



effieAwards

United States 2023 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	
GOLD	SILVER
Acura <hr/> Acura Type S Launch Campaign—“Chiaki's Journey” <hr/> American Honda Motor Company <hr/> MullenLowe U.S.*	Ford F-150 Raptor R <hr/> Scary Fast <hr/> Ford Motor Company <hr/> Wieden+Kennedy New York* Mindshare VaynerMedia VMLY&R Greenpoint Pictures

BEVERAGES - ALCOHOL	
SILVER	BRONZE
Miller64 <hr/> What Number is Smaller—80 or 64? <hr/> Molson Coors <hr/> Mischief @ No Fixed Address* ICF Next Honor Society Cartel Forager Collective	Clos du Bois <hr/> Long Live <hr/> E. & J. Gallo <hr/> Ogilvy* UM BCW

BRAND CONTENT & ENTERTAINMENT - PRODUCTS		
GOLD	GOLD	SILVER
Froot Loops <hr/> Froot Loops World: From TV Ads to World-Building <hr/> The Kellogg Company <hr/> Leo Burnett Chicago* Starcom Worldwide* SuperAwesome Ltd. (EPIC Games)	Skittles <hr/> Apologize the Rainbow <hr/> Mars Wrigley North America <hr/> DDB Chicago* Mediacom Weber Shandwick The Mars Agency Picrow	Michelob ULTRA <hr/> Michelob ULTRA McENROE vs. McENROE <hr/> Anheuser-Busch InBev <hr/> FCB New York* Dentsu draffLine USA Weber Shandwick

BRAND INTEGRATION & ENTERTAINMENT PARTNERSHIPS

GOLD

Adobe

Adobe x Billie Eilish: Create What's True to You

Adobe

Pereira O'Dell*
Wavemaker
Golin
Clarus Commerce
Interscope Records

BRONZE

Instacart

The World is Your Cart

Instacart

Droga5*
Mayflower Entertainment
Autumn Communications

BRONZE

Lexus

From n00b to Thief: How Lexus Got Invited to the Esports Party

Lexus

Team One*

BUSINESS-TO-BUSINESS - PRODUCTS

SILVER

SAS

The Batting Lab

SAS

McCann New York*
OBJ
Volvox Labs
Craft Worldwide
NO6

BRONZE

Mastercard

Touch Card

MasterCard

McCann New York*
Ketchum
Carat
Armstrong Partnership

BUSINESS-TO-BUSINESS - SERVICES

BRONZE

QuickBooks

Think "Ote"

