

# effie AWARDS

UNITED STATES

2021 WINNERS



THANK YOU TO OUR 2021 EFFIE SPONSORS & PARTNERS



# WINNERS

Effie Awards US recognizes and celebrates the most effective marketing efforts of the year. After progressing through 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 prove it worked.

\* Indicates lead agency

## AGRICULTURAL, INDUSTRIAL & BUILDING

### BRONZE

#### Channel Seed

*More Advice, Less Advertising*

Bayer

HLK / HughesLeahyKarlovic\*  
Rhea & Kaiser

## AUTOMOTIVE - AFTERMARKET

### BRONZE

#### Advance Auto Parts/DieHard

*DieHard is Back*

Advance Auto Parts

The Marketing Arm\*  
360i  
FleishmanHillard  
Natural Selection Productions  
Ghost VFX

## AUTOMOTIVE - VEHICLES

### SILVER

#### Hyundai Motor America

*Hyundai Sonata "Smaht Pakh"*

Hyundai Motor America

INNOCEAN USA\*  
Canvas Worldwide

## BEAUTY & FRAGRANCE

### GOLD

#### Barba Men's Grooming Boutique

*Quarancuts Virtual  
Hair School*

Barba Men's Grooming  
Boutique

Terri & Sandy\*  
Lawlor Media Group\*

## BEVERAGES - ALCOHOL

### GOLD

#### Samuel Adams

*Your Cousin From Boston*

The Boston Beer Company

Goodby Silverstein & Partners\*  
MullenLowe U.S.  
Hearts & Science

### BRONZE

#### Absolut

*Shockingly Responsible*

Pernod Ricard  
The Absolut Company

BBH APAC\*  
Weber Shandwick\*  
United Entertainment Group  
360i

## BEVERAGES - NON-ALCOHOL

### SILVER

#### Pure Leaf

*No Is Beautiful*

Pepsi-Lipton

DDB New York\*  
Golin  
OMD  
TracyLocke  
Egg Strategy

#### Dunkin'

*The Charli*

Dunkin Brands

BBDO New York\*  
Publicis  
RF Binder  
Arc Worldwide

## BRAND EXPERIENCE - DIGITAL

GOLD

**Tinder***Swipe Night*

Tinder

72andSunny Los Angeles\*  
m ss ng p eces  
Cabin Editing Company  
Q Dept  
MPC

SILVER

**Ally Financial***Ally Island, the Only Bank Worth Visiting in Animal Crossing*

Ally Financial

Anomaly\*  
MediaCom  
Media Monks  
TierOne

## BRAND EXPERIENCE - LIVE

SILVER

**Walmart***Walmart Drive-In*

Walmart

Momentum Worldwide\*  
Golin

## BRAND EXPERIENCE - LIVE + DIGITAL

SILVER

**Wendy's***Super Wendy's World*

Wendy's

VMLY&R\*  
Spark Foundry  
Ketchum

## BRAND INTEGRATION &amp; ENTERTAINMENT PARTNERSHIPS

SILVER

**Allegheny Health Network***Honoring The Real-Life Heroes of 2020*

Highmark Health

Doner\*  
JPM Branding + Consulting  
Marvel Entertainment  
The Underground

SILVER

**Michelob ULTRA***Michelob ULTRA Courtside: Game-Changing Innovation Changes the Game*

Anheuser-Busch InBev

FCB New York\*  
Microsoft  
NBA  
160over90  
Dentsu

## BRANDED CONTENT &amp; ENTERTAINMENT - SERVICES

GOLD

**The Chicago Public Library***Live from the Library*

Chicago Public Library  
Chicago Public Library Foundation

FCB Chicago\*  
Lord + Thomas

## BUSINESS/PRODUCT/SERVICE INNOVATION / MARKETING INNOVATION SOLUTIONS

BRONZE

**M&M's***M&M's Messages*

Mars Chocolate North America

BBDO New York\*  
MediaCom  
Integer  
Weber Shandwick  
THIRD EAR

## BUSINESS-TO-BUSINESS - PRODUCTS

SILVER

**State Street Global Advisors***Uncovering the Middle Bias*

State Street Global Advisors

McCann New York\*  
Fundamental Media  
Smuggler  
Big Sky Edit

BRONZE

