

2009 **effie**
awards
the winners



AFRICAN-AMERICAN**GOLD****Verizon Wireless**

HOW SWEET THE SOUND
VERIZON WIRELESS

Erwin-Penland
Zenith
Marketing Werks

BRONZE**CNN**

BLACK IN AMERICA
CNN

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

AUTOMOTIVE, VEHICLES**GOLD****MINI Cooper**

ZUG. THE OTHER MINI.
MINI

Butler, Shine, Stern & Partners

SILVER**BMW of North America**

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

GSD&M Idea City
Dotglu
Federated Media

BRONZE**Nissan**

ROGUE MARBLE MAZE
NISSAN NORTH AMERICA

TBWA\Chiat\Day & Tequila
OMD

BEAUTY PRODUCTS & SERVICES**GOLD****Suave**

IN THE MOTHERHOOD
UNILEVER & SPRINT

MindShare
MindShare Entertainment
Weber Shandwick

SILVER**Old Spice**

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

Wieden+Kennedy

BRONZE**Dove**

GO FRESH
UNILEVER

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

BEVERAGES, ALCOHOL**GOLD****Dos Equis**

*THE MOST INTERESTING MAN IN
THE WORLD*
HEINEKEN USA

Euro RSCG New York
MediaVest

SILVER**Canadian Club**

DAMN RIGHT
BEAM GLOBAL SPIRITS & WINE

Energy BBDO
Starcom MediaVest Group
GMR Marketing, Ketchum, Proximity
BBDO

BRONZE**Miller High Life**

TAKE BACK THE HIGH LIFE
MILLERCOORS

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

BEVERAGES, NON-ALCOHOL**GOLD****McDonald's**

UNSNOBBY COFFEE
MCDONALD'S

DDB West
OMD

SILVER**Coca-Cola Zero**

COKE ZERO
COCA-COLA

Crispin Porter + Bogusky
MediaVest USA

BOOMER+**BRONZE****Allstate**

WE CAN WORK WITH THAT
ALLSTATE INSURANCE CO.

Leo Burnett USA
Starcom Worldwide

BRONZE**Grandparents.com**

CUSTOMER ACQUISITION PROGRAM
GRANDPARENTS.COM

TAXI
Lockard & Wechsler

BRAND EXPERIENCE**SILVER****U.S. Army**

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

McCann Erickson
MRM
Universal McCann

SILVER**U.S. Army**

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

Ignited LLC

BREAKFAST FOODS**SILVER****Pop-Tarts**

CRAZY GOOD HIDE & SEEK
KELLOGG

Leo Burnett USA
Starcom Worldwide
Biggs-Gilmore

BRONZE**Corn Pops**

*WHEN YOU GOTTA HAVE
DIFFERENT, YOU GOTTA HAVE
POPS*

KELLOGG
Leo Burnett USA
Starcom Worldwide
Biggs-Gilmore, Denuo Group

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

CRAYOLA BEGINNINGS
CRAYOLA

mcgarrybowen
Continuity
Starcom

COMPUTER SOFTWARE**SILVER****SAP**

MYTH BUSTERS
SAP

Ogilvy & Mather
MindShare

CONSUMER ELECTRONICS**SILVER****Nikon**

ASHTON'S NIKON COOLPIX
NIKON INC.

McCann Erickson New York
MRM
Initiative

BRONZE**Sony**

HDNA
SONY ELECTRONICS

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

CORPORATE REPUTATION/PROFESSIONAL SERVICES**BRONZE****Weyerhaeuser**

GROWING IDEAS
WEYERHAEUSER CO.

Dailey

CULTURE & THE ARTS**GOLD****Atmosphere**

*PAINT THAT SH*T GOLD*
RHYMESAYERS ENTERTAINMENT

Colle+McVoy

SILVER**The Field Museum**

THEY EXIST
THE FIELD MUSEUM

DDB Chicago
OMD

DAVID VS GOLIATH

GOLD

Erbert & Gerbert's Subs & Clubs

A SUB CHAIN FACING AN UPHILL BATTLE

ERBERT & GERBERT'S FRANCHISE SYSTEMS

Colle+McVoy

GOLD

Nortel

NORTEL: HOW MUCH IS YOUR NETWORK COSTING YOU?

NORTEL

McCann Worldgroup
Universal McCann
Weber Shandwick

SILVER

McDonald's

UNSNobby COFFEE
MCDONALD'S

DDB West
OMD

ENTERTAINMENT/SPORTING EVENTS

SILVER

Nintendo

HOW WILL IT MOVE YOU?
NINTENDO OF NORTH AMERICA

Goodby, Silverstein & Partners
GolinHarris
Starcom MediaVest Group

BRONZE

NBA

WHERE AMAZING HAPPENS
NBA

Goodby, Silverstein & Partners

FASHION/STYLE

SILVER

Converse

CONNECTIVITY
CONVERSE

Anomaly
Digitas
Wieden+Kennedy
Cornerstone Promotion, VSA Partners

SILVER

Harley-Davidson

LIVE BY IT
HARLEY-DAVIDSON MOTOR CO.

