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North American Effie Awards Announces 2016 Collegiate Effie Competition

Call for entries issued to college students to create effective marketing communications campaigns

New York (February 9, 2016) - The North American Effie Awards is eager to announce its call for entries for the seventh annual Collegiate Effie competition. Collegiate Effie has teamed up with two Effie-winning companies to introduce exciting new Brand Challenges for 2016: The Kleenex® Brand Challenge, presented by Kimberly-Clark, and the V8+Energy Brand Challenge, presented by Campbell Soup Company.

Introduced in 2009 and modeled after the North American Effie Awards competition, the Collegiate Effie competition gives students the opportunity to create comprehensive marketing communications cases that address professional-level marketing challenges. Each challenge provides specific parameters to guide participants as they develop their campaigns.

The Kleenex® Brand Challenge

Collegiate Effie is delighted to partner with the Kleenex® Brand to present the Kleenex® Brand Challenge. The challenge tasks students with developing an integrated, multi-channel marketing campaign focusing on Kleenex® Perfect Fit*. Entrants must develop a strategy that will help evolve Kleenex brand from just another "wiping tool" into something much more profound and meaningful, a Gesture of Care. Collegiate Effie previously partnered with Kimberly-Clark in 2014 to present the U by Kotex® Brand Challenge.

The V8+Energy Brand Challenge

Collegiate Effie is pleased to partner with V8, a Campbell Soup Company brand, for the first time in 2016. The V8+Energy Brand Challenge invites students to develop an integrated, multi-channel marketing campaign designed to encourage the target audience to try V8+Energy by convincing them that V8 offers an energy drink that is effective, healthy and delicious.

Both Collegiate Effie Brand Challenges are open to students currently enrolled full/part-time at an accredited U.S. educational institution, graduate students, and students enrolled in portfolio programs.

Qualifying entries for the Collegiate Effie Brand Challenges will be judged by industry professionals in various disciplines, including creative, strategic planning, media strategy, branding, marketing, and social media. Depending on which challenge they enter, finalists will have the opportunity to present their work to senior members of the Kleenex® brand or V8 marketing team.

Entries for both the Kleenex® Brand Challenge and V8+Energy Brand Challenge are due no later than April 4, 2016.

For complete details on the Collegiate Effie competition, please visit www.effie.org/collegiate-ffie.

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 us on [Twitter](#) and [Facebook](#) for updates on Effie information, programs and news.