

2011

# effie awards

Awarding Ideas That Work

the winners



**AGRICULTURAL/INDUSTRIAL/BUILDING****Cargill RAMP**

*RIGHT TO THE BUNK*  
CARGILL

Bailey Lauerman

**Delta Faucet**

*DELTA TOUCH20 TECHNOLOGY*  
"HANDS"  
DELTA FAUCET COMPANY

Leo Burnett  
Spark SMG  
Liquid Thread  
MS&L  
Strata-G

**AUTOMOTIVE, PRODUCTS & SERVICES****Carfax**

*SHOW ME THE CARFAX*  
CARFAX

Zimmerman Advertising  
GO Film

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

*MINI VS PORSCHE CHALLENGE*  
MINI USA/BMW OF NORTH AMERICA

Butler, Shine, Stern and Partners

**Nissan**

*THE NEW CAR*  
NISSAN NORTH AMERICA

TBWA\CHIAT\DAY  
CRITICAL MASS  
OMD  
The Designory Inc.  
George P. Johnson

**Toyota**

*"MOMMY LIKE/DADDY LIKE"*  
TOYOTA MOTOR SALES, INC

Saatchi & Saatchi LA

**BEAUTY PRODUCTS & SERVICES****EOS**

*EOS - REINVENTING LIP BALM*  
EOS PRODUCTS

Juniper Park

**Old Spice**

*"THE MAN YOUR MAN*  
*COULD SMELL LIKE"*  
OLD SPICE (A P&G BRAND)

Wieden+Kennedy  
Paine PR  
Landor

**BEVERAGES, ALCOHOL****Jameson**

*"TASTE ABOVE ALL ELSE" CAMPAIGN*  
PERNOD RICARD USA

TBWA\CHIAT\DAY

**Miller High Life**

*GIVE A VETERAN A PIECE*  
*OF THE HIGH LIFE*  
MILLERCOORS

Saatchi & Saatchi  
ARC Worldwide  
Dig Communications  
Razorfish  
MC Media

**BEVERAGES, NON-ALCOHOL****California Milk Processor Board**

*SELLING HEALTH AND BEAUTY*  
*BY THE GALLON*  
CALIFORNIA MILK  
PROCESSOR BOARD

Grupo Gallegos

**Gatorade**

*FLOAT LIKE A BUTTERFLY,*  
*STING LIKE A BEE*  
GATORADE

TBWA\Chiat\Day LA  
OMD

**V8**

*V8. WHAT'S YOUR NUMBER?*  
CAMPBELL'S SOUP COMPANY

Young & Rubicam New York  
G2 USA  
Circle One Marketing  
MEC Global

**BOOMER+****Sun Life Financial**

*GET TO KNOW SUN LIFE*  
SUN LIFE FINANCIAL

The Martin Agency

**BRAND EXPERIENCE****Old Spice**

*"THE MAN YOUR MAN COULD SMELL LIKE" RESPONDS TO THE INTERNET*  
OLD SPICE (A P&G BRAND)

Wieden+Kennedy  
Paine PR

**Starbucks Coffee Company**

*STARBUCKS "SPARKS"*  
STARBUCKS COFFEE COMPANY

BBDO New York  
PHD Media  
Blast Radius  
Edelman

**BREAKFAST FOODS****Wheaties Fuel**

*WHEATIES FUEL LAUNCH CAMPAIGN*  
GENERAL MILLS, INC.

