



International Advertising Association
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Press Release

IAA and Effie Worldwide announce new strategic alliance

2015 Global Effie Award Winners to be announced in London on May 18th

New York, April 21st 2015: The International Advertising Association (IAA) and Effie Worldwide are pleased to announce a new multi-year strategic alliance surrounding the Global Effie Award competition. Leveraging the global reach of both organizations, the alliance will provide an opportunity for the Global Effie Awards ceremony to reside permanently on the IAA's annual event calendar.

The first ceremony, where the 2015 Global Effie Award winners will be announced, will take place in London on May 18th 2015 at a Gala Dinner following the 2015 IAA Leadership Forum - What's Coming Next? at the InterContinental Park Lane.

Faris Abouhamad, IAA Chairman and World President stated "We are delighted to announce this new partnership with the Effies, increasingly recognized by the global ad industry as a must-win award recognition, in a world where creativity is admired but effectiveness delivers the bottom line. The IAA is already a proud Effie partner with our Chapters in Austria, Hungary and Romania, and we are looking forward to developing this great alliance and initiative".

Introduced by Effie Worldwide in 2006, the Global Effie Awards honor the most effective marketing communications efforts that have run in four or more countries worldwide on two or more continents.

The 2015 Global Effie Awards Call for Entry opened in September 2014 and judging was held in February and March on four continents. The final jury gathered in New York on March 23 to select the 2015 winners.

Neal Davies, President and CEO Effie Worldwide commented "This is the 10th year of the Global Effies and we are very much looking forward to celebrating in London on May 18th. There are great synergies in our shared global footprints so partnering with the IAA on our flagship Global competition was a no-brainer given our similar reach and objectives. We have a successful and longstanding relationship with the IAA in many countries and the prospect of additional partnerships is to be announced in due course".

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About International Advertising Association

The International Advertising Association (IAA), headquartered in New York, was founded in 1938 to champion responsible marketing. The IAA, with members in over 40 countries, is a one-of-a-kind global partnership comprising advertisers, media, advertising and public relations agencies, media companies, and academics. The IAA is a platform for industry issues and is dedicated to protecting and advancing freedom of commercial speech, responsible advertising, consumer choice, and the education of marketing professionals. For more information please visit www.iaaglobal.org or follow @IAA_Global on Twitter and on Facebook.com/InternationalAdvertisingAssociation.

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 the Global Effie, the North America Effie, the Euro Effie, the Middle East / North Africa Effie, the Asia Pacific Effie and more than 40 national Effie programs. For more details, visit www.effie.org. Follow @effieawards on Twitter and on Facebook.com/effieawards 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.