

NORTH AMERICA / WINNERS



WINNERS

The North American Effie Awards honor 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 and Canada.

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 2017 North American Effie Awards Gala on Thursday, June 1, in New York City.

Congratulations to this year's winners.

* Indicates lead agency

AUTOMOTIVE - VEHICLES		BEAUTY	
SILVER	BRONZE	SILVER	BRONZE
Chevrolet	Chevrolet	CoverGirl	Pantene
<i>Chevrolet Spark Launch</i>	<i>Strengthening Perceptions: Chevy Silverado</i>	<i>Katy Kat</i>	<i>#DadDo</i>
Chevrolet Canada	Chevrolet	Procter & Gamble	Procter & Gamble
McCann Canada*	Commonwealth//McCann* Carat MAKE FleishmanHillard	Grey New York*	Grey New York* Devries PR

BEVERAGES - NON-ALCOHOL	BRAND EXPERIENCE		
SILVER	GOLD	SILVER	BRONZE
Mountain Dew Kickstart	Art Institute of Chicago	Chevrolet	Lockheed Martin
<i>Mountain Dew: It All Starts With a Kick</i>	<i>Van Gogh BnB</i>	<i>Chevrolet Spark Launch</i>	<i>Lockheed Martin Field Trip to Mars</i>
PepsiCo	Art Institute of Chicago	Chevrolet Canada	Lockheed Martin
BBDO New York* OMD VaynerMedia	Leo Burnett/Arc* Mediavest Spark Starcom	McCann Canada*	McCann New York* Momentum Worldwide Universal McCann Weber Shandwick

BRANDED CONTENT		BRANDED UTILITY	
GOLD	BRONZE	SILVER	BRONZE
Extra Gum	IBM	Whirlpool	IBM
<i>Unwrapping A Love Story</i>	<i>C-suite</i>	<i>Care Counts</i>	<i>C-suite</i>
Mars/Wrigley	IBM	Whirlpool	IBM
Energy BBDO* MediaCom	Ogilvy & Mather*	DigitasLbi* Ketchum	Ogilvy & Mather*

