

# 2022-24 Effie Denmark Trends Report, in partnership with Ipsos



# effie



# Foreword by Effie

Malene Birkebæk, CEO at Kreativitet & Kommunikation, Lead Responsible Effie Awards Denmark



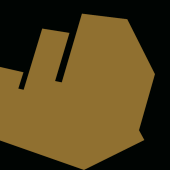
To the marketing industry, Effie is a familiar and respected name. Winning an Effie Award is widely recognized as a significant achievement – and rightly so. It reflects the tremendous effort required to develop, execute, and measure campaigns that ultimately earn a place on the winner's podium, whether in bronze, silver, or gold.

But Effie is more than an award. It is a global community built around marketing effectiveness – a space for inspiration, knowledge-sharing, and a relentless drive to harness the power of creativity for the benefit of both business and society.

In that spirit, I am proud to present the first-ever Danish report on what characterizes the most effective campaigns in Denmark – not with the aim of winning more awards, but with the ambition to continually raise the bar for what marketing effectiveness can be.

This report is the result of a unique collaboration between Effie Denmark and Ipsos. Ipsos is globally recognized for its extensive insights into creative excellence. By combining this expertise with an in-depth analysis of all Danish Effie entries from 2022 to 2024, we are now able to share a data-driven picture of what works – and why.

I hope this report will serve as a source of inspiration and insight for marketing professionals across the industry, and as a first step towards building a new body of knowledge around effectiveness based on Danish data.





# Foreword by Ipsos

Alexander Asmussen, Head of Creative Excellence, Ipsos Denmark



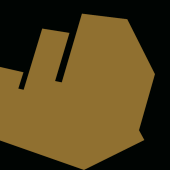
I am incredibly proud of the partnership between Ipsos and Effie, both in Denmark and globally where the partnership is ever expanding year-on-year to new local markets. It is a wonderful match, because Ipsos and Effie share a common mission to help advertisers drive greater effectiveness, leading to stronger business results.

I have always been a huge fan of the Effie Awards because Effie truly respects strong creativity while simultaneously demanding evidence of its effectiveness. It is not enough to turn heads only – behaviour and results must follow suit. We should always remain focused on the impact and the effectiveness of the work, and this is truly the strength of Effie which sets the award apart from all others.

At Ipsos we know and have long proven the power that great creativity has and the multiplier it can bring to campaign impact. Our *MISFITS* framework demonstrates not only that a strong creative experience and ideas delivered about the brand must land. To truly obtain creative effectiveness, we must also show deep empathy for the hopes, dreams and challenges of the most important people in all of this – the consumers who view, experience and interact with our work.

This common passion is what has created the first ever Effie Denmark Trends Report, where we aim to shed light on what drives award-winning campaigns, hopefully deliver a few pearls of wisdom, highlight best practices and celebrate award winning cases studies that bring the principles to life.

I hope the report effectively delivers this, in a Danish campaign effectiveness context.



2022-24 Effie Denmark Trends Report, in partnership with Ipsos analyses Effie 2022-24 campaigns, focusing on the pillars of the Effie framework, with an additional emphasis on creative effectiveness. Highlights are:



**Challenge, Context  
& Objectives**

Winners frame their challenges from an outside-in, rather than inside-out perspective.

Results show that Effie winners are more focused on a clear single objective than non-winners those who spread their focus across multiple objectives.

Environmental and social objectives especially perform well in Denmark.



**Insights &  
Strategy**

Consumer research is more prevalent among Effie winners suggesting that use of strong data-driven insights and deeply understanding consumers, correlates highly with campaign effectiveness.

Effie winners also to a much higher degree use creative/copy testing and have a constant finger on the brand pulse through a brand tracker.



**Bringing the Strategy  
& Idea to Life**

While low budget ads can be highly effective, higher investment in both production and media plans are highly correlated to strong campaign effectiveness.

However, *more touchpoints* does not automatically equate effectiveness. The focus should be on effectively using the most relevant touchpoints – and here TV remains important.

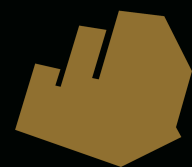


**Ipsos Creative  
Effectiveness Analysis**

The most effective campaigns deliver a stronger creative experience making them stand out and often talked about.

They have clear and educational creative ideas, differentiating their brands.

And finally, they are most often based on a strong empathetic insight, showing credibility and personal audience relevance.







## CHAPTER 1:

# Challenge, Context & Objectives



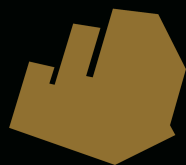
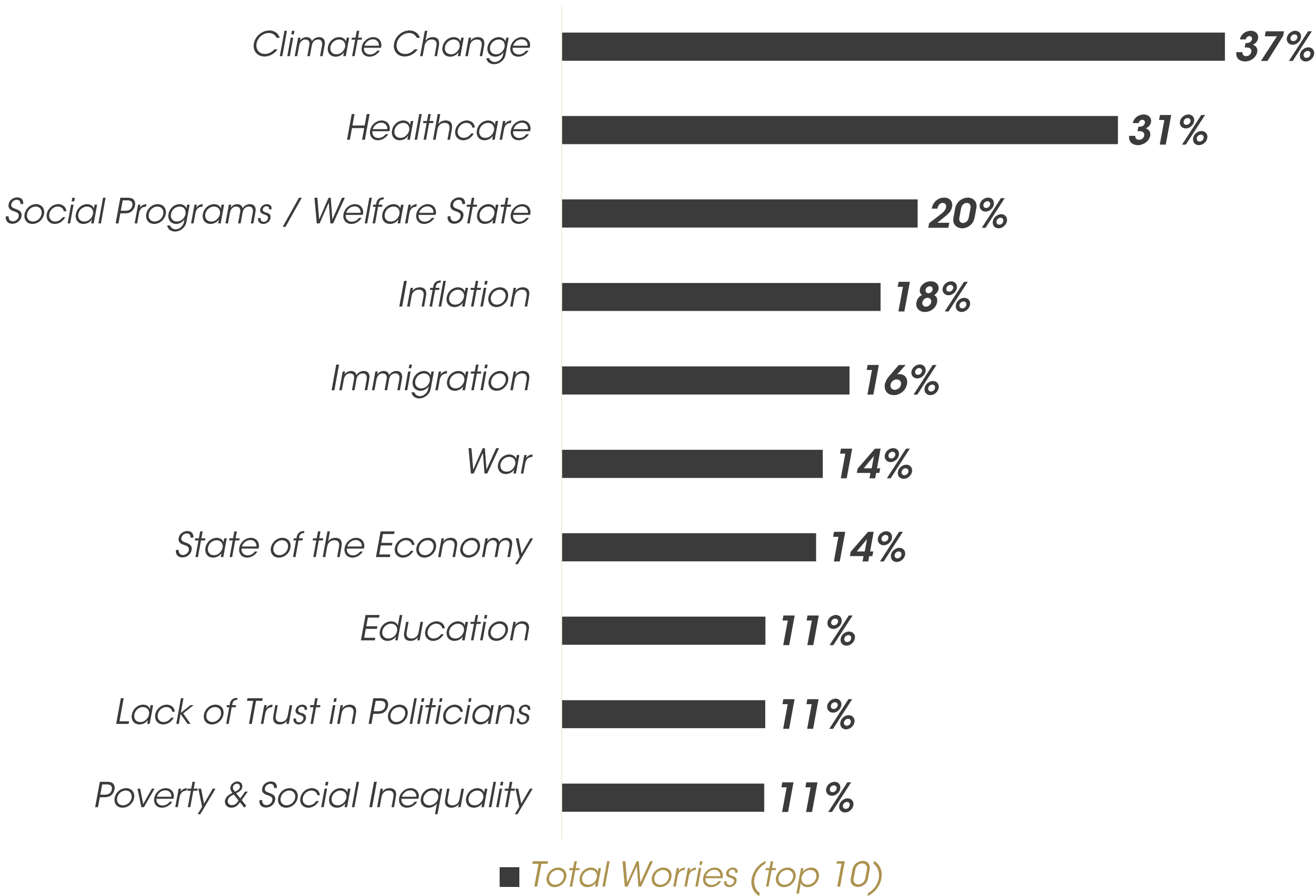
7 2022-24 EFFIE DK TRENDS REPORT • IN PARTNERSHIP WITH IPSOS



Ipsos research shows that climate change is Denmark’s biggest worry. Brands tapping into this makes consumers feel seen and campaigns feel empathic.



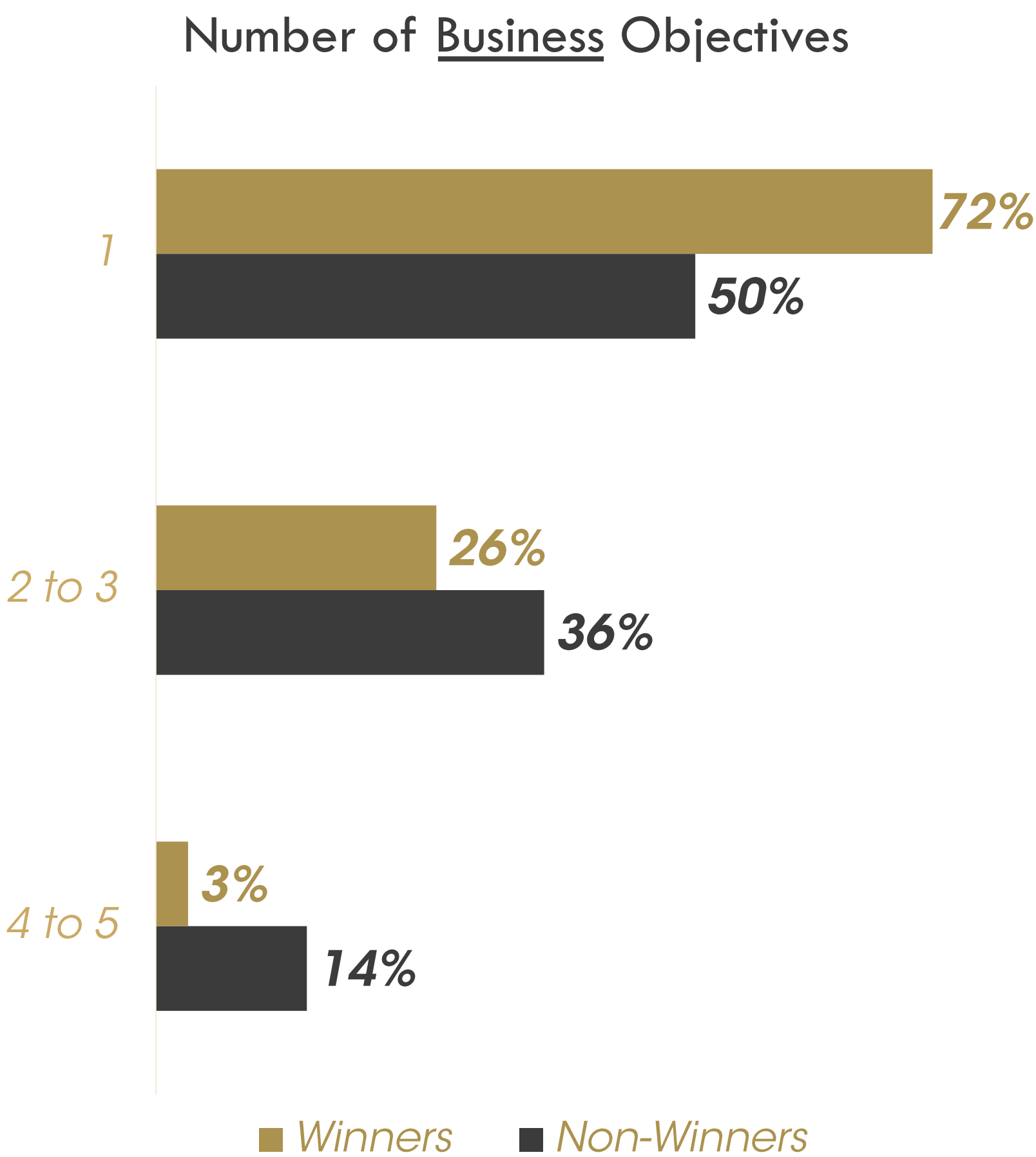
Ipsos ‘What Worries Denmark’ study 2022-24



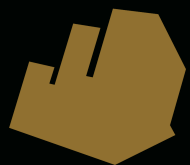


# Winners understand the importance of focus.

Effective campaigns have a clear and focused business objective. Having a single, well-defined business objective as the guiding light in campaign development and execution, helps create a clarity that is much more common among winners.



NOTE: DATA IS LIMITED TO THE YEARS 2023-2024



# Focusing on a singular objective can lead to big results.

“Helmet has always been a good idea”

*Brand: Rådet for Sikker Trafik*

*Lead Agency: &Co. /NoA*

Danes love their bikes. But helmets have never been as popular as cycling itself. There’s no good excuse for not wearing a helmet – but there is a very long list of poor ones.

Rådet for Sikker Trafik posed the question “What if our ancestors, the great Vikings, would have had the same approach to safety?”. By displaying all the bad excuses, our Viking-ancestors prove that wearing a helmet has always been a good idea.



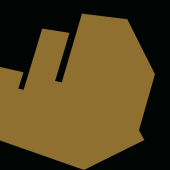
**GOLD:** BRANDED CONTENT & ENTERTAINMENT - PRODUCTS/SERVICES



**SILVER:** PHARMA, HEALTHCARE, COSMETICS, TOILETRIES, NUTRITION



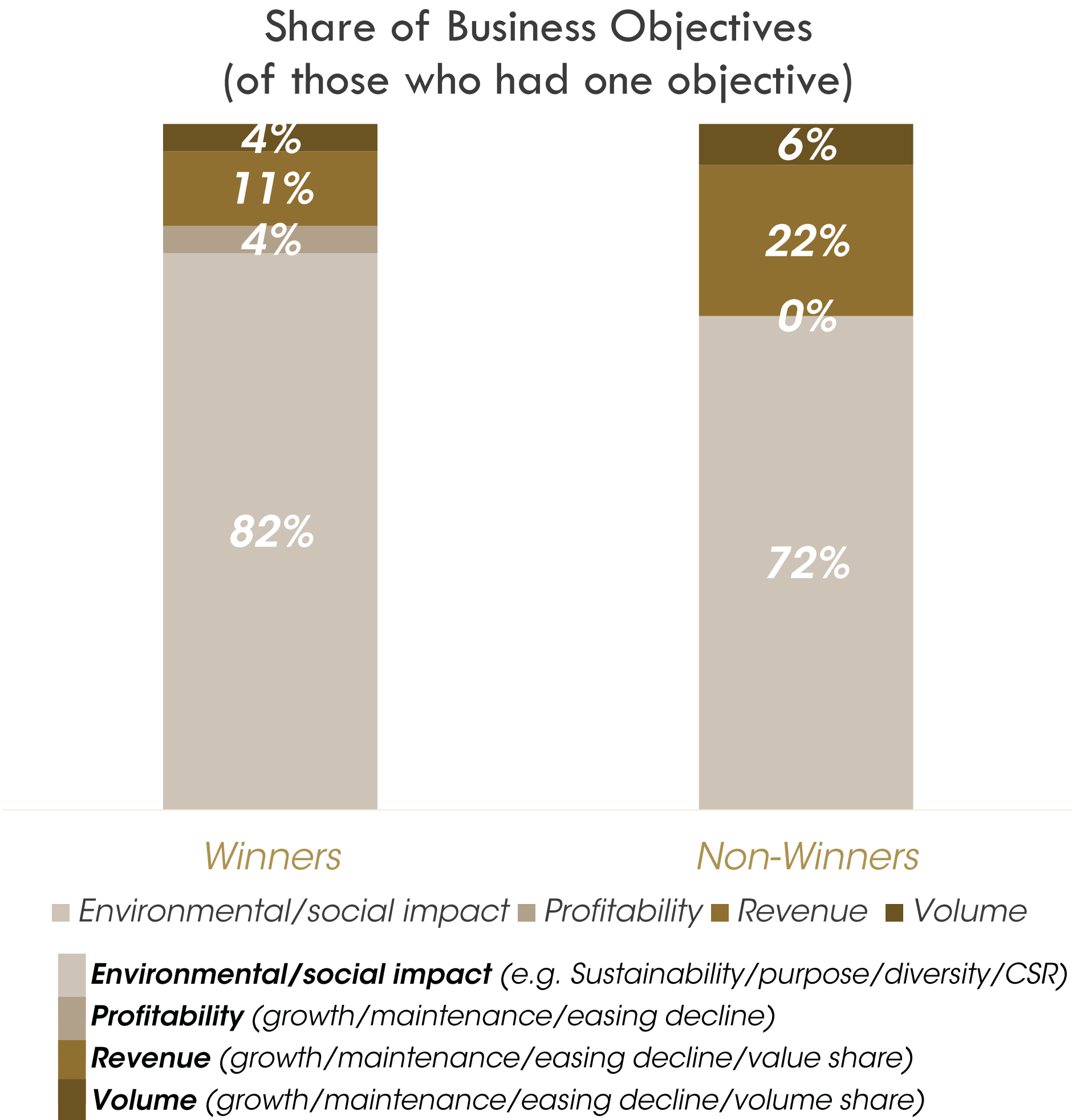
- **37% of viewers talked to others about the campaign.**
- **86% reflected on the fact that wearing a helmet was more important than vanity.**
- **36% of non-users were seriously considering purchasing a helmet.**
- **4% of non-users bought a helmet.**
- **Helmet use increased from 46,6% in 2020 to 48,2% in 2021**
- **praised by YouTube for creating a film that ‘people actually willing watched without dropping off’**



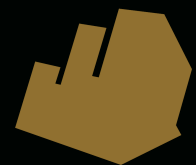


# Environmental/Social impact is the most prevalent single business objective.

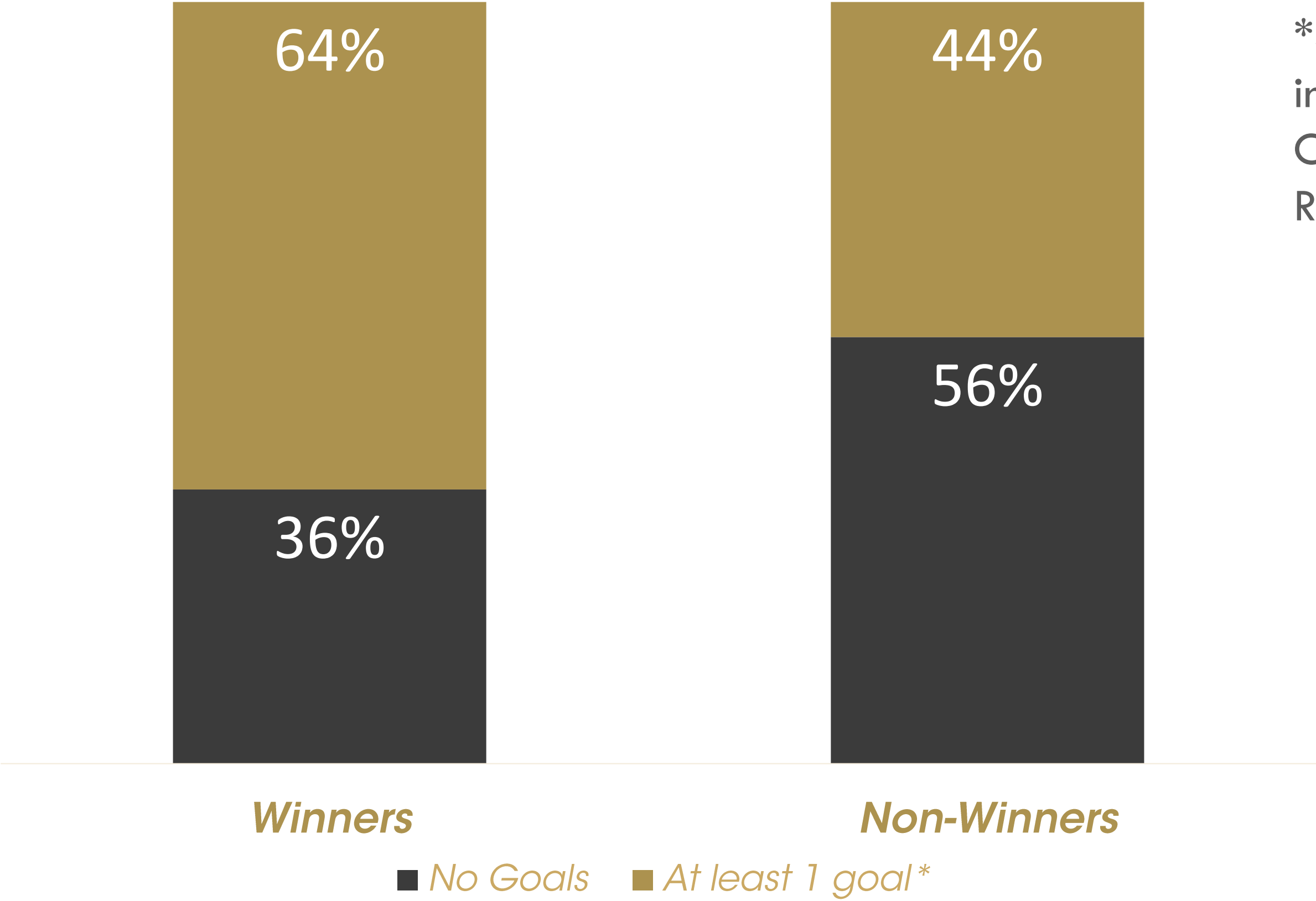
Environmental/social impact objectives stand out as the most common single business objective of winning campaigns. Relatively, winners are skewed more towards environmental/social impact, while non-winners focus more relatively on revenue and volume objectives.



