

2015 **effie awards**
Awarding Ideas That Work

NORTH AMERICA / WINNERS & FINALISTS



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 – will be announced and presented at the [2015 North American Effie Awards Gala](#) on Thursday, June 4, in New York City.

Congratulations to this year's winners.

* Indicates lead agency.

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

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

ENTERTAINMENT & SPORTS		FASHION/STYLE		FINANCE			
Turner Network Television		Watch Dogs		Under Armour		TD Bank	
<i>Dallas Gas Station</i>		<i>Watch Dogs: Hacking Is Your Weapon</i>		<i>I Will What I Want</i>		<i>#TDThanksYou</i>	
Turner Broadcasting Network		Ubisoft		Under Armour		TD Bank	
Grey New York* Solid Angle P.R.otion!/EventPermits Match-Up Promotions		Ubisoft US Marketing* Cutwater AKQA		Droga5*		Diamond Integrated Marketing* Leo Burnett** The Mine Clark Stanley	
GOODWORKS - BRANDS		GOODWORKS - NON-PROFIT		GOVERNMENT, INSTITUTIONAL & RECRUITMENT			
Procter & Gamble Always		New York City Rescue Mission		SF SPCA		America's Navy	
<i>Always #LikeAGirl</i>		<i>Make Them Visible</i>		<i>Animal Instincts Pet Condoms</i>		<i>Project Architeuthis: Engaging America's Cyber Warriors</i>	
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	
kynect: Kentucky's Healthcare Connection		Maytag		Oscar Insurance Corporation		Fleetmatics	
<i>kynect: For Every Kentuckian</i>		<i>Comeback of an Iconic American Brand</i>		<i>Bringing Humanity To Health Insurance</i>		<i>The Truck Whisperer</i>	
Kentucky Health Benefit Exchange		Whirlpool Corporation		Oscar Insurance Corporation		Fleetmatics Group PLC	
Doe-Anderson* Picasso Pictures		DigitasLBI* Ketchum Optimedia		UNTITLED WORLDWIDE*		FCB Chicago* ID Media	
INTERNET/TELECOM		MEDIA & ENTERTAINMENT COMPANIES					
IBM Watson		ESPN		HBO GO		National Geographic Channel	
<i>#IBMFoodTruck</i>		<i>SportsCenter Brand: DaDaDa</i>		<i>Awkward Family Viewing</i>		<i>Killing Kennedy</i>	
IBM		ESPN		HBO		National Geographic Channel	
Ogilvy & Mather* Neo@Ogilvy		Wieden+Kennedy* Starcom MediaVest Group MacDonald Media RED Interactive		SS+K* O Positive Films Mackenzie Cutler		Mullen*	

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

SINGLE IMPACT ENGAGEMENT			SMALL BUDGETS - PRODUCTS	
American Greetings	Crest and Oral-B	Honey Maid	American Greetings	
<i>The World's Toughest Job</i>	<i>Halloween Treats Gone Wrong</i>	<i>This is Wholesome</i>	<i>The World's Toughest Job</i>	
American Greetings	Procter & Gamble	Mondelez International	American Greetings	
Mullen*	Publicis Kaplan Thaler* MSL Group Starcom MediaVest Group ARC Worldwide Tool of North America	Droga5* Starcom MediaVest Group Weber Shandwick	Mullen*	
SMALL BUDGETS - PRODUCTS		SMALL BUDGETS - SERVICES	SNACKS & DESSERTS	
Cat	Newcastle Brown Ale	SF SPCA	Honey Maid	
<i>The Built For It Trials</i>	<i>If We Made It</i>	<i>Animal Instincts Pet Condoms</i>	<i>This is Wholesome</i>	
Caterpillar	Newcastle Brown Ale, Heineken USA	San Francisco SPCA	Mondelez International	
Ogilvy & Mather*	Droga5* Fast Horse	Geometry Global*	Droga5* Starcom MediaVest Group Weber Shandwick	
SOFTWARE & APPS		SUSTAINED SUCCESS		
Intuit TurboTax	Ubisoft Entertainment	Harley-Davidson	IBM	Jack Link's Jerky
<i>Simple Questions</i>	<i>Rocksmith 2014 Edition: 60-Day Challenge</i>	<i>Dark Custom</i>	<i>5 Years of Smarter Planet</i>	<i>Jack Link's Incredibly Wild Ride</i>
Intuit TurboTax	Ubisoft Entertainment	Harley-Davidson	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	YOUTH MARKETING	
Priceline.com	British Airways	Booking.com	Old Spice	Procter & Gamble Always
<i>Building & Evolving an Icon for Long-Term Growth</i>	<i>Visit Mum</i>	<i>How North America Discovered The World's Best Travel Secret</i>	<i>Smellcome to Manhood</i>	<i>Always #LikeAGirl</i>
Priceline.com	British Airways	Booking.com	Procter & Gamble	Procter & Gamble
Butler, Shine, Stern & Partners* Ocean Media LLC* Relevant24	Ogilvy & Mather*	Wieden + Kennedy Amsterdam* Wieden + Kennedy New York*	Wieden+Kennedy* Citizen Relations	Leo Burnett Chicago* Leo Burnett Toronto* Leo Burnett London MSL Group Starcom MediaVest Group

