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Latin American Effie Awards Announced Winners of Its Fourth Edition

Cartagena de Indias, Colombia - (October 4th, 2019). Latin American Effie Awards announced winners of its fourth edition during the Awards Gala on October 3, at the Colombian Congress of Advertising, +Cartagena, in Cartagena de Indias.

Sancho BBDO was named Agency of the Year. McCann took the lead on the network level and was named Network of the Year. Marketer of the Year was presented to Coca-Cola. Also, DON Buenos Aires was named Independent Agency of the Year and OMD, Media Network of the Year.

The program awarded 86 trophies in total, including the Grand Effie to Grey Argentina for their campaign "#VuelenUltraLowCost", for Flybondi.

The Latin American Effie Awards program, run in partnership with Adlatina, aims to strengthen and celebrate best practices in the industry, maintaining the spirit of Effie around the world.

Mariate Arnal, CEO at Google Mexico, served as Jury Chair for the 2019 LatAm Effie Awards program on its fourth edition. A jury of leading marketing executives from client and agency companies across the region assessed entries in two rounds of judging. The fourth edition saw vigorous participation by teams throughout

Latin America. Winners in the competition highlight work from Argentina, Brazil, Chile, Colombia, Dominican Republic, Mexico, Peru, Puerto Rico, among other countries in the region.

Both finalists and winners of the Latin American Effie Awards program will be included in the Effie Effectiveness Index, which identifies and ranks the most effective agencies, marketers, brands, networks, and holding companies by analyzing finalist and winner data from Effie Award competitions around the world. There are more than 50 Effie programs around the world, including 11 programs in Latin America. The Effie Index, which is announced annually, is the most comprehensive global ranking of marketing effectiveness.

To see the full list of winners, [click here](#). >

To learn more about the Latin American Effie Awards, visit www.latameffie.com.