



effieAwards

United States 2024 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.

GRAND WINNER

TIMELY OPPORTUNITY - SERVICES

Tubi

Tubi Takes Viewers Down a Super Bowl Rabbit Hole

Tubi TV

Mischief @ No Fixed Address*
VaynerMedia

AGRICULTURAL, INDUSTRIAL & BUILDING

SILVER

TriVolt

Bayer TriVolt

Bayer

BBDO Atlanta*
Barefoot Proximity
Rhea & Kaiser

AUTOMOTIVE - AFTERMARKET

BRONZE

General Motors

Bridging the Automotive Talent Gap

General Motors Company

MRM Detroit*
Leo Burnett Detroit
Carat

AUTOMOTIVE - VEHICLES

BRONZE

INFINITI

The Shift from Value to Valuable

INFINITI Motor Company

Publicis Q*
OMD
Epsilon
Critical Mass
MJZ

BEVERAGES - ALCOHOL

GOLD

Molson Coors

High Stakes Beer Ad

Molson Coors

Droga5*

BEVERAGES - NON-ALCOHOL

SILVER

fairlife Core Power

Champion Your Recovery

fairlife

Doner*
EssenceMediacom
Impossible Objects

BRAND CONTENT & ENTERTAINMENT - PRODUCTS

BRONZE

Diablo IV

Halsey x Suga Diablo IV Anthem Music Video

Activision Blizzard

72andSunny Los Angeles*

SILVER

Frank's RedHot

The Floor is Flava

McCormick & Company

Grey New York*
Sunshine Sachs Morgan & Lylis*
dentsu
Townhouse
North Strategic
SuperAwesome

SILVER

Tide

Tide Power PODS: You're Gonna Need More Tide

Procter & Gamble

Saatchi & Saatchi*
Marina Maher Communications
Platinum Rye Entertainment
Saatchi & Saatchi X

BRAND CONTENT & ENTERTAINMENT - SERVICES	
BRONZE	BRONZE
Tourism Australia	Tubi
<i>Come & Say G'day</i>	<i>B2B</i>
Tourism Australia	Tubi TV
M&C Saatchi* UM Digitas Poem Group Turner PR	Mischief @ No Fixed Address* VaynerMedia

BRAND INTEGRATION & ENTERTAINMENT PARTNERSHIPS		
SILVER	GOLD	GOLD
Fresh Step	McDonald's	Taco Bell
<i>Adopt a Stray</i>	<i>The Cactus Plant Flea Market Box</i>	<i>Taco Bell x LeBron James: Freeing Taco T***day</i>
The Clorox Company	McDonald's	Taco Bell
FCB Chicago* Current Global	Wieden+Kennedy New York* Starcom Narrative Media Group The Marketing Store Boxer	Deutsch LA* Superprime Nomad 2D Creative

BUSINESS-TO-BUSINESS - PRODUCTS		BUSINESS-TO-BUSINESS - SERVICES
SILVER	SILVER	BRONZE
State Street Global Advisors	Workday	ServiceNow
<i>MDY Mid-Cap Cup</i>	<i>The True Rock Stars of Business</i>	<i>The World Works With ServiceNow</i>
State Street Global Advisors	Workday	ServiceNow
McCann New York* Fundamental Media	Ogilvy* Merkle	BBDO San Francisco* PHD

CORPORATE REPUTATION		CRISIS RESPONSE / CRITICAL PIVOT
BRONZE	GOLD	BRONZE
Chick-fil-A	Tinder	Northwell Health
<i>The Brake Room</i>	<i>Brand</i>	<i>Doesn't Kill to Ask</i>
Chick-fil-A	Tinder	Northwell Health
McCann New York* Zeno Group Publicis Factory360	Mischief @ No Fixed Address*	StrawberryFrog* FANCY Content Mackcut

