



effie Awards

United States

2026 Finalists & Winners



FINALISTS & 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.

Winner award levels will be announced at the annual Effie Awards U.S. Gala on May 27, 2026.

* Indicates lead agency

AUTOMOTIVE - AFTERMARKET

Goodyear

Still. Always. Forever.

Goodyear Tire and Rubber Company

BBH USA*
HARBOR Services
Exile Edit

AUTOMOTIVE - VEHICLES

Scout Motors

WINNER

Scouts Always Come Back

Scout Motors

Venables Bell & Partners*
SUPPLY*
Skunk
Superprime
Farm League

Slate Auto

WINNER

We Built It, You Make It

Slate Auto

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

Toyota

A BEV Story, Starring the bZ4X

Toyota Motor NA

InterTrend Communications*

BEAUTY & FRAGRANCE

e.l.f. Cosmetics Halo Glow Liquid Filter

WINNER

The Many-Trick Pony

e.l.f. beauty

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

Kenvue

WINNER

Neutrogena Remembers

Kenvue

BBDO New York*
OneVue
Alison Brod Marketing + Communications

Kenvue

Sunscreen You Can't See

Kenvue

BBDO New York*
Alison Brod Marketing & Communications
OneVue

Pantene

WINNER

Unexpired Pantene

Procter & Gamble

Grey New York*
Marina Maher Communications
VML

BEVERAGES - ALCOHOL

Coors Banquet

Coors Banquet x Wrangler: Two Legends Bring Real Western Spirit to a New Generation

Coors Banquet
Wrangler

DDB Chicago*
Phaedon*
Connect at Publicis Media
Merkle
VOLT, A Molson Coors Studio
Omnicom Production

Coors Light

WINNER

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

Josh Cellars

Seaswept

Deutsch Family Wine & Spirits

Tombras*

BEVERAGES - ALCOHOL (CONT.)

Patrón
WINNER

[Censored Truth]

Bacardi Limited

BBH USA*
OMD*
MBooth
More Than Words
Razorfish
Momentum

Topo Chico Hard

Adios Decline, Hello Velocity: Disrupting the Hard Seltzer Category

Molson Coors Beverage Company
Red Tree Beverages

alma DDB*
Connect at Publicis Media
Phaedon
Soul Sight
Omnicom Production

BEVERAGES - NON-ALCOHOL

Michelob Ultra

Zero

AB InBev

Wieden+Kennedy New York*
Anonymous Content
Final Cut
Barking Owl
Arc

Pepsi
WINNER

Food Deserves Pepsi: The Cola That Makes Food Taste Better

PepsiCo

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

BRAND CONTENT & ENTERTAINMENT - PRODUCTS

Call of Duty: Black Ops 6
WINNER

The Replacer Replaces Pop Culture

Activision Blizzard

72andSunny Los Angeles*

KitchenAid
WINNER

Love the Racks

Whirlpool Corporation

WoW Studios*
Dictionary Films
Barking Owl
Cutters Studios

Sanpellegrino
WINNER

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

Bark Air

Bark Air Launch

Bark

Tombras*
Confidant
Superprime

The General
WINNER

The General Road Test Royale

The General

Energy BBDO*
Publicis Collective*
Spool
Amazon Ads

BRAND INTEGRATION & ENTERTAINMENT PARTNERSHIPS - PRODUCTS

Essie
WINNER

Nail the Grind

L'Oreal

Ogilvy*
Influential

Kenvue
WINNER

Neutrogena Remembers

Kenvue

BBDO New York*
OneVue
Alison Brod Marketing +
Communications

OREO

The Best Oreo Ever*

Mondelēz International

Dentsu Creative US*
VaynerMedia
Weber Shandwick
PXP Studios
Goodness, Inc.

Oscar Mayer
WINNER

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
WINNER

Lights, Camera, Margaritas

Chili's

Mischief @ No Fixed Address*
JM&D*
Edelman Chicago
dentsu X
BenchMob

Domino's

Domino's Emergency Pizza 2.0

Domino's Pizza

WorkInProgress*
Mindshare New York
Brother
Artjail
Lost Planet

Mastercard
WINNER

Abracadabra: From Fan To Featured

Mastercard

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

McDonald's

A Minecraft Movie Meal

McDonald's

Wieden+Kennedy New York*

SoFi

Flipping the Script on Tradition: How SoFi Redefined Sports Integration to Drive Growth

