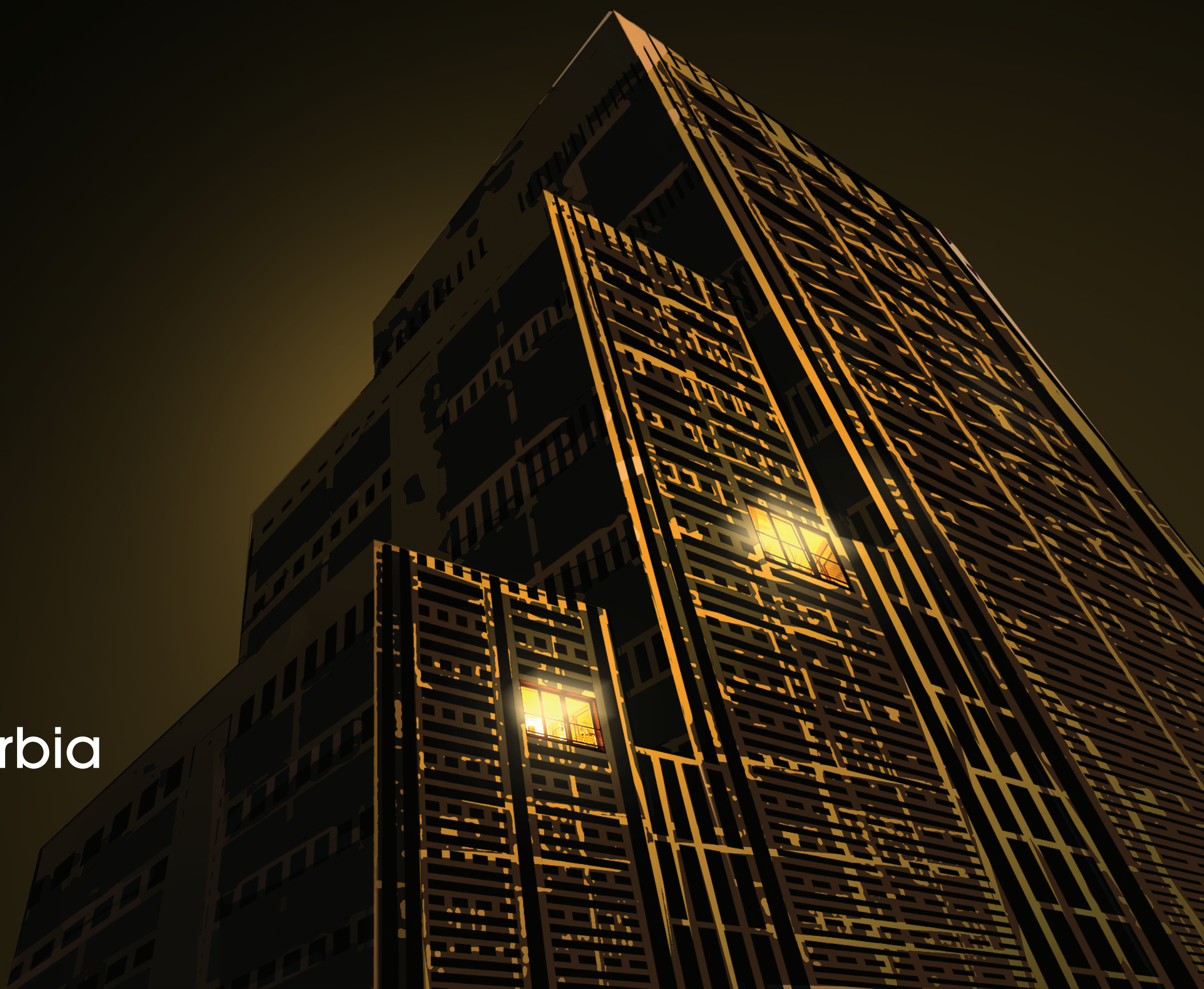




# LISTA FINALISTA 2026

#effieSerbia



# INDUSTRIJSKE KATEGORIJE

BEVERAGES (NON-ALCOHOL)  
– NON-CARBONATED,  
CARBONATED DRINKS

---

**ROSA. MENJAM SE.**

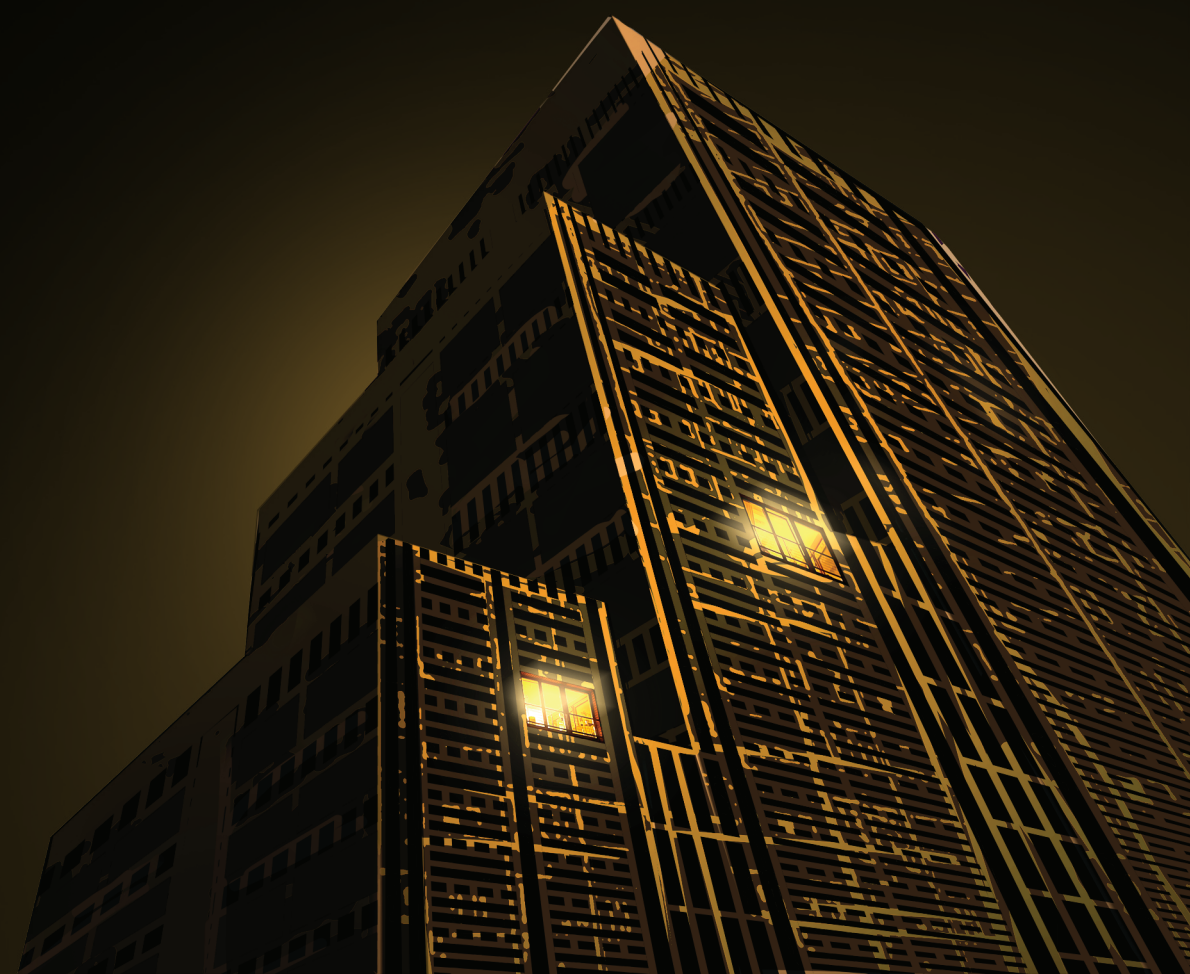
**KLIJENT: COCA COLA HELLENIC**

**BREND: ROSA**

**GLAVNA AGENCIJA: NEW MOMENT NEW IDEAS COMPANY**

**PARTNERSKE AGENCIJE: WPP MEDIA, FLEXIS CONSULTING**

 **effie** Awards  
Serbia



# FINANCE, FINANCIAL CARDS & INSURANCE

---

## BANK MAX TEKUĆI RAČUN

**KLIJENT:** YETTEL BANK

**BREND:** BANK MAX TEKUĆI RAČUN

**GLAVNA AGENCIJA:** NEW MOMENT NEW IDEAS