



# Ideas That **Work**



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## Burger King, Microsoft, Nike, Mastercard, Ben & Jerry's among brands appearing at virtual Ideas That Work: 2020 US Effie Summit & Awards Gala

NEW YORK, September 28, 2020: Marketers from Burger King, Microsoft, Nike, Mastercard, and Ben & Jerry's are among the speakers at the [2020 Ideas That Work: 2020 US Effie Summit & Awards Gala](#), taking place virtually this week, September 29 to October 1.

The themes for the free, three-day online event are 'marketing effectiveness redefined', 'succeeding with purpose: marketing effectiveness for positive change', and 'marketing in an era of disruption.' Over eight summit sessions, speakers and panelists from brands, agencies and non-profits such as Street Grace and Sandy Hook Promise, will address issues such as what effective marketing means today, balancing profit and purpose, the future of effective retail experience, data privacy, and more.

The [2020 US Effie Awards winners](#) will be showcased throughout the event, and award levels will be revealed during the second half of each day's programming. Day three, Oct 1, will include conversations

with the nine winners in the running for the top prize, the Grand Effie: Aeromexico "DNA Discounts," Burger King "Whopper Detour," Coca-Cola "New Coke-Stranger Things," Lysol "Lysol Laundry," Glade "Scent by Glade," Microsoft "Changing the Game," Sandy Hook Promise "Back-to-School Essentials" and Street Grace "Stop Traffick" and "Gracie."

The Grand Effie winner will be announced at the end of the third day at the awards celebration, when the biggest awards of the year will be revealed, including the Sustained Success Effies and the 2020 U.S. Effie Rankings. Award levels for winners of the [2020 Global Effie Awards](#) will also be revealed during the show finale on Oct 1.

"We bring marketers together every year to honor the best in marketing effectiveness and share insights from the top marketers of the world. This year we decided to expand our usual invitation-only event and invite everyone in the industry to celebrate and learn from those who have effectively grown their businesses," said Traci Alford, President & CEO, Effie Worldwide. "We're excited to bring the program to a larger audience and give back to the industry at a time when it is most needed."

**A selection of this year's speakers include:**

- Jessica Appelaniz, CCO, Ogilvy LATAM
- Heather Campaign, Customer Leader, Omnichannel Strategy & Activation, Johnson & Johnson
- Andrés Castañeda, EVP, Chief Customer & Digital Officer, Aeromexico
- Luis Di Como, EVP, Global Media, Unilever
- Kelly Fredrickson, President, MullenLowe U.S.
- Jae Goodman, CEO, Observatory
- Kathleen Hall, Chief Brand Officer, Microsoft
- Nicole Hockley, Co-Founder & Managing Director, Sandy Hook Promise
- César Holguín, VP, Strategy & Consulting, Ogilvy Mexico
- Gail Horwood, CMO, Kellogg North America
- Erika Irish Brown, Chief Diversity Officer, Goldman Sachs
- Kent Johnson, Co-Founder, Black & Abroad
- Beth Ann Kaminkow, Global CEO, Geometry
- Jacki Kelly, CEO, Americas, Dentsu Aegis Network
- Daryl Lee, Global CEO, IPG Mediabrands
- Alex Lopez, Global Head of Brand Communication and Brand Narrative + Global Creative Director, Nike
- Fernando Machado, Global CMO, Restaurant Brands International
- Eric Martin, Co-Founder, Black & Abroad
- Matthew McCarthy, CEO, Ben & Jerry's
- Vineet Mehra, Global Chief Marketing & Customer Officer, Walgreens Boots Alliance
- Shayne Millington, EVP, Global Executive Creative Director, McCann New York
- Micky Onvural, CEO, Bonobos
- Deborah Wahl, CMO, General Motors

For full details of the program and to register for Ideas That Work: 2020 US Effie Summit & Awards Gala, [please click here](#).