CURRENT EVENTS		
GOLD	BRONZE	SILVER
Foundation to Combat Antisemitism	Just Crack an Egg	Opportunity@Work
<i>The Blue Square: Standing Up to Jewish Hate</i>	<i>Just Date a Farmer</i>	<i>Tear the Paper Ceiling</i>
Foundation to Combat Antisemitism	Kraft Heinz	Ad Council Opportunity@Work
Wunderman Thompson New York* Mindshare*	Rethink* Starcom	Ogilvy* Los York Cut + Run Found Objects

DAVID VS. GOLIATH - SITUATIONAL: PRODUCTS	DAVID VS. GOLIATH - SITUATIONAL: SERVICES		
BRONZE	BRONZE	BRONZE	GOLD
Samsung	FanDuel Casino	Jersey Mike's Subs	Workday
<i>Samsung's American Dream: Taking Foldables from Social Suicide to Apple Trojan Horse</i>	<i>Winning is Undefeated</i>	<i>Doing Subs Right. It's a Jersey Mike's Thing.</i>	<i>The True Rock Stars of Business</i>
Samsung Electronics	FanDuel	Jersey Mike's Subs	Workday
Ogilvy*	Mischief @ No Fixed Address*	Highdive Advertising* 1986 Studios Cutters Hungry Man Creative License	Ogilvy* Merkle

DAVID VS. GOLIATH - TRADITIONAL	ENTERTAINMENT & SPORTS	
BRONZE	SILVER	BRONZE
Mike's Amazing	NFL	PopCorners
<i>Righting the Wrongs</i>	<i>Kicking Off the NFL's 104th Season by Admitting the League is Scripted</i>	<i>Break into Something Good</i>
Mike's Amazing	NFL	Frito-Lay North America
Havas New York* Ramp97*	72andSunny Los Angeles*	Frito-Lay North America* OMD Ketchum UEG Worldwide interrogate

EXPERIENTIAL MARKETING - DIGITAL		EXPERIENTIAL MARKETING - HYBRID
SILVER	SILVER	SILVER
Chick-fil-A	McDonald's	Tubi
<i>Summer of Cows</i>	<i>Grimace's Birthday Gets Out of Hand</i>	<i>B2B</i>
Chick-fil-A	McDonald's	Tubi TV
McCann New York* AKQA Publicis Chick-fil-A IHA	Wieden+Kennedy New York* Starcom* Golin IW Group Alma DDB Burrell	Mischief @ No Fixed Address* VaynerMedia

EXPERIENTIAL MARKETING - LIVE		FINANCE	
BRONZE	SILVER	BRONZE	BRONZE
Citizens	eBay	Prudential	State Street Global Advisors
<i>A New Kind of Bank for New York City</i>	<i>Wear 'Em Out Store</i>	<i>When things go right, "Now What?"</i>	<i>MDY Mid-Cap Cup</i>
Citizens Bank	eBay	Prudential Financial	State Street Global Advisors
Ogilvy* RadicalMedia	Edelman* Edelman Data & Intelligence PJX Media	McCann New York* Walmart Connect Craft Worldwide Current Global Accenture Song	McCann New York* Fundamental Media

FOOD		
GOLD	BRONZE	SILVER
Campbell's Condensed Soup	Heinz	Heinz
<i>Move Over Turkey, Campbell's Celebrates and Owns Sides Season</i>	<i>Heinz Ketchup Fraud</i>	<i>Irrational Love</i>
Campbell Soup Company	Kraft Heinz	Kraft Heinz
Leo Burnett Chicago* MSL Group* Spark Foundry The Mars Agency	Rethink* Starcom Zeno Group Wolf Credo Production Co	Wieden+Kennedy New York* Starcom Zeno Group Love Song

GAMING & E-SPORTS	GOVERNMENT & PUBLIC SERVICE	HOME FURNISHINGS & APPLIANCES
GOLD	SILVER	SILVER
Diablo IV	America's Navy	BISSELL
<i>Cathedral of Diablo</i>	<i>A Peek Into the Real Navy</i>	<i>A New Breed of Product Launch</i>
Activision Blizzard	US Navy	Bissell
72andSunny Los Angeles*	VMLY&R*	McCann Detroit* MRM Detroit* Hungry Man Current Global Ideology Productions

