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2017 APAC Effie Awards Call for Entries Announced

(Singapore, 4 November 2016) The Asia Pacific Effie Awards has announced the Call for Entries for the 2017 season.

Recognized by agencies and marketers to be the most prestigious effectiveness awards in the region, APAC Effie, now in its fourth edition, continues to honour marketing communication campaigns that have achieved outstanding measurable results.

The 2017 competition offers 42 categories, spotting several changes to stay relevant to the evolving marketing landscape in Asia Pacific. 3 new Specialty Categories are introduced - *Branded Content*, *Programmatic*, and *Seasonal Marketing*.

In addition, the Positive Change Effie Awards, a multinational programme run in collaboration with the World Economic Forum, is now offered as part of the APAC Effie program under Environmental - Brands and Environmental - Non-Profit. In alignment with global practices, we have rebranded Goodworks - Brands as Social- Brands, and Goodworks - Non Profit as Social - Non-Profit under the Positive Change categories this year. Full list of categories and category definitions are available in the Entry Kit.

"As one of the most coveted accolade in this region, the APAC Effie has become the "must-enter" award in the region's competition calendar. This is where we can demonstrate our capabilities to deliver

innovation, creative solutions and results for brands," said Anthony Wong, the 2017 Awards Chairman. He added, "I am excited to see the cases and look forward to be inspired by outstanding work that represents the best of the region - and the world."

The 2017 Awards is now accepting entries through to December 2016 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 2017.

Visit www.apaceffie.com for more information on the competition.