Carmichael Lynch

FINANCIAL SERVICES - CARDS

GOLD

Citi Card

WHAT'S YOUR STORY?
CITI

Publicis
Mediaedge:cia
Atmosphere BBDO

SILVER

Visa

2008 BEIJING OLYMPICS "GO WORLD"
VISA INC.

TBWA\ChiatDay
OMD
AKQA, GMR Marketing

BRONZE

MasterCard

PRICELESS PEP TALKS
MASTERCARD WORLDWIDE

McCann Erickson
MRM Worldwide
GSD&M Idea City

FINANCIAL SERVICES - PRODUCTS/SERVICES

GOLD

E*TRADE

1,000 NEW ACCOUNTS A DAY
E*TRADE FINANCIAL

Grey NY
Spark Communications

SILVER

Lincoln Financial Group

GET TO KNOW YOUR FUTURESELF
LINCOLN FINANCIAL GROUP

22squared
Tierney Communications

BRONZE

Allstate

WE SPEAK BIKER
ALLSTATE INSURANCE CO.

Leo Burnett USA
Starcom Worldwide
Octagon, Taylor

GLOBAL

SILVER

IBM

STOP TALKING, START DOING.
IBM CORP.

Ogilvy & Mather
NEO
MindShare

BRONZE

Sri Lanka Apparel

GARMENTS WITHOUT GUILT
SRI LANKA APPAREL

Grey Global-Colombo
Video Image

GOVERNMENT/INSTITUTIONAL/RECRUITMENT

GOLD

U.S. Army

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

Ignited LLC

SILVER

U.S. Navy

*NAVY INFLUENCER -
NAVYFORMOMS.COM*
U.S. NAVY

Campbell-Ewald

BRONZE

New York Lottery

*EVERYBODY WANTS A LITTLE BIT
OF LUCK*
NEW YORK LOTTERY

DDB New York
OMD

GREEN

BRONZE

SunChips

SOLAR LAUNCH CAMPAIGN
FRITO-LAY

Juniper Park
OMD
Teehan+Lax

HEALTHCARE - OTC

BRONZE

Tylenol

FEEL BETTER, TYLENOL
MCNEIL CONSUMER
HEALTHCARE

Deutsch Inc.

HEALTHCARE PRODUCTS & SERVICES

GOLD

HealthPartners

*A NEW WAY TO LOOK AT
HEALTHCARE*
HEALTHPARTNERS

Preston Kelly
Marketing Midwest

BRONZE

Clarian Health

*REVERSING THE DECLINE IN
MAMMOGRAMS*
CLARIAN HEALTH

The Heavyweights

HISPANIC

SILVER

Ford

*FORD SYNC INTEGRATED
MARKETING PROGRAM*
FORD MOTOR CO.

Zubi Advertising Services

BRONZE

Oreo

*THROUGH THE VOICE OF A
CHILD*
KRAFT FOODS

The Bravo Group
MV42

BRONZE

State Farm

INTERSECTIONS
STATE FARM

Alma DDB
OMD Latino

HOUSEHOLD FURNISHINGS & APPLIANCES

SILVER

Electrolux

BE EVEN MORE AMAZING
ELECTROLUX

DDB New York
Weber Shandwick
Prometheus

BRONZE

Armstrong

UNREAL
ARMSTRONG

BBDO
OMD

HOUSEHOLD SUPPLIES & SERVICES

SILVER

Clorox Green Works

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

DDB West
OMD
Tribal DDB, TracyLocke

INFLUENCERS

GOLD

Activision

*CALL OF DUTY 4 WORLD
LEADERS*
ACTIVISION

DDB West
Project C
The Ant Farm

GOLD

USO

PATRIOTIC SIX
USO

Williams Whittle Associates

SILVER

Clorox Green Works

THE REVERSE GRAFFITI PROJECT
THE CLOROX CO.

DDB West

INTERNET PRODUCTS & SERVICES

GOLD

Cars.com

PLAN B NOT REQUIRED
CARS.COM

DDB Chicago
Prometheus Chicago

LEISURE PRODUCTS & SERVICES

GOLD

Nike Bauer Hockey

WHY WE PLAY
BAUER HOCKEY

OLSON

SILVER

Evinrude

*SPEND MORE TIME ON THE
WATER*
BOMBARDIER RECREATIONAL
PRODUCTS

Cramer-Krasselt

BRONZE

Nintendo DS

DS WOMEN
NINTENDO OF AMERICA

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

MEDIA COMPANIES

BRONZE

TV Guide

COUNTDOWN
TV GUIDE

Cramer-Krasselt
MindShare
Razorfish

MEDIA IDEA

GOLD

Converse

DOMAINATION
CONVERSE

Anomaly

SILVER

Apple

*GET A MAC CONTEXTUAL
CAMPAIGN*
APPLE INC.

