



Awarding Ideas That Work

Effie Awards

Comments from the Jury

This document was created to help entrants submit an effective entry.

The information and statements made in this document do not represent the opinions of The Effie® Awards organization, Board of Directors, Steering committee, or staff – all comments and data presented are straight from the industry executives who dedicated their time to serve on an Effie Jury.

We hope you find the information useful as you prepare your cases for the 2009 competition. For additional insight, visit the winner's showcase at www.effie.org to view 2008 winning cases and work.

Jury Comments

We asked the jury to specifically provide a sentence or two for entrants on what makes a great case. Here is advice from the judges:

- Tell me your idea AND how you validated it. – **agency executive**
- Be specific – be specific – be specific with objectives. Then make sure your results are linked. - **agency executive**
- Tell the story simply and specifically. Show why the consumer should care. – **packaged goods executive**
- Make the case for why it worked. Not just that it did work. – **agency executive**
- The judges are coming at this work fresh - so, give situation, objectives, insight idea, and tie results to both client objectives and consumer response - **CMO of apparel company**
- A good case is easy to read and even entertaining. It clearly states the challenge and why it is/isn't hard. It succinctly summarized the insight and creative idea, but most important, it presents compelling results vs. just positioning or spinning the results. - **CMO of beauty/cosmetics company**
- Keep it simple; be clear on the source of results. - **VP of marketing for household supply product**
- Write with personality & humanity. Marketing speak does not enhance your case. - **agency executive**
- Show me how your strategy made a difference for the consumer and the brand. - **agency executive**
- Make briefs short, concise, and rational. Avoid exclamation marks! - **agency executive**
- Don't over complicate, inflate or pad the story. Diverse media opportunities make it extraordinarily easy to get lost in execution. Show how it all goes together, rather than trying to get credit for checking all "the boxes" - **agency executive**
- To win you need a clear challenge and proof that your idea produced a genuinely surprising result. - **agency executive**
- *We need to keep tying big results to our ideas – that is the future of our industry.* – **agency executive**
- Tell your story like you would to someone at a cocktail party - **agency executive**

We asked Judges: What makes a great written brief?

- A great case links the strategic challenge, idea, execution, objectives and results
- Clarity, consistency and strong evidence.
- Short and to the point
- Clearly connected objectives and results
- Consistency from objectives to performance evaluation.
- Make the objectives measurable and the results meaningful.
- Measurable objectives and pre-stated metric
- Proofread and concise.
- Validates the idea.
- Defines the target audience.
- Provides context for results and objectives (what do your measurements mean in context of your category / in comparison to your competition / in comparison to where your brand was a year ago & today).
- Covers all objectives or clearly states why certain objectives were not part of the case.
- Addresses the media strategy and creative strategy.
- Tells a story in a simple focused and convincing way
- Gives insight into the problem
- No spelling, grammar errors.
- You should get it without ever seeing the creative
- You can quickly understand the nature of the challenge, the big idea

Criticisms from judges on key items missing from some cases:

- Inconsistencies in forecasts and loose interpretation of metrics.
- Poor set up for goals and results. No frame of reference or insufficient frame provided.
- Some cases with strong strategy were missing measurements and a strong execution against the strategy.
- Some are missing the consumer element – no attention to the consumer or target in the write-up.
- Lacking in strategic creative idea
- Inconsistencies between objective and approach
- Some briefs were too long
- Good work off mediocre briefs, sloppy tying of results to objectives
- Little info on target or competition
- Little evidence of insight; real creativity and performance
- Did not clearly articulate objective/results
- Some cases omitted explanation of what led to the insight or what told them the insight had merit.

Comments on Key Sections:

Strategic Challenge + Objective / Idea / Bringing Idea to Life / Results

1. Strategic Challenge + Objectives

(Category, marketplace, company, competitive environment, target, what created the challenge & response to it.)

