

2010

effie awards

Awarding Ideas That Work

the winners



AFRICAN-AMERICAN**United States Marine Corps (USMC)**

'REAL TALK' AFRICAN AMERICAN-TARGETED CAMPAIGN

MARINE CORPS RECRUITING COMMAND

UniWorld Group, Inc.
Mindshare
J Walter Thompson

AGRICULTURAL/INDUSTRIAL/BUILDING**United Technologies**

'CROSS-SECTION'

UNITED TECHNOLOGIES

DDB NY
Prometheus Media Inc.

AUTOMOTIVE, VEHICLES**Hyundai**

ASSURANCE

HYUNDAI MOTOR AMERICA

Goodby, Silverstein & Partners
Initiative

MINI

CARFUN FOOTPRINT

MINI USA

Butler, Shine, Stern & Partners

Volkswagen

ROUTAN BOOM

VOLKSWAGEN OF AMERICA

Crispin Porter + Bogusky

BEAUTY PRODUCTS & SERVICES**Dove**

'SOAP SCUM'

UNILEVER - DOVE

Ogilvy & Mather
Mindshare
Ryan iDirect

Old Spice

SWAGGER: THE SCENT THAT MAKES A DIFFERENCE

P&G

Wieden+Kennedy

Vaseline MEN

VASELINE MEN: THE MAKING OF A MANLY LOTION

UNILEVER

Bartle Bogle Hegarty
Mindshare
ESPN
MBooth

BEVERAGES, ALCOHOL**Miller High Life**

1 SECOND AD CAMPAIGN

MILLERCOORS

Saatchi & Saatchi
Dig Communications
MC Media
Upshot

Sobieski

TRUTH IN VODKA

IMPERIAL BRANDS, INC.

Mefer Industries
Horizon Media
CK-PR

BEVERAGES, NON-ALCOHOL**Green Mountain Coffee**

A REVELATION IN EVERY CUP
GREEN MOUNTAIN
COFFEE ROASTERS

BrandBuzz/Young & Rubicam

**Kraft Beverages-
Capri Sun**

'RESPECT THE POUCH'
KRAFT BEVERAGES

Ogilvy & Mather
Mediavest
Razorfish
Digitas

Pepsi

REFRESHING AN ICON
PEPSICO

TBWA\Chiat\Day

BOOMER+**Campbell's**

MANY, MANY REASONS
CAMPBELL SOUP COMPANY

BBDO
Mediaedge:cia
Circle One Marketing, LLC
G2 Interactive
Weber Shandwick

Toyota VENZA

'APPETITE FOR LIFE'
TOYOTA MOTOR SALES

Saatchi & Saatchi LA
MSN Brand Entertainment
Experience Team (BEET)
Reveille Productions