HOUSEHOLD SUPPLIES	
SILVER	BRONZE
Lysol	Tide
<i>The Stinkiest Sock</i>	<i>Tide Power PODS: You're Gonna Need More Tide</i>
Lysol	Procter & Gamble
McCann New York* Momentum Worldwide MRM	Saatchi & Saatchi* Marina Maher Communications Platinum Rye Entertainment Saatchi & Saatchi X

INSURANCE
BRONZE

Progressive Insurance

Dr. Rick

Progressive Insurance

Arnold Worldwide*

LEISURE & RECREATION
GOLD

Tinder

Brand

Tinder

Mischief @ No Fixed Address*

MARKETING DISRUPTORS - PRODUCTS		
SILVER	BRONZE	BRONZE
Philadelphia Cream Cheese	State Street Global Advisors	Workday
<i>Tax Free Bagel</i>	<i>MDY Mid-Cap Cup</i>	<i>The True Rock Stars of Business</i>
Philadelphia Cream Cheese	State Street Global Advisors	Workday
GUT*	McCann New York*	Ogilvy*
Zeno Group	Fundamental Media	Merkle

MARKETING DISRUPTORS - SERVICES
BRONZE

Tubi

Tubi Takes Viewers Down a Super Bowl Rabbit Hole

Tubi TV

Mischief @ No Fixed Address*
VaynerMedia

MARKETING INNOVATION SOLUTIONS / BUSINESS/PRODUCT/SERVICE INNOVATION
SILVER

Frontdoor

Frontdoor App

Frontdoor

Fallon*
Chemistry Agency*
Bastion Insights

MARKETING INNOVATION SOLUTIONS / CUSTOMER EXPERIENCE	
SILVER	GOLD

Microsoft

ADLaM: An Alphabet To Preserve a Culture

Microsoft

McCann New York*
NAFFA
Jamra Patel
Andrew Footit Design
Craft

OREO

OREO Codes

Mondelēz International

VMLY&R Commerce*

NEW PRODUCT OR SERVICE LINE EXTENSION			
BRONZE	BRONZE	BRONZE	
Cheetos	KevlarEXO	Simply Peach	
Introducing the Cheetos Duster	The Power of Flexibility	Juicy Calls	
Frito-Lay North America	DuPont	Simply Spiked	
Amazon Advertising*	MullenLowe*	Mischief @ No Fixed Address*	
OMD	Partizan	VOLT, A Molson Coors Studio	
		Connect@Publicis Media	
		ICF Next	
NON-PROFIT			
BRONZE	SILVER	BRONZE	
ASPCA	Foundation to Combat Antisemitism	Opportunity@Work	
Through Their Eyes	The Blue Square: Standing Up to Jewish Hate	Tear the Paper Ceiling	
The American Society for the Prevention of Cruelty to Animals	Foundation to Combat Antisemitism	Ad Council	
		Opportunity@Work	
Laughlin Constable*	Wunderman Thompson New York*	Ogilvy*	
Chicago Recording Company	Mindshare*	Los York	
Love, Homestead		Cut + Run	
Nolo Digital Film		Found Objects	
Lucid Holdings			
PERSONAL CARE	RENAISSANCE		
BRONZE	SILVER	GOLD	BRONZE
Dove	Burger King	Tinder	Tourism Australia
The Real Cost of Beauty is Greater Than You Think	Crowning a New King: Our Customer	Brand	Come & Say G'day
Unilever	Burger King	Tinder	Tourism Australia
Ogilvy UK*	OKRP*	Mischief @ No Fixed Address*	M&C Saatchi*
Ogilvy Toronto*			UM
Ogilvy New York			Digitas
Edelman			Poem Group
Mindshare			Turner PR
RESTAURANTS			
BRONZE	SILVER	GOLD	
Chili's	Dunkin'	McDonald's	
3 for Me R&B Remix	Winning A Heated Debate with Ice	The Cactus Plant Flea Market Box	
Chili's	Dunkin' Brands	McDonald's	
Mischief @ No Fixed Address*	Leo Burnett Chicago*	Wieden+Kennedy New York*	
	Zenith*	Starcom	
	MSL Group	Narrative Media Group	
	Wasserman	The Marketing Store	
	PXP	Boxer	
	Arc Worldwide		

