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North American Effie Awards Judging Continues in Chicago

The first round of judging for the 2014 North American Effie Awards continues today in Chicago.

The jury gathered at the W Lakeshore to review entries and help determine which will advance to Final Round judging in February.

Today's jury, made up of a diverse group of industry professionals, includes representatives from Crown Imports, DDB Chicago, Kimberly-Clark Corp and Universal McCann, among others.

The event follows yesterday's first judging session for the 2014 Shopper Marketing Effie Awards, in partnership with the Path to Purchase Institute.

Round One judging will resume in Boston on December 10.