

NORTH AMERICA / WINNERS



WINNERS - NORTH AMERICA EFFIES

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 successful marketing communications campaigns 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 [2014 North American Effie Awards Gala](#) on Thursday, June 5, in New York City.

Congratulations to this year's winners.

* Indicates lead agency.

AFRICAN-AMERICAN	AGRICULTURAL/INDUSTRIAL/ BUILDING	AUTOMOTIVE - AFTERMARKET	
BRONZE	SILVER	SILVER	BRONZE
Dark and Lovely Au Naturele	American Standard	Toyota Parts and Service	Armor All
"Curl Power"	Making Toilets Matter	Keep Your Toyota A Toyota	The Return of the Armor All Viking
SoftSheen-Carson	American Standard	Toyota Motor Sales	Armored AutoGroup
Publicis Kaplan Thaler* Bratskeir & Company	22squared*	Saatchi & Saatchi LA*	DDB California* Source Marketing OMD
AUTOMOTIVE - AFTERMARKET	AUTOMOTIVE - VEHICLES		
BRONZE	GOLD	SILVER	SILVER
Firestone	Cadillac	Mercedes-Benz	Toyota
Drive a Firestone	Cadillac ATS vs the World	Moving cars and changing minds on Instagram	Tundra Endeavour
Bridgestone Americas Tire Operations	Cadillac	Mercedes-Benz	Toyota Motor Sales
Leo Burnett/Arc Worldwide* Optimedia Razorfish	Fallon* Carat	Razorfish*	Saatchi & Saatchi LA* Toyota PR GolinHarris
AUTOMOTIVE - VEHICLES	BEAUTY	BEVERAGES - ALCOHOL	BEVERAGES - NON-ALCOHOL
BRONZE	BRONZE	SILVER	SILVER
Ford	Pantene	Tanqueray	MiO
Take The C-MAX Hybrid Challenge	Pantene Weather Program	Tonight We Tanqueray	MiO
Ford Motor Company	Procter & Gamble	Diageo	Kraft Canada Inc.
Team Detroit*	Leo Burnett/Arc Worldwide* Starcom MediaVest Group* The Weather Company Grey New York DeVries Global	Mother NY* Carat MKTG Lush Life	TAXI Canada Ltd.* Starcom MediaVest Group

BEVERAGES - NON-ALCOHOL	BRAND EXPERIENCE		BREAKFAST FOODS
BRONZE	GOLD	SILVER	BRONZE
Gevalia Kaffe	Dove	IBM	Kellogg's Special K
<i>Upgrading America's Everyday Cup of Joe</i>	<i>Dove Real Beauty Sketches - Winning back Dove Love</i>	<i>A Boy And His Atom</i>	<i>The Protein Effect</i>
Kraft Foods	Unilever	IBM	The Kellogg Company
TAXI Inc* Starcom MediaVest Group Shopper Arts Network Trapeze	Ogilvy Brasil* Edelman* PHD UK Mindshare	Ogilvy & Mather*	Leo Burnett/Arc Worldwide* Starcom MediaVest Group* Razorfish Krispr Communications
BUSINESS-TO-BUSINESS	CORPORATE REPUTATION / PROFESSIONAL SERVICES		
SILVER	GOLD	BRONZE	BRONZE
Siemens USA	Citi	BlackRock	IBM
<i>SpaceX</i>	<i>The Battle to Win Back New York</i>	<i>New World of Investing</i>	<i>A Boy And His Atom</i>
Siemens USA	Citi	BlackRock	IBM
Ogilvy & Mather*	Publicis Kaplan Thaler*	Ogilvy & Mather* MEC	Ogilvy & Mather*
CULTURE & THE ARTS	ELECTRONICS		ENERGY/NUTRITION PRODUCTS & SERVICES
GOLD	SILVER	SILVER	GOLD
New Museum	New York City Ballet	Apple	Medifast
<i>Recalling 1993</i>	<i>Art Series</i>	<i>iPad mini Launch</i>	<i>Becoming Yourself</i>
New Museum	New York City Ballet	Apple, Inc.	Medifast
Droga5*	DDB New York*	TBWA\Media Arts Lab* OMD	Solve Branding LLC* The Midas Exchange
ENERGY/NUTRITION PRODUCTS & SERVICES	ENGAGED COMMUNITY		
BRONZE	GOLD	SILVER	BRONZE
MiO Sport	U by Kotex	Hyundai	Macy's
<i>MiO Sport</i>	<i>Generation Know</i>	<i>The Walking Dead Chop Shop</i>	<i>Macy's Presents: "Yes, Virginia the Musical"</i>
Kraft Canada Inc.	Kimberly-Clark	Hyundai	Macy's
TAXI Canada Ltd.* Starcom MediaVest Group	Ogilvy & Mather* Geometry Global Organic, Inc. Marina Maher Communications Mindshare	INNOCEAN USA* Bossa Skybound Entertainment Initiative Future US Inc.	JWT New York*

