

**EFFIE MEXICO AWARDS 2013
WINNERS & FINALIST**

FOOD				
AGENCY	CLIENT	BRAND NAME	CAMPAIGN	AWARD
Draftfcb	Grupo Bimbo	Pan Blanco Bimbo	Actileche	GOLD
Wunderman	Ferrero México	Nutella	What did you have for breakfast?	SILVER
Olabuenaga Chemistri	Heinz México	Papillas Heinz	Heinz Flexipack	SILVER
Flock Advertising	Domino's Pizza	Pizza	The Sofa-spud's community	BRONZE
McCann México	CPW México	Fitness de Nestlé	Fitness Extreme	BRONZE
JWT México	Sigma Alimentos	La Villita	I wish	BRONZE
Olabuenaga Chemistri	Lala	Bio Balance	Coach II	FINALIST
DDB México	Herdez	Herdez	The Big Herdez Family	FINALIST

SALTY SNACKS				
AGENCY	CLIENT	BRAND NAME	CAMPAIGN	AWARD
McCann México	Mondeléz Internacional	Cloret's	Chicharron/Peanuts	SILVER
BBDO México	Sabritas	Cheetos®	Let's jump together with Chester Cheetah	BRONZE
JWT México	Nestlé México	Pela Pop	You can peel it, because you will noticed	BRONZE
Olabuenaga Chemistri	Gamesa	Emperador	Guards 2012	FINALIST
McCann México	Grupo Bimbo	Príncipe Marinela	It's time to be a prince	FINALIST
BBDO México y Proximity México		ORBIT®	Eat, drink, chew ORBIT	FINALIST
BBDO México	Sabritas	Sabritas®	Follow up, No one resist their flavor	FINALIST
KIME & JWT	Nestlé México	CARLOS V®	The King Carlos V, is bewitched who ever find the potion will be King for a day	FINALIST

NON ALCOHOLIC BEVERAGES				
AGENCY	CLIENT	BRAND NAME	CAMPAIGN	AWARD

JWT México y Canana Films	The Coca-Cola Company México	CIEL	Summer	FINALIST
Marnie Agency	Gepp	Gatorade	Win from within	FINALIST
Havas Worldwide Vale	Sabormex	Café ORO	Give yourself the golden opportunity	FINALIST
Publicis México	Nestlé	Agüitas Nestlé Pureza Vital	Rehydrate his joy of living	FINALIST
La Doblevida	Jugos Del Valle	Jugos Del Valle	Song of love	FINALIST
Ogilvy & Mather	The Coca-Cola Export Corporation Sud	Fanta	Halloween	FINALIST

ALCOHOLIC BEVERAGES AND TOBACCO				
AGENCY	CLIENT	BRAND NAME	CAMPAIGN	AWARD
Olabuenaga Chemistri	Moctezuma Heineken	Tecate	Uncomplitated masculinity	GOLD
BBDO México	Grupo José Cuervo	Don Julio 70	The First Aged Crystal Tequila	BRONZE
Leo Burnett México	Grupo Modelo	Corona	The passion leads	FINALIST

COSMETICS AND PERFUMES				
AGENCY	CLIENT	BRAND NAME	CAMPAIGN	AWARD
Publicis México y Mindshare de México	L'Oréal México	Garnier Nutrisse	Mexican woman favorite hair color	GOLD
Publicis México y Mindshare de México	L'Oréal México	BB Cream de Garnier	The first BB cream in Mexico	SILVER

HEALTH AND PERSONNAL CARE				
AGENCY	CLIENT	BRAND NAME	CAMPAIGN	AWARD
	Quala México	Savilé	Savile lunch	BRONZE
Olabuenaga Chemistri	SCA Consumidor México	Saba Buenas Noches	Double Barbara	FINALIST
Olabuenaga Chemistri	SCA Consumidor México	Tena Pants	Little Lion	FINALIST
Olabuenaga Chemistri	SCA Consumidor México	Saba	Umbrella	FINALIST
JWT México	Kimberly Clark de México	Huggies Kids	Research center	FINALIST
McCann México	Kimberly Clark	Depend	Body Combat	FINALIST

PHARMACEUTICAL AND MEDICINAL PRODUCTS				
AGENCY	CLIENT	BRAND NAME	CAMPAIGN	AWARD
DraftFCB	Bristol-Myers Squibb Company	Tempra Forte	Returns the moment	FINALIST

ELECTRODOMESTICS				
AGENCY	CLIENT	BRAND NAME	CAMPAIGN	AWARD
Publicidad de Aguinaga	Distribuidora Kroma	Comex	UMCPM	SILVER
Doubleyou	Mabe	EASY	EASY WISHES	BRONZE
Cheil México	Samsung	Electrodomésticos Sams	Fill your home with Samsung	FINALIST

CLEANING				
AGENCY	CLIENT	BRAND NAME	CAMPAIGN	AWARD
G5 Comunicación/Havas México	AlEn del Norte	Pinol	Extensiones 2012	BRONZE
Leo Burnett México	Procter & Gamble	Ace	The dingy bra mystery	FINALIST
G5 Comunicación	AlEn del Norte	Ensueño	The first one	FINALIST

