



**For immediate release**  
**6 July, 2016**

### **2016 Australian Effie Awards Announce 92 Finalists in Round One**

Following a rigorous round of online judging by 120 industry experts, The Communications Council announces 92 finalists from 32 agencies on behalf of 43 clients have made it into round two of the Australian Effie Awards.

Finalists now compete for effectiveness awards across 22 categories, assessed by a team of 50 senior marketers, consultants and researchers.

Effies Chairman Anthony Freedman said “Congratulations to all of our finalists - each of these cases have demonstrated great results against challenging goals - an impressive achievement! The next round will be what distinguishes great from outstanding. Good luck in the next phase!”

Chairman of Judges, Colin Wilson-Brown said “I’d like to thank the first round judges for their time, insights and scrutiny. To see such a high number of finalists progress sends a strong message around the value of the work being delivered by our industry. The next round takes that further, with cases and results assessed by panels of senior marketers, providing a client perspective on how agency work is driving business performance.”

The Effie winners, Effective Agency of the Year, Advertiser of the Year, and Grand Effie will be announced at a presentation in Sydney on Thursday 8th September.

The Effies are jointly presented by The Communications Council and the Australian Association of National Advertisers (AANA). Other sponsors and supporters include B&T, Healthcare Communications Council, The Digital Edge, The Monkeys Cobbler, Trapdoor Productions and UnLtd.

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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