



Nov 06, 2013 Europe

Austria's 29th Effie Awards

November 6, 2013. Effie Austria, organized by the International Advertising Association (IAA), held its 29th awards ceremony this year at the Halle E im MuseumsQuartier in Vienna. Five hundred guests gathered to honor Austria's most effective marketing cases of the year.

The Austrian sweets manufacturer Josef Manner & Comp AG, and agencies Demner, Merlicek and Bergmann and OMD took home the coveted Platinum Effie for their case "Manner Whole Grain".

Six gold, five silver, four bronze, and seven honorable mentions were also awarded. Top winners include client/agency teams: Delta Pronatura/W.Groll, Brau Union Österreich/ McCann Erickson and MediaCom, KIA Austria/Innocean Worldwide and Havas Media Austria, Bahlsen GmbH & Co KG/ pjure isobar and Vizeum Austria Media Service, Debra Austria/Lowe G&K and Mindshare, and Wien Energie/Demner, Merlicek & Bergmann and WienCom.

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About Effie Worldwide

Championing the practice and practitioners of marketing effectiveness, Effie Worldwide spotlights marketing ideas that work and encourages thoughtful dialogue around the drivers of marketing effectiveness. The Effie network works with some of the top research and media organizations worldwide to

bring its audience relevant and first-class insights into effective marketing strategy. The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with the Global Effie, the Euro Effie, the Middle East/North Africa Effie, the Asia Pacific Effie and more than 40 national Effie programs. For more details, visit www.effie.org. Follow [@effieawards](https://twitter.com/effieawards) on Twitter for updates on Effie information, programs and news.