

EACA ANNOUNCES THE EURO EFFIES™ 2013 JURY



Brussels, 28 February 2013: EACA has announced the jury for the 2013 Euro Effie Awards, chaired by Georges-Edouard Dias, Head of Digital at L’Oreal. The first round of judging runs from 21 May to 14 June and decides which campaigns will go forward to the second round on 28 June.

Alessandro Panella, Managing Director at Grey Düsseldorf Worldwide, Benoît Tranzer, Managing Director at Millward Brown France, Daniel Mikkelsen, Marketing Editor at Berlingske Media and Willem-Albert Bol, Manager Media and Marcom Planning at Vodafone among others will judge on round 1. Round 2 jury members include Guillaume Pannaud, President at TBWA\PARIS, Sylvain Valeix, Managing Director, UM International at Universal McCann, Tony Quinn, Chief Strategy Director at Publicis London and Yves Vanlandeghem, CEO and Head of Strategy at Saatchi & Saatchi Brussels.

“I am thrilled to chair the Euro Effies this year, as digitalization of media practices is uncovering new lands of opportunities to bring back communication and advertising close to the heart of the people they serve: our customers. With such a great jury, we will strive to reward the campaigns that have made the difference in the customer mind and have proven effectiveness in generating numerous and repeated purchases, the only route for any brand to build the most successful and long lasting sales,” said Dias.

Both juries are comprised of industry professionals from all over Europe, each bringing experience, professionalism, knowledge and expertise to the Euro Effies. The full 2013 jury can be found on www.euro-effie.com.

The Euro Effies Call for Entries is open till 19 April and agencies can enter [here](#).



EUROPEAN ASSOCIATION OF
COMMUNICATIONS AGENCIES

Press release

The Euro Effies are organised by the European Association of Communications Agencies (EACA) in partnership with Euronews and with the support of The European Publishers' Council, Print Power Europe, TIME, Fortune, WARC, Adforum.com, Procter & Gamble, Nielsen, creativebrief & Viva Xpress Logistics.

The EFFIE award was created in 1968 by the New York AMA and is now celebrated in over 40 countries worldwide.

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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 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.