



IDEAS THAT WORK

LEADERSHIP SUMMIT &  
AWARDS CELEBRATION

2021

#EFFIES  
#IDEAS THAT WORK



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# Microsoft, Netflix, TikTok, Univision among companies to appear at virtual Ideas That Work: 2021 Effie US Summit & Awards Celebration

NEW YORK, September 22, 2021-- Marketers from Microsoft, Netflix, TikTok and Univision are among the speakers at the [Ideas That Work: 2021 Effie US Leadership Summit & Awards Celebration](#), taking place virtually on September 29th and 30th (3-5pm EDT).

The Summit will address a diverse range of topics about marketing effectiveness, including how advertising can help solve some of the world's biggest problems, the dynamic definition of advertising and effectiveness, and how brands effectively create cultural impact. The agenda also includes discussions about the ROI of inclusivity and a sneak preview of Effie US' annual report, in partnership with Ipsos.

The 2021 US Effie Awards winners will be showcased throughout the two-day event, including a set of interviews with Twitter's Chief Customer Officer, Sarah Personette. Conversations with winning teams include: McDonald's & Wieden+Kennedy for "The Travis Scott Meal," Tinder & 72andSunny Los Angeles for "Swipe Night," and TUMS/GSK & Grey for "TUMS makes the Super Bowl #TUMSworthy."

The Grand Effie winner will be announced at the end of the second day during the awards celebration finale on Sept. 30, followed by the reveal of the 2021 Effie U.S. Rankings.

“We are excited to present a robust two-day program this year, discussing the nuances of marketing effectiveness with some of today’s most notable marketers,” said Traci Alford, Global CEO of Effie Worldwide. “In addition to lively discussions, the event will also provide valuable insights into some of the hardest working campaigns of the year, the Effie winners.”

**A selection of speakers includes:**

- Claudine Cheever, VP, Global Brand & Marketing, Amazon
- Dr. Marcus Collins, Head of Planning, Wieden+Kennedy NY
- Casey DePalma, Head of Public Relations, Influencer Marketing & Digital Engagement, Unilever
- Zoë Fairbourn, Head of Brand Partnerships, Hello Sunshine
- Ashley Haynes-Gaspar, COO of US Business Applications & Industry Clouds, Microsoft
- Jae Goodman, Founder & CEO, Observatory
- Nicola Heckles, VP, Crown Royal, Diageo
- Daryl Lee, Global CEO, IPG Mediabrands
- Smita Reddy, US Brand Chair, Edelman
- Roberto Ruiz, EVP, Research, Insights & Analytics, Univision
- Amy Sharon, Brand Director-Heartburn Portfolio, GSK Consumer Healthcare NA
- Alanna Strauss, Head of Creative – Brand Partnerships, Netflix
- Justin Thomas Copeland, President & CEO, DDB North America
- Khartoon Weiss, Head of Global Agency & Accounts, TikTok

For full details of the program and to register for Ideas That Work: 2021 Effie US Summit & Awards Celebration, [please click here](#).

Also be sure to tune in to the Effie UK’s Ideas That Work Summit on October 7th ([more info](#)).