

2013  
**effie  
awards**  
north america

the winners



**ASIAN COMMUNITY****AT&T**

"Away We Happened"  
AT&T

interTrend Communications  
and Rezonate Media

**AUTOMOTIVE - AFTERMARKET****STP**

STP & Go  
Armored Auto Group

DDB San Francisco  
OMD

**AUTOMOTIVE - VEHICLES****Cadillac**

Cadillac ATS vs The World  
Cadillac

Fallon  
Carat

**Chevrolet Sonic**

Sonic "Firsts"  
Chevrolet

Goodby, Silverstein & Partners

**AUTOMOTIVE - VEHICLES****Ford Mustang**

Unleashing America's  
Inner Mustang  
Ford Motor Company

Team Detroit Inc.

**Subaru of America**

First Car Story  
Subaru of America

Carmichael Lynch  
7th Sense Research

**BEAUTY PRODUCTS & SERVICES****Depend**

Great American Try-On  
Kimberly-Clark

Ogilvy & Mather and  
OgilvyAction  
Organic, Inc.  
Marina Maher  
Communications, Inc  
Mindshare

**Gillette**

How Gillette Embraced Facial  
Hair to Build its Business  
Procter & Gamble

BBDO New York  
Proximity  
The Integer Group  
Ketchum  
Carat

**BEAUTY PRODUCTS & SERVICES****Kotex**

Break Up  
Kimberly-Clark

Ogilvy & Mather and  
OgilvyAction  
Organic, Inc.  
Marina Maher  
Communications, Inc  
Mindshare

**BEVERAGES - ALCOHOL****Corona Extra**

Corona Extra: Finding  
Our Beach  
Crown Imports, LLC

Cramer-Krasselt  
Pereira & O'Dell  
Horizon Media Inc.  
Upshot

**Corona Light**

A Refreshing Change of Beer  
Crown Imports, LLC

Goodby, Silverstein & Partners  
Horizon Media Inc.

**Ultimat Vodka**

Find Balance, Find Ultimat  
Ultimat Vodka

Silver + Partners

**BEVERAGES - NON-ALCOHOL****Sprite**

Measuring the Intensity of a  
Media Sponsorship  
The Coca-Cola Company

BBH New York  
MIT Media Lab  
Turner Sports  
Starcom MediaVest Group

**BRAND EXPERIENCE****American Express**

Small Business Saturday  
American Express Company

Digitas and CP+B

**Call of Duty**

Call of Duty: XP  
Activision Blizzard, Inc.

NCompass International  
Midnight Oil Creative  
PMK-BNC  
Ant Farm  
SapientNitro

