



May 14, 2014 Europe

Effie Turkey's 2014 Gala

The sixth annual Effie Turkey Awards Ceremony took place last night, May 13th, at The Grand Tarabya Hotel in Istanbul. Twenty-three gold, nineteen silver and seventeen bronze Effies were awarded across thirty categories. This year, the categories Digital Applications, Successful Products/Services Launch, and Cosmetics and Personal Care attracted the highest numbers of entries.

Some of the gold-winning teams included: Alice BBDO and Fritolay for Lay's, Mindshare and Unilever for Magnum, McCann Erickson Istanbul and The Coca-Cola Company for Coca-Cola, Mobilike and Procter&Gamble for Duracell, Leo Burnett Istanbul and Bilyoner Interaktif for Bilyoner.com, Medina Turgul DDB and Vodafone for Vodafone, and Grey Istanbul and Procter&Gamble for Fairy. For a complete list of Effie Turkey's 2014 winners, please click [here](#).

This year's competition was co-hosted by the Turkish Association of Advertising Agencies (TAAA) and the Turkish Association of Advertisers (RVD), and sponsored by Eti, Unilever, Ülker and Vestel.

"The high number of applications and the hard work involved in the selection process is a testament to the momentum that the Turkish advertising industry has achieved," said the Chairman of the TAAA Alper Üner.

For more information on Effie Turkey's 2014 Awards Gala, 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 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 over 40 global, regional and national [programs](#) across Asia-Pacific, Europe, Latin America, Middle East/North Africa and North America. Effie initiatives include the [Effie Effectiveness Index](#), ranking the most effective companies and brands globally and the [Effie Case Database](#). For more details, visit www.effie.org. Follow [@effieawards](#) on Twitter for updates on Effie information, [programs](#) and [news](#).