



Oct 22, 2018 Panama

2nd Annual Effie Awards Panamá Winners Announced

On October 18, at Panama's *The Santa Maria Luxury Collection Hotel*, over 200 Marketing and Communication industry leaders attended the 2nd Annual Effie Awards Panama gala.

The Jury awarded a Grand Effie along with 2 Gold, 5 Silver and 1 Bronze Effie Awards in the following categories: Beverages – Alcohol and Non-Alcohol; Government, Institutional & Recruitment; Financial Cards; Packaged Food; and Small Budgets.

The Grand Effie was awarded to Visa and BBDO Panamá for the campaign "Visa débito una tarjeta para todo".

The full winner list is below and at effiepanama.com.

Grand Effie:

Visa & BBDO
Visa Débito, "Visa débito una tarjeta para todo"

Gold:

Small Budgets - Products & Services:
Franquicias Panameñas & P4 Ogilvy Panamá
Dairy Queen, "Blizzard Store"

Financial Cards:
Visa & BBDO Panamá
Visa Débito, "Visa débito una tarjeta para todo"

Silver:

Beverages – Non Alcohol:
Nestlé & McCann Panamá
Nido, "Nido Journey"

Government, Institutional & Recruitment:
Aplafa & McCann Panamá
Aplafa, "Coitus Interruptus Songs"

Beverages – Alcohol:
Distribuidora Comercial Group, S DE RL & FCB CREA Panamá
Atlas Golden Light, "Atlas Golden Fest"

Packaged Food:
Nestlé & Publicis Group
Ketchup Maggi, "Ketchup Mamis"

Small Budgets - Products & Services:
Aplafa & McCann Panamá
Aplafa, "Coitus Interruptus Songs"

Bronze:

Beverages – Non Alcohol:
Nestlé & McCann Panamá
Ideal, "La magia de reconectar con Panamá"