



Dec 05, 2019 Global: Multi-Region

## The Association for Communication and Advertising Launches Effie Awards South Africa

The Association for Communication and Advertising ([ACA](#)), the official representative body for the Communications and Advertising profession in South Africa, has partnered with [Effie Worldwide](#) to launch the annual Effie Awards Programme in South Africa.

Effie Awards South Africa replaces the highly respected APEX awards, held annually in South Africa, providing an opportunity to local agencies to be a part of this leading awards programme. Brands and their agency partners will now have the ability to receive global recognition for their most effective marketing and communications campaigns, with the awarding of an Effie viewed by media agencies, marketers and advertisers worldwide as a respected global symbol of achievement.

"Effie's mission is to lead, inspire and champion the practice and practitioners of marketing effectiveness and we take great pride in hosting the first globally recognised marketing effectiveness awards programme in South Africa in 2020. The ACA has championed effectiveness in Marketing and Communications and the incredible work executed in our market. It is with great excitement that we officially launch the 2020 season of Effie South Africa, and look forward to catapulting our local profession into the global arena," notes Mathe Okaba, CEO of the ACA.

Launched in 1968, Effie celebrates effectiveness worldwide with over 50 global, regional and national programmes across Asia-Pacific, Africa, Europe, Middle East, Latin America and North America. Effie South Africa joins the Effie network as the 49th national programme celebrating and Awarding Ideas That Work®.

"The opportunity now exists to benchmark against the most effective work from all over the world. We invite all agencies and marketers to enter the programme in order to expose and celebrate their work that worked. There is no strict definition of effectiveness within the Effie programme. Effie recognises all forms of effectiveness—awareness, sales, behaviour, etc. The determining criteria for measuring effectiveness will be considering how challenging the objectives were, and the significance of the results achieved against those objectives," concludes Okaba.

"Effie is proud to partner with the ACA to launch Effie South Africa," said Traci Alford, President & CEO, Effie Worldwide. "As a global forum, Effie provides a platform for marketers to celebrate the most effective marketing around the world, while establishing benchmarks that will drive our industry forward. We welcome South Africa to the global Effie network, leading the way as our first national program in Africa, and look forward to showcasing and learning from this year's winners and finalists."

Effie South African finalists and winners will receive points towards the Global Effie Index, which ranks the most effective marketers, brands, holding companies, agency networks, agency offices and independent agencies globally. The Effie Index will also determine the local rankings.

The Effie Awards South Africa Call for Entries will be made in the first quarter of 2020. Entry Workshops providing guidelines, tips on how to enter the awards, requirements, case study presentations and more will take place as follows:

Durban – Tuesday, 28th January 2020 at [The Hardy Boys](#)  
Johannesburg – Wednesday, 29th January 2020 at [Vega School](#)  
Cape Town – Friday, 31st January 2020 at [99c](#)

Booking will be essential for the workshops as space is limited. For further information and to book your spot at these not-to-be missed Effie South Africa entry workshops, send a mail to [melanie@acasa.co.za](mailto:melanie@acasa.co.za) or call the ACA on (010) 880 3399

For more information visit the Effie South Africa website at [www.effieawards.co.za](http://www.effieawards.co.za) or visit [www.acasa.co.za](http://www.acasa.co.za).

Follow @EffieSouthAfrica on [Facebook](#), [Instagram](#), [YouTube](#) and @EffieAwardsSA on [Twitter](#) to keep up to date on the latest developments.

#### About Effie®

Effie is a global 501(c)(3) 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 thought leadership 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](http://effie.org).

#### About the ACA

The ACA is the official, representative body for the Communications and Advertising profession in South Africa, representing agencies in the profession (who at present contribute approximately 95% of South Africa's measured ad spend) to government, media and the public. The ACA is a voluntary body formed by and for the industry, focused on and committed to self-regulation and to defending the highest standards of ethical practice.

For more about the ACA visit [www.acasa.co.za](http://www.acasa.co.za) or call the ACA on (010) 880 3399