

20<sup>th</sup> of December 2016

Press Release

**Gold Award for DODONI in  
2016 Effie Awards Hellas**

The dairy Industry DODONI SA, supported by **McCann Athens/McCann Worldgroup**, won a **Gold Effie** award in Food / Dairy category in this year's **Effie Awards Hellas**.

Promotion of **DODONI** strained yogurt, titled "Real Yogurt", was distinguished for its creativity and efficiency, winning an important distinction in this year's **Effie Awards Hellas**.

The advertising campaign "Real Yogurt", was held for DODONI yogurt launching by **McCann Athens / McCann Worldgroup** and was awarded for both for its strategic planning, but also for its successful creative communication, which was realized in a particularly clever and humorous way.

**The Effie Awards are of the most important distinctions in marketing and communication field.** They have been globally recognized as the only awards valuing the effectiveness of a campaign and reward marketing and communication in their absolute coexistence: communication campaigns.

The ongoing distinctions for DODONI SA, prove for one more time, the Company's stable commitment to stay – in all possible ways- close to modern consumers and to create communication activities that promote DODONI products with immediacy and novelty.