





Oct 31, 2018 Brazil

With a record number of entries, Effie Awards

Brazil announces winners

Santander wins Grand Effie: created by Suno, a weeklong promotion excelled in strategy, creativity, execution and results.

Effie Awards Brazil awarded the 2018 Grand Effie to the case "Black Week Santander", a massive campaign by Santander, a major advertiser of the financial sector. The action was designed and executed by an agency that was created just over a year ago, Suno United Creators. In addition to the top prize, Effie Awards Brazil awarded 39 trophies to 32 different cases.

In addition to the Grand Effie, Santander and Suno also won 1 Gold in Financial Services and 1 Silver in Promotions, for the campaign. In an activation created for "Black Week" last year, a week of promotions inspired by the American "Black Friday," Banco Santander materialized some of its products, such as loans, cards and investments, as if they were physical items on retail shelves with their own packaging and labels.

In order to publicize the offers, the agency recruited actor Fabiano Augusto, a figure already associated with retail promotions on television. For years he presented offers from Casas Bahia, one of the largest retail stores in the country. The agency also produced tabloids and print ads, and asked a Youtuber to do unboxing videos. [See one of the films here.](#)

Agencies that stood out were Grey and Ogilvy, both with 2 Golds, 2 Silvers and 1 Bronze, and AlmapBBDO with 1 Gold, 3 Silver and 1 Bronze. "Corruption Detector" by Grey and Reclame Aqui earned 2 Gold trophies (in General Services and Data Driven Idea) and one Bronze (in Launch). The agency also won two Silvers with "Volvo Live Reviews" (in Vehicles) and "A new way to invest," for XP Investimentos, in the category David vs. Goliath.

The case "Magalu Cup 2018 #Saizica," from Ogilvy for Magazine Luiza, received three trophies: 1 Gold in Trade and Retail, 1 Silver in World Cup and 1 Bronze in Promotions. "The Fanta no one expected" for Coca-Cola won Gold in Launch and "The Sport teaches" for Nescau won Silver in Long-Term Effectiveness.

"For the sake of M&M's, do not watch Game of Thrones", earned AlmapBBDO a Gold in Food; "New Gol, new times in the air" for Gol Linhas Aéreas, and "Converting the way to order food" for iFood in General Services, and "Volkswagen Series 01:09" in Launch won Silver. The case "WTF?! Ronaldo", created by the agency for Snickers, from Mars, won Bronze in General Services.

This 11th edition of Effie Awards Brazil had a record number of entries. Nevertheless, the jury was more rigorous than in the previous year. The fierceness of the deliberation is due to the maturity of the market in relation to the execution of works that excel for effectiveness, which, consequently, increases the competitiveness among the campaigns.

Check out the 2018 winners:

Grand Effie

Black Week Santander: uma promoção de banco como nunca se viu, Suno United Creators for Santander

Food

GOLD: Pelo bem dos M&M's, não assista Game of Thrones!, AlmapBBDO for M&M's (Mars)

SILVER: Do que é feito o seu ketchup?, Africa for Heinz

BRONZE: Toda criança tem um lado genial, FCB Brasil for Chamyto (Nestlé)

Alcoholic Beverages

SILVER: Johnnie Walker: Striding Man, CP+B Brasil for Johnnie Walker (Diageo)

BRONZE: A 1ª final orquestrada da história, Publicis for Heineken

Non-Alcoholic Beverages

GOLD: Coca-Cola FanFeat, J.Walter Thompson for Coca-Cola

BRONZE: Essa Coca é Fanta, David for Coca-Cola

Trade and Retail

GOLD: Magalu Copa 2018 #Saizica, Ogilvy for Magazine Luiza

BRONZE: Black Post, David for Magazine Luiza

Personal Care, Beauty and Hygiene

GOLD: Perfumaria Forte Até o Fim, DPZ&T for Natura
SILVER: Sonha Que Dá, BETC/Havas for Jequití

Other Products

BRONZE: Pode ter leite, Santa Clara for Eurofarma

Non-profit

GOLD: Relógios da Violência, Fbiz for Instituto Maria da Penha
SILVER: ARCAH | Nós, One Digital for ARCAH

Telecommunication Services

GOLD: #Vivamenosdomesmo, Africa for Vivo
BRONZE: #Repense 2018, Y&R e Wunderman for Vivo

Financial Services

GOLD: Black Week Santander: uma promoção de banco como nunca se viu, Suno United Creators for Santander
SILVER: Astronauta, DPZ&T for Itaú
BRONZE: Next, R/GA for Bradesco

General Services

GOLD: Detector de Corrupção, Grey for Reclame Aqui
SILVER: Nova Gol, novos tempos no ar, AlmapBBDO for Gol Linhas Aéreas Inteligentes
BRONZE: Convertendo o jeito de pedir comida, AlmapBBDO for iFood

Vehicles

GOLD: A voz das Estradas, Moma e Today for Mercedes-Benz
SILVER: Volvo Live Reviews, Grey for Volvo
BRONZE: Curtindo o caminho, NBS for Petrobras Distribuidora

Special Categories

Branded Content

GOLD: Astronauta, DPZ&T for Itaú
SILVER: WTF Ronaldo?!, AlmapBBDO for Snickers (Mars)
BRONZE: Repense o Elogio, J. Walter Thompson e Mutato for Avon

World Cup

SILVER: Magalu Copa 2018 #Saizica, Ogilvy for Magazine Luiza

Data Driven Idea

GOLD: Detector de Corrupção, Grey for Reclame Aqui

David vs. Goliath

SILVER: Um novo jeito de investir, Grey for XP Investimentos

Long Term Effectiveness

GOLD: O Brasil já sabe onde perguntar, Talent Marcel for Ipiranga
SILVER: O Esporte Ensina, Ogilvy for Nescau (Nestlé)

Launch

GOLD: A Fanta que ninguém esperava, Ogilvy for Fanta (Coca-Cola)
SILVER: Volkswagen 01.09, AlmapBBDO for Volkswagen
BRONZE: Detector de Corrupção, Grey for Reclame Aqui

Promotions

GOLD: Coca-Cola FanFeat, J.Walter Thompson for Coca-Cola
SILVER: Black Week Santander: uma promoção de banco como nunca se viu, Suno United Creators for Santander
BRONZE: Magalu Copa 2018 #Saizica, Ogilvy for Magazine Luiza