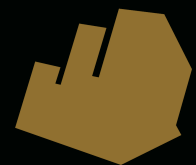
NOTE: DATA IS LIMITED TO THE YEARS 2023-2024



# Winners are more likely to be aligned with at least one of the UN's Sustainable Development Goals\*.



\*Sustainable Development Goals include goals such as Affordable & Clean energy, Climate Action & Reduced Inequalities.





# A singular sustainability objective simplifies understanding and intensifies impact.

“The Dead Sea”

*Brand: Greenpeace*

*Lead Agency: &Co. / NoA*

Greenpeace wanted to bring attention to the fact that Denmark's seas are suffering from severe oxygen depletion and biologists declared the Danish sea the deadest in world, yet the government remains inactive, ignoring the urgent need for solutions.

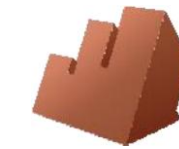
As oxygen depletion is complex, hard to understand, easily overlooked, they aimed to humanize the sea - making it an emotional issue which was impossible to ignore. They held a funeral for Vejle Fjord, “our beloved friend, who suffocated after prolonged oxygen depletion”, highlighting the urgent need for action. Funeral rituals were transformed into campaign elements, replacing complex data with love for nature.



**GOLD:** PUBLIC RELATIONS



**SILVER:** NON-PROFIT



**BRONZE:** SMALL BUDGETS – NON-PROFIT



- **338% increased press coverage.**
- **39M DKK in public funding dedicated to restoring Vejle Fjord.**
- **40B DKK public funding and policy regulations to restore sea life.**



# Ipsos Creative Excellence sustainability learnings in advertising

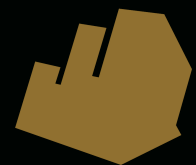
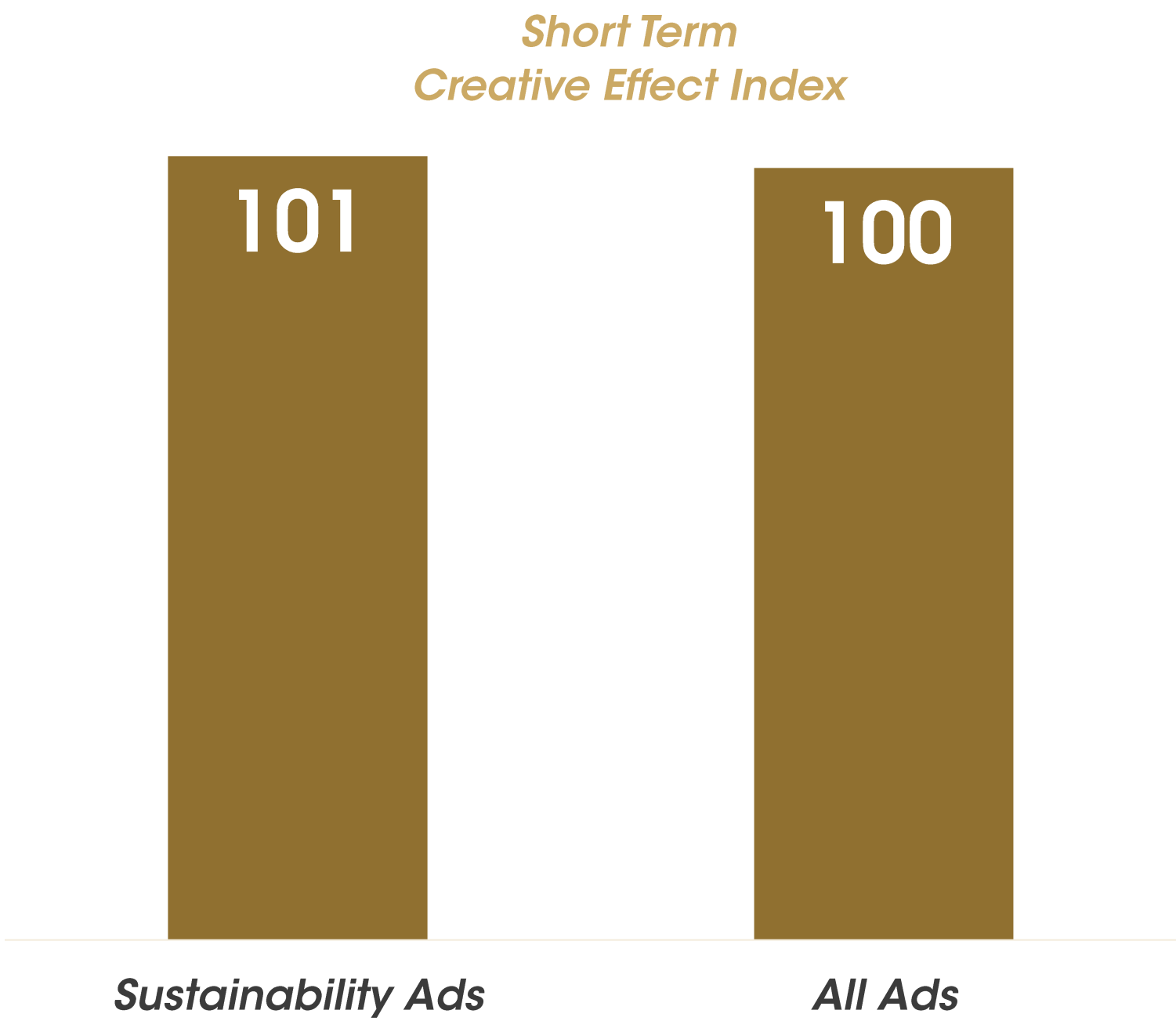
## 1) Sustainability on its own is not enough



Ipsos sustainability advertising learnings show that sustainability claims and cues on their own is not effective in creating short-term behavioural change. More substance and involvement is needed if ads are to stand out from the crowd.

Sustainability claims on their own does little to create a behavioural change.

Something we've seen before when a type of advertising becomes common: The sea of sameness – everyone talks about the same thing, making it harder to stand out.





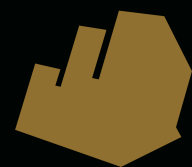
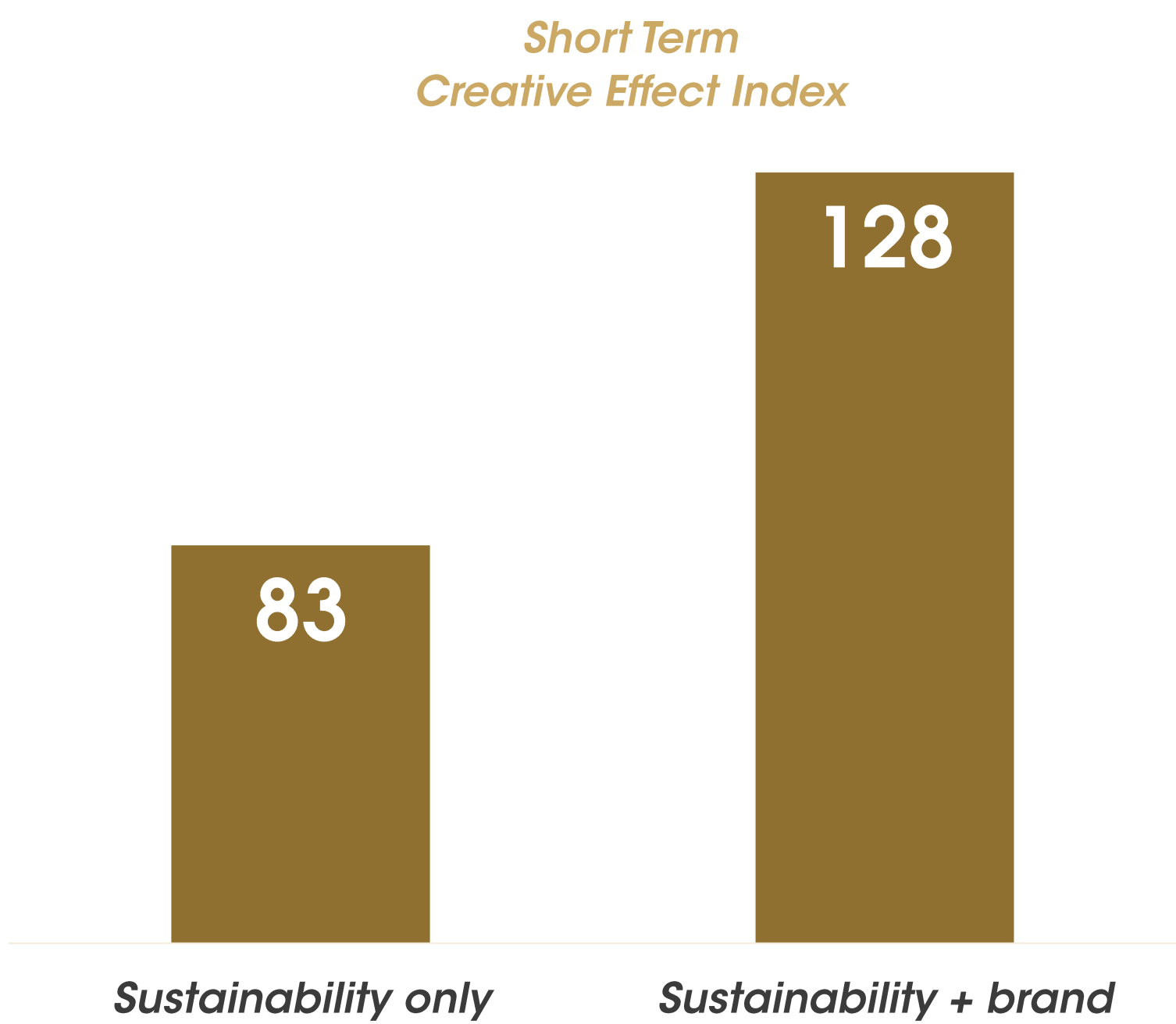
# Ipsos Creative Excellence sustainability learnings in advertising

## 2) Integrate the brand in the sustainability story



Ipsos sustainability advertising learnings show that success comes from integrating sustainability within brand benefit messaging. Ads that blend brand and sustainability messages are significantly stronger on overall creative effectiveness performance index.

Make the creative relevant by not just talking sustainability, but do so in the context of what your brand has to offer





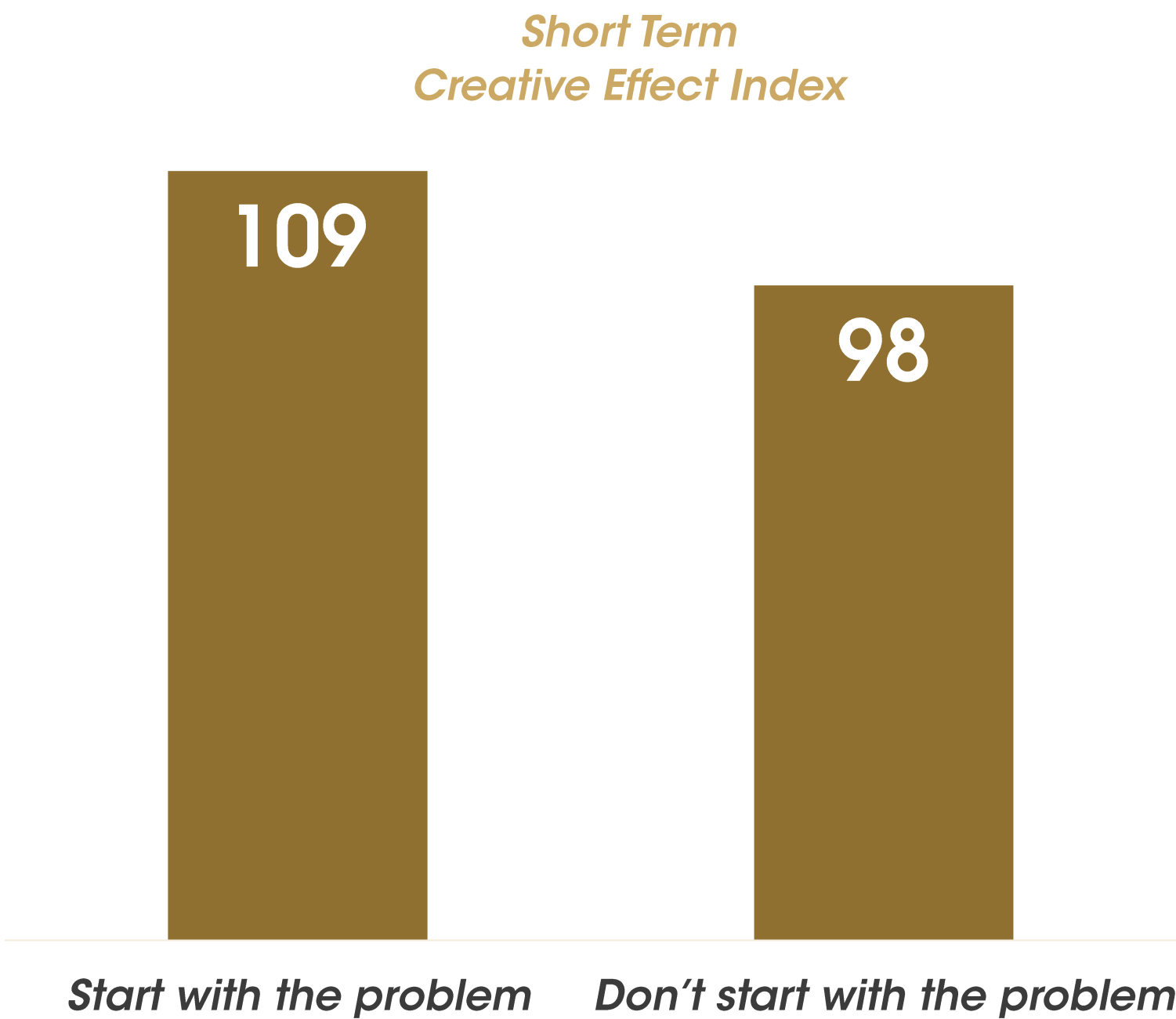
# Ipsos Creative Excellence sustainability learnings in advertising

## 3) Acknowledge (being part of?) the problem

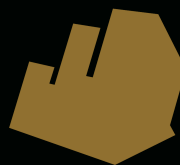


Ipsos sustainability advertising learnings show that brands which do not start by recognizing the problem (and perhaps also that they are part of it), create less short-term impact than the brands that take the bull by the horns from the start.

Acknowledging the problem is a good start  
if you want to be part of the solution



LINK: [HTTPS://YOUTU.BE/KXSQNILL55A](https://youtu.be/KXSQNILL55A)



# Danes respond well to climate focused campaigns.

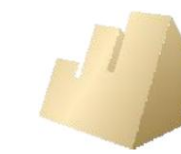
## “Windy Retreats”

*Brand: Andel*

*Lead Agency: Robert Boisen & Like-minded*

The majority of wind turbine projects are held back by 'not-in-my-backyard' mindsets. This is of course problematic for both the climate and for Andel who has far-reaching green ambitions. Research showed that the major resistance is often due to misconceptions about how wind turbines are noisy, overshadow or even affect your sleep.

The solution was ‘Windy Retreats’ - an open campaign invitation that invited Danes to try life as a wind turbine neighbour during the autumn holidays by opening up the homes of actual wind turbine neighbours.



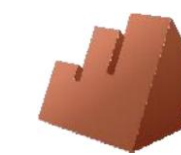
**GOLD:** ENVIRONMENTAL BRANDS



**SILVER:** SOCIAL GOOD: BRANDS



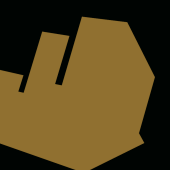
**SILVER:** PUBLIC RELATIONS



**BRONZE:** FOR PROFIT - INTANGIBLE PRODUCTS AND SERVICES



- **1,277 booking requests and all homes “sold out”.**
- **50,763 likes, shares & comments.**
- **When asked, 28% responded that they now viewed wind turbines more positively.**







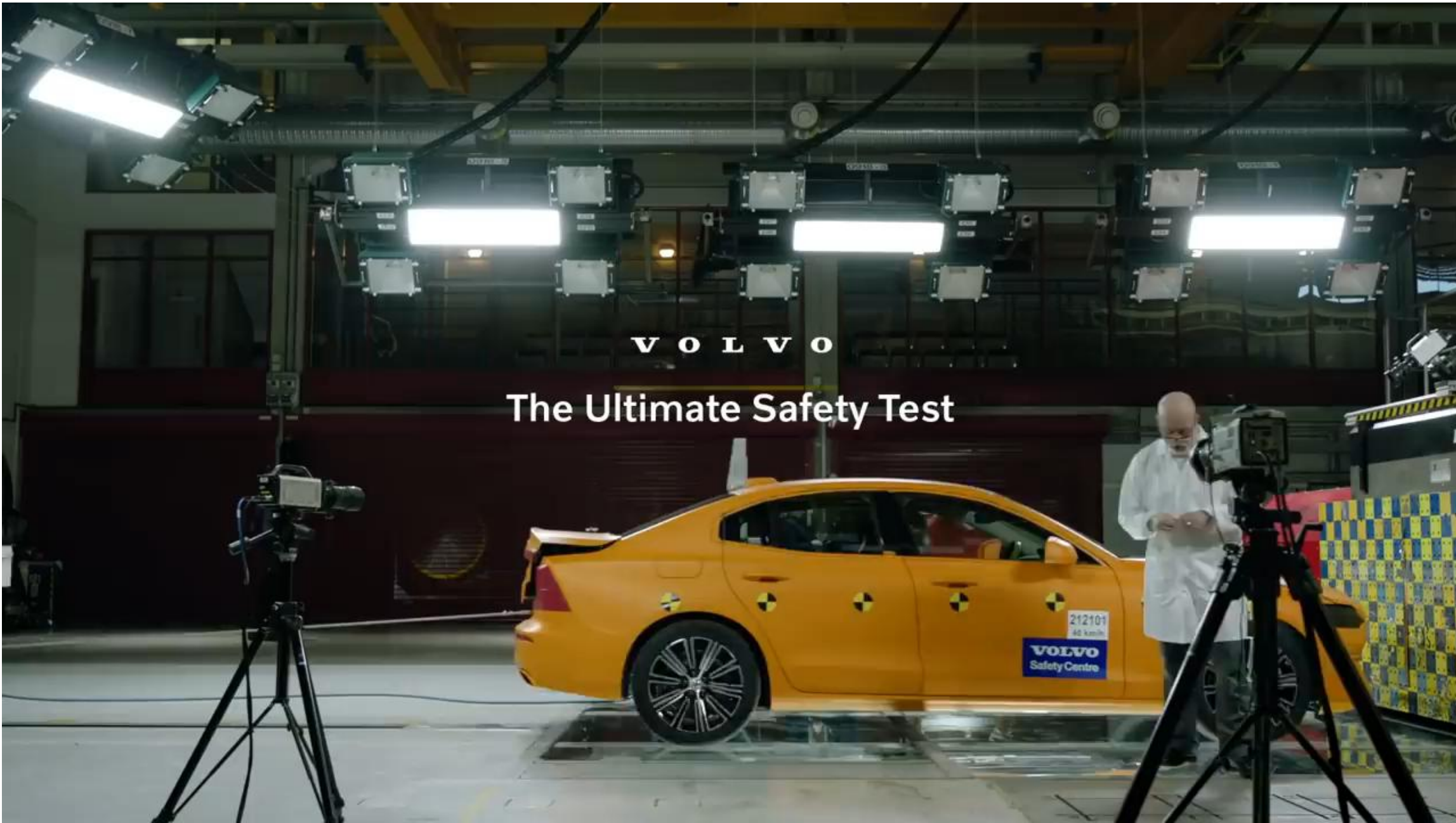
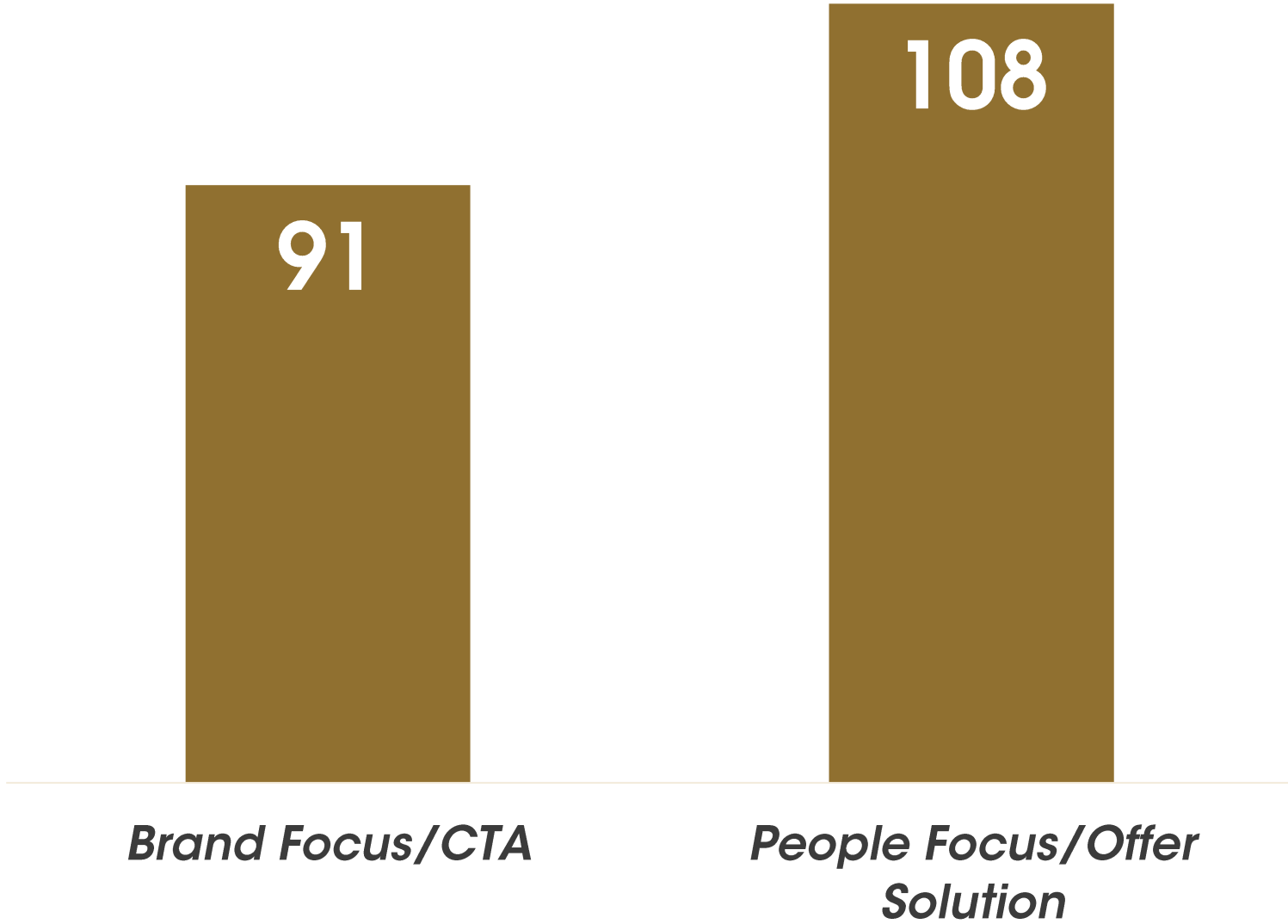
# Ipsos Creative Excellence sustainability learnings in advertising

