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effie AWARDS
BELGIUM

ATTENTION PLEASE, BELGIUM!



How to earn it, own it
And compound it.

Creative insights from Effie Belgium 2026 Finalists.

INTRODUCTION

Effective advertising is often reduced to simple rules: make the brand visible, capture attention and adapt the idea to every channel.

In reality, the relationship between creativity and effectiveness is more nuanced. Different creative choices can perform different jobs, and their value depends on how they work together.

For this year's review, Kantar analysed the creative assets from Effie Belgium 2026 finalist campaigns (in addition to campaigns from 2022-2025) to explore what makes effective creativity work.

These data-led learnings are brought to life through examples taken directly from the submitted Effie Belgium 2026 finalist cases. The case materials provide the context behind the creative, including the campaign challenge, central idea, executional approach and role of different touchpoints.

The analysis considers how individual executions engage audiences, how brands create ownership of that response and how creative ideas extend across wider campaign systems.

The aim is not to offer a universal creative formula. Effective creativity depends on the brand, audience, objective and context.

Instead, this booklet identifies practical patterns, tensions and examples that can help marketers ask better questions:
What gives audiences a reason to engage? What ensures the brand receives the value? And how can individual executions contribute to a larger and more effective campaign ecosystem?

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This year, we evaluated **267** Effie Belgium 2026 creative assets

Across **37** Cases

19 Categories

Building on the analysis of **600+** Effie Belgium creative assets from 2022-2026



General

HOW LINK AI HELPS US UNDERSTAND CREATIVE EFFECTIVENESS

LINK AI is Kantar's AI-powered creative evaluation solution. Trained on Kantar's extensive validated database of TV and digital advertising, it predicts how an execution is likely to perform across audience engagement, brand building and behavioural outcomes. Rather than reducing effectiveness to one overall score, it provides a multidimensional view of the different jobs an execution may perform.

Measures such as Active Involvement, Enjoyment and Expressiveness help us understand the audience response. Branding, Meaningful, Different and Demand Power indicate how effectively that response is connected to the brand, while Persuasion, Action Likelihood and Short-Term Sales measures provide a view of potential behavioural contribution.

Automated creative tagging then identifies characteristics such as humour, recognisable talent, brand cues, product demonstration, creator content and storytelling, allowing us to compare the features associated with different performance profiles.

Results are expressed as percentiles against the relevant LINK AI comparison database (unique for each market / region).
Scores above 70 indicate excellent predicted performance, scores from 30 to 70 represent the middle range and scores below 30 indicate weaker predicted performance. "Top 30%" refers to a percentile of 70 or above.

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WHERE THE MAGIC HAPPENS!

EFFIE BELGIUM
2026 GOLD WINNERS
STAND OUT

The measures throughout this booklet explain different aspects of creative performance, but to understand potential contribution to brand strength, we turn to **Kantar's Meaningful Different framework**.

Meaningful captures whether a brand meets functional needs and creates emotional connection. Different captures whether it is perceived as unique or leading the way, while Salient captures whether it comes readily to mind when people make a choice. Finally, Demand Power combines these dimensions into a summary measure of brand strength measuring pre-disposition.

Within the analysed 2026 finalist work, Gold-winning assets show their largest advantage on Different, alongside higher Meaningful and Demand Power scores. They prove that creative excellence isn't just about big ideas – it's about building brand equity that drives real brand impact.

DEMAND POWER
+13
Percentile points



MEANINGFUL
+12
Percentile points

DIFFERENCE
+30
Percentile points

AWARENESS IMPACT
+5
Percentile points

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SPECIAL FOCUS ON CREATOR CONTENT

3 **MULTI-CHANNEL SYNERGIES COMPOUND THE IMPACT**
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1 EFFICIENT ROUTES TO EARNING ATTENTION

Every effective execution must first earn an audience's attention. But there is no single creative formula for achieving this.

Across the Effie Belgium finalist creatives analysed, three routes repeatedly generate a strong audience response. Humour creates energy and invites a reaction. Recognisable talent offers an immediate point of human connection. Distinctive creative breaks familiar advertising patterns and gives audiences something unexpected to engage with.

The strongest Engagement Specialists perform well on Active Involvement and Expressiveness. They do more than remain visible: they encourage audiences to lean into the experience and generate an active emotional or expressive response.

The following chapter explores how each route works, the conditions that help it succeed and the different forms it can take in practice.

Effie Belgium 2026 finalist creatives achieved

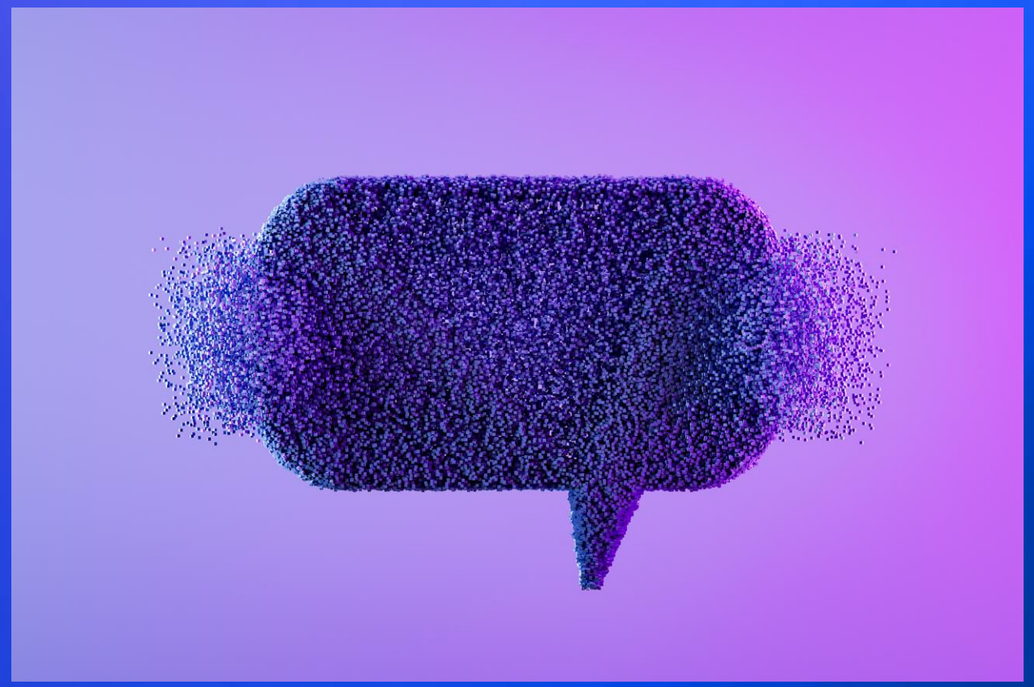
TOP **30%** **Active Involvement**

TOP **30%** **Expressiveness**

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Three recurring attention drivers in Effie Belgium finalist creative:

