



2023 Finalists & Winners

FINALISTS & 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 finalists and winners represent cases that demonstrated how they effectively solved a marketing challenge, connected with their target audience, and achieved the results to prove it worked.

Winner award levels will be announced at our annual gala on June 1, 2023.

* Indicates lead agency

AUTOMOTIVE - VEHICLES

Acura WINNER

Acura Type S Launch Campaign—"Chiaki's Journey"

American Honda Motor Company

MullenLowe U.S.*

Chrysler

#VanLife for #RealLife

Stellantis

Doner Advertising*

Ford F-150 Raptor R WINNER

Scary Fast

Ford Motor Company

Wieden+Kennedy New York*
Mindshare
VaynerMedia
VMLY&R
Greenpoint Pictures

Hyundai Motor America

IONIQ 5 "Evolves" EV

Hyundai Motor America

Innocean USA*
Canvas Worldwide

Nissan

The :06 Car Sell

Nissan North America

Designory (part of Nissan United)*
Google
Nissan United

BEVERAGES - ALCOHOL

Clos du Bois WINNER

Long Live

E. & J. Gallo

Ogilvy*
UM
BCW

Michelob ULTRA

Michelob ULTRA McENROE vs. McENROE

Anheuser-Busch InBev

FCB New York*
Dentsu
DraftLine USA
Weber Shandwick

Miller64 WINNER

What Number is Smaller—80 or 64?

Molson Coors

Mischief @ No Fixed Address*
ICF Next
Honor Society
Cartel
Forager Collective

BRAND CONTENT & ENTERTAINMENT - PRODUCTS

Acura

Acura Type S Launch Campaign—"Chiaki's Journey"

American Honda Motor Company

MullenLowe U.S.*

Froot Loops

WINNER

Froot Loops World: From TV Ads to World-Building

Kellogg's

Leo Burnett Chicago*
Starcom Worldwide*
SuperAwesome Ltd. (EPIC Games)

Michelob ULTRA

WINNER

Michelob ULTRA McENROE vs. McENROE

Anheuser-Busch InBev

FCB New York*
Dentsu
DraftLine USA
Weber Shandwick

New York Lottery

\$1 Million Lucky Dogs

New York Lottery

McCann New York*
UM New York
Craft Worldwide
Momentum Worldwide
Ruckus Films

Skittles

WINNER

Apologize the Rainbow

Mars Wrigley North America

DDB Chicago*
Mediacom
Weber Shandwick
The Mars Agency
Picrow

BRAND INTEGRATION & ENTERTAINMENT PARTNERSHIPS

Adobe

WINNER

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

Adobe

Pereira O'Dell*
Wavemaker
Golin
Clarus Commerce
Interscope Records

Campbell's Chunky Soup

Chunky Lunchtime Is Your Halftime

Campbell Soup Company

Leo Burnett Chicago*
Spark Foundry New York*
The Mars Agency
Genesco Sports Enterprises

Instacart

WINNER

The World is Your Cart

Instacart

Droga5*
Mayflower Entertainment
Autumn Communications

Lexus

WINNER

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

Lexus

Team One*

WhatsApp

There's No One Like Us

WhatsApp

Translation LLC*
The Lede Company
Spark Foundry
Partizan

Miller Lite**Miller Lite Brewed in Ohio**

Molson Coors

VMLY&R Commerce*

Movember**Non-Fungible Testicles**

Movember

MRM New York*
Mishka NYC
The Lede Company
Versus

BUSINESS-TO-BUSINESS - PRODUCTS

Juniper Networks**Demand More From Your Network**

Juniper Networks

WONGDOODY*
Stein IAS
Hungry Man Productions
HEARby
Zoic Studios**Mastercard**

WINNER

Touch Card

MasterCard

McCann New York*
Ketchum
Carat
Armstrong Partnership**SAS**

WINNER

The Batting Lab

SAS

McCann New York*
OBJ
Volvox Labs
Craft Worldwide
NO6

BUSINESS-TO-BUSINESS - SERVICES

Cigna Healthcare**Your New Growth Plan**

Cigna

MRM New York*
Initiative**QuickBooks**

WINNER

Think "Ote"

Intuit QuickBooks

ALMA DDB*
Access Brand Communications
Collectively
Critical Mass
Initiative

CORPORATE REPUTATION

General Motors**Dr. EV-il**

General Motors

McCann Detroit*
Weber Shandwick
Carat
Bootleg Films UK
JSM Music**Lumen Technologies****A Brand and Cultural Revolution: Lumen**

Lumen Technologies

D'Rozario & Partners*
Merkle
altitude

CRISIS RESPONSE / CRITICAL PIVOT

Energy Upgrade California**The Power is Ours to Prevent Power Outages**California Public
Utilities CommissionDDB San Francisco*
OMD
DDC
ALMA DDB**The Christ Hospital Health Network**

WINNER

How The Christ Health Hospital Network Survived The Nursing CrisisThe Christ Hospital
Health Network

