



Aug 21, 2013 Latin America

2013 Effie Uruguay Awards

On August 21st, the Uruguayan Association of Advertising Agencies (AUDAP) organized Uruguay's fifth consecutive celebration of the Effie Awards.

The Grand Effie winner of the night was the Banco Hipotecario del Uruguay for the campaign, "Real Stories of our customers," created by Cámara / TBWA.

Altogether, 18 campaigns were awarded in nine categories. The top Effie Uruguay winners of 2013 are Cámara TBWA, Corporación JWT, GO, Grey, Havas WW Gurisa, Key, Notable Publicidad, Publicis Ímpetu, Punto Ogilvy y Cruce Design Group,

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