BUSINESS-TO-BUSINESS		CARPE DIEM - PRODUCTS	
GOLD		SILVER	
IBM		MICROSOFT	
Outthink		A New Legacy Begins	
IBM		Microsoft	
Ogilvy & Mather* Neo@Ogilvy		McCann New York* Empower Media Team Blk-OPs Media Agency	
CARPE DIEM - PRODUCTS			
SILVER		SILVER	
BRONZE		BRONZE	
Burger King		Extra Gum	
The McWhopper Proposal		Unwrapping A Love Story	
Burger King		Mars/Wrigley	
Y&R New Zealand* DAVID The Agency ABPR Code and Theory Turner Duckworth		Energy BBDO* MediaCom	
CARPE DIEM - SERVICES		CORPORATE REPUTATION	
BRONZE		SILVER	
BRONZE		SILVER	
BRONZE		BRONZE	
JetBlue Airways		IBM	
Reach Across the Aisle		Outthink	
JetBlue Airways		IBM	
MullenLowe U.S.* MullenLowe MediaHub*		Ogilvy & Mather* Neo@Ogilvy	
CARPE DIEM - SERVICES		CORPORATE REPUTATION	
BRONZE		SILVER	
BRONZE		SILVER	
BRONZE		BRONZE	
JetBlue Airways		IBM	
Reach Across the Aisle		Outthink	
JetBlue Airways		IBM	
MullenLowe U.S.* MullenLowe MediaHub*		Ogilvy & Mather* Neo@Ogilvy	
CARPE DIEM - SERVICES		CORPORATE REPUTATION	
BRONZE		SILVER	
BRONZE		SILVER	
BRONZE		BRONZE	
JetBlue Airways		IBM	
Reach Across the Aisle		Outthink	
JetBlue Airways		IBM	
MullenLowe U.S.* MullenLowe MediaHub*		Ogilvy & Mather* Neo@Ogilvy	
CARPE DIEM - SERVICES		CORPORATE REPUTATION	
BRONZE		SILVER	
BRONZE		SILVER	
BRONZE		BRONZE	
JetBlue Airways		IBM	
Reach Across the Aisle		Outthink	
JetBlue Airways		IBM	
MullenLowe U.S.* MullenLowe MediaHub*		Ogilvy & Mather* Neo@Ogilvy	
CARPE DIEM - SERVICES		CORPORATE REPUTATION	
BRONZE		SILVER	
BRONZE		SILVER	
BRONZE		BRONZE	
JetBlue Airways		IBM	
Reach Across the Aisle		Outthink	
JetBlue Airways		IBM	
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BRONZE		SILVER	
BRONZE		SILVER	
BRONZE		BRONZE	
JetBlue Airways		IBM	
Reach Across the Aisle		Outthink	
JetBlue Airways		IBM	
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BRONZE		SILVER	
BRONZE		SILVER	
BRONZE		BRONZE	
JetBlue Airways		IBM	
Reach Across the Aisle		Outthink	
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BRONZE		SILVER	
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BRONZE		BRONZE	
JetBlue Airways		IBM	
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BRONZE		SILVER	
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BRONZE		BRONZE	
JetBlue Airways		IBM	
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BRONZE		SILVER	
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JetBlue Airways		IBM	
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JetBlue Airways		IBM	
Reach Across the Aisle		Outthink	
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BRONZE		SILVER	
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JetBlue Airways		IBM	
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JetBlue Airways		IBM	
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BRONZE		SILVER	
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JetBlue Airways		IBM	
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BRONZE		SILVER	
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BRONZE		BRONZE	
JetBlue Airways		IBM	
Reach Across the Aisle		Outthink	
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BRONZE		SILVER	
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BRONZE		BRONZE	
JetBlue Airways		IBM	
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JetBlue Airways		IBM	
Reach Across the Aisle		Outthink	
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JetBlue Airways		IBM	
Reach Across the Aisle		Outthink	
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JetBlue Airways		IBM	
Reach Across the Aisle		Outthink	
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JetBlue Airways		IBM	
Reach Across the Aisle		Outthink	
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BRONZE		BRONZE	
JetBlue Airways		IBM	
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BRONZE		BRONZE	
JetBlue Airways		IBM	
Reach Across the Aisle		Outthink	
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BRONZE		BRONZE	
JetBlue Airways		IBM	
Reach Across the Aisle		Outthink	
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BRONZE		SILVER	
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BRONZE		BRONZE	
JetBlue Airways		IBM	
Reach Across the Aisle		Outthink	
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BRONZE		SILVER	
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BRONZE		BRONZE	
JetBlue Airways		IBM	
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BRONZE		SILVER	
BRONZE		SILVER	
BRONZE		BRONZE	
JetBlue Airways		IBM	
Reach Across the Aisle		Outthink	
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BRONZE		SILVER	
BRONZE		SILVER	
BRONZE		BRONZE	
JetBlue Airways		IBM	
Reach Across the Aisle		Outthink	
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BRONZE		SILVER	
BRONZE		SILVER	
BRONZE		BRONZE	
JetBlue Airways		IBM	
Reach Across the Aisle		Outthink	
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CARPE DIEM - SERVICES		CORPORATE REPUTATION	
BRONZE		SILVER	
BRONZE		SILVER	
BRONZE		BRONZE	
JetBlue Airways		IBM	
Reach Across the Aisle		Outthink	
JetBlue Airways		IBM	
MullenLowe U.S.* MullenLowe MediaHub*		Ogilvy & Mather* Neo@Ogilvy	
CARPE DIEM - SERVICES		CORPORATE REPUTATION	
BRONZE		SILVER	
BRONZE		SILVER	
BRONZE		BRONZE	
JetBlue Airways		IBM	
Reach Across the Aisle		Outthink	
JetBlue Airways		IBM	
MullenLowe U.S.* MullenLowe MediaHub*		Ogilvy & Mather* Neo@Ogilvy	
CARPE DIEM - SERVICES		CORPORATE REPUTATION	
BRONZE		SILVER	
BRONZE		SILVER	
BRONZE		BRONZE	
JetBlue Airways		IBM	
Reach Across the Aisle		Outthink	
JetBlue Airways		IBM	
MullenLowe U.S.* MullenLowe MediaHub*		Ogilvy & Mather* Neo@Ogilvy	
CARPE DIEM - SERVICES		CORPORATE REPUTATION	
BRONZE		SILVER	
BRONZE		SILVER	
BRONZE		BRONZE	
JetBlue Airways		IBM	
Reach Across the Aisle		Outthink	
JetBlue Airways		IBM	
MullenLowe U.S.* MullenLowe MediaHub*		Ogilvy & Mather* Neo@Ogilvy	
CARPE DIEM - SERVICES		CORPORATE REPUTATION	
BRONZE		SILVER	
BRONZE		SILVER	
BRONZE		BRONZE	
JetBlue Airways		IBM	
Reach Across the Aisle		Outthink	
JetBlue Airways		IBM	
MullenLowe U.S.* MullenLowe MediaHub*		Ogilvy & Mather* Neo@Ogilvy	
CARPE DIEM - SERVICES		CORPORATE REPUTATION	
BRONZE		SILVER	
BRONZE		SILVER	
BRONZE		BRONZE	
JetBlue Airways		IBM	
Reach Across the Aisle		Outthink	
JetBlue Airways		IBM	
MullenLowe U.S.* MullenLowe MediaHub*		Ogilvy & Mather* Neo@Ogilvy	
CARPE DIEM - SERVICES		CORPORATE REPUTATION	
BRONZE		SILVER	
BRONZE		SILVER	
BRONZE		BRONZE	
JetBlue Airways		IBM	
Reach Across the Aisle		Outthink	
JetBlue Airways		IBM	
MullenLowe U.S.* MullenLowe MediaHub*		Ogilvy & Mather* Neo@Ogilvy	
CARPE DIEM - SERVICES		CORPORATE REPUTATION	
BRONZE		SILVER	
BRONZE		SILVER	
BRONZE		BRONZE	
JetBlue Airways		IBM	
Reach Across the Aisle		Outthink	
JetBlue Airways		IBM	
MullenLowe U.S.* MullenLowe MediaHub*		Ogilvy & Mather* Neo@Ogilvy	
CARPE DIEM - SERVICES		CORPORATE REPUTATION	
BRONZE		SILVER	
BRONZE		SILVER	
BRONZE		BRONZE	
JetBlue Airways		IBM	
Reach Across the Aisle		Outthink	
JetBlue Airways		IBM	
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CARPE DIEM - SERVICES		CORPORATE REPUTATION	
BRONZE		SILVER	
BRONZE		SILVER	
BRONZE		BRONZE	
JetBlue Airways		IBM	
Reach Across the Aisle		Outthink	
JetBlue Airways		IBM	
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CARPE DIEM - SERVICES		CORPORATE REPUTATION	
BRONZE		SILVER	
BRONZE		SILVER	
BRONZE		BRONZE	
JetBlue Airways		IBM	
Reach Across the Aisle		Outthink	
Jet			

