

Harrison Steinhart from DDB Paris and Iva Bennefeld from Mondelez International, to Co-Chair the Effie Awards Europe 2024

Brussels, 12 March 2024: Harrison Steinhart, Global Strategy Director at DDB Paris and Iva Bennefeld, Vice President Marketing Central Europe at Mondelez International will co-chair this year's Effie Awards Europe.

Since 2019, the Effie Europe Jury is co-chaired by a client and an agency leader. This collaborative approach aims to uphold the highest standards of excellence in marketing effectiveness, ensuring diverse perspectives and insights are incorporated into the judging process, reflecting both the advertiser and agency sides of the industry.

Harrison is Global Strategy Director at DDB Paris where he partners with global brands to define and shape their role in the world in ways that build tangible business value. His career has taken him from his home in Australia to London, Amsterdam and now Paris where he's had the opportunity to work in world-class agencies with some of the world's best companies including Mars, Mastercard, eBay, Pernod Ricard, Honda & Volvo.

"The Effie Awards are such an important moment to reflect on, learn from and celebrate the best and most impactful marketing and advertising campaigns. They offer a behind-the-scenes insight into what really matters – original thinking and creativity that builds tangible brand and business value. I'm honoured to co-chair the Effie Awards Europe jury this year and can't wait to get stuck into all the entries." said Harrison.

As VP Marketing for Mondelez Central Europe, Iva leads the Marketing function across 22 markets, working with a diverse and passionate team, defining the portfolio & brand strategy across Chocolate, Bakery and Meals and bringing it to life to drive sustainable growth short and long term. Across her career she has built extensive expertise in strategy, brand & business development in local and regional roles working for companies like Red Bull, Coca-Cola and Johnson& Johnson – shaping and connecting brands with consumers, shoppers & customers.

"The Effie Awards are the hard currency when it comes to assessing impact and effectiveness of marketing and creative work! It champions the art of connecting with consumers effectively and translating powerful creativity into tangible brand value. I am thrilled and honoured to co-chair this year's Effie Awards Europe and look very much forward to immerse into the world of creativity, inspiration, and bold ideas – and acknowledge and celebrate the very best! Can't wait to get exposed, learn and connect with all the great talents!" shared Iva.

The Awards open for entries on 5 June. The full jury line up will be announced at the end of June. The key dates are available at www.effie-europe.com.

The Effie Awards Europe are organised by the European Association of Communications Agencies (EACA) in partnership with Google and Kantar.

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For further information, please contact Francesco Bottegal, Project Officer at francesco.bottegal@eaca.eu.

Notes to Editors

About 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](#), [LinkedIn](#) and [Facebook](#).

About EACA

EACA is the voice of Europe's communication agencies and associations, promoting the economic and social contribution of commercial communications to society. EACA monitors and engages in relevant policy debates supporting evidence-based and proportionate regulation, forms industry coalitions, and promotes and participates in the development of industry standards. EACA's members comprise advertising, media, digital, branding and PR agencies as well as their national associations – together they represent more than 2,500 organisations from nearly 30 European countries that directly employ over 120,000 people. For more information, visit www.eaca.eu.

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