



For immediate release

Entries remain strong for the 2014 Australian Effies

- The 2014 Australian Effie Awards have attracted 193 entries from 58 agencies on behalf of 85 clients
- Entries spread across 19 categories
- Presentation to announce the winners is set for Thursday, 4th September

Entries to The Australian Effie Awards remain strong, with 193 entries submitted by 58 agencies across 19 categories.

Two categories in particular saw very good growth this year.

The newly introduced 'Digitally Led Ideas' category received strong support. It has been developed to recognise campaigns predominantly grounded in a digitally executed idea. Matthew Melhuish, Chairman of The Australian Effie Awards said: "Digitally led ideas are core to clients and agencies in so many ways today, so it is terrific to see this category gaining traction in these awards".

'Long Term Effects' was another popular category in 2014, judging campaigns that demonstrate success over a minimum of two years with a full 12 months of baseline data to provide year-on-year comparisons. Melhuish continued: "I think we all appreciate how hard it is to create and nurture a long term platform, however the value they can yield is immense. It is fantastic to see stronger support for this category from across our industry".

"The Effie's are respected and these awards are sought after because they are tough to win and insist upon proof and rigor. The Effie's are about clients and agencies working together to build a stronger and more enduring culture of effectiveness across our whole industry. We need to be able to work with data, model ROI and put the acid on ourselves to justify and prove the worth of what we do against the toughest of critics. Without effectiveness, marketing is all too easily reduced to just colour and movement".

The entries, spanning 19 categories, will go through a first round of judging on Tuesday 3rd June, with finalists announced on Wednesday 11th June. A second round will then take place on Tuesday 15th July to decide the winners, with results announced at a presentation in Sydney on Thursday 4th 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, B&T, Healthcare Communications, The Digital Edge, and Trapdoor Productions.

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

For further comment call:

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