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Canada's CASSIES Join Global Effie Network to Become Effie Canada

NEW YORK and TORONTO (June 14, 2018) — The CASSIES Awards, which have honored marketing ROI in Canada since 1993, are joining the global Effie Awards network to become Effie Canada. The transformation of the CASSIES into Effie Canada is being led by the Institute of Communication Agencies (ICA), the professional business association representing Canada's communication and advertising agencies, to better put Canadian marketing effectiveness on the global stage.

Effie Worldwide's North American program will merge with the CASSIES, creating Effie Canada and Effie United States, and will kick off the 2019 call for entries cycle, launching Fall 2018. The move will allow Effie to root deeply in Canada and expand its reach to more marketers in the region.

"We welcome the CASSIES to Effie Worldwide," said Traci Alford, President & CEO of Effie Worldwide. "Effie

Worldwide looks forward to partnering with the ICA to continue the celebration of marketing effectiveness in Canada, while elevating the global dialogue around ideas that work."

Greater local engagement with US and Canadian marketers will add new dimension to the North American regional rankings in the [Global Effie Index](#) and provide additional opportunities for learning via more juries, more case studies, and an expanded forum of North American marketers.

"The ICA, in partnership with Effie Worldwide, is proud to launch Effie Canada," says Scott Knox, ICA President and CEO. "Becoming part of the Effie program, a globally recognized and celebrated awards competition, will put a bright spotlight on Canada's most effective brands and agencies and their work to help promote the value of our industry."

The Effie Awards has championed the most effective marketing communications efforts since 1968. Effie Canada joins the Effie network as its 50th program. The ICA, located in Toronto, with support from the Association of Creative Communications Agencies (A2C) in Quebec, will run Effie Canada. Effie United States will be organized by Effie Worldwide, from their New York headquarters.

For more information, visit [effie.org](#).

About Effie Worldwide

Effie Worldwide is a 501 (c)(3) nonprofit organization that stands for effectiveness in marketing communications, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant and first-class insights into effective marketing strategy. 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 50 programs, including the Global Effie, regional Asia Pacific, European, Latin American and Middle East / North African Effie programs and over 40 national programs. Effie Worldwide recognizes the most effective agencies and brands globally, regionally and locally via the Effie Index. For more details, visit [effie.org](#).

About the ICA

The Institute of Communication Agencies (ICA) is a non-profit association representing Canada's advertising, marketing, media, & public relations agencies. Revitalized & under new leadership, the ICA's mission is to positively amplify, protect, & transform the agency sector of the marketing communications industry. Advancing thought leadership, higher standards & best practices, the ICA serves its membership as a progressive source of information, advice, training, & advocacy. ICA member agencies account for over 75 per cent of all national advertising in Canada, with an economic impact worth more than \$19 billion annually. Follow the ICA on Twitter [@ICACanada](#).

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