Saatchi & Saatchi  
Popular Front  
FRWD

**COMPUTER HARDWARE****Lexmark**

*LEXMARK*  
INK MONSTERS

Lexmark  
Doner  
Picasso Pictures  
Lewis-Global Public Relations

**COMPUTER SOFTWARE****Norton from Symantec**

*WAGING A REAL WAR AGAINST A VIRTUAL VILLAIN*  
SYMANTEC CORPORATION

Leo Burnett, USA  
Arc Worldwide  
Grey San Francisco  
Edelman Public Relations Worldwide

**CONSUMER ELECTRONICS****Canon EOS Cameras**

*PHOTOGRAPHY BEYOND THE STILL*  
CANON USA

Grey Advertising  
MediaCom

**Sony PlayStation**

*IT ONLY DOES EVERYTHING*  
SONY COMPUTER  
ENTERTAINMENT AMERICA

Deutsch LA

**CULTURE & THE ARTS****Art Institute of Chicago**

*THE RED CUBE PROJECT*  
ART INSTITUTE OF CHICAGO

Energy BBDO  
Proximity Chicago

**The Field Museum**

*SUE ESCAPES*  
THE FIELD MUSEUM

DDB Chicago  
OMD

**DAVID VS GOLIATH****Kia**

*KIA SOUL TAKES ON SCION XB & NISSAN CUBE*  
KIA MOTORS AMERICA

David&Goliath, LLC  
Initiative  
Innocean Worldwide

**Seasonique**

*SEASONIQUE RE-LAUNCH*  
TEVA WOMEN'S HEALTH

DDB NY  
Draft FCB  
Communications Strategies Inc  
Connell & Associates

**ENTERTAINMENT/SPORTING EVENTS****52nd Annual GRAMMY Awards/ The Recording Academy**

*HOW WE TOOK THE GRANNY OUT OF GRAMMYS*  
THE RECORDING ACADEMY

TBWA\Chiat\Day Los Angeles  
Visible Technologies

**Atlanta Falcons**

*RISE UP!*  
THE ATLANTA FALCONS

The Richards Group  
Click Here

**FASHION/STYLE****Dockers**

*DOCKERS' RETURN TO MANHOOD*  
LEVI STRAUSS & CO. / DOCKERS

Draftfcb / San Francisco  
OMD / Los Angeles

**Lane Bryant**

*NOBODY FITS YOU LIKE LANE BRYANT*  
LANE BRYANT

Zimmerman Advertising  
Michael Bernard  
Covey Entertainment  
Moondog

**FINANCIAL SERVICES - CARDS****American Express OPEN**

AMERICAN EXPRESS OPEN START  
BOOMING CAMPAIGN  
AMERICAN EXPRESS OPEN

Crispin Porter + Bogusky  
MindShare  
Digitas

**GLOBAL****5 Gum**

5 GUM: STIMULATE YOUR SENSES  
WILLIAM WRIGLEY JR. CO.

Energy BBDO  
AMV BBDO  
Mindshare  
MediaCom  
Rapp Collins Ltd

**IBM Corporation**

IBM SMARTERCITIES PROGRAM  
IBM CORPORATION

Ogilvy & Mather  
Mindshare/Neo  
SY Partners  
VSA Partners  
Jack Morton

**Snickers**

YOU'RE NOT YOU WHEN  
YOU'RE HUNGRY  
MARS LTD.

AMV BBDO  
BBDO New York  
BBDO Dusseldorf  
Graffiti BBDO  
Impact BBDO

**GOODWORKS - BRANDS****LG Mobile**

"BEFORE YOU TEXT,  
GIVE IT A PONDER."

LG ELECTRONICS  
MOBILECOMM USA

Young & Rubicam Advertising  
VML  
TRU  
Mindshare  
Smith & Jones

**Miller High Life**

GIVE A VETERAN A PIECE  
OF THE HIGH LIFE

MILLERCOORS

Saatchi & Saatchi New York  
ARC Worldwide  
Dig Communications  
Razorfish  
MC Media

