



Jan 09, 2014 United States

2014 North American Effie Awards Judging Continues in Atlanta

Round One judging for the 2014 North American Effie Awards continued at the W Midtown Atlanta Hotel today in Atlanta, GA. A panel of judges met to help determine which entries will move on to the final round of year's competition.

The jury, comprised of a diverse group of senior industry professionals, has firsthand experience with the challenges of creating effective marketing within North America.

"Efficacy is about achieving goals, which for marketers is getting audiences or consumers to take an action gladly and proudly. The only way to affect action is to understand your audience and deliver clear and compelling message that is memorable," said Scott Thomas, VP of Consumer Marketing at Cartoon Network. "That seems like a simple statement, but its easy for marketers to get lost in wanting to convey too much information or rely on tactics alone to do the work."

Fellow judge **Shelly Riera**, **Director of Consumer Advertising at AT&T**, agreed that marketing must combine measurable strategy and passionate execution to stand out in the North American market.

“Emerging media and evolving technology gives consumers multiple outlets and ways to consume media and entertainment,” Ms. Riera explained. “It’s important to continue to develop new and effective ways to capture their attention, and to develop solutions which fit their mobile lifestyles.”

Companies represented on the jury included Coca-Cola, BBDO Atlanta, Mizuno, and 22squared, among others.

Today’s event, sponsored by **Millward Brown**, also included a special presentation from **Oscar Yuan**, **VP at Millward Brown Optimator**, on themes from **Nigel Hollis’** latest book, *The Meaningful Brand*. Nigel is Millward Brown's Chief Global Analyst.

Judging will resume in New York City and Toronto next week.