ENGAGED COMMUNITY		ENTERTAINMENT & SPORTS	
GOLD	BRONZE	SILVER	SILVER
Be The Match	Dove Hair	Barbie	EA Madden NFL 16
<i>Be The Guy</i>	<i>Dove Hair #LoveYourCurls Emojis</i>	<i>Imagine the Possibilities</i>	<i>Madden the Movie</i>
Be The Match	Unilever	Mattel	Electronic Arts
space150*	Edelman* Ogilvy & Mather Paris* Mindshare VaynerMedia	BBDO San Francisco* BBDO New York* Starcom	Heat* Starcom
ENTERTAINMENT & SPORTS		FASHION	FINANCIAL CARDS
BRONZE		BRONZE	BRONZE
Overwatch	Under Armour	Citi	
<i>Overwatch</i>	<i>Michael Phelps</i>	<i>An Effie Entry That Actually Means What It Says</i>	
Blizzard Entertainment	Under Armour	Citi	
Droga5* Liquid Advertising*	Droga5*	Publicis North America*	
FITNESS & WELLNESS		GOVERNMENT, INSTITUTIONAL & RECRUITMENT	
BRONZE	BRONZE	SILVER	BRONZE
Fitbit	Gatorade	U.S. Army	New York Lottery
<i>Fit For All</i>	<i>If It's Not Game Time, It's Recover Time</i>	<i>U.S. Army Cryptaris Mission</i>	<i>The New York Lottery - "You'd Make a Way Better Rich Person"</i>
Fitbit	PepsiCo	U.S. Army	The New York Lottery
ARGONAUT* DigitasLBi	TBWA\Chiat\Day Los Angeles* OMD FleishmanHillard	McCann New York* Universal McCann MRM//McCann	McCann New York* Universal McCann
HISPANIC		HOUSEHOLD SUPPLIES & SERVICES	
SILVER	BRONZE	BRONZE	BRONZE
XFINITY	Tide	Gain	Mrs. Meyer's Clean Day
<i>Language Choice</i>	<i>Tide Washes Away Hurtful Labels</i>	<i>Gain by Gain</i>	<i>The Hunt for the First Ever Mrs. Meyer's Home 'Maker'</i>
Comcast/XFINITY	Procter & Gamble	Procter & Gamble	S.C. Johnson
Grupo Gallegos*	Conill* Starcom* FleishmanHillard	Leo Burnett Toronto* Hearts & Science	Ogilvy & Mather* PHD

