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For Immediate Release

## **Finalists Found for Inaugural Australian EFFIE Awards**

- **81 of the 131 entries have made the cut into the second round of judging**
- **Judges impressed by the overall quality of the entries**
- **Innovative viral and digital campaigns reflect the changing world of marketing communications**

**The forty-four judges that made up the first round panel for the first-ever Australian EFFIE Awards have determined that 81 entries out of the total of 131 will go through to the finals.**

Those finalists will now progress to stage two with entries being judged by a panel of 20 judges.

“Quite apart from the huge response to the inaugural EFFIE Awards, the 44 first round judges have been impressed by the quality of the entries. We’ve seen both quantity and quality,” said Chairman of Judges, Colin Wilson-Brown.

The EFFIES are being jointly staged by the Advertising Federation of Australia (AFA) and the Australian Association of National Advertisers (AANA) and represent the pinnacle of effective advertising in this country.

“The entries reflect the changing communications world with some innovative digital and viral campaigns, as well as the expected high standard in mass markets such as food and beverage,” said Mr Wilson-Brown.

The finalists were drawn from most advertising markets in Australia with the following State representation –

New South Wales – 46  
Victoria – 14  
Queensland – 13  
Western Australia – 2  
South Australia – 2  
International – 5

The Chair of the AFA Advertising Effectiveness Committee, Matthew Melhuish said it was particularly heartening to see such a good spread of finalists from all around Australia.

“Agencies right around the country are clearly very attuned to delivering effective, results-driven advertising. This strong interstate result shows the determination to demonstrate effectiveness,” he said.

The winners will be announced and celebrated at a gala dinner in Sydney on Thursday, August 27.

A list of the finalists is attached.

And the list can also be found at – [AFA Website](#)

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