2008 effie awards

the winners

AFRICAN-AMERICAN

SILVER

Vaseline

SKINVOICE
UNILEVER

Bartle Bogle Hegarty
MindShare
Colangelo, M Booth

AGRICULTURAL / INDUSTRIAL / BUILDING

SILVER

Sheetrock

DOWN WITH DUST
USG CORPORATION

HSR Business to Business

BRONZE

Integrity Windows and Doors

NEW PRODUCT DEVELOPMENT LAB
INTEGRITY WINDOWS AND DOORS

Martin Williams Advertising

AUTOMOTIVE, RELATED PRODUCTS & SERVICES

SILVER

BP

HELIOS POWER
BP

Ogilvy & Mather
MindShare
Millward Brown, Mekanism

BRONZE

Goodyear Tire & Rubber

GET THERE
GOODYEAR TIRE & RUBBER CO.

McCann Erickson
MPG
Hitchcock, Fleming and Associates, Coyne Public Relations, Wunderman

AUTOMOTIVE, VEHICLES

GOLD

Toyota

TUNDRA LAUNCH
TOYOTA MOTOR SALES

Saatchi & Saatchi Los Angeles

SILVER

Nissan North America

NISSAN ALTIMA 'KEYS'
NISSAN NORTH AMERICA

The TRUE Agency
GTM, Black Rock Digital

SILVER

Southern California Honda Dealers Assn.

HELPFUL
SOUTHERN CALIFORNIA DEALERS ASSN.

Secret Weapon Marketing
Horizon Media
KurenT, Inc.

BEAUTY PRODUCTS & SERVICES

SILVER

Vaseline

KEEPING SKIN AMAZING
UNILEVER

Bartle Bogle Hegarty
MindShare
Colangelo, INtegrated Marketing Solutions, OgilvyHealth

BRONZE

Max Factor

MAKEUP AS FASHION!
PROCTER & GAMBLE

Grey Worldwide
Starcom MediaVest Group
IMC2, Marina Maher Communications, Alliance

BRONZE

Suave

BEAUTY WAKE-UP CALL
UNILEVER NORTH AMERICA

Ogilvy & Mather, Chicago
Ogilvy One, Chicago
MindShare, Chicago
Ogilvy Action, Chicago
Weber Shandwick, Chicago

BEVERAGES, NON-ALCOHOL

SILVER

V8

BOP – COULD'VE HAD A V8
CAMPBELL SOUP COMPANY

Y&R New York
G2 Interactive
Mediaedge:CIA
Weber Shandwick

BRONZE

Diet Pepsi MAX

WAKE UP PEOPLE
PEPSI

BBDO
OMD
Tribal DDB, TracyLocke

BRONZE

Nurture

NURTURE MILK LAUNCH CAMPAIGN
MAYFIELD DAIRY FARMS

The Johnson Group

BEVERAGES, ALCOHOL

GOLD

Carlo Rossi Vineyards

JUG SIMPLE INTEGRATED CAMPAIGN
E&J GALLO WINERY

Cole & Weber United

Western Neon (fabricator), Maxwell PR

SILVER

Rolling Rock

RON STABLEHORN
ANHEUSER-BUSCH COMPANIES, INC.

Goodby, Silverstein & Partners

SILVER

Svedka

VOTED #1 VODKA OF 2033
SPIRITS MARQUE ONE, LLC

Spirits Marque One In-House

Amalgamated NYC

BREAKFAST FOODS

GOLD

Kellogg's Rice Krispies

CHILDHOOD IS CALLING
KELLOGG

Leo Burnett

Starcom USA

Relay Worldwide, Biggs | Gillmore Communications

SILVER

Raisin Bran Crunch

WHAT'S YOURS?
KELLOGG

Leo Burnett USA

Starcom USA

CHILDREN'S PRODUCTS & SERVICES

GOLD

Fisher-Price

BEST KEPT SECRET
FISHER-PRICE FRIENDS

Draftfcb
Freeman Public Relations

Eric Mower and Associates

COMPUTER HARDWARE

GOLD

Hewlett Packard

THE COMPUTER IS PERSONAL AGAIN
HEWLETT PACKARD

Goodby, Silverstein & Partners

Zenith Optimedia

COMPUTER SOFTWARE

GOLD

Adobe

CREATIVE LICENSE
ADOBE SYSTEMS

Goodby, Silverstein & Partners

CONSUMER ELECTRONICS

SILVER

Sony Bravia

THE WORLD'S FIRST TELEVISION FOR MEN AND WOMEN
SONY ELECTRONICS, INC.

