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## 2018 Effie Awards Croatia: Zagrebačka pivovara, BBDO Zagreb, Universal McCann, Degordian, and Pragma komunikacije Win the Effie Grand Prix for "Žuja is the Law"

Rovinj, April 13, 2018 - In a ceremony held during the Communication Days Festival in Rovinj, on April 13, the prestigious Effie Awards were awarded to the best agencies and advertisers for exceptional marketing communications in the areas of creativity, strategy, and achieved results.

This year, the Grand Prix winner is "Žuja is the Law" (2015-2017) by Zagrebačka pivovara, their primary agency BBDO Zagreb, media agency Universal McCann, Degordian, and Pragma komunikacije, which also won a Gold Effie in the Long-Term Effectiveness category.

Additional winners of the Gold Effie Awards included Dalmacijaavino Split, Imago Advertising Agency, Agency Unit, and Zero for the campaign "Pipe Shot"; Zagreb Brewery, BBDO Zagreb, Universal McCann, Degordian, and Pragma komunikacije for the "Behind Brave Campaign - Start with the Cause"; and Mylan Croatia, the Señor, Advans, and Central Campaign for "Do Not Torment Yourself."

The Silver Effie Awards were won by the "Mama and Dad are the Law" campaign by Zagreb Brewery, BBDO Zagreb, Universal McCann, and Degordian and "As You Go You Will Drink and Drink" by Heineken Croatia, Bruketa & Žinić & Gray, and Starcom / Publicis One.

Bronze Effie winners included "Iskon Casting" by Iskon, Señor, Pro Media Group, 404, and Central Unit; "Croatia is Croatia – History is Written On Our Own" by Croatia Insurance, Bruketa & Žinić & Gray, Brigade, and Millenium Promotions Agency; "Pocket Internet" by Tele2, Imago Advertising Agency, and Media Polis; and "Launching the Old Lizard - Get in the Hunt and Awaken the Old Lizard" by Heineken Croatia, Publicis, and Starcom / Publicis One.

This year, there was an increase in the number of applications for Effie Awards Croatia, a competition that celebrates the effectiveness of marketing communications. For the ninth year, advertisers and agencies have been rewarded for their strategic approach, creative communication, and the realization of ideas, especially in the areas of marketing activities and achieved market results.

#### **Winners List:**

#### **GRAND PRIX**

"Žuja is the Law" (2015-2017) by Zagrebačka pivovara, BBDO Zagreb, Universal McCann, Degordian, and Pragma komunikacije

#### **GOLD**

Consumer Goods: "Do Not Torment Yourself" by Mylan Croatia, the Señor, Advans, and Central Campaign

Drinks (Alcoholic): "Pipe Shot" by Dalmacijaavino Split, Imago Advertising Agency, and Unit and Zero

Non-profit, Pro Bono, & Humanitarian: "Behind Brave Campaign - Start with the Cause" by Zagreb Brewery, BBDO Zagreb, Universal McCann, Degordian, and Pragma komunikacije

Long-term Effectiveness: "Žuja is the Law" (2015-2017) by Zagrebačka pivovara, BBDO Zagreb, Universal McCann, Degordian, and Pragma komunikacije

#### **SILVER**

Drinks (Alcoholic): "As You Go You Will Drink and Drink" by Heineken Croatia, Bruketa & Žinić & Gray, and Starcom / Publicis One

Drinks (Alcoholic): "Mama and Dad are the Law" by Zagreb Brewery, BBDO Zagreb, Universal McCann, and Degordian

#### **BRONZE**

Corporate Reputation, Image, and Identity: "Croatia is Croatia – History is Written On Our Own" by Croatia Insurance, Bruketa & Žinić & Gray, Brigade, and Millenium Promotions Agency

Drinks (Alcoholic): "Launching the Old Lizard - Get in the Hunt and Awaken the Old Lizard" by Heineken Croatia, Publicis, and Starcom / Publicis One

Telecommunications Services: "Iskon Casting" by Iskon, Señor, Pro Media Group, 404, and Central Unit

Telecommunications Services: "Pocket Internet" by Tele2, Imago Advertising Agency, and Media Polis