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## Ayesha Walawalkar, Chief Strategy Officer, MullenLowe Group UK to Co-Chair the Effie Awards Europe 2023

Brussels, 5 April 2023: Ayesha Walawalkar, Chief Strategy Officer, MullenLowe Group UK, will co-chair this year's Effie Awards Europe.

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.

Ayesha leads MullenLowe UK's integrated strategic planning capabilities, focusing on driving growth for both the agency and its clients through the applied skills and thinking of diverse creative and strategic minds. A native Briton, Ayesha has been leading strategy on some of the world's best-known brands for almost thirty years, both in the UK and EMEA, and also in markets as diverse as China, S.E Asia and Latin America.

"I am very excited and honoured to co-chair this year's Effie Awards Europe. Spending time with such talented and experienced colleagues discussing the best, most innovative and effective work from our industry is not just a privilege, it's a treat!," said Ayesha Walawalkar.

Since 2019, the Effie Europe Jury is co-chaired by a client and an agency leader. A client counterpart to accompany Ayesha will be announced soon.

The Awards open for entries on 8 May, with the final deadline to submit work on 22 September. The full jury line up will be announced in June and the judging sessions will take place in September and October. The marketing effectiveness and winners will be celebrated during the Effie Day on 5 December in Brussels, which will include the Grand Judging, Effie Effectiveness Forum and the Awards Gala.

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), Adforum.com & Viva Xpress Logistics.

### 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](http://www.eaca.eu).