

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 [2014 North American Effie Awards Gala](#) on Thursday, June 5, in New York City.

Congratulations to this year's winners.

* Indicates lead agency.

AFRICAN-AMERICAN	AGRICULTURAL/INDUSTRIAL/ BUILDING	AUTOMOTIVE - AFTERMARKET	
Dark and Lovely Au Naturele	American Standard	Armor All	Firestone
<i>"Curl Power"</i>	<i>Making Toilets Matter</i>	<i>The Return of the Armor All Viking</i>	<i>Drive a Firestone</i>
SoftSheen-Carson	American Standard	Armored AutoGroup	Bridgestone Americas Tire Operations
Publicis Kaplan Thaler* Bratskeir & Company	22squared*	DDB California* Source Marketing OMD	Leo Burnett/Arc Worldwide* Optimedia Razorfish
AUTOMOTIVE - AFTERMARKET	AUTOMOTIVE - VEHICLES		
Toyota Parts and Service	Cadillac	Ford	Mercedes-Benz
<i>Keep Your Toyota A Toyota</i>	<i>Cadillac ATS vs the World</i>	<i>Take The C-MAX Hybrid Challenge</i>	<i>Moving cars and changing minds on Instagram</i>
Toyota Motor Sales	Cadillac	Ford Motor Company	Mercedes-Benz
Saatchi & Saatchi LA*	Fallon* Carat	Team Detroit*	Razorfish*
AUTOMOTIVE - VEHICLES	BEAUTY	BEVERAGES - ALCOHOL	BEVERAGES - NON-ALCOHOL
Toyota	Pantene	Tanqueray	Gevalia Kaffe
<i>Tundra Endeavour</i>	<i>Pantene Weather Program</i>	<i>Tonight We Tanqueray</i>	<i>Upgrading America's Everyday Cup of Joe</i>
Toyota Motor Sales	Procter & Gamble	Diageo	Kraft Foods
Saatchi & Saatchi LA* Toyota PR GolinHarris	Leo Burnett/Arc Worldwide* Starcom MediaVest Group* The Weather Company Grey New York DeVries Global	Mother NY* Carat MKTG Lush Life	TAXI Inc* Starcom MediaVest Group Shopper Arts Network Trapeze

BEVERAGES - NON-ALCOHOL	BRAND EXPERIENCE		BREAKFAST FOODS
MiO	Dove	IBM	Kellogg's Special K
<i>MiO</i>	<i>Dove Real Beauty Sketches - Winning back Dove Love</i>	<i>A Boy And His Atom</i>	<i>The Protein Effect</i>
Kraft Canada Inc.	Unilever	IBM	The Kellogg Company
TAXI Canada Ltd.* MediaVest	Ogilvy Brasil* Edelman* PHD UK Mindshare	Ogilvy & Mather*	Leo Burnett/Arc Worldwide* Starcom MediaVest Group* Razorfish Krispr Communications
BUSINESS-TO-BUSINESS	CORPORATE REPUTATION/PROFESSIONAL SERVICES		
Siemens USA	BlackRock	Citi	IBM
<i>SpaceX</i>	<i>New World of Investing</i>	<i>The Battle to Win Back New York</i>	<i>A Boy And His Atom</i>
Siemens USA	BlackRock	Citi	IBM
Ogilvy & Mather*	Ogilvy & Mather* MEC	Publicis Kaplan Thaler*	Ogilvy & Mather*
CULTURE & THE ARTS		ELECTRONICS	ENERGY/NUTRITION PRODUCTS & SERVICES
New Museum	New York City Ballet	Apple	Medifast
<i>Recalling 1993</i>	<i>Art Series</i>	<i>iPad mini Launch</i>	<i>Becoming Yourself</i>
New Museum	New York City Ballet	Apple, Inc.	Medifast
Droga5*	DDB New York*	TBWA\Media Arts Lab* OMD	Solve Branding LLC* The Midas Exchange
ENERGY/NUTRITION PRODUCTS & SERVICES	ENGAGED COMMUNITY		
MiO Sport	Hyundai	Macy's	U by Kotex
<i>MiO Sport</i>	<i>The Walking Dead Chop Shop</i>	<i>Macy's Presents: "Yes, Virginia the Musical"</i>	<i>Generation Know</i>
Kraft Canada Inc.	Hyundai	Macy's	Kimberly-Clark
TAXI Canada Ltd.* MediaVest	INNOCEAN USA* Bossa Skybound Entertainment Initiative Future US Inc.	JWT New York*	Ogilvy & Mather* Geometry Global Organic, Inc. Marina Maher Communications Mindshare

