



Oct 26, 2017 Panama

## First Edition of Effie Awards Panama Held in Panama City

On October 26 at Panama's Trump Hotel & Tower, over 200 people from the Marketing and Communications industry attended the 1st Edition of the Effie Awards Panama.

The Jury awarded a Grand Effie, 2 Gold, 1 Silver and 1 Bronze Effie Awards in the following categories: Beverages - Alcohol, Government, Institutional & Recruitment, Beverages – Non-alcohol and Small Budgets (full list below).

The Grand EFFIE was awarded to Canal de Panamá and its Agency BBDO Panamá for the campaign "Ampliación del Canal".

### WINNERS LIST:

#### GRAND EFFIE

"Ampliación del Canal" by Canal de Panamá and BBDO PANAMÁ

## **GOLD**

Beverages – Alcohol: “AGL: El éxito de sol a sol” by Atlas Golden Light (Distribuidora Comercial Group, S de R.L) and FCB CREA PANAMÁ

Government, Institutional & Recruitment: “Ampliación del Canal” by Canal de Panamá and BBDO PANAMÁ

## **SILVER**

Beverages - Non Alcoholic: “Nido es Protección” by NIDO (Nestlé Panamá) and MCCANN PTY

## **BRONZE**

Small Budget: “Arma tu canasta” by Valé Panamá and CM AMÉRICA