

MEDIA RELEASE

For Immediate Release

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Effie Awards attracts record number of entries

- **The 2010 Australian Effie Awards have attracted 154 entries from agencies and clients, representing an 18% increase from 131 entries in 2009.**
- **With strong support from all States this reflects the deep commitment Australian agencies and clients have towards effective marketing communications that return strong measurable results.**
- **The gala dinner to announce and celebrate the winners is confirmed for Thursday, 26th August.**
- **The Awards are a joint presentation by The Communications Council and the Australian Association of National Advertisers (AANA) in association with Telstra.**

“Last year was the inaugural year for The Australian Effie Awards and we were very pleased with the 131 entries we attracted then. To have received 154 entries this year is just fantastic and a huge vote of confidence in the Effies,” said the Chairman of The Australian Effie Awards, Matthew Melhuish.

“It’s all part of building a positive culture of effectiveness in marketing and advertising communications in Australia. This is so important to get right and it is terrific to see clients and agencies responding in the way that they have. We’ve got a big job for the judges to do and the Awards presentation on Thursday 26th August is going to be a very exciting night”, he said.

The entries, across 17 categories, will now go through a first round of judging with finalists announced on June 1, followed by a second round to decide the winners.

The Effies has a blue chip line-up of sponsors and both the Communications Council and AANA acknowledge and thank all those companies that support these awards.

Those sponsors and supporters are – Telstra, Millward Brown, Adstream, Bacardi, B&T, Advertising Standards Bureau, Commonwealth Bank, EYE, Healthcare Communications Council, Open Up To Mail, OzTam, Pegasus Systems, Radio Network, SBS in Language, The Newspaper Works and Trapdoor Productions.

For further information about the Effie program visit www.effies.com.au

For further comment call

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