

# case study samples

2017

edwards  
serbia

Effie champions the practice and practitioners of marketing effectiveness. Below, we feature three examples of successful cases from the Global Effie competition, as well as the examples of Effie winners for United Kingdom and North America. We encourage you to review these case studies in preparation of your entry for Effie Awards Serbia 2017 competition.

# case study #1

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## Apple: iPhone World Gallery

TBWA\Media Arts Lab / Apple Inc.

2016 Gold / Global

Read the case study.

See the creative reel.

View the case summary and credits.

[https://www.effie.org/case\\_studies/case/GL\\_2016\\_100028](https://www.effie.org/case_studies/case/GL_2016_100028)



# case study #2

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## **Airbnb: Never a Stranger**

TBWA\Chiat\Day, Starcom / Airbnb Inc.

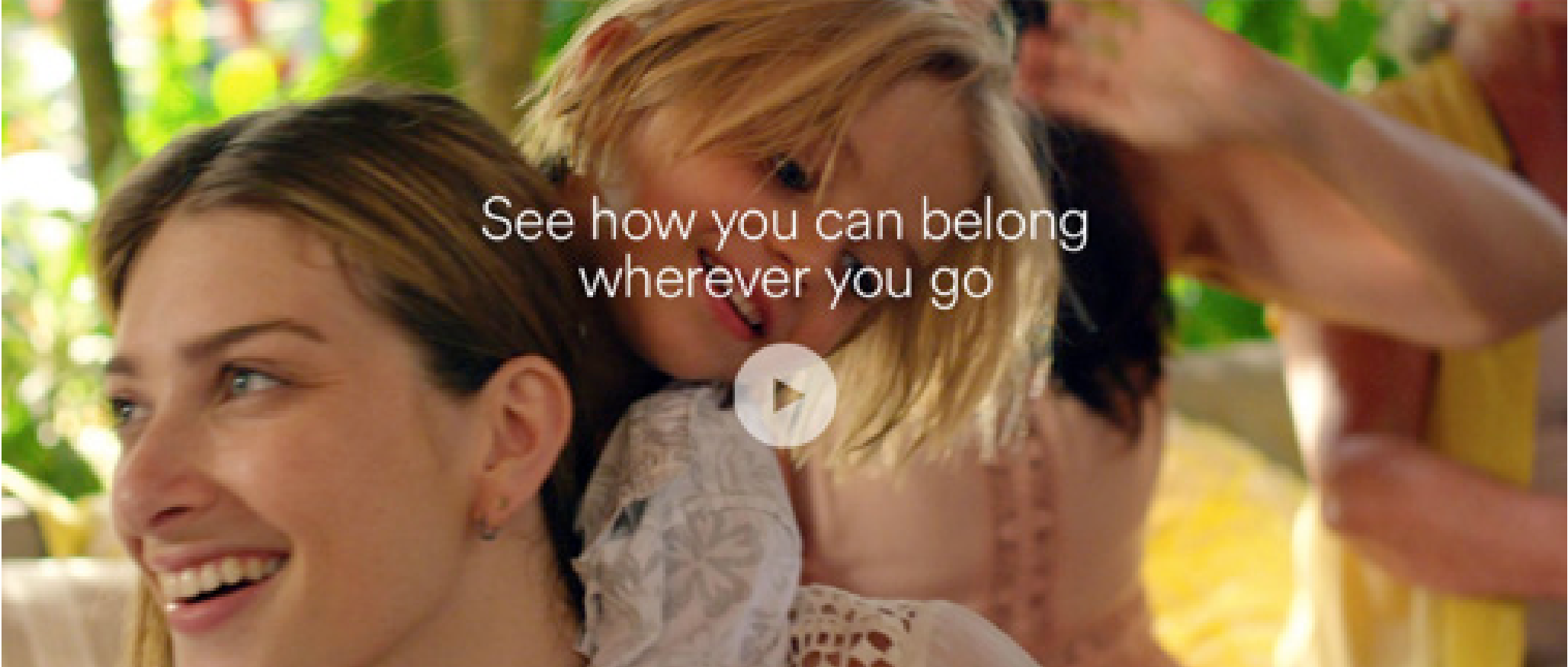
2016 Silver / Global

Read the case study.

See the creative reel.

View the case summary and credits.

[https://www.effie.org/case\\_studies/case/GL\\_2016\\_100024](https://www.effie.org/case_studies/case/GL_2016_100024)

A video thumbnail showing a woman smiling and a young child with blonde hair leaning against her. The text "See how you can belong wherever you go" is overlaid on the image, along with a play button icon.

See how you can belong  
wherever you go

# case study #3

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## Evian Baby&Me

BETC / evian

2014 Bronze / Global

Read the case study.

See the creative reel.

View the case summary and credits.

[https://www.effie.org/case\\_studies/case/3237](https://www.effie.org/case_studies/case/3237)



# case study #4

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## Monty the Penguin

adam&eve DDB / John Lewis

Retail / 2016 Gold / United Kingdom

Read the case study.

See the creative reel.

View the case summary and credits.

[https://www.effie.org/case\\_studies/case/UK\\_2016\\_100052](https://www.effie.org/case_studies/case/UK_2016_100052)



# case study #5



## We fought the law and we won:

How the NSPCC changed the law with just 30,000

Leo Burnett / NSPCC

Small Budgets – Services / 2016 Gold / United Kingdom

Read the case study.

See the creative reel.

View the case summary and credits.

[https://www.effie.org/case\\_studies/case/UK\\_2016\\_100068](https://www.effie.org/case_studies/case/UK_2016_100068)

**illegal**

It's illegal to handle salmon in suspicious circumstances

**NOT illegal**

It's not illegal for an adult to send a sexual message to a child

**Help us change the flaw in the law**

# case study #6

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## #Unclaimed: The Hunt for a Missing Millionaire

McCann / New York Lottery

Small Budgets – Products / 2016 Silver / North America

Read the case study.

See the creative reel.

View the case summary and credits.

[https://www.effie.org/case\\_studies/case/NA\\_2016\\_441490](https://www.effie.org/case_studies/case/NA_2016_441490)





# case study #7

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## The Greatest Interception

Grey New York / Volvo Cars of North America

David vs. Goliath / 2016 Silver / North America

Read the case study.

See the creative reel.

View the case summary and credits.

[https://www.effie.org/case\\_studies/case/NA\\_2016\\_439963](https://www.effie.org/case_studies/case/NA_2016_439963)



# additional help

To see additional winners and case examples from past Effie competitions, visit **Effie's Case Study Database**.

**For entering the Effie Awards Serbia 2017, please visit**

<http://www.effie.rs/kako-se-prijaviti/>

**and take a look at the Advices for crafting an effective entry**

<http://www.effie.rs/saveti-za-pisanje-dobre-prijave/>.

**For further information on Effie Awards Serbia 2017, please**

**visit** [www.effie.rs](http://www.effie.rs) or contact us at [office@effie.rs](mailto:office@effie.rs).

