

NORTH AMERICA / WINNERS



WINNERS

The North American Effie Awards honor the most effective marketing efforts of the year. An annual program, the competition attracts case studies from the most effective marketing communications efforts in the United States and Canada.

After two rounds of judging, those selected as winners represent cases that best demonstrated how they effectively solved a marketing challenge, connected with their target audience, and achieved the results to show it worked.

Award levels - gold, silver and bronze - were announced and presented at the North American Effie Awards Gala on June 4, 2015, in New York City.

Congratulations to this year's winners.

* Indicates lead agency.

AGRICULTURAL/II	NDUSTRIAL/BUILDING	ASIAN	AUTOMOTIVE - AFTERMARKET
SILVER	BRONZE	GOLD	SILVER
Cat	PotashCorp	British Airways	Canadian Tire
The Built For It Trials	"Ekonomics"	Visit Mum	The Canadian Tire Ice Truck
Caterpillar	PotashCorp	British Airways	Canadian Tire Retail
Ogilvy & Mather*	gyro*	Ogilvy & Mather*	TAXI Canada Ltd.* FUSE Marketing Group IceCulture
AUTOMOT	IVE - VEHICLES	BEAUTY	BEVERAGES - ALCOHOL
SILVER	SILVER	GOLD	GOLD
Audi of America, Inc.	Jaguar	Pantene	Newcastle Brown Ale
Stay Uncompromised	"British Villains"	Sorry, Not Sorry	If We Made It
Audi of America, Inc.	Jaguar North America	Procter & Gamble	Newcastle Brown Ale, Heineken USA
Venables Bell & Partners* MediaCom Huge MKG	Spark44* Mindshare*	Grey New York* Starcom MediaVest Group Touchstorm DeVries Global	Droga5* Fast Horse
BEVERAG	ES - ALCOHOL	BEVERAGES - NON-ALCOHOL	BRAND EXPERIENCE
SILVER	BRONZE	GOLD	BRONZE
Guinness	Bud Light	Coca-Cola	National Geographic Channel
How Guinness Replaced Culture With Character To Build A Bigger Business	Up for Whatever Introduction	Share a Coke	Killing Kennedy
Diageo	Anheuser-Busch InBev	Coca-Cola	National Geographic Channel
BBDO New York*	BBDO New York* AKQA Weber Shandwick Starcom MediaVest Group Mosaic Sales Solutions	Wieden+Kennedy* Starcom MediaVest Group	Mullen Lowe*

	BUSINESS-TO-BUSINESS		CORPORATE REPUTATION
GOLD	SILVER	BRONZE	SILVER
IBM Watson	IBM	GE Capital	IBM
#IBMFoodTruck	Made With IBM	What We Know Can Help You Grow	Made With IBM
IBM	IBM	GE Capital	IBM
Ogilvy & Mather* Neo@Ogilvy	Ogilvy & Mather* Neo@Ogilvy Leopard	BBDO New York* OMD	Ogilvy & Mather* Neo@Ogilvy Leopard
CORPORATE REPUTATION	CULTURE & THE ARTS	DAVID VS	. GOLIATH
SILVER	SILVER	GOLD	SILVER
Walmart	Type Directors Club (TDC)	Newcastle Brown Ale	Oscar Insurance Corporation
Work Is a Beautiful Thing	The Next Generation	If We Made It	Bringing Humanity To Health Insurance
Walmart	Type Directors Club	Newcastle Brown Ale, Heineken USA	Oscar Insurance Corporation
Saatchi & Saatchi* Starcom MediaVest Group*	Collins*	Droga5* Fast Horse	UNTITLED WORLDWIDE*
	ELECTRONICS		ENERGY, NUTRITION & FITNESS
GOLD	GOLD	BRONZE	SILVER
PlayStation	Samsung Electronics America	Samsung	belVita
The Launch of PS4	The Curve changes every- thing: How Samsung put TVs into the Golden age of TV	Selfie	#MorningWin
PlayStation	Samsung Electronics America	Samsung Telecommunica- tions America	Mondelēz International
BBH New York* Carat	72andSunny* Starcom MediaVest Group Edelman nFusion FleishmanHillard	Starcom MediaVest Group* 72andSunny* 2 Degrees	Droga5* Starcom MediaVest Group Edelman
	ENGAGED COMMUNITY		ENTERTAINMENT & SPORTS
GOLD	SILVER	BRONZE	SILVER
Always	Honey Maid	Adobe	Madden NFL
Always #LikeAGirl	This is Wholesome	I Am the New Creative	Madden NFL 25
Procter & Gamble	Mondelēz International	Adobe	Electronic Arts
Leo Burnett Chicago* Leo Burnett Toronto* Leo Burnett London MSL Group Starcom MediaVest Group	Droga5* Starcom MediaVest Group Weber Shandwick	Goodby Silverstein & Partners*	Heat*

