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Hackathon #znamkamarada Wins Grand in 2020 Effie Awards Czech Republic Competition

Prague, 2 December 2020 – The jury for the 2020 Effie Awards Czech Republic, a global competition for marketing effectiveness organized by the Association of Communication Agencies (ACA), announced the 2020 winners on 30 November. Due to coronavirus restrictions, the entire ceremony was held online. The event was hosted by Marek Hlavica, Director of ACA CR, and his mother, the well-known Czech writer Ivanka Devátá. The main prize, the Grand Effie, went to the project Hackathon #znamkamarada.

An emergency situation requires emergency solutions. Thus, for the first time in 22 years, the ceremony for the 2020 Effie Awards Czech Republic competition did not take place at an in-person evening gala. No heels, ruffled hairstyles, or tight ties, but all nicely settled in the comfort of home. We learned this year's results from the living room of Ivanka Devátá, who celebrated her 85th birthday two days before.

At home, at an informally set table, Marek and Ivanka were all the more creative in announcing the winners of twelve industry categories and special awards from SIMAR (Association of Market Research and Public Opinion Agencies) and ADC Czech (Association of Creative Workers in Advertising). In addition to broadcasting videos of the winning projects, they connected virtually with representatives from the winning

teams. Viewers also heard stories from the family life of Marek and Ivanka.

"This year's announcement was a real challenge especially for an extrovert of my intensity. I missed the audience response, interaction and festive atmosphere, which is why I was very happy to have the "help" of my mum. In the end, I coped with it, despite technical problems," commented Marek Hlavica, Director of ACA.

2020 Grand Effie for Hackathon #znamkamarada

At the beginning of 2019, a report appeared in the media regarding a state contract for a new e-shop for motorway stamps, which was to cost taxpayers CZK 401 million because the supplier was selected without a proper tender. The aim of the campaign was to inspire the public to take notice of the event and to prove that the contract was not only unreasonably overpriced, but that such things can be changed.

In the form of a call, the contracting authority, Actum Digital, organized a public hackathon with the aim of launching an e-shop for the purchase of motorway stamps in 48 hours, at its own expense. Thanks to the hackathon, an unexpected reaction arose that excited the whole country. A group of volunteers was able to create a free solution within the set deadline, which was originally supposed to cost CZK 401 million. And the result? The state contract was cancelled, re-announced, and purchased for CZK 128 million. Following this, other IT contracts pursued by the state were cancelled and reviewed. In addition, the campaign generated a media value of CZK 23,428,784 (advertising value equivalence - AVE in CZK).

"The Grand Prix was almost unanimous this year. The Hackathon project #znamkamarada did not lack an idea, great ambition and had demonstrable results that exceeded all expectations. The main message of the project was the idea that politics is not something that ordinary people cannot influence. The Hackathon has finally forced politicians to dialogue and convinced people that they have the power to change things they don't like," says Marek Hlavica.

"Overall, this year was very successful despite difficult conditions. Maybe we were expecting a bigger projection of the pandemic into the competition works, which did not happen. There were not many "pandemic projects," nor did the number of applications drop significantly. We followed developments in other European countries where EFFIE runs very carefully, and the Czech Republic was one of the most successful in this difficult year - we achieved the second highest number of applications in history," concludes Hlavica.

[The full 2020 winner list can be found here.](#)

[Watch a recording of the virtual ceremony here.](#)

About Effie Czech Republic

Effie stands for effectiveness and refers to the competition for the most effective marketing held in 50+ countries around the world. The competition has been held in the Czech Republic since 1997, and held in 2020 under the auspices of the Ministry of Industry and Trade of the Czech Republic and the Czech Chamber of Commerce.

For more information, please contact:

p.lorencova@omnimedia.cz

tel: 731 409 992