



May 28, 2014 Latin America

Peru's 2014 Awards Gala

Peru's most effective marketing communication cases of 2014 were recognized on May 28th at the Great National Theatre in Lima. This year marked Effie Peru's nineteenth Effie ceremony, organized annually by Ipsos Peru. Over five-hundred people turned out for the event.

The most anticipated award of the night, the 2014 Grand Effie, was awarded to San Fernando and Circus, for their case, "It is not chicken tuna", which also won gold in Effie Peru's "Best use of the media" category.

Effie Peru's winners list below:

Results of the Effie Awards Peru 2014:

Grand Effie 2014 award:
San Fernando – Circus

Awards by categories

Category Food:
Effie Gold: Kraft Foods Peru – Mayo Publicidad
Effie Silver: Gloria – Publicidad Causa

Effie Silver: San Fernando – Circus

Category Low Budget:

Effie Gold: Universidad de Ingeniería y Tecnología UTEC – Mayo Publicidad

Category Beverages:

Void

Category Commerce:

Void

Category Line Extensions:

Effie Gold: Alicorp – Publicis Asociados

Effie Silver: Nestlé – J. Walter Thompson

Effie Silver: Kimberly Clark – J. Walter Thompson

Category Non-Commercial Purposes:

Effie Gold: Fundacion Peruana de Cáncer – Mayo Publicidad

Category Hygiene and Personal Care:

Void

Category Corporate Image:

Effie Gold: Coca Cola – McCann Erickson

Effie Silver: Interbank – J. Walter Thompson

Category Re-launches:

Effie Gold: Backus & Johnston – Publicis Asociados

Effie Silver: Nestlé – J. Walter Thompson

Effie Silver: Gloria – Publicidad Causa

Category Launching new services:

Effie Gold: Pacífico Peruano Suiza – Circus

Category Products:

Effie Gold: UNACEM S.A. – Mayo Publicidad

Category Promotions:

Effie Gold: Backus & Johnston – Publicis Asociados

Effie Silver: Alicorp – Young & Rubicam

Category Financial Services:

Effie Gold: Pacífico Peruano Suiza – Circus

Effie Silver: Interbank – J. Walter Thompson

Category Non Financial Services:

Effie Silver: Telefónica Móviles – Fahrenheit Comunicaciones

Most effective use of the media:

Effie Gold: San Fernando – Circus

##

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 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 over 40 global, regional and national programs across Asia-Pacific, Europe, Latin America, Middle East/North Africa and North America. Effie initiatives include the [Effie Effectiveness Index](#), ranking the most effective companies and brands globally and the [Effie Case Database](#). For more details, visit www.effie.org. Follow [@effieawards](#) on Twitter for updates on Effie information, programs and news.