

# **effie**AWARDS

**UNITED STATES**

**2021 WINNERS & FINALISTS**



# 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.

Award levels – gold, silver and bronze – will be announced and celebrated at the virtual Ideas That Work: 2021 Effie US Summit & Awards Celebration on September 29-30, 2021. Congratulations to this year’s winning teams.

*\* Indicates lead agency*

## AGRICULTURAL, INDUSTRIAL & BUILDING

### Channel Seed

#### *More Advice, Less Advertising*

Bayer

HLK / HughesLeahyKarlovic\*  
Rhea & Kaiser

## AUTOMOTIVE - AFTERMARKET

### Advance Auto Parts/DieHard

#### *DieHard is Back*

Advance Auto Parts

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

## AUTOMOTIVE - VEHICLES

### Hyundai Motor America

#### *Hyundai Sonata “Smaht Pakh”*

Hyundai Motor America

INNOCEAN USA\*  
Canvas Worldwide

## BEAUTY & FRAGRANCE

### Barba Men’s Grooming Boutique

#### *Quarancuts Virtual Hair School*

Barba Men’s Grooming  
Boutique

Terri & Sandy\*  
Lawlor Media Group\*

## BEVERAGES - ALCOHOL

### Absolut

#### *Shockingly Responsible*

Pernod Ricard  
The Absolut Company

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

### Samuel Adams

#### *Your Cousin From Boston*

The Boston Beer Company

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

## BEVERAGES - NON-ALCOHOL

### Dunkin’

#### *The Charli*

Dunkin Brands

BBDO New York\*  
Publicis  
RF Binder  
Arc Worldwide

### Pure Leaf

#### *No Is Beautiful*

Pepsi-Lipton

DDB New York\*  
Golin  
OMD  
TracyLocke  
Egg Strategy

BRAND EXPERIENCE - DIGITAL

**Ally Financial**

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

Ally Financial

Anomaly\*  
MediaCom  
Media Monks  
TierOne

**Tinder**

*Swipe Night*

Tinder

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

BRAND EXPERIENCE - LIVE

**Walmart**

*Walmart Drive-In*

Walmart

Momentum Worldwide\*  
Golin

BRAND EXPERIENCE - LIVE + DIGITAL

**Wendy's**

*Super Wendy's World*

Wendy's

VMLY&R\*  
Spark Foundry  
Ketchum

BRAND INTEGRATION & ENTERTAINMENT PARTNERSHIPS

**Allegheny Health Network**

*Honoring The Real-Life Heroes of 2020*

Highmark Health

Doner\*  
JPM Branding + Consulting  
Marvel Entertainment  
The Underground

**Michelob ULTRA**

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

Anheuser-Busch InBev

FCB New York\*  
Microsoft  
NBA  
160over90  
Dentsu

BRANDED CONTENT & ENTERTAINMENT - SERVICES

**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

**M&M's**

*M&M's Messages*

Mars Chocolate North America

BBDO New York\*  
MediaCom  
Integer  
Weber Shandwick  
THIRD EAR

BUSINESS-TO-BUSINESS - PRODUCTS

**iShares by BlackRock**

*Eleanor T. Fitzsimmons*

BlackRock

DDB San Francisco\*  
Mindshare  
Edelman

**State Street Global Advisors**

*Uncovering the Middle Bias*

State Street Global Advisors

McCann New York\*  
Fundamental Media  
Smuggler  
Big Sky Edit

CORPORATE REPUTATION

**Burger King**

*Moldy Whopper*

Restaurant Brands International

INGO Stockholm\*  
DAVID Miami  
Publicis

**Bridge Senior Living**

**Radio Recliner**

Bridge Senior Living

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

**The Great American Takeout**

**Rallying a nation to save the restaurant industry.**

The Great American Takeout

High Wide & Handsome\*

CURRENT EVENTS

**Kraft Macaroni & Cheese**

**Send Noods**

The Kraft Heinz Company

Mischief @ No Fixed Address\*

**Reddit**

**Up The Vote**

Reddit

R/GA California\*

DAVID VS. GOLIATH

**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  
Sköt Productions

**truth**

**Read Between the Lies**

Truth Initiative

72andSunny Los Angeles\*  
Assembly  
Ketchum  
Crux Research

ELECTRONICS

**SimpliSafe Home Security**

**Social Distancing Sweater**

SimpliSafe

MullenLowe U.S.\*

FOOD

**Kraft Macaroni & Cheese**

**Send Noods**

The Kraft Heinz Company

Mischief @ No Fixed Address\*

GAMING & E-SPORTS

**Apex Legends**

**Gaming the Gamers**

Electronic Arts\*  
Respawn Entertainment\*

**Xbox**

**Break The Code**

Microsoft

215 McCann\*  
Ayzenberg Group

**Xbox**

**Power Your Dreams**

Microsoft

215 McCann\*  
Ayzenberg Group  
Carat

GOVERNMENT & PUBLIC SERVICE

**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

**Febreze**

*“Flush Fling” Small Spaces Re-Launch*

Procter & Gamble

Grey\*  
Integer  
Quigley Simpson  
Landor & Fitch  
Townhouse

**Spectracide Weed & Grass**

*You Hold the Power*

Spectrum Brands

Rodgers Townsend\*  
Bruton Stroube Studios

**Tide**

*Clean Jersey Swap*

Procter & Gamble

Saatchi & Saatchi New York\*  
Marina Maher Ketchum  
MKTG

**Tide**

*Tide #LaundryNight*

Procter & Gamble

Saatchi & Saatchi New York\*  
Marina Maher Ketchum  
Taylor Strategy  
MKTG  
NBCUniversal

INSURANCE

**American Home Shield**

*Not A Problem*

American Home Shield

Fallon\*

**Progressive Insurance**

*Dr. Rick*

Progressive Insurance

Arnold Worldwide\*  
Moxie Pictures  
Cosmo Street Editorial  
Zero VFX  
The Soundtrack Group

LEISURE & RECREATION

**Nike**

*You Can't Stop Sport*

Nike Inc.

