



**KANTAR**

**effie AWARDS**  
BELGIUM

# BELGIAN CONNECTIONS: CREATIVITY THAT RESONATES

WITH YOU TODAY!

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Creative lead, Kantar Belgium

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Manager, Brand & Comms,  
Creative Expert, Kantar Belgium

# WHAT WE DID



280+

Effie Belgium 2025 finalist campaign assets

34 brands

18 categories

KANTAR

LINK

AI



# KANTAR LINK AI

*Helps predict an ad's in-market success in **15 minutes***

**Not all AI solutions are created equal;  
Link AI helps build better ads at scale:**

- **Trained on the worlds largest ad testing database – over 260k ads**
- **Validated for TV and Digital**
- **Advanced cultural features**
- **Automated creative tagging for best practice meta-analysis and platform best practice**

**Our clients see a **30% increase in ROI** when improving an ad's creative quality from “average” to “best”.**

# EFFIE WINNERS ARE OUTSTANDING PERFORMERS



## EFFIES WINNERS 2022-2024

**+9**

ON DEMAND POWER



**+31**

ON MEANINGFUL



**+22**

ON DIFFERENCE



**+5**

ON AWARENESS IMPACT



1

# CONSISTENCY IS THE KEY

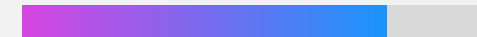
*Consistency fuels the creative journey*