COMPANY

**PARTNERSKE AGENCIJE:** MEDIA HOUSE, EMOTE FILMS

# FINANCE, FINANCIAL CARDS & INSURANCE

---

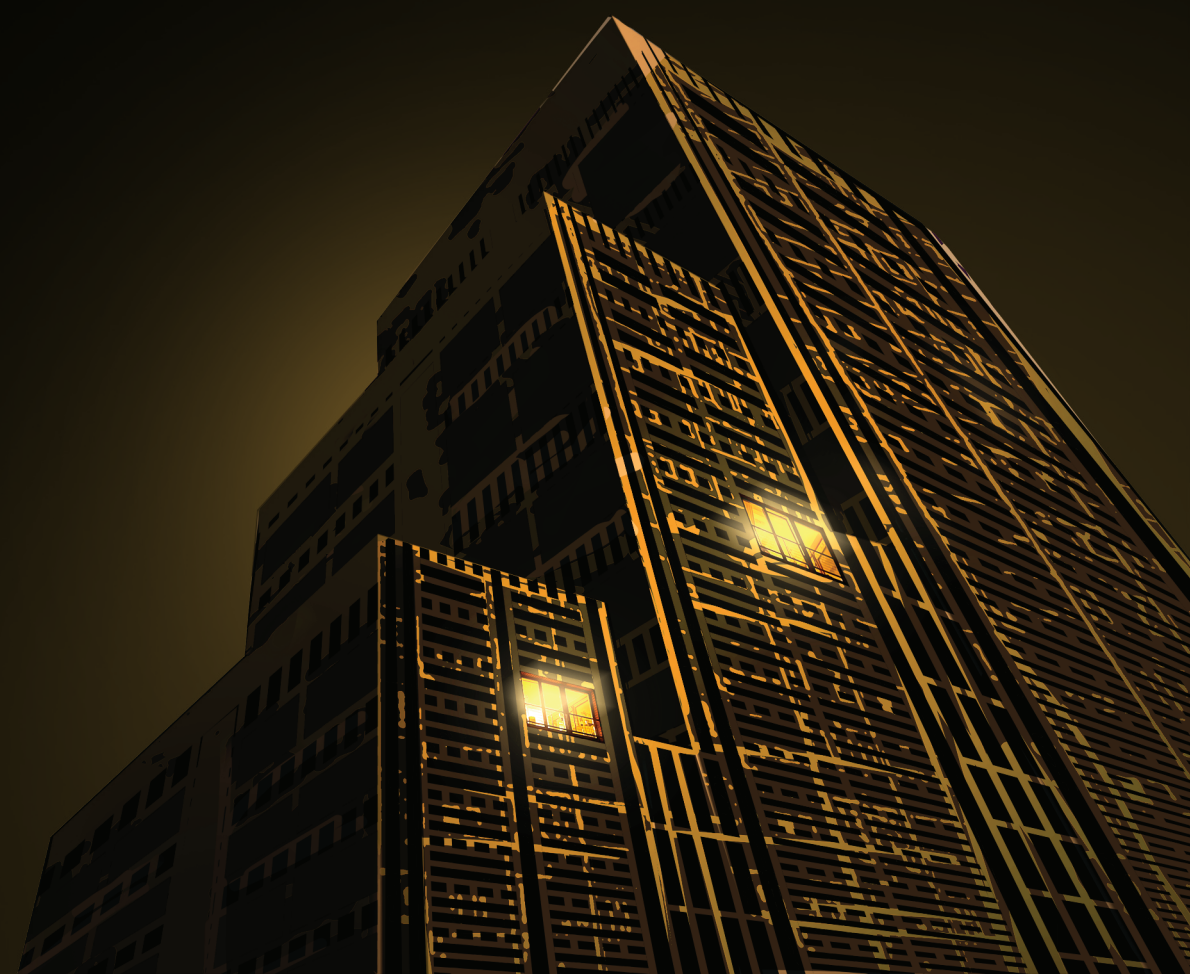
## NAUČIO SAM BAKU

**KLIJENT:** NLB KOMERCIJALNA BANKA

**BREND:** NLB KOMERCIJALNA BANKA

**GLAVNA AGENCIJA:** OVATION BEOGRAD

**PARTNERSKE AGENCIJE:** MEDIA HOUSE, ROOSTER PRODUCTION



# INTERNET & TELECOM

---

## A1 ROMING

**KLIJENT:** A1 SRBIJA

**BREND:** A1 ROMING

**GLAVNA AGENCIJA:** LEO (SRBIJA)

**PARTNERSKE AGENCIJE:** BAŠ ČELIK, ŽIŠKA, PUBLICIS MEDIA (SRBIJA)

# NON-PROFIT

---

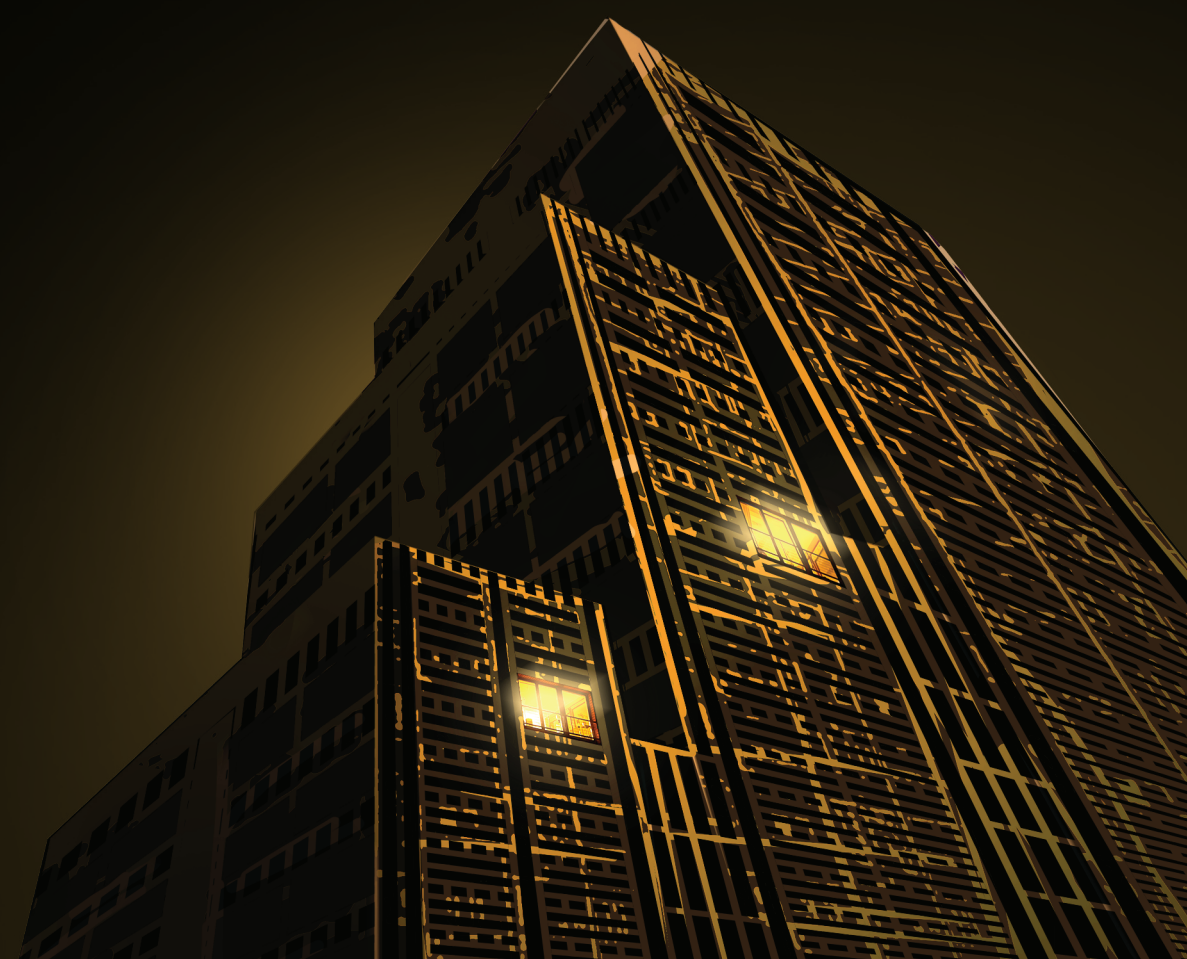
