

2025 Effie Denmark Effect Report

In partnership with Ipsos



effie
DENMARK

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.

It is in that spirit that this year’s deep dive into the most effective campaigns in Denmark gives us not only insights into what drives the results of the campaigns, but also a unique look on where drivers of effective Commercial and Non-profit projects differ or are shared.

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 the many and highly differentiated Danish Effie entries from 2023 to 2025, we are now able to share a data-driven picture of what works – and why.

The aim of this report is to be a source of inspiration and insight for marketing professionals across the industry, and a testament to our relentless ambition to add to an increased body of knowledge around effectiveness based on Danish data.



Foreword by Ipsos

Alexander Asmussen, Head of Creative Excellence, Ipsos Denmark



At Ipsos we remain incredibly proud of the continued and growing partnership with Effie – both in Denmark and globally. Our common passion for brands and organisations to truly obtain creative effectiveness, drives our collaboration.

We at Ipsos are especially excited about the work we are trusted to do on the Effie Effect report, analysing and summarising data from the record-number of amazing Effie cases this past year, with great curiosity.

A common trait for the best-of-the-best in marketing is, in fact, curiosity. It is a true superpower! Those who are truly curious, always listen. When you listen, you will learn. And when you learn, you have the opportunity to improve and really become effective. So, this work with the data behind Denmark's most (proven) effective campaigns, is truly a tribute to that curiosity.

This year we will look at the characteristics behind the most effective Danish campaigns of the past three years (2023-2025), but not only that – we will also break out data and insights into Commercial and Non-profit cases.

We therefore hope that this Effie Effect report of the past three years of Effie data, will also spark *your* curiosity to learn, be inspired and eventually excel creatively in your organisation's creative effectiveness.



Commercial & Non-profit Effie cases 2023-25

COMMERCIAL CASES

70% OF ALL CASES

56 WINNERS (49%) | 58 NON-WINNERS (51%)



NON-PROFIT CASES

30% OF ALL CASES

25 WINNERS (51%) | 24 NON-WINNERS (49%)



	WINNER	NON-WINNER
COMMERCIAL	56 (69%)	58 (71%)
NON-PROFIT	25 (31%)	24 (29%)

CASES ARE FROM EFFIE ENTRIES IN 2023-25



CHAPTER 1:

**Challenge, Context
& Objectives**

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The 2025 Effie Denmark Effect Report, in partnership with Ipsos analyses Effie 2025 campaigns, focuses on the pillars of the Effie framework, with an additional analysis on creative effectiveness.

Challenge, Context & Objectives

The most effective campaigns keep **a tight objective focus** – Non-profits even do best with a *singular* focus, sticking to just one business objective, while Commercial campaigns can have ambitions of meeting up to 2-3 objectives and still be successful.

Effective Commercial and Non-profit campaigns both take **an outside-in approach when defining their business objectives**.

Common objectives for both – but especially Non-profit – are **Environmental and Societal objectives**, which reflect and **show empathy for the exact worries and concerns of Danes**, over the past three years.

The most effective brands also understand the correlation between production and media investment and that **great effectiveness most often needs solid investments** behind.

Insights & Strategy

Insights and strategy is rooted in common marketing belief, in understanding the target audience and in **nailed the campaign insight, as a prerequisite to truly effective campaigns**.

Commercial campaigns **invest in more consumer insights and research to drive campaign success**, while the lower campaign budgets of Non-profits naturally limit the use of primary research.

The **most effective Commercial campaigns**, are more likely to keep a finger on the brand pulse through **trackers**, ensure the campaign insight and empathy with consumers via **explorative qual. research** and validate final execution effectiveness through **creative copy-testing**.

The **most effective Non-profit campaigns** prioritise their (relatively smaller) resources more on landing the overall **brand positioning and campaign concept** right from the get-go.

Bringing the Strategy & Idea to Life

There is **not just one way to bring campaign strategies to life**. Audiences, insights and objectives need to drive campaign strategy and media choices.

In fact, for both Commercial or Non-profit campaigns, **the number of touchpoints is not strongly correlated to overall campaign effectiveness**.

However, **certain media choices seem more effective** than others.

For **Commercial campaigns**, **TV as lead media**, surrounded with **necessary digital support** is most correlated with Commercial campaign effectiveness – with **Cinema, Events and Retail** as most important secondary touchpoint options.

The most effective **Non-profit campaigns**, use **Events**, supported by **amplifying Digital and PR efforts**.

Ipsos Creative Effectiveness Analysis

Ipsos sees creative effectiveness as **an original or different experience that delivers value to the audience** – a strong empathetic, creative experience, that delivers new ideas about the brand, to its target audience

Among the Effie entries, the **most effective Commercial and Non-profit campaigns** deliver more strongly on **both creative experiences, new and differentiating ideas** and finally have their strong foundation in **an empathetic and personally relevant insight**.

Between the most effective Commercial and Non-profit campaigns, the **effective Non-Profit campaigns actually outperform the effective Commercial cases** across the board.

This may be because the **typical themes** of Non-profit campaigns often link closer to the top worries of Danes, **giving them an easier road to consumer empathy**. But it can also be influenced by the fact that **Non-profits need to excel creatively even more than Commercial campaigns**, due to their much smaller budgets, in order to drive effectiveness.



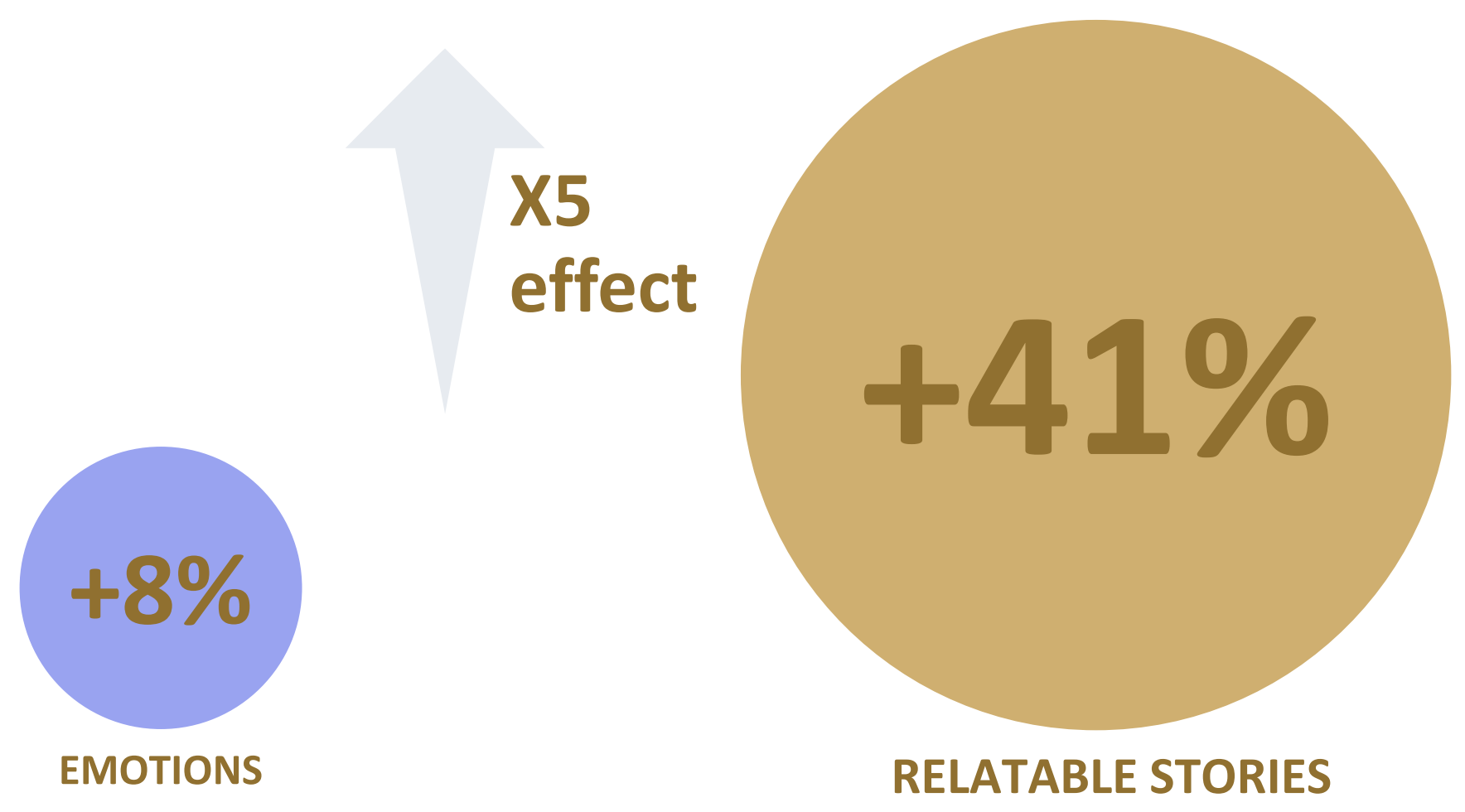
CHAPTER 1:

Challenge, Context & Objectives



Ipsos meta-learnings show us that while emotions do affect the likelihood of creating behaviour change, embedding the emotions in an empathetic and relatable story drives 5 times the effect of emotions alone!

RELATIVE % CONTRIBUTION TO INCREASED BEHAVIOUR CHANGE



“ At the end of the day, people won't remember what you said or did, they will remember how you made them feel. ”

– **Maya Angelou**
Highly celebrated and awarded
American author, poet & civil rights activist

SOURCE: N=15,000 IPSOS CREATIVE|SPARK VIDEO AD EVALUATIONS. VIDEO ADS WERE PROCESSED THROUGH GENERATIVE AI MODELS TO CLASSIFY IF CREATIVE TACTICS WERE PRESENT YES/NO. VIDEO ADS WERE GROUPED BY THEMES OF TACTICS THEY MOST REPRESENTED. INDIVIDUAL TACTICS ARE REPRESENTED WITH THEIR PROPORTIONAL % VARIANCE EXPLAINED IN DRIVING THE EFFECTS METRIC.



Life is Bitter – and that's the whole point

"Life is Bitter"

Brand: Fernet Branca
Lead Agency: PONG

How do you grow a brand in a category in structural decline, where people are simply drinking less bitter liqueur than before – and where younger consumers are actively rejecting the taste?

PONG faced a near-impossible challenge:

Fernet-Branca was #6 in the market, the core audience was 65+, and the next generation was actively turning away from the bitterness. Rather than "fixing" the product, they leaned into a crucial insight:

Life isn't always easy and straightforward.

The transition to adulthood is full of bitter moments, big and small – rejections, breakups, and failures. Suddenly, the product's greatest weakness became its greatest strength. The bitterness became a symbol of a realistic outlook on life.

The platform "Life is Bitter" made the brand culturally relevant through a simple, consistent universe that stood in sharp contrast to the polished alcohol advertising typical of the category. The same visual language. The same dry tone. Repeated over time.

The results were striking:

+428% in volume, +561% in value, from #6 to #1 in a category that simultaneously declined by -8.5%. The price rose by 37%.

The case demonstrates that a strong insight, creative consistency, and patience can drive exceptional growth – even when the starting point is bitter.



WINNER CATEGORY: SUSTAINED SUCCESS - PRODUCTS/SERVICES



SILVER

KEY RESULTS

+428%
IN VOLUME

+561%
IN VALUE

FROM **#6** TO **#1** IN A CATEGORY THAT SIMULTANEOUSLY DECLINED BY -8.5%.

THE PRICE ROSE BY **37%**.

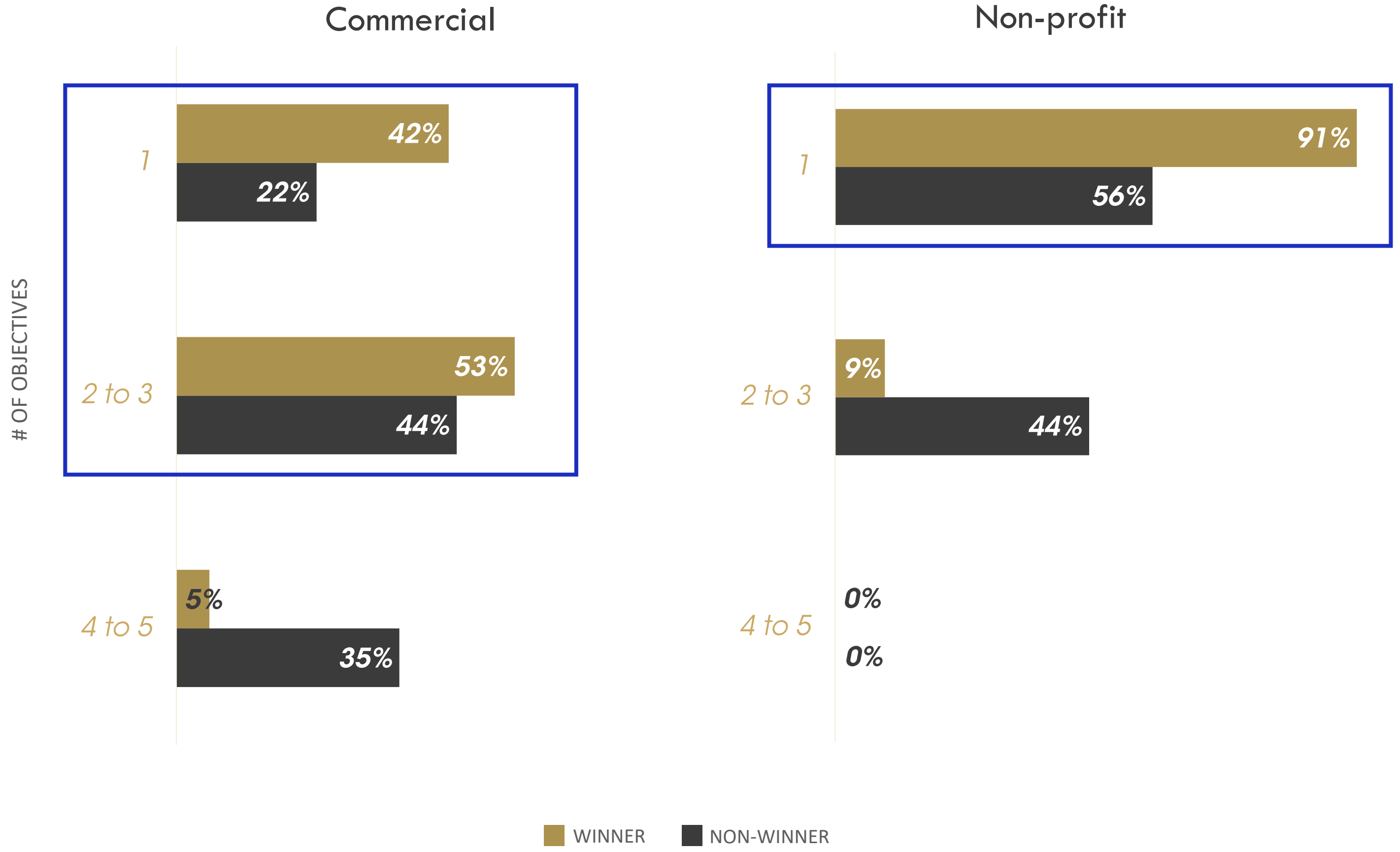


NUMBER OF BUSINESS OBJECTIVES

Having a tight focus on business objective(s) is correlated to eventual campaign effectiveness. Where Non-profit sees most success with a singular focus, Commercial budgets allow for slightly broader priorities

Non-profit winners understand the importance of prioritizing more limited budgets on just a single business objective.

Commercial winners have slightly greater possibilities with multiple business objectives, but less success when exceeding three business objectives.



BUSINESS OBJECTIVE CATEGORIES

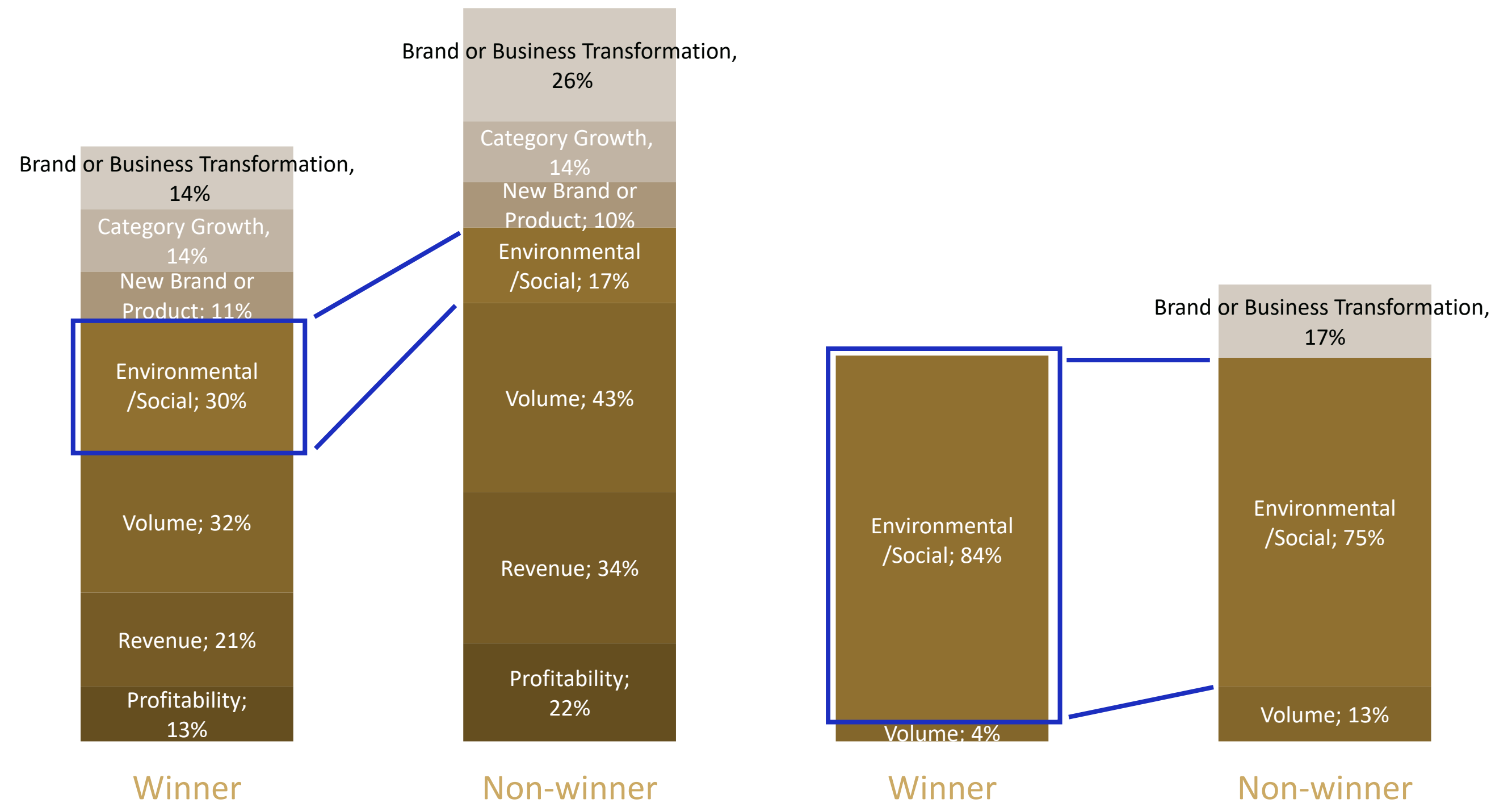
Working with a perceived socially relevant 'Greater cause' is more prominent among the most creatively effective campaigns (outside overall having fewer business objectives)

Focusing more on cultural relevance through e.g. environmental and/or social objectives, seems like a creative effectiveness short-cut for both Commercial and Non-profit campaigns.

Furthermore, a stricter and more singular focus is present among the most effective case.

