



May 25, 2012

## 2012 Australian Effie Awards – 203 Entries compete

- **The 2012 Australian Effie Awards have attracted 203 entries from 62 agencies on behalf of 92 clients**
- **Entries spread evenly across categories**
- **Gala dinner to announce the winners is set for Thursday, September 6**

This year's Effie Awards will see 203 entries competing, maintaining the impressive growth showcased in last year's record entries.

"It's fantastic to see such solid entries for 2012, the fourth annual Effie Awards" said the Chairman of The Australian Effie Awards, Matthew Melhuish.

"We've seen strong support for the Effies across all states, and I look forward to unearthing the latest insights and trends from these entries. I'm especially pleased to see good interest in the newly introduced Short Term Effects and Transformational Digital Business Platform categories, which we are hoping to grow year on year."

"I'm delighted to see the Effies continue to go from strength to strength because of the confidence our industry instils in them as *the* premier awards benchmarking effectiveness internationally."

The entries, across 18 categories, will go through a first round of judging on Tuesday 29 May, with finalists announced on the week commencing June 4, followed by a second round to decide the winners, taking place 19 June.

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](http://www.effies.com.au)



**For further comment call:**

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