



GRAND EFFIE 2023

Campaign: STUP by Banca Transilvania
Brand: Banca Transilvania
Client: Banca Transilvania
Lead Agency: Leo Burnett Bucharest & established.now
Contributing Companies: Saga Film

Branded Content & Entertainment

GOLD

Campaign: Fundraising Reinvented with the 1st Charitable Movie
Brand: HOSPICE
Client: Hospice - Casa Sperantei
Lead Agency: Colorbitor Production
Contributing Companies: Kaufland Romania, Schwarz Grup

SILVER

Campaign: DEAR 15-YEAR OLD ME
Brand: ALWAYS
Client: P&G Romania
Lead Agency: Leo Burnett Bucharest
Contributing Companies: GRF+ , Ketchum, EssenceMediacom

BRONZE

Campaign: Yuki Saaki
Brand: IQads
Client: IQads Romania
Lead Agency: Saatchi Creative Hub
Contributing Companies: Studioset

Campaign: Your place is in the kitchen only when you want it to be.
Brand: Tazz
Client: HCL Online Advertising
Lead Agency: Jam Session Agency
Contributing Companies: Conversion, Graffiti PR

Campaign: STRANGER HEATHENS
Brand: Stranger Things
Client: Netflix
Lead Agency: Cohn & Jansen Creative Network
Contributing Companies: Luca's Art Film, MSL The Practice, Electric Castle



Campaign: Durex - Speak-Up
Brand: Durex
Client: Reckitt Benckiser Romania
Lead Agency: ZENITH ROMANIA
Contributing Companies: n/a

Branded Utility

SILVER

Campaign: STUP by Banca Transilvania
Brand: Banca Transilvania
Client: Banca Transilvania
Lead Agency: Leo Burnett Bucharest & established.now
Contributing Companies: Saga Film

BRONZE

Campaign: T.R.A.I.
Brand: Stora.ro
Client: OLX Online Services
Lead Agency: Publicis Romania
Contributing Companies: Digitas Romania, Media Investment, MSL The Practice

Campaign: Discoverage
Brand: Vodafone Discoverage
Client: Vodadone Romania
Lead Agency: McCann Bucharest
Contributing Companies: Wavemaker Romania, Oxygen Romania

Campaign: Bookvertising
Brand: Nemira
Client: Nemira Publishing House
Lead Agency: Saatchi Creative Hub
Contributing Companies: n/a



Business to Business

SILVER

Campaign: STUP by Banca Transilvania
Brand: Banca Transilvania
Client: Banca Transilvania
Lead Agency: Leo Burnett Bucharest & established.now
Contributing Companies: Saga Film

BRONZE

Campaign: #GATADEBUSINESS
Brand: Raiffeisen Bank
Client: Raiffeisen Bank
Lead Agency: Publicis Romania
Contributing Companies: ZENITH ROMANIA, MSL The Practice

Corporate Reputation

SILVER

Campaign: Poem of Change
Brand: BCR
Client: BCR Romania
Lead Agency: Cohn & Jansen Creative Network
Contributing Companies: Wavemaker Romania

BRONZE

Campaign: The Good in the New Generation
Brand: McDonald's
Client: McDonald's Romania
Lead Agency: DDB Romania & OMD Romania
Contributing Companies: Tribal Romania



Data-Driven

SILVER

Campaign: T.R.A.I.

Brand: Storia.ro

Client: OLX Online Services

Lead Agency: Publicis Romania

Contributing Companies: Digitas Romania, Media Investment, MSL The Practice

BRONZE

Campaign: Be Who You Want To Be

Brand: Spotify

Client: Spotify

Lead Agency: Leo Burnett Bucharest & established.now

Contributing Companies: Saga Film, Global Records, UM Romania

Durables

GOLD

Campaign: ARCTIC - FORGOTTEN

Brand: ARCTIC

Client: ARCTIC

Lead Agency: McCann Bucharest

Contributing Companies: Spark Foundry Romania, Viral Nation, Oxygen Romania, Zitec

