

# CREATIVE EFFECTIVENESS WINNERS 2015



Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>Creative Effectiveness Grand Prix</b>				
LIVE TEST SERIES	VOLVO TRUCKS	THE NEW VOLVO FMX, THE NEW VOLVO FL, THE NEW VOLVO FM	FORSMAN & BODENFORS, Gothenburg	SWEDEN
<b>Creative Effectiveness Eurobest</b>				
INGLORIOUS FRUITS AND VEGETABLES	INTERMARCHÉ	INTERMARCHÉ	MARCEL, Paris	FRANCE
GHITA, THE SOCIAL SHEPHERD	VODAFONE ROMANIA	TELECOMMUNICATIONS	McCANN ERICKSON, Bucharest	ROMANIA
FROM CRYING TO BUYING	JOHN LEWIS	RETAIL	ADAM&EVEDDB, London	UNITED KINGDOM