HEALTH EFFIES

DISEASE AWARENESS & EDUCATION: ADVOCACY

DISEASE AWARENESS & EDUCATION: PHARMA/CORPORATE

FDA Center for Tobacco Products The Real Cost	National Alliance on Mental Illness (NAMI) NYC Metro	U.S. Centers for Disease Control and Prevention	Depend
<i>The Real Cost: Getting Teens to ReThink What They Know About Cigarettes</i>	<i>A New Conversation Promoting Mental Health in America</i>	<i>Tips From Former Smokers</i>	<i>Selfie</i>
FDA Center for Tobacco Products	National Alliance on Mental Illness (NAMI) NYC Metro	US Centers for Disease Control and Prevention	Kimberly-Clark
FCB Garfinkel* Initiative Media MXM FleishmanHillard Pony Show Entertainment	JWT*	Arnold Worldwide* Plowshare Golin Harris Havas Media	Ogilvy & Mather* Geometry Global Organic, Inc. Mindshare Marina Maher Communications

DISEASE AWARENESS & EDUCATION: PHARMA/CORPORATE

HEALTHCARE - OTC

HEALTHCARE - RX - CONSUMER/DTC

Genentech, Inc.	Depend	Robitussin	ROGAINE®	GILENYA
<i>Act F.A.S.T.</i>	<i>Selfie</i>	<i>The End of Coughsequences</i>	<i>Grow Your Game</i>	<i>GILENYA HEY MS, Take This! Campaign</i>
Genentech, Inc.	Kimberly-Clark	Pfizer Consumer Healthcare	Johnson & Johnson	Novartis Pharmaceuticals Corporation
CDMiConnect*	Ogilvy & Mather* Geometry Global Organic, Inc. Mindshare Marina Maher Communications	Grey* Assembly	UM/J3* BBDO Ink & Roses Target 10 Men's Health Magazine	FCB Health* Starcom MediaVest Group*

HEALTHCARE - RX - DEVICES

HEALTHCARE SERVICES

JUVÉDERM VOLUMA® XC	LifeBeat	National Alliance on Mental Illness (NAMI) NYC Metro	Pearle Vision	Walgreens Company
<i>DEFY GRAVITY Launch</i>	<i>KYSS- Know Your Status Stage</i>	<i>A New Conversation Promoting Mental Health in America</i>	<i>Can Thinking Small Pay Off Big-Time?</i>	<i>Get a Shot. Give a Shot.</i>
Allergan, Inc.	LifeBeat	National Alliance on Mental Illness (NAMI) NYC Metro	Pearle Vision	Walgreens Company
Grey* Mediacom Pacific Communications Lippe Taylor Evoke Health	Grey*	JWT*	Energy BBDO* OMD* TMA	GSD&M* OMD* United Nations Foundation

MEDIA EFFIES

MEDIA IDEA

Always	America's Navy	IFC	Samsung
<i>#LikeAGirl</i>	<i>Project Architeuthis: Engaging America's Cyber Warriors</i>	<i>The Spoils of Babylon Series Launch</i>	<i>Selfie</i>
Procter & Gamble	U.S. Navy	IFC	Samsung Telecommunications America
Starcom MediaVest Group* Leo Burnett* MSL Group	Lowe Campbell Ewald* Puzzability	Fallon*	Starcom MediaVest Group* 72andSunny* 2 Degrees

