

# 2021 Effie Awards South Africa announces call for entries

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The Association for Communication and Advertising ([ACA](#)) has opened the call for entries for the 2021 Effie Awards South Africa. This is the first time that the globally recognised Effie Awards for effectiveness in marketing communications are being held in South Africa. The inaugural programme, initially scheduled to take place in 2020 was postponed due to the onset of the Covid-19 pandemic.



South African agencies, clients, media partners and startups are invited to submit their entries via the [Effie Awards South Africa website](#). Acceptance of entries via the portal will close at 12pm on 15 July 2021.



The 2021 Effie Awards South Africa season opens with virtual entry workshop on Tuesday, 23 February

Association for Communication and Advertising 19 Feb 2021



For this first edition of the Effie Awards South Africa, over 60 categories are available for entry across two category groups. Full details on how to enter, including details on the categories and entry requirements can be found on the 'how to enter' tab at [www.effieawards.co.za](http://www.effieawards.co.za). It is recommended that entrants download and familiarise themselves with all the entry documents, categories and requirements prior to initiating the online entry process.

"When we announced the call for entries in 2020 for what would have been the inaugural Effie Awards in South Africa, we had no idea how our world would be turned upside-down and soon we'd all be collectively holding our breath, wondering how the pandemic would impact us. We've weathered the storm to some extent and it is with great excitement that we formally announce the official call for entries for the very first Effie Awards programme on the continent. Winning an Effie, considered globally to be the most respected marketing effectiveness award, provides client-agency teams with global recognition for their most effective work. In trying times such as these, the value of that recognition could not be more pertinent for campaigns that delivered against a pre-defined set of marketing and business objectives," says Mathe Okaba, CEO of the Association for Communication and Advertising.

Entry deadlines for the 2021 Effie Awards South Africa are as follows:

- Early bird: Thursday, 10 June at 12pm
- On-time: Thursday, 24 June at 12pm
- Last minute: Thursday, 15 July at 12pm

Round one of judging will take place on Thursday, 12 August and the final round on Thursday, 2 September 2021 with the Grand Effie judging session scheduled for Monday, 11 October.

Effie Awards South Africa winners will be announced at the inaugural Effie Awards Gala, to be held as a combined virtual and physical event, on Thursday, 14 October. The Gala event will be preceded by the Effie Summit: South Africa to be held online on Wednesday, 13 October where respected industry commentators, marketers and leading agency representatives will deliver engaging and relevant presentations on marketing effectiveness.

“These awards are about what matters most to clients – results. This global symbol of achievement will catapult our profession onto the global effectiveness stage, and we invite all marketers operating within the borders of South Africa to enter. We look forward to celebrating and honouring the results and marketing effectiveness achievements during the Gala event in October,” concludes Okaba.

For more information visit the Effie Awards South Africa website at [www.effieawards.co.za](http://www.effieawards.co.za) or visit [www.acasa.co.za](http://www.acasa.co.za).

Follow @EffieSouthAfrica on [Facebook](#), [Instagram](#), [YouTube](#) and [@EffieAwardsSA](#) on [Twitter](#) to keep up to date on the latest developments.

### About Effie®

Effie is a global 501(c)(3) non-profit whose purpose is to lead and evolve the forum for marketing effectiveness. Effie leads, inspires and champions the practice and practitioners of marketing effectiveness through education, awards, ever-evolving thought leadership initiatives and first-class insights into marketing strategies that produce results. The organization recognizes the most effective brands, marketers and agencies, globally, regionally and locally through its 50+ award programs across the world and through its coveted effectiveness rankings, the Effie Index. Since 1968, Effie is known as global symbol of achievement, while serving as a resource to steer the future of marketing success. For more details, visit <https://effie.org/effie.org>.

### About the ACA

The ACA is the official, representative body for the Communications and Advertising profession in South Africa, representing agencies in the profession (who at present contribute approximately 95% of South Africa's measured ad spend) to government, media and the public. The ACA is a voluntary body formed by and for the industry, focused on and committed to self-regulation and to defending the highest standards of ethical practice.

For more about the ACA visit [www.acasa.co.za](http://www.acasa.co.za) or call the ACA on (010) 880 3399

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° ACA Intern Programme: Nurturing future talents in collaboration with MICT SETA 15 Mar 2024

° Effie Awards South Africa 2024 call for entries 19 Feb 2024

° Applications to judge Effie Awards 2024 announced 16 Feb 2024

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**Association for Communication and Advertising**

The ACA is the official representative body of South Africa's advertising and communications profession.

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