

2015 **effie awards**
Awarding Ideas That Work

SHOPPER MARKETING / THE WINNERS



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WINNERS

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

After two rounds of rigorous judging, those selected as winners represent cases that best demonstrated how they effectively solved a shopper marketing challenge, connected with their shoppers, influenced them along the path to purchase, and inspired them to become a buyer.

Award levels – gold, silver and bronze – were announced and presented at the Path to Purchase Institute’s [Shopper Marketing Summit Awards Celebration](#) on March 17, 2015.

Congratulations to this year’s winners.

* Indicates lead agency.

AWARENESS/TRIAL		LOYALTY
SILVER	BRONZE	SILVER
VIVA VANTAGE	Gain	IHG® Rewards Club
<i>Break Up with Bounty</i>	<i>Gain Flings Launch</i>	<i>The Big Win</i>
Kimberly-Clark	Procter & Gamble	InterContinental Hotels Group
Geometry Global* Tris3ct* VML Mindshare Ketchum	The Integer Group*	Ogilvy & Mather*

MULTI-BRAND SHOPPER SOLUTION		MULTI-RETAILER ROLLOUT
GOLD	BRONZE	SILVER
Walmart, COVERGIRL, and Pantene	Kraft Canada	P&G Beauty Brand Category
<i>"My Black is Beautiful" Ambassador Search</i>	<i>Kraft Food Hacks</i>	<i>P&G Best of Beauty 2014</i>
Procter & Gamble Walmart	Kraft Canada	Procter & Gamble
Saatchi & Saatchi X* Burrell Communications GlobalHue	ShopperDDB*	The Integer Group* Citizen Relations Starcom MediaVest Group

NEW PRODUCT/SERVICE INTRODUCTION		SEASONAL/EVENT
GOLD	BRONZE	BRONZE
Milk-Bone Brushing Chews	Pampers Swaddlers	Jack's®
<i>Milk-Bone Brushing Chews Shopper Marketing Launch Campaign</i>	<i>Swaddlers for the life of your Baby</i>	<i>The Official Pizza of the Grill</i>
Big Heart Pet Brands	Procter & Gamble Walmart	Nestlé USA
FCB Red*	Saatchi & Saatchi X*	Geometry Global* Ogilvy Public Relations (Social @ Ogilvy) Weber Shandwick

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SINGLE-RETAILER ROLLOUT

GOLD	GOLD	SILVER	BRONZE
Coca-Cola	COVERGIRL	Tide, Bounty, Crest, Oral B + Other P&G Brands	U by Kotex
<i>Coca-Cola Share It Forward</i>	<i>ROCK YOUR COVERGIRL</i>	<i>Made with American Jobs</i>	<i>We Got U at Walmart</i>
Coca-Cola Walmart	Procter & Gamble Walmart	Procter & Gamble Walmart	Kimberly-Clark
Shopper Events* Collective Bias*	Saatchi & Saatchi X*	Saatchi & Saatchi X*	Geometry Global*

FINAL ROUND JURY



JURY CHAIR

Andy Murray
Senior Vice President, Creative
Walmart



PETER BREEN
Managing Director, Content
Path to Purchase Institute



PETER HOYT
Executive Director, CEO
Path to Purchase Institute



TAMMY BRUMFIELD
VP, Shopper Marketing
ConAgra Foods



JOE LAMPERTIUS
CEO, Global Shopper Marketing
Grey



LIZ CRAWFORD
VP, Strategy & Insights, Shoplab
Match ShopLab



JOHN MOUNT
VP, Retail Channel Strategy & Marketing
The Coca-Cola Company



CARL HARTMAN
CEO, North America
Geometry Global



BARRY ROBERTS
Director, Retail Shopper Solutions
Colgate-Palmolive



DINA HOWELL
Chief Executive Officer
Saatchi & Saatchi X



STEPHANIE ROBERTSON
US Brand Operations -
In Store, Scale & Shopper Marketing
Procter & Gamble