INFLUENCERS		INTERNET & TELECOM	
GOLD	SILVER	BRONZE	
truth initiative	JetBlue Airways	IBM	
<i>Prevent #CATmageddon</i>	<i>FlyBabies</i>	<i>Cloudscape</i>	
truth initiative	JetBlue Airways	IBM	
72andSunny* Media Assembly Ketchum	MullenLowe U.S.* MullenLowe MediaHub*	Ogilvy & Mather* Neo@Ogilvy	

LGBT COMMUNITY		OFFICE & DELIVERY	
SILVER	SILVER	GOLD	BRONZE
Doritos	Gay Men's Health Crisis (GMHC)	Office Depot OfficeMax	United States Postal Service
<i>Doritos Rainbows</i>	<i>Blood Equality</i>	<i>The Co-Worker Collection</i>	<i>Your Business Becomes Our Business</i>
Frito-Lay North America, Inc.	Gay Men's Health Crisis (GMHC)	Office Depot OfficeMax	United States Postal Service
Goodby Silverstein & Partners* MWWPR OMD	FCB Health*	McCann New York* Merkle AGAIN Interactive	McCann New York* MRM//McCann Universal McCann Weber Shandwick

OLYMPICS MARKETING		PACKAGED FOOD	
SILVER	BRONZE	SILVER	BRONZE
Under Armour	Canadian Tire	Knorr	Pop-Tarts
<i>Michael Phelps</i>	<i>Step Up Stand Tall</i>	<i>Love at First Taste</i>	<i>Pop-Tarts Soda-Mazing</i>
Under Armour	Canadian Tire Corporation	Unilever	The Kellogg Company
Droga5*	cleansheet communications* Touché!* NYB Media Inc. Cinco	MullenLowe U.S.* Edelman Mindshare PHD IBM iX	VML* Universal Music Group Starcom Edelman

PERSONAL CARE		
SILVER	SILVER	BRONZE
Huggies	Vaseline Brand	Gillette
<i>No Baby Unhugged</i>	<i>The Vaseline Healing Project</i>	<i>Go Ask Dad</i>
Kimberly-Clark	Unilever	Procter & Gamble
Ogilvy & Mather* Mindshare*	BBH New York* PHD Edelman VaynerMedia SapientRazorfish	Grey New York* Townhouse Untitled Films Ketchum Touchstorm

