

## WINNERS – 2025 EFFIE AWARDS ROMANIA

### GRAND EFFIE

**Entry Title:** Unexpected Heroes  
**Brand:** Old Spice  
**Lead Agency:** Leo Burnett Bucharest  
**Client:** Procter & Gamble Romania  
**Contributing Company:** Aggero, New View

### BEVERAGES – NON-ALCOHOL

#### GOLD

**Entry Title:** Why?  
**Brand:** AQUA Carpatica Kids  
**Lead Agency:** Cohn & Jansen Creative Network  
**Client:** Valvis Holding  
**Contributing Company:** Media Investment

### BRANDED CONTENT & ENTERTAINMENT

#### SILVER

**Entry Title:** STORIES TO HOLD PREEMIES  
**Brand:** Pampers  
**Lead Agency:** Leo Burnett Bucharest  
**Client:** Procter & Gamble Marketing  
**Contributing Company:** STARCOM, GRF+

### BRANDED UTILITY

#### SILVER

**Entry Title:** Regina Maria " Music to my brain"  
**Brand:** Regina Maria  
**Lead Agency 1:** Publicis Romania  
**Lead Agency 2:** Publicis Relations  
**Client:** REGINA MARIA  
**Contributing Company:** Media Tique, Bad Habits, Mad Animator, McCann PR

