

MediaCom Poland celebrates shortlist at EFFIE Awards

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Warsaw team nets eight nominations

MediaCom Poland has been shortlisted eight times in the prestigious EFFIE Poland Awards. The tally makes MediaCom the second-most nominated agency on the shortlist, behind only fellow GroupM agency MEC, with nine nominations.

The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognise any and all forms of marketing communication that contribute to a brand's success.

Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with the Global Effie, the Euro Effie, the Middle East / North Africa Effie and more than 40 national Effie programmes

Winners will be announced at the Awards Gala on 14 October.

MediaCom's full list of nominations is as follows:

- **Consumer Goods**
Skoda Poland, Skoda Citigo - The Car that Understands Women
- **Medications**
Boehringer Ingelheim, Pharmaton Geriavit Relaunch
- **Long Term Marketing Excellence**
Procter & Gamble DS Poland, Fairy Experiment
- **Promotion of Venues and Events& Culture and Sport Sponsorship**
P4, Play - Woodstock Danone, Danone Nations Cup
- **Launch Proama, Proama - Insurance Specialist Team**
- **Non-food products**
Wrigley Poland, Orbit White - Coffee Shop
Mars Poland, Sheba - Passions