



- 12 Judges
- 27 Million Malaysians

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Instead of just a few judges, The Effie Awards are determined by a much bigger jury: 12 experts and the response of 27 million Malaysian consumers. Here, the honours go to marketing communications campaigns that don't just entertain, but engage and persuade. Creative solutions that are drawn from insightful targeting to achieve the maximum results. Ingenious marriages of message, media and methods. If you've worked on projects like these over the past year, please submit them for The Malaysia Effie Awards 2009. The new standard in effective marketing communications.

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