## DOK NAS SMRT NE RASTAVI

**KLIJENT:** AUTONOMNI ŽENSKI CENTAR

**BREND:** DOK NAS SMRT NE RASTAVI

**GLAVNA AGENCIJA:** MCCANN BEOGRAD

**PARTNERSKE AGENCIJE:** UNIVERSAL MEDIA, TWO RIVERS, NN MEDIA



# PERSONAL CARE

---

## HAJDE DA BUDEMO GLASNIJI NEGO BABY BLUES

**KLIJENT:** ESSITY (HRVATSKA)

**BREND:** LIBRESSE

**GLAVNE AGENCIJE:** OVATION BEOGRAD, BBDO ZAGREB

**PARTNERSKA AGENCIJA:** PUBLICIS MEDIA

# RETAIL

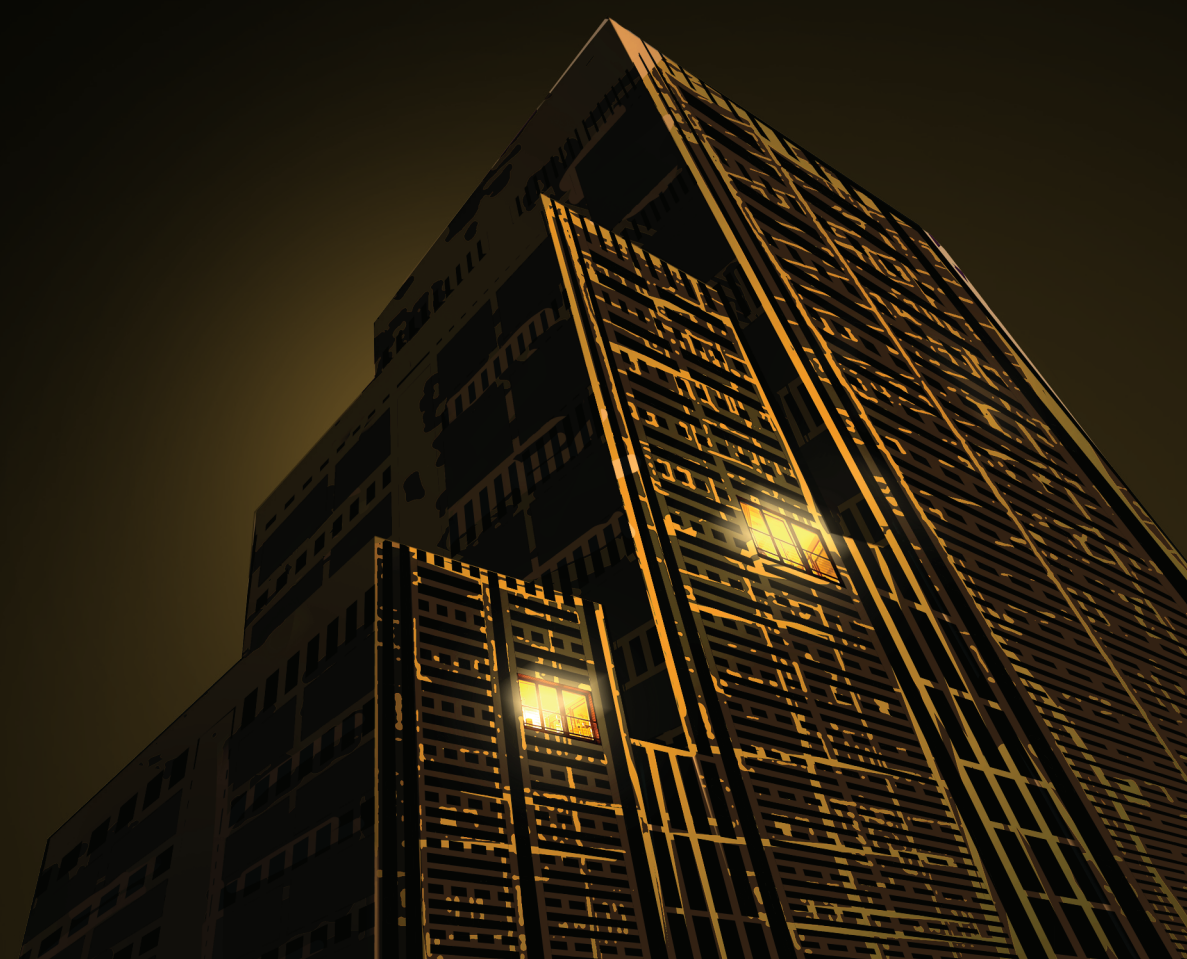
---

## IZ PRVE RUKE

**KLIJENT:** DELHAIZE SERBIA

**BREND:** MAXI

**GLAVNE AGENCIJE:** NEW MOMENT NEW IDEAS COMPANY, UNIVERSAL MEDIA



# SNACKS & DESSERTS

---

