

2013  
**effie  
awards**  
north america

the winners



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

"Away We Happened"  
AT&T

interTrend Communications  
and Rezonate Media

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

STP & Go  
Armored Auto Group

DDB San Francisco  
OMD

**AUTOMOTIVE - VEHICLES****GOLD****Chevrolet Sonic**

Sonic "Firsts"  
Chevrolet

Goodby, Silverstein & Partners

**Ford Mustang**

Unleashing America's  
Inner Mustang  
Ford Motor Company

Team Detroit Inc.

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

Cadillac ATS vs The World  
Cadillac

Fallon  
Carat

**Subaru of America**

First Car Story  
Subaru of America

Carmichael Lynch  
7th Sense Research  
Minivegas  
rehabstudio Inc.

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

Break Up  
Kimberly-Clark

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

**BRONZE****Depend**

Great American Try-On  
Kimberly-Clark

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

**BEAUTY PRODUCTS & SERVICES****BRONZE****Gillette**

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

BBDO New York  
Proximity  
The Integer Group  
Ketchum  
Carat

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

Corona Extra: Finding  
Our Beach  
Crown Imports, LLC

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

**SILVER****Ultimat Vodka**

Find Balance, Find Ultimat  
Ultimat Vodka

Silver + Partners

**BRONZE****Corona Light**

A Refreshing Change of Beer  
Crown Imports, LLC

Goodby, Silverstein & Partners  
Horizon Media Inc.

**BEVERAGES - NON-ALCOHOL****BRONZE****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****GOLD****Call of Duty**

Call of Duty: XP  
Activision Blizzard, Inc.

NCompass International  
Midnight Oil Creative  
PMK-BNC  
Ant Farm  
SapientNitro

**BRONZE****American Express**

Small Business Saturday  
American Express Company

Digitas and CP+B

**OREO**

OREO Daily Twist  
Mondelez International

Drafftcb  
360i  
Weber Shandwick  
Starcom MediaVest Group

**CORPORATE REPUTATION / PROFESSIONAL SERVICES****SILVER****McDonald's***Supplier Stories: Real People  
Real Food*

McDonald's

DDB Chicago

OMD

Tribal DDB

**BRONZE****IBM***Centennial*

IBM

Ogilvy &amp; Mather

SY Partners

VSA Partners

**CULTURE & THE ARTS****SILVER****Pima Air & Space Museum***The Great Paper  
Airplane Project*

Pima Air &amp; Space Museum

BBDO San Francisco

Hunter Public Relations

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

Brooklyn Academy of Music

mcgarrybowen

**DAVID VS. GOLIATH****GOLD****Chipotle***Cultivate A Better World*

Chipotle

Creative Artists Agency

**SILVER****Mizuno***Mezamashii Run Project*

Mizuno

McKinney

**ELECTRONICS****SILVER****Samsung Mobile USA***The Next Big Thing is  
Already Here*Samsung  
Telecommunications America72andSunny and  
Starcom MediaVest Group**BRONZE****Samsung Telecommunications America***Taking a Bite out of Apple*Samsung  
Telecommunications AmericaRazorfish and 72andSunny  
Starcom MediaVest Group**ENTERTAINMENT / SPORTING EVENTS****BRONZE****Tampa Bay Lightning***Be The Thunder*

Tampa Bay Lightning

22squared

Blackboard Creative

**FINANCIAL CARDS****GOLD****American Express***Small Business Saturday*

American Express Company

Digitas and CP+B

**BRONZE****MasterCard Worldwide***Priceless New York*

MasterCard Worldwide

Universal McCann

McCann New York  
Octagon  
R/GA  
OAG**FINANCIAL PRODUCTS & SERVICES****BRONZE****Prudential***Day One: Painting a real  
picture of retirement  
in America*

Prudential

Droga5

Prudential Advertising

**GOODWORKS - BRANDS****GOLD****American Express***Small Business Saturday*

American Express Company

Digitas and CP+B

**SILVER****Johnson & Johnson***Healing a Profession from the  
Inside-Out*

Johnson &amp; Johnson

BBDO New York

Universal McCann

**BRONZE****Brawny***Finding Our Strength*

Georgia-Pacific

DDB New York

Edelman  
Moxie  
Bulletproof  
AMG**GOODWORKS - NON-PROFIT****GOLD****US Centers for Disease Control & Prevention (CDC)***Tips from Former Smokers*US Centers for Disease  
Control and PreventionArnold Worldwide and  
Plowshare GroupGolinHarris  
Havas Media  
Harris Interactive

**GOODWORKS - NON-PROFIT**

**SILVER**

**American Red Cross**

"Give something that means something"

American Red Cross

BBDO New York  
Williams Whittle  
PHD Media

**Women's Sports Foundation**

Keep Her In The Game

Women's Sports Foundation  
Gatorade

TBWA\Chiat\Day Los Angeles

**BRONZE**

**Brooklyn Academy of Music**

BAM and then it hits you.

