

Conill and Toyota Celebrate Bronze Effie Award

Mas Que Un Auto Campaign Scores Marketing Effectiveness Honor

Loa Angeles, CA ([PRWEB](#)) June 03, 2016 -- Conill and its long-time client, Toyota, earned a Bronze Effie award in the Hispanic category for the “Mas Que Un Auto” brand loyalty campaign. It was the sole winner in its category. The honor was presented at the 2016 North American Effie Awards Gala, held last night in New York City.

“We are so proud of the results of our emotive campaign and the fun stories we’ve seen from consumers who have shown true love for their Toyota’s,” said Conill President Carlos Martinez. “This honor represents a true team effort from everyone at our agency for our incredible partners at Toyota.”

Toyota’s Mas Que Un Auto campaign enables Latino owners to immortalize their car-love connection by ordering a personalized vehicle badge and sharing the story behind their car’s nickname at www.masqueunauto.com. To date, the campaign has delivered over 150,000 badges to consumers and is the most awarded Hispanic initiative in the history of Toyota and Conill. The next phase of the effort is now underway and will feature the most interesting consumer stories in a collector’s item book, which will be available later this year.

For the past year, Mas Que Un Auto has been recognized for its powerful creative and consumer engaging results. To date, the campaign has earned more than 20 awards at some of the industry’s most important festivals, including Cannes, Design and Art Directors (D&AD) Awards, One Show, CLIOs and the Association of National Advertisers (ANA) Multicultural Excellent Awards.

An annual program, the North American Effie Awards honor the most effective marketing efforts of the year that represent cases that demonstrate effectiveness in solving a marketing challenge connected with the target audience and successful results.

The work can be viewed at <https://conill.com/work/client/toyota-mas-que-un-auto>

About Conill

Founded in 1968 as the nation’s first Latino marketing agency, Conill is currently among the most highly awarded multicultural agencies in the U.S. It has been recognized in Advertising Age’s annual Agency A-List Report in seven of the past nine years, including Multicultural Agency of the Year honors in 2011 and 2007. The agency’s roster of clients includes Aflac, Procter & Gamble, T-Mobile and Toyota Motor Sales.

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