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## 2021 Effie Awards Russia Winners Announced

MOSCOW -- On April 27, Effie Russia announced the winners of the 2021 season at the late night show-styled Award Ceremony.

Though last year was challenging for any marketer in the world, those from Russia appeared to find a new path and develop new advertising trends. This season, Effie Russia achieved flat growth compared to the previous season, with the success rate in the most trendy categories reaching 40%. The strong trend of this season is **sustainable development**, which is reflected in the Positive Change category being the most popular and the Grand Effie being awarded to a case from the Non-Profit category.

In total, 123 winners were awarded in 53 categories: 26 Gold, 46 Silver and 51 Bronze, plus 1 **Grand Prix**.

A full list of the 2021 Effie Awards Russia winners can be viewed [here](#).

Companies taking the lead in this year's competition were also awarded 2021 "Most Effective" titles, which have been awarded by Effie Russia each year since 2015. **PepsiCo** was named "Most Effective Marketer of the Year," **BBDO Moscow** was named "Most Effective Agency of the Year," and **Rodnya Creative PR Studio** was named "Most Effective Independent Agency of the Year."

A recording of the celebration is [available here](#).

**Partners of Effie Russia 2021:**

Strategic partner — Lenta

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Official partner — SBP

Event partner — SberMarketing

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