



Feb 26, 2024 United States

## Effie Collegiate US Launches 2024 Spring Semester Brand Challenge

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

New York, February 26, 2024 -- Effie United States (part of Effie Worldwide), a nonprofit that champions marketing effectiveness, announced that its 2024 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 2024 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 3, 2024 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 2024.

Ally is continuing its relationship with the Effies, following a successful Collegiate competition last year. The Spring 2023 Brand Challenge winner was from Loyola Marymount University.

"The ideas presented by last year's Effie Collegiate participants were innovative and truly brought to life the idea that we are all better off with an ally," said **Andrea Brimmer**, Chief Marketing and Public Relations Officer at Ally. "We look forward to seeing more work that elevates our approach of challenging the status quo in financial marketing while engaging consumers where they are on their financial journeys."

"I am so pleased to be kicking off another Collegiate Brand Challenge with our friends at Ally," said Traci

**Alford**, Global CEO, Effie Worldwide. "The Effie Collegiate competition offers students an unmatched opportunity to solve a real business challenge. Ally's brief helps take the marketing theories learned at university and put them into practice. All underpinned by Effie's framework for effectiveness. As always, I wish all students the best of success in this year's program and look forward to seeing the results."

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

For more information about the Effie Collegiate US competition, visit:  
[marketing.effie.org/effiecollegiate\\_overview](https://marketing.effie.org/effiecollegiate_overview)