**iShares by BlackRock***Eleanor T. Fitzsimmons*

BlackRock

DDB San Francisco\*  
Mindshare  
Edelman

## CORPORATE REPUTATION

GOLD

**Burger King***Moldy Whopper*

Restaurant Brands International

INGO Stockholm\*  
DAVID Miami  
Publicis

CRISIS RESPONSE / CRITICAL PIVOT

SILVER

**Bridge Senior Living**

*Radio Recliner*

Bridge Senior Living

Luckie & Company\*  
MKE Communications, Inc.  
Boutwell Studios

SILVER

**The Great American Takeout**

*Rallying a nation to save the restaurant industry.*

The Great American Takeout

High Wide & Handsome\*

CURRENT EVENTS

GOLD

**Reddit**

*Up The Vote*

Reddit

R/GA California\*

BRONZE

**Kraft Macaroni & Cheese**

*Send Noods*

The Kraft Heinz Company

Mischief @ No Fixed Address\*

DAVID VS. GOLIATH

GOLD

**Business Iceland**

*Looks Like You Need to Let It Out*

Business Iceland

SS+K\*  
M&C Saatchi Group\*  
Peel Iceland  
M&C Saatchi Talk  
M&C Saatchi Sport & Entertainment North America  
Skot Productions

BRONZE

**truth**

*Read Between the Lies*

Truth Initiative

72andSunny Los Angeles\*  
Assembly  
Ketchum  
Crux Research

ELECTRONICS

BRONZE

**SimpliSafe Home Security**

*Social Distancing Sweater*

SimpliSafe

MullenLowe U.S.\*

FOOD

BRONZE

**Kraft Macaroni & Cheese**

*Send Noods*

The Kraft Heinz Company

Mischief @ No Fixed Address\*

GAMING & E-SPORTS

SILVER

**Apex Legends**

*Gaming the Gamers*

Electronic Arts\*  
Respawn Entertainment\*

BRONZE

**Xbox**

*Break The Code*

Microsoft

215 McCann\*  
Ayzenberg Group

BRONZE

**Xbox**

*Power Your Dreams*

Microsoft

215 McCann\*  
Ayzenberg Group  
Carat

GOVERNMENT & PUBLIC SERVICE

GOLD

**U.S. Census Bureau**

*Bringing the U.S. together for our future*

U.S. Census Bureau

VMLY&R Washington DC\*  
Wavemaker  
PSB Insights  
Reingold, inc  
BCW

HOUSEHOLD SUPPLIES

GOLD	BRONZE	BRONZE	BRONZE
<b>Tide</b>	<b>Febreze</b>	<b>Spectracide Weed &amp; Grass</b>	<b>Tide</b>
<i>Tide #LaundryNight</i>	<i>"Flush Fling" Small Spaces Re-Launch</i>	<i>You Hold the Power</i>	<i>Clean Jersey Swap</i>
Procter & Gamble	Procter & Gamble	Spectrum Brands	Procter & Gamble
Saatchi & Saatchi New York* Marina Maher Ketchum Taylor Strategy MKTG NBCUniversal	Grey* Integer Quigley Simpson Landor & Fitch Townhouse	Rodgers Townsend* Bruton Stroube Studios	Saatchi & Saatchi New York* Marina Maher Ketchum MKTG

INSURANCE

BRONZE	BRONZE
<b>American Home Shield</b>	<b>Progressive Insurance</b>
<i>Not A Problem</i>	<i>Dr. Rick</i>
American Home Shield	Progressive Insurance
Fallon*	Arnold Worldwide* Moxie Pictures Cosmo Street Editorial Zero VFX The Soundtrack Group

LEISURE & RECREATION

GOLD
<b>Nike</b>
<i>You Can't Stop Sport</i>
Nike Inc.
Wieden+Kennedy Portland* Joint Editorial Walker

MARKETING DISRUPTORS - SERVICES

GOLD	SILVER
<b>Burger King</b>	<b>Mint Mobile</b>
<i>Moldy Whopper</i>	<i>unliMINTed</i>
Restaurant Brands International	Mint Mobile
INGO Stockholm* DAVID Miami Publicis	Maximum Effort*

MEDIA & ENTERTAINMENT COMPANIES

BRONZE	BRONZE
<b>Peacock</b>	<b>The Boston Globe</b>
<i>Giving Streaming the Bird</i>	<i>#BostonStillRunning</i>
Peacock	Boston Globe
Anomaly* GroupM	MullenLowe U.S.*