BRONZE

Campaign: AllOut by Samsung

Brand: Samsung

Client: Samsung Romania

Lead Agency: Leo Burnett Bucharest & Centrade | Cheil Romania

Contributing Companies: MSL The Practice, STARCOM, Established Now, DeMoga Music



E-commerce

GOLD

Campaign: NEW IS FOR NOW. SMART IS FOREVER.
Brand: Flip Romania
Client: Flip Technologies
Lead Agency: Jam Session Agency
Contributing Companies: Difrnt Agency, Conversion, Izi Data

BRONZE

Campaign: Your place is in the kitchen only when you want it to be.
Brand: Tazz
Client: HCL Online Advertising
Lead Agency: Jam Session Agency
Contributing Companies: Conversion, Graffiti PR, Ketchum

Engaged Communities

SILVER

Campaign: MUSIC SAVES US ALL
Brand: Stranger Things
Client: Netflix Amsterdam
Lead Agency: Cohn & Jansen Creative Network
Contributing Companies: Luca's Art, The Practice

Experiential Marketing

BRONZE

Campaign: The Chicken Crave Run
Brand: KFC
Client: US FOOD NETWORK
Lead Agency: McCann Bucharest
Contributing Companies: UM Romania, Golin Romania, MRM Romania

Campaign: MUSIC SAVES US ALL
Brand: Stranger Things
Client: Netflix Amsterdam
Lead Agency: Cohn & Jansen Creative Network
Contributing Companies: Luca's Art, The Practice



Campaign: LIFEBEATS
Brand: Dăruiește Viață NGO
Client: Dăruiește Viață NGO
Lead Agency: Saatchi Creative Hub
Contributing Companies: n/a

Campaign: Grand Job Experience
Brand: Kaufland Romania
Client: Kaufland Romania
Lead Agency: v8
Contributing Companies: Nexus Gaming

Financial Services

GOLD

Campaign: Better By Hard Work
Brand: Banca Transilvania
Client: Banca Transilvania
Lead Agency: Leo Burnett Bucharest & established.now
Contributing Companies: Saga Film

SILVER

Campaign: Free@ING
Brand: ING
Client: ING BANK N.V. AMSTERDAM
Lead Agency: Jam Session Agency
Contributing Companies: Dentsu Romania, Bread Content

BRONZE

Campaign: Poem of Change
Brand: BCR
Client: BCR Romania
Lead Agency: Cohn & Jansen Creative Network
Contributing Companies: Wavemaker Romania



Marketing Disruptors

GOLD

Campaign: Fundraising Reinvented with the 1st Charitable Movie

Brand: HOSPICE

Client: Hospice - Casa Sperantei

Lead Agency: Colorbitor Production

Contributing Companies: Kaufland Romania, Schwarz Grup

SILVER

Campaign: T.R.A.I.

Brand: Storia.ro

Client: OLX Online Services

Lead Agency: Publicis Romania

Contributing Companies: Digitas Romania, Media Investment, MSL The Practice

Campaign: Bookvertising

Brand: Nemira

Client: Nemira Publishing House

Lead Agency: Saatchi Creative Hub

Contributing Companies: n/a

BRONZE

Campaign: TOP 100 Hits

Brand: Carrefour

Client: Carrefour Romania

Lead Agency: Publicis Romania & Digitas Romania

Contributing Companies: Havas Media Romania, Funnel Agency, Saga Film, DeMoga Music

Campaign: Your place is in the kitchen only when you want it to be.

