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## Effie U.S. and Pernod Ricard USA Launch 2021-2022 Effie Collegiate Brand Challenge

The premium wine & spirits group challenges 21+ marketing students to effectively launch the next high-profile celebrity/beverage collaboration.

New York (September 23, 2021) -- Effie United States, a non-profit that champions marketing effectiveness, has announced that its next Effie Collegiate program will be in partnership with [Pernod Ricard USA](#). Modeled after the Effie Awards, the Effie Collegiate program engages marketing students to research, ideate, and develop comprehensive marketing plans to address real world business challenges.

Spanning the Fall and Spring semesters, Pernod Ricard USA is empowering students (21+) to analyze and identify opportunities to bridge culture and the alcohol/beverage category, with the goal of creating a culturally relevant brand that holds its relevancy past year one. The student brief focuses on in-depth research on influencer-backed beverage brands, examination of popular trends, and suggestions on how to influence responsible consumption patterns in the US. The program will be open to students throughout the 2021-2022 academic year, with opportunities for students to participate in either the Fall 2021 or Spring 2022 semester.

"Understanding the fundamentals of marketing effectiveness is what separates good from great marketers, and the Effie Collegiate program allows us to connect early with the future leaders of our industry, while helping them develop an effectiveness mindset during a pivotal time in their career journey," said Pamela Forbus, Senior Vice President and Chief Marketing Officer, Pernod Ricard USA. "I hope students learn a lot through this process - and also have some fun with the brief. We look forward to seeing the work."

All entries will be reviewed by a jury of marketers from across the Effie network, representing agencies, brands and media. The final teams will be invited to pitch their ideas to Pernod Ricard USA's Marketing team in Spring 2022.

"Effie partners with marketers to deliver more effective work via an offering of training and education programs, rooted in Effie's 4-pillar framework. As our earliest touchpoint, the Effie Collegiate program exposes emerging talent to some of the world's most iconic brands and leadership," said Traci Alford, Global CEO of Effie Worldwide. "We are thrilled to partner with Pernod Ricard USA on this year's Collegiate Brand Challenge and invite students to work on a real-life marketing challenge, with an eye on delivering growth. It's a great brief and fun introduction to the industry, and I can't wait to see this year's submissions."

Call for Entries for the 2021/22 Effie Collegiate Pernod Ricard Brand Challenge will launch in September 2021. The challenge is open to students who are 21+ and enrolled in full/part-time graduate, undergraduate and portfolio programs at accredited educational institutions. The competition is free to enter and the entry deadline for the Fall Semester is November 12, 2021. The Spring Semester deadline will be in April 2022.

For more information about the Effie Collegiate US competition, please [click here](#).

### **About Effie Worldwide**

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 global symbol of achievement, while serving as a resource to steer the future of marketing success. For more details, visit [effie.org](http://effie.org).

### **About Pernod Ricard USA**

Pernod Ricard is the No. 2 worldwide producer of wines and spirits with consolidated sales of €9,182 million in FY19. Created in 1975 by the merger of Ricard and Pernod, the Group has developed through organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008). Pernod Ricard, which owns 16 of the Top 100 Spirits Brands, holds one of the most prestigious and comprehensive brand portfolios in the industry, including: Absolut Vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute, and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Malibu liqueur, Mumm and Perrier-Jouët champagnes, as well Jacob's Creek, Brancott Estate, Campo Viejo, and Kenwood wines. Pernod Ricard's brands are distributed across 160+ markets and by its own salesforce in 73 markets. The Group's decentralised organisation empowers its 19,000 employees to be true on-the-ground ambassadors of its vision of "Créateurs de Convivialité." As reaffirmed by the Group's three-year strategic plan, "Transform and Accelerate," deployed in 2018, Pernod Ricard's strategy focuses on investing in long-term, profitable growth for all stakeholders. The Group remains true to its three founding values: entrepreneurial spirit, mutual trust, and a strong sense of ethics. As illustrated by the 2030 Agenda supporting the Sustainable Development Goals (SDGs), "We bring good times from a good place." In recognition of Pernod Ricard's strong commitment to sustainable development and responsible consumption, it has received a Gold rating from Ecovadis and is ranked No. 1 in the beverage sector in Vigeo Eiris. Pernod Ricard is also a United Nation's Global Compact LEAD company. Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 index. For further information, please visit <http://www.pernod-ricard.com>.