## 4) Offer the solution rather than calling-to-action

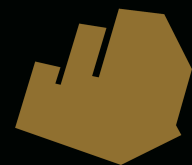
Ipsos sustainability advertising learnings show that brands calling-to-action and/or asking people to do something like ‘start recycling’ or ‘join the fight’ have less short-term impact than brands showing empathy for the people and offering the solution (take responsibility for it).

Focus on the people and their problems, and offer / be part of the solution for them (now)

Short Term  
Creative Effect Index



LINK: <https://youtu.be/HTJLMHXONNW>





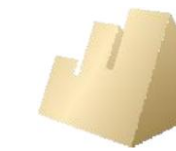
# Good Health is another topic that hits home for Danish consumers.

## “Den Akavede Snak”

*Brand: Kræftens Bekæmpelse*

*Lead Agency: Robert / Boisen & Like-minded*

Danish men have a 33% higher cancer mortality rate compared to women, partly due to delays in seeking medical attention. Recognizing the importance of early intervention, the Danish Cancer Society launched an initiative transforming Father's Day into 'Save Your Father's Day.' The campaign builds upon the insight that 9/10 Danish men would be willing to see a doctor if their children initiated the conversation about health concerns. Traditionally, fathers guide their children through understanding the physical changes of puberty. However, this campaign encourages children to reverse roles on Father's Day by initiating discussions with their fathers about recognizing cancer symptoms.



**GOLD:** SMALL BUDGETS: NON PROFIT



**SILVER:** PHARMA, HEALTHCARE, COSMETICS, TOILETRIES, NUTRITION

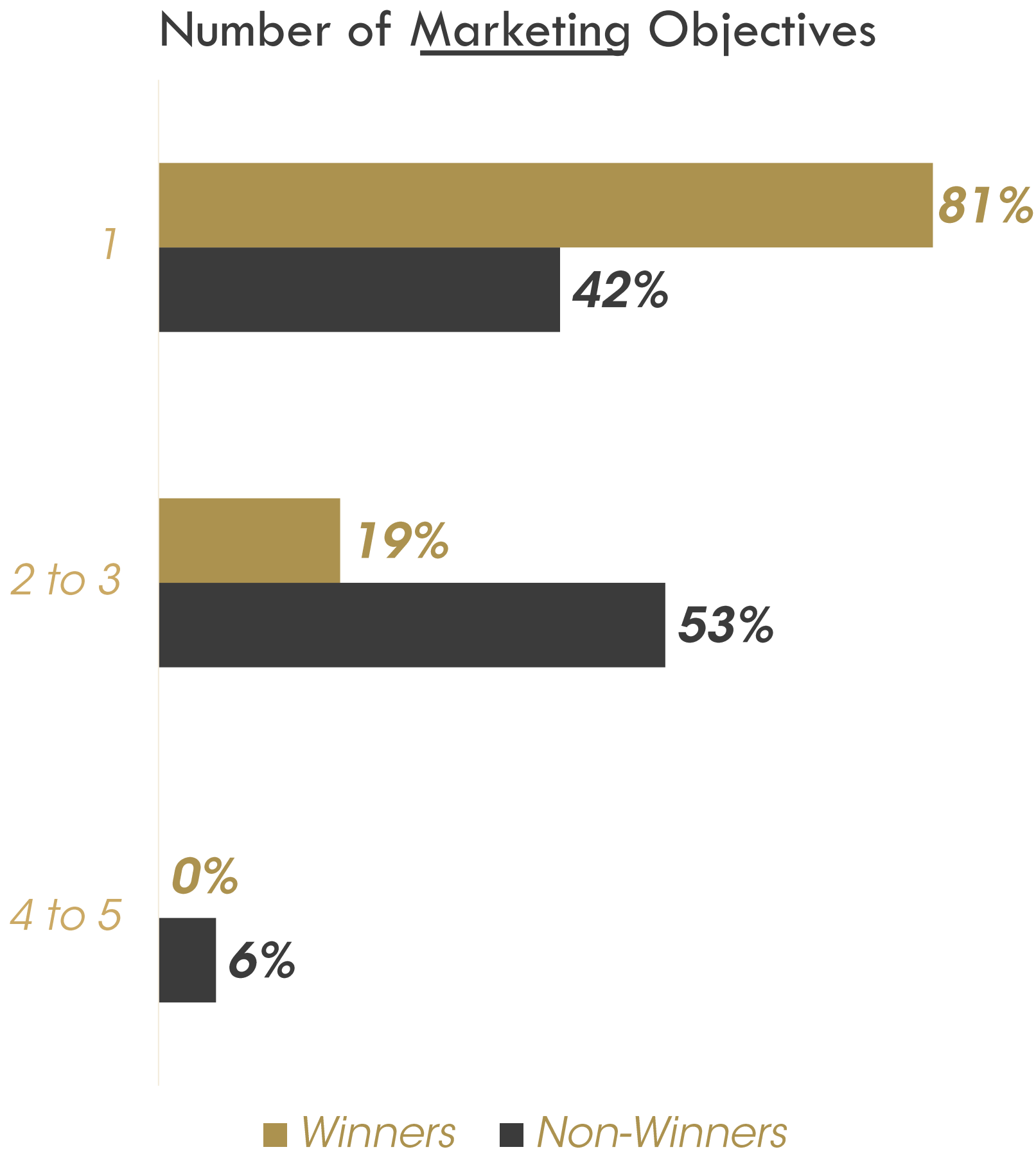


- **Over 1.4 million people reached**
- **Received 32,000 likes, shares, and comments.**
- **340,000 people became aware of the campaign**
- **Generated 78,200 conversations about cancer symptoms**

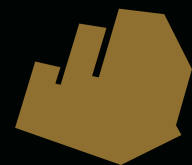


# Winners are more likely to have a single marketing objective.

By focusing on a single key marketing objective, the most effective campaigns can better deliver on their messaging and achieve stronger outcomes.



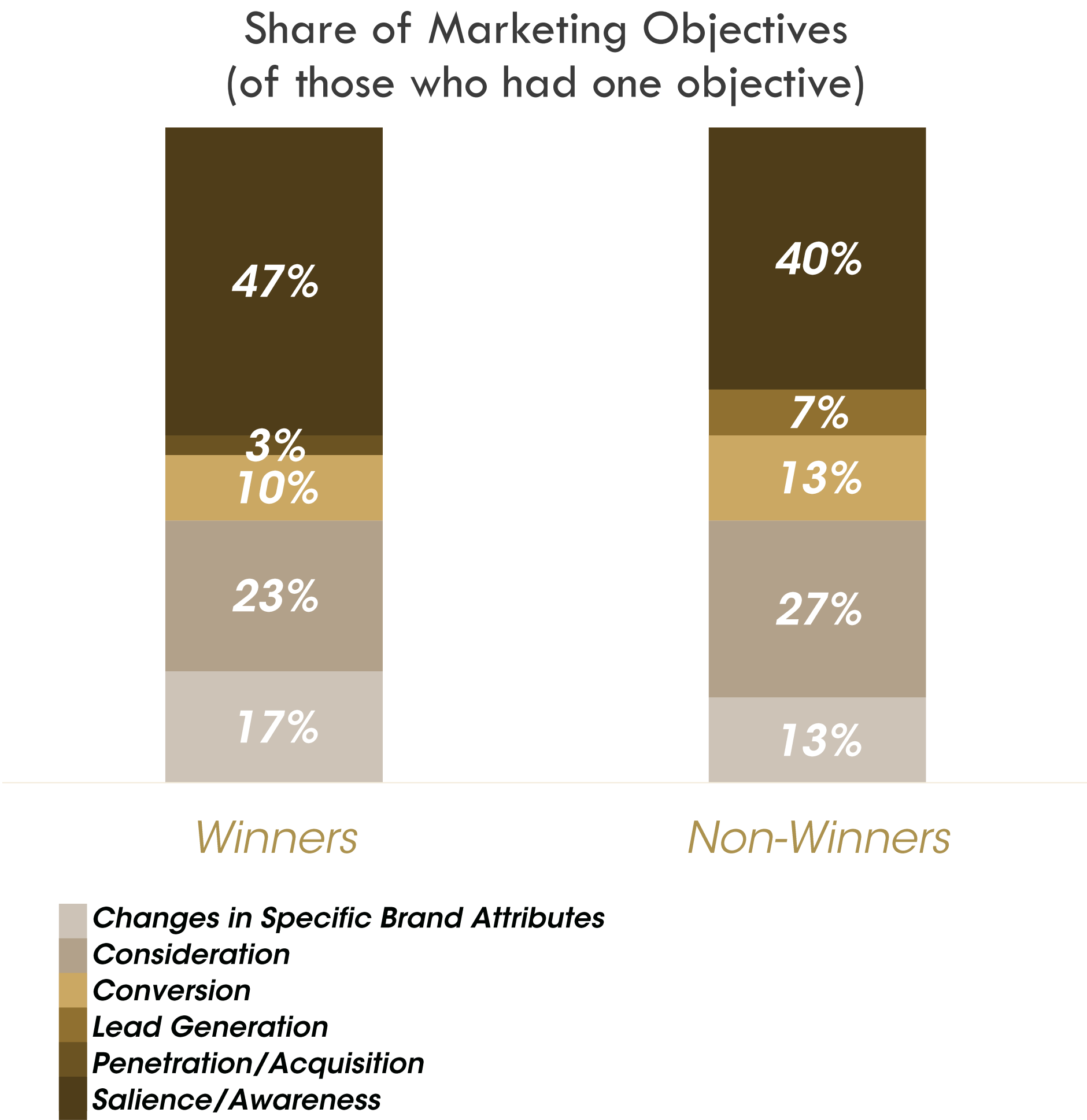
NOTE: DATA IS LIMITED TO THE YEARS 2023-2024



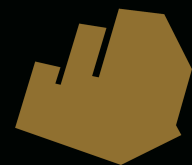
Awareness-building, changing specific brand attributes and penetration / acquisition are the most common marketing objectives of winning campaigns.

Effie Award winners heavily emphasize raising brand awareness, with 47% of winning campaigns focused on this objective, compared to 40% of non-winners.

Winning campaigns also more often focus on changing specific brand attributes more often and slightly more on market penetration/acquisition.



NOTE: DATA IS LIMITED TO THE YEARS 2023-2024





# A focused objective can impact very specific brand attributes.

## “Alt Ændrer Sig”

*Brand: McDonald's*

*Lead Agency: OMD Denmark & Nord DDB CPH*

Many young employees are met with negative prejudices about McDonald's as a workplace, which also negatively affects trust in the brand. But these negative prejudices become positive when people get an insight into what McDonald's actually does for the lives and development of the young people who work for them.

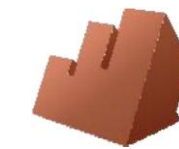
To portray reality in a way that was more relevant and engaging than a traditional advertising campaign McDonald's developed a 6-part miniseries based on employees' own stories targeted at young people, as well as a broader campaign for all Danes.



**SILVER:** CORPORATE REPUTATION



**BRONZE:** BRANDED CONTENT & ENTERTAINMENT



**BRONZE:** SOCIAL GOOD: BRANDS



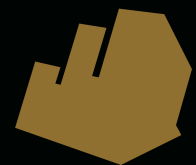
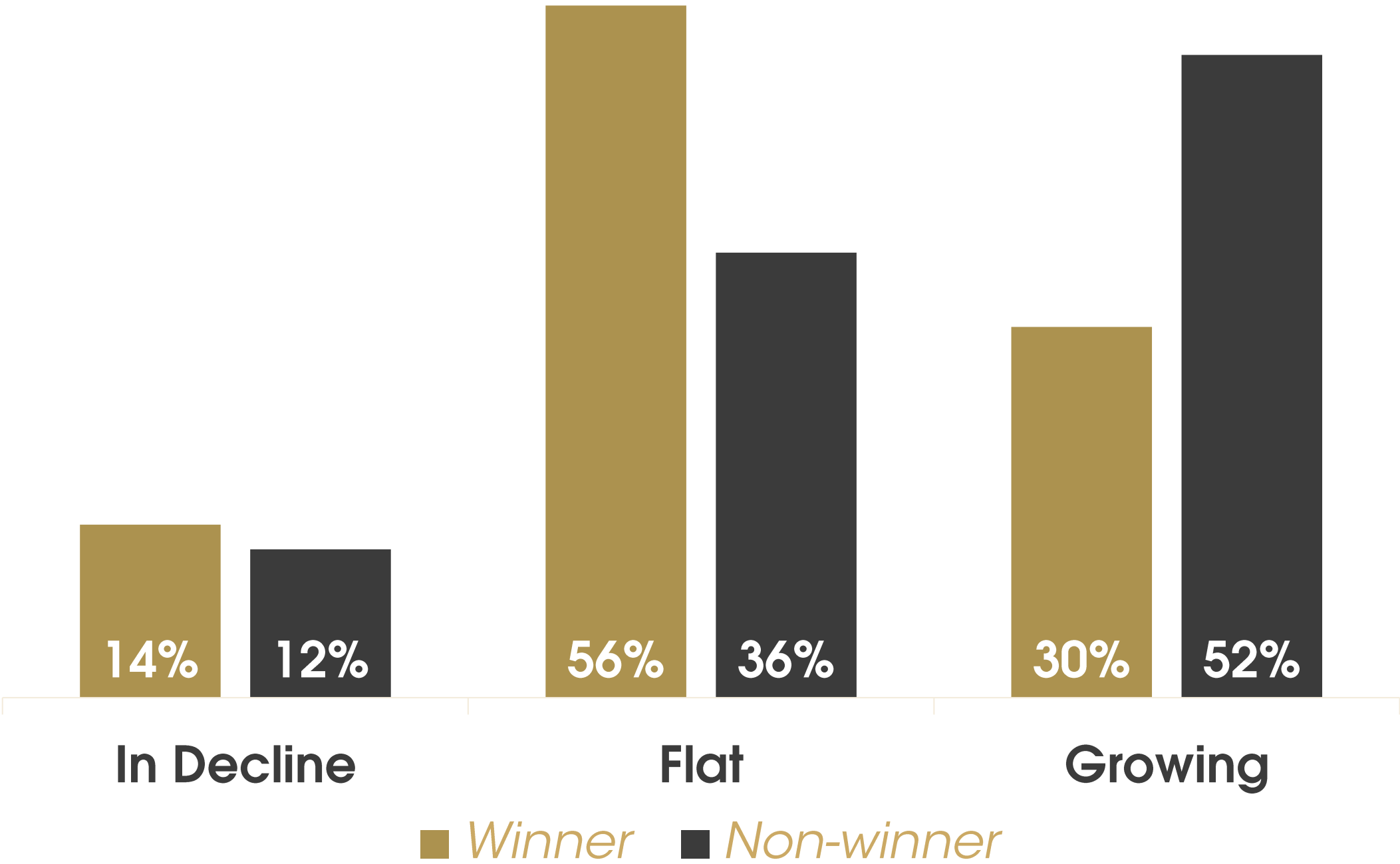
- **1.19M views in three weeks.**
- **80% reach among 16–24-year-olds.**
- **Raised all relevant brand parameters in relation to McDonald's as a workplace.**



# Brands in flat categories have a great opportunity to prove effectiveness.

Growing in flat categories requires truly effective campaigns, with more strategic ingenuity and effective execution to achieve success. Winners here, need to demonstrate strong marketing effectiveness.

Proving isolated campaign effectiveness in already growing categories can be a tough(er), and requires understanding of the category context.



