



Nov 18, 2024 Bolivia

## Effie Awards shined at their first awards ceremony in Bolivia

SANTA CRUZ, November 2024 -- This Thursday, November 14, the long-awaited gala of the first edition of Effie Awards Bolivia, the most prestigious award for marketing effectiveness worldwide, was held. The event, held at Red Uno's Studio 5, brought together the main players in the country's advertising industry and the most prominent advertising companies, to celebrate effectiveness.

During the ceremony, awards were given in 11 of the 20 categories, including the Grand Effie, the award that highlights the most effective campaign of the year, which went to Samsung Bolivia and Cheil Chile for its "Actualúisate" campaign.

The Advertiser of the Year was awarded to Banco de Crédito de Bolivia S.A. (BCP); while the Agency of the Year and Independent Agency of the Year were both Rock and Roll.

Gold, Silver and Bronze trophies were also awarded to the most outstanding campaigns in the participating categories:

### FOOD & BEVERAGES

Silver

- Huari tejedoras - Que no se pierda el hilo (Cervecería Boliviana Nacional, agency Raza Ad+).

Bronze

- Nuestro amor se renueva con el mismo sabor de siempre (Cervecería Boliviana Nacional, agency Grey/Rock and Roll, others involved Cabruja Films).

## BRANDED CONTENT

Bronze

- Huari ingresa a la mesa del hogar de la mano de MasterChef (Cervecería Boliviana Nacional, agency Raza Ad+, others involved Zenith Media).

## DAVID VS GOLIATH

Silver

- Boca sentirá la Altura (Cervecería Nacional Potosí, agency MAD).

Silver

- Yape Bolivia billetera móvil (Banco de Crédito Bolivia S.A., agency Rock and Roll, others involved 5to Elemento, Suena Polenta).

Bronze

- Santé litro: Doble esfuerzo, doble hidratación (Valencia Citrus, agency Tourette Agency, others involved Red Uno, Nissan Bolivia).

## SUSTAINED SUCCESS

Gold

- Terapia de planes: la sesión que salvó a las familias de la desconexión (Tigo Bolivia, agency Ariadna Communication Group, others involved 5to Elemento)

## LINE EXTENSIONS

Bronze

- Generación RE (Unilever, agency Athos, others involved Photodelica, Four Group).

## NEW PRODUCT

Gold

- Yape Bolivia billetera móvil (Banco de Crédito Bolivia S.A., agency Rock and Roll, others involved 5to Elemento, Suena Polenta)

## INFLUENCER MARKETING

Gold

- ActuaLuisate a Galaxy A (Samsung Bolivia, agency Cheil Chile, others involved Cabruja Films)

Silver

- Destapa el Beat de Golden ft Bizarrap (Cervecería Boliviana Nacional, agency Tourette Agency, others involved Cabruja Films, Suena Polenta).

## PRODUCTS

Silver

- Sapolio, la más concentrada de Bolivia (Alicorp, agency VMLY&R / Consorcio Publicitario, others involved Apaga Incendios).

Bronze

- ActuaLuisate a Galaxy A (Samsung Bolivia, agency Cheil Chile, others involved Cabruja Films).

## FINANCIAL PRODUCTS/SERVICES

Silver

- Yape Bolivia billetera móvil (Banco de Crédito Bolivia S.A., agency Rock and Roll, others involved 5to Elemento, Suena Polenta).

Silver

- Ahorra, juega y gana con Smartplay (Banco Económico, agency Bamboo Comunicación creativa).

Bronze

- Cuenta millonaria (Banco de Crédito Bolivia S.A., agency Rock and Roll, others involved Cabruja Films, Suena Polenta).

## PROMOTIONS

Bronze

- Ahorra, juega y gana con Smartplay (Banco Económico, agency Bamboo Comunicación creativa).

## RETAIL

Bronze

- Nada (Dismac, agency Athos).

For more information, visit [effiebolivia.com](http://effiebolivia.com).