

**May 30, 2011**

**2011 Australian EFFIE Awards – Record entries received, significantly up from last year**

- **The 2011 Australian EFFIE Awards have attracted a record 214 entries from agencies and clients, the highest number of entries to date**
- **Entries received from all States and all categories are highly contested**
- **Gala dinner to announce and celebrate the winners is confirmed for Thursday, 25<sup>th</sup> August**

This year's Effie awards saw 214 entries submitted, up 60 from last year's 154 entries.

"It's just terrific to see this leap in the number of entries especially given the fairly challenging trading environment" said the Chairman of The Australian Effie Awards, Matthew Melhuish. "Pleasingly all states are represented and there is a really good spread of entries across the different categories. The strong levels of support and year on year growth we've seen for the EFFIE awards proves that Australian clients and agencies are committed to a culture of effectiveness. They are proud and competitive and prepared to put their work up for intense scrutiny, all great attributes. These awards set the bar for excellence and accountability in marketing and really are the ones that everybody wants to win."

"Our judging team will have a lot of extra reading to do. They'll soon get to work shortlisting the entries that demonstrate the right mix of compelling story telling, great big ideas, excellence in strategic implementation and prove beyond a doubt that they delivered outstanding returns."

The entries, across 18 categories, will go through a first round of judging on Tuesday 31 May, with finalists announced on June 7, followed by a second round to decide the winners.

The EFFIE winners will be announced at a gala dinner in Sydney on Thursday the 25<sup>th</sup> August.

The EFFIES are jointly presented by The Communications Council and the Australian Association of National Advertisers (AANA) in association with Telstra.

Other sponsors and supporters include Millward Brown, Adstream, Advertising Standards Bureau, Bacardi, BBC, B&T, Commonwealth Bank, EYE, Healthcare Communications Council, OzTam, Pegasus Systems, SBS in Language, The Newspaper Works, The Digital Edge and Trapdoor Productions.

For further information about the Effie program visit [www.effies.com.au](http://www.effies.com.au)

**For further comment call**

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