



Dec 17, 2020 Ecuador

2020 Effie Awards Ecuador, Celebrating Ideas That Worked

On December 15, at Guayaquil's Hilton Colon Hotel, 35 professionals from the marketing and communications industry attended the 17th Edition of the Effie Awards Ecuador. Complete with biosecurity measures, the ceremony was very different from normal, but there is no doubt that it was just as special.

Key players of the Ecuadorian advertising and communications market, including clients, agencies, media, and research organizations, gathered for the stunning Effie Awards ceremony to celebrate the most effective cases and teams that are pushing the industry forward.

The participating cases were judged in two rounds by the Effie Ecuador jury of distinguished professionals in business and marketing. Of the 44 applications that qualified for the final round, 24 winners were awarded: 7 Gold, 11 Silver, and 6 Bronze.

The Grand Effie, which recognizes the most effective marketing communications effort of the year for having delivered the best results against its objectives, was awarded to Paradis DDB and Proalco with the brand "Los Andes" for the "100 maneras de comerla" campaign.