

The Shortlist Is In: Effie Awards Europe Reveals the 2026 Finalists

Brussels, 29 October 2026: Europe's most effective marketing ideas are on the shortlist. The European Association of Communications Agencies (EACA) and Effie Awards Europe have today revealed the finalists for the **special 30th anniversary edition**, following the **most successful edition** in the programme's history.

This year's shortlist celebrates the campaigns where bold creativity meets hard commercial results. It also signals where the industry is heading: the **Positive Change** and **Sustained Success** categories attracted the highest number of entries, reflecting marketers' growing commitment to purposeful impact and long-term brand building.

“Moderating the judging sessions for our Effie Awards Europe is like taking part in an effectiveness bootcamp - I love it!” says Charley Stoney, CEO, EACA. “I would like to express my enormous gratitude to the jury who, once again, have given us their time and lent their expertise to carefully consider every case entered. This year is even more special as the 30th Anniversary has certainly provided us with a bumper year of quality entries.”

Of the **132 finalists**, 70 are shortlisted in the **Best of Europe** track, 31 in the **multi-market categories**, and 31 in the **special categories** - including Positive Change Effies, Civic Engagement and Democracy, Health Effectiveness and Decades of Sustained Success. The finalists represent agencies from Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, the Netherlands, Poland, Portugal, Romania, Serbia, Singapore, Slovakia, Slovenia, Spain, Sweden, Türkiye, Ukraine and the United Kingdom. [Check out the shortlist.](#)

Almost **350 industry professionals from 33 countries** contributed their time and insight to identify the most effective work of the year. This year's jury was co-chaired by co-chaired by **Julien Barraux**, Chief Creative Officer at **The Magnum Ice Cream Company**, and **Miriam Plon Sauer**, Global Chief Strategy Officer at **AKQA**. [Discover the jury.](#)

The winners - Grand, Gold, Silver and Bronze - will be revealed at the **Effie Awards Gala on 3 December in Brussels**. The Gala is the highlight of **Effie Day**, a full-day celebration of creativity and effectiveness. The day opens with the Grand Effie Judging, followed by the Effie Conference, featuring leaders from PepsiCo, Google, Heineken, Le Pub, Škoda Auto, AMV BBDO, Kantar and more - plus special guest **Chris Froome**, four-time Tour de France winner, two-time Vuelta a España and Giro d'Italia champion, and two-time Olympic medallist.

In the evening, the Gala - hosted by News Presenter and Journalist, **Méabh Mc Mahon**, with special guest **Colm O'Regan**, comedian, radio broadcaster and best-selling author - will bring together Europe's top agencies, brands and partners to celebrate the continent's most effective ideas. [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 (Strategic Insights Partner), Google (Programme Partner), REBORRN (Content Partner), PepsiCo, 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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