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Effie US and Ally Launch 2023 Effie Collegiate Brand Challenge

The leading digital financial services company challenges marketing students across the United States to create an effective integrated brand campaign.

NEW YORK, March 6, 2023 -- Effie Worldwide, a nonprofit that champions marketing effectiveness, announced that its 2023 Effie Collegiate program will be in collaboration with Ally. 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.

For the Spring 2023 semester, college students across the country will be challenged by Ally and Effie to build Ally brand awareness, consumer advocacy, and consideration through a disruptive, integrated marketing campaign. Participating student teams will be briefed with a target audience, budget, and marketing challenge and have through April 5, 2023 to submit their projects.

All entries will be reviewed by a jury of marketers from across the Effie network, representing agencies, brands and media. The final teams will be invited to pitch their ideas to Ally's Marketing team in late Spring 2023.

"We believe the Effie Collegiate participants will offer fresh, innovative perspectives and solutions that will expand on the idea that we are all better off with an ally," said Andrea Brimmer, Chief Marketing and Public Relations Officer at Ally. "We entered the industry as disruptors who forever changed the way people bank, and we maintain that spirit through innovative marketing that engages consumers where

they are on their financial journeys. I always learn something when I connect with emerging marketers and look forward to seeing the fantastic ideas they bring to the table.”

“Education sits at the core of Effie’s mission to support marketers throughout their careers and, ultimately, make marketing more effective” said Traci Alford, Global CEO of Effie Worldwide. “We’re proud to offer professional development, rooted in our 4-pillar framework, starting at the collegiate level and are very excited to be collaborating with Ally on this year’s Effie Collegiate program in the US. I hope that students have fun and gain insight into how to provide marketing solutions that grow businesses through this live business challenge. Ally has presented a great opportunity through their brief, and I look forward to seeing the results.”

Call for Entries for the Effie Collegiate x Ally Brand Challenge launched in January 2023. The Challenge is open to students who are enrolled in full/part-time graduate, undergraduate and portfolio programs at accredited educational institutions.

For more information about the Effie Collegiate US competition, please [click here](#).

About Effie Worldwide

Effie is a global 501c3 non-profit whose mission 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 a global symbol of achievement, while serving as a resource to steer the future of marketing success. For more details, visit effie.org.

About Ally Financial

Ally Financial Inc. (NYSE: ALLY) is a financial services company with the nation's largest all-digital bank and an industry-leading auto financing business, driven by a mission to "Do It Right" and be a relentless ally for customers and communities. The company serves more than 10.5 million customers through a full range of online banking services (including deposits, mortgage, point-of-sale personal lending, and credit card products) and securities brokerage and investment advisory services. The company also includes a robust corporate finance business that offers capital for equity sponsors and middle-market companies, as well as auto financing and insurance offerings through more than 22,000 dealers nationwide. For more information, please visit www.ally.com and follow @allyfinancial.

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