



Effie Awards Russia- 2016 Winners List

Category	Campaign	Brand	Client	Agency
Grand				
Retail	Petrovich. With those who dares to renovate	Construction Trading House «Petrovich»	Construction Trading House «Petrovich»	CONTRAPUNTO
Gold				
Effective Social Media Campaigns	Dmitry Dyuzhev. Megafon	Megafon	Megafon	Re:evolution
Automotive - Vehicles	New Ford Fiesta: Launch of Europe's bestselling car in Russia (short: New Ford Fiesta)	Ford	Ford Sollers Holding	Ogilvy and Mather, Mindshare
Engaged Community	Live memory	Google	Google Russia	Friends Moscow
Corporate Reputation	Live memory	Google	Google Russia	Friends Moscow
Internet & Telecom	Launch of Tele2 in the Moscow region in 2015	Tele2	T2 Mobile	Navigator DDB Limited
Branded Utility	IKEA Instead of Cafe	IKEA	IKEA House	Instinct
Corporate Reputation	Trust	McDonald's	McDonald's	Leo Burnett Moscow, OMD Optimum Media
Silver				
Real Estate / Construction	One-two-bedrooms	Sibakademstroy (Brunsika. Novosibirsk)	Sibakademstroy (Brunsika. Novosibirsk)	Deltaplan, SODA
GoodWorks. Brands & Non-Profit	Responsible Driving Marathon	INTOUCH Insurance	INTOUCH Insurance	BBDO Russia Group (Proximity Russia)
Beauty & Personal Care	Huggies Elite Soft New Born	Huggies Elite Soft	Kimberly-Clark	Ogilvy and Mather, Mindshare
Pet Care	A story of how a puppy became a member of a big family	Foresto®	Bayer	FUSE BBDO, PHD
Branded Content, or Native Advertising	Family games - time to be together!	Hasbro Games	Hasbro	FUSE BBDO, OMD Media Direction
Food	Vote for M&M's	M&M's	Mars	BBDO
Municipal or state campaigns for social benefit programs, services, etc.	Russia's application for hosting WorldSkills Competition in Kazan in 2019 (short: WorldSkills Kazan 2019)	WorldSkills Kazan 2019	Executive directorate for sports projects	Media Arts Group, DTVMA Production
Rebranding	Petrovich. With those who dares to renovate	Construction Trading House «Petrovich»	Construction Trading House «Petrovich»	CONTRAPUNTO
Bronze				
Media Idea	MTS in dance	MTS	MTS	Havas Sports and Entertainment, TNT Teleset, BBDO
Engaged Community	MTS in dance	MTS	MTS	Havas Sports and Entertainment, TNT Teleset, BBDO
Home Appliances, Office Supplies & Consumer Electronics	Home is in the kitchen!	Marya	Marya Furniture Factory	BBDO, IRC
Social Funds & Charities	Life Skills	Pro.Dobro	Pro.Dobro, Claustrophobia.Yekaterinburg	Deltaplan, SODA
GoodWorks. Brands & Non-Profit	Wake up your neighborhood	Adidas	Adidas	TBWA\ Moscow, DAN Moscow
Internet & Telecom	Mobile Internet Patrol	Beeline	VimpelCom	CONTRAPUNTO
New Technology and/or Media Innovation	More than a sign	Dislife.ru	Dislife.ru	Young & Rubicam FMS
Social Funds & Charities	More than a sign	Dislife.ru	Dislife.ru	Young & Rubicam FMS
Single Impact Engagement	#elochkazazhgi	M.Video	M.Video	CROS
Seasonal Marketing	New Year story from Sberbank	Sberbank	Sberbank	MOSAIC
Internet & Telecom	#DelayInternet with unlimited plan Smart Nonstop from MTS (short: #DelayInternet)	MTS	MTS	BBDO, MOSAIC

