



Nov 26, 2020 Romania

41 Trophies Awarded at 2020 Effie Awards Romania Virtual Gala

18 agencies and companies were awarded Effie during the 17th edition of Effie Awards Romania gala that took place in an online format for the first time, live-streamed on the Facebook pages of Effie Romania & IAA Romania and live on Discord. This year, a total of 1 Grand Effie, 8 Gold, 13 Silver and 19 Bronze Effie trophies were awarded.

The winning agencies and companies this year are: Cohn & Jansen WT, HEADVERTISING, Kubis Interactive, GMP+WEBSTYLER, LEO BURNETT, Graffiti PR, Mainstage The Agency, Mercury360, Minio Studio, Most Wanted Ideas, MRM // McCann Romania, Propaganda, Publicis Romania, Saatchi & Saatchi + The Geeks, The Onion Media, Tribal Worldwide, VODAFONE ROMANIA and Zenith.

The top 3 agencies that received the highest number of points, based on performance in the competition, are Leo Burnett Romania, Publicis and MSL The Practice.

Leo Burnett Romania won 15 awards – 1 Grand Effie, 4 Gold Effies, 5 Silver and 5 Bronze Effies – for the following projects: Samsung – The Banknote Concerts (Grand Effie, 1 Gold Effie in Branded Utility category and 3 Silver Effies in Seasonal Marketing, Brand Experience and Carpe Diem), Telekom – Storytime (Gold Effie in Brand Experience and Silver Effie in Branded Utility), Telekom – Smart Wi-Fi (Gold Effie in Telecommunications), Curtea Veche Publishing – #TimeToRead (Gold Effie in Other Products & Services, 2 Bronze Effies in Engaged Communities and Positive Change: Social Good – Brands), Gillette Skinguard – “Life without Irritations” (Silver Effie in Branded Content & Entertainment and Bronze Effie in Personal Care Products & Services, together with Graffiti PR), Telekom – THE BURNOUT HOTLINE (2 Bronze Effies in Branded

Utility and Positive Change: Social Good – Brands).

Publicis Romania won a total of 8 trophies – 1 Gold Effie, 3 Silver Effie and 4 Bronze Effie – for Timișoreana – *The unconditional supporter of football* (Gold Effie in Sports Marketing), *Drama Queen – Magnevie Stress Resist* (1 Silver Effie in Brand Experience), *OLX – NO TWO JOBS ARE THE SAME* and *GET THE WHOLE STORY ON AUTOVIT.RO* (each won 1 Silver Effie in E-Commerce), *Carrefour – Proofs of Love* (1 Bronze Effie in Retail), *ORANGE LOVE + HBO* (Bronze Effie in Telecommunications), *Coca-Cola – The gift of listening* (Bronze Effie in Seasonal Marketing) and *Kinder – SANTA’S CALLING* (Bronze Effie in Brand Experience).

The Most Effective Marketers of the Year are Telekom and Samsung, tied for first place. Besides the Grand Effie, Samsung won 1 Gold and 3 Silver Effie trophies for *The Banknote Concert* campaign. Telekom received 2 Gold Effies, 1 Silver and 2 Bronze trophies. Ursus Breweries earned a Gold Effie for Timișoreana and another 5 finalists for URSUS.

The Top 3 Most Effective Brands in this competition were Telekom and SAMSUNG (tied for first) and Curtea Veche Publishing, in third place.

The brands with winning campaigns in the 2020 Effie Awards Romania are 5 to go, Aqua Carpatica Autovit.ro, BCR, Carrefour, Coca-Cola, Curtea Veche Publishing, Durex, Edenia Foods, Funky Citizens, George, Gillette, ING Bank, KFC, Kinder, Magnevie Stress Resist, Mountain Dew, Napolact, OLX Jobs, ORANGE, ROMANIAN POLICE, Rompetrol GO, SAMSUNG, Telekom, Timișoreana, TUC, Unisol and Vodafone.

According to the 2020 Effie Awards Romania Rankings, created based on the international Effie Index system, the Client of the Year and Brand of the Year titles were both ties between Telekom & Samsung. Agency of the Year is Leo Burnett Romania. The 2020 Grand Effie was won by *The Banknote Concert* campaign (Samsung & Leo Burnett).

The 2020 Gala took place online and was hosted by Andi Moisescu. Along with the award ceremony, Effie highlighted this past year’s industry stories by hosting a series of live talks. At the center of these talks were 8 special guests with a background in advertising, marketing and related fields: Mihai Bârsan, President of the 2020 Effie Organizing Committee; Victor Dobre, Executive Director, IAA Romania; Dana Pascu, Brand Strategy Consultant; Răzvan Căpănescu, Creative Partner, Wings CLL, Hypno, Imaemaker; Raul Gheba, Comedian, Writer & Copywriter; Bogdan Naumovici, Managing Partner, 23 Communication Ideas and, last but not least, Șerban Pavlu, Actor.

They tackled 4 major conversation themes, (I) CHALLENGE, CONTEXT & OBJECTIVES, (II) INSIGHT & STRATEGIC IDEA, (III) BRINGING THE IDEA TO LIFE & (IV) RESULTS, which correspond to Effie's Framework for Marketing Effectiveness and the four sections of the entry form that each participant submitted into the competition.

This year’s Effie jury president was Charlie Hiscocks, Founder of Curious Eye Ltd. Charlie also led the Effie 2020 Scoring Committee, a structure formed this year to establish the finalists and the winners of the competition.

The Effie 2020 Organizing Committee included the following members: Mihai Bârsan, President, 2020 Effie Awards Romania Committee & Business Leader, Entrepreneur; Alexandra Dimitriu, Chief Media Officer, Publicis Groupe România; Bogdan Țurcanu, Commercial Manager, Ursus Breweries; Costin Radu, Independent Strategy Consultant; Dan Petre, Business Developer, D&D Research; Mihai Trandafir, Managing Director, UM România; Ruxandra Rău, Director Brand & Communication Strategy, Telekom România; Silvia Mihăilescu, Director of Brand, Marketing & Communications, ING România and Victor Stroe, Head of Strategy & Associate Director, Leo Burnett.

The detailed list of 2020 Effie Awards Romania winners can be found [here](#).