1. **HUMOUR**
2. **RECOGNISABLE TALENT**
3. **CREATIVE DISTINCTIVENESS**

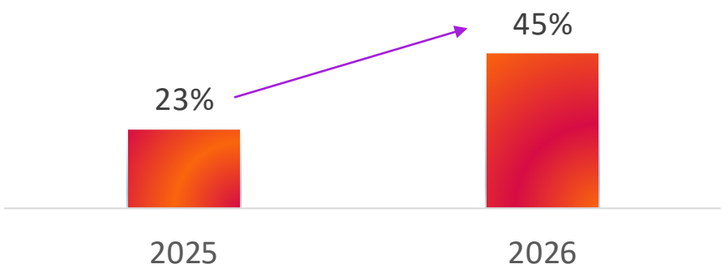


General

1.1

HUMOUR
is an attention accelerator

Almost half of this year's finalist assets use intended humour, confirming its continued prominence in Belgian creativity.



Percentage of Effie Belgium creatives containing intended humour

Humour remains one of advertising's most reliable ways to spark an active response. In this year's finalist assets, humorous executions are more involving and substantially more expressive than executions without intended humour.

Effie finalist creatives with intended humour achieve higher average percentile scores than creatives without:

+9

ACTIVE INVOLVEMENT

+22

EXPRESSIVENESS

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But humour must land

Humour can make people sit up and react, but a reaction is not automatically a positive or coherent one. Some humorous executions generate energy while leaving audiences uncertain about the joke or the intended message.

The strongest humorous assets create a more complete audience experience. When the humour is both enjoyed and clearly understood, the execution is associated with substantially stronger cut-through potential than humorous content overall.

The implication is not that humour should become safer or more conventional. It is that the creative team must protect the audience's route into the joke. The premise, pacing and payoff should work together so that viewers can appreciate the humour without having to decode what is happening.

Humour that is **enjoyed** and **understood** achieves higher average percentile scores than overall humorous creatives

+37

CUT-THROUGH POTENTIAL



CASE SPOTLIGHT:



JUPILER *- BELGIANS KNOW WHY*
2026 Silver Effie
TV/BVOD - French

Category*: **Brand Image Campaign***
Agencies*: **Satisfaction + DraftLine, Publicis & Native Nation***

SEE THE CAMPAIGN

JUPILER TURNS A FAMILIAR BELGIAN TRUTH INTO HUMOUR VIEWERS ACTIVELY ENJOY

"*Belgians Know Why*" draws on familiar Belgian football culture and observations that audiences can recognise immediately. This familiarity gives viewers a fast route into the humour: the situations do not require lengthy explanation, while the personalities and cultural references create a sense of shared understanding.

The humour is therefore more than a decorative tone. It becomes the mechanism that invites the audience into the communication. The selected execution performs particularly strongly on Enjoyment and Active Involvement, showing how culturally accessible humour can both entertain and encourage audiences to lean in.

For marketers, the learning is to begin with a truth the audience can recognise. Humour becomes more effective when the audience feels included in the observation rather than positioned outside the joke.

ACTIVE INVOLVEMENT

TOP **9%**

ENJOYMENT

TOP **16%**

CASE SPOTLIGHT:



ALBERT HEIJN ***- SWAPPEN***
2026 Bronze Effie
TVC - Dutch

Category***: Successful Introduction***
Agencies***: Happiness Anywhere + Essence Mediacom & Dentsu Benelux***

SEE THE CAMPAIGN

ALBERT HEIJN MAKES BEHAVIOURAL CHANGE FEEL LIGHT, SOCIAL AND ENJOYABLE

“Swappen” could easily have become a conventional piece of behaviour-change communication: informative, worthy and easy to overlook. Instead, the campaign turns the idea of making healthier swaps into a playful social invitation.

The exaggerated presentation, energetic delivery and lightness of tone make the message feel participative rather than prescriptive. This helps the execution achieve exceptional Active Involvement and Expressiveness.

The broader lesson is that humour can reduce the distance between an audience and a practical message. Rather than instructing people from above, the creative invites them to join an entertaining behaviour that feels achievable and socially shared.

ACTIVE INVOLVEMENT

TOP 9%

EXPRESSIVENESS

TOP 9%

1.2

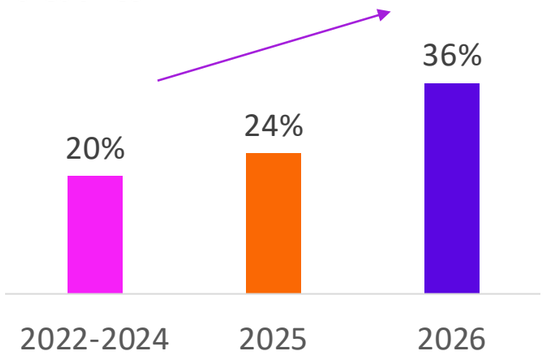
RECOGNISABLE TALENT creates human connection

Recognisable people offer audiences an immediate point of entry into an execution. Public figures, presenters, athletes and experts arrive with existing associations, reducing the distance between the audience and the communication.

But recognition alone is not the source of effectiveness. The person must have a credible role in the idea. When the relationship between the talent, the subject and the brand feels natural, familiarity can encourage audiences to lean in and make the content feel more accessible and appealing.

This is why recognisable talent should not be treated simply as borrowed fame. Its real value lies in its ability to create a human connection that supports the creative idea.

Recognisable talent appears increasingly often in Effie Belgium creatives



Percentage of Effie Belgium creatives using recognisable talent



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Familiarity gives audiences a reason to lean in

Within this year's Effie Belgium finalist creative, assets featuring recognisable talent are associated with higher scores on Active Involvement, Enjoyment and Appeal than assets without recognisable talent.

The pattern suggests that audiences respond not only to knowing the person, but also to the familiarity and accessibility the person brings to the execution.

