

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 2017 North American Effie Awards Gala on Thursday, June 1, in New York City.

Congratulations to this year's winners.

* Indicates lead agency

AUTOMOTIVE - VEHICLES		BEAUTY	
Chevrolet	Chevrolet	CoverGirl	Pantene
<i>Chevrolet Spark Launch</i>	<i>Strengthening Perceptions: Chevy Silverado</i>	<i>Katy Kat</i>	<i>#DadDo</i>
Chevrolet Canada	Chevrolet	Procter & Gamble	Procter & Gamble
McCann Canada*	Commonwealth//McCann* Carat MAKE FleishmanHillard	Grey New York*	Grey New York* Devries PR
BEVERAGES - NON-ALCOHOL		BRAND EXPERIENCE	
Mountain Dew Kickstart	Art Institute of Chicago	Chevrolet	Lockheed Martin
<i>Mountain Dew: It All Starts With a Kick</i>	<i>Van Gogh BnB</i>	<i>Chevrolet Spark Launch</i>	<i>Lockheed Martin Field Trip to Mars</i>
PepsiCo	Art Institute of Chicago	Chevrolet Canada	Lockheed Martin
BBDO New York* OMD VaynerMedia	Leo Burnett/Arc* Mediavest Spark Starcom	McCann Canada*	McCann New York* Momentum Worldwide Universal McCann Weber Shandwick
BRANDED CONTENT		BRANDED UTILITY	
Extra Gum	IBM	IBM	Whirlpool
<i>Unwrapping A Love Story</i>	<i>C-suite</i>	<i>C-suite</i>	<i>Care Counts</i>
Mars/Wrigley	IBM	IBM	Whirlpool
Energy BBDO* MediaCom	Ogilvy & Mather*	Ogilvy & Mather*	DigitasLBi* Ketchum

BUSINESS-TO-BUSINESS

CARPE DIEM - PRODUCTS

IBM

Outthink

IBM

Ogilvy & Mather*
Neo@Ogilvy

MICROSOFT

A New Legacy Begins

Microsoft

McCann New York*
Empower Media Team
Blk-OPs Media Agency

Barbie

Imagine the Possibilities

Mattel

BBDO San Francisco*
BBDO New York*
Starcom

CARPE DIEM - PRODUCTS

Burger King

The McWhopper Proposal

Burger King

Y&R New Zealand*
DAVID The Agency
ABPR
Code and Theory
Turner Duckworth

Extra Gum

Unwrapping A Love Story

Mars/Wrigley

Energy BBDO*
MediaCom

Gatorade

The Super Bowl Dunk

PepsiCo

VML*
OMD*
Snapchat

CARPE DIEM - SERVICES

CORPORATE REPUTATION

CULTURE & THE ARTS

JetBlue Airways

Reach Across the Aisle

JetBlue Airways

MullenLowe U.S.*
MullenLowe MediaHub*

IBM

Outthink

IBM

Ogilvy & Mather*
Neo@Ogilvy

Art Institute of Chicago

Van Gogh BnB

Art Institute of Chicago

Leo Burnett/Arc*
Mediavest | Spark
Starcom

Milwaukee Public Museum

MPM: Big Is Here

Milwaukee Public Museum

Cramer-Krasselt*

DAVID VS. GOLIATH

Checkers & Rally's

The Wiener War

Checkers & Rally's

Fitzgerald & Co*
GRP Media
No Limit Agency

Inspired By Iceland

Ask Guðmundur

Promote Iceland

The Brooklyn Brothers*
Islenska*

Trolli

A Beardly Awesome New Product Launch and Program

Ferrara Candy Company

Periscope*
Legend PR
KSM

ENGAGED COMMUNITY		ENTERTAINMENT & SPORTS	
Be The Match	Dove Hair	Barbie	Overwatch
<i>Be The Guy</i>	<i>Dove Hair #LoveYourCurls Emojis</i>	<i>Imagine the Possibilities</i>	<i>Overwatch</i>
Be The Match	Unilever	Mattel	Blizzard Entertainment
space150*	Edelman* Ogilvy & Mather Paris* Mindshare VaynerMedia	BBDO San Francisco* BBDO New York* Starcom	Droga5* Liquid Advertising*

ENTERTAINMENT & SPORTS	FASHION	FINANCIAL CARDS
EA Madden NFL 16	Under Armour	Citi
<i>Madden the Movie</i>	<i>Michael Phelps</i>	<i>An Effie Entry That Actually Means What It Says</i>
Electronic Arts	Under Armour	Citi
Heat* Starcom	Droga5*	Publicis North America*

