



For immediate release
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2015 Australian Effie Awards Announce 84 Finalists in Round One

Following a full day of intense judging by 100 industry experts, The Communications Council announces 84 finalists from 36 agencies have made it into round two of the Australian Effie Awards.

Finalists now compete for effectiveness awards across 19 categories, assessed by a team of 48 senior marketers, consultants and researchers.

Effies Chairman Anthony Freedman said "It is a great achievement to make it through to the second round of Effies. Judging is tough, and not every category will deliver an award. In light of this, it's great to see a slight rise in the number of finalists from last year – a trend we hope to see continue as our industry builds a greater culture of effectiveness and accountability. Good luck in the next phase."

Chairman of Judges, Colin Wilson-Brown said "I'd like to thank the first round judges for their time, insights and scrutiny. To see such a high number of finalists progress sends a strong message around the value of the work being delivered by our industry. The next round takes that further, with cases and results assessed through the lens of a senior marketer, providing a client perspective on how agency work is driving business performance."

The Effie winners, Effective Agency of the Year, Advertiser of the Year, and Grand Effie will be announced at a presentation in Sydney on Thursday 3rd September.

The Effies are jointly presented by The Communications Council and the Australian Association of National Advertisers (AANA). Other sponsors and supporters include B&T, Healthcare Communications Council, The Digital Edge, The Monkeys Cobbler, Trapdoor Productions and UnLtd.

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

For further comment call

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