Intuit QuickBooks

ALMA DDB*
Access Brand Communications
Collectively
Critical Mass Initiative

CRISIS RESPONSE / CRITICAL PIVOT

SILVER

The Christ Hospital Health Network

How The Christ Hospital Health Network Survived The Nursing Crisis

The Christ Hospital Health Network

Supernatural*

CULTURE & THE ARTS

BRONZE

Brooklyn Film Festival

Something to Offend Everyone

Brooklyn Film Festival

MullenLowe U.S.*

CURRENT EVENTS

SILVER

Business Iceland

Welcome to the Icelandverse

Business Iceland

SS+K*
M&C Saatchi Group*
M&C Saatchi Talk
Peel Iceland
Pelikula

DAVID VS. GOLIATH - PRODUCTS

GOLD

Xyzal

Be Wise All, Take Xyzal at Night

Sanofi

PureRED*
Havas Media
Ipsos

DAVID VS. GOLIATH - SERVICES

GOLD

Truth Initiative

Depression Stick + Breath of Stress Air

Truth Initiative

Mojo Supermarket*
Gale
Allegiance Group
Crux Research

ENTERTAINMENT & SPORTS

SILVER

Caesars Sportsbook

Making Everyone Feel Like a Caesar

Caesars Sportsbook

TEN6*
Imperial Woodpecker
360i

EXPERIENTIAL MARKETING - LIVE + DIGITAL

SILVER

Michelob ULTRA

Michelob ULTRA McENROE vs. McENROE

Anheuser-Busch InBev

FCB New York*
Dentsu
draffLine USA
Weber Shandwick

EXPERIENTIAL MARKETING - DIGITAL

SILVER

Doritos & Netflix

Live From The Upside Down

Frito-Lay
Netflix

Observatory*
Slap Global*
Ketchum

BRONZE

Miller Lite

The Meta Lite Bar

Molson Coors

DDB Chicago*
messingpieces
Golden LA
JSM Music
Edelman Chicago

FINANCE

SILVER

iShares

iShares Future Baller\$

iShares

DDB San Francisco*
Mindshare
Edelman New York

SILVER

MassMutual

MassMutual: Uncomfortable Truths

MassMutual

Grey New York*
Giant Spoon
Townhouse

BRONZE

TIAA

#RetireInequality

TIAA

The Martin Agency*

FOOD

GOLD

Alpha Foods

Alpha Foods Class Action Lawsuit

Alpha Foods

Mischief @ No Fixed Address*
No Fixed Address Inc.
Strike Anywhere
Oso Audio

SILVER

Velveeta

From Food To Mood: How Velveeta Won a New Generation

Velveeta

Johannes Leonardo*
Starcom
Alison Brod Marketing + Communications
Jones Knowles Ritchie
VMLY&R

BRONZE

Hellmann's Best Foods

Mayo Tackles Food Waste

Unilever

Wunderman Thompson*
Mindshare
BCW

GAMING & E-SPORTS

SILVER

Xbox Halo Infinite

Become

Microsoft Xbox

215 McCann*
Gnet agency
Carat
Azenberg Group

BRONZE

Frosted Flakes

*Tony the Tiger on Twitch:
The First Mascot Turned Streamer*

The Kellogg Company

Leo Burnett Chicago*
Starcom Worldwide*
Twitch

HOUSEHOLD SUPPLIES

SILVER

Kleenex

*Sam's Club The Big
Split for College*

Kimberly-Clark

VMLY&R Commerce*
Mindshare

SILVER

Tide

Tide x Marvel

Procter & Gamble

Saatchi & Saatchi*
Marvel Studios Partnerships
Platinum Rye Entertainment
Bullitt
Framestore

BRONZE

Air Wick

*Reseeding Our
Appreciation for Nature*

Reckitt

Havas New York*
Zenith Media
Formula
World Wildlife Fund

INSURANCE

SILVER

AAA Insurance

*AAA Insurance
Rickrolls America*

California State Automobile
Association (CSAA)

Deloitte Digital*
Mediasmith
Stanton
Supply&Demand
Barking Owl

MARKETING DISRUPTORS - PRODUCTS

SILVER

iShares

iShares Future Baller\$

iShares

DDB San Francisco*
Mindshare
Edelman New York

BRONZE

Taco Bell

Taco Bell and Doja Cat: the Anti-Hero

Taco Bell

Deutsch LA*

NEW PRODUCT OR SERVICE LINE EXTENSION

SILVER

Subway

Subway Series: The Dream Team of Subs

Subway

Dentsu Creative*
Carat
United Entertainment Group
Tombras
FleishmanHillard

NON-PROFIT

BRONZE

Sandy Hook Promise

Teenage Dream

Sandy Hook Promise

BBDO New York*
PHD
Dini Von Mueffling Communications
SMUGGLER

PERSONAL CARE	
GOLD	GOLD
Dove <hr/> Dove Exposes 'Toxic Influence' <hr/> Unilever <hr/> Ogilvy* Mindshare Edelman SMUGGLER Absolute	eos <hr/> eos Brand Campaign <hr/> eos Products <hr/> Mischief @ No Fixed Address*

RENAISSANCE
SILVER
IBM <hr/> Let's Create a New IBM <hr/> IBM <hr/> Ogilvy* GroupM Swift

RESTAURANTS		
GOLD	SILVER	BRONZE
Domino's <hr/> Carryout Tips <hr/> Domino's <hr/> WorkInProgress*	Chipotle Mexican Grill <hr/> A Future Begins <hr/> Chipotle Mexican Grill <hr/> Observatory* Nexus Studios	Jack in the Box <hr/> The Return of Mark Hamill: A Jedi Move <hr/> Jack in the Box <hr/> TBWA\Chiat\Day LA* Collier.Simon Carat Small Girls PR

