

effieAWARDS

UNITED STATES

2022 Winners



WINNERS

Effie's US Awards recognize and celebrate the most effective marketing efforts of the year. After progressing through rounds of rigorous 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.

Congratulations to this year's winning teams.

* Indicates lead agency

AUTOMOTIVE - VEHICLES

BRONZE

Lexus

Lexus IS: All In On Obsession

Lexus

Team One*

BEVERAGES - ALCOHOL

BRONZE

Corona

Corona Stages a Comeback with the "La Vida Más Fina" Campaign

Constellation Brands

MullenLowe U.S.*
Horizon Media*

BRAND CONTENT & ENTERTAINMENT - PRODUCTS

GOLD

Samsung Galaxy

'Exposure' on Hulu

Samsung Electronics America, Inc.

BBH Entertainment (BBH USA)*
Hulu
Westbrook Media

SILVER

Extra Gum

For When It's Time: Extra Gum's Pandemic Comeback

Mars Inc.

Energy BBDO*
MediaCom
ICF Next
The Mars Agency

BRAND INTEGRATION & ENTERTAINMENT PARTNERSHIPS

GOLD

McDonald's

McDonald's Famous Orders

McDonald's

Wieden+Kennedy New York*
The Narrative Group
ALMA DDB
IW Group
Burrell

BUSINESS-TO-BUSINESS - SERVICES

GOLD

Eaton

IT After Dark

Eaton Power Quality

Jack Morton Worldwide*

CORPORATE REPUTATION

SILVER

Lilly

Lilly: Health Above All

Eli Lilly and Company

Wieden+Kennedy Portland*
The Corner Shop
Work Editorial
MPC LA

CRISIS RESPONSE/CRITICAL PIVOT		CURRENT EVENTS	
SILVER		GOLD	SILVER
Crown Royal <i>Unleashing the power of generosity in the face of adversity</i> Diageo North America Anomaly* Taylor Strategy Starpower LLC NVE Experience Agency MKTG		Reddit <i>Superb Owl</i> Reddit, Inc. R/GA California*	Extra Gum <i>For When It's Time: Extra Gum's Pandemic Comeback</i> Mars Inc. Energy BBDO* MediaCom ICF Next The Mars Agency
DAVID VS. GOLIATH		ELECTRONICS	
SILVER		BRONZE	SILVER
Business Iceland <i>Sweatpant Boots</i> Business Iceland SS+K* M&C Saatchi Group* Peel Iceland M&C Saatchi Talk M&C Saatchi Sport & Entertainment North America		Change The Ref Inc. <i>The Lost Class</i> Change The Ref Leo Burnett Chicago* Hungry Man Productions* MSL Group Unicorns & Unicorns No6 Tusk Strategies	Samsung Galaxy <i>'Exposure' on Hulu</i> Samsung Electronics America, Inc. BBH Entertainment (BBH USA)* Hulu Westbrook Media
EXPERIENTIAL MARKETING			
SILVER		BRONZE	
IKEA <i>Audio Catalogue</i> IKEA Ogilvy*		Miller Genuine Draft <i>Seltzer Launch</i> Molson Coors Mischief @ No Fixed Address* Strike Anywhere	
FOOD		HOME FURNISHINGS & APPLIANCES	
BRONZE	BRONZE	SILVER	
Alpha Foods <i>Chickenflation</i> Alpha Foods Mischief @ No Fixed Address* J Connelly Leap Grow Quan Media	Jif <i>The Lil Jif Project</i> The J.M. Smucker Company Publicis New York* PSONe*	IKEA <i>Store in a Box</i> IKEA Ogilvy* Hawkeye	