Supernatural*

CULTURE & THE ARTS		CURRENT EVENTS	
Brooklyn Film Festival WINNER	Business Iceland WINNER	Mint Mobile	Toyota
<i>Something to Offend Everyone</i>	<i>Welcome to the Icelandverse</i>	<i>Deflation</i>	<i>Toyota Global Olympics Start Your Impossible</i>
Brooklyn Film Festival	Business Iceland	Mint Mobile	Toyota USA
MullenLowe U.S.*	SS+K* M&C Saatchi Group* M&C Saatchi Talk Peel Iceland Pelikula	Maximum Effort* Dotted Line Communications	Saatchi & Saatchi* Dentsu
CUSTOMER EXPERIENCE / MARKETING INNOVATION SOLUTIONS		DAVID VS. GOLIATH - PRODUCTS	
My GM Rewards & My GM Rewards Card	AAA/ACG	Miller Lite	Xyzal WINNER
<i>GM: A New Kind of Appreciation</i>	<i>Expect Something More From AAA, The Auto Club Group</i>	<i>The Meta Lite Bar</i>	<i>Be Wise All, Take Xyzal at Night</i>
General Motors	AAA	Molson Coors	Sanofi
MRM Detroit* Epsilon TTEC Carat	Digitas/GroupeConnect* Cutters Studios	DDB Chicago* m ss ng p eces Golden LA JSM Music Edelman Chicago	PureRED* Havas Media Ipsos
DAVID VS. GOLIATH - SERVICES			
Brooklyn Film Festival	Business Iceland		
<i>Something to Offend Everyone</i>	<i>Welcome to the Icelandverse</i>		
Brooklyn Film Festival	Business Iceland		
MullenLowe U.S.*	SS+K* M&C Saatchi Group* M&C Saatchi Talk Peel Iceland Pelikula		
TIAA	Truth Initiative WINNER	Zelle	
<i>#RetireInequality</i>	<i>Depression Stick + Breath of Stress Air</i>	<i>Meet the Zelle® Family</i>	
TIAA	Truth Initiative	Zelle	
The Martin Agency*	Mojo Supermarket* Gale Allegiance Group Crux Research	Pereira O'Dell* Quan Media Group Epoch	

ENTERTAINMENT & SPORTS

Caesars Sportsbook

WINNER

Making Everyone Feel Like a Caesar

Caesars Sportsbook

TEN6*

Imperial Woodpecker
360i

EXPERIENTIAL MARKETING - LIVE + DIGITAL

Michelob ULTRA

WINNER

Michelob ULTRA McENROE vs. McENROE

Anheuser-Busch InBev

FCB New York*

Dentsu
DraftLine USA
Weber Shandwick

Rick and Morty

Wormageddon Creates Global Engagement (and Slays US Dragon)

