



effie Awards Europe

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Effie Awards Europe 2023 Jury Announced

Brussels, 14 June 2023: The European Association of Communications Agencies ([EACA](#)) and Effie Awards Europe have announced the marketing leaders who will sit on the 2023 Effie Europe jury. Highly regarded across the broader industry, the judges will be tasked with Awarding Ideas that Work®.

Effie is a global forum that exists to lead, inspire and champion both the practice and practitioners of marketing effectiveness. The awards are open to all agencies and brands that want to be recognised for their most effective marketing efforts that made a difference and achieved real, measurable results.

This year's jury is co-chaired by a client and an agency leader: Ayesha Walawalkar, Chief Strategy Officer, Mullenlowe Group UK and Catherine Spindler, Deputy CEO of LACOSTE.

"I am very excited and honoured to co-chair this year's Effie Awards Europe. Spending time with such talented and experienced colleagues discussing the best, most innovative and effective work from our industry is not just a privilege, it's a treat!," said Ayesha.

Catherine commented: "I am honoured to have been asked to co-chair the Effie Awards Europe 2023, as part of an inspiring jury at the cutting edge of its field. Our diverse and complementary sensibilities will undoubtedly be an asset in exchanging and debating the most creative and innovative marketing ideas."

Judges look at a wide range of qualities in each campaign and evaluate entries based on proof that commercial communications depicted in the entry was key to the success of the campaign. These qualities are summarised into four categories: Strategic Challenge, Creative Strategy, Bringing the Idea to Life and Effectiveness.

Almost 150 industry professionals from 24 European countries will determine 2023's winners:

- the **Multi-market & Positive Change** first round judging takes place online between 29 September-8 October and will choose this year's finalists in these tracks. The final round Jury is split into two groups and will meet virtually on 19 & 20 October to determine the most effective multinational & greater good campaigns.
- the **Best of Europe** first round judging takes place online between 29 September-8 October and the final jury, split into two groups, will meet virtually on 23 & 24 October. The track, sponsored by Google, welcomes almost 70 jurors from across Europe, among them three Googlers Franc Cheetham, Creative Lead, Creative Works in France, Mailine Swildens, Director, EMEA Creative Works & Grazyna Banasik, Creative Business Partner, Central Europe Creative Works. They will review and debate the creativity and effectiveness of the best cases from national Effie competitions in Europe.
- the **Grand Effie Jury** will meet on 5 December in Brussels to select the most effective, impactful work of the year that will serve as a benchmark for the path forward.

The winners will be announced during the Effie Europe Awards Gala on 5 December in Brussels. [Check out the full jury list & profiles](#). More information on the call for entries can be found [here](#).

The Effie Awards Europe are organised by the European Association of Communications Agencies (EACA) in partnership with Google, The European Interactive Digital Advertising Alliance (EDAA), ACT Responsible, Adforum.com & Viva Xpress Logistics.

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About Effie Awards Europe

Introduced in 1996, the **Effie Awards Europe** were the first pan-European marketing communications awards to be judged on the basis of effectiveness. Effie leads, inspires and champions 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 is considered as global symbol of achievement, while serving as a resource to steer the future of marketing success. EFFIE® and EFFIE EUROPE® are registered trademarks of Effie Worldwide, Inc. and are under license to EACA. All rights reserved. Find us on [Twitter](#), [LinkedIn](#) and [Facebook](#).

About EACA

EACA is the voice of Europe's communication agencies and associations, promoting the economic and social contribution of commercial communications to society. EACA monitors and engages in relevant policy debates supporting evidence-based and proportionate regulation, forms industry coalitions, and promotes and participates in the development of industry standards. EACA's members comprise advertising, media, digital, branding and PR agencies as well as their national associations – together they represent more than 2,500 organisations from nearly 30 European countries that directly employ over 120,000 people. For more information, visit www.eaca.eu.

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