Commercial

Non-profit



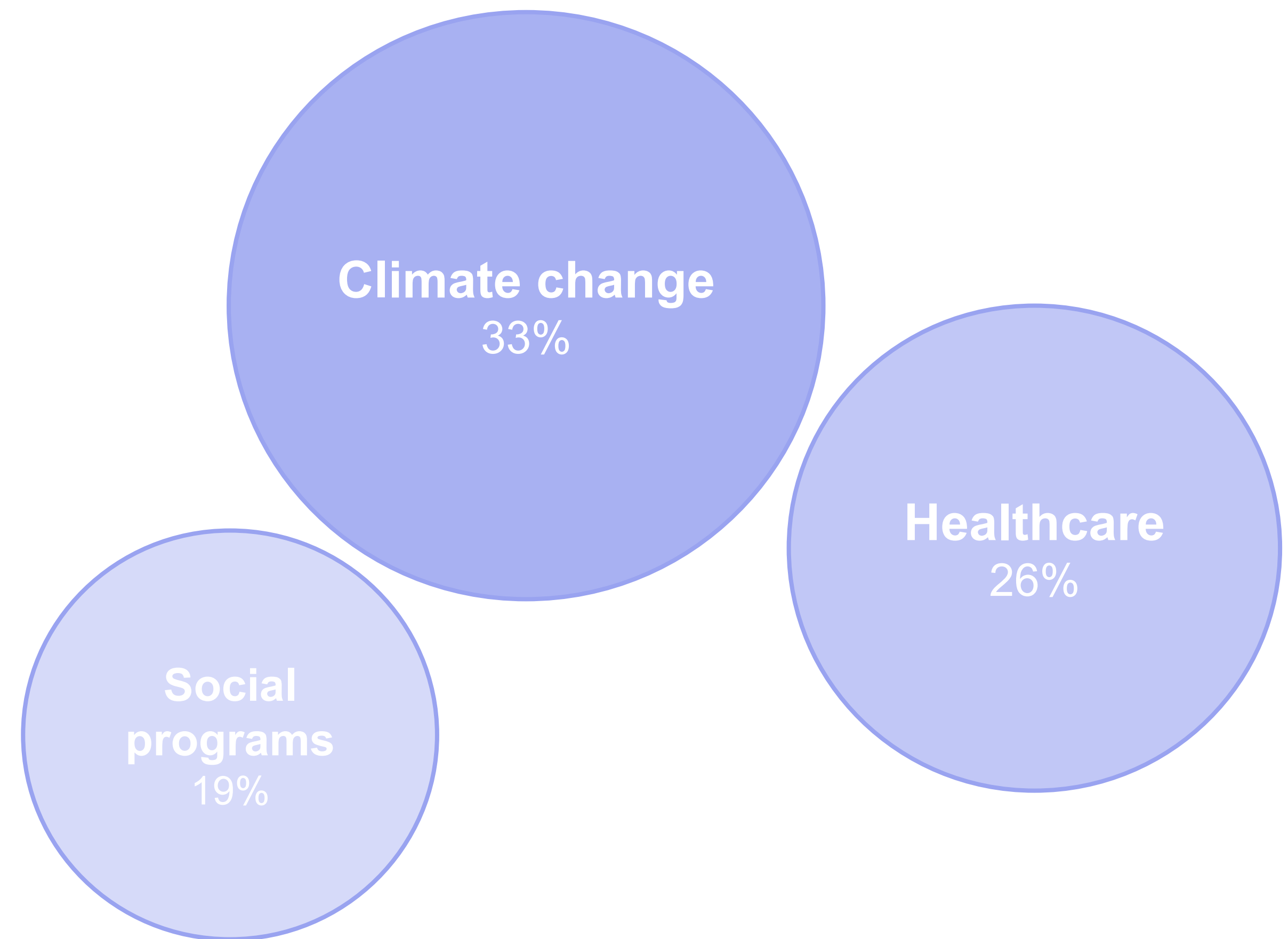
The most effective campaigns show empathy for the exact biggest worries of the Danes, as their 'Greater Cause' business objectives



Ipsos 'What worries Denmark 2023-25' study – (top 3)

The most effective campaigns understand the need for tapping into the societal worries of consumers, taking an outside-in, rather than inside-out approach to their campaign creation.

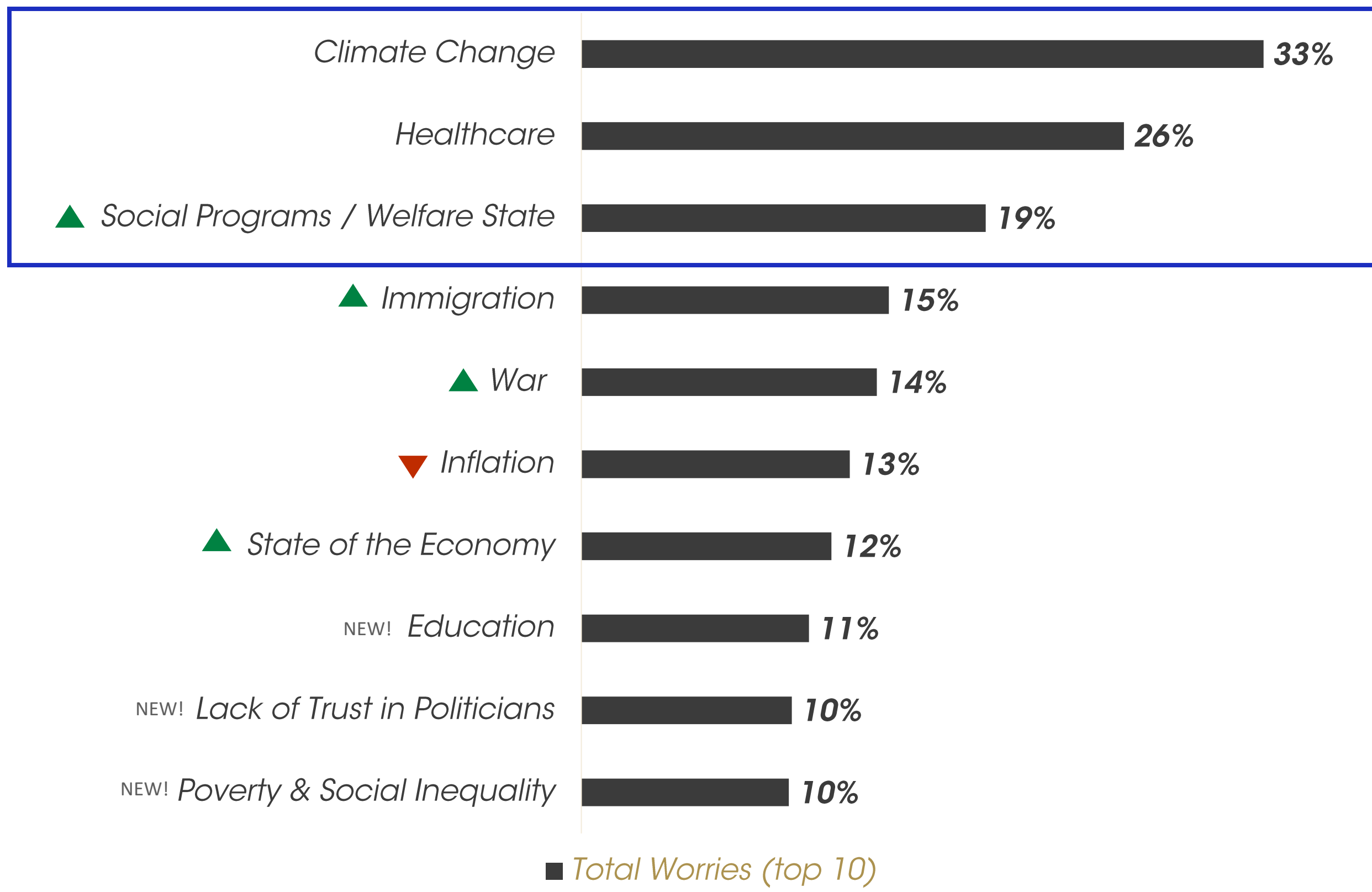
Here, the top-3 biggest worries amongst Danish people are within the exact scope of Environment and Social domain.



Keeping the finger on the pulse of society can help brands land their campaign empathy with their Danish audiences when defining the business objective(s)



Ipsos 'What Worries Denmark' study 2023-25



▲ INCREASED RATE OF WORRY SINCE 2022
▼ DECREASED RATE OF WORRY SINCE 2022
NEW! NEW TO TOP 10 SINCE 2022



The Danish Road Safety Council made speed personal – and moved the death toll

“Rådet for Sikker Trafik”

Brand: Rådet for Sikker Trafik

Lead Agencies: PONG / Brandhouse / Orchestra

Most Danes know that speed kills. Most also think they're above average behind the wheel.

That contradiction was the problem.

The challenge wasn't ignorance – it was ego. PONG and the Danish Road Safety Council didn't try to inform their way out of it. Instead, they made the laws of physics impossible to ignore: reaction time, braking distance and force of impact.

Over time, the tone shifted from confrontation to reflection – and eventually to positive reinforcement, thanking drivers for slowing down.

Results were tracked across attitudes, self-reported behavior, measured speed, and mortality data. Speed-related fatalities on rural roads dropped by 64%. The share of drivers exceeding 90 km/h fell by up to 58%.

The case is a reminder that behavior change doesn't happen in a single campaign. It takes consistency, courage, and the discipline to measure what matters – and when those things align, communication can literally save lives.



WINNER CATEGORY: SUSTAINED SUCCESS – NON-PROFIT



SILVER

KEY RESULTS

64%

REDUCTION IN SPEED-RELATED FATALITIES ON RURAL ROADS

UP TO 58%

DECREASE IN THE SHARE OF DRIVERS EXCEEDING 90 KM/H

RESULTS TRACKED ACROSS **ATTITUDES, SELF-REPORTED BEHAVIOR, MEASURED SPEED, AND MORTALITY DATA**



When Sydhavnen Became M4GISK

“M4GISK METROÅBNING”

Brand: Metro M4

Lead Agencies: Accenture Song / OMD Danmark

Sydhavnen is not far from the rest of Copenhagen. At least not geographically. Yet for many Copenhageners, it feels like an entirely different neighbourhood.

This insight became the starting point for Accenture Song when the new M4 metro line was set to open. Because transport choices are rarely driven by logic or travel time alone. They are shaped by habits. And new routes often feel more complicated, even when they are objectively faster. At the same time, interviews with residents revealed something else: a strong sense of pride in Sydhavnen – seen as a raw and still undiscovered gem in an otherwise increasingly gentrified Copenhagen.

This was where the campaign idea emerged. If the M4 was to change behaviour, it first had to change the feeling of distance. The metro should not simply function as a transport solution. It should make the city feel “a little closer.”

This became the campaign's creative platform, brought to life through the identity M4GISK. Instead of promoting infrastructure, the campaign celebrated the places, the stories and the people of Copenhagen. The metro was not the protagonist, but the connection between them.

The results were measurable. In the first six weeks, 570,000 passengers used the M4 line – almost twice the expected number. Sales modelling showed that the campaign directly drove 897,268 passengers, delivering an ROI of 3.8. At the same time, 41% said the campaign made them want to try the new line.

For the team, the Effie process reinforced a simple but important lesson: the strongest results emerge when human insight and business objectives meet – not when communication merely explains how something works, but when it makes people feel why it matters.



WINNER CATEGORY: INDUSTRY SPECIFICS - TRANSPORTATION, TRAVEL & TOURISM

 **SILVER**

KEY RESULTS

570,000

PASSENGERS USED THE M4 LINE IN THE FIRST SIX WEEKS – ALMOST TWICE THE EXPECTED NUMBER

897,268

PASSENGERS WERE DIRECTLY DRIVEN BY THE CAMPAIGN, DELIVERING AN ROI OF **3.8**

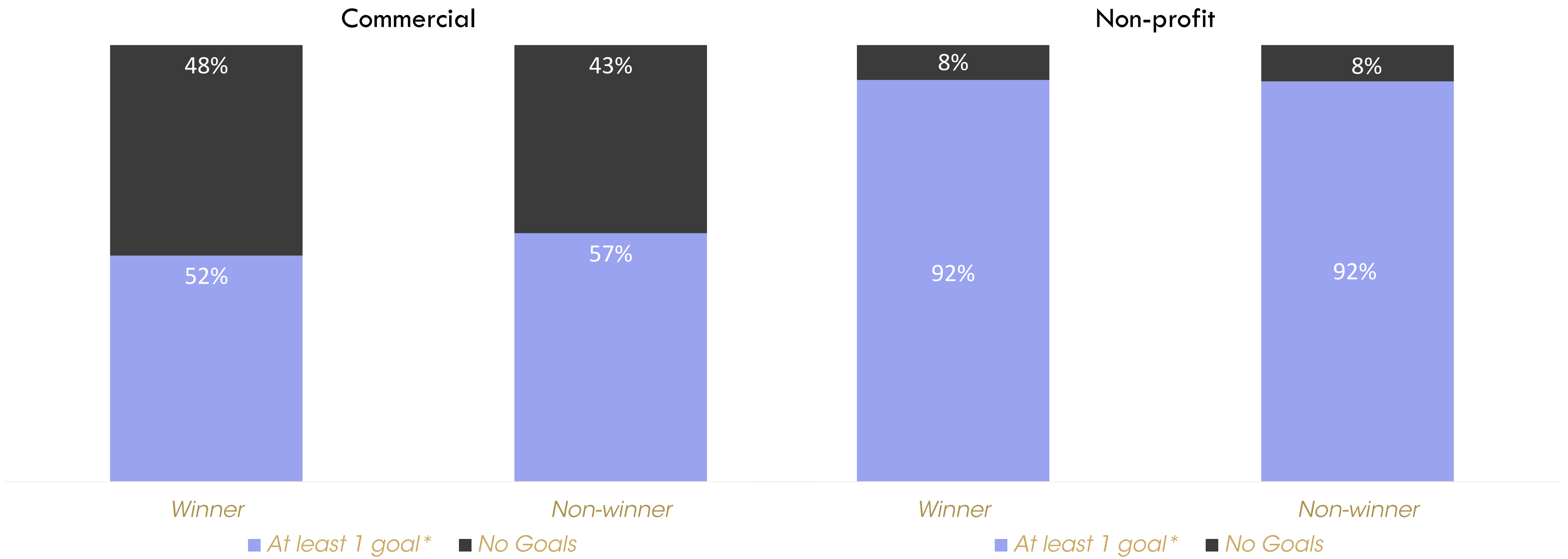
41%

SAID THE CAMPAIGN MADE THEM WANT TO TRY THE NEW LINE



UN SUSTAINABILITY DEVELOPMENT GOALS

With their higher environmental / societal focus, Non-profit campaigns link naturally better with the UN's Sustainable Development Goals*



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



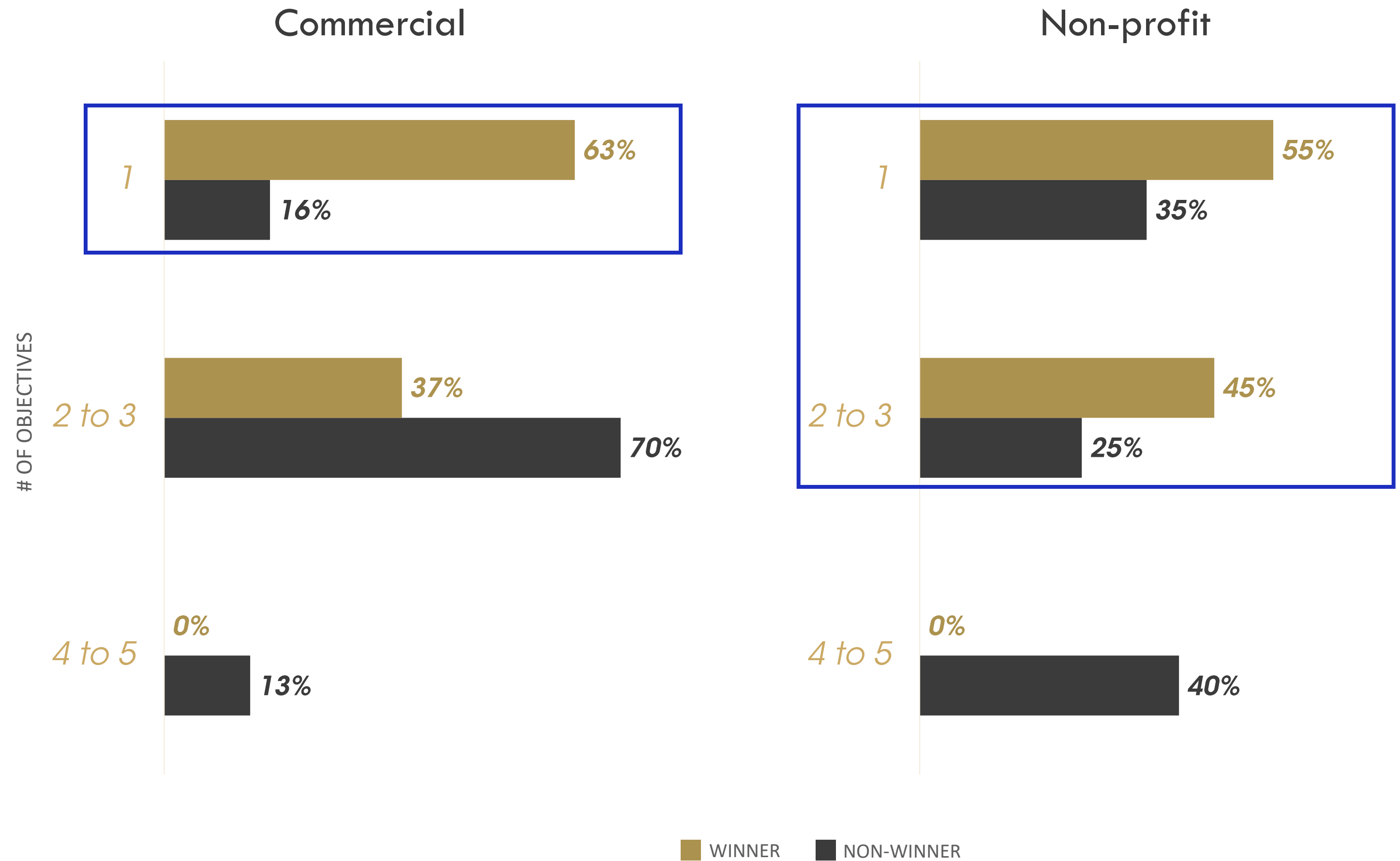
NUMBER OF MARKETING OBJECTIVES

The best Commercial campaigns obtain their objectives through a very focused marketing path. Non-profit campaigns with tighter budgets must think more outside-the-box when defining their marketing roadmap to success

Despite having more business objectives on average, Commercial cases prioritise fewer marketing paths to get there.

Effective Non-profit campaigns, perhaps due to lower budgets, must think more creatively and incorporate multiple marketing paths to reach their business objectives.

Proven creative effectiveness is difficult to obtain when the defined marketing path goes through 4+ different marketing objectives.



MARKETING OBJECTIVE CATEGORIES

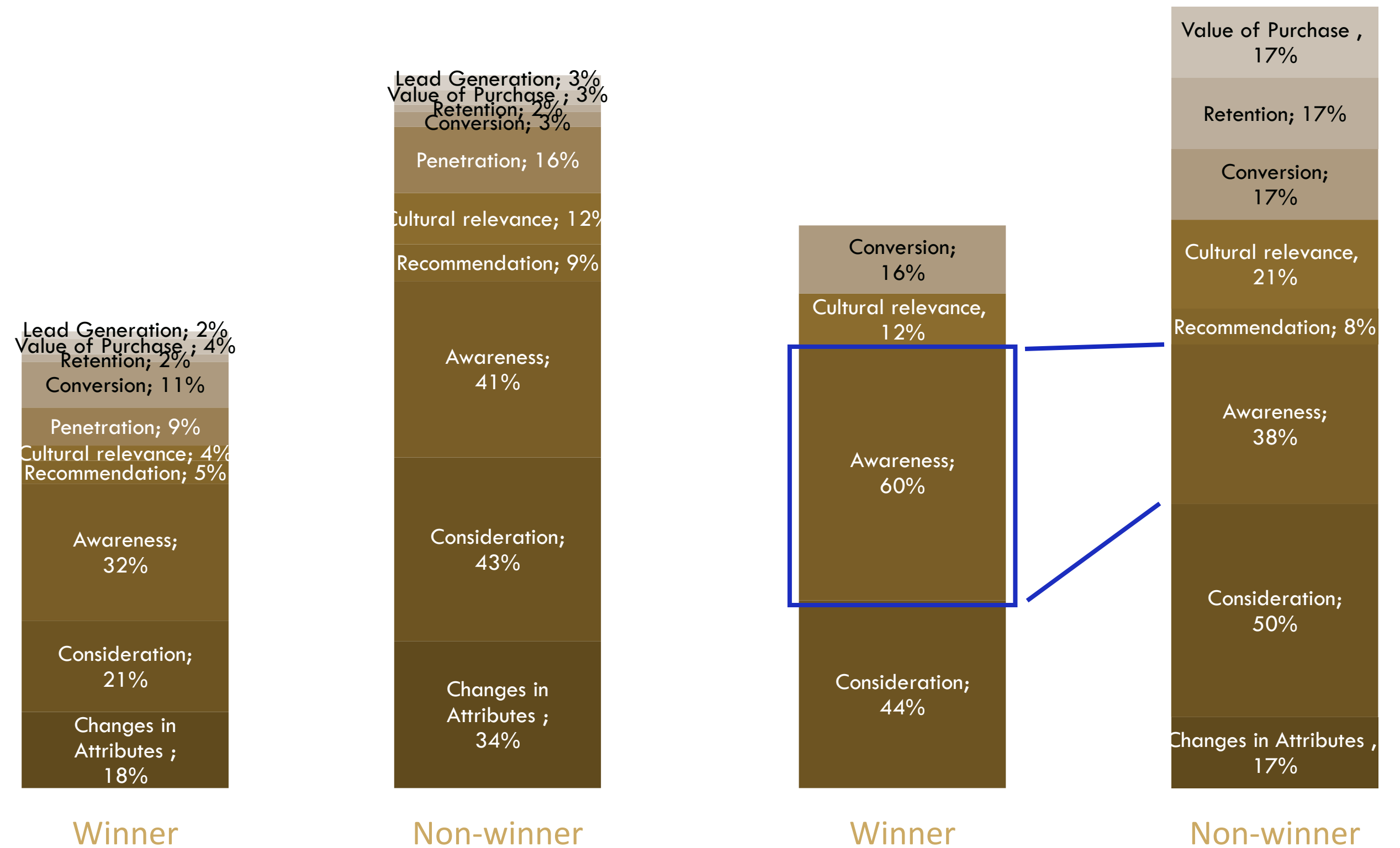
The brands behind the most effective campaigns understand marketing focus

The most creatively effective campaigns – both Commercial and Non-profit – have clear marketing strategies, while those struggling to prove effectiveness seem to try too many things simultaneously.

