



Nov 29, 2013 Europe

## 2013 Effie Ukraine Winners Announced

The Effie Ukraine Awards Gala, organized by the All-Ukrainian Advertising Coalition, was held in Kiev on the 29<sup>th</sup> of November at the ACCO International Exhibition Center. Six hundred and fifty guests gathered to honor Ukraine's most effective marketing cases of the year.

Ukraine's 2013 Grand-Prix Effie award was presented to client/agency team Chumak/Ogilvy&Mather Ukraine for their case "Ketchup for children" in the Product/Service Launch category. The most effective agency of the year award went to THINKMcCANN.

This year's Effie Jury consisted of 141 agency, advertiser, media and marketing professionals. The Chairman of the Effie Jury was Tatiana Lukinyuk, Director of Brand and Communications in Central and Eastern Europe for Sun InBev Ukraine.

For more information on Effie Ukraine's 2013 gala, winners and photos, please visit their [website](#).

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