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2014 NA Effie Round One Jury Meets Today in Seattle, WA

The Seattle Round One jury for the 2014 North American Effie Awards met today to help determine the entries that will move on to become finalists in this year's competition. The judging session was hosted by [The Seattle Times](#).

Today's jury included representatives from Amazon.com, Microsoft, Publicis, Wunderman and Zillow, among others.

We asked members of the jury to tell us what, in their opinion, takes marketing from good to effective.

Neil Lindsay, VP of Marketing at Amazon.com explained that, "effective marketing is a tricky balance of storytelling to build brand attributes that matter, while actually impacting demand — it's part art, part science, part emotional, part rational." Lindsay continued, "Getting the mix right is the hard part because it varies with every batch."

Understanding that developing ideas that work is no easy task, we asked others what they believe to be the greatest challenge in creating effective marketing communications in North America.

"It's an exciting time to be a marketer with constantly, and radically, shifting opportunities on the way brands can engage in communications with fans, new and old," **Taylor Smith, Senior Director, Xbox Global Marketing at Microsoft**, said. The ideas of going mass, micro and everything in between is exciting. But keeping it together, and also customized, is brutally challenging."

Fellow judge **Emily Bond, EVP, General Manager, Nurun**, agreed that the state of the North American market makes effective work all the more challenging to create.

"In today's noisy, fragmented marketplace, truly effective marketing requires brands to engage with consumers authentically and passionately, sometimes at the risk of exposing themselves in ways that may go outside their comfort zones," she explained. "The challenge is to ensure that marketing isn't just 'marketing,' but actually solves a consumer problem or addresses a consumer need."

The Seattle session was the final main NA Round One judging session for this year's program. A specialty Round One jury for the Media Effies will meet in New York City next week. Final Round judging will take place in February and March.