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2017 Effie Awards Russian Federation Winners Announced

Winners of the 2017 Effie Awards Russian Federation were announced at the Awards Gala on April 26 at the Lotte Hotel Moscow.

Entries were reviewed in two rounds by a jury of approximately 120 senior executives in business and marketing. A total of 51 trophies were presented at the Gala, including 1 Grand, 11 Gold, 17 Silver and 23 Bronze.

Football Club Spartak and TWIGA Agency took home the prestigious Grand Effie for their campaign, "We are all of the same blood."

"Effie is about effectiveness; it is a competition where finalists and winners demonstrate outstanding results in business. However, I believe that (the Grand Effie) is to be awarded not only for an effective campaign, but also for a real market breakthrough – for the effort which sets new trends in the industry. The 'We are all of the same blood' campaign perfectly fits this description. I am sure that this case will go into history as the starting point of genuinely professional marketing in Russian sport," said Alexey Kovylov, General Manager, Geometry Global Russia and President & CEO, Grey Moscow. Kovylov, who is also President of the Russian Association of Communication Agencies, served on the Grand Jury for the 2017 Effie Awards Russia competition.

Local special recognitions were also awarded at the ceremony: Sberbank was named Company of the

Year, Voskhod Advertising Agency was named Independent Agency of the Year, and BBDO was named Agency of the Year.

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