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Jan 30, 2014   United States

Walmart's Andy Murray Announced as 2014 Shopper Marketing Effie Jury Chair

The North American Effies has announced **Andy Murray, SVP of Creative for Walmart**, as the Final Round Judging Chair for the 2014 Shopper Marketing Effies.

Murray will lead the jury in determining winners in both the Manufacturer and Retailer categories.

Joining Murray on the panel will be the expertise of:

Spencer Blaker
Global Director, Retail Marketing
Burt's Bees, Inc.

Tammy Brumfield
Vice President, Shopper Marketing
ConAgra Foods

Rachel Chambers
Director, Shopper Marketing & Insights
Starbucks Coffee Company

Dirk de Vos
SVP, Commercial Marketing
Heineken USA

Paul Kramer
Chief Executive Officer
Catapult Marketing

Joe Radabaugh
VP, Category & Shopper Excellence
Nestlé USA

Karuna Rawal
EVP, Retail Strategy Director
Arc Worldwide

Stephanie Robertson
Associate Director, Shopper Marketing & Scale
Procter & Gamble

When asked what it will take for an Effie contender to earn their high marks, Spencer Blaker noted, "creativity, impact and results. The best design or program won't matter if it doesn't accomplish what the brand set out to achieve."

Stephanie Robertson will be looking for, "submissions that demonstrated a clear understanding of their shoppers and nailed the execution with breakthrough communication."

Karuna Rawal explained that a true contender will need that "magical combination of art and science. The ability to build a program based on deep human and shopper insight that is brought to life in a creative way and results in transforming behavior and delivering results for both the brand and the retailer…no small feat!"

Awards will be announced during the Gala Celebration at the Path to Purchase Institute's annual Shopper Marketing Summit on March 25, 2014. For information about the Awards Gala and to purchase tickets, please visit www.shoppersummit.com/awards-celebration.

For more information about the Shopper Marketing Effie Awards, please click here.