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## Effie Worldwide Collaborates with Bose to Launch 2021 Effie Collegiate U.S. Brand Challenge

New York (August 2020) – Effie United States, a non-profit that champions marketing effectiveness, has announced that its 11th Effie Collegiate program will be in collaboration with Bose. Modeled after the Effie Awards, the Effie Collegiate program engages marketing students to research, ideate, and develop comprehensive marketing plans to address real world business challenges.

Beginning this September, Bose will engage students to develop an integrated holiday campaign to promote Bose's innovation.

"We're excited to connect with the Effie Collegiate program, and access the creative thinking and real world insight college students bring to the table. We believe there is no better way to fully understand our opportunity among this audience than to work with them directly," said Pat LaCroix, Manager, Media & Alliances, Bose.

This year's Brand Challenge with Bose will be the first Effie Collegiate competition offered for a full academic year, with opportunities for students to participate in either the Fall 2020 or the Spring 2021 semester.

"Effectiveness matters now more than ever, and the Effie Collegiate competition allows us to provide a marketing effectiveness framework rooted in global best practice at the college level," said Traci Alford,

President & CEO of Effie Worldwide. “We are delighted to work with Bose, a leader in consumer electronics, on this year’s collegiate competition to inspire future marketing leaders and give them a real-life marketing challenge to gain experience early in their careers.”

Call for Entries for the 2020/21 Effie Collegiate Bose Brand Challenge will launch in August 2020. The challenge is open to students enrolled in full/part-time graduate, undergraduate and portfolio programs at accredited educational institutions. The competition is free to enter. The entry deadline for the Fall Semester is October 30, 2020 and the entry deadline for the Spring Semester will be in April 2021.

For complete details on the Effie Collegiate competition, please visit [www.effie.org/effie-collegiate](http://www.effie.org/effie-collegiate).

#### **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](http://effie.org).

#### **About Bose**

Bose Corporation was founded in 1964 by Dr. Amar G. Bose, then a professor of electrical engineering at the Massachusetts Institute of Technology. Today, the company is driven by its founding principles, investing in long-term research to develop new technologies with real customer benefits. Bose innovations have spanned decades and industries, creating and transforming categories in audio and beyond. Bose products for the home, in the car, on the go and in public spaces have become iconic, changing the way people listen to music.

Bose Corporation is privately held. The company’s spirit of invention, passion for excellence, and commitment to extraordinary experiences can be found around the world — everywhere Bose does business.