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Effie Awards Croatia Announces 2017 Winners

2017 Effie Awards Croatia winners were announced on March 31 as a part of advertising festival Days of Communication, which took place in Rovinj and attracted a record 2,200 visitors. One Grand, three Gold, two Silver and seven Bronze Effies were presented during the Awards Gala.

Zagreb Brewery, BBDO Zagreb, UM and Degordian were the biggest winners of the night. The team took home Grand and Gold for their campaign, "Počeši s razlogom," in the Non-Profit/Social Good category, and another Gold for their "Naša mjesta su zakon" campaign in the Beverage category. Iskon Interneta, Señor and MediaCom won Gold for their campaign, "I bogati plaču."

Silver Effie Awards were presented to Kraš and Real Grupa for their campaign, "Donesi mi Domaćicu," and to 24sata, Projektil and Imago Reklamna Agencija for their campaign, "Jomboos."

Effie Croatia celebrates the most significant achievements in marketing communications based on effectiveness. For more information about the Effie Awards Croatia program, please visit their website [here](#) >

See the full list of winners [here](#) >