SEASONAL MARKETING - PRODUCTS	
GOLD	SILVER
Miller Lite <hr/> Beernaments <hr/> Molson Coors <hr/> ALMA DDB* DDB Chicago DDB San Francisco Edelman Connect@Publicis Media	Hellmann's Best Foods <hr/> Mayo Tackles Food Waste <hr/> Unilever <hr/> Wunderman Thompson* Mindshare BCW

SEASONAL MARKETING - SERVICES
BRONZE
Pearson <hr/> This Is You Learning <hr/> Pearson Education <hr/> VMLY&R* INCA Imposter Whitehouse Post

SMALL BUDGETS - NON-PROFIT
SILVER
Brooklyn Film Festival <hr/> Something To Offend Everyone <hr/> Brooklyn Film Festival <hr/> MullenLowe U.S.*

SMALL BUDGETS - PRODUCTS	
GOLD	BRONZE
Alpha Foods <hr/> Alpha Foods Class Action Lawsuit <hr/> Alpha Foods <hr/> Mischief @ No Fixed Address* No Fixed Address Inc. Strike Anywhere Oso Audio	Champion <hr/> Reverse Mode: Reversing Injustice & Rediscovering an Icon <hr/> HanesBrands Inc. <hr/> Energy BBDO*

SMALL BUDGETS - SERVICES

BRONZE

Business Iceland

Welcome to the Icelandverse

Business Iceland

SS+K*
M&C Saatchi Group*
Peel Iceland
M&C Saatchi Talk
Pelikula

BRONZE

ZenBusiness

Moms Mean Business

ZenBusiness

Joan Creative*

SNACKS & DESSERTS

BRONZE

Cheez-It

Aged by Audio

The Kellogg Company

Leo Burnett Chicago*
Starcom USA*
Pandora
Weber Shandwick
Pilot44 Labs

BRONZE

M&M's

A New Day for the M&M'S Characters

Mars Chocolate North America

BBDO New York*
Weber Shandwick
HouseSpecial

BRONZE

Skittles

Apologize the Rainbow

Mars Wrigley North America

DDB Chicago*
Mediacom
Weber Shandwick
The Mars Agency
Picrow

SUSTAINED SUCCESS - PRODUCTS

GOLD

Old Spice

Men Have Skin Too

Old Spice

Wieden+Kennedy Portland*
Citizen Relations
Platinum Rye Entertainment

SUSTAINED SUCCESS - SERVICES

GOLD

The New York Times

The New York Times

The New York Times

Droga5*

SILVER

Tobacco Free Florida

What Smoking Costs You

Tobacco Free Florida

ALMA DDB*

TIMELY OPPORTUNITY - PRODUCTS

SILVER

Michelob ULTRA

Michelob ULTRA McENROE vs. McENROE

Anheuser-Busch InBev

FCB New York*
Dentsu
DraffLine USA
Weber Shandwick

BRONZE

AAA Insurance

AAA Insurance Rickrolls America

California State Automobile
Association (CSAA)

Deloitte Digital*
Mediasmith
Stanton
Supply&Demand
Barking Owl

BRONZE

Hellmann's Best Foods

Mayo Tackles Food Waste

Unilever

Wunderman Thompson*
Mindshare
BCW

TRAVEL & TOURISM

GOLD	SILVER	BRONZE	BRONZE
Black & Abroad	Business Iceland	Carnival Cruise Line	Great Wolf Lodge
<i>The Black Elevation Map</i>	<i>Welcome to the Icelandverse</i>	<i>America Got Funderstruck</i>	<i>Strengthen the Pack</i>
Black & Abroad	Business Iceland	Carnival Cruise Line	Great Wolf Resorts
Performance Art* Alfredo Films AlterEgo TA2 Sound + Music Initiative	SS+K* M&C Saatchi Group* M&C Saatchi Talk Peel Iceland Pelikula	Anomaly* Initiative*	Erich and Kallman* Horizon Next Penta Likeable