**GOODWORKS - NON-PROFIT****Finnegans Irish Amber**

HERE'S TO DOING GOOD:  
FINNEGANS BRAND RE-LAUNCH  
FINNEGANS IRISH AMBER

Martin Williams

**Rhode Island Community Food Bank**

MAKING SOMETHING OF NOTHING  
THE RHODE ISLAND COMMUNITY  
FOOD BANK

Nail Communications  
Beef Films

**Washington Area Women's Foundation**

BE THAT WOMAN  
WASHINGTON AREA WOMEN'S  
FOUNDATION

RP3 Agency  
SHERBET  
Cerebral Lounge  
Clean Cuts Music

**GOVERNMENT/INSTITUTIONAL/RECRUITMENT****The United States 2010 Census**

MOBILIZING AN ENTIRE NATION  
UNITED STATES CENSUS BUREAU

Draftfcb

**HEALTHCARE - OTC****Trojan**

"YOU CAN'T WAIT TO GET IT ON"  
CHURCH & DWIGHT CO., INC

The Joey Company

**UbyKotex**

UBYKOTEX GETS REAL  
ABOUT PERIODS  
KIMBERLY-CLARK

JWT  
Organic  
Mindshare  
Marina Maher Communications, Inc

**HEALTHCARE PRODUCTS & SERVICES****Walgreens**

*ARM YOURSELF FOR THE ONES YOU LOVE*

WALGREENS

Arc Worldwide  
Starcom/Starcom Entertainment  
Downtown Partners Chicago  
Digitas  
Gilmore Group

**HISPANIC****Hispanic Scholarship Fund**

*TUS PALABRAS DE HOY (YOUR WORDS TODAY)*

HISPANIC SCHOLARSHIP FUND & THE AD COUNCIL

Grupo Gallegos

**HOUSEHOLD FURNISHINGS & APPLIANCES****Formica**

*"DO A 180"*

FORMICA CORPORATION

BBDO Minneapolis  
Proximity Minneapolis  
PHD Minneapolis

**HOUSEHOLD SUPPLIES & SERVICES****Huggies**

*THE HUGGIES JEAN DIAPER: FULL OF CHIC*

KIMBERLY-CLARK

JWT  
Edelman PR  
Mindshare Media  
JWT Action

**Tide**

*STYLE IS AN OPTION, CLEAN IS NOT*  
PROCTER & GAMBLE CO.

Saatchi & Saatchi  
SMG United  
Digitas  
Integer Group  
DeVries Public Relations

**INFLUENCERS****Bauer Hockey**

*VAPOR X:60 STICK*  
BAUER HOCKEY, INC.

OLSON

**Kimberly-Clark U by Kotex\***

*KIMBERLY-CLARK "BREAK THE CYCLE"*  
KIMBERLY-CLARK CORPORATION

Organic, Inc.  
JWT, New York

**INSURANCE (AUTO & HOME)****Progressive Insurance**

*SUPERSTORE*

PROGRESSIVE INSURANCE

Arnold Worldwide

**MEDIA IDEA****American Express**

*UNSTAGED: AN ORIGINAL SERIES FROM AMERICAN EXPRESS*

AMERICAN EXPRESS

Digitas  
Momentum

**HOT IN CLEVELAND**

*HOT IN CLEVELAND CAMPAIGN*  
TV LAND

TV LAND

**Kraft**

*REAL WOMEN OF PHILADELPHIA*  
KRAFT

Digitas  
Eqal  
Edelman  
mcgarrybowen  
OgilvyAction

**Syfy**

*THE WHITE RABBIT EXPERIENCE*  
SYFY

Fallon  
Ignited  
Klip Collective  
Target Marketing

**MEDIA INNOVATION****Doritos**

CONCERT IN A BAG  
FRITO-LAY

Goodby, Silverstein and Partners  
OMD

**Old Spice**

"THE MAN YOUR MAN COULD SMELL  
LIKE" RESPONDS TO THE INTERNET  
OLD SPICE (A P&G BRAND)

