



effie Awards

United States

2026 Winners



WINNERS

The Effie Awards United States 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.

* Indicates lead agency

BRAND INTEGRATION & ENTERTAINMENT PARTNERSHIPS - SERVICES

Uber Eats

GRAND WINNER

Football is for Food

Uber Eats

Special US* • PHD • O Positive • Exile • Pariah

AUTOMOTIVE - VEHICLES

Scout Motors

BRONZE

Scouts Always Come Back

Scout Motors

Venables Bell & Partners*
SUPPLY*
Skunk
Superprime
Farm League

Slate Auto

GOLD

We Built It, You Make It

Slate Auto

Mischief @ No Fixed Address*
Good Behavior
Street Factory
Known
Open Influence

BEAUTY & FRAGRANCE

e.l.f. Cosmetics Halo Glow Liquid Filter

GOLD

The Many-Trick Pony

e.l.f. beauty

Mischief @ No Fixed Address*
SHADOW
Untold Studios
HungryMan
Cartel Editorial

Kenvue

SILVER

Neutrogena Remembers

Kenvue

BBDO New York*
OneVue
Alison Brod Marketing + Communications

Pantene

BRONZE

Unexpired Pantene

Procter & Gamble

Grey New York*
Marina Maher Communications
VML

BEVERAGES - ALCOHOL

Coors Light

GOLD

Case of the Mondays

Molson Coors Beverage Company

Mischief @ No Fixed Address*
Alison Brod Marketing + Communications
Connect at Publicis Media
VOLT, A Molson Coors Studio
Arc Worldwide

Patrón

SILVER

[Censored Truth]

Bacardi Limited

BBH USA*
OMD*
MBooth
More Than Words
Razorfish
Momentum

BEVERAGES - NON-ALCOHOL

BRAND CONTENT & ENTERTAINMENT - PRODUCTS

Pepsi

SILVER

Food Deserves Pepsi: The Cola That Makes Food Taste Better

PepsiCo

BBDO New York*
OMD New York
The Acceleration
The Content Collective

Call of Duty: Black Ops 6

GOLD

The Replacer Replaces Pop Culture

Activision Blizzard

72andSunny Los Angeles*

KitchenAid

SILVER

Love the Racks

Whirlpool Corporation

WoW Studios*
Dictionary Films
Barking Owl
Cutters Studios

Sanpellegrino

SILVER

With Love, Italy: The Social Comedy That Made a Sparkling Water Famous

Nestlé Waters and Premium Beverages

Ogilvy*
Hogarth Worldwide
Spark & Riot
OpenMind
Team N

BRAND CONTENT & ENTERTAINMENT - SERVICES

BRAND INTEGRATION & ENTERTAINMENT PARTNERSHIPS - PRODUCTS

The General

BRONZE

The General Road Test Royale

The General

Energy BBDO*
Publicis Collective*
Spool
Amazon Ads

Essie

SILVER

Nail the Grind

L'Oreal

Ogilvy*
Influential

Kenvue

GOLD

Neutrogena Remembers

Kenvue

BBDO New York*
OneVue
Alison Brod Marketing + Communications

Oscar Mayer

SILVER

The Wienie 500: How Oscar Mayer Took Over Memorial Day Weekend's Biggest TV Event

The Kraft Heinz Company

Johannes Leonardo*
Carat
Zeno Group
The Kitchen at Kraft Heinz
Indianapolis Motor Speedway

BRAND INTEGRATION & ENTERTAINMENT PARTNERSHIPS - SERVICES

Chili's

SILVER

Lights, Camera, Margaritas

Chili's

Mischief @ No Fixed Address*
Edelman Chicago
dentsu X
BenchMob

Mastercard

SILVER

Abacadabra: From Fan To Featured

Mastercard

McCann XBC*
Morningview Productions
Brooklyn Brothers
Rogers & Cowan PMK
Carat

Subway

BRONZE

Subway's Happy Place

Subway
Netflix

Dentsu Creative New York*
Carat
Merkle
FleishmanHillard
Optimist, Inc.

