

2009 **effie**
awards
the winners



AFRICAN-AMERICAN

CNN

BLACK IN AMERICA
CNN

CNN Marketing & On-Air Promotions
RET Media/Turner Broadcasting
FUSE Advertising, Liquid Soul
Media, Cold Open

Verizon Wireless

HOW SWEET THE SOUND
VERIZON WIRELESS

Erwin-Penland
Zenith
Marketing Werks

AUTOMOTIVE, VEHICLES

BMW of North America

*THE ALL-NEW BMW 1 SERIES:
PURE BMW*
BMW

GSD&M Idea City
Dotglu
Federated Media

MINI Cooper

ZUG. THE OTHER MINI.
MINI

Butler ,Shine, Stern & Partners

Nissan

ROGUE MARBLE MAZE
NISSAN NORTH AMERICA

TBWA\Chiat\Day & Tequila
OMD

BEAUTY PRODUCTS & SERVICES

Dove

GO FRESH
UNILEVER

Ogilvy & Mather Chicago
MindShare
Ogilvy Interactive New York,
Integrated Marketing Services

Old Spice

*IS OLD SPICE HAIR & BODY
WASH RIGHT FOR ME?*
PROCTER & GAMBLE

Wieden+Kennedy

Suave

IN THE MOTHERHOOD
UNILEVER & SPRINT

MindShare
MindShare Entertainment
Weber Shandwick

BEVERAGES, ALCOHOL

Canadian Club

DAMN RIGHT
BEAM GLOBAL SPIRITS & WINE

Energy BBDO
Starcom MediaVest Group
GMR, Ketchum, Proximity BBDO

Dos Equis

*THE MOST INTERESTING MAN IN
THE WORLD*
HEINEKEN USA

EuroRSCG New York
MediaVest

Miller High Life

TAKE BACK THE HIGH LIFE
MILLERCOORS

Saatchi & Saatchi
Crispin Porter + Bogusky
Starcom MediaVest Group
Upshot, Dig Communications

BEVERAGES, NON-ALCOHOL**Coca-Cola Zero**

COKE ZERO
COCA-COLA

Crispin Porter + Bogusky
MediaVest USA

McDonald's

UNSNOBBY COFFEE
MCDONALD'S

DDB West
OMD

BOOMER+**Allstate**

WE CAN WORK WITH THAT
ALLSTATE INSURANCE CO.

Leo Burnett
Starcom Worldwide

Grandparents.com

CUSTOMER ACQUISITION
PROGRAM
GRANDPARENTS.COM

TAXI
Lockard & Wechsler

BRAND EXPERIENCE**U.S. Army**

U.S. ARMY XBOX - HALO 3
U.S. ARMY MANPOWER &
RESERVE AFFAIRS

McCann Erickson
MRM
Universal McCann

U.S. Army

VIRTUAL ARMY EXPERIENCE
U.S. ARMY (OFFICE OF
ECONOMIC & MANPOWER
ANALYSIS)

Ignited LLC

BREAKFAST FOODS**Corn Pops**

WHEN YOU GOTTA HAVE
DIFFERENT, YOU GOTTA HAVE
POPS

KELLOGG

Leo Burnett
Starcom Worldwide
Biggs-Gilmore, Denuo Group

Pop-Tarts

CRAZY GOOD HIDE & SEEK
KELLOGG

Leo Burnett
Starcom Worldwide
Biggs-Gilmore

CHILDREN'S PRODUCTS & SERVICES**Crayola Beginnings**

CRAYOLA BEGINNINGS
CRAYOLA

mcgarrybowen
Continuity
Starcom

COMPUTER SOFTWARE**SAP**

MYTH BUSTERS
SAP

Ogilvy & Mather
MindShare

CONSUMER ELECTRONICS**Nikon**

ASTHON'S NIKON COOLPIX
NIKON INC.

McCann Erickson New York
MRM
Initiative

Sony

HDNA
SONY ELECTRONICS

180LA
Universal McCann
PowerPact, Alternative & Innovative
Marketing, Zaaz

CORPORATE REPUTATION/PROFESSIONAL SERVICES**Weyerhaeuser**

GROWING IDEAS
WEYERHAEUSER CO.

Dailey

CULTURE & THE ARTS**Atmosphere/
Rhymesayers
Entertainment**

PAINT THAT SH*T GOLD
RHYMESAYERS ENTERTAINMENT

Colle+McVoy

The Field Museum

THEY EXIST
THE FIELD MUSEUM

DDB Chicago
OMD

DAVID VS GOLIATH

**Erbert & Gerbert's
Subs & Clubs**

*A SUB CHAIN FACING AN UPHILL
BATTLE*

ERBERT & GERBERT'S
FRANCHISE SYSTEMS

Colle+McVoy

McDonald's

UNSMOBBY COFFEE
MCDONALD'S

DDB West
OMD

Nortel

*NORTEL: HOW MUCH IS YOUR
NETWORK COSTING YOU?*
NORTEL

McCann Worldgroup
Universal McCann
Weber Shandwick

ENTERTAINMENT/SPORTING EVENTS

NBA

WHERE AMAZING HAPPENS
NBA

Goodby, Silverstein & Partners

Nintendo

HOW WILL IT MOVE YOU?
NINTENDO OF NORTH AMERICA

Goodby, Silverstein & Partners
GolinHarris
Starcom MediaVest Group

FASHION/STYLE

Converse

CONNECTIVITY
CONVERSE

Anomaly
Digitas
Wieden+Kennedy
Cornerstone Promotion, VSA Partners

Harley-Davidson

LIVE BY IT
HARLEY-DAVIDSON MOTOR CO.