ENTERTAINM	ENT & SPORTS	FASHION/STYLE	FINANCE
BRONZE	RONZE BRONZE GOLD		BRONZE
Turner Network Television	Watch Dogs	Under Armour	TD Bank
Dallas Gas Station	Watch Dogs: Hacking Is Your Weapon	I Will What I Want	#TDThanksYou
Turner Broadcasting Network	Ubisoft	Under Armour	TD Bank
Grey New York* Solid Angle P.R.omotion!/EventPermits Match-Up Promotions	Ubisoft US Marketing* Cutwater AKQA	Droga5*	Diamond Integrated Marketing* Leo Burnett Toronto* The Mine Clark Stanley
GOODWORKS - BRANDS	GOODWORKS	- NON-PROFIT	GOVERNMENT, INSTITUTIONAL & RECRUITMENT
SILVER	SILVER	BRONZE	GOLD
Always	New York City Rescue Mission	SF SPCA	America's Navy
Always #LikeAGirl	Make Them Visible	Animal Instincts Pet Condoms	Project Architeuthis: Engaging America's Cyber Warriors
Procter & Gamble	New York City Rescue Mission	San Francisco SPCA	U.S. Navy
Leo Burnett Chicago* Leo Burnett Toronto* Leo Burnett London MSL Group Starcom MediaVest Group	Silver + Partners*	Geometry Global*	Lowe Campbell Ewald* Puzzability
GOVERNMENT, INSTITUTIONAL & RECRUITMENT	HOME FURNISHINGS & APPLIANCES	INSURANCE	INTERNET/TELECOM
GOLD	SILVER	BRONZE	SILVER
kynect: Kentucky's Healthcare Connection	Maytag	Oscar Insurance Corporation	IBM Watson
kynect: For Every Kentuckian	Comeback of an Iconic American Brand	Bringing Humanity To Health Insurance	#IBMFoodTruck
Kentucky Health Benefit Exchange	Whirlpool Corporation	Oscar Insurance Corporation	IBM
Doe-Anderson* Picasso Pictures	DigitasLBi* Ketchum Optimedia	UNTITLED WORLDWIDE*	Ogilvy & Mather* Neo@Ogilvy
INTERNET/TELECOM	М	EDIA & ENTERTAINMENT COMPAN	IES
BRONZE	GOLD	SILVER	BRONZE
Fleetmatics	NBC Sports Network ESPN		нво во
The Truck Whisperer	NBC Sports Network: Barclays SportsCenter Brand: DaDaDa Premier League		Awkward Family Viewing
Fleetmatics Group PLC	NBC Sports Group	ESPN	НВО
FCB Chicago* ID Media	The Brooklyn Brothers* Maxus Ignited Civic Entertainment Group	Wieden+Kennedy* Starcom MediaVest Group MacDonald Media RED Interactive	SS+K* O Positive Films Mackenzie Cutler

