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Effie Awards Ukraine 2020 Winners Announced

Effie Awards Ukraine announced the results and winners of the 2020 competition.

The 2020 Effie Awards Ukraine jury team included around 250 specialists from the advertising and communications industry. Leading marketing specialists from advertising companies, top managers of communication agencies, media experts, researchers and consultants evaluated the most effective cases.

Winners were selected in three judging rounds, with 16 Gold, 18 Silver and 35 Bronze awarded in total. The Grand Effie was awarded to monobank and Initiative for "Could it be possible to change banking at the countrywide level? It can be!" campaign, in the Marketing Disruptors category.

The full list of 2020 Effie Awards Ukraine winners can be found here.

See photos from the event here >

Watch the video recap >