



Oct 06, 2014 Europe

## Effie Poland's 15th Anniversary Gala

1 Grand Prix, 6 Gold Effies, 23 Silver Effies and 19 Bronze Effies Awarded at Effie Poland's 15th Awards Gala in Warsaw

Team DDB Warsaw, OS3 multimedia, Universal McCann, Value Media and PKO Polish Bank took home the Grand Effie for their case "The perfect employee".

Gold Effie Awards were presented to: Ogilvy & Mather, MEC and Orange Poland for their case "No limitations and boundaries" (NJU Mobile); Saatchi & Saatchi Poland, Closbrother, PHD Media Direction and Toyota Motor Poland for "Sell out 2013 with W. Zientarski"; MediaCom Warsaw, Grandes Kochonos, CPC, K2 and PLAY for "So who else is PLAY-ing with us?"; VML Poland, Starcom MediaVest Group and PZU for "The extra helpful PZU agents"; MEC, Ogilvy & Mather, Duda Poland and Jeronimo Martins Poland for "We are all national football team"; DDB Warsaw, OS3 multimedia, Universal McCann, Value Media and PKO Polish Bank for "The perfect employee".

The title of Most Effective Advertising Agency went to DDB Warsaw, and the title of Most Effective Media House went to Starcom MediaVest Group.

"The level of cases entered to the competition this year was very high," said Pawel Tyszkiewicz, General

Manager of SAR Marketing Communication Association, the organizing Association of Effie Poland.

The evening included a speech by Poland's Minister of Economy Janusz Piechocinski, who spoke about the economic importance of Polish products, Polish exports, brand management, and the expansion of Polish companies around the world.

The cases were judged by a 75-person jury of senior executives from advertisers, business, agencies, media and market research and independent consultants, chaired by Katarzyna Milanovic, General Director NIVEA for Poland and the Baltic.

For more information on Effie Poland's 15th anniversary gala, visit their [website](#).

##

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](http://www.effie.org). Follow [@effieawards](#) on Twitter for updates on Effie information, [programs](#) and [news](#).