Wieden+Kennedy Portland\*  
Joint Editorial  
Walker

MARKETING DISRUPTORS - SERVICES

**Burger King**

*Moldy Whopper*

Restaurant Brands International

INGO Stockholm\*  
DAVID Miami  
Publicis

**Mint Mobile**

*unliMINTed*

Mint Mobile

Maximum Effort\*

MEDIA & ENTERTAINMENT COMPANIES

**Peacock**

*Giving Streaming the Bird*

Peacock

Anomaly\*  
GroupM

**The Boston Globe**

*#BostonStillRunning*

Boston Globe

MullenLowe U.S.\*

MULTICULTURAL - NON-PROFITS

**AARP**

**AARP COVID-19 Response**

AARP

Republica Havas\*  
MediaCom

**Potential Energy Action Network**

**Vote like a Madre**

Potential Energy Action Network

the community\*

MULTICULTURAL - PRODUCTS

**Crayola**

**Color Yourself Into the World**

Crayola

dentsumcgarrybowen\*  
Golin\*  
Subvoyant

**Crown Royal**

**Redefining status for a new generation.**

Diageo North America

Anomaly\*  
Starpower LLC  
Taylor Strategy  
Carat  
PHD

**Medalla Light**

**A New Puerto Rican Barrio**

Cervecera de Puerto Rico

DDB Latina Puerto Rico\*

MULTICULTURAL - SERVICES

**McDonald's**

**Dorado: More Than a Music Video**

McDonald's

Alma DDB\*  
Boden PR  
Loud & Live  
OMD

**McDonald's**

**HACER Proud**

McDonald's

Alma DDB\*  
OMD  
Boden PR

NON-PROFIT

**Sandy Hook Promise**

**Back to School**

Sandy Hook Promise

BBDO New York\*  
PHD  
Smuggler  
Dini Von Mueffling Communications

PERSONAL CARE

**Tampax**

**From Clueless Vagina Owner to Tampon Guru**

Procter & Gamble

Saatchi & Saatchi New York\*  
MSL Group\*  
Carat  
Wunderman Thompson  
Grey

PET CARE

**Meow Mix**

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

The J.M. Smucker Company

PSOne\*

RENAISSANCE

**Coors Light**

**Coors Light Made to Chill**

Molson Coors

Leo Burnett Chicago\*

RESTAURANTS

**Burger King**

*Delay Your Way*

Restaurant Brands International

MullenLowe U.S.\*

**Burger King**

*Moldy Whopper*

Restaurant Brands International

INGO Stockholm\*  
DAVID Miami  
Publicis

**Burger King**

*Ring King*

Restaurant Brands International

MullenLowe U.S.\*  
Alison Brod Marketing + Com-  
munications  
Horizon Media

**Popeyes Louisiana Kitchen**

*#ChickenWars*

Restaurant Brands International

GSD&M\*  
Alison Brod Marketing +  
Communications  
The Bear  
Street Factory Media  
Cut+Run

RETAIL

**Foot Locker**

*The Endless World of Air Max*

Foot Locker

BBDO New York\*  
PHD  
Edelman

**Michaels Stores**

*A Business Transformation For the Makers*

Michaels Stores, Inc.

R/GA Austin\*  
Camelot Strategic Marketing &  
Media  
Dalziel and Pow  
Creator Deck Media

**Walmart**

*Walmart Drive-In*

Walmart

Momentum Worldwide\*  
Golin

SEASONAL MARKETING - PRODUCTS

**Dole Fruit Bowls**

*From school bags to homes*

Dole Packaged Foods, LLC

Campbell Ewald\*  
Spark Foundry  
peppercomm

SMALL BUDGETS - NON-PROFIT

**Change the Ref**

*Cut Out the Bullshit*

Change the Ref

MullenLowe U.S.\*

**Sandy Hook Promise**

*Back to School*

Sandy Hook Promise

BBDO New York\*  
PHD  
Smuggler  
Dini Von Mueffling  
Communications

**The Chicago Public Library**

*Live from the Library*

Chicago Public Library  
Chicago Public Library  
Foundation

FCB Chicago\*  
Lord + Thomas

**Today'sMilitary.com**

*Challenging the Cyber Talent of Tomorrow*

JAMRS

MullenLowe U.S.\*  
Mediahub

SMALL BUDGETS - PRODUCTS

**Detroit City Football Club**

*Bragging Rights*

Detroit City Football Club

Lafayette American\*  
Push Media  
Former Co.  
Planet Ant

SMALL BUDGETS - SERVICES

**Barba Men's Grooming Boutique**

*Quarancuts Virtual Hair School*

Barba Men's Grooming Boutique

Terri & Sandy\*  
Lawlor Media Group\*

**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  
Sköt Productions

**The Wild Detectives**

*Traveling in the Times of Corona*

The Wild Detectives

Dieste, Inc.\*  
DJNR Interactive  
Pixel Power  
Breed Music  
Deaf Mule

SNACKS & DESSERTS

**Cheetos**

*Can't Touch This*

Frito-Lay North America, Inc.

Goodby Silverstein & Partners\*  
OMD  
Ketchum  
VaynerMedia  
Dummy Films

**Doritos**

*Cool Ranch*

Frito-Lay North America, Inc.

Goodby Silverstein & Partners\*  
Ketchum  
OMD  
D3

**Good Humor**

*A New Jingle for a New Era*

Unilever

Edelman\*  
Unilever Studio  
Chimney Group  
36 Chambers  
Mindshare

**Snickers**

*How Snickers Didn't Fix the World*

Mars Wrigley

BBDO New York\*  
AMV BBDO\*  
MediaCom  
Weber Shandwick  
The Marketing Arm  
THIRD EAR

SUSTAINED SUCCESS - NON-PROFIT

**Allegheny Health Network**

*#LivingProof over promises*

Highmark Health

Doner\*  
Assembly  
The Underground

SUSTAINED SUCCESS - PRODUCTS

**Crown Royal**

*Igniting a Spirit of Generosity*

Diageo North America

Anomaly\*  
Starpower LLC  
Taylor Strategy  
Carat  
PHD

SUSTAINED SUCCESS - SERVICES

**CDW**

*Build IT And They Will Come*

CDW

Manifest Agency\*

**E\*TRADE Financial**

*"DON'T GET MAD, GET E\*TRADE"*

E\*Trade Financial Corporation

MullenLowe U.S.\*  
Assembly

TIMELY OPPORTUNITY - PRODUCTS

**Ajinomoto Co., Inc.**

*America's Complicated Relationship with MSG*

The Ajinomoto Group

Edelman\*  
Chimney Group

**Michelob ULTRA**

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

Anheuser-Busch InBev

FCB New York\*  
Microsoft  
NBA  
160over90  
Dentsu

**Pedigree**

*Dogs on Zoom*

Mars Petcare

BBDO New York\*  
MediaCom  
Weber Shandwick  
Barefoot Proximity

**Popeyes Louisiana Kitchen**

*#ChickenWars*

Restaurant Brands International

GSD&M\*  
Alison Brod Marketing + Communications

TIMELY OPPORTUNITY - SERVICES

**Hulu**

*Tom Brady's Big Announcement*

Hulu

Big Family Table\*  
UM Worldwide

**McDonald's**

*The Travis Scott Meal*

McDonald's

Wieden+Kennedy New York\*  
The Narrative Group  
OMD  
Burrell  
The Marketing Store

**Sandy Hook Promise**

*Back to School*

Sandy Hook Promise

BBDO New York\*  
PHD  
Smuggler  
Dini Von Mueffling Communications

**The Boston Globe**

*#BostonStillRunning*

Boston Globe

MullenLowe U.S.\*



TRANSPORTATION

**Alaska Airlines**

*Alaska Airlines Uses Surf Data to Offer Swell Deals*

Alaska Airlines

Mekanism\*  
Haworth Marketing + Media

TRAVEL & TOURISM

**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  
Sköt Productions

YOUTH MARKETING - PRODUCTS

**Dunkin'**

*The Charli*

Dunkin Brands

BBDO New York\*  
Publicis  
RF Binder  
Arc Worldwide

**Kraft Macaroni & Cheese**

*Send Noods*

The Kraft Heinz Company

Mischief @ No Fixed Address\*

**Next Gen Personal Finance**

*Shady Sam*

Next Gen Personal Finance

McKinney\*

YOUTH MARKETING - SERVICES

**McDonald's**

*The Travis Scott Meal*

McDonald's

Wieden+Kennedy New York\*  
The Narrative Group  
OMD  
Burrell  
The Marketing Store