Uber Eats

GOLD

Football is for Food

Uber Eats

Special US*
PHD
O Positive
Exile
Pariah

BUSINESS/PRODUCT/SERVICE INNOVATION / MARKETING INNOVATION SOLUTIONS

Chime

SILVER

MyPay: Get Paid When You Say

Chime

AKQA*
Chime*
Tatari
Croud
Praytell

BUSINESS-TO-BUSINESS - SERVICES

Tubi

BRONZE

Devoted Fans Make Devoted Fans: How Tubi Flipped Their Audience Perceptions

Fox Corporation

Mischief @ No Fixed Address*
VaynerMedia

BUSINESS-TO-BUSINESS - PRODUCTS

LinkedIn

SILVER

Don't Let Good Ads Go to Waste

LinkedIn

LinkedIn*

CORPORATE REPUTATION

Novartis

SILVER

Your Attention Please

Novartis

Merkley + Partners*
Ketchum
The Marketing Arm
Publicis Groupe
Moxie Pictures

DAVID VS. GOLIATH - SITUATIONAL - PRODUCTS

Pringles

GOLD

Call of the Mustaches

Kellanova

FCB New York*
Weber Shandwick
Starcom Media
Momentum
MJZ

Progresso

SILVER

Progresso Soup Drops

General Mills

Edelman*
The Social Lights

DAVID VS. GOLIATH - SITUATIONAL - SERVICES

Okta

SILVER

It's Possible

Okta

MX Group*
GWA

Tubi

SILVER

How Tubi Won Back Younger Streamers with a Tip of a Fleshy Cowboy Hat

Fox Corporation

Mischief @ No Fixed Address*
VaynerMedia

DELIVERY SERVICES

Uber Eats

GOLD

Football is for Food

Uber Eats

Special US*
PHD
O Positive
Exile
Pariah

ELECTRONICS

Samsung

BRONZE

Samsung's "Choose Different" Campaign

Samsung Electronics America

BBH USA*
PRETTYBIRD
Smuggler
Harbor Picture Company

EXPERIENTIAL MARKETING - DIGITAL

DoorDash

SILVER

Doordad

DoorDash

GUT Los Angeles*

EXPERIENTIAL MARKETING - HYBRID

Crayola

GOLD

Returning Creativity

Crayola

Dentsu Creative New York*
dentsu X
Hummingbird Content Studio
TAG
MKTG

Kraft Heinz

SILVER

Heinz Smoothie

The Kraft Heinz Company

Rethink*
Zeno Group
Carat

EXPERIENTIAL MARKETING - LIVE

Army National Guard

GOLD

Mission Day

National Guard Bureau

Team DDB*
The Marketing Arm
DDB Worldwide

Chili's

GOLD

Fast Food Financing

Chili's

It's Advertising Time*
Edelman
m ss ng p eces
dentsu X

Kraft Heinz

SILVER

Heinz Chip Dip

The Kraft Heinz Company

Rethink*
Zeno Group
Carat

FASHION & ACCESSORIES

FINANCE

Levi's

SILVER

REIMAGINE featuring Beyoncé

Levi Strauss & Co.

TBWA\Chiat\Day LA*
UM Worldwide
AKQA
The Lede Company
Parkwood Entertainment

Chime

BRONZE

MyPay: Get Paid When You Say

Chime

AKQA*
Chime*
Tatari
Croud
Praytell

PayPal

GOLD

The Power of "Paldom": How We Took PayPal Everywhere

PayPal

BBH USA*
Edelman New York
Gifted Youth
Harbor Picture Company
The Den

Prudential

SILVER

The Beta Baby Bonus

Prudential

McCann New York*
Smuggler
No6
Craft
Weber Shandwick

FOOD

GOVERNMENT & PUBLIC SERVICE

Heinz

BRONZE

Mustard x Mustard

The Kraft Heinz Company

The Kitchen North America*
Cashmere Agency*
Zeno Group
Carat
MK Films
Goodbit Studios

Progresso

BRONZE

Progresso Soup Drops

General Mills

Edelman*
The Social Lights

U.S. Department of Veterans Affairs

BRONZE

The Hidden Power of Loved Ones: The Key to Impacting Veteran Suicide Prevention

Ad Council
U.S. Department of Veterans Affairs

GSD&M*
Whitman Insight Strategies

HOUSEHOLD SUPPLIES

INSURANCE

Brawny

BRONZE

How Brawny Summoned the Strongest Comeback in Paper Towels

Brawny

Joan Creative*
Weber Shandwick

CLR

BRONZE

CLR Brands "So Clean. So Hot."