TBWA/Media Arts Lab
OMD

BRONZE

**California Milk
Processor Board**

WHITE GOLD
CALIFORNIA MILK PROCESSOR
BOARD

Goodby, Silverstein & Partners
RL Public Relations

NEW PRODUCT OR SERVICE

GOLD

Axe Shower

*AXE DETAILER: THE MANLY
SHOWER TOOL*
UNILEVER

BBH
MindShare
Edelman Public Relations, Integrated
Marketing Services

NON-PROFIT/PRO-BONO/PUBLIC SERVICE

GOLD

Detroit Zoological Society

WORTH KEEPING
THE DETROIT ZOOLOGICAL SOCIETY

Doner

SILVER

Oregon Humane Society

END PETLESSNESS
OREGON HUMANE SOCIETY

Leopold Ketel & Partners

BRONZE

The San Francisco Zoo

CRITTER QUEST
THE SAN FRANCISCO ZOO

BBDO West

PACKAGED FOOD

SILVER

Kellogg's Rice Krispies

CHILDHOOD IS CALLING
KELLOGG

Leo Burnett USA
Starcom Worldwide
Biggs-Gilmore

BRONZE

Ritz

OPEN FOR FUN
KRAFT INC

Euro RSCG Worldwide
MediaVest Worldwide
Digitas, Razorfish, Coyne PR

PET CARE

GOLD

Pedigree

ECHO
MARS PET CARE

TBWA\Chiat\Day
MediaVest

RENAISSANCE

GOLD

Canadian Club

DAMN RIGHT
BEAM GLOBAL SPIRITS & WINE

Energy BBDO
Starcom MediaVest Group
GMR Marketing, Ketchum, Proximity
BBDO

BRONZE

New York Lottery

EVERYBODY WANTS A LITTLE BIT OF LUCK
NEW YORK LOTTERY

DDB New York
OMD

BRONZE

Old Spice

NEW LIFE FOR OLD SPICE
PROCTER & GAMBLE

Wieden+Kennedy

RESTAURANTS

GOLD

Burger King

WHOPPER® FREAKOUT
BURGER KING CORP.

Crispin Porter + Bogusky

SILVER

McDonald's

UNSNobby COFFEE
MCDONALD'S

DDB West
OMD

SILVER

Pizza Hut

SLEEPING PASTA GIANT
PIZZA HUT

BBDO
Mediaedge:cia
imc2, Zeno

RETAIL**SILVER****Teleflora**

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

Fire Station Agency
Edelman Public Relations

BRONZE**Kodak**

THE IDEA CENTER
KODAK GALLERY

Ogilvy & Mather
Neo@Ogilvy

SMALL BUDGETS**SILVER****FAGE Total**

RIDICULOUSLY THICK YOGURT
FAGE DAIRY USA

Ogilvy & Mather
Neo@Ogilvy

SNACKS/DESSERTS/CONFECTIONS**GOLD****Häagen-Dazs**

HÄAGEN-DAZS LOVES HONEY
BEES
HÄAGEN-DAZS

Goodby, Silverstein & Partners
Zenithmedia
Ketchum

SILVER**5**

5: STIMULATE YOUR SENSES
WILLIAM WRIGLEY JR. CO.

Energy BBDO
MindShare
Hunter PR, Fuel Industries, GMR
Marketing

BRONZE**SunChips**

SOLAR LAUNCH CAMPAIGN
FRITO-LAY

Juniper Park
OMD
Teehan+Lax

SUSTAINED SUCCESS**SILVER****Chick-fil-A**

EAT MOR CHIKIN
CHICK-FIL-A

The Richards Group

SILVER**U.S. Marine Corps**

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

JWT Atlanta
MindShare
RMG Atlanta, UniWorld Group

BRONZE**Minnesota Wild**

THE STATE OF HOCKEY
MINNESOTA WILD

OLSON

TELECOM SERVICES**SILVER****AT&T**

WORLD'S LOUDEST PEP RALLY
AT&T

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

TRANSPORTATION**GOLD****Horizon Air Seattle to
Portland Shuttle**

THE SLOG
HORIZON AIR

WONGDOODY

SILVER**Metro**

DECONGESTANT M
METRO

Schupp Co.

BRONZE**JetBlue**

RECLAIMING JETBLUE
JETBLUE

JWT
MediaCom
JWT Inside, Beyond Interaction

TRAVEL/TOURISM/DESTINATION**SILVER****Orbitz**

FILL THE PLANE
ORBITZ

GMR Marketing
15 Letters
Brodeur Partners, Zocalo Group