2012

effie awards

Awarding Ideas That Work

the winners

® Effie is a registered trademark / service mark of Effie Worldwide, Inc.

AGRICULTURAL/INDUSTRIAL/BUILDING

Cargill RAMP

"RIGHT TO THE BUNK"
CARGILL

Bailey Lauerman

IBM

"LET'S BUILD A SMARTER PLANET"
IBM

Ogilvy & Mather
OgilvyOne Worldwide
Neo@Ogilvy
Leopard
SYPartners

AUTOMOTIVE, PRODUCTS & SERVICES

Bosch

HOW STORM CHASERS CLEAR THE WAY
ROBERT BOSCH LLC

Team Detroit

AUTOMOTIVE, VEHICLES

Chevrolet

CHEVY VOLT, IT'S MORE CAR THAN ELECTRIC
CHEVROLET

Goodby Silverstein & Partners
Starcom (SMG)
Anonymous Content
MRM

Chrysler

IMPORTED FROM DETROIT
CHRYSLER LLC

Wieden+Kennedy
Universal McCann

Porsche

HOW PORSCHE CREATED NEW RELEVANCE FOR A REVERED ICON
PORSCHE CARS NORTH AMERICA

Cramer-Krasselt
Struck Axiom
OmnicomMediaGroup

BEAUTY PRODUCTS & SERVICES

Axe

AXE CLEANS YOUR BALLS
UNILEVER

BBH New York
Mindshare
Edelman

Dove Canada

SINGIN' IN THE RAIN
UNILEVER

Ogilvy & Mather

BEVERAGES, ALCOHOL

Johnnie Walker

SAY IT WITHOUT SAYING IT
DIAGEO

BBH New York and Carat
Wunderman

BRAND EXPERIENCE

American Express OPEN

SMALL BUSINESS SATURDAY
AMERICAN EXPRESS OPEN

CP+B and Digitas
MindShare
M Booth & Associates
Vitrue

IBM

WATSON
IBM

Ogilvy & Mather
OgilvyOne Worldwide
Neo@Ogilvy

Microsoft Bing

HOW MICROSOFT CREATED A SEARCH ENGINE FOR A NEW GENERATION
BING

Droga5

BREAKFAST FOODS

Kellogg's Special K

WHAT WILL YOU GAIN WHEN YOU LOSE?
KELLOGG'S

Leo Burnett/Arc Worldwide and Starcom (SMG)
Ketchum Public Relations
Catapult

CORPORATE REPUTATION/PROFESSIONAL SERVICES

IBM

"LET'S BUILD A SMARTER PLANET"
IBM

Ogilvy & Mather
OgilvyOne Worldwide
Neo@Ogilvy
Leopard
SYPartners

IBM

WATSON
IBM

Ogilvy & Mather
OgilvyOne Worldwide
Neo@Ogilvy

DAVID VS GOLIATH

Baby Carrots

EAT 'EM LIKE JUNK FOOD

BOLTHOUSE FARMS

CP+B
H L Group

Chobani

A LOVE STORY ABOUT YOGURT

CHOBANI

Gotham
Media Partnership

EOS Smooth Sphere Lip Balm

EOS IS REINVENTING LIP BALM

EOS

Juniper Park
Behrman Communications

Schick Hydro

"A BLAST OF HYDRATION"

ENERGIZER PERSONAL CARE

JWT
MEC
Amplitude Marketing
Content & Co.

ELECTRONICS

CDW

CDW: PEOPLE WHO GET IT

CDW

Ogilvy & Mather
Mindshare

IBM

"LET'S BUILD A SMARTER PLANET"