Effie Belgium creatives featuring recognisable talent achieve higher average percentile scores than creatives without:

+23
ACTIVE INVOLVEMENT

+12
ENJOYMENT

+8
APPEAL

CASE SPOTLIGHT:



1712 – ***1712 makes the unspeakable speakable***
2026 Silver Effie
TVC – Dutch

Category***: Social Impact - Positive Change***
Agencies***: Publicis Groupe Belgium + DPG Media***

SEE THE CAMPAIGN

1712 USES FAMILIAR FACES TO BREAK THE FOURTH WALL TO BREAK THE SILENCE

1712 brings its message into the familiar world of “Familie”. Rather than appearing in a conventional advertising break, established characters Annie and Ray interrupt the programme and address viewers directly about elder abuse.

Their relationship with the programme and its audience is central to the idea. By stepping outside the fictional story, the familiar characters connect a difficult real-life issue into a trusted context and demonstrated a behaviour the campaign is asking viewers to adopt: breaking the silence and seeking support.

The execution turns recognition into involvement, relevance and a clear invitation to act. Familiar talent is not used simply to attract attention; the audience’s existing relationship with the characters gives the intervention its credibility and impact.

ACTIVE INVOLVEMENT

TOP **1%**

ACTION LIKELIHOOD

TOP **10%**

CASE SPOTLIGHT:



KOM OP TEGEN KANKER / #WhatTheSmoke & #RIProken -
The long game: building a smoke-free generation
2026 Gold Effie
Online - Dutch

Category***: Sustained Success***
Agencies***: BBDO + Reputation & SpaceFWD***

SEE THE CAMPAIGN

#RIP ROKEN USES FAMILIAR PERSONALITIES TO MAINTAIN A MOVEMENT CONNECTED TO YOUTH CULTURE

Across its campaigns and initiatives, RIP Roken repeatedly works with personalities who are already familiar within the cultural environments of its audience. The individuals change, but their role remains consistent: translating an institutional anti-smoking message into language, activities and experiences that feel closer to young people.

Gaming, street sports, creator content and live activations give these personalities something meaningful to participate in. Rather than appearing beside the campaign as borrowed fame, they introduce challenges, demonstrate experiences and invite audiences to join Team #RIPROKEN.

The selected 2024 execution featuring familiar faces brings this approach into the ASPHALT street-sports setting.

ACTIVE INVOLVEMENT
TOP **1%**

EXPRESSIVENESS
TOP **21%**

ENJOYMENT
TOP **15%**

RELEVANCE
TOP **7%**

CASE SPOTLIGHT:



Albert Heijn – ***Swappen***
2026 Bronze Effie
Social – Dutch

Category***: Successful Introduction***
Agencies***: Happiness Anywhere + Essence Mediacom & Dentsu Benelux***

SEE THE CAMPAIGN

ALBERT HEIJN LEVERAGES RECOGNISABLE TALENT THROUGH TRUSTED EXPERTISE

Albert Heijn uses Jeroen Meus in a role that feels credible and familiar to the audience. His relevance comes not simply from being recognised, but from the connection between his public profile, food expertise and the behaviour the campaign is encouraging.

This makes him more than a face attached to the communication. He provides a human route into the idea, translating “Swappen” into something approachable, practical and socially engaging. The execution achieves exceptional Active Involvement and strong Appeal.

For marketers, the lesson is that recognisable talent works hardest when familiarity and role fit reinforce one another. Recognition may secure the first moment of attention, but credibility and relevance determine whether the audience remains engaged in the story.

ACTIVE INVOLVEMENT

TOP 3%

EXPRESSIVENESS

TOP 20%

1.3

DISTINCTIVENESS stands out

Advertising often competes against familiar category conventions, repeated formats and a constant flow of content.

Standing out is not simply about being louder or more unusual.

Creative distinctiveness helps an execution interrupt those patterns and gives audiences something, they have not encountered in quite the same way before.

This does not mean being unusual for its own sake. Distinctive creative works when its visual style, narrative structure, tone or central device creates a compelling audience experience rather than simply adding novelty.



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Creative distinctiveness builds Brand Difference

Highly distinctive executions create a noticeably different audience response: They are more actively involving and more expressive, demonstrating the attention value of breaking with familiar advertising patterns.

The effect is also visible in Brand Difference. While Ad Distinctiveness captures whether the execution itself stands out, Brand Difference captures whether that experience contributes to perceptions of the brand as meaningfully different.

The opportunity is therefore not simply to make an unusual ad. It's to create an experience whose distinctiveness becomes associated with the brand.

Effie finalist assets with high creative distinctiveness achieve higher average percentile scores than creatives with low creative distinctiveness:

+47
ACTIVE INVOLVEMENT

+26
EXPRESSIVENESS

+52
BRAND DIFFERENCE

CASE SPOTLIGHT:



Yuki - ***Altijd in Sync***
2026 Bronze Effie
TVC - French

Category***: Business to Business***
Agencies***: The Other Agency***

SEE THE CAMPAIGN

YUKI CREATES A DISTINCTIVE CREATIVE WORLD, MAKING A FUNCTIONAL B2B MESSAGE HARD TO IGNORE

Yuki breaks the convention of accounting communication by turning the relationship between accountants and entrepreneurs into a distinctive visual and behavioural world. The unusual “in sync” device creates movement, personality and a recognisable campaign structure around a technical B2B subject.

The treatment makes the message more involving and expressive while contributing to a differentiated impression of the brand. Rather than simply explaining the software, Yuki creates a world that dramatizes the relationship the product is designed to support.

For marketers, the learning is that distinctiveness can also come from building a complete creative environment around a functional benefit.

AD DISTINCTIVENESS

TOP **25%**

ACTIVE INVOLVEMENT

TOP **7%**

EXPRESSIVENESS

TOP **24%**

BRAND DIFFERENCE

TOP **30%**

CASE SPOTLIGHT:



Doccle

The early bird catches the worm

Social - Dutch

Category***: Business to Business***
Agencies***: AdSomeNoise***

SEE THE CAMPAIGN

DOCCLE USES A REPEATABLE CREATIVE PLATFORM KEEPS A FUNCTIONAL MESSAGE FRESH

Doccle transforms Peppol activation into an expressive platform built around the familiar “early bird” idea. The organising concept gives audiences an immediate route into a technical subject, while changing destinations, rewards and executions keep the campaign fresh.

The platform provides recognisability without forcing every asset to look identical. Individual executions can flex across formats and messages while remaining connected to the same central idea.

The result is a more engaging treatment of a functional B2B message and an example of how a distinctive platform can generate attention across an extended campaign system.