- Objectives not always clearly stated or not measurable. Both are key.
- Some were very specific and insightful; others were very general
- Often lacking brand and consumer insight behind the business goal
- Would like to see less intuition, more reliance on breakthrough insights.
- Define the strategic challenge with specifics. E.G. – “Influence key stakeholders” – who are they?
- States clear objectives based on needs rather than trying to retrofit creative to objectives.
- Business situation, competitive context and what job the advertising needs to do.
- More facts about category, competition.
- Target audience information is key.
- Measurable is key. Stated goals not open ended.
- Excite me about the issue – don’t just write a term paper
- More consumer info
- There should be clear connection between where you want to go and how you got there
- Clear concise statement of the problem. Stated metrics on results
- More on what makes specific challenges unique to those individual brands

2. Idea

(Idea: How it originated, how it addressed the challenge)

- Ideas were not always clearly linked to solving the challenge
- Target information and insight needed.
- More context for the insights/origin.
- More insight along with research to back it up.
- Not always clear on how idea tied to challenge; what the core insights were
- Some confused insight with execution
- Too many tactics vs. true ideas
- Many confused idea with an execution

3. Bringing Idea to Life

(Creative and media strategy. The channels and the work, execution of the idea)

- Strong linkage to the idea – was absent in some cases.
- Relevant media mix that surrounds the target audience.
- Cross-media integration, how different media accomplished different elements.
- Expect more strategy vs. just executional channels and touch points selected – why not just where.
- How each component contributed to success. Which channels were relevant and why.
- Creative thinking around communications channels: mix of traditional and emerging (not sitting on the sidelines of digital trends)
- More insight into media strategy and understand how the consumers consumed multiple messages.
- Most focused almost exclusively on creative very little media
- Media strategy not stated, it is necessary to address this!
- More humor and non-traditional media
- Hammer the power of the new tools available to communicate

4. Results

Comments from Juries on what was missing and what is needed:

- Link results clearly to stated objectives (#1 comment)
- Truthfulness. (#2 comment)
- Needs to be benchmarked against the category.
- Year over year + market share needed.
- Need A) Sustained volume and share growth; B) brand awareness and image ratings.
- Deliver the business results and improving/changing brand health.
- Quantifiable against objectives.
- Specificity. Sources. Context.
- Measurable results beyond sales. Proof that they aren't backfilled to show success.
- Tangible, top-level, meaningful measurements, not random, positive facts.
- Sometimes data was given that did not support the goal or was presented in a way that did not prove growth
- Quantifiable results that don't hinge entirely on sales numbers.
- Direct correlation to measurable goals/objectives, significant impact against benchmarks.
- Clear, compelling objectives with rationale why challenge was profound.
- Outside validation – not sloppily reported or validated.
- More specific data! Brand and \$.
- Map to objectives. Attributable to the work. Tied to business results.
- Objective results that are realistic and creditable. No suspect data.
- Increasing sales; increasing share; impact of advertising; consumer engagement; newsworthy follow-up
- Other proof beyond sales/shares. Use online to validate performance.
- Impact on sales and brand equity metrics, market share.
- Multi-dimensional – sales and attitudes.
- Making sure that they have clearly answered the question "Anything else going on that may have impacted results."

Effie Awards

2008 Juries

2008 Effie Awards Judges: Final Round

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Alda Abbracciamento
Mngng. Part.
Soho Square

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Mngng. Dir.
Secret Weapon Marketing

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The Campbell Soup Co.

M'lou Arnett
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Mucinex/Adams
Respiratory Therapeutics

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Exec. VP-Creative Dir.
Arnold Worldwide

Christian Barnett
Exec. Dir.-Strategic
Planning
Brand Buzz

Stan Becker
Ad Man Extraordinaire

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Pres.-CEO
Winglatino

Lincoln Bjorkman
Exec. VP-Creative Dir.
Digitas New York

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Deutsch LA

Eric Block
Principal-Mngng. Part.
Duffy & Partners

Dale Bornstein
Part.
Ketchum

Michelle Bottomley
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Ogilvy & Mather

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Planning
Saatchi & Saatchi

Brad Brinegar
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McKinney

Deanna Brown
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Scripps Networks
Interactive

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Eleven Inc.

