



Aug 22, 2016 Latin America

## Latin American Effie Awards Announces Finalists of Its Inaugural Competition

Buenos Aires, Argentina (August 22, 2016) - The Latin American Effie Awards, which celebrates the most effective work in the region, has announced the complete list of finalists in the inaugural competition. Winners of the 2016 Latin American Effie Awards will be announced during the Awards Ceremony to be held September 28 at the Colombian Congress of Advertising, [Cartagena Inspira](#).

The Latin American Effie Awards program, run in partnership with [Adlatina](#), aims to strengthen and celebrate best practices in the industry, maintaining the spirit of Effie around the world.

The inaugural program saw vigorous participation by teams throughout Latin America to enter their effective campaigns. A jury of leading marketing executives from client and agency companies across the region assessed entries in two rounds of judging. Finalists in the competition highlight work from Argentina, Brazil, Chile, Colombia, Mexico, Peru and Puerto Rico, among other countries in the region.

Both finalists and winners of the Latin American Effie Awards program will be included in the Effie Effectiveness Index, identifies and ranks the most effective agencies, marketers, brands, networks, and holding companies by analyzing finalist and winner data from Effie Award competitions around the world. There are more than 45 Effie programs around the world, including 11 programs in Latin America. The Effie Index, which is announced annually, is the global ranking of effective marketing. Among his recent winners include Coca-Cola, BBDO, WPP and Unilever, among others.

To see the full list of finalists, [click here](#).

To learn more about the Latin American Effie Awards, visit [www.latameffie.com](http://www.latameffie.com).

### **About Effie Worldwide**

Effie Worldwide is a 501 (c)(3) nonprofit organization devoted to championing and improving the practice and practitioners of marketing effectiveness. Effie Worldwide, organizer of the Effie Awards, spotlights marketing ideas that work and encourages thoughtful dialogue around the drivers of marketing effectiveness, while serving as an educational resource for the industry. 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 effectiveness 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 Award 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. All Effie Awards finalists and winners are included in the annual Effie Effectiveness Index rankings. The Effie Index identifies and ranks the marketing communications industry's most effective agencies, marketers, and brands by analyzing finalist and winner data from all Effie Awards competitions worldwide. For more details, visit [www.effie.org](http://www.effie.org) and follow the Effies on [Twitter](#), [Facebook](#) and [LinkedIn](#).

### **About Adlatina Group**

Adlatina Group is an influential and regional media company that produces relevant news publications with the most updated information about advertising, marketing and communication with exclusive articles and extremely rigorous journalism. It holds the reproduction rights of Ad Age for the entire Spanish-speaking Latin America.

Adlatina is one of the most relevant media groups in the region.

The company's portfolio includes: Adlatina Magazine (bimonthly publication); Crema (Creativity Yearbook), Standouts Magazine (highlighting Latin American outstanding cases in partnership with Advertising Age); Filmlatina (portal aimed at the video advertising production industry); Marketers by Adlatina (website that covers information aimed at marketers from the Latin American region). Adlatina Group also has an event division that produces Women to Watch Argentina and Mexico – a distinction to recognize and honor women who are making a mark in the marketing, advertising or media world, in partnership with AdAge – and the Effie Awards in Argentina.