Brand: Tazz

Client: HCL Online Advertising

Lead Agency: Jam Session Agency

Contributing Companies: Conversion, Graffiti PR

Campaign: PIZZA HUT LOVES FAMILIES JUST THEY WAY THEY ARE

Brand: Pizza Hut

Client: American Restaurant System

Lead Agency: Leo Burnett Bucharest

Contributing Companies: UM Romania, Golin Harris Romania



Campaign: NEW IS FOR NOW. SMART IS FOREVER.
Brand: Flip Romania
Client: Flip Technologies
Lead Agency: Jam Session Agency
Contributing Companies: Difrnt Agency, Conversion, Izi Data

Campaign: 22 Epic Nights
Brand: Samsung
Client: SAMSUNG ROMANIA
Lead Agency: Cheil Centrade
Contributing Companies: Leo Burnett, STARCOM, MSL The Practice

Marketing Innovation

GOLD

Campaign: T.R.A.I.
Brand: Storia.ro
Client: OLX Online Services
Lead Agency: Publicis Romania
Contributing Companies: Digitas Romania, Media Investment, MSL The Practice

BRONZE

Campaign: STUP by Banca Transilvania
Brand: Banca Transilvania
Client: Banca Transilvania
Lead Agency: Leo Burnett Bucharest & established.now
Contributing Companies: Saga Film

Media & Entertainment

BRONZE

Campaign: ANA The AI Fortune Teller
Brand: RADAR Festival
Client: One Night Gallery
Lead Agency: Leo Burnett Bucharest
Contributing Companies: Stay Sharp Film



Medical Services & Healthcare Products

SILVER

Campaign: #YouAreStrongerThanYouThink

Brand: Regina Maria

Client: Regina Maria

Lead Agency: Publicis Romania

Contributing Companies: Bad Habits, MEDIA-TIQUE, United Media, McCann Health Brain & Heart

Campaign: YOUR BODY IS AMAZING

Brand: Always Discreet

Client: P&G

Lead Agency: Leo Burnett Bucharest

Contributing Companies: EssenceMediaco

BRONZE

Campaign: Durex - Speak-Up

Brand: Durex

Client: Reckitt Benckiser Romania

Lead Agency: ZENITH ROMANIA

Contributing Companies: n/a

New Product or Service - Line Extension

GOLD

Campaign: STUP by Banca Transilvania

Brand: Banca Transilvania

Client: Banca Transilvania

Lead Agency: Leo Burnett Bucharest & established.now

Contributing Companies: Saga Film

Other Products & Services

GOLD

Campaign: Bookvertising

Brand: Nemira

Client: Nemira Publishing House

Lead Agency: Saatchi Creative Hub

Contributing Companies: n/a



Packaged Food

BRONZE

Campaign: The Strudel's Stories
Brand: Morarita
Client: Dr. Oetker
Lead Agency: Ogilvy & Mather Advertising
Contributing Companies: EssenceMediacom

Personal Care Products & Services

SILVER

Campaign: DEAR 15-YEAR OLD ME
Brand: ALWAYS
Client: P&G Romania
Lead Agency: Leo Burnett Bucharest
Contributing Companies: GRF+, Ketchum, EssenceMediacom

Positive Change: Social Good - Brands

SILVER

Campaign: URSUS STEPS UP FOR THE BEARS OF ROMANIA
Brand: URSUS
Client: Ursus Breweries
Lead Agency: Leo Burnett Bucharest
Contributing Companies: Fundatia Conservation Carpathia, Media Investment

BRONZE

Campaign: eMAG - The class that never gives up
Brand: eMAG
Client: Dante International
Lead Agency: Jam Session Agency
Contributing Companies: Smart Point

Campaign: The Eco Movement
Brand: YOXO
Client: Orange Romania
Lead Agency: Publicis Romania
Contributing Companies: Digita Romania



Campaign: Illiterate Ads
Brand: Pepco
Client: PEPCO
Lead Agency: VMLY&R Romania
Contributing Companies: Fundatia Noi Orizonturi, Teach For Romania, Loops Production

Positive Change: Social Good - Non-Profit

GOLD

Campaign: Fundraising Reinvented with the 1st Charitable Movie
Brand: HOSPICE
Client: Hospice - Casa Sperantei
Lead Agency: Colorbitor Production
Contributing Companies: Kaufland Romania, Schwarz Grup

