



May 24, 2013 Europe

## Effie Russia Gala 2013

On May, 24 2013, Effie Russia recognized the country's most effective marketers of 2012 at their Gala ceremony in the historic Gostinny Dvor in MOSCOW. Winners included: Opel, Ford, Hyundai, Renault, Mc'Donald's, Cirque du Soleil, Мерафон, MTC, Sony, Philips, ИКЕА, and OBI.

The 2012 independent jury consisted of various experts in the field of marketing, including representatives of the Russian Association of Communication Agencies (RACA), the International Advertising Association (IAA) and gold Effie winners of past years.

For more information on Effie Russia's 2012 program, please visit their [website](#).

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**The Effie Awards** are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with the Global Effie, the Euro Effie, the Middle East / North Africa Effie and more than 40 national Effie programs. For more details, visit [www.effie.org](http://www.effie.org). Follow [@effieawards](https://twitter.com/effieawards) on Twitter for updates on Effie information, programs and news.