FITNESS & WELLNESS		GOVERNMENT, INSTITUTIONAL & RECRUITMENT	
Fitbit	Gatorade	New York Lottery	U.S. Army
<i>Fit For All</i>	<i>If It's Not Game Time, It's Recover Time</i>	<i>The New York Lottery - "You'd Make a Way Better Rich Person"</i>	<i>U.S. Army Cryptaris Mission</i>
Fitbit	PepsiCo	The New York Lottery	U.S. Army
ARGONAUT* DigitasLbi	TBWA\Chiat\Day Los Angeles* OMD FleishmanHillard	McCann New York* Universal McCann	McCann New York* Universal McCann MRM//McCann

HISPANIC		HOUSEHOLD SUPPLIES & SERVICES	
Tide	XFINITY	Gain	Mrs. Meyer's Clean Day
<i>Tide washes away hurtful labels</i>	<i>Language Choice</i>	<i>Gain by Gain</i>	<i>The Hunt for the First Ever Mrs. Meyer's Home 'Maker'</i>
Procter & Gamble	Comcast/XFINITY	Procter & Gamble	S.C. Johnson
Conill* Starcom* FleishmanHillard	Grupo Gallegos*	Leo Burnett Toronto* Hearts & Science	Ogilvy & Mather* PHD

INFLUENCERS		INTERNET & TELECOM	
JetBlue Airways	truth initiative	IBM	
<i>FlyBabies</i>	<i>Prevent #CATmageddon</i>	<i>Cloudscape</i>	
JetBlue Airways	truth initiative	IBM	
MullenLowe U.S.* MullenLowe MediaHub*	72andSunny* Media Assembly Ketchum	Ogilvy & Mather* Neo@Ogilvy	
LGBT COMMUNITY		OFFICE & DELIVERY	
Doritos	Gay Men's Health Crisis (GMHC)	Office Depot OfficeMax	The United States Postal Service
<i>Doritos Rainbows</i>	<i>Blood Equality</i>	<i>The Co-Worker Collection</i>	<i>Your Business Becomes Our Business</i>
Frito-Lay North America, Inc.	Gay Men's Health Crisis (GMHC)	Office Depot OfficeMax	The United States Postal Service
Goodby Silverstein & Partners* MWWPR OMD	FCB Health*	McCann New York* Merkle AGAIN Interactive	McCann New York* MIRM//McCann Universal McCann Weber Shandwick
OLYMPICS MARKETING		PACKAGED FOOD	
Canadian Tire	Under Armour	Knorr	Pop-Tarts
<i>Step Up Stand Tall</i>	<i>Michael Phelps</i>	<i>Love at First Taste</i>	<i>Pop-Tarts Soda-Mazing</i>
Canadian Tire Corporation	Under Armour	Unilever	The Kellogg Company
cleansheet communications* Touche! Toronto* NYB Media Inc Cinco	Droga5*	MullenLowe U.S.* Edelman Mindshare PHD IBM iX	VML* Universal Music Group Starcom Edelman
PERSONAL CARE			
Gillette	Huggies	Vaseline Brand	
<i>Go Ask Dad</i>	<i>No Baby Unhugged</i>	<i>The Vaseline Healing Project</i>	
Procter & Gamble	Kimberly-Clark	Unilever	
Grey New York* Townhouse Untitled Films Ketchum Touchstorm	Ogilvy & Mather* Mindshare*	BBH New York* PHD Edelman VaynerMedia SapientRazorfish	

