

# EFFIE AWARDS SERBIA 2022

## NAGRAĐENI

### SREBRO

#### Internet & Telecom

#### Srećna mi NovA1

Klijent: A1 Srbija

Brend: Srećna mi NovA1

Glavna agencija: Leo Burnett (Beograd)

Agencije partneri: Baš Čelik, OMD Srbija, Fullhouse Ogilvy

#### PODACI O POJEDINCIMA:

##### Leo Burnett (Beograd)

**Anja Radulović**

Creative Director

**Tia Dokmanović**

Account Director

**Andrijana Vasić Nikčević**

Strategy Planner

**Miloš Milanović**

Art Director

**Nevena Balšić**

Associate Creative Director

**Marija Varinac**

Account Manager

##### A1 Srbija

**Đorđe Vuksanović**

Senior Transformation Director

**Jelena Čađenović**

Brand, Insights and Experience Management Director

**Jelena Zeković**

Brand and Campaigns Team Manager

**Olga Kapor**

Senior Marketing Communications Expert

## Positive Change, Social Good

### NESALOMIVI

Klijent: Hemofarm fondacija

Brend: NESALOMIVI

Glavna agencija: New Moment New Ideas Company

Agencije partneri: Alma Quattro

#### PODACI O POJEDINCIMA:

##### New Moment New Ideas Company

##### **Veljko Golubović**

Executive Creative Director

##### **Igor Milovanović**

Creative Director

##### **Jasmina Nikolić**

Client Service director

##### **Ivan Apostolski**

Art Director

##### **Bojana Rajčić**

Art Director

##### **Đuro Radosavović**

Copywriter

##### **Slobodan Vujanović**

Copywriter

##### **Goran Rudinac**

Head of digital production

##### Hemofarm fondacija

##### **Suzana Đorđević**

Director

##### **Milena Rajković**

Project manager

## BRONZA

### Internet & Telecom

#### A1 Launch campaign

Klijent: A1 Srbija

Brend: A1 Launch campaign

Glavna agencija: Leo Burnett (Beograd)

Agencije partneri: Baš Čelik, OMD, Fullhouse Ogilvy, Executive Group

#### PODACI O POJEDINCIMA:

##### Leo Burnett (Beograd)

**Anja Radulović**

Creative Director

**Tia Dokmanović**

Account Director

**Andrijana Vasić Nikčević**

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Art Director

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Account Manager

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Senior Transformation Director

**Jelena Čađenović**

Brand, Insights and Experience Management Director

**Jelena Zeković**

Brand and Campaigns Team Manager

**Biljana Jović Popović**

Marketing Communications Lead Expert

**Olga Kapor**

Senior Marketing Communications Expert

## Media Innovation

### Samo probaj – i oseti Joy

Klijent: The Coca-Cola Company Srbija

Brend: NEXT JOY

Glavna agencija: McCann Beograd

Agencije partneri: UM Beograd, Represent Communications, Tuna Fish Studio, Žiška

#### PODACI O POJEDINCIMA:

##### **McCann Beograd**

##### **Jana Savić Rastovac**

Executive Creative Director

##### **Vladimir Simić**

Creative Director

##### **Aleksandar Milojević**

Senior Strategic Planner

##### **Kristina Jovanović**

Senior Art Director

##### **Dragana Božić**

Senior Copywriter

##### **Andrea Mitić**

Account Manager

##### **The Coca-Cola Company Srbija**

##### **Gjorgji Hristov**

Business Operations Manager Hungary

##### **Marina Trajković**

Frontline Activation Senior Brand Manager Nutrition & Hydration

##### **Julija Žigić**

Frontline Activation Marketing Manager

##### **Aleksandra Grković**

Marketing Project Coordinator

## Positive Change, Diversity, Equity & Inclusion

### Jednakost dolazi iz kuće

Klijent: Koncern Bambi

Brend: Plazma

Glavna agencija: Communis

Agencije partneri: United Moment, Universal Media

#### PODACI O POJEDINCIMA:

##### Communis

**Goran Ruškuc**

Creative Director

**Lea Stanković**

Executive Director

**Marko Blagojević**

Art Director

##### Koncern Bambi

**Milica Šetka**

Marketing director

**Aleksandra Savić**

Senior Brand Manager

**Strahinja Inić**

Brand Manager

**Mihajlo Ćirić**

Specijalista za digitalni marketing i društvene mreže