## WINNERS – 2025 EFFIE AWARDS ROMANIA

### BRONZE

**Entry Title:** STORIES TO HOLD PREEMIES

**Brand:** Pampers

**Lead Agency:** Leo Burnett Bucharest

**Client:** Procter & Gamble Marketing

**Contributing Company:** STARCOM, GRF+

**Entry Title:** Why?

**Brand:** AQUA Carpatica Kids

**Lead Agency:** Cohn & Jansen Creative Network

**Client:** Valvis Holding

**Contributing Company:** Media Investment

### CORPORATE REPUTATION

#### BRONZE

**Entry Title:** Nothing good comes from the first try

**Brand:** McDonald's

**Lead Agency:** DDB Romania

**Client:** McDonald's Romania

**Contributing Company:** OMD Romania, Tribal Worldwide, Studioset

### CULTURE & THE ARTS

#### BRONZE

**Entry Title:** The Reader - A new endangered species

**Brand:** Nemira Publishing House

**Lead Agency:** Saatchi & Saatchi + The Geeks

**Client:** Nemira Publishing House

### DAVID VS. GOLIATH

#### GOLD

**Entry Title:** Banking, But As You Want It

**Brand:** Salt Bank

**Lead Agency:** Leo Burnett Bucharest

**Client:** Salt Bank

**Contributing Company:** GroupM (Romania), Saga Film, Frame Breed, NINENINE

## WINNERS – 2025 EFFIE AWARDS ROMANIA

### DIGITAL COMMERCE

#### SILVER

**Entry Title:** KFC APP- Feels like KFC wherever you may be

**Brand:** KFC

**Lead Agency 1:** McCann Bucharest

**Lead Agency 2:** MRM Romania

**Client:** KFC Romania

**Contributing Company:** UM Romania

### EDUCATION & TRAINING

#### BRONZE

**Entry Title:** Score2skill

**Brand:** eJobs

**Lead Agency:** Saatchi & Saatchi + The Geeks

**Client:** eJobs

**Contributing Company:** D&D Research, GG Industry

### ENGAGED COMMUNITIES

#### GOLD

**Entry Title:** Euro 2024 – We dream together, we win together

**Brand:** Echipa Nationala de Fotbal a Romaniei (Romanian National Football Team)

**Lead Agency:** Federatia Romana de Fotbal

**Client:** Federatia Romana de Fotbal

**Contributing Company:** PRO TV, KISS FM, Sunday Events

#### BRONZE

**Entry Title:** HALL OF FANS

**Brand:** Lay's Romania

**Lead Agency:** Leo Burnett Bucharest

**Client:** PepsiCo Romania

**Contributing Company:** OMD Romania

## WINNERS – 2025 EFFIE AWARDS ROMANIA

**Entry Title:** The Missing Hour

**Brand:** Philips Avent

**Lead Agency:** OMD Romania

**Client:** PHILIPS Romania

**Contributing Company:** CreaZYX, ZYX Publishing Group, FCB Bucharest

**Entry Title:** NATURLI' - I'M NOT A MILKSOP!

**Brand:** NATURLI'

**Lead Agency:** Jam Session Agency

**Client:** Orkla Foods Romania

**Contributing Company:** Conan PR, Lucas Art Film, Asociatia Romana de Educare in Alergii, Griffin Advertising

## FINANCE

### GOLD

**Entry Title:** Banking, But As You Want It

**Brand:** Salt Bank

**Lead Agency:** Leo Burnett Bucharest

**Client:** Salt Bank

**Contributing Company:** GroupM (Romania), Saga Film, Frame Breed, NINENINE

### BRONZE

**Entry Title:** ING Together

**Brand:** ING

**Lead Agency:** Jam Session Agency

**Client:** ING BANK N.V. AMSTERDAM, Sucursala Bucuresti

**Contributing Company:** Dentsu Romania

## FOOD

### GOLD

**Entry Title:** The Pie Faces

**Brand:** Linco Patisero

**Lead Agency:** Jam Session Agentia

**Client:** Orkla Foods Romania

**Contributing Company:** Carioca Studio, Luca's ArtFilm

## WINNERS – 2025 EFFIE AWARDS ROMANIA

### SILVER

**Entry Title:** Breakfast is Love

**Brand:** Napolact

**Lead Agency:** Cohn & Jansen Creative Network

**Client:** FrieslandCampina

**Contributing Company:** Wavemaker, Atelieru, Minio Studio

### HEALTH & WELLNESS - HEALTHCARE SERVICES

#### SILVER

**Entry Title:** Regina Maria " Music to my brain"

**Brand:** Regina Maria

**Lead Agency 1:** Publicis Romania

**Lead Agency 2:** Publicis Relations

**Client:** REGINA MARIA

**Contributing Company:** Media Tique, Bad Habits, Mad Animator, McCann PR

#### BRONZE

**Entry Title:** #TakeYourMomToMamo

**Brand:** Regina Maria

**Lead Agency:** Punk Agency

**Client:** REGINA MARIA

**Contributing Company:** McCann Health Brain & Heart, Bad Habits, Media-Tique

### HEALTH & WELLNESS – OTC

#### BRONZE

**Entry Title:** Routine is good

**Brand:** Secom

**Lead Agency:** Saatchi & Saatchi + The Geeks

**Client:** Secom Healthcare

**Contributing Company:** Abis Studio

## WINNERS – 2025 EFFIE AWARDS ROMANIA

### HOUSEHOLD SUPPLIES

#### BRONZE

**Entry Title:** FRAGRANCE THERAPY: BREATHE IN, BREATHE OUT

**Brand:** LENOR

**Lead Agency:** Leo Burnett Bucharest

**Client:** Procter & Gamble Marketing

**Contributing Company:** GRF+

### MARKETING DISRUPTORS

#### BRONZE

**Entry Title:** Banking, But As You Want It

**Brand:** Salt Bank

**Lead Agency:** Leo Burnett Bucharest

**Client:** Salt Bank

**Contributing Company:** GroupM (Romania), Saga Film, Frame Breed, NINENINE

**Entry Title:** WORLD'S FAVORITE TOILET

**Brand:** MEDLIFE

**Lead Agency:** Golin

**Client:** MedLife

**Contributing Company:** Nomazi Advertising

### MARKETING INNOVATION

#### GOLD

**Entry Title:** #TakeYourMomToMamo

**Brand:** Regina Maria

**Lead Agency:** Punk Agency

**Client:** REGINA MARIA

**Contributing Company:** McCann Health Brain & Heart, Bad Habits, Media-Tique

**Entry Title:** WORLD'S FAVORITE TOILET

**Brand:** MEDLIFE

**Lead Agency:** Golin

**Client:** MedLife

**Contributing Company:** Nomazi Advertising

## WINNERS – 2025 EFFIE AWARDS ROMANIA

### SILVER

**Entry Title:** GoodGaming

**Brand:** Vodafone

**Lead Agency:** Oxygen

**Client:** Vodafone Romania

**Entry Title:** Salt Pink. Also for Men

**Brand:** Salt Bank

**Lead Agency:** Leo Burnett Bucharest

**Client:** Salt Bank

**Contributing Company:** GroupM (Romania), Saga Film, Frame Breed

### BRONZE

**Entry Title:** Score2skill

**Brand:** eJobs

**Lead Agency:** Saatchi & Saatchi + The Geeks

**Client:** eJobs

**Contributing Company:** D&D Research, GG Industry

## MEDIA & ENTERTAINMENT COMPANIES

### SILVER

**Entry Title:** Turn every moment into a story

**Brand:** Voxa

**Lead Agency:** McCann Worldgroup Romania

**Client:** Voxa

**Contributing Company:** UM Romania, Luca's Art Film

## MEDIA INNOVATION

### BRONZE

**Entry Title:** Unexpected Heroes

**Brand:** Old Spice

**Lead Agency:** Leo Burnett Bucharest

**Client:** Procter & Gamble Romania

**Contributing Company:** Aggero, New View

## WINNERS – 2025 EFFIE AWARDS ROMANIA

### NEW PRODUCT OR SERVICE - LINE EXTENSION

#### BRONZE

**Entry Title:** Uncover the Secret Christmas Bringers

**Brand:** McDonald's

**Lead Agency:** DDB Romania

**Client:** McDonald's Romania

**Contributing Company:** OMD Romania, Tribal Worldwide, The M Works, Studioset

### NEW PRODUCT OR SERVICE – INTRODUCTION

#### BRONZE

**Entry Title:** Re-imagine Trust: Gerovital's Leap into Kids' Care

**Brand:** Gerovital Kids

**Lead Agency:** HUBvertising

**Client:** FARMEC

**Contributing Company:** Publicis Groupe Media Bucharest, Mad About Digital, Brand New Servicii Comunicare, The Candy Shop Group

