



For immediate release
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2014 Australian Effie Awards – Finalists Announced

- **80 finalists from 193 entries have made the cut into Round Two of Effie judging**
- **100 industry judges have picked this year’s Round One finalists**

The Communications Council today announced the campaigns that have made it into Round Two of Effie judging. A total of 80 finalists, from 32 agencies, are now competing for advertising effectiveness awards across 18 categories.

Effies Chairman Matthew Melhuish said “It is terrific to once again see so many entries progressing into the second round of judging. These campaigns have impressed the judges and proven a strong case for effectiveness, translating business problems into business results for our clients.”

Chairman of Judges, Colin Wilson-Brown said “The quality this year is extremely high and all finalists should be proud to have made it through this far. The next round of judging, however, will distinguish those cases with the strongest arguments and results – judged this time from a senior marketer’s perspective.”

The Effie winners will be 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 Council, 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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