MULTICULTURAL - NON-PROFITS

GOLD

BRONZE

**Potential Energy Action Network**

**AARP**

*Vote like a Madre*

*AARP COVID-19 Response*

Potential Energy Action Network

AARP

the community\*

Republica Havas\*  
MediaCom

MULTICULTURAL - PRODUCTS

GOLD

SILVER

SILVER

**Crayola**

**Crown Royal**

**Medalla Light**

*Color Yourself Into the World*

*Redefining status for a new generation.*

*A New Puerto Rican Barrio*

Crayola

Diageo North America

Cervecera de Puerto Rico

dentsumcgarrybowen\*

Golin\*

Subvoyant

Anomaly\*

Starpower LLC

Taylor Strategy

Carat

PHD

DDB Latina Puerto Rico\*

MULTICULTURAL - SERVICES

GOLD

SILVER

NON-PROFIT

GOLD

**McDonald's**

**McDonald's**

**Sandy Hook Promise**

*Dorado: More Than a Music Video*

*HACER Proud*

*Back to School*

McDonald's

McDonald's

Sandy Hook Promise

Alma DDB\*

Boden PR

Loud & Live

OMD

Alma DDB\*

OMD

Boden PR

BBDO New York\*

PHD

Smuggler

Dini Von Mueffling Communications

PERSONAL CARE

PET CARE

RENAISSANCE

SILVER

BRONZE

BRONZE

**Tampax**

**Meow Mix**

**Coors Light**

*From Clueless Vagina Owner to Tampon Guru*

*Meow Mix ReMix: A pop-cultured spin on an iconic jingle*

*Coors Light Made to Chill*

Procter & Gamble

The J.M. Smucker Company

Molson Coors

Saatchi & Saatchi New York\*

MSL Group\*

Carat

Wunderman Thompson

Grey

PSOne\*

Leo Burnett Chicago\*

RESTAURANTS			
GOLD	GOLD	SILVER	SILVER
<b>Burger King</b>	<b>Popeyes Louisiana Kitchen</b>	<b>Burger King</b>	<b>Burger King</b>
<i>Moldy Whopper</i>	<i>#ChickenWars</i>	<i>Delay Your Way</i>	<i>Ring King</i>
Restaurant Brands International	Restaurant Brands International	Restaurant Brands International	Restaurant Brands International
INGO Stockholm* DAVID Miami Publicis	GSD&M* Alison Brod Marketing + Communications The Bear Street Factory Media Cut+Run	MullenLowe U.S.*	MullenLowe U.S.* Alison Brod Marketing + Com- munications Horizon Media

RETAIL			SEASONAL MARKETING - PRODUCTS
GOLD	SILVER	BRONZE	BRONZE
<b>Michaels Stores</b>	<b>Walmart</b>	<b>Foot Locker</b>	<b>Dole Fruit Bowls</b>
<i>A Business Transformation For the Makers</i>	<i>Walmart Drive-In</i>	<i>The Endless World of Air Max</i>	<i>From school bags to homes</i>
Michaels Stores, Inc.	Walmart	Foot Locker	Dole Packaged Foods, LLC
R/GA Austin* Camelot Strategic Marketing & Media Dalziel and Pow Creator Deck Media	Momentum Worldwide* Golin	BBDO New York* PHD Edelman	Campbell Ewald* Spark Foundry peppercomm

SMALL BUDGETS - NON-PROFIT			
GOLD	SILVER	SILVER	BRONZE
<b>Sandy Hook Promise</b>	<b>Change the Ref</b>	<b>TodaysMilitary.com</b>	<b>The Chicago Public Library</b>
<i>Back to School</i>	<i>Cut Out the Bullshit</i>	<i>Challenging the Cyber Talent of Tomorrow</i>	<i>Live from the Library</i>
Sandy Hook Promise	Change the Ref	JAMRS	Chicago Public Library Chicago Public Library Foundation
BBDO New York* PHD Smuggler Dini Von Mueffling Communications	MullenLowe U.S.*	MullenLowe U.S.* Mediahub	FCB Chicago* Lord + Thomas



SMALL BUDGETS - PRODUCTS	SMALL BUDGETS - SERVICES		
GOLD	GOLD	SILVER	BRONZE
<b>Detroit City Football Club</b>	<b>Business Iceland</b>	<b>Barba Men's Grooming Boutique</b>	<b>The Wild Detectives</b>
<i>Bragging Rights</i>	<i>Looks Like You Need to Let It Out</i>	<i>Quarancuts Virtual Hair School</i>	<i>Traveling in the Times of Corona</i>
Detroit City Football Club	Business Iceland	Barba Men's Grooming Boutique	The Wild Detectives
Lafayette American* Push Media Former Co. Planet Ant	SS+K* M&C Saatchi Group* Peel Iceland M&C Saatchi Talk M&C Saatchi Sport & Entertainment North America Skot Productions	Terri & Sandy* Lawlor Media Group*	Dieste, Inc.* DJNR Interactive Pixel Power Breed Music Deaf Mule