# BUILDING LASTING BRANDED IMPACT THROUGH CONSISTENCY



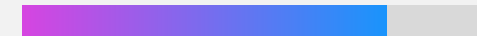
TOP TVC  
2025

94



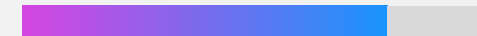
BRANDING

85

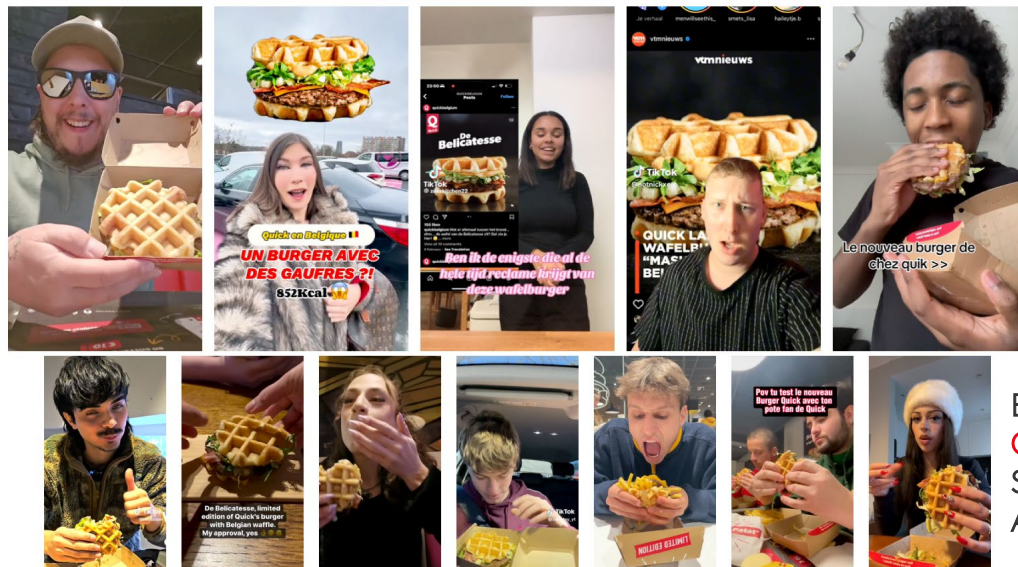


STSL

79



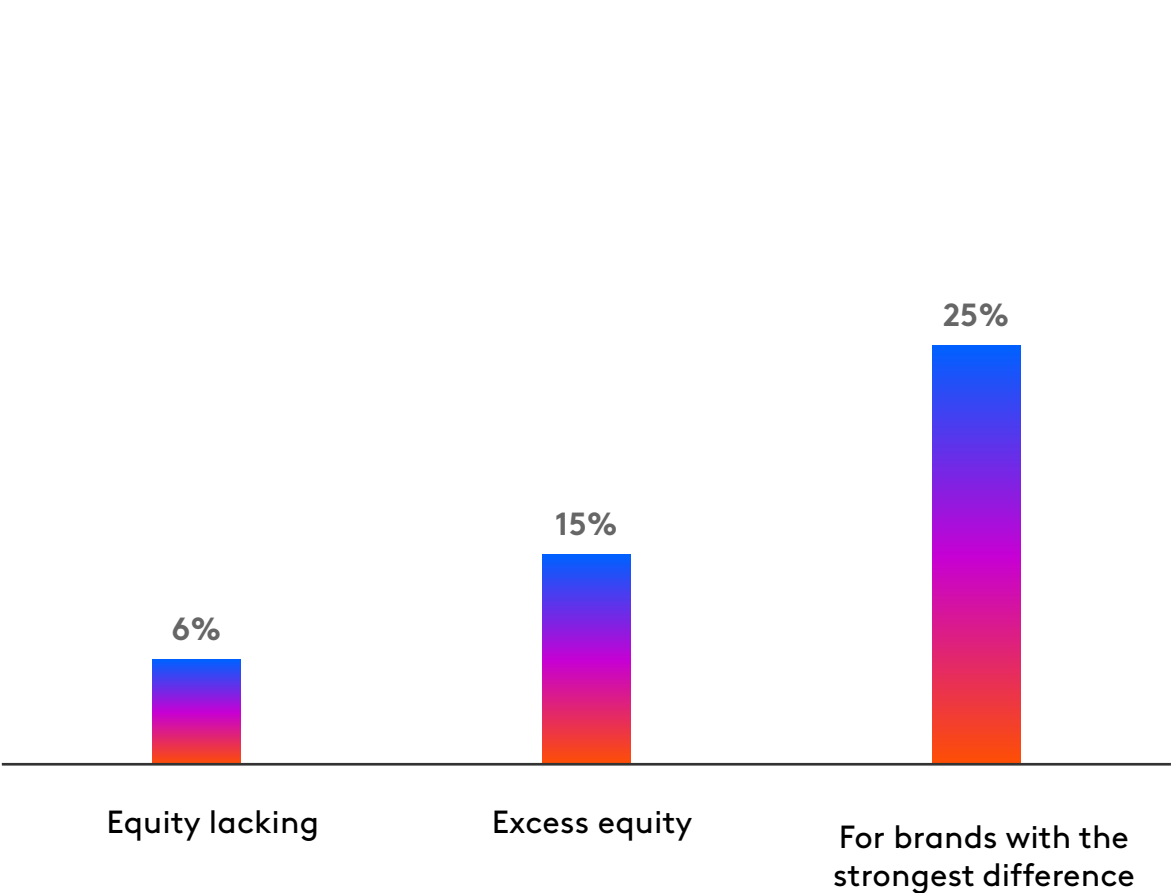
DEMAND POWER



EFFIE 2025 FINALIST  
**QUICK**  
SOME BE NL/FR  
Agency: Happiness



# Distinctive assets alone are not enough, perceived difference plays a significant role in brand growth



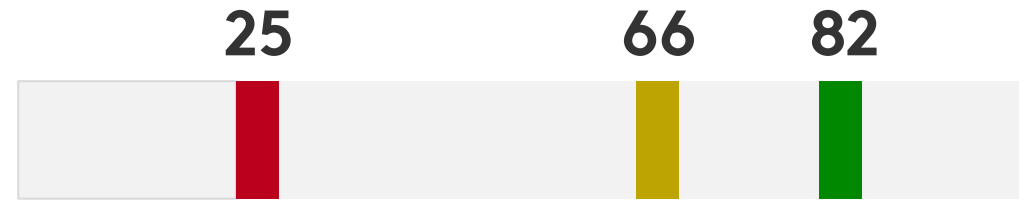
Brands with the strongest difference credentials are more than

**4x**  
AS LIKELY TO GROW

The impact of Difference on brand growth is evident in this year's Effie finalist cases

# Demand Power

+57 with high difference



- All Effie 2025 finalist campaign assets
- Effie 2025 finalist campaign assets with low Difference
- Effie 2025 finalist campaign assets with high Difference

