

2010

effie awards

Awarding Ideas That Work

the winners



AFRICAN-AMERICAN**GOLD****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****BRONZE****United Technologies***'CROSS SECTION'*

UNITED TECHNOLOGIES

DDB NY
Prometheus Media Inc.**AUTOMOTIVE, VEHICLES****GOLD****Hyundai***ASSURANCE*

HYUNDAI MOTOR AMERICA

Goodby, Silverstein & Partners
Initiative**SILVER****MINI***CARFUN FOOTPRINT*

MINI USA

Butler, Shine, Stern & Partners

SILVER**Volkswagen***ROUTAN BOOM*

VOLKSWAGEN OF AMERICA

Crispin Porter + Bogusky

BEAUTY PRODUCTS & SERVICES**SILVER****Old Spice***SWAGGER: THE SCENT THAT MAKES A DIFFERENCE*

P&G

Wieden+Kennedy

SILVER**Vaseline MEN***VASELINE MEN: THE MAKING OF A MANLY LOTION*

UNILEVER

Bartle Bogle Hegarty
Mindshare
ESPN
MBooth**BRONZE****Dove***'SOAP SCUM'*

UNILEVER - DOVE

Ogilvy & Mather
Mindshare
Ryan iDirect**BEVERAGES, ALCOHOL****GOLD****Miller High Life***1 SECOND AD CAMPAIGN*

MILLERCOORS

Saatchi & Saatchi
Dig Communications
MC Media
Upshot**SILVER****Sobieski***TRUTH IN VODKA*

IMPERIAL BRANDS, INC.

Meier Industries
Horizon Media
CK-PR

BEVERAGES, NON-ALCOHOL**GOLD****Kraft Beverages-
Capri Sun**

'RESPECT THE POUCH'
KRAFT BEVERAGES

Ogilvy & Mather
Mediavest
Razorfish
Digitas

SILVER**Pepsi**

REFRESHING AN ICON
PEPSICO

TBWA\Chiat\Day

BRONZE**Green Mountain Coffee**

A REVELATION IN EVERY CUP
GREEN MOUNTAIN
COFFEE ROASTERS

BrandBuzz/Young & Rubicam

BOOMER+**GOLD****Campbell's**

MANY, MANY REASONS
CAMPBELL SOUP COMPANY

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

BRONZE**Toyota VENZA**

'APPETITE FOR LIFE'
TOYOTA MOTOR SALES

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

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

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

Juniper Park
OMD

BRONZE**Gatorade**

GATORADE REPLAY
GATORADE

TBWA\Chiat\Day
Fleishman-Hillard

BRONZE**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**SILVER****Eggo**

YOUR WAY
KELLOGG'S

Leo Burnett
Starcom Worldwide

COMPUTER HARDWARE**SILVER****Kodak**

PRINT AND PROSPER
KODAK

Deutsch, Inc.
Partners + Napier
Ketchum

BRONZE**Cisco**

THE REALM
CISCO

Ogilvy & Mather
NEO@Ogilvy

COMPUTER SOFTWARE**GOLD****PlayStation**

MLB '09: THE SHOW
SONY COMPUTER ENTERTAINMENT
AMERICA

Deutsch LA

SILVER**IBM Corporation**

'WOODLAND CREATURES'
IBM CORPORATION

Ogilvy

BRONZE**SolidWorks**

3DUDES GONE 3D
SOLIDWORKS

Small Army

CONSUMER ELECTRONICS**GOLD****Apple**

'THERE'S AN APP FOR THAT.'
APPLE

TBWA \Media Arts Lab
OMD**BRONZE****Microsoft**

REAL PC
MICROSOFT

Crispin Porter + Bogusky

CORPORATE REPUTATION/PROFESSIONAL SERVICES**SILVER****Intel**

SPONSORS OF TOMORROW
INTEL CORPORATION

Venables Bell & Partners
Tag Worldwide
OMD**BRONZE****United Technologies**

'CROSS SECTION'
UNITED TECHNOLOGIES
CORPORATION

DDB NY
Prometheus Media Inc.**CULTURE & THE ARTS****SILVER****The Field Museum**

REAL PIRATES
THE FIELD MUSEUM

DDB
OMD Chicago**DAVID VS GOLIATH****GOLD****Miller High Life**

1 SECOND AD CAMPAIGN
MILLERCOORS

Saatchi & Saatchi
Dig Communications
MC Media
Upshot**SILVER****Brita**

DRINK RESPONSIBLY
THE CLOROX COMPANY

DDB West
Edelman
OMD**SILVER****Kia**

KIA SOUL VS. SCION XB
KIA MOTORS AMERICA

David & Goliath, LLC
Initiative+
Innocean Worldwide**BRONZE****Green Mountain Coffee**

