

## Effie Awards Europe Call for Entries Opens

Brussels, 9 May 2022: The Effie Awards Europe have announced the call for entries for the 2022 competition. 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.

In this year's competition, Effie Europe has introduced new multi-market categories to better represent the marketing and business challenges that teams have overcome this year. They include a category for Electronics, Gaming & E-Sports; Health & Wellness and Social Media. The Brand re-vitalisation category has been renamed to Renaissance. Within the competition, teams can enter into three different tracks:

- **Multi-market:** for campaigns that run in two or more European countries.
- **Positive Change:** for campaigns that run in one country and are promoting the greater good.
- **Best of Europe:** for campaigns that won Gold/Grand Effie in a 2021 national Effie competition. This track accepts entries from countries without an Effie programme as well. These entries will go through an additional judging round.

Judging takes place in two rounds in October and November. This year's jury is co-chaired by a client and an agency leader: Magdalena Kosińska, Marketing Director CEER at Philips Domestic Appliances and Carmen Fernández de Alarcón, CEO of Havas Spain. More information on eligibility, fees and deadlines can be found on: [www.effie-europe.com/call-for-entries/](http://www.effie-europe.com/call-for-entries/).

*Magdalena Kosińska, Marketing Director CEER at Philips Domestic Appliances, said: "I am very honored and proud to have been nominated for co-chair of Effie Europe 2022, representing Philips Domestic Appliances CEER. Effie® is a unique award that promotes discipline of thinking, creativity/smartness of solutions, flexibility in acting and courage to question status quo – so everything that underlies what we now call marketing and business effectiveness. It is an award that unites all marketers – those on clients' and those on agencies' side. I am really looking forward to meet such a great jury group and discuss best strategies and campaigns of the past months."*

*Carmen Fernández de Alarcón, CEO of Havas Spain, added: "I am honoured to have been selected to be co-chair of this year's Effie Awards Europe. It is a great privilege to be able to meet and work with such a talented group of colleagues from our industry and to discuss the smartest creative ideas and the most innovative and effective strategies."*

The final closing date is on 12 September. Winners will be officially announced at the online Awards Gala on 30 November.

The Effie Europe is organised by the European Association of Communications Agencies (EACA) in partnership with Procter & Gamble, The European Publishers' Council, The European Interactive Digital Advertising Alliance (EDAA), Adforum.com & Viva Xpress Logistics.

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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](http://www.eaca.eu). Connect with us on [Twitter](#), [Facebook](#) & [LinkedIn](#).

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