

## 45 Finalists Shortlisted for the Euro Effie Awards 2017

Brussels, 21 June 2017: 45 campaigns have been selected by the first round jury to go through to the second and final round of the EACA Euro Effie Awards 2017. The Euro Effies is an annual competition which rewards the most effective multi-national commercial communications campaigns in Europe and is the symbol of proven advertising effectiveness and a tribute to the client & agency partnership.

The finalists come from a range of agencies from Belgium, Czech Republic, Denmark, Finland, France, Germany, Israel, Netherlands, Poland, Slovakia, Spain, Sweden, Switzerland and the United Kingdom. Click here to see the [finalists](#).

Chaired by Alexander Schlaubitz, Vice President Marketing at Lufthansa, the second round jury will meet on 29 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 15 countries. Among the jurors are Giorgio Brenna, President at Leo Burnett Italia, Judith Azoulay, Director Brand Building Communication at P&G, Achim Rietze, Strategy Lead at ZOO EMEA (Google) and Nick Hirst, Head of Planning at adam&eveDDB. The full round 2 jury can be found [here](#).

The winners of this year's competition will be announced on the evening of 17 October 2017 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](http://www.euro-effie.com). All winners will be published on the same website on 18 October 2017.

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, creativebrief & Viva Xpress Logistics.

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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](#).

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