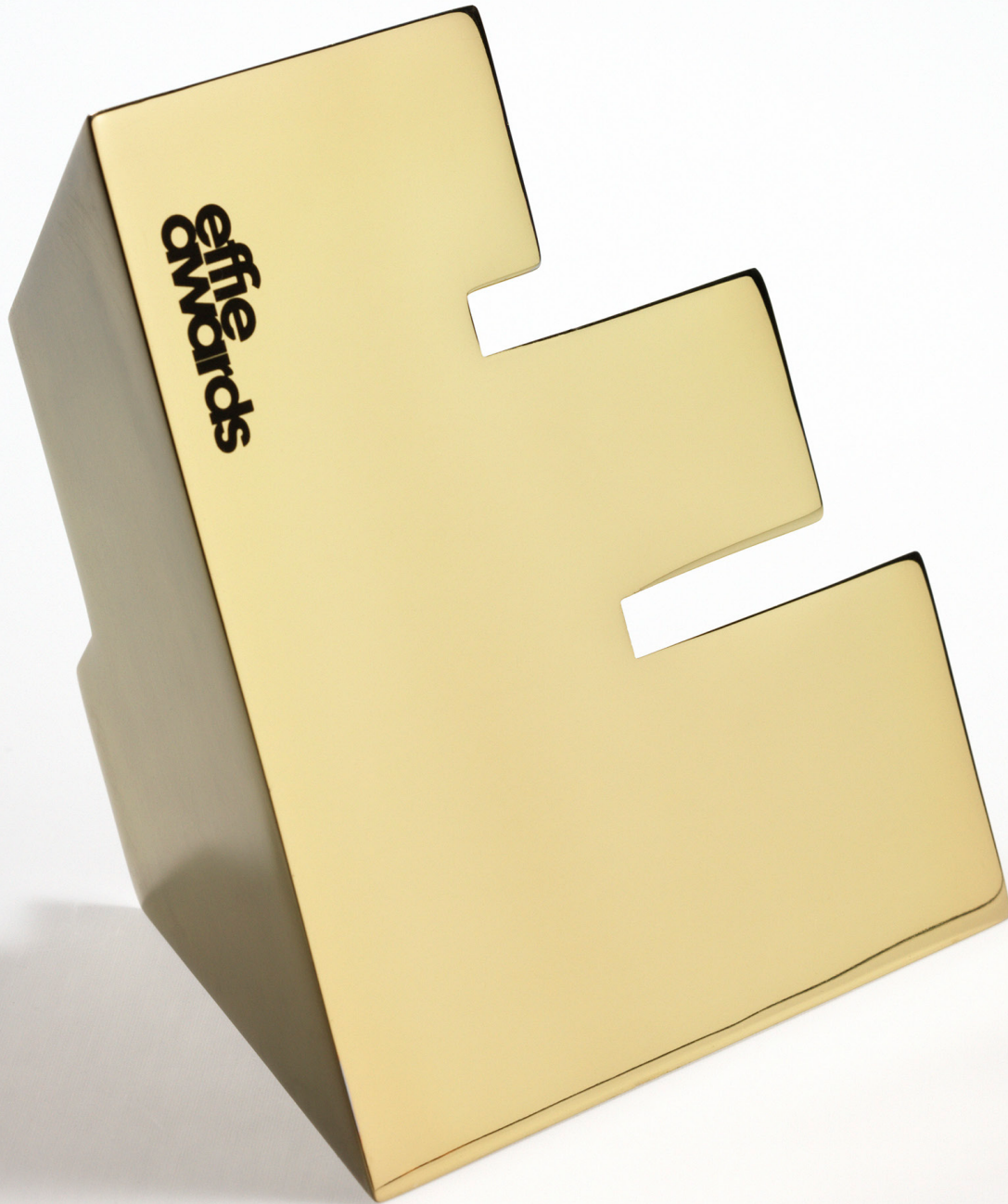




WINNERS

The North American Media Effie Awards reflect the ever-increasing importance of the use of media in driving effectiveness. The Media Effies honor those efforts that were inspired by the proliferation of media choices we have today in reaching consumers and allowed their big idea to be led by the power of how, when and where they were going to engage their target. After two rounds of judging by media industry professionals, 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 2016 North American Effie Awards Gala on Thursday, June 2, in New York City.

Congratulations to this year's winners.

