

The People Who Made Effectiveness Matter: McCann's Jamie Peate and LEGO's Claire Miller Win EACA Legends of Effectiveness Award

*Two industry leaders recognised for turning effectiveness from a measurement discipline into
a driver of creativity, strategy and business growth*

Brussels, 2 September 2026: The European Association of Communications Agencies (EACA) and Effie Awards Europe have named Jamie Peate, former Global Head of Effectiveness and Retail at McCann, and Claire Miller, Global Head of Strategy Planning at The LEGO Group, as the winners of the EACA Legends of Effectiveness Award.

The award, presented in partnership with Google and Kantar, was introduced to celebrate Effie Europe turning 30 this year and recognises a Marketer and an Agency Professional who make an outstanding contribution to advancing effectiveness in the marketing industry - not through a single campaign or accolade, but through the cultures, frameworks, and capabilities they have built to prove the value of creativity.

Following judging sessions held in June, the jury selected Jamie and Claire for their ability to connect creativity with measurable business impact and for their lasting influence on how organisations approach effectiveness.



Unlike most industry awards, this isn't about judging a single campaign. It recognises a lifetime of commercial impact, which makes it a far more personal-and-demanding-award to judge." says Charley Stoney, CEO, EACA.

The quality of the nominations was a reminder of the exceptional strategic and creative talent across our industry, and of the transformative value that effective marketing continues to create for brands and businesses. Yet despite this evidence, our profession remains consistently undervalued. Jamie and Claire are truly deserving Legends of Effectiveness. Throughout their careers they have demonstrated, with outstanding results, that creativity and strategic communications are not simply marketing disciplines-they are powerful drivers of business growth, competitive advantage and economic value.

Jamie Peate: making effectiveness central to creativity

The jury recognised Jamie as one of the advertising industry's most influential effectiveness leaders, highlighting his role in making effectiveness a defining part of McCann's culture. Over a career spanning strategy, insight and effectiveness leadership, Jamie consistently champions the idea that effectiveness is the true measure of the value of marketing communications. His work on Aldi became one of the industry's leading examples of long-term effectiveness thinking, helping transform the retailer from a challenger brand into a major force in UK grocery. During his 21 years leading strategy on Aldi, Jamie helped develop an effectiveness approach built around emotional creativity, rigorous measurement and continuous learning. A central contribution of Jamie's work is the effectiveness framework he developed around the "Four Os": Orientation, Objectives, Outputs and Outcomes. Despite retiring from McCann earlier this year, he continues to work as an effectiveness consultant for leading European brands and we look forward to seeing him return year after year to the Effie Awards Europe celebrations.



I am truly honoured and humbled to receive this inaugural 'Legends of Effectiveness Award', and do so on behalf of all the people who work in marketing communications and advertising, as part of agencies, clients or as freelancers and consultants, who strive make the work we produce together as creatively effective as it can be, so it delivers the very best results for profit, people and planet.

I would also like to thank Effie Europe (and the whole of the Effie organisation worldwide) for continuing to recognise and champion excellence in creative effectiveness and effectiveness thinking.” says Jamie Peate.

Claire Miller: embedding effectiveness into global brand building

Claire Miller has been recognised for bringing effectiveness discipline into the heart of strategy, creativity and decision-making at The LEGO Group. As Global Head of Strategy Planning, Claire has helped embed effectiveness across the organisation - from briefing and strategic planning through to measurement, evaluation and learning. The jury praised Claire’s ability to unite creative ambition with commercial accountability, ensuring effectiveness is treated not as a final reporting exercise but as a core part of how marketing decisions are made. Under her strategic leadership, The LEGO Group has delivered a period of significant growth, with effectiveness thinking supporting major global initiatives across campaigns, franchises and innovation.



I was truly surprised and deeply honoured to be recognised for this inaugural ‘Legends of Effectiveness Award’. Since my early days at BMP inspired by the legendary Les Binet, I have been driven to create strategies that deliver not only ambitious creative work, but to explicitly link the creative strategy and ideas to tangible, accountable business and marketing goals... we all want to make great work that also works hard. It has been a privilege to not only work with the best in advertising, but to be part of a team embedding this culture into a global brand who can now see the power of creativity in delivering not only increased effectiveness but also a proven increase in profitability.

A big part of my learning process has been my good fortune to work with Effie Europe and Global for many years now, not only as a Juror, but also Co-Chair and now on the Steerco. It has been a great forum to work with the very best people in the industry, to gain new learnings from all the submissions we get to judge and to have fierce and fun debates on what we mean by effectiveness in the ever-changing media landscape. Beyond awards, Effie also operates as a vital educational institution for the entire marketing industry. I would like to thank the Effie Organisation for their continued work in this arena and for allowing me to be a part of that.” says Claire Miller.

The EACA Legends of Effectiveness Award recognises individuals who continue to influence the industry through their work, leadership and contribution to the discipline.

Jamie and Claire represent two complementary sides of effectiveness leadership - building agency capability and embedding a culture of effectiveness within a global brand organisation. They will be celebrated at the Effie Europe Awards Gala in Brussels on 3 December 2026.

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For further information, please contact Kasia Gluszak, Head of Effie Europe at kasia.gluszak@eaca.eu.

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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