

Euro Effies Call for Entries opens

Brussels, 9 January 2017: The Euro Effie Awards, the gold standard in marketing communications effectiveness since 1996, have announced the call for entries for the 2017 competition. The awards are open to all agencies (whether members of EACA or not) for campaigns which ran in two or more European markets in 2016. To be considered for a Euro Effie, campaigns must prove beyond reasonable doubt that the choice and use of marketing communications were key to the campaign's success.

For 2017 two new speciality categories have been introduced, Branded Content and Carpe Diem, to keep the awards relevant to the evolving marketing communications landscape. A full list of categories and category definitions are available on euro-effie.com.

In addition, the Positive Change Effie Awards, a multinational programme run in collaboration with the World Economic Forum to recognise corporate contributions to social & environmental issues, will be offered as part of the Euro Effie programme for the first time.

Judging takes place in two rounds. Round 1 is conducted solely online and takes into consideration the effectiveness based on strategy, target market insights, choice and use of marketing communications and results. Round 2 takes place over one day in Brussels, during which the Jury meets to evaluate the finalists' cases, including the creative material.

A special award sponsored by FEPE International will be awarded under the title 'Best Out-of-Home Media' to recognise outstanding and creative use of Out-of-Home.

The final closing date for entries is 3 pm (15h00 CET) on Wednesday, 24 May 2017. Winners will be officially announced at the Awards Gala in Brussels on 17 October 2017 and on the Euro Effies website www.euro-effie.com the following day.

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

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For further information, please contact:

Nathalie Shammah
Finance & Events Manager
T: +32 2 740 07 12
F: +32 2 740 07 17
E: nathalie.shammah@eaca.eu
W: www.eaca.eu

Kasia Gluszak
Communications & Events Officer
T: +32 2 740 07 14
F: +32 2 740 07 17
E: kasia.gluszak@eaca.eu
W: www.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 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. Connect with us on [Twitter](#), [Facebook](#) & [LinkedIn](#).

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