

Effie Awards Europe 2025 Jury Announced

Brussels, 28 May 2025: The European Association of Communications Agencies (EACA) and Effie Awards Europe are proud to unveil the distinguished marketing leaders who will serve on the jury for the 2025 Effie Season. Recognised across the industry for their expertise, these jurors will have the important task of selecting the most effective and impactful marketing campaigns in Europe.

[Check out the full jury list & profiles](#)

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.

Barbara Sala, Europe Senior Connections Director at Coca-Cola, and **Sven Huberts, President of Global Experience & Innovation at Dentsu**, will co-chair the 2025 Effie Awards Europe Jury.

“Co-chairing the Effie Europe jury, I am looking forward to collaborating with some of the most distinguished minds in the industry. I expect a rigorous yet enriching process where technical expertise, precision, and diverse perspectives come together to celebrate and reward the most impactful communication campaigns in Europe. It’s a unique opportunity to uphold the high standards of the Effie Awards and contribute to the evolution of excellence in marketing,” said Barbara.

Sven added: *“The Effie Awards have long been a powerful beacon for our industry’s ability to drive and demonstrate commercial effectiveness. I look forward to immersing myself in the most inspiring work and celebrating the ideas that set new benchmarks for marketing success.”*

The Effie Awards Europe jury, gathering over **200 industry professionals from 25 European countries**, will evaluate entries based on four key attributes: Challenge, Context & Objectives; Insights & Strategic Idea, Bringing the Strategy & Idea to Life, and Results. The Call for Entries opens on 4 June.

Key Judging Dates:

- **Multi-market & Positive Change:** First-round online judging from 26 September to 5 October. Final round virtual jury sessions on 21-28 October.
- **Best of Europe:** First-round online judging from 26 September to 5 October. Final round virtual jury sessions on 21-28 October.
- **Grand Effie Jury:** Meeting on 10 December in Brussels to select the year's most effective and impactful work.

The winners will be announced during the Effie Europe Awards Gala on 10 December in Brussels. More information on the call for entries can be found [here](#).

The Effie Awards Europe are organised by the European Association of Communications Agencies (EACA) in partnership with Kantar as the Strategic Insights Partner, Google, ACT Responsible and the Ad Net Zero.

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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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