## CHAPTER 2:

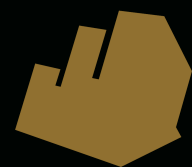
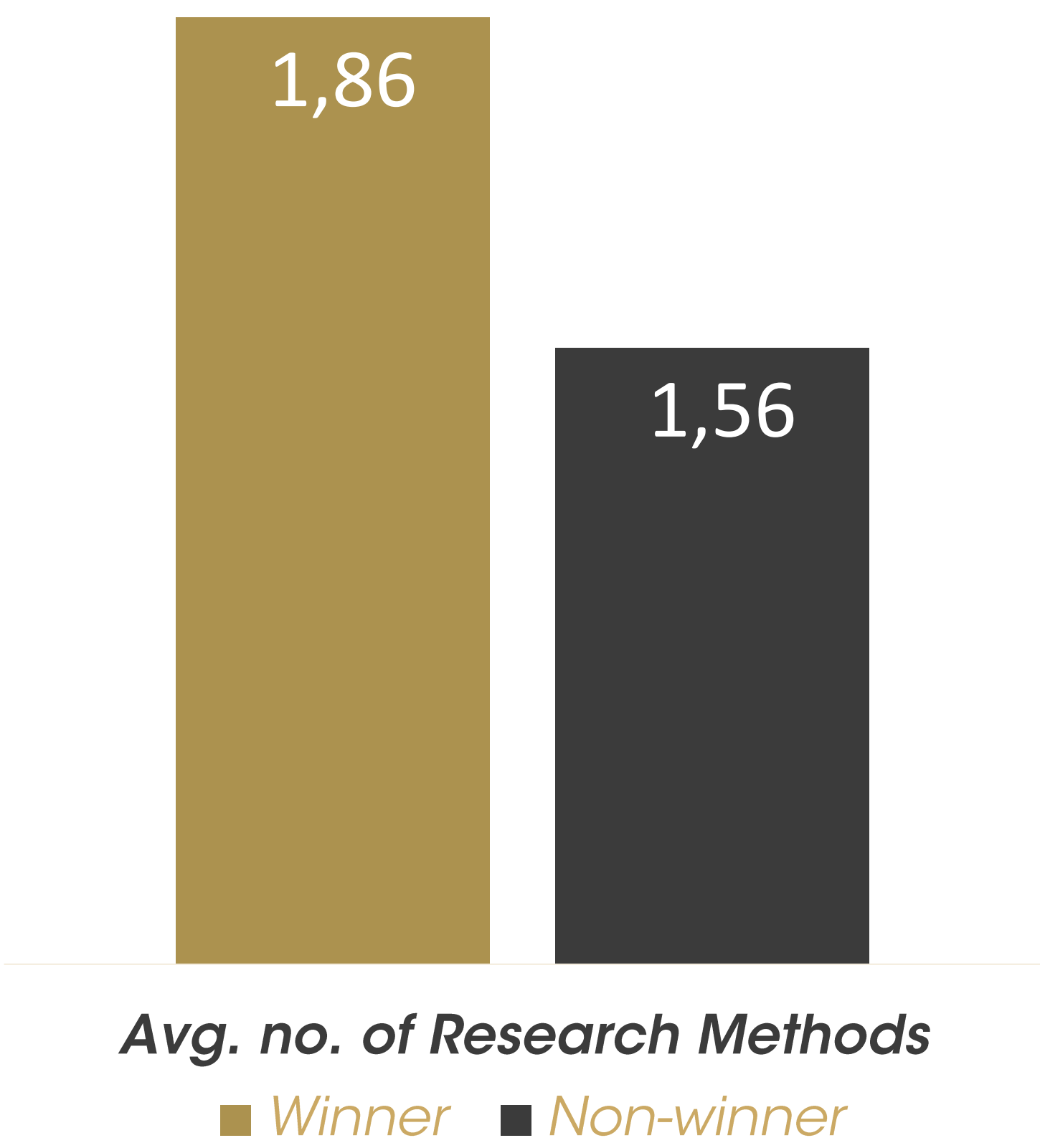
# Insights & Strategy



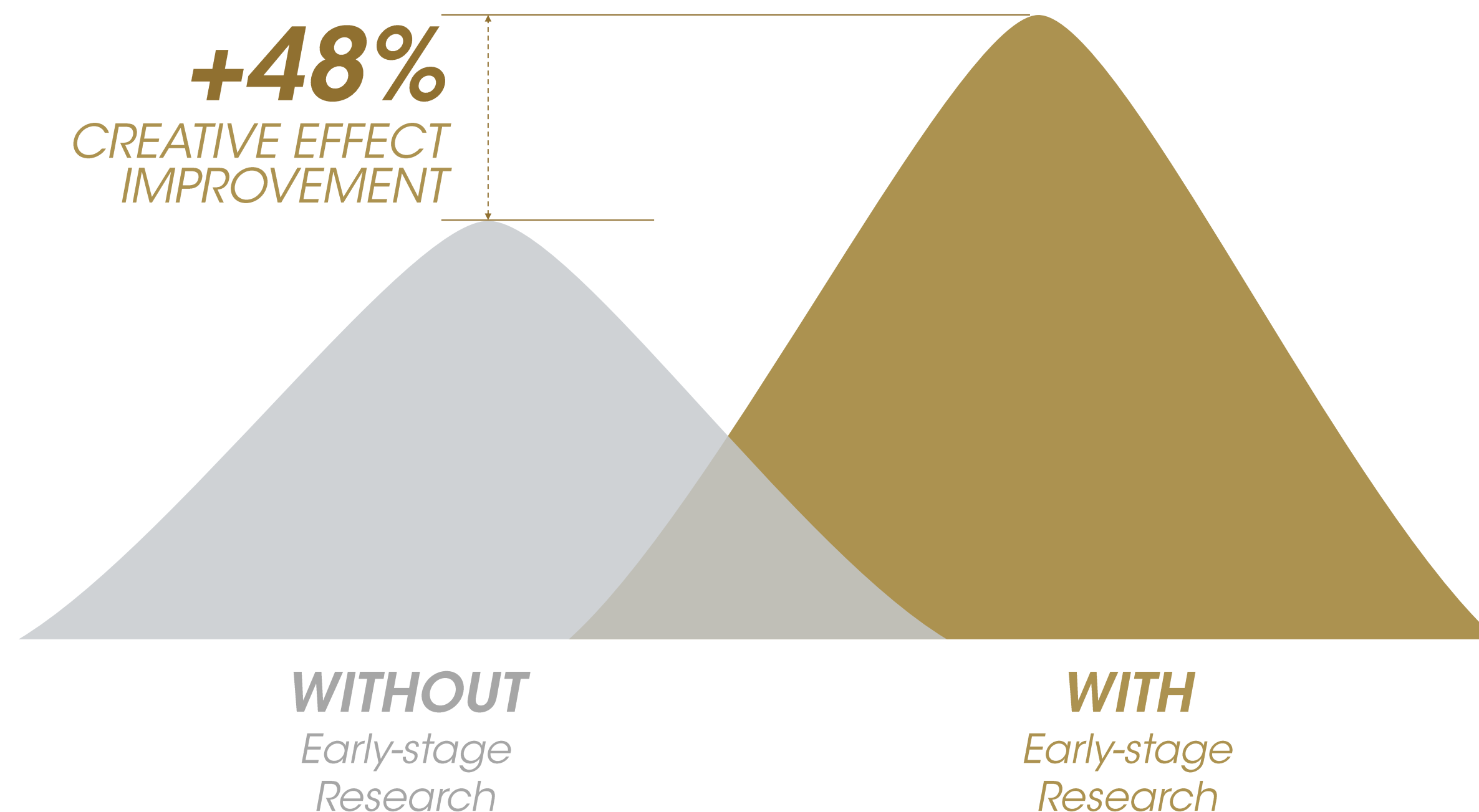
The respect for data-driven consumer understanding, is what creates the insights that lead to creative effectiveness – and winners know that!

This difference suggests that more thorough research correlates with campaign effectiveness. Deeper research provides a more nuanced understanding of the target audience, competitive landscape, and market dynamics. This allows for more targeted messaging, more effective resource allocation, and ultimately, more impactful campaigns.

Investment in research demonstrates a commitment to data-driven decision-making, which in turn leads to effectiveness success.

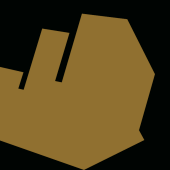


Early-stage creative exploration allows brands to develop and optimise campaigns to be relevant, emotive and able to drive business objectives.



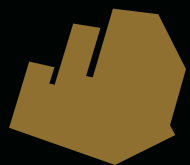
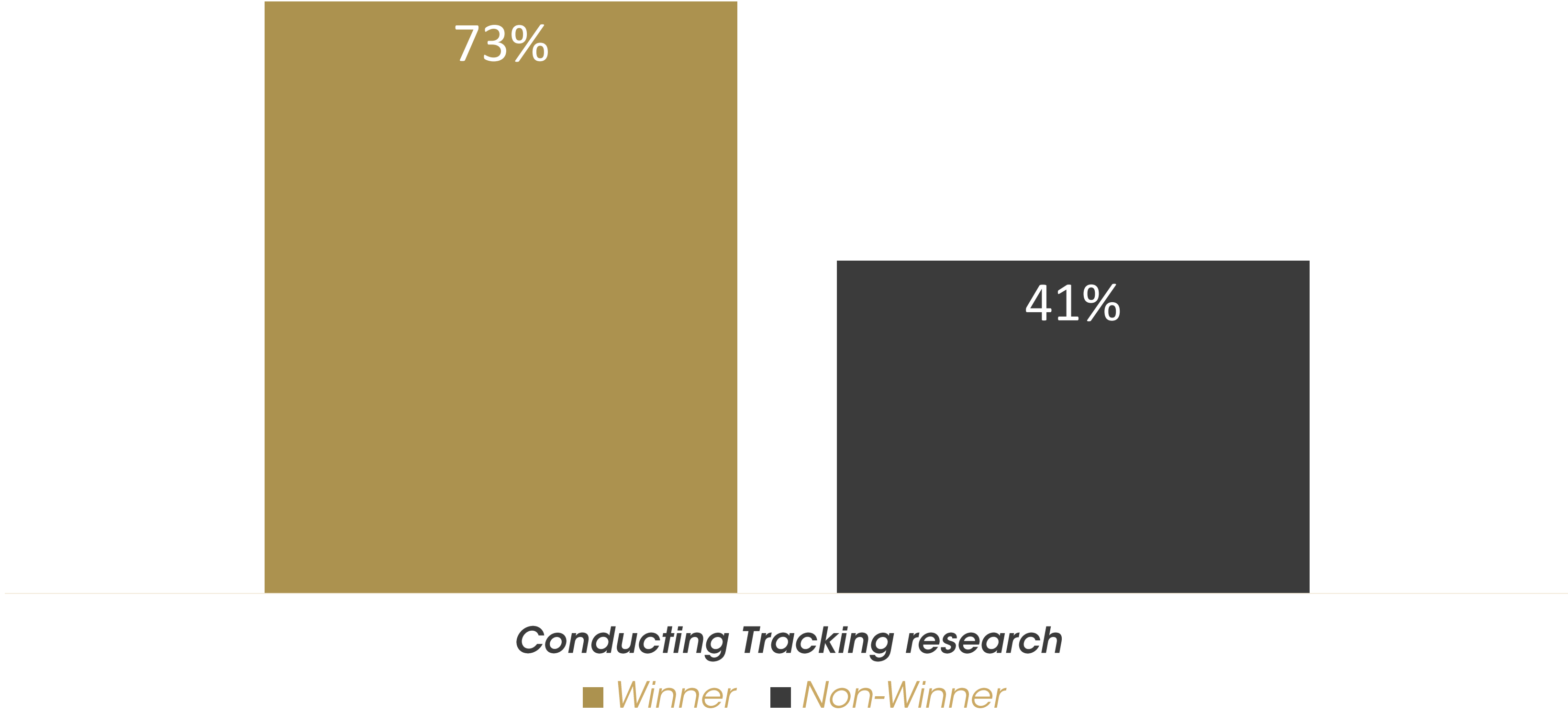
### BENEFITS OF EARLY-STAGE CREATIVE RESEARCH

- Ensures a solid foundation with guidance on optimisation early, where it matters
- Increases odds of success, through understanding the target audience insight resonance
- Faster and more cost-efficient turnaround through more linear process over trial-and-error
- Increase returns on media spend investment by improving creative quality





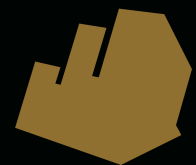
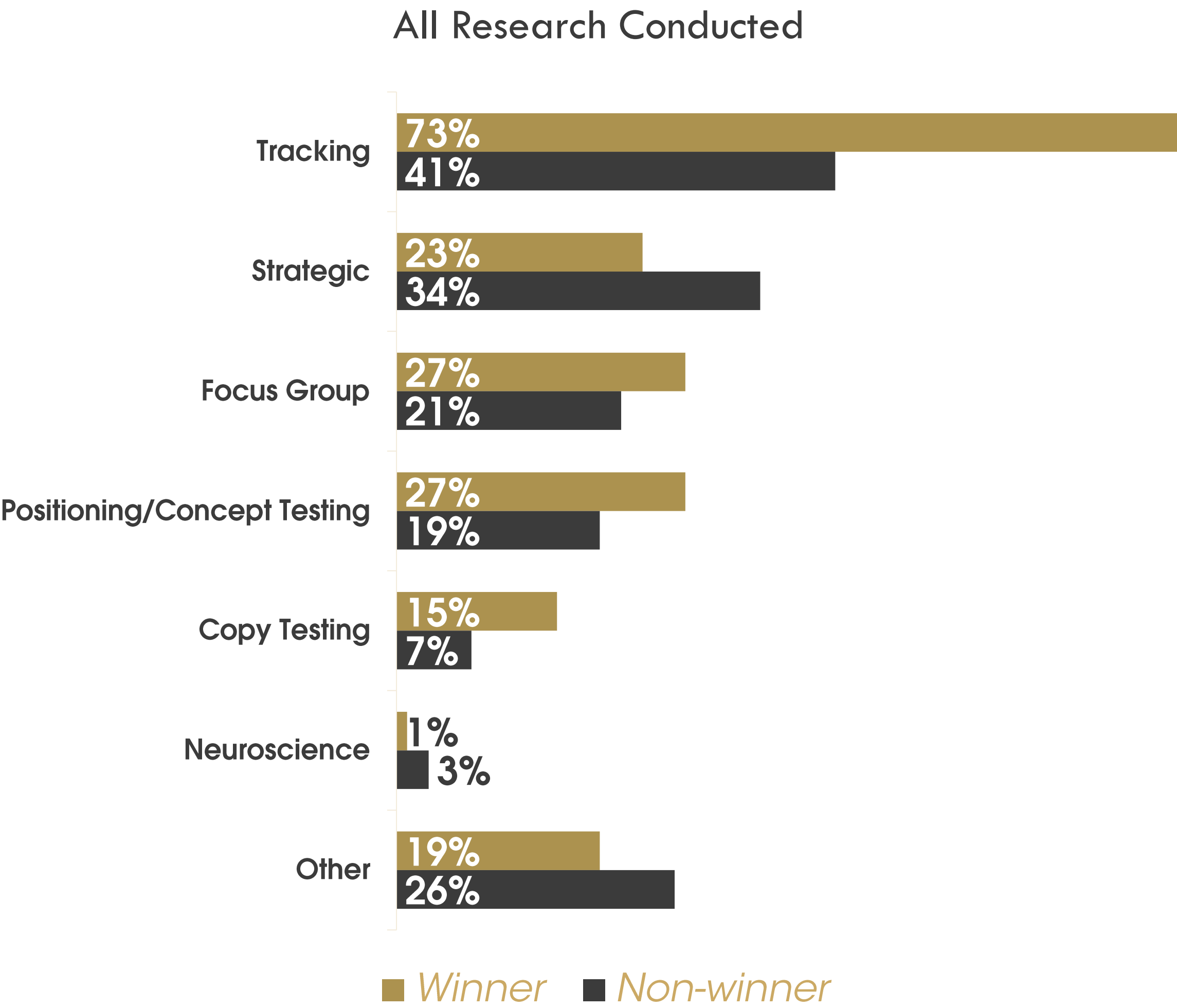
Having your finger on the pulse of the brand continuously, correlates strongly to creative effectiveness.  
(and the ability to prove observed effects and being awarded for it!)



# Truly understanding consumers, correlates strongly to campaign effectiveness.

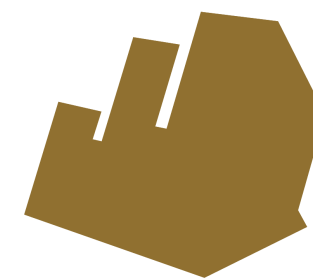
Especially brand tracking, qualitative exploration, positioning/concept testing and creative/copy testing are utilised more by Effie winners than non-winners in campaign development processes.

Inviting consumers into the decision-making rooms along the development process, correlates strongly to creative campaign effectiveness.

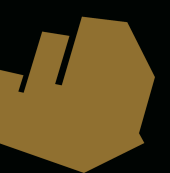




Winners are **2X** as likely to have done copy testing than non-winners



**The ability to refine and optimize campaigns *before launch* correlates directly to creative effectiveness.**

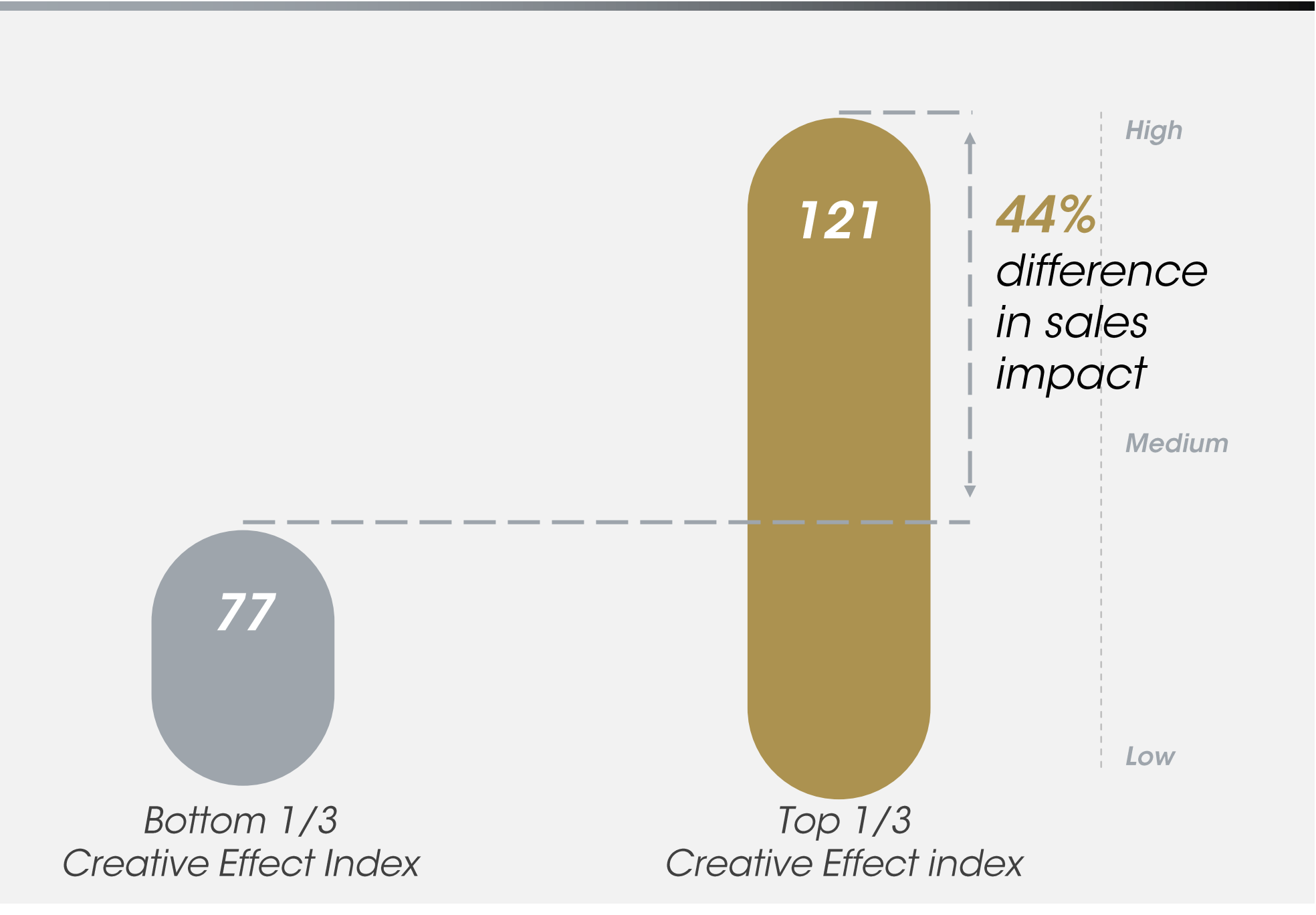


# Investing in Creative Effectiveness is simply good business.



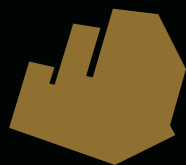
## SHORT TERM DESIRE IMPACT (Creative Effect)

– SHORT TERM DESIRE AND INDEXED SALES LIFT PER GRP



1,000+ IPSOS VALIDATIONS

Creatively effective ads generate **44% higher sales impact** than creatively ineffective ads.