SEASONAL MARKETING - PRODUCTS			
GOLD		SILVER	
DoorDash <hr/> <i>DoorDash Self-Love Bouquet</i> <hr/> DoorDash Superette <hr/> GUT*		Molson Coors <hr/> <i>High Stakes Beer Ad</i> <hr/> Molson Coors <hr/> Droga5*	
SEASONAL MARKETING - SERVICES		SMALL BUDGETS - NON-PROFIT	
SILVER		SILVER	
Dunkin' <hr/> <i>Winning A Heated Debate with Ice</i> <hr/> Dunkin' Brands <hr/> Leo Burnett Chicago* Zenith* MSL Group Wasserman PXP Arc Worldwide		Special Olympics Northern California <hr/> <i>Redefining "Special"</i> <hr/> Special Olympics Northern California <hr/> Barrett Hoffherr* Avocados & Coconuts M Squared Productions DMAX Imaging Ways & Means	
SMALL BUDGETS - PRODUCTS			SMALL BUDGETS - SERVICES
SILVER	SILVER	GOLD	SILVER
Bosch Automotive Aftermarket <hr/> <i>Night Vision Has Evolved.</i> <hr/> Bosch Automotive Aftermarket <hr/> Bailey Lauerman* Riff Raff Films	Fresh Step <hr/> <i>Adopt a Stray</i> <hr/> The Clorox Company <hr/> FCB Chicago* Current Global	Midol® <hr/> <i>Reach for Comfort</i> <hr/> Bayer <hr/> MullenLowe*	Anytime Fitness <hr/> <i>Anytime Anytime</i> <hr/> Anytime Fitness <hr/> Mischief @ No Fixed Address* Fish Consulting
SNACKS & DESSERTS			
GOLD	GOLD	BRONZE	
Cheetos <hr/> <i>Introducing the Cheetos Duster</i> <hr/> Frito-Lay North America <hr/> Amazon Advertising* OMD	M&M'S <hr/> <i>Spokescandies on Pause</i> <hr/> Mars Chocolate North America <hr/> BBDO New York* Critical Mass* Weber Shandwick Ketchum Tracy-Locke EssenceMediacom	Philadelphia Cream Cheese <hr/> <i>Cheesecake is Everything</i> <hr/> Philadelphia Cream Cheese <hr/> GUT* Zeno Group P57	

SOFTWARE		SUSTAINED SUCCESS - NON-PROFIT		SUSTAINED SUCCESS - PRODUCTS	
BRONZE		BRONZE		GOLD	
Workday		The Real Cost		eos	
<i>The True Rock Stars of Business</i>		<i>The Real Cost - Teen Tobacco Prevention</i>		<i>eos Women's Shave</i>	
Workday		FDA's Center For Tobacco Products		eos Products	
Ogilvy* Merkle		FCB New York*		Mischief @ No Fixed Address*	
SUSTAINED SUCCESS - SERVICES		TIMELY OPPORTUNITY - PRODUCTS			
GOLD		BRONZE		SILVER	
Progressive Insurance		M&M'S		Sunoco	
<i>Superstore</i>		<i>Spokescandies on Pause</i>		<i>The Impossible NIL Deal</i>	
Progressive Insurance		Mars Chocolate North America		Sunoco LP	
Arnold Worldwide*		BBDO New York* Critical Mass* Weber Shandwick Ketchum Tracy-Locke EssenceMediacom		Solve* Clamor	
TIMELY OPPORTUNITY - SERVICES		TRAVEL & TOURISM			
GOLD		BRONZE		SILVER	
Tubi		Hilton		Tourism Australia	
<i>Tubi Takes Viewers Down a Super Bowl Rabbit Hole</i>		<i>It Matters Where You Stay</i>		<i>Come & Say G'day</i>	
Tubi TV		Hilton Hotels & Resorts		Tourism Australia	
Mischief @ No Fixed Address* VaynerMedia		TBWA\Chiat\Day* iProspect Whitman Insight Strategies Coyne PR		M&C Saatchi* UM Digitas Poem Group Turner PR	
YOUTH MARKETING - PRODUCTS		YOUTH MARKETING - SERVICES			
SILVER		BRONZE		SILVER	
McDonald's		Dunkin'		McDonald's	
<i>Grimace's Birthday Gets Out of Hand</i>		<i>Winning A Heated Debate with Ice</i>		<i>The Cactus Plant Flea Market Box</i>	
McDonald's		Dunkin' Brands		McDonald's	
Wieden+Kennedy New York* Starcom* Golin IW Group Alma DDB Burrell		Leo Burnett Chicago* Zenith* MSL Group Wasserman PXP Arc Worldwide		Wieden+Kennedy New York* Starcom Narrative Media Group The Marketing Store Boxer	
				Tinder	
				<i>Brand</i>	
				Tinder	
				Mischief @ No Fixed Address*	

