



EACA EURO EFFIE AWARDS WINNERS 2015				
FMCG				
Colour	Campaign	Agency	Client	Country
	Sweet	Grey London	United Biscuits	United Kingdom
	More Than Laundry	GREY Germany GmbH	P&G International Operations SA	Germany
	Princeland	Ogilvy & Mather	Mondelez	France
Automotive				
Colour	Campaign	Agency	Client	Country
	Volkswagen Polo 'Drive confident'	DDB	Volkswagen AG	Germany
	Aygo. Go fun yourself.	ZenithOptimedia	Toyota Motor Europe	United Kingdom
	Kia Sportage	Innocean Worldwide Europe	Kia Motors Europe	Germany
Best Demonstration of Integrated Effectiveness				
Colour	Campaign	Agency	Client	Country
	Magnum. Celebrating 25 years of pleasure.	LOLA (Mullen Lowe Group)	Unilever	Spain
Brand Experience				
Colour	Campaign	Agency	Client	Country
	Turn off to turn on	TMW Unlimited	Reckitt Benckiser	United Kingdom
	Febreze Roadtrip	GREY Germany GmbH	P&G International Operations SA	Germany
Brand Revitalisation				
Colour	Campaign	Agency	Client	Country
	Turn off to turn on	TMW Unlimited	Reckitt Benckiser	United Kingdom
	Coffee Vs. Gangs	JWT London	Mondelez	United Kingdom
Consumer Goods				
Colour	Campaign	Agency	Client	Country
	Selling sofas in a financial meltdown	UncleGrey	Bolia.com	Denmark
General Healthcare & OTC Products				
Colour	Campaign	Agency	Client	Country
	Turn off to turn on	TMW Unlimited	Reckitt Benckiser	United Kingdom



IT/Telco				
Colour	Campaign	Agency	Client	Country
	Travel & Surf	DDB Berlin GmbH	Deutsche Telekom	Germany
Long-Term Effectiveness				
Colour	Campaign	Agency	Client	Country
	Fairy: the longer lasting brand legend	Grey London	Procter & Gamble	United Kingdom
Product/Service Launch				
Colour	Campaign	Agency	Client	Country
	Gillette BODY	Grey London	Procter&Gamble	United Kingdom
	Love in the fridge	Ogilvy Germany	Unilever BCS Company	Germany
Retail				
Colour	Campaign	Agency	Client	Country
	Because we love shoes	GREY Germany GmbH	Deichmann	Germany
Small Budget				
Colour	Campaign	Agency	Client	Country
	Gillette BODY	Grey London	Procter&Gamble	United Kingdom
	Selling sofas in a financial meltdown	UncleGrey	Bolia.com	Denmark
Grand Prix				
Travel & Surf				
Agency of the Year				
GREY Group Europe				