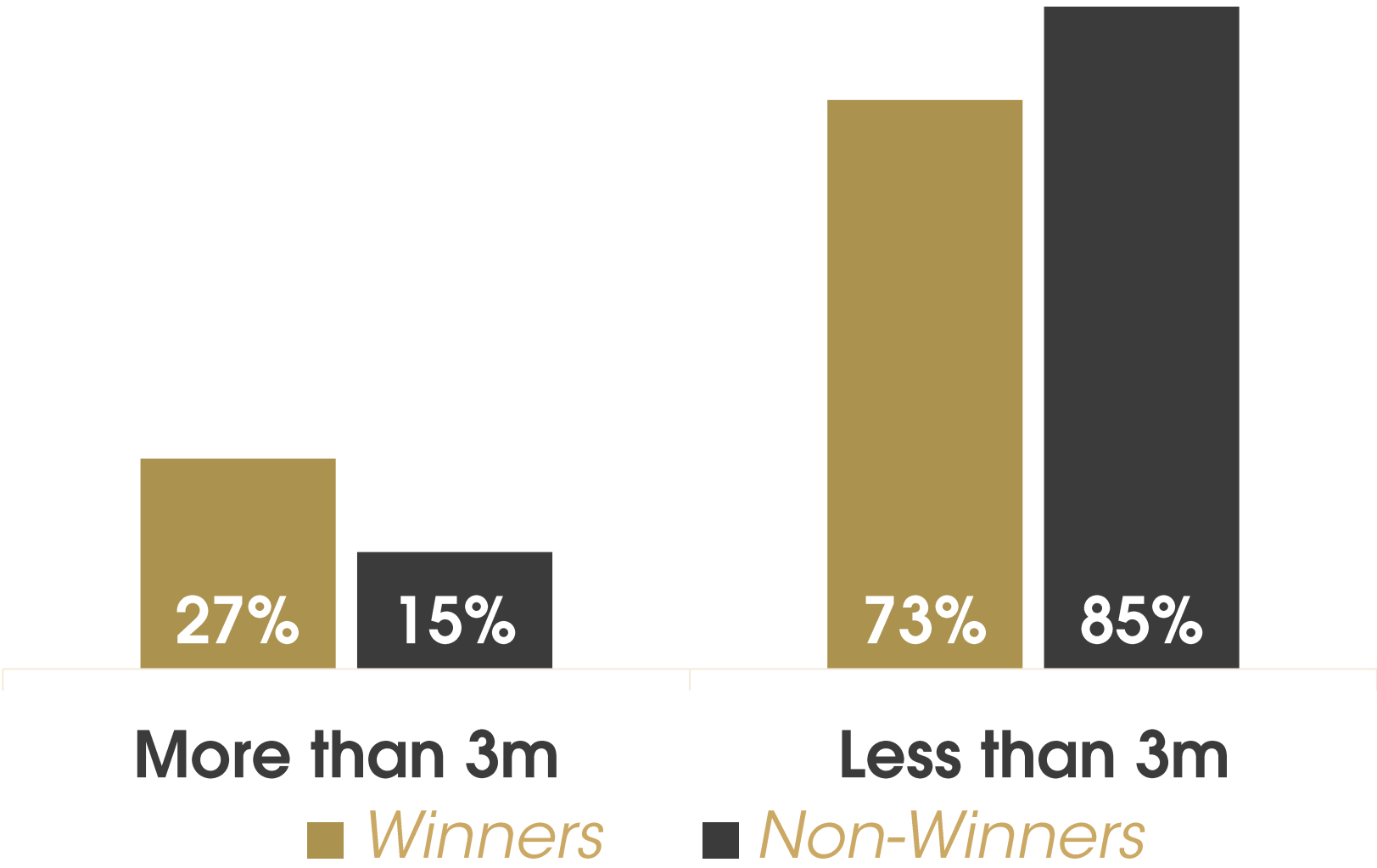
## CHAPTER 3:

# Bringing the Strategy & Idea to Life

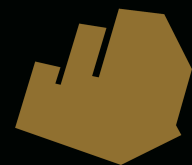
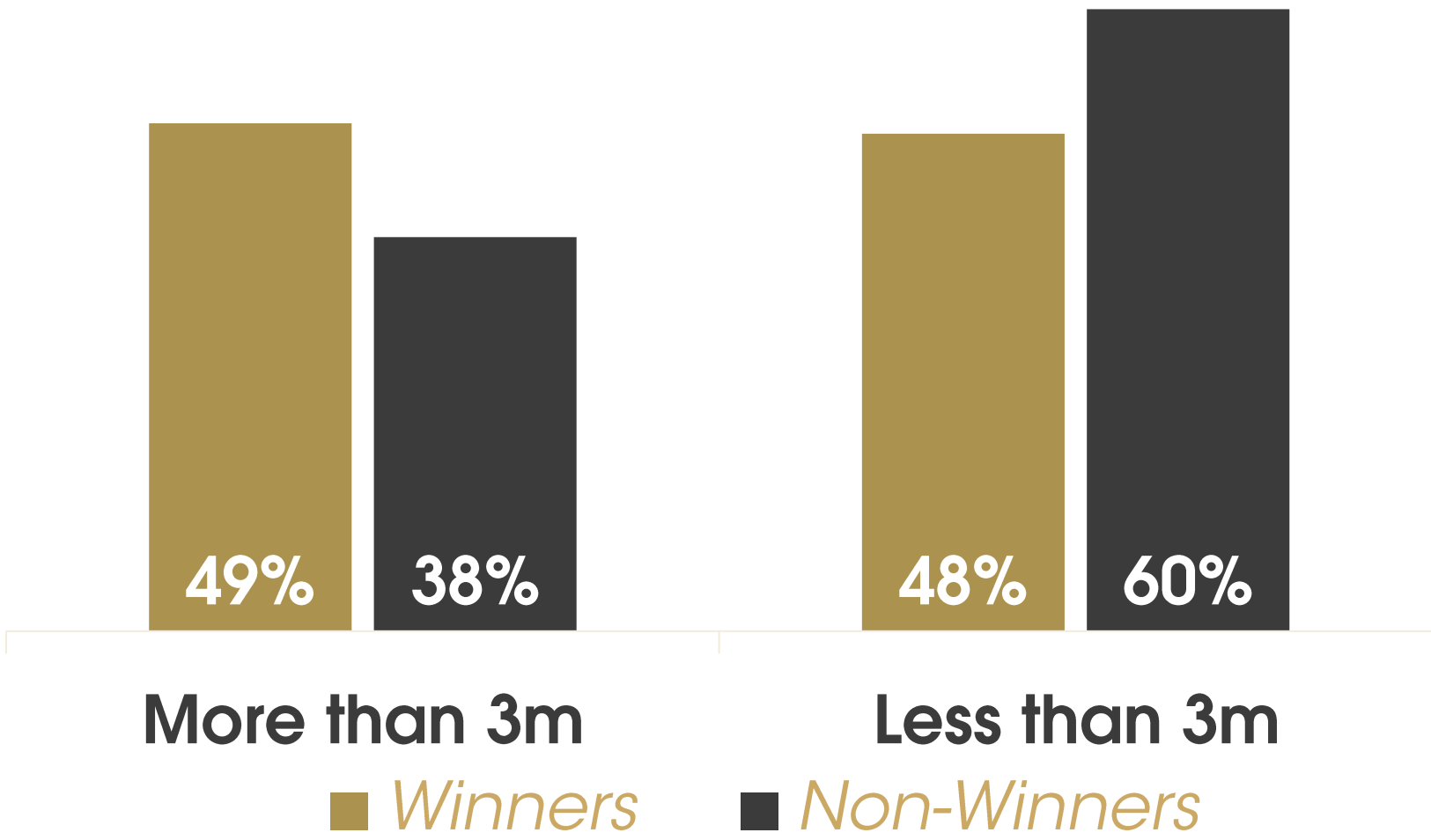
# Denmark’s most effective campaigns say go big or go home!

Winners are more likely to invest heavily in creativity at the production stage, as well as actual media spending. Investing in creative campaigns is a good ROI case.

Production and non media expenditure spend



Media spend





# Spending big during heavy advertising periods is worthwhile when you have a unique message.

## “Black Friday Price Match”

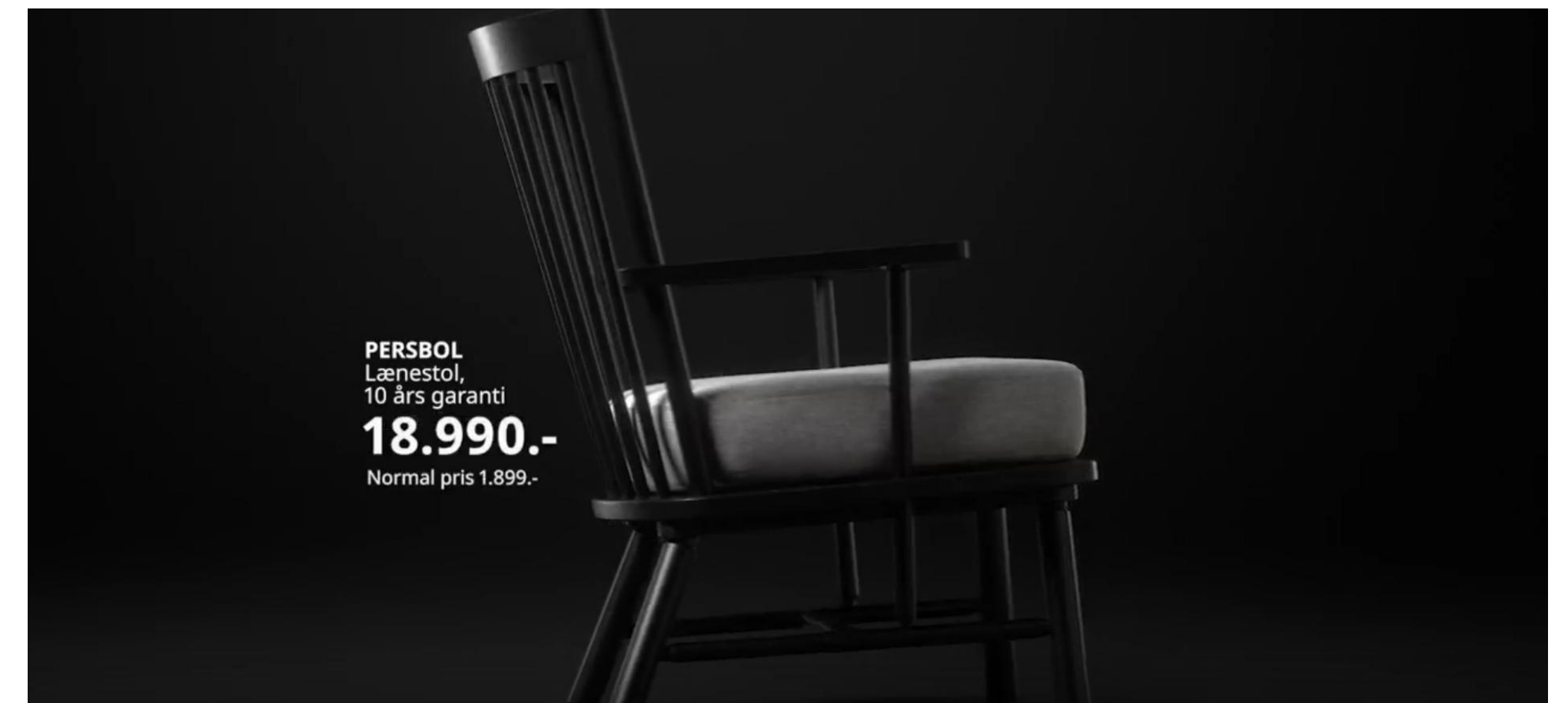
*Brand: IKEA*

*Lead Agency: Marketsquare*

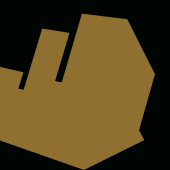
Although IKEA products are affordable, they are long-lasting quality products. But Danes believe that low price means low quality. Black Friday usually means ruthless discounts and completely black prices. That's what retailers have taught us for almost 10 years. So, in 2023, IKEA did the opposite. On Black Friday, the price of selected products increased tenfold to match the design and quality. After all, most of us expect that long-lasting design and high quality come with a corresponding high price.



**SILVER:** PUBLIC RELATIONS

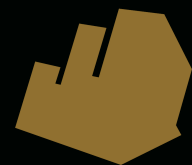
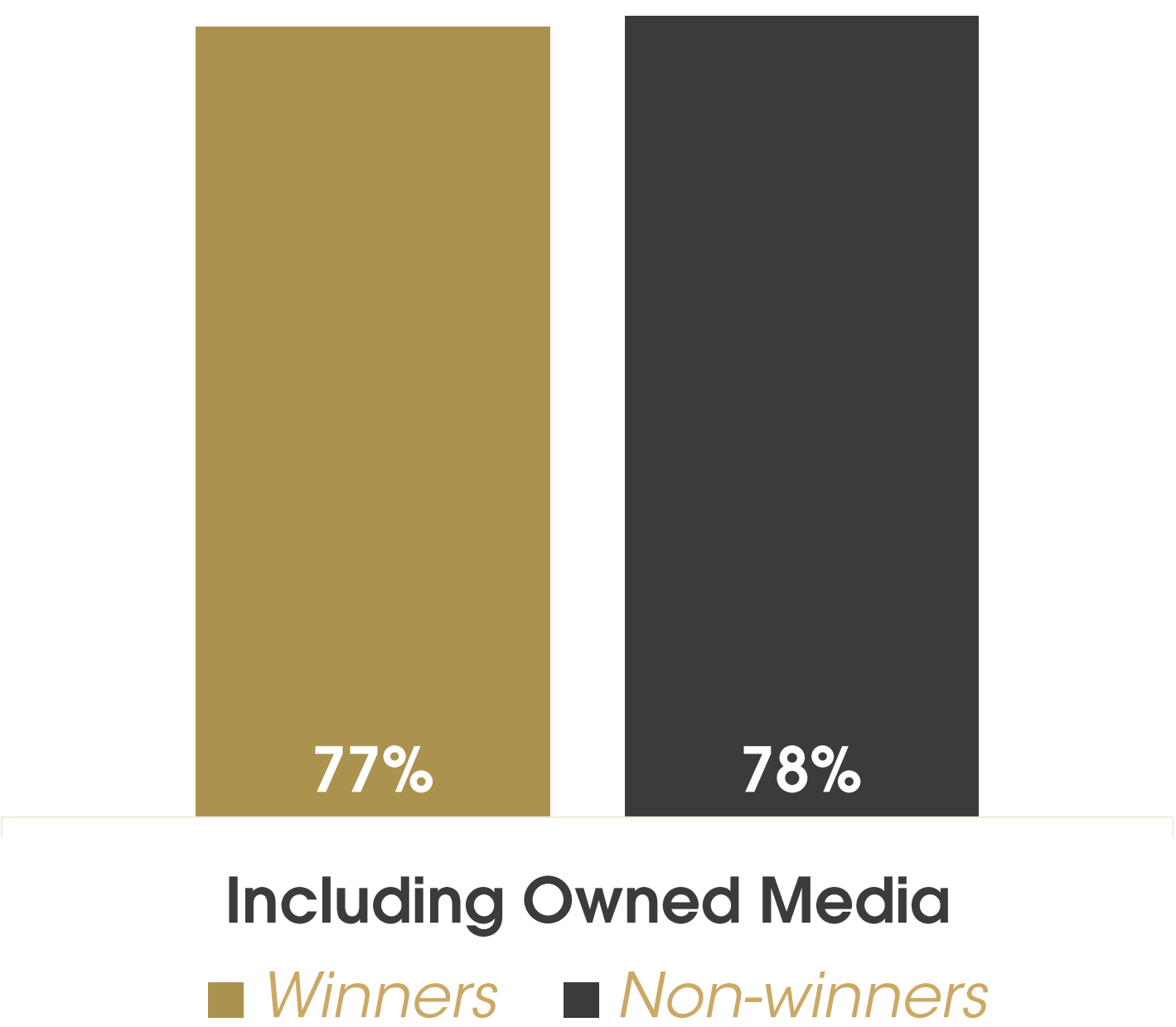


- **Earned media reach of 5,400,000**
- **120 press reviews across national and regional media**
- **Visibility score of 66%**



# Owned media is heavily used, but does not correlate strongly to effectiveness.

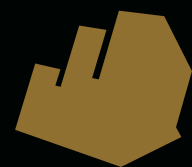
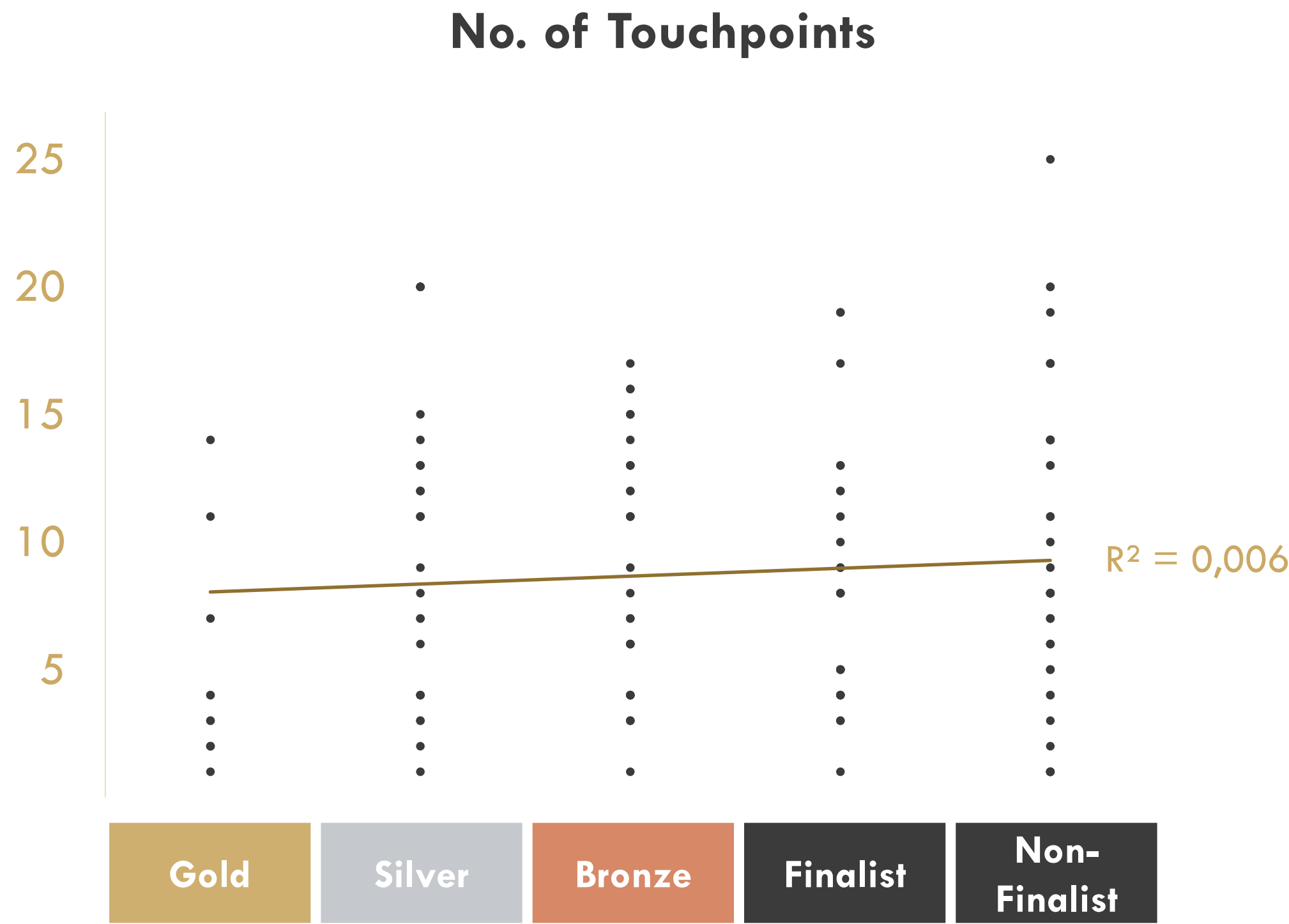
Owned media was used in over 3 in 4 campaigns, and it is not more prevalent in winners than non-winners.



# More touchpoints does not equal more impact.

There is little to no correlation between the amount of touchpoints and effectiveness.

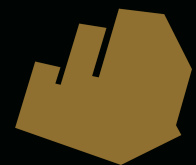
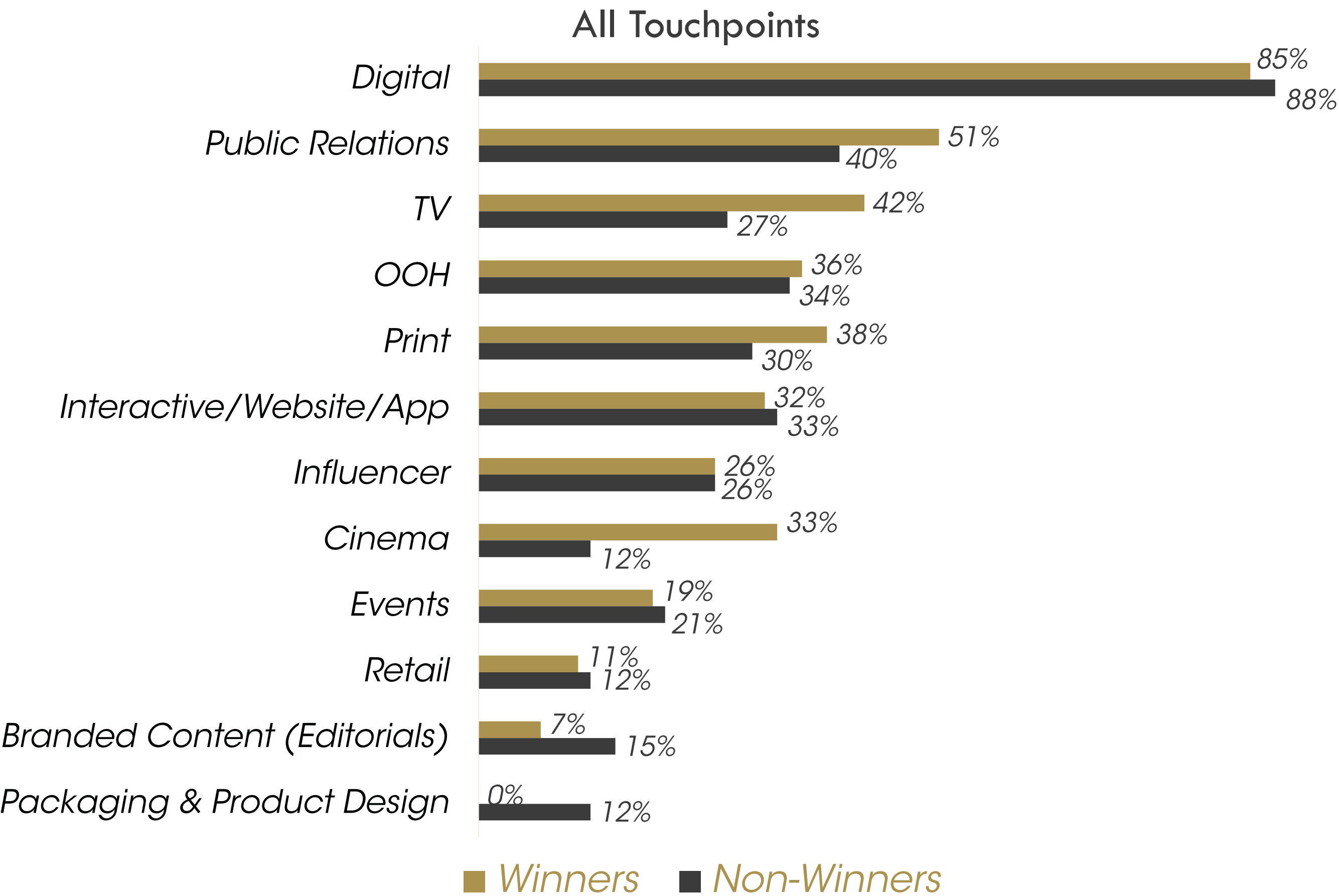
This indicates that it is not the *amount* of touchpoints used alone, that create successful campaigns.





