

**For Immediate Release**

**1 February 2011**

### **2011 Australian EFFIE Awards Launched**

The EFFIES Call for Entry launched today at Sydney's Ottoman Cuisine in Walsh Bay, with the presentation of this year's 18 categories open for entry.

EFFIES Chairman Matthew Melhuish kicked off this year's Sydney chapter, welcoming guests, while Inese Kingsmill, Director Brand, Marketing Strategy & Planning at Telstra stressed the importance of effective advertising and Al Crawford, Executive Planning Director, Clemenger BBDO, shared insights on Effie winning campaigns.

"We've seen such a strong performance in 2010 in regards to the quality and quantity of entries that we hope to repeat, if not surpass this year," EFFIES Chairman Matthew Melhuish said. "We'll be looking at compelling stories, and results, as well as those entries that demonstrate what the EFFIES are about: illustrating the value of marketing communications in building the clients' business."

The 18 categories open for entry are: Retail/Etail, Food, Confectionary & Snacks, Beverages – Alcoholic & Non-Alcoholic, Other Consumer Goods, Healthcare, Financial Services, Other Services, One-to-One, Travel, Leisure & Media, Government, Corporate And Social Services, Return on Investment, Long Term Effects, Most Original Thinking, New Product or Service, Small Budget, Best State Campaign and Multicultural/Indigenous.

Further EFFIE launches are scheduled for Melbourne, on Thursday 3 February, Brisbane, 4 February, Perth Wednesday 16 February and Adelaide on Thursday 17 February 2011.

Entries Close on May 4, 2011. Round One of Judging will take place on Tuesday 31 May, with finalists announced on June 7. Round Two is set for 21 June.

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, B&T, Commonwealth Bank, EYE, Healthcare Communications Council, Open Up To Mail, 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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