



**effie**  
**awards**  
asia pacific

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## Effie Worldwide Continues Global Expansion with the Launch of Effie Asia-Pacific

New York, NY (July 30, 2013) -- Mary Lee Keane, President of Effie Worldwide, announced as part of Effie's global expansion, the launch of the Effie Asia-Pacific program, in partnership with the Confederation of Asian Advertising Agencies Association (C4As). Effie Worldwide is known globally as the leading champion of marketing effectiveness.

Effie Worldwide's signature initiative, the Effie Awards, is recognized throughout the industry as the global standard of marketing effectiveness excellence. With the addition of the regional Asia-Pacific Effie program, Effie Worldwide's international network now expands to 40 national programs and 4 regional programs.

"Given the rate of changes in media, technology, consumer behavior, and even business models, there's never been a more demanding or exciting time to be focused on delivering effectiveness in marketing," said Carl Johnson, Chairman of the Board of Directors, Effie Worldwide and Co- Founder of Anomaly. "The C4As is the ideal partner to make global marketers better and stronger through Effie APAC."

The Effie APAC program, organized by the C4As and managed by Tenasia Group, will recognize effective

work that has run in the Asia-Pacific region. The C4As is a non-profit organization dedicated to the marketing communications industry and has experience collaborating with organizations in many different countries throughout the region, including

"The Effie Awards is the world's most established and recognized award competition for marketing effectiveness and we are certainly delighted to partner Effie Worldwide in organizing the Asia-Pacific program," said Anthony Kang, Chair of C4As.

Effie Worldwide's long-term partners in the region include key programs recognizing the most effective work in many countries throughout the APAC region. A full list of Effie programs worldwide can be seen at [www.effie.org](http://www.effie.org). A pilot APAC Effies was previously awarded in 2008 in partnership with Effie Singapore partner, IAS.

Finalists and winners in all Effie programs in the Asia-Pacific region will be included in the [Effie Effectiveness Index](#), which identifies and ranks the marketing communication industry's most effective agencies, marketers and brands by analyzing finalist and winner data from worldwide Effie competitions.

"Asia-Pacific is a key subject on every global marketer's mind, along with the ever-important subject of effectiveness," said Daryl Lee, Global Chief Executive Officer, UM and member of the Board of Directors, Effie Worldwide. "Effie is now more than ever, the global authority on marketing effectiveness."

#### About Effie Worldwide

Effie Worldwide 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 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](http://www.effie.org). Follow [@effieawards](#) on Twitter for updates on Effie information, programs and news.

The [Effie Effectiveness Index](#) identifies and ranks the marketing communications industry's most effective agencies, advertisers, and brands by analyzing finalist and winner data from Effie Worldwide competitions.

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#### About CAAAA

The Confederation of Asian Advertising Agencies Association is a non-profit organization established by advertising agency associations in Asia whose key mission is to further the business interest of advertising companies/agencies in the region. CAAAA works in close collaboration with stakeholders in the marketing communications industry across the region, including North, South and Southeast Asia, to support uniform professional standards and norms, and to enhance the profile and stature of the industry.

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