



**In partnership:**



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## Walmart's Andy Murray Announced as 2014 Shopper Marketing Effie Jury Chair

The North American Effies has announced **Andy Murray**, SVP of Creative for Walmart, as the Final Round Judging Chair for the 2014 Shopper Marketing Effies.

Murray will lead the jury in determining winners in both the Manufacturer and Retailer categories.

Joining Murray on the panel will be the expertise of:

**Spencer Blaker**  
Global Director, Retail Marketing  
Burt's Bees, Inc.

**Tammy Brumfield**  
Vice President, Shopper Marketing  
ConAgra Foods

**Rachel Chambers**  
Director, Shopper Marketing & Insights  
Starbucks Coffee Company

**Dirk de Vos**  
SVP, Commercial Marketing  
Heineken USA

**Paul Kramer**  
Chief Executive Officer  
Catapult Marketing

**Joe Radabaugh**  
VP, Category & Shopper Excellence  
Nestlé USA

**Karuna Rawal**  
EVP, Retail Strategy Director  
Arc Worldwide

**Stephanie Robertson**  
Associate Director, Shopper Marketing & Scale  
Procter & Gamble

When asked what it will take for an Effie contender to earn their high marks, Spencer Blaker noted, "creativity, impact and results. The best design or program won't matter if it doesn't accomplish what the brand set out to achieve."

Stephanie Robertson will be looking for, "submissions that demonstrated a clear understanding of their shoppers and nailed the execution with breakthrough communication."

Karuna Rawal explained that a true contender will need that "magical combination of art and science. The ability to build a program based on deep human and shopper insight that is brought to life in a creative way and results in transforming behavior and delivering results for both the brand and the retailer...no small feat!"

Awards will be announced during the Gala Celebration at the Path to Purchase Institute's annual Shopper Marketing Summit on March 25, 2014. For information about the Awards Gala and to purchase tickets, please visit [www.shoppersummit.com/awards-celebration](http://www.shoppersummit.com/awards-celebration).

For more information about the Shopper Marketing Effie Awards, please [click here](#).