



Jun 15, 2018 Serbia

Effie Awards Serbia 2018: Leo Burnett/Publicis One & Vip Mobile Awarded First Ever Gold Effie

On June 13, 2018, Effie Serbia held its 2nd Annual Awards Gala in Belgrade to honor ideas that worked. Over 150 marketing communications professionals attended.

History was made with the first Gold Effie to ever be awarded in the Serbia competition, earned by Leo Burnett/Publicis One and Vip Mobile for the "Be NEO" campaign. Leo Burnett/Publicis One & VIP Mobile were awarded three Effies in total. Among the other winners were McCann Belgrade, awarded two Bronze Effies with Koncern Bambi and The Coca-Cola Company, and Ovation BBDO, which took home two Bronze Effies with Unicredit Banka and Heineken Serbia.

Full Winners List:

GOLD

"Budi NEO"

Internet /Telecom

Agency: Leo Burnett/Publicis One

Client: Vip Mobile

Brand: Vip Budi NEO

Support Agencies: Baš Čelik, OMD, Executive Group, Kreativna Unlimited

SILVER

"Erste Housing Loan Campaign"

Finance & Financial Cards

Agency: Executive Group

Client: Erste bank

Brand: Stambeni kredit

Support Agency: Nova Communications

"Vip NEO"

New Local Products or Services Introduction

Agency: Leo Burnett/Publicis One

Client: Vip Mobile

Brand: Vip NEO

Support Agencies: Baš čelik, OMD, Executive Group

BRONZE

"Novo plazma iskustvo"

New Local Products or Services Introduction

Agency: McCann Beograd

Client: Koncern Bambi

Brand: Plazma slana

Support Agencies: Direct Media, Fusion Communications, Communis, United Moment

"Vip Brzalice"

Internet /Telecom

Agency: Leo Burnett/Publicis one

Client: Vip Mobile

Brand: Vip Brzalice

Support Agencies: Baš Čelik, OMD, Executive group

"Predodobrenje za brže useljenje"

Finance & Financial Cards

Agency: Ovation BBDO

Client: Unicredit banka

Brand: Unicredit banka

"Intermezzo keš kredit – 7 godina"

Finance & Financial Cards

Agency: Leo Burnett/Publicis One

Client: Banca Intesa

Brand: Intermezzo keš krediti

Support Agency: Web Media Agency

"Moja kravica jogurt trougao"

Beverages (Non-alcohol) - Non carbonated drinks

Agencies: Leo Burnett/Publicis One, Communis

Client: Imlek

Brand: Moja kravica jogurt trougao

Support Agencies: Right, Direct Media

"Srbija je neXt inspiracija"

Beverages (Non-alcohol) - Non carbonated drinks

Agency: McCann Belgrade

Client: The Coca-Cola Company

Brand: Next Premium sokovi

Support Agencies: Universal Media, Represent Communications, Executive Group

"Crno je Zaječarsko"

Beverages (Alcohol - Beer & Wine)

Agency: Ovation BBDO

Client: Heineken Serbia

Brand: Zaječarsko crno