



**Euro Effie Awards opens Call for Entries**  
**Guillaume Conteville, Head of Marketing Western Continental Europe Division at Mastercard, to Chair the Jury**



*Brussels, 10 December 2014:* The EACA has launched the official Call for Entries for the Euro Effies 2015, the Gold Standard in Marketing Communications Effectiveness Awards.

The EACA Euro Effies 2015 are open to all agencies (whether members of EACA or not) for campaigns which ran in two or more European markets in 2014. 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 [Guillaume Conteville](#), Head of Marketing Western Continental Europe Division at Mastercard. 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. David vs. Goliath will reward campaigns that showcased how small brands took on "sleeping giants", while the Brand Experience category will recognise campaigns that created a brand experience beyond traditional advertising.

A new special award sponsored by [FEPE International](#) will be awarded under the title 'Best Out-of-Home Media' which will recognise outstanding and creative use of Out-of-Home.

The closing date for entries is 3pm (15h00 CET) on Wednesday, 15 April 2015. Winners will be officially announced at the Awards Gala in Brussels later on in the year and on the Euro Effies website [www.euro-effie.com](http://www.euro-effie.com).

The Euro Effies are organised by the [European Association of Communications Agencies \(EACA\)](http://www.eaca.eu) in partnership with Euronews and with the support of The European Publishers' Council, WARC, Adforum, Procter & Gamble, Nielsen, creativebrief, FEPE International & 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 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](http://www.euro-effie.com). Follow Euro Effies on [Facebook](https://www.facebook.com/euroeffies). 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](#).