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Effie Awards Slovenia 2016 Winners Announced

Among the 15 finalists in the 2016 Effie Awards Slovenia competition, 10 winners were announced at the Awards Gala, which took place in Portorož on the first evening of the 26th Slovenian Advertising Festival. The Jury, chaired by Eva Aljančič, CEO of Ventocom Slovenija, reviewed the entries in two rounds before naming this year's winners.

Two Gold Effies were presented to Droga Kolinska d.d. / Atlantic Grupa. The first was for "15 years of the good side of bread," created in partnership with PUBLICIS ONE Slovenia, Luna\TBWA, Media Publikum and Agencija 101. The second was for the "Renewal and rejuvenation of the Donat Mg brand," created in collaboration with Pristop and Renderspace, Agencijo 101 and Valicon. Three Silver and five Bronze trophies were also awarded at the Gala.

For the third time, Effie Slovenia recognized the most effective local marketer, agency, and brand: Droga Kolinska d.d. / Atlantic Grupa was named Most Effective Marketer; PUBLICIS ONE Slovenia was recognized as the Most Effective Agency. Argeta and Hofer tied for Most Effective Brand in the 2016 Effie Awards Slovenia competition.

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