MEDIA INNOVATION - EXISTING CHANNEL

MEDIA INNOVATION - NEW CHANNEL CREATION

IBM	Lowe's Home Improvement	Volkswagen of America	IBM
<i>Made With IBM</i>	<i>Lowe's FixinSix: Reaching Millennials with Mobile Video</i>	<i>Find a Match</i>	<i>#IBMFoodTruck</i>
IBM	Lowe's Home Improvement	Volkswagen of America	IBM
Ogilvy & Mather* Neo@Ogilvy Leopard	BBDO New York* OMD Resolution Media	Deutsch LA*	Ogilvy & Mather* Neo@Ogilvy

FINALISTS

Effie Award finalists are selected based on scores after the rigorous first round of judging. Making the shortlist of finalists is a significant achievement. Finalist status indicates that a case is among the most effective examples of marketing communications.

Additionally, all finalists and winners will receive points toward the Effie Effectiveness Index – the annual worldwide ranking of marketing communications effectiveness for agencies, advertisers, and brands. Annual rankings are announced in June.

Congratulations to this year's finalists.

* Indicates lead agency.

AGRICULTURAL/INDUSTRIAL/ BUILDING	AUTOMOTIVE - AFTERMARKET	AUTOMOTIVE - VEHICLES	
Miller®	DriveGuard	Nissan Canada Inc.	Subaru
<i>"WE BUILD"</i>	<i>Everyday Performers</i>	<i>Rogue Winter Warrior</i>	<i>DoubleURXXX Productions</i>
ITW Welding/Miller Electric	Bridgestone Americas Tire Operations	Nissan Canada Inc.	Subaru Of America
Two Rivers Marketing* BAV Consulting	Publicis Dallas* Optimedia GS&F Sterling Rice	TBWA\Toronto* OMD	Carmichael Lynch*
AUTOMOTIVE - VEHICLES	BEAUTY	BEVERAGES - ALCOHOL	
Volkswagen of America	Clinique	Maybelline New York	Kona Brewing Company
<i>Find a Match</i>	<i>#StartBetter</i>	<i>The Nudes Palette - Dare to Go Nude</i>	<i>"Dear Mainland"</i>
Volkswagen of America	Clinique	Maybelline New York	Craft Brew Alliance
Deutsch LA*	360i*	Code and Theory* DigitasLBI*	Duncan/Channon*
BEVERAGES - ALCOHOL	BEVERAGES - NON-ALCOHOL	BRAND EXPERIENCE	
Smirnoff	Bolthouse Farms	Calvin Klein	Hewlett-Packard (HP)
<i>Exclusively for Everybody: How Smirnoff reinvented vodka to make mainstream meaningful.</i>	<i>Farm Fresh Revolution</i>	<i>'show yours. #mycalvins'</i>	<i>2Days Beat</i>
Diageo	Bolthouse Farms	Calvin Klein	Hewlett-Packard
72andSunny* Carat	Tiny Rebellion* Active Theory Horizon Media Wildlife MEC Global	Calvin Klein - CRK*	180LA* PHD Media WCG Edelman Porter Novelli

BRAND EXPERIENCE

IBM	Sherwin-Williams	Taco Bell	The United Nations
<i>Mobile World Congress</i>	<i>Color Chips</i>	<i>A New Reason to Wake up</i>	<i>What Do You Think The World Needs More Of?</i>
IBM	Sherwin-Williams	Taco Bell	The United Nations
Ogilvy & Mather* Neo@Ogilvy	McKinney*	DigitasLbi*	Leo Burnett New York* Starcom MediaVest Group

BRAND EXPERIENCE	BRANDED UTILITY		
Toyota	IBM Watson	My Little Pony Equestria Girls	RAID
<i>4Runner Keep It Wild</i>	<i>#IBMFoodTruck</i>	<i>The Equestria Girls Stomp</i>	<i>RAID - Mission: Know-How</i>
Toyota Motor Sales	IBM	Hasbro	SC Johnson
Saatchi & Saatchi LA* Farm League	Ogilvy & Mather* Neo@Ogilvy	Grey New York* Initiative Music Dealers Hero 4 Hire	Energy BBDO* PHD Media Geometry Global Edelman

