

Effie Europe and REBORRN launch podcast to go behind the scenes of some of the world's most effective marketing teams

Marketing Factories explores the systems, structures and partnerships driving marketing excellence

Effie Europe and marketing transformation consultancy REBORRN are joining forces to launch Marketing Factories, a new podcast that goes behind the scenes of the world's most effective marketing.

Launched on March 24, the series features iconic brands and senior marketing leaders sharing the unfiltered stories behind their successes: how their teams think, collaborate and bring ideas to life. Each episode will examine the ways of working, rituals and decision-making processes that allow great ideas to shape and scale.

The debut episode will feature **The Magnum Ice Cream Company**, fresh from winning Gold and Silver Effies for *Nothing Cracks Like Magnum* at last year's Effie Europe. The conversation centres on Magnum's transition from the Unilever brand to a standalone company, and the challenge of building a world-class marketing operation from the ground up with an intentionally lean global team of approximately 13, supported by hundreds of local teams around the world.

Host **Dafni Prosalika**, Partner at REBORRN, speaks with **Tobias Sparnaaij**, Global Brand Marketing Lead Masterbrand and Sticks Portfolio at Magnum, and **Bruno Yanagui Gomiero**, Global Strategy Director at Lola MullenLowe, who reveal their marketing build and the key role their organisational agility and speed have played in their most distinctive brand assets—from haute couture to the infamous Magnum “crack.”

The podcast will be available on Spotify, YouTube, and Apple Podcasts.

Episode 2, available in **April**, turns to **McDonald's in the Nordics**, featuring **Staffan Ekstam**, Director of Nordic Marketing & Brand Strategy at McDonald's Sweden, and **Petter Dixelius**, Creative Director and Partner at NORD DDB Stockholm. Future episodes will feature Heineken and Deutsche Telekom with more leading brands to follow throughout 2026.

Marketing Factories builds on an established relationship between Effie Europe and REBORRN, which began in 2025 through judging and gala activations, laying a solid foundation rooted in marketing effectiveness and excellence.

This year, the collaboration expands further with joint initiatives, including a session at VoxComm's “*Re-designing the Agency Value Model*” in Cannes, blending REBORRN's [proprietary 58:hours](#) methodology with Effie's mission to lead, inspire, and champion marketing effectiveness.

“We're delighted to be supporting REBORRN with its new podcast. The most effective advertisers work closely with their agency partners, and the research from our 2025 awards confirmed this, with 50% of winners having a client/agency relationship of five years or more. This series will demonstrate how brands that champion effectiveness and the ‘Effie Way’ drive this culture throughout their organisations and partner with their agencies to

deliver transformational growth,” said Charley Stoney, CEO of the European Association of Communications Agencies, which organises Effie Awards Europe.

About the Effie Awards Europe

Introduced in 1996, the Effie Awards Europe were the first pan-European marketing communications awards to be judged based on effectiveness. Effie leads, inspires and champions the practice and practitioners of marketing effectiveness through education, awards, ever-evolving initiatives and first-class insights into marketing strategies that produce results. Effie recognises the most effective brands, marketers and agencies in Europe and is considered as global symbol of achievement, while serving as a resource to steer the future of marketing success. EFFIE® and EFFIE EUROPE® are registered trademarks of Effie Worldwide, Inc. and are under license to EACA. All rights reserved. Find us on LinkedIn.

About EACA

The European Association of Communications Agencies (EACA) represents more than 2 500 communications agencies and agency associations from nearly 30 European countries that directly employ more than 120,000 people. EACA members include advertising, media, digital, branding and PR agencies. EACA promotes honest, effective advertising, high professional standards and awareness of the contribution of advertising in a free-market economy and encourages close co-operation between agencies, advertisers, and media in European advertising bodies. EACA works closely with EU institutions to ensure freedom to advertise responsibly and creatively. For more information, visit www.eaca.eu. Connect with us on LinkedIn.

About REBORRN

REBORRN is a new breed of consultancy, future-proofing global marketing teams for the age of change. Its proprietary "58:hours" methodology tackles complex business challenges in 58 hours or less, by bringing the right people together in a focused, agile, and distraction-free environment.

A hybrid of consultants and makers, REBORRN is a cross-functional team of 60+ experts working across geographies to drive radical transformation through design thinking and hands-on problem-solving. Focused on fast, impact-driven solutions, REBORRN's expertise spans every need of a modern marketing team, from Strategy & Transformation to Capability Development, Team Operating Systems, Customer Experience, and Innovation Process Design.

Over the years, REBORRN has partnered with some of the world's most influential brands, including The Coca-Cola Company, Philip Morris International, L'Oréal, Nestlé, Bayer, PUIG, and more. www.reborrn.com