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## Effie Awards Russia Announces Winners in Moscow

Effie Awards Russia announced winners during a ceremony held on April 22 in Moscow. The most effective marketing campaigns that ran in 2014 were recognized during the awards ceremony, which was held at the Metropol hotel.

Effie Awards Russia is one of the most prestigious annual global marketing awards, hosted by RBC group of companies in Russia. This year, the event's format (specifically, the call for entries, entries' marks and selection of winners) was revamped in accordance with the highest international standards of Effie Worldwide.

Prior to the ceremony, a conference "Effective marketing: Ideas in times of crisis" was held at the Metropol hotel. During the conference, its participants - marketing experts - discussed today's challenges posed by the economic situation in the country and ways of addressing them. Moreover, conference participants took a closer look at the most successful cases submitted for Effie Russia Awards 2014. The discussion was moderated by Maksim Lazebnik, Chairman of Effie Awards Russia 2014, head of Effie Awards Ukraine, and organizer of Kiev International Advertising Festival.

The Effie Russia 2014 awards ceremony was hosted by RBC TV presenters Arina Mirnaya and Konstantin Bochkarev. Derk Sauer (RBC President), Maksim Lazebnik (Chairman of the jury panel of Effie Awards Russia 2014 and head of Effie Awards Ukraine), Pawel Tyszkiewicz (official Effie Worldwide representative and Head of Effie Poland) addressed the guests.

[Review the full press release, including the list of 2014 Effie Russia winners >](#)