Warner Bros. Discovery

Adult Swim*

XDA
Purple, Rock, Scissors
Golden Wolf
RocketSlide Films

EXPERIENTIAL MARKETING - DIGITAL

Acura

Acura Integra Launch

American Honda
Motor Company

MullenLowe U.S.*

Applebee's

Applebee's: Taste My Face

Applebee's

Grey New York*
Current Global
Initiative
Townhouse
Hogarth Worldwide

Doritos & Netflix

WINNER

Live From The Upside Down

Frito-Lay
Netflix

Observatory*
Slap Global*

Miller Lite

WINNER

The Meta Lite Bar

Molson Coors

DDB Chicago*
m ss ng p eces
Golden LA
JSM Music
Edelman Chicago

FINANCE

iShares

WINNER

iShares Future Baller\$

iShares

DDB San Francisco*
Mindshare
Edelman New York

MassMutual

WINNER

MassMutual: Uncomfortable Truths

MassMutual

Grey New York*
Giant Spoon
Townhouse

Mastercard

Touch Card

MasterCard

McCann New York*
Ketchum
Carat
Armstrong Partnership

TIAA

WINNER

#RetireInequality

TIAA

The Martin Agency*

FOOD

Activia

Activia: from (A)pathic to (Z)ealous

Danone

DAVID*

Alpha Foods

WINNER

AlphaFoods Class Action Lawsuit

Alpha Foods

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

Hellmann's Best Foods

WINNER

Mayo Tackles Food Waste

Unilever

Wunderman Thompson*
Mindshare
BCW

Lunchables

LUNCHABUILD THIS

Kraft Heinz

Goodby Silverstein & Partners*
Starcom USA*
Zeno Group
Randy Mon Food Styling

Oscar Mayer

Oscar Mayer Bologna Gets a Facelift

Oscar Mayer

Johannes Leonardo*
Starcom
Zeno Group

RAGÚ

Cooking Up Brand Reevaluation... Like A Mother

Mizkan

Digitas*
Edge Marketing
Hill+Knowlton Strategies
Mindshare
World War Seven

Velveeta

WINNER

From Food To Mood: How Velveeta Won a New Generation

Velveeta

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

GAMING & E-SPORTS

Frosted Flakes

WINNER

Tony the Tiger on Twitch: The First Mascot Turned Streamer

Kellogg's

Leo Burnett Chicago*
Starcom Worldwide*
Twitch

The Sims

The Sims: A Self-Discovery Engine For A Generation Coming of Age

Electronic Arts

Electronic Arts*

Xbox Halo Infinite

WINNER

Become

Microsoft Xbox

215 McCann*
Gnet Agency
Carat
Azenberg Group

GOVERNMENT & PUBLIC SERVICE

Energy Upgrade California

The Power is Ours to Prevent Power Outages

California Public Utilities Commission

DDB San Francisco*
OMD
DDC
ALMA DDB

U.S. Army

Know Your Army

U.S. Army

Team.DDB*
SMUGGLER
The Mill
Rock Paper Scissors
The Crystal Creative

HOME FURNISHINGS & APPLIANCES

iRobot

iRobot OS – Situation Roomb

iRobot

Erich and Kallman*
Digitas
Inside Out Strategy Group

HOUSEHOLD SUPPLIES

Air Wick WINNER

*Reseeding Our
Appreciation for Nature*

Reckitt

Havas New York*
Zenith Media
Formula
World Wildlife Fund

Kleenex WINNER

*Sam's Club The Big
Split for College*

Kimberly Clark

VMLY&R Commerce*
Mindshare

Roundup

This Stuff Works

Roundup

MullenLowe U.S.*
Mediahub

Tide WINNER

Tide x Marvel

Procter & Gamble

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

INSURANCE

AAA Insurance WINNER

AAA Insurance Rickrolls America

California State Automobile
Association (CSAA)

Deloitte Digital*
Mediasmith
Stanton
Supply&Demand
Barking Owl

AAA/ACG

*Expect Something More From
AAA, The Auto Club Group*

AAA

Digitas/GroupeConnect*
Cutters Studios

INTERNET & TELECOM

AT&T Fiber

Live Like a Gigillionaire

AT&T

BBDO Los Angeles*
Dieste*
Critical Mass
Hearts & Science
Edelman
KERN

MARKETING DISRUPTORS - PRODUCTS

General Motors

Future of Safety

General Motors

McCann Worldgroup*
McCann Detroit
Commonwealth // McCann
Weber Shandwick
Carat

iShares WINNER

iShares Future Baller\$

iShares

DDB San Francisco*
Mindshare
Edelman New York

Motorola

Motorola razr #HangUpOnIt

Motorola

MRM New York*
Highsnobiety
LaForce

MARKETING DISRUPTORS - PRODUCTS

SPANX

White Pants You Can Underthink

Spanx, Inc.

GUT Advertising*

Taco Bell WINNER

Taco Bell and Doja Cat: the Anti-Hero

Taco Bell

Deutsch LA*

Tropicana

*Tropicana Cereal: The First Cereal Made
to be Eaten with Orange Juice, Not Milk*

Tropicana

Cramer-Krasselt*
MullenLowe U.S.*
OMD

MARKETING DISRUPTORS - SERVICES

AT&T Fiber

Live Like a Gigillionaire

AT&T

BBDO Los Angeles*
Dieste*
Critical Mass
Hearts & Science
Edelman
KERN

Citizens

The Living Portrait of NYC

Citizens Bank

Ogilvy*
RadicalMedia
Mediacom
Hudson Cutler & Co.

NEW PRODUCT OR SERVICE LINE EXTENSION

My GM Rewards & My GM Rewards Card

GM: A New Kind of Appreciation

General Motors

MRM Detroit*
Epsilon
TTEC
Carat

Subway WINNER

Subway Series: The Dream Team of Subs

Subway

Dentsu Creative*
Carat
United Entertainment Group
Tombras
FleishmanHillard

NON-PROFIT

9/11 Day

State of Unitedness

9/11 Day

Wunderman Thompson*
Object & Animal
Whitehouse Post
Yessian Music
Sound Lounge

Change the Ref

Shock Market

Change The Ref

MullenLowe U.S.*

Sandy Hook Promise WINNER

Teenage Dream

Sandy Hook Promise

BBDO New York*
PHD
Dini Von Mueffling Communications
SMUGGLER

PERSONAL CARE

Dove WINNER

Dove Exposes 'Toxic Influence'

