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## Jung von Matt and Sixt win GWA Grand Effie

At the 2018 GWA Effie Awards, the agency Jung von Matt and the car rental company Sixt won the GWA Grand Effie. They received the year's top award for the evergreen "Sixt - A Company in the Fast Lane" campaign and successful communications efforts over the past 25 years. The twelve-member grand jury had evaluated all seven gold winners in a two-hour session at today's GWA Effie Congress and unanimously decided on the award.

Sixty years ago Sixt wanted to break out of the monotony of car rental companies. Together with Jung von Matt, Sixt launched a marketing offensive that included the new core message "Driving First Class, Paying for Economy." This includes the striking orange-black design and the humorous, sometimes provocative use of celebrities and politicians who made advertising history. Images of Angela Merkel, Heino, Matthias Reim or head of GLD Weselsky appeared as partly involuntary testimonials. The results prove that this campaign was not only entertaining, but also proven to be very successful for Sixt in terms of revenue and market share.

In addition, this year's Gold, Silver and Bronze winners were honored at the GWA Effie Awards gala at Gesellschaftshaus Palmengarten in Frankfurt am Main. Winners of the GWA B2B Effie and the GWA Health Effie were awarded for the first time this year. TV personality Michel Abdollahi led the evening.

"Frankfurt am Main is the right place for the GWA Effie Awards, because the city offers an attractive

environment especially for creatives. In addition to quality of life and a relaxed internationality, this also includes a diversified economy. So we are all the more pleased to be the city of Effie again this year and sincerely congratulate all this year's winners," said Markus Frank, Department of Economic Affairs, Sports, Security and Fire Department of the city of Frankfurt, who appeared onstage with moderator Abdollahi.

The following members of the HORIZONT Kaminclub participated in the Grand Jury this year: Christof Baron (Sanofi-Aventis), Alexander Ewig (MediaMarktSaturn Marketing), Uwe Hellmann (Commerzbank), Julian Lennertz (LIKE EASY), Lars Wagner (Geobra Brandstatter Foundation) and Sven Weisbrich (UM Germany). In addition, GWA board members Nina Rieke (DDB), Jörg Dambacher (RTS Rieger Team) and Wolfgang Pachali (WEFRA Advertising Agency). Larissa Pohl (Wunderman) and dr. Uwe Vorkötter (HORIZONT) were non-voting jury chairmen.

The GWA Effie has been awarded since 1981 by the Gesamtverband Kommunikationsagenturen GWA for effectiveness in marketing communications. For more information, visit [gwa-effie.de](http://gwa-effie.de).

*Translated from German and lightly edited for context.*