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2013 Effie Peru Awards

26 Gold, 26 Silver, and a Grand EFFIE won at Effie Peru's 2013 awards celebration

The most effective advertising cases of the year were recognized at the eighteenth Effie Peru awards, held on May 30, 2013. This year's award ceremony, organized by Ipsos Peru, was held at the Hotel Los Delfines, San Isidro and attracted a crowd of over 600 people.

Circus Integrated Communications agency and San Fernando took home the most anticipated award of the night, the Grand Effie 2013, for "Pavita Thursday", which also won the Gold Effie in the Food category.

Wong and modern brand Sodimac won the Marketing Hall of Fame, an award that aims to recognize the value and history of the major brands in the development of marketing.

"This year there were very good cases, which made it difficult to choose the winners," said Flavia Maggi, general manager and vice president Effie Awards Ipsos Peru.

See the [complete list of 2013 winners here](#).

For more information, visit [Effie Peru](#).

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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 and more than 40 national Effie programs. For more details, visit www.effie.org. Follow [@effieawards](#) on Twitter for updates on Effie information, programs and news.