COMMERCE & SHOPPER

CHALLENGER BRAND SOLUTION		CRISIS RESPONSE / CRITICAL PIVOT		DIGITAL COMMERCE	
SILVER		BRONZE		BRONZE	
fairlife Core Power		CVS Health		Midol®	
Champion Your Recovery		HERe for Her		Reach for Comfort	
fairlife		CVS Health		Bayer	
Doner* EssenceMediacom Impossible Objects		Publicis Groupe* UM Period Law PERIOD.		MullenLowe*	
				VMLY&R Commerce*	
EXPERIENTIAL COMMERCE MARKETING				MEDIA INNOVATION	
SILVER				GOLD	
The Home Depot				OREO	
Creating the DIYers of Tomorrow				OREO Codes	
The Home Depot				Mondelēz International	
BBDO New York* IF7				VMLY&R Commerce*	
MULTI-BRAND SHOPPER SOLUTION				NEW PRODUCT/SERVICE INTRODUCTION	
SILVER				SILVER	
Boar's Head				TriVolt	
How 2 Charcuterie				Bayer TriVolt	
Boar's Head				Bayer	
Tracy-Locke* Select Design Mode Horizon Media				BBDO Atlanta* Barefoot Proximity Rhea & Kaiser	
OMNI-CHANNEL SHOPPER SOLUTION				RETAIL MEDIA	
SILVER		BRONZE		BRONZE	
Boar's Head		DoorDash		Voltaren	
How 2 Charcuterie		DoorDash Self-Love Bouquet		Celebrate Caregivers	
Boar's Head		DoorDash Superette		Haleon	
Tracy-Locke* Select Design Mode Horizon Media		GUT*		VMLY&R Commerce* Publicis Media* Walmart Connect Fandango Blis Media Acorn Influence	
				Nature Valley, Larabar, EPIC, Annie's	
				Press Play for Nature	
				General Mills	
				VMLY&R Commerce* Stackline	

COMMERCE & SHOPPER CONT.

SEASONAL/EVENT			
GOLD		BRONZE	
Campbell's Condensed Soup <i>Move Over Turkey, Campbell's Celebrates and Owns Sides Season</i> Campbell Soup Company Leo Burnett Chicago* MSL Group* Spark Foundry The Mars Agency		Coors Light <i>Coorsicles</i> Molson Coors Mischief @ No Fixed Address* Alison Brod Marketing + Communications Publicis Media	
SILVER		BRONZE	
Skittles <i>Summer-Ade</i> Mars Wrigley North America The Mars Agency* Six Flags		U by Kotex <i>U by Kotex with U She Can Roadshow to End Period Poverty</i> Kimberly-Clark VMLY&R Commerce*	
SINGLE-RETAILER PROGRAM - MASS MERCHANTS			SINGLE-RETAILER PROGRAM - OTHER
BRONZE	BRONZE	BRONZE	BRONZE
Lucky Charms <i>Target Lucky's Charmology</i> General Mills VMLY&R Commerce*	My Black is Beautiful <i>Camp Founders Girls - Strong Girls, Strong Hair</i> Procter & Gamble Saatchi & Saatchi X* Walmart Connect	Voltaren <i>Celebrate Caregivers</i> Haleon VMLY&R Commerce* Publicis Media* Walmart Connect Fandango Blis Media Acorn Influence	Huggies <i>The 2,000,000 Diapers Challenge at Sam's Club</i> Kimberly-Clark VMLY&R Commerce*