ENTERTAINMENT & SPORTS			FASHION/STYLE
Madden NFL 13	Microsoft Xbox	Pepsi	adidas
<i>Madden Forever</i>	<i>Halo 4: An Ancient Evil Awakens</i>	<i>Welcoming Beyonce to the World's Biggest Stage</i>	<i>#thereturn</i>
EA SPORTS	Microsoft	PepsiCo	adidas
Heat* Wieden+Kennedy	twofifteenmccann* Starcom MediaVest Group*	Mekanism*	180LA* Carat Roundarch Isobar
FASHION/STYLE	FINANCIAL CARDS	FINANCIAL PRODUCTS & SERVICES	GOODWORKS - BRANDS
Cole Haan	VISA	Bank of America Merrill Edge	Citi
<i>#dontgohome</i>	<i>Do you #smallefreuden?</i>	<i>Face Retirement</i>	<i>The Battle to Win Back New York</i>
Cole Haan	Visa	Bank of America Merrill Edge	Citi
Bartle Bogle Hegarty* Deep Focus PGR TH Productions Unit 9	BBDO Toronto* Proximity Canada*	Starcom MediaVest Group*	Publicis Kaplan Thaler*
GOODWORKS - BRANDS	GOODWORKS - NON-PROFIT		
U by Kotex	Best Friends Animal Society	MINDDRIVE	Missing Children Society of Canada
<i>Generation Know</i>	<i>Making Los Angeles A "No-Kill" City</i>	<i>"Social Fuel"</i>	<i>Milk Carton 2.0</i>
Kimberly-Clark	Best Friends Animal Society	MINDDRIVE	Missing Children Society of Canada
Ogilvy & Mather* Geometry Global Organic, Inc. Marina Maher Communications Mindshare	TBWA\Chiat\Day Los Angeles*	VML*	Grey Canada*
GOODWORKS - NON-PROFIT	GOVERNMENT/INSTITUTIONAL/RECRUITMENT	HISPANIC	
Thorn	California State Lottery	Ontario Ministry of Health and Long-Term Care	Allstate Insurance Company
<i>Pedophile Deterrence Program</i>	<i>Powerball: Believe in Something Bigger</i>	<i>Quit the Denial</i>	<i>Mala Suerte in Pop Culture</i>
Thorn	The California State Lottery	Ministry of Health and Long-Term Care	Allstate Insurance Company
Goodby, Silverstein & Partners*	David&Goliath* Initiative*	BBDO Toronto* Proximity Canada*	Leo Burnett/Lapiz* Starcom MediaVest Group*

HISPANIC	HOME SUPPLIES & SERVICES	INFLUENCERS
California Milk Processor Board (CMPB)	Cottonelle®	Tide
<i>Bedtime Stories</i>	<i>Cottonelle - Test Your Cleaning Logic</i>	<i>The Miracle Stain</i>
California Milk Processor Board	Kimberly-Clark	Procter & Gamble
Grupo Gallegos*	TRIS3CT* Mindshare Ogilvy Action Ketchum Biggs-Gilmore	Saatchi & Saatchi* Starcom MediaVest Group DeVries Public Relations Riber Sports Marketing Group DigitasLBI
		Johnsonville Sausage
		<i>Johnsonville Brattender Campaign</i>
		Johnsonville Sausage
		Cramer-Krasselt* Tech by Design SOSH
INFLUENCERS	INSURANCE	INTERNET/TELECOM
Moms Demand Action	Verizon FiOS	AT&T
<i>It's time for Gun Sense</i>	<i>Once You've Got It, You Get It.</i>	<i>It's Not Complicated</i>
Moms Demand Action	Verizon FiOS	AT&T
Grey Canada*	McCann New York* R/GA Zenith Optimedia MRM Worldwide	BBDO Atlanta* BBDO New York* FleishmanHillard
INTERNET/TELECOM	LEISURE PRODUCTS & SERVICES	
DIRECTV	Google Fiber	T-Mobile
<i>Football On Your Phone</i>	<i>Google Fiber in Kansas City: 100 times the possibilities</i>	<i>Un-leash with the Un-Carrier</i>
DIRECTV	Google, Inc.	T-Mobile USA
Grey New York* Butter Hungry Man Cosmo Street/Switch Trollback	Venables Bell & Partners* Omincom Media Group Enso Essence Digital Wolff Olins	Publicis Seattle* Hal Riney* Optimedia Wong, Doody, Crandall, Wiener Big Fuel
		Call of Duty
		<i>The Replacer</i>
		Activision Publishing
		72andSunny* SapientNitro Edelman The Ant Farm OMD
LEISURE PRODUCTS & SERVICES	MEDIA COMPANIES	NEW PRODUCT OR SERVICE
ESPN	PEOPLE Magazine	Kellogg's Special K
<i>ESPN Fantasy Football. It's Good To Be Commissioner.</i>	<i>People Love PEOPLE</i>	<i>A Breakfast Revelation</i>
ESPN	Time Warner Retail Sales & Marketing	The Kellogg Company
Wieden+Kennedy* Starcom MediaVest Group* MacDonald Media RED Interactive	The Terri & Sandy Solution* IN Marketing Services* CrossMedia DigitasLBI The Integer Group	Leo Burnett/Arc Worldwide* Starcom MediaVest Group* Razorfish
		T-Mobile
		<i>Introducing JUMP! only from T-Mobile</i>
		T-Mobile USA
		Hal Riney* Publicis Seattle* Big Fuel Optimedia Jack Morton Worldwide

