



Oct 15, 2015 APAC

## APAC Effie Awards 2016 Calls for Entries

Singapore (15 October 2015) – The Asia Pacific Effie Awards has launched its call for entries for the 2016 Awards.

Entering the third edition, APAC Effie is recognised by advertisers and agencies as the gold symbol of marketing effectiveness in the region, a pre-eminent award that celebrates and awards ideas that work.

This year's award offers 37 categories, inviting advertisers and agencies to submit their works, which have proven results in meeting their strategic objectives. Entrants will be competing against the most outstanding works from across the region.

A new category called "Real-Time Marketing" was introduced this year to reflect the increasing speed at which business operates and the acceleration of marketing communications in the industry today. This category awards campaigns that have obtained results from real-time conversations that happens in social networks and other real-time platforms.

"APAC Effie continues to stay relevant with the ever-evolving media and communications landscape. With

nearly two-thirds (76%) of global marketers using some form of real-time marketing, it is essential that we recognise ideas that work in this category,” said Cheuk Chiang, who has been appointed the 2016 APAC Effie Awards Chairman. He added, “APAC Effie has established itself as the one award that marketers and agencies want to win because it represents the most effective and the most outstanding work in the region. Entering work into the competition shows that clients and agencies are committed to driving commercial excellence and innovation and I look forward to be inspired by these submissions.”

As the Call for Entry campaign “Effectiveness Always Wins” says, every great idea has a story and it is a tale of creativity mixed with marketing ingenuity that gets the results.

The 2016 Awards is now accepting entries through 21 December 2015 for all marketing communication efforts that have ran in Asia Pacific during the qualifying period. Winners will be announced at the Awards Gala in Singapore in April 2016.

More competition details can be found [here](#).

## About APAC Effie Awards

Organised by the Confederation of Asian Advertising Agency Associations (CAAAA) and Tenasia Group, APAC Effie Awards honours the region’s most outstanding marketing communication works that have proven results in meeting strategic objectives. APAC Effie aims to champion practices of marketing effectiveness excellence in the Asia Pacific region, and provides the growing industry with a regional platform where the best campaigns are celebrated.

Introduced by the New York American Marketing Association in 1968, the Effie Awards have since been recognised by advertisers and agencies as the pre-eminent award in the advertising industry and global standard of marketing effectiveness excellence. Today, Effie celebrates effectiveness worldwide with the Global Effie, the APAC Effie, the Euro Effie, the Middle East / North Africa Effie and more than 40 national Effie programs.

About The Confederation of Asian Advertising Agency Associations (CAAAA)

CAAAA is a non-profit organisation established by advertising agency associations in Asia whose key mission is to further the business interest of advertising companies/agencies in the region. CAAA works in close collaboration with stakeholders in the marketing communications industry across the region, including North, South and Southeast Asia, to support uniform professional standards and norms, and to enhance the profile and stature of the industry.

## About Tenasia Group

Tenasia Group specialises in staging professional and influential industry events that inspire. Building on their expertise in delivering high-quality industry events, award shows and conferences, Tenasia’s portfolio of businesses aims to provide a platform for the exchange of ideas and knowledge, shaping business opportunities in the region and celebrating achievements in specific fields.

## Media Contact: Tenasia Group Pte Ltd

**Shanice Soh**, Marcom Manager  
T: +65-6338-7739 / M: +65 9431 3487  
E: shanice@tenasia.com.sg

**Chua Bee Hong**, Executive Director  
T: +65 6338 7739 / M: +65 9271 0900  
E: beehong@tenasia.com.sg