Brooklyn Academy of Music

mcgarrybowen

**GOVERNMENT/INSTITUTIONAL/ RECRUITMENT**

**SILVER**

**Allstate Insurance Company**

Save 11

Allstate Insurance Company

Leo Burnett/Arc Worldwide  
and Starcom MediaVest  
Group

**GOVERNMENT/INSTITUTIONAL/ RECRUITMENT**

**BRONZE**

**Boy Scouts of America - Atlanta Area Council**

Be one with the wild

Boy Scouts Of America

Ogilvy & Mather  
Ogilvy & Mather PR

**HISPANIC**

**GOLD**

**KRAFT Macaroni & Cheese**

Sabemos que te va a encantar (We know you're going to love it).

Kraft

CP+B  
Starcom MediaVest Group

**Tide**

Mi Tide

Procter & Gamble

Conill Advertising  
Starcom MediaVest Group

**HOUSEHOLD FURNISHINGS & APPLIANCES**

**BRONZE**

**Pergo**

The Rise Above "Ordinary Laminates"

Pergo

Fitzgerald+CO

**HOUSEHOLD FURNISHINGS & APPLIANCES**

**BRONZE**

**Sherwin-Williams**

Color Chips

Sherwin-Williams

McKinney

**HOUSEHOLD SUPPLIES & SERVICE**

**GOLD**

**Echo Outdoor Power Equipment**

Curing B.S. Fatigue

Echo Outdoor Power  
Equipment

Cramer-Krasselt  
Customer Magnetism

**SILVER**

**Febreze**

Febreze Olympics

Procter & Gamble

Grey New York  
POSSIBLE  
MSL New York  
Starcom MediaVest Group

**BRONZE**

**VIVA**

VIVA Towels Take a Stand with Mike Rowe

Kimberly-Clark

TRIS3CT  
StudioCom  
OgilvyAction  
Mindshare

**INFLUENCERS**

**SILVER**

**Mizuno**

Mezamashii Run Project

Mizuno

McKinney

**INSURANCE**

**SILVER**

**American Family Insurance**

American Dreams

American Family Insurance

Ogilvy & Mather and  
Mindshare

**BRONZE**

**State Farm**

Who's got an agent?

State Farm

Alma DDB  
OMD Latino  
The Marketing Arm

**INTERNET/TELECOM**

**SILVER**

**DIRECTV**

Cable Effect

DIRECTV

Grey New York  
MJJ LA  
Mackenzie Cutler  
Method NY

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

Virgin Mobile  
"A Higher Calling"

Virgin Mobile USA

Mother NY and  
Sunshine Sachs

One Trick Pony

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

Call of Duty: Modern Warfare 3,  
"The Vet and the n00b"

Activision Blizzard, Inc.

72andSunny

OMD  
SapientNitro  
Edelman

**SILVER****Mizuno**

Mezamashii Run Project

Mizuno

McKinney

**BRONZE****John Deere Gator**

Gator Versus

John Deere

GSD&M

IMRE, LLC  
Mindshare  
JWT Action

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

Stories to inspire change.

PFLAG Canada

Drafftcb

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

UPS: We Love Logistics

UPS

Ogilvy & Mather and Maxus

OgilvyOne

**PACKAGED FOOD****SILVER****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****SILVER****Freshpet**

"Protest"

Freshpet

The Terri & Sandy Solution

Gotham Direct, Inc

**RENAISSANCE****GOLD****Depend**

Great American Try-On

Kimberly-Clark

Ogilvy & Mather and  
OgilvyAction

Organic, Inc.  
Marina Maher  
Communications, Inc  
Mindshare

**SILVER****M&M'S**

Not Your Average Chocolate

MARS Chocolate North  
America

BBDO New York

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

**BRONZE****Captain Morgan**

Finding the Buried Treasure:  
the Return of Captain Morgan

Diageo

Anomaly

Carat  
Taylor Strategy

**RESTAURANTS****GOLD****Chipotle**

Cultivate A Better World

Chipotle

Creative Artists Agency

**SILVER****Boston Pizza**

Boston Pizza: The Joy of  
Finger Cooking

Boston Pizza International

TAXI

**BRONZE****Smith & Wollensky**

Smith & Wollensky  
"Name Change"

Fourth Wall Restaurant Group

Walrus

**RETAIL****SILVER****Walmart**

Walmart's Receipt Challenge

Wal-Mart Stores, Inc.

