



Feb 10, 2014 APAC

## Sri Lanka Honors Effie Winners of 2013

Sri Lanka's Effie Awards Gala, organized by the Sri Lanka Institute of Marketing (SLIM), was held on February 10<sup>th</sup>. The highest placing agency/client teams this year were the two silver Effie-winning teams, Darley Butler & Co. Ltd/Sarva Integrated and Maxus Sri Lanka for their case, "Beautiful Smile" for Denta and PrintXcel (Pvt) Limited/Benchmark Innovation (Pvt) Ltd. for their case, "Kurutu Gee on Desks" for Mango. Also awarded were eight bronze-winning teams and eight finalists. For the full list of Effie Sri Lanka winners and finalists, click [here](#).

Effie Sri Lanka added two new categories this season: David and Goliath, for small brands that challenged big brand competition, and Renaissance, for cases that showed how effective marketing worked to upturn downward sales.

For more information on Effie Sri Lanka and this year's gala, please 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](http://www.effie.org). Follow [@effieawards](https://twitter.com/effieawards) on Twitter for updates on Effie information, programs and news.