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54 Campaigns Awarded at 2020 Effie Awards Poland Gala

The jury of the 21st Effie Awards Poland competition, chaired by Tomasz Suchański, President of the Management Board and the CEO of Żabka Polska, awarded prizes for the most effective campaigns, including 29 Bronze, 20 Silver and 5 Gold. The Grand Effie was awarded to the "Żabka - Mały Wielki Sklep" campaign, which also won Gold in the Long-Term Marketing Excellence category.

"The Effie Awards 2020 jury deliberations were conducted in a hybrid formula - both in limited groups and online - which was a great challenge to organize discussions and meetings for nearly 150 outstanding experts in the field of marketing and communication. Despite these challenges, the deliberations were inspiring and the level of campaigns carried out was very high. We awarded projects and marketing solutions that stand out on the market through the most effective activities and high business results," says Tomasz Suchański, Chairman of the 2020 Effie Awards Jury and President of the Board of Żabka Polska.

The following campaigns received Gold Effies:

- "Żabka - Mały Wielki Sklep" by Żabka, PZL, Spark Foundry, OMD
- "EKO Petycje" by ING Bank Śląski, Brain, GONG, 24/7 Communication, MullenLowe MediaHub
- "Let's go to YOU" by Tyskie, GONG, Tylko, Tailor Made PR, Zenith, BNA

- "Mak? It suits me!" by McDonald's, MJCC, OMD, DDB Warsaw
- "What's important" by Huawei, Havas Warsaw, Wavemaker, 180heartbeats + Jung v Matt

Among those awarded with Gold, one campaign was submitted in the new React & Sustain category, which recognizes communication activities aimed at defending a business position and / or responding to unexpected business or non-business circumstances.

In the annual Effie Poland Effectiveness Rankings, the highest positions were earned by:

- Most Effective Agency: DDB Warszawa
- Most Effective Media Company: Wavemaker
- Most Effective Marketer: McDonald's

More about Effie Awards Poland and the full list of winners and rankings are available at awards.effie.pl.

"The great interest in this year's Effie Awards is a very good sign for the industry. The involvement of marketers and agencies in the preparation of high-quality applications in this difficult year for business is proof that the marketing communications sector actively resists COVID-related challenges. For SAR, this year's deliberations were also not easy, they often required non-standard solutions. However, we feel that as an organization we have entered a new level of event implementation and creating interesting experiences for their participants," summed up Dariusz Andrian, President of the Board of the Association of Marketing Communication (SAR).

The 2020 Effie Awards gala was held online. [The transmission of the award ceremony from Nowy Teatr in Warsaw can be viewed on the platform](#). Access to the event was free for the first time, which amassed great interest, with about 3,000 participants registered.

Everyone who registered for the gala within one week after the event will receive a package of benefits funded by sponsors, including discounts on training, lectures and research, reports and access codes to paid services. [The full list of benefits is available here](#).

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The SAR Marketing Communication Association was founded in 1997. The organization unites companies that create effective marketing communication, currently it is 130 entities: full service agencies, media agencies, brand design & consulting agencies, event agencies, interactive agencies, production houses and AdTech agencies. One of the main tasks of the SAR is to promote and animate the advertising environment in Poland and to create conditions for the exchange of experience and knowledge between entities operating on the market. In addition, the activities of SAR include the development, systematization and popularization of tender standards and good business practices, organizing training courses, seminars and educating staff, as well as conducting industry research. In addition, SAR and the Polish Confederation of Private Employers (Union of Media and Advertising) lobby around advertising law. The association is the organizer of competitions that set advertising standards and conferences related to them: Effie Awards, Innovation Award and KTR. Since 1999, SAR has been a member of the European Association of Communications Agencies (EACA). In Poland, SAR is a representative of the international Cannes Lions competition. www.sar.org.pl

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