SNACKS & DESSERTS			
GOLD	SILVER	SILVER	BRONZE
<b>Good Humor</b>	<b>Cheetos</b>	<b>Snickers</b>	<b>Doritos</b>
<i>A New Jingle for a New Era</i>	<i>Can't Touch This</i>	<i>How Snickers Didn't Fix the World</i>	<i>Cool Ranch</i>
Unilever	Frito-Lay North America, Inc.	Mars Wrigley	Frito-Lay North America, Inc.
Edelman* Unilever Studio Chimney Group 36 Chambers Mindshare	Goodby Silverstein & Partners* OMD Ketchum VaynerMedia Dummy Films	BBDO New York* AMV BBDO* MediaCom Weber Shandwick The Marketing Arm THIRD EAR	Goodby Silverstein & Partners* Ketchum OMD D3

SUSTAINED SUCCESS - NON-PROFIT	SUSTAINED SUCCESS - PRODUCTS	SUSTAINED SUCCESS - SERVICES	
BRONZE	GOLD	GOLD	SILVER
<b>Allegheny Health Network</b>	<b>Crown Royal</b>	<b>E*TRADE Financial</b>	<b>CDW</b>
<i>#LivingProof over promises</i>	<i>Igniting a Spirit of Generosity</i>	<i>"DON'T GET MAD, GET E*TRADE"</i>	<i>Build IT And They Will Come</i>
Highmark Health	Diageo North America	E*Trade Financial Corporation	CDW
Doner* Assembly The Underground	Anomaly* Starpower LLC Taylor Strategy Carat PHD	MullenLowe U.S.* Assembly	Manifest Agency*

## TIMELY OPPORTUNITY - PRODUCTS

GOLD	GRAND	BRONZE	BRONZE
<b>Michelob ULTRA</b>	<b>Popeyes Louisiana Kitchen</b>	<b>Ajinomoto Co., Inc.</b>	<b>Pedigree</b>
<i>Michelob ULTRA Courtside: Game-Changing Innovation Changes the Game</i>	<i>#ChickenWars</i>	<i>America's Complicated Relationship with MSG</i>	<i>Dogs on Zoom</i>
Anheuser-Busch InBev	Restaurant Brands International	The Ajinomoto Group	Mars Petcare
FCB New York* Microsoft NBA T60over90 Dentsu	GSD&M* Alison Brod Marketing + Communications	Edelman* Chimney Group	BBDO New York* MediaCom Weber Shandwick Barefoot Proximity

## TIMELY OPPORTUNITY - SERVICES

GOLD	SILVER	BRONZE	BRONZE
<b>Sandy Hook Promise</b>	<b>Hulu</b>	<b>McDonald's</b>	<b>The Boston Globe</b>
<i>Back to School</i>	<i>Tom Brady's Big Announcement</i>	<i>The Travis Scott Meal</i>	<i>#BostonStillRunning</i>
Sandy Hook Promise	Hulu	McDonald's	Boston Globe
BBDO New York* PHD Smuggler Dini Von Mueffling Communications	Big Family Table* UM Worldwide	Wieden+Kennedy New York* The Narrative Group OMD Burrell The Marketing Store	MullenLowe U.S.*

## TRANSPORTATION

## BRONZE

**Alaska Airlines***Alaska Airlines Uses Surf Data to Offer Swell Deals*

Alaska Airlines

Mekanism\*  
Haworth Marketing + Media

## TRAVEL &amp; TOURISM

## GOLD

**Business Iceland***Looks Like You Need to Let It Out*

Business Iceland

SS+K\*  
M&C Saatchi Group\*  
Peel Iceland  
M&C Saatchi Talk  
M&C Saatchi Sport & Entertainment North America  
Skot Productions

ners **Congratulations** to a  
lations **to all you** Effie wi  
ll you **Effie winners** Cong



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YOUTH MARKETING - PRODUCTS

SILVER	BRONZE	BRONZE
<b>Next Gen Personal Finance</b>	<b>Dunkin'</b>	<b>Kraft Macaroni &amp; Cheese</b>
<i>Shady Sam</i>	<i>The Charli</i>	<i>Send Noods</i>
Next Gen Personal Finance	Dunkin Brands	The Kraft Heinz Company
McKinney*	BBDO New York* Publicis RF Binder Arc Worldwide	Mischief @ No Fixed Address*

YOUTH MARKETING - SERVICES

SILVER	SILVER
<b>McDonald's</b>	<b>TodaysMilitary.com</b>
<i>The Travis Scott Meal</i>	<i>Challenging the Cyber Talent of Tomorrow</i>
McDonald's	JAMRS
Wieden+Kennedy New York* The Narrative Group OMD Burrell The Marketing Store	MullenLowe U.S.* Mediahub

