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## Effie Greater China 2016

Effie Worldwide, based in New York City, is the global brand owner of the Effie Awards competition and currently licenses it in more than 45 markets globally.

All licensed Effie programs worldwide operate according to the global Effie Awards brand standards to honor the year's most effective marketing communications cases – ideas that work.

Since 2003, the Effie Awards competition in China (Effie Awards China) has been run by Effie Worldwide's official licensee, the China Advertising Association (CAA). 2016 represents more than a decade of partnership between the worldwide Effie Awards and the CAA.

In recent years, the CAA has worked with a local managing vendor, Exis China (also known as Shanghai AIFEI), to help support the logistics of the Effie China program.

In December of 2015, our official licensee, the CAA, informed us that they will no longer be working with Exis China or Shanghai AIFEI on the Effie Awards program as of January 1, 2016. The 2016 Effie China program will be managed directly by the CAA with the support of a new organizing committee, under license to Effie Worldwide and with the full support of Effie Worldwide. More details on Effie Awards China will be available in late January 2016 at [effie.org](http://effie.org).

Both Effie Worldwide & the CAA are grateful for the industry support of the Effie China program and look forward to a successful 2016.

For more information, contact Effie Worldwide: Jill Whalen, Vice President, [jill@effie.org](mailto:jill@effie.org) or visit <https://effie.org/greater-china>.

### About Effie Worldwide

**Effie Worldwide** is a 501 (c)(3) nonprofit organization devoted to championing and improving the practice and practitioners of marketing effectiveness. Effie Worldwide, organizer of the **Effie Awards**, spotlights marketing ideas that work and encourages thoughtful dialogue around the drivers of marketing effectiveness, while serving as an educational resource for the industry. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant insights into effective marketing strategy. The Effie Awards are known by advertisers and agencies globally as the pre-eminent effectiveness 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 Award has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with over 40 global, regional and national programs across Asia Pacific, Europe, Latin America, Middle East/North Africa and North America. All Effie Awards finalists and winners are included in the annual Effie Effectiveness Index rankings. The Effie Index identifies and ranks the marketing communications industry's most effective agencies, marketers, and brands by analyzing finalist and winner data from all Effie Awards competitions worldwide. For more details, visit [www.effie.org](http://www.effie.org) and follow the Effies on [Twitter](#), [Facebook](#) and [LinkedIn](#).