**TodaysMilitary.com**

*Challenging the Cyber Talent of Tomorrow*

JAMRS

MullenLowe U.S.\*  
Mediahub

# COMMERCE & SHOPPER

## BRAND EXPERIENCE

### Foot Locker

*The Endless World of Air Max*

Foot Locker

BBDO New York\*  
PHD  
Edelman

### Trolli

*Trolli Deliciously Dark Escape*

Ferrara Candy Company

VMLY&R\*  
Active Theory

### TWIX

*TWIX Kicks*

Mars Wrigley

Weber Shandwick\*  
Versus  
The Marketing Arm

## CHALLENGER BRAND SOLUTION

### Burger King

*Moldy Whopper*

Restaurant Brands International

INGO Stockholm\*  
DAVID Miami  
Publicis

## CRISIS RESPONSE / CRITICAL PIVOT

### Coca-Cola

*UBER EATS + COKE + FEEDING AMERICA PROGRAM*

The Coca-Cola Company

Momentum Worldwide\*

## DATA-DRIVEN

### Whirlpool Corporation

*Building confidence and winning with #shopperfirst*

Whirlpool Corporation

Digitas\*  
SPARK FOUNDRY Chicago

## E-COMMERCE

### Bud Light

*Your Neighborhood Bud Light Vendor*

Anheuser-Busch InBev

FCB/RED\*  
FCB Chicago\*  
Dentsu  
3PM Agency  
Lord + Thomas  
Story

### Burger King

*Delay Your Way*

Restaurant Brands International

MullenLowe U.S.\*

### Ford

*Mach Drop: Selling Vehicles Like Sneakers*

Ford Motor Company

BBDO New York\*  
VMLY&R  
OneMagnify  
GMR Marketing

### The Wild Detectives

*Traveling in the Times of Corona*

The Wild Detectives

Dieste, Inc.\*  
DJNR Interactive  
Pixel Power  
Breed Music  
Deaf Mule

## MEDIA INNOVATION

### Burger King

*Ring King*

Restaurant Brands International

MullenLowe U.S.\*  
Alison Brod Marketing + Communications  
Horizon Media

### Sally Hansen Miracle Gel

*Sally Hansen & Snapchat Nail Augmented Reality Partnership*

Coty

Zenith\*  
Snapchat

## MULTI-RETAILER PROGRAM

### Tyson Foods

*Tyson Halloween Boo Guru*

Tyson Foods, Inc.

IN Connected Marketing\*  
Upshot Agency

# COMMERCE & SHOPPER

## NEW PRODUCT/SERVICE INTRODUCTION

### All Good Diapers

#### *Diapers That Make a Difference*

Procter & Gamble

Saatchi & Saatchi X\*  
Virtue Worldwide  
MSL Group

### Popeyes Louisiana Kitchen

#### *#ChickenWars*

Restaurant Brands International

GSD&M\*  
Alison Brod Marketing + Communications  
The Bear  
Street Factory Media  
Cut+Run

## OMNI-CHANNEL SHOPPER SOLUTION

### Betty Crocker, Pillsbury, Chex

#### *General Mills Holiday Portfolio: Make It Home*

General Mills

VMLY&R Commerce\*  
Mindshare

### Bud Light

#### *Your Neighborhood Bud Light Vendor*

Anheuser-Busch InBev

FCB/RED\*  
FCB Chicago\*  
Dentsu  
3PM Agency  
Lord + Thomas  
Story

### CHIPS AHOY!

#### *CHIPS AHOY! and Dollar General Salute Service Members*

Mondelēz International

Phoenix Creative Co.\*  
Dollar General  
USO

### Pringles

#### *Pringles and Pours*

The Kellogg Company

Haygarth US\*  
Meijer  
Founders Brewing Co.

## SEASONAL/EVENT - PRODUCTS

### Miller High Life

#### *Summer With The Champagne of Beers*

Molson Coors

Arc Chicago\*  
adam&eve, inc  
ICF Next  
PrizeLogic  
SPARK FOUNDRY Chicago

## SEASONAL/EVENT - SERVICES

### Dunkin'

#### *Dunkin' "All the Fall Things" 2020*

Dunkin Brands

Arc Chicago\*  
BBDO New York

## SINGLE-RETAILER PROGRAM - MASS MERCHANTS

### Enfamil

#### *Discover the Perfect Formula with Enfamil*

Reckitt Benckiser

Barrows New York\*  
Always On Digital  
ViacomCBS  
ShopKick

### The Hershey Company

#### *HERSHEY'S S'MORES At Walmart*

The Hershey Company

TPN\*  
ViacomCBS  
UM Worldwide  
MMA Creative

## SINGLE-RETAILER PROGRAM - SUPERMARKETS

### The Hershey Company

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

The Hershey Company

TPN\*

# DIGITAL

## ENGAGED COMMUNITY - PRODUCTS

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

## INFLUENCER MARKETING

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

## PERFORMANCE MARKETING

Neutrogena
<b>Chasing Sunscreen Shoppers during an unprecedented Summer.</b>
Johnson & Johnson
Reprise Digital* J3 (via Universal McCann)* Velocity OMC

## SOCIAL MEDIA - PRODUCTS

Pepperidge Farm Milano Cookies	Tide
<b>Milano #BestDressedCookies</b>	<b>Tide #LaundryNight</b>
Campbell's Snacks	Procter & Gamble
VMLY&R* Sharon Radisch	Saatchi & Saatchi New York* Marina Maher Ketchum Taylor Strategy MKTG NBCUniversal

## SOCIAL MEDIA - SERVICES

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

# HEALTH & WELLNESS

## DISEASE AWARENESS & EDUCATION - PHARMA/CORPORATE

### Procter & Gamble

#### *#DistanceDance*

Procter & Gamble

Grey\*  
TikTok

## DISEASE AWARENESS & EDUCATION: NON-PROFIT

### The Real Cost

#### *My Vaping Mistake*

Center for Tobacco Products

FCB New York\*  
Initiative New York

### truth

#### *This is Quitting*

Truth Initiative

72andSunny Los Angeles\*  
Assembly  
Ketchum  
Crux Research

## HEALTH, FITNESS & WELLNESS

### Peloton

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

Peloton

Mekanism\*  
Horizon Media  
PrettyBird  
wax

## HEALTHCARE SERVICES

### Pfizer

#### *Science Will Win*

Pfizer Inc.

