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## 2021 US Effie Awards to Recognize Performance Marketing

New categories include Crisis Response/Critical Pivot, Influencer Marketing and E-Sports

**NEW YORK** -- Effie Worldwide has announced changes to its 2021 US Effie Awards program, with several new competition categories added and a new emphasis on digital marketing.

The Effie Awards recognize and celebrate the year's most effective marketing efforts. Recognizing the tremendous challenges marketers are facing during the global pandemic, Effie this year introduces Crisis Response/Critical Pivot, a competition category that will honor agencies and brands that pivoted their marketing programs and continued to drive growth during times of challenge.

Traci Alford, CEO of Effie Worldwide, said: "The past year has challenged each of us in many ways, and our industry has continued to do what it has always done when presented with a challenge, which is be resilient, strategic, and innovative, while continuing to drive growth. With growth being on everyone's agenda, now more than ever, there is much that can be learned from those that are achieving it most effectively."

Effie is also putting an increased emphasis on digital and social marketing this year, with new entry categories honoring work in the digital space. The competition categories of Performance Marketing, Influencer Marketing and Social Media are being added to an already robust digital offering, which includes Engaged Community, and Direct to Consumer, first introduced last year.

Also new this year is Gaming & E-sports and updates to Marketing Innovative Solutions, a category that recognizes marketing's role in creating business and/or product solutions and transforming customer experience.

There are more than 60 entry categories in the US competition. These new categories join established programs for Commerce & Shopper Marketing, Health & Wellness, Media and Positive Change. All 2021 competition details are [available here](#), and category information can be found [here](#). The final entry deadline is March 25, 2021.

US gold and grand Effie winners will be eligible to go on to compete in next year's [Global Best of the Best Effies](#), where winners compete for the Global Grand Effie in their respective categories and will be eligible for the new Iridium Effie, the single most effective marketing effort worldwide.

Winners of the 2021 US Effie Awards will be celebrated with a virtual gala in September.

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