



Sep 24, 2014 Latin America

Effie Mexico's 2014 Gala

JWT Mexico and Ford win the Grand Effie for Ikon

México D.F. - Forty-one awards were presented at Effie Mexico's 2014 Gala on September 24th. The Grand Effie winning team was JWT Mexico and Ford for their case, "I want an Ikon".

Other top winners include: P & G and Grey Mexico for Koleston, Videocine and Troy Archer for No refunds Movie, J. Garcia Lopez Funeral and Ganem for J. García López, Heineken Mexico and Grey Mexico for Heineken, Nike of Mexico and Flock for Nike, Banamex and Publicis Mexico for Banamex, Gamesa and Olabuenaga Chemistri for Emperor, ASM Classifieds and Grey Mexico for secundamano.mx, Liverpool and 5.0 Beker for Liverpool, Tourism Promotion Council Mexico, and Olabuenaga Chemistri for Destination, Acapulco.

To read more about Effie Mexico's 2014 Awards Gala, visit the Effie Mexico website [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 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](#).