



Apr 26, 2018 Russia (Paused)

2018 Effie Awards Russia Winners Announced

On April 26, in Hyatt Regency Moscow Petrovsky Park, awards were presented to the winners of the 2018 Effie Awards Russia.

This year, the number of applications increased by 64%. The participating cases were judged in two stages by Effie Russia jury members, acknowledged professionals in business and marketing. Of the 158 applications that qualified for the final round, 82 winners were awarded in 40 categories: 18 Gold, 29 Silver, and 35 Bronze.

Full list of 2018 Effie Awards Russia winners: <http://effie.ru/past-winners/2018.html>

Also revealed at the ceremony were leading companies and agencies in the Effie Russia Rankings, which has been jointly developed with the Association of Communications Agencies of Russia (ACAR) since 2015.

Receiving the top grades in the ranking were: Mars in the "Company of the Year" category, BBDO in the "Agency of the Year" category, and Friends Moscow Agency in the "Independent Agency of the Year" category.

The Effie Russia Rankings will be published in May 2018 on the Effie Russia website: www.effie.ru. (Points from the 2018 Effie Russia rankings will also contribute to the *2019 Global Effie Index*, which identifies and ranks

the most effective agencies, marketers, brands, networks, and holding companies by analyzing credited finalist and winner data from Effie Awards competitions around the world.)

Partners of Effie Russia 2018

Partner of the Ceremony – M.Video

Official Venue of the Ceremony - Hyatt Regency Moscow Petrovsky Park

Technological Partner – Mail.Ru Group

General Information Partner - AdIndex

SMM Partner - Affect

Event Partner of the Ceremony – Capsula Group