



Dec 03, 2012 Europe

Effie France 2012 Winners Announced

Organized by the Consulting Agency Communication (AACC) and the Union of Advertisers (UDA), the EFFIE is only award in France that rewards advertisers and their agencies on the basis of measured and proven effectiveness of their campaigns.

The jury, chaired by Didier Truchot (Ipsos) and composed of representatives of agencies, advertisers, media and marketing professionals, has awarded 12 prizes and a Grand Prix. They were released November 26, 2012 at the Théâtre de Paris, during an evening hosted by Thomas Misrachi (BFM TV), which brought together 800 communications professionals.

Descriptions and the main keys to the success of the 12 Gold Effie campaigns are available on the website www.effie.fr.

