



Nov 28, 2013 Latin America

## Effie Costa Rica's 4th Annual Effies

Effie Costa Rica held its 4<sup>th</sup> annual Effies celebration at The National Auditorium in San Jose on November 28<sup>th</sup>. 18 effective campaigns were awarded, with opening remarks made by economists Roberto Artavia and Luis Mesalles. The winner of the coveted Grand Effie was agency/client team Publimark Lowe/LAY for their case "I grew up with Sugar."

Other top winners include: República Independiente/Patronato Nacional de la Infancia for their case "La Cacería de Pedobear", Mccann San José/Gallo más Gallo for "Enseñale a tu Mamá Como Ella te Enseñó a Vos", Leo Burnett/The Coca-Cola Company for "Olimpiadas en Walmart", Ogilvy & Mather/Gallito for "Nueva Generación, Nuevos Productos", and Tribu DDB/EI Verdugo for "Soló con su Cédula".

To see the full list of winners and photos from the gala, please visit [Effie Costa Rica's website](#).

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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.