



Apr 14, 2020 Global: Multi-Region

## An Update from Effie Worldwide: April 2020

Effie Worldwide is postponing the launch of the **Global Best of the Best Effie Awards** competition until 2021, after lengthy discussions with partners and the global marketing community.

Because of the COVID-19 pandemic, our industry's priorities are rightly shifting to essential business, which impacts the timing of this new global initiative. The Global Best of the Best Effie program will pause until 2021, and entries already submitted this year will roll over to next year's program.

We will, however, continue to celebrate the most effective marketing from around the globe and share important learnings through new content initiatives.

Traci Alford, Global President & CEO of Effie Worldwide, said, "Our top priority right now is to protect the health and wellbeing of our teams, families and communities. The Global Best of the Best Effies will go ahead when the time is right and we emerge on the other side of this crisis."

She continues, "Effectiveness matters now more than ever. As an educational non-profit, we are accelerating our online learning initiatives and working with our Effie Awards partners around the world to adapt our 2020 programming to continue to be a resource for marketers during these challenging times."

Effie's network of national and regional programs around the world operate on independent timelines and are currently in different phases of their 2020 Effie Awards programs. Each Effie market will be moving forward on an individual basis and addressing the needs of our industry, based on their unique circumstances; however, all Effie judging events and award ceremonies will be either held virtually or postponed for a minimum of five months.

Please visit [effie.org/worldwide/partners](https://www.effie.org/worldwide/partners) to be directed to your local Effie program. All scheduling is being updated [here](#), as announcements are made.

As a not-for-profit, the revenue generated from Effie's programs is invested back into the industry through education and funding innovation around effectiveness. We will continue to work with our global Effie community to ensure that we are doing all we can to manage the current challenges with the long-term health and integrity of the Effie brand and our industry.

Effie is committed to leading, inspiring and championing both the practice of marketing effectiveness and, more importantly right now, the people behind it. We are grateful for the talents and expertise of industry professionals who volunteer their time on our board, as judges, and as creators of marketing effectiveness.

If you have any questions about the Global Best of the Best Effie Awards, please write to us at [ww@effie.org](mailto:ww@effie.org). For anything else, please write to us at [info@effie.org](mailto:info@effie.org), or contact your local Effie partner.