



Nov 24, 2023 Ukraine

## Winners of Effie Awards Ukraine 2023 Announced

*On November 24, at the Award Ceremony of Effie Awards Ukraine 2023, the most effective campaigns in the field of marketing and communication in Ukraine were announced. The Grand Prix of the award went to the project "Azovstal. A symbol of perseverance" by the Gres Todorchuk for UNITED24 and Metinvest.*

In 2023, more than 220 professionals from the advertising and communication industry joined the jury of Effie Awards Ukraine. The contest program was represented by 81 categories, including 34 industrial and 47 special categories.

Campaigns for charitable foundations, governmental, and non-governmental organizations make up the majority of finalists this year. The "Positive Change - Social Good" categories lead in the number of finalists. Additionally, many works in the categories of "Crisis Response / Critical Pivot", "Timely Opportunity", and "Cross Media Storytelling" have made it to the finals.

"We're not surprised by these results, as any advertising contest is a reflection of what's happening in the market and in the economy in general, and Effie is no exception," says Maksym Lazebnyk, producer of Effie Awards Ukraine and CEO of the All-Ukrainian Advertising Coalition. "It's absolutely natural that the most

entries will be submitted in the categories of short-term campaigns and Positive Change for foundations and non-profit organizations. Also, based on our observations and the contest statistics, we see that the financial sector is in demand in the market, while tourism or travel is not".

Among the awards of the contest 2023 are 11 gold, 14 silver, 21 bronze awards, and the Grand Prix.

Project "Azovstal. A symbol of perseverance" won the Effie Awards Ukraine 2023 Grand Prix. To empower Ukrainians and unite people around the world for the support of Ukraine, a fundraising platform UNITED24 decided to create a symbol of Ukrainian perseverance. The last bastion of the defense of Mariupol – Azovstal, is a world-known symbol of perseverance. Using the last block of the Azovstal steel, they made unique bracelets. 100,000 bracelets were sold-out in 44 countries. Global public figures sharing and representing the bracelet including The Pope. Story earned 1.2B impressions and \$114M earned media worldwide. But most importantly, UAH 300M were raised to help Ukraine.

The full list of winners of Effie Awards Ukraine 2023 can be found [at the following link](#).

Congratulations to all the winners!

The General Partner of Effie Awards Ukraine 2023 is Nova Poshta, delivering victories!