For the most effective Non-profit campaigns, Awareness appears as a critical – almost twice as recurrent – marketing objective.

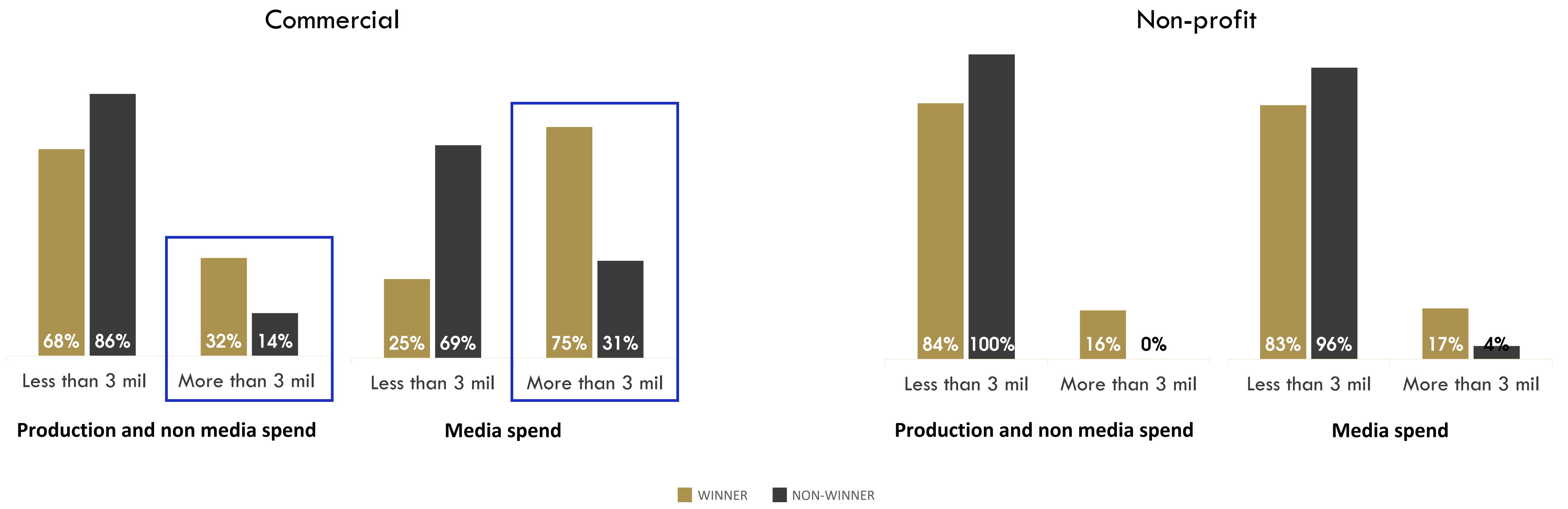
Commercial

Non-Profit



PRODUCTION AND MEDIA SPENDING

Investing in both creative *production* and especially *media budget*, correlates strongly with campaign effectiveness, which is naturally at a lower level for non-profit campaigns



When strategy, creativity and evidence strengthen democracy

“Pass it on - Use your vote - European Elections 2024”

Brand: The European Parliament
Lead Agency: &Co. / NoA

How do you mobilise 400 million voters across 27 countries in a time marked by war, disinformation and democratic decline?

&Co began with a simple but powerful insight: democracy is a shared responsibility – not only towards a cause, but towards one another.

The challenge was that European Parliament elections are often perceived as distant and less important than national elections. The campaign therefore shifted the conversation away from the political arena and into the private sphere.

Through the short documentary film “Pass it on”, democracy was made personal and emotional through intimate conversations between grandparents and grandchildren. Voting was not framed as a duty, but as something we pass on.

The strategy balanced “can” and “want”: first making it easy and tangible to vote and then strengthening the motivation by reminding Europeans what is at stake. The objective was not merely reach, but connection – encouraging people to talk to one another.

The results were significant:

40% of Europeans recall the campaign. Of those, 48% discussed it with family and friends. 29% say it positively influenced their decision to vote – and among those who recall the campaign, voter turnout was 20 percentage points higher.

The film achieved 339 million completed views and a view-through rate of 64%.



WINNER CATEGORIES:

PR - PUBLIC RELATIONS, BRANDED CONTENT & ENTERTAINMENT - PRODUCTS/SERVICES, NON-PROFIT

 **SILVER**

KEY RESULTS

40%
OF EUROPEANS REMEMBER THE CAMPAIGN

48%
OF THEM TALKED ABOUT IT WITH FAMILY AND FRIENDS

29%
FELT THAT IT INFLUENCED THEIR DECISION TO VOTE

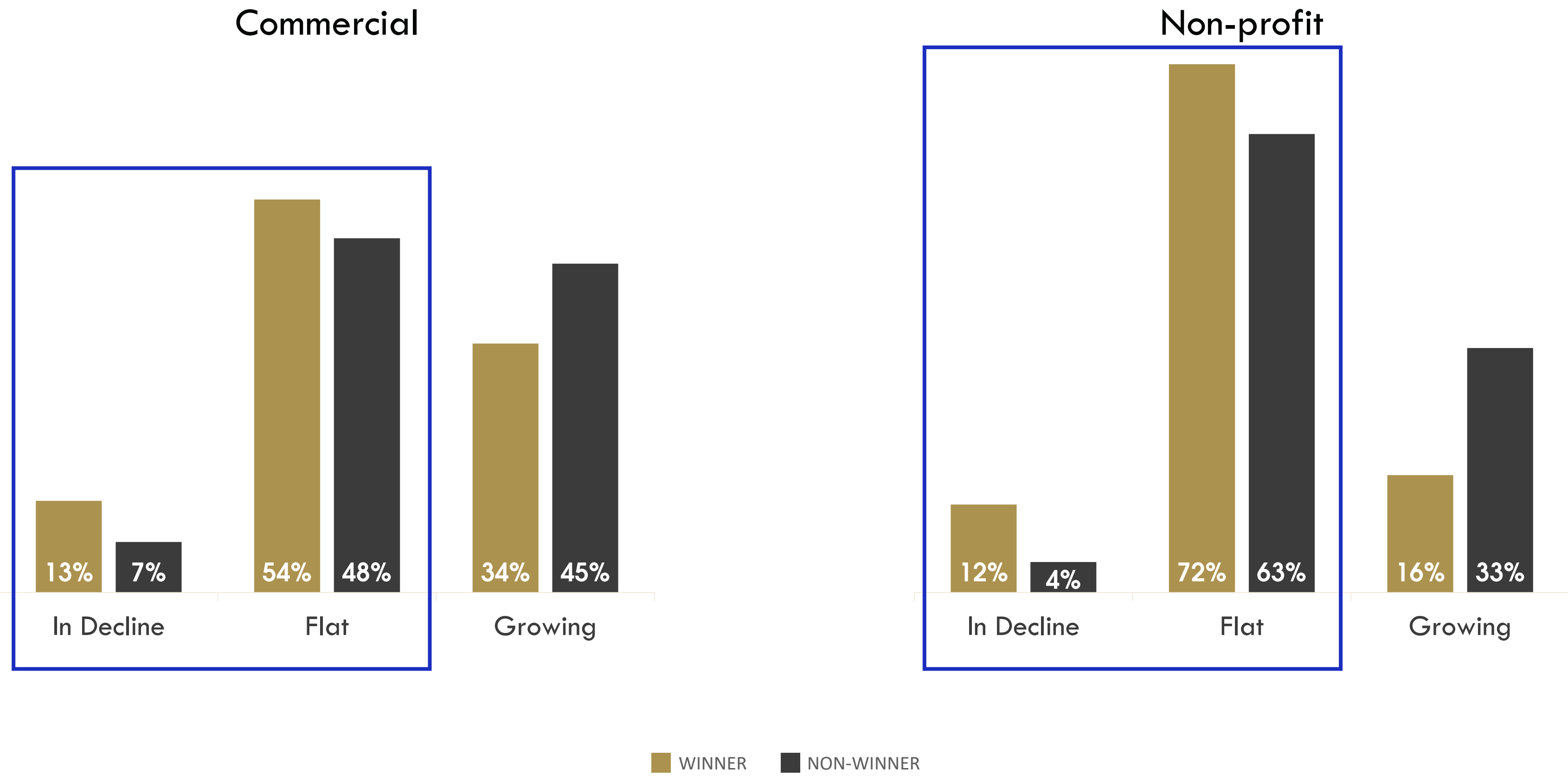
THE FILM ACHIEVED **339 MILLION** COMPLETED VIEWS

VIEW-THROUGH RATE OF **64%**



MARKET DEVELOPMENT

Effective campaigns stand out more in declining or flat categories (and have an easier time proving isolated effectiveness, than campaigns in growing categories)



A WORD OF OPPORTUNITY FROM A HISTORIC CREATIVE MIND...

*“ The greater the obstacle,
the more the glory in overcoming it! ”*

- Molière

17th Century French literature
writer, actor and poet



CHAPTER 2:

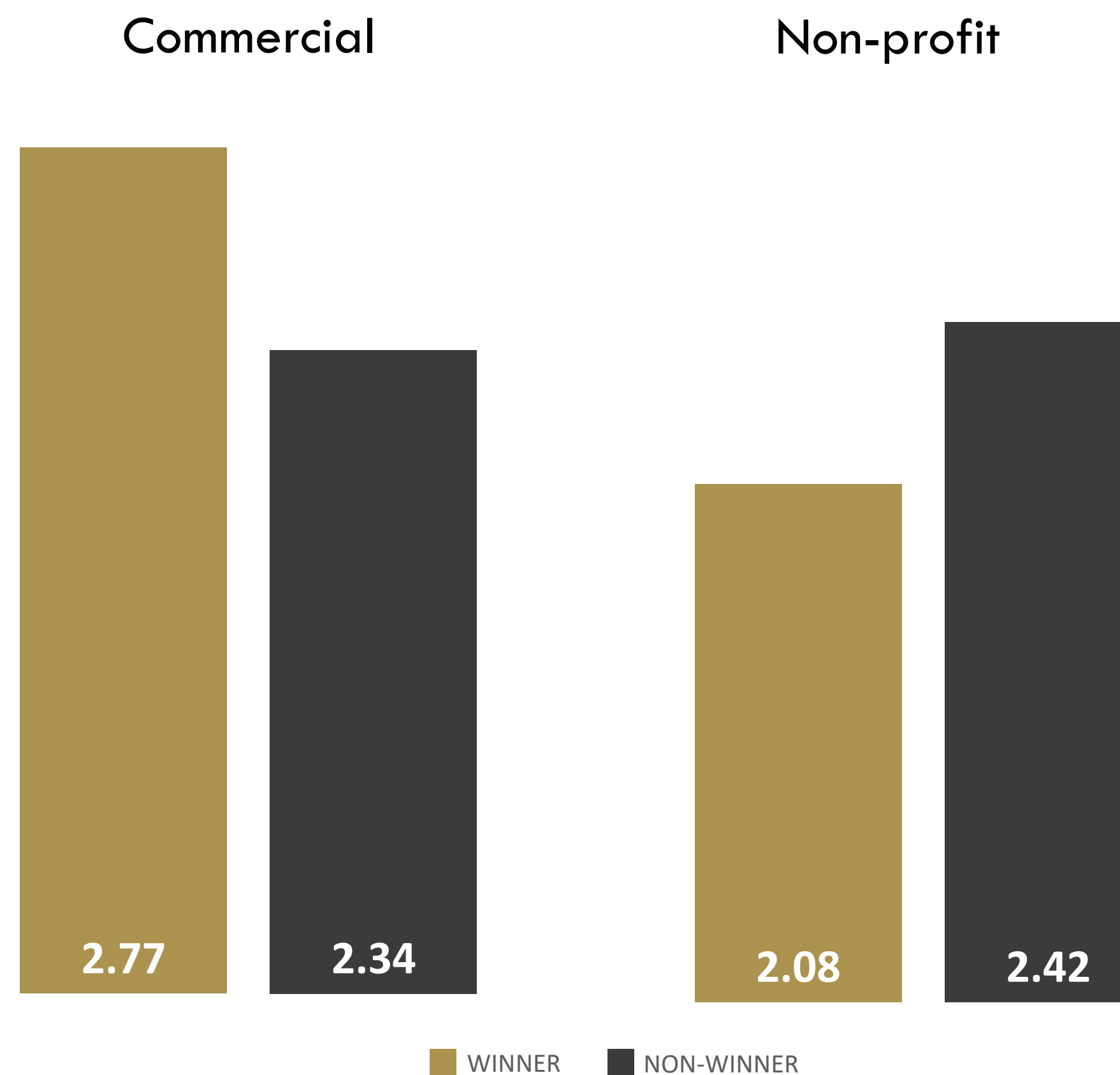
Insights & Strategy

NUMBER OF RESEARCH METHODS

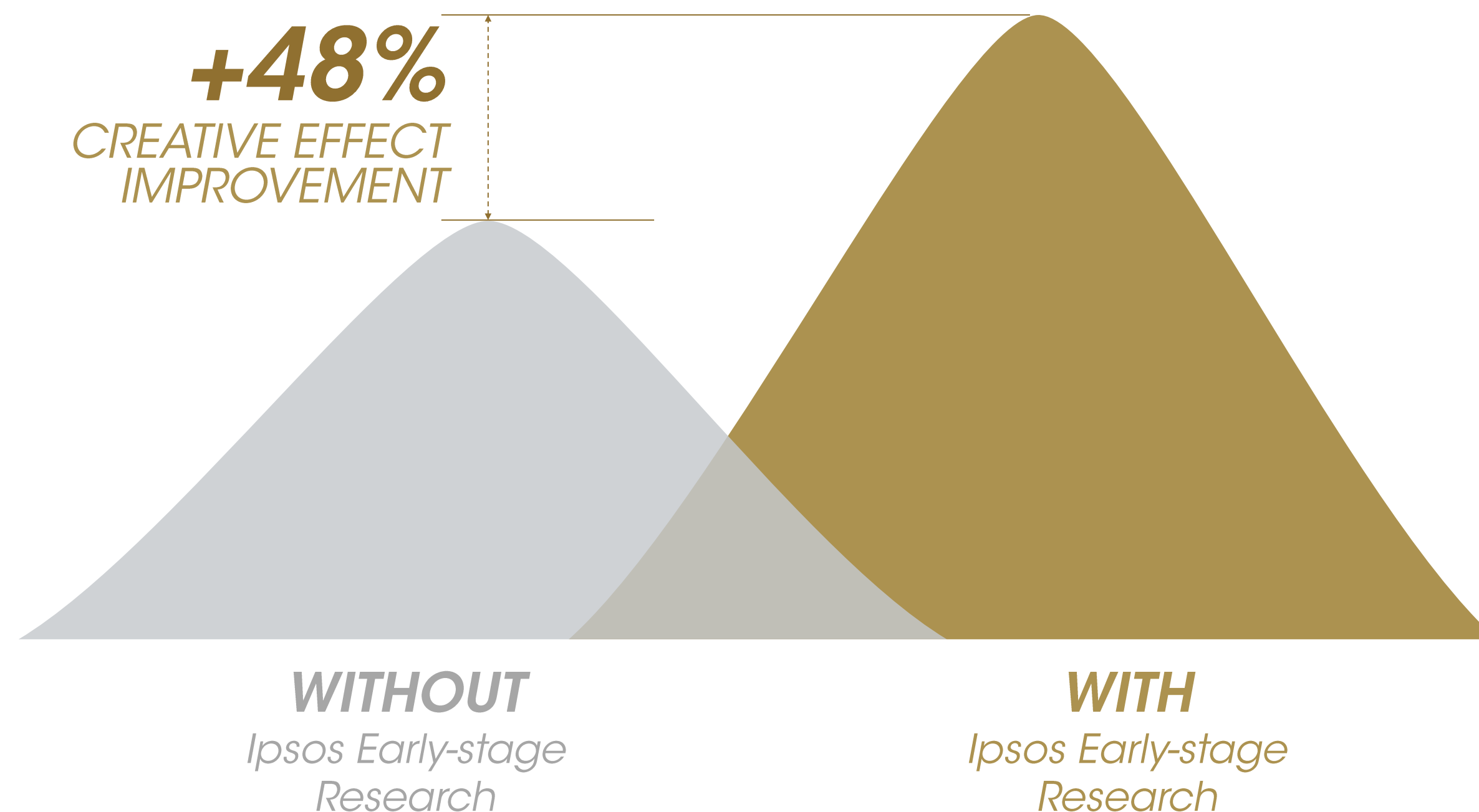
Commercial cases use more consumer research to ensure campaign effectiveness than their Non-profit counterparts

Commercial brands understand the importance of data-driven insights to fuel their creative effectiveness – and perhaps also carry a heavier burden of evidence to get internal buy-ins on campaign development and spending.

With more limited budgets overall, consumer research is prioritised less by Non-profit campaigns.



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



When the generation gap became a growth driver

“Tuborg Squash”

Brand: Carlsberg

Lead Agency: Wibroe, Duckert & Partners

Squash had an image problem: the brand had become synonymous with “grandma.” At the same time, only 14.6% of value sales came from 18–29-year-olds—the very generation needed to secure the brand’s future growth.

Wibroe, Duckert & Partners worked with three key insights.

First, a significant relevance issue among younger audiences. Second, a strong nostalgic equity among older consumers, who remembered the 90s universe with Finn and Jacob fondly. And third: humour as a common denominator could engage both groups.

Instead of choosing one target audience, they used the contrast as a creative driver. In a modern version of the kiosk universe, 90s icon Finn met a younger comedian.

The generation gap was not bridged – but embraced.

The understated, dialogue-driven humour became a deliberate counterpoint to the category’s high-intensity tone – and repositioned squash as a more relaxed and cosy brand.

The impact was significant: market share increased from 1.1% in Q1 2024 to 3.9% in Q1 2025 - equivalent to +255% - in a slightly declining category. ROI reached 263%. Penetration grew from 4.9% to 18.6%, and a 64% repurchase rate demonstrated that trial turned into habit.

For the team, the Effie work became an exercise in documenting the clear link between input and output from a funnel perspective. The case shows that strong insight, creative consistency, and solid documentation can rejuvenate a brand - not just in communication, but in actual purchase behaviour.



WINNER CATEGORY: INDUSTRY SPECIFICS - FAST MOVING CONSUMER GOODS



SILVER

KEY RESULTS

MARKET SHARE INCREASED FROM **1.1%** IN Q1 2024 TO **3.9%** IN Q1 2025 - EQUIVALENT TO **+255%** - IN A SLIGHTLY DECLINING CATEGORY

ROI REACHED **263%**

PENETRATION GREW FROM **4.9%** TO **18.6%**

64% REPURCHASE RATE DEMONSTRATED THAT TRIAL TURNED INTO HABIT.