IBM

Ogilvy & Mather
OgilvyOne Worldwide
Neo@Ogilvy
Leopard
SYPartners

Intel/Toshiba

THE INSIDE EXPERIENCE

INTEL
TOSHIBA

Pereira & O'Dell
B-Reel
RSA

Lenovo

BOOT OR BUST

LENOVO
MICROSOFT CORPORATION

McKinney
Neo@Ogilvy

ENERGY/NUTRITION PRODUCTS & SERVICES

EAS

EAS UNSTOPPABLE TOUR

ABBOTT LABORATORIES - EAS SPORTS NUTRITION

McKinney
Mindshare
Catalyst Public Relations

Truvia® Natural Sweetener

SWEETNESS STORIES

TRUVIA

Ogilvy & Mather
RF Binder
Universal McCann
MARS Advertising
Periscope

ENTERTAINMENT/SPORTING EVENTS

Call of Duty: Black Ops

THERE'S A SOLDIER IN ALL OF US

ACTIVISION, INCORPORATED

TBWA\CHIAT\DAY

Dead Space 2

YOUR MOM HATES DEAD SPACE 2

ELECTRONIC ARTS INC.

Draftfcb San Francisco
Wieden+Kennedy

RIFT

CREATING CREDIBILITY FOR RIFT, A NEW VIDEO GAME, AGAINST A DOMINANT MARKET LEADER

TRION WORLDS INC

HIGH WIDE & HANDSOME
Ignited

FASHION/STYLE

adidas Basketball

SLIM CHIN

ADIDAS BASKETBALL

180LA

New Era

RIVALS ARE FOREVER

NEW ERA

The Brooklyn Brothers
Crossmedia
DKC News
Mulholland Drive Entertainment

FINANCIAL PRODUCTS & SERVICES

American Express OPEN

SMALL BUSINESS SATURDAY
AMERICAN EXPRESS OPEN

CP+B and Digitas
Mindshare
M Booth & Associates
Vitrue

H&R Block

NEVER SETTLE FOR LESS
H&R BLOCK

Fallon
OMD

Raymond James

LIFE WELL PLANNED CAMPAIGN
RAYMOND JAMES

Martin Williams

GOODWORKS - BRANDS

American Express OPEN

SMALL BUSINESS SATURDAY
AMERICAN EXPRESS OPEN

CP+B and Digitas
MindShare
M Booth & Associates
Vitrue

AT&T

CONVINCING YOUTH NOT TO TEXT
AT&T

BBDO New York
Fleishman-Hillard

Walgreens

WALK WITH WALGREENS
WALGREENS CO.

Leo Burnett/Arc Worldwide and Starcom (SMG)
Digitas
MARS Advertising
LiquidThread

GOODWORKS - NON-PROFIT

Keep A Child Alive

KEEP A CHILD ALIVE - DIGITAL DEATH CAMPAIGN
KEEP A CHILD ALIVE

TBWA\CHIAT\DAY New York

Troy Public Library

BOOK BURNING PARTY
TROY PUBLIC LIBRARY

Leo Burnett/Arc Worldwide Detroit

truth

UNSWEETENED TRUTH
LEGACY FOR HEALTH

Arnold Worldwide
PHD

Underheard in New York

UNDERHEARD IN NEW YORK
NYC RESCUE MISSION

BBH New York

GOVERNMENT/INSTITUTIONAL/RECRUITMENT

Troy Public Library

BOOK BURNING PARTY
TROY PUBLIC LIBRARY

Leo Burnett/Arc Worldwide Detroit

HEALTHCARE - OTC

Pepto-Bismol

PEPTO-BISMOL: FROM SYMPTOMS TO OCCASIONS
PROCTER & GAMBLE

Publicis and SMG
Possible Worldwide
Saatchi & Saatchi X
MSL

Poise

1 IN 3 LIKE ME
KIMBERLY-CLARK

Mindshare
Marina Maher Communications
Organic

HEALTHCARE - RX

VESIcare

PIPE PEOPLE CAMPAIGN
ASTELLAS PHARMA
GLAXOSMITHKLINE

Euro RSCG Tonic
Targetbase
PHD

HISPANIC

Allstate Insurance Company

MALA SUERTE CAMPAIGN
ALLSTATE INSURANCE COMPANY

Leo Burnett/Lapiz and Tapestry

HOUSEHOLD FURNISHINGS & APPLIANCES

Sealy Posturepedic

SUPPORTING WHATEVER YOU DO IN BED
SEALY

Leo Burnett/Arc Worldwide and Spark Communications

Sherwin-Williams

COLOR CHIPS
SHERWIN-WILLIAMS

McKinney

HOUSEHOLD SUPPLIES & SERVICES

Febreze

"BREATHE HAPPY CAMPAIGN LAUNCH"

