



Jun 28, 2024 Serbia

## 2024 Effie Awards Serbia Winners Revealed

NEW YORK, June 28, 2024 -- The seventh Effie Awards Serbia ceremony took place on June 21 at The Royal Palace in Belgrade. In the presence of more than 350 guests, this year's winners of the prestigious trophies were announced.

For Effie Serbia, this was one of the most successful seasons, considering that 19 entries made it to the finals of the national competition. After two rounds of jury evaluation, decisions by the assessment committee, and confirmation from the global Effie Awards office, a total of 9 awards were presented at the ceremony.

This year's winners of the Gold Effie Trophies:

- Internet & Telecom

- **Srećičica**

- Client: A1 Serbia

- Brand: Srećičica

- Main Agency: Leo Burnett (Belgrade)

- Partner Agencies: Baš Čelik, Žiška, OMD

- Snacks & Desserts

- **Munchmallow "All Play"**

- Client: Jaffa Crvenka

- Brand: Munchmallow

- Main Agency: Žiška

- Partner Agencies: Level4, Smurfit Kappa, Dreamdust VFX Studio, Media House

- Small Budgets - Non-Profit, Products & Services (Up to 2.5 Million Dinars)  
**Sava Šumanović for the Fallen Trees**  
 Client: Gallery of Paintings "Sava Šumanović" Šid  
 Brand: Gallery of Paintings "Sava Šumanović" Šid  
 Main Agencies: Head Made, Leo Burnett (Belgrade)

This year's winners of the Silver Effie Trophies:

- New Product or Service Introduction & New Product or Service Line Extension  
**Smoki WOW – Development and Launch of a New Product**  
 Client: Atlantic Štark  
 Brand: Smoki WOW  
 Main Agency: Leo Burnett (Belgrade)  
 Partner Agencies: Pro Media Group, Media House, NN Media, Degordian
- Artificial Intelligence (AI)  
**Love the Cookies**  
 Client: Atlantic Group  
 Brand: Najlepše želje COOKIES  
 Main Agency: Ovation Belgrade  
 Partner Agencies: Pom Pom Communications, Media House, Promedia Group
- Small Budgets - Non-Profit, Products & Services (Up to 2.5 Million Dinars)  
**Control Yourself**  
 Client: Movember Banja Luka  
 Brand: Movember  
 Main Agency: Ovation Belgrade  
 Partner Agencies: Alma Quattro, Rooster Production

This year's winners of the Bronze Effie Trophies:

- Beverages (Alcohol)  
**Zaječarsko - Our Tradition**  
 Client: Heineken Serbia  
 Brand: Zaječarsko Beer  
 Main Agency: Leo Burnett (Belgrade)  
 Partner Agencies: Dentsu Serbia, Bad Rabbit
- Non-Profit  
**Control Yourself**  
 Client: Movember Banja Luka  
 Brand: Movember  
 Main Agency: Ovation Belgrade  
 Partner Agencies: Alma Quattro, Rooster Production
- Social Media / Influencer Marketing / Engaged Community: Products, Services  
**Cookies**  
 Client: Atlantic Group  
 Brand: Najlepše želje COOKIES  
 Main Agency: Ovation Belgrade  
 Partner Agencies: Pom Pom Communications, Media House, Promedia Group

The International Advertising Association (IAA Serbia) has been organizing this prestigious competition since 2017.

This is the most successful Effie season in Serbia since its inception seven years ago. Many high-quality entries were submitted, as evidenced by the record number of finalists (19), and subsequently, the awards. Achieving three Gold Effies is a result we have longed for over the years. As with everything, important and great things are worth waiting for, said Jelena Ivanović, Executive Director of IAA Serbia

For more information, visit [effieserbia.com](http://effieserbia.com).