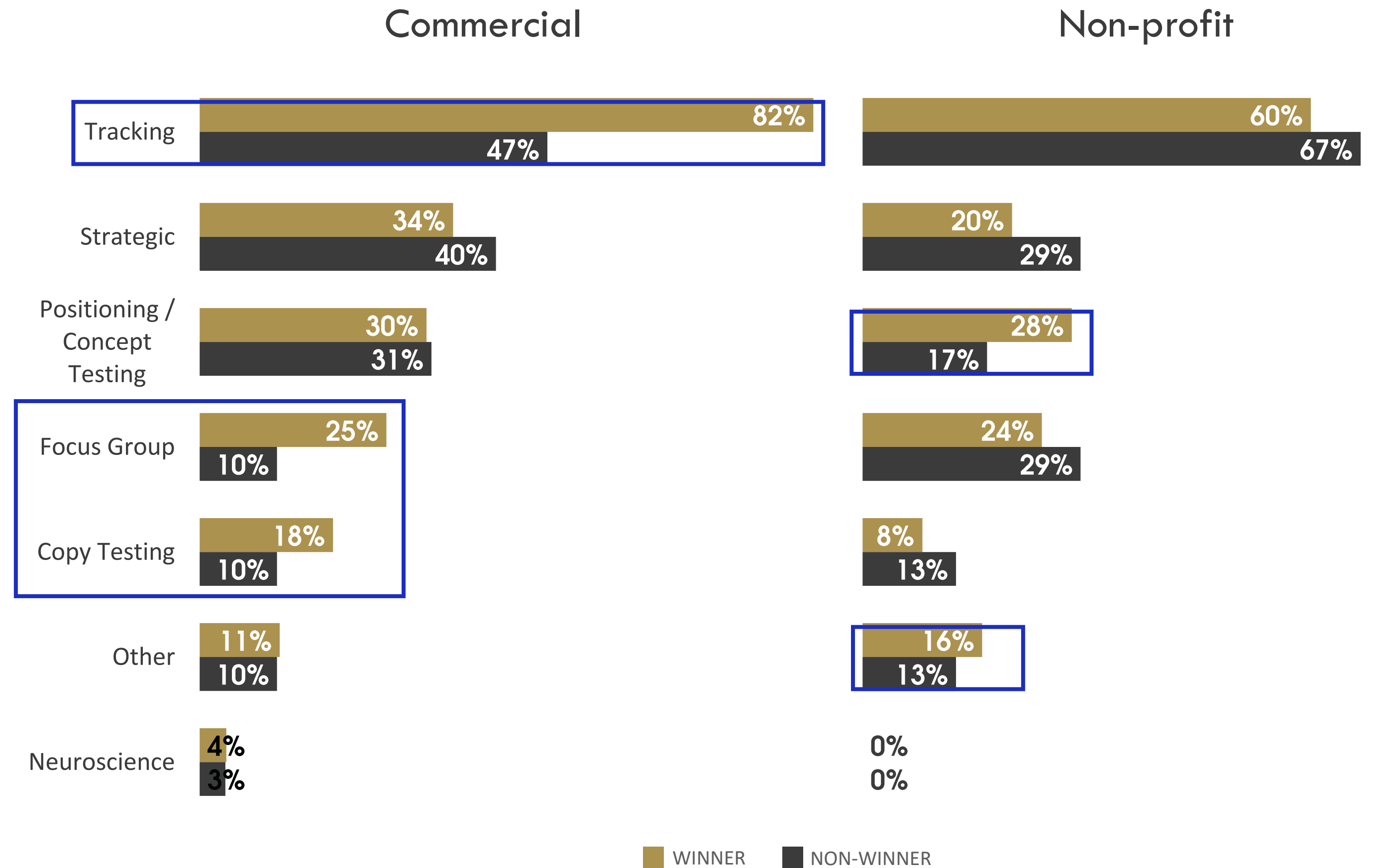
TYPE OF RESEARCH

Understanding the target audience and bringing them into the creative decision-making room is directly correlated to effectiveness – When research budgets exist, use it!

The most effective Commercial brands make sure they keep a continuous finger on the pulse of their brands, through Tracking research.

They ensure campaign resonance and empathy significantly more through qualitative exploration and finally validate Commercial impact much more through creative execution copy-testing.

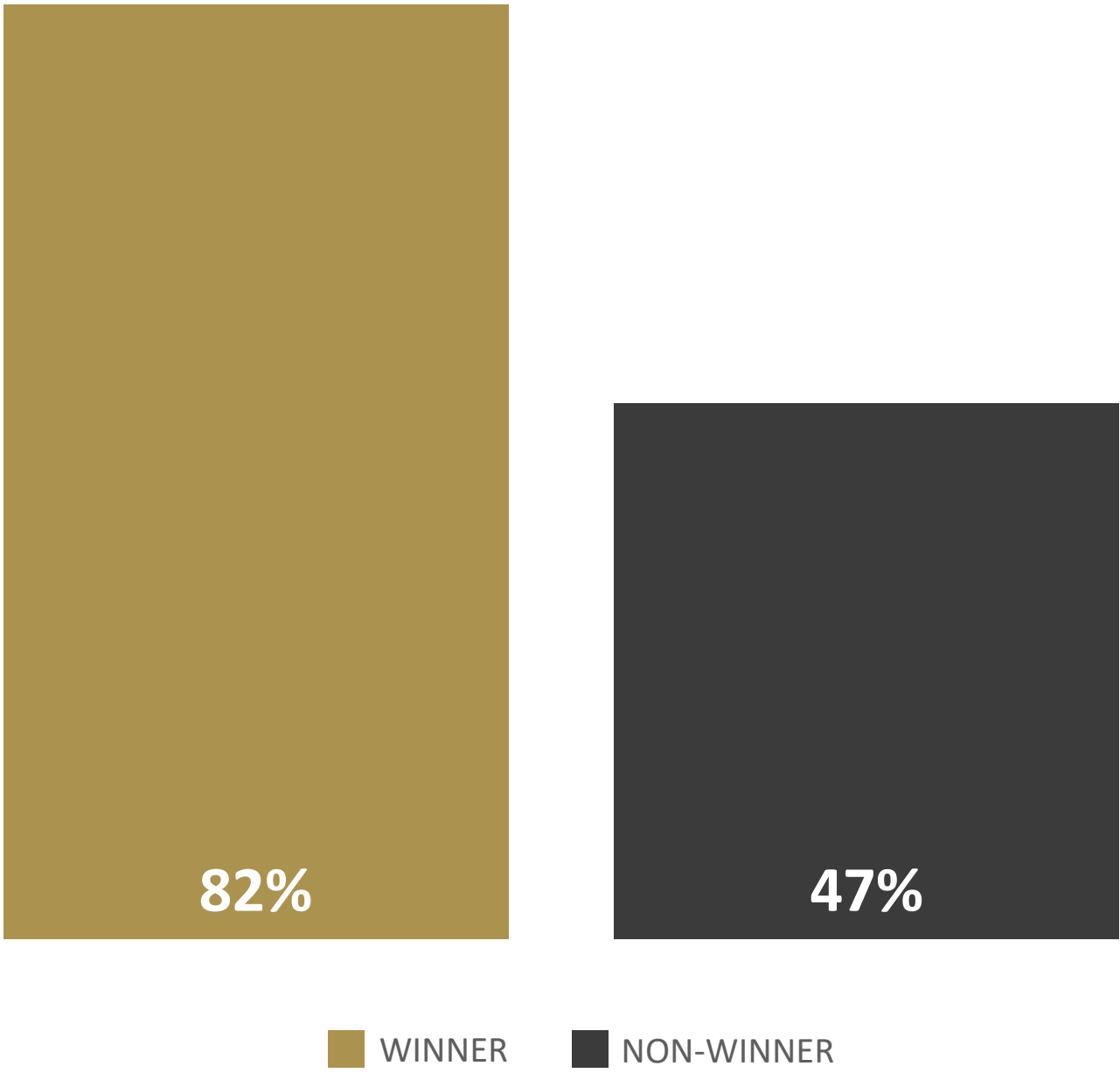
Effective Non-profits also understand the value of consumer understanding and prioritise their (smaller) budgets more on getting the overall positioning and concept right from the get-go.



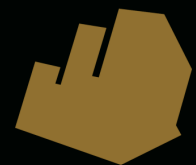
TRACKING RESEARCH

More than 8 in 10 Effie winning Commercial brands lean on tracking insights to build their effective campaigns vs. less than half among non-winners

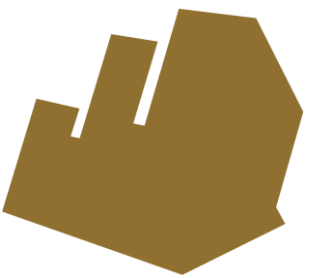
Commercial cases having done Tracking



Having a continuous finger on the pulse of the brand, correlates strongly with creative effectiveness (and with the ability to prove it!)

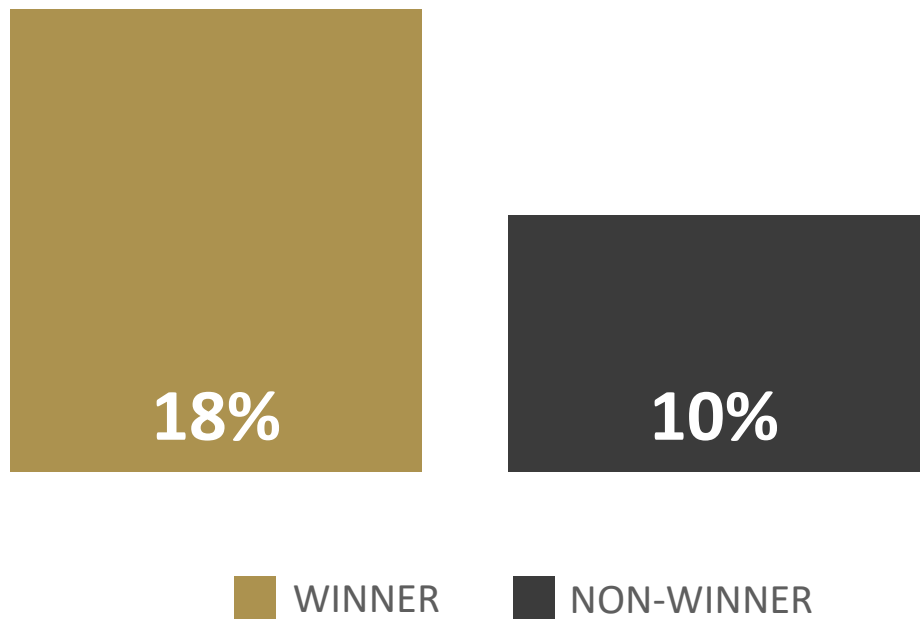


*Creatively effective Commercial campaigns are **2x** as likely to have invested in **creative copy testing** than non-effective campaigns*

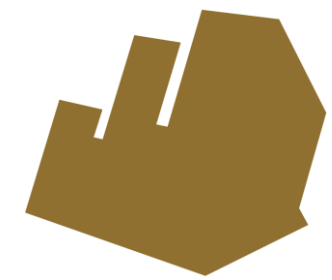


The ability to validate, adjust and optimize campaigns *before launch* correlates directly to eventual creative effectiveness!

Commercial cases having done copy testing

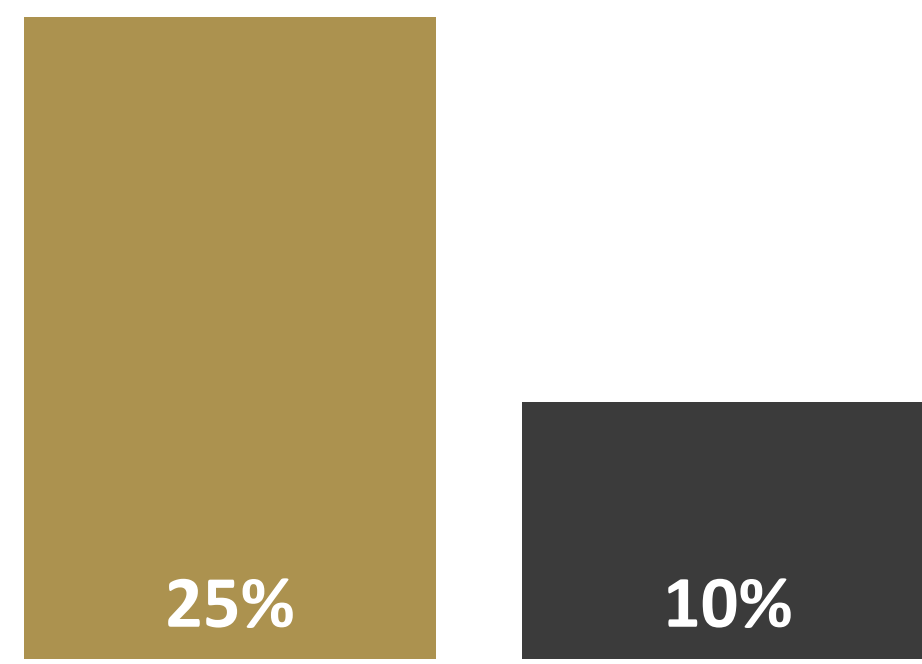


*Creatively effective
Commercial campaigns are
2.5x
as likely to base their insights
on **qualitative exploration**
than non-effective campaigns*



Being curious on the human and cultural edges through qualitative exploration correlates directly to eventual campaign effectiveness!

Commercial cases having done focus groups



WINNER NON-WINNER

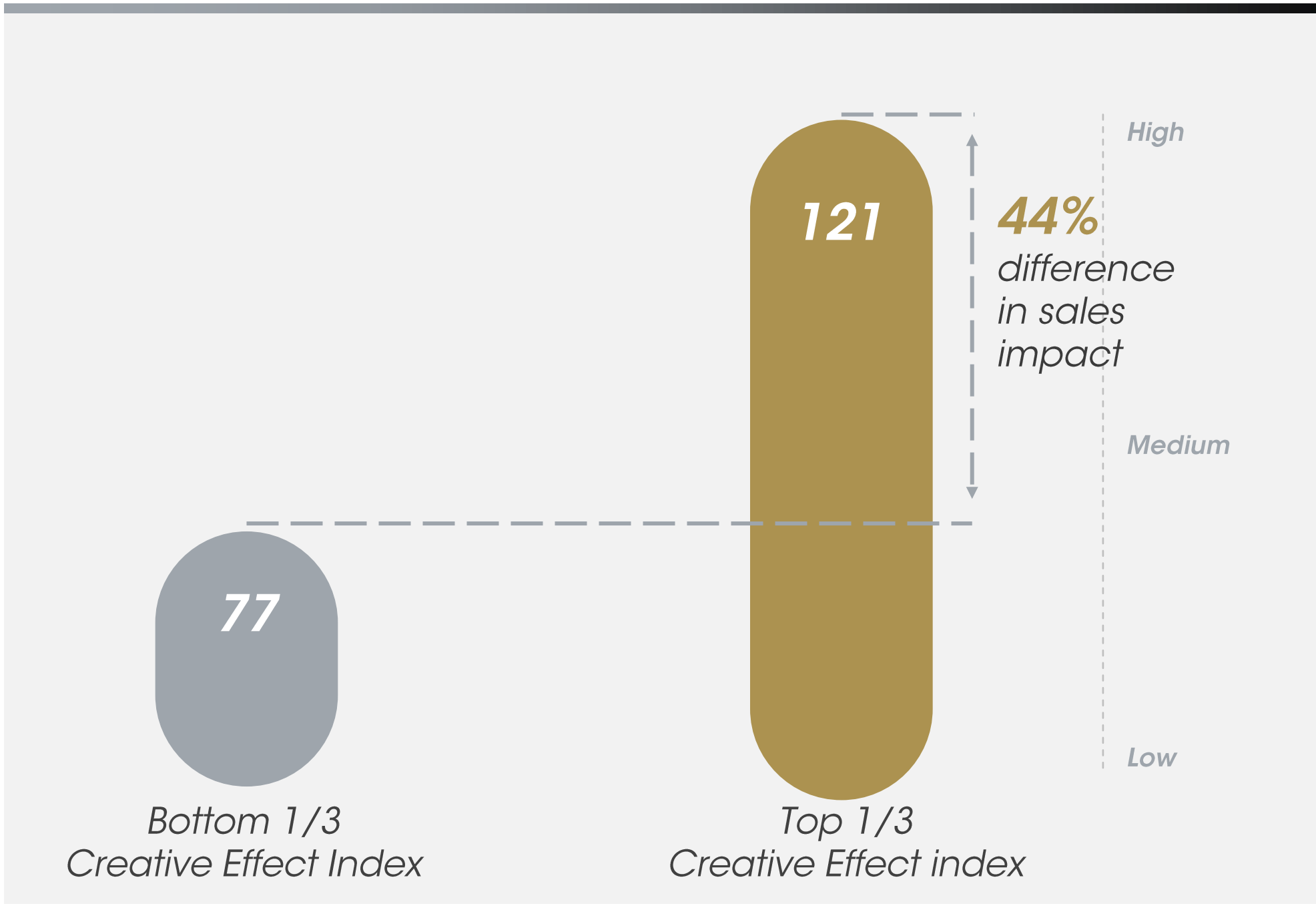




Investing in Creative Effectiveness is simply good business

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

NUMBER OF TOUCHPOINTS

More is not always merrier when it comes to campaign effectiveness, as there is no strong correlation between the *number* of included touchpoints and overall creative effectiveness



A strong Effie case is not always about “the bigger, the better”

“Der er langt til den nærmeste hjertestarter”

Brand: TrygFonden Hjertestarter

Lead Agencies: &Co. / NoA / Orchestra

In an NGO context, effectiveness is not about proving how many lives have been saved. Instead, it is about documenting what can realistically be measured. This was one of the key learnings from &Co, who won Silver in 2025 with the case “Der er langt til den nærmeste hjertestarter.”

The campaign's ultimate objective – getting more Danes to step in during a cardiac arrest – cannot be directly isolated or methodologically tested.

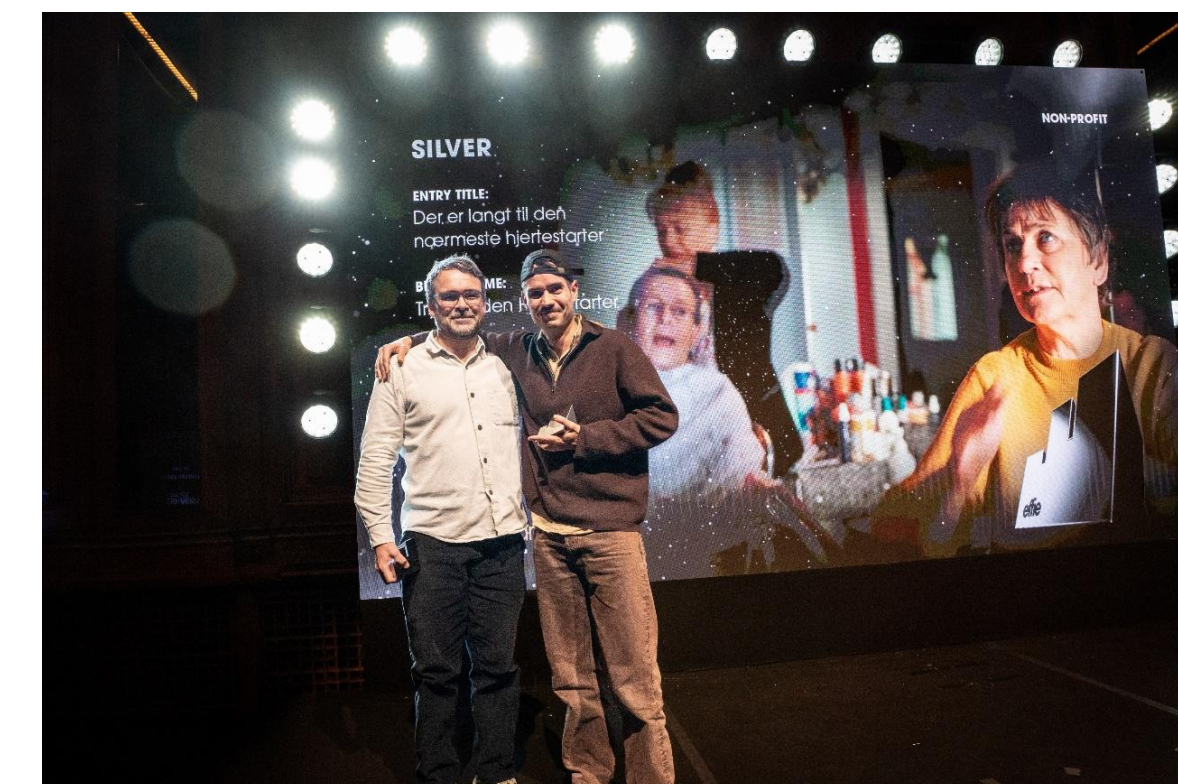
This became the central challenge of the case. &Co addressed it by structuring their work around a clear hypothesis: if more people become aware of defibrillator locations, the likelihood that they will intervene in an emergency increases.

On this basis, the business objective was defined as increasing awareness of defibrillators and their locations.

Effectiveness was documented through post-tests, app activations, downloads and interactions – including 202,473 app activations and significant increases in downloads during campaign bursts.

The case illustrates a broader trend:

Success is not defined by presenting the biggest numbers, but by presenting the right ones. Transparency around methodology, hypotheses and limitations emerges as a key strength – not a weakness.



