



May 28, 2015 United States

Collegiate Effie Celebrates Winners of 6th Annual Brand Challenge

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New York (May 28, 2015) – The North American Effie Awards is pleased to announce the winners of their sixth annual Collegiate Effie competition.

First Place went to “Roommate MashUp” from Ringling College of Art + Design. The campaign was created by students James Armas (Creative) and Anastasia Belomytseva (Copy, Creative).

Second place went to “Target University” from Brigham Young University – BYU AdLab. The campaign was created by students Natalie Daelemans (Account Planner, Strategist), Broderick Danielson (Copywriter, Sound Editor), and Kyle Lewis (Art Director, Researcher).

An Honorable Mention was awarded to “Cracking College” from Ringling College of Art + Design.

Now in its 6th year, the Collegiate Effie Awards give participants the opportunity to be briefed by a client, address real world business challenges and create marketing communications case studies. The Collegiate Effie Brand Challenge provides specific parameters to guide the students as they develop their campaigns.

This year, iconic retailer and Effie-winning brand, the Target Corporation, sponsored the Collegiate Effie Brand Challenge for the first time. Students were tasked with developing an integrated, multi-channel marketing communications campaign designed to engage back-to-college millennials, ages 18-24, with the Target Brand.

Qualifying entries were judged by industry professionals across various disciplines. After several rounds of online and an in-person judging session, submissions were narrowed down to a group of ten semi-finalists.

After a rigorous assessment by the Target brand team, two finalists were selected to travel to Target's Headquarters in Minneapolis, MN to pitch their work.

The North American Effies are honored to partner with Target on this program and to serve as a stepping stone for future marketing professionals.. The support of Target and their agency partner, Deutsch, made the 2015 Brand Challenge the most popular competition in Collegiate Effie history.

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About Effie Worldwide

Effie Worldwide is a 501 (c)(3) nonprofit organization that stands for effectiveness in marketing communications, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant and first-class insights into effective marketing strategy. The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with the Global Effie, the North America Effie, the Euro Effie, the Middle East / North Africa Effie, the Asia Pacific Effie and more than 40 national Effie programs. For more details, visit www.effie.org. Follow @effieawards on Twitter and on Facebook.com/effieawards for updates on Effie information, programs and news.