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Butler, Shine, Stern &
Partners

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Part.-Creative Dir.
The Barbarian Group

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VP-Brand Mktg.
NBC Universal/Sci Fi
Channel

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Genl. Mgr.-Integrated Mktg.
Comm.
Colgate-Palmolive

Steve Carli
Mngng. Part.-Planner
Zig

Nigel Carr
Sr.Part.-Group Planning
Dir.
Ogilvy & Mather

Jeffrey Chapman
Global Dir.-Brand Comm.
Schick Wilkinson Sword

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Exec. VP-Dir., Strategy
Partnership for a Drug-Free
America

Scott Colwell
VP-Mktg.
Baskin-Robbins

Sam Craig
Catherine and Peter Kellner
Professor
New York University, Stern
School of Business

Kendall Crolius
VP-Genl. Mgr.
Forbes Conference Group

Laurence Croneen
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Jack Morton Worldwide

Joseph Crump
Exec. Creative Dir.
Avenue A | Razorfish

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Wolff Olins

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Technology, Rsch. & Brand
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Michael Davis
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Emerging Content
Draft FCB

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Mngng. Part.-Digital Direct
& Analytics
Mullen-Weham

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Midas

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Publicis New York

Ron Elgin
CEO
DDB-Seattle

Jim Elms
Exec. VP-Dir., Context
Planning
Grey

Jim Ensign
VP-Mktg. Comm.
Papa John's International

Sam Ewen
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Interference Inc

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Exec. VP-Mktg.
MTV

Diane Fannon
Principal-Brand Mgmt.
The Richards Group

Sarah Fay
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Carat

Rob Feakins
Pres.-CCO
Publicis

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Digital Pulp,

Judy Franks
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Behavior
Energy BBDO

Beau Fraser
Mngng. Dir.
The Gate Worldwide

Matt Freeman
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Tribal DDB Worldwide

Christine Fruechte
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Colle+McVoy

Chris Gannett
VP-Strategic Mktg. & Bus.
Devel.
Sony BMG

Murray Gaylord
VP-Mktg. & Consumer
Insights
New York Times

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Y&R

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Travelocity

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The Wall Street Journal

2008 Effie Awards Judges: Final Round

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Colangelo

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International
Optimedia/US

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RPA

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Dir.
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Wealth Mgmt.
Citigroup

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Programs
Amtrak

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Saatchi & Saatchi S

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Amalgamated LLC

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Officer
Seventh Generation

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Digitas

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The Martin Agency

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ROUND ONE JUDGES

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Kilgannon

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Publicis New York

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Branding
David & Goliath

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True Value Co.

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Colgate-Palmolive Co.

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Anomaly

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CMO
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Doner

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Innovation
TracyLocke

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Merkley+Partners

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The Miller Group

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Leo Burnett Worldwide

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BBDO New York

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VP-Strategy Group Dir.
Olson

David Budner
Consultant

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Conill

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Element 79

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Alcone Marketing

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Nature
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Arnold Worldwide

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Sr. Planner
Venables Bell & Partners

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DDB Chicago

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Creative Dir.
Draftfcb

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Colangelo

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Consumer & E-Bus.
CommonHealth

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Sr. Part.-Strategic Planning
Dir.
MindShare Chicago

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Pod Design

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Draft NY

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BBDO

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TBWA\Chiat\Day

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Co-Dir.-Brand Strategy
Kbp

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DDB Chicago

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nFusion Group

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BBDO West

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Ole

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Colangelo

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Silver's

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Campbell Soup Co.

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Saatchi Health+Wellness

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Ogilvy Action

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ViVa Partnership

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Campbell Soup Co.

Nancy Grebey
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Draftfcb

Shayna Green
Acct. Dir.
Arnold Worldwide

2008 Effie Awards Judges: Round One

ROUND ONE JUDGES

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White Rhino

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McKinney

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Leo Burnett USA

Debbie Haas
VP-Mktg.
AAA Auto Club Group

Dee Hall
Exec. VP-Integration
Draftfcb

John Hambrick
Exec. VP
Bagby & Co.