ENTERTAINMENT & SPORTS			FASHION/STYLE
GOLD	GOLD	BRONZE	GOLD
Madden NFL 13	Microsoft Xbox	Pepsi	adidas
<i>Madden Forever</i>	<i>Halo 4: An Ancient Evil Awakens</i>	<i>Welcoming Beyonce to the World's Biggest Stage</i>	<i>#thereturn</i>
EA SPORTS	Microsoft	PepsiCo	adidas
Heat* Wieden+Kennedy	twofifteenmccann* Starcom MediaVest Group*	Mekanism*	180LA* Carat Roundarch Isobar
FASHION/STYLE	FINANCIAL CARDS	FINANCIAL PRODUCTS & SERVICES	GOODWORKS - BRANDS
SILVER	GOLD	SILVER	SILVER
Cole Haan	VISA	Bank of America Merrill Edge	Citi
<i>#dontgohome</i>	<i>Do you #smallenfreuden?</i>	<i>Face Retirement</i>	<i>The Battle to Win Back New York</i>
Cole Haan	Visa	Bank of America Merrill Edge	Citi
Bartle Bogle Hegarty* Deep Focus PGR TH Productions Unit 9	BBDO Toronto* Proximity Canada*	Starcom MediaVest Group*	Publicis Kaplan Thaler*
GOODWORKS - BRANDS	GOODWORKS - NON-PROFIT		
BRONZE	GOLD	GOLD	SILVER
U by Kotex	Missing Children Society of Canada	Thorn	Best Friends Animal Society
<i>Generation Know</i>	<i>Milk Carton 2.0</i>	<i>Pedophile Deterrence Program</i>	<i>Making Los Angeles A "No-Kill" City</i>
Kimberly-Clark	Missing Children Society of Canada	Thorn	Best Friends Animal Society
Ogilvy & Mather* Geometry Global Organic, Inc. Marina Maher Communications Mindshare	Grey Canada*	Goodby, Silverstein & Partners*	TBWA\Chiat\Day Los Angeles*
GOODWORKS - NON-PROFIT	GOVERNMENT/INSTITUTIONAL/RECRUITMENT		HISPANIC
BRONZE	GOLD	BRONZE	GOLD
MINDDRIVE	Ontario Ministry of Health and Long-Term Care	California State Lottery	California Milk Processor Board (CMPB)
<i>"Social Fuel"</i>	<i>Quit the Denial</i>	<i>Powerball: Believe in Something Bigger</i>	<i>Bedtime Stories</i>
MINDDRIVE	Ministry of Health and Long-Term Care	The California State Lottery	California Milk Processor Board
VML*	BBDO Toronto* Proximity Canada*	David&Goliath* Initiative*	Grupo Gallegos*

