



Aug 21, 2013 Latin America

## 2013 Effie Uruguay Awards

On August 21<sup>st</sup>, the Uruguayan Association of Advertising Agencies (AUDAP) organized Uruguay's fifth consecutive celebration of the Effie Awards.

The Grand Effie winner of the night was the Banco Hipotecario del Uruguay for the campaign, "Real Stories of our customers," created by Cámara / TBWA.

Altogether, 18 campaigns were awarded in nine categories. The top Effie Uruguay winners of 2013 are Cámara TBWA, Corporación JWT, GO, Grey, Havas WW Gurisa, Key, Notable Publicidad, Publicis Ímpetu, Punto Ogilvy y Cruce Design Group,

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The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with the Global Effie, the Euro Effie, the Middle East / North Africa Effie and more than 40 national Effie programs. For more details, visit [www.effie.org](http://www.effie.org). Follow [@effieawards](https://twitter.com/effieawards) on Twitter for updates on Effie information, programs and news.