



Oct 25, 2016 Latin America

## 2016 Effie Awards Chile Winners Announced

Effie Chile celebrated its 2016 Awards Gala on October 25th. Nestlé and McCann Santiago won Gold in the Interactive category and took home the Grand Effie for their Nido "Día de la Madre" (Mother's Day) campaign.

Entries were reviewed by a Jury of nearly 100 industry executives, chaired by Jorge Jarpa, General Manager of the Chilean Association of Advertising Agencies (ACHAP). The Grand Effie was presented by Armando Alcazar, President of ACHAP and Mario Davis, President of ANDA (National Association of Advertisers).

The Effie Awards Chile program is held under joint sponsorship of ACHAP, ANDA, Asociación Chilena de Agencias de Medios (AAM Chile), Asociación de Marketing Directo y Digital de Chile (AMDD Chile), Asociación Investigadores de Mercado (AIM Chile), Facultad de Economía y Negocios - Universidad de Chile, and IAB Chile.

A complete list of the 2016 winners can be found [here](#).>