

## **Kolejność kategorii wręczania nagród na Gali Effie Awards Poland 2024:**

- Beverages – Alcohol
- Beverages – Non-Alcohol
- Food
- Beauty & Care
- Consumer Goods
- Medicines & Supplements
- Entertainment
- Retail & Marketplaces
- Services
- Finance & Insurance
- Non-Profit, Public & Political Service
- Branded Content
- Brand Experience
- Social Platforms & Influencers
- Gaming
- E-commerce & Omnichannel
- PR & Employer Branding
- Artificial Intelligence AI
- Business to Business
- Young
- ESG
- Smart Budget
- Launch
- Relaunch & Defend
- Marketing & Business Solutions
- Long Term