



INSTITUTE OF  
COMMUNICATION  
AGENCIES



## NEWS RELEASE

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# CASSIES MERGE WITH GLOBAL EFFIE AWARDS PROGRAM

**TORONTO, MONTREAL & NEW YORK / June 14, 2018** — The Institute of Communication Agencies (ICA), the professional business association representing Canada's communication & advertising agencies, is proud to be partnering with Effie Worldwide to launch Effie Canada, a new awards program to recognize communication & advertising effectiveness.

The creation of Effie Canada marks the evolution of the CASSIES Awards, which have honored marketing ROI in Canada since 1993. Merging with the global Effie Awards program, the CASSIES transform into part of an internationally recognized & celebrated competition that will put Canadian agencies & brands onto the world stage in a bigger & better way.

As part of the new partnership, the North American Effies will become Effie Canada and Effie United States, expanding the opportunities for effective marketers across the region to participate. The move allows Effie to root deeply in Canada & expand its reach to more marketers across the country. Both Effie Canada & Effie United States will simultaneously launch & kick off the 2019 call-for-entries cycle this fall.

Greater local engagement with the US and Canadian marketers will add a new dimension to the North American regional rankings in Global Effie Index & provide additional opportunities for learning via more juries, more case studies, & an expanded forum of North American marketers. Notably, the Effie Index will allow Canadian agencies & brands to rank themselves nationally, continentally & globally.

Effie Canada joins the Effie network as its 50th program. The ICA, located in Toronto, with support from the Association of Creative Communications Agencies (A2C) in Quebec, will run Effie Canada. Effie United States will be organized by Effie Worldwide, from their New York headquarters.

## QUOTES

"The ICA, in partnership with Effie Worldwide, is proud to launch Effie Canada. Becoming part of the Effie program, a globally recognized & celebrated awards competition, will put a bright spotlight on

Canada's most effective brands & agencies & their work to help promote the value of our industry." –  
**Scott Knox, ICA president & CEO**

"We welcome the CASSIES to Effie Worldwide. Effie Worldwide looks forward to partnering with the ICA to continue the celebration of marketing effectiveness in Canada, while elevating the global dialogue around ideas that work." – **Traci Alford, president & CEO, Effie Worldwide**

"We can only be delighted to promote this partnership which offers prestige and scope to our successful initiatives." – **Joanne Nantel, A2C Acting president & CEO,**

### **ABOUT THE ICA**

The Institute of Communication Agencies (ICA) is a non-profit association representing Canada's advertising, marketing, media, & public relations agencies. Revitalized & under new leadership, the ICA's mission is to positively amplify, protect, & transform the agency sector of the marketing communications industry. Advancing thought leadership, higher standards & best practices, the ICA serves its membership as a progressive source of information, advice, training, & advocacy. ICA member agencies account for over 75 per cent of all national advertising in Canada, with an economic impact worth more than \$19 billion annually. Follow the ICA on Twitter [@ICACanada](https://twitter.com/ICACanada).

### **ABOUT A2C**

The A2C is the Quebec voice of almost 70 agencies of different sizes, configurations, and specialties, sharing a commitment to creative communications. Its members generate more than 80% of Quebec industry revenues and contribute to the success of companies here and abroad. Our mission is expressed through various initiatives that aim to guide our member agencies through economic, technological or social issues, ensuring vitality and excellence to the industry. For more information, visit [www.a2c.quebec/about](http://www.a2c.quebec/about).

### **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 50 programs, including the Global Effie, regional Asia Pacific, European, Latin American and Middle East / North African Effie programs and over 40 national programs. Effie Worldwide recognizes the most effective agencies and brands globally, regionally and locally via the Effie Index. For more details, visit [www.effie.org](http://www.effie.org).

## QUICK FACTS

- The Effie Awards has championed the most effective marketing communications efforts since 1968.
- Effie Worldwide stands for effectiveness in marketing communications, spotlighting marketing ideas that work & encouraging thoughtful dialogue about the drivers of marketing effectiveness.
- The Effie Index identifies & ranks the most effective agencies, marketers, brands, networks, & holding companies by analyzing finalist & winner data from Effie Award competitions around the world. Announced annually, it is the most comprehensive global ranking of marketing effectiveness.
- For 25 years, the CASSIES was Canada's only industry awards program that recognized communications & advertising effectiveness based on extensive, publicly available case studies.
- The CASSIES was presented annually by the Institute of Communication Agencies (ICA), the Association of Creative Communications Agencies (A2C) & was produced by *Strategy* magazine.

## RELATED LINKS

<https://www.effie.org/canada>

<https://effie.org/canada-french-version>

<http://cassies.ca/>

<http://www.theica.ca>

<http://www.a2c.quebec>

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