



Sep 27, 2019 Uruguay

Winners of the 11th Edition of the Effie Awards Uruguay Announced

On Friday, September 27, the awards dinner for the 11th Annual Effie Awards Uruguay was held at Carrasco Airport. The 2019 Grand Effie was awarded to Publicis Impetu for the case "We Are All Experts," with their client Banca de Quinielas del Uruguay.

In addition, 26 cases were awarded in 16 categories, earning Gold, Silver or Bronze depending on the scores assigned by the jury. The 2019 Effie Awards rewarded the work of the agencies Amen, TBWA Chamber, FCB Montevideo, Gray Uruguay, Havas Gurisa, Key, Notable Advertising, Larsen, Laudrup & Lerby, Pimod, Publicis Impetu, Punto Ogilvy and Young & Rubicam.

The advertisers recognized were ANDA, Ajax SA, Itaú Bank, Insurance Bank, Campiglia Pilay, CCU Uruguay, Conaprole, Salus Company, Peñarol Athletic Club, National Beer Factories, Pérez Scremini Foundation, FUPIER, Liceo Francés, McDonald's, Movistar, Nestlé del Uruguay, UN Women, Pagnifique, Sevel Uruguay, Tienda Inglesa, Forus Uruguay and Vessena SA.

Effies were awarded in the following Products and Services categories: "Food," "Automotive," "Alcoholic Beverages," "Non-alcoholic drinks," "Shops and Retail," "Fashion," "Institutional / Corporate," "IT / Telecommunications," "Home Maintenance / Products," "Promotions," "Services / Banking and Financial Products," "Other Products" and "Other Services." In Specialty Categories, Effies were awarded in "Low Budget," "Public Good / Nonprofit" and "Seasonal."

All Effies were awarded thanks to the work of the Effie jury, a group of distinguished professionals representing a variety of advertising and marketing disciplines, including advertising agencies, advertisers, market researchers, media and university authorities. The jury worked for two days to analyze the cases in this year's competition.

In addition to this group, an international Effie Worldwide supervisor was also present, as well as CPA Ferrere for the audit process.

Once again this year, this important distinction for the advertising industry brought together private and public advertisers, advertising agencies, media, marketing and promotions, digital, industry institutions, media, academics and producers to celebrate together.

Marcelo Debenardi, President of Effie Uruguay 2019 said: "It is a great joy to see that today the Effie is a consolidated event in Uruguay. Proof of this was the number of cases registered, which meant a new historical record, positioning Uruguay among the markets with the best enrollment ratio per capita worldwide, which speaks of the maturity, professionalism and seriousness with which our entire industry works."

A Global Competition

Winning an Effie locally qualifies agencies and advertisers to participate directly in the global Effie Index® that Effie Worldwide has been conducting since 2011. The objective of this index is to recognize the most effective Effie-winning companies across its 55 programs globally. Several Uruguayan agencies have already achieved prominent positions in the different local and regional rankings prepared each year by Effie Worldwide.

This year also marks an important milestone for the Effie Awards, its 50th anniversary. Since its inception in New York in 1968, the Effie Awards have been joining the industry to recognize, celebrate and learn from effective marketing over the past five decades, and now has more than 50 programs worldwide.

View the full winner list: <http://www.effieuruguay.com.uy/ganadores>

This press release was translated from Spanish and lightly edited for clarity.