



Dec 02, 2014 United States

## North American Effie Judging Continues in Chicago

### DAY 1

Judging for the 2015 Shopper Marketing Effie Awards Begins in Chicago

(December 2, 2014) A Round One jury for the 2015 Shopper Marketing Effie Awards, in partnership with the [Path to Purchase Institute](#), met in Chicago today. The event was sponsored by [MaxPoint](#).

Today's jury included representatives from [Geometry Global](#), [Kraft Foods](#), [Saatchi & Saatchi X](#), and [ConAgra Foods](#), among others. The session helped determine which entries will become finalists in this year's competition.

Prior to the event, we asked jury member Curt Monk, SVP, Group Planning Director at FCB/RED, what he believes will be the biggest change in shopper marketing in the coming year.

Monk explained, "We expect that the role of content will continue to grow in value – content which enables brand conversations, which we couldn't have predicted a few years ago."

Fellow juror **Rich Lesperance, Senior Director, Loyalty & Insights at Walgreens**, shared what he would look for in successful entries.

"With the saturation of the consumer's attention span, I'm most interested in ideas that sell themselves by improving the shopper's experience in a real and meaningful way," Lesperance said.

The North American Shopper Marketing Effie Awards honor the most effective integrated campaigns designed to engage the shopper and guide his or her purchase process.

Round One judging for the Shopper Marketing Effie Awards will continue in New York City on December 17, 2014.

## DAY 2

### Judging for the 2015 North American Effie Awards Continues in Chicago

(December 3, 2014) Round One judging for the 2015 North American Effie Awards continued in Chicago, IL today. The session was sponsored by **Millward Brown**.

The jury, which met at the W Lakeshore Hotel, included representatives from **Target Corporation, Bailey Lauerman, MillerCoors, and Energy BBDO**, among others.

Ahead of today's session, we spoke with several jurors to get their perspective on this year's North American Effie Awards competition.

Asked what the greatest challenge facing today's marketers is, **Kim Clifford, VP, Strategy at Critical Mass**, said, "The greatest challenge today is breaking through all of the noise with messages that are timely, relevant and compelling."

Clifford and her fellow jury members also shared what they would be looking for in this year's entries and what would earn their highest marks:

- **Kim Clifford, VP, Strategy at Critical Mass:** I'll be looking for work that comes out of the gate with a unique strategic approach that breaks through the noise and disrupts traditional thinking to produce big results.
- **Lizette Williams, Multicultural Marketing Leader, North America at Kimberly-Clark Corporation:** The main thing I will be looking for is to see how entrants took a business problem-to-solve and incorporated deep consumer knowledge to create a strategy that led to truly effective marketing communication. This requires looking beyond obvious, surface-level consumer insights and also challenging category conventions in a way that drives innovation in how we think about consumers and their relationships with brands. I'm honored and excited to be one of the judges and look forward to seeing the great work in the industry today.
- **Pat Swindle, Group Strategy Director at Havas Worldwide:** The rules of the game are constantly changing and the consumer journey is increasingly complex. Getting it right and getting results requires more creativity and innovation than ever before. I will be looking for brands that are in the forefront new thinking about how to drive results all across the consumer experience.

Round One judging for the North American Effie Awards will resume in New York City on December 11, 2014.