



## 38 Finalists Shortlisted for the Euro Effie Awards 2015

*Brussels, 17 June 2015:* The first round jury have selected 38 campaigns out of a record number of entries to go through to the second and final round of the EACA Euro Effie Awards 2015, the gold standard in commercial communications effectiveness.

The finalists come from 23 agencies across 9 countries. The United Kingdom is at the top of the list with 14 finalist campaigns, followed by Germany and France with 9 and 4 campaigns respectively. Other selected campaigns come from Denmark, Italy, Slovenia, Spain, Sweden and Switzerland. Click [here](#) to see the finalists.

Chaired by Josep Hernandez, Senior Director of Communications Planning at Mondelez International, the second round jury will meet on 30 June in Brussels to review the shortlisted campaigns. Based on the evidence of results (80%) and creative work (20%), the jury will then decide on this year's Euro Effie Awards winners. In addition, the jurors will decide if a campaign impressed them unanimously in order to become the Grand Prix.

The winners of this year's competition will be announced on the evening of **Tuesday 20 October 2015** at the Awards Gala at Cercle de Lorraine, Brussels. The registrations for the Gala will open mid-July on the official Euro Effies website [www.euro-effie.com](http://www.euro-effie.com). All winners will be published on the same website on 21 October 2015.

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, WARC, AdForum, Procter & Gamble, Nielsen, creativebrief, FEPE International, Viva Xpress Logistics & Bacardi-Martini.

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**Notes to Editors**

***About the Euro Effie Awards***

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