WINNER CATEGORY: NON-PROFIT

 **SILVER**

KEY RESULTS

202,473 APP ACTIVATIONS

148,906 DOWNLOADS DURING THE CAMPAIGN PERIOD

OVER 13 MILLION INTERACTIONS WITH THE AED MAP ACROSS WEB AND APP

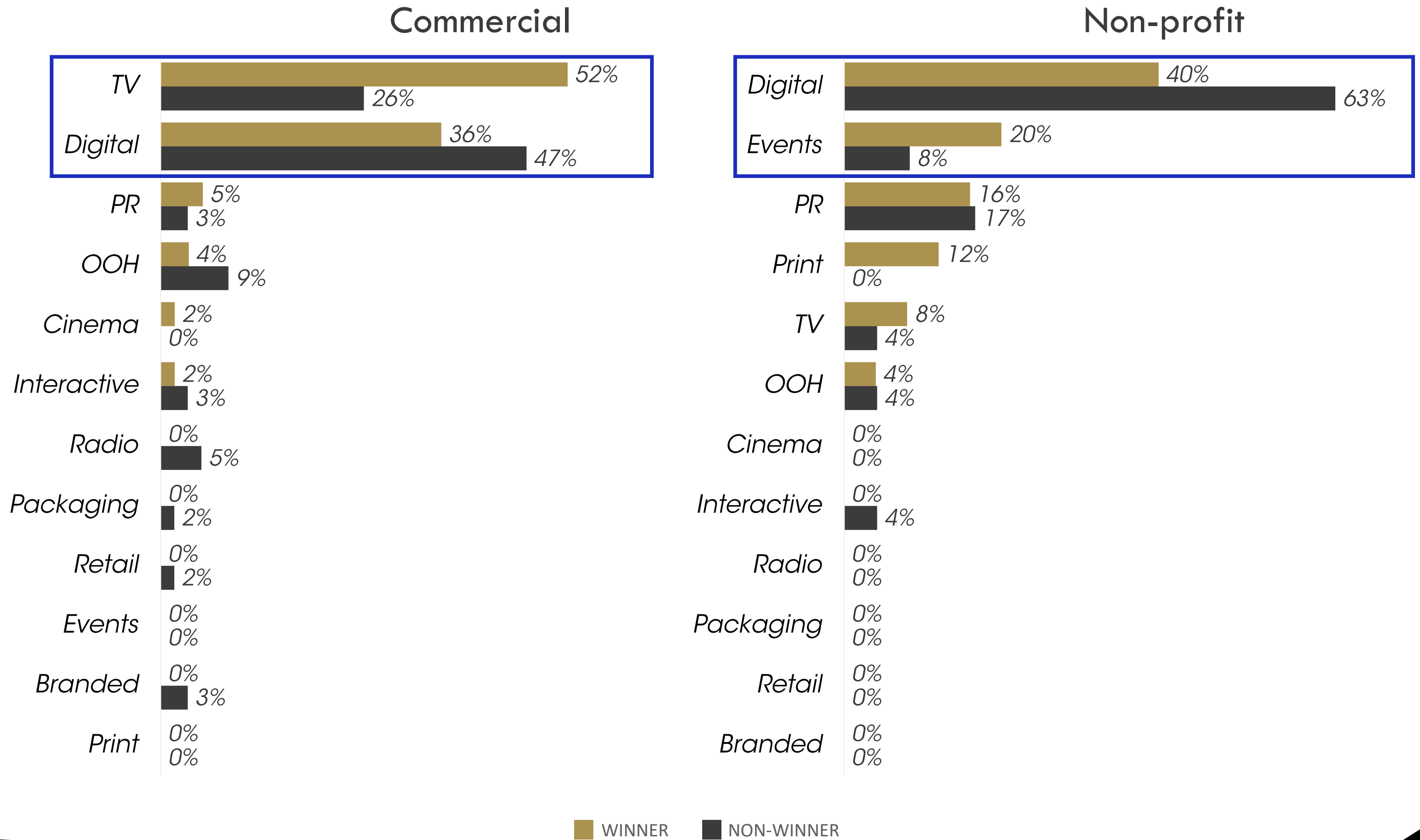
MAIN TOUCHPOINT

The most effective lead media is (still) TV for Commercial campaigns and Events for Non-profit. Digital currently correlates most to effectiveness as a *supporting* rather than *lead* media

Commercial brands have TV as the lead media, most correlated to effectiveness in their campaigns.

Effective Non-profit campaigns see a higher correlation with Events as lead media vs. non-effective campaigns.

Digital for both Commercial and Non-profits, as well as PR for Non-profits, seem to work well as amplification media.



When trust became the recipe for growth

“McDonald's Homestyle X Gourmetkokke”

Brand: McDonald's Danmark

Lead Agency: OMD Danmark / NORD DDB Cph

How often we choose McDonald's is not determined solely by price or convenience – but by trust. Even small shifts make a difference: an increase of just 1% in trust can significantly boost revenue. This became the starting point for NORD DDB cph and OMD Danmark.

The challenge was clear:

Danes' perception of food quality and taste was holding back growth. The campaign therefore needed to do more than sell burgers – it had to change perceptions.

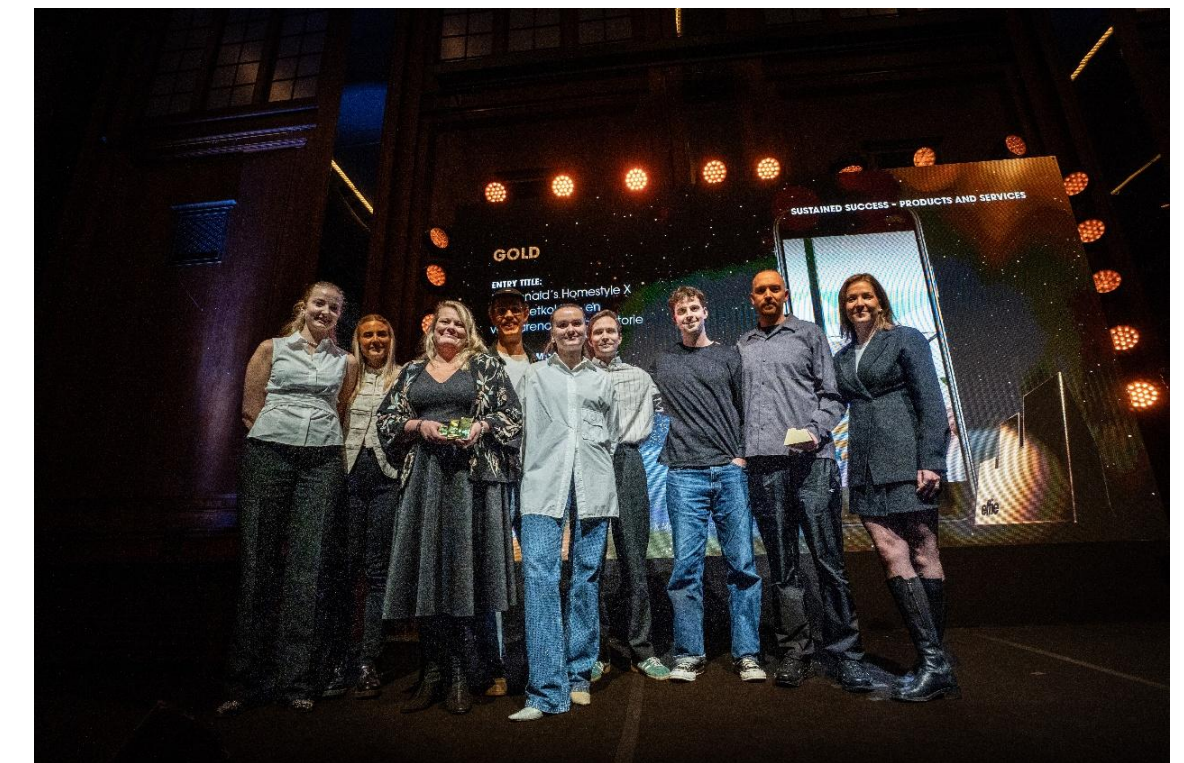
The solution was a collaboration with a number of Danish chefs. But not as traditional endorsements. The key was authenticity. Each chef needed their own “why” – a genuine reason for participating. This became the foundation of a platform where each campaign felt unique yet remained part of a long-term narrative.

The impact was clear:

Significant lifts in key brand metrics such as “good quality food” and “great tasting burgers,” high awareness of the collaboration, and strong sales of the individual chef burgers. At the same time, the platform was successfully sustained over time – with new launches that both engaged and converted.

For the team, the Effie process became an important reminder: effectiveness does not start in reporting – it is designed from the beginning. Clear KPIs, continuous measurement, and close collaboration between client and agency are essential.

The case shows that when data and human insight work together, you don't just change perception – **you change business.**



WINNER CATEGORY: SUSTAINED SUCCESS - PRODUCTS/SERVICES

 **GOLD**

KEY RESULTS

SIGNIFICANT

LIFTS IN KEY BRAND METRICS

HIGH

AWARENESS OF THE COLLABORATION

STRONG

SALES OF THE INDIVIDUAL CHEF BURGERS

THE PLATFORM WAS **SUCCESSFULLY SUSTAINED** OVER TIME

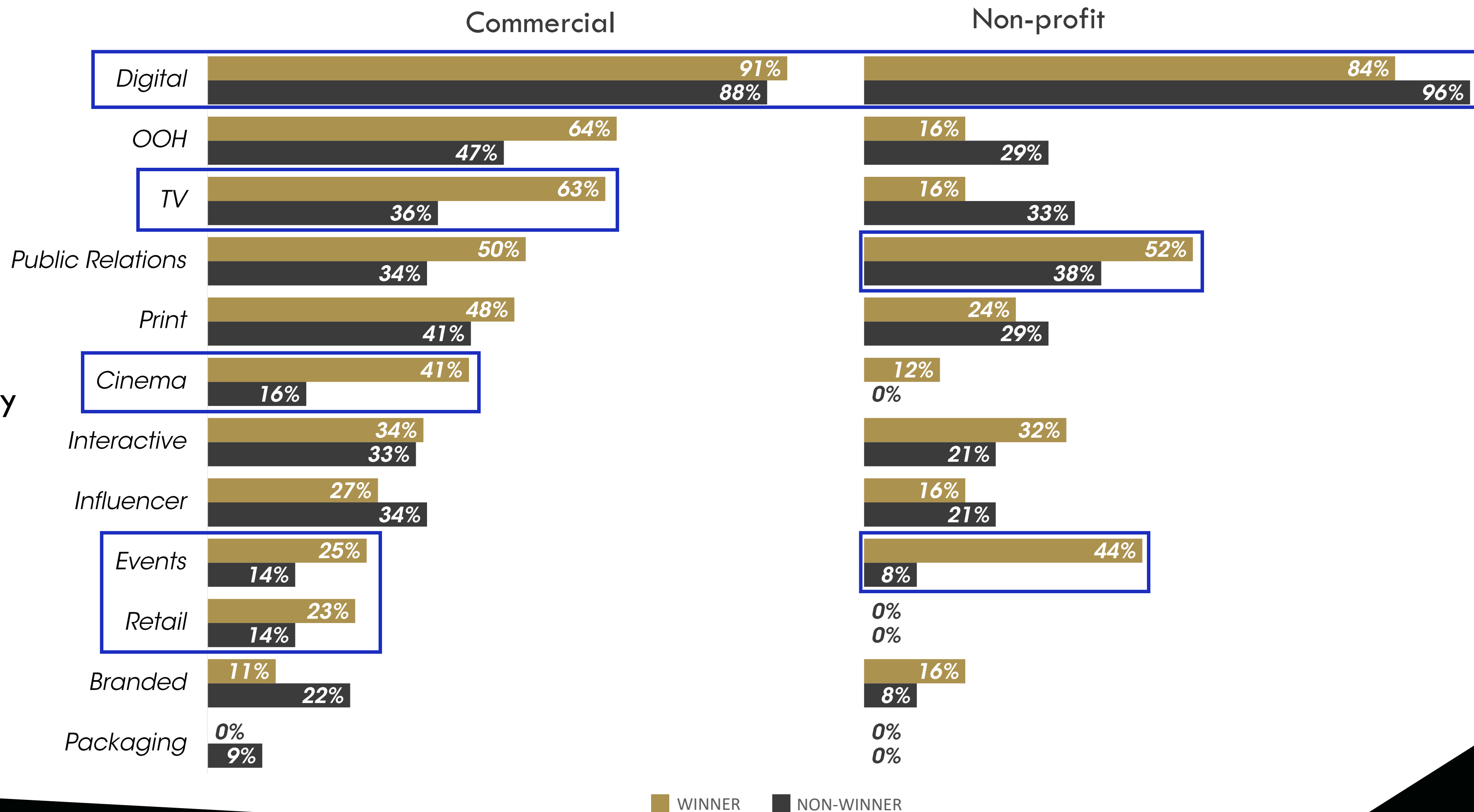


TYPES OF TOUCHPOINTS

Digital touchpoints have become a necessity in media plans with more than 9 in 10 campaigns including it. From there, the successful use of media differs quite a lot between Commercial and Non-profit campaigns

Effective Commercial campaigns use audio-visual media such as TV and Cinema, as well as Events and Retail to ensure campaign effectiveness.

Effective Non-profit campaigns are hugely successful in driving Events (and making subsequent PR efforts), vs. non-effective campaigns.



Danish campaigns still seem to be in the process of cracking the Influencer effectiveness “nut”



5 IPSOS RESEARCH SECRETS TO AD SUCCESS WITH INFLUENCER CREATOR PARTNERS

- 1 USE YOUR CAMPAIGNS STRATEGY TO GUIDE YOUR SELECTION OF INFLUENCERS
- 2 ENSURE THE AD IS FOR YOU, NOT THE INFLUENCER
- 3 BRAND FIT WITH YOUR INFLUENCER DRIVES BELIEVABILITY AND RELEVANCE
- 4 LEVERAGE INFLUENCER IN SHOW-AND-TELL MODE
- 5 BALANCE YOUR INFLUENCER'S CREATIVE FREEDOM WITH THE BRAND'S GOALS

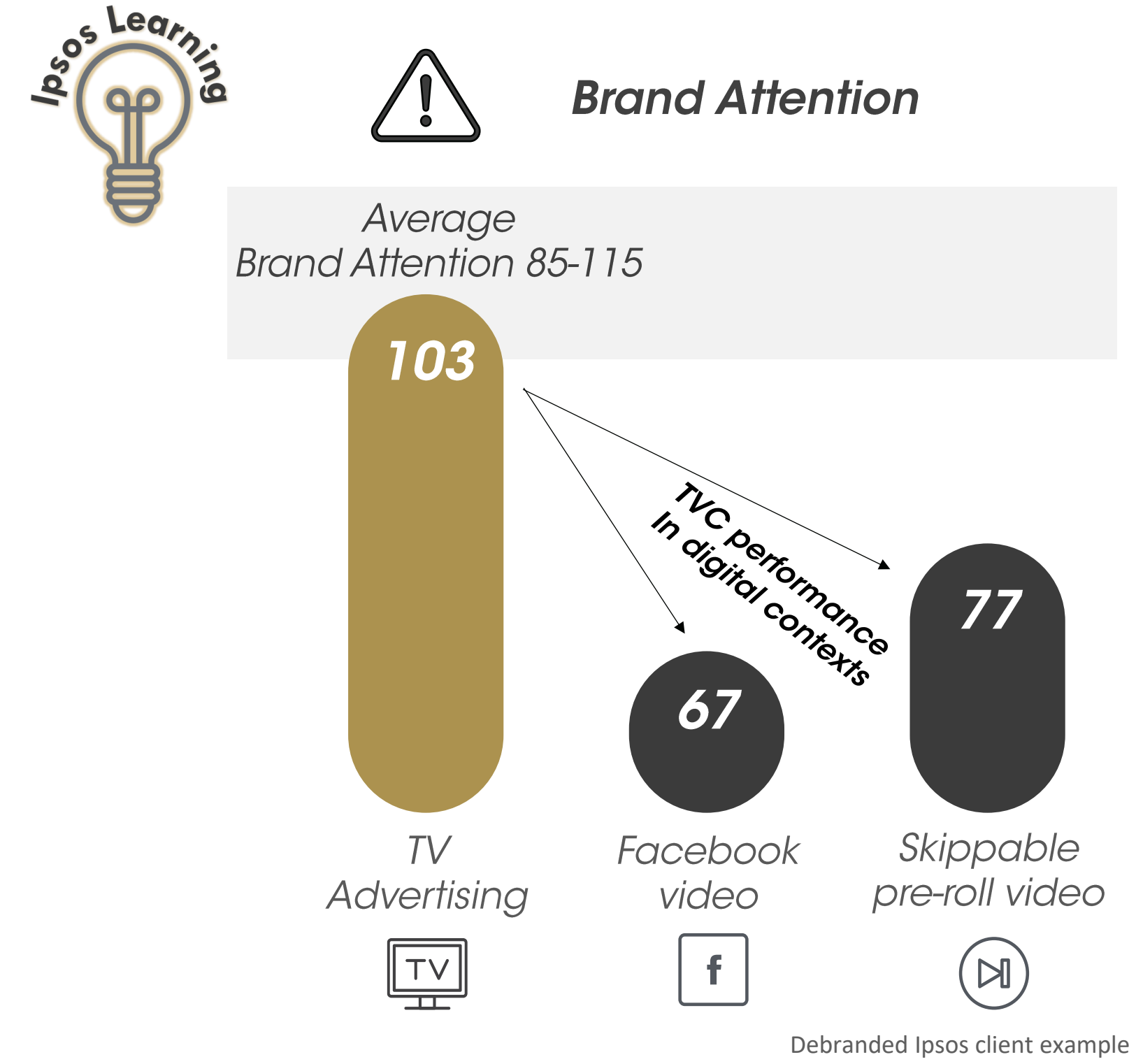
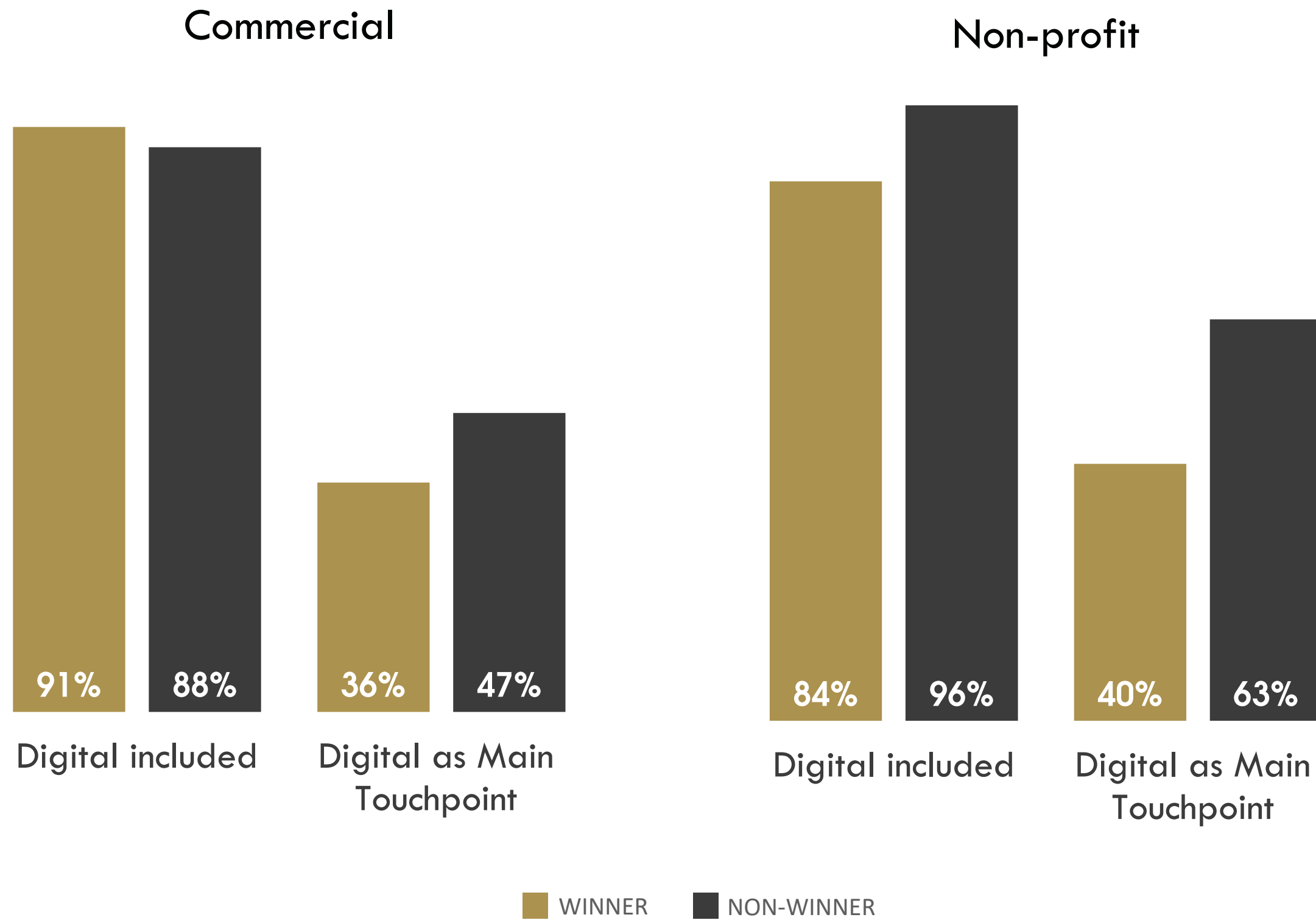
*Effective campaigns – both Commercial and Non-profit – are **less likely to have Influencers** in the media mix than non-effective campaigns*

SOURCE: IPSOS CREATOIQ, 2024 INFLUENCER MARKETING TRENDS REPORT, NOV. 3, 2023
10 ADS TESTED WITH IPSOS' CREATIVE SPARK DIGITAL SOLUTION IN THE US



TYPES OF TOUCHPOINTS

Digital is essential to include in media plans, but marketers have yet to realise its potential as a lead media



BRANDS THAT USE THEIR TV ADS ON SCROLL AND SKIPPABLE MEDIA, RATHER THAN DEVELOPING THE ASSETS FOR THE CONTEXT, SEE SIGNIFICANTLY LOWER CREATIVE EFFECTS ON AVERAGE.



