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PRESS RELEASE

## 11 Awards for Dodoni's yoghurt campaign in Ermis Awards 2016

**11 awards** were received by **Dodoni** with the support of **McCann Athens/McCann Worldgroup in Ermis Awards 2016**, the largest institution that reward creativity and effective communication campaigns in Greece, conducted once again by the Hellenic Association of Advertising-Communication Agencies (EDEE).

Dodoni Dairy company along with McCann Athens/McCann Worldgroup was distinguished in all categories of Ermis Ad section, winning totally **11 awards** for the advertising campaigns conducted for the launch and communication of DODONI yogurt.

Specifically, Dodoni dairy company with McCann Athens/McCann Worldgroup were awarded with **Grand Ermis** in advertising series category, as well as with **3 Ermis Gold** and **1 Ermis Gold for Campaign (Project Series)** in the same category. At the same time, in radio spots category it won **5 awards - 1 Grand Ermis, 2 Ermis Bronze, 1 Ermis Gold and 1 Ermis Gold in "Project Series" section**, as well as **1 Ermis Gold** in the category of "Campaigns".

Using creativity and innovation as main vehicles, this year's distinctions of Dodoni in Ermis Awards 2016 confirm company's commitment to constantly offer products that fully meet the needs and requirements of today's consumers.

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### **More information about DODONI**

DODONI SA was founded in 1963. With 53 years full of authentic tradition and history, the Company based in Ioannina, produces authentic, purely Greek dairy products, using 100% Greek cow, goat and sheep milk collected daily from a wide network of 5.000 farmers exclusively from the Epirus region. With more than 10.000 selling points in the domestic market and significant export activity in 35 countries around the world, DODONI produces 9 categories of dairy products in 80 different SKUs, unique for their taste, quality and 100% Greek identity.

For more information, please visit [www.dodoni.eu](http://www.dodoni.eu), <https://www.facebook.com/Dodoni.SA>, <https://www.instagram.com/dodoni.eu/>

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