RENAISSANCE

Extra Gum

Give Extra, Get Extra

Mars/Wrigley

Energy BBDO*
MediaCom
Starcom

Huggies

No Baby Unhugged

Kimberly-Clark

Ogilvy & Mather*
Mindshare*

KFC

The Return of Colonel Sanders

KFC

Wieden+Kennedy*
Edelman
MEC Global
Access Emanate

RESTAURANTS

Burger King

The McWhopper Proposal

Burger King

Y&R New Zealand*
DAVID The Agency
ABPR
Code and Theory
Turner Duckworth

Taco Bell

Quesalupa is #BiggerThan

Taco Bell

Deutsch LA*
Mediavest | Spark
DigitasLBi
Edelman

RETAIL

eBay

Find Your Perfect

eBay

DigitasLBi*

RETAIL

Target

The Holiday Odyssey

Target

72andSunny*
Haworth Marketing + Media

Walmart

Greenlight a Vet

Walmart

Saatchi & Saatchi*
Mediavest | Spark
FleishmanHillard

SEASONAL MARKETING

IBM

Watson x The Oscars

IBM

Ogilvy & Mather*
Neo@Ogilvy

Morton Salt

*Morton Safe-T-Pet -
A Safer Winter for All*

Morton Salt

Neo@Ogilvy*
Blacklist
Ogilvy & Mather

SEASONAL MARKETING

**Office Depot
OfficeMax**

The Co-Worker Collection

Office Depot OfficeMax

McCann New York*
Merkle
AGAIN Interactive

Skittles

Skittles Holiday Pawn Shop

Wrigley Canada

BBDO Toronto*
Harbinger
MediaCom Canada

SMALL BUDGETS - PRODUCTS

**Art Institute
of Chicago**

Van Gogh BnB

Art Institute of Chicago

Leo Burnett/Arc*
Mediavest | Spark
Starcom

Contours

*The Baby Stroller Test-Ride
by Contours*

Kolcraft

FCB Chicago*
Current
Lord + Thomas
Cinema Libertad LLC
Hero Solutions

SMALL BUDGETS - SERVICES

JetBlue Airways

FlyBabies

JetBlue Airways

MullenLowe U.S.*
MullenLowe MediaHub*

MyMusicRx for the Children's Cancer Association

Bedstock: Playing Music From Our Bed For Kids Stuck In Theirs

Children's Cancer Association

Anomaly*

Outdoor Advertising Association of America

Feel the Real

Outdoor Advertising Association of America

Partners + Napier*
Dressler LLC
DIA

SNACKS & DESSERTS

Cheetos

Cheetos Museum

Frito-Lay North America, Inc.

Goodby Silverstein & Partners*
The Marketing Arm
Ketchum
OMD
Caviar Content

Extra Gum

Unwrapping A Love Story

Mars/Wrigley

Energy BBDO*
MediaCom
Starcom

Trolli

A Beardedly Awesome New Product Launch and Program

Ferrara Candy Company

Periscope*
Legend PR
KSM

SOFTWARE & APPS

IBM

Outthink

IBM

Ogilvy & Mather*
Neo@Ogilvy

TurboTax

The New Way To Do Taxes

TurboTax

Wieden+Kennedy*

SUSTAINED SUCCESS - PRODUCTS

Dos Equis

The Most Interesting Man in the World

Heineken USA

Havas New York*
Edelman
Mediavest|Spark

SUSTAINED SUCCESS - PRODUCTS

Extra Gum

Give Extra, Get Extra

Mars/Wrigley

Energy BBDO*
MediaCom
Starcom

IBM

Hello, my name is Watson.

IBM

Ogilvy & Mather*
Neo@Ogilvy

Kia Motors

Share Some Soul

Kia Motors America

David & Goliath*

SUSTAINED SUCCESS - SERVICES

American Express	JetBlue Airways	Pure Michigan	U.S. Centers for Disease Control and Prevention
<i>Small Business Saturday</i>	<i>You Above All</i>	<i>A Movement for Michigan</i>	<i>Tips From Former Smokers™</i>
American Express	JetBlue Airways	Michigan Economic Development Corporation	US Centers for Disease Control and Prevention/Office on Smoking and Health
DigitasLbJ* MBooth Mindshare Ogilvy & Mather Wieden+Kennedy	MullenLowe U.S.* MullenLowe MediaHub*	McCann Detroit* Universal McCann Weber Shandwick Detroit	Arnold Worldwide* Plowshare Golin Harris

TRANSPORTATION

TRAVEL & TOURISM

Southwest	Airbnb	Inspired By Iceland
<i>Transparency</i>	<i>"Don't Go There, Live There"</i>	<i>Ask Guðmundur</i>
Southwest Airlines	Airbnb Inc.	Promote Iceland
GSD&M* SapientRazorfish Camelot Strategic Marketing & Media	TBWA\Chiat\Day Los Angeles* Starcom*	The Brooklyn Brothers* Islenska*

YOUTH MARKETING - TEENS & YOUNG ADULTS

FDA Center for Tobacco Products "The Real Cost"	IBM
<i>Run Like Hell</i>	<i>The Cognitive Dress</i>
FDA, Center for Tobacco Products	IBM
FCB New York* Initiative	Ogilvy & Mather* Neo@Ogilvy