HISPANIC	HOME SUPPLIES & SERVICES		INFLUENCERS
SILVER	SILVER	BRONZE	SILVER
Allstate Insurance Company	Cottonelle®	Tide	Verizon FiOS
<i>Mala Suerte in Pop Culture</i>	<i>Cottonelle - Test Your Cleaning Logic</i>	<i>The Miracle Stain</i>	<i>Once You've Got It, You Get It.</i>
Allstate Insurance Company	Kimberly-Clark	Procter & Gamble	Verizon FiOS
Leo Burnett/Lapiz* Starcom MediaVest Group*	TRIS3CT* Mindshare Ogilvy Action Ketchum Biggs-Gilmore	Saatchi & Saatchi* Starcom MediaVest Group DeVries Public Relations Riber Sports Marketing Group DigitasLBi	McCann New York* R/GA Zenith MRM Worldwide
INFLUENCERS	INSURANCE		INTERNET/TELECOM
BRONZE	BRONZE	SILVER	GOLD
Johnsonville Sausage	Moms Demand Action	GEICO	AT&T
<i>Johnsonville Brattender Campaign</i>	<i>It's time for Gun Sense</i>	<i>Happier Than II</i>	<i>It's Not Complicated</i>
Johnsonville Sausage	Moms Demand Action	GEICO	AT&T
Cramer-Krasselt* Tech by Design SOSH	Grey Canada*	The Martin Agency* Horizon Media	BBDO Atlanta* BBDO New York* FleishmanHillard
INTERNET/TELECOM	LEISURE PRODUCTS & SERVICES		LEISURE PRODUCTS & SERVICES
SILVER	BRONZE	BRONZE	GOLD
T-Mobile	DIRECTV	Google Fiber	Call of Duty
<i>Un-leash with the Un-Carrier</i>	<i>Football On Your Phone</i>	<i>Google Fiber in Kansas City: 100 times the possibilities</i>	<i>The Replacer</i>
T-Mobile USA	DIRECTV	Google, Inc.	Activision Publishing
Publicis Seattle* Hal Riney* Optimedia Wong, Doody, Crandall, Wiener Big Fuel	Grey New York* Butter Hungry Man Cosmo Street/Switch Trollback	Venables Bell & Partners* Omincom Media Group Enso Essence Wolff Olins	72andSunny* SapientNitro Edelman The Ant Farm OMD
LEISURE PRODUCTS & SERVICES	MEDIA COMPANIES	NEW PRODUCT OR SERVICE	
SILVER	BRONZE	SILVER	BRONZE
ESPN	PEOPLE Magazine	T-Mobile	Kellogg's Special K
<i>ESPN Fantasy Football. It's Good To Be Commissioner.</i>	<i>People Love PEOPLE</i>	<i>Introducing JUMP! only from T-Mobile</i>	<i>A Breakfast Revelation</i>
ESPN	Time Warner Retail Sales & Marketing	T-Mobile USA	The Kellogg Company
Wieden+Kennedy* Starcom MediaVest Group* MacDonald Media RED Interactive	The Terri & Sandy Solution* IN Marketing Services* CrossMedia DigitasLBi The Integer Group	Hal Riney* Publicis Seattle* Big Fuel Optimedia Jack Morton Worldwide	Leo Burnett/Arc Worldwide* Starcom MediaVest Group* Razorfish

PACKAGED FOOD		PERSONAL CARE	
GOLD	SILVER	GOLD	SILVER
Applegate	Johnsonville Sausage	Dove	Old Spice
<i>From Mystery Meat to Meat You Can Trust</i>	<i>Johnsonville Brattender Campaign</i>	<i>Dove Real Beauty Sketches - Winning back Dove Love</i>	<i>Old Spice Muscle Music</i>
Applegate	Johnsonville Sausage	Unilever	Procter & Gamble
TAXI Inc* Swellshark Station Film	Cramer-Krasselt* Tech by Design SOSH	Ogilvy Brasil* Edelman* PHD UK Mindshare	Wieden+Kennedy* Citizen Relations* MJZ Vimeo
PERSONAL CARE		REAL ESTATE	RESTAURANTS
SILVER	BRONZE	BRONZE	SILVER
Oral-B	Depend	Zillow	Subway Restaurants
<i>Oral-B: Power of Dad's Smile</i>	<i>Guard Your Manhood</i>	<i>Find Your Way Home</i>	<i>The 4 to 9ers</i>
Procter & Gamble	Kimberly-Clark	Zillow, Inc.	Subway
Publicis Kaplan Thaler* MSL Group Starcom MediaVest Group	Ogilvy & Mather* Geometry Global Organic, Inc. Marina Maher Communications Mindshare	Deutsch LA* TwoNil* Ipsos	Content & Co* MMB MediaCom Catalyst
RETAIL			
GOLD	SILVER	BRONZE	BRONZE
Kmart	Foot Locker	Lowe's	Target
<i>Ship My Pants</i>	<i>Harden Soul - Music to Foot Locker's Ears</i>	<i>Now's the Time to Spring</i>	<i>Summer Up</i>
Kmart	Foot Locker	Lowe's	Target
FCB Chicago* Bob Industries	BBDO New York*	BBDO New York* OMD	72andSunny* Haworth Federated Media Publishing
SINGLE IMPACT ENGAGEMENT			SMALL BUDGETS - PRODUCTS
GOLD	GOLD	SILVER	GOLD
IBM	Oreo	Samsung Mobile USA	Dove
<i>A Boy And His Atom</i>	<i>The Oreo Superbowl Tweet</i>	<i>Magna Carta Holy Grail</i>	<i>Dove Real Beauty Sketches - Winning back Dove Love</i>
IBM	Mondelez International	Samsung Mobile USA	Unilever
Ogilvy & Mather*	360i*	72andSunny* R/GA Edelman Digital Starcom MediaVest Group Rosetta	Ogilvy Brasil* Edelman* PHD UK Mindshare