RENAISSANCE			
SILVER	BRONZE	BRONZE	
Huggies	Extra Gum	KFC	
<i>No Baby Unhugged</i>	<i>Give Extra, Get Extra</i>	<i>The Return of Colonel Sanders</i>	
Kimberly-Clark	Mars/Wrigley	KFC	
Ogilvy & Mather* Mindshare*	Energy BBDO* MediaCom Starcom	Wieden+Kennedy* Edelman MEC Global Access Emanate	
RESTAURANTS		RETAIL	
GOLD	BRONZE	SILVER	
Burger King	Taco Bell	eBay	
<i>The McWhopper Proposal</i>	<i>Quesalupa is #BiggerThan</i>	<i>Find Your Perfect</i>	
Burger King	Taco Bell	eBay	
Y&R New Zealand* DAVID The Agency ABPR Code and Theory Turner Duckworth	Deutsch LA* Mediavest Spark DigitasLbi Edelman	DigitasLbi*	
RETAIL		SEASONAL MARKETING	
SILVER	BRONZE	GOLD	SILVER
Walmart	Target	Morton Salt	Office Depot OfficeMax
<i>Greenlight a Vet</i>	<i>The Holiday Odyssey</i>	<i>Morton Safe-T-Pet - A Safer Winter for All</i>	<i>The Co-Worker Collection</i>
Walmart	Target	Morton Salt	Office Depot OfficeMax
Saatchi & Saatchi* Mediavest Spark FleishmanHillard	72andSunny* Haworth Marketing + Media	Neo@Ogilvy* Blacklist Ogilvy & Mather	McCann New York* Merkle AGAIN Interactive
SEASONAL MARKETING		SMALL BUDGETS - PRODUCTS	
BRONZE	BRONZE	SILVER	BRONZE
IBM	Skittles	Contours	Art Institute of Chicago
<i>Watson x The Oscars</i>	<i>Skittles Holiday Pawn Shop</i>	<i>The Baby Stroller Test-Ride by Contours</i>	<i>Van Gogh BnB</i>
IBM	Wrigley Canada	Kolcraft	Art Institute of Chicago
Ogilvy & Mather* Neo@Ogilvy	BBDO Toronto* MediaCom Canada Harbinger	FCB Chicago* Current Lord + Thomas Cinema Libertad LLC Hero Solutions	Leo Burnett/Arc* Mediavest Spark Starcom

SMALL BUDGETS - SERVICES		
SILVER	SILVER	BRONZE
JetBlue Airways	MyMusicRx for the Children's Cancer Association	Outdoor Advertising Association of America
<i>FlyBabies</i>	<i>Bedstock: Playing Music From Our Bed For Kids Stuck In Theirs</i>	<i>Feel the Real</i>
JetBlue Airways	Children's Cancer Association	Outdoor Advertising Association of America
MullenLowe U.S.* MullenLowe MediaHub*	Anomaly*	Partners + Napier* Dressler LLC DIA

SNACKS & DESSERTS		
SILVER	BRONZE	BRONZE
Cheetos	Extra Gum	Trolli
<i>Cheetos Museum</i>	<i>Unwrapping A Love Story</i>	<i>A Beardly Awesome New Product Launch and Program</i>
Frito-Lay North America, Inc.	Mars/Wrigley	Ferrara Candy Company
Goodby Silverstein & Partners* The Marketing Arm Ketchum OMD Caviar Content	Energy BBDO* MediaCom	Periscope* Legend PR KSM

SOFTWARE & APPS		SUSTAINED SUCCESS - PRODUCTS
SILVER	BRONZE	GOLD
TurboTax	IBM	Dos Equis
<i>The New Way To Do Taxes</i>	<i>Outthink</i>	<i>The Most Interesting Man in the World</i>
TurboTax	IBM	Heineken USA
Wieden+Kennedy*	Ogilvy & Mather* Neo@Ogilvy	Havas New York* Edelman Mediavest Spark

SUSTAINED SUCCESS - PRODUCTS		
SILVER	BRONZE	BRONZE
Kia Motors	Extra Gum	IBM
<i>Share Some Soul</i>	<i>Give Extra, Get Extra</i>	<i>Hello, my name is Watson.</i>
Kia Motors America	Mars/Wrigley	IBM
David & Goliath*	Energy BBDO* MediaCom Starcom	Ogilvy & Mather* Neo@Ogilvy

SUSTAINED SUCCESS - SERVICES			
GOLD	GOLD	SILVER	SILVER
American Express	JetBlue Airways	Pure Michigan	U.S. Centers for Disease Control and Prevention
<i>Small Business Saturday</i>	<i>You Above All</i>	<i>A Movement for Michigan</i>	<i>Tips From Former Smokers™</i>
American Express	JetBlue Airways	Michigan Economic Development Corporation	U.S. Centers for Disease Control and Prevention/Office on Smoking and Health
DigitasLBi* MBooth Mindshare Ogilvy & Mather Wieden+Kennedy	MullenLowe U.S.* MullenLowe MediaHub*	McCann Detroit* Universal McCann Weber Shandwick Detroit	Arnold Worldwide* Plowshare Golin Harris