Jelmar

Betty*
Rise, A Quad Company

Progressive Insurance

BRONZE

Dr. Rick

Progressive Insurance

Arnold*
Formula
Pearpop
Ninety6

MARKETING DISRUPTORS - PRODUCTS

Angel Soft

SILVER

Angel Soft Potty-tunity

Georgia-Pacific

Grey New York*
Hogarth Worldwide
Burson Global Communications
Psyop
OMD Worldwide

Sanpellegrino

SILVER

With Love, Italy: Disrupting the Rules of Latecomer Marketing

Nestlé Waters and Premium Beverages

Ogilvy*
Hogarth Worldwide
Spark & Riot
OpenMind
Team N

MARKETING DISRUPTORS - SERVICES

Chime

SILVER

MyPay: Get Paid When You Say

Chime

AKQA*
Chime*
Tatari
Croud
Praytell

ServiceNow

BRONZE

Put AI to Work for People

ServiceNow

TBWA\Chiat\Day LA*

MEDIA & ENTERTAINMENT COMPANIES

Tubi

BRONZE

How Tubi Won Back Younger Streamers with a Tip of a Fleshy Cowboy Hat

Fox Corporation

Mischief @ No Fixed Address*
VaynerMedia

NON-PROFIT

ReSurge International

BRONZE

Closing the Gap

ReSurge International

Ogilvy Health*
Papaya Films
Outfront Media

Sandy Hook Promise

SILVER

Sandy Hook Promise - How a Teddy Bear's Story Became a Lifesaver

Sandy Hook Promise

BBDO New York*
Smuggler
Weber Shandwick New York

PROFESSIONAL SERVICES

Care.com

BRONZE

When It's Not You, It's Care.com

Care.com

Bandits & Friends*
WITHIN
Horizon Media
MANUAL
Influential

RESTAURANTS

McDonald's

SILVER

A Minecraft Movie Meal

McDonald's

Wieden+Kennedy*

RETAIL

JCPenney

SILVER

Yes, JCPenney: The Comeback Story of America's Iconic Department Store

JCPenney

Mischief @ No Fixed Address*
dentsu X
VaynerMedia
FleishmanHillard

SEASONAL MARKETING - PRODUCTS

Coors Light

BRONZE

Case of the Mondays

Molson Coors Beverage Company

Mischief @ No Fixed Address*
Alison Brod Marketing + Communications
Connect at Publicis Media
VOLT, A Molson Coors Studio
Arc Worldwide

Oscar Mayer

SILVER

The Wienie 500: How Oscar Mayer Took Over Memorial Day Weekend's Biggest TV Event

The Kraft Heinz Company

Johannes Leonardo*
Carat
Zeno Group
The Kitchen at Kraft Heinz
Indianapolis Motor Speedway

Progresso

SILVER

Progresso Soup Drops

General Mills

Edelman*
The Social Lights

SEASONAL MARKETING - SERVICES

SMALL BUDGETS - NON-PROFIT

SMALL BUDGETS - PRODUCTS

Uber Eats

SILVER

Football is for Food

Uber Eats

Special US*
PHD
O Positive
Exile
Pariah

Last Prisoner Project

SILVER

The Pen to Right History

Last Prisoner Project

McCann New York*
Craft Worldwide
No6

Goody's Pain Powder

GOLD

Smile 20

Prestige Consumer Healthcare

FCB Chicago*
456 Studios

Wienerschnitzel

SILVER

Unleashing Wiener Pride: How Wienerschnitzel Helped America Love the Hot Dog Again

Wienerschnitzel

INNOCEAN USA*
Basis

SNACKS & DESSERTS

Goldfish

BRONZE

Chilean Sea Bass

The Campbell's Company

Mischief @ No Fixed Address*
Good Behavior
Zeno Group

Skittles

SILVER

Skittles POP'D Launch: Finding Crunch Acceptance

Mars Wrigley North America

DDB Chicago*
Critical Mass Chicago*
Mediacom Group
Omnicom Production
Weber Shandwick