Wayne Hamilton
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Intercontinental Hotels
Group (IHG-Holiday Inn)

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Sr. VP-Group Mgmt. Dir.
Draftfcb

David Hattenbach
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Draftfcb

Vicky Hayes
Mngng. Dir.
Goldman, Sachs & Co

Jennifer Healy
Brand Devel.-Dir.-Face &
Body Care
Unilever

James Hering
Exec.VP-Dir.-Integrated
Mktg.
TM Advertising

Tony Hoblely
Sr. VP-Client Services
Rapp Collins Worldwide

Matt Hofherr
Pres.-Mngng. Part.
Swirl

Erica Hoholick
Group Acct. Dir.
TBWA\Chiat\Day

Doug Holroyd
Sr. VP-Exec. Dir.,
Connection Planning
McKinney

Lisa Hughes
Sr. VP-Group Acct. Dir.
McKinney

Talley Hultgren
Sr. VP-Group Acct. Dir.
TG Madison

Eric Husband
Group Creative Dir.
Colle+McVoy

Brian James
Sr. VP
Millward Brown

Steve Jekogian
Sr. Mgr.-Mktg. Rsch.
Schering-Plough Consumer
Healthcare

Andrew Jeske
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Saatchi & Saatchi

Sumeet Kanwar
Dir.-Brand Devel.
Sears Holding Co.

Victoria Kaulback
Brand Planning Dir.
Y&R Advertising

Chad Kawalec
Y&R Advertising

Harlan Kennedy
Group Dir.-Brand Strategy
Venables Bell & Partners

Scott Kington
VP-Strategic Planning
Woodruff Sweitzer

Beth Knight
Sr. VP-Planning Dir.
TracyLocke

Adam Konowitz
Sr. VP-Acct. Mngng. Dir.
Young & Rubicam

Myrna Krueger
VP-Acct. Dir.
Colle+McVoy

Don Lane
Sr. VP-Group Acct. Dir.
Arnold Worldwide

Jonathan Lange
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Lowe Worldwide

Sean Laughlin
Dir.-Mktg.
Harley-Davidson

Rob Lawson
Pres.
Limbo

Tracey Lee
Group Planning Dir.
BBH

Eve Leshaw
Client Comm. Dir.
OMD

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David Lockwood
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Planning
Campbell-Ewald

Cindy Lord
VP-Group Planning Dir.
Martin/Williams Advertising

Mitzi Lorentzen
VP
Millward Brown

James Lou
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Strategy
DDB Chicago

Teddy Lynn
Sr. VP-Dir.-Branded
Content
Arnold Worldwide

David Maas
Sr. VP-Group Acct. Dir.
JWT Team Detroit

Martin Macdonald
CCO-Sr. Part.
RMG Connect (JWT)

Jane Mackie
VP-Mktg.
The Kor Group

Scott Marcus
Brand Mgr.
Kraft Foods

Chris Marshall
VP-Acct. Dir.
Rapp Collins Worldwide

Jane Matthews
VP-Dir.-Bus. Devel.
22squared

Timothy Mauery
Sr. Part.-Global Planning
Dir.
JWT Chicago

Kim McCullough
Corp. Mgr.-Mktg. Comm.
Toyota Motor Sales, USA

Steve McGehee
Sr. VP-Group Acct. Leader
Barkley

Adel Mekhail
VP-N. Amer. Mktg.
Schick Wilkinson Sword

Hillary Miller
Exec. VP-Strategy
DDB

David Mitchell
Sr. VP-Exec. Creative Dir.
Digitas

Peter Mitchell
Pres.-COO
Woodbine

Rebecca Moore
Mgr.-Advt. & Brand Mgmt.
AXA Equitable

Valerie Morel
Exec.VP-Mktg.-Intl. Devel.
XA, The Experiential
Agency

Rich Mules Jr.
VP-Mgmt. Super.
Cramer-Krasselt

Jennifer Neal
Exec. VP-Mngng. Part.
PHD US

Laurie Neff
Sr. Consumer Insights Mgr.
General Mills

Don Nelson
Sr. VP-Creative Dir.
Chicago Creative
Partnership

2008 Effie Awards Judges: Round One

ROUND ONE JUDGES

John Newall
Acct. Mgr.-Group Acct. Dir.
McKinney

Keith Newton
Sr. Part.-WW Group
Planning Dir.
Ogilvy & Mather

Esther Novak
Founder-CEO
VanguardComm

Maggie O'Neill
Sr. Dir.
Peppercom

Rene Osorio
Mktg.-Comm. Dir.
Cargill

Nancy Pendas-Smith
Sr. VP-Multicultural
Connection
Saatchi & Saatchi

Chris Perkins
Exec. VP-Exec. Dir.
Arnold Worldwide

Mike Picarella
Nappic Communications

Charles Pinkerton
Part.-Dir., Comm.
The Media Kitchen

Diane Pomierski
Sr. Creative Dir.
McDonald's Corp.