Unilever

Ogilvy*
Mindshare
Edelman
SMUGGLER
Absolute

eos WINNER

eos Brand Campaign

eos Products

Mischief @ No Fixed Address*

PET CARE

Zoetis Equine

Long Live the Horse Campaign

Zoetis

Colle McVoy*

PROFESSIONAL SERVICES

ZenBusiness

Moms Mean Business

ZenBusiness

Joan Creative*

RENAISSANCE

IBM WINNER

Let's Create a New IBM

IBM

Ogilvy*
GroupM
Swift

YMCA

Find Your Y

YMCA of the USA

VMLY&R Chicago*
Curfew
School Editing, Inc.
BAV Group

RESTAURANTS			RETAIL
Chipotle Mexican Grill WINNER	Domino's WINNER	Jack in the Box WINNER	Mattress Firm
<i>A Future Begins</i>	<i>Carryout Tips</i>	<i>The Return of Mark Hamill: A Jedi Move</i>	<i>Hablemos de tu descanso</i>
Chipotle Mexican Grill	Domino's	Jack in the Box	Mattress Firm
Observatory* Nexus Studios	WorkInProgress*	TBWA\Chiat\Day LA* Collier.Simon Carat Small Girls PR	Lopez Negrete Communications*

SEASONAL MARKETING - PRODUCTS			
Checkers and Rally's	Hellmann's Best Foods WINNER	Miller Lite WINNER	NBA
<i>FryDay to Friday</i>	<i>Mayo Tackles Food Waste</i>	<i>Beernaments</i>	<i>NBA Lane - 75th Anniversary Start of Season</i>
Checkers & Rally's	Unilever	Molson Coors	NBA
Fitzco* ICR	Wunderman Thompson* Mindshare BCW	ALMA DDB* DDB Chicago DDB San Francisco Edelman Connect@Publicis Media	Translation LLC* Superprime RPS Parliament Mediahub

			SEASONAL MARKETING - SERVICES
Nissan	Sun-Maid		Pearson WINNER
<i>Thrill Driver</i>	<i>"The Raisin House"</i>		<i>This Is You Learning</i>
Nissan North America	Sun-Maid		Pearson Education
Nissan United TBWA\Chiat\Day NY*	quench* Havas Media Havas Formula FKB Jeffrey Scott Agency		VMLY&R* INCA Imposter Whitehouse Post

SMALL BUDGETS - NON-PROFIT			
Brooklyn Film Festival WINNER	Cleveland Clinic	PERIOD.	Sandy Hook Promise
<i>Something To Offend Everyone</i>	<i>Cleveland Clinic Help</i>	<i>Period Tax</i>	<i>Teenage Dream</i>
Brooklyn Film Festival	Cleveland Clinic	PERIOD.	Sandy Hook Promise
MullenLowe U.S.*	MRM Detroit* The Adcom Group	Lafayette American* Glasswing Public Affairs Period Equity Helping Women Period I Support The Girls	BBDO New York* PHD Dini Von Mueffling Communications SMUGGLER

SMALL BUDGETS - PRODUCTS

Alpha Foods

WINNER

AlphaFoods Class Action Lawsuit

Alpha Foods

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

Champion

WINNER

Reverse Mode: Reversing Injustice & Rediscovering an Icon

HanesBrands Inc.

Energy BBDO*

Cheez-It

Aged by Audio

Kellogg's

Leo Burnett Chicago*
Starcom USA*
Pandora
Weber Shandwick
Pilot44

Clos du Bois

Long Live

E. & J. Gallo

Ogilvy*
UM
BCW

Miller Lite

The Meta Lite Bar

Molson Coors

DDB Chicago*
m ss ng p eces
Golden LA
JSM Music
Edelman Chicago

Miller64

What Number is Smaller—80 or 64?

Molson Coors

Mischief @ No Fixed Address*
ICF Next
Honor Society
Cartel
Forager Collective

Wingstop

Chicken Sandwich Split

Wingstop

Leo Burnett Chicago*
Hawkeye
Fleishman Hillard
VaynerMedia

SMALL BUDGETS - SERVICES

Business Iceland

OutHorse Your Email

Business Iceland

SS+K*
M&C Saatchi Group*
Peel Iceland
M&C Saatchi Talk
Republik
Pitch Hammer Music

Business Iceland

WINNER

Welcome to the Ice landverse

Business Iceland

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

Navy Federal Credit Union

Name Change

Navy Federal Credit Union

MullenLowe U.S.
Mediahub

ZenBusiness

WINNER

Moms Mean Business

ZenBusiness

Joan Creative*

SNACKS & DESSERTS

Cheez-It WINNER

Aged by Audio

Kellogg's

Leo Burnett Chicago*
Starcom USA*
Pandora
Weber Shandwick
Pilot44

PLANTERS

PLANTERS® All or One

Planters

Vayner Media*
PHD
ICF

Doritos & Netflix

"Live From The Upside Down"

Frito-Lay
Netflix

Observatory*
Slap Global*

Pringles

Get Stuck In

Kellogg's

Grey New York*
Starcom USA*
Townhouse
Weber Shandwick
Haygarth USA

M&M's WINNER

A New Day for the M&M'S Characters

Mars Chocolate North America

BBDO New York*
Weber Shandwick
HouseSpecial

Skittles WINNER

Apologize the Rainbow

Mars Wrigley North America

DDB Chicago*
Mediacom
Weber Shandwick
The Mars Agency
Picrow

SOFTWARE

SAS

The Batting Lab

SAS

McCann New York*
OBJ
Volvox Labs
Craft Worldwide
NO6

Smartsheet

Power your Process

Smartsheet

John McNeil Studio*
Noble People

SUSTAINED SUCCESS - PRODUCTS

Chipotle Mexican Grill

Chipotle: Keeping it Real

Chipotle Mexican Grill

Venables Bell & Partners*
Mediahub

Gillette Venus

My Skin. My Way.

