

**SHOPPER MARKETING / WINNERS & FINALISTS**



**In partnership with:**

PATH TO PURCHASE  
**INSTITUTE**

**Proudly sponsored by:**

*Valassis* Digital

# 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 efforts from manufacturers and retailers in the United States and Canada.

After two rounds of rigorous 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 – will be announced and presented at the Path to Purchase Institute's Shopper Marketing Celebration at the [P2PSummit](#) on March 13, 2018.

Congratulations to this year's winners.

\* Indicates lead agency

## CATEGORY / AISLE EVOLUTION

### BP (British Petroleum)

*Miles A Pump With Personality*

BP British Petroleum North America

Ogilvy\*  
Mindshare

### Roundy's/Metro Market

*From Big Box to Food Boutiques*

Roundy's/Metro Market

Cramer-Krasselt\*

### The Diageo Whiskey 5

*The Diageo Whiskey 5*

Diageo North America

Mosaic Shopper\*

## DAVID VS. GOLIATH

### Comcast

*Xfinity Mobile Launch*

Comcast/XFINITY

FCB/RED\*  
Goodby, Silverstein & Partners\*  
DigitasLBi  
Edelman

## MULTI-BRAND/MANUFACTURER SHOPPER SOLUTION

### Coca-Cola

*Taste of the Tournament for Kroger, Hershey's, Mondelez, & The Coca-Cola Company*

The Coca-Cola Company  
Mondeléz International

Melt ATL\*  
The Hershey Company  
TPN  
Phoenix Creative Co.  
Geometry Global

### Unilever

*AHOLD Feeding America Program – Hidden Camera on Hunger*

Unilever

Team Unilever Shopper\*  
Geometry Global\*  
Mirum Shopper

## MULTICULTURAL & LIFESTYLE SEGMENTS

### Unilever: Dove, Suave, Caress, Ponds, Tresemmé, Degree

*Treat Yourself*

Unilever

Team Unilever Shopper\*  
Geometry Global\*

## MULTI-RETAILER PROGRAM

### RITZ Cracker

*RITZpiration*

Mondeléz International

Geometry Global (New York)\*  
Geometry Global (Chicago)\*

## NEW PRODUCT/SERVICE INTRODUCTION

### Purina®

*Purina® Small Dog Squad*

Nestlé Purina Petcare

Geometry Global\*  
Mirum Shopper\*  
Triad Retail Media

In partnership with:  
PATH TO PURCHASE  
**INSTITUTE**

Proudly sponsored by:

**Valassis Digital**



## OMNI-CHANNEL SHOPPER EXPERIENCE

### Depend

*Family Caregiving Club*

Kimberly-Clark

KC ShopperConnect\*  
Geometry Global\*  
Collective Bias  
Triad Retail Media  
BrandShare  
Digimarc

### Hellmann's

*Strangewich Challenge*

Unilever

Team Unilever Shopper\*  
Geometry Global\*  
Mirum Shopper  
Hirschfeld Marketing Solutions

### OREO Cookies

*OREO Walmart World Record Dunk*

Mondeléz International

Geometry Global (New York)\*  
Geometry Global (Chicago)\*  
Mosaic  
Guinness World Records

## SEASONAL/EVENT

### RITZ Cracker

*RITZpiration*

Mondeléz International

Geometry Global (New York)\*  
Geometry Global (Chicago)\*

### Tyson Foods

*Sam's Club Halloween  
Multi-Brand Platform*

Tyson Foods

IN Connected Marketing\*

### Tylenol Rapid Release Gels

*Tylenol RRG - Walgreens*

Johnson & Johnson

Upshot\*  
J3  
Menasha  
Geometry Global

## SINGLE-RETAILER PROGRAM - MASS MERCHANTS

### Eggo

*Eggo Waffle Bar Food Truck*

The Kellogg Company

The Integer Group\*  
Hollywood's Productions  
Collective Bias

### Glade

*Glade Plugins Car:  
New Product Launch*

SC Johnson

TracyLocke\*

### Huggies® Little Movers Diapers

*Get Active with Your Active  
Baby | Huggies® Little  
Movers Diapers at Target*

Kimberly-Clark

KC ShopperConnect\*  
Geometry Global\*  
Rockfish

### Tide, Gain, & Downy

*Walmart New School  
Laundry*

Procter & Gamble

Saatchi & Saatchi X\*  
Mitchell Communications  
Group

## SINGLE-RETAILER PROGRAM: OTHER

### Advil

*What Pain? All Gain*

Pfizer Consumer Healthcare

TracyLocke\*

### Depend

*Family Caregiving Club*

Kimberly-Clark

KC ShopperConnect\*  
Geometry Global\*  
Collective Bias  
Triad Retail Media  
BrandShare  
Digimarc

### Extra Gum

*Share a Pack with a Hero*

Wrigley

The Integer Group\*  
Starcom

# FINALISTS

Effie Awards finalists are selected based on scores after a 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 integrated efforts that were specifically designed to engage the shopper and guide his or her purchase process towards a desired end result.

