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Malaysia Effie Awards 2020 Call for Entries Launching November 2020

The 13th edition of the **Malaysia Effie Awards** will run on a later timeline as a result of the uncertainties and challenges brought on by the Covid-19 pandemic and Malaysia's Movement Control Order (MCO).

Originally due to have been held in November this year, the Malaysia Effie Awards will now open Call for Entries in November 2020 and the celebration will take place in 2021, with a new date as well as rules and eligibility to be announced in due course.

"After careful consideration and extensive consultation with partners and stakeholders, the decision was made to postpone this year's Awards. With agencies and marketers continuing to feel the impact of Covid-19, we did not want to distract from their essential work for the rest of the year, during which time they will hopefully be able to regain some business stability," said Irene Wong, Organising Chairperson of the Malaysia Effie Awards.

First launched in 1968 in New York, the Effie Awards are recognised internationally by agencies and advertisers as the communications industry's pre-eminent award for marketing effectiveness.

The Malaysia Effie Awards are organised by the **Association of Accredited Advertising Agents Malaysia (4As)** and supported by the **Malaysian Advertisers Association (MAA)** and **Media Specialists Association (MSA)**, in association with "Brand Champion Partner" – **Malaysia External Trade Development Corporation (MATRADE)**.