



Nov 18, 2013 Europe

## Czech Republic's 2013 Effie Awards

20 cases were awarded at Czech Republic's 17<sup>th</sup> annual Effie Awards, which took place this year at Lucerna Cinema in Prague. The big winner of the night was communications agency Havas Worldwide Prague winning a total of four Effies, including two golds for their work with Mondelez CR and Ringer Axel Springer. The other three golds went to Ogilvy & Mather/Czech Olympic Committee, Momentup/UPC, and Young & Rubicam/Czech Savings Bank.

The moderators of the event were representatives, and bankers, from Campaign Air Bank, a 2012 Effie Czech Republic gold winner. The event was organized by the Czech Association of Communication Agencies (AKA).

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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

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