* Indicates lead agency

MEDIA IDEA			
Dove	Smirnoff	Target	The Clinton Foundation
<i>#SpeakBeautiful</i>	<i>From Advertiser to Publisher: How Smirnoff embraced social publishing to win the flavored vodka recipe game</i>	<i>#MoreMusic</i>	<i>Not there</i>
Unilever	Diageo North America	Target	The Clinton Foundation
Mindshare* VaynerMedia Edelman Twitter Davie Brown Entertainment	72andSunny* Carat	Deutsch LA* Haworth Marketing + Media	Droga5* Condé Nast iHeartMedia WME

MEDIA INNOVATION - EXISTING CHANNEL		
Taco Bell	Target	United Nations OCHA
<i>Taco Bell Blackout</i>	<i>#MoreMusic</i>	<i>#ShareHumanity</i>
Taco Bell	Target	United Nations OCHA
DigitasLBi San Francisco*	Deutsch LA* Haworth Marketing + Media	Ogilvy & Mather* Ogilvy Public Relations

MEDIA INNOVATION - NEW CHANNEL CREATION	PROGRAMMATIC		SINGLE MEDIA COMPANY ACTIVATION
EA Madden NFL '15	Apartments.com	Kraft Heinz Dry Packaged Dessert Brands: Jell-O, Cool Whip, JET-PUFFED and Baker's Chocolate	Airbnb
<i>The Madden GIFERATOR</i>	<i>Apartments.com Programmatic</i>	<i>Serving What's Trending</i>	<i>Night At The Conan Studio</i>
EA Sports	CoStar Group	The Kraft Heinz Company	Airbnb
Heat* Grow*	RPA*	Starcom*	Starcom* Turner Entertainment

FINALISTS

Media Effie finalists are determined based on jury scores following a rigorous first round of judging. Becoming an Effie finalist is a significant achievement, indicating that a case is among the most effective examples of marketing communications.

Additionally, all finalists will receive points toward the Effie Effectiveness Index – the annual worldwide ranking of marketing communications effectiveness for agencies, advertisers, and brands. This year's North American rankings will be announced in June.

Congratulations to the 2016 finalists.

* Indicates lead agency

MEDIA IDEA

Bud Light

Bud Light "Whatever, USA"

Anheuser-Busch InBev

Energy BBDO*
Mosaic*
BBDO New York
Starcom

Coke Zero

Drinkable Advertising

The Coca-Cola Company

Ogilvy & Mather*
Bossa
SME
MJZ
Starcom

Ziploc

"Triumph Over Life's Chaos"

SC Johnson

Energy BBDO*
PHD

MEDIA INNOVATION - EXISTING CHANNEL

Allstate

Mayhem Radio Takeover

Allstate Insurance Company

Leo Burnett/Arc*
Starcom*
Another Country/Cutters
Studios

Norton

Norton Presents: In Search of the Most Dangerous Town on the Internet

Norton by Symantec

Grey San Francisco*

MEDIA INNOVATION - NEW CHANNEL CREATION

LONGRANGE

LONGRANGE Addressable TV campaign

Merial

Sullivan Higdon & Sink*

St-Germain

Biketender

Bacardi North America Corporation

POSSIBLE - SEATTLE*

PROGRAMMATIC

Cox Communications

Surprising customers with a personalized experience

Cox Communications

FCB Chicago*
SundaySky
BullsEye Marketing Systems, LLC
RR Donnelley

SINGLE MEDIA COMPANY ACTIVATION

Prestige

Smell My Neck

Procter & Gamble

Starcom*
Condé Nast

truth

The Power of Music to End Smoking

truth initiative

Media Assembly*
72andSunny
Fullscreen
Ketchum

FINAL ROUND JURY

Learn more from this year's Final Round Jury as they expand on what marketing effectiveness means to them. **Click** on the judges to read their marketing POV.



JURY CHAIR

DARYL LEE

Global CEO

UM



MARY GERZEMA

VP, Corporate Global Media

The Estee Lauder Company



JACK BAMBERGER

SVP, Global Head of Agency Development

AOL



DANIELLE KOFFER

VP, Global Media

Colgate-Palmolive Company



KATE BOWER

EVP, Global / US Planning & Strategy

Starcom



JOHN MOORE

President

Mediahub / Mullen Lowe



STEVE CARBONE

Managing Director & Head of Digital and Analytic

Mediacom



BABA SHETTY

Global Chief Media & Strategy Officer

DigitasLBi



TONY EFFIK

VP, Managing Director, Media & Connections

R/GA



SCOTT SYMONDS

Managing Director, AKQA Media

AKQA



DAVID GAINES

Chief Planning Officer

Maxus



GAIL TIFFORD

VP, Media & Digital Engagement

Unilever

ROUND ONE JURY

Jason Adamski

Director, NA Media Investments
Ferrero USA, Inc.