AD DISTINCTIVENESS

TOP **28%**

ACTIVE INVOLVEMENT

TOP **23%**

EXPRESSIVENESS

TOP **17%**

ENJOYMENT

TOP **30%**

2 ENSURE ATTENTION BELONGS TO THE BRAND

Earning attention is necessary, but it is not the same as creating value for the advertiser. The feature that attracts the audience can also become the feature they remember most. People may recall the joke, the personality or the creative style without clearly connecting that experience to the brand.

This is why branding really matters.

Strong branding does not mean interrupting the idea with more logos or repeating the brand name without purpose. It means making the brand identifiable and giving the product, service or brand properties an essential role in the experience audiences are responding to.

This year's insights show that Effie creativity is hitting the mark when it comes to efficient brand connection.

Effie Belgium 2026 finalist creatives

+ 10

percentile points on

BRANDING

2026 vs. 2025

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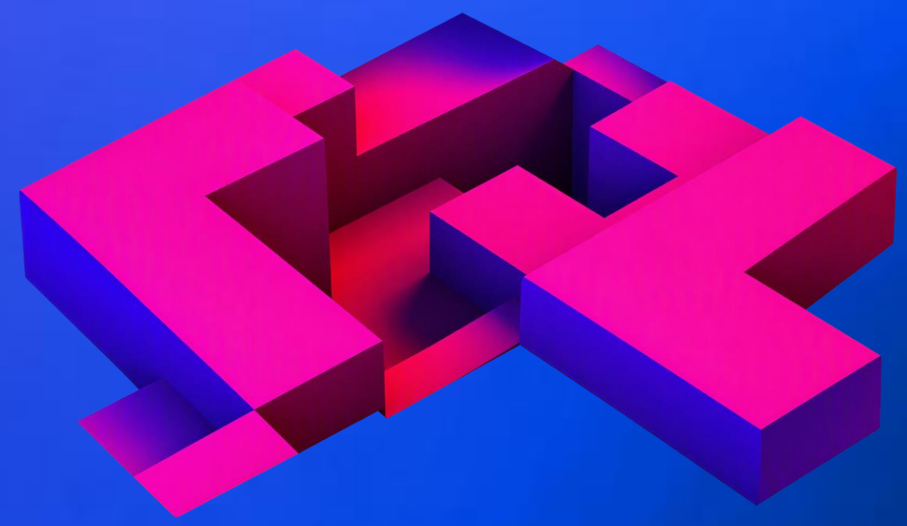
Two recurring routes to brand ownership in Effie Belgium finalist creative:

1 MAKE THE PRODUCT ESSENTIAL TO THE IDEA

2 BUILD RECOGNITION THROUGH CONSISTENCY

Give the product a meaningful role within each execution, and preserve recognisable brand and campaign properties across formats and occasions.

Together, these approaches help connect attention to the brand and build recognition over time.



General

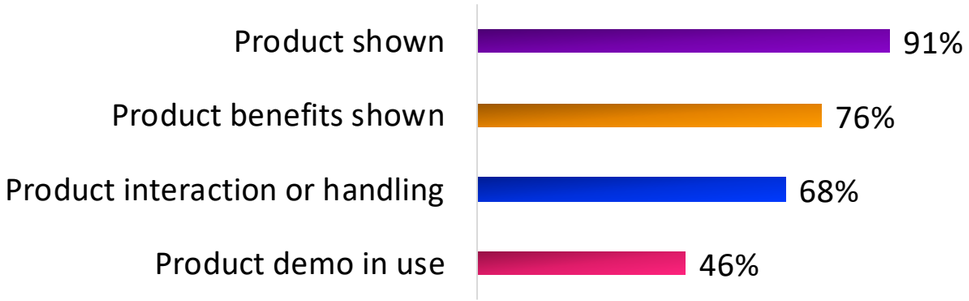
2.1

BRING THE PRODUCT TO LIFE

Well-branded executions rarely rely on a logo alone. They are more likely to give the product an active role: showing it, handling it, demonstrating it in use or making its benefit visible.

These features do not all play the same role, and their presence alone does not guarantee effectiveness. However, together they suggest that strong brand ownership is often built through active product participation rather than passive product visibility.

The product is your most concrete route from entertainment to brand ownership.



*Percentage of **well-branded** Effie Belgium 2026 creatives with specific product actions*

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Give the product a role, not just visibility.

Among these different forms of participation, demonstrating the product in use provides the clearest measurable comparison in this year's data. Creatives that show the product being used are associated with higher scores on Branding, Relevance, Persuasion and Affinity than assets without an in-use demonstration.

Showing the product in use allows viewers to see what the brand does, why the product matters and how it fits into an experience. This creates a more natural route from executional attention to product and brand meaning.

Effie finalist creatives with a product demonstration achieve higher average percentile scores than creatives without.

+28
BRANDING

+21
RELEVANCE

+26
PERSUASION

+32
AFFINITY

Make the brand identifiable.
Make the product integral.



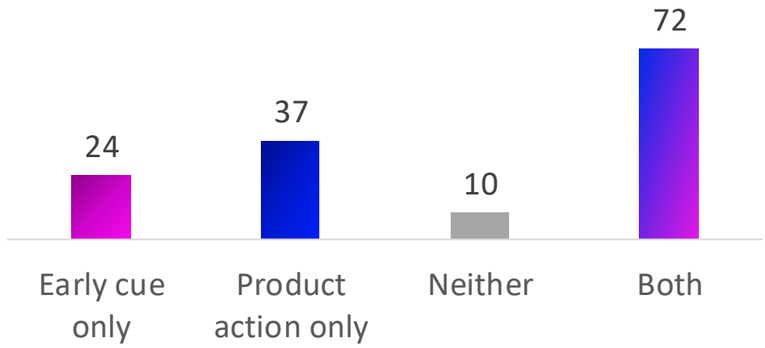
Stronger branding when both work together.

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Visibility vs. Integration

An early brand cue establishes ownership; product action gives that ownership meaning. Used separately, both are associated with some improvement in Branding. Used together, the relationship is substantially stronger. This suggests that brand integration is stronger when visibility and creative function work together.

Early ownership and product action work best together



Average branding percentile by level of product integration

The combined approach reaches an average Branding percentile of 72, placing the group in the top 30% of comparable advertising. The learning is not simply to show the brand earlier or display the product more often. It is to make the brand identifiable while giving the product a meaningful role in the experience.

