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Effie Slovenia Celebrates 2014 Winners & Finalists

The 2014 Effie Slovenia winners & finalists were celebrated on March 26.

The winners of the 2014 Effie Slovenia competition were announced on March 26, 2015 on the first night of the 24th Slovenian Advertising Festival. This year, 9 winners were awarded.

Gold Effie winners:

- Mlekarna Celeia and Pristop and Pristop Media, in cooperation with Aragon for the case **Ahead in nature**
- Atlantic Grupa and Pristop, in cooperation with Renderspace and Valicon for the case **Even you need Donat Mg**

Silver Effie winners:

- Atlantic Grupa and Publicis, in cooperation with Media Publikum and Publicis Macedonia for the case **Approved by moms**
- Sberbank banka, Saatchi&Saatchi and Publicis FMX, in cooperation with Mayer McCann Budapest and Gooja for the case **Sberbank – change the bank**

Bronze Effie winners:

- Mlekarna Celeia, Pristop and Pristop Media, in cooperation with Aragon for the case **The launch of the Oki Doki brand**

- Perutnina Ptuj, Futura DDB and Innovatif for the case **Mad about Poli**
- Mercator, Pristop and Pristop Media for the case **Mercator Pika – Renovation of the loyalty program**
- Si.mobil and Luna\TBWA, in cooperation with agencies ZenithOptimedia and Aragon for the case **Si.mobil fast mobile internet**
- Zavarovalnica Tilia and Luna\TBWA, in cooperation with OMD and Aragon for the case **Whatever's the fuss, you can count on us.**

All finalist & winner cases, summaries, and jury perspective is available in the 2014 Effie Slovenia Awards Journal.

Effie Slovenia also celebrated local special recognitions, including Effie Slovenia's most effective marketer, agency, and brand of the year. These recognitions are tabulated based on the finalists & winners of the 2014 Effie Slovenia competition (using the same point methodology as the Effie Effectiveness Index):

- Most effective marketer for Effie Slovenia 2014 - Atlantic Grupa, d.d.
- Most effective agency for Effie Slovenia 2014 - Pristop d.o.o.
- Most effective brand for Effie Slovenia 2014 - Zelene Doline

This award ceremony concluded the 7th Effie cycle in Slovenia. This year's competition saw the highest number of entries on record and piloted an online entry application system. Effie Slovenia 2014 was conducted with two jury rounds, lead by Aleksandra Kregar Brus, head of the central marketing of Atlantic Grupa.

More information:

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