



**For immediate release
June 13th, 2013**

2013 Australian Effie Awards – Finalists Announced

- **96 finalists from 228 entries make the cut into Round Two of Effie judging**
- **100 industry judges have picked this year's Round One finalists**

The Communications Council today announces the campaigns that have made Round Two of Effie judging. A total of 96 finalists, from 31 agencies, are now competing for advertising effectiveness awards across 18 categories.

Effies Chairman Matthew Melhuish said “Almost half of this year’s submissions have made it through to the second round, which bears testament to the high quality of work being produced by many of our country’s advertising agencies. These are examples of ideas that have spurred real change and earned impressive results, and so they have made welcome and insightful reading for our judges. Now things get a little more difficult - it will be interesting to see which ones stand out in Round Two.”

Chairman of Judges, Colin Wilson-Brown said “I’d like to thank the 100 Judges for their generosity in time and experience in judging this round of the fifth 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 16th July by a panel of 48 senior marketers and industry experts.”

The Effie winners will be announced at a gala dinner in Sydney on Thursday 5th September.

The Effies are jointly presented by The Communications Council and the Australian Association of National Advertisers (AANA).

Other sponsors and supporters include Millward Brown, The Advertising Standards Bureau, Adstream, B&T, Commonwealth Bank, Healthcare Communications Council, The Digital Edge, The Newspaper Works and Trapdoor Productions.

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

For further comment call

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