



Mar 25, 2020 United Kingdom

2020 Effie UK Update

25 March 2020

As we navigate these unprecedented times together, we understand that the industry is being faced with new challenges and decisions.

In addition to extending our final awards deadline to 15th May 2020, we have made the following adjustments to the fee structure for our 2020 programme:

- We have decided to revert from our £1,800.00 entry fee to our early bird price point (£1,300.00 per entry)
- If you are considering submitting multiple entries, we are offering additional financial assistance of entering 4 entries for the price of 3. Please reach out to our team to take advantage of this multiple-entry offer and obtain a discount code
- All entrants new to the Effies are eligible for an additional £150 discount per entry

Effie is a forum for our industry to come together to celebrate marketing effectiveness and learn from one another. We look forward to remaining connected (albeit virtually) and continuing to celebrate the very best of the work you do.

If you have any questions, please don't hesitate to contact us at effieuk@effie.org.

Stay safe and be well.

13 March 2020

In light of yesterday's announcement by the UK Government on moving out of "contain" phase and into "delay" phase in order to manage the COVID-19 outbreak, we have decided to **extend our final entry deadline to 15th May 2020**.

Our entrants and their business partners find themselves in challenging times, and we hope that this extension will help alleviate the enormous pressure they are facing at the moment.

We are keeping a close eye on developments and will keep you informed about any further updates to this year's programme in relation to entry deadlines, judging and events.

If you have any questions, please contact us without hesitation at effieuk@effie.org.