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## 2015 Effie Awards Russia Gala

The Effie Awards Russia organizers awarded the most effective marketers in Russia on April 26 at the Studio of Theatrical Art.

The Effie Awards recognize and celebrate the most effective campaigns for a full range of products and services, from general merchandise to financial services and corporate reputation. The Effie Awards Russia competition, run in partnership with RBC, has been held in Russia since 2001.

This year's jury consisted of a panel of 74 industry experts. The entries were judged in two stages, and a total of 27 winners received awards in 45 categories: 1 Grand Prix, 7 Gold, 8 Silver, and 11 Bronze Ef-fies were presented.

"This year, the Effie Russia 2015 organizers and judges chose the Grand Effie winner among the strongest contestants including Google Russia, Tele2, and Petrovich Construction Trading House. The cases were all from different categories, but the majority of jurors awarded the Grand to Petrovich Construction Trading House and Contrapunto for their campaign 'Petrovich. Those who dare to reno-vate.' from the Retail category," said Ekaterina Son, CEO of RBC Publishing House. "This campaign did what the brand needed: it increased its effectiveness as demonstrated by the growth of the compa-ny's profit. Notably, the Grand Effie was awarded not simply to a Russian company, but a regional brand that was able to grow in the

market amid a general slump throughout the year, and also to ex-pand its presence in Moscow and advance to the national level.”

Data from the 2015 Effie Awards Russia competition was analyzed to determine this year’s most effective companies. BBDO was awarded Agency of the Year, and Google Russia and Petrovich Construction Trading house were both awarded Company of the Year.

The complete list of winners of Effie Awards Russia can be found [here](#).