



Jul 04, 2017 Europe

Winners Celebrated at 2017 Effie Awards Israel Gala

Eighteen Gold, 13 Silver and 10 Bronze trophies were presented on July 4 in Tel Aviv at 2017 Effie Awards Israel Gala. Unilever and Great Digital's "When It Tastes Good" campaign, created for the brand Click, won the Grand Effie. The campaign, which aimed to build a connection with the youth, successfully achieved its goal by inviting its target to "click" on social platforms. It boldly spent the entire budget on digital and sales increased a significant 15% in a stagnant category.

Adler Chomsky & Warshavsky Grey was the biggest winner of the night, taking home 11 trophies in nine categories, including eight Gold, two Silver and one Bronze. McCann Tel Aviv followed with nine trophies, and Gitam BBDO ranked third with four trophies. On the advertisers' side, Unilever Israel was ranked the most effective marketer in Israel with one Grand, one Gold and a Silver. Kimberly-Clark was second with two Silver and two Bronze, while Bank Hapoalim was third with two Gold and one Bronze.

All finalists and winners of the 2017 Effie Awards Israel competition will be ranked in the 2018 [Effie Effectiveness Index](#), which 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.

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