PACKAGED FOOD

PERSONAL CARE

Applegate

From Mystery Meat to Meat You Can Trust

Applegate

TAXI Inc*
Swellsark
Station Film

Johnsonville Sausage

Johnsonville Brattender Campaign

Johnsonville Sausage

Cramer-Krasselt*
Tech by Design
SOSH

Depend

Guard Your Manhood

Kimberly-Clark

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

Dove

Dove Real Beauty Sketches - Winning back Dove Love

Unilever

Ogilvy Brasil*
Edelman*
PHD UK
Mindshare

PERSONAL CARE

REAL ESTATE

RESTAURANTS

Old Spice

Old Spice Muscle Music

Procter & Gamble

Wieden+Kennedy*
Citizen Relations*
MJZ
Vimeo

Oral-B

Oral-B: Power of Dad's Smile

Procter & Gamble

Publicis Kaplan Thaler*
MSL Group
Starcom MediaVest Group

Zillow

Find Your Way Home

Zillow, Inc.

Deutsch LA*
TwoNil*
Ipsos

Subway Restaurants

The 4 to 9ers

Subway

Content & Co*
MMB
MediaCom
Catalyst

RETAIL

Foot Locker

Harden Soul - Music to Foot Locker's Ears

Foot Locker

BBDO New York*

Kmart

Ship My Pants

Kmart

FCB Chicago*
Bob Industries

Lowe's

Now's the Time to Spring

Lowe's

BBDO New York*
OMD

Target

Summer Up

Target

72andSunny*
Haworth
Federated Media Publishing

SINGLE IMPACT ENGAGEMENT

SMALL BUDGETS - PRODUCTS

IBM

A Boy And His Atom

IBM

Ogilvy & Mather*

Oreo

The Oreo Superbowl Tweet

Mondelez International

360i*

Samsung Mobile USA

Magna Carta Holy Grail

Samsung Mobile USA

72andSunny*
R/GA
Edelman Digital
Starcom MediaVest Group
Rosetta

Dove

Dove Real Beauty Sketches - Winning back Dove Love

Unilever

Ogilvy Brasil*
Edelman*
PHD UK
Mindshare

SMALL BUDGETS - PRODUCTS	SMALL BUDGETS - SERVICES		SNACKS/DESSERTS / CONFECTIONS	
Oscar Mayer	New Museum	New York City Ballet	Oreo	
<i>Say It With Bacon</i>	<i>Recalling 1993</i>	<i>Art Series</i>	<i>OREO Wonderfilled Campaign</i>	
Kraft Foods	New Museum	New York City Ballet	Mondelez International	
360i* Olson Engage Starcom MediaVest Group	Droga5*	DDB New York*	The Martin Agency* Starcom MediaVest Group 360i Weber Shandwick	
SNACKS/DESSERTS / CONFECTIONS	SOFTWARE	SUSTAINED SUCCESS		
PEEPS®	Adobe	Ford	Michigan	
<i>Express Your Peepsonality</i>	<i>Metrics, Not Myths</i>	<i>Driving an 18 Million Dollar Crusade for Schools</i>	<i>Pure Michigan</i>	
Just Born	Adobe	Ford Motor Company	Michigan Economic Development Corporation	
The Terri & Sandy Solution* e.PR Pipeline Interactive MediaWorx	Goodby, Silverstein & Partners* Edelman	Team Detroit*	McCann Detroit* Universal McCann Weber Shandwick MRM Worldwide	
TRANSPORTATION	TRAVEL/TOURISM/DESTINATION			
JetBlue Airways	Aruba Tourism Authority	Expedia	Lincoln Children's Zoo	
<i>Election Protection</i>	<i>Many Happy Returners</i>	<i>Find Yours</i>	<i>Zooglies: Unleashing a Child's Imagination</i>	
JetBlue Airways	Aruba Tourism Authority	Expedia.com	Lincoln Children's Zoo	
Mullen*	The Concept Farm* US International Media* The Zimmerman Agency Ansira Blue Engine Marketing	180LA*	Bailey Lauerman*	
YEARLY TOPICAL CATEGORY: BRANDED UTILITY	YOUTH MARKETING			
Budweiser	The Climate Reality Project	Philips Norelco	truth	U by Kotex
<i>Budweiser Red Light: Goals Across Canada</i>	<i>Reality Drop</i>	<i>I'd & *@! Me</i>	<i>Ugly truth</i>	<i>Generation Know</i>
Labatt Breweries of Canada	The Climate Reality Project	Philips Norelco	Legacy for Health	Kimberly-Clark
Anomaly Toronto* Anomaly New York* Buzz Products Universal McCann Veritas	Arnold Worldwide* Vermonster FearLess Cottage Skeptical Science	Ogilvy & Mather* Havas Media OneVoice Geometry Global Zocalo	Arnold Worldwide* PHD	Ogilvy & Mather* Geometry Global Organic, Inc. Marina Maher Communications Mindshare

