



# CALL FOR ENTRIES

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brands of the year.

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Sep 30, 2019 United States

## Call for Entries are Open for 2020 Commerce and Shopper Effie Awards

**NEW YORK (September 30, 2019)**— Effie U.S. has opened call for entries for its 2020 Effie Awards competition, which recognizes marketing effectiveness. This year, Effie introduced several new categories to the competition that reflect the ever-evolving marketing challenges across the industry.

The Commerce & Shopper Effies (formerly known as Shopper Marketing Effies) recognize the most effective integrated campaigns designed to engage the shopper and guide the purchase process. The program has been presented in partnership with the Path to Purchase Institute since 2011.

The Commerce & Shopper Effies has added new categories including Brand Experience, Data-Driven and Media Innovation:

**Brand Experience:**

This award will feature work that brought a brand, product or retailer to life and interacted with shoppers to influence conversion.

**Data-Driven:**

Brands and retailers using data, analytics and technology to identify and match the right shopper with the right message at the right time should enter this category.

**Media Innovation:**

This award will go to brands and retailers who reached out of the conventional approach to grab the attention of their shopper and effectively engage with them by changing the way a particular media channel is consumed or by creating a new channel.

Work that ran in the United States between September 1, 2018 and August 31, 2019 is eligible to enter. Entry deadlines run October 15- November 12, 2019, with exceptions including entries into the Seasonal Marketing category.

Effie finalists and winners will receive points toward their ranking in the [Effie Index](#), which globally ranks the most effective brands, marketers and agencies.

The entire list of 2020 Commerce & Shopper Effie categories include:

- Brand Experience
- Category/Aisle Evolution
- Challenger Brand Solution
- Data-Driven
- E-Commerce
- Media Innovation
- Multi-Brand Shopper Solution
- Multi-Retailer Program
- New Product/Service Introduction
- Omni-Channel Shopper Solution
- Seasonal/Event
- Single-Retailer Program:
  - Mass Merchants
  - Supermarkets
  - Drugstores
  - Other
- Sustained Success

Competition updates and materials, including entry resources are available at [effie.org/united-states](https://www.effie.org/united-states).

### About Effie

Effie is a global 501c3 non-profit whose purpose is to lead and evolve the forum for marketing effectiveness. Effie leads, inspires and champions the practice and practitioners of marketing effectiveness through education, awards, ever-evolving initiatives and first-class insights into marketing strategies that produce results. The organization recognizes the most effective brands, marketers and agencies, globally, regionally and locally through its 50+ award programs across the world and through its coveted effectiveness rankings, the [Effie Index](#). Since 1968, Effie is known as global symbol of achievement, while serving as a resource to steer the future of marketing success. For more details, visit [effie.org](https://www.effie.org).