



Nov 07, 2013 Europe

The 2013 Effie Netherlands Awards

The 2013 Effie Netherlands Awards, organized by BVA and VEA, took place on November 7th at the Beurs van Berlage in Amsterdam as part of the "24 Hours of Advertising" festival. This year, three gold, one silver, and ten bronze Effies were awarded.

Client/agency teams DELA/Ogilvy & Mather Amsterdam and WeFilm; Unilever Nederland/TBWA\NEBOKO; and Being There Telfort/N=5 took home the Gold.

In her speech, BVA Director Mireille Spapens said, "The winning cases show once again how communication makes all the difference in achieving brand and commercial objectives at a high level."

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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

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