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Effie Uruguay 2016 Winners Announced

The Uruguayan Association of Advertising Agencies (AUDAP) hosted the eighth annual Effie Awards Uruguay Gala on September 14.

25 cases were awarded at the 2016 Effie Awards Uruguay Gala, which took place on September 14th at the Sofitel Montevideo Casino Carrasco and Spa. The Grand Effie went to client and agency team Banco de la República Oriental del Uruguay & Publicis Impetu for "Pagar Menos," which also won Gold in the Banking and Financial Services category.

Other Gold-winning client and agency teams included: Fábricas Nacionales de Cerveza and Havas Worldwide Gurisa for "In the Tanda"; Fundación Dr. Pérez Scremini and Punto Ogilvy & Mather for "Lucho contra el cáncer"; Claro and Notable Publicidad for "Rombai".

Entries into the competition were evaluated by a panel of judges, who determined this year's winners. The jury was composed of members of AUDAP, Cámara de Anunciantes, Círculo Uruguayo de la Publicidad, Cámara de Empresas Investigadoras de Mercado, Medios de Comunicación y Sector Académico, Cámara Uruguaya de Agencias de Medios, IAB Uruguay, Asociación de Marketing Promocional, and Asociación de Dirigentes de Marketing.

Carina Silva, President of Effie Uruguay, said in his speech that, "Effie always rewards efficiency, which is the result of the interactions between the market's needs and our solutions. We add value to brands with our judgement, strategy, creativity and service. These are the pillars of advertising which allow us today to

celebrate the great works and to recognize those who achieve effective marketing. The good result of a campaign is also important to our business.”

To view the press release in Spanish, click [here.>](#)

For a full list of the 2016 winners click [here.>](#)