



Nov 25, 2012 Middle East / Africa

Effie MENA Awards 2012 Attracts Record Number of Entries

Clients and marketers from across the region gathered last night to celebrate the annual GEMAS Effie MENA Awards. Recognized as the region's most prestigious awards ceremony, this year's event attracted an unprecedented number of applications, with a 30 percent increase from last year.

A judging panel of international marketing experts assembled to select 55 winners across a diverse range of categories. After a grueling selection process, one of the most coveted awards of the night, the Grand Effie, was awarded to agency Interesting Times and client Gravity Brewing for their case "The Last Summer on Earth".

Alexandre Hawari, Mediaquest Co-CEO and publisher of Gulf Marketing Review, commented:

"The record number of applications is testament to the industry's growth and development. We are delighted to be able to showcase this talent from an international platform with the regional version of the industry's most-talked-about awards ceremony."

For more information, please visit Effie MENA's [website](#).

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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, the Middle East / North Africa Effie and more than 40 national Effie **programs**. For more details, visit www.effie.org. Follow [@effieawards](https://twitter.com/effieawards) on Twitter for updates on Effie information, programs and news.