



Telstra sponsors Australian EFFIE Awards

January 14, 2010 – Telstra has signed on as principal sponsor of the EFFIE Advertising Effectiveness Awards for the next three years.

“We are privileged to have one of Australia’s iconic companies associated with the event,” said the Chairman of the Australian EFFIE Awards, Matthew Melhuish.

“The decision by Telstra to join the family of EFFIE supporters is great news for the on-going strength of the programme and is an indicator of client respect for the EFFIE programme and the importance of producing campaigns that truly work,” he said.

Amanda Johnston-Pell, Executive Director Brand and Marketing Communications, said that the EFFIE programme is internationally recognised as the premier award for advertising effectiveness and we look forward to a long association as principal sponsor.

“Now more than ever companies like Telstra are seeking new ways to effectively market to customers. We also need to make sure that we have tangible proof that the money we spend on marketing is money well spent - the EFFIEs promote that principle, so for us it is a very good business fit,” Ms Johnston-Pell said.

The EFFIE Awards are the international benchmark by which the effectiveness of marketing communication campaigns is measured, with the inaugural programme being introduced to Australia in 2009.

The EFFIE programme is run in 39 countries around the world, with three regional events and a world-wide programme as well.

From 2010, the EFFIEs will be presented by The Communications Council and the Australian Association of National Advertisers (AANA) in association with Telstra.

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