HEALTH EFFIES

DISEASE AWARENESS & EDUCATION		HEALTHCARE - OTC	
Heart & Stroke Foundation of Canada	US Centers for Disease Control and Prevention (CDC)	ZYRTEC	ZzzQuil
<i>Make Health Last</i>	<i>Tips From Former Smokers</i>	<i>Muddle No More</i>	<i>ZzzQuil Sleep-Aid Launch</i>
Heart & Stroke Foundation of Canada	US Centers for Disease Control and Prevention	McNeil Consumer Healthcare	Procter & Gamble
Lowe Roche Advertising Ltd.*	Arnold Worldwide*	JWT New York*	Publicis Kaplan Thaler* Starcom MediaVest Group

HEALTHCARE - RX - CONSUMER/DTC		HEALTHCARE SERVICES
Tamiflu	Walgreens	Blue Cross Blue Shield of Rhode Island
<i>No Such Thing as a Little Flu</i>	<i>At the Corner of Happy and Healthy</i>	<i>Let's Do This Together</i>
Genentech, Inc.	Walgreens	Blue Cross Blue Shield of Rhode Island
HealthWork powered by BBDO & CDMI Pathway Omnicom Media Group Havas Worldwide FleishmanHillard Greater Than One	GSD&M* Starcom MediaVest Group* Design186	PARTNERS+simons* EditBar Homestead Films Rock Salt Songwriters

MEDIA EFFIES

MEDIA IDEA		
Big Boss Brewing	Cole Haan	HanesBrands Inc.
<i>Beercade</i>	<i>#dontgohome</i>	<i>Undercover Color: Dare to Share</i>
Big Boss Brewing Company	Cole Haan	HanesBrands Inc.
McKinney*	Bartle Bogle Hegarty* Deep Focus PGR TH Productions Unit 9	Starcom MediaVest Group* 360i* Weber Shandwick The Martin Agency

MEDIA INNOVATION	SINGLE MEDIA COMPANY ACTIVATION
Corona Extra	Secret Clinical Strength
<i>How the Moon Helped Corona Find Its Beach in NYC</i>	<i>Helping Women Combat Everyday Stress</i>
Crown Imports LLC	Procter & Gamble
Cramer-Krasselt*	Starcom MediaVest Group* Leo Burnett/Arc Worldwide* Marina Maher Communications OWN: Oprah Winfrey Network

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.

AFRICAN-AMERICAN	AGRICULTURAL/INDUSTRIAL/BUILDING		AUTOMOTIVE - VEHICLES
Allstate Insurance Company	Bagster	WinField	Ford
<i>Quotes for Education</i>	<i>Your Cleanup Starts Here</i>	<i>Helping Farmers Be Greater</i>	<i>Fiesta Movement: The Sequel</i>
Allstate Insurance Company	Waste Management	WinField	Ford Motor Company
Leo Burnett/Arc Worldwide* Starcom MediaVest Group*	Geometry Global*	Colle+McVoy*	Team Detroit* match action Undercurrent
AUTOMOTIVE - VEHICLES	BEAUTY	BEVERAGES - ALCOHOL	
Harley-Davidson	Dark and Lovely Au Naturele	Alexander Keith's	Modelo Especial
<i>Kid Rock Rebel Soul Partnership</i>	<i>"Curl Power"</i>	<i>Alexander Keith's Hop Series Launch</i>	<i>Modelo Especial: The Beer of the Real World</i>
Harley-Davidson	SoftSheen-Carson	Labatt Breweries of Canada	Crown Imports LLC
VSA Partners* Dare Mighty Entertainment G7 Entertainment Marketing Hudson Edit	Publicis Kaplan Thaler* Bratskeir & Company	Red Urban* Mosaic Sales Solutions* UM Media	La Comunidad* Horizon Media
BEVERAGES - NON-ALCOHOL	BRAND EXPERIENCE		
Green Mountain Coffee	AT&T	Budweiser	Citi
<i>Brew a Better Day</i>	<i>@SummerBreak: Mobile-powered Reality Experience</i>	<i>Budweiser Made in America</i>	<i>The Battle to Win Back New York</i>
Green Mountain Coffee	AT&T	Anheuser-Busch InBev	Citi
Young & Rubicam*	BBDO Atlanta* BBDO New York* The Chernin Group McBeard Media MEC	Translation* Roc Nation Live Nation	Publicis Kaplan Thaler*

