



Oct 17, 2016 Latin America

2016 Effie Awards Brazil Celebrates Most Effective Marketing Campaigns at annual Awards Gala

Effie Awards Brazil hosted its 2016 Gala at the Hilton Hotel in São Paulo on October 17. This year, 45 client and agency professionals participated in judging and awarded 1 Grand, 10 Gold, 10 Silver, and 12 Bronze. The Grand Effie went to O Boticário and AlmapBBDO's campaign "para o você que existe no ogro," which deals with gender stereotypes on male cosmetic products. According to Alexandre Bouza, O Boticário's Director of Marketing, the brand nearly doubled its sales in a year and raised brand awareness among a young male audience.

Gold was also awarded to: JBS and ID e Lew' Lara/TBWA's "Academia da Carne Friboi" (Food and Beverage category); MasterCard and WMcCann's "Quem ri por último, ri com MasterCard Gold" (Financial Services category); Burger King and David's "Chicken Fries" (New Launch category); Volkswagen and AlmapBBDO's "Linha Volkswagen Rock in Rio" (Promotions category); Sport Club Recife and Ogilvy Brazil's "Adote um pequeno torcedor" (Non-Profit category); Mondelēz and Wieden + Kennedy's "O último lote de Halls Mini" (Real Time Marketing category); and Comitê Organizador Rio 2016 and Ogilvy Brazil's "O treino que muda opiniões" (David and Goliath & Olympics categories).

To learn more about the 2016 Effie Awards Brazil program, click [here](#).>