PROCTER & GAMBLE

GREY
SMG
Possible Worldwide
MSL
G2

Kleenex

FROM PUSHING TISSUES TO SHARING CARING

KIMBERLY-CLARK

JWT New York
Mindshare Chicago
Studiocom
OgilvyAction
Ketchum Chicago

Woolite

SAVING WOOLITE

RECKITT BENCKISER

Euro RSCG Worldwide New York
Zenith Optimedia
Porter Novelli
Iris
Eastwest Marketing Group

INFLUENCERS

American Express OPEN

SMALL BUSINESS SATURDAY

AMERICAN EXPRESS OPEN

CP+B and Digitas
Mindshare
M Booth & Associates
Vitrue

Dead Space 2

YOUR MOM HATES DEAD SPACE 2

ELECTRONIC ARTS INC.

Draftfcb San Francisco
Wieden+Kennedy

Dove Canada

SINGIN' IN THE RAIN

UNILEVER

Ogilvy & Mather

INSURANCE

Aflac

THE SEARCH FOR THE NEW AFLAC DUCK VOICE

AFLAC

The Kaplan Thaler Group
Digitas
MediaVest
Paine PR

Allstate Insurance Company

MAYHEM

ALLSTATE INSURANCE COMPANY

Leo Burnett/Arc Worldwide and Starcom (SMG)

INTERNET/TELECOM

Google Chrome

THE WEB IS WHAT YOU MAKE OF IT

GOOGLE

BBH New York and Google Creative Lab
OMG
Essence

Zoosk

ONLINE DATING, YOUR WAY.

ZOOSK

Ogilvy & Mather
OgilvyOne
Off the Leash Insights

LEISURE PRODUCTS & SERVICES

Dead Space 2

YOUR MOM HATES DEAD SPACE 2

ELECTRONIC ARTS INC.

Draftfcb San Francisco
Wieden+Kennedy

NEW PRODUCT OR SERVICE

Kinect for Xbox 360

YOU ARE THE CONTROLLER

MICROSOFT

twofifteenmccann
AKQA
Wunderman
Mother NY
Universal McCann

OFFICE & DELIVERY PRODUCTS & SERVICES

FedEx

YOUR ULTIMATE CADDIE

FEDEX CORP.

BBDO New York
OMD
Resolution Media

UPS

UPS: WE LOVE LOGISTICS

UPS

Ogilvy & Mather and Maxus
OgilvyOne

PACKAGED FOOD

Athenos

APPROVED BY YIAYIA

ATHENOS

Droga5
Park Pictures
Beast NY
Sound Lounge

Baby Carrots

EAT 'EM LIKE JUNK FOOD

BOLTHOUSE FARMS

CP+B
H L Group

SNICKERS® Brand

IF YOU LIKE PEANUT BUTTER AND CHOCOLATE, YOU'LL LOVE PEANUT BUTTER AND SNICKERS®

MARS CHOCOLATE NORTH AMERICA

BBDO New York
Starcom (SMG)
Weber Shandwick
Thomas J. Paul, Inc.
Digitas

RENAISSANCE

Denny's

HELPING AMERICA'S DINER RE-FIND ITS SOUL

DENNY'S CORPORATION

Gotham Inc.
Erwin Penland
Optimedia

H&R Block

NEVER SETTLE FOR LESS

H&R BLOCK

Fallon
OMD

RESTAURANTS

Boston Pizza

BOSTON PIZZA FLATTIES AND DRUMMIES

BOSTON PIZZA INTERNATIONAL

TAXI
PHD
Steam Films

Buffalo Wild Wings (BWW)

FLAVOR FANATICS

BUFFALO WILD WINGS, INC.

