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## Utorak. Biro za propagandu. and PHD Media Win Effie Croatia Grand Prix for Jadran Galenski Laboratorij

The Effie Awards ceremony took place at the main stage of DK2023 in Rovinj, and the Grand Prix award went to the OŠ I EFFIE STAVIT U NOS? project.

The winners of the Effie Awards Croatia have been announced at the new edition of the DK Festival. As Effie celebrates effectiveness of marketing communications, the prestigious Effie awards are reserved for the best agencies and advertisers for their remarkable marketing communication in the areas of creativity, strategy and achieved marketing results during the past year.

The winners of the Grand Prix and the 2023 Gold Effie Award are Jadran Galenski Laboratorij and Utorak. Biro za propaganda. agency for their project OŠ I EFFIE STAVIT U NOS? in collaboration with PHD Media agency in the health category.

The Silver Effie was awarded to the project GUC GUC by client Studenac and agency Imago Ogilvy, alongside partners Ascanius Media, Drap and Rational International agencies in the Beverages category.

as well as Uplift by Mastercard Europe Zagreb and its primary agency Val grupa and its collaborators Algebra, RTL Hrvatska, Dentsu Croatia and Ekonomski institut Zagreb in the Corporate Reputation and Public Relations category.

There were four winners of the bronze award. The first winner is Ledo Plus, Šanavala agency and their collaborator Go2Digital for their project Vrijedi ponoviti in the Food category; the second winners of the bronze award Jamnica plus and PINK MOON, STUDIO NEXUS and Producenti for their Vrijeme je za godišnji project in the Beverages category; the third winners are Raiffeisen bank (Croatia) and McCann Zagreb, Degordian and Publicis for their project RBA Neovisni in the Finance and Insurance category, and the last ones are Bolton Croatia, EssenceMediacom for their project Priča o mirisu kojeg se sjećate. I sjećate. in the Sustained Success category.

This joyful gathering of the communications community has made the celebration of the most effective Croatian marketing projects more special and closed off yet another DK Festival edition on a fun note.