# BUILDING BRAND POWER THROUGH DIFFERENTIATION

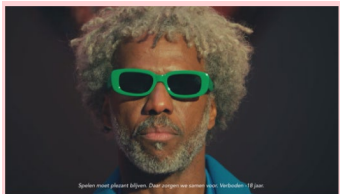


**WIN FOR LIFE**

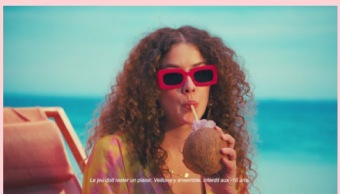
**80**



DEMAND POWER



EFFIE 2025  
FINALIST  
**WIN FOR LIFE**  
VIDEOS BE  
NL/ FR  
Agency:  
BBDO



**77**



UNIQUE

**80**



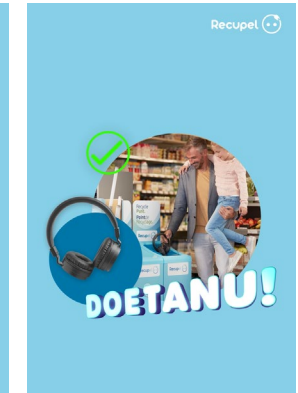
BRAND DIFFERENCE



**77**



DEMAND POWER



**74**



AD DISTINCTIVENESS

**78**



BRAND DIFFERENCE

EFFIE 2025 FINALIST  
**RECUPEL**  
OLV/ SOME BE NL/ FR  
Agency: Mortierbrigade



2

## LOCAL TALENT TAKES THE PODIUM

*Familiar faces with intent beyond endorsement*

**MOST ADS WORLDWIDE  
AND ACROSS EUROPE  
DON'T FEATURE 'CELEBRITIES'...**

**16%**

**Globally only 16% of ads use celebrities**

**10%**

**Across Europe it is even lower**



**... BUT THEIR USE IS RISING IN  
BELGIUM'S MOST SUCCESSFUL  
CAMPAIGNS.**

**20%**

**Effie 2022-2024  
winners**

**24%**

**24% in Effie 2025  
finalists**

# LEVERAGING CELEBRITIES OR HOMEGROWN TALENT CLEARLY PAYS OFF

## EFFIE 2025 WINNING CAMPAIGN ASSETS:

**+11**

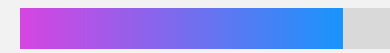
ON ACTIVE INVOLVEMENT



vs. +8 GLOBALLY\*

Better engage with the audience

TOP **14%**



ENJOYMENT

TOP **10%**



RELEVANCE

Through enjoyable and relevant content

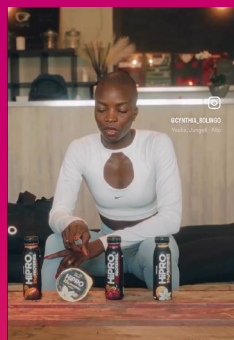
# HOW ARE OUR BELGIAN BRANDS LEVERING THIS LOCAL TALENT?

