

2008

**effie
awards**

the winners



Vaseline

SKINVOICE
UNILEVER

Bartle Bogle Hegarty
MindShare
Colangelo, M Booth

**Integrity Windows
and Doors**

NEW PRODUCT DEVELOPMENT LAB
INTEGRITY WINDOWS AND DOORS

Martin Williams Advertising

Sheetrock

DOWN WITH DUST
USG CORPORATION

HSR Business to Business

AUTOMOTIVE, RELATED PRODUCTS & SERVICES

BP

HELIOS POWER
BP

Ogilvy & Mather
MindShare
Millward Brown, Mekanism

**Goodyear Tire
& Rubber**

GET THERE
GOODYEAR TIRE & RUBBER CO.

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

AUTOMOTIVE, VEHICLES

Nissan North America

NISSAN ALTIMA 'KEYS'
NISSAN NORTH AMERICA

The TRUE Agency
GTM, Black Rock Digital

**Southern California
Honda Dealers Assn.**

HELPFUL
SOUTHERN CALIFORNIA DEALERS ASSN.

Secret Weapon Marketing
Horizon Media
KurenT, Inc.

Toyota

TUNDRA LAUNCH
TOYOTA MOTOR SALES

Saatchi & Saatchi Los Angeles

BEAUTY PRODUCTS & SERVICES

Max Factor

MAKEUP AS FASHION!
PROCTER & GAMBLE

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

Suave

BEAUTY WAKE-UP CALL
UNILEVER NORTH AMERICA

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

Vaseline

KEEPING SKIN AMAZING
UNILEVER

Bartle Bogle Hegarty
MindShare
Colangelo, INtegrated Marketing
Solutions, OgilvyHealth

BEVERAGES, NON-ALCOHOL

Diet Pepsi MAX

WAKE UP PEOPLE
PEPSI

BBDO
OMD
Tribal DDB, TracyLocke

Nurture

NURTURE MILK LAUNCH CAMPAIGN
MAYFIELD DAIRY FARMS

The Johnson Group

V8

BOP - COULD'VE HAD A V8
CAMPBELL SOUP COMPANY

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

Carlo Rossi Vineyards

JUG SIMPLE INTEGRATED CAMPAIGN
E&J GALLO WINERY

Cole & Weber United
Western Neon (fabricator),
Maxwell PR

Rolling Rock

RON STABLEHORN
ANHEUSER-BUSCH COMPANIES, INC.

