



effie Awards Portugal

Nov 14, 2024 Portugal

APAN and APAP launch Effie Awards Portugal in 2025, taking the Prémios Eficácia to the global stage

LISBON, November 14, 2024 - The 20th anniversary of the Prémios Eficácia in Portugal reaches new heights with the launch of the Effie Awards Portugal 2025, a landmark collaboration between **APAN** (Portuguese Advertisers Association) and **APAP** (Portuguese Association of Advertising, Communication, and Marketing Agencies). This new chapter elevates the Prémios Eficácia—now the Effie Awards Portugal—to an international level, as Portugal joins the global Effie Worldwide network spanning 125 countries.

“After 20 years of the Prémios Eficácia, unanimously recognized as the most prestigious awards in the marketing and communications industry in Portugal, the evolution and integration into the Effie Index is the pinnacle of achievement and entry into a level of global recognition that will surely bring even more value to all the professionals in the sector who submit their cases to the competition every year,” says **Filipa Appleton, President of APAN**. “We are living through a period of enormous strength in the sector, which deserves to see its work recognized internationally. The partnership between APAN and APAP is a guarantee that this integration will benefit all professionals and help raise their international profile even further.”

For his part, **António Roquette, President of APAP**, said: “Measuring effectiveness through the Prémios Eficácia over two decades has proved to be not only a huge success, but also a guiding light in the search for recognition of the joint work between brands' marketers and their agencies. Giving international visibility to the effectiveness of Portuguese creativity was a priority for APAP because it allows us to showcase the work of brands and agencies across borders. It was with this in mind that we decided to work together with APAN to transform the renowned Eficácia Awards into the Effie Awards Portugal, which will now be

developed jointly. We are very proud to be working with APAN to achieve this goal together,” said António Roquette.

“We are thrilled to bring the Effie Awards to Portugal, and welcome the program into the global Effie network,” said **Traci Alford, Global CEO of Effie Worldwide**. “With the dynamic partnership between APAP and APAN, and building on the longstanding success of the Effie Awards, we look forward to creating a vibrant and dynamic program through this collaboration.”

The first Effie Awards Portugal will take place in 2025, opening a new chapter for marketing and communication professionals in the country. Finalists and winners will see their cases integrated into the Effie Global Index, increasing international visibility for Portuguese talent and contributing to a global conversation on marketing effectiveness.

(em Português >)