



May 09, 2023 Europe

## 2023 Effie Awards Europe Open for Entries

*Brussels, 9 May 2023.* The Effie Awards Europe have announced the call for entries for the 2023 competition. 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.

In this year's competition, Effie Europe has introduced new categories to better represent the challenges that teams have overcome this year. They include a category for Government & Public Service and Seasonal/Current Events. Food & Beverage became a category on its own, with the rest of the FMCG unchanged. Full listing of this year's categories can be found here. Within the competition, teams can enter into three different tracks:

- Multi-market: for campaigns that run in two or more European countries.
- Positive Change: for campaigns that run in one country and are promoting the greater good.
- Best of Europe: for campaigns that won Gold/Grand Effie in a 2022 national Effie competition. This track accepts entries from countries without an Effie programme as well.

Judging takes place in two rounds in September and October. This year's jury is co-chaired by Ayesha Walawalkar, Chief Strategy Officer, Mullenlowe Group UK. A client counterpart to accompany Ayesha will be announced soon. More information on eligibility, fees and deadlines can be found on: [effie-europe.com/call-for-entries/](https://effie-europe.com/call-for-entries/).

"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.

The final closing date is 22 September. Winners will be announced & celebrated at Effie Day in Brussels on 5 December. The Effie Day celebrations 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), ACT Responsible, Adforum.com & Viva Xpress Logistics.

### About the 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](#) and [Facebook](#).

### 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](http://www.eaca.eu). Connect with us on [Twitter](#), [Facebook](#) & [LinkedIn](#).

#EffieEurope

@EffieEurope