Goodby, Silverstein & Partners

Svedka

VOTED #1 VODKA OF 2033
SPIRITS MARQUE ONE, LLC

Spirits Marque One In-House
Amalgamated NYC

BREAKFAST FOODS

Kellogg's Rice Krispies

CHILDHOOD IS CALLING
KELLOGG

Leo Burnett
Starcom USA
Relay Worldwide, Biggs | Gillmore
Communications

Raisin Bran Crunch

WHAT'S YOURS?
KELLOGG

Leo Burnett USA
Starcom USA

CHILDREN'S PRODUCTS & SERVICES

Fisher-Price

BEST KEPT SECRET
FISHER-PRICE FRIENDS

Draffcb
Freeman Public Relations
Eric Mower and Associates

COMPUTER HARDWARE

Hewlett Packard

THE COMPUTER IS PERSONAL AGAIN
HEWLETT PACKARD

Goodby, Silverstein & Partners
Zenith Optimedia

COMPUTER SOFTWARE

Adobe

CREATIVE LICENSE
ADOBE SYSTEMS

Goodby, Silverstein & Partners

CONSUMER ELECTRONICS

Canon

SHOOT LIKE A PRO
CANON USA

Grey New York

Sony Bravia

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

McKinney

CORPORATE REPUTATION / IMAGE / IDENTITY

Cisco

WELCOME TO THE HUMAN NETWORK
CISCO SYSTEMS

Ogilvy & Mather
MindShare
M80, Neo

The Dow Chemical Company

THE HUMAN ELEMENT
THE DOW CHEMICAL COMPANY

Draffcb Chicago
Initiative Media

CULTURE & THE ARTS

Basilica of Saint Mary's

IT'S A SIGN
BASILICA OF SAINT MARY

OLSON

Cuttin' Up at the Alliance Theatre

THE AFRO PICK CAMPAIGN
THE ALLIANCE THEATRE

BBDO Atlanta

DAVID VS. GOLIATH

Alltel Wireless

CHAD & THE SALES GUYS
ALTEL WIRELESS

Campbell-Ewald
The Martin Agency

Chemistry.com

COME AS YOU ARE
CHEMISTRY.COM

Hanft Raboy and Partners

McDonald's of Western Washington

PIPING COLD
MCDONALD'S USA, LLC
NORTHWEST REGION

DDB, Seattle
OMD, Seattle

truth

TRUTH VS. BIG TOBACCO
AMERICAN LEGACY FOUNDATION

Arnold
Crispin Porter + Bogusky
Media Head
GTM

DELIVERY SYSTEMS & PRODUCTS

UPS

WHITEBOARD
UPS

The Martin Agency
IQ Interactive

ENTERTAINMENT / SPORTING EVENTS

ESPN

IS IT MONDAY YET?
ESPN

Wieden + Kennedy

Frito-Lay

CRASH THE SUPER BOWL
FRITO-LAY

OMD
TPN
Millsport, Goodby, Silverstein
& Partners, Ketchum

FASHION / STYLE

CROCS

TAKE A CLOSER LOOK
CROCS

TimeZoneOne
Zimmerman

Diamond Trading
Company

SAY EVERYTHING WITHOUT
SAYING A WORD
DEBEERS GROUP MARKETING

JWT
MindShare
RMG Connect

FAST FOOD / CASUAL DINING / RESTAURANTS

Domino's

THE ANYTHING GOES DEAL
DOMINO'S PIZZA

JWT
JWT/MindShare
Momentum Worldwide

Jack In The Box

SIRLOIN VS. ANGUS
JACK IN THE BOX

Secret Weapon Marketing
Horizon Media, Inc.

McDonald's of Western
Washington

PIPING COLD
MCDONALD'S USA, LLC
NORTHWEST REGION

DDB, Seattle
OMD, Seattle

FINANCIAL SERVICES: CARDS

American Express

THE MEMBERS PROJECT
AMERICAN EXPRESS

Digitas
MindShare
Ogilvy & Mather, Endeavor

FINANCIAL SERVICES: PRODUCTS / SERVICES

GLOBAL

State Farm

NOW WHAT?
STATE FARM INSURANCE

DDB
Tribal DDB East
OMD

Vaseline

KEEPING SKIN AMAZING
UNILEVER

Bartle Bogle Hegarty
MindShare
Colangelo, M Booth

Dove

PRO-AGE
UNILEVER

Ogilvy & Mather
Edelman GmbH
MindShare

Kellogg's Special K

DROP A JEANS SIZE CHALLENGE
KELLOGG COMPANY

JWT
Cheetham Bell JWT
MindShare
K Agency

GOVERNMENT / INSTITUTIONAL / RECRUITMENT

New Orleans Recovery
School District

WHY YOU TEACH
NEW ORLEANS RECOVERY
SCHOOL DISTRICT

Peter A. Mayer Advertising Inc.

Southern Nevada Water
Authority

COMPLIANCE 2007
SOUTHERN NEVADA WATER
AUTHORITY

R&R Partners

University of Minnesota

DRIVEN TO DISCOVER
UNIVERSITY OF MINNESOTA
UNIVERSITY RELATIONS

OLSON

GE

ECOMAGINATION ROUND 2
GE

BBDO New York
AMV BBDO
OMD
Stinson Partners, Syrup

HSBC

THERE'S NO SMALL CHANGE
HSBC

JWT
RMG Connect
GroupM
Uniworld Group, Kang & Lee

Wal-Mart

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

Saatchi & Saatchi S

Crest

PROTECT THE AREAS DENTISTS CHECK MOST
PROCTER & GAMBLE

Saatch & Saatchi
SMG United
DeVries Public Relations, Deskey, Medicus NY

HEALTHCARE RX

HEALTHCARE PRODUCTS & SERVICES

Juvéderm

PARENTHESES
ALLERGAN, INC.

Grey
MediaCom
G2, Pacific Communications

Oakwood Healthcare System

A MARKETING EMERGENCY
OAKWOOD

JWT Team Detroit
MindShare Team Detroit

ThemaCare

MEN WITH CRAMPS
PROCTER & GAMBLE

Publicis USA
Bridge Worldwide
SMG/MediaVest
DeVries Public Relations, Kirt Gunn & Associates

HISPANIC

HOUSEHOLD FURNISHINGS & APPLIANCES

HOUSEHOLD SUPPLIES & SERVICES

The Beef Checkoff

HISPANIC BEEF RETAIL TOOLKIT
THE BEEF CHECKOFF

HEILBrice Marketing Communications

Toyota Motor Sales

TUNDRAZO
TOYOTA MOTOR SALES

Conill Advertising

InSinkErator

GRIND MORE. HEAR LESS.
INSINKERATOR

Cramer-Krasselt

Kleenex

LET IT OUT
KIMBERLY-CLARK

JWT
MindShare
GMR, Ketchum

INTERNET PRODUCTS & SERVICES

LEISURE PRODUCTS

Ancestry.com

YOUR FAMILY HISTORY AWAITS.
ANCESTRY.COM

Mullen Advertising
Coltrin

Hallmark

AMPLIFIED EXPERIENCES: CARDS WITH SOUND
HALLMARK CARDS, INC.

