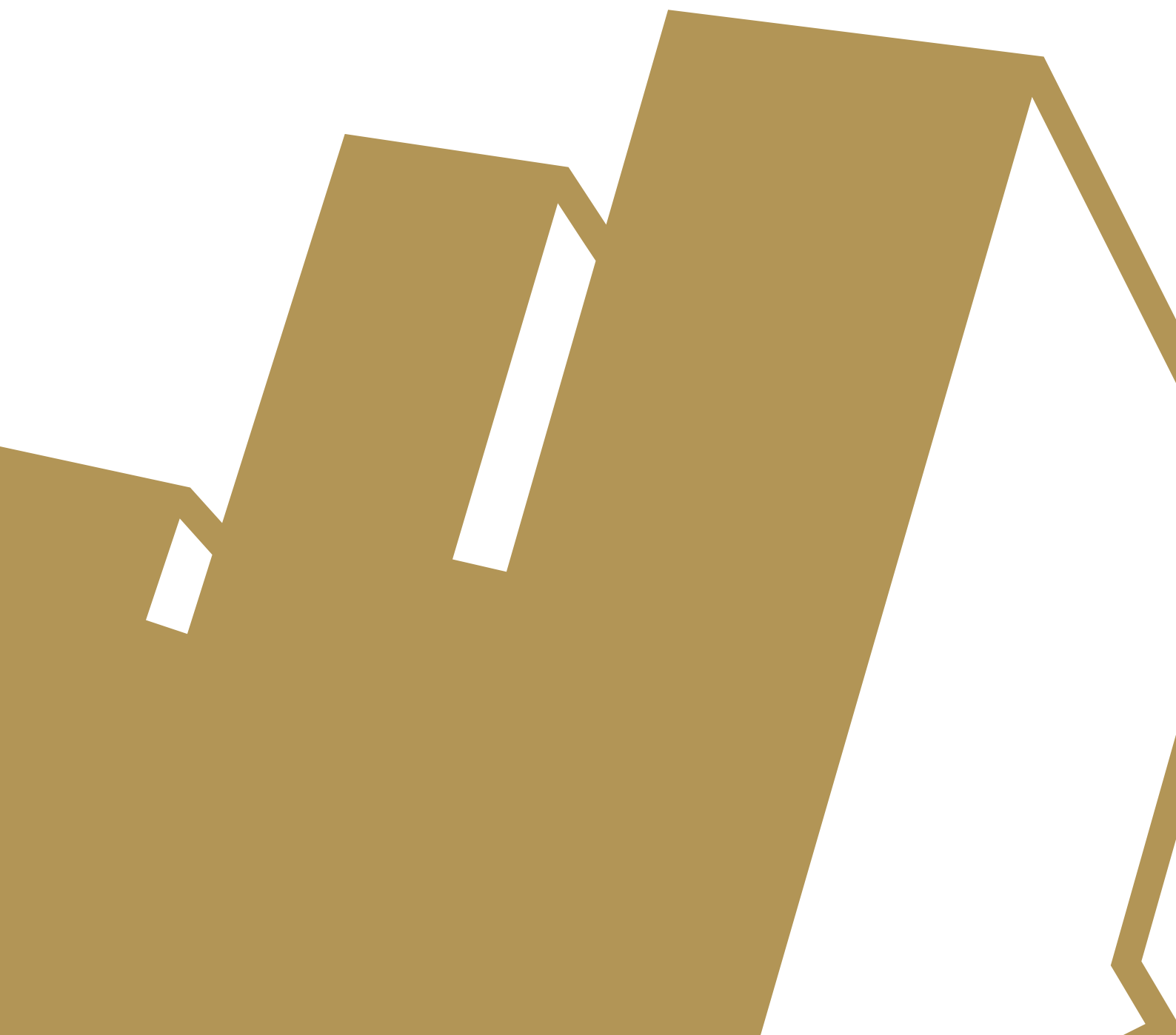


# effie awards serbia

lista nagrađenih 2017



# Beverages

## (Non - alcohol)



### Jedan krug oko šoljice

---

Klijent: **Grand Prom**

Brend: **Grand kafa Gold**

Agencija: **FCB Afirm**

Agencije saradnici: **Atlantic Media (Croatia), Brand Vision (Serbia), Digital Kraft (Serbia)**

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**Bronze**

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### Separating... 2016

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Klijent: **The Coca-Cola Company (Serbia)**

Brend: **Schweppes**

Agencija: **McCann Beograd**

Agencije saradnici: **Executive Group (Serbia), Kreativa Unlimited (Serbia), Represent Communications (Serbia)**

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**Bronze**

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# Finance & Financial Cards



## Keš kredit koji rešava sve

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Klijent: **UniCredit Banka (Serbia)**

Brend: **UniCredit banka**

Agencija: **Ovation BBDO**

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**Bronze**

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## Sve se može kad se hoće

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Klijent: **Raiffeisen banka (Serbia)**

Brend: **Raiffeisen banka**

Agencija: **McCann Beograd**

Agencije saradnici: **ivan\_aran (Serbia), Degordian (Serbia)**

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**Bronze**

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# Food & Snacks & Desserts



## Čik prestani da se zabavljaš!

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Klijent: **Koncern „BAMBI“ a.d.**

Brend: **Plazma Mini-Mini**

Agencija: **McCann Beograd**

Agencije saradnici: **Fusion (Serbia), United Moment (Serbia),  
Communis DDB (Serbia)**

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**Bronze**

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# New Local Products or Services Introduction



## **Kafa nove generacije**

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Klijent: **Grand Prom**

Brend: **Grand Black'n'Easy**

Agencija: **Idea Plus Communications**

Agencije saradnici: **Ivan\_Aran (Serbia),  
Pro Media Group (Croatia)**

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**Silver**

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# Social Good - Brands



## Zajedno za škole roditeljstva

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Klijent: **The Coca-Cola Company (Serbia)**

Brend: **Rosa**

Agencija: **McCann Beograd**

Agencije saradnici: **Flexis (Serbia), Kreativa Unlimited (Serbia),  
Represent Communications (Serbia)**

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**Bronze**

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# Telecommunications



## Viber-Vajber kampanja

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Klijent: **Vip Mobile (Serbia)**

Brend: **Vip Mobile**

Agencija: **Leo Burnett Beograd/Publicis One Beograd**

Agencije saradnici: **OMD (Serbia), Baš Čelik (Serbia)**

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**Silver**

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