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Effie MENA Awards 2013

Vodafone's Fakka case by JWT Cairos wins Grand Prix and Three Golds

The Effie MENA Awards 2013, the region's premier marketing awards competition, hosted by Gulf Marketing Review (GMR), concluded its most hotly contested edition yet at a ceremony at the MucicHall, Zabeel Saray, The Palm Dubai, on November 20, 2013.

Vodafone and JWT Cairo won the Grand Prix for their case "Fakka from Vodafone: How to make small feel Big," which was judged as the finest example of marketing effectiveness from among all category winners. The same case also won gold in the Retail, Shopper Marketing and Telecommunications/Mobile categories.

Other gold wins include: Ford Middle East/Team Detroit USA/Y&R Advertising Dubai in Automotive, In the Food and Beverage category, PepsiCo/ Impact BBDO Group Dubai/Impact BBDO Cairo and Coca-Cola Egypt/FP7/DXB. For Best Use of Social Media, Nike LVL UP/Nike/JWT Dubai/ Mindshare MENA and Dubai International Film Festival/Leo Burnett.

For a full list of winners and more information on the Effie MENA program, please download the official release [here](#) or visit their [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](#) on Twitter for updates on Effie information, [programs](#) and news.