Leo Burnett
Starcom Worldwide
Kicking Cow Promotions, Inc., Fleishman-Hillard, Hallmark Design Studio

Nike Bauer

CRAZY LOVE
NIKE BAUER HOCKEY

OLSON

Polaris

DUEL
POLARIS INDUSTRIES

McKinney

MEDIA COMPANIES

MEDIA IDEA

Discovery Channel

PLANET EARTH
DISCOVERY COMMUNICATIONS

PHD
Crew Creative

IBM Corporation

STORIES OF INNOVATION
IBM CORPORATION

Ogilvy & Mather
MindShare

Keep A Child Alive

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

Anomaly Communications

The North Face

MARATHONS ARE...CUTE
THE NORTH FACE

DDB, Seattle
OMD, Seattle
Fluid Inc.

NEW PRODUCT OR SERVICE

**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

Nintendo

WII WOULD LIKE TO PLAY
NINTENDO OF AMERICA

Leo Burnett USA
Golin Harris
Starcom Worldwide

The North Face

MARATHONS ARE...CUTE
THE NORTH FACE

DDB, Seattle
OMD, Seattle
Fluid Inc.

Valspar

MISSING CHIP CAMPAIGN
VALSPAR

Euro RSCG Chicago
MPG/Media Contacts
Leo J. Shapiro, IconNicholson,
Peppercom

NON-PROFIT / PRO-BONO / PUBLIC SERVICE

Autism Speaks

'ODDS' CAMPAIGN
AUTISM SPEAKS

BBDO New York
The Advertising Council

Keep A Child Alive

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

Anomaly Communications

**Rage Against The Haze
(SC DHEC)**

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

Brains on Fire

truth

INFECT TRUTH
AMERICAN LEGACY FOUNDATION

Arnold
Crispin Porter + Bogusky
Media Head
GTM

PACKAGED FOOD

Hellmann's

IT'S TIME FOR REAL
UNILEVER

Ogilvy & Mather
MindShare
Ogilvy PR, Ryan iDirect, Embassy Row

Gerber Graduates

WOBBLY WORLD
GERBER

Drafftcb
MindShare
Zipatoni

Jennie-O Turkey Store

LOOK AT TURKEY NOW
JENNIE-O TURKEY STORE

BBDO Minneapolis
PHD

RENAISSANCE

Doritos

SNACK STRONG PRODUCTIONS
FRITO-LAY

Goodby, Silverstein & Partners
The Marketing Arm
OMD
Ketchum, TPN

Ocean Spray

STRAIGHT FROM THE BOG
OCEAN SPRAY CRANBERRIES, INC.

Arnold
Zenith
Weber Shandwick,
Connelly & Partners

Perrier

IER
NESTLE WATERS NORTH AMERICA

Ogilvy & Mather
Zenith Optimedia
Ogilvy Action

Wii

WII LAUNCH
NINTENDO OF AMERICA

Starcom Worldwide
Leo Burnett

RETAIL

SMALL BUDGETS

7-Eleven

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

TracyLocke
FreshWorks: Integer, PHD, TPN

msnbc.com

A FULLER SPECTRUM OF NEWS
MSNBC.COM

SS+K
BEAM, Media Kitchen, Fuel Industries

**United States Postal
Inspection Service**

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

Campbell-Ewald

Jack Link's Beef Jerky

MESSIN WITH SASQUATCH
 JACK LINK'S BEEF JERKY

Carmichael Lynch
 Xylem CCI

Stride

GOOD FOR YOU BAD FOR US
 CADBURY ADAMS

JWT
 Mediaedge:CIA
 Gold N Fish

SUSTAINED SUCCESS

Energizer

ENERGIZER BUNNY
 ENERGIZER HOLDINGS, INC.

TBWA\Chiat\Day
 Blick and Staff
 PHD

Olive Garden

HOSPITALIANO
 OLIVE GARDEN

Grey New York
 MediaCom, GroupM

Orbit

NO MATTER WHAT
 WM. WRIGLEY JR. COMPANY

Energy BBDO
 MindShare

The Milk Processor Education Program

THE MILK MUSTACHE CAMPAIGN
 MILK PROCESSOR
 EDUCATION PROGRAM

Lowe Worldwide

TELECOM SERVICES

TRANSPORTATION

TRAVEL / TOURISM / DESTINATION

Alltel Wireless

CHAD & THE SALES GUYS
 ALTEL WIRELESS

Campbell-Ewald
 The Martin Agency

Frontier Airlines

DENVER'S FAVORITE ANIMAL
 FRONTIER AIRLINES

Grey Worldwide

BMW of North America

RELEARN TO DRIVE
 BMW OF NORTH AMERICA

GSD&M's Idea City
 Juxt Interactive