



Oct 14, 2014 Latin America

Effie Argentina's 2014 Gala

Effie Argentina held their ninth Effie Awards on October 14th at the Tattersall of Palermo in Buenos Aires. Of the 43 cases submitted across 19 categories, there were 13 Gold Effies, 19 Silver Effies and one Grand Effie awarded. The winners were selected by a jury of more than 70 Argentinian marketing and advertising professionals.

The Grand Effie, chosen on the same day of the celebration, was given to the client/agency team Molinos Río de la Plata/Madre for their case, "Los amigos de Gallo". Other gold winning teams included: Arcor/Kepel & Mata, Unilever/Ponce, Ford/Blue Hive, Coca-Cola/Human-Plataforma, BBVA/DDB Argentina, Tarjeta Naranja/BBDO Argentina, Unilever/361° Argentina, Personal/TBWA, Consejo Publicitario Argentino/TBWA, TyC Sports/Young & Rubicam, Coca-Cola/David and the team of YPF/Kepel & Mata.

To read more about Effie Argentina's 2014 program, and to view the full winners list, please visit the Effie Argentina website [here](#).

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About Effie Worldwide Championing the practice and practitioners of marketing effectiveness, Effie Worldwide spotlights marketing ideas that work and encourages thoughtful dialogue around the drivers of marketing effectiveness. The Effie network works with some of the top research and media organizations

worldwide to bring its audience relevant insights into effective marketing strategy. The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with over 40 global, regional and national [programs](#) across Asia-Pacific, Europe, Latin America, Middle East/North Africa and North America. Effie initiatives include the [Effie Effectiveness Index](#), ranking the most effective companies and brands globally and the [Effie Case Database](#). For more details, visit www.effie.org. Follow [@effieawards](#) on Twitter for updates on Effie information, [programs](#) and [news](#).