Procter & Gamble

Grey New York*
Marina Maher Communications
Carat
Townhouse

Old Spice WINNER

Men Have Skin Too

Old Spice

Wieden+Kennedy Portland*
Citizen Relations
Platinum Rye Entertainment

SUSTAINED SUCCESS - SERVICES

The New York Times

WINNER

The New York Times

The New York Times

Droga5*

Tobacco Free Florida

WINNER

What Smoking Costs You

Tobacco Free Florida

ALMA DDB*

TIMELY OPPORTUNITY - PRODUCTS

AAA Insurance

WINNER

AAA Insurance Rickrolls America

California State Automobile Association (CSAA)

Deloitte Digital*
Mediasmith
Stanton
Supply&Demand
Barking Owl

Hellmann's Best Foods

WINNER

Mayo Tackles Food Waste

Unilever

Wunderman Thompson*
Mindshare
BCW

Michelob ULTRA

WINNER

Michelob ULTRA McENROE vs. McENROE

Anheuser-Busch InBev

FCB New York*
Dentsu
DraftLine USA
Weber Shandwick

Rick and Morty

Wormageddon Creates Global Engagement (and Slays US Dragon)

Adult Swim
Warner Bros. Discovery

Adult Swim*
Purple, Rock, Scissors
XDA

TRAVEL & TOURISM

Best Western Hotels & Resorts

Best Western Leads Return to Travel

Best Western Hotels & Resorts

PMG*
Koddi

Black & Abroad

WINNER

The Black Elevation Map

Black & Abroad

Performance Art*
Alfredo Films
AlterEgo
TA2 Sound + Music
Initiative

Business Iceland

WINNER

Welcome to the Icelandverse

Business Iceland

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

Carnival Cruise Line

WINNER

America Got Funderstruck

Carnival Cruise Line

Anomaly*
Initiative*

Great Wolf Lodge

WINNER

Strengthen the Pack

Great Wolf Resorts

Erich and Kallman*
Horizon Next
Penta
Likeable

YOUTH MARKETING - PRODUCTS

Coca-Cola

A Taste of Space – Coca-Cola Creations Starlight

The Coca-Cola Company

VMLY&R Commerce*

eos WINNER

eos Brand Campaign

eos Products

Mischief @ No Fixed Address*

Froot Loops WINNER

Froot Loops World: From TV Ads to World-Building

Kellogg's

Leo Burnett Chicago*
Starcom Worldwide*
SuperAwesome Ltd., (EPIC Games)

iShares

iShares Future Baller\$

iShares

DDB San Francisco*
Mindshare
Edelman New York

M&M's WINNER

A New Day for the M&M'S Characters

Mars Chocolate North America

BBDO New York*
Weber Shandwick
HouseSpecial

YOUTH MARKETING - SERVICES

McDonald's

Hack the McDonald's Menu

McDonald's

Wieden+Kennedy New York*
Alma DDB
IW Group
Burrell Communications
Narrative

Truth Initiative

Depression Stick + Breath of Stress Air

Truth Initiative

Mojo Supermarket*
Gale
Crux Research
Allegiance Group

CATEGORY / AISLE EVOLUTION

Intel	SC Johnson	Whirlpool WINNER
<i>Intel: EVO-IZING The PC Aisle</i>	<i>OFF! Skin Pre-tection</i>	<i>From chaos to confidence</i>
Intel Corporation	SC Johnson	Whirlpool Corporation
Arc Worldwide*	TracyLocke* Energy BBDO* United Entertainment Group	Digitas* Pinterest Real Virtual Zone Spark Foundry

AAA/ACG

Expect Something More From AAA, The Auto Club Group

AAA
Digitas/GroupeConnect*
Cutters Studios

Alpha Foods

WINNER

AlphaFoods Class Action Lawsuit

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

CHALLENGER BRAND SOLUTIONS

eos WINNER	Godiva WINNER	Wasa
<i>eos Brand Campaign</i>	<i>Godiva Is Chocolate</i>	<i>Savor the 25th Hour with Wasa</i>
eos Products	Godiva Chocolatier	Barilla
Mischief @ No Fixed Address*	TracyLocke* Colangelo Merkle Lippe Taylor Ketchum	FCB Chicago* Zeno Group

CRISIS RESPONSE / CRITICAL PIVOT

Ben's Original

WINNER

Everyone's Original

Ben's Original
The&Partnership Europe*
Weber Shandwick*
Mediacom
Jones Knowles Ritchie
Energy BBDO
The Mars Agency

