



Dec 21, 2020 Hungary

2020 Effie Awards Hungary Winners Announced; Double Shot Coffee and Dot Creative Win the Grand Effie

BUDAPEST, December 14, 2020 -- Effie Awards Hungary celebrated its 2020 winners and finalists at this year's virtual Gala, recognizing 9 Bronze, 10 Silver and 3 Gold Effies, and 24 finalists.

Effie Awards Hungary 2020 was open to marketing activities that took place between January 1 and December 31, 2019. Special, lower entry fees, webinars for entrants, online judging and virtual Gala characterized this challenging year's competition. In 2020, Effie received more attention on the client side, as the global symbol of achievement in the marketing industry. In this year's competition there were more entries from companies / enterprises / agencies that have not entered Effie before, but discovered the benefits of participating.

Among the entries, with outstanding scores after the two-round jury, members of the Grand Jury determined the most effective case among the Gold Effie winners. In the Small Budgets category, **Double Shot Coffee** – young team's small business shop&restaurant's communication "Double Shot Coffee Review Boost" campaign by **DOT.Creative** - Hungarian independent agency - won the **Grand Effie**. It is exemplary in the way it has been able to achieve and even exceed the set goals of a small business of a young team with a small budget, creative attitude, simple but proven tools, executed in an integrated way, and a long-term impact." – evaluated the Grand Jury.

Top 5 most effective Marketers of the Year in Effie Hungary's ranking include: Hungarian Charity Service of the Order of Malta (4 Silver), The Coca-Cola Company (2 Gold, 1 Silver), Heineken Hungária Breweries (1 Silver, 3 Bronze, 1 Finalist), Műpa Budapest Nonprofit Company – Palace of Arts (3 Silver), Telenor Hungary (1

Bronze, 6 Finalist), National Ambulance Service Foundation (1 Gold, 1 Silver). In 2020, Hungarian Charity Service of the Order of Malta became the Marketer of the Year. See the Effie Rankings for Most Effective Marketers [here](#).

Top 5 most effective Agencies of the Year in Effie Hungary's rankings include: Tendencies21 (2 Gold, 1 Silver), Uniomedia Communications (1 Silver, 2 Bronze, 1 Finalist), Human Dialog (1 Gold, 1 Silver), Artificial Group (1 Bronze, 4 Finalist), DOT. Creative (1 Grand/Gold). All of them are Hungarian independent agencies. In 2020, Tendencies21 became the Agency of the Year. See the Effie Rankings for Most Effective Agencies [here](#).

Across the first round, final round and Grand Effie judging, Effie Hungary welcomed nearly 120 jury members of top industry leaders, who evaluated the entries according to Effie Worldwide's standard rules.

Effie Awards Hungary will celebrate its 20th anniversary in 2021, so the following year also promises to be special in the history of the Hungarian Effie.

Effie has been organized in Hungary since 2002 by the International Advertising Association (IAA) Hungary Chapter and the Hungarian Association of Communication Agencies (MAKSZ).

Effie Awards Hungary 2020 sponsors: Microsoft Hungary, Mastercard Hungary, TV2 Media Group, Ringier Axel Springer Hungary, Ipsos, Portfolio.hu, Adaptive Media, Central Media Group, Mediaspace.global

Footage from this year's virtual gala is available at effie.hu.

To view the full list of 2020 Effie winners, [click here](#). And all 2020 Effie judges are included [here](#).

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