



Apr 12, 2023 Global Best of the Best

2023 Global Best of the Best Effie Awards Opens for Entries

NEW YORK, April 12, 2023 -- Effie Worldwide, the marketing industry's pre-eminent effectiveness organization and organizer of the Effie Awards, is pleased to announce the 2023 Global Best of the Best Effie Awards opened for entries on April 11.

The Global Best of the Best Effies is a celebration of marketing effectiveness and provides a truly global, rigorous showcase of inspiring, insights-based marketing ideas from around the world that work.

Gold and Grand Effie winners from all 2022 Effie Awards programs around the world are eligible to enter, competing for the Global Grand Effie in their respective categories.

The Global Grand Effie winners then move on to compete for the Iridium Effie, the single most effective marketing effort of the year.

The entry deadline is June 5, 2023. Judging will take place from June to November. Winners will be announced at an online awards celebration in December 2023.

The Global Best of the Effies, now in its third year, embodies Effie Worldwide's mission to be the forum for

effectiveness, setting the benchmark in marketing excellence and uniting brands, agencies and media to debate and lead the industry forward.

Last December, Crayola, DENTSU CREATIVE, and Golin PR's "Color Yourself into the World" won the 2022 Iridium Effie and was named the most effective campaign in the world at the 2022 Global Best of the Best Effies.

The work also won the Global Grand Effie Award in the Product/Service Launch category, and previously won a Gold Effie in the 2021 Effie Awards US competition.

Traci Alford, Global CEO at Effie Worldwide, said: "The Global Best of the Best is everything its name suggests. It is the world's definitive effectiveness awards program. It raises the bar and further enhances our commitment to champion the practice and practitioners of marketing effectiveness globally. The competition acts as a beacon for our industry, spotlighting the very best ideas that work from over 125 markets and encouraging thoughtful dialogue about the drivers of marketing effectiveness."

To learn more or to enter, visit bestofthebest.effie.org.