TRANSPORTATION	TRAVEL & TOURISM	
SILVER	SILVER	SILVER
Southwest	Airbnb	Inspired By Iceland
<i>Transfarency</i>	<i>"Don't Go There, Live There"</i>	<i>Ask Guðmundur</i>
Southwest Airlines	Airbnb Inc.	Promote Iceland
GSD&M* SapientRazorfish Camelot Strategic Marketing & Media	TBWA\Chiat\Day Los Angeles* Starcom*	The Brooklyn Brothers* Islenska*

YOUTH MARKETING - TEENS & YOUNG ADULTS	
BRONZE	BRONZE
FDA Center for Tobacco Products "The Real Cost"	IBM
<i>Run Like Hell</i>	<i>The Cognitive Dress</i>
FDA, Center for Tobacco Products	IBM
FCB New York* Initiative	Ogilvy & Mather* Neo@Ogilvy

HEALTH EFFIES

DISEASE AWARENESS & EDUCATION: ADVOCACY		
SILVER	SILVER	BRONZE
The Hero Gene <hr/> <i>The Hero Gene</i> Be the Match <hr/> Area 23, An FCB Health Network Company*	truth initiative <hr/> <i>Finishers 2.0</i> truth initiative <hr/> 72andSunny* Media Assembly Ketchum	Ovarian Cancer Canada <hr/> <i>Ladyballs</i> Ovarian Cancer Canada <hr/> Grey Canada* Pollin8 HYPE PR Untitled Films Rooster Post
DISEASE AWARENESS & EDUCATION: PHARMA/CORPORATE	HEALTHCARE - OTC	HEALTHCARE - RX - CONSUMER/DTC
SILVER	GOLD	BRONZE
Ulta Beauty <hr/> <i>First Haircut</i> Ulta Beauty <hr/> MullenLowe U.S. *	Excedrin <hr/> <i>The Migraine Experience</i> GSK Consumer Healthcare <hr/> Weber Shandwick* DDB Remedy* PHD Epsilon Projection Artworks UK	Linzees <hr/> <i>"Tell Me Something I Don't Know"</i> Allergan Ironwood Pharmaceuticals <hr/> FCB Health*
HEALTHCARE - RX - DEVICES	HEALTHCARE SERVICES	
GOLD	GOLD	BRONZE
SimplyGo Mini <hr/> <i>Breathless Choir - The triumph of the WHY over the WHAT</i> Philips <hr/> Ogilvy & Mather* Carat London FleishmanHillard, as part of OneVoice Connect	UnitedHealthcare <hr/> <i>UnitedHealthcare Ways In</i> UnitedHealthcare <hr/> Leo Burnett/Arc* Periscope	Pearle Vision <hr/> <i>Can Thinking Small Win Big?</i> Luxottica <hr/> Energy BBDO* OMD

MEDIA EFFIES

MEDIA IDEA			
GOLD	SILVER	SILVER	BRONZE
Jolly Rancher	Always	Tommee Tippee	IKEA
<i>A New Media Model to Transform a Brand that Sucks</i>	<i>Girl Emojis</i>	<i>Advice Wipes</i>	<i>Find Your Style 101</i>
The Hershey Company	Procter & Gamble	Mayborn Group	IKEA
Anomaly* Universal McCann	Starcom* Leo Burnett/Arc* MSL Group	McCann New York* 360 Public Relations Mediaworks	MEC Global*

MEDIA INNOVATION - EXISTING CHANNEL		
SILVER	SILVER	BRONZE
Royal Caribbean International	Under Armour	Extra Gum
<i>#ComeSeekLive</i>	<i>Game Changer</i>	<i>Releasing A Love Story that Sells Itself</i>
Royal Caribbean International	Under Armour	Mars/Wrigley
MullenLowe Mediahub U.S.* MullenLowe U.S. Rapport	Droga5*	Energy BBDO* MediaCom

