



Jun 16, 2014 Europe

Romania's 2014 Effie Awards

Forty trophies were awarded at Effie Romania's 11th annual Gala, which took place on June 16th at the Romanian Atheneum in Bucharest. Eleven gold, fifteen silver, thirteen bronze, and one Grand Effie were awarded.

McCann Erickson Romania and Vodafone won the Grand Effie for their case "Ghiță The Social Shepherd." McCann Erickson Romania also took home five other wins, including three gold Effies for their cases, "Play with your inspiration" for Mega Image, "Bucharest not Budapest" for ROM and "Ghiță the Social Shepherd" for Vodafone.

Graffiti BBDO won seven trophies, two of them gold, for their cases "Ursus Cooler Launch" for Ursus Breweries in the Alcoholic Beverages - Beers category and "A chance for life" for React in the GoodWorks Effie - Non-Profit category.

The case "Why Don't You Come Over", created by GMP Advertising & Webstyler for Gândul, won two gold Effies in the GoodWorks Effie- Brands (CSR) and Media and Entertainment categories.

In the Financial Services category, Leo Burnett and Target won gold for "BRD Team Spirit Campaign". In the Others category, Lowe & Partners won gold for their case for tocmai.ro, "Văru' te rezolvă." In the Sustained Success category, agency Propaganda and client Napolact won gold for their case, "As it used to be".

The best in the Durables category was also awarded a gold and went to Publicis Bucharest and Pegas for "Childhood Bike".

The president of the 2014 Effie Romania Awards jury was Bianca Bourbon, Franchise Operations Director for Coca-Cola in Central and Southern Europe. The jury was comprised of fifty-five local senior level marketing and communication professionals.

For more information on the 2014 Effie Romania Awards, please click [here](#).

##

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 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 over 40 global, regional and national programs across Asia-Pacific, Europe, Latin America, Middle East/North Africa and North America. Effie initiatives include the [Effie Effectiveness Index](#), ranking the most effective companies and brands globally and the [Effie Case Database](#). For more details, visit www.effie.org. Follow [@effieawards](#) on Twitter for updates on Effie information, programs and news.