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Effie Romania Celebrates Winners of 2013 and Ten Years of Effie Awards

On June 10th, Effie Romania celebrated its tenth edition of the Romanian Effie Award at the National Opera.

One Grand Effie, thirteen gold, seven silver and ten bronze were awarded to 18 agency and client teams who best demonstrated successful cases of effective marketing communication in 2013. McCann Erickson Romania/Sprite took home the Grand Effie for their campaign "National Consumer Promo". Other big winners of the night included Leo Burnett/Target and Graffiti BBDO/Pepsi.

For more information, please visit Effie Romania's [Facebook page](#).

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The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with the Global Effie, the Euro Effie, the Middle East / North Africa Effie and more than 40 national Effie programs. For more details, visit www.effie.org. Follow [@effieawards](#) on Twitter for updates on

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