CASE SPOTLIGHT:



APEROL - ***Worth the Detour***
2026 Bronze Effie
TVC

Category***: Branded Customer Experience***
Agencies***: Publicis Groupe + Mindshare Belgium & Butik***

SEE THE CAMPAIGN

APEROL MAKES THE BRAND INDISPENSABLE TO THE ENTERTAINMENT

The execution places Aperol at the centre of the comic situation. A waiter is repeatedly confronted with demand for Aperol, allowing the product to create the tension, drive the action and provide the eventual payoff.

This is stronger than placing the product inside an entertaining story. Without Aperol, there is no story. The product is the source of the behaviour audiences are watching and the reason the situation escalates.

This narrative dependence helps the execution perform strongly not only on Cut-through Potential and Short-term Sales Likelihood, but also on Branding. The audience does not need to leave the entertainment to identify the advertiser because the brand is the organising force within the entertainment.

The product earns attention and claims ownership of it at the same time.

BRANDING

TOP **30%**

CUT-THROUGH POTENTIAL

TOP **25%**

SHORT-TERM SALES LIKELIHOOD

TOP **20%**

2.2

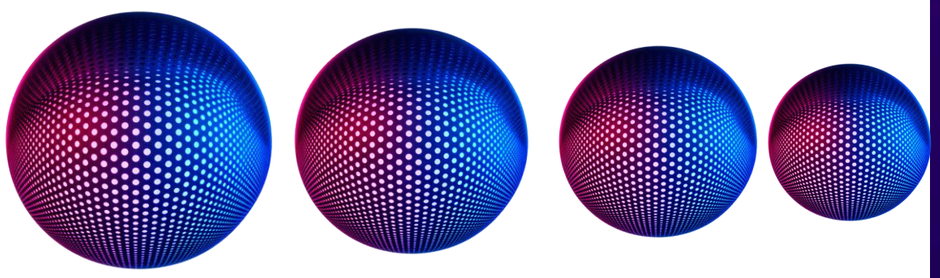
BUILD RECOGNITION THROUGH CONSISTENCY

Consistency does not mean repeating the same advertisement. It means preserving recognisable brand or campaign properties while allowing individual executions to change across messages, formats and occasions.
These recurring properties might include a visual world, tone of voice, character, product role, distinctive asset or central campaign idea.

Across this year's Effie Belgium finalist creatives, consistent executions are associated with modest but broad improvements across several brand-building outcomes. Compared with assets without a consistent campaign system, consistent assets perform better on Meaningful, Different and Demand Power.

The pattern is not dramatic on any single measure, but its breadth matters. Consistency appears to help executions contribute to a cumulative brand impression: easier to recognise, easier to understand and more likely to reinforce the same brand meaning over time.

Consistency should therefore be treated as an amplifier rather than a rescue strategy. Repetition cannot compensate for a weak creative idea, but recognisable campaign properties can help strong individual executions add up to something larger.



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Consistency creates broad brand-building gains

Effie Belgium finalist creatives within a consistent campaign achieve higher average percentile scores than creatives without

+6
MEANINGFUL

+5
DIFFERENT

+5
DEMAND POWER

+5
BRANDING

Change the execution. Preserve the brand world.

CASE SPOTLIGHT:

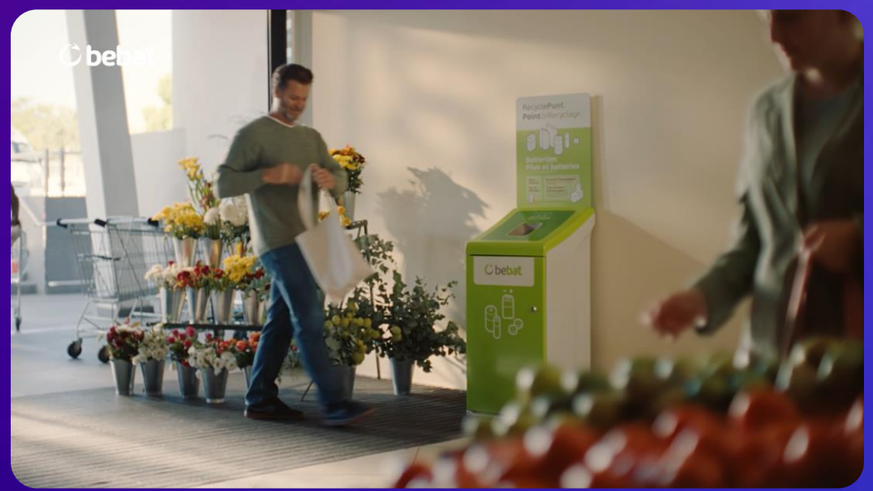
2023
Build emotion at scale



2024
Repeat the feeling



2025
Refresh the stories and reinforce action



BEBAT
Goed doen voelt goed
TVC - French

Category***: Sustained Success***
Agencies***: Happiness Anywhere + Essence Media***

SEE THE CAMPAIGN

BEBAT REPEATS THE EMOTIONAL REWARD AND BUILDS BRAND OWNERSHIP

Across 2023 to 2025, Bebat has built consistency around a stable emotional idea: doing something good should also feel good. The situations change, but battery collection is repeatedly connected to the same positive emotional reward.

The campaign develops this platform through complementary roles. Television and online video build the feeling at scale. Radio and OOH repeat and refresh the idea across more occasions. Communication closer to the moment of action turns recognition into a practical reminder.

Recurring properties, including the battery's role, the collection universe and the battery icon, allow the executions to remain fresh while still being identifiable as Bebat. The selected work reaches the top 30% on Branding, while also performing strongly on Understanding, Relevance and Action Likelihood.

This strengthens the interpretation of consistency in the case. Bebat is not merely repeating a campaign line. It is repeatedly assigning the same emotional and practical meaning to the brand.

BRANDING

TOP **30%**

RELEVANCE

TOP **29%**

ACTION LIKELIHOOD

TOP **20%**

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CASE SPOTLIGHT:





KOM OP TEGEN KANKER / #WhatTheSmoke & #RIProken -
The long game: building a smoke-free generation
2026 Gold Effie
Online - Dutch

Category***: Sustained Success***
Agencies***: BBDO + Reputation & SpaceFWD***

SEE THE CAMPAIGN

#RIP ROKEN STAYS RECOGNISABLE BY EVOLVING WITHIN YOUTH CULTURE

Across the years, Kom op tegen Kanker has maintained a recognisable way of behaving through Team #RIPROKEN: direct, energetic and rooted in environments young people already engage with.

The creators, activities and cultural references change, but the platform continues to invite young people into the same smoke-free movement. Gaming, street sports, creator content and live experiences allow each wave to feel current without abandoning the Team #RIPROKEN identity.