BRAND EXPERIENCE**Frito-Lay Women's
Portfolio**

ONLY IN A WOMAN'S WORLD
FRITO-LAY NORTH AMERICA

Juniper Park
OMD

Gatorade

GATORADE REPLAY
GATORADE

TBWA\Chiat\Day
Fleishman-Hillard

U.S. Army

*THE ARMY EXPERIENCE CENTER -
SHOWCASING TODAY'S ARMY*
U.S. ARMY, OFFICE OF THE CHIEF
MARKETING OFFICER

Ignited
The Scenic Route

BREAKFAST FOODS**Eggo**

YOUR WAY
KELLOGG'S

Leo Burnett
Starcom Worldwide

COMPUTER HARDWARE**Cisco**

THE REALM
CISCO

Ogilvy & Mather
NEO@Ogilvy

Kodak

PRINT AND PROSPER
KODAK

Deutsch, Inc.
Partners + Napier
Ketchum

COMPUTER SOFTWARE**IBM Corporation**

'WOODLAND CREATURES'
IBM CORPORATION

Ogilvy

PlayStation

MLB' 09: THE SHOW
SONY COMPUTER ENTERTAINMENT
AMERICA

Deutsch LA

SolidWorks

3DUDES GONE 3D
SOLIDWORKS

Small Army

CONSUMER ELECTRONICS**Apple**

'THERE'S AN APP FOR THAT.'
APPLE

TBWA \Media Arts Lab
OMD

Microsoft

REAL PC
MICROSOFT

Crispin Porter + Bogusky

CORPORATE REPUTATION/PROFESSIONAL SERVICES**Intel**

SPONSORS OF TOMORROW
INTEL CORPORATION

Venables Bell & Partners
Tag Worldwide
OMD
The Upper Storey Pte Ltd
Bates 141 HK

United Technologies

'CROSS-SECTION'
UNITED TECHNOLOGIES
CORPORATION

DDB NY
Prometheus Media Inc.

CULTURE & THE ARTS**The Field Museum**

REAL PIRATES
THE FIELD MUSEUM

DDB
OMD Chicago

DAVID VS GOLIATH**Brita**

DRINK RESPONSIBLY
THE CLOROX COMPANY

DDB West
Edelman
OMD

Green Mountain Coffee

A REVELATION IN EVERY CUP
GREEN MOUNTAIN COFFEE
ROASTERS

BrandBuzz/Young & Rubicam

Kia

KIA SOUL VS. SCION XB
KIA MOTORS AMERICA

David & Goliath, LLC
Initiative+
Innocean Worldwide

Miller High Life

1 SECOND AD CAMPAIGN
MILLERCOORS

Saatchi & Saatchi
Dig Communications
MC Media
Upshot

DELIVERY SYSTEMS & PRODUCTS**United States Postal Service**

A SIMPLER WAY TO SHIP CAMPAIGN
UNITED STATES POSTAL SERVICE

Campbell-Ewald

ENTERTAINMENT/SPORTING EVENTS**EA SPORTS**

EA SPORTS ACTIVE PERSONAL TRAINER
ELECTRONIC ARTS INC.

Drafftcb
Wieden + Kennedy
Ammo Marketing

EA SPORTS

EA SPORTS 'THE WIN'
EA SPORTS

Heat & Freestyle Interactive
Wieden + Kennedy

HBO

TRUE BLOOD
HBO

Digital Kitchen
Campfire
PHD
Ignition Print
Bemis Balkind

FASHION/STYLE**JCPenney**

BEWARE OF THE DOGHOUSE
J.C. PENNEY COMPANY, INC.

Saatchi & Saatchi
OMD
Razorfish

Lee Jeans

THE NEW LEE.COM
LEE JEANS

OLSON

FINANCIAL SERVICES - CARDS**American Express OPEN**

AMERICAN EXPRESS OPEN FORUM
AMERICAN EXPRESS OPEN

Crispin Porter + Bogusky
Federated Media Publishing
Mindshare
Ogilvy & Mather
Digitas

