

What is the Effie's

Effie Europe has been honouring the most effective marketing ideas in Europe since 1996.

Our mission is to lead, inspire and champion the practice and practitioners of European marketing effectiveness. We stand for effectiveness in marketing, spotlighting ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness.

Why enter?

Don't miss this opportunity to make your successful national campaigns even bigger on the European stage. Enter now and showcase your excellence across Europe. Submit your best work to the Effie Awards to boost industry recognition, climb the prestigious Effie Index, elevate your agency's reputation and attract new business.

News for the 2024 programme

This year, Effie Europe has tailored the programme to better represent our ever-changing sector. Categories have been updated to reflect new opportunities and challenges in the industry, including the introduction of the AI category. Additionally, the Best of Europe Positive Change category has been split into Brand and Non-profit. A complete listing of this year's categories can be found [here](#).

Key Dates:

- **Entry Deadlines**
 - 31 July
 - 18 August
 - 31 August
 - 13 September (FINAL)
- **Jury Announcement:** 26 June
- **Judging Timeline**
 - Round 1: 20 Sep – 4 Oct
 - Round 2: 21 - 25 Oct
- **Finalists Announced:** October
- **Grand Jury & Awards Gala:** 11 December

Three Tracks to Enter:

- **Multi-market:** for campaigns running in two or more European countries. Best practice [Example](#)
- **Positive Change:** for single-country campaigns promoting the greater good. Best practice [Example](#)
- **Best of Europe:** for Gold/Grand Effie winners from 2023 national competitions. This track is also open to entries from countries without an Effie program. Best practice [Example](#)

Useful Resources:

- [Entry Kit](#)
- [Category definitions](#)
- [Eligible markets](#)
- [Effective Entry Guide](#) | Review additional guidance to help craft your entry, including tips from past jury members.
- [How to Submit](#) | Review this document if you need help navigating the online portal.
- [Case Studies](#) | Review the best case studies from past Effie Europe winners.