



*Promoviendo el valor de las ideas*

## **EFFIE México 2013 awarded 30 campaigns with extraordinary results**

**The approach, creative and strategic challenge are relevant to produce successful business campaigns.**

**México D.F a 3 de Octubre de 2013.** Alejandro Cardoso, AMAP Chairman and President & CEO of Publicis, Rafael Pérez-Toribio, Chairman of the EFFIE Awards committee and DRAFTFCB President, along with Pablo Gonzalez, Kimberly-Clark CEO and Chairman of the jury granted 30 awards to the same number of campaigns that generated extraordinary results.

To ensure the severity and professionalism of EFFIE Awards, it is conformed annually a committee of presidents of the most prestigious communication and research agencies, renowned Mexican businessmen and academic mayor personalities who through two rounds evaluated the objectives, the market situation and the strategic challenge with 23% of relevance, the creative idea with a value of 23%, 23% on how they get the idea done and with the main focus, the results they generated, 31%.

Over 120 campaigns were evaluated with these parameters in the most exigent sense. Consequently 30 campaigns met the international standard requirement of effectiveness on results that EFFIE demand, of which 14 won bronze statuette, silver 8 and gold 8. All the winners stood out for effective strategic performance. Five of the awarded campaign had a social orientation.

The ceremony took place at the Hotel Camino Real in Polanco, main business leaders from a diversity of sectors such as automotive, food, tourism, culture and more, which is critical to continue to cultivate the mentality of advertising effectiveness as a factor of development for any kind of industries.

"In the end the results are what matters, therefore communication and creativity in business must be focused on generating extraordinary results for our clients," said Alejandro Cardoso, AMAP Chairman.

**\*\*Winners and finalists are listed in attached file \*\***

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### **Acerca de AMAP**

La Asociación Mexicana de Agencias de Publicidad es la agrupación más importante del territorio mexicano en el ramo de la comunicación. Se constituyó en marzo de 1950 y se conforma por las agencias publicitarias con mayor integridad, pensamiento estratégico, creatividad y profesionalismo del país, generando el 90% de la publicidad por



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medio de nuestras agencias a nivel nacional dentro de una industria que significa \$147 mil millones de pesos al cierre de 2012.

La AMAP fundó el consejo nacional de la publicidad, actualmente llamado Consejo de la Comunicación, el Instituto Verificador de Medios (IVM), el Consejo de Autorregulación Publicitaria y Ética (CONAR), es miembro y representante en México de la red EFFIE World Wide.