



Feb 26, 2021 Latin America

2020 LATAM Effie Awards Winners

The 2020 LATAM Effie virtual awards ceremony was held on February 25, 2021

The Grand Effie was awarded to Bancolombia, Sancho BBDO and OMD for their "The Power of Centennials" campaign.

Big winners of the night included Sancho BBDO (agency of the year), Gut (independent agency), OMD (media agency), BBDO (regional network), Almacenes Éxito (brand) and AB InBev Latin America (advertiser).

Winners were determined after two rigorous rounds of judging, involving over 700 jurors from 15+ markets in the region, led by Jury President Hérnan Tantardini, senior VP and general manager, PepsiCo México Foods.

[See the full list of winners >](#)

[Watch a recording of the 2020 LATAM Effie Awards ceremony >](#)