DIGITAL TOUCHPOINTS

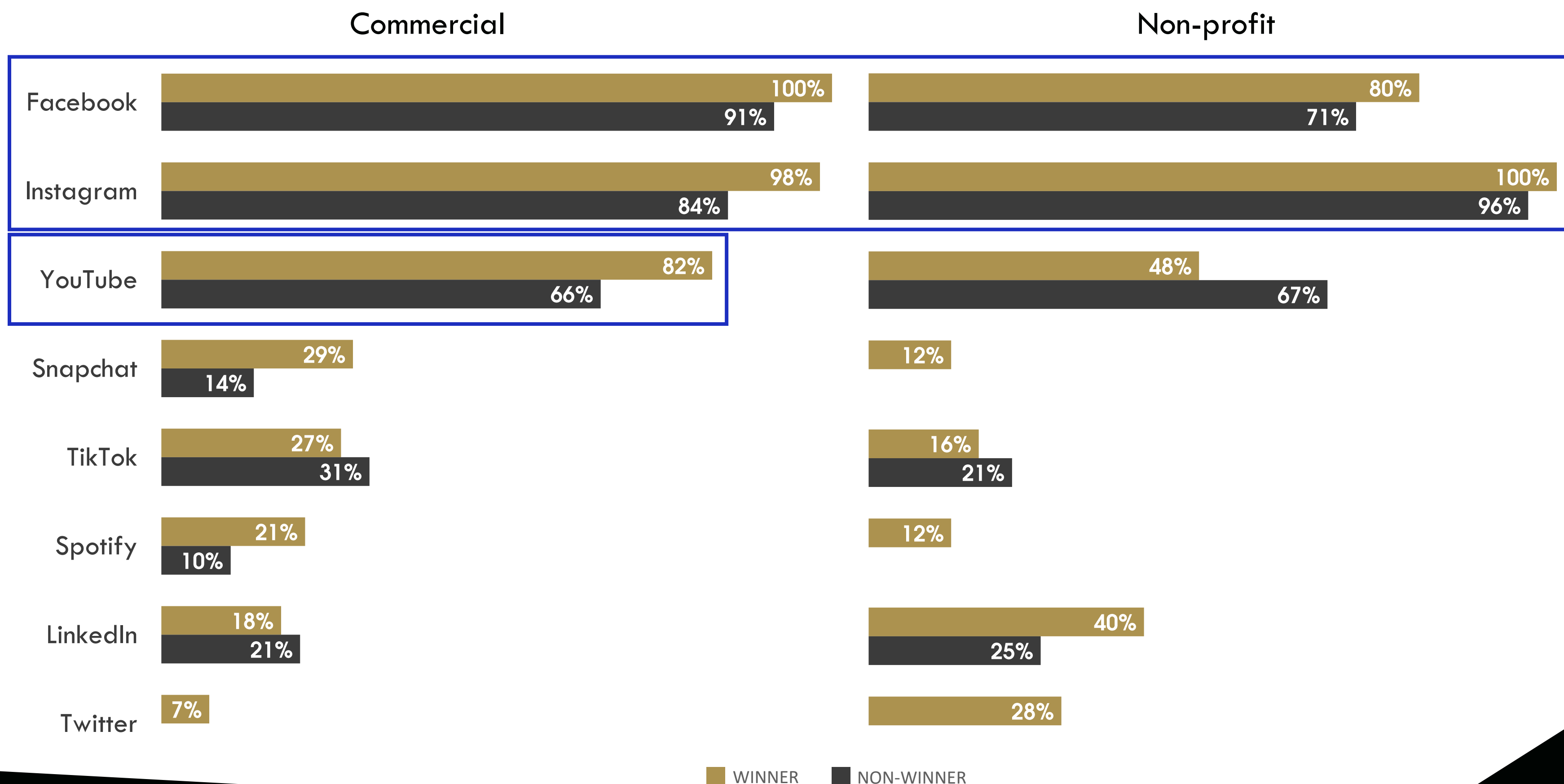
Among digital media plans, FB & Instagram are most correlated with effectiveness – across both Commercial and Non-profit campaigns. For Commercial campaigns, YT also works effectively

For Commercial campaigns, the use of especially FB, Instagram and YouTube in their digital marketing mix is correlated strongly with campaign effectiveness.

Effective Non-profit campaigns also make good use of FB & Instagram and also use LinkedIn and partly Twitter/X in their most effective campaigns.

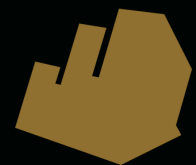
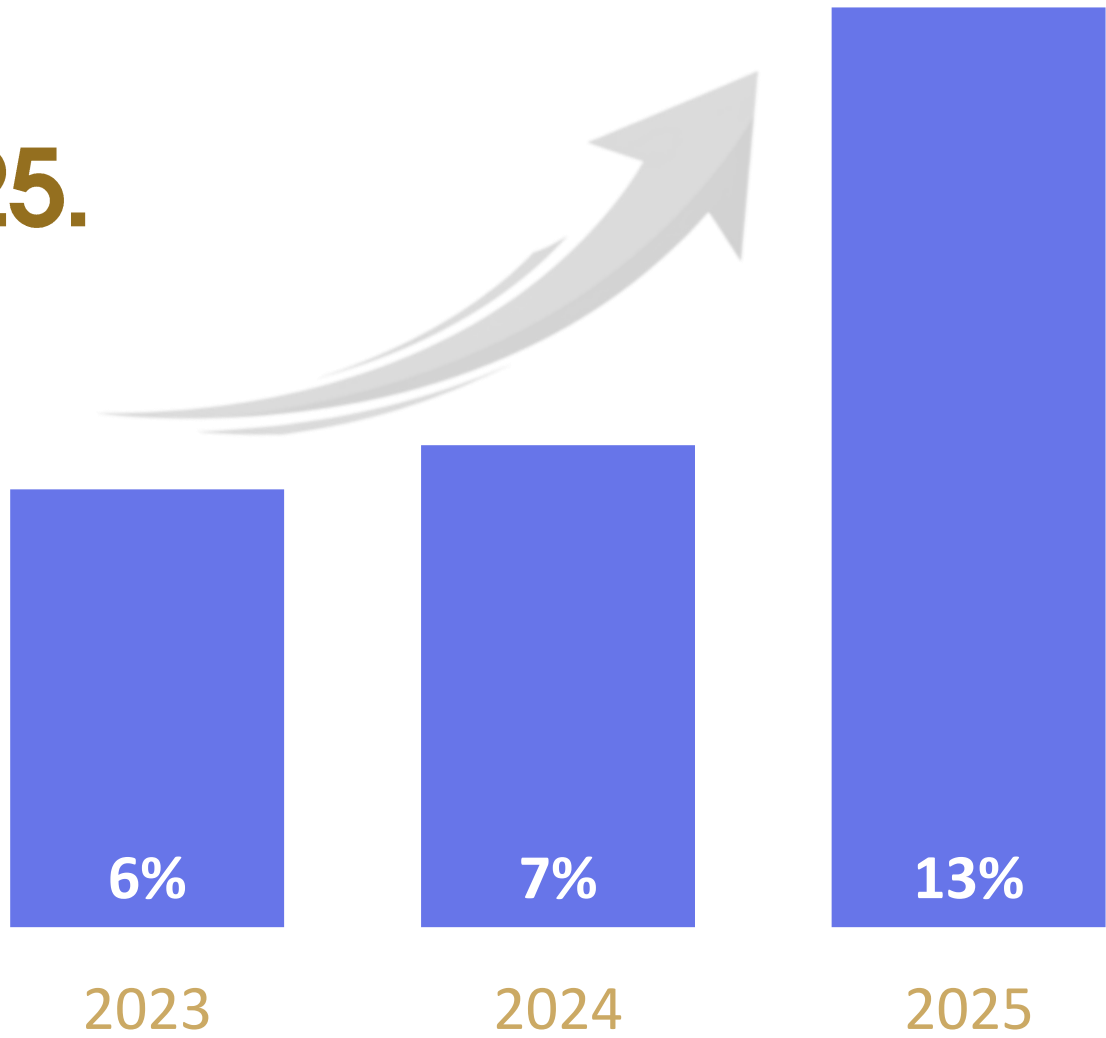
At lower levels, Snapchat and Spotify show some correlation to campaign effectiveness across all campaigns.

TOUCHPOINT USE
AMONG THOSE WITH DIGITAL IN THEIR MEDIA PLANS



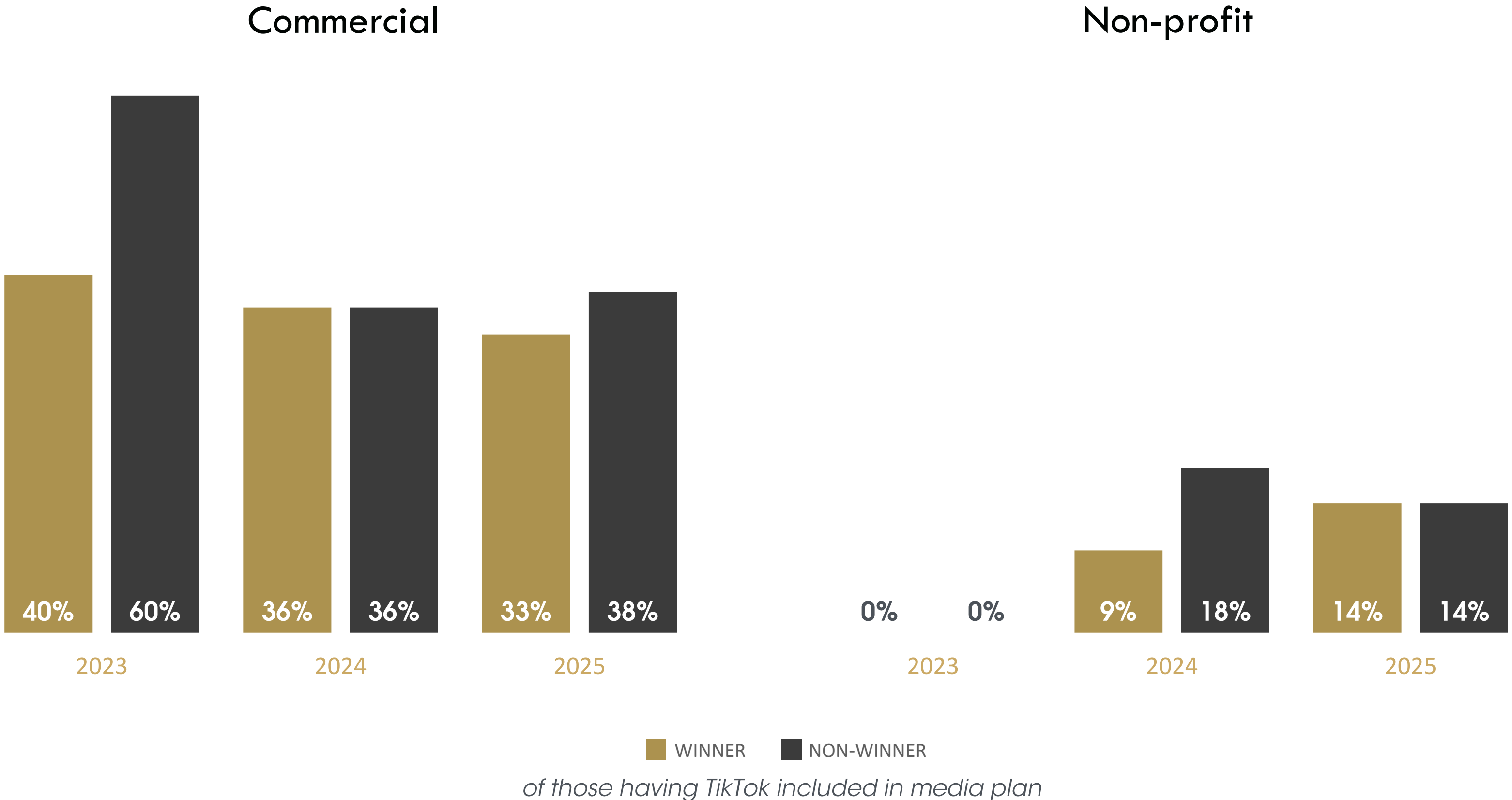
*The use of TikTok in digital media plans has increased **2X** in the past three years.*

TikTok included as part of the media plan across all Effie entries has increased from 6% in 2023 to 13% in 2025.



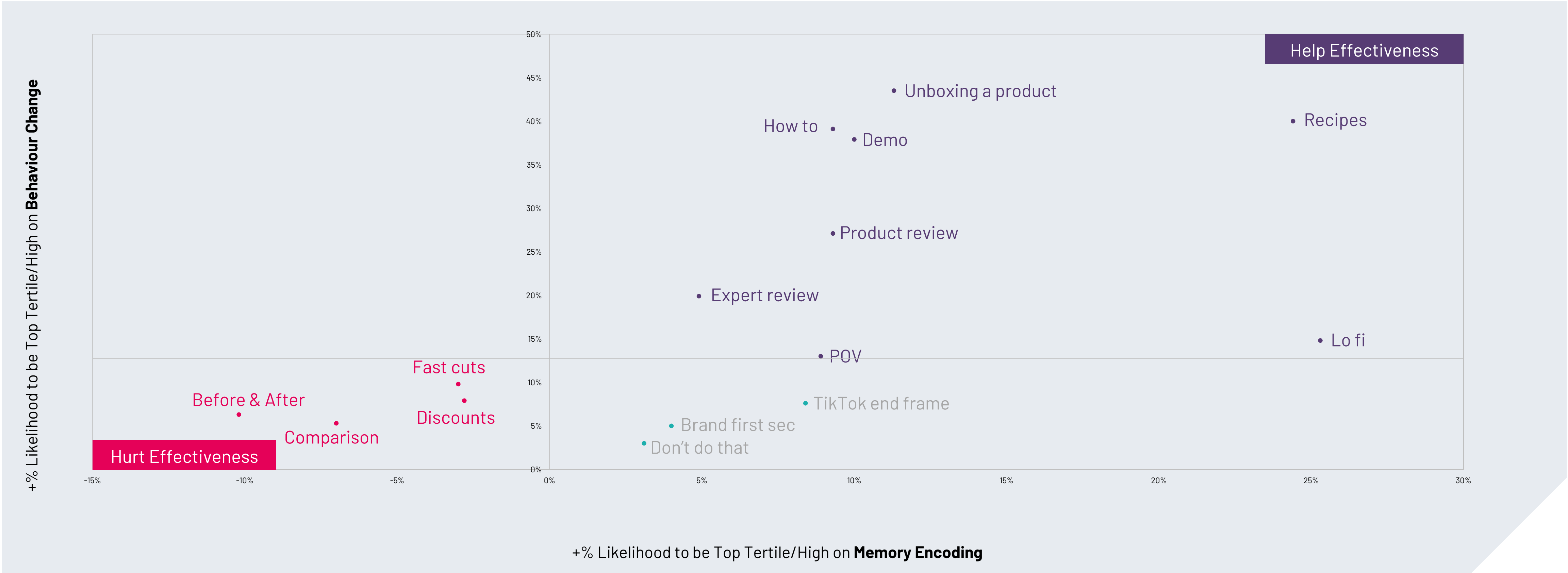
TIKTOK TOUCHPOINT AND DEVELOPMENT

Both Commercial and Non-profit campaigns have yet to make TikTok a strongly effective medium





Tactics that lean into audience value and authenticity are most likely to drive TikTok effectiveness



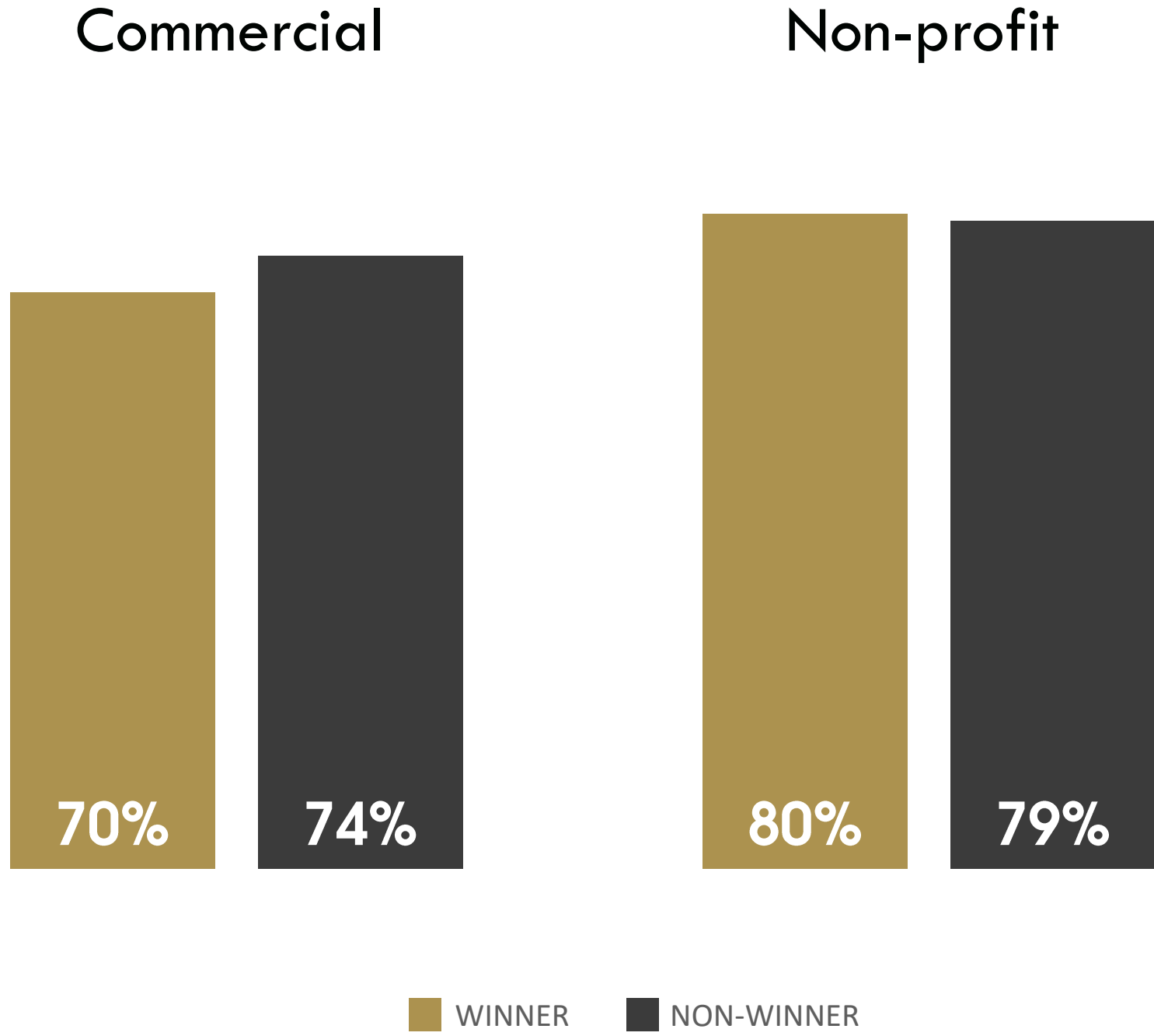
N=297 TikTok video ads evaluated in CreativeSpark Digital. Ads were processed in Generative AI models to classify presence of creative tactics.



USE OF OWNED MEDIA

The usage of owned media is relatively frequent and seems more like a hygiene factor than deciding influence, in determining campaign effectiveness

While 2/3 of all Effie campaigns – Commercial and Non-profits – include owned media as part of their marketing mix, there is no strong correlation to proven effectiveness.

