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Winners Celebrated at 2016 Effie Awards Germany Gala

Two Gold trophies were awarded at Effie Awards Germany Gala on November 3, 2016. Organized by GWA, the event took place at the Cultural House Palm Garden in Frankfurt. Both Gold trophies went to entries in the Evergreen category. Deutsche Telekom and DDB Group Germany earned Gold for "Erleben, was verbindet," while EDEKA, Jung von Matt and Grabarz & Partner Werbeagentur earned Gold for "Wir lieben Lebensmittel." Nine silver and thirteen bronze were also celebrated at the gala.

A jury of marketing experts from brands, agencies and academia reviewed the entries and nominated 42 cases for the shortlist. "Because of the structural reform last year, Effie Awards experienced its greatest impetus ever received in Germany. As brand leadership and communication continues to evolve, Effie will continue to evolve," said Dr. Michael Trautmann, Vice President at GWA and Jury Chairman of the 2016 Effie Awards Germany.

During the gala, WirtschaftsWoche also honored Frank-Michael Schmidt, CEO of the Scholz & Friends Group as the new member of GWA's "Hall of Fame of German Advertising." WirtschaftsWoche has issued the award annually since 2001. The Effie Awards Germany, run by the GWA, has honored effective marketing communications in Germany since 1981.

Further information: <http://www.gwa-effie.de/>
The full list of winner can be found [here](#).