

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)**

Bronze



Separating... 2016

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

Brend: **Schweppes**

Agencija: **McCann Beograd**

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

Bronze

Finance & Financial Cards



Keš kredit koji rešava sve

Klijent: **UniCredit Banka (Serbia)**

Brend: **UniCredit banka**

Agencija: **Ovation BBDO**

Bronze



Sve se može kad se hoće

Klijent: **Raiffeisen banka (Serbia)**

Brend: **Raiffeisen banka**

Agencija: **McCann Beograd**

Agencije saradnici: **ivan_aran (Serbia), Degordian (Serbia)**

Bronze

Food & Snacks & Desserts



Čik prestani da se zabavljaš!

Klijent: **Koncern „BAMBI“ a.d.**

Brend: **Plazma Mini-Mini**

Agencija: **McCann Beograd**

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

Bronze

New Local Products or Services Introduction



Kafa nove generacije

Klijent: **Grand Prom**

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

Agencija: **Idea Plus Communications**

Agencije saradnici: **Ivan_Aran (Serbia),
Pro Media Group (Croatia)**

Silver

Social Good - Brands



Zajedno za škole roditeljstva

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

Brend: **Rosa**

Agencija: **McCann Beograd**

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

Bronze

Telecommunications



Viber-Vajber kampanja

Klijent: **Vip Mobile (Serbia)**

Brend: **Vip Mobile**

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

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

Silver



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