



Oct 19, 2015 Latin America

2015 Effie Awards Brazil Gala

The Brazilian edition of Effie Awards celebrated its eighth year at the Hilton Hotel in São Paulo on October 19.

The winning campaigns represented the best in marketing and communications efforts that link creativity, strategy and results, a fact that has attracted more attention from advertisers. "They are more interested and participatory," said Maria Laura Nicotero, CEO of Momentum and General Chairman of the Effie Awards Brazil Jury.

There were 15 trophies awarded at this year's Effie Awards Brazil Gala. Almap BBDO took home Gold with Bradesco Seguros, Silver with Visa, and Gold with O Boticário. Almap BBDO and O Boticário also took home this year's Grand Effie Award for their effort, "A Valentine's Day for all forms of love." DPZ&T and McDonald's won three Effies for their "Super Mega Big Mac" campaign, including two Silvers and one Gold. Ogilvy Brasil took home two Effies, Silver for their work with Sports Club Recife, and Gold for their work with GRAAC.

In addition to these winners, client-agency teams that were awarded a Silver Effie Award include: Nextel & Loducca; Motorola & F.biz; TIM & R/GA MEDIA GROUP; Mondelēz & FCB Brasil; Honda Automóveis & F/Nazca Saatchi & Saatchi; UNILEVER & J. Walter Thompson; Telefônica & Y&R Propaganda.

Check out the full list of winners [here](#).