



Singapore to host first World Effie Festival

The world's leading event to celebrate marketing effectiveness

Singapore, 7th June 2007. Singapore has been chosen as the venue for the first-ever World Effie Festival, a global event dedicated to understanding, inspiring and celebrating creative effectiveness in communications. The inaugural World Effie Festival will be held at the Suntec City convention centre in Singapore on 28th and 29th February 2008 and presented by The Effie Organisation and the Institute of Advertising Singapore (IAS).

The World Effie Festival will bring together an estimated 2,000 professionals from the advertising and marketing industries around the world and is intended to become an annual calendar event. A global audience of "virtual" delegates will also be invited to follow highlights of the festival on the internet, via webcasts and blogs.

Stephen Mangham, chairman of the World Effie Festival Supervisory Board and group chairman of Ogilvy & Mather Singapore said: "If Cannes is about celebrating creativity with an eye to effectiveness, the World Effie Festival will be about celebrating effectiveness, with an eye to creativity".

The World Effie Festival is designed to bring together globally-recognised leaders in communications and related fields to discuss how to deliver and measure creative effectiveness, and ultimately how to create value in communications. The speakers will include creative leaders from outside the advertising industry, looking at models from architecture, design and entertainment.

There will be a full suite of success case studies, which will showcase winners of previous Effie Awards from all regions of the world, together with successful Asian brands and the "Best of the West".

The World Effie Festival will also include the first Asia Pacific Effie Awards, celebrating the most effective campaigns from advertising and marketing agencies across the region. The IAS and The Effie Organization are also discussing the transfer of the Global Effie Awards from New York to Singapore, to be presented at the World Effie Festival.

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