



Sep 14, 2020 United States

2020 Effie Awards US Grand Jury Announced

Mastercard's Raja Rajamannar and Saatchi & Saatchi's Andrea Diquez to co-chair

September 14, 2020 (NEW YORK) – Effie Worldwide today announced the 2020 Grand Effie Jury that will select the top honors in this year's Effie Awards United States competition. Winners representing the best in marketing effectiveness will be revealed during the show finale of the 2020 virtual celebration: Ideas That Work: 2020 US Effie Summit & Awards Celebration on September 29 – October 1.

The Grand Jury will be led by co-chairs Raja Rajamannar, Chief Marketing & Communications Officer at Mastercard, a brand recognized for enduring marketing effectiveness as a winner of the "5 for 50 Effie," and Andrea Diquez, CEO of Saatchi & Saatchi NY, winner of the 2019 US Grand Effie with P&G for "[It's a Tide Ad.](#)"

Rajamannar and Diquez will lead a jury that includes:

- Micky Onvural, CEO, Bonobos
- Leland Maschmeyer, Chief Brand Officer, Chobani
- Ari Weiss, CCO, DDB Worldwide
- Jason Harrison, CEO, North America, Essence (WPP)
- Fred Levron, WW Creative Partner, FCB Global
- Margaret Johnson, CCO & Partner, Goodby Silverstein & Partners
- Marie Gulin-Merle, VP, Global Ads Marketing, Google
- Stephanie Nerlich, Global Chief Client Officer, Executive Managing Partner, NA, Havas
- Adrian Parker, Global VP, Marketing, Patrón Tequila
- Kenneth Mitchell, CMO, Snap, Inc.
- Catherine Tan – Gillespie, Global CMO, KFC, Yum! Brands

The Grand Effie Jury will come together virtually this year, in a session sponsored by YouTube, to evaluate and debate the creativity and effectiveness of the highest-scoring Gold Effie winners from the 2020 Effie Awards US competition.

The nine contenders are:

- “DNA Discounts,” by Aeromexico, Ogilvy Mexico and Ogilvy Colombia
- “Whopper Detour,” by Burger King, FCB New York and FCB/RED
- “New Coke-Stranger Things,” by The Coca-Cola Company/Coca-Cola and Wieden+Kennedy
- “Scent By Glade,” by SC Johnson/Glade and Ogilvy
- “Lysol Laundry,” by Reckitt Benckiser/Lysol and McCann New York
- “Changing the Game,” by Microsoft and McCann New York
- “Back-to-School Essentials,” by Sandy Hook Promise and BBDO New York
- “Gracie,” by Street Grace & BBDO Atlanta
- “Stop Traffick,” by Street Grace and BBDO Atlanta”

“This year’s Grand Effie Jury represents the best of our industry, across brands, agencies and media, and I am so appreciative to have this dynamic and experienced jury of marketing leaders give their time to celebrate effectiveness, amidst the back drop of ongoing change and challenge,” said Traci Alford, President & CEO of Effie Worldwide. “This year’s Grand Effie contenders feature a diverse mix of work, all impactful in their own ways, and the winner that the Jury selects for this year’s top recognition will continue to create tangible learnings for everyone.”

The Grand Effie winners will be announced during the finale of Ideas That Work: 2020 Effie US Summit & Awards Celebration, on October 1. The free-to-attend, three-day [online event](#) will celebrate winners of from this year’s Effie US and Global Effie Awards competitions, analyze the trends from this year’s entrants, and address the most critical issues facing marketers today. In a special segment with NBCUniversal, all of this year’s Grand Effie contenders will give a behind-the-scenes look at how their campaigns came to life and what made them so effective.

About Effie

Effie is a global 501c3 non-profit whose mission is to lead and evolve the forum for marketing effectiveness. Effie leads, inspires and champions the practice and practitioners of marketing effectiveness through education, awards, ever-evolving initiatives and first-class insights into marketing strategies that produce results. The organization recognizes the most effective brands, marketers and agencies globally, regionally and locally through its 50+ award programs across the world and through its coveted effectiveness rankings, the [Effie Index](#). Since 1968, Effie is known as a global symbol of achievement, while serving as a resource to steer the future of marketing success. For more details, visit [effie.org](#).