BRANDED UTILITY	BUSINESS-TO-BUSINESS		
Type Directors Club (TDC)	Cat	Grainger	IBM
<i>The Next Generation</i>	<i>The Built For It Trials</i>	<i>For The Ones Who Get It Done</i>	<i>Mobile World Congress</i>
Type Directors Club	Caterpillar	Grainger	IBM
Collins*	Ogilvy & Mather*	Ogilvy & Mather* OgilvyOne*	Ogilvy & Mather* Neo@Ogilvy

BUSINESS-TO-BUSINESS	CORPORATE REPUTATION	CULTURE & THE ARTS	
YouTube	Burger King	Fifth Third Bank	Whitney Museum of American Art
<i>Watch it Work - LSTN Headphones</i>	<i>The Proud Whopper</i>	<i>Reemployment</i>	<i>Jeff Koons: A Retrospective as Audacious as His Art</i>
YouTube	Burger King	Fifth Third Bank	Whitney Museum of American Art
Camp+King*	DAVID* ABPR Code and Theory Horizon Media	Leo Burnett/Arc Worldwide* Starcom MediaVest Group NextJob, Inc	Grey New York*

DAVID VS. GOLIATH			ELECTRONICS
Cetaphil	Hidden Valley	My Little Pony Equestria Girls	Apple
<i>The Gentle Power of Cetaphil</i>	<i>Hidden Valley It!</i>	<i>Equestria Girls Pony Stomp</i>	<i>iPhone 5s You're More Powerful Than You Think</i>
Galderma Laboratories, L.P.	The Clorox Company	Hasbro	Apple, Inc.
Cramer-Krasselt* Lippe Taylor	DDB California* OMD AKQA Swirl	Grey New York* Initiative Music Dealers Hero 4 Hire	TBWA\Media Arts Lab* OMD
ELECTRONICS	ENERGY, NUTRITION & FITNESS	ENGAGED COMMUNITY	
Hewlett-Packard (HP)	Mizuno	British Airways	Burger King
<i>2Days Beat</i>	<i>What If Everybody Ran?</i>	<i>Visit Mum</i>	<i>Chicken Fries are Back</i>
Hewlett-Packard	Mizuno	British Airways	Burger King
180LA* PHD Media WCG Edelman Porter Novelli	McKinney*	Ogilvy & Mather*	Code and Theory* Horizon Media Alison Brod PR
ENGAGED COMMUNITY			
Depend	OK2TALK; National Association of Broadcasters	Subaru	The United Nations
<i>Drop Your Pants for Underawareness</i>	<i>OK2TALK: Giving Youth a Voice to Discuss Mental Health</i>	<i>The Ride of Her Life</i>	<i>What Do You Think The World Needs More Of?</i>
Kimberly-Clark	National Association of Broadcasters	Subaru Of America	The United Nations
Ogilvy & Mather* Geometry Global Organic, Inc. Mindshare Marina Maher Communications	Ogilvy & Mather* Homestead Films	Carmichael Lynch*	Leo Burnett New York* Starcom MediaVest Group
FASHION & STYLE	FINANCE		
Teva	Certified Financial Planner Board of Standards, Inc.	E*TRADE	TD Ameritrade
<i>Original Adventure</i>	<i>CFP Board's 2014 Public Awareness Campaign</i>	<i>TYPE E*</i>	<i>At This Moment: Real-Time Marketing</i>
Deckers Corporation	Certified Financial Planner Board of Standards, Inc.	E*TRADE	TD Ameritrade
Heat*	Arnold Worldwide* Havas Media	Ogilvy & Mather* Spark Media	The VIA Agency* Neo@Ogilvy Markit on Demand

FINANCIAL CARDS

GOODWORKS - BRANDS

American Express

Visa

Bolthouse Farms

Chevrolet

Real People, Real Stories

#MyFootballFantasy

Broccoli's Image Makeover

"Summer Of Play"

American Express

Visa

Bolthouse Farms

Chevrolet

Ogilvy & Mather*
Digitas
Mindshare

BBDO|Proximity*
OMD
MRY

Victors and Spoils*

Commonwealth//McCann*
Jack Morton Worldwide*
FleishmanHillard
MRM//McCann
Carat

GOODWORKS - BRANDS

GOODWORKS - NON-PROFIT

Depend

Walgreens

Enroll America

FINNEGANS

Drop Your Pants for Underwareness

Get a Shot. Give a Shot.

