



Nov 04, 2020 Global Best of the Best

# Announcing the Inaugural Global Best of the Best Effie Awards

Celebrating the most effective marketers from around the world

Effie Worldwide is pleased to launch the Global Best of the Best Effie Awards, celebrating the world's most effective marketing - ideas that work<sup>®</sup>.

The Global Best of the Best Effies unify our global marketing community around the power of ideas and the learnings that grow our businesses.

The inaugural Global Best of the Best Effie Awards, paused earlier this year due to the challenges presented by the spread of COVID-19, is open to all 2019 and 2020 Gold & Grand Effie winners from Effie's regional and national programs.

This year's competition will be virtual to allow for global marketing leaders to safely participate on this year's juries, wherever they may be.

The Global Best of the Best Effies elevate the competition for Gold and Grand winners from around the world to compete for the first-ever **Global Grand Effie** in their respective categories. The Global Grand Effie winners will then move on to the final round of judging to compete for the first and only **Iridium Effie**, the single most effective marketing effort worldwide.

The final entry deadline has been extended through April 15, 2021.

More information, including all entry materials, are [available here >](#)

If you have any questions, please write to us at [global@effie.org](mailto:global@effie.org).