HOUSEHOLD SUPPLIES		
SILVER	BRONZE	
Finish	Tide	
<i>Skip the Rinse</i>	<i>Cold Callers</i>	
Reckitt	Procter & Gamble	
Havas New York*	Saatchi & Saatchi New York*	
Zenith Media	Saatchi & Saatchi X	
Encore Worldwide	Marina Maher Ketchum	
MARKETING DISRUPTORS - PRODUCTS	MULTICULTURAL - PRODUCTS	MULTICULTURAL - SERVICES
SILVER	SILVER	SILVER
Jif	Medalla Light	Quickbooks
<i>The Lil Jif Project</i>	<i>Sounds From Home</i>	<i>Adios Cuadernito</i>
The J.M. Smucker Company	Cervecera de Puerto Rico	Intuit
Publicis New York*	DDB Latina Puerto Rico*	ALMA DDB*
PSOne*		Hearts & Science
		Parana Films
		Harbor Picture Company
NEW PRODUCT OR SERVICE INTRODUCTION	NON-PROFIT	
SILVER	BRONZE	
frida mom	United Nations Women	
<i>Disrupting baby-centric storytelling with mom-centric truth-telling from frida mom</i>	<i>UNseen Story</i>	
frida mom	UN Women	
Mekanism*	MullenLowe U.S.*	
Horizon Big	Mediahub	
PERSONAL CARE		
GOLD	GOLD	SILVER
Dove	Neutrogena	eos
<i>Reverse Selfie</i>	<i>In The Sun: This Film Could Save Your Life</i>	<i>Bless Your F*ing Cooch</i>
Unilever	Johnson & Johnson Consumer Health	eos Products
Ogilvy*	FleishmanHillard*	Mischief @ No Fixed Address*
Edelman	Passion Point Collective*	Makeout
Mindshare	J3	
	Florence	
	Google	

PET CARE		RENAISSANCE	
BRONZE	GOLD	GOLD	BRONZE
Hill's	Coors Light	Mattress Firm	Subway
<i>Feed The Love, Lose The Weight</i>	<i>Chilling Our Way Back to Growth</i>	<i>Junk Sleep</i>	<i>Eat Fresh Refresh</i>
Hill's Pet Nutrition	Molson Coors	Mattress Firm	Subway
VMLY&R* Red Fuse*	DDB Chicago* ABMC Soulsight ALMA DDB Rethink	Droga5* Golin	dentsuMB* Carat* Jack Morton Worldwide Current Global United Entertainment Group

RESTAURANTS		
GOLD	SILVER	BRONZE
McDonald's	Applebee's	Wingstop
<i>McDonald's Famous Orders</i>	<i>"Fancy Like" Applebee's</i>	<i>Thighstop</i>
McDonald's	Applebee's	Wingstop
Wieden+Kennedy New York* The Narrative Group ALMA DDB IW Group Burrell	Grey New York* Initiative Media New York Current Global Townhouse Barkley	Leo Burnett Chicago* Connect at Publicis Media* MSL Group Hawkeye

RETAIL	
GOLD	GOLD
7-Eleven	Old Navy
<i>Take it to Eleven</i>	<i>Old Navy BodEquality</i>
7-Eleven, Inc.	Old Navy
360i* MJZ Cartel The Mill dentsu X	The Martin Agency* Alison Brod Marketing + Communications

SMALL BUDGETS - NON-PROFIT		
SILVER	SILVER	BRONZE
Change The Ref	United Nations Women	The ONE Campaign
<i>Shamecards</i>	<i>UNseen Story</i>	<i>Pandemica</i>
Change The Ref	UN Women	The ONE Campaign
MullenLowe U.S.*	MullenLowe U.S.* Mediahub	hive* Touchpoint Media The Lede Company Titmouse Inc.

SMALL BUDGETS - PRODUCTS

GOLD

Coors Light*Iceman to Canton*

Molson Coors

ALMA DDB*

ICF Next

O Positive

Animal Music

Moving Forward Studios Inc.

SILVER

Cello Cheese*Cheese Confidently*

Schuman Cheese

Partners + Napier*

SMALL BUDGETS - SERVICES

GOLD

Business Iceland*Sweatpant Boots*

Business Iceland

SS+K*

M&C Saatchi Group*

Peel Iceland

M&C Saatchi Talk

M&C Saatchi Sport & Entertainment
North America

BRONZE

Hawaiian Airlines*Aloha From Above*

Hawaiian Airlines

MullenLowe U.S.*

Mediahub*

Superhero Cheesecake

SNACKS & DESSERTS

SILVER

Snickers*Snickers Ice Cream*

Mars Inc.