Brand  
Ambassadors

★  
Product  
Demonstrations  
and Reviews

★  
Purposeful  
Conversations

Co-Creation/  
Behind-the-  
Scenes



# TALENT x PURPOSE



## LOCAL INFLUENCERS FOR 1712 HELPLINE



89



ENJOYMENT

76



INVOLVEMENT

94



DISTINCTIVENESS

91



RELEVANCE



# INCLUDING LOCAL TALENT ALSO PUSHES THE NEEDLE ON LONG-TERM BRAND BUILDING

**+14**

ON MEANINGFUL



**+13**

ON DIFFERENT



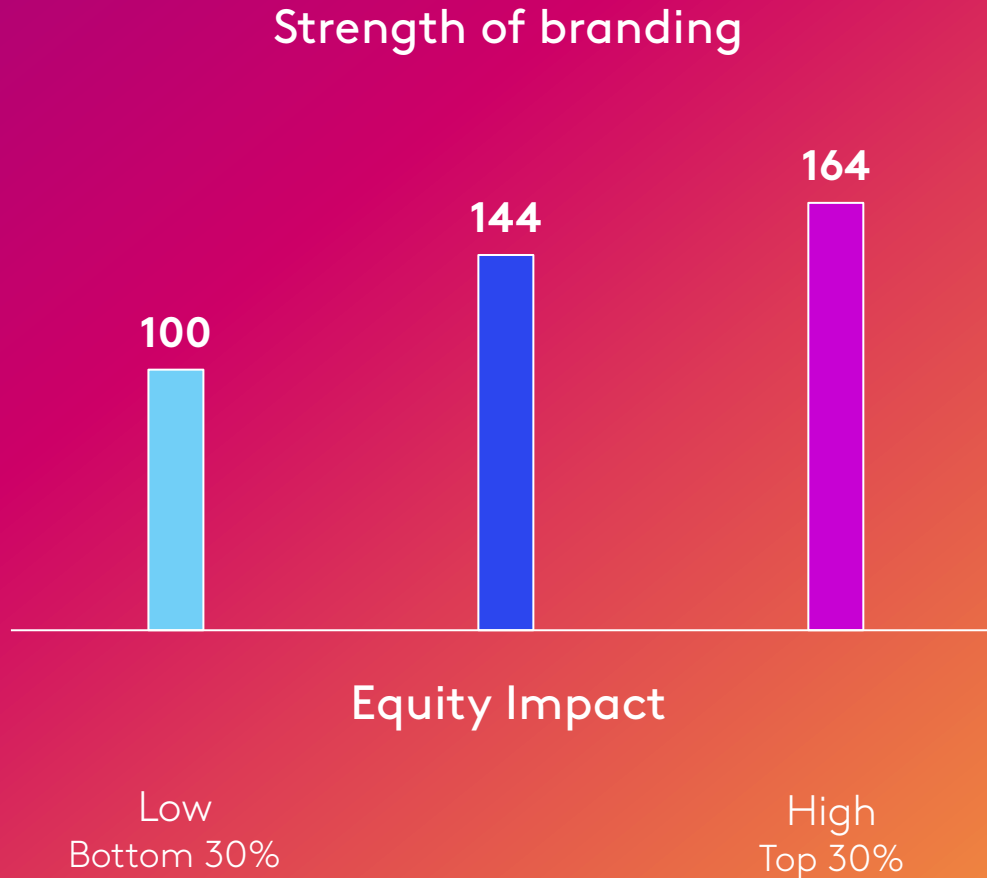
When local talent connects authentically, they do more than entertain; they strengthen how people feel about the brand.

TOP **23%**



DEMAND POWER

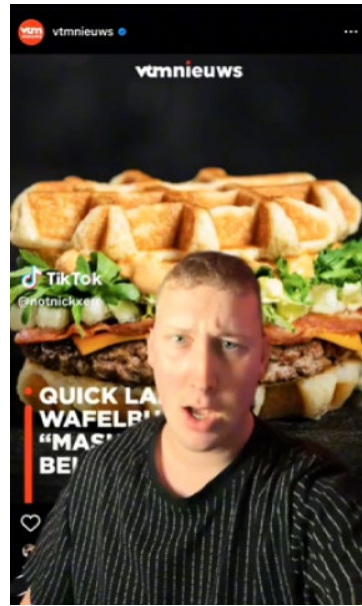
# Strongly branded creator content builds brands



Yet only 27%  
of ads with  
influencer  
content is  
**strongly**  
**linked** to the  
brand

