



Oct 20, 2014 Latin America

## Effie Brazil Recognizes Winners of 2014

Fifteen effective cases were awarded at Effie Brazil's 2014 Gala, which took place on October 20th.

The Grand Effie was awarded to agency and client team Leo Burnett Taylor Made and Associação Brasileira de Transplante de Órgãos.

Other winning teams included: JWT and Coca-Cola for, "Real time marketing na Copa do Mundo"; Grey and Old Spice (Procter & Gamble) for, "Desodorante do homem homem"; AlmapBBDO and Volkswagen for, "Declançamento da Kombi"; Isobar and Fiat for, "A maior invacao da Fiat nao foi um carro".

For more information on Effie Brazil's 2014 program, please visit the [Effie Brazil 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](http://www.effie.org). Follow [@effieawards](#) on Twitter for updates on Effie information, [programs](#) and [news](#).