HEALTH EFFIES

DISEASE AWARENESS & EDUCATION: ADVOCACY

Ovarian Cancer Canada

Ladyballs

Ovarian Cancer Canada

Grey Canada*
Pollin8
HYPE PR
Untitled Films
Rooster Post

The Hero Gene

The Hero Gene

Be the Match

Area 23, An FCB Health Network
Company*

truth initiative

Finishers 2.0

truth initiative

72andSunny*
Media Assembly
Ketchum

DISEASE AWARENESS & EDUCATION: PHARMA/CORPORATE

Ulta Beauty

First Haircut

Ulta Beauty

MullenLowe U.S.*

HEALTHCARE - OTC

Excedrin

The Migraine Experience

GSK Consumer Healthcare

Weber Shandwick*
DDB Remedy*
PHD
Epsilon
Projection Artworks UK

HEALTHCARE - RX - CONSUMER/DTC

Linzess

"Tell Me Something I Don't Know"

Allergan
Ironwood Pharmaceuticals

FCB Health*

HEALTHCARE - RX - DEVICES

SimplyGo Mini

*Breathless Choir - The triumph of the
WHY over the WHAT*

Philips

Ogilvy & Mather*
Carat London
FleishmanHillard, as part of
OneVoice Connect

HEALTHCARE SERVICES

Pearle Vision

Can Thinking Small Win Big?

Luxottica

Energy BBDO*
OMD

UnitedHealthcare

UnitedHealthcare Ways In

UnitedHealthcare

Leo Burnett/Arc*
Periscope

MEDIA EFFIES

MEDIA IDEA

Always	IKEA	Jolly Rancher	Tommee Tippee
<i>Girl Emojis</i>	<i>Find Your Style 101</i>	<i>A new media model to transform a brand that sucks</i>	<i>Advice Wipes</i>
Procter & Gamble	IKEA	The Hershey Company	Mayborn Group
Starcom* Leo Burnett/Arc* MSL Group	MEC Global*	Anomaly* Universal McCann	McCann New York* 360 Public Relations Mediaworks

MEDIA INNOVATION - EXISTING CHANNEL

Extra Gum	Royal Caribbean International	Under Armour
<i>Releasing A Love Story that Sells Itself</i>	<i>#ComeSeekLive</i>	<i>Game Changer</i>
Mars/Wrigley	Royal Caribbean International	Under Armour
Energy BBDO* MediaCom	MullenLowe Mediahub U.S.* MullenLowe U.S. Rapport	Droga5*

MEDIA INNOVATION - NEW CHANNEL CREATION

Lockheed Martin
<i>Lockheed Martin Field Trip to Mars</i>
Lockheed Martin
McCann New York* Momentum Worldwide Weber Shandwick Universal McCann

MEDIA PARTNERSHIP ACTIVATION

PepsiCo	U.S. Army
<i>Pepsi + Empire</i>	<i>U.S. Army Cryptaris Mission</i>
PepsiCo	U.S. Army
OMD* BBDO New York Wasserman PMK-BNC FOX	McCann New York* Universal McCann MRM // McCann

POSITIVE CHANGE EFFIES

In collaboration with World Economic Forum

ENVIRONMENTAL - BRANDS

SOCIAL - BRANDS

Seventh Generation

How Seventh Generation turned the environment into a personal matter for millennial moms

Seventh Generation

72andSunny*

Subaru of America

Who We Are Is What We Leave Behind

Subaru of America

Carmichael Lynch*

Always

Like A Girl Emojis

Procter & Gamble

Leo Burnett/Arc*
Starcom

Whirlpool

Care Counts

Whirlpool

DigitasLBi*
Ketchum

SOCIAL - NON-PROFIT

Ad Council

I Am A Witness

Ad Council

Goodby Silverstein & Partners*
Moonbot Studios
Mutato Muzika
Stimmung

Donate Life America

"Even An Asshole Can Save A Life"

Donate Life America

The Martin Agency*

MyMusicRx for the Children's Cancer Association

Bedstock: Playing Music From Our Bed For Kids Stuck In Theirs

Children's Cancer Association

Anomaly*

FINALISTS

Effie Awards 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 2017 finalists.

