

**SHOPPER MARKETING / FINALISTS & WINNERS**



# 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 – will be 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
<b>Gain</b>	<b>VIVA VANTAGE</b>	<b>IHG® Rewards Club</b>
<i>Gain Flings Launch</i>	<i>Break Up with Bounty</i>	<i>The Big Win</i>
Procter & Gamble	Kimberly-Clark	InterContinental Hotels Group
The Integer Group*	Geometry Global* Tris3ct* VML Mindshare Ketchum	Ogilvy & Mather*
MULTI-BRAND SHOPPER SOLUTION		MULTI-RETAILER ROLLOUT
<b>Kraft Canada</b>	<b>Walmart, COVERGIRL, and Pantene</b>	<b>Procter &amp; Gamble Beauty Brand Category</b>
<i>Kraft Food Hacks</i>	<i>"My Black is Beautiful" Ambassador Search</i>	<i>P&amp;G Best of Beauty 2014</i>
Kraft Canada	Procter & Gamble Walmart	Procter & Gamble
ShopperDDB*	Saatchi & Saatchi X*	The Integer Group* Citizen Relations Starcom MediaVest Group
NEW PRODUCT/SERVICE INTRODUCTION		SEASONAL/EVENT
<b>Milk-Bone Brushing Chews</b>	<b>Pampers Swaddlers</b>	<b>Jack's®</b>
<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

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*

## 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 integrated efforts that were specifically designed to engage the shopper and guide his or her purchase process towards a desired end result. 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.

AWARENESS/TRIAL

NEW PRODUCT/SERVICE INTRODUCTION

Kingsford	Naked Juice	Gillette
<i>Kingsford Lights Up Grill Sales</i>	<i>Naked Juice: Drink Good, Do Good</i>	<i>Gillette Fusion ProGlide with Flexball Technology</i>
The Clorox Company	Naked Emerging Brands	Procter & Gamble
TPN* AKQA Holdings, Inc.* Triad Retail Media Snipp Interactive, Inc.	The Integer Group* Fleishman Hillard Blitz OMD	The Integer Group* Grey New York RockTenn Merchandising Displays Mechtronics

SEASONAL/EVENT

SINGLE RETAILER ROLLOUT

Alcon	Ace Hardware	Huggies®	OREO
<i>Get an A+ in Eye Care</i>	<i>Helpful is Beautiful</i>	<i>Baby Room by Design at Walmart</i>	<i>Discover What's Inside - Share the Wonder</i>
Alcon	Ace Hardware	Kimberly-Clark	Mondelez International
Leo Burnett/Arc Worldwide*	FCB Chicago* Spark Media	Geometry Global* Mediative	Geometry Global* The Martin Agency Hello Worldwide, Inc. Rockfish Digital

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# 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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**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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