

Effie Awards Europe Reveals the 2025 Finalists

Brussels, 30 October 2025: The European Association of Communications Agencies (EACA) and Effie Awards Europe have announced the 2025 finalists. This year marks the most successful edition in Effie Europe's history, with entries once again highlighting the industry's evolving priorities. The Positive Change track drew a record number of entries - a clear sign of marketers' continuous commitment to purposeful, sustainable impact.

"Effie Awards Europe is not just about the awards that celebrate the very best of European marketing and advertising. Managing the effie programme is an ongoing commitment to our long-term strategy that promotes and upholds the culture and values of marketing and creative effectiveness," says Charley Stoney, CEO, EACA. *"Throughout the year, in showcasing winning effie cases, we demonstrate the impact of effective campaigns, providing the proof points that creative communications is a vital growth engine for business and the European economy."*

Among the **102 finalists**, 35 were shortlisted in the multi-market categories, 19 in the positive change effies and 48 in the Best of Europe track. The finalists come from a range of agencies from Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Israel, Italy, Latvia, Netherlands, Poland, Romania, Singapore, Slovakia, Spain, Sweden, Switzerland, Turkiye, Ukraine, and the United Kingdom. [Discover the finalists.](#)

Almost **250 industry professionals from 25 European countries contributed their time and insight to identify the most effective work** of the year. This year's jury was co-chaired by Barbara Sala, Global Sr Director Media Strategy at Coca-Cola, and Sven Huberts, President of Global Experience & Innovation at Dentsu. [Check out the Jury.](#)

The winners - Grand, Gold, Silver, and Bronze - will be announced at the **Effie Awards Gala on 10 December** in Brussels. The Effie Awards Gala is the highlight of Effie Day - a full-day celebration of creativity and effectiveness. The day opens with the ACT Responsible Care Awards, honouring campaigns that embody care for people and the planet, followed by the Effie Conference, featuring industry leaders from Diageo, Google, L'Oréal, Dentsu, Loop Earplugs, Kantar, and more. Through a series of inspiring talks and panels, participants will explore the superpowers behind effectiveness - from creativity and insights to transformation and media measurement. The evening Gala, **hosted by Méabh Mc Mahon, Chief Anchor at Euronews, with special guests Rob Mayhew and EU Commissioner Michael McGrath**, will bring together Europe's top agencies, brands, and partners to celebrate the continent's most effective ideas and raise a glass to the best year Effie Europe has ever had. [Check out the agenda and book your seats.](#)

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

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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 based on 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 [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 [LinkedIn](#).

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