Vimby LLC and Starcom

MediaVest Group  
The Martin Agency

**RETAIL**

**BRONZE**

**DICK'S Sporting Goods**

*Serving the True Athlete*  
DICK'S Sporting Goods

Anomaly

**Foot Locker**

*Christmas Finally comes to Foot Locker*

Foot Locker

BBDO New York

**SINGLE IMPACT ENGAGEMENT**

**SILVER**

**Etch A Sketch**

*Shake It Up, America*  
The Ohio Art Company

Team Detroit Inc.  
Southard Communications

**SMALL BUDGETS - PRODUCTS**

**GOLD**

**Pima Air & Space Museum**

*The Great Paper Airplane Project*

Pima Air & Space Museum

BBDO San Francisco  
Hunter Public Relations

**SMALL BUDGETS - PRODUCTS**

**SILVER**

**Mizuno**

*Mezamashii Run Project*  
Mizuno

McKinney

**OREO**

*OREO Daily Twist*  
Mondelez International

Drafftcb  
360i  
Weber Shandwick  
Starcom MediaVest Group

**SMALL BUDGETS - SERVICES**

**SILVER**

**College for Creative Studies**

*CCS PSA Campaign*  
College for Creative Studies

Team Detroit Inc.

**BRONZE**

**Women's Sports Foundation**

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

TBWA\Chiat\Day Los Angeles

**SNACKS/DESSERTS/CONFECTIONS**

**GOLD**

**OREO**

*OREO Daily Twist*  
Mondelez International

Drafftcb  
360i  
Weber Shandwick  
Starcom MediaVest Group

**SILVER**

**M&M'S**

*Not Your Average Chocolate*  
MARS Chocolate North America

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

**Sour Patch Kids**

*World Gone Sour*  
Mondelez International

Mother NY  
Horizon Media Inc.  
Citizen Paine Public Relations  
Playbrains  
Hungry Man

**BRONZE**

**Slim Jim**

*Slim Jim Man-Medicine*  
ConAgra Foods

Venables Bell & Partners  
Communicus, Inc.  
MediaCom  
Edelman  
Starcom MediaVest Group

**SOFTWARE**

**BRONZE**

**IBM**

*Welcome To The Era Of The Chief Executive Customer*  
IBM

Ogilvy & Mather  
SY Partners  
VSA Partners  
IBM Design Labs

**SUSTAINED SUCCESS**

**GOLD**

**Dos Equis**

*The Most Interesting Man in the World*  
Heineken USA

Havas Worldwide New York  
Mirrorball  
G2  
Starcom MediaVest Group  
Edelman

**BRONZE**

**Hellmann's**

*Hellmann's Real Food Movement*  
Unilever Canada

Ogilvy & Mather  
Mindshare Canada  
Dashboard  
OgilvyAction  
Ogilvy & Mather (NY)

