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32 Winners Celebrated at 2016 Effie Awards Romania Gala

Telekom Romania, Leo Burnett & Target won the Grand Effie for "Tadaaam GigaWeekend" at the 13th Effie Awards Romania Gala. This year 12 agencies and clients received trophies, including the Grand Effie, 5 Gold, 9 Silver and 17 Bronze. The Awards Gala took place on September 22 at the National Museum of Art, and was hosted by Andreea Esca, the most well-known Romanian TV news presenter on Pro TV.

The winning agencies included CAP, GMP Advertising, Graffiti BBDO, Heist Industries, Jazz, Kubis Interactive, Leo Burnett România, McCann Worldgroup România, Nurun, Orange România, Publicis România, and Webstyler.

The awarded brands were: ACR, Amigo, Bergenbier, Burn, Carrefour, Ciucaș, Dacia Logan Prestige, Doncafé, eMAG, Federația Română de Fotbal, Grolsch, ING Bank, KFC, National Institute for Blood & Untold, Natura 2000 NGO Coalition, Neumarkt, Orange, Pizza Hut, Telekom and Vodafone. The jury was led by Paweł Tyszkiewicz, Chairman & CEO of SAR Marketing Communication Association, the organizing Association of Effie Poland. It was composed of top managers from clients and agencies as well as representatives from the academic field.

"Effie Romania is getting stronger and better defined. It is the business-oriented marketing industry event with a focus on education," Tyszkiewicz said. "I was honored to take part in the first Effie Romania Gala that presented substantial changes: new entry forms, updated rules of evaluating cases and most importantly, a new type of interaction between jury members – a robust and moderated discussion component of

judging. Maintaining and developing such standards will bring Effie Romania more effective campaigns in the future, because the discussions we have will promote the sharing of opinions between practitioners, and will create a strong, ambitious, and competitive marketing industry.”

For more details and a full list of winners, [read more>](#).