



Jul 22, 2014 Europe

## Effie Greece's 2014 Awards

On Tuesday, July 22, Effie Greece celebrated its Effie winners of 2014 at the Byzantine Museum in Athens. This year, sixteen cases were awarded. The Grand Effie went to agencies Fortune / Cream / Rascal and client Barba Stathis SA for "Freshness Barba Stathis – People".

Due to the economic crisis, the past few years have been particularly difficult for agencies and marketers working in Greece. In his speech, President of Greece's Association of Advertisers, Gregory Antoniadis, said, "The crisis has highlighted values that previously may not have had the same weight, values such as strength, stubbornness, flexibility and out-of-the-box thinking."

Other top winners of the night included: McCann Athens, with three gold for their work with ActionAid, Coca-Cola, and Attica; agencies Excellent Presence and Mindworks with two gold for client Zewa; agency The Newtons Laboratory with one gold for client Silver Wind; JWT Athens with one gold for Mondelez; OgilvyOne also with one gold for Mondelez; and Lowe Athens with one gold for Eurobank.

For more information on the 2014 Effie Greece winners and for pictures from the gala, visit [Effie Greece's 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 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](http://www.effie.org). Follow [@effieawards](#) on Twitter for updates on Effie information, [programs](#) and [news](#).