Carmichael Lynch

FINANCIAL SERVICES - CARDS

CITI CARD

WHAT'S YOUR STORY?
CITI

Publicis
Mediaedge:cia
Atmosphere BBDO

MasterCard

PRICELESS PEP TALKS
MASTERCARD WORLDWIDE

McCann Erickson
MRM Worldwide
GSD&M Idea City

Visa Inc.

*2008 BEIJING OLYMPICS "GO
WORLD"*
VISA INC.

TBWA\Chiat\Day
OMD
AKQA, GMR Marketing

FINANCIAL SERVICES - PRODUCTS/SERVICES

Allstate

WE SPEAK BIKER
ALLSTATE INSURANCE CO.

Leo Burnett
Starcom Worldwide
Octagon, Taylor

E*TRADE

1,000 NEW ACCOUNTS A DAY
E*TRADE FINANCIAL

Grey NY
Spark Communications

**Lincoln Financial
Group**

GET TO KNOW YOUR FUTURESELF
LINCOLN FINANCIAL GROUP

22squared
Tierney Communications

GLOBAL

IBM Corp.

STOP TALKING, START DOING.
IBM CORP.

Ogilvy & Mather
NEO
MindShare

Sri Lanka Apparel

GARMENTS WITHOUT GUILT
SRI LANKA APPAREL

Grey Global-Colombo
Video Image

GOVERNMENT/INSTITUTIONAL/RECRUITMENT

New York Lottery

EVERYBODY WANTS A LITTLE BIT OF LUCK
NEW YORK LOTTERY

DDB New York
OMD

U.S. Army

VIRTUAL ARMY EXPERIENCE
U.S. ARMY (OFFICE OF ECONOMIC & MANPOWER ANALYSIS)

Ignited LLC

U.S. Navy

NAVY INFLUENCER - NAVYFORMOMS.COM
U.S. NAVY

Campbell-Ewald

GREEN

SunChips

SOLAR LAUNCH CAMPAIGN
FRITO-LAY

Juniper Park
OMD
Teehan+Lax

HEALTHCARE - OTC

Tylenol

FEEL BETTER, TYLENOL
MCNEIL CONSUMER HEALTHCARE

Deutsch Inc.

HEALTHCARE PRODUCTS & SERVICES

Clarian Health

REVERSING THE DECLINE IN MAMMOGRAMS
CLARIAN HEALTH

The Heavyweights

HealthPartners

A NEW WAY TO LOOK AT HEALTHCARE
HEALTHPARTNERS

Preston Kelly
Marketing Midwest

HISPANIC

Ford

FORD SYNC INTEGRATED MARKETING PROGRAM
FORD MOTOR CO.

Zubi Advertising Services

Oreo

THROUGH THE VOICE OF A CHILD
KRAFT FOODS

The Bravo Group
MV42

State Farm

INTERSECTIONS
STATE FARM

Alma DDB
OMD Latino

HOUSEHOLD FURNISHINGS & APPLIANCES**Armstrong**

UNREAL
ARMSTRONG

BBDO
OMD

Electrolux

BE EVEN MORE AMAZING
ELECTROLUX

DDB New York
Weber Shandwick
Prometheus

HOUSEHOLD SUPPLIES & SERVICES**Clorox Green Works**

*JUST WHAT THE WORLD NEEDS:
ANOTHER GREEN CLEANER*
THE CLOROX CO.

DDB West
OMD
Tribal DDB, Tracy-Locke

INFLUENCERS**Activision**

*CALL OF DUTY 4 WORLD
LEADERS*
ACTIVISION

DDB West
Project C
The Ant Farm

Clorox Green Works

*THE REVERSE GRAFFITI
PROJECT*
THE CLOROX COMPANY

DDB West

USO

PATRIOTIC SIX
USO

Williams Whittle Associates

INTERNET PRODUCTS & SERVICES**Cars.com**

PLAN B NOT REQUIRED
CARS.COM

DDB Chicago
Prometheus Chicago

LEISURE PRODUCTS & SERVICES**Evinrude**

*SPEND MORE TIME ON THE
WATER*
BOMBARDIER RECREATIONAL
PRODUCTS

Cramer-Krasselt

Nike Bauer Hockey

WHY WE PLAY
BAUER HOCKEY

OLSON

Nintendo DS

DS WOMEN
NINTENDO OF AMERICA

Leo Burnett
Starcom Worldwide
Harrison & Shriftman, 'mktg', Digitas

TV Guide

COUNTDOWN
TV GUIDE

Cramer-Krasselt
MindShare
Razorfish

MEDIA COMPANIES**MEDIA IDEA****Apple Inc.**

*GET A MAC CONTEXTUAL
CAMPAIGN*
APPLE INC.