Grey\*  
Townhouse  
Hogarth Worldwide Inc.  
Hill & Knowlton

### UnitedHealthcare

#### *UnitedHealthcare Take Advantage*

UnitedHealthcare

Leo Burnett Chicago\*  
Eicoff  
HORIZON NEXT

## OTC

### Mucinex

#### *Nightshift Campaign Launch*

Reckitt Benckiser

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

### TUMS

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

GSK Consumer Healthcare

Grey\*  
Townhouse  
Publicis  
Townhouse Colombia

# MEDIA PLANNING & INNOVATION

## MEDIA IDEA

### Change the Ref

*Cut Out the Bullshit*

Change The Ref

MullenLowe U.S.\*

### Comedy Central

*South Park Takes Over the Denver Broncos' Stadium*

Comedy Central  
South Park Studios

Fallon\*

### Ski-Doo

*Escape Mountain*

BRP Ski-Doo

Touché!\*  
Anomaly\*

### Tide

*Tide #LaundryNight*

Procter & Gamble

Saatchi & Saatchi New York\*  
Marina Maher Ketchum  
Taylor Strategy  
MKTG  
NBCUniversal

## MEDIA INNOVATION - EXISTING CHANNELS

### Foot Locker

*The Endless World of Air Max*

Foot Locker

BBDO New York\*  
PHD  
Edelman

### Michelob ULTRA

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

Anheuser-Busch InBev

FCB New York\*  
Microsoft  
NBA  
160over90  
Dentsu

### Tinder

*Swipe Night*

Tinder

72andSunny Los Angeles\*  
messingpieces  
Cabin Editing Company  
Q Dept  
MPC

# POSITIVE CHANGE

## ENVIRONMENTAL - BRANDS

### Bank of the West

*The First Account Designed for Climate Action*

Bank of the West

the community\*  
Wavemaker  
Razorfish

## ENVIRONMENTAL - NON-PROFIT

### Potential Energy Action Network

*Vote Like a Madre*

Potential Energy Action Network

the community\*

## SOCIAL GOOD - BRANDS

### Citi

*Now that you see me*

Citi

Publicis\*  
Prosek Partners

### KitchenAid

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

KitchenAid

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

### OREO

*Proud Parent*

Mondelēz International

360i\*  
PFLAG  
Sanctuary Films  
PS260

## SOCIAL GOOD - NON-PROFIT

### Change the Ref

*Cut Out the Bullshit*

Change the Ref

MullenLowe U.S.\*

### Sandy Hook Promise

*Back to School*

Sandy Hook Promise

BBDO New York\*  
PHD  
Smuggler  
Dini Von Mueffling Communications

# FINALISTS

Effie Awards US finalists are determined by jury scores following a rigorous first round of judging. Becoming an Effie finalist is a significant achievement, indicating that a case is among the most effective marketing efforts of the year. All Effie finalists receive points toward their rankings in the Effie Effectiveness Index – the annual worldwide ranking of marketing effectiveness for agencies, advertisers, and brands. Congratulations to this year’s Effie finalists.

\* Indicates lead agency

## AGRICULTURAL, INDUSTRIAL & BUILDING

### American Egg Board

#### *The Gift of Eggs*

American Egg Board

Energy BBDO\*  
Starcom

### DuraCor Herbicide

#### *Get More from Every Acre*

Corteva

Bader Rutter\*

## AUTOMOTIVE - AFTERMARKET

### Sunoco

#### *Fuel Your Best*

Sunoco LP

Solve\*

## AUTOMOTIVE - VEHICLES

### General Motors

#### *GM Card Give List*

General Motors

MRM Detroit\*  
TTEC

## BEAUTY & FRAGRANCE

### SheaMoisture

#### *If Comes Naturally*

Unilever

BBDO New York\*  
JOY Collective  
Horizon Media  
LaForce

## BEVERAGES - ALCOHOL

### Budweiser USA

#### *Future Official Sponsor*

Anheuser-Busch InBev

VaynerMedia\*  
160over90  
3STAR Productions

### Woodford Reserve Kentucky Straight Bourbon Whiskey

#### *The Best of Kentucky*

Brown-Forman

Energy BBDO\*  
SPARK FOUNDRY Chicago  
Chronicle Cinema  
KLG PR



BEVERAGES - NON-ALCOHOL

**Pepsi**

*Pepsi empowers young Latinx to Unmute their voices*

PepsiCo

Alma DDB\*  
 OMD\*  
 Content Collective  
 Acceleration Community of Companies (ACC)

**Starbucks Frappuccino**

*Making the Holidays 'Pop' for Ready-to-Drink Coffee*

Starbucks  
 PepsiCo (North America)

Energy BBDO\*  
 OMD  
 Spark Foundry

BRAND EXPERIENCE - DIGITAL

**Doritos**

*Cool Ranch*

Frito-Lay North America, Inc.

Goodby Silverstein & Partners\*  
 Ketchum  
 OMD  
 D3

**TodaysMilitary.com**

*Challenging the Cyber Talent of Tomorrow*

JAMRS

MullenLowe U.S.\*  
 Mediahub

**Trident**

*Chew Tunes*

Mondelēz International

VMLY&R Commerce\*  
 VaynerMedia  
 Ketchum

**Trolli**

*Trolli Deliciously Dark Escape*

Ferrara Candy Company

VMLY&R\*  
 Active Theory

BRAND EXPERIENCE - LIVE

**Reese's**

*Reese's Halloween Door*

The Hershey Company

dentsumcgarrybowen\*  
 FleishmanHillard\*  
 UM Worldwide

**Woodford Reserve Kentucky Straight Bourbon Whiskey**

*The Best of Kentucky*

Brown-Forman

Energy BBDO\*  
 SPARK FOUNDRY Chicago  
 Chronicle Cinema  
 KLG PR

BRAND EXPERIENCE - LIVE + DIGITAL

**Johnson & Johnson**

*The Road to a Vaccine*

Johnson & Johnson

Marina Maher Communications\*  
 Vimby\*  
 Reprise Digital  
 UM Worldwide  
 Brightspot

BRAND INTEGRATION & ENTERTAINMENT PARTNERSHIPS

**Advance Auto Parts/DieHard**

*DieHard is Back*

Advance Auto Parts

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

**Maytag**

*Maytag: Making Dependability Sexy*

Whirlpool Corporation

Digitas\*  
 Ketchum

BRANDED CONTENT & ENTERTAINMENT - PRODUCTS

**Good Humor**

*A New Jingle for a New Era*

Unilever

Edelman\*  
Unilever Studio  
Chimney Group  
36 Chambers  
Mindshare

**Old Forester Kentucky Whiskey**

*Old Forester Turns Lemons Into Derby Mint Juleps*

Brown-Forman

Energy BBDO\*  
Current Global

**Ziploc**

*Clutter Couture*

SC Johnson

Energy BBDO\*  
United Entertainment Group  
Omnicom Media Group

BRANDED CONTENT & ENTERTAINMENT - PRODUCTS

**Dove Men+Care**

*Changing Papa Culture Through Pop Culture with Dads*

Dove Men+Care

Unilever Entertainment\*  
United Entertainment Group

**Ski-Doo**

*Escape Mountain*

BRP Ski-Doo

Touché!\*  
Anomaly\*

BRANDED CONTENT & ENTERTAINMENT - SERVICES

**JetBlue**

*AirSMR*

JetBlue Airways

MullenLowe U.S.\*

**KFC**

*A Recipe For Seduction*

KFC

Wieden+Kennedy Portland\*  
A+E Networks\*  
JEAN Productions  
Edelman

**Match**

*Match Made In Hell*

Match.com

Maximum Effort\*  
Dotted Line Communications

**McDonald's**

*Dorado: More Than a Music Video*

McDonald's

Alma DDB\*  
Boden PR  
Loud & Live  
OMD

**BUSINESS & OFFICE SUPPLIES****HP*****Get Real to Print***

HP

Goodby Silverstein &amp; Partners\*

**BUSINESS/PRODUCT/SERVICE INNOVATION /  
MARKETING INNOVATION SOLUTIONS****truth*****This is Quitting***

Truth Initiative

Truth Initiative\*  
Upland Software**BUSINESS-TO-BUSINESS - PRODUCTS****Budweiser USA*****Future Official Sponsor***

