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Nov 04, 2021 GLOBAL BEST OF THE BEST

Effie's First Global Grand Effie Contenders Announced

62 contenders are competing for recognition of the most effective work globally

NEW YORK, NY (November 4, 2021)- Effie Worldwide has announced the 62 contenders competing in the inaugural Global Best of the Best Effie Awards competition, recognizing the world's most effective marketing efforts.

The competition received work from over 60 markets, with Global Grand Effie contenders including work that ran in Argentina, Australia, Austria, Belgium, Bolivia, Brazil, Canada, Chile, China, Colombia, Dominican Republic, Ecuador, El Salvador, France, Germany, Greece, Honduras, Ireland, Italy, Japan, Lebanon, Mexico, Netherlands, New Zealand, Nicaragua, Panama, Paraguay, Peru, Portugal, Puerto Rico, Romania, Russia, Singapore, Slovakia, Slovenia, Spain, Taiwan, Turkey, Ukraine, United Arab Emirates, Saudi Arabia, United Kingdom, United States and Uruguay.

For a complete list of contenders, [click here](#).

"We are proud to bring you the Global Grand contenders for the inaugural Global Best of the Best Effie Awards, an awards program that unifies our worldwide marketing community around the power of ideas that work," said Traci Alford, Global CEO of Effie Worldwide. "We saw an incredible breadth of work, some emotional, some funny, but all brave and powerfully effective. I believe there is a lot to learn from all 62

Best of the Best contenders.”

The Global Best of the Best Effie Awards were open to all 2019 and 2020 Gold and Grand Effie winners from Effie’s regional and national programs. The Global Grand Effie contenders were determined following a round of review by the Global Best of the Best Jury ([see the jury here](#)). From the contenders, the Global Grand Effie winners and the first Iridium Effie for the single most effective marketing effort worldwide will be awarded.

Contenders were announced virtually on November 4th by Global Best of the Best co-chairs Carl Johnson, founding partner and executive chairman of Anomaly, and Helen Luan, corporate VP of Tencent.

Winners will be announced at a virtual celebration on November 16th. Register here: <https://effieglobal.brandlive.com/2021globaleffieawards/>.