* Indicates lead agency

AFRICAN-AMERICAN	AGRICULTURAL, INDUSTRIAL & BUILDING	AUTOMOTIVE - AFTERMARKET
<p>Allstate Insurance</p> <hr/> <p><i>Allstate "Worthtelling"</i></p> <p>Allstate Insurance Company</p> <hr/> <p>Leo Burnett/Arc* Starcom</p>	<p>Grow Smart with BASF</p> <hr/> <p><i>Grow Smart with BASF</i></p> <p>BASF</p> <hr/> <p>Periscope*</p>	<p>Hum by Verizon</p> <hr/> <p><i>How Verizon Vehicle Became Hum</i></p> <p>Verizon</p> <hr/> <p>McCann New York* MRM//McCann* Zenith Weber Shandwick</p>

AUTOMOTIVE - VEHICLES		
<p>Chevrolet</p> <hr/> <p><i>Shattering Perceptions</i></p> <p>Chevrolet</p> <hr/> <p>Commonwealth//McCann* Carat FleishmanHillard MAKE</p>	<p>Harley-Davidson</p> <hr/> <p><i>Live Your Legend</i></p> <p>Harley-Davidson</p> <hr/> <p>Wolfes, LLC* Starcom Sapient Parr Moto Weber Shandwick</p>	<p>MINI COOPER</p> <hr/> <p><i>DEFY LABELS</i></p> <p>MINI COOPER</p> <hr/> <p>BUTLER SHINE STERN & PARTNERS* Universal McCann</p>

BEVERAGES - ALCOHOL		
<p>Henry's Hard Soda (MillerCoors)</p> <hr/> <p><i>"Live Hard-ish" Campaign</i></p> <p>Henry's Hard Soda (MillerCoors)</p> <hr/> <p>Mekanism* Epic Signal</p>	<p>Michelob ULTRA</p> <hr/> <p><i>Workout. Go Out.</i></p> <p>Anheuser-Busch InBev</p> <hr/> <p>FCB Chicago* MediaCom VaynerMedia Wasserman</p>	<p>Modelo Especial</p> <hr/> <p><i>The Fighting Spirit</i></p> <p>Constellation Brands</p> <hr/> <p>Ogilvy & Mather* Horizon Media Upshot Agency</p>

BEVERAGES - NON-ALCOHOL

Diet Dr Pepper	Tim Hortons	Doritos	Extra Gum
<i>Lil' Man, Big Rewards</i>	<i>Single Serve</i>	<i>Doritos Ketchup Roses</i>	<i>Connecting People with a Connected Experience</i>
Dr Pepper Snapple Group	Tim Hortons	PepsiCo Foods Canada	Mars/Wrigley
Deutsch LA*	J. Walter Thompson Canada* Mindshare Canada	BBDO Toronto* Citizen Relations OMD	Energy BBDO* MediaCom

BRAND EXPERIENCE

Glade	IBM	Kellogg's	Stance
<i>Museum of Feelings</i>	<i>The Cognitive Dress</i>	<i>Stir It Up</i>	<i>The Uncommon Force</i>
S.C. Johnson	IBM	Kellogg Corp.	Stance
Ogilvy & Mather* Edelman PHD Radical Media	Ogilvy & Mather* Neo@Ogilvy	Edelman* Journee	Zambezi*

BRANDED CONTENT

Coca-Cola	M&M'S	Norton
<i>Share a Coke, and a Song - Turning Lyrics into Language</i>	<i>75th Anniversary</i>	<i>The Most Dangerous Town On The Internet: Where Cybercrime Goes To Hide</i>
The Coca-Cola Company	Mars Chocolate North America	Norton by Symantec
Universal McCann* Musical.Ly Wieden+Kennedy Cornerstone Agency Fast Horse	BBDO New York* MediaCom Starcom Weber Shandwick	Grey San Francisco*

BRANDED CONTENT

PepsiCo	Target	Pull-Ups	Sprint
<i>Pepsi + Empire</i>	<i>Target Creates First Ever Live Music Video with Gwen Stefani</i>	<i>A Whole New Way To Train</i>	<i>Kid's First Phone</i>
PepsiCo	Target	Kimberly-Clark	Sprint
OMD* BBDO New York Wasserman PMK-BNC FOX	Deutsch LA* 360i Haworth Marketing + Media Rogers & Cowan	Ogilvy & Mather Chicago* Mindshare Edelman Geometry Global	DigitasLBi*

BRANDED UTILITY

BRANDED UTILITY

BUSINESS-TO-BUSINESS

Tommee Tippee

Advice Wipes

Mayborn Group

McCann New York*
360 Public Relations
Mediaworks

United States Postal Service

Irresistible Mail

United States Postal Service

MRM//McCann*
Sarofsky

IBM

C-suite

IBM

Ogilvy & Mather*

IBM

Watson x The Oscars

IBM

Ogilvy & Mather*
Neo@Ogilvy

BUSINESS-TO-BUSINESS

Nissan

NCV's "The Delivery"

