Effie Awards United States honors the most effective marketing efforts of the year. An annual program, the competition attracts case studies from the most effective marketing communications efforts in the United States.

After 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 show it worked.

Award levels – gold, silver and bronze – were announced and presented at the 50th Annual Effie Awards Gala on Thursday, May 30, in New York City.

Congratulations to this year’s winners.

* Indicates lead agency

**AGRICULTURAL, INDUSTRIAL & BUILDING**

**BRONZE**

IBM

“Model Factory” Turns IBM from Outsider to Influencer

IBM

Ogilvy*

GroupM (EightBar)

**AUTOMOTIVE - VEHICLES**

**SILVER**

Land Rover

Range Rover Sport Dragon Challenge

Jaguar Land Rover

Spark44*

Carnage

Big Buoy

**BRONZE**

Subaru

Subaru Crosstrek - Amazon Infiltration

Subaru of America

Carmichael Lynch*

Amazon

**BEAUTY**

**SILVER**

European Wax Center

It’s Time to #AxThePinkTax

European Wax Center

Pereira O’Dell*

SwellShark*

DKC

Laundry Service

**BRONZE**

COVERGIRL

I Am What I Make Up

Coty

Droga5*

MMCC

Zenith

**BEVERAGES - ALCOHOL**

**BRONZE**

Bud Light

Dilly Dilly

AB InBev

Wieden+Kennedy New York*

3PM Agency

Modelo

A Renewed Fighting Spirit

Constellation Brands

Ogilvy*

Horizon Media

**BRAND EXPERIENCE: LIVE**

**GOLD**

National Down Syndrome Society

National Down Syndrome Society, C21 Dinner

National Down Syndrome Society

Saatchi & Saatchi New York*

Tool

Cosmo Street

Beacon Street Studios

**SILVER**

National Safety Council

Prescribed to Death

National Safety Council

Energy BBDO*

PHD

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<th>BUSINESS-TO-BUSINESS</th>
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<td><em>Women’s Marketing</em></td>
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## Pet Care

### Bronze
- **Fresh Step**
  - **Fresh Step Clean Paws**
  - The Clorox Company

### Bronze
- **Freshpet**
  - **Letters in Motion**
  - Freshpet

### Bronze
- **Chevrolet**
  - **Shattering Perceptions**
  - Chevrolet

### Bronze
- **COVERGIRL**
  - **I Am What I Make Up**
  - Coty

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## Restaurants

### Gold
- **IHOP**
  - **IHOb**
  - IHOP

### Gold
- **Taco Bell**
  - **Web of Fries**
  - Taco Bell

### Bronze
- **The Honey Baked Ham Company**
  - **Attracting Modern Hosts To A Classic Holiday Brand**
  - The Honey Baked Ham Company

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## Seasonal Marketing - Products

### Silver
- **Lysol**
  - **What It Takes To Protect**
  - Reckitt Benckiser

### Bronze
- **Mucinex**
  - **#SuperSickMonday**
  - Reckitt Benckiser

### Bronze
- **Jackson Hole Travel and Tourism**
  - **Stay Wild**
  - Jackson Hole Travel & Tourism Board

---

## Seasonal Marketing - Services

### Bronze
- **McCann New York**
  - **McCann Health New York**
  - McCann New York*

### Bronze
- **Colle McVoy**
  - **DNA Communications**
  - McCann New York*

---

## Small Budgets - Products

### Gold
- **Chicago Sun-Times**
  - **The Blank Page**
  - Chicago Sun-Times

### Silver
- **Minecraft**
  - **Coral Crafters**
  - Microsoft

### Bronze
- **Burger King**
  - **Prom King**
  - Burger King

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## Small Budgets - Services
### SMALL BUDGETS - SERVICES - BRANDS

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<th>Gold</th>
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<td><strong>Christie's</strong></td>
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<td>$450 Million: Selling Da Vinci's Salvator Mundi</td>
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<tr>
<td>Christie’s New York</td>
<td>BurgerFi</td>
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<td>Droga5*</td>
<td>Partners + Napier* Dean Alexander Photography</td>
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### SMALL BUDGETS - SERVICES - NON-PROFIT

