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Effie Awards Europe 2022 Jury Announced

Brussels, 24 August 2022: The European Association of Communications Agencies (EACA) and Effie Awards Europe have announced the marketing leaders who will sit on the 2022 Effie Europe jury. Highly regarded across the broader industry, the judges will be tasked with Awarding Ideas that Work®.

Effie is a global forum that exists to lead, inspire and champion both the practice and practitioners of marketing effectiveness. The awards are open to all agencies and brands that want to be recognised for their most effective marketing efforts that made a difference and achieved real, measurable results.

This year's jury is co-chaired by a client and an agency leader: Magdalena Kosińska, Marketing Director for Central and Eastern Europe at Philips Domestic Appliances and Carmen Fernández de Alarcón, CEO of Havas Spain.

"I am very honoured and proud to have been nominated for co-chair of Effie Europe 2022, representing Philips Domestic Appliances CEER. Effie is a unique award that promotes discipline of thinking, creativity/smartness of solutions, flexibility in acting and courage to question status quo – so everything that underlines what we now call marketing and business effectiveness. It is an award that unites all marketers – those on clients' and those on agencies' side. I am really looking forward to meet such a great Jury group and discuss best strategies and campaigns of the past months", said Magdalena.

Carmen commented: "I am honoured to have been selected to be co-chair of this year's Effie Awards Europe, representing Havas globally. It is a great privilege to be able to meet and work with such a talented group of colleagues from our industry and to discuss the smartest creative ideas and the most innovative and effective strategies".

Judges look at a wide range of qualities in each campaign and evaluate entries based on proof that commercial communications depicted in the entry was key to the success of the campaign. These

qualities are summarised into four categories: Strategic Challenge, Creative Strategy, Bringing the Idea to Life and Effectiveness.

Over 100 industry professionals from 26 European countries will determine 2022's winners:

- the **Multi-market & Positive Change** first round judging takes place online between 3-14 October and will choose this year's finalists in these tracks. The final round Jury is split in two groups and will meet virtually on 2 & 3 November to determine the most effective multinational & greater good campaigns.
- the **Best of Europe** judging sessions are scheduled for 12 & 13 October. The jury, split in two groups, will meet in a virtual session sponsored by Google. Almost 30 jurors from across Europe, among them two Googlers Mark Howe, Managing Director, EMEA Advertising Industry Relations and Ant Hill, Head of Creative Works for Google UK&I, will review and debate the creativity and effectiveness of the best cases from national Effie competitions in Europe.

Mark Howe commented: "Google is thrilled to be partnering with Effie Awards Europe this year. The Effie Awards' mission, to lead, inspire and recognise best practice marketing has never been more relevant. Our industry is a key driver of economic growth and in such uncertain and challenging economic times, it's vital that we celebrate, reward and promote the most effective work in Europe."

- the **Grand Effie Jury** will meet on 14 November to select the most effective, impactful work of the year that will serve as a benchmark for the path forward.

The winners will be announced during the free-to-attend virtual Effie Europe Awards Celebration on 30 November. [Check out the full jury list & profiles.](#)

The Effie Awards Europe are organised by the European Association of Communications Agencies (EACA) in partnership with Google, The European Interactive Digital Advertising Alliance (EDAA), The European Publishers' Council, Adforum.com & Viva Xpress Logistics.

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About Effie Awards Europe

Introduced in 1996, the **Effie Awards Europe** were the first pan-European marketing communications awards to be judged on the basis of 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 [Twitter](#), [LinkedIn](#) and [Facebook](#).

About EACA

EACA is the voice of Europe's communication agencies and associations, promoting the economic and social contribution of commercial communications to society. EACA monitors and engages in relevant policy debates supporting evidence-based and proportionate regulation, forms industry coalitions, and promotes and participates in the development of industry standards. EACA's members comprise advertising, media, digital, branding and PR agencies as well as their national associations – together they represent more than 2,500 organisations from nearly 30 European countries that directly employ over 120,000 people. For more information, visit www.eaca.eu.