The consistency therefore lies less in identical executions than in a repeatable audience relationship. The campaign enters youth culture, translates the consequences of smoking into relevant experiences and gives audiences an active role. The platform can remain culturally adaptive while still creating clear ownership and a strong route towards action.

BRANDING

TOP **30%**

RELEVANCE

TOP **30%**

ACTION LIKELIHOOD

TOP **1%**

SPOTLIGHT ON
CREATOR CONTENT

From brand ownership to creative partnership

The previous chapter showed that attention becomes more valuable when the product, brand or campaign properties remain clearly identifiable. Creator content introduces a new version of the same challenge.

Creators can offer brands immediate access to established audiences, platform fluency and cultural contexts that conventional brand communication may struggle to enter naturally. Their value can extend well beyond reach. Creators may help a brand demonstrate a product, translate an idea into the language of a community, stimulate conversation or make a launch feel like a shared discovery.

But the creator can also become the most memorable element of the execution. Attention may accumulate around the personality, story or platform moment without creating a clear role for the brand. Creator effectiveness therefore depends on more than selecting a familiar face or achieving visible engagement.

The strongest partnerships give the creator a credible creative role while protecting brand ownership. This requires clarity about the job the creator is expected to perform and how that contribution connects to the wider campaign.

In this year's Effie Belgium finalist work, creator content appears in 30% of campaigns, confirming that it is no longer a peripheral format. The question is no longer simply whether brands should work with creators, but what role creators should play within the wider campaign system.



Creator content is built to connect…

Creator content often has a natural advantage in attracting an active audience response. Creators understand how to speak within the rhythms and conventions of their platforms, while their established relationship with followers gives audiences an immediate human point of entry.

Within this year's Effie Belgium finalist assets, creator content is associated with stronger Active Involvement, Enjoyment and Expressiveness than non-creator content.

The pattern suggests that creators can make communication feel more immediate, participative and native to the environment in which it appears.

Effie Belgium creator content achieves higher average percentile scores than non-creator content

+26
ACTIVE INVOLVEMENT

+14
ENJOYMENT

+25
EXPRESSIVENESS

+36
DYNAMIC

…but creators should be creative brand partners



Only

27%

of creator content connects to the brand

Source: Kantar Context Lab

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Strong engagement is a valuable starting point, but it does not capture the creator's complete contribution.

Different partnerships perform different jobs: generating social momentum, making the brand memorable, demonstrating a product or encouraging action.

Success therefore depends on what the creator is expected to deliver, not simply how much interaction the content attracts.

To evaluate creator effectiveness fully, marketers need to look beyond engagement alone and consider the combination of audience response, brand contribution and behavioural potential.

Creator effectiveness is multidimensional

The creator-specific results reveal that effectiveness is not one uniform profile.

Creator content is often judged through visible platform signals such as views, likes or shares. These measures can indicate momentum, but they do not explain the complete contribution the content makes to the campaign

An execution may feel culturally relevant without becoming highly shareable. It may encourage interaction while leaving only a limited impression of the brand. Alternatively, it may support brand or commercial outcomes without becoming a viral moment.

Kantar's **Creator Content Effectiveness Framework** evaluates whether creator content is culturally relevant, designed for its platform environment, capable of generating engagement and able to contribute to brand and sales outcomes.

Together, these dimensions provide a more complete view of the particular kind of value creator content creates.

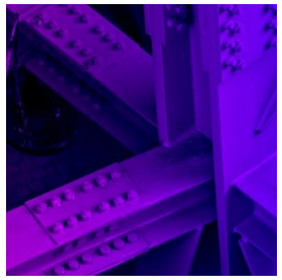
For marketers, this means beginning with the intended role of the creator.
Is the priority to enter a community credibly, earn visibility, stimulate interaction, strengthen the brand or support sales?
The answer should guide both the creative partnership and the way performance is evaluated.

However, it is important to leverage creators by building a long-term creative platform. Rather than creating standalone campaigns, successful brands build one strong idea and stick with it over time, making them easier to recognise and remember.

READ MORE ABOUT KANTAR'S CREATOR GAME PLAN

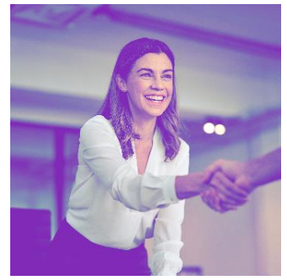
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The five dimensions that drive creator effectiveness



Brand Building

Does it strengthen brand meaning over time?



Sales Contribution

Is it likely to influence commercial outcomes?



Cultural Relevance

Does the content feel authentic and resonate in the communities that matter?



Algorithmic Advantage

Is it designed to earn visibility in platform environments?



Engagement Potential

Does it invite interaction that builds momentum?

Together, these dimensions contribute to three practical expressions of creator performance: **Viral Power, Brand Power** and **Sales Power**.

CASE SPOTLIGHT:

CÔTE D'OR × BISCOFF USE BALANCED CREATOR PROFILES TO TURN A LAUNCH INTO A SHARED DISCOVERY

Côte d'Or x Biscoff uses creator content to make the launch feel like a moment audiences can discover and react to alongside familiar personalities. The creators provide an accessible route into the collaboration, but the partnership between the two brands remains the central event.

The creator-framework results show a comparatively balanced profile across Viral Power, Brand Power and Sales Power. This balance reflects content that can generate social momentum while retaining a meaningful role for the collaboration being introduced.

The learning is that creators work particularly well for launches when their role is built around genuine discovery, demonstration or reaction. The creator gives the audience a human point of entry, while the launch itself supplies the reason for the content.

Côte d'Or - ***Côte d'Or x Biscoff Two Belgian Icons***
2026 Bronze Effie
Creator Content

Category***: Successful Introduction***
Agencies***: Ogilvy Social.Lab Brussels + Amphion, Publicis Groupe Belgium, Whyte Corporate Affairs & Bullet Proof***

SEE THE CAMPAIGN





SALES POWER

TOP **30%**

VIRAL POWER

TOP **29%**

BRAND POWER

TOP **26%**

General

CASE SPOTLIGHT:

VIRTUAL DONORS MAKES THE GAMING COMMUNITY PART OF THE IDEA

Virtual Donors translated organ donation into a behaviour gamers already understand: saving another life. Custom modifications allowed players to donate unused in-game resources and help revive or protect other players, turning an abstract real-world choice into a meaningful gaming mechanic.

