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Effie Uruguay Celebrates Winners at 10th Annual Gala

Montevideo -- The 10th annual Effie Awards Uruguay Gala was held at the Carrasco Airport on September 7, 2018.

The Grand Effie was awarded to Publicis Impetus & Establecimiento Juan Sarubbi for the "La Ópera y los Fiambres" campaign. This distinction recognizes the most effective marketing communications effort of the year for having delivered the best results against its objectives.

Effie Awards Uruguay has been represented and organized by the [Asociación Uruguaya de Agencias de Publicidad \(AUDAP\)](#) since 2009, as part of the organization's commitment to the professionalization of advertising.

This year's jury included renowned professionals from a variety of advertising and marketing disciplines, including advertising agencies, advertisers, market researchers, media and university authorities. This year's gala attendees represented an equally diverse set of backgrounds.

Maria José Caponi, President of this edition of Effie Uruguay, said: "Having presided over the first Effie Awards Uruguay competition (ten years ago), doing it again in its tenth edition fills me with pride in my personal and professional lives. The growth that this award has seen is immense; every year more advertisers, agencies and cases are presented, which reflects a mature, professional and thriving industry."

Winning an Effie locally allows agencies and advertisers to participate in the global **Effie Index®** that Effie Worldwide has published annually since 2011, with the objective of recognizing companies for the creation and development of the most effective ideas. Several Uruguayan agencies have already achieved outstanding rankings in previous years. Winners and finalists of the 2018 Effie Awards Uruguay program will be factored into the calculation of the 2019 Effie Index rankings.

View the full winner list: <http://www.effieuruguay.com.uy/ganadores>

More information: www.effieuruguay.com.uy