MEDIA INNOVATION - NEW CHANNEL CREATION	MEDIA PARTNERSHIP ACTIVATION	
GOLD	GOLD	GOLD
Lockheed Martin	PepsiCo	U.S. Army
<i>Lockheed Martin Field Trip to Mars</i>	<i>Pepsi + Empire</i>	<i>U.S. Army Cryptaris Mission</i>
Lockheed Martin	PepsiCo	U.S. Army
McCann New York* Momentum Worldwide Weber Shandwick Universal McCann	OMD* BBDO New York Wasserman PMK-BNC FOX	McCann New York* Universal McCann MRM // McCann

POSITIVE CHANGE EFFIES

In collaboration with World Economic Forum

ENVIRONMENTAL - BRANDS		SOCIAL GOOD - BRANDS	
GOLD	BRONZE	SILVER	BRONZE
Seventh Generation	Subaru of America	Whirlpool	Always
<i>How Seventh Generation Turned The Environment Into A Personal Matter For Millennial Moms</i>	<i>Who We Are Is What We Leave Behind</i>	<i>Care Counts</i>	<i>Like A Girl Emojis</i>
Seventh Generation	Subaru of America	Whirlpool	Procter & Gamble
72andSunny*	Carmichael Lynch*	DigitasLBi* Ketchum	Leo Burnett/Arc* Starcom

SOCIAL GOOD - NON-PROFIT		
GOLD	SILVER	BRONZE
Donate Life America	MyMusicRx for the Children's Cancer Association	Ad Council
<i>"Even An Asshole Can Save A Life"</i>	<i>Bedstock: Playing Music From Our Bed For Kids Stuck In Theirs</i>	<i>I Am A Witness</i>
Donate Life America	Children's Cancer Association	Ad Council
The Martin Agency*	Anomaly*	Goodby Silverstein & Partners* Moonbot Studios Mutato Muzika Stimmung

SHOPPER MARKETING

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

After two rounds of rigorous judging, those selected as winners represent cases that best demonstrated how they effectively 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 Summit](#) Awards Celebration on March 28, 2017.

Congratulations to this year's winners.

AWARENESS, TRIAL & CONVERSION		CATEGORY/AISLE EVOLUTION	DAVID VS. GOLIATH
BRONZE		BRONZE	GOLD
Axe, Dove Men+Care, Degree for Men, Degree for Women, Dove Female		Intel	Contours
<i>Walgreens "Do Deo Better"</i>		<i>Digitizing Retail</i>	<i>The Baby Stroller Test-Ride by Contours</i>
Unilever		Intel	Kolcraft
Team Unilever Shopper* Geometry Global*		Leo Burnett/Arc*	FCB/RED* FCB Chicago* Current Lord + Thomas Cinema Libertad LLC Hero Solutions
MULTI-BRAND/MANUFACTURER SHOPPER SOLUTION		MULTI-RETAILER PROGRAM	
BRONZE		SILVER	SILVER
Dove, Suave, TRESemmé		OREO Cookies	Pepsi
<i>Your Style, Your Way</i>		<i>OREO Cookie Balls</i>	<i>#Say It With Pepsi</i>
Unilever		Mondeléz International	PepsiCo
Team Unilever Shopper* Geometry Global*		Geometry Global*	TracyLocke*
NEW PRODUCT/SERVICE INTRODUCTION		OMNI-CHANNEL SHOPPER EXPERIENCE	
SILVER	BRONZE	GOLD	GOLD
Gillette Fusion ProShield	GOOD THiNS	Dove	Pepsi
<i>Gillette's Meet the Protectors at Walmart</i>	<i>Try SomeTHiN Good</i>	<i>Dove #SpeakBeautiful at Target</i>	<i>#Say It With Pepsi</i>
Procter & Gamble	Mondeléz International	Unilever	PepsiCo
Saatchi & Saatchi X*	Geometry Global*	Team Unilever Shopper* Geometry Global*	TracyLocke*