# COMMERCE & SHOPPER

BRAND EXPERIENCE			
GOLD	SILVER	BRONZE	
<b>TWIX</b> <hr/> <b>TWIX Kicks</b> <hr/> Mars Wrigley <hr/> Weber Shandwick* Versus The Marketing Arm	<b>Trolli</b> <hr/> <b>Trolli Deliciously Dark Escape</b> <hr/> Ferrara Candy Company <hr/> VMLY&R* Active Theory	<b>Foot Locker</b> <hr/> <b>The Endless World of Air Max</b> <hr/> Foot Locker <hr/> BBDO New York* PHD Edelman	
CHALLENGER BRAND SOLUTION	CRISIS RESPONSE / CRITICAL PIVOT	DATA-DRIVEN	
GOLD	BRONZE	BRONZE	
<b>Burger King</b> <hr/> <b>Moldy Whopper</b> <hr/> Restaurant Brands International <hr/> INGO Stockholm* DAVID Miami Publicis	<b>Coca-Cola</b> <hr/> <b>UBER EATS + COKE + FEEDING AMERICA PROGRAM</b> <hr/> The Coca-Cola Company <hr/> Momentum Worldwide*	<b>Whirlpool Corporation</b> <hr/> <b>Building confidence and winning with #shopperfirst</b> <hr/> Whirlpool Corporation <hr/> Digitas* SPARK FOUNDRY Chicago	
E-COMMERCE			
GOLD	SILVER	BRONZE	BRONZE
<b>The Wild Detectives</b> <hr/> <b>Traveling in the Times of Corona</b> <hr/> The Wild Detectives <hr/> Dieste, Inc.* DJNR Interactive Pixel Power Breed Music Deaf Mule	<b>Bud Light</b> <hr/> <b>Your Neighborhood Bud Light Vendor</b> <hr/> Anheuser-Busch InBev <hr/> FCB/RED* FCB Chicago* Dentsu 3PM Agency Lord + Thomas Story	<b>Burger King</b> <hr/> <b>Delay Your Way</b> <hr/> Restaurant Brands International <hr/> MullenLowe U.S.*	<b>Ford</b> <hr/> <b>Mach Drop: Selling Vehicles Like Sneakers</b> <hr/> Ford Motor Company <hr/> BBDO New York* VMLY&R OneMagnify GMR Marketing
MEDIA INNOVATION		MULTI-RETAILER PROGRAM	
GOLD	BRONZE	SILVER	
<b>Burger King</b> <hr/> <b>Ring King</b> <hr/> Restaurant Brands International <hr/> MullenLowe U.S.* Alison Brod Marketing + Communications Horizon Media	<b>Sally Hansen Miracle Gel</b> <hr/> <b>Sally Hansen &amp; Snapchat Nail Augmented Reality Partnership</b> <hr/> Coty <hr/> Zenith* Snapchat	<b>Tyson Foods</b> <hr/> <b>Tyson Halloween Boo Guru</b> <hr/> Tyson Foods, Inc. <hr/> IN Connected Marketing* Upshot Agency	

# GRAMMY. OSCAR. EFFIE.

Congratulations on winning an Effie Award!  
Industry recognition is meaningful, and you've  
earned it. We wish you the best of luck and,  
once again, our congratulations!



Valassis, a Vericast business, is the leader in marketing technology and consumer engagement. We work with over 60,000 companies and brands in a wide array of industries, partnering to anticipate consumer intent, inspire action, and create demand.

# COMMERCE & SHOPPER

## NEW PRODUCT/SERVICE INTRODUCTION

GOLD

### Popeyes Louisiana Kitchen

*#ChickenWars*

Restaurant Brands International

GSD&M\*

Alison Brod Marketing + Communications

The Bear

Street Factory Media

Cut+Run

BRONZE

### All Good Diapers

*Diapers That Make a Difference*

Procter & Gamble

Saatchi & Saatchi X\*

Virtue Worldwide

MSL Group

## OMNI-CHANNEL SHOPPER SOLUTION

SILVER

### CHIPS AHOY!

*CHIPS AHOY! and Dollar General Salute Service Members*

Mondelēz International

Phoenix Creative Co.\*

Dollar General

USO

SILVER

### Pringles

*Pringles and Pours*

The Kellogg Company

Haygarth US\*

Meijer

Founders Brewing Co.