BRAND EXPERIENCE

<p>Crystal Light</p> <hr/> <p><i>Biggest Words With Friends Giveaway Ever</i></p> <p>Kraft Foods</p> <hr/> <p>VSA Partners* Jack Morton Worldwide Henson Consulting Zynga Starcom MediaVest Group</p>	<p>JetBlue Airways</p> <hr/> <p><i>Election Protection</i></p> <p>JetBlue Airways</p> <hr/> <p>Mullen*</p>	<p>New York City Ballet</p> <hr/> <p><i>Art Series</i></p> <p>New York City Ballet</p> <hr/> <p>DDB New York*</p>	<p>Old Spice</p> <hr/> <p><i>Old Spice Muscle Music</i></p> <p>Procter & Gamble</p> <hr/> <p>Wieden+Kennedy* Citizen Relations* MJZ Vimeo</p>
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BRAND EXPERIENCE	BREAKFAST FOODS	BUSINESS-TO-BUSINESS	
<p>Toyota</p> <hr/> <p><i>Tundra Endeavor</i></p> <p>Toyota Motor Sales</p> <hr/> <p>Saatchi & Saatchi LA* Toyota PR GolinHarris</p>	<p>Florida Department of Citrus</p> <hr/> <p><i>Healthy Energy to Take on the Day</i></p> <p>Florida Department of Citrus</p> <hr/> <p>BBDO Atlanta* PHD</p>	<p>American Express OPEN</p> <hr/> <p><i>American Express OPEN Business Lounges</i></p> <p>American Express OPEN</p> <hr/> <p>Momentum Worldwide* Gensler</p>	<p>CDW</p> <hr/> <p><i>Winning on the Road</i></p> <p>CDW</p> <hr/> <p>Ogilvy & Mather* Next Marketing</p>

BUSINESS-TO-BUSINESS			CORPORATE REPUTATION / PROFESSIONAL SERVICES
<p>Cisco Systems</p> <hr/> <p><i>Tomorrow starts here: giving Cisco purpose again</i></p> <p>Cisco Systems</p> <hr/> <p>Goodby, Silverstein & Partners*</p>	<p>PAREXEL</p> <hr/> <p><i>SEBPCO Strategic Partnerships</i></p> <p>PAREXEL</p> <hr/> <p>Ogilvy & Mather* RedWorks*</p>	<p>Sprint</p> <hr/> <p><i>Torque Live Call Center</i></p> <p>Sprint</p> <hr/> <p>Leo Burnett/Arc Worldwide* DigitasLbi*</p>	<p>Accenture</p> <hr/> <p><i>Delivering an industry-beating performance by breaking all the rules</i></p> <p>Accenture</p> <hr/> <p>TBWA\Chiat\Day* MEC</p>

CULTURE & THE ARTS	DAVID VS. GOLIATH		
<p>Arizona Science Center</p> <hr/> <p><i>Never Stop Wondering</i></p> <p>Arizona Science Center</p> <hr/> <p>Cramer-Krasselt*</p>	<p>The Art Institute of Chicago</p> <hr/> <p><i>Go Picasso</i></p> <p>Art Institute of Chicago</p> <hr/> <p>Leo Burnett/Arc Worldwide*</p>	<p>Clorox Liquid Bleach</p> <hr/> <p><i>Bleachable Moments</i></p> <p>The Clorox Company</p> <hr/> <p>DDB California* OMD Ketchum</p>	<p>Luvs</p> <hr/> <p><i>Luvs: The Official Diaper of Experienced Moms</i></p> <p>Procter & Gamble</p> <hr/> <p>Saatchi & Saatchi* Carat* POSSIBLE Citizen Relations</p>

DAVID VS. GOLIATH

ELECTRONICS

ENGAGED COMMUNITY

MOMS DEMAND ACTION

Subaru of America

CDW

Johnsonville Sausage

It's time for Gun Sense

Playing Large in the Small SUV Category

Winning on the Road

Johnsonville Brattender Campaign

Moms Demand Action

Subaru of America

CDW

Johnsonville Sausage

Grey Canada*

Carmichael Lynch*

Ogilvy & Mather*
Next Marketing

Cramer-Krasselt*
Tech by Design
SOSH

ENGAGED COMMUNITY

ENTERTAINMENT & SPORTS

FINANCIAL CARDS

Lay's

Subway Restaurants

Cheetos

Visa Signature

Lay's Do Us A Flavor

The 4 to 9ers

Cheetos and Despicable Me 2 partnership

Visa Signature. Your idea of what a card should be.

