



Jan 16, 2015 APAC

## Effie India's 2014 Gala

(16 January 2015) – One Grand, 11 gold, 27 silver, and 51 bronze Effies were awarded, and 59 finalists were recognized, at Effie India's open air gala, held at the Taj Lands End hotel in Mumbai.

The Grand Effie went to Soho Square Advertising & Marketing Communications Pvt. Ltd., Ogilvy & Mather India, and Bharatiya Janata Party (BJP) for their case "The Political Campaign That Created History".

Gold winners included: McCann Worldgroup India and Marico Limited for Saffola Masala Oats; Lowe Lintas + Partners and Havells India Limited for Havells Appliances; Ogilvy & Mather India and Goolge India Pvt. Ltd. for Google; and [more >](#)

Ogilvy & Mather India was awarded Agency of the Year and Hindustan Unilever Limited won Client of the Year.

Entries were judged by 195 advertiser and agency representatives over seven judging sessions held in Mumbai and Delhi.

For more information on the Effie India program and Effie India's 2014 Gala, click [here](#).

For a full list of Effie India's 2014 winners and finalist, click [here](#).

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### About The Advertising Club

Effie India is run by Effie Worldwide partner, The Advertising Club. 2014 marked The Advertising Club's 60th year anniversary, and 14th year of organizing the Effies in India.

### 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](#).