A REVELATION IN EVERY CUP
GREEN MOUNTAIN COFFEE
ROASTERS

BrandBuzz/Young & Rubicam

DELIVERY SYSTEMS & PRODUCTS		ENTERTAINMENT/SPORTING EVENTS	
SILVER	GOLD	SILVER	BRONZE
United States Postal Service	HBO	EA SPORTS	EA SPORTS
<i>A SIMPLER WAY TO SHIP CAMPAIGN</i> UNITED STATES POSTAL SERVICE	<i>TRUE BLOOD</i> HBO	<i>EA SPORTS ACTIVE PERSONAL TRAINER</i> ELECTRONIC ARTS INC.	<i>EA SPORTS 'THE WIN'</i> EA SPORTS
Campbell-Ewald	Digital Kitchen Campfire PHD Ignition Print Bemis Balkind	DrafftFCB Wieden + Kennedy Isobar	Heat Isobar Wieden + Kennedy
FASHION/STYLE		FINANCIAL SERVICES - CARDS	
GOLD	BRONZE	SILVER	
JCPenney	Lee Jeans	American Express OPEN	
<i>BEWARE OF THE DOGHOUSE</i> J.C. PENNEY COMPANY, INC.	<i>THE NEW LEE.COM</i> LEE JEANS	<i>AMERICAN EXPRESS OPEN FORUM</i> AMERICAN EXPRESS OPEN	
Saatchi & Saatchi OMD Razorfish	OLSON	Crispin Porter + Bogusky Federated Media Publishing Mindshare Ogilvy & Mather Digitas	
FINANCIAL SERVICES - PRODUCTS/SERVICES			
GOLD	SILVER	BRONZE	
HSBC	ING Financial Services	Allstate Insurance Company	
<i>MATH OF LIFE</i> HSBC	<i>DO YOU KNOW YOUR NUMBER?</i> ING FINANCIAL SERVICES	<i>OUR STAND AFFORDABILITY PROGRAM</i> ALLSTATE INSURANCE COMPANY	
JWT Mindshare K&L Advertising	BBDO Atlanta OMD 360i Blinq Media	Leo Burnett USA Starcom Worldwide	
GLOBAL			
GOLD	BRONZE	BRONZE	
IBM Corporation	Earth Hour, WWF	Pedigree	
<i>'LET'S BUILD A SMARTER PLANET'</i> IBM CORPORATION	<i>THE NIGHT THE WORLD WENT DARK</i> WWF - EARTH HOUR	<i>PEDIGREE ADOPTION DRIVE</i> PEDIGREE	
Ogilvy & Mather Neo Mindshare	Leo Burnett, Sydney Starcom Mediavest Group Leo Burnett, Chicago	TBWA	