Godiva

WINNER

Godiva Is Chocolate

Godiva Chocolatier
TracyLocke*
Colangelo
Merkle
Lippe Taylor
Ketchum

E-COMMERCE

Oscar Mayer

Oscar Mayer Bologna Gets a Facelift

Oscar Mayer
Johannes Leonardo*
Starcom
Zeno Group

EXPERIENTIAL SHOPPER MARKETING

Intel	Tropicana	Unilever Beauty and Personal Care WINNER
<i>Intel: EVO-IZING The PC Aisle</i>	<i>Tropicana Toothpaste. The First Toothpaste Designed Not to Ruin Orange Juice.</i>	<i>Texas Barber Bracket</i>
Intel Corporation	Tropicana	Unilever
Arc Worldwide*	Cramer-Krasselt* MullenLowe U.S.* OMD	Arc Worldwide* Hawkeye Captiv8 Mindshare H-E-B

MEDIA INNOVATION

AAA Insurance WINNER	Nature Valley	Unilever Beauty & Personal Care WINNER
<i>AAA insurance Rickrolls America</i>	<i>Adventure Quarters</i>	<i>Unilever Kroger Scents of Confidence</i>
California State Automobile Association (CSAA)	General Mills	Unilever
Deloitte Digital* Mediasmith Stanton Supply&Demand Barking Owl	VMLY&R Commerce* Mindshare National Park Foundation	Arc Worldwide* Mindshare

MULTI-BRAND SHOPPER SOLUTION

NEW PRODUCT/SERVICE INTRODUCTION

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

OMNI-CHANNEL SHOPPER SOLUTION

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

SEASONAL/EVENT - PRODUCTS

Coors Light

Coors Light March Hoops Calendar Blocker

Molson Coors

VMLY&R*

Kleenex WINNER

Sam's Club The Big Split for College

Kimberly Clark

VMLY&R Commerce*
Mindshare

Lenovo

However You Tech

Lenovo

Agency Confidential*

Tyson

This Calls for a Grill

Tyson Foods

IN Connected Marketing*
Wunderman Thompson

SINGLE-RETAILER PROGRAM - DRUGSTORES

Unilever Beauty and Personal Care WINNER

CVS Dove Positively Real

Unilever

Arc Worldwide*
Mindshare
Captiv8

Unilever Beauty and Personal Care WINNER

Walgreens Untold Beauty

Unilever

Arc Worldwide*
Mindshare
Captiv8

SINGLE-RETAILER PROGRAM - MASS MERCHANTS

Coca-Cola

A Taste of Space - Coca-Cola Creations Starlight

The Coca-Cola Company

VMLY&R Commerce*

IAMS Cat, IAMS Dog, Nutro, Pedigree & Temptations WINNER

Extend A Paw: Mars Petcare at Walmart

Mars Petcare

The Mars Agency*
Mediacom
Walmart Connect
Greater Good Charities

SINGLE-RETAILER PROGRAM - OTHER

la Madeleine

France Isn't So Far Away

la Madeleine

TracyLocke*

SINGLE-RETAILER PROGRAM - SUPERMARKETS

Good Thins, Sargento, Triscuit & Wheat Thins WINNER

Mondelez Crackers and the Charcuterie Life

Mondelēz International

VMLY&R Commerce*
Albertsons Media Collective

Nature Valley WINNER

Adventure Quarters

General Mills

VMLY&R Commerce*
Mindshare
National Park Foundation

DIGITAL

DIRECT TO CONSUMER

ALPROLIX

WINNER

Treatment Signing Day

Sanofi

FCB Chicago*
Lord + Thomas
Havas Media
Kepler
Tessa Films

Cheez-It

WINNER

Aged by Audio

Kellogg's

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

KEEN Utility

WINNER

Keen Utility Fits You Better

Keen

Hanson Dodge*
Punch PR

Pearson

WINNER

This Is You Learning

Pearson Education

VMLY&R*
INCA
Imposter
Whitehouse Post

ENGAGED COMMUNITY - PRODUCTS

Simply Spiked Lemonade

WINNER

Simply Spiked Lemonade: Day Ones

Molson Coors

Inside Ideas Group*
ICF Next

KFC

That's Finger Lickin' Good

Kentucky Fried Chicken

MullenLowe U.S.*
Spark Foundry
Edelman
Nimbus

ENGAGED COMMUNITY - SERVICES

Navy Federal Credit Union

WINNER

Name Change

Navy Federal Credit Union

MullenLowe U.S.*
Mediahub

INFLUENCER MARKETING

Call of Duty: Warzone

WINNER

Warzone in Paradise

Activision

72andSunny Los Angeles*

Champion

WINNER

Reverse Mode: Reversing Injustice & Rediscovering an Icon

HanesBrands Inc.

Energy BBDO*

S.Pellegrino

S.Pellegrino Perfectly Captured

S.Pellegrino

Ogilvy*
Hogarth Worldwide
OPENMIND
Team N

DIGITAL CONT.