SoFi Technologies

SoFi Technologies*
BAV Group*

Subway
WINNER

Subway's Happy Place

Subway
Netflix

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

The General

The General Road Test Royale

The General

Energy BBDO*
Publicis Collective*
Spool
Amazon Ads

Uber Eats
WINNER

Football is for Food

Uber Eats

Special US*
PHD
O Positive
Exile
Pariah

BUSINESS/PRODUCT/SERVICE INNOVATION / MARKETING INNOVATION SOLUTIONS

Chime
WINNER

MyPay: Get Paid When You Say

Chime

AKQA*
Chime*
Tatari
Croud
Praytell

FanDuel Sportsbook

Futures Day

FanDuel Sportsbook

Arts & Letters*
Overcoast Music + Sound

Street Grace

Transaction Intercept

Street Grace

BBDO Atlanta*

Verizon

Guaranteed Trade In

Verizon

Ogilvy*
VM1
Hogarth
Silvercast

BUSINESS-TO-BUSINESS - PRODUCTS

AT&T Business

Wake Up with CrAlg

AT&T

BBDO*
Critical Mass*
Hearts & Science
Omnicom Production
Ketchum

Away From Home

Heinz Verified

The Kraft Heinz Company

Nectar First*
The Kitchen at Kraft Heinz*

LinkedIn

WINNER

Don't Let Good Ads Go to Waste

LinkedIn

LinkedIn*

BUSINESS-TO-BUSINESS - SERVICES

Amazon Ads

Matches Are Made With Amazon Ads

Amazon Ads

Code and Theory*
Initiative*

ServiceNow

Put AI to Work for People

ServiceNow

TBWA\Chiat\Day LA*

Tubi

WINNER

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

Fox Corporation

Mischief @ No Fixed Address*
VaynerMedia

CORPORATE REPUTATION

Eli Lilly

Seeking

Eli Lilly and Company

Wieden+Kennedy Portland*
Publicis Alchemy

Goldfish

Chilean Sea Bass

The Campbell's Company

Mischief @ No Fixed Address*
Good Behavior
Zeno Group

Novartis

WINNER

Your Attention Please

Novartis

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

Prudential

The Beta Baby Bonus

Prudential

McCann New York*
Smuggler
No6
Craft
Weber Shandwick

CULTURE & THE ARTS

DAVID VS. GOLIATH - SITUATIONAL: PRODUCTS

Whitney Museum of American Art

Letters to Mr. Ailey

Whitney Museum of American Art

FCB New York*

American Pecan Promotion Board

Surprisingly Snackable Pecans

American Pecan Promotion Board

Signal Theory*
Six Twenty Six

JCPenney

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

JCPenney

Mischief @ No Fixed Address*
Dentsu Media
VaynerMedia
FleishmanHillard

Pringles

WINNER

Call of the Mustaches

Kellanova

FCB New York*
Weber Shandwick
Starcom Media
Momentum
MJZ

DAVID VS. GOLIATH - SITUATIONAL: PRODUCTS (CONT.)

Progresso
WINNER

Progresso Soup Drops

General Mills

Edelman*
The Social Lights

Samsung

Samsung's "Choose Different" Campaign

Samsung Electronics America

BBH USA*
PRETTYBIRD
Smuggler
Harbor Picture Company

Slice Healthy Soda

Slice Summer Time Machine

Slice Healthy Soda

Barkley OKRP*
360PR+*
LIME Studios

Wells Fargo

Be a 2%er

Wells Fargo & Company

BBDO New York*
OMD WorldWide

DAVID VS. GOLIATH - SITUATIONAL: SERVICES

Bark Air

Bark Air Launch

Bark

Tombras*
Confidant
Superprime

Okta
WINNER

It's Possible

Okta

MX Group*
GWA

Papa Johns

Meet the Makers

Papa Johns

The Martin Agency*
Carat
Current Global
RQ

Realtor.com

From Stuck to Sold: How Realtor.com & Reba McEntire Empowered Hopeful Homeowners

Realtor.com

GSD&M*
Ocean Media
Talent Partnership Advisors

Tubi

WINNER

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

Fox Corporation

Mischief @ No Fixed Address*
VaynerMedia

DELIVERY SERVICES

DoorDash

Doordad

DoorDash

GUT Los Angeles*

Instacart

Instacart's First Super Bowl: "We're Here"

Instacart

TBWA\Chiat\Day LA*
Small Girls PR
Tinuiti
JAMM Visual
Hungry Man

Uber Eats

WINNER

Football is for Food

Uber Eats

Special US*
PHD
O Positive
Exile
Pariah

ELECTRONICS

EXPERIENTIAL MARKETING - HYBRID

Samsung
WINNER

Samsung's "Choose Different" Campaign

Samsung Electronics America

BBH USA*
PRETTYBIRD
Smuggler
Harbor Picture Company

Crayola
WINNER

Returning Creativity

Crayola

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

Kraft Heinz
WINNER

Heinz Smoothie

The Kraft Heinz Company

Rethink*
Zeno Group
Carat

Slate Auto

We Built It, You Make It

Slate Auto

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

EXPERIENTIAL MARKETING - HYBRID (CONT.)

