



Sep 18, 2018 Italy

## Effie Worldwide Announces Effie Awards Italy

September 18, 2018 -- Effie Worldwide is pleased to announce the arrival of the Effie Awards Italy, organized in partnership with the ASSOCOM (Associazione aziende di comunicazione) and UPA (Utenti Pubblicità Associati).

Effie Worldwide is the global champion of marketing effectiveness, led by its signature initiative, the Effie Awards, which have recognized and celebrated marketing effectiveness since 1968. Effie Italy joins Effie Worldwide's international network as its 51st program (46 national programs, 4 regional programs, and 1 global program).

The inaugural competition will be open to all marketing efforts that ran in Italy during the designated eligibility period. Entrants will be required to demonstrate excellence in four areas: definition of objectives, strategic development, creative execution, and measurement of results. Complete details on eligibility and competition rules will be available in November 2018. Entry deadlines will run through March 2019 and judging in April and May. The first Effie Awards Italy Jury will be chaired by **Alberto Coperchini**, Global Media Vice President of the Barilla Group.

"As a results-focused forum for the industry, Effie brings together clients, agencies and media to debate and celebrate marketing effectiveness," said **Traci Alford**, President and CEO of Effie Worldwide. "We are thrilled to bring the Effie Awards to Italy and to welcome the program to the global Effie network. With the exciting partnership between ASSOCOM and UPA, we are confident we will form a dynamic program and we look forward to collaborate with them."

Effie Italy finalists and winners will receive credit in the Global Effie Index, which identifies and ranks the most effective agencies, marketers, brands, networks, and holding companies by analyzing finalist and winner

data from all Effie competitions worldwide. Announced annually, the Effie Index is the most comprehensive global ranking of marketing effectiveness.

"The measurement of effectiveness has become increasingly imperative to the design of advertising campaigns. To start thinking about it as early as during the pitch could really make a difference. We believe that it is important to organize trainings and to raise awareness of marketing effectiveness in our industry. We are therefore very proud to work with UPA to achieve this target together. The goal we set ourselves, which also reflects Effie Worldwide's mission, is to create a forum of marketing effectiveness and to invite discussions and debates on the topic," said **Emanuele Nenna, President of ASSOCOM**. "Being able to show the value of a campaign will definitely attract investments in the industry and we look forward to reviewing the entries into the first edition," concluded Nenna.

**Lorenzo Sassoli de Bianchi, UPA President**, stated "The goals of the Effie® Awards are to award the ideas that achieve results, as well as to educate our industry about how to set clear objectives and how to accurately measure the results achieved, therefore helping brands and agencies make smart decisions. The Effie Awards will be an incentive for our industry to improve and a symbol of achievement for those who have done a good job and who have contributed to the growth of the brand."

Complete details about the 2018 Effie Italy program will be available soon.

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#### **About ASSOCOM (Associazione aziende di comunicazione)**

Association of Communication Companies, represents since 1949 the different and dynamic world of communication in all its aspects. It currently has about 99 member companies operating in Italy from the world of creative and digital agencies, public relations agencies (represented by Pr Hub), media centers and events. ASSOCOM's main purpose is to represent and promote communication companies that, regardless of their size and specialization, propose themselves to the market with an attitude of professionalism and seriousness, which determines their quality. ASSOCOM is a member of all the Audi, is registered at the EACA (European Association of Communications Companies) and ICCO (International Communications Consultancy Organization), is a founding member of Pubblicità Progresso and is a member of the IAP (Institute of Advertising Self-Regulation). Visit [www.assocom.org](http://www.assocom.org) for more information.

#### **About UPA (Utenti Pubblicità Associati)**

Founded in 1948, the Association gathers the most important and prestigious industrial, commercial and service companies that invest in advertising and communication on the national market. UPA is promoted and led by its associated companies to afford and solve common advertising problems and to represent the interests of companies towards the legislator, advertising agencies, media, dealers, consumers and all other stakeholders of the commercial communication market. All the activities and behaviors of the Association are based on transparency and responsibility, with constant attention to market innovation. UPA is involved in enhancing advertising in all its forms, and in particular to make known its irreplaceable contribution to the economy as a motivation and accelerator of production. It is a founding member of all the survey companies (Audi), of Pubblicità Progresso, of the IAP (Istituto di Autodisciplina Pubblicitaria and, internationally, of the WFA (World Federation of Advertisers) Through an active action in all these organs

the UPA pursues the ethical and professional improvement of advertising. Visit [www.upa.it](http://www.upa.it) for more information.

### **About Effie Worldwide**

Effie Worldwide is a 501 (c)(3) nonprofit organization devoted to championing and improving the practice and practitioners of marketing effectiveness. Effie Worldwide, organizer of the Effie Awards, spotlights marketing ideas that work and encourages thoughtful dialogue around the drivers of marketing effectiveness, while serving as an educational resource for the industry. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant insights into effective marketing strategy. The Effie Awards are known by advertisers and agencies globally as the pre-eminent effectiveness award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie Award has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with over 40 global, regional and national programs across Asia-Pacific, Europe, Latin America, Middle East/North Africa and North America. All Effie Awards finalists and winners are included in the annual Effie Effectiveness Index rankings. The Effie Index identifies and ranks the marketing communications industry's most effective agencies, marketers, and brands by analyzing finalist and winner data from all Effie Awards competitions worldwide. For more details, visit [www.effie.org](http://www.effie.org) and follow the Effies on [Twitter](#), [Facebook](#) and [LinkedIn](#).