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## 23rd edition of Effie Awards France Celebrates Winners

The 2016 Effie Awards France Gala, organized by l'Association des Agences-Conseils en Communication (AACC) and L'Union des Annonceurs (UDA), took place on November 21 in Théâtre de Paris, attracting more than 800 professionals in the marketing industry. 28 marketing efforts were celebrated for their measured and proven effectiveness. The jury, chaired by Didier Truchot, CEO of IPSOS, scored the entries and awarded nine Gold, eleven Silver and nine Bronze trophies. Each of these Effie-winning campaigns illustrate how marketing efforts contribute to the business success of brands and marketers.

Meetic, Buzzman and Vizeum took home the Grand Effie for their campaign, "#Loveyourimperfections." In 2014-2015, the initiation of the #loveyourimperfections campaign (which earned a Gold Effie in 2015) has stemmed the declining brand awareness of Meetic in a highly competitive market. Therefore, the challenge from 2015-2016 was to dig deeper in the brand value and to continue affirming the brand leadership. In 2016, the brand chose to consolidate its own territory while adopting a highly rational message. The campaign featured real people, less politically correct imperfections, and a broader narrative in display, cinema, radio, television, Internet and mobile.

For the first time, Effie France awarded "Agency of the Year" at the celebration. The title was awarded to Buzzman and Proximity BBDO who tied for this recognition. Finalists and winners of Effie France 2016 will receive points in the 2017 Effie Index. Launched in 2011, the Effie Index identifies and ranks the most effective agencies, marketers, brands, networks, and holding companies by analyzing finalist and winner data from Effie Award competitions around the world. Announced annually, it is the most comprehensive

global ranking of marketing effectiveness. For more information, please visit: <http://www.effieindex.com>

To see the full list of winners, click [here >](#)