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Call for Entries Opens for Effie Europe 2019 & Best of Best Europe 2019

Includes new Best of the Best Europe and Marketing & Business Solutions categories

Brussels, 26 April 2019: Effie Europe categories are open for entry April - May 24, 2019 and include recognition for effective marketing efforts in Europe. Review categories and enter [here](#).

The Effie Awards Europe have also announced special entry timing of June 14 - July 31 for the two new categories – [Marketing & Business Solutions](#) and [Best of the Best Europe](#) - as well as for [Positive Change Europe](#).

The Effie Awards are known by advertisers and agencies globally as the preeminent award in the industry, and recognise any and all forms of marketing that contribute to a brand's success.

As part of Effie's 50th anniversary celebrations, Effie Europe has introduced a special competition – Best of the Best Europe – to recognise the most effective marketing efforts in the region. [Best of the Best Europe](#) is open to any campaign that has won a Gold Effie in any national Effie Awards program in Europe in 2018

Adrian Farina, Senior Vice President Marketing, Europe at Visa, said: "Winning a Gold Effie or Grand Prix in a country is a huge achievement for any brand or campaign. It is a testament of great work driving tangible results, which has been considered to be the best in its country in a given year. The new Best of the Best category offers the unique opportunity to see how those campaigns stand up when compared with the best work from the other countries in Europe. It is no longer about being the best in your market - it is now about being the best in Europe in that year. I can't think of a more aspirational challenge for a marketer, so I'm thrilled to see the Best of the Best category coming to life in 2019."

"The uniqueness of the Effie Awards, thanks to their local set-up, is to surface the strongest work from the trenches. It casts a spotlight on local jewels that might have stayed in the shadows otherwise. This diversity and authenticity are invaluable to our industry. The 'Best of the Best' category takes this dynamic one step further, promoting the best local ideas to the regional level. So, if you want to see whether your local winning work has what it takes to also win at the European level, enter now!", said **Helene Dusseaux, Integrated Communication Manager at P&G**.

The second new category – **Marketing & Business Solutions** – will award single marketing activities or entire marketing programs. Any action and business idea that has had an exceptionally positive impact on the market position of a brand, product or service, is eligible to enter. Note: If communication was a significant element of marketing mix, work should be submitted in another Effie Europe competition **category** appropriate for the given industry. In the Marketing & Business Solutions category it is possible to submit activities such as, for example, change of packaging, both in terms of its appearance and size; introduction of a loyalty program or change in the loyalty program; introduction of a new distribution channel; use of e-commerce; use of modern technology at the point of sale; introduction of a completely new product in a category in which the marketer was already present; involvement of consumers in product development, etc. More information on the Marketing & Business Solutions category can be found [here](#).

Mona Opran, COO South East Europe at Centrade | Cheil, said: "Effie is the only award that celebrates agencies and clients equally. It is proof that effectiveness comes through real partnership, where companies build on each other's expertise. The Marketing and Business Solutions category pushes collaboration to a new level, where the joined team is working for innovative solutions that drive the future of our industry."

Final deadline for the Effie Europe **standard categories** is May 24th, with judging taking place in June and Awards presented on 15 October, 2019 in Brussels.

The final closing date for the special Best of the Best Europe, Marketing & Business Solutions and Positive Change Europe categories is on 31 July 2019. All deadlines and fees are available [here](#). The **judging sessions** will take place in September and the winners will be officially announced at the Awards Gala in Brussels on 15 October 2019.

The Effie Awards Europe are organised by the European Association of Communications Agencies (EACA) in partnership with Facebook, Google, Procter & Gamble, The European Publishers' Council, WARC, Adforum.com, Nielsen, creativebrief & Viva Xpress Logistics.

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For further information, please contact Kasia Gluszak, Communications and Events Manager, at kasia.gluszak@eaca.eu

To nominate judges for consideration for the Effie Europe juries, visit [here](#).

About the Effie Awards Europe

The Effie Awards program started in 1968 and awards the most effective marketing efforts worldwide, with over fifty programs. Introduced in 1996, **Effie Awards Europe** is the first pan-European marketing awards to be judged on the basis of effectiveness. **Effie Worldwide** is a non-profit educational organization with a mission to lead, inspire and champion the practice and practitioners of marketing effectiveness through education, awards, ever-evolving initiatives and first-class insights into marketing strategies that produce results. Effie recognises the most effective brands, marketers and agencies in Europe and worldwide and is considered as global symbol of achievement, while serving as a resource to steer the future of marketing success. Learn more about Effie at effie.org, effieindex.com and effieeurope.com.

About EACA

The European Association of Communications Agencies (EACA) promotes honest, effective advertising, high professional standards and awareness of the contribution of advertising in a free market economy and encourages close co-operation between agencies, advertisers and media in European advertising bodies. EACA works closely with EU institutions to ensure freedom to advertise responsibly and creatively. For more information, visit www.eaca.eu.