

Lisbon Award Group adds another fest to region

The Lisbon Award Group has introduced the Lisbon Effectiveness International Advertising Festival to its group of festivals based in Lisbon, Portugal. The new festival's main objective is to award the effectiveness of advertising campaigns, beyond the creative factor.

The group's other festivals in the region include the Lisbon International Health Advertising Festival and the Lisbon International Advertising Festival.

For more, visit: <https://www.bizcommunity.com>