FINANCIAL SERVICES - PRODUCTS/SERVICES**Allstate Insurance Company**

OUR STAND AFFORDABILITY PROGRAM
ALLSTATE INSURANCE COMPANY

Leo Burnett USA
Starcom Worldwide

HSBC

MATH OF LIFE
HSBC

JWT
Mindshare
K&L Advertising

ING Financial Services

DO YOU KNOW YOUR NUMBER?
ING FINANCIAL SERVICES

BBDO Atlanta
OMD
360i
Blinq Media

GLOBAL**Earth Hour, WWF**

THE NIGHT THE WORLD WENT DARK
WWF - EARTH HOUR

Leo Burnett, Sydney
Starcom Mediavest Group
Leo Burnett, Chicago

IBM Corporation

'LET'S BUILD A SMARTER PLANET'
IBM CORPORATION

Ogilvy & Mather
Neo
Mindshare

Pedigree

PEDIGREE ADOPTION DRIVE
PEDIGREE

TBWA

GOODWORKS - BRANDS**Ford Motor Company**

DRIVE ONE 4 UR SCHOOL
FORD MOTOR COMPANY

Team Detroit
The Park
Exposure Marketing
Budco

Starbucks Coffee Company

STARBUCKS 'SPARKS'
STARBUCKS COFFEE COMPANY

BBDO New York
Blast Radius
PHD Media
Edelman

SunChips

BUILDING A PREEMINENT GREEN BRAND
FRITO-LAY NORTH AMERICA

Juniper Park
OMD

GOODWORKS - NON-PROFIT**BoostUp**

THE GRADUATION PROBLEM -THE DROPOUT ISSUE REFRAMED
AD COUNCIL

Publicis New York
@radical.media

Detroit Public Schools

I'M IN
DETROIT PUBLIC SCHOOLS

Leo Burnett
Starcom MediaVest Group
Berg Muirhead and Associates
Brian Alexander Productions

People's City Mission

'GREAT COFFEE FOR THE GREATER GOOD'
PEOPLE'S CITY MISSION

Bailey Lauerman

GOVERNMENT/INSTITUTIONAL/RECRUITMENT**AdCouncil Iraq & Afghanistan Veterans of America**

VETERAN SUPPORT
THE ADVERTISING COUNCIL

BBDO New York
Iraq & Afghanistan Veterans of America (IAVA)
AOL

Detroit Public Schools

I'M IN
DETROIT PUBLIC SCHOOLS

Leo Burnett
Starcom MediaVest Group
Berg Muirhead and Associates
Brian Alexander Productions

United States Army

'STRENGTH LIKE NO OTHER'
UNITED STATES ARMY, MANPOWER AND RESERVE AFFAIRS

McCann Erickson
MRM Worldwide
Universal McCann
Weber Shandwick Worldwide
Momentum Worldwide

HEALTHCARE - OTC**Plan B**

PLAN B: BECAUSE THE UNEXPECTED HAPPENS
TEVA WOMEN'S HEALTH

DraftFCB

Tampax

OUTSMART MOTHER NATURE
PROCTER & GAMBLE

Leo Burnett Chicago
Digitas
SMG United
Arc

HEALTHCARE PRODUCTS & SERVICES**Anthem Blue Cross and Blue Shield**

OUR HEALTH CONNECTS US
WELLPOINT (ANTHEM BLUE CROSS AND BLUE SHIELD)