MEDIA & ENTERTAINMENT COMPANIES		PACKAGED FOOD	
BRONZE	GOLD	SILVER	SILVER
National Geographic Channel	Hidden Valley	Extra Gum	Lay's
Killing Kennedy	Hidden Valley It!	Give Extra, get extra	Lay's Do Us A Flavor: From a Flavor Promotion to a Millennial Phenomenon
National Geographic Channel	The Clorox Company	Wm. Wrigley Jr. Company	Frito Lay
Mullen Lowe*	DDB California* OMD AKQA Swirl	Energy BBDO* Olson Engage StellarEngine	Energy BBDO* The Marketing Arm OMD Deep Focus Ketchum
	PERSO	NAL CARE	
GOLD	SILVER	SILVER	BRONZE
Old Spice	Always	U by Kotex	Poise
Smellcome to Manhood	Always #LikeAGirl	Save the Undies!	Put SAM in Your Pants
Procter & Gamble	Procter & Gamble	Kimberly-Clark	Kimberly-Clark
Wieden+Kennedy* Citizen Relations	Leo Burnett Chicago* Leo Burnett Toronto* Leo Burnett London MSL Group Starcom MediaVest Group	Ogilvy & Mather* Geometry Global Organic, Inc. Mindshare Marina Maher Communications	Ogilvy & Mather* Geometry Global Organic, Inc. Mindshare Marina Maher Communications
	RENAISSANCE		RESTAURANTS
GOLD	SILVER	BRONZE	BRONZE
Maytag	Breyers	Toyota	Chipotle Mexican Grill
The Comeback Story of a Brand Icon	From "Trusty and dusty" to "relevant and exciting"	4Runner Keep It Wild	The Scarecrow
Whirlpool Corporation	Unilever	Toyota Motor Sales	Chipotle Mexican Grill
DigitasLBi* Ketchum Optimedia	DDB New York* Mindshare	Saatchi & Saatchi LA* Farm League	CAA Marketing*
RESTAURANTS	RETAIL	SEA	SONAL
BRONZE	GOLD	GOLD	GOLD
Jack in the Box	American Greetings	American Greetings	Newcastle Brown Ale
Jack Takes Late Night	The World's Toughest Job	The World's Toughest Job	If We Made It
Jack in the Box	American Greetings	American Greetings	Newcastle Brown Ale Heineken USA
Secret Weapon Marketing* Horizon Media* MWW	Mullen Lowe*	Mullen Lowe*	Droga5* Fast Horse

	SINGLE IMPACT EN	NGAGEMENT			SMALL BUDGETS - PRODUCT
GOLD	SILVER		BRONZE		GOLD
American Greeting	s Crest and Orc	Crest and Oral-B		laid	American Greetings
The World's Toughest Job	Halloween Treats (Wrong			elesome	The World's Toughest Job
American Greetings	Procter & Gamble	Procter & Gamble Mondelez		nternational	American Greetings
Mullen Lowe*	MSL Group Starcom MediaVe ARC Worldwide	Starcom MediaVest Group Wel		ediaVest Group ndwick	Mullen Lowe*
SMALL	BUDGETS - PRODUCTS		SMALL BU	DGETS - SERVICES	SNACKS & DESSERTS
SILVER	BRONZE		BRONZE		GOLD
Newcastle Brown A	le Cat		SF SPCA		Honey Maid
If We Made It	The Built For It Tria	ls	Animal Ins Condoms	tincts Pet	This is Wholesome
Newcastle Brown Ale, Heineken USA	Caterpillar		San Francisco SPCA		Mondelēz International
Droga5* Fast Horse	Ogilvy & Mather*		Geometry	Global*	Droga5* Starcom MediaVest Group Weber Shandwick
SOFTWAR	RE & APPS			SUSTAINED SUCC	ESS
GOLD	SILVER	GOLD		SILVER	SILVER
Intuit TurboTax	Ubisoft Entertainment	Harley-D	avidson	IBM	Jack Link's Jerky
Simple Questions	Rocksmith 2014 Edition: 60-Day Challenge	Dark Custo	om	5 Years of Smarter Planet	Jack Link's Incredibly Wild Ride
Intuit TurboTax	Ubisoft Entertainment	Harley-Davi	idson	IBM	Jack Link's
Wieden+Kennedy*	Nomadic Agency* HardPin Media BEAST	Wolfes, LLC* Victors and Spoils Carmichael Lynch Starcom MediaVest Group VSA Partners		Ogilvy & Mather* Neo@Ogilvy Leopard	Carmichael Lynch* Spong Space150
SUSTAINED SUCCESS	TRANSPORTATION	TRAVEL &	TOURISM	YO	UTH MARKETING
BRONZE	SILVER	GOLD		GOLD	SILVER
Priceline.com	British Airways	Booking	.com	Always	Old Spice
Building & Evolving an Icon for Long-Term Growth	Visit Mum	How North America Discovered The World's Best Travel Secret		Always #LikeAGirl	Smellcome to Manhood
Priceline.com	British Airways	Booking.co	νm	Procter & Gamble	Procter & Gamble
Butler, Shine, Stern & Partners* Ocean Media LLC* Relevant24	Ogilvy & Mather*	Wieden + K Amsterdai Wieden + K New York*	m* (ennedy	Leo Burnett Chicag Leo Burnett Toronto Leo Burnett Londor MSL Group Starcom MediaVes Group	* Citizen Relations