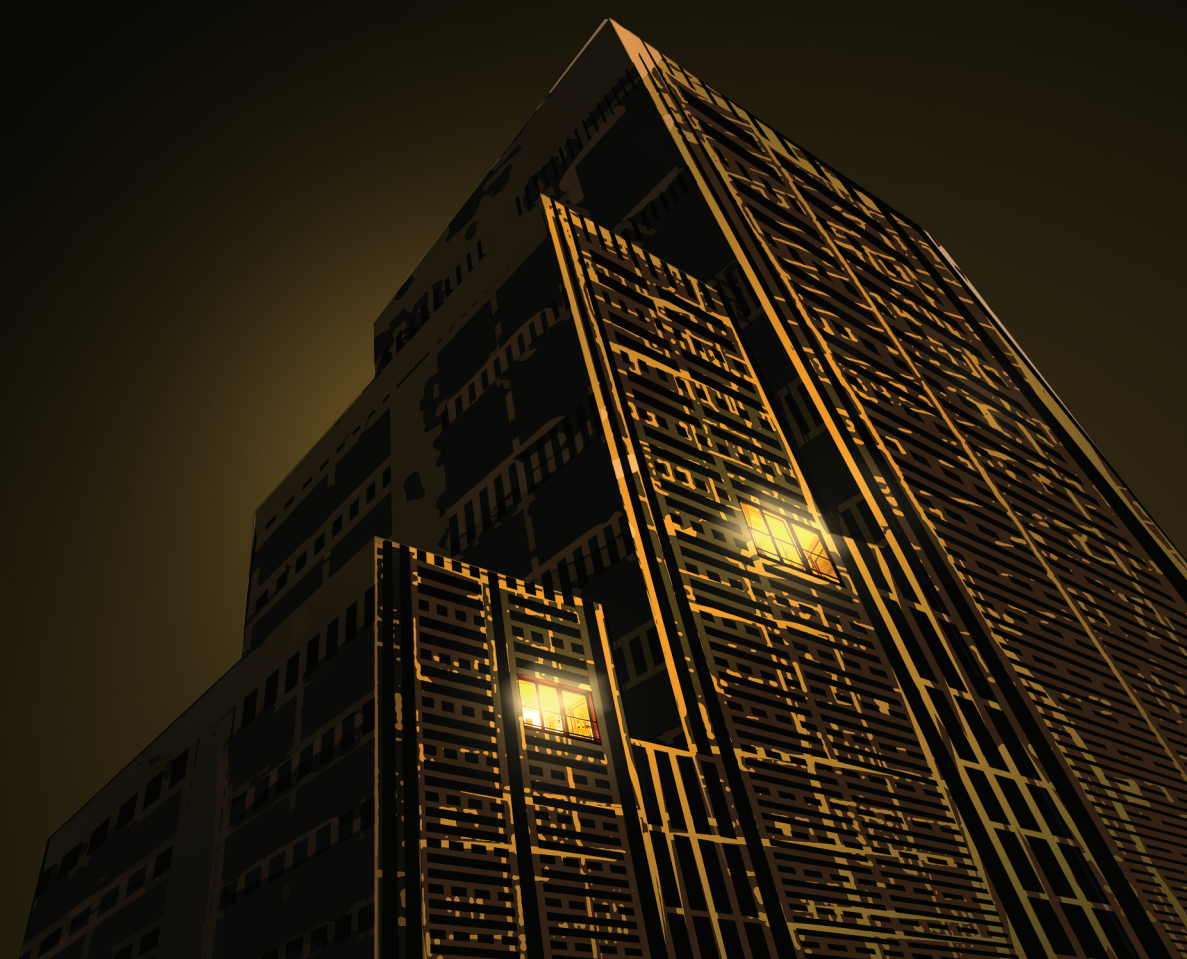
## CHIPSY FLAVOR BATTLE

**KLIJENT:** MARBO PRODUCT

**BREND:** CHIPSY

**GLAVNA AGENCIJA:** OVATION BEOGRAD

**PARTNERSKE AGENCIJE:** OMD SRBIJA, ROOSTER PRODUCTION



# SPECIJALIZOVANE KATEGORIJE

COMMERCE & SHOPPER:  
CRISIS RESPONSE / CRITICAL PIVOT

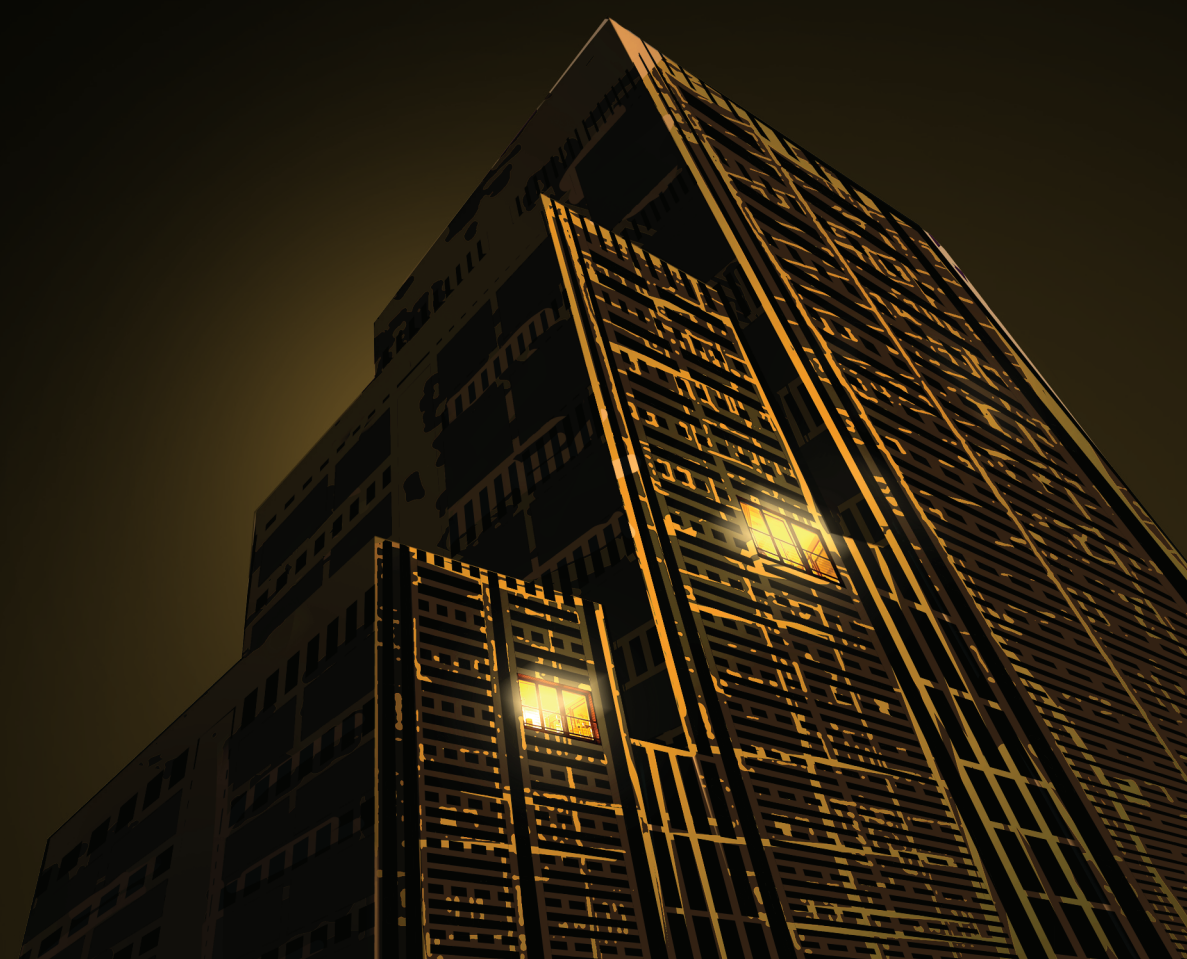
---

SVE ŠTO TI TREBA JE PONOVO TU

KLIJENT: BAMBI

BREND: BAMBI

GLAVNA AGENCIJA: COMMUNIS



# PERFORMANCE MARKETING

---

## SHOPPSTER FINDS HIDDEN REVENUE IN DORMANT USER POOL

**KLIJENT:** SHOPPSTER SERBIA & SLOVENIA

**BREND:** SHOPPSTER

**GLAVNA AGENCIJA:** RTB HOUSE

# PERFORMANCE MARKETING

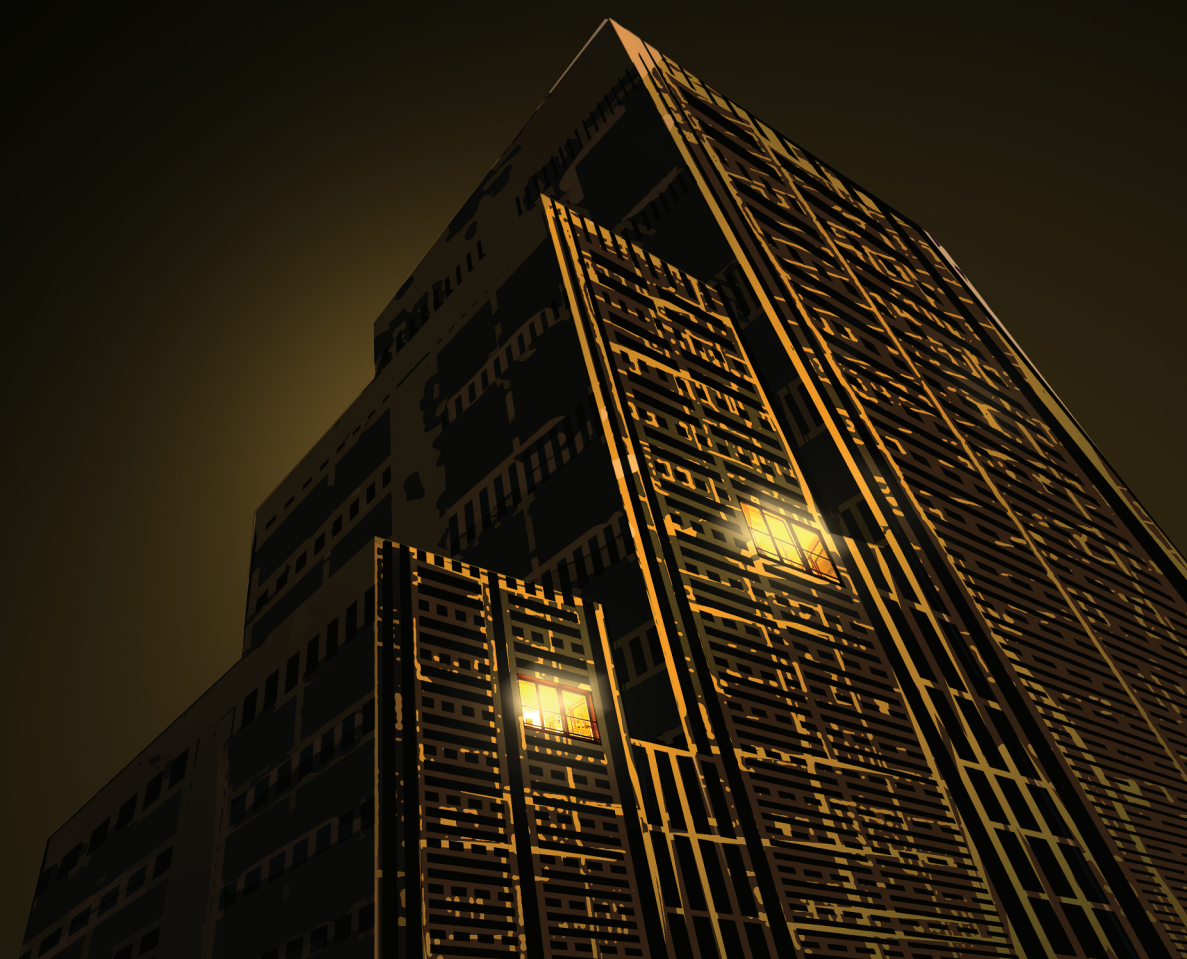