BBDO New York*

Weber Shandwick

MediaCom

BRONZE

American Pecan Council*The Super Safe Pecan Debate*

American Pecan Council

Weber Shandwick*

BRONZE

OREO*OREO x Pokémon*

Mondelēz International

360i*

Media.Monks

Weber Shandwick

VaynerMedia

Framestore

SUSTAINED SUCCESS - NON-PROFIT

GOLD

TodaysMilitary.com*Their Tomorrow*

U.S. Department of Defense

MullenLowe U.S.*

Mediahub

SUSTAINED SUCCESS - PRODUCTS

SILVER

Dr Pepper*Fansville*

Keurig Dr Pepper

Deutsch LA*

TIMELY OPPORTUNITY - PRODUCTS			
GOLD	SILVER	BRONZE	BRONZE
Extra Gum	Alpha Foods	Boston Beer Company	Ford
<i>For when it's time: Extra Gum's pandemic comeback</i>	<i>Chickenflation</i>	<i>Your Cousin From Boston Goes Beyond Boston</i>	<i>Electrifying The American Spirit</i>
Mars Inc.	Alpha Foods	The Boston Beer Company	Ford Motor Company
Energy BBDO* MediaCom ICF Next The Mars Agency	Mischief @ No Fixed Address* J Connelly Leap Grow Quan Media	Goodby Silverstein & Partners* MullenLowe U.S. Hearts & Sciences	Wieden+Kennedy New York* Imagination* Mindshare VMLY&R

TIMELY OPPORTUNITY - SERVICES	
SILVER	BRONZE
Campbell Soup Company	Verizon
<i>Dinner Insurance</i>	<i>The Met: Unframed</i>
Campbell Soup Company	Verizon
Leo Burnett Chicago* MSL Group The Mars Agency Spark Foundry New York	Verizon Creative Marketing* The Metropolitan Museum of Art Unit9 Ode To Joy Radar

TRANSPORTATION
BRONZE
Amtrak
<i>Just an Amtrak Away</i>
Amtrak
VMLY&R* MediaCom* Culture One World

TRAVEL & TOURISM
SILVER
Vrbo
<i>Vrbo Reunites Families As The World Opens Up</i>
Expedia
Fortnight Collective* Expedia Media Group* Crispin Porter & Bogusky

YOUTH MARKETING - PRODUCTS
SILVER
AXE
<i>The New Axe Effect</i>
Unilever
The Martin Agency*

YOUTH MARKETING - SERVICES
GOLD
McDonald's
<i>McDonald's Famous Orders</i>
McDonald's
Wieden+Kennedy New York* The Narrative Group ALMA DDB IW Group Burrell

CHALLENGER BRAND SOLUTION

BRONZE

Dr Pepper

The Zero You Deserve is Finally Here

Keurig Dr Pepper

Deutsch LA*

CRISIS RESPONSE / CRITICAL PIVOT

BRONZE

Walgreens

This Is Our Shot

Walgreens

The Pharm Global*
Friends at Work
PRETTYBIRD
Anonymous Content
Choreograph

DATA-DRIVEN

SILVER

Walgreens

This Is Our Shot

Walgreens

The Pharm Global*
Choreograph

E-COMMERCE

SILVER

BRONZE

Bud Light

*Bud Light Seltzer Lemonade
Super Bowl Launch*

Anheuser-Busch InBev

draftLine USA*

FGF Brands

Shelf Swap

FGF Brands

FCB Chicago*
Lord + Thomas

EXPERIENTIAL SHOPPER MARKETING

SILVER

BRONZE

Jimmy Dean

Egg Hijack

Tyson Foods, Inc.

