

On October 14th, Effie Poland celebrated the 2013 Effie Awards ceremony. The ceremony took place at "Teatr Wielki – Opera Narodowa" in Warsaw. From the group of 52 finalists, 1 Grand Prix, 6 Gold, 13 Silver and 19 Bronze awards were presented at the event.

Grand Prix was awarded to DDB Warsaw, Starcom MediaVest Group, Tequila Poland, RC2 Raczkiewicz Chenczke Consultants for Tyskie campaign, Kompania Piwowarska.

Gold awards went to:

1. Scholz & Friends Warsaw, Carat Poland and 180heartbeats + JUNG v. MATT for Opel campaign, General Motors Poland
2. Brain and LOWE Media for ING Bank Śląski campaign
3. MediaCom Warsaw and Grey Group Poland for Boehringer Ingelheim
4. DDB Warsaw, Stacom MediaVest Group, Tequila Poland, RC2 Raczkiewicz Chenczke Consultants for Kompania Piwowarska campaign
5. GPD Advertising for Lidl Poland
6. Publicis, MEC and Lemon Sky for Orange Poland.

The Most Effective Agency of the Year went to DDB Warsaw, and The Most Effective Media House of the Year went to Starcom MediaVest Group.

During the Gala special guests: Mark D'Arcy (Director of Creative Solutions, Facebook), Janusz Piechocinski (Minister of Economy) and Miroslaw Godlewski (President of the Board, Netia SA) talked about the role creativity and innovation, the role of leadership in the management of brands and the creation of a modern economy focused on a long-term business success.