



Nov 17, 2020 Brazil

Avon, Wunderman Thompson and Mutato win the Grand Effie at 2020 Effie Awards Brasil Gala

On Tuesday, November 17th, 13th annual of the Effie Awards Brasil gala took place. The 2020 jury awarded the "Avon Power Stay #Veio Pra Ficar" campaign by Wunderman Thompson and Mutato for Avon with the Grand Effie. The work promoted a lipstick that offers 16 hours of wear in a single application. In addition to effective creative work, the campaign's launch strategy excelled when soccer player Marta, six-time #1 soccer player in the world, played in a Women's Soccer World Cup match using their purple lipstick.

Suno United Creators was named Most Effective Agency of the Year in the 2020 Effie Brasil Rankings, follow eight wins (1 Gold, 4 Silver and 3 Bronze), including "Performance. From digital to Globo" for iFood. McDonald's was named Advertiser of the Year (3 Gold, 2 Silver and 1 Bronze). "Méqui", created by DPZ & T, won four trophies.

This year, Effie Awards Brasil awarded 31 trophies for 20 cases. The agencies that received the most awards were: Suno United Creators, with eight trophies, DPZ & T and Wunderman Thompson, with six each, Mutato and WMcCann, with four each, and Leo Burnett Tailor Made, with three.

The most awarded case of 2020 was "Avon Power Stay #Veio Pra Ficar" (1 Grand Effie, 2 Gold and 1 Bronze), by Wunderman Thompson and Mutato for Avon. Second was "Méqui," from DPZ & T and McDonald's, also with four trophies (2 Gold and 2 Silver). Two other cases won three awards each (1 Gold, 1 Silver and 1 Bronze): "Vivi Guedes" by Leo Burnett Tailor Made for Fiat, and "Performance. From digital to Globo" by Suno United Creators for iFood.

The awards ceremony was the third and final stage of the Effie Awards Brasil, following the global standard. The first round of judging was held on September 22 and 23, which determined the shortlist. In the second, which took place on October 14, a second jury scored shortlisted entries to determine the Gold, Silver and Bronze awards. In total, the 154 participants of the jury evaluated each project under four criteria, from Challenge, Context, & Objectives to Results. In the end, the judges awarded a little more than half of the 58 finalists.

With a focus on recognizing works that combine creativity and results, the Effie Awards were created in 1968 by the American Marketing Association (AMA) and are organized annually in Brazil by the Meio & Mensagem Group. All Effie Awards Brasil winners receive points toward the Effie Index, a global ranking of the most effective companies, announced annually.

Check out the complete list of winners at the Effie Awards Brasil 2020 below:

Grand Effie

"Avon Power Stay #Veio Pra Ficar," by Wunderman Thompson, Mutato, & Avon

Food

Gold: "Fome de Mc," by DPZ & T & McDonald's

Bronze: "#CBOVoltou," by DPZ & T & McDonald's

Non-Alcoholic Drinks

Bronze: "Vai no Gás," by Wunderman Thompson, Mutato, & Coca-Cola

Branded Content

Silver: "Méqui," by DPZ & T & McDonald's

Bronze: "Avon Power Stay #Veio Pra Ficar," by Wunderman Thompson, Mutato, & Avon

Bronze: "Grow the cake and spread the icing," by Suno United Creators & iFood

Brand Experience

Gold: "Méqui," from DPZ & T & McDonald's

Commerce and Retail

Silver: "Méqui," by DPZ & T & McDonald's

Personal Care, Beauty and Hygiene

Gold: "Avon Power Stay #Veio Pra Ficar," by Wunderman Thompson, Mutato, & Avon

Data Driven

Bronze: "Performance. From digital to Globo," by Suno United Creators & iFood

Long-Term Effectiveness

Silver: "The new date on the banking calendar," by Suno United Creators & Santander

Positive Change - Brands

Gold: "Mascots Impossible," by WMcCann & MasterCard

Silver: "We will make mistakes," by Suno United Creators & Santander

Influencers

Gold: "Vivi Guedes, the day we created our own influencer," by Leo Burnett Tailor Made & Fiat

Innovation

Silver: "Vivi Guedes: from screens to real life. The biggest digital influencer in Brazil is a soap opera character!," by Globo

Seasonal Marketing

Gold: "Avon Power Stay #Veio Pra Ficar," by Wunderman Thompson, Mutato, & Avon

Silver: "Doritos: pride is not canceled," by AlmapBBDO & PepsiCo

Bronze: "Americanas - You can check that it's worth it," by WMcCann & American

Media Content Partnership

Gold: "Performance. From digital to Globo," by Suno United Creators & iFood

Silver: "Christmas Special - Together the Magic Happens," by WMcCann & Coca-Cola

Bronze: "Vivi Guedes. The day we created a new media format," by Leo Burnett Tailor Made & Fiat

General Products

Silver: "Gino-Canesten: more PPK, less taboo," by Wunderman Thompson & Bayer

Promotions

Bronze: "Diamond Whopper," by TracyLocke & Burger King

Corporate Reputation

Gold: "Méqui," by DPZ & T & McDonald's

Non-profit

Silver: "Som do Silêncio," by Artplan & Secom

Financial Services

Silver: "We will be wrong," by Suno United Creators & Santander

Bronze: "Come and be happy in your own home," by Suno United Creators & Santander

General Services

Silver: "Performance. From digital to Globo," by Suno United Creators & iFood

Vehicles

Silver: "Vivi Guedes. Advertising girl, influencer or saleswoman?," by Leo Burnett Tailor Made & Fiat

Bronze: "Chevrolet Onix. Less never more," by WMcCann & E / OU MRM for General Motors

This press release originally appeared on Meio & Mensagem. It has been translated to English and lightly edited for clarity.