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Effie Talks Effectiveness in Cannes

Mischief's Greg Hahn and Tubi's Nicole Parlapiano join Traci Alford on stage to discuss one of the most effective pieces of work to come out of the US in years.

NEW YORK, JUNE 14 2024 -- Effie is set to inspire attendees at the 2024 Cannes Lions Festival of Creativity by hosting a session on how effectiveness stands and falls on the strength of relationships and collaboration, featuring a panel of industry trailblazers.

In 'Effectiveness Unplugged: Making Mischief with Tubi,' Greg Hahn, Co-Founder and Chief Creative Officer of Mischief, and Nicole Parlapiano, Chief Marketing Officer at Tubi, will join Effie Worldwide's Global CEO Traci Alford on the Rotonde Stage at 12:30pm on 20th June.

One of the most admired creative shops in the US, Mischief became the most effective agency of the year last month when it picked up an astounding 19 Effies at the latest US Awards.

In addition, it also claimed the Grand Effie alongside its client Tubi for the smash hit "Tubi Takes Viewers Down A Super Bowl Rabbit Hole", one of the most effective pieces of work to come out of the US in recent years.

The session will give attendees an insider view of the case, as Hahn and Parlapiano discuss how they created the campaign in what promises to be an honest and fearless conversation.

The session promises a hefty hit of inspiration, alongside practical advice to take away and apply to your own work. Alford, Hahn, and Parlapiano will talk about how agencies and their clients can create safe spaces for bold ideas, as well as share their insights on building strong relationships with partners, key

ingredients for crafting creative and effective briefs, and achieving growth while protecting brilliant creative concepts.

Traci Alford, Global CEO of Effie Worldwide, said: "Making effectiveness happen, every day, requires a process that sets people up to succeed. We are thrilled to have Nicole and Greg join us for this session to uncover their effectiveness story, and talk us through just how this big, brave, award-winning campaign was created and delivered."

Greg Hahn, Co-Founder and CCO of Mischief @ No Fixed Address, commented: "The not-so-secret behind our success continues to be the strategy behind our ideas. Which is only made possible through collaboration with our partners like Nicole and her team who wholeheartedly share the belief that the riskiest things we can do is be ignorable."

Nicole Parlapiano, Chief Marketing Officer at Tubi, said: "As marketers, we must leverage our deep understanding of our brands to drive measurable outcomes. By collaborating closely with our agency partners, we can develop attention-grabbing campaigns that not only articulate our unique differentiators but also deliver quantifiable results. Our Super Bowl campaign was proof that building strong relationships and allowing space for unusual and daring creative ideas to thrive really works."