22squared, Inc.
BFG Communications

RETAIL

IKEA

IKEA: THE LIFE IMPROVEMENT STORE.

IKEA

Ogilvy & Mather and
MEC North America

Sears

TURF WARS

SEARS HOLDINGS

Y&R Chicago

Target

2-DAY SALE CAMPAIGN

TARGET

Wieden+Kennedy
AKQA
Haworth

SINGLE IMPACT ENGAGEMENT

Comcast Sports Network

WORLD CHAMPIONSHIP BABY

COMCAST SPORTSNET

BBDO San Francisco

IBM

WATSON

IBM

Ogilvy & Mather
OgilvyOne Worldwide
Neo@Ogilvy

Kia

NOT YOUR AVERAGE SLAM DUNK

KIA MOTORS OF AMERICA

David&Goliath
Initiative
Innocean Worldwide
Zeno Group

SMALL BUDGETS - PRODUCTS & SERVICES

Baby Carrots

EAT 'EM LIKE JUNK FOOD

BOLTHOUSE FARMS

CP+B
H L Group

Keystone Light

CANHOLE

MILLERCOORS

Leo Burnett/Arc Worldwide
Trinity Brand Group
Razorfish
Saatchi & Saatchi

Troy Public Library

BOOK BURNING PARTY

TROY PUBLIC LIBRARY

Leo Burnett/Arc Worldwide Detroit

SNACKS/DESSERTS/CONFECTIONS

Snickers® Brand

IF YOU LIKE PEANUT BUTTER AND CHOCOLATE, YOU'LL LOVE PEANUT BUTTER AND SNICKERS®

MARS CHOCOLATE NORTH AMERICA

BBDO New York
Starcom (SMG)
Weber Shandwick
Thomas J. Paul, Inc.
Digitas

Truvia® Natural Sweetener

SWEETNESS STORIES

TRUVIA

Ogilvy & Mather
RF Binder
Universal McCann
MARS Advertising
Periscope

SOFTWARE

Dead Space 2

YOUR MOM HATES DEAD SPACE 2
ELECTRONIC ARTS INC.

Drafftfcb San Francisco
Wieden+Kennedy

IBM

"LET'S BUILD A SMARTER PLANET"
IBM

Ogilvy & Mather
OgilvyOne Worldwide
Neo@Ogilvy
Leopard
SYPartners

IBM

WATSON
IBM

Ogilvy & Mather
OgilvyOne Worldwide
Neo@Ogilvy

SUSTAINED SUCCESS

Above the Influence

RISE ABOVE THE INFLUENCE
OFFICE OF NATIONAL DRUG CONTROL POLICY

Drafftfcb
Fleishman Hillard

McDonald's

REBUILDING AN ICON: A LOVE STORY
MCDONALD'S CORPORATION

DDB Chicago
Tribal DDB
OMD

VESIcare

PIPE PEOPLE CAMPAIGN
ASTELLAS PHARMA
GLAXOSMITHKLINE

Euro RSCG Tonic
Targetbase
PHD

TRANSPORTATION

Amtrak

YOU HAVE THE RIGHT.
AMTRAK

Arnold Worldwide
MPG/Media Contacts

Valley Metro

VALLEY METRO NOTES
VALLEY METRO RPTA

R&R Partners

TRAVEL/TOURISM/DESTINATION

Nickelodeon Universe

SCREAM COLLECTOR - WE WANT YOUR SCREAM
NICKELODEON UNIVERSE

Preston Kelly

The Cosmopolitan of Las Vegas

JUST THE RIGHT AMOUNT OF WRONG
THE COSMOPOLITAN OF LAS VEGAS

Fallon

THE MEDIA EFFIE AWARDS

MEDIA IDEA

IKEA

MOVING DAY
IKEA CANADA

Leo Burnett/Arc Worldwide Canada
Jungle Media

Urban Ministries of Durham

SPENT
URBAN MINISTRIES OF DURHAM

McKinney

MEDIA INNOVATION

Microsoft Bing

HOW MICROSOFT CREATED A SEARCH ENGINE FOR A NEW GENERATION
BING

Droga5

HTC

HTC SENSATION 4G
HTC

Deutsch Inc.