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 in North America are announced in June.

Congratulations to this year's finalists.

\* Indicates lead agency

AWARENESS, TRIAL & CONVERSION	CATEGORY / AISLE EVOLUTION	LOYALTY	
<b>TRISCUIT Crackers</b>	<b>NABISCO Scale</b>	<b>Ahold USA</b>	<b>OREO Cookies</b>
<i>Kroger Triscuit: A Slice, A Dollop, A Sprinkle</i>	<i>Ahold: Endcap of Dreams</i>	<i>Focusing on Fresh</i>	<i>OREO Dunk Multi-Retailer</i>
Mondeléz International	Mondeléz International	Ahold USA	Mondeléz International
Geometry Global (New York)* Geometry Global (Chicago)*	Geometry Global (New York)* Geometry Global (Chicago)*	Viscul Creative* Cramer-Krasselt	Geometry Global (New York)* Geometry Global (Chicago)* Mosaic Guinness World Records
MULTICULTURAL & LIFESTYLE SEGMENTS	MULTI-RETAILER PROGRAM		NEW PRODUCT/SERVICE INTRODUCTION
<b>Lime-A-Rita</b>	<b>Quaker</b>		<b>Baby Dove</b>
<i>Bodeg-A-Rita</i>	<i>Quaker Overnight Oat Launch</i>		<i>Baby Dove Launch at Target</i>
Anheuser-Busch InBev	PepsiCo		Unilever
Geometry Global*	TPN*		Team Unilever Shopper* Geometry Global*
OMNI-CHANNEL SHOPPER EXPERIENCE	SEASONAL / EVENT		
<b>Baby Dove</b>	<b>Coca-Cola</b>	<b>Starbucks® Coffee</b>	<b>Unilever</b>
<i>Baby Dove Launch at Target</i>	<i>2017 Coca-Cola Bracket Refresh</i>	<i>Starbucks Coffee "Holiday Magic" at Walmart</i>	<i>Unilever + Target Halloween</i>
Unilever	The Coca-Cola Company	Starbucks Coffee Company	Unilever
Team Unilever Shopper* Geometry Global*	Geometry Global (New York)* Geometry Global (Chicago)* Melt ATL	Mosaic Shopper* Studio Squared	Team Unilever Shopper* Geometry Global*

In partnership with:  
PATH TO PURCHASE  
**INSTITUTE**

## SINGLE-RETAILER PROGRAM: MASS MERCHANTS

## SINGLE-RETAILER PROGRAM: OTHER

**Dunkin' Donuts RTD Iced Coffee****Pampers****Dove**

*Walmart Dunkin' Donuts Ready to Drink Iced Coffee Launch*

*Pampers + Target Baby Registry*

*BJ's Dove Masterbrand Video Series*

*The Coca-Cola Company*

Procter & Gamble

Unilever

Saatchi & Saatchi X\*

Leo Burnett/Arc\*

Team Unilever Shopper\*  
Geometry Global\*  
Mirum Shopper

## SINGLE-RETAILER PROGRAM: SUPERMARKETS

**7UP****Unilever****Unilever: Dove, Suave, Caress, Ponds, Tresemmé, Degree**

*7UP Mix It Up A Little at Hy-Vee*

*Recipe for Gorgeous Hair*

*Treat Yourself*

Dr Pepper Snapple Group

Unilever

Unilever

IN Connected Marketing\*  
Advantage Marketing Partners\*

Team Unilever Shopper\*  
Geometry Global (New York)\*  
Mindshare  
Geometry Global (Toronto)

Team Unilever Shopper\*  
Geometry Global\*

# FINAL ROUND JURY

**CHARLIE ANDERSON**

Chief Executive Officer  
*Shoptology*

**MARIE-AGNES DAUMAS**

Leader, Shopper Marketing Center of Excellence,  
North America  
*Colgate-Palmolive Company*

