



Oct 17, 2022 Ecuador

Effie Awards Ecuador Announces 2022 Winners

On October 13, 2022, at Guayaquil's Hilton Colon Hotel, people from the marketing and communications industry attended the 19th edition of the Effie Awards Ecuador.

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 stages by Effie Ecuador jury members, acknowledged professionals in business and marketing. Of the 60 applications that qualified for the final round, 30 winners were awarded: 9 Gold, 13 Silver, and 8 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 Chevrolet and Commonwealth / McCann Ecuador for the "Reinicia tus ideas" campaign.

Celebrate the winners and follow Effie Ecuador on Twitter at [@effie_ecuador](https://twitter.com/effie_ecuador).