---

## KUPCI KOJI JOŠ NISU ZNALI DA TRAŽE PANDORU

**KLIJENT:** CLIPS DK

**BREND:** PANDORA

**GLAVNA AGENCIJA:** ESCAPE



# POSITIVE CHANGE - ENVIRONMENTAL: BRANDS, NON-PROFIT/SOCIAL GOOD: BRANDS, NON-PROFIT

---

## DOK NAS SMRT NE RASTAVI

KLIJENT: AUTONOMNI ŽENSKI CENTAR

BREND: DOK NAS SMRT NE RASTAVI

GLAVNA AGENCIJA: MCCANN BEOGRAD

PARTNERSKE AGENCIJE: UNIVERSAL MEDIA, TWO RIVERS, NN MEDIA

## SMALL BUDGETS – NON-PROFIT, PRODUCTS & SERVICES (up to 2,5 million dinars)

---

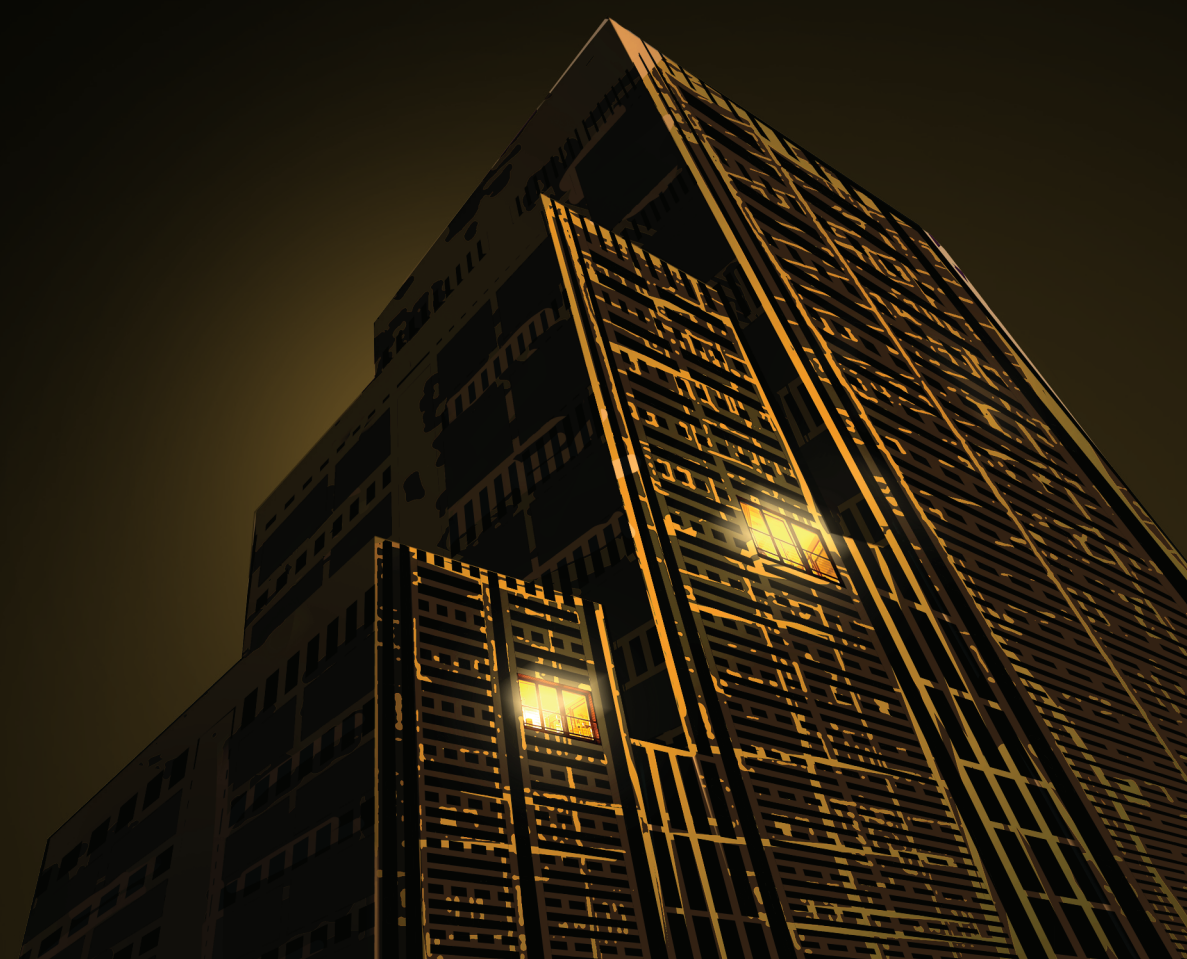