# Almost 9 in 10 campaigns use digital touchpoints – a Danish effective campaign price of admission.

TV, Cinema and Public Relations proves important touchpoints for the more effective campaigns (winners).



Some touchpoints need to be part of your media mix to “compete”.

*98% of winning digital media plans use **both** Facebook & Instagram*



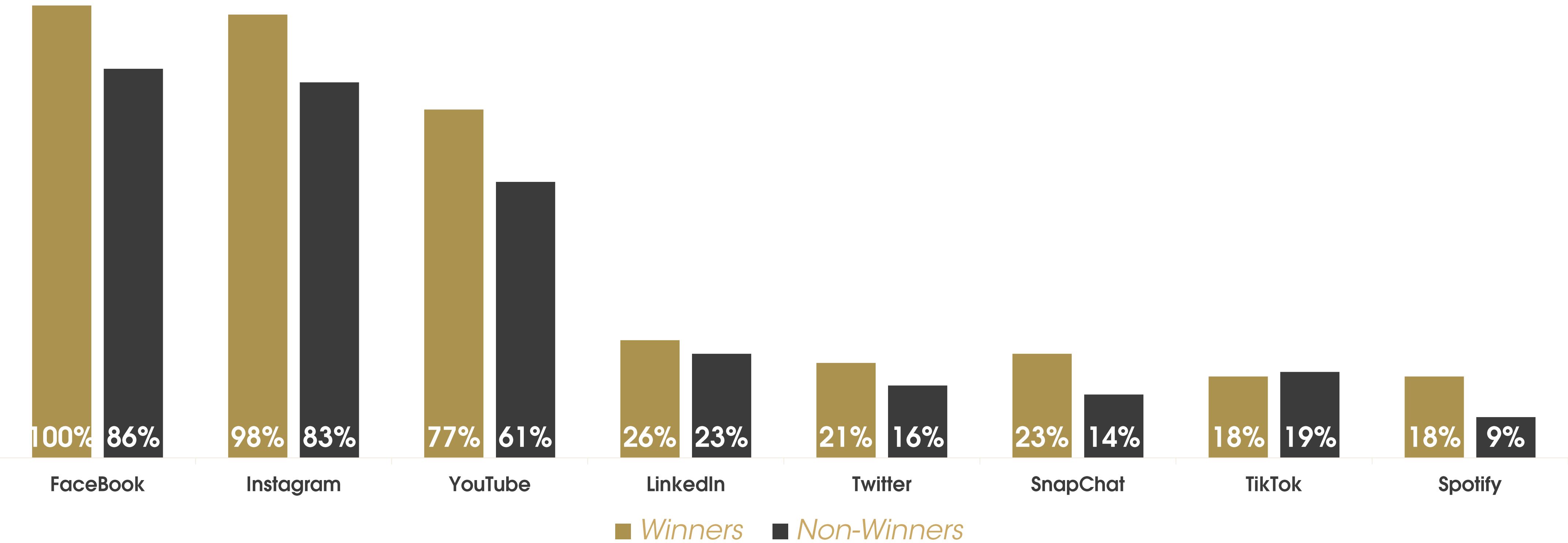
“IF YOU CAN'T PUTT, YOU CAN'T SCORE,  
BUT IF YOU CAN'T DRIVE, YOU CAN'T PLAY”

- **BEN HOGAN**  
**GOLF LEGEND AND 62-TIME PGA TOUR**  
**WINNER INCL. 9 MAJORS**

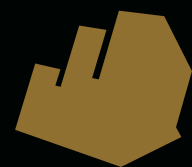


# Winning digital campaigns never miss Facebook and Instagram as touchpoints.

The three biggest social media platforms, Facebook, Instagram and YouTube are all highly prevalent in the digital media plans of Effie winners.



*Social Media Platforms (of those with Digital in their media plans)*





# Digital channels are an effective way to reach your target audience.

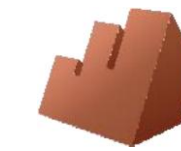
## “FOMO FOREVER”

*Brand: Kræftens Bekæmpelse & TrygFonden*

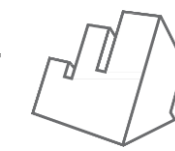
*Lead Agency: Robert / Boisen & Like-minded*

Danish young people drink far too much, and 40% have been drunk at least once in the last month. Over half of all Danish 18–24-year-olds have missed out on experiences because they drank too much.

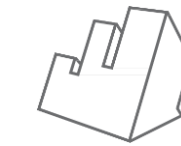
To get them to reflect on their unhealthy drinking habits, we centered 6-minute short film 'FOMO FOREVER' around the hypothetical question: 'What if you missed out on that one night your friends will remember forever?'.



BRONZE: NON-PROFIT



FINALIST: SMALL BUDGETS – NON-PROFIT



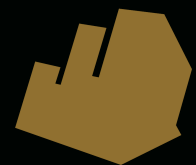
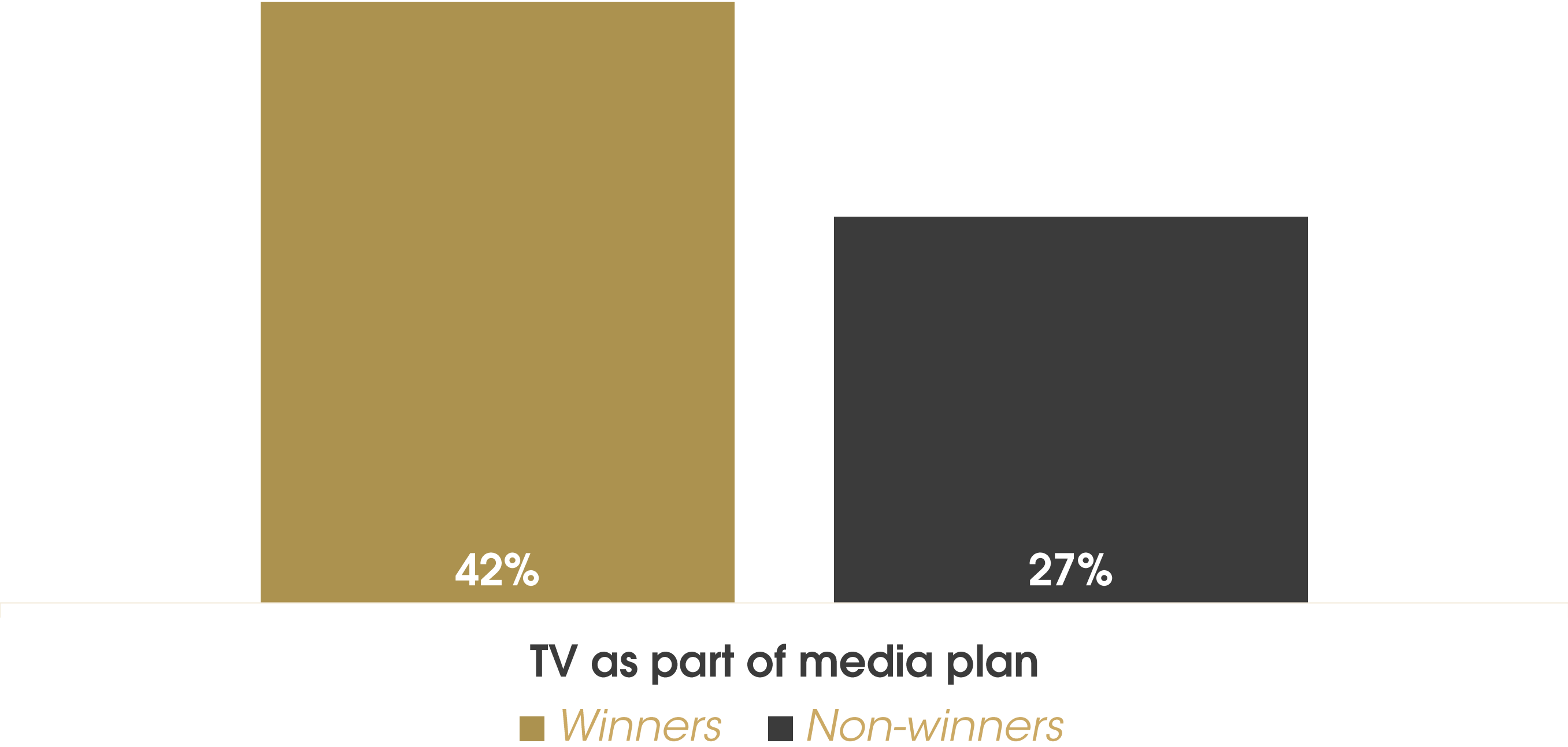
FINALIST: BRANDED CONTENT & ENTERTAINMENT



- **After two weeks, 60% of the target group knew about the campaign**
- **19% of campaign recognizers are now considering drinking less as a direct result of the campaign**

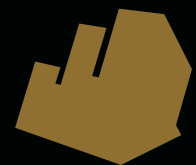
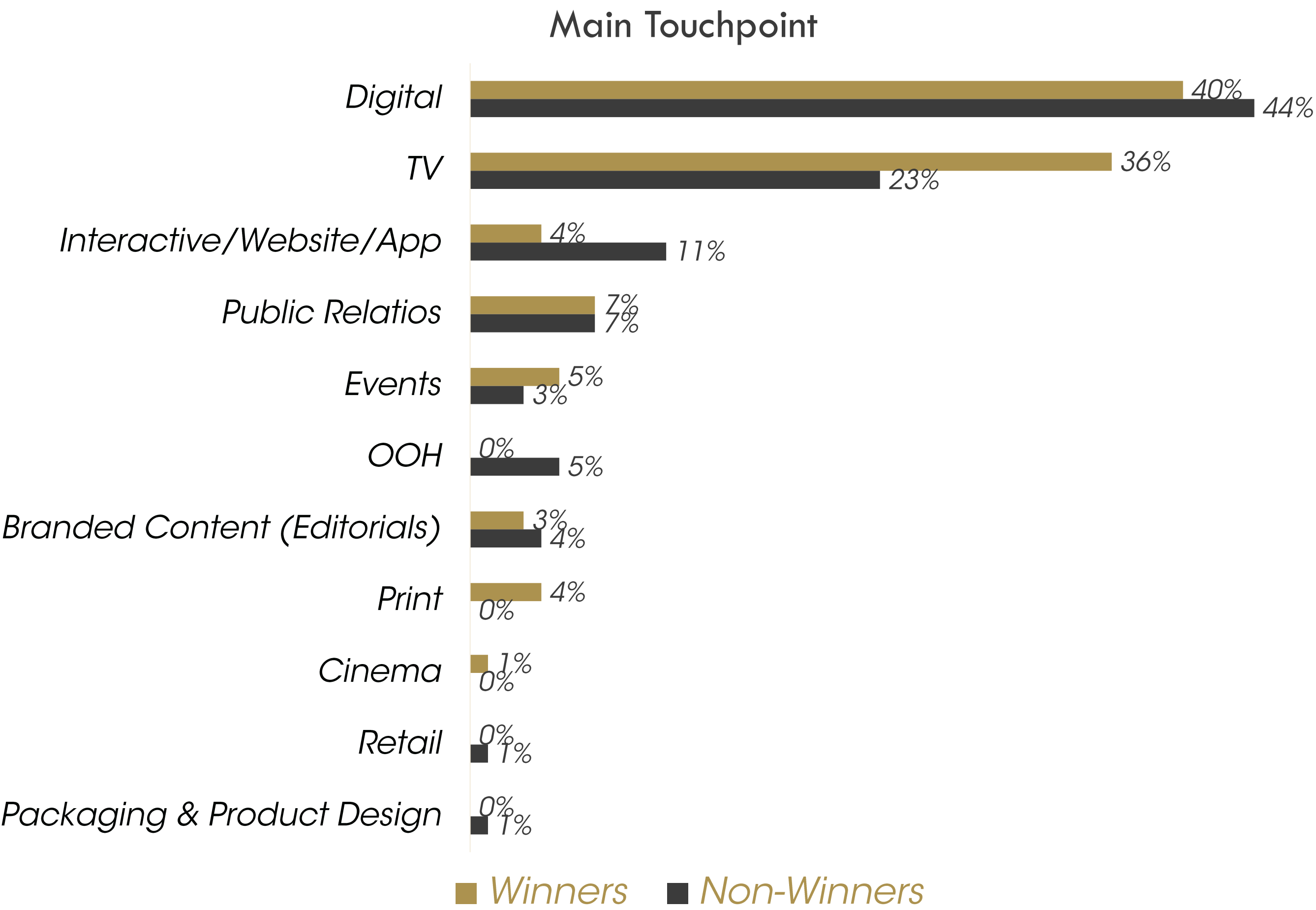


While digital has a stronger presence, TV is still an important differentiator in an effective media plan.



# Despite its lower representation overall, TV is used as lead-media by winners, almost as often as Digital.

While digital is the most commonly used main touchpoint, TV is used far more by winners than non-winners.





## TV as a main touchpoint still holds great value.

### “Unplug Denmark”

*Brand: Norlys*

*Lead Agency: Accenture Song*

In 2022, Norlys found itself facing a critical issue - society faced energy shutdowns and Norlys was on the brink of becoming the face of the crisis. They wanted to inspire an entire population to save more energy, by turning each kWh saved into a donation for good.

In a national event across all media Norlys got Danes to change their energy behaviour in real-time to help those in need to encourage people to switch off their lights on January first.



**SILVER:** SOCIAL GOOD: BRANDS



**SILVER:** CRISIS RESPONSE/CRITICAL PIVOT



**SILVER:** FOR-PROFIT - FINANCIAL, TELECOMMS & ENERGY



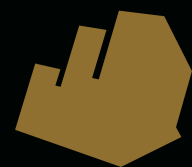
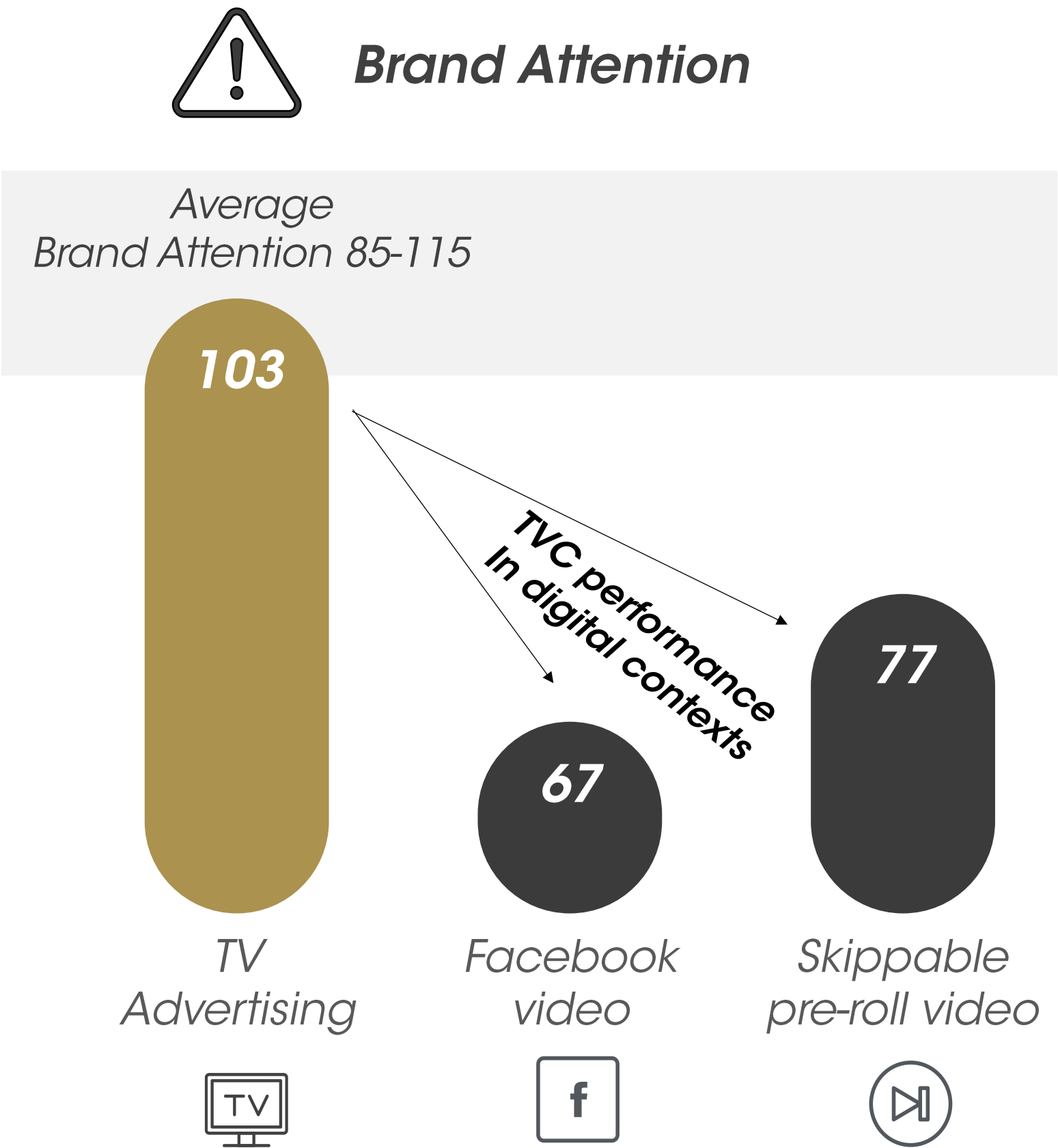
**SILVER:** BRANDED CONTENT & ENTERTAINMENT - PRODUCTS/SERVICES



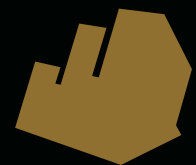
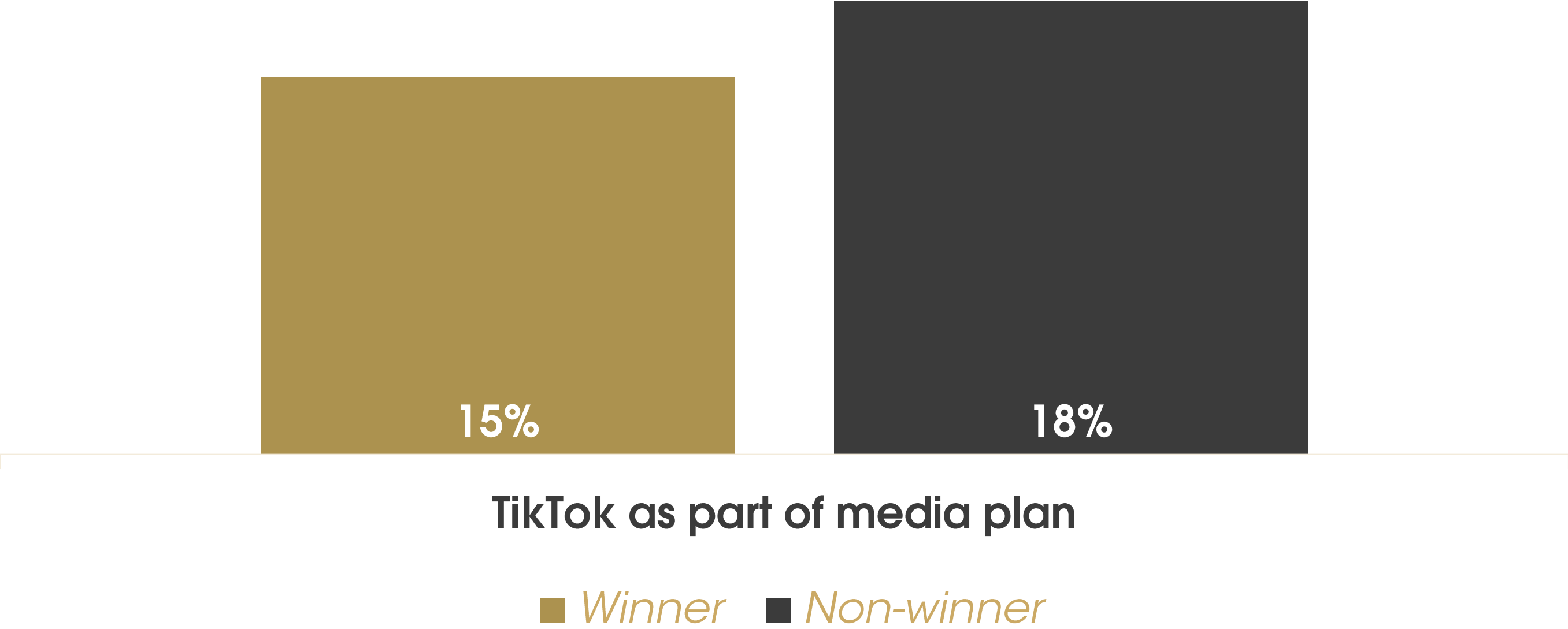
- **National 17% decrease in energy consumption on January 1<sup>st</sup> (27% by Norlys customers)**
- **10%-point brand awareness increase**
- **80% increase in brand consideration**
- **75% increase in purchase intent**



Brands that use their TVCs on scrollable and skippable touchpoints, most often see reduced effectiveness potential.