Frito Lay

Subway

Frito Lay

Visa

Energy BBDO*
Xi Chicago*
OMD
Ketchum
The Marketing Arm

Content & Co*
MMB
MediaCom
Catalyst

The Marketing Arm*
Goodby, Silverstein & Partners
OMD
United Entertainment Group

BBDO New York*
Proximity
MRY
OMD

FINANCIAL PRODUCTS & SERVICES

GOODWORKS - BRANDS

H&R Block

The Huntington National Bank

Union Bank

AT&T

Procrastination

Huntington Bank: Welcome to the exception, not the rule

Doing Right

It Can Wait: Drive For Pledges

H&R Block

The Huntington National Bank

Union Bank

AT&T

Fallon*

Arnold Worldwide*
Havas Media

Eleven Inc.*
CIBO
JaegerSloan Inc
Chelsea Pictures

MEC*

GOODWORKS - BRANDS

GOODWORKS - NON-PROFIT

Kellogg's Masterbrand

Anti-Defamation League

Lincoln Children's Zoo

Ontario Ministry of Health and Long-Term Care

Share Breakfast

Imagine a World Without Hate

Zooglies: Unleashing a Child's Imagination

Quit the Denial

The Kellogg Company

Anti-Defamation League

Lincoln Children's Zoo

Ministry of Health and Long-Term Care

Leo Burnett/Arc Worldwide*
Starcom MediaVest Group*
VML
Krispr Communications
Catapult

Publicis Kaplan Thaler*

Bailey Lauerman*

BBDO Toronto*
Proximity Canada*

GOVERNMENT/INSTITUTIONAL/RECRUITMENT	HISPANIC	HOME FURNISHINGS & APPLIANCES	
<p>Obama</p> <hr/> <p><i>Obama for All</i></p> <hr/> <p>Obama for America</p> <hr/> <p>SS+K*</p>	<p>T-Mobile</p> <hr/> <p><i>The Un-Carrier</i></p> <hr/> <p>T-Mobile USA</p> <hr/> <p>Conill*</p>	<p>GE Appliances</p> <hr/> <p><i>Play Big. Clean Simple.</i></p> <hr/> <p>GE Appliances</p> <hr/> <p>BBDO New York* OMD</p>	<p>Valspar</p> <hr/> <p><i>The Valspar Love Your Color Guarantee</i></p> <hr/> <p>Valspar Corporation</p> <hr/> <p>FCB Chicago* Havas Media LaForce + Stevens Leo J. Shapiro & Associates</p>
HOME SUPPLIES & SERVICES		INFLUENCERS	INSURANCE
<p>Dawn</p> <hr/> <p><i>Dawn: From Brand to Buy & to Brand to Buy Into</i></p> <hr/> <p>Procter & Gamble</p> <hr/> <p>Publicis Kaplan Thaler* The Integer Group MSL Group Starcom MediaVest Group Wallace Church</p>	<p>Glad</p> <hr/> <p><i>Glad to Do a Little Less</i></p> <hr/> <p>The Clorox Company</p> <hr/> <p>DDB California* OMD* Alma DDB AKQA</p>	<p>Ford</p> <hr/> <p><i>Fiesta Movement: The Sequel</i></p> <hr/> <p>Ford Motor Company</p> <hr/> <p>Team Detroit* match action Undercurrent</p>	<p>Allstate Insurance Company</p> <hr/> <p><i>Let the Good Life In</i></p> <hr/> <p>Allstate Insurance Company</p> <hr/> <p>Leo Burnett/Arc Worldwide* Starcom MediaVest Group*</p>
INSURANCE		LEISURE PRODUCTS & SERVICES	MEDIA COMPANIES
<p>Nationwide Insurance</p> <hr/> <p><i>Join the Nation Campaign</i></p> <hr/> <p>Nationwide Insurance</p> <hr/> <p>McKinney*</p>	<p>Progressive</p> <hr/> <p><i>Rate Suckers Beware</i></p> <hr/> <p>Progressive Corporation</p> <hr/> <p>Arnold Worldwide*</p>	<p>Mizuno</p> <hr/> <p><i>Mezamashii Run Project</i></p> <hr/> <p>Mizuno</p> <hr/> <p>McKinney*</p>	<p>National Geographic Channel</p> <hr/> <p><i>Killing Lincoln Conspiracy</i></p> <hr/> <p>National Geographic Channel</p> <hr/> <p>mediahub from Mullen* Mullen*</p>
NEW PRODUCT OR SERVICE	OFFICE & DELIVERY PRODUCTS & SERVICES		PACKAGED FOOD
<p>Wendy's</p> <hr/> <p><i>Wendy's Pretzel Bacon Cheeseburger Love Songs</i></p> <hr/> <p>Wendy's</p> <hr/> <p>VML* Ketchum Starcom MediaVest Group Liquid 9</p>	<p>UPS</p> <hr/> <p><i>UPS: We Love Logistics</i></p> <hr/> <p>UPS</p> <hr/> <p>Ogilvy & Mather* Maxus</p>		<p>Hellmann's</p> <hr/> <p><i>Hellmann's 100 Year Anniversary Program</i></p> <hr/> <p>Unilever</p> <hr/> <p>Ogilvy & Mather* Mindshare Weber Shandwick Ryan Partnership</p>
<p>Lay's</p> <hr/> <p><i>Lay's Do Us A Flavor</i></p> <hr/> <p>Frito Lay</p> <hr/> <p>Energy BBDO* Xi Chicago* The Marketing Arm OMD Ketchum</p>			

