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Effie Uruguay's 6th Effie Awards

Effie Uruguay, organized by Asociación Uruguaya de Agencias de Publicidad (AUDAP), celebrated its 6th edition of the Effie Awards on September 3rd at the Golf Club of Uruguay.

In response to the significant increase in entries this year, 2014 Effie Uruguay President Bruno Ponzoni said, "It is a clear demonstration of the prestige the EFFIE Awards have gained in our industry and indicates that AUDAP is on the right path."

There were 20 winning cases, with the Grand Effie going to Young & Rubicam and Instituto Nacional de Vitivinicultura del Uruguay for "Uruguay sabe de vinos" for Vinos del Uruguay.

Other top winners include COT and Grey Uruguay for COT – Servicio de transporte de pasajeros, Publicis Impetu and Direccion Nacional de Loterias y Quinielas for Loteria Uruguaya, Publicis Impetu and Nike Uruguay for Nike, Key and DIRECTV Uruguay for DIRECTV Prepago, Young & Rubicam and Banco de Seguros del Estado for Banco de Seguros del Estado, Corporacion JWT and Fabricas Nacionales de Cerveza for Pepsi, Notable Publicidad and Silson S.A. for Puma, Corporacion JWT and Fundacion Teleton for Fundacion Teleton, Havas WW Gurisa and Fabricas Nacionales de Cerveza for Pilsen, and Go and Mondelez International for Beldent Infnit.

For more information on Effie Uruguay and their 2014 Gala, visit their [website](#).

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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. Follow [@effieawards](#) on Twitter for updates on Effie information, [programs](#) and [news](#).