# TikTok has yet to make its true effectiveness break-through in Denmark.

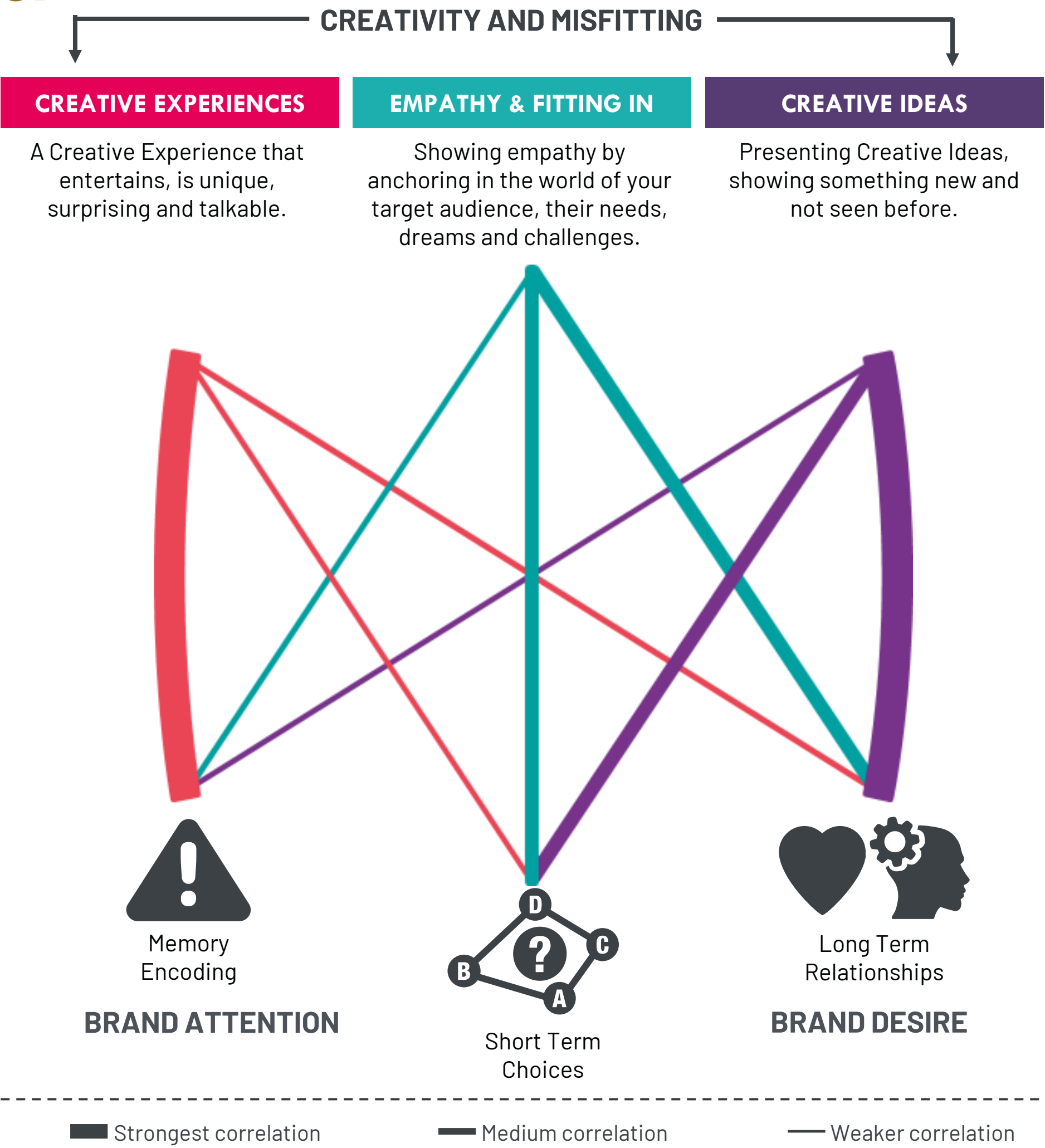
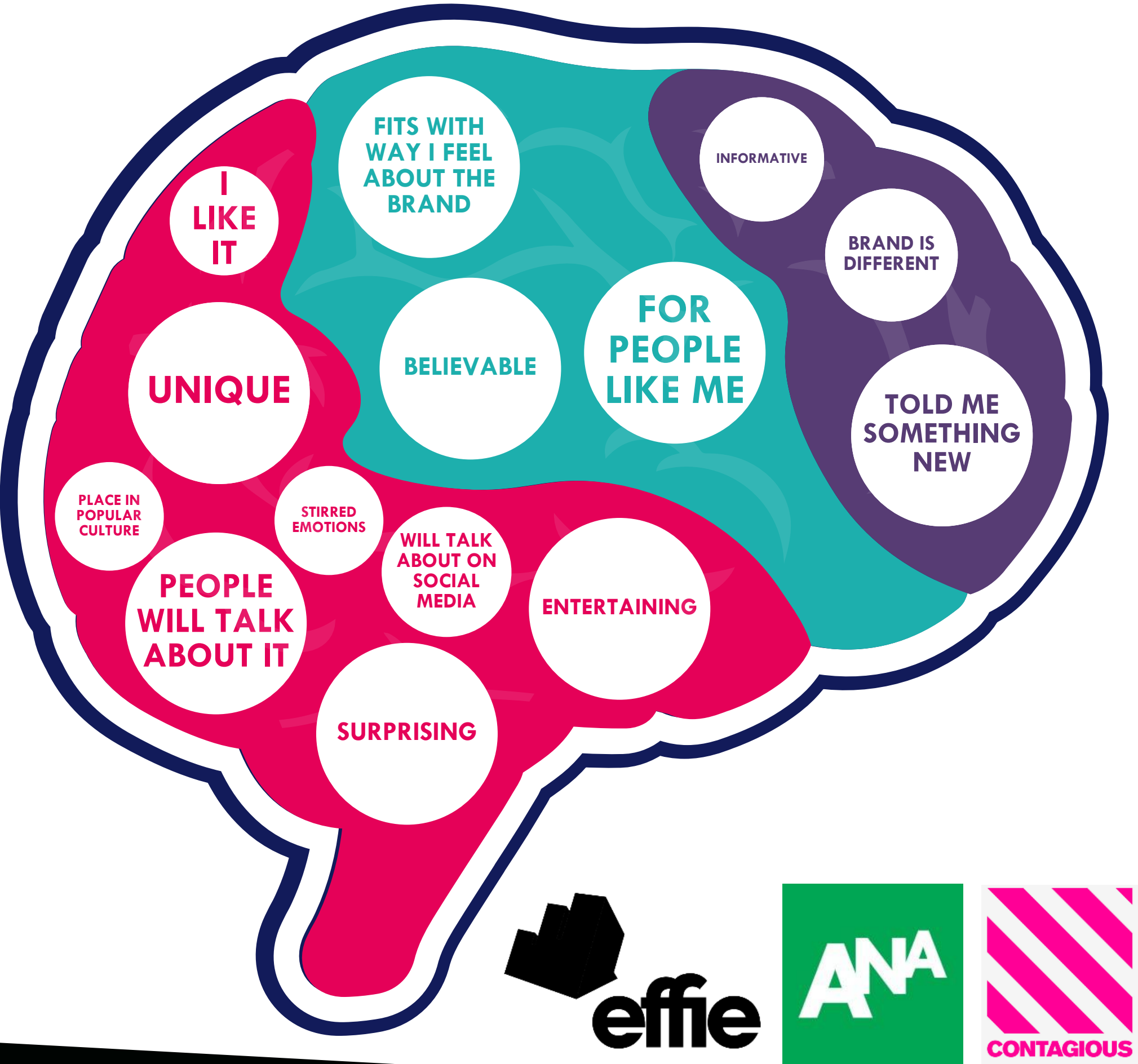




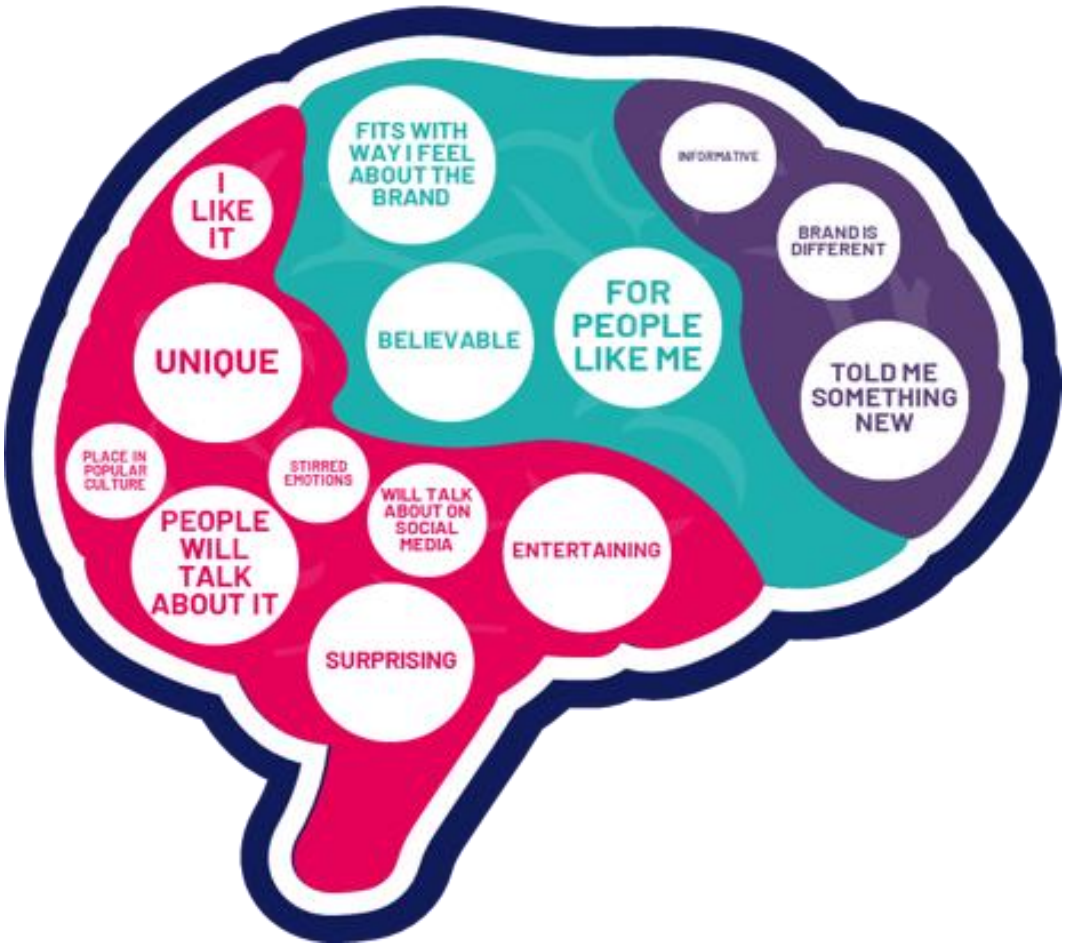
## CHAPTER 4:

# Ipsos Creative Effectiveness Analysis

Danish winners follow the **MISFITS** principles of creatively strong, empathetic and differentiating campaigns.

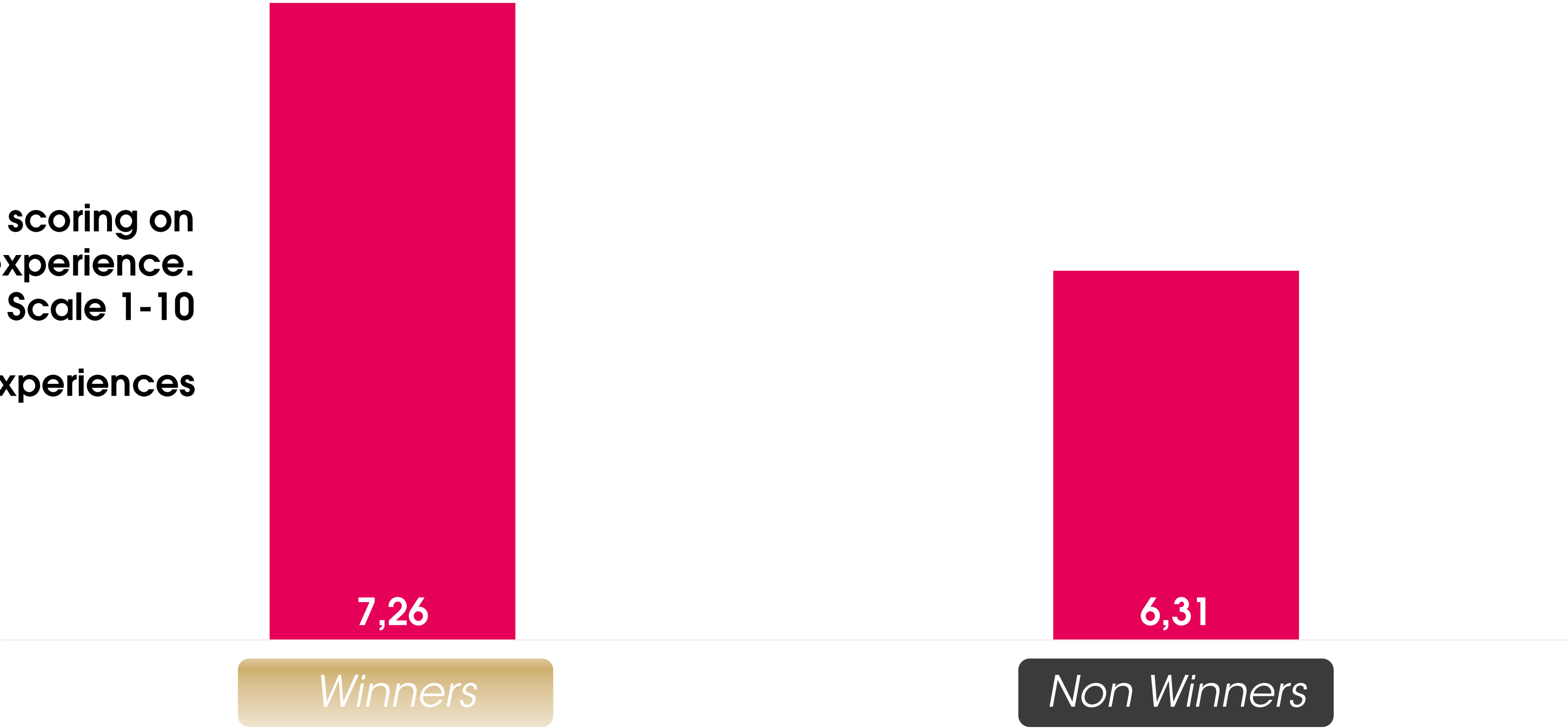


Effie winners deliver a stronger creative experience, making campaigns more likely to encode in memory.



Practitioner scoring on intended experience. Scale 1-10

● Creative Experiences





# A humorous campaign can get people talking.

## “Love Squad”

*Brand: WAOO*

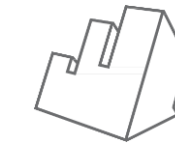
*Lead Agency: Uncle Grey*

The category is a sea-of-sameness, making it challenging for WAOO to compete with larger rivals in media spend, physical presence, or pricing. However, their audience has an increasing enthusiasm for gaming, often at the expense of real-life interactions with loved ones.

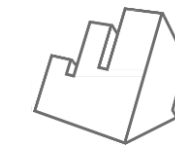
To create a standout proposition, they introduced "Love Squad," a virtual hitman service designed to let couples interfere with each other's gaming experiences, one in-game assassination at a time. Reminding couples of the importance of connecting beyond the gaming universe.



**SILVER:** MEDIA INNOVATION - EMERGING & NEW CHANNELS/EXISTING CHANNELS



**FINALIST:** SMALL BUDGETS - PRODUCTS/SERVICES



**FINALIST:** BRANDED CONTENT & ENTERTAINMENT - PRODUCTS/SERVICES



- Reached over 70% of the target audience
- 22,422 site visits, 18,857 hit requests & 281 kills
- Return on Investment (ROI) reached 7.6



# A unique campaign can take a small budget a long way.

## “C/O Christiansborg”

*Brand: Hellebro*

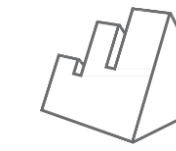
*Lead Agency: Marketsquare*

Housing and rental prices in Copenhagen have increased significantly, which has created a new group of young homeless people who do not fit into the stereotypical image of homelessness and are therefore often overlooked.

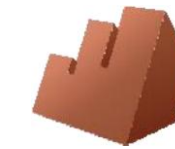
After trying to make politicians aware of the problem without success, Hellebro wanted to do something that Christiansborg could not ignore. By utilizing the Danish digital population register, 79 young homeless people moved their addresses to Christiansborg on Denmark's National Homeless Day.



SILVER: PUBLIC RELATIONS



FINALIST: NON-PROFIT



BRONZE: SMALL BUDGETS – NON-PROFIT

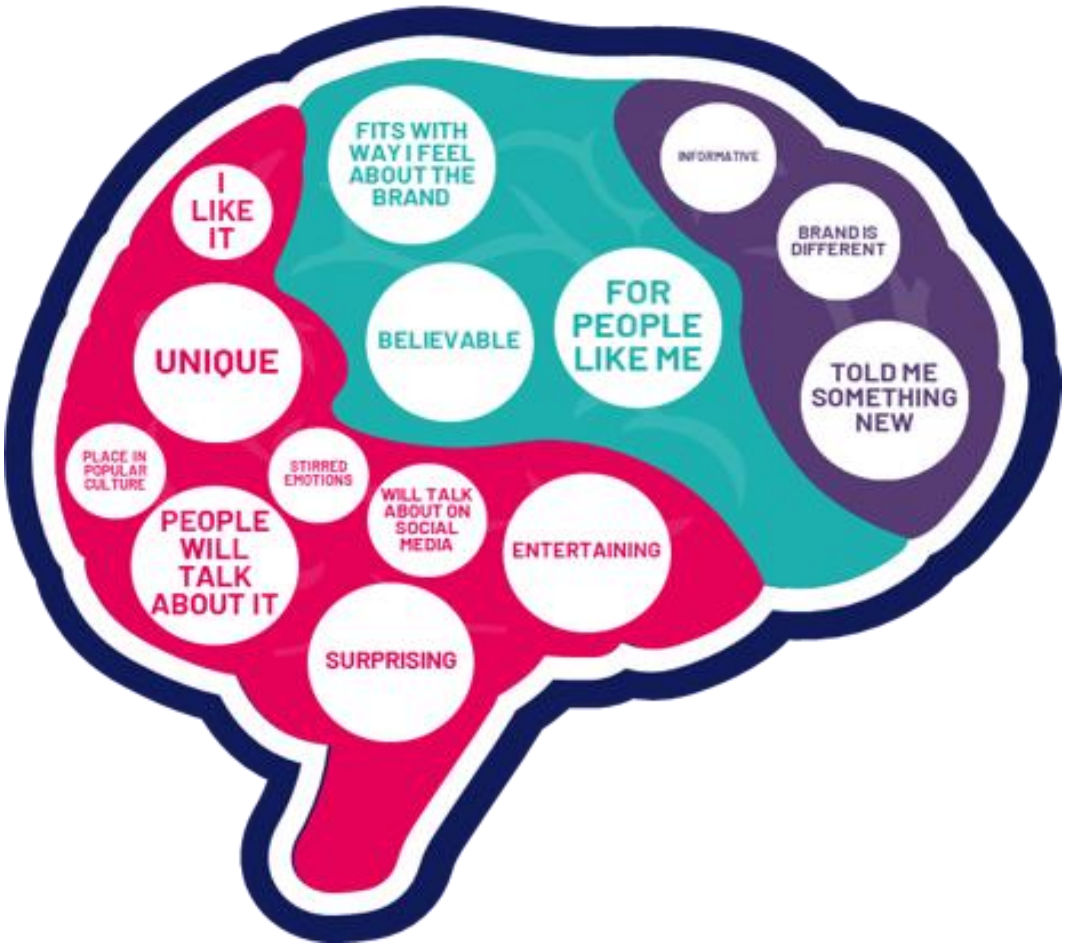


- **Meeting with the Minister of Social Affairs and Housing.**
- **Earned Media Reach of 3 million with a media budget 0 DKK.**
- **Increased political engagement.**



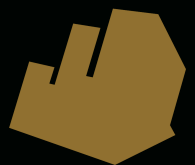
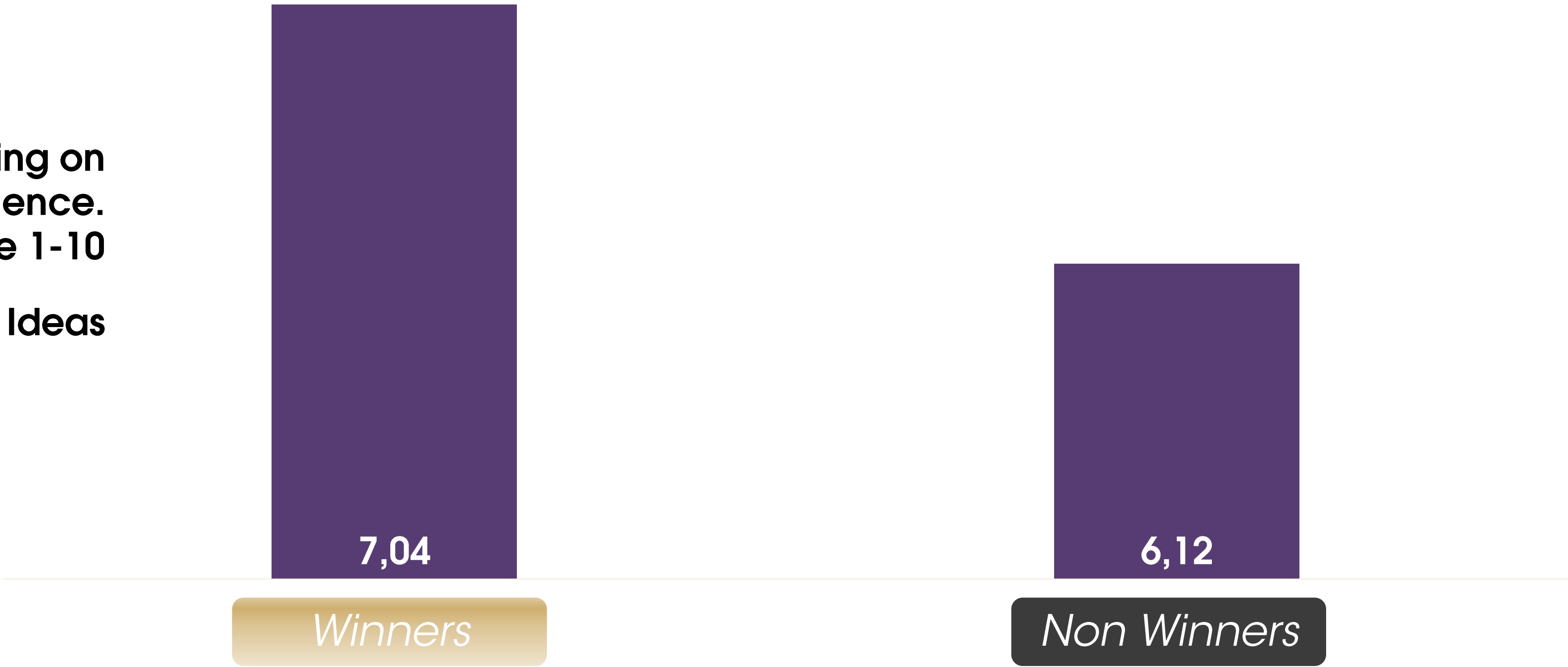


Effie winners deliver their ideas and messages better, making campaigns impact consumers brand perceptions more.



