



Nov 19, 2013 Latin America

## Effie Guatemala's 2013 Awards Ceremony

Effie Guatemala's 2013 awards ceremony took place on November 19th at the Magic Theatre Fantasy IRTRA Petapa in Guatemala City. This year marked Effie Guatemala's 9<sup>th</sup> edition of the event.

8 Effie Silver, 6 Gold Effie and one Grand Effie were chosen from 10 categories. The categories were: Products, Services, Institutional, Releases, Re-releases or Extensions Online, Promotions, Budget Reduced, Idea Media, Social Marketing and Interactive. The cases were evaluated by a jury of 74 representatives of the advertising world, including advertisers, agency executives, consultants, market researchers, academics, and digital, BTL, and PR professionals.

The Effie Guatemala Awards is organized by the Guatemala Marketing & Asociados. Sponsors of the event include: UGAP, Advertisers Association, AmCham and Managers Association, Avianca, Channels 3 and 7, Alfa, 21 Century, Advertising Age, WWW Business Centre, Focus Media, GPO Gigantografías, Hydrant Advertising, Going On, Mac Education, Audiovisual Environments, The Courier, Grafipronto, Mayaprin and Shiftt.

To see the winners of the 9th edition of the Effie Guatemala Awards 2013, please [click here](#).

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### About Effie Worldwide

Championing the practice and practitioners of marketing effectiveness, Effie Worldwide spotlights marketing ideas that work and encourages thoughtful dialogue around the drivers of marketing

effectiveness. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant and first-class insights into effective marketing strategy. The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with the Global Effie, the Euro Effie, the Middle East/North Africa Effie, the Asia Pacific Effie and more than 40 national Effie [programs](#). For more details, visit [www.effie.org](http://www.effie.org). Follow [@effieawards](#) on Twitter for updates on Effie information, [programs](#) and news.