Nissan

TBWA\Chiat\Day Los Angeles*

SAP

Live Business

SAP

BBDO New York*
PHD
Critical Mass
RAPP
eg+ Worldwide

United States Postal Service

Your Business Becomes Our Business

United States Postal Service

McCann New York*
MRM//McCann
Universal McCann
Weber Shandwick

CARPE DIEM - PRODUCTS

CARPE DIEM - SERVICES

Checkers & Rally's

The Wiener War

Checkers & Rally's

Fitzgerald & Co*
GRP Media
No Limit Agency

Jamba Juice

Swishy Chug

Jamba Juice

Zimmerman Advertising*
Finn Partners

American Family Insurance

Dad Insurance

American Family Insurance

BBDO New York*
Mindshare

Dove

Dove Hair

Unilever

Ogilvy & Mather Paris*
Mindshare*
Edelman
VaynerMedia

CARPE DIEM - SERVICES

CORPORATE REPUTATION

Esurance

Pass It On

Esurance

Leo Burnett/Arc*
Starcom*

MICROSOFT

Harmony for the Holidays

Microsoft

McCann New York*
Empower Media Team

Subaru of America

Who We Are Is What We Leave Behind

Subaru of America

Carmichael Lynch*

United States Postal Service

Your Business Becomes Our Business

United States Postal Service

McCann New York*
MRM//McCann
Universal McCann
Weber Shandwick

CULTURE & THE ARTS

DAVID VS. GOLIATH

The Dalí Museum

Dreams of Dalí

The Dalí Museum

Goodby Silverstein & Partners*

Outdoor Advertising Association of America

Feel the Real

Outdoor Advertising Association of America

Partners + Napier*
Dressler LLC
DIA

Seventh Generation

How Seventh Generation, a small company with a big mission, got moms to rethink the products they bring into the home

Seventh Generation

72andSunny*

ELECTRONICS

ENGAGED COMMUNITY

Microsoft

Social Permission

Microsoft

McCann New York*
Empower Media Team

Art Institute of Chicago

Van Gogh BnB

Art Institute of Chicago

Leo Burnett/Arc*
Mediavest | Spark
Starcom

Mrs. Meyer's Clean Day

The Hunt for the First Ever Mrs. Meyer's Home 'Maker'

S.C. Johnson

Ogilvy & Mather*
PHD

Subaru of America

#MakeADogsDay

Subaru of America

Carmichael Lynch*

ENTERTAINMENT & SPORTS

FINANCE

National Football League

Super Bowl Babies

National Football League

Grey New York*

Target

Target Creates First Ever Live Music Video with Gwen Stefani

Target

Deutsch LA*
360i
Haworth Marketing + Media
Rogers & Cowan

OppenheimerFunds

The Optimist Index

OppenheimerFunds

Havas Media*
MRM//McCann
Coffee Inc.

GOVERNMENT, INSTITUTIONAL & RECRUITMENT

HISPANIC

United States Air Force

Airforce.com

Air Force Recruiting Services

GSD&M*

NESCAFÉ Clásico

Love Your Mondays

Nestlé USA

Casanova//McCann*
MXM
HelloWorld, Inc.
Metavision Media
Ricky Martin Enterprises, Inc.

Prediabetes Awareness

Prediabetes Awareness

Ad Council

Ogilvy & Mather*

HOME FURNISHINGS & APPLIANCES

HOUSEHOLD SUPPLIES & SERVICES

Samsung Home Appliances*Samsung Home Appliances*

Samsung Electronics America, Inc.

McKinney*
Starcom
R/GA**Glade***Museum of Feelings*

S.C. Johnson

Ogilvy & Mather*
PHD
Edelman
Radical Media**Scrubbing Bubbles***Transforming The Bathroom*

S.C. Johnson

Ogilvy & Mather*
PHD
Edelman

INFLUENCERS

INSURANCE

Glade*Museum of Feelings*

S.C. Johnson

Ogilvy & Mather*
PHD
Edelman
Radical Media**American Family Insurance***Dad Insurance*

American Family Insurance

BBDO New York*
Mindshare**MetLife***MetLife Small Business*

MetLife

ARGONAUT*
MEC Global
Marketing Evolution
cg42

INTERNET & TELECOM

MEDIA & ENTERTAINMENT COMPANIES

AT&T*It Can Wait*

AT&T

BBDO New York*
The Marketing Arm
MEC Global
FleishmanHillard**Sprint***Can You Hear Us Now?*

