



effie COLLEGIATE

Competition Sponsorship Opportunity

Established in 2009, the Effie Collegiate program serves to educate and inspire tomorrow's marketers.

Modeled after the Effie Awards United States competition, the Effie Collegiate program serves as a conduit for brands to speak to, connect with, and engage Millennials and Gen Z. It enables brands to tap into their mindset: unearth insights, fresh ideas, and gain creative and strategic recommendations.

Student teams compete to provide a solution to a marketing challenge presented by the sponsor – their "client." The program provides undergraduate and graduate students with the opportunity to research, ideate, and execute comprehensive marketing communications plans to address professional-level marketing challenges.

The competition culminates with selected finalists pitching their ideas in-person to the brand. The program also creates organic advocates for the brands involved.

PARTICIPATION BENEFITS

- **Data Access:** Ownership over all ideas and work submitted into the competition
- **Research Procurement:** Gain insights about your brand from the perspective of the Gen-Z audience. Sponsors have access to all research conducted by entrants, and Effie conducts pre- and post- competition surveys to assess brand affinity and association.
- **Innovative Thinking:** Tap into a diverse pool of fresh thinking from participants across the United States. Learn about their buying behaviors, media consumption and sharing habits, and barriers to purchase through their own eyes. An opportunity to bring the outside in and inspire change.
- **Brand Awareness:** Build top-of-mind awareness for your brand amongst Gen-Z consumers and establish early brand affiliation.
- **Talent Recruitment:** Recruit fresh talent and/or identify candidates for internship opportunities.

TIMING

The timing of the competition and sponsorship period coincides with the academic year (August – May) OR the spring semester (January - May). The competition includes three key milestones: 1.) Call for Entries 2.) Judging 3.) Finalist Presentations

LOGISTICS

- Competition is administered entirely by Effie, including all marketing, entry, and judging processes.
- Sponsors receive access to all work submitted by entrants – including required independent qualitative and quantitative research.
- Sponsor is recognized at the annual Effie Awards United States gala and in the printed Effie Journal (distribution 4,500+).

Past Featured Brands