Anheuser-Busch InBev

VaynerMedia\*  
160over90  
3STAR Productions**BUSINESS-TO-BUSINESS - SERVICES****IBM*****Fantasy Football with Watson***

IBM

Ogilvy & Mather\*  
GroupM**CORPORATE REPUTATION****AT&T*****Support Speaks Louder  
than Sympathy***

AT&amp;T

BBDO New York\*  
Hearts & Science  
Critical Mass**Lumen Technologies*****From TelCo to TechCo:  
Born for the 4IR***

Lumen Technologies

D'Rozario & Partners\*  
Merkle  
altitude**Walmart*****Walmart Drive-In***

Walmart

Momentum Worldwide\*  
Golin**CRISIS RESPONSE / CRITICAL PIVOT****Choice Hotels*****On the Road Again***

Choice Hotels

McKinney\*  
Havas Media New York**Fender Play Foundation*****Play for LA***Fender Play Foundation  
Los Angeles Unified School DistrictObservatory\*  
Kids of Immigrants  
Perron-Roettinger  
Cut+Run  
Barking Owl**Johnson & Johnson*****The Road to a Vaccine***

Johnson &amp; Johnson

Vimby\*  
Marina Maher Communications\*  
UM Worldwide  
Reprise Digital  
Brightspot

**U.S. Census Bureau**

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

U.S. Census Bureau

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

**United States Postal Service**

***Delivering the Election***

United States Postal Service

MRM New York\*

CURRENT EVENTS

**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  
Sköt Productions

**Good Humor**

***A New Jingle for a New Era***

Unilever

Edelman\*  
Unilever Studio  
Chimney Group  
36 Chambers  
Mindshare

**Little Caesars**

***Super Bowl Delivery Announcement***

Little Caesars Enterprises

McKinney\*  
Horizon Media  
Moxie Pictures

CURRENT EVENTS

**United States Postal Service**

***Shifting Voter Mindset***

United States Postal Service

MRM New York\*  
UM Worldwide  
Weber Shandwick

**Walmart**

***Walmart Drive-In***

Walmart

Momentum Worldwide\*  
Golin

DAVID VS. GOLIATH

**CSAA Insurance**

*CSAA InsurAAAnce from AAA is not Insurance*

CSAA Insurance Group

Deloitte Digital\*  
Mediasmith\*  
Radical Media  
JAMM Visual  
New Math Music  
Cabin Editing Company

**Raos**

*MAKE EVERY DAY DELICIOUS*

Raos

BUTLER SHINE STERN & PARTNERS\*

**Sheba**

*Anything for Sheba*

Mars Petcare

BBDO New York\*  
MediaCom  
Weber Shandwick  
Radical Media  
AMV BBDO

DAVID VS. GOLIATH

**Sunoco**

*Fuel Your Best*

Sunoco LP

Solve\*

**Wendy's**

*America's Favorite Breakfast\**

Wendy's

VMLY&R\*  
Ketchum  
Spark Foundry

DELIVERY SERVICES

**United States Postal Service**

*Delivering Connection*

United States Postal Service

MIRM New York\*  
McCann New York

EDUCATION & TRAINING

**Monster**

*Work in the Time of Coronavirus*

Monster

MullenLowe U.S.\*

**Next Gen Personal Finance**

*Shady Sam*

Next Gen Personal Finance

McKinney\*

ELECTRONICS

**Google Nest**

*Stoking the Curiosity of Streaming Fans: Chromecast + Netflix*

Google

Arts & Letters Creative Co\*  
Netflix

ENTERTAINMENT & SPORTS

**National Football League**

*2020 NFL Draft*

National Football League

72andSunny Los Angeles\*

FINANCE

**Ally Financial**

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

Ally Financial

Anomaly\*  
MediaCom  
Media Monks  
TierOne

**Bank of the West**

*The First Account Designed for Climate Action*

Bank of the West

the community\*  
Wavemaker  
Razorfish

**iShares by BlackRock**

*Eleanor T. Fitzsimmons*

BlackRock

DDB San Francisco\*  
Mindshare  
Edelman

**TD Ameritrade**

*The Value of Being a Smarter Investor*

TD Ameritrade

Havas New York\*

FOOD

**Kellogg's Frosted Flakes**

*Tony The Tiger: From Cereal Salesman to Activist*

The Kellogg Company

Leo Burnett Chicago\*  
Starcom\*  
Weber Shandwick  
Haygarth US

**Illinois Lottery**

*For Those Who Love to Scratch*

Camelot Illinois (Private Manager of the Illinois Lottery)

OKRP\*  
Framestore  
Earhole Studios  
360i

**South Dakota Department of Social Services**

*"Meth. We're On It." A Successful Anti-Drug Campaign*

South Dakota Department of Social Services

broadhead.\*

GOVERNMENT & PUBLIC SERVICE

**TodaysMilitary.com**

*Challenging the Cyber Talent of Tomorrow*

JAMRS

MullenLowe U.S.\*  
Mediahub

**TodaysMilitary.com**

*Their Tomorrow*

JAMRS

MullenLowe U.S.\*  
Mediahub

**U.S. Army**

*What's Your Warrior?*

U.S. Army

Team DDB\*  
Fluent 360\*  
Critical Mass  
FleishmanHillard  
RAPP  
OMD

**United States Postal Service**

*Shifting Voter Mindset*

United States Postal Service

MRM New York\*  
UM Worldwide  
Weber Shandwick

HOME FURNISHINGS & APPLIANCES

**Keurig**

*Keurig Makes Any Occasion the Perfect Coffee Occasion*

Keurig Dr Pepper

Havas New York\*  
Initiative New York  
Annex88

**Maytag**

*Maytag: Making Dependability Sexy*

Whirlpool Corporation

Digitas\*  
Ketchum

**Moen**

*Unlock Water for All*

Moen

Havas Chicago\*  
Havas Media Chicago\*

## INSURANCE

**New York Life***Celebrating A New Kind Of Hero: The Brave Of Heart*

New York Life Insurance

Anomaly\*  
Publicis**State Farm***(Re)Introducing Jake...from State Farm*

State Farm

The Marketing Arm\*  
OMD

## MARKETING DISRUPTORS - PRODUCTS

**Pure Leaf***No Is Beautiful*

Pepsi-Lipton

DDB New York\*  
Golin  
OMD  
TracyLocke  
Egg Strategy**Simmons Bedding Company***#Snoozzapalooza by Simmons*

Simmons Serta Bedding

Burns Group\*

## MARKETING DISRUPTORS - SERVICES

**CSAA Insurance***CSAA InsurAAAnce from AAA is not Insurance*

CSAA Insurance Group

Deloitte Digital\*  
Mediasmith\*  
Radical Media  
JAMM Visual  
New Math Music  
Cabin Editing Company**TodaysMilitary.com***Their Tomorrow*

JAMRS

MullenLowe U.S.\*  
Mediahub**U.S. Army***What's Your Warrior?*

U.S. Army

Team DDB\*  
Fluent 360\*  
Critical Mass  
FleishmanHillard  
RAPP  
OMD

## MEDIA &amp; ENTERTAINMENT COMPANIES

**Fox Sports + NASCAR***Driving Record Ratings By Colliding Gamers & NASCAR Drivers*FOX Sports  
NASCAR

Mediahub\*

## MEDIA CONTENT PARTNERSHIPS

**Invisalign***IYKYK | If you know you know*

Align Technology, Inc.

