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Latin American Effie Awards Announced Winners of Its Inaugural Competition

Cartagena de Indias, Colombia - (September 28, 2016)

The Latin American Effie Awards announced winners of its inaugural competition during the Awards Gala on September 28 at the Colombian Congress of Advertising, Cartagena Inspira.

Sancho BBDO was named Agency of the Year. BBDO also took the lead on the network level and was named Network on the Year. Marketer of the Year was presented to PepsiCo.

The Latin American Effie Awards program, run in partnership with Adlatina, aims to strengthen and celebrate best practices in the industry, maintaining the spirit of Effie around the world.

Neal Davies, President & CEO of Effie Worldwide, said, "I want to especially express our gratitude to all participants of the competition and to all executives who joined the jury at different rounds of judging."

Jorge Raúl Martínez, chairman of Latin American Effie Awards and CEO of Adlatina Group, said, "The Effie Awards has become a high standard for marketing and communication works. For this inaugural competition of the Latin American Effie Awards, we convened a jury of international experts chaired by Antonio Lucio, who is no doubt, the most influential figure of our industry. Thank you very much, Antonio for your time, your wisdom and especially for your warm heart."

Antonio Lucio, Global CMO of HP, served as Jury Chair for the 2016 LATAM Effie Awards program. A jury of

leading marketing executives from client and agency companies across the region assessed entries in two rounds of judging. The inaugural program saw vigorous participation by teams throughout Latin America. Finalists in the competition highlight work from Argentina, Brazil, Chile, Colombia, Mexico, Peru and Puerto Rico, among other countries in the region.

Both finalists and winners of the Latin American Effie Awards program will be included in the Effie Effectiveness Index, which identifies and ranks the most effective agencies, marketers, brands, networks, and holding companies by analyzing finalist and winner data from Effie Award competitions around the world. There are more than 45 Effie programs around the world, including 11 programs in Latin America. The Effie Index, which is announced annually, is the most comprehensive global ranking of marketing effectiveness.

To see the full list of winners, click [here](#). >

To learn more about the Latin American Effie Awards, visit www.latameffie.com.

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