Dec 12, 2018   Ukraine

2018 Effie Awards Ukraine Winners Announced

The 2018 Effie Awards Ukraine winners were announced at the Effie Gala on December 12. This year, Effie Awards Ukraine celebrated its thirteenth year in the Ukrainian market.

The 2018 Effie Awards Ukraine jury included more than 170 specialists from the advertising and communications market. Marketers from leading Ukrainian companies, top managers of communication agencies, media experts, researchers and consultants evaluated the most effective cases. The Grand Prix recipient was chosen by the Grand Jury.

Winners were selected in three judging rounds. 11 Gold, 18 Silver and 23 Bronze Effies were awarded. The Grand Prix winner was the "A confrontation of worlds" campaign, created by BBDO Ukraine for PepsiCo.

The full 2018 Effie Awards Ukraine winner list can be viewed here.