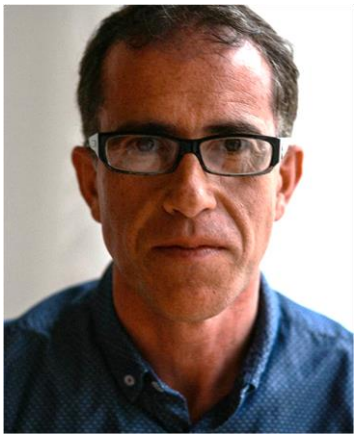
**Press Release**
**Immediate Release**

# EACA EURO EFFIES 2015 JURY ANNOUNCED

*Brussels, 20 May 2015:* The EACA has announced the Euro Effie Awards 2015 jury which will be chaired by Josep Hernandez, Senior Communications Director at Mondelez International. The first round of judging runs from 27 May to 11 June and decides which campaigns will go forward to the second round on 30 June.

Usha Raghavachari, Head of Marketing Communications at Ford Europe, Michael Himmer, New Business Director at Group M, Lars Samuelsen, Chief Strategy Officer at Grey Denmark and Valérie Chebassier, Marketing, Communications & Digital Director at San Marian among others will judge on round 1.

Round 2 jury members include Andrew Hammett, Global Head of Brand & Communications at Procter & Gamble, Andy Johnson, Vice President & Global Business Leader at GlaxoSmithKline, Suzanne Assaf, Global Creative Lead at IBM and Usama Al-Qassab, VP Product Marketing at Sony Computer Entertainment Europe.



"I am delighted to be part of one of the most prestigious awards competitions in the industry – which also happens to be my favourite one from an advertiser's perspective – and to chair such an experienced and diverse jury. I look forward to selecting this year's most effective work and rewarding the agencies and the clients that have worked so hard to bring them to life", said Josep Hernandez.

European Association of Communications Agencies
152 Bld. Brand Whitlock
1200 Brussels, BELGIUM

Both juries are comprised of industry professionals, both from the agency and client side from all over Europe, each bringing experience, professionalism, knowledge and expertise to the Euro Effies.

The Euro Effies Call for Entries is open till 15 May and agencies can enter here.

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

- ends

European Association of Communications Agencies
152 Bld. Brand Whitlock
1200 Brussels, BELGIUM

**For further information, please contact:**

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

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

### *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. Find us on Facebook, Twitter & LinkedIn.