

Sandra Onofri, Věra Šídlová and Vincent Garel join the Effie Europe Steering Committee

Brussels, 4 March 2024: Effie Awards Europe is thrilled to announce the addition of three esteemed marketing experts to its Steering Committee. Věra Šídlová from Kantar, Sandra Onofri representing Havas Germany, and Vincent Garel of TBWA\Group France, bring with them a wealth of experience and a commitment to advancing excellence in marketing effectiveness across the continent.

As part of the Effie Awards Europe Steering Committee, Věra Šídlová, Sandra Onofri, and Vincent Garel will play key roles in shaping the strategic direction and vision of Effie Awards Europe by providing guidance across all program areas, such as the call for entry, learning initiatives, awards gala, categories and more.

Věra Šídlová, currently serving as Global Creative Thought Leadership Director at Kantar, brings a deep understanding of market research and consumer insights to the committee. As part of Effie Europe partnership with Kantar, Vera led the project that brought to life the research piece *The Secrets Behind Ideas That Work*, presenting critical insight into the key factors contributing to the success of award-winning advertising.

"I am honored to join the Effie Awards Europe Steering Committee. I have long been a fan of the Effies and thoroughly enjoyed being a part of the jury on different occasions. It never ceases to amaze me how creativity can tackle the toughest of challenges. Effies celebrate creativity that delivers and allows us all to get a peek into the thinking and discipline behind it."

Sandra Onofri, Chief Strategy Officer at Havas Germany, brings a wealth of expertise in creative strategy and brand development. Due to her multiyear experience as a judge, she possesses a unique and valuable perspective that can aid us in enhancing our program further.

"Participating in the Effie competition is the ultimate challenge for every Strategist and winning an Effie a great moment of pride. To be the best in class amongst local competitors is already thrilling, but then the Euro Effie excels that. Here your work is judged by the most senior European marketing experts, looking for fundamental consumer truths, creativity, and convincing success stories. I am delighted and honoured to be selected into the Euro Effie Steering Committee and look forward to contributing to this outstanding award. "

Vincent Garel, Executive Vice-President at TBWA\Group France, is recognized for his innovative approaches to advertising and brand communication. He brings in extensive knowledge and valuable insider understanding after serving as the Jury Co-Chair at the Effie Awards Europe 2021 edition.

" I am thrilled and honored to join the Effie Europe Steering Committee. The way our industry defines and rewards its standards of excellence is of paramount importance in making sure that the value we create and the impact we have always remain current, relevant and positive. By aiming ever higher, the Euro Effies set an example and point the way to the best of what marketing and communications can do, year after year. It's tremendously exciting to be invited to contribute to this mission"

The Awards open for entries on 5 June, with the final deadline to submit work on 13 September.

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