Enroll America

FINNEGANS Reverse Food Truck

Kimberly-Clark

Walgreens

Enroll America

FINNEGANS

Ogilvy & Mather*
Geometry Global
Organic, Inc.
Mindshare
Marina Maher
Communications

GSD&M*
OMD*
United Nations Foundation

Ogilvy & Mather*
Lonely Leap

Martin Williams*

GOODWORKS - NON-PROFIT

LifeBeat

National Alliance on Mental Illness (NAMI) NYC Metro

States United To Prevent Gun Violence & Campaign To Unload

The Anti-Cruelty Society

KYSS- Know Your Status Stag

A New Conversation Promoting Mental Health in America

Unload Your 401k

The "One Person Away from Home" Campaign

LifeBeat

National Alliance on Mental Illness NYC Metro

States United To Prevent Gun Violence Campaign To Unload

The Anti-Cruelty Society

Grey New York*

J. Walter Thompson New York*

Grey New York*
Fitzgibbon Media

Saatchi & Saatchi X*

GOVERNMENT, INSTITUTIONAL & RECRUITMENT

HISPANIC

Amtrak Acela

The United Nations

Honda Civic

Tide

Take Off

What Do You Think The World Needs More Of?

Gol Gol/Civic Coupe Campaign

Keep It Clean

Amtrak

The United Nations

American Honda Motor Co.

Procter & Gamble

FCB Garfinkel*
Initiative
Source Communications

Leo Burnett New York*
Starcom MediaVest Group

Orci*
Mediavest MV42
Anthem Audio Arts/ICM
Canana

Conill*
Starcom MediaVest Group*
FleishmanHillard

HISPANIC	HOME FURNISHINGS & APPLIANCES		HOME SUPPLIES & SERVICES		
XFINITY	IKEA Canada	Sherwin-Williams	Duracell		
<i>XFINITY: Nuancing the Hispanic Segment to find a new growth opportunity.</i>	<i>House Rules</i>	<i>Color Chips</i>	<i>Trust The Power Within</i>		
Comcast	IKEA Canada	Sherwin-Williams	Duracell		
Grupo Gallegos*	Leo Burnett, Toronto* Jungle Media*	McKinney*	Saatchi & Saatchi* Citizen Relations The Integer Group Team Epic Starcom MediaVest Group		
HOME SUPPLIES & SERVICES		INFLUENCERS			
Febreze	Febreze	RAID	Ford		
<i>Have you Gone Noseblind?</i>	<i>Convert the Skeptics</i>	<i>RAID - Mission: Know-How</i>	<i>2015 Mustang Reveal</i>		
Procter & Gamble	Procter & Gamble	SC Johnson	Ford Motor Company		
Grey New York* POSSIBLE	Grey New York*	Energy BBDO* PHD Media Geometry Global Edelman	Team Detroit*		
INFLUENCERS		INSURANCE			
Moms Demand Action	Subaru	Arbella Insurance	FM Global		
<i>Skip Starbucks Saturday</i>	<i>The Chosen Ones</i>	<i>Arbella Capartment Insurance</i>	<i>FM Global Resilience</i>		
Moms Demand Action for Gun Sense in America	Subaru Of America	Arbella Insurance	FM Global		
Grey Canada* Berlin Rosen	Carmichael Lynch*	Full Contact Advertising* Norbella Greenough, Brand Storytellers	Ogilvy & Mather*		
INSURANCE		INTERNET/TELECOM		LEISURE & RECREATION	
Nationwide	Wellmark Blue Cross Blue Shield	IBM	Sea-Do		
<i>Join the Nation</i>	<i>Wellmark Blue Cross Blue Shield-November Blitz</i>	<i>Made With IBM</i>	<i>Spark Some Fun</i>		
Nationwide	Wellmark, Inc.	IBM	Bombardier Recreational Products		
McKinney*	Mithun*	Ogilvy & Mather* Neo@Ogilvy Leopard	Cramer-Krasselt* BrandSpark International Geometry Global LOOK Marketing		