Wieden+Kennedy  
Paine PR

**Toyota**

PRIUS LAUNCH - HARMONY  
INSTALLATIONS  
TOYOTA MOTOR SALES

Saatchi & Saatchi LA  
Greenroad Media  
MacDonald Media

**NEW PRODUCT OR SERVICE****Bing**

BREAKING THE GOOGLE HABIT:  
TIME TO STOP SEARCHING AND  
START DECIDING  
MICROSOFT

JWT  
Universal McCann  
Razorfish

**Dante's Inferno**

DANTE'S INFERNO:  
HIGHWAY TO HELL  
ELECTRONIC ARTS

Wieden + Kennedy  
Cinco Design Office  
Kamp Grizzly  
DoubleClick- Google

**McDonald's**

THE INTRODUCTION OF REAL  
FRUIT SMOOTHIES  
MCDONALD'S CORPORATION

DDB  
Tribal DDB  
OMD

**Ubisoft Just Dance**

HIRING AMERICA TO LAUNCH  
A PRODUCT  
UBISOFT

Nomadic Agency  
Wheelhouse Productions

**OFFICE & DELIVERY PRODUCTS & SERVICES****United States  
Postal Service**

A SIMPLER WAY TO SHIP  
HOLIDAY CAMPAIGN  
UNITED STATES POSTAL SERVICE

Campbell-Ewald

**PACKAGED FOOD****SNICKERS® Brand**

"YOU'RE NOT YOU WHEN  
YOU'RE HUNGRY"  
MARS CHOCOLATE  
NORTH AMERICA

BBDO NY  
Starcom  
Weber Shandwick  
Thomas J. Paul, Inc.  
Digitas

**Spice Islands**

ALL SPICES ARE NOT  
CREATED EQUAL  
ACH FOODS, INC.

Cramer-Krasselt

**PET CARE****Milk-Bone**

IT'S GOOD TO GIVE  
DEL MONTE

Drafftcb  
Starcom Worldwide  
Catalyst S+F  
Coyne PR  
Canine Assistants

**RENAISSANCE****SNICKERS® Brand**

"YOU'RE NOT YOU WHEN  
YOU'RE HUNGRY"  
MARS CHOCOLATE  
NORTH AMERICA

BBDO NY  
Starcom  
Weber Shandwick  
Thomas J. Paul, Inc.  
Digitas

**RETAIL****Walgreens**

*ARM YOURSELF FOR THE  
ONES YOU LOVE*  
WALGREENS

Arc Worldwide  
Starcom/Starcom Entertainment  
Downtown Partners Chicago  
Digitas  
Gilmore Group

**Walmart**

*WALMART SMACK TALK CAMPAIGN*  
WALMART

The Martin Agency  
Furlined  
Beast

**Zappos.com**

*HAPPY PEOPLE MAKING  
PEOPLE HAPPY*  
ZAPPOS DEVELOPMENT, INC.

Mullen

**SHOPPER MARKETING - MANUFACTURER****Febreze**

*HOME COLLECTIONS LAUNCH*  
PROCTER & GAMBLE-WALMART  
GLOBAL CUSTOMER TEAM

Saatchi & Saatchi X  
Triad Digital

**Gillette Fusion**

*FUSION/MADDEN - LOOK YOUR  
BEST. PLAY YOUR BEST.*  
PROCTER & GAMBLE-WALMART  
GLOBAL CUSTOMER TEAM,  
EA SPORTS

Saatchi & Saatchi X  
Triad

**U by Kotex**

*U BY KOTEX LAUNCH*  
KIMBERLY-CLARK

JWT/OgilvyAction  
TracyLocke  
Mindshare  
Colemanbrandworx Strategic  
Branding  
Organic

**SHOPPER MARKETING - RETAIL****Taco Bell**

*DRIVE THRU-DIET*  
TACO BELL CORP.

Drafftcb  
Weber Shandwick

**Walgreens**

*ARM YOURSELF FOR THE  
ONES YOU LOVE*  
WALGREENS

Arc Worldwide  
Starcom/Starcom Entertainment  
Downtown Partners Chicago  
Digitas  
Gilmore Group

**SINGLE IMPACT ENGAGEMENT****Old Spice**

*"THE MAN YOUR MAN COULD SMELL  
LIKE" RESPONDS TO THE INTERNET*  
OLD SPICE (A P&G BRAND)

