



effie Awards Europe

Oct 25, 2023 Europe

Effie Awards Europe Announces 2023 Finalists

Shortlist Dominated by Brands Creating Positive Change

BRUSSELS, October 25, 2023 -- The Effies and the European Association of Communications Agencies have announced the finalists for its 2023 Effie Awards Europe competition. This year, the Positive Change categories garnered the highest number of shortlisted entries, with brands being acknowledged for their commitment to promoting social and environmental good.

Among the finalists, 40 were shortlisted in the general competition and 42 in the Best of Europe track. The finalists come from a range of agencies from Belgium, Croatia, Czech Republic, Denmark, France, Germany, Iceland, Israel, Italy, Latvia, Poland, Romania, Slovakia, Slovenia, Spain, Sweden, The Netherlands, Türkiye, Ukraine, and the United Kingdom. [Discover the finalists](#).

Over 140 industry professionals from more than 20 European countries contributed their time and insight to identify the most effective work of the year. This year's jury is co-chaired by Ayesha Walawalkar, Chief Strategy Officer, Mullenlowe Group UK, and Catherine Spindler, Deputy CEO of LACOSTE. [Meet the Jury](#). The award levels — Grand, Gold, Silver, and Bronze — will be announced at the Effie Awards Gala on 5 December in Brussels.

The Effie Awards Gala is part of the Effie Day to celebrate ideas that work. During the day, participants will have the opportunity to learn more about creative effectiveness and dive deep into the makings of outstanding cases during the Effie Effectiveness Forum. The Gala will be dedicated not only to celebrating

the Awards but also to enjoying an evening of networking, team spirit, and honouring effectiveness in all its forms. [Check out the agenda and book your seats.](#)

The Effie Awards Europe are organised by the European Association of Communications Agencies (EACA) in partnership with Kantar as the Strategic Insights Partner, Google, The European Interactive Digital Advertising Alliance (EDAA), ACT Responsible, Adforum.com, OneTec&Eventattitude, and The Hoxton Hotel.

About the Effie Awards Europe

Introduced in 1996, the [Effie Awards Europe](#) were the first pan-European marketing communications awards to be judged based on 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

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. Connect with us on [Twitter](#), [Facebook](#) & [LinkedIn](#).

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