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## Effie Collegiate U.S. Introduces 2019 Brand Challenge by Subaru

In New Partnership, Subaru Asks College Students to Develop a Marketing Plan to Effectively Reach Millennial and Gen Z Car Buyers

New York (November 19, 2018) -- Effie United States, which recognizes marketing effectiveness, has announced that its ninth Effie Collegiate program will be in partnership with Subaru of America, Inc. Modeled after the Effie Awards, the Effie Collegiate program calls on the next generation's brightest marketers to work on real world business challenges with a focus on creating marketing that really works.

As the 2019 sponsor, Subaru will challenge college students throughout the U.S. to reinvent the experience of buying a new car to meet the expectations and lifestyles of the Millennial/Gen Z audience, many who think of buying a car as a thing of the past.

"We created a client brief that we would develop for any seasoned agency partner, knowing that college students who take on the Effie Collegiate entry will have real world experience to bring back to the classroom and later, to the workplace," said **Alan Bethke, Senior Vice President of Marketing, Subaru of America, Inc.** "By sponsoring Effie Collegiate, we are giving back, but expect to gain some fresh, insightful thinking in return from a generation that looks at buying a car in a whole new way."

Subaru and its agency of record, Carmichael Lynch, are no strangers to effective marketing, having earned the Sustained Success Effie for the Love campaign.

"At Effie, we use our vast resources to help people across all stages of their careers become more effective marketers. With the Effie Collegiate competition, students get to learn from the world's most successful and iconic brands," said **Veronica Parker-Hahn, SVP of Growth & Innovation at Effie Worldwide.** "We also work closely with the business and academic communities to ensure that a diverse group of students, many of whom are new to marketing, get exposure to the competition and a potential career in advertising and marketing."

The Effie Collegiate Subaru Brand Challenge will open its Call for Entries in January 2019. The challenge is open to students enrolled full/part-time in portfolio programs and graduate/undergraduate students enrolled at accredited educational institutions. The competition is free to enter.

Marketing executives will be called on by the Effies this Spring to serve on a jury to review this year's entries. Selected finalists will be invited to pitch their campaigns to the Subaru brand team at their headquarters in Camden, NJ.

For complete details on the Effie Collegiate competition, please visit [www.effie.org/collegiate-ffie](http://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 over 50 [programs](#), including the Global Effie, regional Asia Pacific, European, Latin American and Middle East / North African Effie programs and 45+ national programs. Effie Worldwide recognizes the most effective agencies and brands globally, regionally and locally via the [Effie Index](#). For more details, visit [ffie.org](http://ffie.org).

#### About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is a wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered at a zero-landfill office in Camden, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 630 retailers across the United States. All Subaru products are manufactured in zero-landfill production plants and [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Wildlife Federation. SOA is guided by the [Subaru Love Promise](#), which is the company's vision to show love and respect to everyone, and to support its communities and customers nationwide. Over the past 20 years, SOA has donated more than \$120 million to causes the Subaru family cares about, and its employees have logged more than 40,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do. For additional information visit [media.subaru.com](http://media.subaru.com). Follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

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