



## THE APAC EFFIE AWARDS 2014

There's an ART & SCIENCE to winning

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# Asia-Pacific Effie Awards 2014 Call for Entries

Entry through Dec. 20, 2013

*Singapore* - APAC Effie has announced the Call for Entries for its 2014 Awards. Entry deadlines are through Dec. 20th, 2013 and the awards will be presented in Singapore in April 2014.

The Effie Awards is recognised throughout the industry as the global standard of marketing effectiveness excellence. Organised by the Confederation of Asian Advertising Agency Associations (CAAAA) and Tenasia Group, the APAC Effie Awards honor the region's most outstanding cases that have been brilliantly executed and achieved proven results in meeting challenging strategic objectives.

Along with its Call for Entries, APAC Effie also introduces the awards theme - "There is an Art & Science to winning" - representing the coming together of art and science to create desired results for the brand. A truism that describes perfectly what the awards are all about.

"Advertisers value ideas that truly deliver results. The Effie Awards are about marketing effectiveness and the APAC Effies offer the region's most outstanding marketing cases the opportunity to have their success recognised at the regional level," said Connie Chan, Chairman for the 2014 Awards. "This is where the relentless industry is challenged, and the best in Asia-Pacific is celebrated."

Agencies and clients may now submit entries across 33 categories. On top of the Single Market Categories, which are open to all cases that have run in Asia-Pacific, APAC Effie offers an additional level to the competition with the Multi-market Categories. Multi-market Categories only accept entries for cases that have run in two or more markets. It allows cases which have run successfully across the region to be awarded.

Entry submission to the Asia-Pacific Effie Awards will be open until December 20, 2013. Finalists will be announced in February 2014. For more information about the APAC Effie competition, visit [www.apaceffie.com](http://www.apaceffie.com).

Effie Worldwide's long-term partners in the region include key programs recognizing the most effective work in many countries throughout the APAC region. More information about all Effie programs in Asia Pacific can be found on both [effie.org](http://effie.org) and at [apaceffie.com](http://apaceffie.com).

Finalists and winners in all Effie programs in the Asia-Pacific region will be included in the **Effie Effectiveness Index**, which identifies and ranks the marketing communication industry's most effective agencies, marketers and brands by analyzing finalist and winner data from worldwide Effie competitions.

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#### About APAC Effie Awards

Organised by the Confederation of Asian Advertising Agency Associations (CAAAA) and Tenasia Group, APAC Effie Awards honours the region's most outstanding marketing communication works that have proven results in meeting strategic objectives. APAC Effie aims to champion practices of marketing effectiveness excellence in the Asia Pacific region, and provides the growing industry with a regional platform where the best cases are celebrated.

#### About Effie In Asia Pacific

Effie Worldwide's long-term partners in the region include key programs recognizing the most effective work in many countries throughout the APAC region. A full list of Effie programs in the Asia Pacific region can be seen at [effie.org](http://effie.org) and [apaceffie.com](http://apaceffie.com). Entry and Gala dates for all programs can be found at the Effie Worldwide [calendar](#).

#### About Effie Worldwide

Championing the practice and practitioners of marketing effectiveness.

With an influential network of over 40 global partners, Effie Worldwide is responsible for the assessment, determination and celebration of effective marketing communications in every corner of the globe. Effie Worldwide seeks out the learning to be had from the best marketing ideas that worked. The Effie network works with top organizations worldwide to bring its audience relevant and first-class insights into effective marketing strategy via recognition programs, case studies, conferences and training.

The Effie Awards are known by advertisers and agencies globally as the pre-eminent 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 has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with the Global Effie, the Euro Effie, East/North Africa Effie, Effie Asia Pacific and more than 40 national Effie programs.

For more details, visit [www.effie.org](http://www.effie.org). Follow [@effieawards](https://twitter.com/effieawards) on Twitter for updates on Effie information, programs and news.

#### About The Confederation of Asian Advertising Agency Associations (CAAAA)

CAAAA is a non-profit organisation established by advertising agency associations in Asia whose key mission is to further the business interest of advertising companies/agencies in the region. CAAA works in close collaboration with stakeholders in the marketing communications industry across the region, including North, South and Southeast Asia, to support uniform professional standards and norms, and to enhance the profile and stature of the industry.

#### About Tenasia Group

Tenasia Group specialises in staging professional and influential industry events that inspire. Building on their expertise in delivering high-quality industry events, award shows and conferences, Tenasia's portfolio of businesses aims to provide a platform for the exchange of ideas and knowledge, shaping business opportunities in the region and celebrating achievements in specific fields.

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