# TALENT x PRODUCTS

BELORITA



40%  
of all talent  
content  
is showcased  
with a product  
demonstration



82



BRANDING

90



IMPACT

91



POWER

TOP  
DIGITAL  
2025



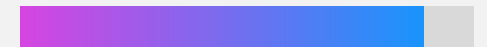
BEL ORTA

97



AD DISTINCTIVENESS

79



IMPACT

90



POWER



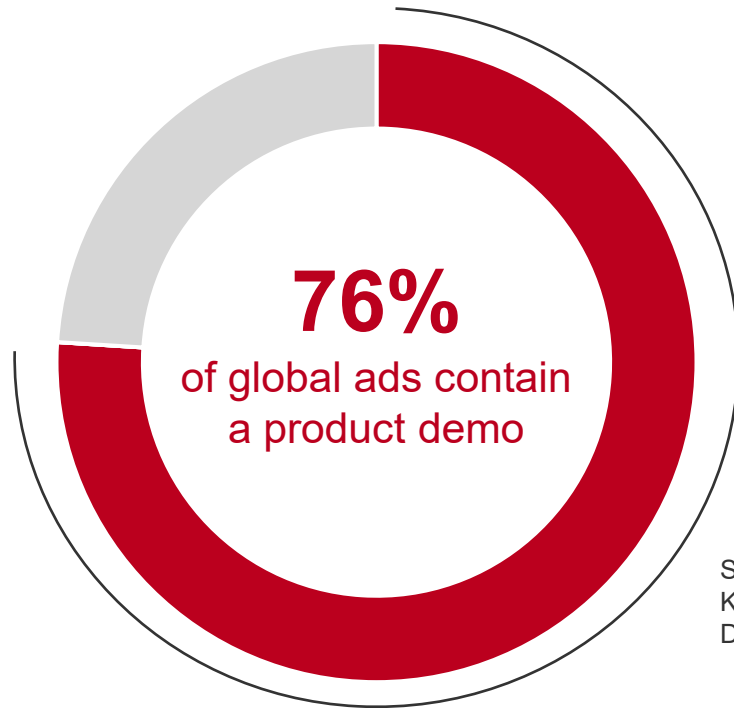
3

## BRINGING THE PRODUCT TO LIFE

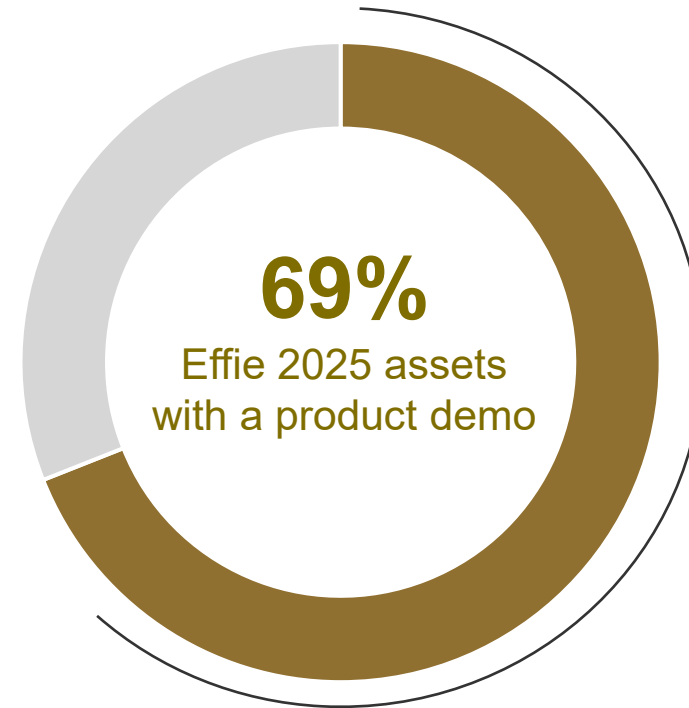
*It's not what you show, it's how you make it resonate.*

# PRODUCT DEMOS ARE EVERYWHERE — BUT NOT ALL ARE CREATED EQUAL

## Growing number of ads contain product demonstrations



Source:  
Kantar LINK  
Database



**VISIBILITY ALONE DOESN'T MOVE THE NEEDLE.**

Simply having the product appear on screen isn't enough to drive predisposition or strengthen brand equity.

**PRESENCE WITHOUT PURPOSE DOESN'T TRANSLATE TO PERFORMANCE**

# THE REAL IMPACT COMES WHEN BRANDS BRING THE PRODUCT TO LIFE

**Show the product being used or consumed**

**Demonstrate its benefits in action**

**Reveal the products quality or composition**

**In a way that feels naturally integrated into the story**

# AND THE RESULTS SPEAK FOR THEMSELVES...

**Ads that bring  
the ad to life,  
showcasing  
usage/  
consumption/  
benefits/**

**+14**

ON PERSUASION



vs. +8 GLOBALLY\*

**+11**

ON RELEVANCE



vs. +9 GLOBALLY\*

**+19**

ON AFFINITY



vs. +7 GLOBALLY\*

**+21**

ON MEETS NEEDS



vs. +10 GLOBALLY\*

# ADS THAT BRING THE PRODUCT TO LIFE THROUGH *STORYTELLING*

DAGELIJKSE  
KOST

84

AD DISTINCTIVENESS

92

RELEVANCE

70

DEMAND POWER



EFFIE 2025 FINALIST  
DAGELIJKSE KOST  
TVC BE NL  
Agency: Var

The ad walks viewers through the full consumer journey - marking the *benefit* of convenience and togetherness.



EFFIE 2025 FINALIST  
FOODBAG  
TVC BE NL  
Agency: Joe Public & Springbok  
Belgium

Follows the *delivery-to-plate* story, linking local ingredients to pride and authenticity.



