



Oct 22, 2020 Colombia

## “Berraquera” and Effectiveness at 2020 Effie Awards Colombia Virtual Gala

*Once again, the marketing and advertising industry in Colombia has shown what it is made of; through a 100% virtual experience, the 2020 Effie Awards Colombia winners were awarded.*

Bogotá, October 22, 2020. This year has been characterized by its ability to achieve the never-before-thought. In countries like Colombia, the mood and the "berraquera" became our most effective tools to survive. Now, in a moment of economic reflection, the marketing and brand communication industry is reviewing the most effective advertising practices of the past that can serve as a benchmark for the arduous process of economic reactivation beginning now.

Beyond recognizing the most effective and successful campaigns, the 2020 Effie Awards Colombia 2020 competition gave the industry the opportunity to meet again. The week of effectiveness, which culminated with the award ceremony, was a space for learning and knowledge about effective communications.

Under the “Berracos y Efectivos” concept, this year’s competition awarded the best marketing strategies that moved the economy, drove consumer behavior, educated, generated changes, mobilized people and contributed to the country, all fundamental to creating communications in a moment of reinvention.

The Grand Effie was awarded to “Mi familia dice sí / My family says yes” by Hospital Militar - Transplant and organ donation service, DDB Colombia, Tribal Colombia with contributing agencies Ultravioleta.co el medio de la Comunicación and RTVC.

The title of Most Effective Marketer was awarded to AB InBEV Bavaria, and Sancho BBDO was named Most Effective Agency.

[View the full winner list >](#)

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