Sweethearts

SILVER

Ghosted Hearts

Spangler Candy Company

Tombras*

SOFTWARE

Life360

SILVER

Family-Proof Your Family

Life360

Alto*
MJZ

ServiceNow

SILVER

Put AI to Work for People

ServiceNow

TBWA\Chiat\Day LA*

SPORTS & ENTERTAINMENT

Bad Bunny

GOLD

Tracking Bad Bunny

Rimas Music

DDB Latina Puerto Rico*

Golden State Valkyries

SILVER

Golden State Valkyries: Brand Creation & Launch

Golden State Valkyries

Cartwright*

Nike

BRONZE

Winning Isn't For Everyone

Nike

Wieden+Kennedy Portland*

SUSTAINED SUCCESS - NON-PROFIT

Sandy Hook Promise

BRONZE

How Sandy Hook Promise Mobilized the Nation to Prevent School Shootings

Sandy Hook Promise

BBDO New York*
Smuggler
Weber Shandwick New York

SUSTAINED SUCCESS - PRODUCTS

Cheetos

SILVER

Cheetos—Driving Growth by Embracing the Mess

PepsiCo

Goodby Silverstein & Partners*
Ketchum
VaynerMedia
Direct Focus
Content Collective

Core Power

BRONZE

From Protein for the Few to Fuel for Everyone Who Moves

Fairlife LLC

Doner Advertising*
EssenceMediacom
Impossible Objects

SUSTAINED SUCCESS - PRODUCTS

Lysol

BRONZE

Clean is Good, Sanitized is Better

Lysol

McCann New York*
Shutterstock Studio Latam
Zenith
Hunter PR

The Ajinomoto Group

GOLD

How Ajinomoto Changed America's Minds about MSG

The Ajinomoto Group

Edelman New York*
Tuff
Quiet Light Communications
CowboyBearNinja
ArtClass Content

SUSTAINED SUCCESS - SERVICES

Chili's

BRONZE

Three Years, Three Pillars, Triple Growth

Chili's

Mischief @ No Fixed Address*
Edelman Chicago
dentsu X
BenchMob
Influencer

Tubi

GOLD

How Tubi Broke Category Conventions To Break Through In Streaming

Fox Corporation

Mischief @ No Fixed Address*
VaynerMedia

Workday

BRONZE

The Rock Stars of Business Keep On Rocking

Workday

Ogilvy*
Merkle

TIMELY OPPORTUNITY - PRODUCTS

Angel Soft

BRONZE

Angel Soft Potty-tunity

Georgia-Pacific

Grey New York*
Hogarth Worldwide
Burson Global Communications
Psyop
OMD Worldwide

Heinz

GOLD

Mustard x Mustard

The Kraft Heinz Company

The Kitchen North America*
Cashmere Agency*
Zeno Group
Carat
MK Films
Goodbit Studios

Oscar Mayer

SILVER

The Wienie 500: How Oscar Mayer Took Over Memorial Day Weekend's Biggest TV Event

The Kraft Heinz Company

Johannes Leonardo*
Carat
Zeno Group
The Kitchen at Kraft Heinz
Indianapolis Motor Speedway

TRAVEL & TOURISM

CTVisit

GOLD

Connecticut: Pizza Capital of the U.S.

Connecticut Office of Tourism

Adams & Knight, Inc.*
iProspect

Wyndham Hotels & Resorts

BRONZE

Wyndham Stay Close

Wyndham Hotels & Resorts

Havas New York*

YOUTH MARKETING - PRODUCTS

e.l.f. Cosmetics Halo Glow Liquid Filter

SILVER

The Many-Trick Pony

e.l.f. beauty

Mischief @ No Fixed Address*
SHADOW
Untold Studios
HungryMan
Cartel Editorial

eos

SILVER

eos Harshes Critics

eos Products

Mischief @ No Fixed Address*
World War Seven
Circle Productions
Arcade Edit
Trafik

