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## Effie Awards Serbia Announces 2019 Winners

Belgrade (12 June 2019) Winners of the 2019 Effie Awards Serbia program were revealed at the annual Effie Awards Gala at Atelje 212 Theatre. The celebration marked the third year of the competition in Serbia.

Four campaigns won Bronze Effies: "Nectar – Vec 20 godina nije svejedno!" (Ovation BBDO and Nectar, Category: Beverages, Non-Alcohol and Non-Carbonated Drinks); "Transparentni kes krediti" (Communis DDB, Tim talenata i Komercijalna banka Beograd, Category: Finance, Financial Cards & Insurance); "Smartic satic" (New Moment New Ideas company and Telenor Serbia, Category: Internet & Telecom); "#RADIMuMEKU" (Luna TBWA Belgrade and McDonald's, Category: Corporate Reputation).

Leo Burnett Belgrade and Vip Mobile Serbia took home a Silver Effie for the "Vip Back to School Family Platform" campaign in the Internet & Telecom category. Vip Mobile Serbia and Executive Group were awarded a Silver Effie for "Vip Kinoteka" in the Corporate Reputation category.

Ovation BBDO and Jaffa won a Silver Effie for "Munchmallow – prica za sebe" in the Food & Snacks & Desserts category. The same agency took home a Silver Effie with Nectar for "Nectar – Vec 20 godina nije svejedno!" in the Carpe Diem category.

Milos Simic, Chairman of Effie Awards Serbia said: "Now in their third year, Effie Awards have become one of the most important dates in our industry's calendar. These awards have one of the largest juries and the most rigorous judging criteria and that's the reason we don't have the Gold award this year. Congratulations to all of this year's winning teams".

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