



Sep 20, 2022 Colombia

## Effie Awards Colombia 2022 awards the most effective campaigns of the year

The 16th edition of Effie Awards Colombia 2022 was held in August, starting with Effectiveness Week between the 23rd and 25th, a virtual encounter with this past year's best effective ideas, and ended on the 30th with an on-site ceremony at the Country Club in Bogota. More than 200 marketers and industry experts attended the ceremony, in which 33 golds, 31 silvers and 20 bronzes were awarded.

Sancho BBDO was awarded Agency of the Year, while Advertiser of the Year went to Bavaria - AB InBev Colombia. Meanwhile, the Grand Effie, went to Bavaria - AB InBev Colombia and MullenLowe SSP3 for their campaign 'La #fríaeyuca' in one of our recent launched categories Marketing Innovation Solutions, which highlights the Colombian Caribbean with an extraordinary product innovation.

The ceremony was organized by the National Association of Advertisers of Colombia - ANDA, licensees of the Effie program in the country.

"We congratulate all the winners of Effie Awards Colombia 2022, who through 'ideas that work' drove the growth of the entire commercial communication industry. Thank you for inspiring the best and most effective marketing practices in Colombia," expressed Elizabeth Melo, Executive President at ANDA.

In this edition, 50 categories were evaluated, and 167 cases were finalists. This year's judging was led by Fernando Ortiz, General Manager of CHC Sanofi Colombia and President of the Jury 2022.

"For me it has been a great privilege to be part of the whole Effie Awards Colombia 2022 process, where

we had the opportunity to study and learn from this past year's best advertising campaigns. I congratulate all the winners, who once again demonstrated their commitment to building effective marketing in Colombia," said Fernando Ortiz.

[See the complete list of winners.](#)