81

AD DISTINCTIVENESS

91

RELEVANCE

77

DEMAND POWER



# ADS THAT BRING THE PRODUCT TO LIFE THROUGH *SUBSTANCE AND SENSATION*

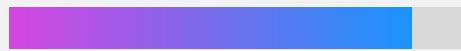


74



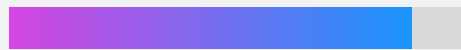
BRANDING

85



PERSUASION

91



DEMAND POWER

Average scores



EFFIE 2025 FINALIST  
SPA  
SOME BE FR  
Agency: Happiness

Shows the *benefit* of healthy hydration by explaining the *composition* of Spa's natural beverages.



EFFIE 2025 FINALIST  
SPA (*Intense/Finesse*)  
TVC BE FR  
Agency: Happiness

Brings the *consumption* experience to life - making refreshment felt, not just seen.



84



ENJOYMENT

77



PERSUASION

89



RELEVANCE



4

# THE POWER OF REAL

*Authenticity builds the strongest connections*

# AUTHENTICITY ISN'T A BUZZWORD — IT'S THE SHORTCUT TO GENUINE CONNECTION.



*Real stories. Real people. Real impact.*



Candid storytelling is about authenticity, honesty, and showing life as it truly is — without shying away from the uncomfortable parts.

**knack**



**DEFENSIE  
LA DÉFENSE**

Building on a key Effie Europe insight, many Belgian campaigns are now embracing this shift.



# WHAT DOES SUCCESS LOOK LIKE FOR **HIGH REALISM ADS?**

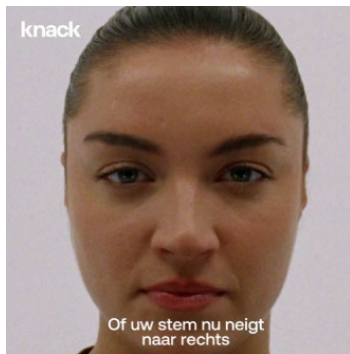
**EMOTIONAL  
RESONANCE**

**SUSTAINED  
ENGAGEMENT**

**CREDIBLE  
INFLUENCE**

# knack "Dare to doubt"

The campaigns don't just capture attention – they strike an emotional chord that is deeply relevant to modern Belgian life.



EFFIE 2025  
FINALIST  
KNACK  
OLV BE NL  
Agency:  
Mutant



# DEFENSIE LA DÉFENSE "The Unfiltered Truth"



EFFIE 2025  
FINALIST  
DEFENSIE/LA  
DEFENSE  
SOME BE NL/FR  
Agency: The  
Other Agency

The campaign succeeds in making a traditionally distant institution feel accessible, relevant, and purposeful.

