

**Press release: For immediate release**



## **EACA EURO EFFIES 2014 JURY ANNOUNCED**



*Brussels, 21 March 2014:* The EACA has announced the Euro Effie Awards 2014 jury will be chaired by Geoff Seeley, Global Communications Planning Director at Unilever. The first round of judging runs from 28 May to 12 June and decides which campaigns will go forward to the second round on 27 June.

Timothée Gazeau, Digital Marketing Manager at Nissan, Jari Ullakko, Executive Creative Director at sek&grey, Mary Moulton, Global Design Brand Manager at P&G Salon Professional and Johan Fourie, COO at Innocean Worldwide Europe GmbH among others will judge on round 1. Round 2 jury members include Olivier de Montchenu, Managing Director of Commercial Sales & Marketing at Euronews, Nikki Crumpton, Regional Planning Director at McCann Worldgroup Europe, Belen Andany, Global Communications Director at Procter & Gamble and Wolfgang Kampbartold, Vice-President International Marketing at Deutsche Telekom AG. The full 2014 jury and jurors' biographies can be found [here](#).

“As Chairman of the 2014 Euro Effies, and with such an experienced and diverse jury, I’m excited about bringing recognition to those brands that have truly delivered effective communications. Effectiveness is the critical metric of successful advertising as it is proof that the work positively impacted business performance; the Euro Effies are here to reward the people behind these campaigns and I am delighted to be part of this” said Geoff Seeley.



Both juries are comprised of industry professionals from all over Europe, each bringing experience, professionalism, knowledge and expertise to the Euro Effies.

The Euro Effies Call for Entries is open till 18 April and agencies can enter [here](#).

The Euro Effies are organised by the European Association of Communications Agencies (EACA) in partnership with Euronews and with the support of The European Publishers' Council, TIME, Fortune, WARC, Adforum.com, Procter & Gamble, Nielsen, creativebrief, EurActiv & Viva Xpress Logistics.

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### **Notes to Editors**

#### ***About the Euro Effie Awards***

Introduced in 1996 to reward advertising that builds brands across borders, the **EURO EFFIES** were the first pan-European advertising awards to be judged on the basis of effectiveness. EFFIE® and EURO EFFIE® are registered trademarks of Effie Worldwide, Inc. and are under license to EACA. All rights reserved. For more information visit [www.euro-effie.com](http://www.euro-effie.com).

#### ***About EACA***

European Association of Communications Agencies (EACA) is a Brussels-based organisation which represents full-service advertising and media agencies and agency associations in Europe. EACA promotes honest, effective advertising, high professional standards, and awareness of the contribution of advertising in a free market economy and encourages close co-operation between agencies, advertisers and media in European advertising bodies. For more information, click [here](#). Find us on [Facebook](#), [Twitter](#) & [LinkedIn](#).