

2015  
**effie  
awards**  
Awarding Ideas That Work

**POSITIVE CHANGE / WINNERS**



# ABOUT THE POSITIVE CHANGE EFFIES

The Positive Change Effie Awards, launched and run in collaboration with the World Economic Forum, recognize and celebrate the most effective marketing programs that have measurably shifted consumer behavior toward more sustainable choices, and/or grown demand for more sustainable products and services by incorporating sustainability as a part of their marketing communications.

Eligible efforts must have had as one of their core strategic objectives to change the behavior of consumers towards more sustainable choices.

Criterion for this award is the result of behavior change toward more sustainable choices, with these elements being considered in judging:

- Awareness – Making consumers aware of a sustainable product, service or action
- Trial – Trying the sustainable product or service for the first time.
- Product / Service Substitution – Switching to a more sustainable product/service
- Change in Use – Using a product/service more sustainably than before

Entries into the 2015 competition needed to run in the marketplace between September 1, 2012 and October 31, 2014 in Europe or North America.

## LETTER FROM THE 2015 GLOBAL POSITIVE CHANGE EFFIE CHAIR

The launch of the Positive Change Effie in 2015, in collaboration with the World Economic Forum, is a valuable and timely edition to the Effie Worldwide suite. This is a critical year for engaging consumers in more sustainable practices and marketers have a huge role to play in this. With the adoption of the Sustainable Development Goals (SDGs) in September and a United Nations Framework Convention on Climate Change (UNFCCC) in December, we have a unique opportunity this year to mobilise the world at scale on the issues of climate change and human development. The power of brands to engage citizens to raise awareness and incite action around these two global agendas cannot be underestimated. We need to think creatively about the role our brands and communications can play in connecting and inspiring every person on the planet to act now to change the course of the future.

This award, with its focus on how brands can make a positive environmental difference, is therefore a critical recognition of the work that marketers are already doing in this space. As Chair of the judging team, I speak on behalf of my fellow judges when I say that the quality of work we have seen come through the process in this inaugural year has been inspirational. I am sure that this will only increase year on year as consumer demand for brands who are not only the best in the world but best FOR the world grows. Particularly memorable this year were those entries which focused on taking waste out of the system, entries which are driving movements to deliver system-wide sustainable change and those that aimed to raise mass awareness of sustainable living issues, and more importantly, solutions, for many to take on.

Congratulations to all those who entered the competition on the standard of their submissions, and of course, special congratulations to the winners!

**Keith Weed**  
**Chief Marketing and Communications Officer**  
**Unilever**

In collaboration with:  
WORLD ECONOMIC FORUM

# WINNERS

Award levels – gold, silver and bronze – were announced at the 2015 Effie Awards Gala on June 4, 2015 in New York City. Congratulations to this year's winners.

\* Indicates lead agency.

## EUROPE

### GOLD

#### Intermarché

*Inglorious Fruits and Vegetables*

Intermarché

Marcel\*  
Prodigious

### BRONZE

#### Unilever Compressed Deodorants (Sure, Dove, Vaseline)

*Small Cans, Big Impact*

Unilever UK

DLKWLOWE\*

## NORTH AMERICA

### GOLD

#### Chipotle Mexican Grill

*The Scarecrow*

Chipotle Mexican Grill

CAA Marketing\*

### BRONZE

#### Greenpeace

*Clean Our Cloud*

Greenpeace Inc.

The VIA Agency\*  
Humble

### BRONZE

#### Scott Naturals Tube-Free

*Toss the Tube*

Kimberly-Clark

TRISECT\*  
Ketchum  
VML

# FINAL ROUND JURY

## GLOBAL CHAIR

### KEITH WEED

Chief Marketing & Communications Officer  
*Unilever*

## EUROPE

### GILLES BEROUARD

CEO, New Europe  
Managing Director, Europe  
*Havas Worldwide*

### PATRICK BOUSQUET-CHAVANNE

Executive Director, Marketing & International  
*Marks & Spencer*

### NIALL DUNNE

Chief Sustainability Officer  
*BT Group*

### BRIAN MCCARTER

Head of Planning for EMEA,  
Global Brand Management  
*Ogilvy & Mather*

### MICHELE MCGRATH

Group Managing Director,  
Chief Operating Officer  
*Brand Learning*

### LOÏC MERCIER

Head of Planning  
*Proximity BBDO Paris*

### NIGEL MORRIS

CEO, Americas & EMEA  
*Dentsu Aegis Network*

### PIETER NOTA

EVP, CEO of Consumer Lifestyle  
*Philips*

### SOLITAIRE TOWNSEND

Co-Founder  
*Futerra*

### DANIEL VENNARD

Global Sustainability Director  
*Mars*

## NORTH AMERICA

### JOEY BERGSTEIN

General Manager, Chief Marketing Officer  
*Seventh Generation*

### CHRIS COLBORN

EVP, Global Chief Design & Innovation Officer  
*R/GA*

### JOY HOWARD

VP, Global Marketing  
*Patagonia*

### SUSAN KIM-KIRKLAND

President & CEO  
*JWT Canada*

### ABBEY KLAASSEN

Corporate Strategy Director  
*Dentsu Aegis Network*

### ANNIE LONGSWORTH

Founder & CEO  
*The Siren Agency*

### BEA PEREZ

Chief Sustainability Officer  
*The Coca-Cola Company*

### DAGNY SCOTT

Founding Partner  
*Fearless Unlimited*

### PAOLO TUBITO

VP, Innovation & Marketing  
*Nike*

### FREYA WILLIAMS

EVP, Group Head, Business + Social Purpose  
*Edelman*

# ROUND ONE JURY

## EUROPE

### **ROB ALEXANDER**

Global Planning Director  
*JWT*

### **GEORG BARATTA-DRAGONO**

Corporate SVP, CMO Laundry Care &  
Regional Responsibility for Latin America  
*Henkel Corporation*

### **GARY BONILLA**

Chief Strategy Officer, G14  
*UM*

### **ROB CAMERON**

Executive Director  
*SustainAbility*

### **CHRIS CHALK**

President, Global  
Chief Strategy Officer  
*Cheil Worldwide*

### **WILL COLLIN**

Co-Founder  
*Naked Communications*

### **ERWIN FLORES**

Head of Planning  
*Hello LOLA*

### **IJE NWOKORIE**

CEO  
*Wolff Olins*

### **BOB O'LEARY**

Head of Global Marketing  
*Citigroup*

### **ADAM STAGLIANO**

Chief International Strategy Officer  
*TBWA \ Worldwide*

### **DIANA VERDE NIETO**

Founder & CEO  
*Positive Luxury*

## NORTH AMERICA

### **EMILY BAIN**

Partner, Executive Director of Strategic Planning  
*John St.*

### **CATHY DAVIS**

President, Americas  
*Vizeum*

### **CINDY DRUCKER**

EVP, Global Sustainability & Energy  
*Weber Shandwick*

### **KATIE FORD**

President & Managing Director  
*MediaVest*

### **PAULETTE FRANK**

VP, Sustainability  
*Johnson & Johnson*

### **JASON GREEN**

Managing Director  
*The Cambridge Group*

### **JOHN MCNEEL**

CEO  
*in/PACT*

### **BARRI RAFFERTY**

Sr Partner, CEO - North America  
*Ketchum*

### **MICHAEL RHODES**

EVP, Strategy Director  
*Vizeum*

### **TRISH WHEATON**

President  
*INSPIRE (Y&R)*