

PRESS RELEASE

## **DODONI: Gold Award at Effie Hellas 2018**

**DODONI**, leading dairy industry in Epirus, along with its strategic partner **McCann Athens/McCann Worldgroup**, distinguished itself at this year's **Effie Awards Hellas**, winning the **Gold Effie** in the Food/Dairy products category.

Specifically, **DODONI** stood out for the creativity, originality, and targeted communication of its brand, through a ground-breaking TV Spot starring "Mr. Sheep". The commercial, which was created by **McCann Athens/McCann Worldgroup** and directed by Yorgos Lanthimos, supports **DODONI's** strategic aim of being recognised in the industry for its high-quality, authentic and rich-tasting products.

It is worth mentioning that the **Effie Awards are one of the most important competitions honouring effective marketing communications**. They are recognised worldwide as the only awards honouring the effectiveness of a campaign. Their aim is to highlight strategic thinking, creative expression and the results delivered in relation to the objectives the campaign was designed to achieve.

**DODONI's Marketing Manager** Viki Papoutsaki stated the following: "As members of the Dodoni family, we all take great joy in receiving this recognition from such an important institution as **Effie Awards Hellas**. This award is tangible proof of the great efforts of the team, together with **McCann Athens/McCann Worldgroup**, to encapsulate the special quality and characteristics of **DODONI** products in a unique TV spot, that can reach today's consumers directly and in an entertaining way".