



**For immediate release**  
**28 June 2017**

## **2017 Australian Effie Awards Announce 97 Finalists in Round One**

Following a rigorous round of online judging by 125 industry experts, The Communications Council announces 97 finalists from 34 agencies on behalf of 46 clients have made it into round two of the Australian Effie Awards.

Finalists now compete for effectiveness awards across 24 categories, assessed by a team of 50 senior marketers, consultants and researchers.

Chairman of Judges, Colin Wilson-Brown said "I'd like to thank the first round judges for their time, insights and scrutiny. To see such a high number of finalists progress sends a strong message around the value of the work being delivered by our industry. The next round takes that further, with cases and results assessed by panels of senior marketers, providing a client perspective on how agency work is driving business performance."

The Effie winners, Effective Agency of the Year, Advertiser of the Year, and Grand Effie will be announced at a presentation in Sydney on Thursday 31 August.

The Effies are jointly presented by The Communications Council and the Australian Association of National Advertisers (AANA) in association with Think TV. Other sponsors and supporters include Displayground, Healthcare Communications Council, Hourigan International, Shootsta and UnLtd.

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### **For further comment call**

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### **About The Effie Awards**

The Effie Awards honour Australia's most significant achievements in marketing communications: ideas that work. Known by advertisers and agencies globally as the pre-eminent award in the industry, the Effies recognise any and all forms of marketing communications that contribute to a brand's success.