

Effie Awards Europe 2024 Jury Announced

Brussels, 26 June 2024: The European Association of Communications Agencies ([EACA](#)) and Effie Awards Europe are thrilled to announce the distinguished marketing leaders who will serve on the jury for the 2024 Effie Europe Awards. Renowned across the industry, these judges will have the honor of recognising the most effective and impactful marketing campaigns.

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.

Leading the 2024 Effie Europe jury as co-chairs are representatives from both the agency and client worlds: **Harrison Steinhart**, Global Strategy Director at **DDB Paris**, and **Iva Bennefeld-Stepanic**, Vice President Marketing Central Europe | International at **Mondelez**.

“The Effie Awards are such an important moment to reflect on, learn from and celebrate the best and most impactful marketing and advertising campaigns. They offer a behind-the-scenes insight into what really matters – original thinking and creativity that builds tangible brand and business value. I’m honoured to co-chair the Effie Awards Europe jury this year and can’t wait to get stuck into all the entries.” said **Harrison**.

“The Effie Awards are the hard currency when it comes to assessing impact and effectiveness of marketing and creative work! It champions the art of connecting with consumers effectively and translating powerful creativity into tangible brand value. I am thrilled and honoured to co-chair this year’s Effie Awards Europe and look very much forward to immerse into the world of creativity, inspiration, and bold ideas – and acknowledge and celebrate the very best! Can’t wait to get exposed, learn and connect with all the great talents!” shared **Iva**.

The Effie Awards Europe jury, comprising nearly **180 industry professionals from 24 European countries**, will evaluate entries based on four key attributes: Strategic Challenge, Creative Strategy, Bringing the Idea to Life, and Effectiveness.

Key Judging Dates

- **Multi-market & Positive Change:** First-round online judging from 20 September to 4 October. Final round virtual jury sessions on 21-24 October.
- **Best of Europe:** First-round online judging from 20 September to 4 October. Final round virtual jury sessions on 21-24 October.
- **Grand Effie Jury:** Meeting on 11 December in Brussels to select the year's most effective and impactful work.

The winners will be announced during the Effie Europe Awards Gala on 11 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 Kantar.

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For further information, please contact Francesco Bottegal, Project Officer at francesco.bottegal@eaca.eu.

Notes to Editors

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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