



May 23, 2014 APAC

## Winners Announced for Effie Korea's First Effie Awards

Korea celebrated its first ever Effie Awards on May 23<sup>rd</sup> at the Korea Economic Daily building in Seoul. Four gold, four silver, and six bronze Effies were awarded to client and agency teams who submitted the most significant achievements in marketing effectiveness in Korea over the past year. The winner of the Grand Prix was HS Ad's case, "What's to love about Europe?" for Korean Air.

To download a full list of the Effie Korea 2014 winners and finalists, please click [here](#).

##

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 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 over 40 global, regional and national programs across Asia-Pacific, Europe, Latin America, Middle

East/North Africa and North America. Effie initiatives include the [Effie Effectiveness Index](#), ranking the most effective companies and brands globally and the [Effie Case Database](#). For more details, visit [www.effie.org](http://www.effie.org). Follow [@effieawards](#) on Twitter for updates on Effie information, programs and news.