



Nov 17, 2020 Belarus (Paused)

2020 Effie Awards Belarus Winners Announced

- *AIDA Pioneer Group named Most Effective Agency of the Year*
- *Voka / A1 named Most Effective Advertiser of the Year*
- *TDI Group awarded Grand Effie for 'Voka Smartfake'*
- *Six Gold Effies awarded overall*

At the [virtual Effie Belarus 2020 Awards show](#), held on Tuesday, November 17, a further eight Silver and ten Bronze awards were presented.

Alena Ustinovich, Chairman of Board of Association of Communications and Marketing Agencies of Belarus, and producer of Effie Awards Belarus, said "2020 has become a real challenge for marketing industry globally, and for Belarus in particular. Not only because of Covid-19, but also because of current situation in Belarusian society. Since the beginning of the year, many brands have cancelled their communications projects, and therefore the result that we have achieved in terms of total number and quality of entries can be called indicative, especially since it's yet the second edition for Effie Belarus. When organizing the award, we observed global Effie standards and did a great job positioning the Effie brand among both agencies and brands, running workshops and assisting the participants in preparation of their cases. At this stage, after everything is completed, we can confidently say that this experience is absolutely precious for our market, very helpful to support the marketing industry, improve the competencies of marketers and agencies, enhance their synergy and celebrate the ideas that really work. The number of participants of Effie Awards Belarus increased by 87% compared to last year, with most of the projects implemented by local Belarusian agencies and brands. In the future, we would highly appreciate global Effie community's support to attract international brands to the number of participants, business forum inclusive, to further develop the skillset, learnings and practices of all the players of Belarusian marketing and communications market."

Effie Awards Belarus, launched in 2019, aims to annually identify and celebrate the most effective marketing implemented in Belarusian market that have proven their effectiveness for business growth. Based on the 2020 Effie Awards Belarus results, the annual Effie Belarus Ranking – local ranking of most effective brands and agencies – was also announced.

[View the full list of 2020 Effie Awards Belarus winners.](#)

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