



Nov 26, 2020 Chile

## 2020 Effie Awards Chile Winners Announced at 30th Annual Celebration

Organized by Valora, **Effie Awards Chile** is the only professional body that focuses on the effectiveness of marketing, with the objective of celebrating great ideas that create strategies that achieve remarkable results.

On Thursday, November 26, TVN held the 30th annual Effie Awards Chile ceremony, where 24 advertisers and 19 advertising and marketing communications agencies were awarded Gold, Silver and Bronze trophies.

The participating cases were evaluated by more than 200 judges, who worked with the aim of rewarding Ideas that Work.

According to the 2020 Effie Chile Rankings, the Advertiser and the Agency of the Year distinctions were awarded to Banco de Chile and BBDO, respectively.

The Grand Effie went to Entel Chile S.A. and McCann Santiago, together with Hearts & Science Chile for the "Good Signals" case for Entel.

On the occasion, the winners of the Effie College competition were also presented with their trophies for each of the four 2020 challenges: Banco de Chile, Claro, Easy and Escudo.

[View the full winner list here >](#)

[See the full 2020 Effie Chile Rankings here >](#)