SMALL BUDGETS - PRODUCTS		SMALL BUDGETS - SERVICES		SNACKS/DESSERTS/ CONFECTIONS	
SILVER		GOLD		SILVER	GOLD
Oscar Mayer		New Museum		New York City Ballet	Oreo
<i>Say It With Bacon</i>		<i>Recalling 1993</i>		<i>Art Series</i>	<i>OREO Wonderfilled Campaign</i>
Kraft Foods		New Museum		New York City Ballet	Mondelez International
360i* Olson Engage Starcom MediaVest Group		Droga5*		DDB New York*	The Martin Agency* Starcom MediaVest Group 360i Weber Shandwick
SNACKS/DESSERTS/ CONFECTIONS		SOFTWARE	SUSTAINED SUCCESS		
SILVER		SILVER		SILVER	BRONZE
PEEPS®		Adobe		Ford	Michigan
<i>Express Your Peepsonality</i>		<i>Metrics, Not Myths</i>		<i>Driving an 18 Million Dollar Crusade for Schools</i>	<i>Pure Michigan</i>
Just Born		Adobe		Ford Motor Company	Michigan Economic Development Corporation
The Terri & Sandy Solution* e.PR Pipeline Interactive MediaWorx		Goodby, Silverstein & Partners* Edelman		Team Detroit*	McCann Detroit* Universal McCann Weber Shandwick MRM Worldwide
TRANSPORTATION		TRAVEL/TOURISM/DESTINATION			
SILVER		GOLD		SILVER	BRONZE
JetBlue Airways		Lincoln Children's Zoo		Expedia	Aruba Tourism Authority
<i>Election Protection</i>		<i>Zooglies: Unleashing a Child's Imagination</i>		<i>Find Yours</i>	<i>Many Happy Returners</i>
JetBlue Airways		Lincoln Children's Zoo		Expedia.com	Aruba Tourism Authority
Mullen*		Bailey Lauerman*		180LA*	The Concept Farm* US International Media* The Zimmerman Agency Ansira Blue Engine Marketing
YEARLY TOPICAL CATEGORY: BRANDED UTILITY		YOUTH MARKETING			
SILVER	BRONZE	GOLD	SILVER		BRONZE
Budweiser	The Climate Reality Project	U by Kotex	truth		Philips Norelco
<i>Budweiser Red Light: Goals Across Canada</i>	<i>Reality Drop</i>	<i>Generation Know</i>	<i>Ugly truth</i>		<i>I'd & *@! Me</i>
Labatt Breweries of Canada	The Climate Reality Project	Kimberly-Clark	Legacy for Health		Philips Norelco
Anomaly Toronto* Anomaly New York* Buzz Products Universal McCann Veritas	Arnold Worldwide* Vernonster FearLess Cottage Skeptical Science	Ogilvy & Mather* Geometry Global Organic, Inc. Marina Maher Communications Mindshare	Arnold Worldwide* PHD		Ogilvy & Mather* Havas Media OneVoice Geometry Global Zocalo

WINNERS - HEALTH EFFIES

* Indicates lead agency.

DISEASE AWARENESS & EDUCATION		HEALTHCARE - OTC	
SILVER	BRONZE	GOLD	BRONZE
Heart & Stroke Foundation of Canada	US Centers for Disease Control and Prevention (CDC)	ZzzQuil	ZYRTEC
<i>Make Health Last</i>	<i>Tips From Former Smokers</i>	<i>ZzzQuil Sleep-Aid Launch</i>	<i>Muddle No More</i>
Heart & Stroke Foundation of Canada	US Centers for Disease Control and Prevention	Procter & Gamble	McNeil Consumer Healthcare
Lowé Roche Advertising Ltd.*	Arnold Worldwide*	Publicis Kaplan Thaler* Starcom MediaVest Group	JWT New York*

