



Oct 18, 2019 Ireland

## IAPI Partners with Effie Worldwide to Launch Effie Ireland

### IAPI Joins Global Effie Awards Network

DUBLIN & NEW YORK (October 18, 2019) -- IAPI, the professional body for the commercial creativity and communications industry in Ireland, is joining the Effie network to expand its celebration of Irish marketing effectiveness to a global stage.

Effie Awards Ireland will replace ADFX, previously the country's biennial marketing effectiveness awards, following a recent survey of IAPI members, when 84% voted to join the Effie network. In addition, 95% of respondents said that having an internationally recognized awards program that can elevate their global publicity is important to them, while 84% added that there are key advantages to being measured.

"We take great pride in introducing the first global awards and best-in-class benchmarking for marketing

effectiveness to our industry with Effie Awards Ireland. The not-for-profit status of the parent organisation was an important factor in our decision to partner with Effie Worldwide as IAPI is not seeking to commercialise their awards. Our aim is to continue to help drive marketing effectiveness through our expertise in commercial creativity and communications. We believe Effie Ireland is the perfect vehicle for us as it will give us a benchmark against global standards and deliver an ongoing education programme for our members.” Jimmy Murphy, President, IAPI and Director, Publicis, Dublin.

Effie’s mission is to lead, inspire and champion the practice and practitioners of marketing effectiveness globally, which it achieves through a variety of educational and thought leadership initiatives.

“We are proud to welcome IAPI and the ADFX Awards to the Effie network,” said Traci Alford, President & CEO of Effie Worldwide. “We look forward to partnering with IAPI to showcase the most effective marketing and marketers in Ireland via the Effie Awards and the Effie Index, while continuing to elevate the global conversation around ideas that work.”

Effie Ireland’s finalists and winners will receive points towards their rankings in the Global Effie Index. The [Effie Index](#) ranks the most effective marketers, brands, holding companies, agency networks, agency offices and independent agencies globally and will also determine local rankings within Ireland and Europe.

Effie Awards Ireland is holding its launch event on November 28th in Dublin. Call for Entries for its inaugural Effie Awards program will take place in Q1 2020.

The Effie Awards has championed the most effective marketing efforts since 1968. Ireland joins the Effie network as its 55th program, and 50th national partner.

For more information, visit [iapi.ie](#) or [effie.org](#).

### **About Effie®**

Effie is a global 501c3 non-profit whose purpose is to lead and evolve the forum for marketing effectiveness. Effie leads, inspires and champions the practice and practitioners of marketing effectiveness through education, awards, ever-evolving initiatives and first-class insights into marketing strategies that produce results. The organization recognizes the most effective brands, marketers and agencies, globally, regionally and locally through its 50+ award programs across the world and through its coveted effectiveness rankings, the [Effie Index](#). Since 1968, Effie is known as global symbol of achievement, while serving as a resource to steer the future of marketing success. For more details, visit [effie.org](#).

### **About IAPI**

IAPI is a membership body for the commercial creativity and communications agencies in Ireland. IAPI’s purpose is to firmly position our industry as a fundamental engine of Ireland’s future growth. They do this by

- Positioning Ireland as a global centre of excellence for commercial creativity and media planning.
- Empowering our members to grow the value of their business
- Elevating the industry through driving world class professional standards
- Advocating for the interests of our members at Corporate Board, Government and international levels.
- Fostering a culture of strategic leadership, creativity and innovation within our members
- Delivering first class training and education across a multi-discipline industry.
- Broadening the strength and appeal of our industry to attract world class talent
- Promoting diversity and inclusion as a strategic and economic imperative.

For more details visit [www.iapi.ie](#).