Rick Albano

Executive Creative Director
Swift + POSSIBLE

Lindsey Allison

EVP, Co-Director, Account Planning
Deutsch

Ron Amram

Senior Media Director
Heineken USA

Karen Antuzzi

SVP, Group Director, Digital
Carat

Jeremy Asselin

VP, Advertising
Time Warner Cable

Sarah Baehr

EVP, Managing Director, Digital
Carat

Bonnie Barest

EVP, Group Account Director
Havas Media

Bill Bayer

SVP, Integrated Communications
Group Director
Media Assembly

Christine Bensen

SVP, Media Strategy /
Marketing & Advertising
iCrossing SF

Abbey Berryman

SVP, North America Business Lead
Carat

Justine Bloome

SVP, Head of Strategy & Innovation
Carat

Alexis Bodard

Senior Director, Marketing
Ubisoft

Ciaran Bossom

SVP, Head of VaynerMedia San Francisco
VaynerMedia

Lisa Bradner

SVP
Starcom

Jen Brady

CEO
Fred & Associates

Eunice Carter

VP, Media Director
Luckie & Company

Tavo Castro

SVP
Carat

Lily Chakrabarty

SVP, Director
Starcom

James Crolley

SVP, Media Director
Starcom

Niki Dobratz

Media Director
Fallon

Ted Ellet

Managing Director, Strategic Planning
Mindshare

Amy Engel

SVP, Media Director
Spark

Bryan Ferschinger

Senior Director of Innovation
MillerCoors

Jenna Fidellow

General Manager
Cake

John Fredette

Manager, Global Media &
Sponsorship Marketing
IBM

Harvin Furman

SVP, Director, Digital Media
Starcom

Kim Garcia

SVP, Entertainment
VaynerMedia

Mike Ginal

VP, Marketing
Oberto Brands

Cristina Goodenough

Executive Engagement Director
BOHAN

Halle Hutchison

Managing Director, Brand &
Marketing Communications
Alaska Airlines

Emily Isle

VP, Director
Starcom

Alexandra Jacob

Partner, Group Director
Maxus

Ricky Jacobs

Managing Director, VP & Head, Digital
FCB Toronto

Michael Jenkins

Communications Strategist
Google

Paul Jeszenszky

Director, Performance Marketing
Airbnb

Mark Kirby

Director, US Communications Planning
Red Fuse Communications

Adam Kleinberg

CEO
Traction

Karen Kraut

EVP, Director of Engagement Strategy
Publicis North America

Krista Lang

SVP, Executive Director, Media & Analytics
22squared

Brian Leder

SVP, Head of North America Media
Razorfish

Julie Lee

Managing Director
Maxus

Marc Lomas

SVP, Programmatic
Cadreon

Joshua Lowcock

EVP, Head of Digital, USA
UM

John Manley

SVP, Group Strategy Director
DDB Worldwide

Daniel McCaskey

Senior Director, Advertising
Capital One

Megan McCurry

SVP, Group Media Director
Digitas

Grant McDougall

Chief Executive Officer
Blackbelt



ROUND ONE JURY

Steven Meraska

SVP, Innovation & Insight
Starcom

Thomas Minc

VP, Director of Integrated Strategy
Cake

John Ohara

SVP, Strategy
Giant Spoon

Ritchie Mae Ordenez

Integrated Media Director
Maxus

Ramya Parekh

VP, Global Planning Director
BBDO

Eric Perko

Director of Media
MUH-TAY-ZIK | HOF-FER

Jake Phillips

SVP, Managing Director, Brand Strategy
Horizon Media

Elizabeth Pigg

SVP, Media Strategy
Edelman

Ann Poulouse

VP, Media Director
Starcom

Karin Prior

Partner, Group Media Director
Maxus

Simon Pugh

SVP, Managing Director
Dentsu

Jeff Ratner

EVP
ZenithOptimedia

Mark Renshaw

Chief Innovation Officer
Leo Burnett

Daniel Rioux

Group Director, Media Strategy
Campbell Ewald

Isabella Sanchez

VP, Media Integration
Zubi Advertising Services

Melissa Schoenke

EVP, Managing Director
Mithun

Ajit Shah

EVP, Executive Creative Director
DigitasLBi

Madelyn Sheldon

Global Campaign Manager,
Amazon & Kindle Devices
Amazon

Lia Silkworth

EVP, Managing Director
Tapestry / Starcom

Rich Simms

EVP, Managing Partner
Horizon Media

Lynn Sladowski

Partner, Senior Director
MEC

Art Steiber

Director, Marketing Strategy
Quicken Loans, Inc.

Janet Thompson

VP, Group Account Director
Starcom MediaVest

Susan Viti

VP, Strategy
Starcom

Jim Vranicar

VP, Connections Planning
Sullivan Higdon & Sink

Stephen Ward

Managing Partner, Planning
Team Nestle / GroupM

Melissa Weiland

SVP, Group Director
Carat

Buck Wise

Director, Brand / PR
Swift + POSSIBLE

Kwan Yim

SVP, Head of Global Media
Citi