**OREO**

OREO Daily Twist  
Mondelez International

Drafftcb  
360i  
Weber Shandwick  
Starcom MediaVest Group

**CORPORATE REPUTATION/PROFESSIONAL SERVICES****IBM**

*Centennial*  
IBM

Ogilvy & Mather  
SY Partners  
VSA Partners

**McDonald's**

*Supplier Stories: Real People  
Real Food*  
McDonald's

DDB Chicago  
OMD  
Tribal DDB

**CULTURE & THE ARTS****Brooklyn Academy of Music**

*BAM and then it hits you.*  
Brooklyn Academy of Music

mcgarrybowen

**Pima Air & Space Museum**

*The Great Paper  
Airplane Project*  
Pima Air & Space Museum

BBDO San Francisco  
Hunter Public Relations

**DAVID VS. GOLIATH****Chipotle**

*Cultivate A Better World*  
Chipotle

Creative Artists Agency

**Mizuno**

*Mezamashii Run Project*  
Mizuno

McKinney

**ELECTRONICS****Samsung Mobile USA**

*The Next Big Thing is  
Already Here*

Samsung  
Telecommunications America

72andSunny

**Samsung Telecommunications America**

*Taking a Bite out of Apple*

Samsung  
Telecommunications America

Razorfish and 72andSunny

**ENTERTAINMENT/SPORTING EVENTS****Tampa Bay Lightning**

*Be The Thunder*  
Tampa Bay Lightning

22squared  
Blackboard Creative

**FINANCIAL CARDS****American Express**

*Small Business Saturday*  
American Express Company

Digitas and CP+B

**MasterCard Worldwide**

*Priceless New York*  
MasterCard Worldwide

Universal McCann  
McCann New York  
Octagon  
R/GA  
OAG

**FINANCIAL PRODUCTS & SERVICES****Prudential**

*Day One: Painting a real  
picture of retirement  
in America*

Prudential

Droga5

**GOODWORKS - BRANDS****American Express**

*Small Business Saturday*  
American Express Company

Digitas and CP+B

**Brawny**

*Finding Our Strength*  
Georgia-Pacific

DDB New York  
Edelman  
Moxie  
Bulletproof  
AMG

**Johnson & Johnson**

*Healing a Profession from the  
Inside-Out*

Johnson & Johnson

BBDO New York  
Universal McCann

**GOODWORKS - NON-PROFIT****American Red Cross**

*"Give something that means  
something"*

American Red Cross

BBDO New York  
Williams Whittle  
PHD Media

**GOODWORKS - NON-PROFIT****Brooklyn Academy of Music**

*BAM and then it hits you.*  
 Brooklyn Academy of Music  
 mcgarrybowen

**US Centers for Disease Control & Prevention (CDC)**

*Tips from Former Smokers*  
 US Centers for Disease Control and Prevention  
 Arnold Worldwide and Plowshare Group  
 GolinHarris  
 Havas Media  
 Harris Interactive

**Women's Sports Foundation**

*Keep Her In The Game*  
 Women's Sports Foundation  
 Gatorade  
 TBWA\Chiat\Day Los Angeles

**GOVERNMENT/INSTITUTIONAL/ RECRUITMENT****Allstate Insurance Company**

*Save 11*  
 Allstate Insurance Company  
 Leo Burnett/Arc Worldwide and Starcom MediaVest Group

**GOVERNMENT/INSTITUTIONAL/ RECRUITMENT****Boy Scouts of America - Atlanta Area Council**

*Be one with the wild*  
 Boy Scouts Of America  
 Ogilvy & Mather  
 Ogilvy & Mather PR

**HISPANIC****KRAFT Macaroni & Cheese**

*Sabemos que te va a encantar (We know you're going to love it).*  
 Kraft  
 CP+B

**Tide**

*Mi Tide*  
 Procter & Gamble  
 Conill Advertising  
 Starcom MediaVest Group

**HOUSEHOLD FURNISHINGS & APPLIANCES****Pergo**

*The Rise Above "Ordinary Laminates"*  
 Pergo  
 Fitzgerald+CO

**HOUSEHOLD FURNISHINGS & APPLIANCES****Sherwin-Williams**

*Color Chips*  
 Sherwin-Williams  
 McKinney

**HOUSEHOLD SUPPLIES & SERVICE****Echo Outdoor Power Equipment**

*Curing B.S. Fatigue*  
 Echo Outdoor Power Equipment  
 Cramer-Krasselt  
 Customer Magnetism

**Febreze**

*Febreze Olympics*  
 Procter & Gamble  
 Grey New York  
 POSSIBLE  
 MSL New York  
 Starcom MediaVest Group

**VIVA**

*VIVA Towels Take a Stand with Mike Rowe*  
 Kimberly-Clark  
 TRIS3CT  
 StudioCom  
 OgilvyAction  
 Mindshare

**INFLUENCERS****Mizuno**

*Mezamashii Run Project*  
 Mizuno  
 McKinney

**INSURANCE****American Family Insurance**

*American Dreams*  
 American Family Insurance  
 Ogilvy & Mather and Mindshare

**State Farm**

*Who's got an agent?*  
 State Farm  
 Alma DDB  
 OMD Latino  
 The Marketing Arm

**INTERNET/TELECOM****DIRECTV**

*Cable Effect*  
 DIRECTV  
 Grey New York  
 MJZ LA  
 Mackenzie Cutler  
 Method NY

**INTERNET/TELECOM****Virgin Mobile USA**

Virgin Mobile  
*"A Higher Calling"*  
 Virgin Mobile USA

Mother NY and  
 Sunshine Sachs  
 One Trick Pony

**LEISURE PRODUCTS & SERVICES****Call of Duty**

*Call of Duty: Modern Warfare 3,*  
*"The Vet and the n00b"*  
 Activision Blizzard, Inc.

72andSunny  
 OMD  
 SapientNitro  
 Edelman

**John Deere Gator**

*Gator Versus*  
 John Deere

GSD&M  
 IMRE, LLC  
 Mindshare  
 JWT Action

**Mizuno**

*Mezamashii Run Project*  
 Mizuno

McKinney

**LGBT COMMUNITY****PFLAG Canada**

*Stories to inspire change.*  
 PFLAG Canada

Drafftcb

**OFFICE & DELIVERY PRODUCTS & SERVICES****UPS**

*UPS: We Love Logistics*  
 UPS

Ogilvy & Mather and Maxus  
 OgilvyOne

**PACKAGED FOOD****Ball Park**

*Reinventing An Iconic Brand*  
 Ball Park

Publicis Seattle and Starcom  
 MediaVest Group

**Stove Top Stuffing Mix**

*Stove Top Stuffing: It's not just  
 for Thanksgiving*

Kraft

The Martin Agency and  
 Starcom MediaVest Group

**PET CARE****Freshpet**

*"Protest"*  
 Freshpet

The Terri & Sandy Solution  
 Gotham Direct, Inc

**RENAISSANCE****Captain Morgan**

*Finding the Buried Treasure:  
 the Return of Captain Morgan*  
 Diageo

Anomaly  
 Carat  
 Taylor Strategy

**Depend**

*Great American Try-On*  
 Kimberly-Clark

Ogilvy & Mather and  
 OgilvyAction  
 Organic, Inc.  
 Marina Maher  
 Communications, Inc  
 Mindshare

