



Nov 07, 2018 Austria

Effie Awards Austria 2018: IAA & Effie take the next step!

On the 7th of November it was time again: The globally acknowledged and coveted Effie Awards were awarded to 18 winning projects during a splendid gala at the MAK (Museum of Applied Arts). In 2018, the organizer, the International Advertising Association (IAA) Austrian Chapter, was pleased to announce that out of 50 finalists, two Gold, nine Silver and seven Bronze Effies were awarded. Jörg Pizzera was named Marketer of the Year and the BIBU UNION Stibitzer Campaign won the Audience Award. Sandra Kuhn (RTL) and Andi Knoll (ORF) performed charmingly and entertainingly throughout the gala.

Right at the beginning of the industry highlight portion, IAA General Secretary Christine Antlanger-Winter welcomed the recently elected IAA Chairman and World President Srinivasan Swamy as the guest of honor at the 34th EFFIE Awards Austria. The focus was on the IAA World Congress 2019 in India and the new IAA Corporate Design: "The logo is reminiscent of a compass, and the IAA intends to focus more on this role as a guideline and trend-setting force in the communications industry in the future. By joining forces nationally and internationally, we want to promote young talent, training and strengthening the entire communications industry."

Effie Awards Austria also underwent a relaunch in 2018: The submission process was optimized and, in addition to the already well-known industry categories and the newcomer category, cases could also be submitted in three new cross-industry categories to more accurately reflect contemporary communication strategies and styles. The EFFIE is the prize for the most effective marketing communication, regardless of size and market position.

In 2018, 16 campaigns in eight categories were awarded an Effie, almost doubling the number of winners from the previous year. Jury chairman Roswitha Hasslinger was enthusiastic about the large number of submissions and the jury composition: "I am very pleased that the Effie 2018 has received such great approval and also the concentrated knowledge, expertise and exceptional commitment of the jury to the cause were impressive. This resulted in discussions, discussions and background analyses that ensured that as many aspects as possible of each work submitted were considered and ranked according to their value in terms of the effectiveness of the campaign. " The interactive "Audience Award," launched by ORF TVthek in 2017, was also well received, allowing guests to vote online for their favorite project.

Jörg Pizzera, CMO of McDonald's Austria, accepted the award for "Marketer of the Year". "I am very pleased with this honorable award and would like to thank not only the IAA jury, but also my entire team and the agencies DDB and OMD. Together we have been going for 12 years an incredibly exciting strategic and creative path that brings us closer to our goal: to be very close to the guest, because in the end the customers award the stars."

"The IAA and Effie success story continues and we can look forward to seeing what 2019 will hold for us, there are big tasks and challenges ahead of us, but one thing is for sure: Without sponsors and supporters, it's almost impossible to make progress, and hosting an event would not be possible without them, so we are especially grateful to them," explained Christine Antlanger-Winter before going to the MAK's Pillared Hall for the dinner and boisterous celebration.

IAA: A unique global network.

Headquartered in New York, the International Advertising Association (IAA) was founded in 1938 to promote the responsible design of advertising communications. The IAA, with its 56 chapters in 76 countries, is a unique global partnership made up of advertisers, media, advertising agencies, media companies and academies. In Austria, the IAA has around 300 members from advertising agencies, the media and the advertising industry as well as around 150 members of the IAA Young Professionals. Thus, the IAA serves as a platform and hub, but also as a mouthpiece for the communications and advertising industry.

Further information:

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WINNERS

BRAND EXPERIENCE

Silver:

"Mobile App for Disloyal Teenagers"
McDonald's Werbegesellschaft mbH
DDB Vienna Advertising Agency
OMD Media Agency GmbH

Bronze:

"ÖBB nightjet Influencer Marketing"
ÖBB Advertising GmbH
Home of Vienna
MediaCom - the communications agency GmbH

SERVICE

Bronze:

"Do you want, can you?"
karriere.at Information Service GmbH
Heimat Wien Marketing GmbH
MediaCom - the communications agency GmbH

Bronze:

"Lotto Plus"
Austrian lotteries
Lowe GGK Advertising Agency GmbH

OmniMedia GmbH

FINANCIAL SERVICES

Silver:

"With Baby Max in a safe and healthy future"
UNIQA Österreich Versicherungen AG
Springer & Jacoby Austria GmbH
Mindshare

GOODS

Silver:

"Pixel for Bene"
Bene GmbH
We Make GmbH
Mediaplus Austria GmbH & Co. KG

Silver:

"Media Assistant"
BMW Austria GmbH
Virtual Identity GmbH

Bronze:

"Competitor insights"
KIA Austria GmbH
AboutMedia Internet Marketing GmbH
Havas Media

CONSUMER GOODS - FOOD & BEVERAGES

Gold:

"The man BROTest 2017"
Kurt Mann Bakery & Confectionery GmbH & CoKG
Fessler Advertising Agency GmbH

Silver:

"Stibitzer"
BRAU UNION ÖSTERREICH AG
VIRTUE Austria GmbH
Starcom Austria

Silver:

"NAPOLI Dragee Keksi"
Josef Manner & Comp. AG
WIRZ Werbeagentur GmbH
OMD

CONSUMER GOODS - NON-FOOD

Silver:

"Launch campaign VICHY Minéral 89"
L'ORÉAL Austria GmbH.
WE LOVE \ TBWA Advertising Agency GmbH
Wavemaker GmbH

NEWCOMER

Gold:

"Pixel for Bene"
Bene GmbH
We Make GmbH
Mediaplus Austria GmbH & Co. KG

Silver:
ZIPFER HOPS
BRAU UNION ÖSTERREICH AG
DDB Vienna Advertising Agency
Starcom Austria

Bronze:
"DARBO daydream"
ADOLF DARBO AG
Demner, Merlicek and Bergmann
Media1 Media Planning and Purchasing GmbH

Bronze:
"Launch campaign VICHY Minéral 89"
L'ORÉAL Austria GmbH.
WE LOVE \ TBWA Advertising Agency GmbH
Wavemaker GmbH

Bronze:
"Digital motorway vignette"
ASFINAG Motorways and Freeways Financing Public Company
Demner, Merlicek & Bergmann
Media1 Media Planning and Purchasing GmbH

SOCIAL

Silver:
Hospice needs #more room
CS Caritas Socialis
Lowe GGK Advertising Agency GmbH
UMPANMEDIA

AUDIENCE AWARD

"Stibitzer"
BRAU UNION ÖSTERREICH AG
VIRTUE Austria GmbH
Starcom Austria