LGBT COMMUNITY	NEW PRODUCT OR SERVICE		OFFICE & DELIVERY
Burger King	ESPN / SEC Network	Wonderful Halos	United States Postal Service
<i>The Proud Whopper</i>	<i>Take It All In: Selling the SEC Phenomenon</i>	<i>Hello Halos</i>	<i>USPS Holiday: Whatever It Takes</i>
Burger King	ESPN / SEC Network	Paramount Citrus	United States Postal Service
DAVID* ABPR Code and Theory Horizon Media	McKinney*	Fire Station Agency*	McCann New York* Universal McCann MIRM//McCann AKQA Worldgroup Retail
OLYMPICS MARKETING			PACKAGED FOOD
BMW	Budweiser	Kellogg's	Campbell Company of Canada
<i>Driving on Ice</i>	<i>Budweiser Red Zeppelin</i>	<i>Kellogg's Give a Great Start</i>	<i>Be As Selective</i>
BMW of North America	Labatt Breweries	The Kellogg Company	Campbell Company of Canada
Universal McCann* Stun Creative* Octagon	Anomaly* Mosaic Veritas Communications Universal McCann	Leo Burnett/Arc Worldwide* The Integer Group* Krispr Communications Starcom MediaVest Group VML	BBDO Toronto*
PACKAGED FOOD	PERSONAL CARE		
Johnsonville Sausage	Crest and Oral-B	Huggies	Listerine
<i>Bratsgiving Day</i>	<i>Halloween Treats Gone Wrong</i>	<i>The Second Hug</i>	<i>Listerine FIFA World Cup Social Media Campaign</i>
Johnsonville Sausage	Procter & Gamble	Kimberly-Clark	Johnson & Johnson
Cramer-Krasselt* SOSH	Publicis Kaplan Thaler* MSL Group Starcom MediaVest Group ARC Worldwide Tool of North America	Ogilvy & Mather* Mindshare Geometry Global Edelman	MRY* Sprinklr J. Walter Thompson London
REAL ESTATE	RENAISSANCE		RESTAURANTS
Zillow	Camacho	Sea-Doo	Arby's
<i>Find Your Way Home</i>	<i>The Rebirth of Camacho Cigars</i>	<i>Spark Some Fun</i>	<i>We Have the Meats</i>
Zillow, Inc.	Davidoff of Geneva Distribution	Bombardier Recreational Products	Arby's
Deutsch LA* Two Nil* Ipsos MarketQuest	Colangelo Synergy Marketing*	Cramer-Krasselt* BrandSpark International Geometry Global LOOK Marketing	Fallon* Initiative

RETAIL		SEASONAL	
RadioShack	Walgreens	Johnsonville Sausage	Kmart Joe Boxer
<i>RadioShack Relaunch: Turning Around an Irrelevant Brand</i>	<i>Get a Shot. Give a Shot.</i>	<i>Bratsgiving Day</i>	<i>Show Your Joe</i>
RadioShack	Walgreens	Johnsonville Sausage	Kmart
GSD&M* Weber Shandwick Talk to Current	GSD&M* OMD* United Nations Foundation	Cramer-Krasselt* SOSH	FCB Chicago*
SINGLE IMPACT ENGAGEMENT			
Arby's	Burger King	Esurance	IBM Watson
<i>Arby's 13-Hour Commercial</i>	<i>Chicken Fries are Back</i>	<i>#EsuranceSave30</i>	<i>#IBMFoodTruck</i>
Arby's	Burger King	Esurance	IBM
Fallon* Edelman Doner Media Volt Studios Hyfn	Code and Theory* Horizon Media Alison Brod PR	Leo Burnett/Arc Worldwide* Starcom MediaVest Group*	Ogilvy & Mather* Neo@Ogilvy
SINGLE IMPACT ENGAGEMENT			SMALL BUDGETS - PRODUCTS
Samsung	SF SPCA	truth	Crest and Oral-B
<i>Selfie</i>	<i>Animal Instincts Pet Condoms</i>	<i>truth Crashes the MTV VMAs</i>	<i>Halloween Treats Gone Wrong</i>
Samsung Telecommunications America	San Francisco SPCA	American Legacy Foundation	Procter & Gamble
Starcom MediaVest Group* 72andSunny* 2 Degrees	Geometry Global*	72andSunny* B-Reel	Publicis Kaplan Thaler* MSL Group Starcom MediaVest Group ARC Worldwide Tool of North America
SMALL BUDGETS - PRODUCTS	SMALL BUDGETS - SERVICES		
Mizuno	Burger King	Chicago Blackhawks Charities	LifeBeat
<i>What If Everybody Ran?</i>	<i>The Proud Whopper</i>	<i>Own the Ice</i>	<i>KYSS- Know Your Status Stage</i>
Mizuno	Burger King	Chicago Blackhawks Charities	LifeBeat
McKinney*	DAVID* ABPR Code and Theory Horizon Media	Ogilvy & Mather*	Grey New York*