Deutsch Inc.
Starcom

Group Health Cooperative

FIND MORE MINUTES
GROUP HEALTH COOPERATIVE

TM Advertising

HISPANIC**Allstate Insurance Company**

*PROTECTION IS OUR GAME/
PROTECCION ES LA JUGADA*
ALLSTATE INSURANCE COMPANY

Lapiz
Tapestry
Octagon Multicultural Marketing

Charmin

CAMPING
PROCTER & GAMBLE

Lapiz
Carat
Tapestry
The Integer Group

HOUSEHOLD FURNISHINGS & APPLIANCES**Brita**

DRINK RESPONSIBLY
THE CLOROX COMPANY

DDB West
Edelman
OMD

Glidden

GLIDDEN GETS YOU GOING
AKZO NOBEL

DDB New York
Etcetera
PHD Networks
Interbrand
Liggett Stashowser

IKEA

'EMBRACE CHANGE'
IKEA NORTH AMERICA
SERVICES LLC

Deutsch, Inc.
Mediaedge:cia
89 Degrees

HOUSEHOLD SUPPLIES & SERVICES**Pull-Ups**

POTTY TRAINING STINKS
KIMBERLY-CLARK

JWT
Mindshare Chicago
Edelman

Sherwin-Williams Paint Store Group

ASK SHERWIN-WILLIAMS
SHERWIN-WILLIAMS

McKinney

Terminix

SEEING IS BELIEVING
TERMINIX

Publicis Dallas
Optimedia

INFLUENCERS**Bauer Hockey**

BAUER IS BACK
BAUER

OLSON

Ford Fiesta

FIESTA MOVEMENT
FORD MOTOR COMPANY

Team Detroit
Mindshare
Undercurrent
Action Marketing Group

McAfee

*H*COMMERCE*
MCAFEE

Tribal DDB
DDB West
OMD

INTERNET PRODUCTS & SERVICES**CLEAR**

WELCOME TO THE FUTURE
CLEARWIRE

Secret Weapon Marketing
Applegate Media Group
AKQA
Mindshare

E*TRADE

*TAKE CONTROL WITH E*TRADE*
E*TRADE

Grey New York
Spark Communications

McAfee

*H*COMMERCE*
MCAFEE

Tribal DDB
DDB West
OMD

LEISURE PRODUCTS & SERVICES**Gold's Gym**

*FROM STRENGTH TO STRENGTH -
REINVENTING AN ICONIC*
GOLD'S GYM

McKinney
Camelot Communications

The Coleman Company

*'THE ORIGINAL SOCIAL
NETWORKING SITE'*
COLEMAN COMPANY

Doner

MEDIA COMPANIES**SuperGuarantee**

TOO SOON FOR A EULOGY
IDEARC MEDIA

TM Advertising

The Atlantic

CAN THE ATLANTIC TURN A PROFIT?
THE ATLANTIC

EURO RSCG
Cleverworks LLC

MEDIA IDEA**Kellogg's Frosted Mini-Wheats**

*FROSTED MINI WHEATS:
MOM'S HOMEROOM*
KELLOGG

Starcom Worldwide
Leo Burnett

Miller High Life

1 SECOND AD CAMPAIGN
MILLERCOORS

Saatchi & Saatchi
Dig Communications
MC Media
Upshot

MEDIA INNOVATION**Adobe**

*ADOBE ACROBAT 9 ULTIMATE TOUR-
NEY GUIDE*
ADOBE SYSTEMS

Goodby,Silverstein & Partners
ESPN

CBS and Pepsi

*"MONDAY TO THE MAX" FIRST-EVER
VIDEO-IN-PRINT*
CBS

OMD
PepsiCo
Americhip
Entertainment Weekly (Time Inc.)

Frito-Lay

ONLY IN A WOMAN'S WORLD
FRITO-LAY

OMD
Juniper Park
Ketchum

NEW PRODUCT OR SERVICE**Schick Quattro for Women***FROM PRIVATE BUZZ...TO CULTURAL CONVERSATION*

SCHICK WILKINSON SWORD

JWT
Mediaedge:cia
Amplitude Marketing Group, Inc.
Lippe Taylor**Truvia™ Natural Sweetener***TRUVIA™ NATURAL SWEETENER LAUNCH*

CARGILL

Ogilvy & Mather
Universal McCann
Bolin Marketing
Periscope
RF Binder**PACKAGED FOOD****Foster Farms***SAY NO TO PLUMPING*
FOSTER FARMSGoodby, Silverstein & Partners
Fineman PR**Klondike***DOUBLE DARE*
UNILEVERDDB New York
Mindshare
Story
Golin Harris**Stouffer's***REKINDLING STOUFFER'S
ICONIC STATUS*
STOUFFER'S (NESTLE)JWT
ZenithOptimedia
Publicis Consultants | PR
DigiKnow
Ryan Partnership**PET CARE****Pup-Peroni***DOGS JUST KNOW*
DEL MONTEDrafftFCB
Coyne PR
Starcom**RENAISSANCE****Lay's***HAPPINESS IS SIMPLE*
FRITO-LAY NORTH AMERICAJuniper Park
OMD**RESTAURANTS - LAUNCH/RELAUNCH****Jack in the Box***MINI COWBOYS-INNOVATION IN THE
FACE OF DISCOUNTING*
JACK IN THE BOXSecret Weapon Marketing
La Agencia de Orci & Associates
Horizon Media
Apollo Interactive**RESTAURANTS - STANDARD****BURGER KING®***WHOPPER® SACRIFICE*
BURGER KINGCrispin Porter + Bogusky
VML
Edelman**Jack in the Box***WHAT WOULD THE WORLD BE LIKE
WITHOUT JACK?*
JACK IN THE BOXSecret Weapon Marketing
Horizon Media
JAC Communications
Apollo Interactive**RETAIL****Sears***'DON'T JUST GO BACK. ARRIVE.'*
SEARS HOLDING COMPANYY&R Chicago
MPG**Sherwin-Williams Paint Store Group***ASK SHERWIN-WILLIAMS*
SHERWIN-WILLIAMS