PACKAGED FOOD	PERSONAL CARE		PET CARE
Oscar Mayer	Colgate Total	EOS	GREENIES®
<i>Recasting Oscar Mayer for Real Life</i>	<i>Colgate Total - You Can Do It!</i>	<i>EOS - Reinventing Lip Balm</i>	<i>Season's GREENIES®</i>
Oscar Mayer	Colgate-Palmolive	EOS Products	The Nutro Company
mcgarrybowen* 360i* Olson Starcom MediaVest Group	Red Fuse Communications* Cohn & Wolfe*	Juniper Park*	Trone Brand Energy* Catapult Starcom MediaVest Group
PET CARE	RENAISSANCE		
Pedigree	Ball Canning	Microsoft Xbox	Tanqueray
<i>Pedigree Feeding Project</i>	<i>Make. Share.</i>	<i>Halo 4 Renaissance: An Ancient Evil Awakens</i>	<i>Tonight We Tanqueray</i>
Mars Petcare	Jarden Home Brands - Ball Canning	Microsoft	Diageo
BBDO New York* Starcom MediaVest Group Catapult DigitasLBI Weber Shandwick	Barkley, Inc.* 360 Public Relations Integrated Marketing Solutions 8183 Studio	TwoFifteen McCann* Starcom MediaVest Group*	Mother NY* Carat MKTG Lush Life
RENAISSANCE	RESTAURANTS		
T-Mobile	Baskin-Robbins	Boston Pizza International	McDonald's
<i>T-Mobile is Back: Un-leash with the Un-Carrier</i>	<i>Slingshotting Soft Serve to Success</i>	<i>Boston Pizza "Pizzaburger"</i>	<i>Big Mac: Think With Your Mouth</i>
T-Mobile USA	Baskin-Robbins	Boston Pizza	McDonald's
Hal Riney* Publicis Seattle* Big Fuel Optimedia Wong, Doodly, Crandall, Wiener	22squared* BeCore	TAXI Canada Ltd.*	Translation*
RESTAURANTS	SINGLE IMPACT ENGAGEMENT	SMALL BUDGETS - PRODUCTS	
Pizza Hut	Heineken USA	National Geographic Channel	Mizuno
<i>Hut, Hut, Hut</i>	<i>Departure Roulette</i>	<i>Killing Lincoln Conspiracy</i>	<i>Play Famously</i>
Pizza Hut, Inc.	Heineken USA	National Geographic Channel	Mizuno
The Martin Agency* Zeno Group Optimedia	Wieden+Kennedy* Edelman Starcom MediaVest Group	mediahub from Mullen* Mullen*	McKinney* The Brand AMP

SMALL BUDGETS - SERVICES	SNACKS/DESSERTS/CONFECTIONS		SUSTAINED SUCCESS
Kmart	Betty Crocker Fruit Snacks	Twix	Audi of America, Inc.
<i>That's Big Gas Savings!</i>	<i>Fruitsnackia</i>	<i>Left Twix. Right Twix. Pick A Side.</i>	<i>Luxury Has Progressed</i>
Kmart	General Mills	Mars Chocolate North America	Audi of America
FCB Chicago*	Saatchi & Saatchi*	BBDO New York* Starcom MediaVest Group DigitasLBI Weber Shandwick LatinWorks	Venables Bell & Partners* MediaCom The Designory Latcha + Associates AKQA

