

Grey Europe named EACA Euro Effies Agency of the Year 2017

Issued by [Grey Africa](#)

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Grey Europe has been named Agency of the Year at the 2017 EACA Euro Effies in Brussels. This marks the eighth time since 2005 that the agency network has scooped the prestigious award and is further proof of Grey's commitment to delivering Famously Effective work for its clients.

Grey dominated the awards ceremony winning a total of eight awards (four Golds, three Silvers and one Bronze) across seven different categories, including Long-term Effectiveness. Grey London took home awards for both Bose and WildAid, INGO bagged even more metal for the Swedish Tourist Association and UncleGrey won for Bolia.com.

In addition, two more awards were won in the new Positive Change Euro Effie Awards; Grey London won Gold for #JoinTheHerd and FamousGrey & Famous Relations won Bronze for their #DiningForBrussels.

Grey Germany and SEK also had shortlisted work for P&G Febreze and Visit Finland & Finnair respectively.

Alain Groenendaal, President and CEO of Grey Europe, commented: "Effectiveness has always been a real priority and investment for us. Now more than ever, it's important that we all raise the bar on effectiveness and demonstrate the growth and ROI of creative communications. We're especially pleased to be recognised for the breadth of clients we are helping to grow – from Bose to Bolia, Febreze and Gillette to Swedish tourism and the people of Brussels – and even this year the biggest client of all – the African Elephant. Most of all, this is for all of us – the creative industries, the marketers, the media. And of course, thank you to the EACA Euro Effies for all their work in organising – and the judges who give their time for free."

About Grey Europe

Grey Europe, led by Alain Groenendaal, President and CEO, is part of the advertising network of Grey Group. Grey Group ranks among the largest global communications companies. Its parent company is WPP (NASDAQ : WPPGY). Under the banner of "Grey Famously Effective Since 1917," the agency serves a blue-chip roster of many of the world's best known companies: Procter & Gamble, GlaxoSmithKline, C&A, Marks & Spencer, Canon, Weber, Vodafone, Volvo and HSBC. Grey was named ADWEEK's "Global Agency of the Year" for 2015. (www.grey.com/europe)

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