## DOK NAS SMRT NE RASTAVI

KLIJENT: AUTONOMNI ŽENSKI CENTAR

BREND: DOK NAS SMRT NE RASTAVI

GLAVNA AGENCIJA: MCCANN BEOGRAD

PARTNERSKE AGENCIJE: UNIVERSAL MEDIA, TWO RIVERS, NN MEDIA



# SOCIAL MEDIA / INFLUENCER MARKETING / ENGAGED COMMUNITY: PRODUCTS, SERVICES

---

## HAJDE DA BUDEMO GLASNIJI NEGO BABY BLUES

**KLIJENT:** ESSITY (HRVATSKA)

**BREND:** LIBRESSE

**GLAVNE AGENCIJE:** OVATION BEOGRAD, BBDO ZAGREB

**PARTNERSKA AGENCIJA:** PUBLICIS MEDIA

# SUSTAINED SUCCESS – NON-PROFIT, PRODUCTS & SERVICES

---

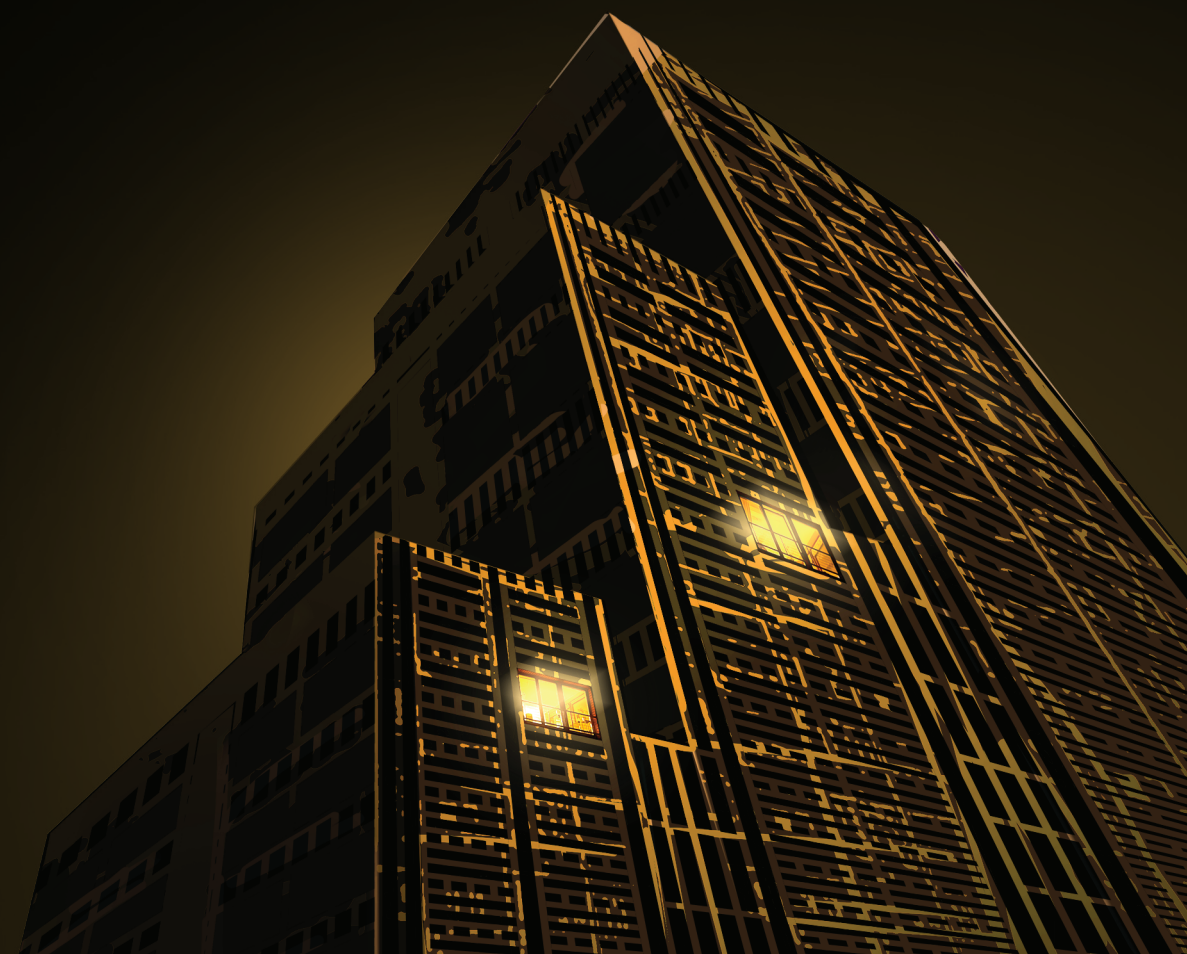
## GRAND KAFA – HAJDE DA IMAMO VREMENA ZA PREGLED