BRONZE

Campaign: LIFEBEATS
Brand: Dăruiește Viață NGO
Client: Dăruiește Viață
Lead Agency: Saatchi Creative Hub
Contributing Companies: n/a

Campaign: #UnExaminable
Brand: VIF - the Network to Prevent and Tackle Violence against Women
Client: VIF - the Network to Prevent and Tackle Violence against Women
Lead Agency: DDB Romania
Contributing Companies: Porter Novelli Public Relations

Renaissance

BRONZE

Campaign: PIZZA HUT LOVES FAMILIES JUST THEY WAY THEY ARE
Brand: Pizza Hut
Client: American Restaurant System
Lead Agency: Leo Burnett Bucharest
Contributing Companies: UM Romania, Golin Harris Romania



Restaurants

SILVER

Campaign: The "Crave" Menu

Brand: KFC

Client: US FOOD NETWORK

Lead Agency: McCann Bucharest

Contributing Companies: UM Romania, Golin Harris Romania, MRM Romania

Retail

SILVER

Campaign: Profi App - Wisdom Swap

Brand: Profi

Client: PROFI ROM FOOD

Lead Agency: Cheil Centrade

Contributing Companies: Chainsaw Europe Studio, Spark Foundry Romania

BRONZE

Campaign: TOP 100 Hits

Brand: Carrefour

Client: Carrefour Romania

Lead Agency: Publicis Romania & Digitas Romania

Contributing Companies: Havas Media Romania, Funnel Agency, Saga Film, DeMoga Music

Campaign: MEGAMANIA

Brand: Mega Image

Client: Mega Image

Lead Agency: RED DOTS AGENCY

Contributing Companies: United Media Services, Gherman Design Studio, Strategic Events & Communication



Seasonal Marketing

GOLD

Campaign: #UnExaminable

Brand: VIF - the Network to Prevent and Tackle Violence against Women

Client: VIF - the Network to Prevent and Tackle Violence against Women

Lead Agency: DDB Romania

Contributing Companies: Porter Novelli Public Relations

BRONZE

Campaign: The 'Almost-Christmas' meal

Brand: KFC

Client: US FOOD NETWORK

Lead Agency: McCann Bucharest

Contributing Companies: UM Romania, MRM Romania

Campaign: Inspired holidays in the fastest network

Brand: Orange

Client: Orange Romania

Lead Agency: Publicis Romania

Contributing Companies: Initiative Media

Snacks & Desserts

BRONZE

Campaign: Unmask fears

Brand: Kinder

Client: Ferrero Romania

Lead Agency: Publicis Romania

Contributing Companies: MSL The Practice, MINDSHARE

Campaign: Generation R

Brand: ROM

Client: Kandia Dulce

Lead Agency: McCann Bucharest

Contributing Companies: MRM Romania, UM Romania



Sports Marketing

BRONZE

Campaign: Between Medals
Brand: Banca Transilvania
Client: Banca Transilvania
Lead Agency: Leo Burnett Bucharest & established.now
Contributing Companies: Saga Film

Sustained Success

BRONZE

Campaign: Common Sense Black Friday
Brand: Fashion Days
Client: eMag Romania
Lead Agency: Leo Burnett Bucharest & established.now
Contributing Companies: n/a

Telecommunications

BRONZE

Campaign: The Eco Movement
Brand: YOXO
Client: Orange Romania
Lead Agency: Publicis Romania
Contributing Companies: Digitas Romania

Campaign: Infinite Home
Brand: Orange
Client: Orange Romania
Lead Agency: Publicis Romania
Contributing Companies: Initiative Romania

Campaign: Discoverage
Brand: Vodafone Discoverage
Client: Vodadone Romania
Lead Agency: McCann Bucharest
Contributing Companies: Wavemaker Romania, Oxygen Romania



Timely Opportunity

BRONZE

Campaign: Awesome Expo - AllOut for digital content

Brand: Samsung

Client: Samsung Romania

Lead Agency: Leo Burnett

Contributing Companies: MSL The Practice, Starcom, Cheil Centrade, Established Now, DeM