Starcom\*  
Saatchi & Saatchi New York\*  
MSL Group**Orbit Gum***How Orbit cleaned up dirty dating*

Mars, Inc.

Energy BBDO\*  
MediaCom

## MULTICULTURAL - NON-PROFITS

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

U.S. Census Bureau

VMLY&R Washington DC\*  
Culture One World  
Carol H. Williams Advertising  
TDW+Co  
G&G Advertising

## MULTICULTURAL - PRODUCTS

**SheaMoisture***If Comes Naturally*

Unilever

BBDO New York\*  
JOY Collective  
Horizon Media  
LaForce

## MULTICULTURAL - SERVICES

**Cricket Wireless***We Are Here*

Cricket Wireless

Dieste, Inc.\*  
Hearts & Science

## NEW PRODUCT OR SERVICE INTRODUCTION

**Old Bay***Old Bay Hot Sauce*

McCormick &amp; Company

McCormick &amp; Company\*

NON-PROFIT

**Ad Council & Brady**

*End Family Fire - No Extra Life*

Ad Council  
Brady Campaign

McKinney\*  
Zoic Studios  
Hocus Pocus Productions  
Trailblazer Studios  
Antonio De Lucci Studio

**NAACP Atlanta**

*Invisible Hate*

NAACP Atlanta

22squared\*  
m ss ng p eces  
Uppercut  
Racket Club  
MarketSmiths

**Seattle's Union Gospel Mission**

*Catalyst of Choice*

Seattle's Union Gospel Mission

The Thomas Collective\*  
Hand Crank

PERSONAL CARE

**Cottonelle**

*(Don't just wipe,) Downtherecare*

Kimberly-Clark

FCB Chicago\*  
Ketchum  
Mindshare  
Digitas  
Lord + Thomas

**Dove**

*Taking a category leader from good to great*

Unilever

Ogilvy UK\*  
Razorfish  
Mindshare

**Pampers**

*Share the Love*

Procter & Gamble

McKinney\*  
Park Pictures  
MSL Group  
Hearts & Science

PET CARE

**Cat's Pride**

*Cats Who Care*

Oil-Dri Corporation

Cramer-Krasselt\*  
gyk antler\*

**Pedigree**

*Dogs on Zoom*

Mars Petcare

BBDO New York\*  
MediaCom  
Weber Shandwick  
Barefoot Proximity

**PetSafe ScoopFree**

*Quit Pooccrastinating*

Radio Systems Corporation (PetSafe)

Chemistry\*  
Acoustech  
Steve Unlimited  
Hero Post

PROFESSIONAL SERVICES

**National Association of REALTORS®**

*The Fight for Fair*

National Association of REALTORS®

Havas Chicago\*  
Havas Media Boston\*

**RE/MAX**

*Taking Real Estate "Disruptors" Head On*

RE/MAX

Camp + King\*  
Carat  
Centro  
Cut+Run/Jogger  
Biscuit Filmworks

RENAISSANCE

**Campbell Soup Company**

*Campbell's Creates Moments of Comfort in Everyday Chaos*

Campbell Soup Company

Leo Burnett Chicago\*  
Spark Foundry\*  
MSL Group  
The Mars Agency



RESTAURANTS

**Carl's Jr. and Hardee's**

*Feed Your Happy*

CKE Restaurants, Inc.

72andSunny New York\*

**Dunkin'**

*Dunkin' "All the Fall Things" 2020*

Dunkin Brands

Arc Chicago\*  
BBDO New York

**McDonald's**

*Dorado: More Than a Music Video*

McDonald's

Alma DDB\*  
Boden PR  
Loud & Live  
OMD

**Wendy's**

*America's Favorite Breakfast\**

Wendy's

VMLY&R\*  
Ketchum  
Spark Foundry

RETAIL

**Ulta Beauty**

*The Power of Beauty*

Ulta Beauty

McCann New York\*  
Mediahub

**Walmart**

*Let's End the Year with Category-Busting Growth*

Walmart

Publicis Groupe: Fallon, Publicis New York, Digitas\*  
Haworth Marketing + Media  
Burrell  
Lopez Negrete Communications

SEASONAL MARKETING - PRODUCTS

**Advance Auto Parts/DieHard**

*DieHard is Back*

Advance Auto Parts

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

**Burger King**

*Delay Your Way*

Restaurant Brands International

MullenLowe U.S.\*

**Microsoft**

*Microsoft Holiday: Find Your Joy*

Microsoft

m:united // McCann\*  
Carat

SEASONAL MARKETING - PRODUCTS

**Porsche**

*Porsche Taycan: The first fully electric Porsche Icon*

Porsche Cars North America, Inc.

Cramer-Krasselt\*  
PHD

**Starbucks Frappuccino**

*Making the Holidays 'Pop' for Ready-to-Drink Coffee*

Starbucks  
PepsiCo (North America)

Energy BBDO\*  
OMD  
Spark Foundry

SEASONAL MARKETING - SERVICES

**Campbell Soup Company**

*Dinner Insurance*

Campbell Soup Company

Leo Burnett Chicago\*  
MSL Group\*  
Spark Foundry  
The Mars Agency

**FanDuel**

*FanDuel: The Race to America's #1 Sportsbook*

FanDuel

BBH New York\*  
Arts & Sciences

**JetBlue**

*AirSMR*

JetBlue Airways

MullenLowe U.S.\*

**Virgin Hotels**

*You've Been Good Enough*

Virgin Hotels

Joan Creative\*  
JOAN Studios

SMALL BUDGETS - NON-PROFIT

**NAACP Atlanta**

*Invisible Hate*

NAACP Atlanta

22squared\*  
m ss ng p eces  
Uppercut  
Racket Club  
MarketSmiths

**RepresentUS**

*The Dictators Address America*

RepresentUS

Mischief @ No Fixed Address\*  
Dini Von Mueffling Communications

SMALL BUDGETS - PRODUCTS

**Dunkaroos**

*Dunkaroos: An Epic 90s Comeback*

General Mills

General Mills\*  
The Social Lights  
Ketchum  
The Mint

**Ford**

*Mach Drop: Selling Vehicles Like Sneakers*

Ford Motor Company

BBDO New York\*  
VMLY&R  
OneMagnify  
GMR Marketing

**Hotel Tango Distillery**

*Hotel Tango Brand Relaunch*

Hotel Tango Distillery

Young & Laramore\*  
Nils Ericson Photography  
Neighborhood Studio

SMALL BUDGETS - PRODUCTS

**SimpliSafe Home Security**

*Social Distancing Sweater*

SimpliSafe

MullenLowe U.S.\*

**Xbox**

*Break The Code*

Microsoft

215 McCann\*  
Ayzenberg Group

## SMALL BUDGETS - SERVICES

## SNACKS &amp; DESSERTS

**Foot Locker*****The Endless World of Air Max***

Foot Locker

BBDO New York\*  
PHD  
Edelman**Cheetos*****Leaving a Mark***

Frito-Lay North America, Inc.