SUSTAINED SUCCESS		TRANSPORTATION	
Jack Link's	Jimmy Dean	American Airlines	Avis
<i>From the Backwoods of Wisconsin to Snack Aisles Across America</i>	<i>How Jimmy Dean Saved Breakfast</i>	<i>The New American</i>	<i>The Professionals</i>
Jack Link's	Hillshire Brands Company	American Airlines	Avis Budget Group
Carmichael Lynch* Carmichael Lynch Spong* Atomic Playpen	TBWA\Chiat\Day Los Angeles* DigitasLBI Starcom MediaVest Group MWW	McCann New York* FutureBrand*	Leo Burnett Business* Starcom MediaVest Group*

TRAVEL/TOURISM/DESTINATION	YEARLY TOPICAL CATEGORY: BRANDED UTILITY		
La Quinta Inns and Suites	Pull-Ups®	Subaru of America	ZYRTEC
<i>Taking care of business</i>	<i>Pull-Ups Big Kid Academy & Pull-Ups Big Kid App</i>	<i>Driving Confidence from Online to On-the-Road</i>	<i>AllergyCast</i>
La Quinta Inns and Suites	Kimberly-Clark	Subaru of America	McNeil Consumer Healthcare
DDB Chicago* Four Man Furnace Greenlight	Organic, Inc.* Ogilvy & Mather Edelman Mindshare Geometry Global	Carmichael Lynch*	JWT New York*

YOUTH MARKETING
Obama for America
<i>Obama For All</i>
Obama for America
SS+K*

HEALTH EFFIES

DISEASE AWARENESS & EDUCATION

Reckitt Benckiser

Right Here

Reckitt Benckiser Pharmaceuticals

Ogilvy CommonHealth*
Klick Health*
Zenith

Alka-Seltzer Plus

The Cold Truth

Bayer Consumer Care

Energy BBDO*
Xi Chicago
MediaCom
Gold N Fish
Reprise Media

Johnson & Johnson Topical Health Care

First Aid Moments Happen Everyday

Johnson & Johnson

BBDO New York*
RF Binder Partners
J3

HEALTHCARE - RX - CONSUMER/DTC

GILENYA

*"HEY MS, Take This!"
Campaign*

Novartis Pharmaceuticals
Corporation

FCB Healthcare*
Starcom MediaVest Group*

Santyl

*Santyl Street Sweeper
Campaign*

Smith & Nephew

AbelsonTaylor*

HEALTHCARE - RX - PROFESSIONAL

STELARA

*Revealing Stories Clear
Across America*

Janssen Biotech, Inc.

FCB Healthcare*

uKnow Peanut

Know Where They Stand

ThermoFisher Scientific

FCB Healthcare*

MEDIA EFFIES

MEDIA IDEA

California Milk Processor Board (CMPB)

Bedtime Stories

California Milk Processor Board

Grupo Gallegos*

JetBlue Airways

Election Protection

JetBlue Airways

mediahub from Mullen*
Mullen*

NBC Sports Network

NBC Sports Network: Barclays Premier League Soccer

NBC Sports Group

Brooklyn Brothers*
Maxus*
Ignited
Civic Entertainment Group

MEDIA IDEA

Pedigree

From Shelter to Stage

Mars Petcare

Starcom MediaVest Group*
Digitas
Weber Shandwick

Yoplait Frozen Yogurt

Project Runway Launch Integration

Wells Enterprises, Inc.

Barkley, Inc.*
Crossroads PR*
A+E Network

Allstate Renters Insurance

Finding the Right Audience for Renters Insurance

Allstate Insurance Company

Starcom MediaVest Group*
Leo Burnett/Arc Worldwide*

MEDIA INNOVATION

American Express Canada

Cloud 10 - Revitalizing the Airport as an acquisition channel

American Express Bank of Canada

Ogilvy & Mather*
High Road Communications
Greater Toronto Airport Authority
Mindshare

SINGLE MEDIA COMPANY ACTIVATION

Allstate Insurance Company

Mala Suerte in Pop Culture

Allstate Insurance Company

Starcom MediaVest Group*
Leo Burnett/Lapiz*

Kellogg's Frosted Flakes

We All Just Love to Play

The Kellogg's Company

Starcom MediaVest Group*
Biggs-Gilmore
Leo Burnett/Arc Worldwide

Toyota

Discover Toyota on HSN

Toyota Motor Sales

Saatchi & Saatchi LA*
Home Shopping Network