

## **Euro Effie Awards & Kantar Millward Brown produce Euro Effie Report, revealing the essence of effective marketing communications**

*Brussels, 24 October 2016:* EACA, the European Association of Communications Agencies, and Kantar Millward Brown, the world leaders in communications research, have joined forces to publish the Euro Effie Report, not only the most comprehensive analysis of Euro Effie case studies ever undertaken, but the most comprehensive analysis of effective marketing across Europe.

The Euro Effies celebrates its 20th anniversary this year and the report, based on Euro Effie entries received between 2011 and 2015, identifies the key factors that make campaigns highly effective.

The findings from the analysis indicate that, whilst every campaign is different, there are some very clear commonalities in approach that distinguish the winning campaigns each year. Four key trends – The Big Idea, Family Resemblance, Working as a Team and Pass it on – indicate how likely an entry is to be successful and provide the cornerstone of effective commercial communications today across Europe.

According to Dan White, communications expert at Kantar Millward Brown, the research agency has a long-standing relationship with the Effies, built on a mutual passion for great marketing. “For their 20th anniversary, the EACA wanted to uncover the characteristics for an effective campaign and see if this has changed in recent times”, he said. “With over 40 years of communications research experience, Kantar Millward Brown was happy to help. As someone with a love for marketing it was fascinating to see such clear patterns emerging, despite the unique nature and varying budgets of many of the campaigns and a few very exciting changes emerging over recent years”.

All Euro Effie winners reflected at least one of the four key success factors, however it was very rare for any of them to reflect all four. Imagine what brands could achieve if they did?

The Euro Effie Report is intended to serve as a guide and an inspiration to future generations of Euro Effie hopefuls and to raise awareness of the symbiotic relationship between creativity and effectiveness.

The Kantar Millward Brown Euro Effie Report can be accessed [here](#).

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*Notes to Editors*

**About the Euro Effie Awards**

Introduced in 1996 to reward advertising that builds brands across borders, the [Euro Effies](#) were the first pan-European marketing communications awards to be judged on the basis of effectiveness. Effie® and EURO Effie® are registered trademarks of Effie Worldwide, Inc. and are under license to EACA. All rights reserved. Find us on [Facebook](#).

**About EACA**

The European Association of Communications Agencies (EACA) is a Brussels-based organisation which represents full-service advertising and media agencies and agency associations in Europe. EACA aims to promote honest, effective advertising, high professional standards, and awareness of the contribution of advertising in a free market economy and to encourage close co-operation between agencies, advertisers and media in European advertising bodies. For more information, visit [www.eaca.eu](http://www.eaca.eu). Connect with us on [Twitter](#), [Facebook](#) & [LinkedIn](#).

**About Kantar Millward Brown**

Kantar Millward Brown is a leading global agency specialising in advertising effectiveness, strategic communication, media and brand equity research. The company helps clients grow great brands through comprehensive research-based qualitative and quantitative solutions. Kantar Millward Brown operates in more than 55 countries and is part of WPP's Kantar, one of the world's leading data, insight and consultancy companies. Learn more at [www.millwardbrown.com](http://www.millwardbrown.com).