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## 2016 Effie Awards Costa Rica Winners Celebrated in San José

The 7th edition of Effie Awards Costa Rica, which champions the most effective marketing campaigns in the country, celebrated this year's winners on November 16 at the Intercontinental Hotel in San José. A total of 24 awards, including nine Gold, eight Silver and five Bronze trophies were awarded at the Gala.

Burger King and Interaction were the biggest winners of the night, taking home the Grand Effie, two Gold, and one Silver for their campaign, "Whopper Dealer." The Grand Effie was presented by Neal Davies, President & CEO of Effie Worldwide, and Ana Helena Chacón Echeverría, Vice President of Costa Rica.

"More Costa Rican marketers have started to take risks and initiate innovations in their communication campaigns, which is reflected in a significant improvement of entries this year both in quantity and in creativity. Our goal is to encourage companies to achieve their business objectives through implementing good marketing strategies," said Marian Bákit, President of Effie Awards Costa Rica.

This year, Effie Costa Rica observed a 70% increase in the number of entrants, which marks the growing influence of the Effie Awards in the market. "Such increasing participation shows that agencies are convinced that Effie represents a platform to strengthen their credibility. For the marketers, Effie is a strong demonstration that marketing campaigns met or exceeded their business objectives," added Bákit.

In addition, Effie Costa introduced its Collegiate Effie program in 2016, which gives college students a chance to create marketing communication cases that address real world challenges for marketers.

For the full list of winners, click [here](#) >