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## Latin American Effie Awards Announces Winners of Third Annual Competition

*Cartagena de Indias, Colombia - (October 5th, 2018)* The Latin American Effie Awards announced winners of its third edition during the Awards Gala on October 4, at the Colombian Congress of Advertising, +Cartagena, in Cartagena de Indias.

A total of 79 trophies were awarded, including the Grand Effie to David Buenos Aires for their campaign "Super Promo Noblex", for Newsan. Sancho BBDO was named Agency of the Year, BBDO was named Network of the Year and Coca-Cola earned the title of Marketer of the Year.

The Latin American Effie Awards program, run in partnership with Adlatina, aims to strengthen and celebrate best practices in the industry, maintaining the spirit of Effie around the world.

Edgardo Tettamanti, SVP Global Multicultural & Cross Border Marketing at Mastercard, served as Jury Chair for the 2018 LATAM Effie Awards program's third edition. A jury of leading marketing executives from client and agency companies across the region assessed entries in two rounds of judging. This year's competition attracted significant participation by teams throughout Latin America. This is reflected in the diverse set of winners, which include work from Argentina, Brazil, Chile, Colombia, Dominican Republic, Mexico, and Peru, among other countries in the region.

Both finalists and winners of the Latin American Effie Awards program will be included in the Effie Index, which identifies and ranks the most effective agencies, marketers, brands, networks, and holding companies by analyzing finalist and winner data from the more than 45 Effie programs around the world,

including 11 programs in Latin America. The Effie Index, which is announced annually, is the most comprehensive global ranking of marketing effectiveness.

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

To learn more about the Latin American Effie Awards, visit [www.latameffie.com](http://www.latameffie.com).