



Dec 02, 2016 Europe

## The Most Effective Marketing Campaigns Celebrated at 2016 Effie Awards Slovakia Gala

Three awards were presented at the 18th edition of Effie Awards Slovakia on November 24th, a national competition organized by Club of Advertising Agencies of Slovakia (KRAS). This year, most of the works entered the FMCG – Groceries and Beverages category and Financial Services – Banks and Telecommunication Services category. Six campaigns were selected as finalists, of which three were presented trophies at the Awards Gala.

Heineken and Wiktor Leo Burnett's "Zlatý Bažant '73" took home a Gold Effie. Slovak Telekom and MUW Saatchi & Saatchi won a Bronze for their campaign, "Juro." VÚB Bank and Istropolitana Ogilvy received a Bronze trophy for their campaign, "Peťa Polnišová skúša produkty."

"The Gold Effie once again proves, as did the case last year, that creativity and effectiveness go hand in hand, and that bright ideas are absolute necessities for brands to be successful in the market," said Róbert Slovák, President of KRAS.

For the full list of winners, click [here](#). >