PERFORMANCE MARKETING

DIRECTV

GOATbusters

DIRECTV

Critical Mass*
TBWA\CHIAT\DAY LA
Hearts & Science

Lenovo

However You Tech

Lenovo

Agency Confidential*

SOCIAL MEDIA - PRODUCTS

Miller Lite

Beer Drops

Molson Coors

DDB Chicago*
Kaleidoscope
Giannini Creative
Edelman

PLANTERS

PLANTERS® All or One

Planters

Vayner Media*
PHD
ICF

Skittles

WINNER

Apologize the Rainbow

Mars Wrigley North America

DDB Chicago*
Mediacom
Weber Shandwick
The Mars Agency
Picrow

SOCIAL MEDIA - SERVICES

Change the Ref

Shock Market

Change The Ref

MullenLowe U.S.*

HEALTH & WELLNESS

DISEASE AWARENESS & EDUCATION - PHARMA/CORPORATE

Blueprint Medicines

It'sSMthing

Blueprint Medicines

FCB Chicago*
Two Track Road

Gilead Sciences

WINNER

In the Deep

Gilead Sciences, Inc.

Initiative*
Mediabrand Content Studio*
iHeart Media

Itching For Help

Zoetis Itching for Help Reddit Campaign

Zoetis
Ogilvy Health

Ogilvy Health*

Vaseline

WINNER

See My Skin

Vaseline

Edelman*
VisualDx
Mindshare
HUED

DISEASE AWARENESS & EDUCATION: NON-PROFIT

The California Healthy Minds, Thriving Kids Project

Healthy Minds for Thriving Kids

Child Mind Institute

Arnold New York*
m ss ng p eces*
Performance Development Group
InsiteHub
Lake Research Partners

Truth Initiative

WINNER

Depression Stick + Breath of Stress Air

Truth Initiative

Mojo Supermarket*
Gale
Crux Research
Allegiance Group

HEALTH, FITNESS & WELLNESS

Orgain

That Orgain Feeling

Orgain

180LA*
MMI Agency

HEALTHCARE SERVICES

Cigna Healthcare

WINNER

Your New Growth Plan

Cigna

MRM New York*
Initiative

OhioHealth

Challenging the Conventions of Cancer Care

OhioHealth

Doe-Anderson*

The Christ Hospital Health Network

WINNER

How The Christ Health Network Survived the Nursing Crisis

The Christ Hospital Health Network

Supernatural*

HEALTHCARE - OTC

Advil

Advil the Summer Travel Pain Away

Haleon

Grey*
VMLY&R*
Edelman

Pfizer

Living Beyond COVID-19

Pfizer

VMLY&R New York*
Carat

HEALTH & WELLNESS CONT.

HEALTHCARE - RX - CONSUMER/DTC

ALPROLIX

Treatment Signing Day

Sanofi

FCB Chicago*
Lord + Thomas
Havas Media
Kepler
Tessa Films

Annovera

WINNER

I Un-Apologize

TherapeuticsMD

McCann New York*
iProspect
Weber Shandwick
Gravy Films

Blueprint Medicines

It'sSMthing

Blueprint Medicines

FCB Chicago*
Two Track Road

Oxbryta

Rare Community, Authentic Connection

Global Blood Therapeutics

Butler/Till*
Riester RX*

VYVGART

VYVGART Brand Launch

argenx

closerlook, a partner of Fishawack Health*

MEDIA

DATA-DRIVEN

J&J Enterprise WINNER

Consumer Lifetime Value Segmentation

Johnson & Johnson

Universal McCann J3*
Matterkind

Reese's

Sweetening Up the Share of Wallet

The Hershey Company

Horizon Media*

Roundup

This Stuff Works

Roundup

MullenLowe U.S.*
Mediahub

The Trade Desk

Because The Open Internet Matters

The Trade Desk

The Trade Desk*

MEDIA CONTENT PARTNERSHIPS

Campbell's Chunky Soup

Chunky Lunchtime Is Your Halftime

Campbell Soup Company

Leo Burnett Chicago*
Spark Foundry New York*
The Mars Agency
Genesco Sports Enterprises

Cheez-It WINNER

From Chaos to Confidence

Kellogg's

Leo Burnett Chicago*
Starcom USA*
Pandora
Weber Shandwick
Pilot44

Froot Loops WINNER

Froot Loops World: From TV Ads to World-Building

Kellogg's

Leo Burnett Chicago*
Starcom Worldwide*
SuperAwesome Ltd., (EPIC Games)

