



Oct 24, 2014 Latin America

Effie Chile Awards 2014

31 cases were awarded at Effie Chile's 2014 Gala, which took place on October 24th in Santiago. The event attracted over 650 marketing and advertising professionals from across the region.

The Grand Effie went to client and agency team Telefonica and Prolam Young & Rubicam for their Promotions category case, "Modo Mundial".

Other top winning client and agency teams included: San Jose, Dittborn y Unzueta, Universal McCann for, "Atún San José"; Adidas, TBWA/Frederick, and Alta, Triángulo Carat for, "El oro se lleva puesto"; Siena and La Q for, "Amigo Inseparables"; Apumanque and La Firma for, "Apumanque"; and Unicef, Ogilvy & Mather, and H Films for, "Sweet Trick - Unicef".

To read more about Effie Chile's 2014 program, and to view the complete winners list, please visit the Effie Chile 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](#).