The campaign was developed with modders and gaming creators rather than introduced into the community as conventional advertising. Streamers, podcasts and players then demonstrated the mechanic, created their own content and carried the idea through gameplay and peer-to-peer sharing.

This is creator partnership at its most integrated. The community did not simply distribute the message; it helped shape the experience through which the message became relevant.

Organ Donor Foundation, Reborn to be Alive - ***Virtual Donors***
2026 Gold Effie
Creator Content - Dutch

Category***: Social Impact - Positive Change***
Agencies***: AKQA***

SEE THE CAMPAIGN



VIRAL POWER

TOP **28%**

BRAND POWER

TOP **28%**



VIRAL POWER

TOP **30%**

General

CASE SPOTLIGHT:

APEROL SHOWS HOW CREATOR CONTENT CAN SPECIALISE IN VIRAL POWER

The Aperol creator executions place local ambassadors within social experiences built around discovery, hospitality and the idea that some detours are worth taking. The content is designed to feel immediate and native to the creator environment rather than like a conventional campaign edit.

The creator-framework profile is especially strong on Viral Power, where the content reaches the top 3%. Brand Power and Sales Power remain within the top 30%, but the defining strength of the execution is its ability to generate social momentum.

This illustrates why creator content should not be judged through a single template. A Viral Power specialist can play an important role in creating visibility and cultural energy, provided the wider campaign contains other assets and touchpoints that support brand and commercial objectives.

APEROL - ***Worth the Detour***
2026 Bronze Effie
Creator Content

Category***: Branded Customer Experience***
Agencies***: Publicis Groupe + Mindshare Belgium & Butik***

SEE THE CAMPAIGN





SALES POWER

TOP **30%**

VIRAL POWER

TOP **3%**

BRAND POWER

TOP **30%**

General

3 MULTI-CHANNEL SYNERGIES COMPOUND THE IMPACT

An individual execution can be highly effective in its own environment. But campaign effectiveness depends on how those executions work together across the wider media system.

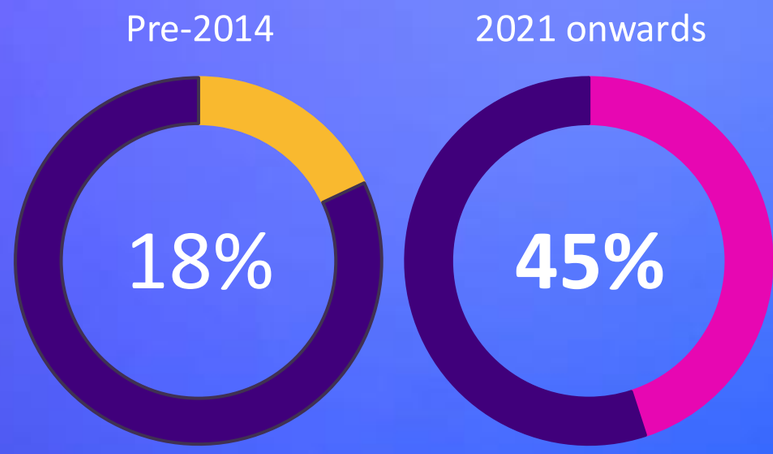
Cross-channel synergy is the additional impact created when different touchpoints reinforce one another, beyond what each would be expected to deliver independently. As media environments have become more fragmented, this connected contribution has become increasingly important.

The task is therefore not only to optimise each asset. Marketers must also design the relationships between touchpoints, ensuring that every execution extends, reinforces or deepens one recognisable campaign idea.

Individual executions win moments.

Connected campaigns make them add up.

Connected campaigns create value beyond isolated executions



Brand Impact from synergy effects (%)

Source: LIFT+ Database



Connection comes from complementary roles, not repetition

A connected campaign does not simply place the same asset everywhere. Nor does it create so many channel-specific variations that the central idea disappears. Effective systems balance recognisability with adaptation.

1 PRESERVE

Retain the central idea, brand world and distinctive properties that make every execution recognisable.

2 ADAPT

Shape the expression around the audience behaviour, context and creative possibilities of each channel.

3 ACCUMULATE

Combine touchpoints to extend reach, reinforce memory and deepen response.

Different expressions.
One recognisable campaign effect.

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Scale still matters…

Marketing effectiveness is not the same as media efficiency. Narrow targeting and highly optimised individual executions may improve efficiency, but they can also limit the number of people a campaign reaches and the total effect it creates.

Recent IPA analysis argues that marketing has become overly focused on targeting, short-term metrics and ROI at the expense of scale, reach and genuine brand-building effectiveness. The implication is not to abandon efficiency, but to balance it with sufficient ambition and campaign scale.

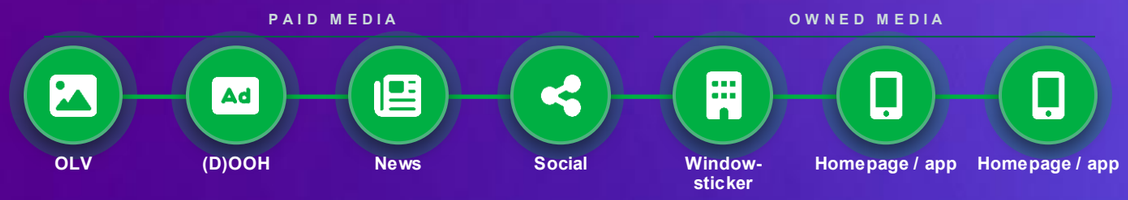
For marketers, the question is therefore not only whether each execution performs efficiently. It is whether the combined campaign reaches enough people, across enough relevant moments, to generate meaningful growth.



External reference: IPA Effectiveness Conference 2025, "Go Big or Go Home", Les Binet and Will Davis.

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CASE SPOTLIGHT:





Nationale Loterij / Loterie Nationale - ***Safe Play***
2026 Effie Finalist
Online - Dutch

Category***: Social Impact - Positive Change***
Agencies***: TBWA Group + iO digital & Initiative Media***

SEE THE CAMPAIGN

NATIONAL LOTTERY'S SAFE PLAY TURNS DIFFERENT TOUCHPOINTS INTO ONE PROTECTIVE SYSTEM

Safe Play uses a recognisable helmet-wearing turtle to make responsible play feel accessible and protective. The character symbolises the importance of slowing down in a category often associated with speed, while giving the campaign one consistent emotional and visual property.

