

EFFIE AWARDS EUROPE 2019 JURY ANNOUNCED

Brussels, 7 May 2019: The jury for the 2019 edition of the Effie Awards Europe has been announced by organiser EACA, the European Association of Communications Agencies.

Effie is a global forum that exists to lead, inspire and champion both the practice and practitioners of marketing effectiveness. The awards are open to all agencies and brands that want to be recognised for their most effective marketing efforts that made a difference and achieved real, measurable results.

This year's jury, for the first time in the history of the European programme, is co-chaired by a client and an agency leader: Bastien Schupp, Vice President, Global Brand Strategy and Marketing Communication at Groupe Renault and Harjot Singh, Chief Strategy Officer at McCann Worldwide.

"While most of us push to get the most creative campaigns out there, the only thing that really counts is their effectiveness. I am honoured to chair the jury of this prestigious award and look forward to reviewing powerful cases with my fellow marketers!", said Bastien Schupp.

Harjot Singh commented: "Effectiveness is the only measure of the value of our work. As the landscape of our industry changes and broadens the discourse on effectiveness must keep pace. It must be dynamic. The Effies are the most definitive, credible and recognized standard of the most compelling effectiveness stories for our industry. The new changes to the Effie program and the new categories that have been introduced as a result are all very exciting and timely. They have been made possible by the relentless hard work and deliberation from all members of the steering committee and I am very excited to see it all come to life in 2019."

Judges look at a wide range of qualities in each campaign to determine whether it will advance to the second round and ultimately win an award. These qualities are summarised into four categories: Strategic Challenge, Creative Strategy, Bringing the Idea to Life and Effectiveness.

The **first round jury** is composed of almost 50 industry professionals from 20 European countries and will select this year's finalists. The second round jury will bring together almost 40 senior industry executives from 17 countries and will determine 2019's winners. The full **round 2 jury can be found [here](#)**.

The Effie Awards Europe are organised by the European Association of Communications Agencies (EACA) in partnership with Facebook, Google, Procter & Gamble, The European Publishers' Council, WARC, Adforum.com, Nielsen, creativebrief & Viva Xpress Logistics.

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For further information, please contact Kasia Gluszak, Communications & Events Manager at kasia.gluszak@eaca.eu.

Notes to Editors

About the Effie Awards Europe

Introduced in 1996, the [Effie Awards Europe](#) were the first pan-European marketing communications awards to be judged on the basis of effectiveness. Effie leads, inspires and champions the practice and practitioners of marketing effectiveness through education, awards, ever-evolving initiatives and first-class insights into marketing strategies that produce results. Effie recognises the most effective brands, marketers and agencies in Europe and is considered as global symbol of achievement, while serving as a resource to steer the future of marketing success. EFFIE® and EFFIE EUROPE® are registered trademarks of Effie Worldwide, Inc. and are under license to EACA. All rights reserved. Find us on [Twitter](#) and [Facebook](#).

About EACA

The European Association of Communications Agencies (EACA) represents more than 2 500 communications agencies and agency associations from nearly 30 European countries that directly employ more than 120 000 people. EACA members include advertising, media, digital, branding and PR agencies. 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. EACA works closely with EU institutions to ensure freedom to advertise responsibly and creatively. For more information, visit www.eaca.eu. Connect with us on [Twitter](#), [Facebook](#) & [LinkedIn](#).

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