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2024 Effie Awards Panama Winners Revealed

NEW YORK, September 2, 2024 - The 7th Edition of the Effie Awards Panamá took place in The Santa Maria Luxury Collection Hotel.

The contest started in Panama 7 years ago, and the main goal has been to recognize and award the industry's most effective and successful advertising and marketing campaigns. This year's finalists, advertisers, media and clients, attended the ceremony.

The Jury awarded a Grand Effie, 5 Gold, 5 Silver and 4 Bronze.

The Grand Effie was delivered to McDonald's and its Agency Leo Burnett for the campaign: "Pide y Pasa" under the category "Delivery Services".

For more information on the winners, visit effiepanama.com