**RODGER DIPASCA**

Global Managing Director  
*Red Fuse Communications*

**TOM DOLAN**

SVP, CPG & Retail  
*Valassis Digital*

**STEVE FRENDA**

Managing Director  
*The Path to Purchase Institute*  
*EnsembleIQ*

**CARL HARTMAN**

Chief Executive Officer  
*Geometry Global*

**JESSICA HENDRIX**

President & CEO  
*Saatchi & Saatchi X*

**JOE LAMPERTIUS**

Global CEO, Shopper Marketing  
*GREY*

**AMY LANZI**

Managing Director, New York  
*TPN*

**CHRISTINA LAWRENCE**

VP, Managing Director, Shopper Marketing  
*Nestlé Purina Petcare*

**TINA MANIKAS**

President  
*FCB/RED*

**STEVE MCGOWAN**

Director, Shopper Marketing  
*Mondeléz International*

**MICHAEL MCMAHON**

President & Executive Director  
*Path to Purchase Institute*

**TYLER MURRAY**

Chief Strategy Officer  
*TracyLocke*

**KARUNA RAWAL**

President  
*Arc*

**JENNIFER REINER**

Senior Director, Omnichannel Marketing  
*Del Monte Foods, Inc.*

**ROB RIVENBURGH**

CEO, North America  
*The Mars Agency*

**CHRIS SAROKA**

VP, Digital Sales  
*Valassis Digital*

**NANCY SHAMBERG**

SVP, Group Commerce Director  
*Publicis North America*

**BOB WAIBEL**

Senior Director, Shopper Marketing  
*Conagra Brands*

In partnership with:  
PATH TO PURCHASE  
**INSTITUTE**

Proudly sponsored by:

*Valassis* Digital

# ROUND ONE JURY

**Kris Abrahamson**

VP, Client Leadership  
*The Mars Agency*

**Keith Albright**

Global Shopper Leader  
*3M*

**Yolanda Angulo**

Director, Shopper Marketing  
*Mondelēz International*

**Abbey Ash**

Partner & Director, Shopper Marketing  
*Phoenix Creative Co.*

**John Baker**

Chief Marketing Officer  
*Mirum*

**Russell Baker**

Chief Strategy Officer  
*Wingard Creative*

**Dana Barba**

AVP, Shopper Marketing  
*Coca-Cola*

**Katherine Barks**

EVP, Head, Retail Strategy  
*Geometry Global*

**Tamara Bohorquez**

VP, Strategy  
*FCB/RED*

**Fran Brinkman**

VP, Strategic Planning & Insights  
*Edge Marketing*

**Andrea Brolin**

Director, Shopper Marketing, Walmart Inc  
*PepsiCo*

**Shaun Brown**

SVP, Growth & Innovation  
*Momentum Worldwide*

**Nuala Byles**

EVP, Executive Creative Director  
*Geometry Global*

**Scott Caldwell**

VP, Sales & Marketing  
*Acorn, The Influence Company*

**Phil Camarota**

Executive Creative Director  
*TracyLocke*

**Erin Campbell**

VP, Strategy  
*Saatchi & Saatchi X*

**Sandy Carlson**

Director, Customer &  
Omnichannel Strategic Initiatives  
*Johnson & Johnson*

**Nate Carney**

SVP, Business Innovations  
*Rockfish*

**Cameron Clement**

VP, Executive Creative Director  
*TWINOAKS*

**Leslie Clifford**

SVP, Strategic Planning  
*Geometry Global*

**Michele Crowley**

Senior Vice President  
*The Integer Group*

**Lela Davidson**

VP, Account Leadership & Client Partnership  
*Saatchi & Saatchi X*

**Sarah Davis**

SVP, Executive Creative Director  
*Catapult Marketing*

**David Dolac**

Partner & CCO  
*Phoenix Creative Co.*

**Craig Elston**

EVP, Global Head, Insight & Strategy  
*The Integer Group*

**Jay Evans**

VP, Account Service  
*The Marketing Arm*

**Matt Ferguson**

EVP, Managing Director, Brand Development  
*Eric Mower + Associates*

**Liz Fogerty**

Chief Strategy Officer  
*Edge Marketing*

**Steve Frenda**

Managing Director  
*The Path to Purchase Institute*  
*EnsembleIQ*

**Gary Friedlander**

Executive Vice President  
*Collaborative Marketing Group*

**Burr Gavin**

SVP, Strategy & Brand Planning  
*Epsilon*

**Jeff Gaydos**

Consultant  
*LG Electronics*

**Karen Gebhart**

EVP, Account Service  
*Epsilon*

**Allyson Gill**

VP, Shopper Marketing  
*TPN*

**Kelly Gribben Dussman**

VP, Creative Services  
*Upshot*

**Deon Harris**

VP, Client Leadership  
*The Mars Agency*

**Susan Hayes**

Director, Customer & Shopper Engagement  
*Bayer HealthCare Pharmaceutical Division*