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<td><strong>National Safety Council</strong></td>
<td><strong>Cook County Health</strong></td>
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<td>Robocalls from Humans</td>
<td>Prescribed to Death</td>
<td>The Tiniest Listing</td>
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<td>Team Gleason</td>
<td>National Safety Council</td>
<td>Cook County Health &amp; Hospitals System</td>
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<td>Ogilvy*</td>
<td>Energy BBDO* PHD Ketchum</td>
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### SNACKS & DESSERTS

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<td><strong>Doritos</strong></td>
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<td><strong>Doritos Blaze vs. MTN DEW ICE</strong></td>
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<td>Frito-Lay North America, Inc.</td>
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<td>Leo Burnett/Arc* Starcom* Google Krispr</td>
<td>Goodby Silverstein &amp; Partners* OMD Ketchum Reset Content The Mill</td>
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### SOFTWARE & APPS

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<td><strong>IBM</strong></td>
<td><strong>MailChimp</strong></td>
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<td>Ask the Cloud</td>
<td>Know What Your Data Knows</td>
<td>Owning “Smart” Applied for Business</td>
<td>The Brain</td>
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<tr>
<td>Google Cloud</td>
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<td>IBM</td>
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<td>MullenLowe U.S.* MullenLowe Open</td>
<td>Eleven, Inc.* PHD Essence Gentleman Scholar Cloneless</td>
<td>Ogilvy* GroupM (EightBar)</td>
<td>Droga5*</td>
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### SUSTAINED SUCCESS - PRODUCTS

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<tr>
<td><strong>KFC</strong></td>
<td><strong>Diet Dr Pepper</strong></td>
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</table>
| *The Return of Colonel Sanders* | *One Lil' Man, Four Big Years*
| KFC | Keurig Dr Pepper |
| Wieden+Kennedy* | Deutsch LA* |
| Edelman | Initiative |
| Emanate | |
| MEC New York | |
| Spark Foundry | |

### SUSTAINED SUCCESS - SERVICES

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<td><strong>truth</strong></td>
<td><strong>U.S. Centers for Disease Control and Prevention</strong></td>
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| *Be the Generation that Ends Smoking and #FinishIt* | *Tips From Former Smokers*
| U.S. Centers for Disease Control and Prevention | Arnold Worldwide* |
| Ketchum | Plowshare |
| ASSEMBLY | Golin |

### TRANSPORTATION

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<td>MullenLowe U.S.*</td>
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<td>MullenLowe Mediahub U.S.</td>
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### TRAVEL & TOURISM

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<td><em>The Colorblind Viewer</em></td>
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### YOUTH MARKETING

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<td>Energy BBDO*</td>
<td>Ogilvy*</td>
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<td>PHD</td>
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<td>Ketchum</td>
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<td>FCB Health New York*</td>
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## MEDIA EFFIES

### DATA-DRIVEN

#### BRONZE

**IHOP**

**Liberating A Legacy Pancake Brand Beyond Breakfast**

**IHOP**

Initiative*

Droga5

DeVries Global

### MEDIA CONTENT PARTNERSHIPS

#### BRONZE

**Cheerios**

**One Million Acts of Good**

General Mills

Mindshare*

The Ellen DeGeneres Show

72andSunny

### MEDIA IDEA

#### GOLD

**Tourism Australia**

**Dundee: The Son of a Legend Returns Home**

Tourism Australia

UM Australia*

Droga5

Universal McCann

#### SILVER

**Mucinex**

**#SuperSickMonday**

Reckitt Benckiser

McCann New York*

McCann Health New York

DeVries Global

DNA Communications

Aegis Innov8

#### BRONZE

**Burger King**

**Turning Their Tweets Against Them**

Burger King

MullenLowe U.S.*

Wingstop

**4/20 High-Atus**

Wingstop

Starcom*

Barkley*

### MEDIA INNOVATION - EXISTING CHANNEL

#### SILVER

**Living Wine Labels**

**Living Wine Labels**

Treasury Wine Estates

J. Walter Thompson San Francisco*

J. Walter Thompson Melbourne*

Tactic

#### BRONZE

**Chicago Sun-Times**

**The Blank Page**

Chicago Sun-Times

Ogilvy*

**Wendy’s**

**webeefin?**

The Wendy’s Company

VMLY&R*

Six Course, Incorporated*

Spark Foundry

Ketchum

### MEDIA INNOVATION - NEW CHANNEL CREATION

#### BRONZE

The Media Effies are Proudly Sponsored by
# POSITIVE CHANGE EFFIES
In collaboration with the World Economic Forum

