



Oct 24, 2018 Chile

2018 Effie Awards Chile Winners Announced

The 28th annual Effie Awards Chile ceremony was held on October 23rd in Santiago.

The Grand Effie was awarded to Polla Chilena de Beneficencia and Young & Rubicam Chile for their "You are already a millionaire" campaign. In addition, a total of 42 Gold, Silver, and Bronze trophies were awarded in 23 categories.

The trophies were delivered by Traci Alford, President & CEO of Effie Worldwide, and Fernando Mora, Executive President of the Chilean Association of Advertisers.

The title of Advertiser of the Year was awarded to Santander, and Young & Rubicam Chile was named Agency of the Year.

[View the full winner list here.](#)