

2014 **effie awards**
Awarding Ideas That Work

the winners shopper marketing



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In partnership with:
PATH TO PURCHASE
INSTITUTE

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 campaigns from manufacturers and retailers 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 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 presented at the Path to Purchase Institute's [Shopper Marketing Summit](#) Awards Celebration on March 25, 2014.

Congratulations to this year's winners.

* Indicates lead agency.

MANUFACTURER: AWARENESS/TRIAL		
GOLD	BRONZE	BRONZE
Pantene	American Express Canada	Cottonelle
<i>Pantene Weather Program</i>	<i>Cloud 10 - Revitalizing the Airport as an acquisition channel</i>	<i>Cottonelle - Better Together</i>
Procter & Gamble	American Express Bank of Canada	Kimberly-Clark
Leo Burnett/Arc Worldwide* Starcom MediaVest Group* Grey Group DeVries Global	Ogilvy & Mather* High Road Communications Greater Toronto Airport Authority Mindshare	Geometry Global* Tris3ct Ketchum Mindshare Biggs-Gilmore

MANUFACTURER: MULTI-BRAND SHOPPER SOLUTION		MANUFACTURER: NEW PRODUCT/SERVICE INTRODUCTION	
GOLD	BRONZE	BRONZE	BRONZE
Crest Pro Health Toothpaste & Oral B Power Toothbrushes	Coca-Cola	Tide	Vicks
<i>A Healthier You Starts with a Healthier Smile</i>	<i>Effortless Meals by Coke and Walmart</i>	<i>Tide Pods Innovation at Walmart Shelf</i>	<i>ZzzQuil Sleep-Aid</i>
Procter & Gamble Walmart	Coca-Cola	Procter & Gamble Walmart	Procter & Gamble
Saatchi & Saatchi X*	Drafffcfb*	Saatchi & Saatchi X*	Leo Burnett/Arc Worldwide*

MANUFACTURER: SINGLE-RETAILER ROLLOUT		RETAILER: SEASONAL/EVENT	
GOLD	SILVER	GOLD	SILVER
Coca-Cola	AMP Energy	Target	Procter & Gamble
<i>Effortless Meals by Coke and Walmart</i>	<i>AMP Energy PowerDash</i>	<i>Target Back to College After-Hours Shopping Events</i>	<i>Walgreens/P&G People's Choice Awards Program</i>
Coca-Cola	PepsiCo	Target Corporation	Procter & Gamble Walgreens
Drafffcfb*	Mekanism*	Periscope, Inc. *	Leo Burnett/Arc Worldwide* One Three Media Blue Chip Marketing Worldwide

FINAL ROUND JURY



JURY CHAIR

Andy Murray
SVP, Creative
Walmart

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.



SPENCER BLAKER
Global Director, Retail Marketing
Burt's Bees



PETER HOYT
Executive Director, CEO
Path to Purchase Institute



PETER BREEN
Managing Director, Content
Path to Purchase Institute



PAUL KRAMER
CEO
Catapult Marketing



TAMMY BRUMFIELD
VP, Shopper Marketing
ConAgra Foods



JOE RADABAUGH
Division VP, Category & Shopper COE
Nestlé USA



RACHEL CHAMBERS
Director, Shopper Marketing
& Shopper Insights
Starbucks



KARUNA RAWAL
EVP, Business Director
Arc Worldwide



DIRK DE VOS
SVP, Commercial Marketing
Heineken USA



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

ROUND ONE JURY

Diana Arena

Director, Customer Mktg.
L'Oréal Paris

Colleen Barkley

SVP, Creative Director
Ryan Partnership

Roger Berdusco

President, COO
Triad Retail Media

Felipe Braga

Global Shopper Mktg. Manager
GlaxoSmithKline

Peter Breen

Managing Director, Content
Path to Purchase Institute

Heather Campain

Director, Shopper Mktg. & Category Insights
Johnson & Johnson

April Carlisle

SVP, Shopper Mktg.
Arc Worldwide

Rebecca Carls

Sr. Shopper Mktg. Manager
PepsiCo

Tyler Chapman

VP, Mktg.
Frito-Lay North America

Leslie Clifford

Executive Director, Strategic Planning
Geometry Global

Laura Davis-Taylor

SVP, Managing Director
BBDO ShopWork

Alejandra Denda

Shopper Mktg. Director
Pinnacle Foods

Chris Emery

SVP, Acct. Director
Arc Worldwide

Ken Featherston

EVP, Planning
Geometry Global

Robert Fountain

Director, Commercial Planning /
Shopper Mktg.
Diageo

Katie Geraty

VP, Insight & Strategy
The Integer Group

Kelly Gloor

Acct. Director
The Marketing Arm

Peter Hoyt

Executive Director, CEO
Path to Purchase Institute

Lisa Hurst

SVP, Acct. Mgmt.
Upshot

John Kasinskas

Assoc. Director, Shopper & Customer Mktg.
Beiersdorf

Ted Keifer

Creative Director
Hunter Straker/Shopper Solutions

John King

Sr. Director, US Shopper & Category Mgmt.
*Johnson & Johnson Sales &
Logistics Company*

Howard Klein

SVP, Group Mgmt. Director
Drafftcb

Joe Lampertius

CEO, Global Shopper Mktg.
GREY

Michael Law

Sr. Director, Customer Strategy & Planning
Energizer Personal Care

Michael Lewis

Director, Shopper & Channel Insights
PepsiCo

Theresa Lyons

SVP, Retail Consultancy
MARS Advertising

Patrycja Malinowska

Managing Editor, Content
Path to Purchase Institute

Jennifer Marchant

VP, Customer Mktg.
Time, Inc

Susan O'Leary

VP, Acct. Director
The Marketing Arm

Christy O'Pella

Sr. Managing Director,
Client Service & Development
TPN

Deb Piaseczynski

VP, Shopper Mktg.
TPN

Susan Pittner

Assoc. Director, Shopper Mktg.
Mondelez International

Jenni Pustinger

HSY Shopper Mktg. Sr. Director,
Walmart & Sam's Club
The Hershey Company

Julie Quick

VP, Shopper Mktg.
Shoptology

Michele Roney

SVP, Retail Shopper Mktg.
Neptune Retail (Division of MARS Adv)

Janet Rose

SVP, Director of Retail Strategic Planning
Drafftcb

Bryant Ross

SVP
Catapult Marketing

Shelly Sawyer

Channel Director
GREY

Leslee Urhahn

VP, Mgmt. Director
Drafftcb

Renae Valdes

Portfolio Shopper Mktg. Manager
Diageo

Daniel Warhaftig

Customer Mktg. Manager
MillerCoors

Royce Willis

Director, Consumer Mktg.
MillerCoors

Seth Yassky

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