Rather than repeating the same execution across every channel, the campaign gives different touchpoints complementary roles. Online video dramatizes the turtle's slowing behaviour, while OOH and DOOH establish the character and responsible-play message in public environments. News, social content and banners extend the idea into additional moments of attention.

Owned touchpoints then deepen the experience. The website, app, email and dedicated landing page provide further information and practical responsible-play tools. Together, the touchpoints move audiences from awareness towards reflection and informed action, while remaining connected through one recognisable campaign idea.

BRANDING

TOP **30%**

MEANINGFUL

TOP **30%**

CASE SPOTLIGHT:



Traditional communication makes the launch feel significant. Creator content makes the discovery feel personal. The product collaboration keeps both connected.



Côte d'Or - ***Côte d'Or x Biscoff Two Belgian Icons***
2026 Bronze Effie
TVC - French

Category***: Successful Introduction***
Agencies***: Ogilvy Social.Lab Brussels + Amphion, Publicis Groupe Belgium, Whyte Corporate Affairs & Bullet Proof***

SEE THE CAMPAIGN

CÔTE D'OR × BISCOFF TURNS A PRODUCT LAUNCH INTO A CONNECTED DISCOVERY SYSTEM

Côte d'Or x Biscoff demonstrates how creator content can complement rather than replace broad-reach brand communication. The collaboration between two familiar Belgian brands provides one clear product story, while different touchpoints help the launch perform different jobs.

Brand-led communication establishes the collaboration as a significant launch and keeps the two products and packs at the centre. Creator content then translates that scale into more personal moments of discovery, tasting and demonstration. Retail communication brings the product closer to availability and action.

The strongest creator executions retain the product as the reason for the content, allowing social momentum to build without losing brand ownership. Together, the campaign moves between mass visibility and personal discovery while preserving the idea: two Belgian icons brought together in one product.

CUT-THROUGH POTENTIAL
TOP **17%**

SHORT-TERM SALES LIKELIHOOD
TOP **9%**

BRANDING
TOP **9%**

DEMAND POWER
TOP **13%**

HONOURABLE MENTIONS:

OTHER FINALIST CAMPAIGNS THAT BUILD CONNECTED SYSTEMS…

Scarlet - ***3 years to avoid succumbing to a price war.***

2026 Silver Effie

Category: **Sustained Success**
Agencies: **AKQA (SILK) + WPP Media**

Scarlet adapts one direct, no-nonsense platform across television, TikTok, radio and OOH. Different executions address network, data and customer service, while the recurring verbal structure keeps the campaign connected across languages, messages and waves.

SEE THE CAMPAIGN

Jupiler - ***Belgians Know Why***

2026 Silver Effie

Category: **Brand Image Campaign**
Agencies: **Satisfaction + DraftLine, Publicis & Native Nation**

Jupiler extends one recognisable Belgian football platform through television, social content, familiar personalities and participative formats. Each execution offers a different point of entry, while shared cultural observations keep the campaign unmistakably connected.

SEE THE CAMPAIGN

Volkswagen Commercial Vehicles - ***The Real Work***

2026 Bronze Effie

Category: **Brand Image Campaign**
Agencies: **Voltage (by TBWA) + Space**

Volkswagen builds a connected content system around real entrepreneurs and the work their vehicles enable. Radio and professional media establish the idea, while LinkedIn and Facebook deepen the stories around each entrepreneur, craft and vehicle.

SEE THE CAMPAIGN

General

TAKEAWAYS

FROM EFFIE BELGIUM'S MOST EFECTIVE CREATIVITY

1 Earn attention deliberately

Humour, recognisable talent and creative distinctiveness provide different routes into the audience experience. The appropriate route depends on the message and context, but each must give audiences a clear and rewarding reason to engage.

2 Make the attention belong to the brand

Creative devices work harder when they are integral to the advertiser rather than merely placed beside it. Show the product doing something meaningful and preserve recognisable campaign and brand properties across executions.

3 Define creator effectiveness around the intended role

Creator content can generate Viral Power, Brand Power and Sales Power in different combinations. Begin with the role the creator is expected to play, then evaluate the content against that objective.

4 Connect the campaign, not just the assets

Adapt executions to the context of each channel while preserving one recognisable brand idea. Different touchpoints should perform complementary jobs that allow the campaign effect to accumulate.

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WHERE NEXT?

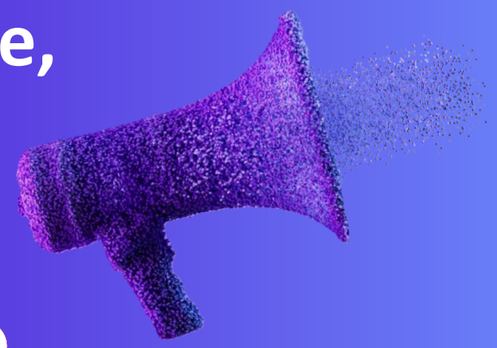
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Attention Please, Belgium

How to earn it, own it and compound it.

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EXPLORE PREVIOUS BELGIAN EDITIONS

2025

Belgian connections: Creativity That Resonates

EXPLORE 2025 →

2024

The Secrets Behind Ideas That Work: A Belgian Brew of Creativity

EXPLORE 2024 →

DISCOVER LINK AI →

Test and optimise creative with **Kantar LINK AI**

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ABOUT KANTAR

Kantar is the world's leading AI-native marketing data and analytics business and an indispensable brand partner to the world's top companies. We combine meaningful attitudinal and behavioural data with deep expertise and advanced analytics to understand how people think and act, and to help clients shape the marketing strategies that will define their future.

For more information, visit **www.kantar.com**

ABOUT EFFIE BELGIUM

Effie Belgium celebrates marketing effectiveness and recognises ideas that deliver demonstrable results. The Belgian programme brings together advertisers, creative agencies, media agencies and the wider marketing community around a shared commitment to effective marketing communication. Effie Belgium is governed on a voluntary basis by four Belgian professional associations: UBA, ACC, STIMA and UMA. It forms part of the wider Effie network, which provides a global benchmark for effective advertising and marketing communication.

For more information, visit **www.effiebelgium.be**

ABOUT THE PARTNERSHIP

Kantar is a partner of Effie Belgium. As part of this partnership, Effie Belgium provided Kantar with access to submitted finalist campaign materials for the purpose of the Effie research. Kantar analysed the creative assets using LINK AI, alongside creative tagging and expert analysis. The resulting findings and interpretations presented in this booklet were developed by Kantar based on this analysis and the campaign materials made available through the partnership.