



Dec 16, 2020 Argentina

## 2020 Effie Awards Argentina Winners Announced, GUT & Mercado Libre Earn Grand Effie

The 15th annual Effie Awards Argentina ceremony was held on December 16th, 2020 in a virtual and dynamic format.

The Grand Effie was awarded to GUT and Mercado Libre for their “Codo a codo” campaign.

This year, BBDO Argentina was named Most Effective Agency of the Year, PHD was Most Effective Media Agency of the Year, DON Buenos Aires was named Most Effective Independent Agency of the Year and Itaú was recognized as Most Effective Marketer of the Year.

[See the full list of winners >](#)

[Watch a recording of the 2020 Effie Awards Argentina ceremony >](#)