Paul Posnick
Creative Dir.
Posnick+Advertising

Lynn Power
Exec. VP-Mngng. Part.
Arnold Worldwide

S. Christina Raia
Exec. VP-Dir.-Strategic
Devel.
Arnold Worldwide

Dave Rasmussen
Sr. Part.-Strategic Planning
Dir.
MindShare

Robert Rawley
Exec. VP-Sr. Acct. Dir.
BBDO New York

Sheri Reagan
VP-U.S. Media
American Express

Barb Reilly
Mngng. Part.-Exec. Dir.
Arnold Worldwide

Gail Reisman
Sr. Dir.-Natl. Advt. & Mktg.
Programs
Amtrak

Theresa Renaud
Sr. VP-Group Acct. Dir.
Deutsch Inc.

Leif Roll
VP-Mktg.
State Farm Insurance Cos.

Anna Ross
VP-Acct. Dir.
Young & Rubicam New
York

Jim Santora
Sr. VP-Sr. Acct. Dir.
BBDO

Carl Sastram
Exec. Concept Dir.
TracyLocke

Neil Saunders
Sr. VP-Group Planning Dir.
Energy BBDO

Marc Schwartz
Dir.-Relationship Mktg.
Novartis

Morgan Seamark
Sr. VP-Acct. Dir.
BBDO New York

Peter Seronick
Exec. VP-Creative Dir.
Allen & Gerritsen

Jim Sexton
Strategic Integration Officer
TracyLocke

Brian Sheehan
CEO
Team One

John Sheehy
Exec. VP-Head, Acct.
Managem
Leo Burnett USA

Jaci Sisson
Sr. VP-Creative Dir.
Dailey & Associates

Ron Smith
VP-Group Creative Dir.
Arc Worldwide

Greg Smith
CCO
The Via Group

Doria Steedman
Sr. Creative Counsel
Partnership for a Drug-Free
America

Jay Suhr
Sr. VP-Creative Services &
Acct. Planning
T3

Gaye Sussman
Pres.
ID Media

Cass Taylor
Mgmt. Super.
Arnold Worldwide

Gabrielle Tenaglia
Sr. Planner
Venables Bell & Partners

Lara Tennison
Sr. VP-Energy BBDO
Brand Experience
Energy BBDO

Sivakumar
Thangaratnavelu
Sr. VP-Corp. Mktg.
HSBC North America
Holdings

Micaela Tiffen
Mgr.-Global Consumer
Insights
Energizer Co. Personal
Care Products

Tom Troja
VP-Mktg.
Social Vibe

Adam Turinas
Sr. VP-Mngng. Dir.
Organic

Peter Vega
Dir.-Print Production/Studio
Operations
La Agencia De Orci

Cristina Vilella
Dir.-Mktg., U.S. Hispanic
McDonald USA/Corp.

Deborah von Kutzleben
Sr. VP-Group Acct. Dir.
BBDO Atlanta

Vic Walia
Sr. Dir.-Brand Mktg.
Hotels.com

Carole Walker
Mktg. Services Dir.
Mars Snack US

Doug Walker
Exec. VP-Mgmt. Dir.
BBDO Atlanta

Tiffany Warren
VP-Dir.-Multicultural
Programs
Arnold Worldwide

Lauren Watson
Sr. VP-Group Creative Dir.
Draftfcb Chicago

Elizabeth Weisser
Principal
Eawinnyc Direct and Digital

Diane Woodruff
VP-Bus. Devel.
Cronin & Co.

2008 Effie Awards Judges: Green Jury

ROUND ONE JUDGES GREEN EFFIE

Shane Ankeney
Exec. Dir.
Audience Planning & Media
Arts
TBWA\Chiat\Day

Thomas Dooley
Founder-Creative Dir.
TDA Advertising & Design

Seth Farbman
Sr. Part.-Mngng. Dir.
Ogilvy New York

Melyssa Glassman
Creative Dir.
New Belgium Brewing Co.