**MOST INVOLVING 2025**

TOP **25%**



RELEVANCE

TOP **25%**



INVOLVEMENT

TOP **9%**

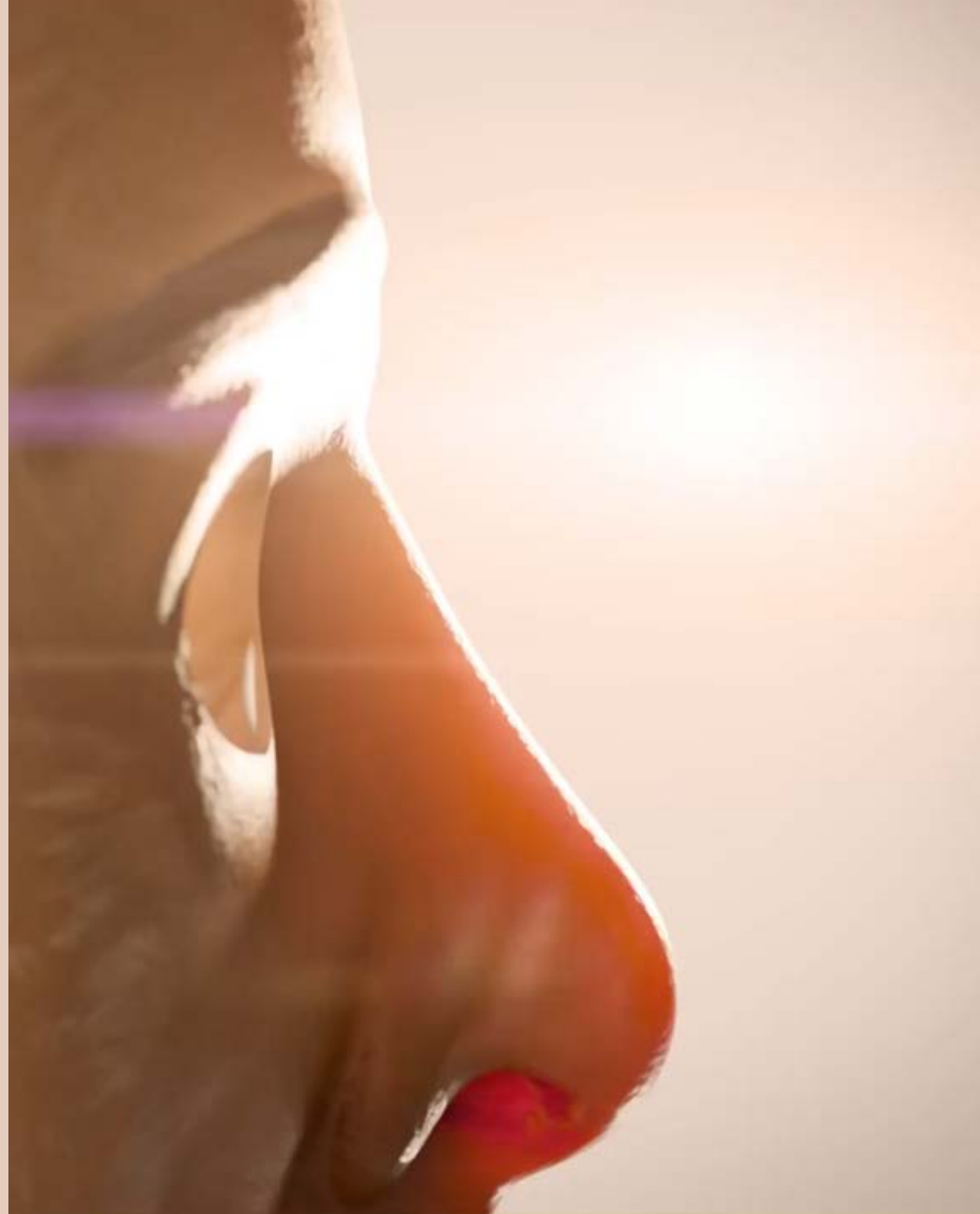


RELEVANCE

TOP **5%**



ACTION  
LIKELIHOOD





Albert Heijn

“Brood voor iedereen”



Maar een brood voor nog geen euro.

EFFIE 2025 FINALIST  
ALBERT HEIJN  
SOME BE NL  
Agency: Happiness

A purpose-driven campaign grounded in realism.

Highly enjoyed and emotionally resonant, it puts Albert Heijn in the spotlight with strong long-term brand equity potential.

82



ENJOYMENT

97



EXPRESSIVENESS

72



BRANDING

77



DEMAND POWER



# 5

## THE BOLD PAYOFF

*Connecting with drama*

# WHAT DOES SUCCESS LOOK LIKE FOR **HIGHLY BOLD ADS?**

**GARNER  
ATTENTION**

**CREATE  
RESONANCE**

**BRAND  
PAYOFF**



TOP 1%

INVOLVEMENT

TOP 14%

ENJOYMENT

TOP 13%

BRAND DIFFERENCE



EFFIE 2025 FINALIST  
RECUEP  
OLV BE NL/FR  
Agency: Mortierbriga de



Recupel broke away from the usual serious "save the planet" style with a rapping fridge explaining recycling.

Bold, absurd, and impossible to ignore.

Created a fake 'cold case' trailer for its Halloween event

a dark, eerie campaign unlike typical family park ads



EFFIE 2025 FINALIST  
WALIBI  
VIDEOS BE FR  
Agency: Hungry Minds



TOP 8%

INVOLVEMENT

TOP 7%

EXPRESSIVENESS

TOP 20%

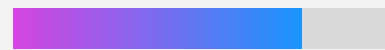
BRAND DIFFERENCE





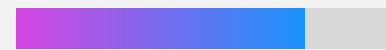
**MØBILE VIKINGS**

TOP **7%**



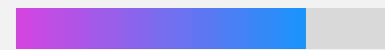
**INVOLVEMENT**

TOP **20%**



**ENJOYMENT**

TOP **27%**



**DEMAND POWER**

Irreverent, fearless advertising that breaks category predictability.  
Its bold, self-aware humour turns attention into strong brand equity.



