



**2015 CALL FOR ENTRIES**

**ENTRY DEADLINES:** April 15 - May 15, 2015  
Learn more at [www.euro-effie.com](http://www.euro-effie.com)

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## 2015 Euro Effie Awards competition is now accepting entries

The 2015 [Euro Effie Awards](#) competition is now accepting entries.

Run by the [European Association of Communications Agencies \(EACA\)](#), the Euro Effies are open to any campaign that ran in two or more European markets in 2014.

"We had a record number of winners in last year's Euro Effies competition. This doesn't only mean the campaigns are better, it means people are getting better at writing their submissions," said **Dominic Lyle**, **Director General of the EACA**. "Knowing this makes me very happy to announce the 2015 Euro Effies' call for entries and I look forward to another year of fantastic work."

This year's jury will be chaired by Guillaume Conteville, Head of Marketing Western Continental Europe Division at Mastercard.

The 2015 competition introduces two new categories: **David vs. Goliath** and **Brand Experience**. David vs. Goliath will reward campaigns that showcased how small brands took on "sleeping giants," while the Brand Experience category will recognize campaigns that effectively created a unique brand experience that extended beyond traditional advertising.

The 2015 entry period closes on April 15, 2015, with a late deadline being offered through May 15, 2015. Winners will be awarded at a gala, held in Brussels, later in the year.

Learn more and enter at [www.euro-effie.com](http://www.euro-effie.com).

[Read about winners in the 2014 Euro Effie Awards competition.](#)

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## About Effie Worldwide

Championing the practice and practitioners of marketing effectiveness, Effie Worldwide spotlights marketing ideas that work and encourages thoughtful dialogue around the drivers of marketing effectiveness. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant insights into effective marketing strategy. The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with over 40 global, regional and national [programs](#) across Asia-Pacific, Europe, Latin America, Middle East/North Africa and North America. Effie initiatives include the [Effie Effectiveness Index](#), ranking the most effective companies and brands globally and the [Effie Case Database](#). For more details, visit [www.effie.org](http://www.effie.org). Follow [@effieawards](#) on Twitter for updates on Effie information, [programs](#) and [news](#).