



2013 effie awards hungary

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Hungary's 2013 Effie Awards

Effie Hungary recognized its 13 Gold, 13 Silver and 22 Bronze winners of 2013 on October 22nd at Budapest Operetta Theatre. The Effie Hungary competition is run annually by Hungarian Association of Communications Agencies (MAKSZ) and IAA.

Top winning client and agency teams of 2013 include: Danone Kft. and Young & Rubicam Budapest, Zwack Unicum Nyrt. and Carat Hungary, Dreher Sörgyárak Zrt. and Human Telex Kft., Ford Közép- és Kelet-Európai Értékesítő Kft. and Wunderman Kft., and SOS Gyermekfalu Magyarországi Alapítványa and DRAFTFCB Kft. For a complete list of winners and more information on Hungary's 2013 competition, please visit the [Effie Hungary website](#).

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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 and first-class 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 the Global Effie, the Euro Effie, the Middle East/North Africa Effie, the Asia Pacific Effie and more than 40 national Effie programs. For more details, visit www.effie.org. Follow [@effieawards](https://twitter.com/effieawards) on Twitter for updates on Effie information, programs and news.