YOUTH MARKETING - SERVICES

Mastercard

SILVER

Abracadabra: From Fan To Featured

Mastercard

McCann XBC*
Morningview Productions
Brooklyn Brothers
Rogers & Cowan PMK
Carat

COMMERCE & SHOPPER

CHALLENGER BRAND SOLUTION - PRODUCTS

Ensueño

BRONZE

"How Abuela's Wisdom Beat Giants"

AIEn USA

VML*
Notably PR
Shooters Films

DIGITAL COMMERCE

Nestlé Purina

BRONZE

Hacking Human Habits To Create A New Canine Ritual

Purina Animal Nutrition

VML*
OpenMind
Golin

EXPERIENTIAL COMMERCE MARKETING

Chili's

SILVER

Chili's: Scranton Branch

Chili's

It's Advertising Time*
Edelman
BenchMob
Fox Den
dentsu X

Sour Patch Kids

SILVER

Sour Patch Kids' 'Sour Translator'

Mondelēz International

VML*

MULTI-BRAND SHOPPER SOLUTION

Haleon

SILVER

Be There with Care

Haleon

VML*
Publicis LeOne
Collectively

MULTI-RETAILER PROGRAM

Heinz Ketchup

SILVER

Rise and Heinz

The Kraft Heinz Company

TKH Publicis Shopper*
Carat

NEW PRODUCT/SERVICE INTRODUCTION - PRODUCTS

Popeyes Louisiana Kitchen

BRONZE

Popeyes Went Full Pickle

Popeyes

McKinney*
CYLNDR Studios
UEG
PHD

OMNI-CHANNEL SHOPPER SOLUTION

Coors Light

GOLD

Case of the Mondays

Molson Coors Beverage Company

Mischief @ No Fixed Address*
Alison Brod Marketing + Communications
Connect at Publicis Media
VOLT, A Molson Coors Studio
Arc Worldwide

COMMERCE & SHOPPER (CONT.)

SEASONAL/EVENT - PRODUCTS

Haleon

BRONZE

Defense Codes

Haleon

VML*
Publicis LeOne
Collectively

Hyundai Motor America

BRONZE

Hyundai Getaway Sales Event: Deals So Right, It Almost Feels Wrong

Hyundai Motor America

INNOCEAN USA*
Canvas Worldwide

Keebler

SILVER

Keebler & Harry Potter Butterbeer

Ferrero North America

AMP Agency*
Golin New York
Berlin
iProspect

SEASONAL/EVENT - SERVICES

FanDuel Sportsbook

BRONZE

Futures Day

FanDuel Sportsbook

Arts & Letters*
Overcoast Music + Sound

Uber Eats

SILVER

Football is for Food

Uber Eats

Special US*
PHD
O Positive
Exile
Pariah

SINGLE-RETAILER PROGRAM - MASS MERCHANTS

Coca-Cola

SILVER

Coca-Cola Orange Cream Walmart Launch

The Coca-Cola Company

VML*

Coffee mate

BRONZE

Cold Foam My Drink

Nestlé

VML*
Merkle
OpenMind
PEP Promotions

SINGLE-RETAILER PROGRAM - SUPERMARKETS

Ensueño

GOLD

"How Abuela's Wisdom Beat Giants"

AIEn USA

VML*
Notably PR
Shooters Films

Sour Patch Kids

GOLD

Sour Patch Kids' 'Sour Translator'

