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## The 2015 North American Effie Judging Season Kicks Off in San Francisco

Round One Judging for the [2015 North American Effie Awards](#) competition began in San Francisco, CA today.

The jury, comprised of a diverse group of senior marketers, gathered at the Omni Hotel to review entries and help determine the entries that will advance to the final round of judging in February/March 2015. Today's judging session was sponsored by [Millward Brown](#).

Today's jury included agency and advertiser leadership, with representatives from [AKQA](#), [The North Face](#), [The Hive Advertising](#), and [Amazon Advertising](#), among others.

Prior to serving on the Round One jury, we asked [Debbie Kristofferson](#), VP, Marketing at [Peet's Coffee & Tea](#) to share her perspective on the challenges of creating effective marketing and what she'll be looking for in this year's competition.

*"There are so many different platforms and places to engage or 'market' to someone... as a result, I think the challenge is knowing which media or places will be most relevant across that vast owned, earned and paid spectrum and then most importantly having a message and story that is meaningful to the customer you want to reach and that creatively breaks through all of the clutter," Kristofferson said.*

*Asked what it would take for entries to earn her high marks, she explained, "work that connects in a powerful, emotional way and that supports what the brand is or wants to be famous for. Work that finds an innovative way to use media and storytelling. Work that takes something we all took for granted (...) and just reinvents that piece of media in the most engaging way."*

North American Effie Round One judging continues in Chicago, IL on December 3, 2014.