



## **Effie Forum: Say Yes to Effectiveness. A Showcase of Ideas that Work.**

The Effie Forum is a flagship event conceived to further champion marketing effectiveness and help promote and inculcate the effectiveness culture within clients and agencies. A presentation from Google, a thought-leadership piece from Kantar, a panel discussion with amazing speakers and 4 cases considered the best in class, will be presented during the Forum.

The objective of the case studies is to bring to life the learnings for the attendees on how to develop a great winning Effie case by taking them through the challenges, objectives, strategy and, of course, results. After the presentation, there will be a 5-min Q&A session. You can look forward to inspiring learnings and deep dives into the makings of outstanding and effective cases.

The presentations and the panellists will debate the key trends in effectiveness, giving you the insights you will need to navigate the following year.

### **Agenda – 5 December**

- 14:00-14:05** **Opening Address**, Christian de la Villehuchet, Global Chief Integration Officer, Havas Group, EACA President
- 14:05-14:25** **“You, Multiplied: AI as your creative enabler today and tomorrow”**, Noël Paasch, Creative Director, Global Creative Works, Google
- 14:25-14:45** **“The secrets behind ideas that work”**, Věra Šídlová, Global Creative Thought Leadership Director, Kantar
- 14:45-15:30** **A Panel Discussion with...**
- **Noël Paasch**, Creative Director, Global Creative Works, Google
  - **Ayesha Walawalkar**, Chief Strategy Officer, Mullenlowe Group UK, Jury Co-Chair
  - **Věra Šídlová**, Global Creative Thought Leadership Director, Kantar
  - Moderated by **Jamie Peate**, Global Head of Retail & Effectiveness, McCann Worldgroup
- 15:30-15:45** **Coffee Break**
- 15:45-17:05** **A showcase of ideas that work:**
- **Have a Word** campaign for Mayor of London, presented by Bianca Novaes, Planning Director at Ogilvy
  - **Kevin versus John - How a humble carrot usurped a national treasure to win the UK's Christmas Ad crown** campaign for Aldi UK & Ireland, presented by Darren Hawkins, Group Strategy Director at McCann Manchester
  - **Dogcation: How a travel agency got pet owners out travelling with a 627% ROMI** campaign for Nordic Leisure Travel Group, presented by Alexander Faxø, Senior Social & Brand Activation Strategist and Søren Christensen, Partner & Strategy Director, Robert/Boisen & Like-minded
  - **Magnum Classic (“Pleasure Residence”)** campaign for Unilever, presented by Camilla Amorim Facin, Head of Planning, LOLA MullenLowe
- 17:05-17:15** **Closing comments & learnings**, Christian de la Villehuchet, Global Chief Integration Officer, Havas Group, EACA President