



Apr 15, 2016 Europe

## 2016 Effie Awards Croatia Gala

The 2016 Effie Awards Croatia were presented on April 15, in conjunction with the central Croatian advertising festival, Days of Communications, which took place from April 14-17.

This year's entries made it a tough competition. The Grand winning campaign was presented to Zagrebačka pivovara, BBDO Zagreb and Universal McCann, for their "Dijalekti" campaign.

Silver Effie Awards were given to Grey Worldwide Zagreb, Utorak, Biro za propagandu, and MediaCom Central Europe Zagreb for their "Erste gotovinski krediti online" campaign for Erste bank, and to Hrvatski Telekom, McCann Zagreb, and MediaCom Central Europe Zagreb for their campaign "Nevjernici" for Hrvatski Telekom.

Bronze Effie Awards were given to BBDO Zagreb and MediaCom Central Europe Zagreb for their "Simpa kokice - Prži kako hoćeš!" campaign for Hrvatski Telekom, to Bruketa&Žinić OM and Branddoctor, and Pro media group for their "Komšija" campaign for Auto Zubak, and finally to HEP, McCann Zagreb, Fahrenheit, and Real Grupa for their "mHepi" campaign.

The most successful agency of the year for the Effie Croatia competition was BBDO Zagreb, which won the Grand Effie, one Gold, and one Silver Effie award. They were followed by McCann Zagreb who won one

Silver and one Bronze Effie award.

This year's winning campaigns were decided by a jury of experienced Croatian marketing experts, which included representatives from advertisers, creative and media agencies, the media, and market research agencies. Mr. Kristijan Gregoric from Franck served as jury chairman.

The Croatian Effie Awards are organized by HURA (Croatian Association of Communications Agencies).

For more information on the Effie Awards Croatia please visit their website [here](#). And see the full list of winners below:

#### List of winning campaigns:

##### Grand Effie Award:

- "Dijalekti", Zagrebačka pivovara, primary agency BBDO Zagreb, media agency Universal McCann, other agencies - Degordian

##### Gold Effie Award:

- "Dijalekti", Zagrebačka pivovara, primary agency BBDO Zagreb, media agency Universal McCann, other agencies - Degordian

##### Silver Effie Award:

- "Erste gotovinski krediti online" Erste banke, primary agencies Grey Worldwide Zagreb and Utorak, Biro za propagandu, media agency MediaCom Central Europe Zagreb
- "Nevjernici", Hrvatski telekom, primary agencies McCann Zagreb, media agency MediaCom Central Europe Zagreb

##### Bronze Effie Award:

- "Simpa kokice – Prži kako hoćeš!" Hrvatski telekom, primary agency BBDO Zagreb, media agency MediaCom Central Europe Zagreb,
- "Komšija", AutoZubak, primary agencies Bruketa&Žinić OM and Branddoctor, media agency Pro media group
- "mHepi" oglašivača HEP, primary agencies McCann Zagreb and Fahrenheit, media agency Real Grupa, other agencies - Centralna jedinica