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Effie Canada Final Round Judging Complete Ahead of Creative Effectiveness Summit

Effie Round 2 Judging

The week of July 13th, 2020 saw the virtual gathering of some of the smartest brand, agency and academic marketers in Canada, as they dissected and discussed the most effective marketing that Canada has to offer.

The Effie Canada Final Round Jury, made up of a diverse mix leaders from brands and agencies including Bell Media, Chevrolet, Tangerine, GSK, Ogilvy, Leo Burnett, Sid Lee, Juniper Park/TBWA and many more, came together to decide gold, silver and bronze winners, which will be unveiled ahead of the brand new Canadian Creative Effectiveness Summit in the fall.

Martin Fecko, CMO at Tangerine commented:

"I absolutely loved the breadth and depth of the submissions this year. The use of data, technology and awesome branding to create 'wow' moments were truly inspiring."

Unlike in previous years, this year's finalists, bronze, silver and gold winners will be announced in the run up

the summit on September 30th and October 1st.

The free-to-attend summit will bring international and homegrown speakers to the stage to share their creative effectiveness insights and secrets, and will culminate with live presentations from the gold-winning brands and agencies as they compete for the coveted Grand Effie.

Stay tuned for keynote speaker announcements, as well as event registration details in the coming weeks.

Effie Canada Final Round Judges