



Nov 18, 2021 Belarus (Paused)

Effie Awards Belarus 2021 Winners Announced

On November 18, the winners of the Effie Awards Belarus 2021 were announced in Minsk.

Since 1968, the Effie Awards have been celebrated in more than 50 countries to honor ideas that really work, proving the effectiveness of marketing communications for business development.

Effie Awards Belarus aims to annually identify and celebrate the most effective efforts in marketing communications implemented in Belarusian market. Based on Effie Awards Belarus 2021 results, a local effectiveness ranking appears, the points of which are summed up in the **Global Effie Index** that allows brands and agencies to strengthen their positions at the global level.

The Effie Awards Belarus has been organized by the **Association of Communication and Marketing Agencies**. The General Partner of the Award is the international payment system **Mastercard**.

Alena Ustinovich, Chairman of Board of Association of Communications and Marketing Agencies of Belarus: "The Effie Awards Belarus is being held for the third time, but interest in this event is growing every year both among representatives of international and local brands and agencies. The process of entries preparation for participation in the Award is highly responsible. It lasts for a long time and gives participants

the opportunity to carefully evaluate their efforts on a particular project implemented in the sphere of marketing and communications. Effie Awards Judging proceeds in several rounds and I am pleased that during the interaction between the jury members a balanced and constructive dialogue takes place. The jury members also give their recommendations, critical comments, that can later help the participants to be even more effective. The Effie Awards are indeed the gold standard for the effectiveness of marketing efforts around the world. However, in my opinion, participation in the Award is already a victory. I am grateful to the participants, jury members and partners of the Award for their support and commitment that makes marketing better and more effective.”

The 2021 Grand Effie was awarded to Lay's / PepsiCo and OjGroup for "Lay's Smiles Campaign / Project 'Follow the Smile.'"

Bobruvski Brovar was named Brand of the Year and Agency of the Year went to AIDA Pioneer Group.

Congratulations to all of this year's winning teams! Read more and see the full list of this year's winners [here](#).