EXPERIENTIAL MARKETING - DIGITAL

State Farm

State Farm Gamerhood: 2024-25

State Farm

Infinity Marketing Team*
FleishmanHillard
The Marketing Arm
OMD

Bad Bunny

Tracking Bad Bunny

Rimas Music

DDB Latina Puerto Rico*

DoorDash
WINNER

Doordad

DoorDash

GUT Los Angeles*

EXPERIENTIAL MARKETING - LIVE

Army National Guard
WINNER

Mission Day

National Guard Bureau

Team DDB*
The Marketing Arm
DDB Worldwide

Change The Ref

The Final Exam

Change The Ref

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

Chili's
WINNER

Fast Food Financing

Chili's

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

IBM

AI Sports Club at the Park

IBM

George P. Johnson Experience Marketing*
George P. Johnson*
field.io ltd

Kraft Heinz
WINNER

Heinz Chip Dip

The Kraft Heinz Company

Rethink*
Zeno Group
Carat

FASHION & ACCESSORIES

FINANCE

Levi's
WINNER

REIMAGINE featuring Beyoncé

Levi Strauss & Co.

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

Chime
WINNER

MyPay: Get Paid When You Say

Chime

AKQA*
Chime*
Tatari
Croud
Praytell

PayPal
WINNER

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

PayPal

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

Prudential
WINNER

The Beta Baby Bonus

Prudential

McCann New York*
Smuggler
No6
Craft
Weber Shandwick

FOOD

Heinz
WINNER

Mustard x Mustard

The Kraft Heinz Company

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

Jif

The Merger America Craved

J.M. Smucker

BBH USA*
PXP
Digitas New York
Zenith

Knorr

Knorr Unlimited Time Menu

Unilever United States

MullenLowe U.S.*
WPP Unite
Edelman
Village
Big Sync Music

Kraft Heinz

Heinz Chip Dip

The Kraft Heinz Company

Rethink*
Zeno Group
Carat

Kraft Heinz

Heinz Smoothie

The Kraft Heinz Company

Rethink*
Zeno Group
Carat

Mike's Amazing

Righting the Wrongs

Mike's Amazing

Havas New York*
Ramp97*
Mackcut

Progresso
WINNER

Progresso Soup Drops

General Mills

Edelman*
The Social Lights

GAMING & E-SPORTS

GOVERNMENT & PUBLIC SERVICE

Call of Duty: Black Ops 6

The Replacer Replaces Pop Culture

Activision Blizzard

72andSunny Los Angeles*

Army National Guard

Uncommon Is Calling

National Guard Bureau

Team DDB*
The Marketing Arm
fluent360
Supply & Demand
OMD

US Army

Precision Recruitment: Transforming Gen Z Engagement with Personalized and Efficient Army Marketing

US Army

Team DDB*
RAPP

U.S. Department of Veterans Affairs

WINNER

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

HOME FURNISHINGS & APPLIANCES

KitchenAid

Love the Racks

Whirlpool Corporation

WoW Studios*
Dictionary Films
Barking Owl
Cutters Studios

Kohler

Kohler Smart Toilets - Design Changes Everything

Kohler Co.

Kohler Communications*
PMG*

HOUSEHOLD SUPPLIES

Brawny

WINNER

How Brawny Summoned the Strongest Comeback in Paper Towels

Brawny

Joan Creative*
Weber Shandwick

Clorox

Clean Feels Good

The Clorox Company

FCB Chicago*
OMD
Ketchum

CLR

WINNER

CLR Brands "So Clean. So Hot."

Jelmar

Betty*
Rise, A Quad Company

Swiffer

Swiffer Keep NYC Out of NYC Apts

Procter & Gamble

PG One*
MSL Group

INSURANCE

Progressive Insurance

WINNER

Dr. Rick

Progressive Insurance

Arnold*
Formula
Pearpop
Ninety6

State Farm

State Farm | Batman vs. Bateman Campaign

State Farm

Highdive*
hungryman Productions
FleishmanHillard
OMD WorldWide
Infinity Marketing Team

The General

The General Road Test Royale

The General

Energy BBDO*
Publicis Collective*
Spool
Amazon Ads

MARKETING DISRUPTORS - PRODUCTS

Angel Soft

WINNER

Angel Soft Potty-tunity

Georgia-Pacific

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

Burger King

Whopper by You

Burger King

BarkleyOKRP*
Monks

Dr Pepper

Dr Pepper Fansville: Disrupting the Sports Sponsorship Model

Keurig Dr Pepper

Deutsch*
Connect @ Publicis Media
Havas Formula

Essie

Nail the Grind

L'Oreal

Ogilvy*
Influential

MARKETING DISRUPTORS - PRODUCTS (CONT.)

Goldfish

KitchenAid

Sanpellegrino

Whirlpool

WINNER

Chilean Sea Bass

Love the Racks

With Love, Italy: Disrupting the Rules of Latecomer Marketing

So Fresh, So Clean

The Campbell's Company

Whirlpool Corporation

Nestlé Waters and Premium Beverages

Whirlpool Corporation

Mischief @ No Fixed Address*
Good Behavior
Zeno Group

WoW Studios*
Dictionary Films
Barking Owl
Cutters Studios

Ogilvy*
Hogarth Worldwide
Spark & Riot
OpenMind
Team N

WoW Studios*

MARKETING DISRUPTORS - SERVICES

Chime

WINNER

Nationwide

ServiceNow

WINNER

MyPay: Get Paid When You Say

From Typecast to Triumph: How Nationwide Flipped the Script on Its Own Icon Status.

