

Buenos Aires, October 31, 2016 - The 11th edition of the Effie Awards in Argentina took place last week and the campaign developed by Leo Burnett for Banco Hipotecario was awarded the Gran Effie.

The agency led by Fernando Bellotti won the Gran Effie 2016 for their case “Cajero, quisiera ser percibido como un banco integral: concedido”. The case also received a Gold in the Financial Services category.

“The Gran Effie is a huge recognition. It is definitely the prize we wanted to win. Basically because it is a festival that not only judges creativity and strategy, but also tangible business results, which is what our clients pay us for. At the same time, I feel incredibly proud for having won with this case, as it is the first campaign we do for Banco Hipotecario since they started working with us. It really shows what we can do together.” said Fernando Bellotti, President of Leo Burnett & CEO Publicis One Argentina.

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About Publicis One

Publicis One is a global communications enterprise that brings together Publicis Groupe’s agency capabilities and expertise under one roof. Built with clients’ interest at the center, Publicis One recognizes the simultaneous need for specialization and integration in marketing today. Led by Jarek Ziebinski, Global CEO, Publicis One operates across Publicis Groupe’s four Solutions: Publicis Communications (Publicis Worldwide with MSLGROUP, Leo Burnett, Saatchi & Saatchi and BBH), Publicis Media (Starcom, Zenith, Mediavest | Spark, Optimedia | Blue 449), Publicis.Sapient (SapientNitro, DigitasLBI, Razorfish, Sapient Consulting) and Publicis Health (Digitas Health, Publicis LifeBrands, Saatchi & Saatchi Wellness). The Publicis One operation, with more than 8,000 employees in 50 countries, is spread across Latin America, Europe, Middle East, Africa and Asia. We are united behind Publicis Groupe’s ambition to deliver on the value of “The Power of One” to clients. For more news on Publicis One, please follow us on [Facebook](#) | [Twitter](#) | [LinkedIn](#) .