McKinney

BRONZE

Canon

SHOOT LIKE A PRO
CANON USA

Grey New York

CORPORATE REPUTATION / IMAGE / IDENTITY

GOLD

The Dow Chemical Company

THE HUMAN ELEMENT
THE DOW CHEMICAL COMPANY

Draftfcb Chicago

Initiative Media

SILVER

Cisco

WELCOME TO THE HUMAN NETWORK
CISCO SYSTEMS

Ogilvy & Mather

MindShare

M80, Neo

CULTURE & THE ARTS

GOLD

Cuttin' Up at the Alliance Theatre

THE AFRO PICK CAMPAIGN
THE ALLIANCE THEATRE

BBDO Atlanta

BRONZE

Basilica of Saint Mary's

IT'S A SIGN
BASILICA OF SAINT MARY

OLSON

DAVID VS. GOLIATH

GOLD

McDonald's of Western Washington

PIPING COLD
MCDONALD'S USA, LLC
NORTHWEST REGION

DDB, Seattle

OMD, Seattle

SILVER

Alltel Wireless

CHAD & THE SALES GUYS
ALLTEL WIRELESS

Campbell-Ewald

The Martin Agency

SILVER

truth

TRUTH VS. BIG TOBACCO
AMERICAN LEGACY FOUNDATION

Arnold
Crispin Porter + Bogusky

Media Head

GTM

BRONZE

Chemistry.com

COME AS YOU ARE
CHEMISTRY.COM

Hanft Raboy and Partners

DELIVERY SYSTEMS & PRODUCTS

GOLD

UPS

WHITEBOARD
UPS

The Martin Agency

IQ Interactive

ENTERTAINMENT / SPORTING EVENTS

SILVER

ESPN

IS IT MONDAY YET?
ESPN

Wieden + Kennedy

BRONZE

Frito-Lay

CRASH THE SUPER BOWL
FRITO-LAY

OMD

TPN

Millsport, Goodby, Silverstein & Partners, Ketchum

FASHION / STYLE

SILVER

Diamond Trading Company

SAY EVERYTHING WITHOUT SAYING A WORD
DEBEERS GROUP MARKETING

JWT

MindShare

RMG Connect

BRONZE

CROCS

TAKE A CLOSER LOOK
CROCS

TimeZoneOne

Zimmerman

FAST FOOD / CASUAL DINING / RESTAURANTS

GOLD

Jack In The Box

SIRLOIN VS. ANGUS
JACK IN THE BOX

Secret Weapon Marketing

Horizon Media, Inc.

SILVER

McDonald's of Western Washington

PIPING COLD
MCDONALD'S USA, LLC
NORTHWEST REGION

DDB, Seatle

OMD, Seattle

BRONZE

Domino's

THE ANYTHING GOES DEAL
DOMINO'S PIZZA

JWT

JWT/MindShare

Momentum Worldwide

FINANCIAL SERVICES: CARDS

GOLD

American Express

THE MEMBERS PROJECT
AMERICAN EXPRESS

Digitas

MindShare

Ogilvy & Mather, Endeavor

FINANCIAL SERVICES: PRODUCTS / SERVICES

GOLD

State Farm

NOW WHAT?
STATE FARM INSURANCE

DDB
Tribal DDB East

OMD

GLOBAL

GOLD

Vaseline

KEEPING SKIN AMAZING
UNILEVER

Bartle Bogle Hegarty

MindShare

Colangelo, M Booth

SILVER

Dove

PRO-AGE
UNILEVER

Ogilvy & Mather
Edelman GmbH

MindShare

BRONZE

Kellogg's Special K

DROP A JEANS SIZE CHALLENGE
KELLOGG COMPANY

JWT
Cheetham Bell JWT

MindShare

K Agency

GOVERNMENT / INSTITUTIONAL / RECRUITMENT

GOLD

University of Minnesota

DRIVEN TO DISCOVER
UNIVERSITY OF MINNESOTA
UNIVERSITY RELATIONS

OLSON

SILVER

Southern Nevada Water Authority

COMPLIANCE 2007
SOUTHERN NEVADA WATER
AUTHORITY

R&R Partners

BRONZE

New Orleans Recovery School District

WHY YOU TEACH
NEW ORLEANS RECOVERY
SCHOOL DISTRICT

Peter A. Mayer Advertising Inc.

