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North American Effie Awards Judging Continues in Dallas

Judging for the 2014 North American Effie Awards continued today at the W Dallas Victory Hotel in downtown Dallas, TX. The event was sponsored by [Maxpoint Interactive](#), a digital retail advertising platform specializing in hyperlocal online advertising.

The jury convened to help determine which campaigns demonstrated award-worthy marketing effectiveness. According to jury member [Monique Threadgill](#), President of [MOSAK Advertising and Insights](#), "(Marketing moves from 'good' to 'effective') when the marketing you create causes thought, emotion and action within your audience."

Monique added that the greatest challenge in creating effective marketing within North America is "the multitude of marketing and advertising channels available to consumers today, and knowing which ones best reach which audiences."

Today's jury, made up of a diverse group of senior industry professionals, also included representatives from JCPenney, Publicis Dallas, LQ Management, and Southwest Media Group, among others.

Round One judging for the North American Effie Awards will resume later this week in Atlanta, GA.