



Nov 07, 2019 Mexico

Effie Awards Mexico Celebrates 20th Anniversary

The Grand Effie was awarded to a campaign that has understood the importance of including social responsibility within its business goal.

Mexico City, November 7th, 2019. For 20 years, Effie Mexico has evolved in the face of new technological, social, economic, and market realities to keep itself valid, relevant and realistic.

Every year, the jury embodies the principles of honorability, transparency and confidentiality while reviewing the year's most effective marketing work and its contribution to brands' and companies' economic performance. "These principles complement along with AMAP-AVE's principles, that represents the industry collaboration on generating growth to our country's economy, for brand value and commercial communication investment" said Sebastian Tonda, Chairman of the AMAP-AVE's Board.

"Mexico cannot abstain of the reality we are living in. The country lives uncertain times, data is being questioned. Measure provides certainty. We have the ability to push the economy and therefore development and well being. Advertising generates sales, sales create jobs. Let's bet on ideas. Mexico is a country that has creativity on its DNA. Genius and creativity are apart of our culture," underlined Jose Terán, President of the Advisory Board, during his opening address at the awards ceremony.

Jose Carlos Azcárraga, President of Grupo Posadas and of the Effie Board, highlighted, "Today we are together over more than an award, we are together over a powerful idea, recognize and stimulate communication and advertising efficiency, so that they continue providing value in our businesses, brands, consumers, community, and overall to the economy."

The executive pointed out that companies want better results of their investments; therefore, accomplishing targets is, and will be, the great challenge that companies, agencies and media face.

Effie with a brilliant future

Before delivering the awards, Jose Terán highlighted that after 20 years, we have a strong Effie brand with a brilliant future: one in which new technologies play a fundamental role to have communication on the precise moment in an efficient way. "We are in the middle of the data revolution and we are closer to communicate one by one but at a massive scale. The contest will keep evolving to test over and over the power and value of ideas" he said.

He remembered that Effie Mexico was born with two convictions: to prove that the value of creative ideas is in results and that effectiveness is a major part of an agency's culture and its clients' success. It is also about acknowledging teamwork and collaboration between all the players that make a successful idea.

"Just to give you an historical perspective of Effie, enrollments have increased by 400% from 2000 until now," José Terán said.

Both executives agreed that the awards has become fundamental to companies and brands across the country. After 20 years, Effie helps to build a reputation and to earn credibility and confidence from customers.

Finally, the Grand Effie was awarded to a case for which insight was powerful enough, not just to accomplish extraordinary results, but to add to the global trend where positive social impact is a main component of its business strategy.

[View the full winner list.](#)

[View all photos here.](#)

This press release was translated from Spanish & lightly edited for clarity.