DIGITAL

ARTIFICIAL INTELLIGENCE (AI)		ENGAGED COMMUNITY - PRODUCTS		ENGAGED COMMUNITY - SERVICES
BRONZE		SILVER	BRONZE	BRONZE
New York Lottery		Heinz	Tide	Chick-fil-A
Picture a Win		Tip for Heinz	Tide Lucky Jersey	Summer of Cows
New York Lottery		Kraft Heinz	Procter & Gamble	Chick-fil-A
McCann New York* UM KINESSO		Mischief @ No Fixed Address* Starcom Zeno Group	Saatchi & Saatchi* MKTG Platinum Rye Entertainment Marina Maher Communications Saatchi & Saatchi X	McCann New York* AKQA Publicis Chick-fil-A IHA
INFLUENCER MARKETING - PRODUCTS				
BRONZE		SILVER	BRONZE	GOLD
5 Gum		Ford	Fresh Step	Pop-Tarts
5 Gum Masterpieces: From Chewed Up Gum to Blinged Out Collectible		Ford x Sydney Sweeney	Adopt a Stray	Pop-Tarts Frosted Banana Bread: Launching a Vibe, Not Just a Flavor
Mars Wrigley North America		Ford Motor Company	The Clorox Company	Kellanova
Weber Shandwick* EssenceMediacom		Wieden+Kennedy New York* Artemis Strategies Mindshare	FCB Chicago* Current Global*	Weber Shandwick*
INFLUENCER MARKETING - SERVICES		SOCIAL MEDIA - PRODUCTS		
SILVER	SILVER	BRONZE	BRONZE	
The General	Knorr	Mucinex	Tide	
The General Sound Studio	Knorr Taste Combos: It's Not Fast Food, But It's So Good	Mucus Mania	Tide Power PODS: You're Gonna Need More Tide	
The General	Unilever	Reckitt	Procter & Gamble	
Energy BBDO* Performics Spool IdeaQuest	MullenLowe* Edelman Mindshare	Reckitt*	Saatchi & Saatchi* Marina Maher Communication Platinum Rye Entertainment Saatchi & Saatchi X	
SOCIAL MEDIA - SERVICES				
GOLD				
America's Navy				
A Peek Into the Real Navy				
US Navy				
VMLY&R*				

HEALTH & WELLNESS

HEALTH, FITNESS & WELLNESS
SILVER

Anytime Fitness

Anytime Anytime

Anytime Fitness

Mischief @ No Fixed Address*
Fish Consulting

HEALTHCARE SERVICES
BRONZE

Anthem Blue Cross and Blue Shield

Medicaid 'Stunt Double'

Elevance Health

FCB Chicago*
MJZ
Assembly Global

OTC	
GOLD	BRONZE

Midol®

Reach for Comfort

Bayer

MullenLowe*

Mucinex

Mucus Mania

Reckitt

Reckitt*

MEDIA

DATA-DRIVEN	
BRONZE	SILVER
Southeast Toyota Distributors	Toyota
<i>Shock of Recognition</i>	<i>Toyota Sales Match Back</i>
Southeast Toyota Distributors	Toyota Northern California
22squared*	H/L*

