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Effie Uruguay Celebrates 2015 Gala

The Uruguayan Association of Advertising Agencies (AUDAP) hosted the seventh annual Effie Awards on September 9. The ceremony took place at the Salon Dore del Sofitel Montevideo Casino Carrasco and Spa.

This year's edition of the ceremony took place in a packed Sofitel Montevideo. The competition, which stands out as the only international award that recognizes the Uruguayan marketing industry's effectiveness, bringing together the most important agencies in the country.

The competition entries were judged by a jury made up of members of AUDAP, the Chamber of Advertisers of Uruguay (la Cámara de Anunciantes del Uruguay), the Media, and the Business the Association of Market Researchers and Academics (Asociación de Empresas Investigadoras de Mercado y Sector Académico), who evaluated the case studies and determined the winners.

The winning entries included campaigns in the following categories: Food, Drink, Public and Corporate Social Responsibility, Retail, Personal Hygiene, Institutional, Promotions, Banking and Financial Services, Communication Systems, Telecommunications, other products, and other services. Additionally, Travel and Tourism categories was added this year.

The original press release (in Spanish) can be found [here](#).

For a full list of the 2015 winners click [here](#).