



Nov 20, 2014 Latin America

2014 Effie Costa Rica Gala

Twenty two Effie trophies were awarded at Effie Costa Rica's 5th annual awards ceremony held this year on November 20th at the National Auditorium in San José. Six gold, nine silver, and six bronze Effies were awarded across fourteen categories by a jury of senior executives from advertisers, business, agencies, media and market research. Winners are distinguished by effectiveness and proven success in the market and the awards are recognized as the premier award in the marketing community.

Gold Effie Awards were presented to client/agency team fundacion Paniamor-Leo Burnett Costa Rica for the case "Bios Incompletas", Hyundai-Jotabequ Grey Costa Rica for "Showroom Virtual", Reckitt Benckiser-La Tres Havas Worldwide for "Vanish Chiquitico", and to Purdy Motor-Tribu DDB for "Te Casaste con la Mejor Agencia".

Other top winners were: Auto Pits, Publimark Lowe, Florida Ice and Farm-Jotabequ Grey, Protecto-Tribu DDB, Scotiabank-TBWA Costa Rica, Izusu-Publimark Lowe and Farmacias Fischel-Garnier BBDO.

The evening included celebrity guests Jeff Roseblum, Welmer Ramos (Ministry of Economy), and Humberto Pacheco (President of the Board of Directors of the American Chamber of Commerce). The event was organized by Effie Worldwide's partner COMUNIDAD, the Costa Rican Association of Communications Agencies.

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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 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 over 40 global, regional and national **programs** across Asia-Pacific, Europe, Latin America, Middle East/North Africa and North America. Effie initiatives include the **Effie Effectiveness Index**, ranking the most effective companies and brands globally and the **Effie Case Database**. For more details, visit www.effie.org. Follow [@effieawards](https://twitter.com/effieawards) on Twitter for updates on Effie information, **programs** and **news**.