



Oct 27, 2016 Latin America

2016 Effie Awards Ecuador Winners Announced

Effie Ecuador hosted its 13th annual Awards Gala on October 27, 2016 at Guayaquil's Convention Center. Over 600 professionals from the marketing and communications industry attended the event to celebrate Ecuador's most effective marketing campaigns of 2016.

The Jury awarded a Grand Effie, eight Gold and seven Silver Effie Awards to campaigns in the following categories: Products, Food and Beverage, Non-Profit, Product Launch, Service Launch, Sustained Success, BTL, Small Budget and Public Relations. The Grand Effie went to Superdeporte and its agency Percrea for their campaign, "Cero Piratería."

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