Wieden+Kennedy  
Paine PR

**Toyota**

*"SWAGGER WAGON" VIRAL VIDEO*  
TOYOTA MOTOR SALES, INC

Saatchi & Saatchi LA

**SINGLE MEDIA COMPANY ACTIVATION****Bank of America**

*HISTORY CHANNEL "AMERICA:  
THE STORY OF US" PARTNERSHIP*  
BANK OF AMERICA

Starcom USA / LiquidThread  
The History Channel

**SMALL BUDGETS - PRODUCTS****Discover Boating**

MAKING WAVES  
NATIONAL MARINE  
MANUFACTURERS ASSOCIATION

space150

**James Ready  
Brewing Company**

JAMES READY BAR-TER NIGHT  
CAMPAIGN  
JAMES READY BREWING COMPANY

Leo Burnett  
Campus Intercept

**Scoop Away**

THE ADVENTURES OF CLUMPY  
AND CRUMBLY  
THE CLOROX COMPANY

DDB San Francisco  
OMD

**SMALL BUDGETS - SERVICES****ComEd**

COMED FINE ART FRIDGES  
COMED

Leo Burnett

**SNACKS/DESSERTS/CONFECTIONS****SNICKERS® Brand**

"YOU'RE NOT YOU WHEN  
YOU'RE HUNGRY"

MARS CHOCOLATE  
NORTH AMERICA

BBDO NY  
Starcom  
Weber Shandwick  
Thomas J. Paul, Inc.  
Digitas

**Stride Mega Mystery**

THE RIDICULOUSLY INNOVATIVE  
UN-INNOVATION

STRIDE

JWT  
Gold N Fish Marketing  
Paine PR  
Horizon Media Inc.

**Wrigley's Orbit Gum**

CLEAN UP IN STYLE  
WRIGLEY

Energy BBDO  
Interbrand  
Starcom  
Ryan Partnership Chicago  
Dig Communications

**SUSTAINED SUCCESS****Allstate Insurance  
Company**

THE "OUR STAND" CAMPAIGN  
ALLSTATE INSURANCE COMPANY

Leo Burnett  
Starcom Worldwide  
Kang & Lee Advertising  
Lapiz

**Ocean Spray**

STRAIGHT FROM THE BOG  
OCEAN SPRAY

Arnold Worldwide  
Weber Shandwick  
ZenithOptimedia

**SVEDKA**

VOTED #1 VODKA OF 2033  
SPIRITS MARQUE ONE LLC

Spirits Marque One LLC

**TELECOM SERVICES****Verizon Wireless**

MAP FOR THAT  
VERIZON WIRELESS

McCann Erickson

**Verizon Wireless**

POWER TRUMPS PRETTY  
VERIZON WIRELESS

mcgarrybowen  
Universal McCann  
Zenith Media  
Global Hue  
AdAsia

**TRANSPORTATION****Southwest Airlines**

GRAB YOUR BAG. IT'S ON/BAGS  
FLY FREE  
SOUTHWEST AIRLINES

GSD&M Idea City  
Camelot Communications

**TRAVEL/TOURISM/DESTINATION**

**HomeAway.com**

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*THE RETURN OF THE GRISWOLDS*  
HOMEAWAY.COM

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Publicis Seattle

**Montana Office  
of Tourism**

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*MONTANA: THERE'S NOTHING HERE*  
MONTANA OFFICE OF TOURISM

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MercuryCSC  
Spark Communications  
Spot Inquiry

**Travelocity**

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*CHOOSE THE GNOME'S  
ADVENTURES*  
TRAVELOCITY

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McKinney  
Vollmer PR  
ClickHere  
OMD

**YEARLY TOPICAL CATEGORY: RECESSION MARKETING**

**HP**

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*PRINTING PAYBACK GUARANTEE*  
HP IMAGING & PRINTING GROUP

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Goodby, Silverstein & Partners  
Porter Novelli  
Omnicom Media Group

**Huntington Bank**

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*HUNTINGTON BANK BRAND  
RE-LAUNCH*  
HUNTINGTON BANK

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Arnold Worldwide  
MPG