YOUTH MARKETING - PRODUCTS

GOLD	GOLD	BRONZE
eos	Froot Loops	M&M's
<i>eos Brand Campaign</i>	<i>Froot Loops World: From TV Ads to World-Building</i>	<i>A New Day for the M&M'S Characters</i>
eos Products	The Kellogg Company	Mars Chocolate North America
Mischief @ No Fixed Address*	Leo Burnett Chicago* Starcom Worldwide* SuperAwesome Ltd., (EPIC Games)	BBDO New York* Weber Shandwick HouseSpecial

COMMERCE & SHOPPER

Presented by **VERICAST**

CATEGORY / AISLE EVOLUTION	CHALLENGER BRAND SOLUTIONS		
BRONZE	GOLD	BRONZE	BRONZE
Whirlpool	eos	Alpha Foods	Godiva
<i>From chaos to confidence</i>	<i>eos Brand Campaign</i>	<i>Alpha Foods Class Action Lawsuit</i>	<i>Godiva Is Chocolate</i>
Whirlpool Corporation	eos Products	Alpha Foods	Godiva Chocolatier
Digitas* Pinterest Real Virtual Zone Spark Foundry	Mischief @ No Fixed Address*	Mischief @ No Fixed Address* No Fixed Address Inc. Strike Anywhere Oso Audio	TracyLocke* Colangelo Merkle Lippe Taylor Ketchum

CRISIS RESPONSE / CRITICAL PIVOT	
GOLD	SILVER
Ben's Original	Godiva
<i>Everyone's Original</i>	<i>Godiva Is Chocolate</i>
Ben's Original	Godiva Chocolatier
The&Partnership Europe* Weber Shandwick* Mediacom Jones Knowles Ritchie Energy BBDO The Mars Agency	TracyLocke* Colangelo Merkle Lippe Taylor Ketchum

EXPERIENTIAL SHOPPER MARKETING	MEDIA INNOVATION	MULTI-BRAND SHOPPER SOLUTION
BRONZE	GOLD	BRONZE
Unilever Beauty and Personal Care	AAA Insurance	Unilever Beauty & Personal Care
<i>Texas Barber Bracket</i>	<i>AAA insurance Rickrolls America</i>	<i>Unilever Kroger Scents of Confidence</i>
Unilever	California State Automobile Association (CSAA)	Unilever
Arc Worldwide* Hawkeye Captiv8 Mindshare H-E-B	Deloitte Digital* Mediasmith Stanton Supply&Demand Barking Owl	Arc Worldwide* Mindshare

COMMERCE & SHOPPER CONT.

Presented by **VERICAST**

NEW PRODUCT/SERVICE INTRODUCTION		
SILVER	BRONZE	BRONZE
Wingstop	Coca-Cola	Credit Karma
<i>Chicken Sandwich Split</i>	<i>A Taste of Space - Coca-Cola Creations Starlight</i>	<i>Create Your Own Karma</i>
Wingstop	The Coca-Cola Company	Credit Karma
Leo Burnett Chicago* Hawkeye Fleishman Hillard VaynerMedia	VMLY&R Commerce*	MullenLowe U.S.*

OMNI-CHANNEL SHOPPER SOLUTION		
SILVER	BRONZE	BRONZE
Unilever Beauty and Personal Care	Unilever Beauty & Personal Care	Old Spice
<i>CVS Dove Positively Real</i>	<i>Unilever Kroger Scents of Confidence</i>	<i>Walmart X Old Spice School of Swagger</i>
Unilever	Unilever	Proctor & Gamble
Arc Worldwide* Mindshare Captiv8	Arc Worldwide* Mindshare	Saatchi & Saatchi X*

SEASONAL/EVENT - PRODUCTS	SINGLE-RETAILER PROGRAM - DRUGSTORES	
SILVER	SILVER	BRONZE
Kleenex	Unilever Beauty and Personal Care	Unilever Beauty and Personal Care
<i>Sam's Club The Big Split for College</i>	<i>Walgreens Untold Beauty</i>	<i>CVS Dove Positively Real</i>
Kimberly Clark	Unilever	Unilever
VMLY&R Commerce* Mindshare	Arc Worldwide* Mindshare Captiv8	Arc Worldwide* Mindshare Captiv8

