



Oct 28, 2013 Latin America

## Effie Brazil Recognizes Winners of 2013

Effie Brazil, in partnership with CONEP Brazil, recognized the country's most effective marketers of 2013 at a gala held on October 28th. The Grand Effie winner of the night was client and agency team VISA do Brasil and AlmapBBDO for their case, "Posso te falar uma coisa? Campanha boa com resultados bons é muito melhor." Other top winning teams include: Quem disse, Berenice? and Santa Clara, FIAT and Leo Burnett Tailor Made, and Unilever Brasil and Ogilvy Brasil.

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### About Effie Worldwide

Championing the practice and practitioners of marketing effectiveness, Effie Worldwide spotlights marketing ideas that work and encourages thoughtful dialogue around the drivers of marketing effectiveness. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant and first-class insights into effective marketing strategy. The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with the Global Effie, the Euro Effie, the Middle East/North Africa Effie, the Asia Pacific Effie and more than 40 national Effie programs. For more details, visit [www.effie.org](http://www.effie.org). Follow [@effieawards](https://twitter.com/effieawards) on Twitter for updates on Effie information, programs and news.