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Scout Union of Croatia, Imago Ogilvy, Bornfight Win Grand Effie for Boranka Campaign

During the Communication Days conference in Rovinj, the prestigious Effie Awards, which celebrate effectiveness in marketing communications, were awarded to the most effective agencies and advertisers for their achievements in creativity, strategy and market results.

This year, the Grand Effie was awarded to the "Boranka" campaign by Scout Union of Croatia, Imago Ogilvy, and Bornfight, which also won in the Positive Change: Non-Profit category.

Additionally, Gold Effies were awarded to: Erste Bank, Utorak_Biro za propagandu, MediaCom Central Europe Zagreb, 404 and BBDO Zagreb for "Andrija" and Konzum, McCann Zagreb and Pro Media Group with TCC Global for "Zdravoljupci."

One Silver Effie was awarded to: A1 Croatia, Bruketa&Žinić&Gray, OMD Media and Degordian for "Vipme No No."

The campaigns earning Bronze were: Lidl Croatia and Real Grupa for "Lidl Grill & Chill Drill"; Jamnica, ZOO,

Pro Media Group and Cvoke for "Jamnica - At any time"; Iskon Internet and Señor, Pro Media Group and 404 for "Nazovi Ninu"; A1 Croatia, Bruketa&Žinić&Gray, OMD Media and SWITZER for "New Life Form"; and Franck and Bruketa&Žinić&Gray for "Keep Calm and Dream On."

For more information about the Communication Days, visit www.danikomunikacija.com.

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