



May 19, 2016 Latin America

## 2016 Effie Awards Colombia Gala

The 10th annual Effie Awards Colombia Gala, organized by ANDA (La Asociación Nacional de Anunciantes), took place on May 19 in Bogotá. During the ceremony, there were 26 Gold, 25 Silver, and 26 Bronze Effie Awards presented. This year's Grand Effie was awarded to Grupo Éxito and Sancho BBDO for their campaign "Magia Salvaje (Wild Magic)."

The top winners for the night were Sancho BBDO with 27 Effies, followed by Grupo Éxito with 10, and Rep Grey Worldwide with eight.

Elizabeth Melo, chief executive of ANDA, remarked, "During the 10 years that this award has been in Colombia, it has helped create a culture of effectiveness in marketing communications. Effie is a contest that is constantly evolving. This year, registration and judging were digital, greater involvement of advertisers was achieved throughout the whole process, the number of categories in which you can register the same case was limited to three, and the David & Goliath and Home & Building categories were created."

The full list of winners can be found [here](#).

For more information, visit the Effie Colombia website [here](#).