



Nov 17, 2015 Latin America

## Effie Worldwide Continues Global Expansion with the Launch of the Latin American Effie Awards

Effie Worldwide has announced the launch of the Latin American Effie Awards regional competition, run in partnership with Adlatina. Effie Worldwide is an educational organization dedicated to championing and improving the practice and practitioners of marketing effectiveness globally.

Effie Worldwide's principal initiative, the Effie Awards, is recognized throughout the industry as the global standard of marketing effectiveness excellence. With the addition of the regional Latin American Effie program, Effie Worldwide's international network now expands to 40 national programs, 6 regional programs and 1 global program.

The Latin American Effie program will recognize effective work that has run across the Latin America region and will be managed by AdLatina, the region's leading industry media organization.

"The marketing communications industry in Latin America is going through a period of immense growth," said Neal Davies, President & CEO of Effie Worldwide. "We are thrilled to work with Adlatina to bring the Latin American Effie Awards to the region & to expand the focus on marketing effectiveness at every

corner of the globe.”

Jorge Raúl Martínez, President of Adlatina, said: “We are delighted to announce this new challenging initiative with the Effies, increasingly recognized by the global ad industry as a must-win award recognition, in a world where creativity is admired but effectiveness delivers the bottom line. Latin America is the region where a significant increase in ad spending is expected over the next six years and, without a doubt, it is considered as a creative hub in the global order.”

Effie Worldwide’s regional footprint includes long-term national programs in Argentina, Brazil, Chile, Colombia, Costa Rica, Ecuador, Guatemala, Mexico, Peru and Uruguay. A full list of worldwide Effie programs can be seen at [www.effie.org](http://www.effie.org).

Finalists and winners in all Effie programs in the Latin America region will be included in the Effie Effectiveness Index, which identifies and ranks the marketing communication industry’s most effective agencies, networks, marketers, brands and holding companies by analyzing finalist and winner data from worldwide Effie competitions. Announced annually, the Effie Index is the most comprehensive global ranking of marketing effectiveness. Recent winners include Coke, BBDO, WPP and Unilever, among others.

For more information, please visit [www.effie.org/latin-america](http://www.effie.org/latin-america).

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### About Effie Worldwide

Effie Worldwide is a 501 (c)(3) nonprofit organization devoted to championing and improving the practice and practitioners of marketing effectiveness. Effie Worldwide, organizer of the Effie Awards, spotlights marketing ideas that work and encourages thoughtful dialogue around the drivers of marketing effectiveness, while serving as an educational resource for the industry. 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 effectiveness 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 Award 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. All Effie Awards finalists and winners are included in the annual Effie Effectiveness Index rankings. The Effie Index identifies and ranks the marketing communications industry’s most effective agencies, marketers, and brands by analyzing finalist and winner data from all Effie Awards competitions worldwide. For more details, visit [www.effie.org](http://www.effie.org) and follow the Effies on Twitter, Facebook and LinkedIn.

### About Adlatina Group

Adlatina Group is an influential and regional media company that produces relevant news publications with the most updated information about advertising, marketing and communication with exclusive articles and extremely rigorous journalism. It holds the reproduction rights of Ad Age for the entire Spanish-speaking Latin America.

Adlatina is one of the most relevant media groups in the region.

The company’s portfolio includes: Adlatina Magazine (bimonthly publication); Crema (Creativity Yearbook), Standouts Magazine (highlighting Latin American outstanding cases in partnership with Advertising Age); Filmlatina (portal aimed at the video advertising production industry); Marketers by Adlatina (website that covers information aimed at marketers from the Latin American region).

Adlatina Group also has an event division that produces Women to Watch Argentina and Mexico – a distinction to recognize and honor women who are making a mark in the marketing, advertising or media world, in partnership with AdAge – and the Effie Awards in Argentina.

For more information about Adlatina, contact:

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