



effie Awards Bolivia

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Effie Awards Arrives in Bolivia to Reward the Most Effective Marketing Efforts

(en español)

Effie Awards is one of the most prestigious marketing and advertising awards globally. It rewards marketing effectiveness and recognizes the work of the advertiser-agency duo. Now, the Effies finally arrive in Bolivia, thanks to Valora Bolivia.

On Tuesday, May 7th at Jardines de Asía in Santa Cruz, Effie Awards Bolivia will be officially launched, announcing the scope and requirements of this coveted international marketing award that will be celebrated for the first time in our country. The Effie Awards Bolivia Gala will be held on November 14th, 2024.

Effie Awards Bolivia is organized by Valora Bolivia, and is sponsored by the National Association of Advertisers (ANDA) and the Santa Cruz Private University (UPSA).

Effie Bolivia will be launched at a special event, which will be attended by executives from Valora Bolivia, Valora Chile and Pablo Leiva, CEO of BBDO, who worked in Bolivia at the Athos Agency and has led BBDO to be the winner of the Agency of the Year recognition at Effie Awards Chile for the past four years.

With more than 55 programs worldwide, Effie Awards - *Ideas That Work*[®] has high standards for selecting its awardees. If a campaign has a strategy based on notable insight, outstanding creativity, and its market results prove its success, then it is eligible to earn an Effie. The importance of this competition has far

surpassed the borders of its country of origin. Effie Awards includes more than 55 programs spanning more than 125 markets, including the Global Effies, regional programs in Asia-Pacific, Africa/Middle East, Europe and Latin America, and national Effie programs.

The Effie Awards is best known by advertisers and agencies around the world as the industry's highest award, recognizing each and every form of marketing that contributes to a brand's success.

"Effie Awards is a symbol of outstanding achievement, recognized globally. We are proud to honor all types of effective marketing and the people who make it possible. It is not just about advertising, since we see advertising as a part of marketing; Effie Awards celebrates effectiveness in marketing, a territory that includes, but is not limited to, advertising," says Ximena Camacho, Executive Director of Effie Bolivia.

"For more than 50 years, winning an Effie has become a global symbol of achievement in the industry as it represents marketing effectiveness, highlighting ideas that work, while encouraging thoughtful dialogue about the factors that drive marketing effectiveness," she adds.

Effie Awards Bolivia 2024, after a thorough selection process by a Jury chaired by the renowned advertiser Eduardo Baeza, Director of Raza, will be awarded on November 14th, in a special ceremony.

Valora Bolivia reports that the sponsors of this first edition of the Effie Awards in our country are Red Uno, El Deber Multimedia and Ipsos Ciesmori, with allies such as the agencies Raza, Zenith, Xtrategia, Ximena Ximenez, Cabruja Films and Be Relevant.

For more information, visit effiebolivia.com.