

June 7, 2011

2011 Australian EFFIE Awards – Finalists Announced

- **95 out of 214 entries make the cut into Round Two of EFFIE judging**
- **80 industry judges have picked the Round One finalists**

The campaigns that have made Round Two of EFFIE judging were announced today. A total of 95 finalists are now competing for advertising effectiveness awards across 18 categories.

Effies Chairman Matthew Melhuish said “It was tremendous to see a record 214 entries across all categories and regions in 2011 and we’ve needed a record 80 judges to select this year’s Round One finalists. The papers chosen as Finalists demonstrate effectiveness across a wide range of categories, markets, channels and budgets. Feedback from the Judges is that the standard is high so congratulations to all who have made it through”.

Chairman of Judges, Colin Wilson-Brown said “I’d like to thank all those Judges who have given their time and experience so generously to these awards. The Finalists have had to demonstrate something special to get through to this point but the level of scrutiny and rigor applied in Round Two will really test anyone who has a flaw in their argument, only the very best will succeed. Round Two of Judging will take place on June 21st by an eminent panel of 42 senior marketers and industry experts”.

A list of the finalists is attached and can also be found at: www.effies.com.au

The EFFIE winners will be announced at a gala dinner in Sydney on Thursday the 25th 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 comment call

Matthew Melhuish
Chairman, The Australian Effie Awards
+61 419 925 559

Daniel Leesong
CEO, The Communications Council
+61 400 148 304