<table>
<thead>
<tr>
<th>POSITIVE CHANGE: ENVIRONMENTAL - BRANDS</th>
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<td>AT&amp;T It Can Wait</td>
<td>National Down Syndrome Society</td>
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<td>BBDO New York*</td>
<td>National Down Syndrome Society, C21 Dinner</td>
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<td>Hearts &amp; Science</td>
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<td>WeCounterHate</td>
<td>Ad Council</td>
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<td>22squared*</td>
<td>POSSIBLE - Seattle*</td>
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POSITIVE CHANGE EFFIES
In collaboration with the World Economic Forum

**Gold**
- National Geographic
  - *Planet or Plastic?*
- *McCann New York*

**Silver**
- AT&T It Can Wait
  - It Can Wait: The Faces of Distracted Driving
  - AT&T
  - BBDO New York*
  - Hearts & Science

**Bronze**
- Johnnie Walker
  - Jane Walker: Walking Towards Gender Equality in America
  - Diageo North America
  - Anomaly*
  - Hunter Public Relations
  - Carat
  - Starpower LLC
  - Force Majeure

**Gold**
- National Down Syndrome Society
  - National Down Syndrome Society, C21 Dinner
  - National Down Syndrome Society
  - Saatchi & Saatchi New York*
  - Tool
  - Cosmo Street
  - Beacon Street Studios

**Silver**
- Grads of Life
  - 7-Second Resumes
  - Grads of Life
  - Ad Council
  - 22squared*

**Bronze**
- Ad Council
  - *Seize the Awkward*
  - Ad Council
  - Droga5*

- Street Grace
  - *Suburban Horror Story*
  - Street Grace
  - BBDO Atlanta*
  - Spitfire Studios
  - Ketchum
**SHOPPER MARKETING EFFIES**

The Shopper Marketing Effies honor the most effective shopper marketing efforts of the year. An annual program, the competition attracts case studies from the most effective manufacturers and retailers in the United States.

After two rounds of rigorous judging, those selected as winners represent cases that best demonstrated how they solved a shopper marketing challenge, connected with their shoppers, influenced them along the path to purchase, and inspired them to become a buyer.

Award levels – gold, silver and bronze – were announced and presented at the Path to Purchase Institute’s Shopper Marketing Celebration at the P2P Summit on May 16, 2019. Winners were also recognized at the 50th Annual Effie Awards United States Gala on May 30, 2019.

Congratulations to this year’s winners.

<table>
<thead>
<tr>
<th>CATEGORY/AISLE EVOLUTION</th>
<th>CHALLENGER BRAND SOLUTION</th>
<th>E-COMMERCE</th>
<th>MULTI-BRAND SHOPPER SOLUTION</th>
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<td>Supreme Source</td>
<td>Procter &amp; Gamble</td>
<td>Diageo</td>
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<td>Xfinity Retail Transformation</td>
<td>Supreme Source 10-Day Detox Pet Program</td>
<td>Boxed.com Olympics</td>
<td>Diageo Pretty Simple Drinks</td>
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<td>Comcast/XFINITY</td>
<td>American Pet Nutrition</td>
<td>Procter &amp; Gamble</td>
<td>Diageo North America</td>
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<td>FCB/RED* Chute Gerdesman</td>
<td>The Mars Agency* DMH</td>
<td>Blue Chip Marketing Worldwide* Strange Loop</td>
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<td>Bausch + Lomb</td>
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<td>Blue Chip Marketing Worldwide*</td>
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<td>The Lane Communications Group</td>
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<td>Helen &amp; Gertrude</td>
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*Indicates lead agency

Proudly sponsored by: Valassis Digital.
### OMNI-CHANNEL SHOPPER EXPERIENCE

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### SINGLE-RETAILER PROGRAM: MASS MERCHANTS

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