



# effie Awards México

Oct 31, 2023 Mexico

## Effie Awards Mexico debuts format and Mark Ritson joins the 2023 edition

*· The 2023 Effie Awards Mexico will be based on four pillars: Reunion, Revolution, Relevance and Reconnection.*

*· The event will have a surprising agenda including 4 keynote speakers. Mark Ritson, one of the most influential people in the industry worldwide, will be visiting Mexico for the first time and he will lead a keynote speech.*

*· The event will take place on November 22nd at the Forum Las Americas in Mexico City. Tickets are already available through the official Effie Awards Mexico website.*

**MEXICO CITY, October 31, 2023** -- AVE, La Alianza por el Valor Estratégico de las Marcas, (The Alliance for Strategic Brand Value) announces the annual 2023 Effie Awards Mexico edition with a more inspiring format. The event will feature a keynote speech by Mark Ritson, an authority and one of the world's most respected marketing and branding leaders and strategist.

In his first visit to Mexico, Mark Ritson will give a lecture entitled "An Effectiveness Compendium", sharing his expertise and global knowledge, the keys to reinforce the effectiveness of advertising campaigns. His participation in this edition is a clear indication of the relevant and constant growth of this event in the international arena. His participation demonstrates that this event attracts renowned experts and highlights

its relevance in the marketing and advertising industry.

The evolution of this year's edition has a clear objective: to have a celebration closer to all the stakeholders of the sector, highlighting its essence and legacy, therefore it is based on four pillars: **Reunion, Revolution, Relevance and Reconnection**. Under this creative premise, the event evolves into a full day of recognition, learning, connection and celebration, where attendees will also be able to develop deeper relationships to further strengthen and fortify this ecosystem.

In addition to Ritson's exclusive speech, this festival has been joined by

- **Efraín Mendicuti**, CEO of TikTok for Business Mexico. His conference is entitled "HI + AI: The importance of the human factor in the face of the technological revolution". Mendicuti will address the crucial role of human interaction in the context of technology and innovation.
- **Pamela González**, Insights Director at Twitch in Mexico, will give a talk entitled "Anatomy of a Hype". She will explore the key elements that generate excitement in audiences and how to leverage them in marketing strategies.
- **Hande Aksoy**, Global Client Director at Meta, will present "Building Deeper Connections". Aksoy will discuss how to build deeper and more meaningful connections with consumers in an ever-evolving digital world.

The 2023 Effie Awards Mexico brings together renowned professionals, creatives, advertisers and strategists to jointly celebrating creative ideas and their effectiveness in attaining higher objectives for which they were designed.

"This year's edition of Effie is something to celebrate: our 18% growth of cases entered in 47 categories, proving that marketing and communication continue to drive extraordinary business results. We brought together more than 200 senior executives as part of the Jury, led by Marilú Castañeda, CEO of Unilever Mexico, who rigorously evaluated the strategies and creativity of all the cases that will be awarded for their efficiency, states Verónica Hernández, Chair of the Advisory Council of 2023 Effie Mexico.

This year, the event will take place on November 22nd at the Forum Las Americas in Mexico City with a surprising agenda full of expertise and learning, maintaining its key reference for those seeking to transcend in the world of marketing and advertising. Its essence and legacy are further consolidated in this edition, focusing on a closer and more accessible communication for all those involved in the great community of the industry.

"As an industry, Effie allows us to demonstrate the impact of strategy and creativity on the growth of business results and therefore in the country's economy. In addition to being the most important event of the year for our industry, it is the benchmark moment to bring together all the players in the marketing, advertising and communication ecosystem to connect, inspire us and build more and better opportunities (...) It is the perfect time to know the standard of excellence to which we must aim for 2024", says Luis Gaitán, President of AVE Board and CEO Creative Founder of Pure.

## About AVE

The Alianza por el Valor Estratégico de las Marcas (The Alliance for the Strategic Value of Brands) is the most important group in the country in the marketing, communication and research ecosystem. It was founded in 1950 as the Mexican Association of Advertising Agencies (AMAP).

AVE is made up of communication agencies, media outlets, public relations, advertisers and brands. Its role goes beyond representing the best companies in this ecosystem: it is a place to explore the value of brands and the power of ideas, remove obstacles and push boundaries of what strategic and creative intelligence can be to bring value, grow brands and develop the market. It integrates companies that grow, think, dream and create value. Its culture thrives by embracing diversity and rewarding imagination and great ideas.

The organization brings together achievers, leaders and visionaries. AVE is about every company and every individual member contributing with skills, experience, vision and passion in a challenging and ever-evolving game. Its purpose is to "Boost the power of brands to add value to the economy and to people."