BRONZE

### Betty Crocker, Pillsbury, Chex

*General Mills Holiday Portfolio: Make It Home*

General Mills

VMLY&R Commerce\*

Mindshare

BRONZE

### Bud Light

*Your Neighborhood Bud Light Vendor*

Anheuser-Busch InBev

FCB/RED\*

FCB Chicago\*

Dentsu

3PM Agency

Lord + Thomas

Story

## SEASONAL/EVENT - PRODUCTS

BRONZE

### Miller High Life

*Summer With The Champagne of Beers*

Molson Coors

Arc Worldwide\*

adam&eve, inc

ICF Next

PrizeLogic

SPARK FOUNDRY Chicago

## SEASONAL/EVENT - SERVICES

BRONZE

### Dunkin'

*Dunkin' "All the Fall Things" 2020*

Dunkin Brands

Arc Worldwide\*

BBDO New York

## SINGLE-RETAILER PROGRAM - MASS MERCHANTS

GOLD

### The Hershey Company

*HERSHEY'S S'MORES At Walmart*

The Hershey Company

TPN\*

ViacomCBS

UM Worldwide

MMA Creative

BRONZE

### Enfamil

*Discover the Perfect Formula with Enfamil*

Reckitt Benckiser

Barrows New York\*

Always On Digital

ViacomCBS

ShopKick

## SINGLE-RETAILER PROGRAM - SUPERMARKETS

SILVER

### The Hershey Company

*Dia De Los Muertos with Hershey & H-E-B*

The Hershey Company

TPN\*

# DIGITAL

ENGAGED COMMUNITY - PRODUCTS		
SILVER	SILVER	BRONZE
<b>Xbox</b>	<b>Xbox</b>	<b>BRP</b>
<i>Break The Code</i>	<i>Power Your Dreams</i>	<i>Can-Am ONRD Women's Mentorship Program</i>
Microsoft	Microsoft	BRP - Can-Am On-Road
215 McCann* Ayzenberg Group	215 McCann* Ayzenberg Group Carat	Anomaly* Touché! Canada Praytell

INFLUENCER MARKETING			
GOLD	BRONZE	BRONZE	BRONZE
<b>Dunkin'</b>	<b>Coors Light</b>	<b>Fox Sports + NASCAR</b>	<b>Procter &amp; Gamble</b>
<i>The Charli</i>	<i>America Could Use A Beer</i>	<i>Driving Record Ratings By Colliding Gamers &amp; NASCAR Drivers</i>	<i>#DistanceDance</i>
Dunkin Brands	Molson Coors	FOX Sports NASCAR	Procter & Gamble
BBDO New York* Publicis RF Binder Arc Worldwide	DDB Chicago* SPARK FOUNDRY Chicago ICF Next Alma DDB	Mediahub*	Grey* TikTok

PERFORMANCE MARKETING	SOCIAL MEDIA - PRODUCTS	
BRONZE	GOLD	BRONZE
<b>Neutrogena</b>	<b>Pepperidge Farm Milano Cookies</b>	<b>Tide</b>
<i>Chasing Sunscreen Shoppers during an unprecedented Summer.</i>	<i>Milano #BestDressedCookies</i>	<i>Tide #LaundryNight</i>
Johnson & Johnson	Campbell's Snacks	Procter & Gamble
Reprise Digital* J3 (via Universal McCann)* Velocity OMC	VMLY&R* Sharon Radisch	Saatchi & Saatchi New York* Marina Maher Ketchum Taylor Strategy MKTG NBCUniversal

SOCIAL MEDIA - SERVICES	
GOLD	BRONZE
<b>Popeyes Louisiana Kitchen</b>	<b>Burger King</b>
<i>#ChickenWars</i>	<i>Ring King</i>
Restaurant Brands International	Restaurant Brands International
GSD&M* Alison Brod Marketing + Communications	MullenLowe U.S.* Alison Brod Marketing + Communications Horizon Media