Put AI to Work for People

Chime

Nationwide

ServiceNow

AKQA*
Chime*
Tatari
Croud
Praytell

Ogilvy*
Essence Mediacom

TBWA\Chiat\Day LA*

MEDIA & ENTERTAINMENT COMPANIES

Tubi

Tubi

WINNER

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

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

Fox Corporation

Fox Corporation

Mischief @ No Fixed Address*
VaynerMedia

Mischief @ No Fixed Address*
VaynerMedia

NEW PRODUCT OR SERVICE INTRODUCTION

CeraVe

Red Lobster

Heads of CeraVe

Red Lobster: Real Talk. Real Change.

L'Oreal

Red Lobster

Ogilvy*
1stAveMachine
Mackcut
Heard City
Human Worldwide

BarkleyOKRP
RPA
Havas Formula

NEW PRODUCT OR SERVICE LINE EXTENSION

McDonald's

Dulce de Leche Frappé

McDonald's

alma DDB*
BODEN agency
Loud & Live
Navigation Blvd

Sanpellegrino

With Love, Italy: Disrupting the Rules of Latecomer Marketing

Nestlé Waters and Premium Beverages

Ogilvy*
Hogarth Worldwide
Spark & Riot
OpenMind
Team N

Taco Bell

How People's Favorite Taco Place Became Their Favorite Chicken Place

Taco Bell

Deutsch*
Spark
Edelman

NON-PROFIT

Change The Ref

The Final Exam

Change The Ref

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

The Foundation to Combat Antisemitism

FCAS Timeout Against Hate

The Foundation to Combat Antisemitism

VML New York*
Mindshare New York*

ReSurge International
WINNER

Closing the Gap

ReSurge International

Ogilvy Health*
Papaya Films
Outfront Media

Sandy Hook Promise
WINNER

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

Sandy Hook Promise

BBDO New York*
Smuggler
Weber Shandwick New York

PERSONAL CARE

PET CARE

Hawaiian Tropic

Tana Sutra

Edgewell Personal Care

BBH USA*
dysrupt
Biscuit Filmworks
The Den

Hill's Science Diet

Another Year Bolder

Hill's Pet Nutrition

VML*
Burson*
Flighthouse Media

Hill's Science Diet

Hill's: Because You're Only Human

Hill's Pet Nutrition

VML*
The Sweetshop

PEDIGREE Drizzlers

Drizzlers: A New Sauce... Just for Dogs

Mars Pet Nutrition

BBDO New York*
Weber Shandwick*
Essence Mediacom
Mars United Commerce

PROFESSIONAL SERVICES

RESTAURANTS

Care.com
WINNER

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

Care.com

Bandits & Friends*
WITHIN
Horizon Media
MANUAL
Influential

Realtor.com

From Stuck to Sold: How Realtor.com & Reba McEntire Empowered Hopeful Homeowners

Realtor.com

GSD&M*
Ocean Media
Talent Partnership Advisors

Chili's

Chili's: Scranton Branch

Chili's

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

Chili's

Fast Food Financing

Chili's

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

RESTAURANTS (CONT.)

Chili's

Lights, Camera, Margaritas

Chili's

Mischief @ No Fixed Address*
JM&D*
Edelman Chicago
dentsu X
BenchMob

KFC US

The Kentucky Fried Comeback

Yum! Brands

Highdive*
Spark Foundry Chicago
Wasserman
Edelman New York

McDonald's

WINNER

A Minecraft Movie Meal

McDonald's

Wieden+Kennedy*

Taco Bell

The Live Más Drive-Thru Cam

Taco Bell

Biite*
Edelman
Laundry Service
Spark
Deeplocal

RETAIL

JCPenney

WINNER

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

JCPenney

Mischief @ No Fixed Address*
Dentsu Media
VaynerMedia
FleishmanHillard

Walmart

Walmart - Who Knew?

Walmart

Fallon*
Leo New York*
Digitas
The Community
Contender
Zenith

SEASONAL MARKETING - PRODUCTS

Coors Light

WINNER

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

Hellmann's

How Hellmann's Turned Football Season into Mayonnaise Season

Hellmann's

VML*
Mindshare New York
Edelman New York

SEASONAL MARKETING - PRODUCTS (CONT.)

