



Oct 19, 2016 Latin America

Effie Awards Mexico Celebrates 2016 winners in a record-breaking year

The 17th edition of the Effie Awards Mexico Gala, which recognizes the most effective marketing campaigns in Mexico, took place on October 19. This year a total of 11 Gold, 15 Silver and 16 Bronze were awarded, with a record-breaking number of entries received. This year, more than 300 judges gathered in Mexico City, of which more than 47 % were marketers; and for the first time, a judging session took place in Monterrey, inviting the participation of the industry in other regions of the country.

The Grand Jury, chaired by Marcelo Melchior, CEO of Nestlé Mexico, evaluated the cases and awarded the Grand Effie to Domino's Pizza and Flock Linked by Isobar's, "Que nada te detenga." The work was supported by contributing agencies Arena Media and Llorente & Cuenta.

Cervecería Cuauhtémoc Moctezuma Heineken was named 2016 Effie Mexico Marketer of the Year. This award was presented by Mario Vera, Head of Communications and Innovation at Nestlé Mexico. Nestlé Mexico was the winner of this award in 2015.

Pedro Egea, President of the Mexican Association of Advertising Agencies and President & CEO of Grey México, commented, "Thanks to the Effie Awards, we increasingly evaluate agencies by their contribution to marketers' growth, recognitions and positive influence. With the Effie Awards, we prove that when you invest in communications, you are making a real impact on your business."

Horacio Genolet, 2016 Effie Mexico Committee President and CEO of Ogilvy & Mather México, said,

“Communications play an important role in society. In the economic field, it’s estimated that for each Mexican peso invested in communications, 11 pesos are generated for the GDP and 15 pesos in consumption; in the business field, a success case represents a sell rise from 15 % to 22 %, both in volume and value; in the social field, communications creates a positive impact on education, ecology, poverty, equity, et cetera.”

“The companies see a tangible value in communications, and the Effie Awards allow us to measure precisely the positive impact of the result, the good understanding of a business challenges, the idea and the execution. Certainly, our commitment is to keep investing in this field,” Marcelo Melchior said.

For the full list of winners, click [here >](#)