GOODWORKS - BRANDS

GOLD

Ford Motor Company

DRIVE ONE 4 UR SCHOOL
FORD MOTOR COMPANY

Team Detroit
The Park
Exposure Marketing
Budco

SILVER

SunChips

BUILDING A PREEMINENT GREEN BRAND
FRITO-LAY NORTH AMERICA

Juniper Park
OMD

BRONZE

Starbucks Coffee Company

STARBUCKS 'SPARKS'
STARBUCKS COFFEE COMPANY

BBDO New York
Blast Radius
PHD Media
Edelman

GOODWORKS - NON-PROFIT

GOLD

People's City Mission

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

Bailey Lauerman

SILVER

Detroit Public Schools

I'M IN
DETROIT PUBLIC SCHOOLS

Leo Burnett
Starcom USA
Berg Muirhead and Associates
Brian Alexander Productions

BRONZE

BoostUp

THE GRADUATION PROBLEM -THE DROPOUT ISSUE REFRAMED
AD COUNCIL

Publicis New York
@radical.media

GOVERNMENT/INSTITUTIONAL/RECRUITMENT

GOLD

Detroit Public Schools

I'M IN
DETROIT PUBLIC SCHOOLS

Leo Burnett
Starcom USA
Berg Muirhead and Associates
Brian Alexander Productions

SILVER

AdCouncil Iraq & Afghanistan Veterans of America

VETERAN SUPPORT
THE ADVERTISING COUNCIL

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

BRONZE

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

SILVER

Plan B

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

DraftFCB

BRONZE

Tampax

OUTSMART MOTHER NATURE
PROCTER & GAMBLE

Leo Burnett Chicago
Digitas
SMG United
Arc

HEALTHCARE PRODUCTS & SERVICES

SILVER

Anthem Blue Cross and Blue Shield

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

Deutsch Inc.
Starcom

BRONZE

Group Health Cooperative

FIND MORE MINUTES
GROUP HEALTH COOPERATIVE

TM Advertising

HISPANIC**GOLD****Charmin**

CAMPING
PROCTER & GAMBLE

Lápiz
Carat
Tapestry
The Integer Group

SILVER**Allstate Insurance Company**

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

Lápiz
Tapestry
Octagon Multicultural Marketing

HOUSEHOLD FURNISHINGS & APPLIANCES**GOLD****Glidden**

GLIDDEN GETS YOU GOING
AKZO NOBEL

DDB New York
Etcetera
PHD Networks
Interbrand
Liggett Stashowser

SILVER**Brita**

DRINK RESPONSIBLY
THE CLOROX COMPANY

DDB West
Edelman
OMD

SILVER**IKEA**

'EMBRACE CHANGE'
IKEA NORTH AMERICA
SERVICES LLC

Deutsch, Inc.
Mediaedge:CIA
89 Degrees

HOUSEHOLD SUPPLIES & SERVICES**GOLD****Pull-Ups**

POTTY TRAINING STINKS
KIMBERLY-CLARK

JWT
Mindshare Chicago
Edelman

SILVER**Sherwin-Williams Paint Store Group**

ASK SHERWIN-WILLIAMS
SHERWIN-WILLIAMS

McKinney

BRONZE**Terminix**

SEEING IS BELIEVING
TERMINIX

Publicis Dallas
Optimedia

INFLUENCERS**GOLD****Ford Fiesta**

FIESTA MOVEMENT
FORD MOTOR COMPANY

Team Detroit
Mindshare
Undercurrent
Action Marketing Group

SILVER**McAfee**

*H*COMMERCE*
MCAFFEE

Tribal DDB
DDB West
OMD

BRONZE**Bauer Hockey**

BAUER IS BACK
BAUER

OLSON

INTERNET PRODUCTS & SERVICES**GOLD****McAfee***H*COMMERCE*
MCAFFEETribal DDB
DDB West
OMD**SILVER****CLEAR***WELCOME TO THE FUTURE*
CLEARWIRESecret Weapon Marketing
Applegate Media Group
AKQA
Mindshare**SILVER****E*TRADE***TAKE CONTROL WITH E*TRADE*
E*TRADEGrey NY
Spark Communications**LEISURE PRODUCTS & SERVICES****SILVER****The Coleman Company***'THE ORIGINAL SOCIAL NETWORKING SITE'*
COLEMAN COMPANY

Doner

BRONZE**Gold's Gym***FROM STRENGTH TO STRENGTH - REINVENTING AN ICONIC BRAND*
GOLD'S GYMMcKinney
Camelot Communications**MEDIA COMPANIES****GOLD****The Atlantic***CAN THE ATLANTIC TURN A PROFIT?*
THE ATLANTICEURO RSCG
Cleverworks LLC**BRONZE****SuperGuarantee***TOO SOON FOR A EULOGY*
SUPERMEDIA

