

2024 Effie Awards Europe Open for Entries Introducing AI Category

Brussels, 5 June 2024: The Effie Awards Europe have officially opened entries for the 2024 competition, **now featuring an exciting new category for Artificial Intelligence (AI)**. The competition runs from 5 June until 13 September, with the first deadline on 31 July. Winners will be announced and celebrated at Effie Day in Brussels on 11 December.

Effie is a global forum dedicated to leading, inspiring, and advocating for the practice and practitioners of marketing effectiveness. Open to all agencies and brands, the Effie Awards recognise marketing efforts that have made a significant impact and achieved tangible, measurable results.

This year, Effie Europe has tailored the programme to better represent our ever-changing sector. Categories have been updated to reflect new opportunities and challenges in the industry, including the introduction of the AI category. Additionally, the Best of Europe Positive Change category has been split into Brand and Non-profit. A complete listing of this year's categories can be found [here](#).

Teams can enter three different tracks:

- **Multi-market:** for campaigns that run in two or more European countries.
- **Positive Change:** for campaigns that run in a single country and promote the greater good.
- **Best of Europe:** for campaigns that won Gold/Grand Effie in a 2023 national Effie competition. Teams can enter this track if there is no national Effie programme in their countries.

Judging will take place in two rounds in September and October. This year's Effie Awards Europe will be co-chaired by Harrison Steinhart, Global Strategy Director at DDB Paris, and Iva Bennefeld-Stepanic, Vice President Marketing Central Europe | International at Mondelez.

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

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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 [LinkedIn](#).

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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