

Effie Awards Europe launches Legends of Effectiveness to celebrate 30th anniversary

Special prize for one marketer and one agency leader with a track record in building a culture of effectiveness

Brussels, 15 April 2026 -- Effie Awards Europe is launching a new prize, the EACA Legends of Effectiveness, as part of the celebrations for Effie Europe's 30th anniversary.

This exclusive European prize – presented in partnership with Google and Kantar – will be awarded to two individuals, celebrating a marketer and an agency professional whose careers embody the power of effective marketing and whose influence has set new standards for the industry.

The ambition is to recognise the people who have devoted a significant portion of their career to the advertising and marketing industry, with a specific focus on building an effectiveness culture within their organisation. They should be widely respected and recognised by peers for their professional achievements, integrity, and contribution to the industry's advancement.

“Effective marketing has been our industry’s North Star ever since the Effie Awards Europe were launched back in 1996. This new award is designed to celebrate two people who have made a huge contribution to the power of advertising and maximised its impact. In 30 years of running the Effie Awards Europe, we have seen that some brands and some agencies are really set up to deliver effectiveness and we want to celebrate that impact with the whole industry,” said Charley Stoney, CEO of the European Association of Communications Agencies (EACA).

Entrants will be judged by a jury of their peers, including representatives from outside the region to provide an impartial assessment.

The jury for the CMO award will comprise:

- Caroline Howe, CEO, Ogilvy Health EMEA
- Charley Stoney, EACA (Moderator)
- Christian de la Villehuchet, Global Chief Integration and Client Officer, Havas & President, EACA
- Jane Ostler, EVP, Global Solutions Marketing and Thought Leadership, Kantar
- Michaelina Seekamp, Head of Creative Works DACH, Google
- Neal Davies, Chairman, TBWA\Ireland, ex CEO of Effie Worldwide

The jury for the agency leader award will feature:

- Aurora Straton, Creative Lead, Google
- Begonia Fafian, Global VP, Coca-Cola
- Charley Stoney, EACA (Moderator)
- Gonzalo Fuentes, CEO EMEA Insights, Kantar
- Justin Thomas-Copeland, CEO, 4As
- Warren Marengo Chase, In-house Agency Leader, Liberty Mutual

Jury members will be looking for a mix of Professional Excellence, Industry Impact, Service and Leadership, Community Engagement and Enduring Legacy.

A full entry form can be found [here](#).

Nominations close at the end of May, and the juries will review the nominations in June. A shortlist of three for each award will be announced in the Summer before the winners are revealed in the Autumn. Prizes will be presented on December 3 at the Effie Europe Awards Gala in Brussels.

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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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