Michael Landou
Creative Dir.
Saatchi & Saatchi X

Jacquelyn Ottman
Pres.
J. Ottman Consulting

Charlie Raynes
Sr. Mgr.-Global Mktg.
Timberland

Johnny Rooks
Pres.
Dwell Creative

Annette Scheid
Lead Creative
Patagonia

Strick Walker
Chief Mktg. & Devel. Officer
1% for the Planet

2008 Effie Awards Judges: Global Final Jury

FINAL ROUND JUDGES GLOBAL EFFIE

Lisa Bacus
Dir.-Global Mktg. Strategy
Ford Motor Co.

Larry Bloomenkranz
VP-Brand Mgmt. & Comm.
UPS

Ilana Bryant
Global Chief Strategy
Officer
StrawberryFrog

Julie Chan
Global Connections Dir.
Johnson & Johnson

Helen Clark
Head-Corp. Brand &
Reputation
Chevron

Catherine Guthrie
Pres.-Multi-Natl. Accts.
Leo Burnett Worldwide

Frank Hohmann
Mngng. Dir.-Global
Integrated Mktg.
Wm. Wrigley Jr. Co.

Casey Jones
VP-Global Brand Mktg.
Dell

Richard Lennox
Exec. VP-Global Bus. Dir.
JWT New York

Lisa Rountree
Sr. Dir.-Mktg. & Innovation
Strategy
The Hershey Co.

Steve Sturm
VP Mktg.
Toyota

Nilda Velez
Genl. Mgr.
MosaicaMD

David Verklin
CEO
Aegis Media Americas

Linda Watson
Global Comm. Dir.
Glaxo Smith Kline

Mike Wilson
Exec. VP-CCO
Dentsu America

2008 Effie Awards Judges: Global Round One

ROUND ONE JUDGES GLOBAL EFFIE - LONDON

Chris Clarke
Exec. Creative Dir.-Pres.
Digitas

Duncan Coates
Mngng. Part.
Mindshare

Leslie Dance
Sr. VP-Global Mktg.
Burberry Ltd.

Malcolm Hunter
Global Head-Strategy
Aegis Media

Jared Konstanty
Mngng. Dir.-EMEA
Ocean Spray International Services

Pierre Le Gouvello
Co-Pres.
DDB France

Jamie Leach
Client Mngng. Dir.
Starcom MediaVest Group

Andreas Moellmann
Founder
Robotandthe8ball

Michael Moszynski
CEO
IS

Damian O'Malley
Head-Strategic Services
McCann Erickson

Michael Trautmann
Mngng. Dir.-Co-founder
Kempertrautmann GmbH

ROUND ONE JUDGES GLOBAL EFFIE – NEW YORK

Barbara Basney
Dir.-Global Advt.
Xerox Corp.

Costanza Castelnuovo-Tedesco
VP-Global Advt. & Branding
SAP Global Marketing

David Corr
Exec. VP-Exec. Creative Dir.
Publicis NY

Melissa Edwards
Sr. Mktg. Mgr.-Intl. Brands
Nestlé Waters North America

Pamela Hamlin
Pres.
Arnold Worldwide

Sydney K. Hunsdale
Exec. VP-WW Operations
Avenue A | Razorfish

Tom McManus
Creative Dir. N. Amer.
Cheil Worldwide

Kevin C. Parham
Dir.-Global Advt.
Campbell Soup

ROUND ONE JUDGES GLOBAL EFFIE – SÃO PAULO

Pedro Cabral
CEO-Isobar América Latina
Agência Click

João Batista Simon Ciaco
Advt. & Relationship Mktg. Dir.
Fiat

Adriana Cury
Chairwoman-CCO
McCann Erickson

Rafael Davini
Brazil & Miami Ad Sales & Mktg. VP
Turner

Ken Fugioka
Head-Planning
JWT Brazil

Hugo Janeba
Image & Comm. Dir.
Vivo

Fábia Georgetti Juliasz
CEO IBOPE NetRatings
IBOPE.NetRatings

Alcir Gomes Leite
Exec. VP
DM9/DDB

Waltely Longo
CEO
TV Mulher & Mãe

Mauro Multedo
VP-CMO
McDonald's

Samuel Russell
Mktg. Dir.
General Motors

Anco Saraiva
Genl. Mktg. Dir.
Rede Globo

João Daniel Tikhomirot
Pres.
Mixer