



Oct 28, 2014 Latin America

## 2014 Effie Ecuador Awards

The 11th edition of the Effie Ecuador Awards was held on October 28th at the Convention Center in Guayaquil. The event was attended by over 600 marketing and communications professionals from around the region.

1 Grand Effie, 7 gold, and 8 silver Effies were awarded to the most effective marketing communication cases in the categories: Food and Beverage, Services, Promotions, Nonprofit, Product Launch, Service Launch, Sustained Success, Institutional, Low Budget and the Internet.

The Grand Effie went to marketer AMBEV and agency Paradais for their case "BRAHMA TV" for Brahma.

The gold-winning teams were: Pacificard and Saltiveri Ogilvy for "Historias Que Vivir" for Pacificard; Banco de Alimentos Diakonia and McCann Erickson for "Barrigas Contentas, Corazones Llenos" for Banco de Alimentos Diakonia; Fundación Sánchez Aguilar and Norlop Thompson Asociados for "Las Burladas por Don Juan" for Las Burladas por Don Juan; Lubrival S.A.'s "This is Valvoline" for Valvoline; Cerveceria Nacional and Publicitas for "Club Premium Negra" for Club Premium Negra; and Grupo el Comercio and La Facultad for "Bendito Futbol" for [www.benditofutbol.com](http://www.benditofutbol.com).

For more information on the Effie Ecuador Awards, visit their [website](#).

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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](http://www.effie.org). Follow [@effieawards](#) on Twitter for updates on Effie information, [programs](#) and [news](#).