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## Lucky Generals is partnering with Effie UK to fund £10K worth of marketing effectiveness training for working class talent

LONDON, 8th December 2023 -- The initiative, Lucky10Grand is designed to mark both the agency's 10th birthday and its recent winning of the UK's top effectiveness prize - the Grand Effie - for its long-running campaign for Yorkshire Tea.

The fund will be administered by the social enterprise Commercial Break, with whom Lucky Generals has its own long-running relationship.

Lucky Generals founder, Andy Nairn said: "We're so proud to have won the Grand Effie, with our friends at Yorkshire Tea, as it sums up everything we've tried to do over our first ten years. This gives us a chance to put something back, a desire that is also rooted in our DNA."

Effie UK Director, Rachel Emms said: "Our industry is opening up to the fact that marketing isn't marketing unless it's effective. And if we can use our training programme to arm people wanting to break into the industry with an understanding of what makes truly great work, even better. We're delighted to support this initiative and make our industry-leading effectiveness resources open to more people."

Commercial Break founder, James Hillhouse said: "Our partnership with Lucky Generals has already made such a huge difference to young working class talent. But everything we know tells us that training is the one thing that can really boost you on to the next level. That's why we were so excited about what Effie and

Lucky Generals are offering here - it's going to make a big impact."