SHOPPER MARKETING

SEASONAL/EVENT		SINGLE-RETAILER PROGRAM: DRUGSTORES	
GOLD	BRONZE	BRONZE	
Quilted Northern	Suave, Caress, TRESemmé and Axe	Procter & Gamble	
<i>National Toilet Paper Day</i>	<i>Walgreens Give H2OPE to Others</i>	<i>Walgreens for a Healthy Home</i>	
Georgia-Pacific	Unilever	Procter & Gamble	
Droga5*	Team Unilever Shopper* Geometry Global*	Leo Burnett/Arc* Starcom	
SINGLE-RETAILER PROGRAM: MASS MERCHANTS			SINGLE-RETAILER PROGRAM: OTHER
SILVER	BRONZE	BRONZE	GOLD
Mars Chocolate	Johnson & Johnson	McDonald's & Coca-Cola	The Hershey Company
<i>Say Thank You With M</i>	<i>College Care Essentials</i>	<i>McDonald's & Coca-Cola</i>	<i>Build A Better Basket at Dollar General</i>
Mars Chocolate North America	Johnson & Johnson	McDonald's The Coca-Cola Company	The Hershey Company
Catapult Marketing* Collective Bias Triad Retail Media Elevation Group	Geometry Global*	Leo Burnett/Arc* HelloWorld, Inc. DDB Burrell Boden PR	TPN*
SINGLE-RETAILER PROGRAM: OTHER	SINGLE-RETAILER PROGRAM: SUPERMARKETS		
GOLD	SILVER	SILVER	BRONZE
Quilted Northern	Colgate	Friendship Dairies Cottage Cheese	MilkPEP
<i>National Toilet Paper Day</i>	<i>Water Sustainability</i>	<i>ShopRite Mix-In Matchmaker Program</i>	<i>Feed a Childhood</i>
Georgia-Pacific	Colgate-Palmolive	Saputo Dairy Foods	MilkPEP
Droga5*	The Mars Agency* Benchmark Marketing International	Partners + Napier* Wakefern Food Corporation MyWebGrocer RDD Associates	FCB/RED* Weber Shandwick

GLOBAL EFFIES

The Global Effie Awards honor the year's most effective global marketing ideas - ideas that work in multiple worldwide markets. 2017 Global Effie winners were chosen after two rigorous rounds of judging in multiple cities across the globe. Top global marketers gathered in Singapore, Sao Paulo, London and New York City to select the most effective global marketing communication efforts of the year.

Those selected as winners represent cases that best demonstrated that their objectives were challenging and the results achieved were significant in the context of the Global competition. This year, Effie Worldwide offered two ways to enter the Global Effie Awards. The new Multi Market Track is open to all efforts that have run in at least three markets, while the original Multi-Region track accepts entries that have run in at least four markets and two regions.

Award levels - gold, silver and bronze - were announced and presented at the Effie UK Awards Gala on Wednesday, May 17 in London. Winners are also celebrated at the 2017 North American Effie Awards Gala on Thursday, June 1 in New York City.

Congratulations to this year's winners.

MULTI MARKET - FAST MOVING CONSUMER GOODS (FMCG)		
GOLD	SILVER	SILVER
Always <hr/> <i>Girl Emojis - #LikeAGirl</i> Procter & Gamble <hr/> Starcom (London)* Leo Burnett/Arc* MSLGROUP Starcom (Chicago)	Lifebuoy <hr/> <i>Help a Child Reach 5</i> Unilever <hr/> MullenLowe Group Singapore* MullenLowe Lintas Group India* MullenLowe SSP3 Colombia	Pedigree <hr/> <i>Feed the Good</i> Mars Petcare Global <hr/> BBDO New York* BBDO Moscow Clemenger BBDO Almap BBDO Mediacom Global
MULTI REGION - FAST MOVING CONSUMER GOODS (FMCG)	MULTI REGION - TRANSPORTATION, TRAVEL & TOURISM	
SILVER	GOLD	
Pedigree <hr/> <i>Feed the Good</i> Mars Petcare Global <hr/> BBDO New York* BBDO Moscow Clemenger BBDO Almap BBDO Mediacom Global	Airbnb <hr/> <i>Don't Go There, Live There.</i> Airbnb Inc. <hr/> TBWA\Chiat\Day Los Angeles* Starcom*	