



Nov 19, 2018 Hungary

Effie Hungary 2018: Reckitt Benckiser and Dentsu Aegis Network receive Grand Effie

Winners of the 2018 Effie Awards Hungary program were announced on 9th November at the annual Effie Awards Gala in Budapest. This celebration marks the 17th year of the competition in Hungary.

The Grand Effie winner (the most effective marketing communications effort of the year) was awarded to Reckitt Benckiser and Dentsu Aegis Network, for "Looking For A Date?"

The 2018 Effie Awards Hungary winners and finalists were celebrated at the Castle Garden Bazaar with 18 cases moving on to become winners:

Gold Effie

Marketers: Reckitt Benckiser, National Ambulance Service Foundation, Coca-Cola Hungary and Coca-Cola HBC Hungary, Decathlon.

Agencies: ACG, Dentsu Aegis Network Hungary, Human Dialog, Rewart

Silver Effie

Marketers: Decathlon, Heineken Hungaria Brewery, GlaxoSmithKline-Consumer, Telekom Hungary, OTP Bank, UPC Hungary, Telenor Hungary.

Agencies: ACG (2), Café PR, Progressive, OMD Hungary, Phd Hungary, Uniimedia Communications

Bronze Effie

Marketers: Coca-Cola Hungary, Decathlon, Tesco International Clothing Brands s.r.o, Sanofi-Aventis and FLUART Innovative Vaccines, Heineken Hungaria Brewery, Telenor Hungary, SOS Children's Villages Hungary.

Agencies: ACG (2), Mindshare, PanMedia Western, Phd Hungary, Publicis One / Starcom, Uniimedia Communications

Finalists

Marketers: Telekom Hungary, Autistic Art Foundation, Heineken Hungaria Brewery, HBO Holding, Nestlé Hungary, Tchibo Budapest, UPC Hungary, Porsche Hungaria, Lidl Hungary, VOLVO Hungary, AbbVie, Viacom International Hungary, CIB Bank, Ford CEE, Microsoft Hungary.

Agencies: ACG, Café Communications, Carat Hungary, Fastbridge, Initiative, Mediacom Hungary,

Mindshare, Ogilvy Budapest, Uniomedia Communications, Wavemaker, Young & Rubicam Budapest.

Since 1968 Effie Awards have honoured marketing ideas that work, and now celebrate marketing effectiveness with 51 programs globally.

Marketers and agencies around the world consider Effie as one of the industry's most outstanding and unique professional acknowledgments, which rewards all forms of successful and effective marketing communication activities. Since 1968, winning of Effie has become a global symbol of efficiency.

More information: www.effie.hu