



June 6, 2012

2012 Australian Effie Awards – Finalists Announced

- **101 finalists from 203 entries make the cut into Round Two of Effie judging**
- **80 industry judges have picked the Round One finalists**

The Communications Council today announces the campaigns that have made Round Two of Effie judging. A total of 101 finalists, from 29 agencies, are now competing for advertising effectiveness awards across 18 categories.

Effies Chairman Matthew Melhuish said “It’s great to see half the entries progress to Round Two and I’m especially pleased to see strong finalists in the newly introduced Short Term Effects and Transformational Digital Business Platform categories. The papers chosen make insightful reading, detailing enormous challenges, clever thinking, strong ideas and outstanding results. I look forward to finding out which of them withstand the Judges’ scrutiny at Round Two.”

Chairman of Judges, Colin Wilson-Brown said “I’d like to thank the 80 Judges for their generosity in time and experience in judging this round of the fourth annual effectiveness awards. The Finalists have had to demonstrate strong cases to get through to this point but the next phase will really test their arguments and results. Round Two of Judging will take place on June 19 by a panel of 48 senior marketers and industry experts.”

The Effie winners will be announced at a gala dinner in Sydney on Thursday September 6.

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, The Advertising Standards Bureau, B&T, Commonwealth Bank, OzTam, The Newspaper Works, The Digital Edge, Trapdoor Productions and TSS.

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

For further comment call

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