**M&M'S**

*Not Your Average Chocolate*  
 MARS Chocolate North  
 America

BBDO New York  
 Weber Shandwick  
 Starcom MediaVest Group  
 Digitas  
 Thomas J. Paul, Inc.

**RESTAURANTS****Boston Pizza**

*Boston Pizza: The Joy of  
 Finger Cooking*  
 Boston Pizza International

TAXI

**Chipotle**

*Cultivate A Better World*  
 Chipotle

Creative Artists Agency

**Smith & Wollensky**

*Smith & Wollensky  
 "Name Change"*  
 Fourth Wall Restaurant Group

Walrus

**RETAIL****DICK'S Sporting Goods**

*Serving the True Athlete*  
 DICK'S Sporting Goods

Anomaly

**RETAIL****Foot Locker***Christmas Finally comes to Foot Locker*

Foot Locker

BBDO New York

**Walmart***Walmart's Receipt Challenge*

Wal-Mart Stores, Inc.

Vimby LLC and Starcom  
MediaVest Group

The Martin Agency

**SINGLE IMPACT ENGAGEMENT****Etch A Sketch***Shake It Up, America*

The Ohio Art Company

Team Detroit Inc.  
Southard Communications**SMALL BUDGETS - PRODUCTS****Mizuno***Mezamashii Run Project*

Mizuno

McKinney

**SMALL BUDGETS - PRODUCTS****OREO***OREO Daily Twist*

Mondelez International

Drafftcb

360i  
Weber Shandwick  
Starcom MediaVest Group**Pima Air & Space Museum***The Great Paper  
Airplane Project*

Pima Air &amp; Space Museum

BBDO San Francisco  
Hunter Public Relations**SMALL BUDGETS - SERVICES****College for Creative Studies***CCS PSA Campaign*

College for Creative Studies

Team Detroit Inc.

**Women's Sports Foundation***Keep Her In The Game*Women's Sports Foundation  
Gatorade

TBWA\Chiat\Day Los Angeles

**SNACKS/DESSERTS/CONFECTIONS****M&M'S***Not Your Average Chocolate*MARS Chocolate North  
America

BBDO New York

Weber Shandwick  
Starcom MediaVest Group  
Digitas  
Thomas J. Paul, Inc.**OREO***OREO Daily Twist*

Mondelez International

Drafftcb

360i  
Weber Shandwick  
Starcom MediaVest Group**Slim Jim***Slim Jim Man-Medicine*

ConAgra Foods

Venables Bell & Partners  
Communicus, Inc.  
MediaCom  
Edelman  
Starcom MediaVest Group**Sour Patch Kids***World Gone Sour*

Mondelez International

Mother NY

Horizon Media Inc.  
Citizen Paine Public Relations  
Playbrains  
Hungry Man**SOFTWARE****IBM***Welcome To The Era Of The  
Chief Executive Customer*

IBM

Ogilvy & Mather  
SY Partners  
VSA Partners  
IBM Design Labs**SUSTAINED SUCCESS****Dos Equis***The Most Interesting Man in  
the World*

Heineken USA

Havas Worldwide New York  
Mirrorball  
G2  
Starcom MediaVest Group  
Edelman**Hellmann's***Hellmann's Real Food  
Movement*

Unilever Canada

Ogilvy & Mather  
Mindshare Canada  
Dashboard  
OgilvyAction  
Ogilvy & Mather (NY)**TRAVEL/TOURISM/DESTINATION****The Costa Rica Tourism Board***Costa Rica's Million Dollar Gift  
of Happiness*

The Costa Rica Tourism Board

22squared  
PrizeLogic, Inc  
Blind, Inc  
Think Conservatory

**TRAVEL/TOURISM/DESTINATION**

**Embassy Suites Hotels**

---

*"More More" and More*  
Embassy Suites Hotels

---

BBDO Atlanta  
OMD  
istrategylabs, LLC

**JetBlue Airways**

---

*JetBlue Getaways Get Away  
With It*

JetBlue Airways

---

Mullen  
Unit 9  
Suite Spot LLC

**YEARLY TOPICAL CATEGORY: OLYMPICS MARKETING**

**Kellogg's (Master Brand)**

---

*The Start*  
The Kellogg Company

---

Leo Burnett and  
The Integer Group  
Starcom MediaVest Group  
VML, Inc  
Ketchum Sports &  
Entertainment