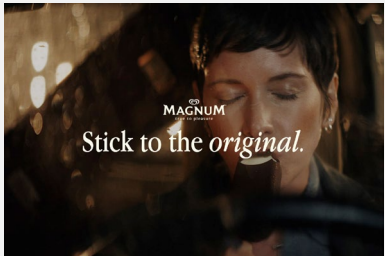
EFFIE 2025 FINALIST  
MOBILE VIKINGS  
VIDEOS BE/NL/FR  
Agency: at the table

6

## A COMICAL TAKE

*Reviving La Blague yielding impressive outcomes*

# Humour is a consistent theme seen time and time again...



EFFIE EUROPE  
2024  
MAGNUM



EFFIE BELGIUM 2023  
KRUIDVAT



EFFIE BELGIUM  
2023  
QUICK

## And consistently present this year...

23% of Effie 2025  
finalist campaign  
assets featured  
intended humour



**europabank**

Breaking away from banking's usual safe and serious tone.

Using surreal, over-the-top storytelling to dramatise people's ambitions.

The ad stood out — distinctive, enjoyable, and emotionally involving.



EFFIE 2025  
FINALIST  
EUROPABANK  
OLV BE NL  
Agency: June20

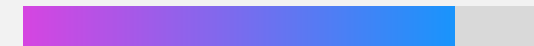
ENJOYMENT

TOP **20 %**



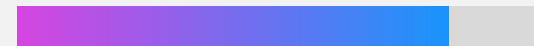
EXPRESSIVENESS

TOP **2 %**



DISTINCTIVENESS

TOP **14 %**





**BUT HUMOUR  
NEEDS TO LAND  
WELL FOR IT TO  
HAVE LASTING  
IMPACT**

**When humour is enjoyed  
and well understood...  
The brand has stronger  
potential to build long-term  
brand equity**

**+14**

ON STSL



**+11**

ON DEMAND POWER



95



ENJOYMENT

75



UNDERSTANDING

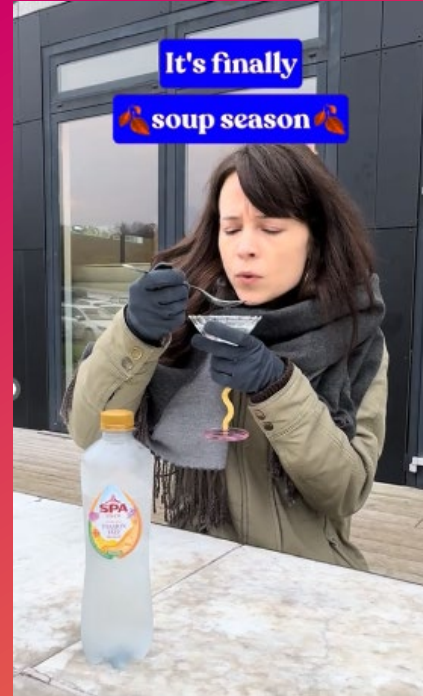
84



DEMAND POWER



EFFIE 2025 FINALIST  
 MY FAMILY  
 SOME BE NL  
 Agency: Joe Public &  
 Springbok Belgium



EFFIE 2025 FINALIST  
 SPA  
 SOME BE EN  
 Agency: Happiness

97



ENJOYMENT

87



RELEVANT

85



DEMAND POWER

**THE IMPACT IS  
EVEN CLEARER  
WHEN THE  
HUMOUROUS  
CONTENT IS  
WELL CONNECTED  
TO THE BRAND**

**The uplift of good branding on  
humorous ads**

**+22**

ON STSL



**+31**

ON DEMAND POWER



BRANDING  
TOP **30 %**



IMPACT  
TOP **15 %**



DEMAND POWER  
TOP **8 %**



EFFIE 2025 FINALIST  
**LU**  
SOME BE NL  
Agency: Publicis  
Groupe Belgium



We spelen  
het spel !

# CREATIVITY THAT RESONATES WITH THE BELGIAN AUDIENCE

**1** CONSISTENCY IS KEY

**2** LOCAL TALENT  
TAKES THE  
PODIUM

**3** BRINGING THE  
PRODUCT TO LIFE

**4** THE POWER OF REAL

**5** THE BOLD PAYOFF

**6** A COMICAL TAKE



**KANTAR**

Leverage  
**LINK AI**

**Autumn Offer**

**Special bundle : Unlimited tests for TWO months**

*The only AI solution that combines creative engagement, brand lift and behavioural predictions  
Trained on the world's largest advertising database (over 260K ads tested)*



**KANTAR**

**effie** AWARDS  
BELGIUM

# BELGIAN CONNECTIONS: CREATIVITY THAT RESONATES

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