



Oct 10, 2013 Latin America

## 10th Edition of Effie Awards Ecuador

On October 8th, Effie Ecuador held its 10th edition of the Effie Awards at the "Centro de Convenciones" of Guayaquil. 55 finalists were selected across 12 categories. From this group, 1 Grand, 7 Gold, and 12 Silver Effie winners were chosen.

Top winning client/agency teams include Grand winner CTB - Ecuador/Paradai and gold winners Cervecería Nacional/Publicitas, Akí/Saltiveri Ogilvy, Ambev Ecuador/Rivas Herrera Y&R, Sambito/Maruri Publicidad, Presidencia de la República/La Facultad, Labisa/Initiative / RE, and Tiosa/Paradai.

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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](http://www.effie.org). Follow [@effieawards](https://twitter.com/effieawards) on Twitter for updates on Effie information, programs and news.