



## **EACA EURO EFFIES 2016 JURY ANNOUNCED**

*Brussels, 25 May 2016:* The jury for the 2016 Euro Effie Awards has been announced by organizer EACA, the European Association of Communications Agencies. Chaired by Dan Burdett, Global Brand Vice President Snickers at Mars, the first round judges will deliberate from 25 May to 15 June to select the finalists for the second round on 30 June.

The Euro Effies is an annual competition which rewards the most effective multi-national commercial communications campaigns in Europe and celebrates its 20<sup>th</sup> anniversary this year, which has seen a record number of entries with a 30 percent increase compared to last year.

Judges look at a wide range of qualities in each campaign to determine whether it will advance to the second round and ultimately win an award. These qualities are summarized into four categories: Strategic Challenge, Creative Strategy, Bringing the Idea to Life and Effectiveness.

Among the industry professionals from 20 European countries making up the first round jury and bringing their experience, knowledge and expertise to the selection of finalist campaigns are Annemie Goegebuer, Strategy Director at Publicis, Tomas Nadr, Digital Brand Director at Havas Worldwide Prague, Nicolas Kayser, Insight & Research Director at Innocean Worldwide Europe and Laura Fantoni, Senior Brand Manager at Mondelez. The full round 1 jury can be found [here](#).

“I’ve been lucky enough to work on some great brands and know just how it feels to compete for, and occasionally win, an Effie so I’m humbled to



Chair what is one of the most prestigious Marketing Communications Effectiveness awards in the world”, said Jury chair Dan Burdett.

The Euro Effies are organised by the European Association of Communications Agencies (EACA) in partnership with Euronews with the support of Google, Millward Brown, The European Publishers’ Council, WARC, Adforum.com, Procter & Gamble, Nielsen, Bacardi-Martini, creativebrief & Viva Xpress Logistics.

- ends -

**For further information, please contact:**

Nathalie Shammah  
Finance & Events Manager  
Tel: + 32 2 740 0712  
E-mail: [nathalie.shammah@eaca.eu](mailto:nathalie.shammah@eaca.eu)

Kasia Gluszak  
Communications & Events Officer  
Tel: + 32 2 740 0714  
E-mail: [kasia.gluszak@eaca.eu](mailto:kasia.gluszak@eaca.eu)

---

**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. For more information visit [www.euro-effie.com](http://www.euro-effie.com). Follow Euro Effies on [Facebook](#). Twitter #euroeffies20th

***About EACA***

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 promotes honest, effective advertising, high professional standards, and awareness of the contribution of advertising in a free market economy and encourages close co-operation between agencies, advertisers and media in European advertising bodies. For more information, click [here](#). Find us on [Facebook](#), [Twitter](#) & [LinkedIn](#).

