



May 10, 2018 Colombia

2018 Effie Awards Colombia Winners Announced – Red Cross, Sancho BBDO, Postobón Take Home Top Prizes

Bogotá, 10 May 2018 – The Grand Effie winner was the "From Social Network to Donors Network" campaign by Red Cross and Sancho BBDO, which in turn was recognized as the Agency of the Year. Additionally, Postobón was named Advertiser of the Year. In total, 21 Gold, 28 Silver and 24 Bronze prizes were awarded in the twelfth version of the Effie Awards Colombia, the only award that recognizes the most effective marketing communications campaigns.

"From Social Network to Network of Donors" was awarded the Grand Effie for its integrated idea, from its objectives and strategy to its results. This award was selected by a jury of advertising, marketing, communications, and business professionals who chose it from among all the Gold winners.

Postobón, which received Gold for Advertiser of the Year, stood out for the results of its novel and effective marketing strategy. Other winning advertisers were Avianca with two Golds, Alpina milk with one Gold and one Silver, Cerveza Águila with one Silver and one Bronze, and Play Doh with one Gold and one Silver.

"The winners were chosen from 174 finalists, which were evaluated by an expert jury made up of industry

and academic representatives and led by Carlos Upegui, President of Banco Popular and Paola Aldaz, VP of Marketing for Mastercard," said Elizabeth Melo, Executive President of the National Association of Advertisers ANDA, licensee of the Effie Awards Colombia. Carlos Upegui, President of the jury, added that "advertisers must strengthen and protect the Effie prize."

As for the agencies, the 'Top 5' was led by Sancho BBDO, which was awarded 30 Effies and was recognized as Agency of the Year, followed by DDB, Geometry, McCann, Ogilvy and Goodfellas. "In the Effie 2018 (program) we have a greater number of cases, participating agencies and advertisers, and 2 new categories, which (set) the expectations (at) a higher level. Each year this recognition evolves and becomes a more innovative and great experience, which drives the culture of effectiveness of marketing communications in the country," says Melo.

View the complete list of winners from the twelfth edition of the Effie Awards Colombia at www.effiecolombia.com.

For this year's competition, Effie Colombia launched the Positive Change category, a program aimed at recognizing and promoting effectiveness in social and environmental content campaigns. The winners were:

Gold: "Shirts that feed" by Gen Cero, in Positive Social Impact.

Silver: "Anniversary 30 years-MásQue 1 Litro" by P&G, in Positive Social Impact; "Green Race" by Fundación Natura in Positive Environmental Impact; and "Run for your balls" by the Colombian Society of Urology in Positive Social Impact.

Bronze: "Playas Cocosette" by Cocosette in Positive Environmental Impact; "A Bip for the Guajira" by MasterCard in Positive Social Impact; and "Faithful Forever" by the Adoption Program-Second Chances, in Positive Social Impact.

Prizes for the winning proposals from the second annual Effie College, a program aimed at students in their final semester of advertising, marketing, design and administration-related academic programs, were also presented. This year, groups of universities from Cali, Medellín and Bogotá participated. The winning proposals were Icesi, Sergio Arboleda, Universidad Pontificia Bolivariana and Grancolombiano Polytechnic. The sponsoring brands of this program were Alpina, Chevrolet, Servientrega, Banco de Bogotá, SC Johnson and as special guest, the National Institute for Food and Drug Surveillance INVIMA.

"It is a great satisfaction for ANDA to be licensees of these awards, which are a platform to make visible and promote the initiatives of brands with purpose and their contribution to the development of commercial communication and good practices as an industry. I would like to invite advertisers, brands, agencies and academia to participate in the next editions of the Effies, and to help us promote campaigns aimed at a positive social and environmental transformation," concludes Melo.

(Pictured: Sancho BBDO, 2018 Agency of the Year)