# ¡FELICIDADES!

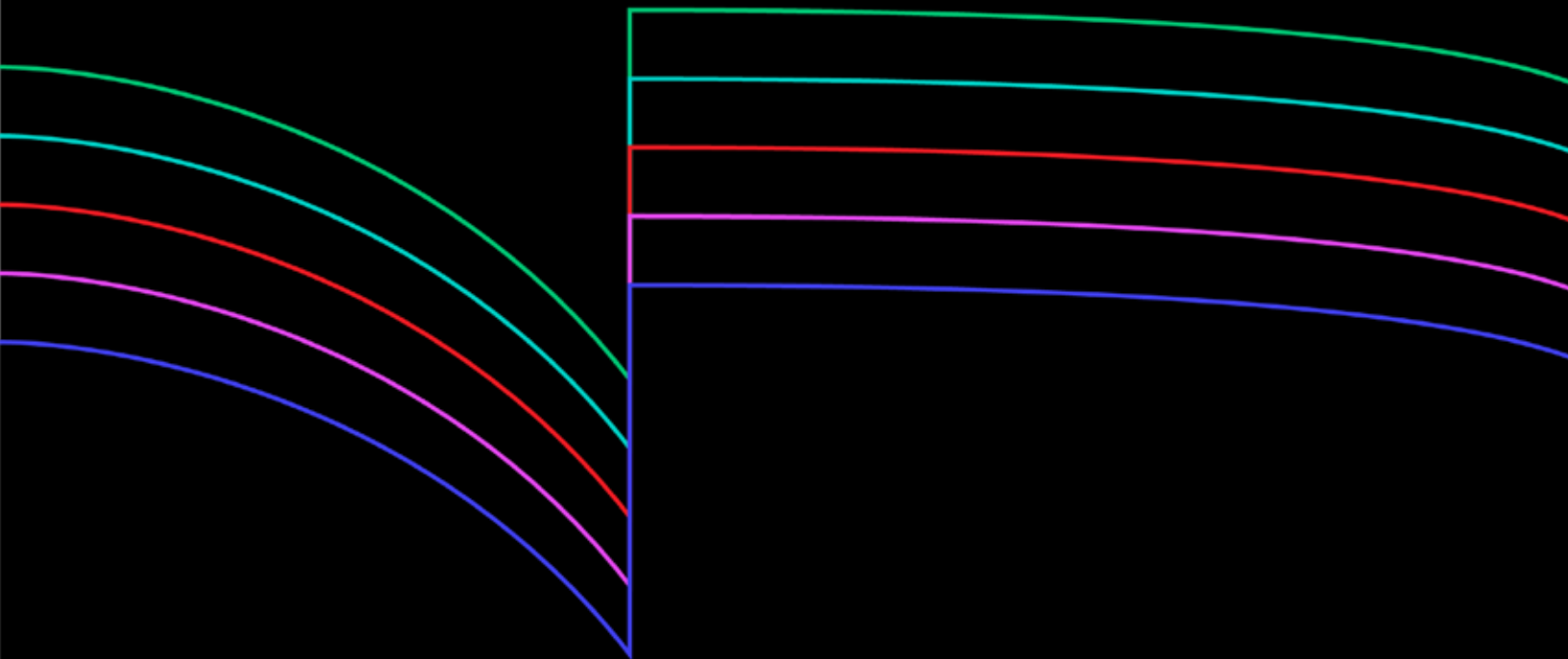
TO ALL OF THE

# EFFIE WINNERS

Do you know what else drives big results?  
Hispanic marketing.

Brands see **up to 20% higher sales lift** across platforms for Spanish-language advertising vs. the same campaign in English.

Come grow with us.



**UNIVISION**

| America's Hispanic Superbrand

# HEALTH & WELLNESS

## DISEASE AWARENESS & EDUCATION - PHARMA/CORPORATE

BRONZE

### Procter & Gamble

#### *#DistanceDance*

Procter & Gamble

Grey\*  
TikTok

## DISEASE AWARENESS & EDUCATION: NON-PROFIT

GOLD

### truth

#### *This is Quitting*

Truth Initiative

72andSunny Los Angeles\*  
Assembly  
Ketchum  
Crux Research

BRONZE

### The Real Cost

#### *My Vaping Mistake*

Center for Tobacco Products

FCB New York\*  
Initiative New York

## HEALTH, FITNESS & WELLNESS

BRONZE

### Peloton

#### *Tackling misperceptions by turning Peloton inside out*

Peloton

Mekanism\*  
Horizon Media  
PrettyBird  
wax

## HEALTHCARE SERVICES

GOLD

### Pfizer

#### *Science Will Win*

Pfizer Inc.