**Nike**

---

*Find Your Greatness*  
Nike

---

Wieden+Kennedy  
Razorfish

**YEARLY TOPICAL CATEGORY:  
OLYMPICS MARKETING**

**Procter & Gamble**

---

*Proud Sponsor of Moms*  
Procter & Gamble

---

Wieden+Kennedy  
Carat  
GMR Marketing  
Taylor Strategy  
DeVries Global

---

# THE HEALTH EFFIE AWARDS

## DISEASE AWARENESS & EDUCATION

### Lung Cancer Alliance

*No One Deserves To Die*  
Lung Cancer Alliance

Laughlin Constable  
The Wade Brothers

## HEALTHCARE - OTC

### BAND-AID® Brand

*BAND-AID® MAGIC VISION  
AUGMENTED REALITY APP*  
Johnson & Johnson

JWT New York

### Depend

*Great American Try-On*  
Kimberly-Clark

Ogilvy & Mather and  
OgilvyAction  
Organic, Inc.  
Marina Maher  
Communications, Inc  
Mindshare

### Kotex

*Break Up*  
Kimberly-Clark

Ogilvy & Mather and  
OgilvyAction  
Organic, Inc.  
Marina Maher  
Communications, Inc  
Mindshare

## HEALTHCARE - RX - CONSUMER/DTC

### SPIRIVA

*SPIRIVA "Elephant" Campaign*  
Boehringer Ingelheim  
Pfizer

Drafftcb Healthcare  
Evoke Interaction

---

# THE MEDIA EFFIE AWARDS

## MEDIA IDEA

### Johnsonville Sausage

*Johnsonville Kitchens*  
Johnsonville

Cramer-Krasselt  
SOSH  
Tech by Design  
McGowan-Crain

### Mizuno

*Mezamashii Run Project*  
Mizuno

McKinney

## MEDIA INNOVATION

### JetBlue Airways

*Get Away With It*  
JetBlue Airways

mediahub from  
Mullen and Mullen



# THE GLOBAL EFFIE AWARDS

## Febreze

*Febreze Global Azerbaijani Olympics Campaign*

Procter & Gamble

Grey

POSSIBLE

MSL New York

## Jim Beam

*Devil's Cut Global Campaign*

Jim Beam

StrawberryFrog and The Works

Jung von Matt

## Nike Football

*My Time Is Now*

Nike, Inc.

Wieden+Kennedy

Mindshare

AKQA

# THE SHOPPER MARKETING EFFIE AWARDS

## MANUFACTURER: LOYALTY, AWARENESS, SALES, OR TRIAL

### Depend

*The Great American Try On*

Kimberly-Clark

OgilvyAction

Ogilvy & Mather  
Marina Maher  
Communications, Inc  
Organic, Inc.  
Mindshare

### Foster's

*Aussie Six-Pack*

MillerCoors

Leo Burnett/Arc Worldwide

Madden Communications, Inc

### Milk Processors Education Program (MilkPEP)

*Latte Love*

MilkPEP

Draffcb

Deutsch Inc.  
Weber Shandwick

## MANUFACTURER: MULTI-BRAND SHOPPER SOLUTION

### Quaker Oats

*Power Their Potential Back-to-School Program*

Quaker Oats

Saatchi & Saatchi X

## MANUFACTURER: NEW PRODUCT/SERVICE INTRODUCTION

### Febreze

*Febreze Car Air Freshener Launch*

Procter & Gamble

Saatchi & Saatchi X

### Rocksmith

*The Authentic Music Game Experience*

Ubisoft

Midnight Oil Creative

## MANUFACTURER: SINGLE-RETAILER ROLLOUT

### Diet Coke

*Diet Coke and Target Young Designer Challenge*

Coca-Cola North America

Wieden+Kennedy and  
Fast Horse

Leo Burnett/Arc Worldwide

### Febreze

*Febreze Fall and Holiday Innovation Plan*

Procter & Gamble

Saatchi & Saatchi X

## MANUFACTURER: SINGLE-RETAILER ROLLOUT

### Kellogg's

*Kellogg's Walmart Back-to-School Program*

The Kellogg Company

The Integer Group

### Procter & Gamble

*Follow Lolo Run*

Procter & Gamble

Upshot

Blue Chip Marketing  
Worldwide

## RETAILER: LOYALTY, AWARENESS, SALES, OR TRIAL

### InterContinental Hotels Group

*In-Hotel Credit Card Acquisition*

InterContinental Hotels Group (IHG)

OgilvyOne Worldwide