



Oct 18, 2022 Slovenia

Effie Slovenia Announces New Steering Committee

Ljubljana, October 18, 2022 – The eleventh edition of Effie Slovenia has begun with the announcement of the new Steering Committee. President of Effie Slovenia 2023 is Janja Božič Marolt, Founder and Director of Mediana, Institute for Market and Media Research and Mitja Tuškej, Partner and Strategist at Formitas Group, is joining her in his second mandate as Effie Slovenia's Content and Strategy Director.

"Effie is just like gold. A rare, hard-won treasure that retains its value and increases it in times of crisis. It is a great honor to work with Mitja and to contribute to and strengthen the desirability and reputation of the Effie Awards in its 11th edition in Slovenia. The upgrade would not have been possible without the efforts of all participants and previous winners. I am sincerely grateful to everyone for their contributions so far. Out of respect for them and the profession, I will strive to ensure a successful and efficient implementation of all Effie Slovenia 2023 processes. The complexity of the social, natural, market and technological change now more than ever dictates the need for innovative implementations of marketing strategies, which can only achieve communication efficiency and effectiveness through thoughtful and research-based insights and credible data. Period." said Janja on taking up her new position.

Effie Slovenia has a long 20-year tradition of biannual programs, awarding the most effective marketing ideas and educating and inspiring Slovenian marketing experts. During this time, Effie Slovenia has become the most desired and respected marketing award for Slovenian marketing practitioners (source: Mediana, 2022). We are very proud that Effie values are becoming core to the Slovenian marketing industry and that in the 2020 edition we have awarded the first-ever Slovenian Platinum Effie.

Mitja Tuškej on Effie Slovenia: "The market conditions have never been tougher and the challenges that brands face have never been so fast-changing. The rivalry in most markets is unbearable. Brand managers are navigating between sustainability and social responsibility and are trying to find ways to reach and retain their target audiences, which is becoming more and more difficult. These are all our daily challenges and all of us who work together to create a path for our brands know that what we do is highly complex, interconnected and interdependent from start to finish. For every step we take in the world of brand marketing management, we need to have the maths, the statistics and the logic behind it that lead us to the right marketing and communications decisions. And that is the core of Effie."

Effie Slovenia 2023 is beginning with its activities and welcomes all to follow our social media channels and subscribe to our newsletter for more information about events and news of the 2023 edition.

Read more about Janja and Mitja:

JANJA BOŽIČ MAROLT, Founder and Director of Mediana, Institute for Market and Media Research, President of Effie Slovenia 2023

Janja is the first woman and the youngest recipient of the prestigious title Slovenian Advertising Personality Award in 2001 and a pioneer of the most important media research in Slovenia. She is the founder and director of Mediana, Institute for Market and Media Research in Slovenia, Croatia, Serbia and Macedonia and is often ahead of her time with new methods.

With her Mediana colleagues, she is the most successful in domestic market research, with the most accurate predictions of exit polls and objective opinion polls.

She has gained a high level of trust in the advertising and marketing industry with the first independent media research in Slovenia, which has developed into the internationally licensed Mediana TGI. Today she reveals the background of all media, including the web and social networks. In collaboration with foreign partners, she introduced people-meter TV audience measurement, a currency for TV viewing. Mediana IBO, Mediana RM and other currency surveys have been active for over 20 years.

Janja is the ESOMAR (European Society for Opinion and Marketing Research) representative for Slovenia and manages the implementation of Eurobarometer surveys in Slovenia. She is involved in several organizations related to marketing communication and is often present at festivals and conferences as a jury member or as a speaker, including TEDx. Janja was also the Chairperson of the Slovenian Advertising Arbitration and the Supervisory Board of the Slovenian Advertising Chamber.

In addition to her successful work in the profession, Janja Božič Marolt is a guest lecturer at the Faculty of Economics, the Faculty of Social Sciences and a regular lecturer at the B2 Faculty. She publishes columns and articles on marketing research and advises on communication strategies and brand management.

Janja is married and a mother of two children.

MITJA TUŠKEJ, Partner and Strategist Formitas Group, Content and Strategy Director of Effie Slovenia 2023

Mitja has been selected as Effie's Content and Strategy Director for a second mandate. As a renowned brand strategist, he is committed to the profession. For his contribution to the profession, he received the Slovenian Advertising Personality Award at the Slovenian Advertising Festival in 2022. His dedication to data and analysis has consistently led him to sharply focused brand targeting, which is the cornerstone of today's precision branding strategies. He has diligently recorded and shared his findings in educational publications and is the author of two books. Mitja has been awarded a Silver Effie in the first Effie Awards in Slovenia (long-term effectiveness for Citroen Slovenia), a Gold Effie for the Start, Slovenia! at the 2018 Effie Awards and a Gold Effie for the long-term campaign Start Slovenia! At the Effie Awards 2020. He also has national and international experience in Effie judging (member of the Round One jury of Effie Slovenia 2012 and member of the Round One jury of Euro Effie 2012).

Visit Effie Slovenia website for more information: <https://effie.si/>