Grey\*  
Townhouse  
Hogarth Worldwide Inc.  
Hill & Knowlton

BRONZE

### UnitedHealthcare

#### *UnitedHealthcare Take Advantage*

UnitedHealthcare

Leo Burnett Chicago\*  
Eicoff  
HORIZON NEXT

## OTC

SILVER

### TUMS

#### *TUMS makes the Super Bowl #TUMSworthy*

GSK Consumer Healthcare

Grey\*  
Townhouse  
Publicis  
Townhouse Colombia

BRONZE

### Mucinex

#### *Nightshift Campaign Launch*

Reckitt Benckiser

McCann New York\*  
McCann Health New York  
Zenith  
Lippe Taylor

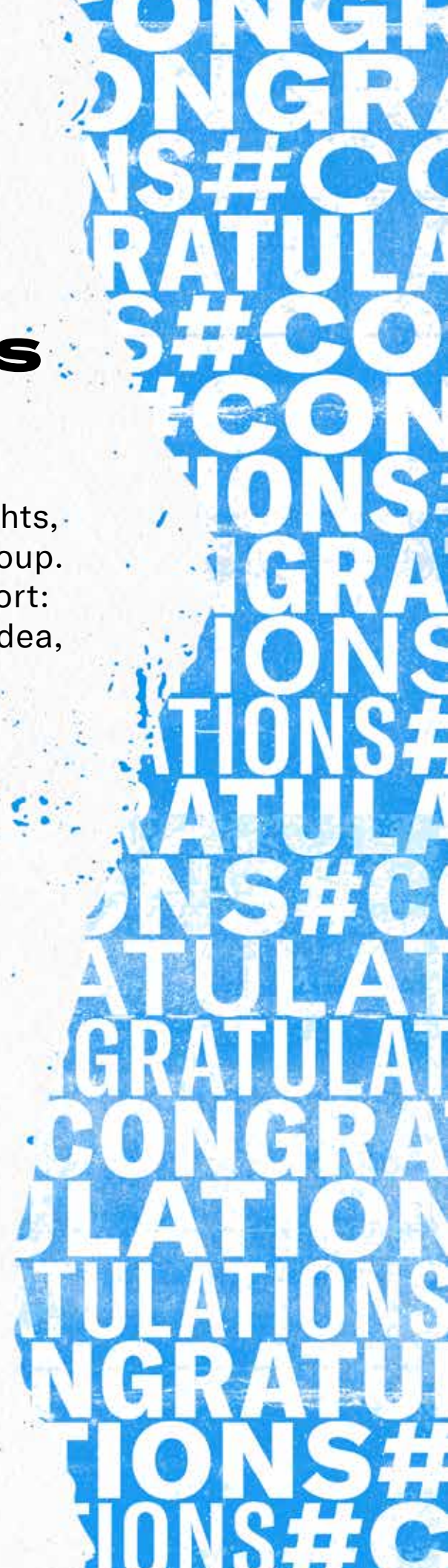
# MEDIA PLANNING & INNOVATION

MEDIA IDEA			
GOLD	SILVER	BRONZE	BRONZE
<b>Ski-Doo</b>	<b>Comedy Central</b>	<b>Change the Ref</b>	<b>Tide</b>
<i>Escape Mountain</i>	<i>South Park Takes Over the Denver Broncos' Stadium</i>	<i>Cut Out the Bullshit</i>	<i>Tide #LaundryNight</i>
BRP Ski-Doo	Comedy Central South Park Studios	Change The Ref	Procter & Gamble
Touché!* Anomaly*	Fallon*	MullenLowe U.S.*	Saatchi & Saatchi New York* Marina Maher Ketchum Taylor Strategy MKTG NBCUniversal

MEDIA INNOVATION - EXISTING CHANNELS		
GOLD	GOLD	GOLD
<b>Foot Locker</b>	<b>Michelob ULTRA</b>	<b>Tinder</b>
<i>The Endless World of Air Max</i>	<i>Michelob ULTRA Courtside: Game-Changing Innovation Changes the Game</i>	<i>Swipe Night</i>
Foot Locker	Anheuser-Busch InBev	Tinder
BBDO New York* PHD Edelman	FCB New York* Microsoft NBA 160over90 Dentsu	72andSunny Los Angeles* m ss ng p eces Cabin Editing Company Q Dept MPC

# Congratulations Effie Award Winners!

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# POSITIVE CHANGE

## ENVIRONMENTAL - BRANDS

### BRONZE

#### Bank of the West

*The First Account Designed for Climate Action*

Bank of the West

the community\*  
Wavemaker  
Razorfish

## ENVIRONMENTAL - NON-PROFIT

### BRONZE

#### Potential Energy Action Network

*Vote Like a Madre*

Potential Energy Action Network

the community\*

## SOCIAL GOOD - BRANDS

### GOLD

#### Citi

*Now that you see me*

Citi

Publicis\*  
Prosek Partners

### GOLD

#### KitchenAid

*A Woman's Place: Creating Equal Possibilities in Professional Kitchens*

KitchenAid

Digitas\*  
Vox Creative\*  
MSL Group  
SPARK FOUNDRY Chicago

### SILVER

#### OREO

*Proud Parent*

Mondelēz International

360i\*  
PFLAG  
Sanctuary Films  
PS260

## SOCIAL GOOD - NON-PROFIT

### GOLD

#### Sandy Hook Promise

*Back to School*

Sandy Hook Promise

BBDO New York\*  
PHD  
Smuggler  
Dini Von Mueffling Communications

### BRONZE

#### Change the Ref

*Cut Out the Bullshit*

Change the Ref

MullenLowe U.S.\*