Oscar Mayer

WINNER

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

Pringles

Call of the Mustaches

Kellanova

FCB New York*
Weber Shandwick
Starcom Media
Momentum
MJZ

Progresso

WINNER

Progresso Soup Drops

General Mills

Edelman*
The Social Lights

SEASONAL MARKETING - SERVICES

He Gets Us

True Greatness

Come Near

LERMA*
Genuine Article
Ditore Mayo

ProColombia

Animals Know Something That Humans Don't

ProColombia

DDB Colombia*
Multi*
Quiroga Agencia de Medios

Uber Eats

WINNER

Football is for Food

Uber Eats

Special US*
PHD
O Positive
Exile
Pariah

Wyndham Hotels & Resorts

Wyndham Stay Close

Wyndham Hotels & Resorts

Havas New York*

SMALL BUDGETS - NON-PROFIT

Change The Ref

The Final Exam

Change The Ref

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

Last Prisoner Project

WINNER

The Pen to Right History

Last Prisoner Project

McCann New York*
Craft Worldwide
No6

MSI Reproductive Choices

Vagina Privacy Network

MSI Reproductive Choices

Weber Shandwick*
Flipside
Electronic Frontier Foundation

Street Grace

Transaction Intercept

Street Grace

BBDO Atlanta*

SMALL BUDGETS - PRODUCTS

Fortune Brands Innovations

Master Lock "Master It" Campaign

Fortune Brands Innovations

Laughlin Constable*

Goody's Pain Powder

WINNER

Smile 20

Prestige Consumer Healthcare

FCB Chicago*
456 Studios

Wienerschnitzel

WINNER

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

Wienerschnitzel

INNOCEAN USA*
Basis

SNACKS & DESSERTS

Goldfish
WINNER

Chilean Sea Bass

The Campbell's Company

Mischief @ No Fixed Address*
Good Behavior
Zeno Group

Pringles

Call of the Mustaches

Kellanova

FCB New York*
Weber Shandwick
Starcom Media
Momentum
MJZ

Skittles
WINNER

*Skittles POP'D Launch:
Finding Crunch
Acceptance*

Mars Wrigley North America

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

Sweethearts
WINNER

Ghosted Hearts

Spangler Candy Company

Tombras*

SOFTWARE

Life360
WINNER

Family-Proof Your Family

Life360

Alto*
MJZ

ServiceNow
WINNER

Put AI to Work for People

ServiceNow

TBWA\Chiat\Day LA*

SPORTS & ENTERTAINMENT

Bad Bunny
WINNER

Tracking Bad Bunny

Rimas Music

DDB Latina Puerto Rico*

Golden State Valkyries
WINNER

*Golden State Valkyries: Brand
Creation & Launch*

Golden State Valkyries

Cartwright*

Nike
WINNER

Winning Isn't For Everyone

Nike

Wieden+Kennedy Portland*

SUSTAINED SUCCESS - NON-PROFIT

Sandy Hook Promise
WINNER

*How Sandy Hook Promise
Mobilized the Nation to
Prevent School Shootings*

Sandy Hook Promise

BBDO New York*
Smuggler
Weber Shandwick New York

The Real Cost

*The Real Cost: Unignorable
Impact*

FDA - Center for Tobacco
Products

FCB New York*
Initiative
Kinesso
KDH Research &
Communication

SUSTAINED SUCCESS - PRODUCTS

Cheetos
WINNER

*Cheetos—Driving Growth
by Embracing the Mess*

PepsiCo

Goodby Silverstein & Partners*
Ketchum
VaynerMedia
Direct Focus
Content Collective

Core Power
WINNER

*From Protein for the Few to
Fuel for Everyone Who
Moves*

Fairlife LLC

Doner Advertising*
EssenceMediaComm
Impossible Objects

SUSTAINED SUCCESS - PRODUCTS (CONT.)

Lysol
WINNER

Clean is Good, Sanitized is Better

Lysol

McCann New York*
Shutterstock Studio Latam
Zenith
Hunter PR

The Ajinomoto Group
WINNER

How Ajinomoto Changed America's Minds about MSG

The Ajinomoto Group

Edelman New York*
Tuff
Quiet Light Communications
CowboyBearNinja
ArtClass Content

Voodoo Ranger

From the Brink of Discontinuation to America's #1 Craft Beer

New Belgium Brewing

Fact & Fiction*
Exverus Media
Conveyor Media
Backbone Media

SUSTAINED SUCCESS - SERVICES

Chili's
WINNER

Three Years, Three Pillars, Triple Growth

Chili's

Mischief @ No Fixed Address*
It's Advertising Time*
Edelman Chicago
dentsu X
BenchMob
Influencer

Tubi
WINNER

How Tubi Broke Category Conventions To Break Through In Streaming

Tubi

Mischief @ No Fixed Address*
VaynerMedia

Workday
WINNER

The Rock Stars of Business Keep On Rocking

Workday

Ogilvy*
Merkle

TIMELY OPPORTUNITY - PRODUCTS

Angel Soft
WINNER

Angel Soft Potty-tunity

Georgia-Pacific

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

Heinz
WINNER

Mustard x Mustard

The Kraft Heinz Company

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

Oscar Mayer
WINNER

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

Patrón

[Censored Truth]

Bacardi Limited

BBH USA*
OMD*
MBooth
More Than Words
Razorfish
Momentum

TIMELY OPPORTUNITY - SERVICES

TRANSPORTATION

TRAVEL & TOURISM

Prudential

The Beta Baby Bonus

Prudential

McCann New York*
Smuggler
No6
Craft
Weber Shandwick

United Airlines

Same Status, Better Everything Else

United Airlines

72andSunny Los Angeles*
Carat

City of Miami Beach

The Curse That Cured Spring Break

City of Miami Beach

VML Miami*
Greater Miami Convention & Visitors Bureau

CTVisit
WINNER

Connecticut: Pizza Capital of the U.S.

