

Effie Awards Europe Unveils 2026 Jury for Landmark 30th Anniversary

Brussels, 20 May 2026: Celebrating 30 years of marketing effectiveness, the European Association of Communications Agencies (EACA) and Effie Awards Europe are proud to unveil the distinguished jury for the 2026 competition. Bringing together leading voices from across the industry, the jury will rigorously evaluate the work that proves its effectiveness, sets new benchmarks, and reflects where marketing in Europe is heading. The winners will be revealed at the Awards Gala on 3 December in Brussels - an unmissable celebration of creativity, effectiveness, and enduring impact.

This year's Effie Awards Europe jury will be co-chaired by **Julien Barraux, Chief Creative Officer at The Magnum Ice Cream Company**, and **Miriam Plon Sauer, Global Chief Strategy Officer at AKQA**.

"Great marketing is about connecting with people in a meaningful, tangible way to create real business results. I'm looking forward to being part of the Effies and celebrating the work which proves effectiveness is the true currency of modern marketing," said **Julien Barraux**.

Miriam Plon Sauer added: "The best creative work in our industry does two things at once: it moves people and it moves business. The Effies celebrate the work that actually proves it, and I'm truly excited to co-chair the awards that celebrate exactly that."

The Effie Awards Europe jury will bring together almost 400 industry professionals from more than 30 countries across Europe and beyond. Drawing on their diverse expertise, entries will be evaluated against the Effie framework: Challenge, Context & Objectives; Insights & Strategy; Bringing the Strategy & Idea to Life; and Results.

The Call for Entries officially opens on 3 June, inviting the industry to submit the work that defines effectiveness today.

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

Key Judging Dates:

- **First Round:** online judging, 25 September – 4 October
- **Second Round:** virtual judging sessions, 19 – 27 October
- **Grand Effie Jury:** 3 December in Brussels to select the year's most effective and impactful work.

For more information on the call for entries, please visit effie-europe.com.

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

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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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