Ogilvy*
Mindshare

American Express

The American Express Shop

American Express

Momentum Worldwide*
ChaseDesign*
Day One Agency
Wasserman Media Group

MULTI-BRAND SHOPPER SOLUTION

GOLD

Diageo

Spirits To Fit Your Lifestyle

Diageo North America

Arc Chicago*

MULTI-RETAILER PROGRAM

GOLD

BRONZE

Ziploc

Ziploc Functional Fashion

SC Johnson

TracyLocke*
Energy BBDO
Molecular BBDO
United Entertainment Group
Omnicom Media Group

Limited Edition Lady Gaga OREO Cookies

Sing It With OREO

Mondelēz International

VMLY&R Commerce United States*
Acorn Influence, LLC.
Breaktime Media

NEW PRODUCT/SERVICE INTRODUCTION

GOLD

Medalla Light

Sounds From Home

Cervecería de Puerto Rico

DDB Latina Puerto Rico*

OMNI-CHANNEL SHOPPER SOLUTION		
GOLD	GOLD	SILVER
Diageo	Pepsi	Ziploc
<i>Spirits To Fit Your Lifestyle</i>	<i>Full of Detroit Soul</i>	<i>Ziploc Functional Fashion</i>
Diageo North America	PepsiCo	SC Johnson
Arc Chicago*	TracyLocke* OMD Verse + Hook Music Audience Exchange Acceleration Community of Companies	TracyLocke* Energy BBDO Molecular BBDO United Entertainment Group Omnicom Media Group

SEASONAL/EVENT	
SILVER	SILVER
American Greetings	Sweet Earth
<i>Celebrate All Moms, They Deserve It!</i>	<i>Earth Day Every Day</i>
American Greetings	Nestlé Professional
VMLY&R Commerce United States* Route 199: American Greetings In-House Creative Agency	VMLY&R Commerce United States*

SINGLE-RETAILER PROGRAM - MASS MERCHANTS		
GOLD	GOLD	BRONZE
Merrell	TUMS	Mobil 1
<i>Take A Hike</i>	<i>Everyone's Welcome at Our Table</i>	<i>Protect Your Court</i>
Merrell	GSK Consumer Healthcare	ExxonMobil
Blue Chip* Optimus, Inc.	Arc Chicago* Publicis Media	The Integer Group Dallas* GMR Marketing

SINGLE-RETAILER PROGRAM - SUPERMARKETS
BRONZE
OREO Cookies, CHIPS AHOY! Cookies, RITZ Crackers, BELVITA Breakfast Biscuits, WHEAT THINS Snacks, TRISCUIT Crackers
<i>Hy-Vee Hometown Olympian</i>
Mondelēz International Hy-Vee
Phoenix Creative Co.* Creative Artists Agency

ENGAGED COMMUNITY - PRODUCTS

GOLD

eos

*Bless Your F*ing Cooch*

eos Products

Mischief @ No Fixed Address*
Makeout

PERFORMANCE MARKETING

SILVER

Tobacco Free Florida

CRM

Tobacco Free Florida

ALMA DDB*
Track DDB

BRONZE

MDLIVE

"now. that's better." campaign launch

MDLIVE

Partners + Napier*

SOCIAL MEDIA - PRODUCTS

GOLD

Goldfish

Go For The Handful

Campbell Soup Company

Saatchi & Saatchi New York*
Spark Foundry New York
MSL Group

GOLD

Resident Evil Village

*Resident Evil Village:
The Merchant's Quest*

Capcom

Nomadic Agency*
Dog Tale Media
Reddit
PowerPhyl Media

BRONZE

Little Caesars

#UnlockPretzelCrust

Little Caesars

McKinney*
Horizon Media

SOCIAL MEDIA - SERVICES

GOLD

Applebee's

"Fancy Like" Applebee's

Applebee's

Grey New York*
Initiative Media New York
Current Global
Townhouse
Barkley

HEALTH & WELLNESS

Presented by *Walgreens*

DISEASE AWARENESS & EDUCATION: NON-PROFIT

BRONZE

The Real Cost

Metal In Your Lungs Is Scary Enough

FDA - Center for Tobacco Products

FCB New York*
Initiative Media New York

BRONZE

Tobacco Free Florida

CRM

Tobacco Free Florida

ALMA DDB*
Track DDB

HEALTHCARE SERVICES

GOLD

Walgreens

This Is Our Shot

Walgreens

The Pharm Global*
Friends at Work
PRETTYBIRD
Anonymous Content
Choreograph

BRONZE

MDLIVE

"Now. That's Better." Campaign Launch

MDLIVE

Partners + Napier*

BRONZE

Security Health Plan

Rewriting The Healthcare Script for Seniors

Security Health Plan

Yamamoto*

OTC

SILVER

COLACE Stool Softener

Poop Should Never Feel Painful

Avrio Health

FCB Health New York*
Mediahub
Hornet
Found Objects Music Productions

SILVER

Excedrin

Game Over for Headaches

GSK Consumer Healthcare

Weber Shandwick*
Publicis Media

BRONZE

Flonase

"Psst Psst All Good!"

