



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

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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 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](http://www.effie.org). Follow [@effieawards](#) on Twitter for updates on Effie information, programs and news.