SNACKS & DESSERTS

Jack Link's Jerky	Nestlé Butterfinger	Oberto Beef Jerky	Starburst
<i>From Weekend Road Trips to Everyday Snacking</i>	<i>Butterfinger Peanut Butter Cups Launch</i>	<i>You Get Out What You Put In</i>	<i>Unexplainably Juicy</i>
Jack Link's Jerky	Nestlé USA	Oberto Brands	Mars, Inc.
Carmichael Lynch* Spong Space150	Dailey* Golin Public Relations Threshold Interactive MetaVision Media	Positivity* Alcone Marketing Horizon Media FleishmanHillard	DDB Chicago* Starcom MediaVest Group

SUSTAINED SUCCESS TRAVEL & TOURISM YEARLY TOPICAL CATEGORY: WORLD CUP

Ford	Hotels.com	DishLATINO	Hyundai
<i>Driving a 22 Million Dollar Crusade for Schools</i>	<i>Making the Invisible Choice the Obvious Choice</i>	<i>Juego Bonito (Beautiful Game)</i>	<i>Hyundai #BecauseFutbol</i>
Ford Motor Company	Hotels.com	Dish Network	Hyundai Motor America
Team Detroit*	CP+B*	Havas Worldwide Chicago* Havas Media*	INNOCEAN USA* Tool of North America Biscuit Filmworks Tumblr Initiative

YOUTH MARKETING

Doritos/Mountain Dew	Gerber	LifeBeat
<i>Every 2 Minutes</i>	<i>Tiny Taste Testers</i>	<i>KYSS- Know Your Status Stage</i>
PepsiCo Frito Lay	Gerber	LifeBeat
The Marketing Arm* OMD Motive FirstBorn	Ogilvy & Mather*	Grey New York*

HEALTH EFFIES

DISEASE AWARENESS & EDUCATION: PHARMA/CORPORATE	HEALTHCARE - OTC	HEALTHCARE - RX - PROFESSIONAL	HEALTHCARE SERVICES
AbbVie	Excedrin	SOVALDI®	QUITPLAN® Services
<i>Double Whammy</i>	<i>Excedrin Creates A New Category With Content</i>	<i>HCV Treatment Transformed</i>	<i>No judgments. Just help.</i>
AbbVie	Novartis Consumer Health	Gilead Sciences	ClearWay Minnesota/QUIT-PLAN® Services
Publicis Kaplan Thaler* Intouch Solutions Spark	Weber Shandwick* Starcom MediaVest Group	CAHG* BLACKLIST	Clarity Coverdale Fury* HouseSpecial, formally Laika/house

MEDIA EFFIES

MEDIA IDEA	MEDIA INNOVATION - EXISTING CHANNEL	MEDIA INNOVATION - NEW CHANNEL CREATION	
Coca-Cola	Huggies	Lowes' Home Improvement	IBM
<i>Share a Coke</i>	<i>Huggies Delivers Hugs</i>	<i>Guys "Need Help?" March Madness Campaign</i>	<i>Mobile World Congress</i>
Coca-Cola	Kimberly Clark Corporation	Lowes' Home Improvement	IBM
Starcom MediaVest Group* Wieden+Kennedy 360i Fast Horse	Mindshare* Ogilvy & Mather* Geometry Global Edelman	BBDO New York* OMD* Resolution Media	Ogilvy & Mather* Neo@Ogilvy