



**For Immediate Release - Tuesday 23 August 2016**

### **ThinkTV Named Marquee Sponsor of Australian Effie Awards**

ThinkTV, the new research and marketing company, has been named marquee sponsor of the 2016 Australian Effie Awards.

Formed in July 2016, ThinkTV is the research-driven, marketing and technology development company formed by the Seven, Nine and Ten networks and MCN/Foxtel. Designed to provide the advertising and marketing community with the information they need to get the most value out of today's multi-platform TV, the brand sees strong alignment with the Australian Effie Awards, which champion marketing effectiveness and ideas that produce outstanding results for brands.

Tony Hale, CEO of The Communications Council, said: "In today's ever-expanding and fragmented media landscape, it is important that advertisers and marketers analyse and understand the effectiveness of their various campaigns. With marketing effectiveness at its core, ThinkTV is an obvious partnership for the Australian Effie Awards and we are delighted to have them on board."

Kim Portrate, CEO, ThinkTV, said: "The world of TV has evolved dramatically in recent years, bringing a range of new opportunities to advertisers. It is our goal to ensure they are armed with the information and inspiration they need to use TV effectively to target, connect and engage with audiences. With a shared focus on effective marketing, we are proud to be sponsoring the Australian Effie Awards and helping build a culture of effectiveness and accountability in the industry."

Run by The Communications Council, the Effies are now in their eighth year and continue to receive strong support from agencies and clients. This year sees 92 finalists from 32 agencies progressing to the final stage, with winners announced at an awards dinner on Thursday 8 September at Sydney's Doltone House, Jones Bay Wharf. For information and to book tickets to the presentation, visit: <http://www.effies.com.au/home.aspx>

This year's Effies will also coincide with the visit of UK-based effectiveness expert, Peter Field, who will be speaking at a number of dedicated Communications Council events including an Effectiveness Masterclass in Sydney and Melbourne, and the [IPA Strategic Planning Course](#), which will also run in both states.

The Communications Council is the peak industry body representing advertising and PR agencies in Australia. For more information, visit [www.communicationscouncil.org.au](http://www.communicationscouncil.org.au)

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