



Jun 10, 2019 Romania

31 trophies awarded at 2019 Effie Awards Romania Gala

Bucharest, 10th of June 2019 - 12 agencies and companies were awarded during the 16th edition of the Effie Awards Romania, which took place at the Romanian Athenaeum and was hosted by Andi Moisescu. A total of 9 Gold Effies, 6 Silver Effies and 16 Bronze Effies were awarded.

The winning agencies and companies this year are: Cohn & Jansen JWT, GMP+Webstyler, Headvertising, Jazz Communication, Leo Burnett Romania, McCann Worldgroup Romania, Mercury360 Communications, Ogilvy Group Romania, Propaganda, Publicis Romania, Sector 7 and Ursus Breweries.

The competition's jury, led by Achim Rietze, Strategy Lead Google ZOO EMEA, included over 120 high-level marketing & communication specialists, with a range of expertise: CEOs & Marketing Directors, Strategic Planners, Creative Directors & high-level management from advertising, digital & media agencies, researchers, representatives of the academic environment & marketing and strategy consultants.

"This year's record entries show that the Romanian marketing industry is truly committed to proving the worth of their advertising. We saw more finalists than in previous years, but it was tougher to actually win metal.

I felt very inspired by the integrity and sharp thinking of my 120 jury members. There were a lot of lively discussions around some cases and at the end of the day, the jury truly honoured the EFFIE brand with their attention to detail. Let's not forget, that the EFFIE is the most important award in the industry, because it is about the one true important achievement in marketing, the results.

The quality of the Romania cases is impressive, so you should use the opportunity to share your knowledge and expertise with the world - publicly!", Achim Rietze said.

The top-winning agencies in the competition are Leo Burnett Romania, McCann Worldgroup Romania and Media Investment.

Leo Burnett Romania won 9 trophies – 4 Gold, 1 Silver and 4 Bronze – in the following categories: Brand Experience (2 Gold for Telekom's "VloggemonGO" and "Hotelekom"), Seasonal Marketing (2 Gold for Telekom's "Hotelekom" and "Don't let yourself be fooled"), Telecommunications (Silver for Telekom's "Don't let yourself be fooled" and Bronze for "The Unsubscription"), Media Idea (a Bronze Effie for Telekom's "VloggemonGO"), Use of Influencers (Bronze for "VloggemonGO") and Shopper Marketing (Bronze for Kaufland's "Bunorama").

McCann Worldgroup Romania won 8 trophies – 1 Gold, 2 Silver and 5 Bronze Effie in Branded Content (a Gold Effie for KFC BOXMASTER – FRIENDZONE), Packaged food (a Silver Effie for KFC GARLIC SAUCE), Telecommunications (a Silver Effie for Vodafone Prepaid's "Live Life Like a Game"), Alcoholic beverages – Beers (Bronze for Neumarkt's "The proper men of the new generation"), Non-alcoholic beverages (Bronze for "INNA Music Cans Album"), Restaurants (Bronze for "KFC BOOSTER – LIMITED EDITION") and Seasonal Marketing (2 Bronze for the campaigns "KFC XMAS BUCKET – WHEN MOM ALLOWS" and Coca-Cola's "#samefeeling").

The most effective clients of 2019 are: Telekom Romania with 8 trophies (4 Gold, 1 Silver and 3 Bronze Effie), US Food Network with 4 trophies (1 Gold, 1 Silver and 2 Bronze Effie) and PressOne with 3 trophies (2 Gold and a Bronze Effie). As for the most effective brands, the top 3 is similar: Telekom – first place, KFC – second place and PressOne – third place.

The brands that had winning campaigns in the 2019 Effie Awards Romania are: Asociația Inima Copiilor, Catmobile, Coca-Cola, Coca-Cola Zero Sugar, Dăruiește Viață NGO, George, ING Bank, Kaufland, KFC, Neumarkt, Orange, PressOne, Pufina, Rexona, Telekom, Ursus Retro and Vodafone.

According to the 2019 Effie Romania Rankings, modelled after the global Effie Index system, Client of the Year is Telekom Romania, Brand of the Year is Telekom, and Agency of the Year is Leo Burnett Romania.

There was no Grand Effie awarded in the 2019 competition.

[View the full winner list here.](#)

2019 Effie Awards Romania

Presented by: Kaufland, Philip Morris Trading

An event by: IAA și UAPR

Supported by: Coca-Cola, Doncafe, frufu

Strategic partners: Deloitte, Nielsen, Facebook, Institutul Cervantes

Creative Partner: Jazz Communication

Traditional partner: The Institute

Special media partner: Radio Guerrilla

Media partners: PRO TV, IQads, Smark, Pagina de Media, Biz

This press release originally appeared on Effie Romania's website.