Dieste, Inc.\*  
VaynerMedia  
OMD  
Ketchum**M&M's*****M&M's Messages***

Mars Chocolate North America

BBDO New York\*  
MediaCom  
Integer  
Weber Shandwick  
THIRD EAR**Pringles*****Trapped In Advertising***

The Kellogg Company

Grey\*  
Starcom\*  
Weber Shandwick  
Haygarth US

## SUSTAINED SUCCESS - NON-PROFIT

**U.S. Centers for Disease Control and Prevention (CDC)*****Tips From Former Smokers® (Tips®)***

U.S. Centers for Disease Control and Prevention

Arnold Worldwide\*  
Golin  
Plowshare

## SUSTAINED SUCCESS - PRODUCTS

**Lexus*****The Making of a Holiday Icon***

Lexus

Team One\*

## TIMELY OPPORTUNITY - PRODUCTS

**Arby's*****\$5 Missing Menu Meal***

Arby's Restaurant Group, Inc.

Fallon\*  
Moxie  
Edelman**Campbell Soup Company*****Dinner Insurance***

Campbell Soup Company

Leo Burnett Chicago\*  
MSL Group\*  
Spark Foundry  
The Mars Agency**Country Time*****The Littlest Bailout***

The Kraft Heinz Company

Leo Burnett Chicago\*  
Starcom\*  
Alison Brod Marketing + Communications  
Merkle

## TIMELY OPPORTUNITY - PRODUCTS

**MilkPEP*****Milk's Olympic Challenge***

MilkPEP

Weber Shandwick\*

**Ocean Spray Cranberries, Inc.*****Ocean Spray, TikTok, and Seizing a Viral Moment***

Ocean Spray Cranberries, Inc.

JONESWORKS\*

**SimpliSafe Home Security*****Social Distancing Sweater***

SimpliSafe

MullenLowe U.S.\*

TIMELY OPPORTUNITY - SERVICES

**Change the Ref**

*One Cookie Per Kid*

Change The Ref

Alma DDB\*

**The Wild Detectives**

*Traveling in the Times of Corona*

The Wild Detectives

Dieste, Inc.\*  
DJNR Interactive  
Pixel Power  
Breed Music  
Deaf Mule

TRANSPORTATION

**JetBlue**

*Just Alright Doesn't Fly Here*

JetBlue Airways

MullenLowe U.S.\*  
Mediachub\*

YOUTH MARKETING - PRODUCTS

**JanSport**

*#LightenTheLoad*

JanSport

HAYMAKER\*

YOUTH MARKETING - SERVICES

**The Real Cost**

*My Vaping Mistake*

Center for Tobacco Products

FCB New York\*  
Initiative New York

# COMMERCE & SHOPPER

## BRAND EXPERIENCE

### Trident

#### *Chew Tunes*

Mondelēz International

VMLY&R Commerce\*  
VaynerMedia  
Ketchum

## CHALLENGER BRAND SOLUTION

### Mondelēz International

#### *Timeless Holiday Favorites by HONEY MAID & NILLA - Kroger*

Mondelēz International

VMLY&R Commerce\*

## CRISIS RESPONSE / CRITICAL PIVOT

### Cottonelle

#### *#ShareASquare*

Kimberly-Clark

FCB Chicago\*  
Ketchum  
Mindshare  
Lord + Thomas

### Mountain Dew

#### *Out Here, It's Dew*

PepsiCo

TracyLocke\*  
Golin\*  
Motive  
North America Branding  
New Heartland Group

### Neutrogena

#### *Chasing Sunscreen Shoppers during an unprecedented Summer.*

Johnson & Johnson

Reprise Digital\*  
J3 (via Universal McCann)\*  
Velocity OMC

## E-COMMERCE EFFIES

### Shoe Carnival

#### *Brick to Click*

Shoe Carnival

McCann Detroit\*  
Fitzco  
Framestore

## MULTI-RETAILER PROGRAM

### 'all Laundry Detergent

#### *'all Good Campaign*

Henkel Corporation

The Mars Agency\*  
UM Worldwide  
August United

## NEW PRODUCT/SERVICE INTRODUCTION

### Intel Evo Platform

#### *Code Seeker*

Intel

VMLY&R\*  
Dentsu  
Promotion Watch, Inc.

### Peacock

#### *Giving Streaming the Bird*

Peacock

Anomaly\*  
GroupM

## OMNI-CHANNEL SHOPPER SOLUTION

### Trident

#### *Chew Tunes*

Mondelēz International

VMLY&R Commerce\*  
VaynerMedia  
Ketchum

# COMMERCE & SHOPPER

## SEASONAL/EVENT - PRODUCTS

### Banana Boat

*How fun won in Summer 2020*

Edgewell Personal Care

MullenLowe U.S.\*  
ForwardPMX\*  
Wavemaker

### Planters

*RI*Peanut

The Kraft Heinz Company

VaynerMedia\*  
ICF Next  
Starcom

### The Hershey Company

*Hershey Halloween at Walmart*

The Hershey Company

TPN\*  
SheSpeaks  
UM Worldwide  
Eko

### Tyson Foods

*Tyson Halloween Boo Guru*

Tyson Foods, Inc.

IN Connected Marketing\*  
Upshot Agency

## SEASONAL/EVENT - SERVICES

### Progressive Insurance

*Turkey Protection Plan*

Progressive Insurance  
Whole Foods Market

Arnold Worldwide\*  
Station Film, Inc.  
MWWPR  
Union Editorial  
Allison + Partners PR

### United States Postal Service

*Delivering the Election*

United States Postal Service

MRM New York\*

## SINGLE-RETAILER PROGRAM - MASS MERCHANTS

### Hallmark, Inc.

*Hallmark Shoebox Launch at Walmart*

Hallmark Cards, Inc.

The Mars Agency\*  
FleishmanHillard\*

### Pedigree

*One True Loyalty Program*

Mars Petcare

BBDO New York\*  
MediaCom  
Weber Shandwick  
Barefoot Proximity  
World War Seven Studios, LLC.

## SINGLE-RETAILER PROGRAM - SUPERMARKETS

### Pringles

*Pringles and Pours*

The Kellogg Company

Haygarth US\*  
Meijer  
Founders Brewing Co.