TELECOMMUNICATION, TECHNOLOGY AND COMPUTERS				
AGENCY	CLIENT	BRAND NAME	CAMPAIGN	AWARD
Arrechedera y Claverol	LENOVO	LENOVO	#SIGANHACIENDO	BRONZE
Arrechedera y Claverol	LENOVO	LENOVO	#2013TODOPORLOGRAR	FINALIST
Cheil México	Samsung	Samsung Electronics	Launching of Galaxy Note II	FINALIST
DDB México	Telefónica México	Movistar	Coverage Man	FINALIST

VEHICLES, MOTORCYCLES, PARTS ACCESSORIES				
AGENCY	CLIENT	BRAND NAME	CAMPAIGN	AWARD
Publicis Dialog	RENAULT	Duster	Your first SUV	GOLD
TERAN\TBWA	Nissan Mexicana	Nissan Pathfinder	1 Path, 7 journeys	BRONZE
TERAN\TBWA	Nissan Mexicana	Nissan Sentra	The best car for the best you	BRONZE
Olabuenaga Chemistri	General Motors de México	Buick Regal	Impossible to forget	FINALIST
JWT México	Ford Motor Company México	Ford Fusion	The Irresistible Vanguard	FINALIST
Arrechedera y Claverol	Volkswagen México	Volkswagen	Revolucionary prices	FINALIST

AGENCY	CLIENT	BRAND NAME	CAMPAIGN	AWARD
Arrechedera y Claverol	AXA Seguros	AXA	12/12/2012	FINALIST
Publicis México	Banamex	Banamex	For all	FINALIST
Publicis México	Banamex	Banamex	Banamex car insurance	FINALIST
TERAN\TBWA	El Palacio de Hierro	Tarjeta de Crédito de El Palacio de Hierro	Palacio's credit card re-launch	FINALIST

AIRLINES, HOTELS, CAR RENTALS AND TRAVEL DESTINATIONS				
AGENCY	CLIENT	BRAND NAME	CAMPAIGN	AWARD
Wunderman	Expedia México	Hoteles.com	Destinations	BRONZE
TERAN\TBWA	Volaris	Volaris	You decided	FINALIST

AGENCY	CLIENT	BRAND NAME	CAMPAIGN	AWARD
Olabuenaga Chemistri	Bodega Aurrera	Bodega Aurrera	Adela	FINALIST
DraftFCB	Distribuidora Liverpool	Gran Barata Liverpool 20	iGo for everything!	FINALIST

PROFESSIONAL AND SPECIALIZED SERVICES				
AGENCY	CLIENT	BRAND NAME	CAMPAIGN	AWARD
AREA6	DHL EXPRESS	DHL EXPRESS	Abrepuestas	GOLD

SMALL BUDGET				
AGENCY	CLIENT	BRAND NAME	CAMPAIGN	AWARD
Ogilvy & Mather	Museo Memoria y Tolerancia	Museo Memoria y Tolerancia	Tweetbullets	SILVER
Saatchi & Saatchi X, Mediacom, Porter Novelli, Makken	Procter & Gamble México	Procter & Gamble	Thank you Mom for always supporting me	FINALIST

INSTITUTIONAL				
AGENCY	CLIENT	BRAND NAME	CAMPAIGN	AWARD
Ogilvy & Mather	Museo Memoria y Tolerancia	Museo Memoria y Tolerancia	Tweetbullets	GOLD

AGENCY	CLIENT	BRAND NAME	CAMPAIGN	AWARD
La Doblevida	Scribe	Scribe	Dr. Oooooh! And the funny proyect Scribe	FINALIST

Companies, brands, institutions or foundations of private initiatives that support or conduct social campaigns.				
AGENCY	CLIENT	MARCA	CAMPAIGN	
Ganem Asociados	Consejo de la Comunicación		Amuse reading, have fun reading	GOLD
Recreo	Fundación Walmart de México	Fundación Walmart de México	Mujer, cuenta con nosotros	SILVER
Young & Rubicam	Danone de México	Danone de México	Fight against cancer	BRONZE
Ogilvy & Mather	Museo Memoria y Tolerancia	Museo Memoria y Tolerancia	Tweetbullets	FINALIST
Pico Adworks Boutique Agency	Fundación de Investigaciones Sociales AC	Fundación de Investigaciones Sociales AC	ISN'T A JOKE, DON'T ABUSE OF ALCOHOL.	FINALIST
DDB México	Herdez	Herdez	Saber Nutrir	FINALIST
DraftFCB	ADO- División de Transporte Foráneo	ADO- División de Transporte Foráneo	Pink bus, on the road against breast cancer	FINALIST

INSTITUTIONS WITHOUT ENDS OF LUCRE. NOT ASSOCIATED WITH NO MARK OR COMPANY OF THE PRIVATE INITIATIVE				
AGENCIA	CLIENTE //EMPRESA PROMOTORA	MARCA	TITULO DE LA CAMPAÑA	
TERAN\TBWA	Nuestro México del Futuro	GNP	Our Mexico of the future	GOLD
JWT México	Cruz Roja Mexicana	Cruz Roja Mexicana	You are Red Cross	SILVER

Winning campaigns where participate more than 1 Agency
 Campaigns finalists where participate more than 1 Agency



**TOTAL FINALISTS 72
WINNERS**

**GOLD
8**

**SILVER
8**

**BRONZE
14**

**TOTAL
30**