



Sep 05, 2024 United States

Gear Up for the 2025 Effie Awards US: Entry Materials Now Available

An Effie Win: Effectiveness is Success Quantified

The Effie Awards United States has officially opened its call for entries for the 2025 competition, the benchmark of marketing effectiveness. Eligible campaigns include those that ran in the U.S. from June 1, 2023, to September 30, 2024.

Winning an Effie Award is more than recognition—it's a symbol of marketing excellence, recognized by industry leaders across the globe. A recent survey of US CMOs, CSOs, and executives from top brands and agencies underscores the far-reaching impact of an Effie win, from elevating corporate reputation to driving individual career advancement.

Effie Awards: A Strategic Advantage

Effie winners don't just earn a trophy; they gain a strategic advantage. According to the survey, 96% of Effie winners report measuring the ROI of their award, citing increased company credibility, enhanced employee morale, and new client acquisition as key benefits. "Winning Effies is not only a great way to show that our work is effective but that it is recognized as best in class in the industry," reported an agency CSO.

The award also serves as a career accelerator— 93% of executives say their Effie win has boosted their careers. Of those, most say it has impacted their personal reputation and visibility among stakeholders (96%), while a quarter (24%) reported earning promotions or advanced titles as a direct result

Shaping Future Success

Effie-winning campaigns don't just celebrate past achievements; they inform future work. Four in ten leaders have noted growing demand for effectiveness credentials over the past decade, with 67% recognizing Effie Awards as essential for validating marketing impact. One executive noted that an Effie win "gets more attention than other 'creative' awards. It helps give skeptical stakeholders confidence of how marketing supports specific goals -- often goals that drive business, not just marketing metrics." Another stressed that it "gives clients the confidence that we know the ingredients and necessities of creative effectiveness."

Nearly half (48%) experienced new business opportunities after winning, and 82 % have applied insights from their Effie campaigns to enhance client projects.

Get Ready for 2025: Entry Materials Now Available

The 2025 Effie Awards US entry materials are now available. Review the latest award categories, Entry Kits, and the "Effective Entry Guide" to prepare a winning submission.

Entry Deadlines

(last updated October 22, 2024)

First Deadline: October 7, 2024: \$995

Second Deadline: October 21, 2024: \$1,845

Third Deadline: October 28, 2024: \$2,710

Final Deadline: November 4, 2024: \$3,170

NEW! Extension: November 14, 2024: \$3,960

Discounts are available for non-profits and new entrants. The online entry portal will open next week.

For more information, visit effie.org/united-states or reach out to usentries@effie.org.