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## Effie Worldwide and IAA Launch New Effie Awards Program in United Kingdom

Call for entries for Effie UK opens in October 2015. Judging to begin in February. Winners to be announced in London in May 2016.

As part of an ongoing strategic alliance with the International Advertising Association (IAA), Effie Worldwide is pleased to announce the arrival of the prestigious Effie Awards to the UK.

Effie Worldwide is known globally as the leading champion of marketing effectiveness with its signature initiative, the Effie Awards, being recognized throughout the industry as the global standard of marketing effectiveness excellence. With the addition of the Effie UK program, Effie Worldwide's international network now expands to 40 national programs, 5 regional programs, and 1 global program.

The inaugural Effie UK program will be open to all marketing efforts that ran in the United Kingdom between April 1<sup>st</sup> 2014 and September 30<sup>th</sup> 2015. The first ceremony, where the 2016 Effie UK Award winners will be announced, will take place in London in May 2016.

Neal Davies, President and CEO of Effie Worldwide, commented, "We are extremely proud to partner with the IAA to have an Effie program underway in the UK and have assembled a fantastic Steering Committee of industry luminaries - representing both client and agency, under the stewardship of Paul O'Donnell from Ogilvy - to see us through this first year."

Davies added, "More importantly, such a strategically smart market as the UK now has the chance to shine globally by being included in the prestigious Effie Effectiveness Index. This isn't just an important competition around effectiveness: it is a new benchmark for the UK".

The Effie Effectiveness Index identifies and ranks the most effective agencies, marketers, brands, networks, and holding companies by analyzing finalist and winner data from all worldwide Effie competitions. Announced annually, the Effie Index is the most comprehensive global ranking of marketing effectiveness. Recent winners include Coke, BBDO, WPP and Unilever, among others.

Faris Abouhamad, IAA Chairman and World President stated, "We are delighted to announce this new initiative with the Effies, increasingly recognized by the global ad industry as a must-win award recognition, in a world where creativity is admired but effectiveness delivers the bottom line. The IAA is already a proud Effie partner with multiple IAA Chapters around the world and we are delighted to add the United Kingdom market, where the IAA has a vibrant and strong Chapter, to this distinguished group."

Introduced in 1968, the Effie Awards honor the most effective marketing communications efforts globally.

Effie UK's 2016 Call for Entries opens in October 2015 and judging will be held in February and March. The final jury will gather in London in March to select the 2016 winners.

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#### About International Advertising Association

The International Advertising Association (IAA), headquartered in New York, was founded in 1938 to champion responsible marketing. The IAA, with members in over 40 countries, is a one-of-a-kind global partnership comprising advertisers, media, advertising and public relations agencies, media companies, and academics. The IAA is a platform for industry issues and is dedicated to protecting and advancing freedom of commercial speech, responsible advertising, consumer choice, and the education of marketing professionals. For more information please visit [www.iaaglobal.org](http://www.iaaglobal.org) or follow @IAA\_Global on Twitter and on Facebook.com/InternationalAdvertisingAssociation.

#### About Effie Worldwide

**Effie Worldwide** is a 501 (c)(3) nonprofit organization devoted to championing and improving the practice and practitioners of marketing effectiveness. Effie Worldwide, organizer of the Effie Awards, spotlights marketing ideas that work and encourages thoughtful dialogue around the drivers of marketing effectiveness, while serving as an educational resource for the industry. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant insights into effective marketing strategy. The **Effie Awards** are known by advertisers and agencies globally as the pre-eminent effectiveness award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie Award has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with over 40 global, regional and national programs across Asia-Pacific, Europe, Latin America, Middle East/North Africa and North America. All Effie Awards finalists and winners are included in the annual **Effie Effectiveness Index** rankings. The Effie Index identifies and ranks the marketing communications industry's most effective agencies, marketers, and brands by analyzing finalist and winner data from all Effie Awards competitions

worldwide. For more details, visit [www.effie.org](http://www.effie.org) and follow the Effies on [Twitter](#), [Facebook](#) and [LinkedIn](#)