## SUSTAINED SUCCESS

### Always

*Walmart #likeAGirl #EndPeriodPoverty*

Procter & Gamble

Saatchi & Saatchi X\*  
MSL Group\*

# DIGITAL

## DIRECT TO CONSUMER

### SimpliSafe Home Security

*Social Distancing Sweater*

SimpliSafe

MullenLowe U.S.\*

### TIKI Brand

*TIKI Firepit: Scorching Sales with Our First DTC Product*

TIKI Brand

Cramer-Krasselt\*

## ENGAGED COMMUNITY - PRODUCTS

### Ajinomoto Co., Inc.

*America's Complicated Relationship with MSG*

The Ajinomoto Group

Edelman\*  
Chimney Group

### Pampers

*Share the Love*

Procter & Gamble

McKinney\*  
Park Pictures  
MSL Group  
Hearts & Science

## ENGAGED COMMUNITY - SERVICES

### Wendy's

*Super Wendy's World*

Wendy's

VMLY&R\*  
Spark Foundry  
Ketchum

## INFLUENCER MARKETING

### Dole Fruit Bowls

*From school bags to homes*

Dole Packaged Foods, LLC

Campbell Ewald\*  
Spark Foundry  
peppercomm

### Frank's RedHot

*Frank's RedHot #TweetSomeHeat*

McCormick & Company

Grey\*  
Sunshine Sachs\*  
360i

## SOCIAL MEDIA - PRODUCTS

### Pampers

*Share the Love*

Procter & Gamble

McKinney\*  
Park Pictures  
MSL Group  
Hearts & Science

### TUMS

*TUMS makes the Super Bowl #TUMSworthy*

GSK Consumer Healthcare

Grey\*  
Townhouse  
Publicis  
Townhouse Colombia

## SOCIAL MEDIA - SERVICES

### Dunkin'

*The Charli*

Dunkin Brands

BBDO New York\*  
Publicis  
RF Binder  
Arc Worldwide

### truth

*Ditch Juul*

Truth Initiative

72andSunny Los Angeles\*  
Assembly  
Ketchum  
Crux Research

# HEALTH & WELLNESS

## DISEASE AWARENESS & EDUCATION - CHARITABLE/RESEARCH FUNDING

### Seattle Children's

#### *Year End Giving Campaign*

Seattle Children's

Copacino Fujikado\*

## DISEASE AWARENESS & EDUCATION - PHARMA/CORPORATE

### Cigna

#### *S.A.F.E. Campaign*

Cigna

McCann New York\*  
OMD

### Janssen Pharmaceutical

#### *The Once Monthly Difference: Untold Episodes*

Janssen Pharmaceutical

FCB Chicago\*  
J3  
Chandler Chicco Agency  
Lord + Thomas  
Aardman Nathan Love

## DISEASE AWARENESS & EDUCATION - PHARMA/CORPORATE

### Ocrevus

#### *Beautifully Defiant*

Genentech

VMLY&R\*  
SNOW Companies  
InTouch Solutions Chicago  
CMI  
Wavemaker

## DISEASE AWARENESS & EDUCATION: NON-PROFIT

### California Department of Public Health - Tobacco Control Program

#### *Nicotine Equals Brain Poison*

California Department of Public Health - Tobacco Control Program

Duncan Channon\*  
APartnership  
Golin  
Acento Advertising  
Beyond Agency

### South Dakota Department of Social Services

#### *"Meth. We're On It." A Successful Anti-Drug Campaign*

South Dakota Department of Social Services

broadhead.\*

## HEALTHCARE SERVICES

### Cigna

#### *You're More than a Number*

Cigna

MRM New York\*  
Craft Worldwide

### CVS

#### *CVS Customers Are Better*

CVS Health

BBDO New York\*  
UM Worldwide

### Memorial Sloan Kettering Cancer Center

#### *Cancer Care Can't Wait*

Memorial Sloan Kettering Cancer Center

Known\*  
Lippincott  
Alma DDB  
Curfew

## OTC

### Midol

#### *Midol Brand Relaunch*

Bayer Consumer Health

OLIVER Agency\*  
Twelvenote\*  
Go Dutch  
EDGE Marketing



# HEALTH & WELLNESS

## RX - CONSUMER/DTC

### Annovera

*Annovera Brand Launch*

TherapeuticsMD

McCann New York\*

### Janssen Pharmaceutical

*The Once Monthly  
Difference: Untold Episodes*

Janssen Pharmaceutical

FCB Chicago\*  
J3  
Chandler Chicco Agency  
Lord + Thomas  
Aardman Nathan Love

### Trulicity

*Está En Mi*

Eli Lilly & Co.

Alma DDB\*  
OMD\*  
Native Tongue Communications

### Vraylar

*The Ups and Downs  
of Bipolar I*

AbbVie

BBDO New York\*  
CDM New York

## RX - DEVICES

### Inspire Medical Systems, Inc.

*No mask. No hose. Just sleep.*

Inspire Medical Systems, Inc.

space150\*  
Bovtiz, Inc.  
Picrow  
Media Bridge  
Inspeier

### Invisalign

*Invisalign became fluent in language of the internet*

Align Technology, Inc.

Saatchi & Saatchi New York\*  
MSL Group  
Starcom

# MEDIA PLANNING & INNOVATION

## DATA-DRIVEN

### Biofreeze

#### *Pain Is Coming*

Biofreeze

Droga5\*

### 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  
Guidehouse

## MEDIA IDEA

### Pringles

#### *Trapped In Advertising*

The Kellogg Company

Starcom\*  
Grey\*  
Weber Shandwick  
Haygarth US

### Subaru of America

#### *Everyone Loves an Underdog: Winning Without a Launch*

Subaru of America

Carmichael Lynch\*

## MEDIA INNOVATION - EMERGING & NEW CHANNELS

### Burger King

#### *Ring King*

Restaurant Brands International

MullenLowe U.S.\*  
Alison Brod Marketing + Communications  
Horizon Media

### Comedy Central

#### *Awkwafina 7 Train Takeover*

Comedy Central

Fallon\*  
Posterscope\*

### Wendy's

#### *Super Wendy's World*

Wendy's

VMLY&R\*  
Spark Foundry  
Ketchum

## MEDIA INNOVATION - EXISTING CHANNELS

### Tide

#### *Tide #LaundryNight*

Procter & Gamble

Saatchi & Saatchi New York\*  
Marina Maher  
Ketchum  
Taylor Strategy  
MKTG  
NBCUniversal

# POSITIVE CHANGE EFFIES

## ENVIRONMENTAL - BRANDS

### Seventh Generation

#### *Seventh Generation's Rebuttal to Trump*

Seventh Generation

Opinionated\*  
Mindshare  
Allison + Partners PR  
Rock Paper Scissors

## SOCIAL GOOD - BRANDS

### Dixie

#### *A Lot on Your Plate*

Georgia-Pacific

Arc Worldwide\*  
PrizeLogic  
MSL Group

### Lysol

#### *Helping Schools Reopen Safely*

Reckitt Benckiser

McCann New York\*  
Momentum Worldwide\*  
MRM New York

## SOCIAL GOOD - BRANDS

### NBC News Group

#### *Plan Your Vote: A 2020 Election Story*

NBC News Group

Arts & Letters Creative Co.\*

### Pedigree

#### *Dogs on Zoom*

Mars Petcare

BBDO New York\*  
MediaCom  
Weber Shandwick  
Barefoot Proximity

## SOCIAL GOOD - NON-PROFIT - ELECTION/VOTING

### Election Super Centers

#### *Make History Here*

Election Super Centers

Wake Up & Vote/Gutsy Media\*  
1st Ave Machine\*  
Sunshine Sachs  
Special Projects  
The Refinery  
White House Post

### Gone2Shit

#### *Gone2Shit*

Gone2Shit

MullenLowe U.S.\*  
Mediahub

### RepresentUS

#### *The Dictators Address America*

RepresentUS

Mischief @ No Fixed Address\*  
Dini Von Mueffling  
Communications

### When We All Vote

#### *Vote Loud! Voter Registration Drive*

When We All Vote

VMLY&R Commerce\*  
Civic Nation

## SOCIAL GOOD - NON-PROFIT

### The ONE Campaign

#### *#PassTheMic*

The ONE Campaign

W.R.T.H. llc dba "hive"\*  
Nerdo Studios  
Forro in the Dark LLC  
Union Editorial  
The Artemis Agency

### Theirworld

#### *Infinity Classroom*

Theirworld

BBDO New York\*  
BBDO Minneapolis\*  
Standard Transmission  
BBDO Studios