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Effie Colombia Holds Day of Effectiveness & Announces 2019 Effie Winners

Bogotá, DC, June 12 2019 - The National Association of Advertisers, ANDA, licensees of the Effie Awards in Colombia, announced the winners of the effectiveness awards that have been delivered for 13 years in Colombia, following the first Effie Summit.

During the summit, success stories were shared with the distinguished voices of international stature, workshop rooms were developed and the best experiences of each brand and agency were shared with the attendees of this first program, which will bring more learning to the industry.

The awards ceremony highlighted the most effective of marketing communications and celebrated the advertisers and agencies committed to developing ideas that work.

"To talk about Effie is to talk about leadership, inspiration and defend the practice and professionals of marketing effectiveness, through education, awards, constantly evolving initiatives and first-class knowledge about marketing strategies that produce results," said Elizabeth Melo, Executive President of ANDA.

The winner of the Grand Effie was the campaign "Friends of WhatsApp" by Poker and DDB, demonstrating

how the objectives, strategy and good results help the growth of a brand. In addition, Bavaria was named Most Effective Advertiser of the Year for its various marketing successes. In terms of agencies, Sancho BBDO was named Most Effective Agency of the Year and The Goodfellas was named Most Effective Independent Agency of the Year, the first time this title was awarded in Colombia.

The winners were chosen from 120 finalists, who were evaluated by an expert jury made up of industry representatives, led by Alberto Mario Rincón, General Manager of L'Oréal and Diana Díaz Gallo, Country Manager at SC Johnson Colombia.

"In the 2019 Effies we have a greater number of cases, agencies and advertisers participating than last year and 2 new categories, which positioned expectations at a higher level. Each year this recognition evolves and becomes a more innovative and great experience, which drives the culture of the effectiveness of commercial communications in the country," said Alberto Mario Rincón.

In total, 24 Gold, 14 Silver and 21 Bronze Effies were awarded. Among them is "The Play Doh Trip" and "Eat More Pork, Every Day" in the Sustained Success category; "Ruta 90" and "Un Bip por la Guajira" in Positive Change: Social Good - Brands; and "The MAMBO is Leased," winner in various categories.

View the full list of 2019 winners at <http://www.affiecolombia.com/2019>

The awards for the university version of the program, Effie College, were also presented for the third time. The program is aimed at final-semester students studying the fields of advertising, marketing, design and administration. This year's winners were from the following universities: Pontificia Bolivariana, Jorge Tadeo Lozano, Pontificia Universidad Javeriana, Autónoma de Occidente, Konrad Lorenz, Sergio Arboleda, Central University, Colombian Collegiate and the Polytechnic Gran Colombiano.

"For ANDA it is a great satisfaction to be licensees of these awards for 13 years, which are a platform to make visible and promote the initiatives of the brands with purpose and their contribution to the development of commercial communication and good practices as an industry. I would like to invite advertisers, brands, agencies and academia to participate in the next editions of the Effies, and to help us promote campaigns aimed at a transformation and construction of the country always respecting consumers," said the Executive President of ANDA.

For more information:

Luisa Berbeo - ANDA Communications - cel: 3138182415

luisa.berbeo@andacol.com.co

Maria Fernanda Estupiñán - Kreab - cel: 3015892052

mestupinan@kreab.com

This press release was translated from Spanish and lightly edited for clarity. Read the original release [here](#).