MEDIA CONTENT PARTNERSHIPS	
SILVER	BRONZE
Frigo Cheese Heads	Kraft Heinz Products
<i>Frigo Cheese Heads shifts from "Please Mom" to "Mom Pleeeeease!" and earns cool points with tweens</i>	<i>No-Plan Dinner Plan Solution</i>
Saputo	Kraft Heinz
Carmichael Lynch*	Starcom*
Strange Beast	Arc Worldwide*
	PXP
	TKH Publicis Shopper

MEDIA IDEA		
SILVER	GOLD	SILVER
Ally	Heinz	Molson Coors
<i>Changing the Game for Women's Sports</i>	<i>Tip for Heinz</i>	<i>High Stakes Beer Ad</i>
Ally Financial	Kraft Heinz	Molson Coors
Anomaly*	Mischief @ No Fixed Address*	Droga5*
EssenceMediacom*	Starcom	
Tier One	Zeno Group	
MKTG		

MEDIA INNOVATION - EMERGING & NEW CHANNELS		MEDIA INNOVATION - EXISTING CHANNELS
BRONZE	GOLD	SILVER
Foundation to Combat Antisemitism	Molson Coors	Tubi
<i>The Blue Square: Standing Up to Jewish Hate</i>	<i>High Stakes Beer Ad</i>	<i>Tubi Takes Viewers Down a Super Bowl Rabbit Hole</i>
Foundation to Combat Antisemitism	Molson Coors	Tubi TV
Wunderman Thompson New York*	Droga5*	Mischief @ No Fixed Address*
Mindshare*		VaynerMedia

NON-PROFIT		PRODUCTS	
BRONZE		BRONZE	SILVER
FEMA		American Family Insurance	Toyota
<i>Prepare to Protect</i>		<i>"Life's Better" Campaign</i>	<i>Day One</i>
Ad Council Federal Emergency Management Agency Lopez Negrete Communications*		American Family Insurance Elite Media* BBDO New York Performics RAPP Worldwide rEvolution	Toyota Motors North America Intertrend Communications*
SERVICES			
SILVER		GOLD	
AT&T Fiber		U.S. Bank	
<i>Live Fútbol Like a GIGillionaire</i>		<i>Found in Translation: The untold story of children who give a voice to generations.</i>	
AT&T Dieste* Hearts & Science		U.S. Bank McCann Detroit* Casanova // McCann* Weber Shandwick	

DIVERSITY, EQUITY & INCLUSION			
SILVER	BRONZE	SILVER	GOLD
Dove	McDonald's	NFL	Opportunity@Work
<i>CROWN Proud</i>	<i>HACER</i>	<i>NFL Run With It: The Game We Love, Like We'd Never Seen It Before</i>	<i>Tear the Paper Ceiling</i>
Unilever	McDonald's	NFL	Ad Council Opportunity@Work
The House of JOY* Conceptual Genius	Alma DDB* Boden PR Loud & Live Navigation Blvd Cool Speak	72andSunny Los Angeles*	Ogilvy* Los York Cut + Run Found Objects

SOCIAL GOOD - BRANDS	
BRONZE	GOLD
Coors Banquet	Microsoft
<i>Protect our Protectors</i>	<i>ADLaM: An Alphabet to Preserve a Culture</i>
Molson Coors	Microsoft
Mischief @ No Fixed Address* VOLT, A Molson Coors Studio Connect@Publicis Media ICF Next Wildland Firefighters Foundation	McCann New York* NAFFA Jamra Patel Andrew Footit Design Craft

SOCIAL GOOD - NON-PROFIT		
BRONZE	BRONZE	BRONZE
Memorial Sloan Kettering Cancer Center	Northwell Health	Opportunity@Work
<i>Working with Cancer Pledge</i>	<i>Doesn't Kill to Ask</i>	<i>Tear the Paper Ceiling</i>
Memorial Sloan Kettering Cancer Center	Northwell Health	Ad Council Opportunity@Work
Publicis Groupe* La Fondation Publicis* Le Truc Digitas Publicis Conseil Publicis Media	StrawberryFrog* FANCY Content Mackcut	Ogilvy* Los York Cut + Run Found Objects