Connecticut Office of Tourism

CTVisit*
Adams & Knight, Inc.*
iProspect

TRAVEL & TOURISM

Experience Columbus

ProColombia

Tourism Ireland

Wyndham Hotels & Resorts

WINNER

Say "Yes" to Columbus

Animals Know Something That Humans Don't

Halloween's Irish Soul: Resurrecting a Lost Legacy

Wyndham Stay Close

Experience Columbus

ProColombia

Tourism Ireland USA

Wyndham Hotels & Resorts

Luquire*
Picture North

DDB Colombia*
Multi*
Quiroga Agencia de Medios

Publicis London*
OMD

Havas New York*

YOUTH MARKETING - PRODUCTS

e.l.f. Cosmetics Halo Glow Liquid Filter

WINNER

eos

WINNER

Goldfish

The Many-Trick Pony

e.l.f. beauty

eos Harshes Critics

eos Products

Chilean Sea Bass

The Campbell's Company

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

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

Mischief @ No Fixed Address*
Good Behavior
Zeno Group

YOUTH MARKETING - SERVICES

Mastercard

WINNER

McDonald's

State Farm

Abacadabra: From Fan To Featured

Mastercard

A Minecraft Movie Meal

McDonald's

State Farm x Severance | Getting Severed from Parents' Car Insurance

State Farm

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

Wieden+Kennedy*

Highdive*
FleishmanHillard
Smuggler
OMD

COMMERCE & SHOPPER

CHALLENGER BRAND SOLUTION - PRODUCTS

Ensueño WINNER

"How Abuela's Wisdom Beat Giants"

AIEn USA

VML*
Notably PR
Shooters Films

CHALLENGER BRAND SOLUTION - SERVICES

Chime

MyPay: Get Paid When You Say

Chime

AKQA*
Chime*
Tatari
Croud
Praytell

Tubi

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

Fox Corporation

Mischief @ No Fixed Address*
VaynerMedia

DIGITAL COMMERCE

Nestlé Purina WINNER

Hacking Human Habits To Create A New Canine Ritual

Purina Animal Nutrition

VML*
OpenMind
Golin

EXPERIENTIAL COMMERCE MARKETING

Chili's WINNER

Chili's: Scranton Branch

Chili's

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

Sour Patch Kids WINNER

Sour Patch Kids' 'Sour Translator'

Mondelēz International

VML*

MULTI-BRAND SHOPPER SOLUTION

Haleon WINNER

Be There with Care

Haleon

VML*
Publicis LeOne
Collectively

MULTI-RETAILER PROGRAM

Busch Light

Busch Light Authentic Outdoorsman Trade Campaign

AB InBev

We Are Alexander*

Heinz Ketchup WINNER

Rise and Heinz

The Kraft Heinz Company

TKH Publicis Shopper*
Carat

NEW PRODUCT/SERVICE INTRODUCTION - PRODUCTS

Jif

The Merger America Craved

J.M. Smucker

BBH USA*
PXP
Digitas New York
Zenith

Popeyes Louisiana Kitchen WINNER

Popeyes Went Full Pickle

Popeyes

McKinney*
CYLNR Studios
UEG
PHD

Skittles

Skittles POP'D Launch: Finding Crunch Acceptance

Mars Wrigley North America

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

COMMERCE & SHOPPER (CONT.)

NEW PRODUCT/SERVICE INTRODUCTION - PRODUCTS (CONT.)

Sprite

Sprite Chill - The Coldest-est in the Game

Sprite
The Coca-Cola Company

Majority*
WPP Open X
United Talent Agency
Publicis Groupe

Tide

Tide Collateral Stain Stories

Procter & Gamble

Saatchi & Saatchi X*
Saatchi & Saatchi
MSL Group

OMNI-CHANNEL SHOPPER SOLUTION

Coors Light

WINNER

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

Heinz Ketchup

Rise and Heinz

The Kraft Heinz Company

TKH Publicis Shopper*
Carat
Weiden+Kennedy New York
Zeno Group

Ziploc

Ziploc Preserved Promos

SC Johnson

VML*
Zeno Group
OMG
Obviously
Ogilvy

SEASONAL/EVENT - PRODUCTS

Haleon

WINNER

Defense Codes

Haleon

VML*
Publicis LeOne
Collectively

Hyundai Motor America

WINNER

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

Hyundai Motor America

INNOCEAN USA*
Canvas Worldwide

Keebler

WINNER

Keebler & Harry Potter Butterbeer

Ferrero North America

AMP Agency*
Golin New York
Berlin
iProspect

SEASONAL/EVENT - SERVICES

Chili's

Lights, Camera, Margaritas

Chili's

Mischief @ No Fixed Address*
JM&D*
Edelman Chicago
dentsu X
BenchMob

DoorDash

Doordad

DoorDash

GUT Los Angeles*

FanDuel Sportsbook

WINNER

Futures Day

FanDuel Sportsbook

Arts & Letters*
Overcoast Music + Sound

Uber Eats

WINNER

Football is for Food

Uber Eats

Special US*
PHD
O Positive
Exile
Pariah

COMMERCE & SHOPPER (CONT.)