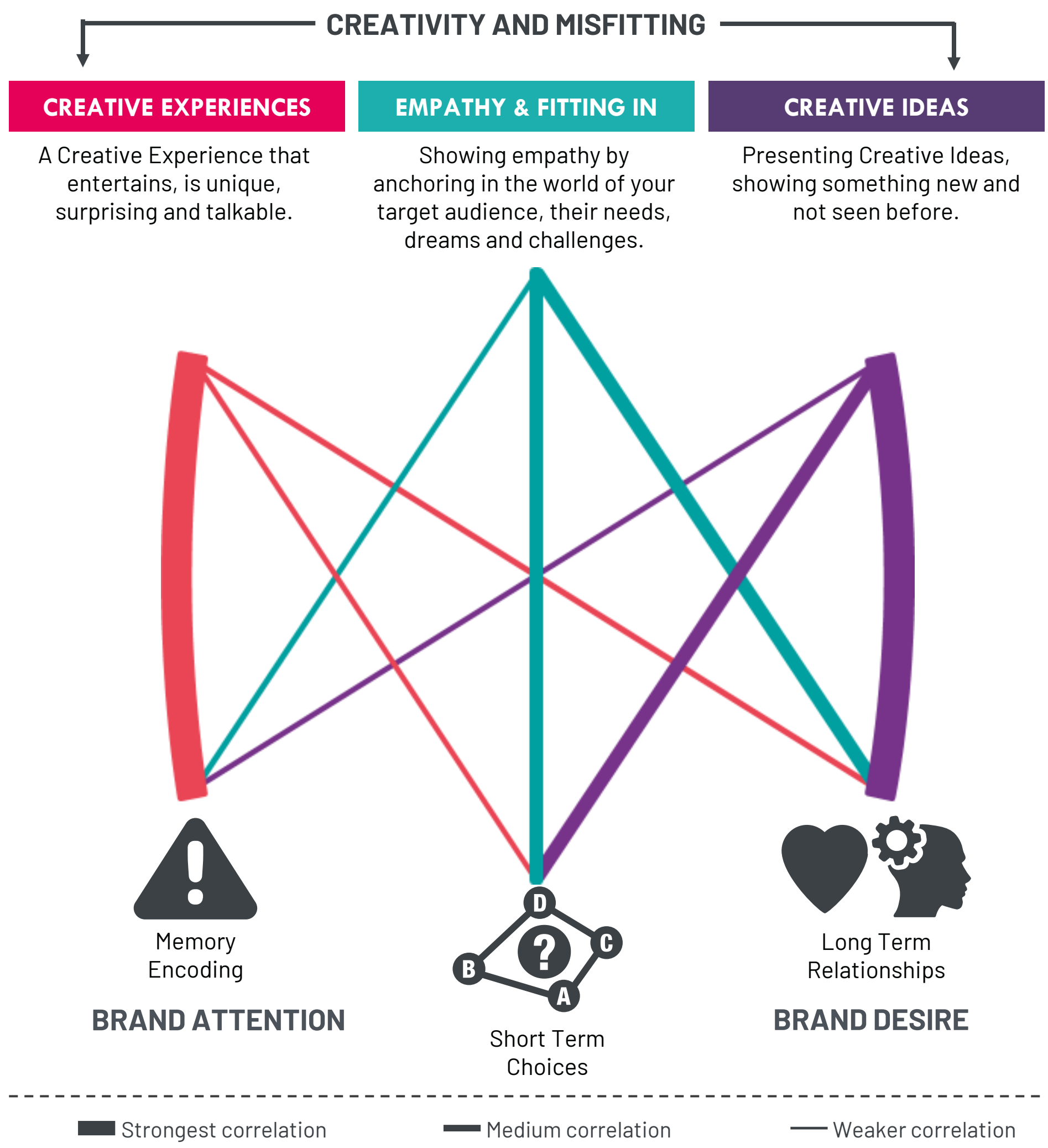
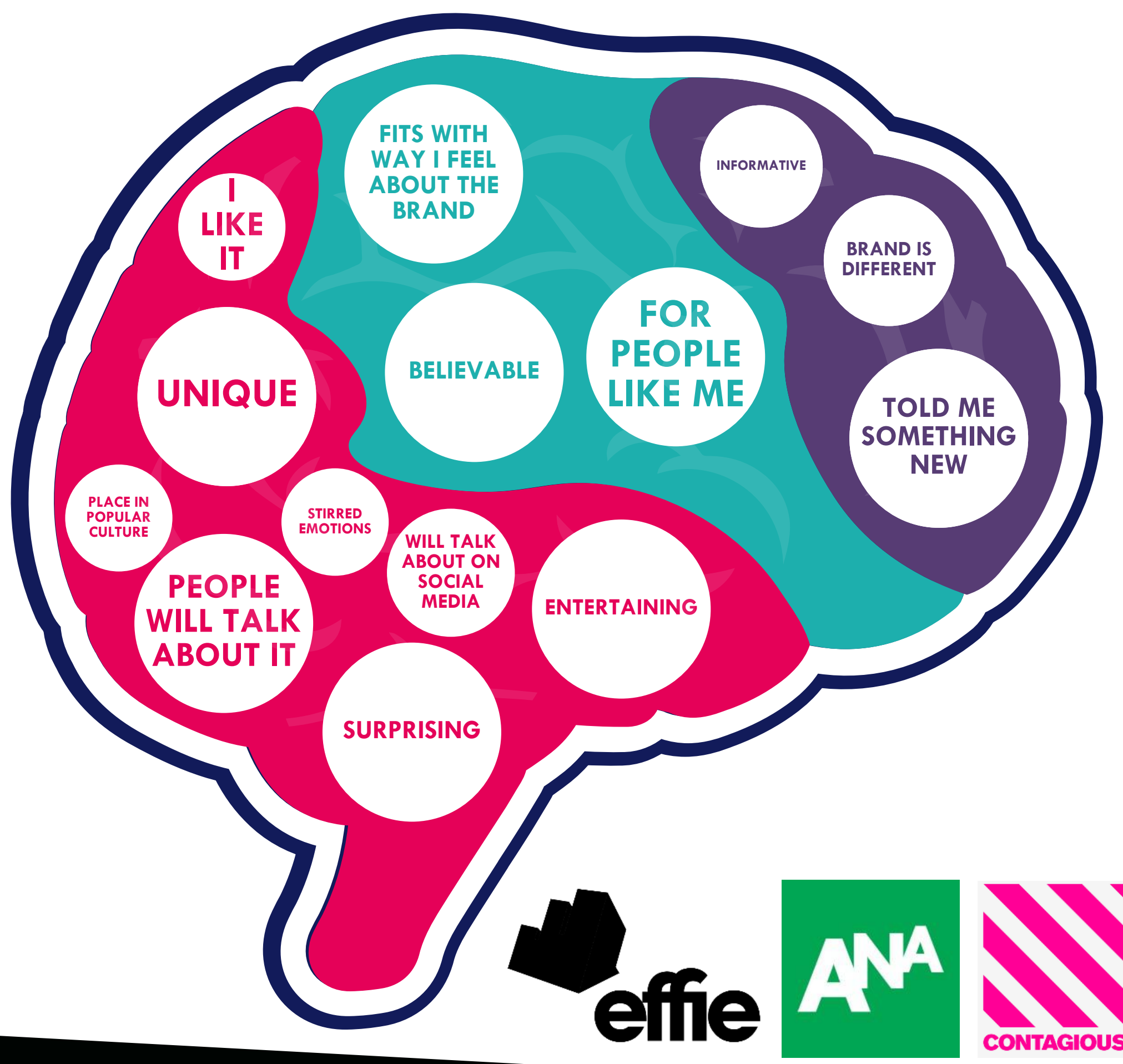


CHAPTER 4:

Ipsos Creative Effectiveness Analysis

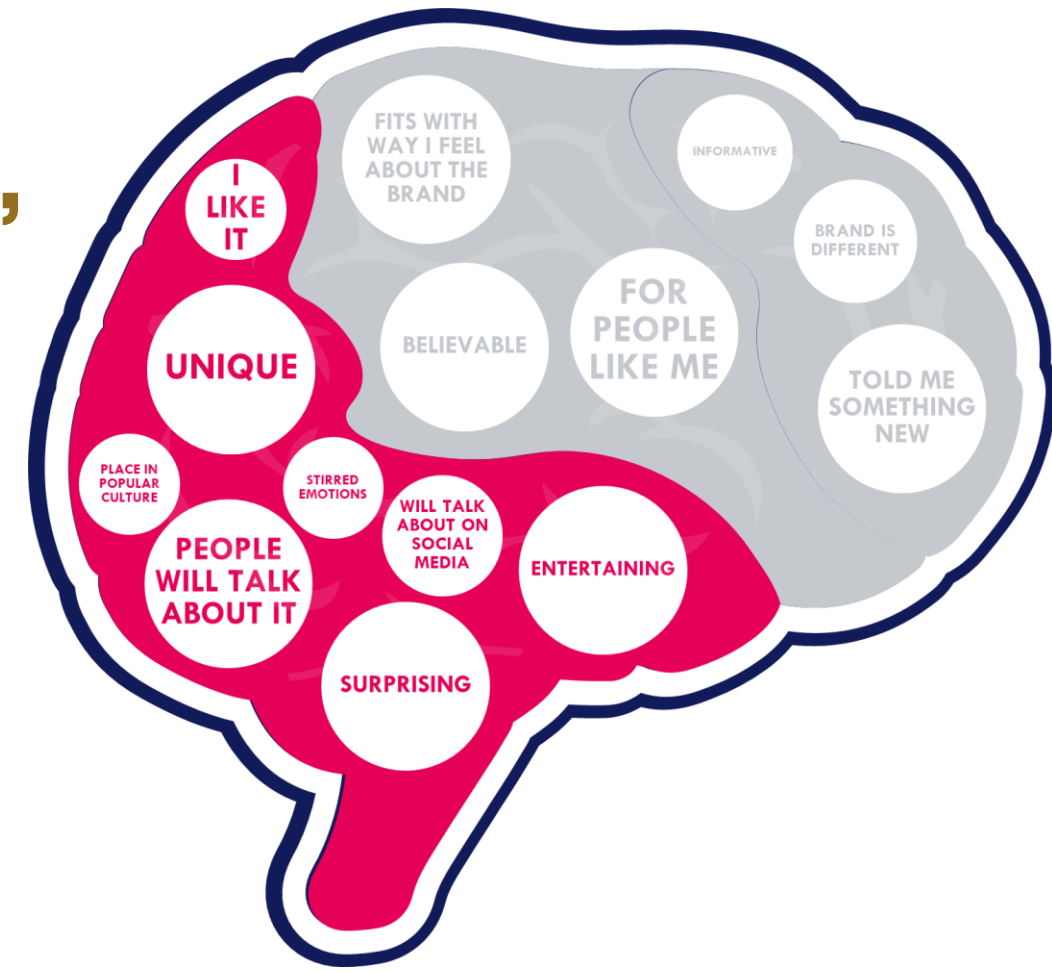


Creative effectiveness is driven by a **MISFITS** mindset approach to creativity, empathy and information value. Effective Danish campaigns, intuitively live by this mindset



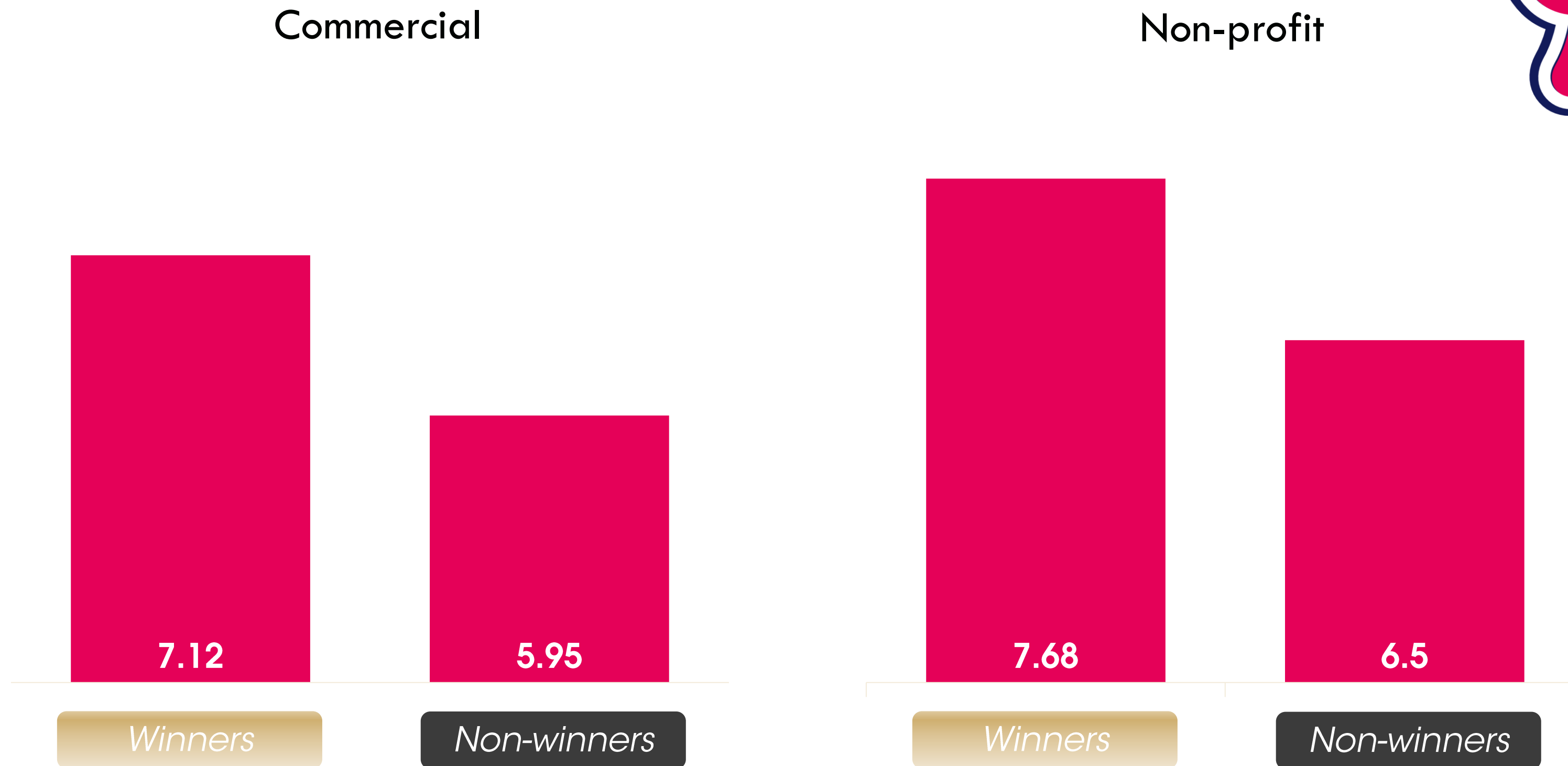
CREATIVE EXPERIENCE EFFECT

The most effective campaigns deliver a stronger Creative Experience, ensuring their campaign encodes strongly in memory



Blind practitioner scoring on intended experience. Scale 1-10

● Creative Experiences



Culture before conversion – and 70% above sales target

“Oddset – das ist typisch dänisch”

Brand: Danske Spil

Lead Agency: Robert/Boisen & Like-minded

How do you cut through in a category dominated by bonuses, odds, and tactical messaging? According to the team behind Oddset's gold-winning Effie case, the answer starts somewhere else entirely: in culture.

“Our most important learning is that the greatest impact comes from building on something that already exists in culture. Instead of talking product and odds, we tapped into community, hope, and the Danish national spirit – making Oddset an active part of the euro tournament atmosphere,” says the team at Robert/Boisen & Like-minded, who created the campaign.

The insight was rooted in a classic football feeling:

the joy of anticipation. The build-up to a tournament is the moment when the entire nation shares the same hope, before results can shift the mood.

With Euro 2024 taking place in Germany and limited Danish physical presence, the strategy was to bring the party home – through branded entertainment in the form of a tournament anthem and a creative universe blending Danish self-deprecating humor with German kitsch.

The result was genuine cultural cut-through, but the most tangible impact was commercial. Oddset exceeded its revenue target by 70%, reached its highest number of active players in 18 months, and gained market share during the tournament. Brand impression rose by 49% – nearly five times above target.

For the team, a key takeaway is that effectiveness must be documented broadly: *“make sure you measure both the soft and the hard things.”* The combination of brand tracking, ad metrics, streaming figures, engagement data, and sales numbers made it possible to evidence both short-term sales impact and long-term brand strength.



WINNER CATEGORIES: BRANDED CONTENT & ENTERTAINMENT - PRODUCTS/SERVICES, INDUSTRY SPECIFICS - ENTERTAINMENT, SPORT & LEISURE



SILVER



GOLD

KEY RESULTS

70%

EXCEEDED REVENUE TARGET

18 MONTHS

HIGHEST NUMBER OF ACTIVE PLAYERS REACHED
MARKET SHARE GAINED DURING THE TOURNAMENT

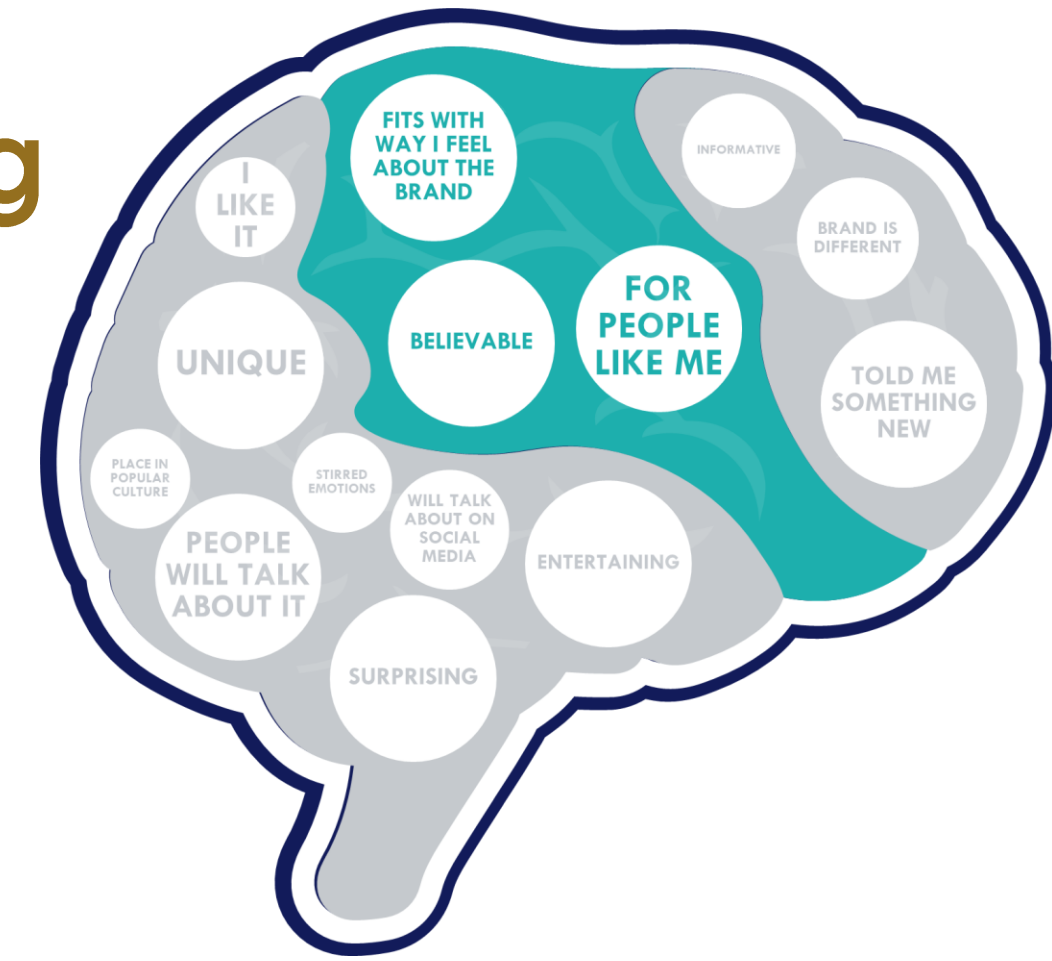
49%

INCREASE IN BRAND IMPRESSION – NEARLY **5X** ABOVE TARGET



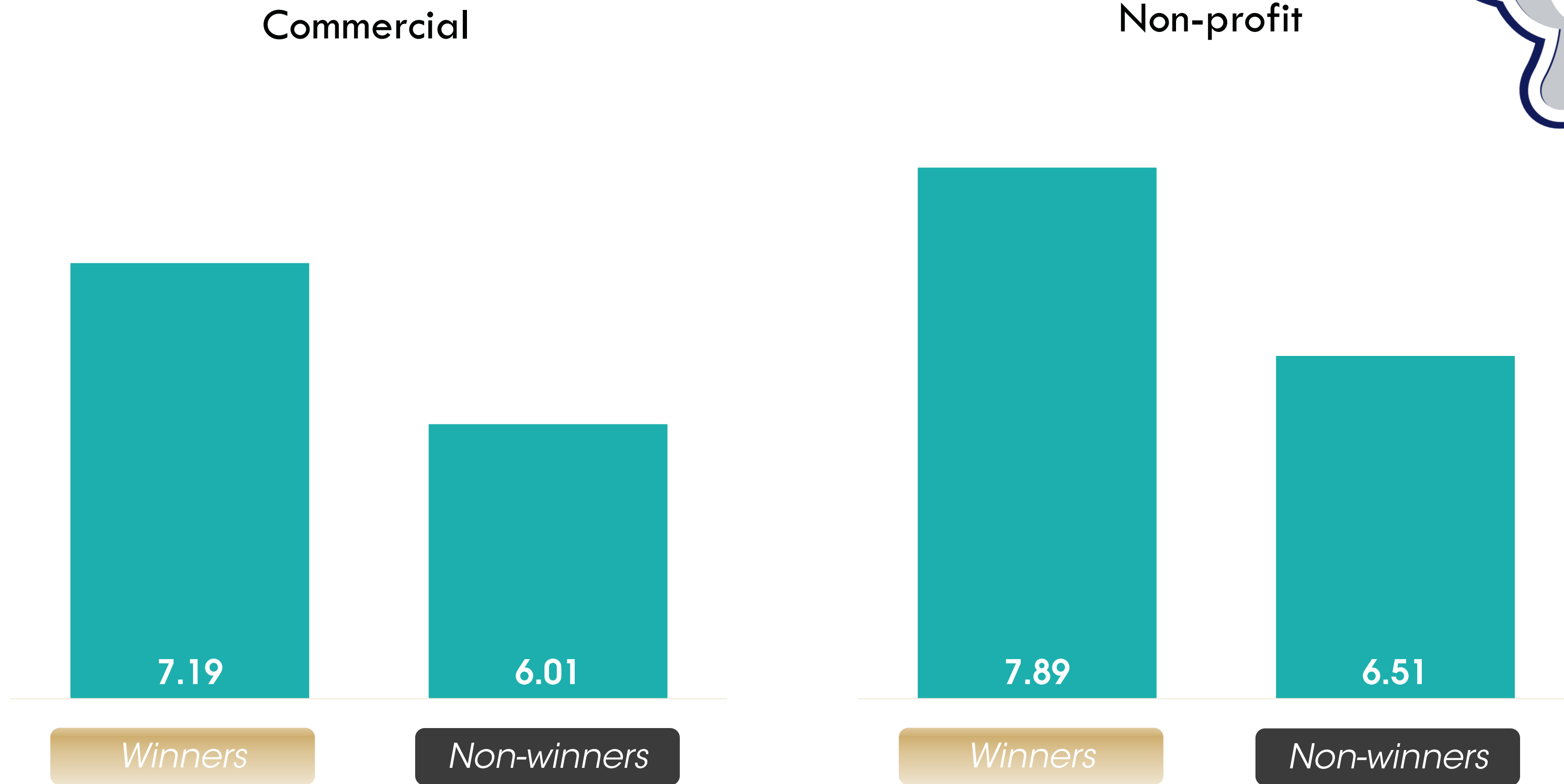
EMPATHY EFFECT

Showing strong Empathy for consumers in campaigns is essential to driving effectiveness. The most effective Danish campaigns intuitively know this!