TM Advertising

MEDIA IDEA**GOLD****Miller High Life***1 SECOND AD CAMPAIGN*
MILLERCOORSSaatchi & Saatchi
Dig Communications
MC Media
Upshot**SILVER****Kellogg's Frosted Mini-Wheats***FROSTED MINI WHEATS: MOM'S HOMEROOM*
KELLOGG'SStarcom Worldwide
Leo Burnett**MEDIA INNOVATION****GOLD****Adobe***ADOBE ACROBAT 9 ULTIMATE TOURNEY GUIDE*
ADOBE SYSTEMSGoodby,Silverstein & Partners
ESPN**SILVER****CBS and Pepsi***"MONDAY TO THE MAX" FIRST-EVER VIDEO-IN-PRINT*CBS
PEPSICOOMD
Americhip
Entertainment Weekly (Time Inc.)**SILVER****Frito-Lay***ONLY IN A WOMAN'S WORLD*
FRITO-LAYOMD
Juniper Park
Ketchum

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

SCHICK WILKINSON SWORD

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

CARGILL

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

McKinney

SINGLE MEDIA COMPANY ACTIVATION		SMALL BUDGETS - PRODUCTS	
GOLD	SILVER	GOLD	SILVER
CNN	Dove	Thirteen Reasons Why (Novel)	McAfee
CNN.COM - FACEBOOK INAUGURATION COLLABORATION CNN MARKETING & ON-AIR PROMOTIONS	GOSSIP GIRL: REAL NYC STORIES REVEALED UNILEVER	THIRTEEN REASONS WHY VIRAL CAMPAIGN PENGUIN	H*COMMERCE MCAFFEE
CNN Marketing & On-Air Promotions RET Media/Turner Broadcasting CREW Creative	Mindshare Edelman Davie Brown Entertainment Ogilvy	Grey	Tribal DDB DDB West OMD

SMALL BUDGETS - SERVICES	
SILVER	BRONZE
Detroit Public Schools	Mandela Day
I'M IN DETROIT PUBLIC SCHOOLS	'WE EACH HAVE WHAT IT TAKES TO MAKE AN IMPRINT' 46664 LTD
Leo Burnett Starcom USA Berg Muirhead and Associates Brian Alexander Productions	Gotham Inc. Carat Rubenstein CORE Industries

SNACKS/DESSERTS/CONFECTIONS			
GOLD	SILVER	SILVER	BRONZE
Orbit Gum - Big Pak	Lay's	SunChips	Extra
WRIGLEY ORBIT BIG PAK WM. WRIGLEY JR. COMPANY	HAPPINESS IS SIMPLE FRITO-LAY NORTH AMERICA	BUILDING A PREEMINENT GREEN BRAND FRITO-LAY NORTH AMERICA	EXTRA SNACKDOWN WM WRIGLEY JR. COMPANY
Energy BBDO Mindshare Worldwide Tribal DDB Dig Communications	Juniper Park OMD	Juniper Park OMD	DDB Tribal DDB Mindshare Ryan Partnership Edelman

SUSTAINED SUCCESS		
GOLD	SILVER	BRONZE
Frontier Airlines	Phillips Distilling Company	United States Marine Corps
'A WHOLE DIFFERENT ANIMAL' FRONTIER AIRLINES	CELEBRATE PHILLIPS DISTILLING CO	THE STRATEGIC CORPORAL MARINE CORPS RECRUITING COMMAND
Grey NYC	OLSON	JWT Atlanta Mindshare RMG Atlanta UniWorld Group

TELECOM SERVICES

SILVER

Sprint Nextel

*HOW NEXTEL HELPED AMERICA
GET WORK DONE*
SPRINT NEXTEL

Goodby, Silverstein & Partners
Mindshare

TRANSPORTATION

SILVER

JetBlue Airways

WELCOME BIGWIGS
JETBLUE AIRWAYS

JWT
Mediacom/Mediacom Interactive

BRONZE

United Airlines

TRAVEL OPTIONS BY UNITED
UNITED AIRLINES

Barrie D'Rozario Murphy

TRAVEL/TOURISM/DESTINATION

SILVER

Priceline.com

PRICELINE NEGOTIATOR
PRICELINE.COM

Butler, Shine, Stern & Partners

BRONZE

Hotels.com

'SMART.'
HOTELS.COM

Y&R Chicago
TargetCast