Urban Ministries of Durham

SPENT
URBAN MINISTRIES OF DURHAM

McKinney

SINGLE MEDIA COMPANY ACTIVATION

Buick

HUMAN HIGHLIGHT REEL
GENERAL MOTORS

Starcom (SMG) and Leo Burnett/ Arc Worldwide Detroit
Big Fuel
Jack Morton Worldwide
Digitas

Sun Drop

DR PEPPER SNAPPLE TAPS MTV TEAM TO LAUNCH SUN DROP NATIONWIDE
DR PEPPER SNAPPLE GROUP

Scratch (Viacom Media Networks) and Initiative

THE GLOBAL EFFIE AWARDS

GLOBAL

Febreze / Ambi Pur

BREATHE HAPPY GLOBAL CAMPAIGN
PROCTER & GAMBLE

Grey Worldwide
Possible Worldwide
G2
MSL
SMG

Lifebuoy

SUPERFAST HANDWASH
UNILEVER ASIA PRIVATE LIMITED

Lowe Lintas and Partners

Nike Football

WRITE THE FUTURE
NIKE

Wieden+Kennedy
AKQA
Mindshare
Razorfish

SHOPPER MARKETING EFFIE AWARDS

SME MANUFACTURER: LOYALTY, AWARENESS, SALES, TRIAL

Always and Tampax

"EVERY DAY IS DIFFERENT" REGIMEN-DRIVING PLATFORM

PROCTER & GAMBLE

Saatchi & Saatchi X

Swiffer

SWIFFER PROJECT JACK CO-MARKETING CAMPAIGN

PROCTER & GAMBLE

Saatchi & Saatchi X

SME MANUFACTURER: MULTI-BRAND SHOPPER SOLUTION

P&G Beauty Scale

(OLAY, PANTENE, CLAIROL, VENUS, SECRET, COVERGIRL, FEKKAI)

THE BEST IN BEAUTY 2011

PROCTER & GAMBLE

Leo Burnett/Arc Worldwide
Starcom (SMG)
DeVries Public Relations
Allure/Conde Nast
Red212

SME MANUFACTURER: MULTI-RETAILER ROLLOUT

OneTouch

POWER OF KNOWING

LIFESCAN CANADA LTD.

The Integer Group

SME MANUFACTURER: NEW PRODUCT/SERVICE INTRODUCTION

Gatorade

"FIND YOUR FIT" G SERIES FIT NEW PRODUCT LAUNCH AT WALGREENS

GATORADE

TracyLocke

SME MANUFACTURER: SINGLE-RETAILER ROLLOUT

Always and Tampax

"EVERY DAY IS DIFFERENT" REGIMEN-DRIVING PLATFORM

PROCTER & GAMBLE

Saatchi & Saatchi X

Purex

THE ART OF SHOPPER MARKETING: PUREX'S SHOCK AND AWE AT WALMART

HENKEL

Zooka Creative
Energy BBDO

Swiffer

SWIFFER PROJECT JACK CO-MARKETING CAMPAIGN

PROCTER & GAMBLE

Saatchi & Saatchi X

RETAILER: MULTI-MANUFACTURER SHOPPER SOLUTION

Walmart

WALMART AND P&G FAMILY MOVIE NIGHT

WALMART AND PROCTER & GAMBLE

The Martin Agency

SME RETAILER: RE-STAGING

IKEA

IKEA. THE LIFE IMPROVEMENT STORE.

IKEA

Ogilvy & Mather and MEC North America

United States Postal Service

YOUR OTHER ADDRESS®

UNITED STATES POSTAL SERVICE

Draftfcb
Campbell-Ewald
AKQA

RETAILER: SHOPPER LOYALTY PROGRAM

Walgreens

WALK WITH WALGREENS

WALGREENS CO.

Leo Burnett/Arc Worldwide and Starcom (SMG)
Digitas
MARS Advertising
LiquidThread