Sprint

Deutsch LA*

Pandora*Pandora wins back Millennials*

Pandora Media Inc.

twofifteenmccann*
DigitasLbi

OLYMPICS MARKETING

PACKAGED FOOD

Bridgestone*Rio 2016 Olympic Games, Built to Perform*

Bridgestone

Publicis North America*

Gillette*Perfect Isn't Pretty*

Procter & Gamble

Grey New York*
Townhouse
Ketchum
Caviar Content
Cut & Run**Cheerios***Cheerios Love to Give At Walmart*

General Mills

Shopperworks*
Geometry Global***Hellmann's***Transparently Lovable*

Unilever

Ogilvy & Mather*
Mindshare
Epsilon

PACKAGED FOOD	PERSONAL CARE	PET CARE
Jimmy Dean <hr/> <i>Shine it Forward</i> Jimmy Dean <hr/> Ogilvy & Mather* BPN WW MWW VML	Tommee Tippee <hr/> <i>Advice Wipes</i> Mayborn Group <hr/> McCann New York* 360 Public Relations Mediaworks	Pedigree <hr/> <i>Feed the Good</i> Mars Petcare <hr/> BBDO New York* MediaCom Starcom

REAL ESTATE	RENAISSANCE	RESTAURANTS	RETAIL
National Association of Realtors <hr/> <i>Real Estate Phil's-osophies</i> National Association of Realtors <hr/> Arnold Worldwide* Havas Media	Adler Planetarium <hr/> <i>Space Is Freaking Awesome!</i> Adler Planetarium <hr/> Downtown Partners* Daily Planet Synergy Marketing Partners	Denny's <hr/> <i>A Fluffy Story about Pancakes</i> Denny's <hr/> Erwin Penland*	Seamless <hr/> <i>Taking Back New York</i> Seamless <hr/> BBH New York*

SEASONAL MARKETING		
Esurance <hr/> <i>Election Insurance</i> Esurance <hr/> Leo Burnett/Arc* MSLGROUP	JetBlue Airways <hr/> <i>FlyBabies</i> JetBlue Airways <hr/> MullenLowe U.S.* MullenLowe MediaHub*	MICROSOFT <hr/> <i>Harmony for the Holidays</i> Microsoft <hr/> McCann New York* Empower Media Team

SMALL BUDGETS - PRODUCTS	SNACKS & DESSERTS	SOFTWARE & APPS	
Mrs. Meyer's Clean Day <hr/> <i>The Hunt for the First Ever Mrs. Meyer's Home 'Maker'</i> S.C. Johnson <hr/> Ogilvy & Mather* PHD	Wilson Sporting Goods <hr/> <i>Wilson "Living Anthem" Brand Launch</i> Wilson Sporting Goods <hr/> Phenomenon* Dumont Project	Jolly Rancher <hr/> <i>When a brand that sucks finds sweet success</i> The Hershey Company <hr/> Anomaly* Universal McCann	IBM <hr/> <i>Cognitive Retail</i> IBM <hr/> Ogilvy & Mather* Neo@Ogilvy

SUSTAINED SUCCESS - PRODUCTS**SUSTAINED SUCCESS - SERVICES****Foot Locker***Sustained Success*

Foot Locker

BBDO New York*
PHD**Sherwin-Williams
Paint Store Group***Color Chips Sustained Success*

Sherwin-Williams Paint Store Group

McKinney*
Resource / Ammirati
Carmichael Lynch Relate**Popeyes Louisiana Kitchen***Louisiana Heart & Soul*

Popeyes Louisiana Kitchen

GSD&M*

TRANSPORTATION**TRAVEL & TOURISM****YOUTH MARKETING - CHILDREN****JetBlue Airways***FlyBabies*

JetBlue Airways

MullenLowe U.S.*
MullenLowe MediaHub***Royal Caribbean***Redefining "Cruise"*

Royal Caribbean International

MullenLowe U.S.*
MullenLowe MediaHub***Tommee Tippee***Advice Wipes*

Mayborn Group

McCann New York*
360 Public Relations
Mediaworks**YOUTH MARKETING - TEENS & YOUNG ADULTS****M&M'S***75th Anniversary*