### PERSONAL CARE

#### BRONZE

**Entry Title:** Unexpected Heroes

**Brand:** Old Spice

**Lead Agency:** Leo Burnett Bucharest

**Client:** Procter & Gamble Romania

**Contributing Company:** Aggero, New View

### POSITIVE CHANGE: SOCIAL GOOD – BRANDS

#### SILVER

**Entry Title:** In Fridge Promo

**Brand:** Lidl Romania

**Lead Agency:** MRM Romania

**Client:** Lidl Romania

**Contributing Company:** McCann Romania, Initiative Media Romania

## WINNERS – 2025 EFFIE AWARDS ROMANIA

### BRONZE

**Entry Title:** The Recycling Dance  
**Brand:** RetuRO SGR  
**Lead Agency:** Leo Burnett Bucharest  
**Client:** RetuRO SGR  
**Contributing Company:** Media Investment, MSL The Practice

### RESTAURANTS

#### SILVER

**Entry Title:** Smart Stoc  
**Brand:** KFC  
**Lead Agency 1:** McCann Bucharest  
**Lead Agency 2:** MRM Romania  
**Client:** KFC Romania  
**Contributing Company:** UM Romania

#### BRONZE

**Entry Title:** Star Burger  
**Brand:** KFC  
**Lead Agency 1:** McCann Bucharest  
**Lead Agency 2:** MRM Romania  
**Client:** KFC Romania  
**Contributing Company:** UM Romania

**Entry Title:** The Comedic Triplets  
**Brand:** McDonald's  
**Lead Agency:** DDB Romania  
**Client:** McDonald's Romania  
**Contributing Company:** OMD Romania, Tribal Worldwide, Multimedia Est

### SEASONAL MARKETING

#### SILVER

**Entry Title:** First-Time Christmas  
**Brand:** Salt Bank  
**Lead Agency:** Leo Burnett Bucharest  
**Client:** Salt Bank  
**Contributing Company:** GroupM (Romania), Saga Film, Frame Breed

## WINNERS – 2025 EFFIE AWARDS ROMANIA

### BRONZE

**Entry Title:** Tomi – Bubuiala! Lambada! Street food at home

**Brand:** Tomi

**Lead Agency:** Zenith Romania

**Client:** Orkla Foods Romania

**Contributing Company:** Griffin Advertising

### SNACKS & DESSERTS

#### GOLD

**Entry Title:** FORGIVE ME, I WATCHED IT WITHOUT YOU

**Brand:** Lay's Romania

**Lead Agency:** Leo Burnett Bucharest

**Client:** PepsiCo Romania

**Contributing Company:** OMD Romania

#### BRONZE

**Entry Title:** Milka Generation Gap 2.0

**Brand:** Milka

**Lead Agency:** Fullhouse Ogilvy

**Client:** Mondelez Europe Services GmbH Opfikon Sucursala Romania

**Contributing Company:** Spark Foundry, Film Factor

### SUSTAINED SUCCESS

#### BRONZE

**Entry Title:** #YouAreStrongerThanYouThink

**Brand:** Regina Maria

**Lead Agency 1:** Punk Agency

**Lead Agency 2:** Publicis Romania

**Client:** REGINA MARIA

**Contributing Company:** Media Tique, Bad Habits, McCann Health Brain & Heart

**Entry Title:** A LOVE-BRAND IN AN INDUSTRY NOBODY LOVES

**Brand:** ING

**Lead Agency:** Jam Session Agency

**Client:** ING BANK N.V. AMSTERDAM, Sucursala Bucuresti

**Contributing Company:** Dentsu Creative

## WINNERS – 2025 EFFIE AWARDS ROMANIA

### YOUTH MARKETING

#### GOLD

**Entry Title:** Unexpected Heroes  
**Brand:** Old Spice  
**Lead Agency:** Leo Burnett Bucharest  
**Client:** Procter & Gamble Romania  
**Contributing Company:** Aggero, New View

#### BRONZE

**Entry Title:** DUREX THE GAME SHOW  
**Brand:** Durex  
**Lead Agency:** VML Romania  
**Client:** Reckitt Benckiser Romania  
**Contributing Company:** Zenith Romania

**Entry Title:** TAKIS LAUNCH – BE TOO MUCH  
**Brand:** TAKIS  
**Lead Agency:** FCB Bucharest  
**Client:** Vel Pitar  
**Contributing Company:** PHD Media

**Entry Title:** WHEN ONE TWIST IS NOT ENOUGH  
**Brand:** Coca-Cola  
**Lead Agency:** VML Romania  
**Client:** The Coca-Cola Company Romania  
**Contributing Company:** GroupM (Romania)

**Entry Title:** Nothing good comes from the first try  
**Brand:** McDonald's  
**Lead Agency:** DDB Romania  
**Client:** McDonald's Romania  
**Contributing Company:** OMD Romania, Tribal Worldwide, Studioset