MEDIA IDEA

Guns Down America

GUN SURVIVOR REVIEWS

Guns Down America

Energy BBDO*

Heinz Ketchup

Heinz Tomato Blood

Heinz

Starcom USA*
Wieden+Kennedy New York*
Publicis Experiences
ICF
Firework

Lunchables WINNER

LUNCHABUILD THIS

Kraft Heinz

Goodby Silverstein & Partners*
Starcom USA*
Zeno Group
Randy Mon Food Styling

MEDIA INNOVATION - EMERGING & NEW CHANNELS

Froot Loops WINNER

Froot Loops World: From TV Ads to World-Building

Kellogg's

Leo Burnett Chicago*
Starcom Worldwide*
SuperAwesome Ltd.,
(EPIC Games)

Mastercard

True Self World

MasterCard

McCann New York*
Carat
Ketchum
Meta

Miller Lite WINNER

The Meta Lite Bar

Molson Coors

DDB Chicago*
m ss ng p eces
Golden LA
JSM Music
Edelman Chicago

Frosted Flakes

Tony the Tiger on Twitch: The First Mascot Turned Streamer

Kellogg's

Leo Burnett Chicago*
Starcom Worldwide*
Twitch

MEDIA INNOVATION - EXISTING CHANNELS

NON-PROFITS

Accounting+

Diversifying the Future Accounting Workforce

Center for Audit Quality

Culture ONE World*
Alipes, Inc.

Ascend

The Other Side

Ascend

Digitas*
PXP Studios
Another Country

Energy Upgrade California

The Power Is Ours to Prevent Power Outages!

California Public Utilities Commission

DDB San Francisco*
OMD
DDC
ALMA DDB

PRODUCTS

Black & Abroad WINNER

The Black Elevation Map

Black & Abroad

Performance Art*
Alfredo Films
AlterEgo
TA2 Sound + Music
Initiative

Kleenex

Tissue Sessions for Change

Kimberly-Clark

VMLY&R Commerce*

Mahatma Rice & Carolina Rice WINNER

Modern Rice Explorers

Riviana Foods Inc.

ALMA DDB*
Spark Foundry
The Salmon Factor

Miller Lite

Es Jose Time

Molson Coors

ALMA DDB*
Connect@Publicis Media
ICF

Mucinex

Our Community Needs You Well

Reckitt

Casanova//McCann*
Legend PR*

Sephora

The Beauty of Blackness

Sephora

Digitas*
Vox Creative
Ventureland

Trulicity WINNER

Getting Real With Hispanics About Type-2 Diabetes

Eli Lilly and Company

ALMA DDB*
Publicis

Vaseline

See My Skin

Vaseline

Edelman*
VisualDX
Mindshare
HUED

SERVICES

AT&T Fiber WINNER

Live Like a Gigillionaire (Hispanic)

AT&T

Dieste*
BBDO Los Angeles*
Critical Mass
Hearts & Science
Edelman New York
KERN

CVS Health

Redefining the Concept of Saving

CVS Health

ALMA DDB*
UM

QuickBooks WINNER

Think "Ote"

Intuit QuickBooks

ALMA DDB*
Access Brand Communications
Collectively
Critical Mass
Initiative

ENVIRONMENTAL - BRANDS

Hellmann's Best Foods

WINNER

Mayo Tackles Food Waste

Unilever

Wunderman Thompson*
Mindshare
BCW

Nature Valley

First-ever Recyclable Snack Wrapper

General Mills

General Mills*
Mindshare
Golin
Cossette

SOCIAL GOOD - BRANDS

Crown Royal

Kick Off With Crown

Crown Royal

Anomaly*

Lysol

WINNER

*Product to Purpose:
What It Takes To Protect*

Reckitt

McCann New York*
MRM
Momentum Worldwide
Access Brand Communications

TIAA

WINNER

#RetireInequality

TIAA

The Martin Agency*

SOCIAL GOOD - DIVERSITY, EQUITY & INCLUSION

Ancestry

*A Dream Delivered: The Lost
Letters of Hawkins Wilson*

Ancestry

Weber Shandwick*
The Content Collective*
Paramount
OMD
Harperville, Inc.

Ascend

The Other Side

Ascend

Digitas*
PXP Studios
Another Country

H&R Block

*H&R Block Gives Women
College Athletes "A Fair Shot"*

H&R Block

Carmichael Lynch*
Gale*
SisterBoss
Cheeky Films
PS 260

Mastercard

WINNER

Touch Card

MasterCard

McCann New York*
Ketchum
Carat
Armstrong Partnership

P&G

WINNER

The Name

Procter & Gamble

R/GA*

Vaseline

WINNER

See My Skin

Vaseline

Edelman*
VisualDx
Mindshare
HUED

SOCIAL GOOD - NON-PROFIT

Change the Ref WINNER

Shock Market

Change The Ref

MullenLowe U.S.*

Sandy Hook Promise WINNER

Teenage Dream

Sandy Hook Promise

BBDO New York*

PHD

Dini Von Mueffling Communications

SMUGGLER

Guns Down America

GUN SURVIVOR REVIEWS

Guns Down America

Energy BBDO*

Second Harvest Heartland WINNER

Enough 2 Share

Second Harvest Heartland

Preston Spire*

8th Street Productions

Ditch Edit