SINGLE-RETAILER PROGRAM - MASS MERCHANTS	SINGLE-RETAILER PROGRAM - SUPERMARKETS	
BRONZE	BRONZE	BRONZE
IAMS Cat, IAMS Dog, Nutro, Pedigree & Temptations	Good Thins, Sargento, Triscuit & Wheat Thins	Nature Valley
<i>Extend A Paw: Mars Petcare at Walmart</i>	<i>Mondelez Crackers and the Charcuterie Life</i>	<i>Adventure Quarters</i>
Mars Petcare	Mondelēz International	General Mills
The Mars Agency* Mediacom Walmart Connect Greater Good Charities	VMLY&R Commerce* Albertsons Media Collective	VMLY&R Commerce* Mindshare National Park Foundation

DIGITAL

DIRECT TO CONSUMER			
GOLD	BRONZE	BRONZE	BRONZE
Cheez-It	ALPROLIX	KEEN Utility	Pearson
<i>Aged by Audio</i>	<i>Treatment Signing Day</i>	<i>Keen Utility Fits You Better</i>	<i>This Is You Learning</i>
The Kellogg Company	Sanofi	Keen	Pearson Education
Leo Burnett Chicago* Starcom USA* Starcom Pandora Weber Shandwick Pilot44	FCB Chicago* Lord + Thomas Havas Media Kepler Tessa Films	Hanson Dodge* Punch PR	VMLY&R* INCA Imposter Whitehouse Post

ENGAGED COMMUNITY - PRODUCTS
SILVER
Simply Spiked Lemonade
<i>Simply Spiked Lemonade: Day Ones</i>
Molson Coors Beverage Company The Coca Cola Company
VOLT, A Molson Coors Studio* ICF Next Mischief @ No Fixed Address

ENGAGED COMMUNITY - SERVICES
BRONZE
Navy Federal Credit Union
<i>Name Change</i>
Navy Federal Credit Union
MullenLowe U.S.* Mediahub

INFLUENCER MARKETING	
BRONZE	BRONZE
Call of Duty: Warzone	Champion
<i>Warzone in Paradise</i>	<i>Reverse Mode: Reversing Injustice & Rediscovering an Icon</i>
Activision	HanesBrands Inc.
72andSunny Los Angeles*	Energy BBDO*

SOCIAL MEDIA - PRODUCTS
SILVER
Skittles
<i>Apologize the Rainbow</i>
Mars Wrigley North America
DDB Chicago* Mediacom Weber Shandwick The Mars Agency Picrow

HEALTH & WELLNESS

DISEASE AWARENESS & EDUCATION - PHARMA/CORPORATE

BRONZE

Gilead Sciences

In the Deep

Gilead Sciences, Inc.

