



Oct 31, 2013 Europe

Seven Cases Awarded at Finland's 2013 Effie Awards

October 31, 2013. Seven cases were awarded at Finland's 2013 Effie Awards. The two golds went to football club HJK and sports marketing agency Cassius for their case "MISSION IMPOSSIBLE - HJK gives a boost to Finnish football culture" and furniture chain Vepsäläinen, hasan & partners and marketing agency Byroo and Ikon Graphics for their case "Vepsäläinen boom-time financing - how to sell more design at a normal price in the middle of recession". The Grand Effie was not awarded this year.

The Silver Effies went to Sinebrychoff's Garage Hard Lemonade and agencies Sherpa and ToinePHD for their case "From the garage to the world"; Hartwall and agencies King, Carat Finland, Dagmar and Actiweark JWT for "Happy Joe - Simple Premium Cider launch"; Snellman's Kunnon Lenkki sausage brand and media agencies FOLK, Voitto, BandFilm and Daigo for "Snellman - Kunnon lenkki"; and insurance company If and agencies Rocky Advertising and MEC Finland for "If Taxi Insurance".

The only Bronze Effie awarded went to the Snellman Kokkikartano case "Kokkikartano - a small food factory

in Kerava”, which competed in the service and product category. The case was created by marketing and media agencies FOLK, Ellun Kanat, Voitto, Woodpecker Film and Daigo.

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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. Follow [@effieawards](#) on Twitter for updates on Effie information, [programs](#) and news.