Blind practitioner scoring on intended experience. Scale 1-10

● Empathy & Fitting In



When a cloakroom ticket became a lifeline

“Hørt i Natten”

Brand: Børns Vilkår

Lead Agency: Publicis Groupe Danmark

Most young people take a photo of their cloakroom ticket when they're out, as a backup in case they lose the slip.

But the next day, the photo often resurfaces in their camera roll. And for some young people, it hits at a moment when the night's experiences feel different from the evening before – when feelings of emptiness, regret, or loneliness can be hard to handle alone.

This was precisely where Publicis and Børns Vilkår found the campaign's defining insight. If help was to reach young people between the ages of 15 and 24, it shouldn't interrupt them – instead, it needed to show up within their own behavior.

The solution was simple: *the cloakroom ticket became the medium itself.*

A discreet QR code was integrated onto the tag, leading directly to the counselling service HØRT. When young people scrolled past the photo in their camera roll the following day, the help was already there.

Influencers built on the idea by using the cloakroom tag as a prompt to share their own stories of vulnerability on social media. The impact was significant. The campaign generated a 63.1% increase in direct contacts to the HØRT platform – achieved with a budget of just 40,000 Danish kroner.

For the team, the case served as a reminder of something simple: the strongest ideas often emerge where strategy, creativity, and human behavior meet. Sometimes, all it takes is a small piece of paper.



WINNER CATEGORY: SMALL BUDGET – NON-PROFIT



SILVER

KEY RESULTS

63.1%

INCREASE IN DIRECT CONTACTS TO THE HØRT PLATFORM DURING THE CAMPAIGN PERIOD – achieved with a budget of just **40,000** danish kroner.

250,000

CLOAKROOM TICKETS DISTRIBUTED WITH INTEGRATED QR CODES

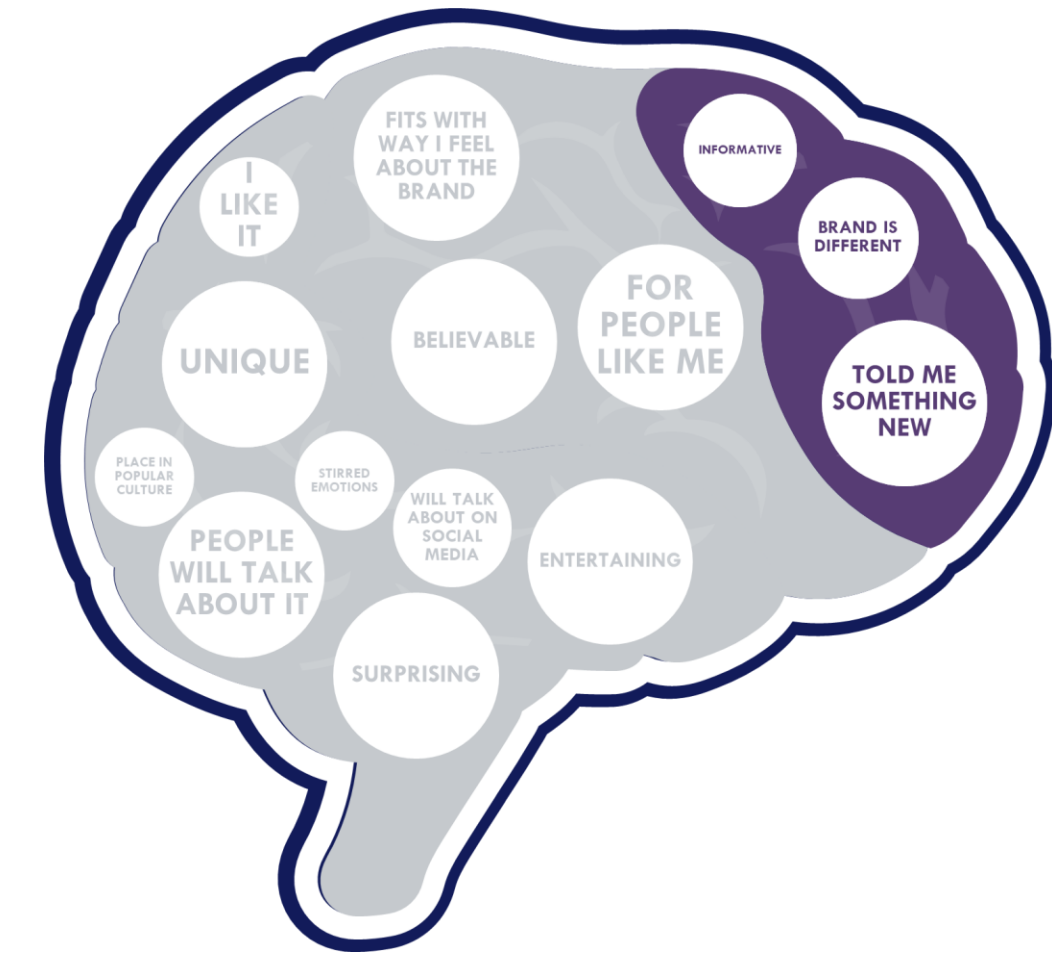
100

VENUES WHERE THE CAMPAIGN WERE ACTIVATED



CREATIVE IDEAS EFFECT

The most effective campaigns understand the need for educating audiences on new and differentiating information for stronger long-term relationship building

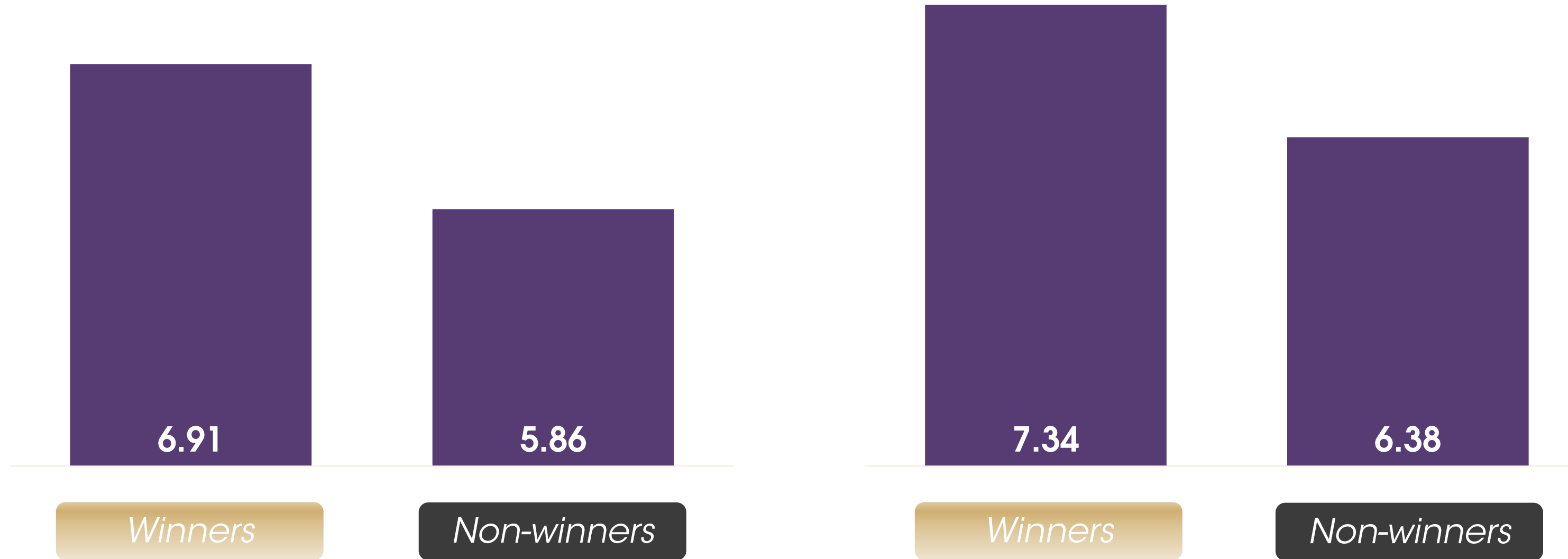


Blind practitioner scoring on intended experience. Scale 1-10

Commercial

Non-profit

● Creative Ideas



When the barrier – not the audience – is the problem

“Fra image-løs til image-leder på under tre år”

Brand: Andel

Lead Agency: Robert/Boisen & Like-minded

The winning case from Robert/Boisen + Like-minded and Andel in the Corporate Reputation category was built on a classic paradox:

8 out of 10 Danes want to contribute to the green transition – but only one in three feels they are actually making a meaningful effort. The insight wasn't new. But the approach to the dilemma was.

The case rests on the understanding that the gap between attitude and action is driven by specific mental barriers – from the Nimby paradox to myths about green technology.

The strategy was therefore to address and dismantle those barriers one by one, rather than simply communicating general climate concern.

That approach gave the entire project a clear strategic direction: each campaign targeted one barrier and one message at a time, and effectiveness was measured on attitude, engagement, and brand position – not on price or tactical conversions.

The results speak for themselves: in under three years, Andel went from unknown to number one on key image parameters, with the highest improvement in positive brand recommendation among all danish brands.

In a category dominated by price and tactical communication, the case demonstrated that clear thought leadership can function as a genuine competitive advantage – not a reputational risk.



WINNER CATEGORY: CORPORATE REPUTATION



SILVER

KEY RESULTS

7.7 MILLION
VOLUNTARY VIDEO VIEWS (+30 SEC.) ON AVERAGE PER CAMPAIGN – **6.4X** ABOVE TARGET

40,039
ENGAGEMENTS PER CAMPAIGN – **3.5X** ABOVE TARGET

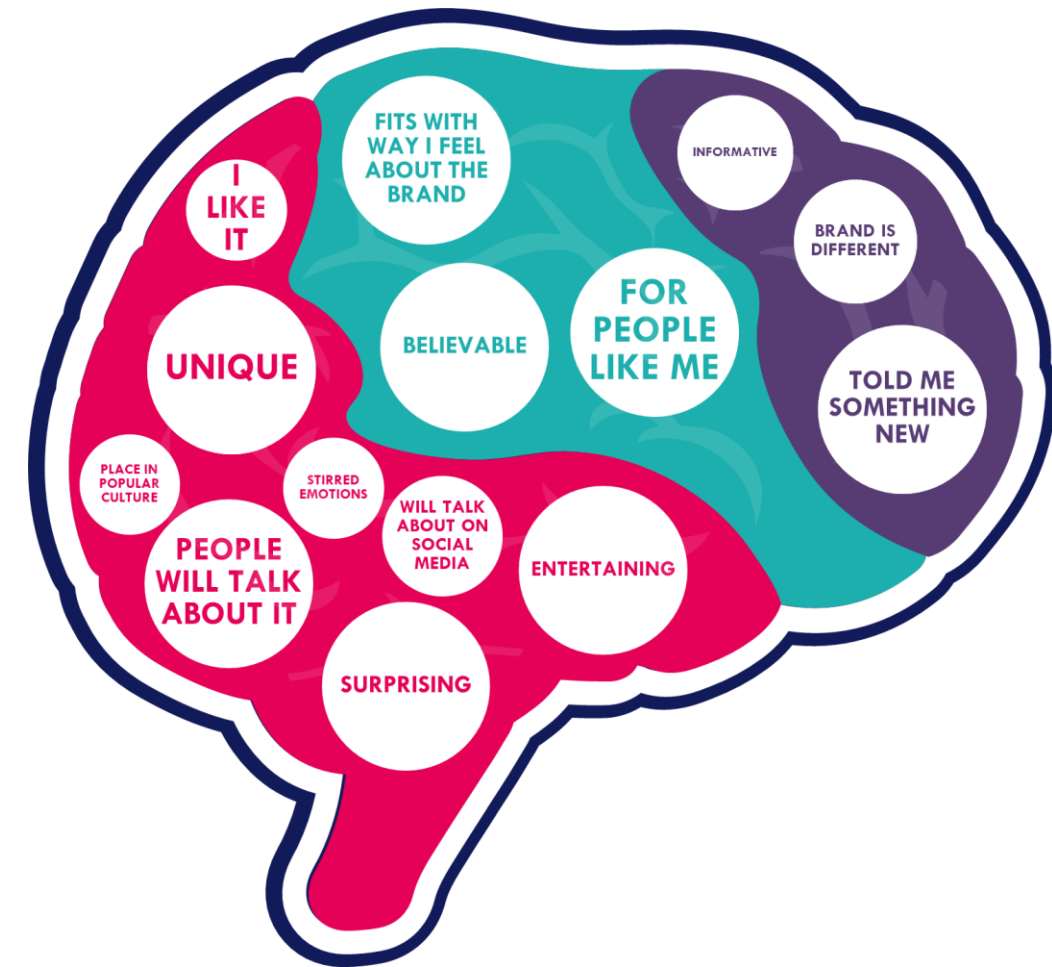
28%
DEVELOPED A MORE POSITIVE PERCEPTION OF WIND TURBINES

45%
EXPERIENCED INCREASED MOTIVATION TO CONTRIBUTE TO THE GREEN TRANSITION



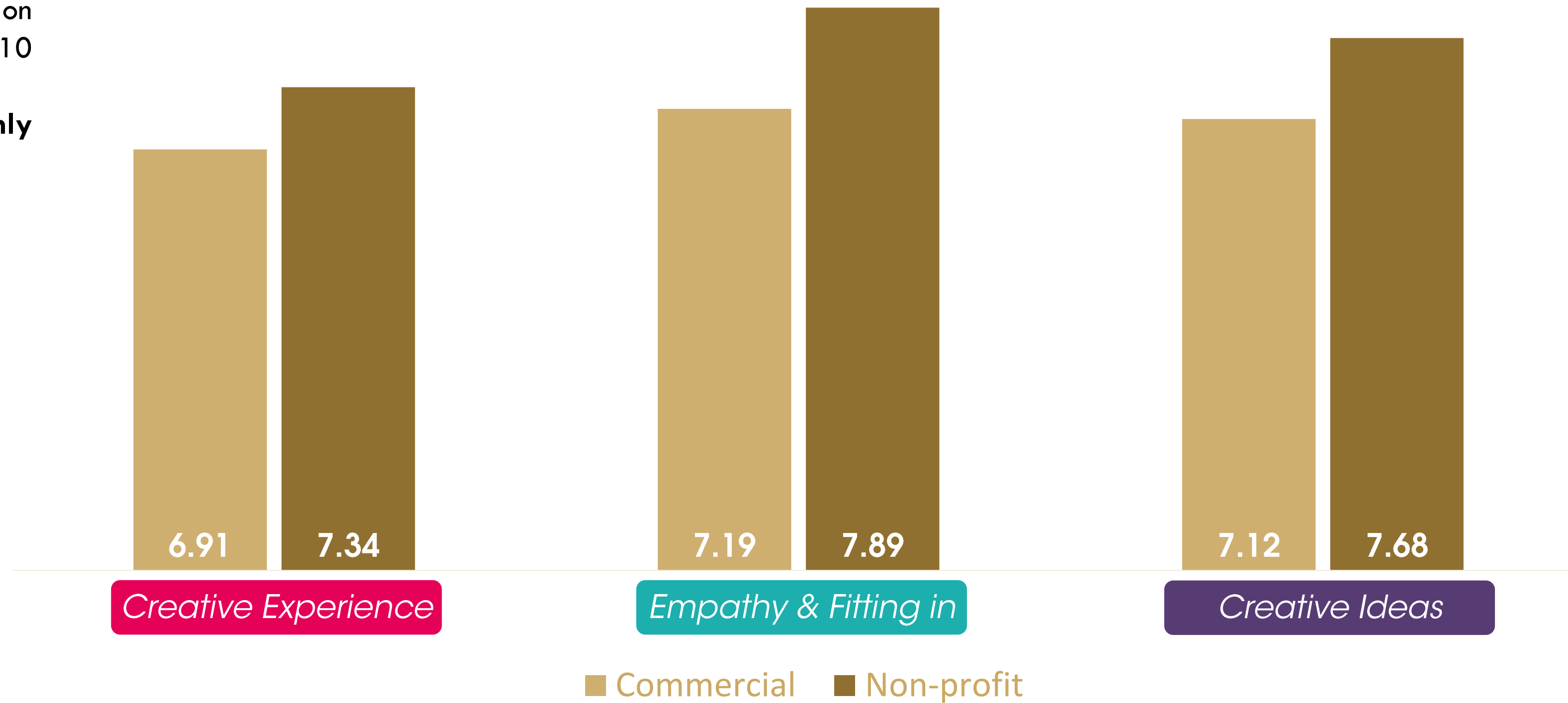
MISFITS PERFORMANCE AMONG EFFIE WINNERS

While Non-profit campaigns can see short-cuts to effectiveness through socially relevant 'Greater cause' themes, they are also hindered by much smaller budgets. Therefore, the most effective Non-profits need to perform even stronger across the **MISFITS** areas, to drive creative effectiveness



Blind practitioner scoring on intended experience. Scale 1-10

Effie Winner campaigns only



When a chatbot changed the curriculum

“Pensum_GPT”

Brand: Dansklærerforeningen
Lead Agency: Marketsquare

The literary canon in Danish high schools featured 13 male authors and one female. Attempts to bring about change through traditional channels had stalled. Marketsquare built on a simple but sharp insight: the problem was not just representation – but the outdated view of society that the curriculum reproduced. Rather than telling Gen Z what to think, they were allowed to experience it for themselves.

With Pensum_GPT, an AI chatbot was integrated directly into Instagram DMs, where students could interact with the canon and discover how an outdated curriculum shapes perspectives on gender, power, and society.

The choice of platform was strategic: Instagram ensured intuitive use, high relevance, and organic reach – all of which were crucial to getting the message all the way to decision-makers.

The campaign generated over 4 million in earned reach and more than 2,000 interactions at launch. But the real impact was political: the Minister of Education decided to revise the canon and include more female authors.

Creativity was translated into concrete systemic change.

For Marketsquare, the Effie work served as a reminder to think about impact from the outset – and that documentation requires time, clear objectives, and close collaboration with the client.

Pensum_GPT demonstrates that a strong idea is not just about form, but about designing a mechanism that shifts attitudes, mobilises power – **and creates lasting change.**



WINNER CATEGORIES: SMALL BUDGET - NON-PROFIT, PR-PUBLIC RELATION



SILVER

KEY RESULTS

4+
MILLION IN EARNED REACH

2,000+
INTERACTIONS WITH THE CHATBOT AT LAUNCH

THE MOST SIGNIFICANT RESULT WAS **THE DECISION TO REVISE THE LITERARY CANON AND INCLUDE MORE FEMALE AUTHORS** – A POLITICAL ACTION ANNOUNCED IN NATIONAL MEDIA



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