WINNERS - HEALTH EFFIES

* Indicates lead agency.

	DISEASE AWARENESS & E	DUCATION: ADV	OCACY		DISEASE AWARENESS & EDUCATION: PHARMA/CORPORATE	
GOLD	SILVER	SILVER			GOLD	
FDA Center for Tobacco Products The Real Cost		Illness (NAMI) Disease Control and Prevention		Genentech, Inc.		
The Real Cost: Getting Te to ReThink What They Kno About Cigarettes			Tips From	Former Smokers	Act F.A.S.T.	
FDA Center for Tobacco Products	National Allianc Illness (NAMI) N		US Center and Preve	s for Disease Control ntion	Genentech, Inc.	
FCB Garfinkel* Initiative MXM FleishmanHillard Pony Show Entertainment	J. Walter Thomp:	ompson* Arnold Worldwide* Plowshare Golin Harris Havas Media		CDMiConnect*		
DISEASE AWARENESS & EDUCATION: PHARMA/CORPORATE		HEALTHO	CARE - OTC		HEALTHCARE - RX - CONSUMER/DTC	
BRONZE	SILVER	BRONZE		BRONZE	SILVER	
Depend	ROGAINE®	Depend		Robitussin	GILENYA	
Drop Your Pants for Underwareness	Grow Your Game	Drop Your I Underware		The End of Coughequences	GILENYA - "HEY MS, Take This!" Campaign	
Kimberly-Clark	Johnson & Johnson	Kimberly-C	lark	Pfizer Consumer Healthcare	Novartis Pharmaceuticals Corporation	
Ogilvy & Mather* Geometry Global Organic, Inc. Mindshare Marina Maher Communications	UM/J3* BBDO New York Ink & Roses Target 10 Men's Health Magazine	Ogilvy & M Geometry Organic, Ir Mindshare Marina Ma Commun	Global nc. aher	Grey New York* Assembly	FCB Health* Starcom MediaVest Group*	
HEALTHCARE - RX - DEVICES			HEALTHCA	ARE SERVICES		
BRONZE	GOLD	SILVER		SILVER	BRONZE	
JUVÉDERM VOLUMA® XC	LifeBeat	Pearle V	ision (Walgreens Company	National Alliance on Mental Illness (NAMI) NYC Metro	
DEFY GRAVITY Launch	KYSS- Know Your Status Stage	Can Thinking Small Pay Off Big-Time?		Get a Shot. Give a Shot.	A New Conversation Promoting Mental Health in America	
Allergan, Inc.	LifeBeat	Pearle Visio	on	Walgreens Compa	ny National Alliance on Mental Illness NYC Metro	
Grey New York* MediaCom Pacific Communications Lippe Taylor Evoke Health	Grey New York* WING	Energy BBE OMD* TMA	OO*	GSD&M* OMD* United Nations Foundation	J. Walter Thompson*	

	MED	IA IDEA	
GOLD	GOLD	SILVER	BRONZE
Always	America's Navy	Samsung	IFC
#LikeAGirl	Project Architeuthis: Engaging America's Cyber Warriors	Selfie	The Spoils of Babylon Series Launch
Procter & Gamble	U.S. Navy	Samsung Telecommunica- tions America	IFC
Starcom MediaVest Group* Leo Burnett* MSL Group	Lowe Campbell Ewald* Puzzability	Starcom MediaVest Group* 72andSunny* 2 Degrees	Fallon*
М	EDIA INNOVATION - EXISTING CHA	NNEL	MEDIA INNOVATION - NEW CHANNEL CREATION
SILVER	BRONZE	BRONZE	SILVER
Volkswagen of America	IBM	Lowe's Home Improvement	IBM Watson
Find a Match	Made with IBM	Lowe's FixinSix: Reaching Millennials with Mobile Video	#IBMFoodTruck
Volkswagen of America	IBM	Lowe's Home Improvement	IBM
Deutsch LA*	Ogilvy & Mather* Neo@Ogilvy Leopard	BBDO New York* OMD Resolution Media	Ogilvy & Mather* Neo@Ogilvy

