



EACA EURO EFFIES® 2014 CALL FOR ENTRIES OPENS
Geoff Seeley, Global Communications planning Director at
Unilever, to chair the Jury

Brussels, 10 December 2013: The EACA has launched the official Call for Entries for the Euro Effies 2014, the Gold Standard in Marketing Communications Effectiveness Awards.

The EACA Euro Effies 2014 are open to all agencies (whether members of EACA or not) for campaigns which ran in two or more European markets in 2013. 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.

This year's jury will be chaired by Geoff Seeley, Global Communications Planning Director at Unilever. 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. In Round 2 the creative element is also taken into consideration.

This year, two new categories have been added to the Euro Effies. Media Innovation will reward campaigns showcasing insight and creativity to change the way a particular media channel is consumed, while the Best Out-of-Home Media award, sponsored by [FEPE International](#), will recognise outstanding and creative use of Out-of-Home.

The closing date for entries is 3pm (15h00 CET) on Friday, 18 April 2014. Winners will be officially announced at the Awards Gala in Brussels on 17 September and on the Euro Effies website www.euro-effie.com on 18 September 2014.

The Euro Effies are organised by the [European Association of Communications Agencies \(EACA\)](http://www.euro-effie.com) in partnership with Euronews and with the support of The European Publishers' Council, TIME & Fortune magazines, WARC, Adforum, Procter & Gamble, Nielsen, creativebrief, FEPE International & Viva Xpress Logistics.

- ends -

For further information, please contact:

Marianna Tzaerli
Communications & Events Assistant
Tel: + 32 2 740 0714
E-mail: marianna.tzaerli@eaca.be

Nathalie Shammah
Communications & Events Manager
Tel: + 32 2 740 0712
E-mail: nathalie.shammah@eaca.be

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. Follow Euro Effies on [Facebook](https://www.facebook.com/euroeffie).

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](http://www.euro-effie.com). Find us on [Facebook](https://www.facebook.com/euroeffie), [Twitter](https://twitter.com/euroeffie) & [LinkedIn](https://www.linkedin.com/company/euro-effie).