Mars Chocolate North America

BBDO New York*
MediaCom
Starcom
Weber Shandwick**truth initiative***Prevent #CATmageddon*

truth initiative

72andSunny*
Media Assembly
Ketchum

HEALTH EFFIES

DISEASE AWARENESS & EDUCATION: ADVOCACY	DISEASE AWARENESS & EDUCATION: PHARMA/CORPORATE	HEALTHCARE - OTC	
Bright Pink	Movantik	Bayer Aspirin	NBTY Osteo Bi Flex
<i>Too Important To "Go Viral" - Using Facebook Ads To Drive Predictable, Repeatable Impact</i>	<i>Envy</i>	<i>The Original Wonder Drug Recaptures Its Wonder</i>	<i>Made to Move</i>
Bright Pink	AstraZeneca Daiichi Sankyo	Bayer Healthcare	NBTY
Craft & Commerce* Sew	BGB Group*	Energy BBDO* MediaCom iCrossing Harrison and Star	Droga5* Havas Media Ketchum

HEALTHCARE - RX - CONSUMER/DTC	HEALTHCARE - RX - DEVICES	HEALTHCARE - RX - PROFESSIONAL
Entyvio	ACUVUE	Nuplazid
<i>Doors</i>	<i>Bringing Humanity to Functionality</i>	<i>Holding Back</i>
Takeda Pharmaceuticals	Johnson & Johnson Vision Care	Acadia Pharmaceuticals
BBDO New York* Omnicom Media Group	Deutsch* J3 Marina Maher Communications LLC R/GA	CDM New York* Bent Link9 LLC

HEALTHCARE SERVICES

Aetna	Mercy Ships Canada
<i>Health Insurance That Defies Expectations</i>	<i>MERCY</i>
Aetna Life Insurance Company	Mercy Ships Canada
Ogilvy & Mather* EffectiveUI Neo@Ogilvy OgilvyOne	Geometry Global* Ogilvy & Mather Matt Barnes Photography Westside Studio NEAT Marketing Communications

MEDIA EFFIES

DATA-DRIVEN / PROGRAMMATIC

Airbnb

Love This? Live There.

Airbnb

Starcom*
TBWA\Chiat\Day Los Angeles*

IAMS

Every Dog Deserves the Right Nutrition

Mars Petcare

Starcom*
Tribal Worldwide

JetBlue

Butts in Seats

JetBlue Airways

MullenLowe Mediahub U.S.*
MullenLowe U.S.

MEDIA IDEA

Cinnamon Toast Crunch

Cinnamon Toast Crunch Culture Infiltration

General Mills

McCann New York*
Ketchum
Mindshare

Dove

Dove Hair

Unilever

Ogilvy & Mather Paris*
Mindshare*
Edelman
VaynerMedia

Dove

Dove Hair

Unilever

Ogilvy & Mather Paris*
Mindshare*
Edelman
VaynerMedia

Philadelphia Cream Cheese

Making Print a Precision Medium

The Kraft Heinz Company

Starcom*
Leo Burnett/Arc*

MEDIA INNOVATION - EXISTING CHANNEL

TM Pepsi

PepsiMoji

PepsiCo

OMD*
Quietman

MEDIA INNOVATION - NEW CHANNEL CREATION

Glade

Museum of Feelings

S.C. Johnson

Ogilvy & Mather*
Edelman
PHD
Radical Media

MEDIA PARTNERSHIP ACTIVATION

American Greetings

Analog

American Greetings

MullenLowe Mediahub U.S.*
MullenLowe U.S.
Condé Nast

POSITIVE CHANGE EFFIES

In collaboration with World Economic Forum

ENVIRONMENTAL - BRANDS

Burt's Bees

#BringBackTheBees

Burt's Bees

Baldwin & *
AKQA
Tractenberg & Co.

Colgate

Save Water Campaign

Colgate-Palmolive

Red Fuse Communications*
Cohn & Wolfe

Honey Nut Cheerios

Bring Back The Bees

General Mills

Cossette*

SOCIAL - BRANDS

Doritos

Doritos Rainbows

Frito-Lay North America, Inc.

Goodby Silverstein & Partners*
OMD
MWWPR

JetBlue Airways

Reach Across the Aisle

JetBlue Airways

MullenLowe U.S.*
MullenLowe MediaHub*

Subaru of America

#MakeADogsDay

Subaru of America

Carmichael Lynch*

SOCIAL - BRANDS

U by Kotex

The Period Projects

Kimberly-Clark

Organic, Inc.*
Mindshare
Geometry Global
MMC

Vaseline Brand

The Vaseline Healing Project

Unilever

BBH New York*
PHD
Edelman
VaynerMedia
SapientRazorfish

SOCIAL - NON-PROFIT

FDA Center for Tobacco Products "The Real Cost"

Run Like Hell

FDA, Center for Tobacco Products

FCB New York*
Initiative