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ROUND ONE JURY

Kris Abrahamson

VP, Retail Consultancy
The Mars Agency

Michael Ashling

Director, In-Store Mktg.
Target

James Beck

VP, Shopper Mktg.
Coca-Cola

Kateri Benoit

Global Director, E-Commerce/E-Shopper
Red Fuse Communications

Jon Bird

Global Managing Director
Labstore

Peter Breen

Managing Director, Content
Path to Purchase Institute

Kristen Buss

VP, Strategy
Hunter Straker

Jim Carlton

EVP & Managing Creative Director
Arc Worldwide

Jeanne Cashman

Director, Shopper Mktg., Sam's Club
Kraft Foods

Mary Casperson

VP, Shopper Mktg.
The Mars Agency

Matt Champion

Regional Director, Retail & Shopper Mktg.
Coupons.com

Will Clarke

Executive Creative Director
The Integer Group

Jackie Clifton

Director, Shopper Mktg.
PepsiCo

Liz Crawford

VP, Strategy & Insights, Shoplab
Match ShopLab

Howard Davidson

SVP, Retail Platforms
Acosta Mosaic Group

Tara Day

Shopper Mktg., PepsiCo Beverages
PepsiCo

Dino de Leon

SVP, Head of Creative
Shoptology

Brian DeLong

SVP, Shopper Experience
Catapult Marketing

Steve DeVore

SVP, Managing Director
TWINOAKS

Craig Elston

EVP, Insight & Strategy
The Integer Group

Steve Frenda

Managing Director, Strategy & Development
Path to Purchase

Deb Friedland

Managing Director, Planning & Perspectives
TPN

Heidi Froseth

EVP, National Retail Leader
Catapult Marketing

Jason Goldberg

GVP, Commerce Strategy
Razorfish

Christopher Gray

VP, Shopper Psychology
Saatchi & Saatchi X

Susan Hayes

Director, Shopper Mktg. & Insights
Bayer

Jessica Hendrix

SVP, Account Leadership
Saatchi & Saatchi X

Terese Herbig

Managing Director, Member Development
Path to Purchase Institute

Peter Hoyt

Executive Director, CEO
Path to Purchase Institute

Kim Hsieh

VP, Strategy & Development
IN Marketing Services

Cara Kahaly

Director, Shopper Mktg. & Insights, Grocery/
Altern
Novartis

Mark Kendrat

Director of Shopper Mktg.
Kraft Foods

Lionel Knight

SVP, Planning & Research
Upshot

Rich Lesperance

Sr. Director, Loyalty & Insights
Walgreens

Tom Lisi

Sr. Director, Shopper Mktg.
ConAgra Foods

Mark Lundquist

Manager, Digital Strategy
Kellogg Company

Carolyn Madigan

Managing Director
TPN

Jennifer Marchant

VP, Customer Mktg.
Time, Inc

Steve McGowan

Director of Shopper Mktg.
Mondelez International

Jean McLaren

President
MARC USA Chicago

Darcy McNair

Shopper Mktg. Creative Director
Red Fuse Communications

Jared Meisel

Managing Partner
Theory House

Holly Meloy

SVP, Client Service
Marketing Werks

Tim Moore

SVP, Group Creative Director
Epsilon

Pam Morrisroe

Managing Director - East
Geometry Global

Greg Mueth

VP, Acct. Planning & Shopper Mktg.
Group360 Worldwide

Curt Munk

SVP, Group Planning Director
FCB/RED

Stacey Nachtaler

Senior Brand Manager, Shopper Mktg.
PepsiCo

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ROUND ONE JURY

Julie Nelson

SVP, Shopper
TRIS3CT

Aaron Newhouse

National Shopper Mktg. Manager
ACH Food

Lisa Norat

VP, Client Service
HMT Associates

Mike Paley

SVP, Shopper Mktg. & Experiential
The Marketing Arm

Holly Pavlika

SVP, Brand Strategy
Collective Bias

Cheryl Policastro

Director, Shopper Mktg.
Reckitt Benckiser

Julie Quick

SVP, Head of Insights & Strategy
SHOPTOLOGY

Josh Rateliff

VP, Managing Director
Saatchi & Saatchi X

Julie Rothweiler

VP, Account Director
Leo Burnett/Arc Worldwide

Carolyn Sakstrup

Sr. Director, Guest Insights
Target

Shelly Sawyer

VP, Channel Director, Retail Strategist
GREY

Heidi Schoeneck

Executive Creative Director
Geometry Global

Art Sebastian

VP, Category Leadership & Shopper Insights
Kraft Foods

Kevin Shelhamer

Managing Director, Chicago
Geometry Global

Kimberly Sisak

Shopper Mktg. Team Leader
Kimberly-Clark

Jeff Skolnik

EVP, GM Retail
Blue Chip Marketing Worldwide

Shelbie Stewart

Sr. Partner, SVP, Executive Group Director
Geometry Global

Cynthia Thayer

VP, Strategic Planning
TPN

Adrian Velazquez

VP, Shopper Strategy
Momentum Worldwide

Robert Vigneau

Shopper Insights Manager
Kimberly-Clark

Lynn Vitello

VP, Mktg.
MaxPoint

Kim Yansen

Director - Field Shopper Mktg.
Mondelez International

Seth Yassky

Sr. Manager, Shopper Mktg.
E. & J. Gallo Winery

Paul Yoo

Director, Shopper Mktg.
LG Electronics

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