



Feb 27, 2020 Global Best of the Best

Global Best of the Best Effie Awards Champion World's Most Effective Marketing Efforts

LONDON / NEW YORK (February 27, 2020) -

Effie Worldwide, the marketing industry's pre-eminent effectiveness organization and organizer of the Effie Awards, launches the inaugural *Global Best of the Best Effie Awards*, crowning the world's most effective marketing efforts.

The 2020 Global Best of the Best Effie Awards is open to all 2019 Gold & Grand Effie winners from Effie's regional and national programs. These previous winners now have the opportunity to compete at a global level, honoring 'the best of the best' in marketing effectiveness worldwide including the ultimate recognition - the Global Grand Effie Award.

Two rounds of rigorous judging will determine finalists and winners in 20+ entry categories from Automotive to Finance and Data-Driven to Positive Change. A Grand Jury will then convene to select one supreme winner of the Global Grand Effie Award.

Entries will be judged by a jury comprised of leading marketers from the world's brightest and best agencies, brands, media and technology companies.

Entry deadline is 31 March 2020. The winners will be announced in September 2020 in London and streamed live worldwide.

Vineet Mehra, Effie Worldwide's Board Chair and Global CMO, Walgreens Boots Alliance, said: "For over 50 years, winning an Effie has been a global symbol of achievement and recognition for marketing work that is creative, courageous, inspiring and, of course, effective. In our globalized world, the best and most effective marketing transcends borders to create cultural touchstones that people across many

geographies and cultures find relatable, and now the Global Best of the Best Effies will be the ultimate recognition of effectiveness.”

More information is [available here](#).

About Effie®

Effie is a global 501c3 non-profit whose purpose is to lead and evolve the forum for marketing effectiveness. Effie leads, inspires and champions the practice and practitioners of marketing effectiveness through education, awards, thought leadership initiatives and first-class insights into marketing strategies that produce results. The organization recognizes the most effective brands, marketers and agencies, globally, regionally and locally through its 50+ Effie Awards programs across the world and through its coveted effectiveness rankings, the Effie Index. Since 1968, Effie is known as a global symbol of achievement, while serving as a resource to steer the future of marketing success. For more details, visit effie.org.

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