SINGLE-RETAILER PROGRAM - MASS MERCHANTS

Coca-Cola
WINNER

Coca-Cola Orange Cream Walmart Launch

The Coca-Cola Company

VML*

Coffee mate
WINNER

Cold Foam My Drink

Nestlé

VML*
Merkle
OpenMind
PEP Promotions

Haleon

Be There With Care

Haleon

VML*
Publicis LeOne
Collectively

SINGLE-RETAILER PROGRAM - SUPERMARKETS

Ensueño
WINNER

"How Abuela's Wisdom Beat Giants"

AIEn USA

VML*
Notably PR
Shooters Films

Sour Patch Kids
WINNER

Sour Patch Kids' 'Sour Translator'

Mondelēz International

VML*

SUSTAINED SUCCESS

Sprite

Sprite Brand Campaign

Sprite
The Coca-Cola Company

Majority*
WPP OpenX
United Talent Agency
Publicis Groupe

DIGITAL

ARTIFICIAL INTELLIGENCE (AI)

Adobe Firefly

The Unfinished Film

Hecho Studios
Adobe

Adobe*
Hecho Studios
Cartel and Co.
LIME Studios
Heavy Duty Projects

ENGAGED COMMUNITY - PRODUCTS

Kenvue WINNER

Neutrogena Remembers

Kenvue

BBDO New York*
OneVue
Alison Brod Marketing +
Communications

McDonald's

Collector's Meal

McDonald's

Wieden+Kennedy New York*
Publicis Groupe
Boxer

Red Lobster

Red Lobster: Real Talk. Real Change.

Red Lobster

BarkleyOKRP*
RPA
Havas Formula

ENGAGED COMMUNITY - SERVICES

Chick-fil-A

Summer of Cows: Code Moo

Chick-fil-A

McCann New York*
Red Games Co.
Casanova//McCann
Publicis Collective
Chick-fil-A

Mastercard WINNER

Abracadabra: From Fan To Featured

Mastercard

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

INFLUENCER MARKETING - PRODUCTS

Brawny 3-Ply Paper Towels

Brawny 3-Ply Cleans Up the Break-Up

Georgia-Pacific

Weber Shandwick*

Hellmann's

Kitchen Confessions

Unilever

the food group*
Purple Stuff

Panera Bread

Panera Croissant Clutch

Panera Bread

72andSunny New York*
Alison Brod Marketing + Communications*

INFLUENCER MARKETING - PRODUCTS (CONT.)

Pantene WINNER

Unexpired Pantene

Procter & Gamble

Grey New York*
Marina Maher Communications
VML

Whirlpool

So Fresh, So Clean

Whirlpool Corporation

WoW Studios*

eBay

The Cast

eBay

Joan Creative*

INFLUENCER MARKETING - SERVICES

DIGITAL (CONT.)

PERFORMANCE MARKETING

Foxit Software

The #1 Alternative Campaign

Foxit Software

Design Force*
VideoFresh*

ProColombia

WINNER

Animals Know Something That Humans Don't

ProColombia

DDB Colombia*
Multi*
Quiroga Agencia de Medios

SOCIAL MEDIA - PRODUCTS

Knorr

Knorr Unlimited Time Menu

Unilever United States

MullenLowe U.S.*
WPP Unite
Edelman
Village
Big Sync Music

Sanpellegrino

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

Tide

Tide Collateral Stain Stories

Procter & Gamble

Saatchi & Saatchi*
MSL Group
O Positive
Mackcut
Arc

SOCIAL MEDIA - SERVICES

Mastercard

WINNER

Abracadabra: From Fan To Featured

Mastercard

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

Prudential

Financial Lessons for the TikTok Era

Prudential

McCann New York*
Casanova//McCann
Craft Worldwide

United States Navy

WINNER

Navy SubReddit Hunt

United States Navy

VML*

HEALTH & WELLNESS

DISEASE AWARENESS & EDUCATION - NON-PROFIT

LifeBridge Health

Stop the Iron Pipeline

LifeBridge Health

StrawberryFrog*
Madison Media Group
Logic
The Music Playground
Cult Classic

U.S. Department of Veterans Affairs

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

DISEASE AWARENESS & EDUCATION - PHARMA/CORPORATE

Novartis

WINNER

Your Attention Please

Novartis

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

Nuplazid

WINNER

More to Parkinson's: Turning Silence Into Action

Acadia Pharmaceuticals

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

Pfizer

WINNER

Rated RSV

Pfizer

DNA Communications*
Weber Shandwick*
Imposter

HEALTH, FITNESS & WELLNESS

EX Program

Outsmart Nicotine

Truth Initiative

Mojo Supermarket*
Initiative New York*
Crux Research
Bridge Analytics
Colloquial
Allegiance Group + Pursuant

HEALTHCARE SERVICES

Ad Council

Agree to Agree

Ad Council

GUT*
Institute Pictures
Cosmo Street
Moving Forward Studios
Animal Music

Kaiser Permanente

WINNER

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

Kaiser Permanente

Droga5*
Hearts & Science
Fela
Cabin Editing Company
Shepard

HEALTH & WELLNESS (CONT.)