Initiative*
Mediabrand Content Studio*
iHeart Media

BRONZE

Vaseline

See My Skin

Vaseline

Edelman*
VisualDx
Mindshare
HUED

DISEASE AWARENESS & EDUCATION: NON-PROFIT

SILVER

Truth Initiative

Depression Stick + Breath of Stress Air

Truth Initiative

Mojo Supermarket*
Gale
Crux Research
Allegiance Group

HEALTHCARE - RX - CONSUMER/DTC

BRONZE

Annovera

I Un-Apologize

TherapeuticsMD

McCann New York*
iProspect
Weber Shandwick
Gravy Films

HEALTHCARE SERVICES

GOLD

The Christ Hospital Health Network

How The Christ Health Network Survived the Nursing Crisis

The Christ Hospital Health Network

Supernatural*

SILVER

Cigna Healthcare

Your New Growth Plan

Cigna

MRM New York*
Initiative

MEDIA

DATA-DRIVEN / MEDIA	MEDIA CONTENT PARTNERSHIPS	
BRONZE	GOLD	BRONZE
<p>J&J Enterprise</p> <hr/> <p><i>Consumer Lifetime Value Segmentation</i></p> <hr/> <p>Johnson & Johnson</p> <hr/> <p>UM* Matterkind</p>	<p>Froot Loops</p> <hr/> <p><i>Froot Loops World: From TV Ads to World-Building</i></p> <hr/> <p>The Kellogg Company</p> <hr/> <p>Leo Burnett Chicago* Starcom Worldwide* SuperAwesome Ltd., (EPIC Games)</p>	<p>Cheez-It</p> <hr/> <p><i>Aged by Audio</i></p> <hr/> <p>The Kellogg Company</p> <hr/> <p>Leo Burnett Chicago* Starcom USA* Pandora Weber Shandwick Pilot44</p>
MEDIA IDEA	MEDIA INNOVATION - EMERGING & NEW CHANNELS	
GOLD	GOLD	BRONZE
<p>Lunchables</p> <hr/> <p><i>LUNCHABUILD THIS</i></p> <hr/> <p>Kraft Heinz</p> <hr/> <p>Goodby Silverstein & Partners* Starcom USA* Zeno Group Randy Mon Food Styling</p>	<p>Froot Loops</p> <hr/> <p><i>Froot Loops World: From TV Ads to World-Building</i></p> <hr/> <p>The Kellogg Company</p> <hr/> <p>Leo Burnett Chicago* Starcom Worldwide* SuperAwesome Ltd., (EPIC Games)</p>	<p>Miller Lite</p> <hr/> <p><i>The Meta Lite Bar</i></p> <hr/> <p>Molson Coors</p> <hr/> <p>DDB Chicago* m ss ng p eces Golden LA JSM Music Edelman Chicago</p>

MULTICULTURAL PRODUCTS		
GOLD	GOLD	BRONZE
Black & Abroad <hr/> <i>The Black Elevation Map</i> <hr/> Black & Abroad <hr/> Performance Art* Alfredo Films AlterEgo TA2 Sound + Music Initiative	Mahatma Rice & Carolina Rice <hr/> <i>Modern Rice Explorers</i> <hr/> Riviana Foods Inc. <hr/> ALMA DDB* Spark Foundry The Salmon Factor	Trulicity <hr/> <i>Getting Real With Hispanics About Type-2 Diabetes</i> <hr/> Eli Lilly and Company <hr/> ALMA DDB* Publicis

MULTICULTURAL SERVICES	
GOLD	BRONZE
QuickBooks <hr/> <i>Think “Ote”</i> <hr/> Intuit QuickBooks <hr/> ALMA DDB* Access Brand Communications Collectively Critical Mass Initiative	AT&T Fiber <hr/> <i>Live Like a Gigillionaire (Hispanic)</i> <hr/> AT&T <hr/> Dieste* BBDO Los Angeles* Critical Mass Hearts & Science Edelman New York KERN

ENVIRONMENTAL - BRANDS	SOCIAL GOOD - BRANDS	
BRONZE	SILVER	BRONZE
Hellmann's Best Foods <hr/> <i>Mayo Tackles Food Waste</i> <hr/> Unilever <hr/> Wunderman Thompson* Mindshare BCW	TIAA <hr/> <i>#RetireInequality</i> <hr/> TIAA <hr/> The Martin Agency*	Lysol <hr/> <i>Product to Purpose: What It Takes To Protect</i> <hr/> Reckitt <hr/> McCann New York* MRM Momentum Worldwide Access Brand Communications

SOCIAL GOOD - DIVERSITY, EQUITY & INCLUSION		
GOLD	GOLD	SILVER
P&G <hr/> <i>The Name</i> <hr/> Procter & Gamble <hr/> R/GA*	Vaseline <hr/> <i>See My Skin</i> <hr/> Vaseline <hr/> Edelman* VisualDx Mindshare HUED	Mastercard <hr/> <i>Touch Card</i> <hr/> Mastercard <hr/> McCann New York* Ketchum Carat Armstrong Partnership

SOCIAL GOOD - NON-PROFIT		
SILVER	SILVER	BRONZE
Change the Ref <hr/> <i>Shock Market</i> <hr/> Change The Ref <hr/> MullenLowe U.S.*	Sandy Hook Promise <hr/> <i>Teenage Dream</i> <hr/> Sandy Hook Promise <hr/> BBDO New York* PHD Dini Von Mueffling Communications SMUGGLER	Second Harvest Heartland <hr/> <i>Enough 2 Share</i> <hr/> Second Harvest Heartland <hr/> Preston Spire* 8th Street Productions Ditch Edit