



Nov 12, 2014 Europe

Effie Austria's 30th Awards Gala

Effie Austria's 30th awards gala was held November 12th, 2014 at Museumsquartier Hall E in Vienna.

One platinum, ten gold, six silver, and six bronze were awarded. View the full list of Effie Austria's 2014 winners [here](#).

The platinum Effie went to LGV Fresh Vegetables reg.Gesm.bH, MEDIA CONSULT Story Development, and Initiative - Media Werbemittlung GmbH for their case ""LGV - Naturally" for LGV, which was entered into the Consumer Goods Food & Beverages category.

To learn more about Effie Austria's 2014 gala and to view photos from the event, visit the Effie Austria website [here](#).

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