Mondelēz International

VML*

DIGITAL

ENGAGED COMMUNITY - PRODUCTS

Kenvue

BRONZE

Neutrogena Remembers

Kenvue

BBDO New York*

OneVue

Alison Brod Marketing + Communications

ENGAGED COMMUNITY - SERVICES

Mastercard

GOLD

Abracadabra: From Fan To Featured

Mastercard

McCann XBC*

Morningview Productions

Brooklyn Brothers

Rogers & Cowan PMK

Carat

INFLUENCER MARKETING - PRODUCTS

Pantene

GOLD

Unexpired Pantene

Procter & Gamble

Grey New York*

Marina Maher Communications

VML

PERFORMANCE MARKETING

ProColombia

SILVER

Animals Know Something That Humans Don't

ProColombia

DDB Colombia*

Multi*

Quiroga Agencia de Medios

SOCIAL MEDIA - SERVICES

Mastercard

BRONZE

Abracadabra: From Fan To Featured

Mastercard

McCann XBC*

Morningview Productions

Brooklyn Brothers

Rogers & Cowan PMK

Carat

United States Navy

SILVER

Navy SubReddit Hunt

United States Navy

VML*

HEALTH & WELLNESS

DISEASE AWARENESS & EDUCATION - PHARMA/CORPORATE

Novartis

SILVER

Your Attention Please

Novartis

Merkley + Partners*
Ketchum
The Marketing Arm
Publicis Groupe
Moxie Pictures

Nuplazid

BRONZE

More to Parkinson's: Turning Silence Into Action

Acadia Pharmaceuticals

Lippe Taylor*
Maximum Effort
Heartbeat
SOLVE(D)
Amy Doner Group

Pfizer

BRONZE

Rated RSV

Pfizer

DNA Communications*
Weber Shandwick*
Imposter

HEALTHCARE SERVICES

Kaiser Permanente

SILVER

How Kaiser Permanente Won Over the Next Generation with Health Care That Just Works

Kaiser Permanente

Droga5*
Hearts & Science
Fela
Cabin Editing Company
Shepard

UnitedHealthcare Medicare Plans

BRONZE

You've Got Your Whole Life Ahead of You with UnitedHealthcare Medicare Plans

UnitedHealthcare

BarkleyOKRP*
Eicoff

OTC

Goody's Pain Powder

SILVER

Smile 20

Prestige Consumer Healthcare

FCB Chicago*
456 Studios

Unisom

SILVER

Putting a Giant(s) Case of Restlessness to Bed

Opella

The Martin Agency*
Lippe Taylor
Havas
CAA

RX - CONSUMER/DTC

Novartis

GOLD

Your Attention Please

Novartis

Merkley + Partners*
Ketchum
The Marketing Arm
Publicis Groupe
Moxie Pictures

RX - DEVICES

ResMed

SILVER

Love Is in the Air

ResMed

Arnold New York*
Havas Edge

MULTICULTURAL

MULTICULTURAL - PRODUCTS

Heinz

GOLD

Mustard x Mustard

The Kraft Heinz Company

Cashmere Agency*
The Kitchen North America*
Zeno Group
Carat
MK Films
Goodbit Studios

Medalla Light

SILVER

Found in Translation

Cervecera de Puerto Rico

DDB Latina Puerto Rico*

MULTICULTURAL - SERVICES

Kroger

BRONZE

El Regalo de Enseñar

Kroger

alma DDB*
adam&eveDDB New York
Hornet
Bravissima Consulting
dentsu X

POSITIVE CHANGE

ENVIRONMENTAL - BRANDS

Colossal Biosciences

GOLD

The First Dire Wolf Howl in Over 10,000 Years

Colossal Biosciences

Colossal Biosciences*

SOCIAL GOOD - BRANDS

Eisai Alzheimer's Disease State Education

SILVER

Younger Than You Think

Eisai

Havas Lynx*

SOCIAL GOOD - BRANDS

NFL x Big Brothers Big Sisters of America

BRONZE

Breaking a 20-Year Record That Matters: The NFL and Big Brothers Big Sisters Partnership That Brought the Mentor Waitlist Down to Under 30,000 for the First Time in Decades

National Football League
Big Brothers Big Sisters of America

72andSunny Los Angeles*

SOCIAL GOOD - DIVERSITY, EQUITY & INCLUSION

Last Prisoner Project

GOLD

The Pen to Right History

Last Prisoner Project

McCann New York*
Craft Worldwide
No6

SOCIAL GOOD - NON-PROFIT

Change The Ref

SILVER

The Final Exam

Change The Ref

Energy BBDO*
Webcore Games
Flutu Music
Druid Creative Gaming
OMG Creo

Last Prisoner Project

GOLD

The Pen to Right History

Last Prisoner Project

McCann New York*
Craft Worldwide
No6

Sandy Hook Promise

SILVER

Sandy Hook Promise - How A Teddy Bear's Story Became a Lifesaver

Sandy Hook Promise

BBDO New York*
Smuggler
Weber Shandwick New York