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Winners Celebrated at 2017 Effie Awards Colombia

Twenty three Gold, 20 Silver and 21 Bronze trophies were awarded to advertisers and advertising agencies at the 2017 Effie Awards Colombia Gala on June 8. About 900 guests from the marketing communications industry attended the celebration. Poker, Bavaria S.A and Grupo DDB Colombia's "Datapola" campaign was awarded the Grand Effie trophy.

An expert jury of marketing professionals determined the winners from 188 finalists. The Grand Effie winner was debated hours before the ceremony by the Grand Effie Jury. "Datapola" was chosen best in show for "demonstrating that with a well-defined strategy and impeccable executions, a marketing campaign can achieve significant results."

The most awarded marketer was Bavaria S.A, taking home Grand, two Gold and four Silver trophies. Postobon S.A. followed at the second place with two Gold, one Silver and two Bronze trophies. Mastercard Colombia ranked third with two Gold, one Silver and one Bronze. The most awarded agencies include (in order of ranking) Sancho BBDO, OMD Colombia, McCann Erickson Worldgroup, Colombia DDB Group and PHD Colombia. Finalists and winners from the 2017 Effie Colombia program will be factored into the 2018 Global Effie Index.

As a new initiative of Effie Awards Colombia, the Effie College program also announced its inaugural winners at the Gala. The Effie College competition gives university students a chance to create effective marketing cases. Students of 13 universities participated this year and addressed real world challenges for

Bavaria S.A., Kellogg's, Bancolombia and Superintendence of Industry and Commerce.

The Effie Awards are known by advertisers and agencies globally as the pre-eminent effectiveness award in the industry. Effie Awards Colombia, run by Asociación Nacional De Anunciantes (ANDA) Colombia, continue to grow and plays an important role in promoting marketing effectiveness culture in the country.

"We want to congratulate all the winners of the 2017 Effie Awards Colombia. This is a recognition of effort, creativity, teamwork and, above all, the effectiveness of campaigns. For ANDA, the results of the 11th edition Effies are very satisfactory. This year, the campaigns stood out for their high quality, demonstrating that there is a culture of effectiveness in Colombia. Let this opportunity be an invitation for advertisers and agencies to participate in 2018 Effie Awards Colombia," said Elizabeth Melo, CEO of ANDA.

View the full list of winners [here](#)>