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## 17 Winners Awarded at 2016 Effie Awards Austria Gala

On November 8, the Austrian Chapter of the International Advertising Association (IAA) hosted the 32nd edition of Effie Awards Austria Gala. The Jury, evaluated the cases during two rounds of judging. Eight Gold, six Silver, and three Bronze trophies were awarded at this year's ceremony.

The Effie Awards honor all forms of effective marketing communications and the companies and individuals creating effective work. "The goal of the Effie Awards is to celebrate not only the amazing creativity of our industry but also the results of successful marketing campaigns - the effectiveness. With such a focus, Effie has always been welcomed both by the marketing industry and marketers. This year's winners have demonstrated how marketing budgets were effectively used in Austria. Congratulations to all the winners and a big thank you to our sponsors who made today's gala possible," said Richard Grasl, President of IAA Austria and Commercial Director of ORF.