HEALTHCARE - RX - CONSUMER/DTC		HEALTHCARE SERVICES
GOLD	BRONZE	BRONZE
Walgreens	Tamiflu	Blue Cross Blue Shield of Rhode Island
<i>At the Corner of Happy and Healthy</i>	<i>No Such Thing as a Little Flu</i>	<i>Let's Do This Together</i>
Walgreens	Genentech, Inc.	Blue Cross Blue Shield of Rhode Island
GSD&M* Starcom MediaVest Group* Design186	HealthWork powered by BBDO & CDMi* Pathway Omnicom Media Group Havas Worldwide FleishmanHillard Greater Than One	PARTNERS+simons* EditBar Homestead Films Rock Salt Songwriters

WINNERS - MEDIA EFFIES

MEDIA IDEA		
GOLD	SILVER	BRONZE
Cole Haan	Big Boss Brewing	HanesBrands Inc.
<i>#dontgohome</i>	<i>Beercade</i>	<i>Undercover Color: Dare to Share</i>
Cole Haan	Big Boss Brewing Company	HanesBrands Inc.
Bartle Bogle Hegarty* Deep Focus PGR TH Productions Unit 9	McKinney*	Starcom MediaVest Group* 360i* Weber Shandwick The Martin Agency

MEDIA INNOVATION	SINGLE MEDIA COMPANY ACTIVATION
SILVER	SILVER
Corona Extra	Secret Clinical Strength
<i>How the Moon Helped Corona Find Its Beach in NYC</i>	<i>Helping Women Combat Everyday Stress</i>
Crown Imports LLC	Procter & Gamble
Cramer-Krasselt*	Starcom MediaVest Group* Leo Burnett/Arc Worldwide* Marina Maher Communications OWN: Oprah Winfrey Network

WINNERS - GLOBAL EFFIES

* Indicates lead agency.

GLOBAL

GOLD

AUDI AG

Land of quattro

AUDI AG

thjnk AG*
MediaCom
Verba
Lintas China
Razorfish GmbH

BRONZE

evian

Evian Baby&Me

evian

BETC*
Havas Media Paris

WINNERS - SHOPPER MARKETING EFFIES

In partnership with:
PATH TO PURCHASE
INSTITUTE

MANUFACTURER: AWARENESS/TRIAL

GOLD

Pantene

Pantene Weather Program

Procter & Gamble

Leo Burnett/Arc Worldwide*
Starcom MediaVest Group*
Grey New York
DeVries Global

BRONZE

American Express Canada

Cloud 10 - Revitalizing the Airport as an acquisition channel

American Express Bank of Canada

Ogilvy & Mather*
High Road Communications
Greater Toronto Airport Authority
Mindshare

BRONZE

Cottonelle

Cottonelle - Better Together

Kimberly-Clark

Geometry Global*
Tris3ct
Ketchum
Mindshare
Biggs-Gilmore

MANUFACTURER: MULTI-BRAND SHOPPER SOLUTION

GOLD

Crest Pro Health Toothpaste & Oral B Power Toothbrushes

A Healthier You Starts with a Healthier Smile

Procter & Gamble
Walmart

Saatchi & Saatchi X*

BRONZE

Coca-Cola

Effortless Meals by Coke and Walmart

Coca-Cola

FCB/RED*

MANUFACTURER: NEW PRODUCT/SERVICE INTRODUCTION

BRONZE

Tide

Tide Pods Innovation at Walmart Shelf

Procter & Gamble
Walmart

Saatchi & Saatchi X*

BRONZE

Vicks

ZzzQuil Sleep-Aid

Procter & Gamble

Leo Burnett/Arc Worldwide*

MANUFACTURER: SINGLE-RETAILER ROLLOUT

GOLD

Coca-Cola

Effortless Meals by Coke and Walmart

Coca-Cola

FCB/RED*

SILVER

AMP Energy

AMP Energy PowerDash

PepsiCo

Mekanism*

RETAILER: SEASONAL/EVENT

GOLD

Target

Target Back to College After-Hours Shopping Events

Target Corporation

Periscope*

SILVER

Procter & Gamble

Walgreens/P&G People's Choice Awards Program

Procter & Gamble
Walgreens

Leo Burnett/Arc Worldwide*
One Three Media
Blue Chip Marketing
Worldwide