McKinney

SINGLE MEDIA COMPANY ACTIVATION**CNN***CNN.COM - FACEBOOK
INAUGURATION COLLABORATION*CNN MARKETING & ON-AIR
PROMOTIONSCNN Marketing & On-Air Promotions
RET Media/Turner Broadcasting
CREW Creative**Dove***GOSSIP GIRL: REAL NYC
STORIES REVEALED*

UNILEVER

Mindshare
Edelman
Davie Brown Entertainment
Ogilvy**SMALL BUDGETS - PRODUCTS****McAfee***H*COMMERCE*
MCAFFEETribal DDB
DDB West
OMD**Thirteen Reasons Why
(Novel)***THIRTEEN REASONS WHY VIRAL
CAMPAIGN*

PENGUIN

Grey

SMALL BUDGETS - SERVICES**Detroit Public Schools***I'M IN*
DETROIT PUBLIC SCHOOLSLeo Burnett
Starcom MediaVest Group
Berg Muirhead and Associates
Brian Alexander Productions**Mandela Day***'WE EACH HAVE WHAT IT TAKES TO
MAKE AN IMPRINT'*

46664 LTD

Gotham Inc.
Carat
Rubenstein
CORE Industries**SNACKS/DESSERTS/CONFECTIONS****Extra***EXTRA SNACKDOWN*
WM WRIGLEY JR. COMPANYDDB
Tribal DDB
Mindshare
Ryan Partnership
Edelman**Lay's***HAPPINESS IS SIMPLE*
FRITO-LAY NORTH AMERICAJuniper Park
OMD**Orbit Gum - Big Pak***WRIGLEY ORBIT BIG PAK*
WM. WRIGLEY JR. COMPANYEnergy BBDO
Mindshare Worldwide
Tribal DDB
Dig Communications**SunChips***BUILDING A PREEMINENT
GREEN BRAND*
FRITO-LAY NORTH AMERICAJuniper Park
OMD**SUSTAINED SUCCESS****Frontier Airlines***'A WHOLE DIFFERENT ANIMAL'*
FRONTIER AIRLINES

Grey NYC

**Phillips Distilling
Company***CELEBRATE*
PHILLIPS DISTILLING CO

OLSON

**United States
Marine Corps***THE STRATEGIC CORPORAL*
MARINE CORPS RECRUITING
COMMANDJWT Atlanta
Mindshare
RMG Atlanta
UniWorld Group

TELECOM SERVICES

Sprint Nextel

*HOW NEXTEL HELPED AMERICA GET
WORK DONE*
SPRINT NEXTEL

Goodby, Silverstein & Partners
Mindshare

TRANSPORTATION

JetBlue Airways

WELCOME BIGWIGS
JETBLUE AIRWAYS

JWT
Mediacom/Mediacom Interactive

United Airlines

TRAVEL OPTIONS BY UNITED
UNITED AIRLINES

Barrie D'Rozario Murphy

TRAVEL/TOURISM/DESTINATION

Hotels.com

'SMART.'
HOTELS.COM

Y&R Chicago
TargetCast

Priceline.com

PRICELINE NEGOTIATOR
PRICELINE.COM

Butler, Shine, Stern & Partners