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Effie Awards India Announces 2019 Winners

The winners of the 2019 Effie Awards India were announced on Friday, 11th January 2019 at SeaSide Lawns, Hotel Taj Lands End, Bandra, Mumbai, to an audience of hundreds of Advertising, Marketing and Media Professionals.

The Grand Effie was awarded to Ogilvy India Group and Fevikwik for the "Getting the fixer at home to fix more" campaign. Hindustan Unilever Limited was named Client of the Year following 15 wins, and McCann Worldgroup India was named Agency of the Year after 37 wins.

Now in its 18th year, Effie Awards India celebrated the addition of the following new categories this year:

- Entertainment & Sports
- Positive Change: Environmental – Brands
- Positive Change: Environmental – Non-Profit
- Positive Change: Social Good – Brands
- Positive Change: Social Good – Non-Profit
- Influencer Marketing
- Best Use of Data

283 judges, including 137 Clients, 105 Planning/ Agency Heads, 15 Media Professionals and 26 Specialists, participated in Round 1 and Final Round Judging which was conducted in Mumbai, Delhi and Bangalore.

The Effie Awards focuses on honoring the most effective ideas of the year – ideas that work. Effie Awards are presented to Agency and Clients teams jointly.

View the full winner list here.

For further information, please contact The AdClub Secretariat on:
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