Oct 03, 2019   Belarus (Paused)

2019 Effie Awards Belarus Winners Announced

On October 3 Minsk hosted the first Effie Awards Belarus Gala, where the most effective marketing projects that ran in the Belarusian market within last two years have been named.

The competition included 23 product categories, 15 special categories and 4 Positive Change categories. According to Effie Worldwide standards, judging of entries was held in two Rounds by distinguished members of the Belarusian marketing and business communications industry.

According to Alena Ustinovich, Chairman of the Board of the Association of Communications and Marketing Agencies of Belarus, "This year it was a first time experience for professional community of Belarus to estimate effectiveness of marketing in accordance to Effie standards. On both rounds of judging there was very high level of competition between projects. The most significant criterion of entry evaluation were proven results of projects. All around the world, Effie Awards aims to support and improve marketing effectiveness practices and practitioners. We hope that Effie's international experience will increase competitiveness of marketing in Belarus. Based on the results of the first Effie Awards Belarus, Effie Belarus Ranking will appear - a local ranking of effectiveness of brands and agencies, as well as TOP of the best marketing specialists of Belarus according to Effie".

EFFIE AWARDS BELARUS 2019 WINNERS

GRAND EFFIE

Category: BEVERAGES
Brand: Exponenta
Agency: AIDA Pioneer Group
Project: Protein Shake Campaign

GOLD

Category: ENTERTAINMENT, CULTURE, SPORTS
Brand: EPAM SEC / EPAM Systems
Agency: Terra Marketing Group
Project: EPAM SEC 2018: MAKE IT REAL

Category: RENAISSANCE
Brand: TOP / Santa Bremor
Agency: AIDA Pioneer Group
Contributing companies: Optimum BY / Artox Media Digital Group
Project: Mood up

Category: POSITIVE CHANGE: ENVIRONMENTAL – NON-PROFIT
Brand: Operator of secondary material resources
Agency: AIDA Pioneer Group
Project: Our concern, not a raccoon's

SILVER

Category: BEVERAGES
Brand: Sochnyy
Agency: Oasis Group (in-house agency)
Contributing companies: Mint / Institute of Public Relations / Artox Media Digital Group
Project: Sochnyy Yard

Category: SHORT-TERM CAMPAIGNS
Brand: Keramin
Agency: Artox Media Digital Group
Contributing company: Zenith Media (Dachmedia)
Project: «Discover the world with Keramin» campaign

Category: INFLUENCER CAMPAIGNS
Brand: MINI / Autoimex
Agency: Primary / J. Walter Thompson Belarus
Project: Новый MINI Countryman

BRONZE

Category: FOOD
Brand: Chitorio / Slodych
Agencies: Artox Media Digital Group / Salmon Graphics
Contributing companies: Salmon Media / Studio PLAY
Project: Market launch of new brand Chitorio

Category: INTERNET AND TELECOM
Brand: MTC
Agency: Salmon Graphics
Contributing company: Partizan Production
Project: «Unlimited» tariff

Category: GOODS AND SERVICES FOR CHILDREN
Brand: Little happiness

Agency: Artox Media Digital Group
Contributing company: Partizan Production
Project: Little happiness – big love

Category: FINANCE
Brand: Belarusbank
Agency: TDI Group
Contributing companies: Forte Grey / New IT Outsourcing
Project: New approach to sales organization – Clubs

Category: FINANCE
Brand: Mastercard
Agency: Forte Grey
Project: Get closer to Champions League

Category: POSITIVE CHANGE: SOCIAL GOOD – BRANDS
Brand: Mark Formelle
Agency: Drive Media
Project: RED BOOK MF

Category: POSITIVE CHANGE: SOCIAL GOOD – BRANDS
Brand: Alfa Bank
Agencies: Partizan Production & Vondel / Hepta
Project: Braver

FINALISTS

Category: RETAIL
Brand: Chameleon from Belmarket
Agency: PG Brand Reforming Company
Contributing companies: getbob digital agency / Artox Media Digital Group
Project: Loyalty program for Belmarket stores

Category: E-COMMERCE
Brand: av.by
Agency: AIDA Pioneer Group
Project: Siren Head

Category: RENAISSANCE
Brand: Martek
Agency: Primary / J. Walter Thompson Belarus
Project: Rebranding

Gold partner of Effie Awards Belarus – jewelry network "Royal Gold."