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For Immediate Release

First Ever Australian EFFIE Awards Attract Bumper Entries

- **The inaugural AFA EFFIE Awards for effective marketing communications have attracted 131 entries from 48 advertising agencies and clients across 16 categories.**
- **The level of commitment to the Awards reflects the strong focus of both agencies and clients on producing advertising that returns measurable results.**
- **The EFFIE Awards are the internationally recognised benchmark for effective advertising in 39 countries around the world.**
- **The Awards replace the AFA Ad Effectiveness Awards and will now be held annually.**

The first ever Australian EFFIE Awards look set to pit 131 of the country's finest marketing campaigns head to head in the bid to carry off the market's most prestigious awards for advertising that truly works.

When entries closed last Friday, 48 agencies and clients from all over the country had put their most effective work forward for judging.

The EFFIE Awards are the international benchmark for marketing communications effectiveness for both agencies and clients with the Award programme currently running in 39 countries around the world with regional programmes in Asia Pacific and Europe as well as a global competition.

"The very strong number of entries highlights a real commitment from agencies and clients to demonstrate the power of effective marketing communications and how fundamentally it can drive business success," said the Chairman of the AFA's Effectiveness Committee, Matthew Melhuish.

"And there is no better time to draw that link between communications and business prosperity than now," he said.

The entries, across 16 categories, will now go through a first round of judging with finalists announced on June 1, with a second round to decide the winners.

The Awards are a joint presentation by the AFA and the Australian Association of National Advertisers (AANA) with the gala dinner to announce and celebrate the winners confirmed for Thursday, August 27th.

The EFFIEs have also attracted a blue ribbon line-up of sponsors and the AFA acknowledges and sincerely thanks all those companies that have supported the inaugural event.

Those sponsors and supporters are - Millward Brown, Adstream, AFA Healthcare Communication Council, ASB, Commonwealth Bank of Australia, EYE, Open Up To Mail, OzTam, Phone Names, The Newspaper Works, Multicultural Connexions, Gekko and B&T Magazine.

For further information about the Effie program visit the AFA website – www.afa.org.au and www.effie.org

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