



Oct 14, 2013 Europe

## 2013 Effie Poland Awards

On October 14th, Effie Poland celebrated the 2013 Effie Awards ceremony. The ceremony took place at "Teatr Wielki – Opera Narodowa" in Warsaw. From the group of 52 finalists, 1 Grand Prix, 6 Gold, 13 Silver and 19 Bronze awards were presented at the event.

Grand Prix was awarded to DDB Warsaw, Starcom MediaVest Group, Tequila Poland, RC2 Raczkiwicz Chenczke Consultants for Tyskie campaign, Kompania Piwowarska.

Gold awards went to:

1. Scholz & Friends Warsaw, Carat Poland and 180heartbeats + JUNG v. MATT for Opel campaign, General Motors Poland
2. Brain and LOWE Media for ING Bank Śląski campaign
3. MediaCom Warsaw and Grey Group Poland for Boehringer Ingelheim
4. DDB Warsaw, Stacom MediaVest Group, Tequila Poland, RC2 Raczkiwicz Chenczke Consultants for Kompania Piwowarska campaign
5. GPD Advertising for Lidl Poland
6. Publicis, MEC and Lemon Sky for Orange Poland.

The Most Effective Agency of the Year went to DDB Warsaw, and The Most Effective Media House of the Year went to Starcom MediaVest Group.

During the Gala special guests: Mark D'Arcy (Director of Creative Solutions, Facebook), Janusz Piechocinski (Minister of Economy) and Miroslaw Godlewski (President of the Board, Netia SA) talked about the role

creativity and innovation, the role of leadership in the management of brands and the creation of a modern economy focused on a long-term business success.

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### **About Effie Worldwide**

Championing the practice and practitioners of marketing effectiveness, Effie Worldwide spotlights marketing ideas that work and encourages thoughtful dialogue around the drivers of marketing effectiveness. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant and first-class insights into effective marketing strategy. The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with the Global Effie, the Euro Effie, the Middle East/North Africa Effie, the Asia Pacific Effie and more than 40 national Effie programs. For more details, visit [www.effie.org](http://www.effie.org). Follow [@effieawards](https://twitter.com/effieawards) on Twitter for updates on Effie information, programs and news.