GREEN

GOLD

GE

ECOMAGINATION ROUND 2
GE

BBDO New York
AMV BBDO

OMD

Stinson Partners, Syrup

SILVER

Wal-Mart

PSP 2007: PERSONAL SUSTAINABILITY PROJECT
WAL-MART STORES, INC.

Saatchi & Saatchi S

BRONZE

HSBC

THERE'S NO SMALL CHANGE
HSBC

JWT
RMG Connect

GroupM

Uniworld Group, Kang & Lee

HEALTHCARE OTC

BRONZE

Crest

PROTECT THE AREAS DENTISTS CHECK MOST
PROCTER & GAMBLE

Saatch & Saatchi

SMG United

DeVries Public Relations, Deskey, Medicus NY

HEALTHCARE RX

BRONZE

Juvéderm

PARENTHESES
ALLERGAN, INC.

Grey

MediaCom

G2, Pacific Communications

HEALTHCARE PRODUCTS & SERVICES

SILVER

Oakwood Healthcare System

A MARKETING EMERGENCY
OAKWOOD

JWT Team Detroit

MindShare Team Detroit

BRONZE

ThemaCare

MEN WITH CRAMPS
PROCTER & GAMBLE

Publicis USA
Bridge Worldwide

SMG/MediaVest

DeVries Public Relations,
Kirt Gunn & Associates

HISPANIC

SILVER

The Beef Checkoff

HISPANIC BEEF RETAIL TOOLKIT
THE BEEF CHECKOFF

HEILBrice Marketing Communications

SILVER

Toyota Motor Sales

TUNDRAZO
TOYOTA MOTOR SALES

Conill Advertising

HOUSEHOLD FURNISHINGS & APPLIANCES

BRONZE

InSinkErator

GRIND MORE. HEAR LESS.
INSINKERATOR

Cramer-Krasselt

HOUSEHOLD SUPPLIES & SERVICES

GOLD

Kleenex

LET IT OUT
KIMBERLY-CLARK

JWT

MindShare

GMR, Ketchum

INTERNET PRODUCTS & SERVICES

BRONZE

Ancestry.com

YOUR FAMILY HISTORY AWAITS.
ANCESTRY.COM

Mullen Advertising

Coltrin

LEISURE PRODUCTS

SILVER

Nike Bauer

CRAZY LOVE
NIKE BAUER HOCKEY

OLSON

SILVER

Polaris

DUEL
POLARIS INDUSTRIES

McKinney

BRONZE

Hallmark

AMPLIFIED EXPERIENCES: CARDS WITH SOUND
HALLMARK CARDS, INC.

Leo Burnett

Starcom Worldwide

Kicking Cow Promotions, Inc., Fleishman-Hillard, Hallmark Design Studio

MEDIA COMPANIES

SILVER

Discovery Channel

PLANET EARTH
DISCOVERY COMMUNICATIONS

PHD

Crew Creative

MEDIA IDEA

GOLD

Keep A Child Alive

KCA'S MEDIA AMBUSH OF THE IPHONE LAUNCH
KEEP A CHILD ALIVE

Anomaly Communications

SILVER

The North Face

MARATHONS ARE...CUTE
THE NORTH FACE

DDB, Seattle

OMD, Seattle

Fluid Inc.

BRONZE

IBM Corporation

STORIES OF INNOVATION
IBM CORPORATION

Ogilvy & Mather

MindShare

NEW PRODUCT OR SERVICE

GOLD

Nintendo

WII WOULD LIKE TO PLAY
NINTENDO OF AMERICA

Leo Burnett USA
Golin Harris

Starcom Worldwide

SILVER

The North Face

MARATHONS ARE...CUTE
THE NORTH FACE

DDB, Seattle

OMD, Seattle

Fluid Inc.

