

For Immediate Release

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2010 Australian EFFIE Awards – Finalists Announced

- **Record 102 of 154 entries make cut into Round Two of EFFIE judging**
- **45 Round One Judges impressed by quality of entries**

The campaigns that have made Round Two of EFFIE judging were announced today. The 102 finalists are competing for advertising effectiveness awards across 17 categories.

Effies Chairman Matthew Melhuish said “We’ve seen a strong performance this year in both quality and quantity of entries. This is a record number of Round One finalists and indicates the Judges felt the standard of entries was high. Australian Clients and Agencies recognise how critical it is to deliver effective, results-driven communications and this is proof of that commitment.”

“The record number of entries demonstrates how good ideas can achieve great commercial results for companies across diverse markets using media channels new and old, and budgets big and small. The cases make great reading for all marketing practitioners.” said Chairman of Judges, Colin Wilson-Brown.

Round Two of Judging will take place on Tuesday June 15 by a panel of 39 eminent marketers and industry experts. The EFFIE winners will be announced at a gala dinner in Sydney on Thursday 26th August.

A list of the finalists is attached and can also be found at: www.effies.com.au

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 Telstra, Millward Brown, Adstream, Advertising Standards Bureau, Bacardi, B&T, Commonwealth Bank, EYE, Healthcare Communications Council, Open Up To Mail, OzTam, Pegasus Systems, Radio Network, SBS in Language, The Newspaper Works and Trapdoor Productions.

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

For further comment call

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