HEALTHCARE SERVICES (CONT.)

UnitedHealthcare Medicare Plans

WINNER

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

UnitedHealthcare

BarkleyOKRP*
Eicoff

U.S. Department of Veterans Affairs

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

OTC

Goody's Pain Powder

WINNER

Smile 20

Prestige Consumer Healthcare

FCB Chicago*
456 Studios

Pfizer

Rated RSV

Pfizer

DNA Communications*
Weber Shandwick*
Imposter

Unisom

WINNER

Putting a Giant(s) Case of Restlessness to Bed

Opella

The Martin Agency*
Lippe Taylor
Havas
CAA

RX - CONSUMER/DTC

Cologuard

"Skip the Drama" of Screening for Colon Cancer with Cologuard

Exact Sciences

FCB Health New York*
Hawk Partners
OMD

ENHERTU

Not Today

Daiichi Sankyo
AstraZeneca

VML*
CMI
Rock Paper Scissors

Novartis

WINNER

Your Attention Please

Novartis

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

XDEMIVY

Your Mitey Problem

Tarsus Pharmaceuticals

FCB Chicago*
Stink Films
Framestore
Heller
Moon Rabbit

RX - DEVICES

ResMed

WINNER

Love Is in the Air

ResMed

Arnold New York*
Havas Edge

MEDIA

MEDIA CONTENT PARTNERSHIPS

Brawny 3-Ply Paper Towels

Brawny 3-Ply Cleans Up the Break-Up

Georgia-Pacific

Weber Shandwick*

MEDIA IDEA - PRODUCTS

Hulu

Hulu's King of the Hill

Hulu Originals

Publicis Imagine*

MEDIA IDEA - SERVICES

Waymo

Waymo - The Future Is in the Fortune (Cookie)

Alphabet

Fitzco*
Huge

MEDIA INNOVATION - EMERGING & NEW CHANNELS

McDonald's

Not Not A Big Mac

McDonald's

Wieden+Kennedy New York*

Rocket

First Ever LIVE Commercial Crossover

Rocket Mortgage

Zenith*
Mirimar

MEDIA INNOVATION - EXISTING CHANNELS

Swiffer

Swiffer Keep NYC Out of NYC Apts

Procter & Gamble

PG One*
MSL Group

MULTICULTURAL

MULTICULTURAL - NON-PROFIT

Memorial Sloan Kettering Cancer Center

Late

Memorial Sloan Kettering
Cancer Center

alma DDB*
Central Films

MULTICULTURAL - PRODUCTS

Heinz WINNER

Mustard x Mustard

The Kraft Heinz Company

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

Medalla Light WINNER

Found in Translation

Cervecera de Puerto Rico

DDB Latina Puerto Rico*

Toyota

A BEV Story, Starring the bZ4X

Toyota Motor North America

InterTrend Communications*

MULTICULTURAL - SERVICES

Kroger WINNER

El Regalo de Enseñar

Kroger

alma DDB*
adam&eveDDB NY
Hornet
Bravissima Consulting
Dentsu Media

POSITIVE CHANGE

ENVIRONMENTAL - BRANDS, NON-PROFIT

Colossal Biosciences WINNER

The First Dire Wolf Howl in over 10,000 Years

Colossal Biosciences

Colossal Biosciences*

SOCIAL GOOD - BRANDS

Amazon Music

Louder Than Cancer

Amazon Music

Grey Health New York*
WPP

Eisai Alzheimer's Disease State Education WINNER

Younger Than You Think

Eisai

Havas Lynx*

L'Oréal Paris

The Final Copy Of Ilon Specht

L'Oréal Paris

McCann Paris*
McCann New York
Traverse32
Beauty Co-Lab
Breakwater Studios

SOCIAL GOOD - BRANDS (CONT.)

NFL x Big Brothers Big Sisters of America WINNER

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

Ford

Ford Support Belt

Ford Motor Company

VML*
WPP Media

Last Prisoner Project WINNER

The Pen to Right History

Last Prisoner Project

McCann New York*
Craft Worldwide
No6

SOCIAL GOOD - NON-PROFIT

Change The Ref WINNER

The Final Exam

Change The Ref

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

Last Prisoner Project WINNER

The Pen to Right History

Last Prisoner Project

McCann New York*
Craft Worldwide
No6

Sandy Hook Promise WINNER

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

Sandy Hook Promise

BBDO New York*
Smuggler
Weber Shandwick New York