GSK Consumer Healthcare

FCB New York*
Rattling Stick
The Embassy
Hogarth Worldwide Inc.

RX - CONSUMER/DTC

BRONZE

IMVEXXY

Long May She Reign

TherapeuticsMD

McCann New York*
iProspect
GCI
Contrast Eye
No6

MEDIA

DATA-DRIVEN	
GOLD	BRONZE
Walgreens <hr/> <i>This Is Our Shot</i> <hr/> Walgreens <hr/> The Pharm Global* Choreograph	Eggo <hr/> <i>L'Eggo WITH Eggo</i> <hr/> The Kellogg Company <hr/> Starcom* Leo Burnett Chicago* Digitas Haygarth U.S. Weber Shandwick

MEDIA CONTENT PARTNERSHIPS		MEDIA INNOVATION - EMERGING & NEW CHANNELS
GOLD	SILVER	GOLD
Pagoda <hr/> <i>"Put The Egg Rolls In!"</i> <hr/> Schwan's Consumer Brands <hr/> Carmichael Lynch*	Wendy's <hr/> <i>Wendy's Enters the Morty-verse</i> <hr/> Wendy's <hr/> Spark Foundry New York* The Marketing Arm VMLY&R Ketchum Adult Swim	Ally <hr/> <i>r/Bank</i> <hr/> Ally <hr/> Reddit's KarmaLab* R/GA* MediaCom

ENVIRONMENTAL - BRANDS		
GOLD	SILVER	BRONZE
Michelob ULTRA	Finish	Tide
<i>Contract for Change</i>	<i>Skip the Rinse</i>	<i>Cold Callers</i>
Anheuser-Busch InBev	Reckitt	Procter & Gamble
FCB Chicago*	Havas New York*	Saatchi & Saatchi New York*
FCB New York*	Zenith Media	Saatchi & Saatchi X
Lord + Thomas	Encore Worldwide	Marina Maher Ketchum

SOCIAL GOOD - BRANDS	
SILVER	BRONZE
Michelob ULTRA	Crown Royal
<i>Contract for Change</i>	<i>Unleashing the power of generosity in the face of adversity</i>
Anheuser-Busch InBev	Diageo North America
FCB Chicago*	Anomaly*
FCB New York*	Taylor Strategy
Lord + Thomas	Starpower LLC.
	NVE Experience Agency
	MKTG

SOCIAL GOOD - DIVERSITY, EQUITY & INCLUSION	
GOLD	BRONZE
Procter & Gamble	Google
<i>Widen the Screen</i>	<i>Space to Belong: Supporting Inclusive Spaces in Recovery</i>
Procter & Gamble	Google
Grey New York*	Google Brand Studio*
Hill & Knowlton	Arts & Letters Creative Co.*
Carat U.S.	JOINT Editorial
Townhouse	Lucky Day
Cartwright	Walker
	1000heads

SOCIAL GOOD - NON-PROFIT			
GOLD	GOLD	BRONZE	BRONZE
Change The Ref	Change The Ref	StolenYouth	United Nations Women
<i>Shamecards</i>	<i>The Lost Class</i>	<i>Project: Sugar Free</i>	<i>UNseen Story</i>
Change The Ref	Change The Ref	StolenYouth	UN Women
MullenLowe U.S.*	Leo Burnett Chicago*	DNA*	MullenLowe U.S.*
	Hungry Man Productions*		Mediahub
	MSL Group		
	Unicorns & Unicorns		
	No6		
	Tusk Strategies		