TBWA\Media Arts Lab
OMD

**California Milk
Processor Board**

WHITE GOLD
CALIFORNIA MILK PROCESSOR
BOARD

Goodby, Silverstein & Partners
RL Public Relations

Converse

DOMINATION
CONVERSE

Anomaly

NEW PRODUCT OR SERVICE**Axe Shower**

*AXE DETAILER: THE MANLY
SHOWER TOOL*
UNILEVER

BBH
MindShare
Edelman, Integrated Marketing
Services

NON-PROFIT/PRO-BONO/PUBLIC SERVICE

Detroit Zoological Society

WORTH KEEPING
THE DETROIT ZOOLOGICAL SOCIETY

Doner

Oregon Humane Society

END PETLESSNESS
OREGON HUMANE SOCIETY

Leopold Ketel & Partners

The San Francisco Zoo

CRITTER QUEST
THE SAN FRANCISCO ZOO

BBDO West

PACKAGED FOOD

Kellogg's Rice Krispies

CHILDHOOD IS CALLING
KELLOGG

Leo Burnett
Starcom Worldwide
Biggs-Gilmore

Ritz

OPEN FOR FUN
KRAFT INC

Euro RSCG Worldwide
Mediavest Worldwide
Digitas, Razorfish, Coyne PR

PET CARE

Pedigree

ECHO
MARS PET CARE

TBWA\Chiat\Day
MediaVest

RENAISSANCE

Canadian Club

DAMN RIGHT
BEAM GLOBAL SPIRITS & WINE

Energy BBDO
Starcom MediaVest Group
GMR, Ketchum, Proximity BBDO

New York Lottery

EVERYBODY WANTS A LITTLE BIT OF LUCK
NEW YORK LOTTERY

DDB New York
OMD

Old Spice

NEW LIFE FOR OLD SPICE
PROCTER & GAMBLE

Wieden+Kennedy

RESTAURANTS

Burger King

WHOPPER® FREAKOUT
BURGER KING CORPORATION

Crispin Porter + Bogusky

McDonald's

UNSNobby COFFEE
MCDONALD'S

DDB West
OMD

Pizza Hut

SLEEPING PASTA GIANT
PIZZA HUT

BBDO
Mediaedge:cia
imc2, Zeno

RETAIL**Kodak**

THE IDEA CENTER
KODAK GALLERY

Ogilvy & Mather
Neo@Ogilvy

Teleflora

*AMERICA'S FAVORITE MOM
PROMOTION - MOTHER'S DAY 08*
TELEFLORA

Fire Station Agency
Edelman Public Relations

SMALL BUDGETS**FAGE Total**

RIDICULOUSLY THICK YOGURT
FAGE DAIRY USA

Ogilvy & Mather
Neo@Ogilvy

SNACKS/DESSERTS/CONFECTIONS**5**

5: STIMULATE YOUR SENSES
WILLIAM WRIGLEY JR. CO.

Energy BBDO
MindShare
Hunter PR, Fuel Industries, GMR

Häagen-Dazs

*HÄAGEN-DAZS LOVES HONEY
BEES*
HÄAGEN-DAZS

Goodby, Silverstein & Partners
Zenithmedia
Ketchum

SunChips

SOLAR LAUNCH CAMPAIGN
FRITO-LAY

Juniper Park
OMD
Teehan+Lax

SUSTAINED SUCCESS**Chick-fil-A**

EAT MOR CHIKIN
CHICK-FIL-A

The Richards Group

Minnesota Wild

THE STATE OF HOCKEY
MINNESOTA WILD

OLSON

U.S. Marine Corps

*THE FEW. THE PROUD. THE
MARINES.*
U.S. MARINE CORPS

JWT Atlanta
MindShare
RMG Atlanta, UniWorld Group

TELECOM SERVICES**AT&T**

WORLD'S LOUDEST PEP RALLY
AT&T

The Marketing Arm
GSD&M Idea City
Fleishman-Hillard, Razorfish

TRANSPORTATION**Horizon Air Seattle to
Portland Shuttle**

THE SLOG
HORIZON AIR

WONGDOODY

JetBlue

RECLAIMING JETBLUE
JETBLUE

JWT
MediaCom
JWT Inside, Beyond Interaction

Metro

DECONGESTANT M
METRO

Schupp Co.

TRAVEL/TOURISM/DESTINATION**Orbitz**

FILL THE PLANE
ORBITZ

GMR Marketing
15 Letters
Brodeur Partners, Zocalo Group