**Ryan Hemsing**

Marketing Director, Snacks  
*Sargento Foods*

**Jessica Hendrix**

President & CEO  
*Saatchi & Saatchi X*

**Ashley Huggett**

Partner Lead  
*Valassis Digital*

**Lisa Hurst**

VP, Account Management,  
Shopper Practice Lead  
*Upshot*

**Michelle Imbro**

Senior Vice President  
*FCB/RED*

**Laura Johnston**

EVP, Executive Creative Director  
*Geometry Global*

**Kelly Jones**

SVP, Account Service  
*Epsilon*

**Elana Kipp**

VP, Client Services  
*IN Marketing Services*

**Jordan Krawll**

Director, Shopper Marketing  
*Bacardi USA, Inc.*

**Meg Lajoie**

VP, Strategy  
*Epsilon*

**Joe Lampertius**

Global CEO, Shopper Marketing  
*GREY*

In partnership with:  
PATH TO PURCHASE  
**INSTITUTE**

Proudly sponsored by:

**Valassis Digital**

# ROUND ONE JURY

**Ken Madden**

SVP, Head, Engagement  
*Shoptology*

**Heather Magnussen**

Account Director, Digital Shopper Marketing  
*Valassis Digital*

**Ann McGrath**

Group Director, Shopper Communications,  
North America  
*Red Fuse Communications*

**Michael McMahon**

President & Executive Director  
*Path To Purchase Institute*

**Jared Meisel**

Managing Partner, Shopper Marketing  
*Theory House*

**Hayes Minor**

VP, Strategic Planning  
*Epsilon*

**Pam Morrisroe**

EVP, Account  
*Geometry Global*

**Jonathan Morrow**

VP, Creative Director  
*The Mars Agency*

**DyShaun Muhammad**

SVP, Client Services  
*Catapult Marketing*

**Curt Munk**

SVP, Group Planning Director  
*FCB/RED*

**Kristine Munsen**

Executive Director  
*Hearts & Science*

**Amy Nohl**

Director, Solutions Group  
*Valassis Digital*

**Lisa Norat**

VP, Client Engagement  
*HMT Associates*

**Jennifer Olliges**

SVP, Director, Shopper Marketing  
*Momentum Worldwide*

**Soche Picard**

EVP, Managing Director  
*Geometry Global*

**Jay Picconatto**

Marketing Director, Shopper Marketing  
*General Mills*

**Cheryl Policastro**

VP, Planning & Perspectives  
*TPN*

**Bill Rodi**

VP, General Manager, Shopper Marketing  
*Mosaic Shopper*

**Alysia Ross**

Director, Shopper Marketing  
*DanoneWave*

**Bryant Ross**

SVP, Managing Director  
*IN Marketing Services*

**Ari Rothman**

VP, Account & Marketing Services  
*Social Forces*

**Katie Schiavone**

Senior Director, Shopper Marketing  
Programs, NAN Brands, Gatorade & Propel  
*PepsiCo*

**Heidi Schoeneck**

EVP, Executive Creative Director  
*Geometry Global*

**Joy Simonsen**

Consumer Director, Shopper Marketing  
*Mondeléz International*

**Heather Storms**

Director, Shopper Marketing, Pfizer  
Consumer Healthcare  
*Pfizer Inc.*

**Dana Stotts**

SVP, Group Management Director  
*FCB/RED*

**Elizabeth Suchy**

Director, Marketing, Brand Activation  
*Ocean Spray*

**Pat Taflinger**

SVP, Connections  
*Blue Chip Marketing Worldwide*

**Esperanza Teasdale**

Senior Director, Shopper Marketing  
*PepsiCo*

**Leslee Urhahn**

VP, Consumer Solutions  
*Aisle9*

**Jason Vita**

Director, Shopper Marketing  
*Nestlé Purina PetCare Company*

**Allison Welker**

EVP, General Manager  
*Edge Marketing*

**Phil White**

EVP, Head, Strategy  
*Geometry Global*

**Ethan Whitehill**

Managing Director, Principal  
*The Sandbox Agency*

**Kim Yansen**

Customer VP, Value Channel  
*Mondeléz International*

In partnership with:

PATH TO PURCHASE  
**INSTITUTE**

Proudly sponsored by:

*Valassis* Digital