**KLIJENT:** ATLANTIC GRAND

**BREND:** GRAND KAFA

**GLAVNA AGENCIJA:** LUNA TBWA BEOGRAD

**PARTNERSKE AGENCIJE:** EXECUTIVE GROUP, PRO MEDIA GROUP,  
MEDIA HOUSE, INSTITUT ZA JAVNO ZDRAVLJE „DR MILAN JOVANOVIĆ BATUĆ“



# SUSTAINED SUCCESS – NON-PROFIT, PRODUCTS & SERVICES

---

## IMLEK PROTEIN

KLIJENT: IMLEK

BREND: IMLEK PROTEIN

GLAVNA AGENCIJA: LEO BEOGRAD

PARTNERSKE AGENCIJE: UM BEOGRAD, BAD RABBIT, AVOKADO

## TIMELY OPPORTUNITY

---

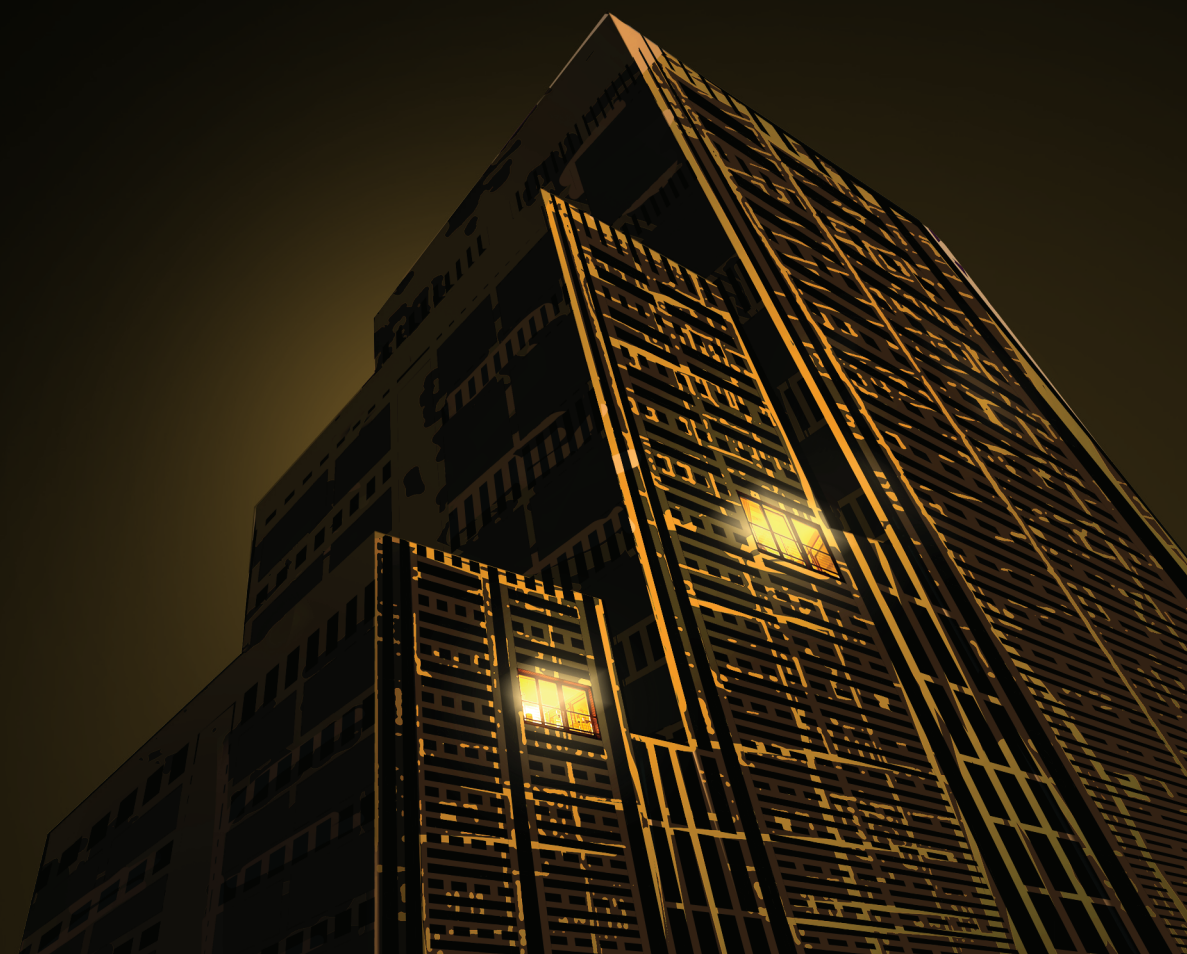
## ISTA CENA

KLIJENT: A1 SRBIJA

BREND: ISTA CENA

GLAVNA AGENCIJA: LEO (SRBIJA)