Practitioner scoring on  
intended experience.  
Scale 1-10

● Creative Ideas





## Educating people on something new, increases campaign effectiveness.

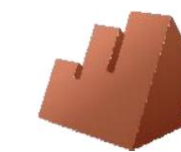
“Stræk. Snak. Smil.”

*Brand: Red Hjernen (Danish Resuscitation Council and TrygFonden)*

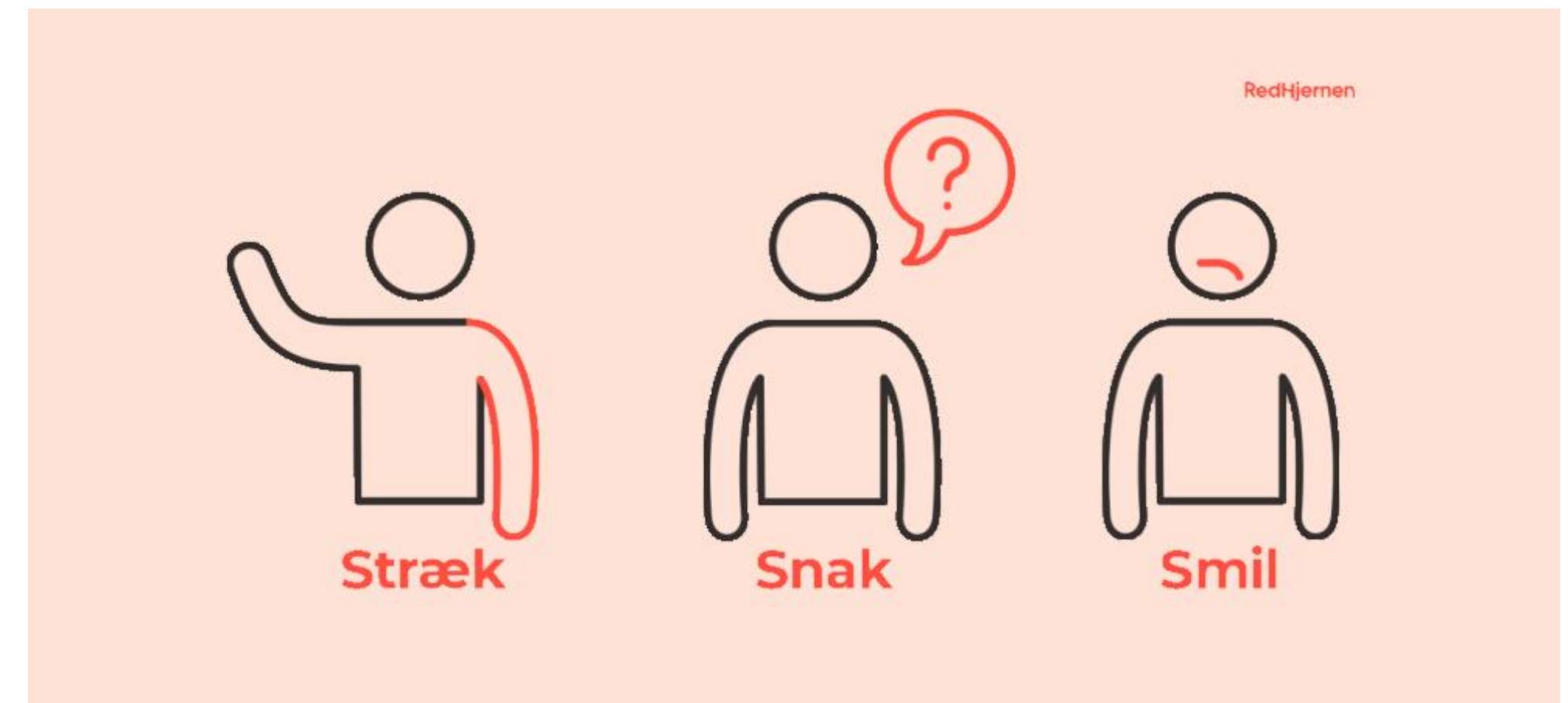
*Lead Agency: &Co. / NoA*

Every year, 12,000 Danes are affected by stroke - the 4th most common cause of death + most common cause of adult disability. The previous initial abbreviations AKUT (Arm. Krop. Udtalen. Tid.) and ALARM (Agnit. Parammelser. Afasi. Ring 112. Meddetsamme.) designed to help people know how to identify and react to a stroke proved difficult to remember.

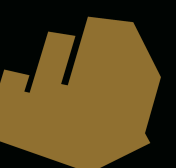
To combat this Red Hjernen developed a catchy campaign with celebrity support to communicate a new mnemonic to help people identify the signs of a stroke – “Stretch. Talk. Smile”.



**BRONZE: SUSTAINED SUCCESS – NON-PROFIT**



- **80% increase in Danes knowing at least one sign of stroke**
- **17% increase in stroke patients being hospitalised in time**





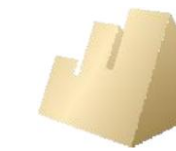
# Providing information in a differentiating way drives campaign effectiveness.

## “Empty Chairs”

*Brand: Børns Vilkår*

*Lead Agency: Uncle Grey*

Every day, 75,000 children in Denmark are absent from school due to mental health struggles – leaving thousands of classrooms with empty chairs. To raise awareness of this issue, Børns Vilkår created a campaign with zero media budget. They powerfully visualized the problem by placing 500 empty chairs in front of the Danish parliament. This simple yet impactful display quickly captured public media attention, sparking a national conversation.



**GOLD:** SMALL BUDGETS: NONPROFIT



**GOLD:** SOCIAL GOOD: BRANDS

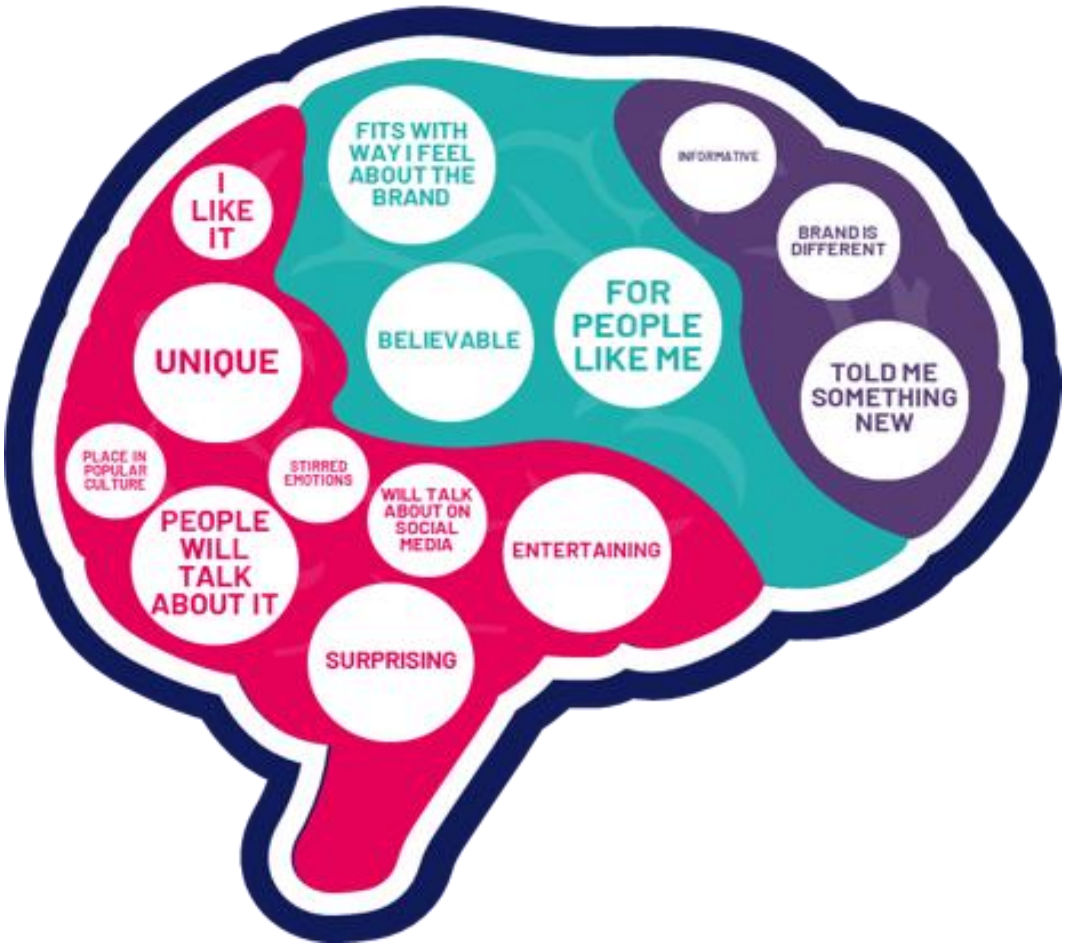


- Reached 2.7 million Danes within 24 hours
- Generated an estimated earned media value of DKK +2,000,000 with zero media investment.
- Influenced political discourse, with Pia Olsen Dyhr addressing the issue in her speech at the opening of Parliament.



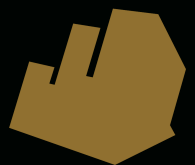
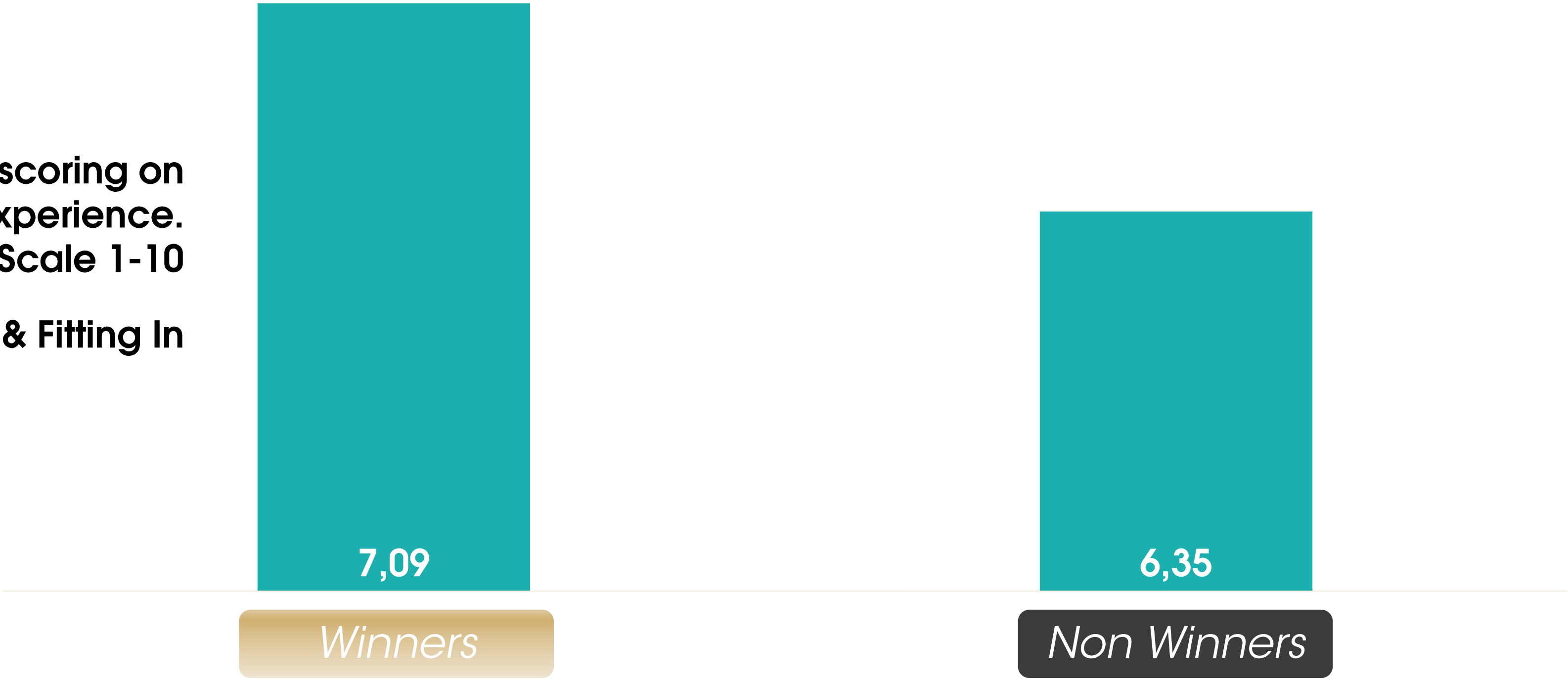


Effie winners show great empathy for their audiences, making campaigns resonate more for stronger campaign effectivity.



Practitioner scoring on intended experience.  
Scale 1-10

● Empathy & Fitting In





# Creating an empathetic connection is one of the strongest drivers of effectiveness.

“Seks år med familiefortællingen”

*Brand: The Tryg Family*

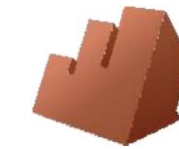
*Lead Agency: Robert / Boisen & Like-minded*

Tryg's customers – through their insurance contributions – helped distribute over half a billion DKK to TrygFonden's causes. They just had no idea. Only a few experience the gratitude that comes from helping to save another person's life.

Tryg wanted to make unaware customers feel the gratitude for their contribution to the TrygFonden. The campaign contains firsthand accounts of real Danes sharing their stories of how TrygFonden has helped them or their loved ones.



**GOLD:** SUSTAINED SUCCESS - PRODUCT/SERVICES



**BRONZE:** SOCIAL GOOD: BRANDS



- **Awareness raised by 89-171%.**
- **ROMI tripled.**
- **253M DKK in revenue generated.**
- **600M DKK distributed annually.**





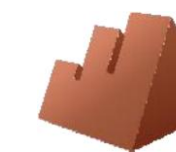
# A strong empathetic insight can make a creative platform consistently deliver.

“6 år "Hurtigt Videre" med Metroen”

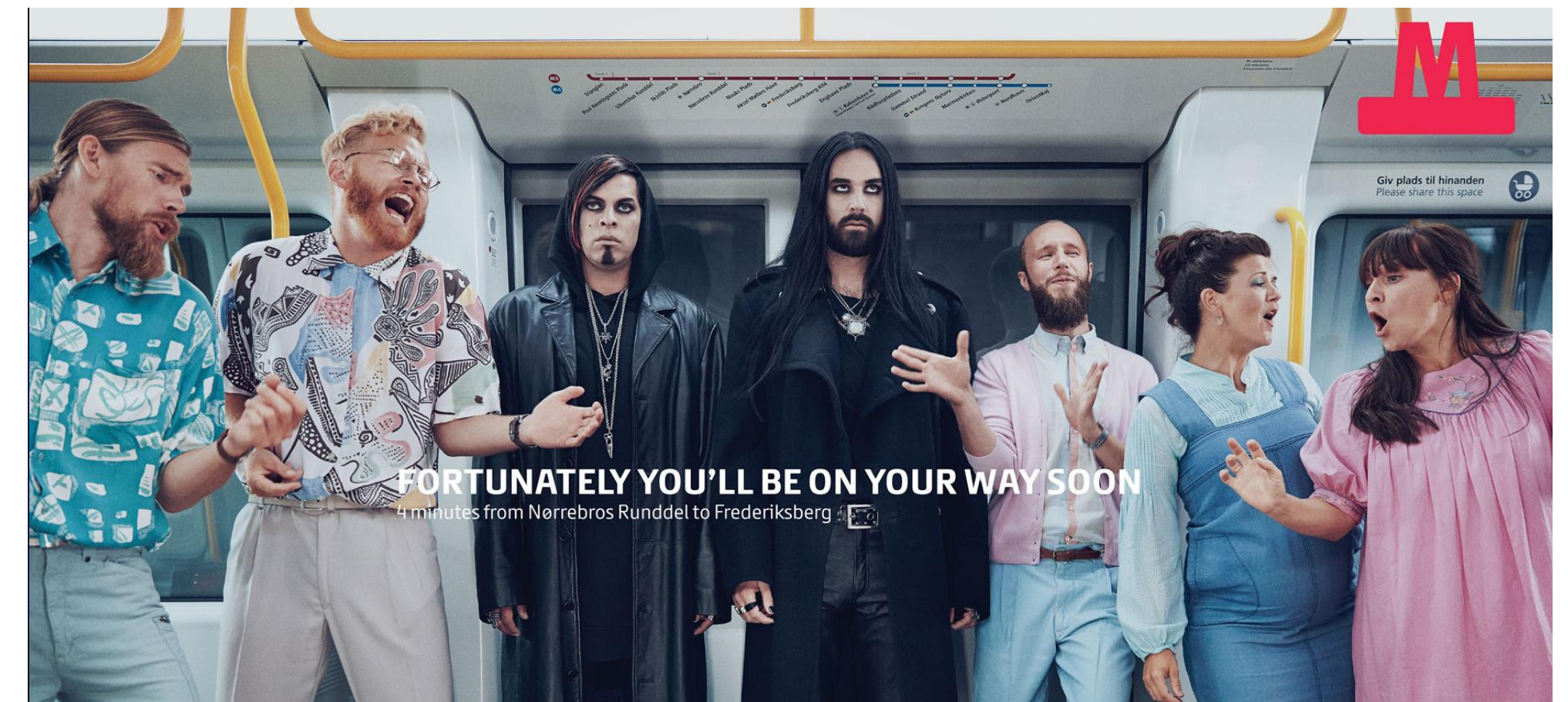
*Brand: Metroen*

*Lead Agency: Accenture Song DK*

Metro sought to position itself within public transport and achieve its ambitious growth targets. Central to Metro is the concept of 'speed,' which not only serves as a crucial motivator but also provides a strong emotional insight—passengers become more tolerant due to the Metro's relative speed. By employing humor, consistency, and unconventional courage, the creative universe 'Faster Forward' was developed, promising passengers that they're 'fortunately on their way quickly'. This campaign has successfully run for six years.



**BRONZE: SUSTAINED SUCCESS –**  
PRODUCT/SERVICES



- **Increased travel intentions by 15% in the past year**
- **For the sixth year in a row, awareness of the Metro as the city's fastest means of transport has risen, currently at Index 126**





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# Thank you!