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## Effie UK Announces 2021 Awards Finalists

**UNITED KINGDOM**, 9 September 2021 -- Effie UK has announced the 26 finalists that will be moving on to the final round of judging for its 2021 Effie Awards programme.

Finalists were determined by the Round One jury, comprised of senior marketing leaders from across the UK, spanning brands, agencies and media.

Juliet Haygarth, Managing Director of Effie UK commented, "This year's finalists deserve extra kudos as they represent those who successfully rode the turbulence of last year and crafted ideas that worked amidst the crisis. The diversity of brands who made it through to the final rounds has never been higher, from large financial services to start up and scale ups. It's clear that talent right across our industry rose to the challenge. That is a cause for optimism in itself."

[View the Effie UK Finalists here.](#)

Award levels — Grand, Gold, Silver and Bronze — will be announced during the **Ideas That Work: 2021 Effie UK Leadership Summit & Awards Celebration** on **7th October** from **3-5:30pm BST**. The celebration will showcase the best of our industry, alongside debates and discussions about what marketers need to know to drive effectiveness in the year ahead. Featured speakers include Omnicom Media Group's Dan Clays, Ipsos MORI's Eleanor Thornton-Firkin, and Jellyfish's Tom Roach, among others.

The event is free to attend, and registration is open: [register here](#)

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