**TRAVEL/TOURISM/DESTINATION**

**GOLD**

**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

SILVER

**JetBlue Airways**

*JetBlue Getaways Get Away With It*

JetBlue Airways

Mullen

Unit 9

Suite Spot LLC

BRONZE

**Embassy Suites Hotels**

*"More More" and More*

Embassy Suites Hotels

BBDO Atlanta

OMD

istrategylabs, LLC

YEARLY TOPICAL CATEGORY: OLYMPICS MARKETING

GOLD

**Procter & Gamble**

*Proud Sponsor of Moms*

Procter & Gamble

Wieden+Kennedy

Carat

GMR Marketing

Taylor Strategy

DeVries Global

SILVER

**Nike**

*Find Your Greatness*

Nike

Wieden+Kennedy

Razorfish

YEARLY TOPICAL CATEGORY:  
OLYMPICS MARKETING

BRONZE

**Kellogg's (Master Brand)**

*The Start*

The Kellogg Company

Leo Burnett and  
The Integer Group

Starcom MediaVest Group

VML, Inc

Ketchum Sports &

Entertainment

# THE HEALTH EFFIE AWARDS

## DISEASE AWARENESS & EDUCATION

### BRONZE

#### Lung Cancer Alliance

*No One Deserves To Die*  
Lung Cancer Alliance

Laughlin Constable  
The Wade Brothers

## HEALTHCARE - OTC

### GOLD

#### BAND-AID® Brand

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

JWT New York

### SILVER

#### Depend

*Great American Try-On*  
Kimberly-Clark

Ogilvy & Mather and  
OgilvyAction

Organic, Inc.  
Marina Maher  
Communications, Inc  
Mindshare

### BRONZE

#### Kotex

*Break Up*  
Kimberly-Clark

Ogilvy & Mather and  
OgilvyAction

Organic, Inc.  
Marina Maher  
Communications, Inc  
Mindshare

## HEALTHCARE - RX - CONSUMER/DTC

### SILVER

#### SPIRIVA

*SPIRIVA "Elephant" Campaign*  
Boehringer Ingelheim  
Pfizer

Drafftcb Healthcare  
Evoke Interaction

# THE MEDIA EFFIE AWARDS

## MEDIA IDEA

### SILVER

#### Mizuno

*Mezamashii Run Project*  
Mizuno

McKinney

### BRONZE

#### Johnsonville Sausage

*Johnsonville Kitchens*  
Johnsonville

Cramer-Krasselt  
SOSH  
Tech by Design  
McGowan-Crain

## MEDIA INNOVATION

### BRONZE

#### JetBlue Airways

*Get Away With It*  
JetBlue Airways

mediahub from  
Mullen and Mullen



# THE GLOBAL EFFIE AWARDS

SILVER	BRONZE	BRONZE
<b>Febreze</b> <hr/> <i>Febreze Global Azerbaijani Olympics Campaign</i> Procter & Gamble <hr/> Grey POSSIBLE MSL New York	<b>Jim Beam</b> <hr/> <i>Devil's Cut Global Campaign</i> Jim Beam <hr/> StrawberryFrog and The Works Jung von Matt	<b>Nike Football</b> <hr/> <i>My Time Is Now</i> Nike, Inc. <hr/> Wieden+Kennedy Mindshare AKQA

# THE SHOPPER MARKETING EFFIE AWARDS

MANUFACTURER: LOYALTY, AWARENESS, SALES, OR TRIAL		MANUFACTURER: MULTI-BRAND SHOPPER SOLUTION	
<b>GOLD</b> <b>Depend</b> <hr/> <i>The Great American Try On</i> Kimberly-Clark <hr/> OgilvyAction Ogilvy & Mather Marina Maher Communications, Inc Organic, Inc. Mindshare	<b>SILVER</b> <b>Milk Processors Education Program (MilkPEP)</b> <hr/> <i>Latte Love</i> MilkPEP <hr/> Drafftcb Deutsch Inc. Weber Shandwick	<b>BRONZE</b> <b>Foster's</b> <hr/> <i>Aussie Six-Pack</i> MillerCoors <hr/> Leo Burnett/Arc Worldwide Madden Communications, Inc	<b>BRONZE</b> <b>Quaker Oats</b> <hr/> <i>Power Their Potential Back-to-School Program</i> Quaker Oats <hr/> Saatchi & Saatchi X
MANUFACTURER: NEW PRODUCT/SERVICE INTRODUCTION		MANUFACTURER: SINGLE-RETAILER ROLLOUT	
<b>SILVER</b> <b>Febreze</b> <hr/> <i>Febreze Car Air Freshener Launch</i> Procter & Gamble <hr/> Saatchi & Saatchi X	<b>BRONZE</b> <b>Rocksmith</b> <hr/> <i>The Authentic Music Game Experience</i> Ubisoft <hr/> Midnight Oil Creative	<b>GOLD</b> <b>Kellogg's</b> <hr/> <i>Kellogg's Walmart Back-to-School Program</i> The Kellogg Company <hr/> The Integer Group	<b>SILVER</b> <b>Diet Coke</b> <hr/> <i>Diet Coke and Target Young Designer Challenge</i> Coca-Cola North America <hr/> Wieden+Kennedy and Fast Horse Leo Burnett/Arc Worldwide

**MANUFACTURER: SINGLE-RETAILER ROLLOUT**

**BRONZE**

**Febreze**

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*Febreze Fall and Holiday  
Innovation Plan*

Procter & Gamble

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Saatchi & Saatchi X

**BRONZE**

**Procter & Gamble**

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*Follow Lolo Run*

Procter & Gamble

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Upshot

Blue Chip Marketing  
Worldwide

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

**GOLD**

**InterContinental Hotels  
Group**

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*In-Hotel Credit Card  
Acquisition*

InterContinental Hotels Group  
(IHG)

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OgilvyOne Worldwide