



Jun 15, 2017 Europe

## 2017 Effie Awards Serbia Announces Inaugural Winners

Winners of the inaugural Effie Awards Serbia competition were recognized on June 15 at the Radisson Blu Old Mill Hotel in Belgrade. Around 150 guests from the marketing communications industry attended the celebration. Two Silver and six Bronze trophies were awarded to the most effective marketing campaigns that ran in Serbia between July 1, 2015 and December 31, 2016.

Leo Burnett Belgrade, Publicis One Serbia and Vip Mobile won Silver in the Telecommunications category for their campaign, "Viber – Vajber campaign." Another Silver was awarded to Idea Plus Communications and Grand Prom for their campaign, "Kafa nove generacije (Grand Black 'N' Easy)" in the New Local Products or Services Introduction category.

The Effie Awards were introduced and organized for the first time in Serbia by International Advertising Association - [IAA Serbia](#). With the 2017 competition, Serbia became the 41th national program to join the global Effie Awards network. The Effie Awards are known by advertisers and agencies globally as the pre-eminent effectiveness award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success.

All the finalists and winners of the 2017 Effie Awards Serbia competition will be ranked in the [2018 Effie Effectiveness Index](#), which identifies and ranks the most effective agencies, marketers, brands, networks, and holding companies by analyzing finalist and winner data from Effie Award competitions around the world. Announced annually, it is the most comprehensive global ranking of marketing effectiveness.

To view the list of 2017 Effie Awards Serbia finalists, click [here](#) >