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2018 Effie Awards Romania: MagicHOME & Jazz Communication Win Grand Effie

Jazz Communication Agency and MagicHOME won the Grand Effie for the "TOGETHER FOR MagicHOME" campaign in the 2018 Effie Awards Romania competition. The campaign featured 636 people who took turns sitting non-stop, for 23 days, on the "Solidarity Chair" placed in the display window at Galateca (an art gallery in Bucharest) in order to raise funds for MagicHOME, a shelter for parents whose children have been diagnosed with cancer.

In addition to the Grand Effie, Jazz also won two Gold Effies and one Silver Effie in the Branded Content, Positive Change – Non-Profit and Engaged Communities categories for the "TOGETHER FOR MagicHOME" and "Time from Your Own Time" (brand – Avon) campaigns.

12 agencies and companies were awarded during the gala in Bragadiru Palace, hosted by Andi Moiescu. A total of 9 Gold Effies, 12 Silver Effies, 10 Bronze Effies and the Grand Effie were awarded.

The winning agencies and companies this year are: Cohn & Jansen JWT, Fabryo Corporation, GMP Advertising, Graffiti BBDO, Headvertising, Jazz Communication, Kubis Interactive, Leo Burnett Group/Publicis One Romania, McCann Worldgroup Romania, Next Advertising, Publicis Romania/Publicis One Romania and Three.

The competition's jury, led by Nicoleta Eftimiu, Country Manager Coca-Cola Romania and Moldova, included over 120 communication specialists, clients, advertising agency and research agency representatives, and CEOs of communication groups.

"I have seen many good campaigns this year, true inspiration sources for the entire advertising industry, a

sign that the market is evolving, that we all are. The winning ingredients were a mix of maturity and creative solution proposals, a healthy dose of courage and focus on the consumer. In the long term, the brands that respond with smart, creative solutions to the needs consumers have are the ones who always win. A remarkable part of this year's edition was the 30% rise of the number of juries that came from clients, leading companies on the markets they address, a growth that generated a raise in the quality and complexity of the debates and a clearer selection on effectiveness criteria," Nicoleta Eftimiu declared.

The top 3 agencies that received the highest scores in the competition are Leo Burnett Group/Publicis One Romania, McCann Worldgroup Romania and a tie for third place between Jazz Communication and UM Romania.

Leo Burnett Group/Publicis One Romania won 8 trophies – 3 Gold, 2 Silver and 3 Bronze in Personal Care Products & Services, Alcoholic Beverages – Beers, Retail, Telecommunications, Media Idea, Engaged Communities and Business to Business for Lullaby (brand – Pampers), The Beer That Cheers to Dads (brand – Noroc), Animaterra (brand – Kaufland), #NETLIBERARE (brand – Telekom), Business Liber (brand – Telekom) and Vlogger's Swap (brand – Telekom) campaigns.

McCann Worldgroup Romania won 6 trophies – 3 Gold, 2 Silver and a Bronze in Non-alcoholic Beverages, Restaurants, New Product or Service Introduction, Brand Experience and Media Idea for Festival Bracelet (brand – Coca-Cola), CEVA Something from KFC (brand – KFC), The Only Taco Bell On A 1208KM Radius (brand – Taco Bell) and Romania's Next Big Vlogger (brand – Telekom) campaigns.

The most efficient clients of this year's edition are: Telekom Romania with 5 trophies (3 Gold, a Silver and a Bronze), The Coca-Cola Company who got 4 trophies (3 Gold and a Bronze) and MagiCAMP Association with 3 trophies (Grand Effie, a Gold and a Silver). As for the brands, the top is similar: Telekom – first place, Coca-Cola – second place and MagicHOME – third place.

The brands that had winning campaigns are: Aqua Carpatica, Auchan, Avon, Transilvania Bank, Coca-Cola, Enel, Grolsch, ING Bank, Kaufland, KFC, MagicHOME, Noroc, Pampers, Patria Bank, Savana, Storia.ro, Taco Bell, Telekom, Unisol and Visa.

According to the 2018 Effie Romania rankings, Client of the Year is Telekom Romania, Brand of the Year is Telekom and Agency of the Year is Leo Burnett Group/Publicis One Romania.

The full winner list of Romanian Effie Awards 2018 can be viewed [HERE](#).

This coverage originally appeared at <http://www.effie.ro/news/>. It has been lightly edited for context.