WINNERS - GLOBAL EFFIES

GLOBAL			
GOLD	BRONZE	BRONZE	
Always	Jaguar	Nike Football	
Always #LikeAGirl	"Good to Be Bad"	Risk Everything Nike Global Football	
Procter & Gamble	Jaguar Land Rover	Nike, Inc.	
Leo Burnett Worldwide* Leo Burnett Toronto* Leo Burnett London MSL Group Starcom MediaVest Group	Spark44* Mindshare*	Wieden+Kennedy* Mindshare Portland* Passion Pictures	

WINNERS - POSITIVE CHANGE EFFIES

* Indicates lead agency.

EUROPE			
GOLD BRONZE			
Intermarché Unilever Compressed Deodorants (Sure, Dove, Vaseline)			
Inglorious Fruits and Vegetables	Small Cans, Big Impact		
Intermarché	Unilever UK		
Marcel* Prodigious	DLKWLOWE*		

NORTH AMERICA			
GOLD	BRONZE	BRONZE	
Chipotle Mexican Grill	Greenpeace	Scott Naturals Tube-Free	
The Scarecrow	Clean Our Cloud	Toss the Tube	
Chipotle Mexican Grill	Greenpeace Inc.	Kimberly-Clark	
CAA Marketing*	The VIA Agency* Humble	TRISECT* Ketchum VML	

WINNERS - SHOPPER MARKETING EFFIES



	AWARENESS/TRIA	Al			LOYALTY
SILVER			SILVER	LOTALIT	
VIVA VANTAGE		Gain			Rewards Club
Break Up with Bounty	 Gain	Gain Flings Launch		The Big	Win
, Kimberly-Clark		er & Gamble		_	tinental Hotels Group
Geometry Global* TRISECT* VML Mindshare Ketchum	The Ir	The Integer Group*		ger Group* Ogilvy & Mather*	
MULI	I-BRAND SHOPPER	SOLUTION			MULTI-RETAILER ROLLOUT
GOLD	BRO	NZE		SILVER	
Walmart, COVERGIRL, ar Pantene	id Kraf	ft Canada		P&G B	eauty Brand Category
"My Black is Beautiful" Ambass Search	ador Kraft	Food Hacks		P&G Bes	st of Beauty 2014
Procter & Gamble Walmart	Kraft	Canada	Procter 8		& Gamble
Saatchi & Saatchi X* S Burrell Communications GlobalHue		Citizen F		ger Group* Pelations MediaVest Group	
NEW PR	ODUCT/SERVICE IN	TRODUCTION			SEASONAL/EVENT
GOLD	BRO	NZE		BRONZE	
Milk-Bone Brushing Che	ws Pan	Pampers Swaddlers Jac		Jack's	8
Milk-Bone Brushing Chews Sho Marketing Launch Campaign	oper Swad	Swaddlers for the life of your Baby The Office		cial Pizza of the Grill	
Big Heart Pet Brands	Proct Walm	ter & Gamble nart		Nestlé USA	
FCB/RED*	Saato	chi & Saatchi >	(*	Geometry Global* Ogilvy Public Relations Weber Shandwick	
		SINGLE-RETA	AILER ROLLOUT		
GOLD	GOLD		SILVER		BRONZE
Coca-Cola	COVERGIRL	Tide, Bounty, Cr GIRL Oral B + Other Brands			U by Kotex
Coca-Cola Share It Forward	ROCK YOUR COV	UR COVERGIRL Made with America		can Jobs	We Got U at Walmart
Coca-Cola Walmart	Procter & Gamble Walmart				Kimberly-Clark
Shopper Events* Collective Bias*	Saatchi & Saatchi X* Saatchi & Saatch		X*	Geometry Global*	