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2022 Effie Awards UK Launch

LONDON, 25 January 2022: Entry for the 2022 Effie UK Awards, which recognise the most effective marketing campaigns of the past year, is now open.

As in previous years, entrants will be able to access lots of free help – including How to Enter workshops and Speed Mentoring between February and May.

With Speed Mentoring, which returns after a successful pilot in 2021, entrants are paired with senior industry executives (such as Awards Steering Committee members, expert judges and so on) to access feedback on their entries, free of charge.

New for this year, the eligibility period has been extended from 12 to 18 months with increased flexibility around reporting. This is designed to help entrants tell a longer term, more impactful story of effectiveness. The first deadline for entries will be March 18th and the second on May 6th, providing plenty of time for preparation.

The 2022 Effie UK Awards have built on several successful innovations introduced last year where new digital marketing categories were added. The brand experience category has evolved to Customer Experience and Engagement to recognise the breadth of great work in this space outside of traditional advertising. 'Rising to the challenge of 2020' is now 'Crisis Response/Critical Pivot' and is for those who have effectively pivoted their marketing programme or business activities in response to significant structural and cultural shifts and moments of crisis (e.g. pandemic, social justice movement, political events).

Also now part of the industry sector line-up are Gaming & E-Sports, Delivery Services and Education &

Training, reflecting the growing importance of these areas in our lives.

Juliet Haygarth, Managing Director at Effie UK said: "In a troubling year, one of the positives to emerge for the industry is the increasing recognition of the role that marketing plays in solving big business challenges. As the seat at the boardroom table opens up, a laser-like focus on effectiveness has never been more important. This year's competition gives us a unique opportunity to recognise, celebrate and learn from those who have risen to the challenge. "

Key dates in this year's Effie Awards UK programme are:

Competition opens: 25th January

How to Enter workshops: 10th February & 31st March

First deadline: 18th March

Speed mentoring: 7th March & 25th April

Final deadline: 6th May

The winners will be announced at a ceremony in London on 6th October 2022.

All Gold and Grand Effie winners will be eligible to go on to compete in the Global Best of the Best Effie Awards where they will be in with a chance of scooping the Iridium Effie – a prize recognising the single most effective marketing effort worldwide.

About Effie Worldwide

Effie is a global 501c3 non-profit whose mission 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 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.