



Oct 02, 2013 Latin America

2013 Effie Argentina Awards

On October 2nd, Effie Argentina celebrated the 2013 Effie Awards ceremony. This year, 9 Gold and 26 Silver awards were presented at the event, which was held at the Tattersall de Palermo, in Buenos Aires. The Grand Effie winner was the Crisis de pareja case, created by Y&R for Banco Galicia. The top 2013 Effie Argentina agency winners are Y&R, Madre, BBDO Argentina, Ogilvy & Mather, TBWA\Buenos Aires, +Castro Innovation, Ponce, DDB Argentina, McCann Buenos Aires, Del Campo Saatchi & Saatchi, Leo Burnett, Publicis, Kepel & Mata, Almirante Hypólito and FIRE-Advertainment.

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About Effie Worldwide

Championing the practice and practitioners of marketing effectiveness, Effie Worldwide spotlights marketing ideas that work and encourages thoughtful dialogue around the drivers of marketing effectiveness. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant and first-class insights into effective marketing strategy. 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, the Asia Pacific Effie and more than 40 national Effie programs. For more details, visit www.effie.org. Follow [@effieawards](https://twitter.com/effieawards) on Twitter for updates on Effie information, programs and news.