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Effie France Celebrates its 20th Awards Celebration

Effie France, organized by the Association of Consulting Communication Agencies (AACC) and the Union of Advertisers (UDA), celebrated its 20th edition of the Effie awards on November 25th at the Théâtre de Paris. 27 cases were awarded, including 11 Gold Effies and 1 Grand Prix.

The Grand Prix went to the French health education organization INPES, agency McCann Paris, and media agency Carat for their case "Virgins", which focuses on INPES' efforts to market INPES' sex education website, OnSexprime.fr, to adolescents. As part of this effort, the team created a weekly web series devoted to the subjects of virginity, porn, and gender stereotypes.

France's 2013 Gold Effie winning teams are: Nestlé/Laboratories Guigoz/Publicis Conseil/Marcel/ZenithOptimedia, Danone Eux France/ BETC/Elan/BETC Design/Havas Media, EDF/CLM BBDO/Havas Media, Système U/TBWA \Paris/My Media, Domyos (Groupe Oxlyane)/Kids Love Jetlag (Fred & Farid Group), Delipapier Sofidel/Leo Burnett/Vizeum, AXA/Publicis Conseil/Havas Media, PUCEAUX/McCann Paris/Carat, THALYS INTERNATIONAL/Rosapark/Havas Media, Mondelez International/Kids Love Jetlag/Fred & Farid Media (Fred & Farid Group), BMR Slendertone/Lane/Initiative-Mediabrands.

This year's Effie France jury was composed of agency, advertiser, media and marketing professionals and chaired by Dider Truschot of the global market research company Ipsos.

For more information on Effie France's gala, winners, and book, recently released in honor of their 20th anniversary, *Yes, Communication is Effective!*, please visit their [website](#).

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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](#) on Twitter for updates on Effie information, [programs](#) and news.