BRONZE

Inspired By... The Bible Experience

THE BIBLE HAS A VOICE (LISTEN)
INSPIRED BY MEDIA GROUP

Zondervan Marketing Group

Deodandum

BTB Communications, Lambert Edwards & Assoc., Hanon McKendry

BRONZE

Valspar

MISSING CHIP CAMPAIGN
VALSPAR

Euro RSCG Chicago

MPG/Media Contacts

Leo J. Shapiro, IconNicholson, Peppercom

NON-PROFIT / PRO-BONO / PUBLIC SERVICE

GOLD

Keep A Child Alive

KCA'S MEDIA AMBUSH OF THE IPHONE LAUNCH
KEEP A CHILD ALIVE

Anomaly Communications

GOLD

Rage Against The Haze (SC DHEC)

RAGE AGAINST THE HAZE: THE MOVEMENT
SC DEPARTMENT OF ENVIRONMENTAL HEALTH & CONTROL

Brains on Fire

SILVER

truth

INFECT TRUTH
AMERICAN LEGACY FOUNDATION

Arnold
Crispin Porter + Bogusky

Media Head

GTM

BRONZE

Autism Speaks

'ODDS' CAMPAIGN
AUTISM SPEAKS

BBDO New York
The Advertisng Council

PACKAGED FOOD

GOLD

Hellmann's

IT'S TIME FOR REAL
UNILEVER

Ogilvy & Mather

MindShare

Ogilvy PR, Ryan iDirect, Embassy Row

SILVER

Gerber Graduates

WOBBLY WORLD
GERBER

Draftfcb

MindShare

Zipatoni

BRONZE

Jennie-O Turkey Store

LOOK AT TURKEY NOW
JENNIE-O TURKEY STORE

BBDO Minneapolis

PHD

RENAISSANCE

GOLD

Doritos

SNACK STRONG PRODUCTIONS
FRITO-LAY

Goodby, Silverstein & Partners
The Marketing Arm

OMD

Ketchum, TPN

GOLD

Ocean Spray

STRAIGHT FROM THE BOG
OCEAN SPRAY CRANBERRIES, INC.

Arnold

Zenith

Weber Shandwick,
Connelly & Partners

SILVER

Perrier

IER
NESTLE WATERS NORTH AMERICA

Ogilvy & Mather

Zenith Optimedia

Ogilvy Action

BRONZE

Wii

WII LAUNCH
NINTENDO OF AMERICA

Starcom Worldwide
Leo Burnett

RETAIL

SILVER

7-Eleven

D'OH THANK HEAVEN: SIMPSONS KWIK-E-MART
7-ELEVEN

TracyLocke

FreshWorks: Integer, PHD, TPN

SMALL BUDGETS

GOLD

msnbc.com

A FULLER SPECTRUM OF NEWS
MSNBC.COM

SS+K

BEAM, Media Kitchen, Fuel Industries

SILVER

United States Postal Inspection Service

2 SMRT 4U INTERNET SAFETY CAMPAIGN
UNITED STATES POSTAL INSPECTION SERVICE

Campbell-Ewald

SNACKS / DESSERTS / CONFECTIONS

GOLD

Stride

GOOD FOR YOU BAD FOR US
CADBURY ADAMS

JWT
Mediaedge:CIA
Gold N Fish

SILVER

Jack Link's Beef Jerky

MESSIN WITH SASQUATCH
JACK LINK'S BEEF JERKY

Carmichael Lynch
Xylem CCi

SUSTAINED SUCCESS

GOLD

Energizer

ENERGIZER BUNNY
ENERGIZER HOLDINGS, INC.

TBWA\Chiat\Day
Blick and Staff
PHD

SILVER

Orbit

NO MATTER WHAT
WM. WRIGLEY JR. COMPANY

Energy BBDO
MindShare

BRONZE

The Milk Processor Education Program

THE MILK MUSTACHE CAMPAIGN
MILK PROCESSOR
EDUCATION PROGRAM

Lowe Worldwide

BRONZE

Olive Garden

HOSPITALIANO
OLIVE GARDEN

Grey New York
MediaCom, GroupM

TELECOM SERVICES

BRONZE

Alltel Wireless

CHAD & THE SALES GUYS
ALLTEL WIRELESS

Campbell-Ewald
The Martin Agency

TRANSPORTATION

SILVER

Frontier Airlines

DENVER'S FAVORITE ANIMAL
FRONTIER AIRLINES

Grey Worldwide

TRAVEL / TOURISM / DESTINATION

SILVER

BMW of North America

RELEARN TO DRIVE
BMW OF NORTH AMERICA

GSD&M's Idea City
Juxt Interactive