PARTNERSKE AGENCIJE: BAŠ ČELIK, ŽIŠKA, OMD SRBIJA



# TIMELY OPPORTUNITY

---

## SVE ŠTO TI TREBA JE PONOVO TU

KLIJENT: BAMBI

BREND: BAMBI

GLAVNA AGENCIJA: COMMUNIS

# YOUTH MARKETING

---

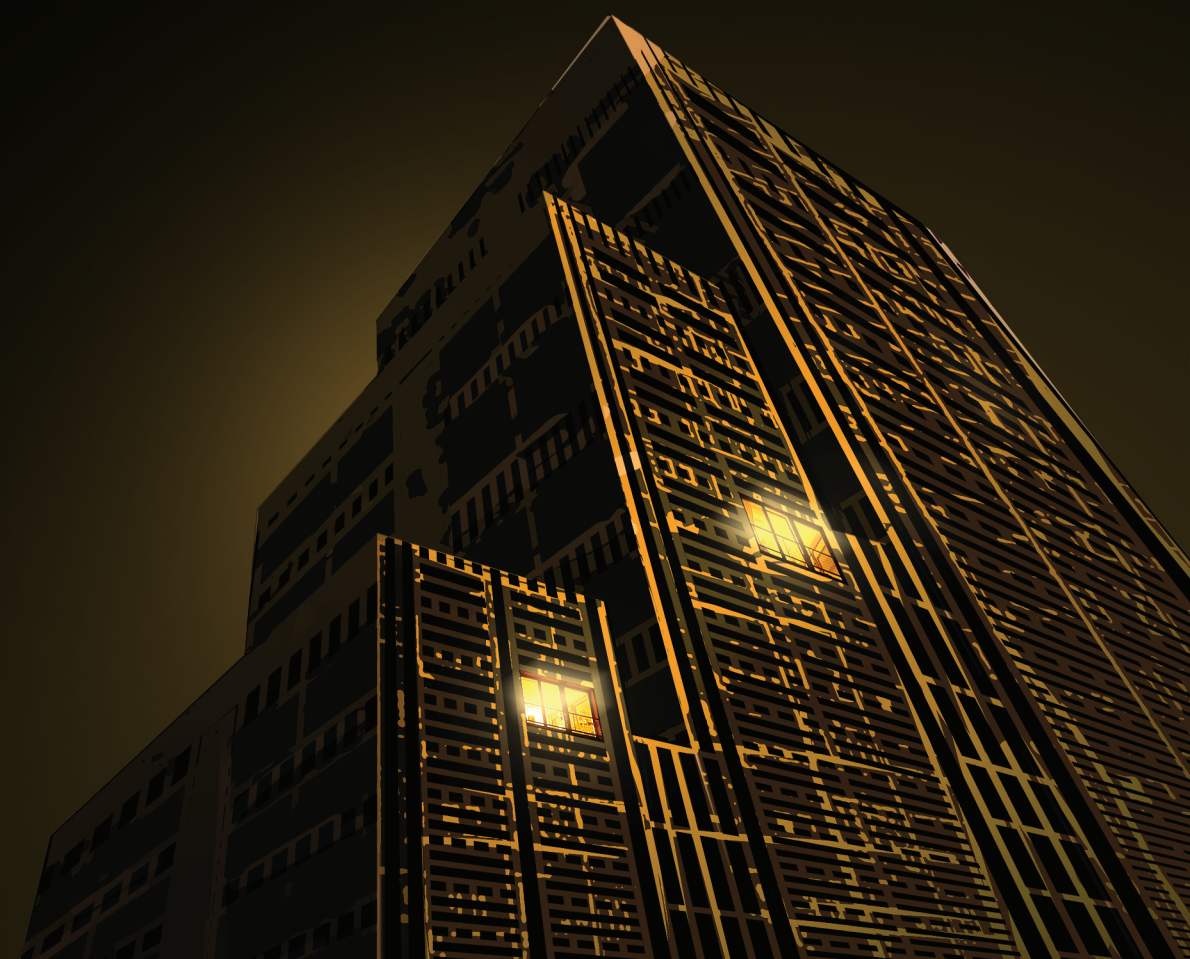
## MCDONALD'S – MOJA EKIPA

KLIJENT: NICEFOODS RESTORANI

BREND: MCDONALD'S – MOJA EKIPA

GLAVNA AGENCIJA: LUNA TBWA BEOGRAD

PARTNERSKA AGENCIJA: OMD SRBIJA



# YOUTH MARKETING

---

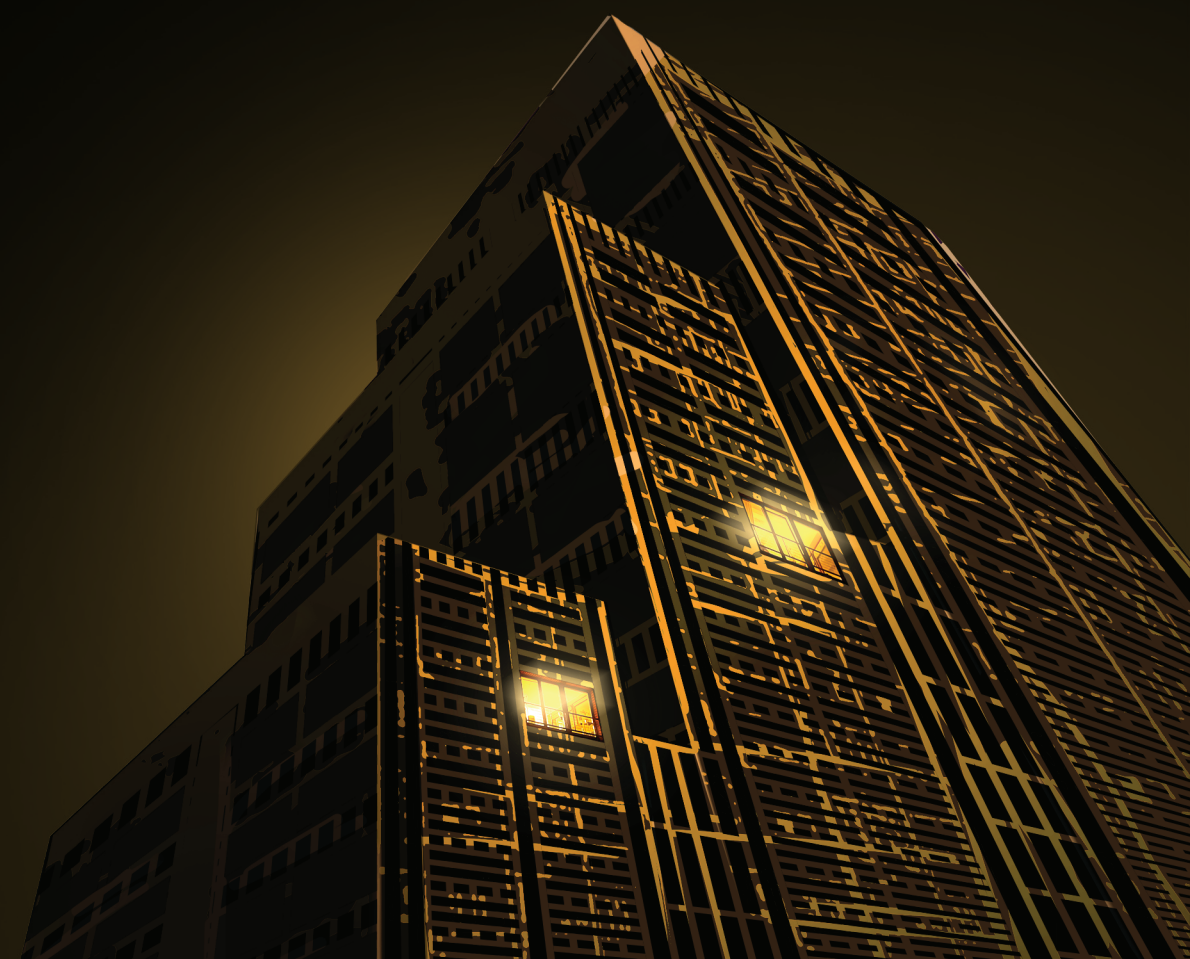
## DA SE ISKRIVIŠ OD SREĆE

**KLIJENT:** ATLANTIC GRUPA – ŠTARK

**BREND:** KISELA BANANICA

**GLAVNA AGENCIJA:** OVATION BEOGRAD

**PARTNERSKE AGENCIJE:** PRO MEDIA GROUP, MEDIA HOUSE



# LISTA FINALISTA 2026



**effie** Awards  
Serbia

#effieSerbia

PARTNERI FESTIVALA

