



43 Finalists Shortlisted for the Euro Effie Awards 2016

Brussels, 21 June 2016: 43 campaigns have been selected by the first round jury to go through to the second and final round of the EACA Euro Effie Awards 2016, the gold standard in commercial communications effectiveness. The Euro Effies are celebrating their 20th anniversary this year and hit an all-time record of entries, up 30% from the previous year.

The finalists come from a range of agencies from Denmark, France, Germany, Ireland, Romania, Slovakia, Spain, Ukraine and the United Kingdom. *Click [here](#) to see the finalists.*

Chaired by Dan Burdett, Global Brand Vice President Snickers at Mars, the second round jury will meet on 30 June to review the shortlisted campaigns. Based on the evidence of results (80%) and creative work (20%), the jury will then decide on this year's Euro Effie Awards winners. The second round jury will bring together a closed group of industry senior executives from 11 countries. Among the jurors are Jay Rhee, European CEO of Innocean Worldwide Europe, Harjot Singh, EVP Regional Strategy Director Europe at McCann Worldgroup EMEA, and Volker Sydow, Global Category Director for Sexual Wellbeing at Reckitt Benckiser. The full list of round 2 jurors can be found [here](#).

The winners of this year's competition will be announced on the evening of **18 October 2016** at the Awards Gala at Cercle de Lorraine, Brussels. The registrations for the Gala will open mid-July on the official Euro Effies website www.euro-effie.com. All winners will be published on the same website on 19 October 2016.

The Euro Effies are organised by the [European Association of Communications Agencies \(EACA\)](#) in partnership with Euronews and with the support of Google, The European Publishers' Council, WARC, AdForum, Procter & Gamble, Nielsen, creativebrief, FEPE International, Viva Xpress Logistics & Bacardi-Martini.

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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 advertising 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. Learn more about EFFIE at www.effie.org.



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