

Going for gold at the Effie Awards

Description

Congratulations to thjnk, the first German recipients of a Global Golden Effie Award! Our countrymen won big for their international Audi Quattro campaign, â??Land of Quattroâ??. We helped them bring the final drama to one of the campaignâ??s Russian spots, a frenetic and vigorous rush through every facet of the immense land.

For such a powerful homage to Russia, there could be no choice other than a Russian composer â?? the fanfare and drama of Rachmaninoffâ??s Symphony No. 3 fits perfectly with the sweep and scale of the landscape and the theatre of its seasons and wildlife, and the tremendous bustle of its cities, history and culture. Many thanks to thjnk for involving us in such a fruitful campaign, and hereâ??s to many more such!