

2011

effie awards

Awarding Ideas That Work

the winners



AGRICULTURAL/INDUSTRIAL/BUILDING

SILVER

Cargill RAMP

RIGHT TO THE BUNK
CARGILL

Bailey Lauerman

SILVER

Delta Faucet

DELTA TOUCH20 TECHNOLOGY
"HANDS"
DELTA FAUCET COMPANY

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

AUTOMOTIVE, PRODUCTS & SERVICES

SILVER

Carfax

SHOW ME THE CARFAX
CARFAX

Zimmerman Advertising
GO Film

AUTOMOTIVE, VEHICLES

GOLD

MINI Cooper

MINI VS PORSCHE CHALLENGE
MINI USA/BMW OF NORTH AMERICA

Butler, Shine, Stern and Partners

SILVER

Toyota

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

Saatchi & Saatchi LA

BRONZE

Nissan

THE NEW CAR
NISSAN NORTH AMERICA

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

BEAUTY PRODUCTS & SERVICES

GOLD

Old Spice

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

Wieden+Kennedy
Paine PR
Landor

BRONZE

EOS

EOS - REINVENTING LIP BALM
EOS PRODUCTS

Juniper Park

BEVERAGES, ALCOHOL

SILVER

Miller High Life

GIVE A VETERAN A PIECE
OF THE HIGH LIFE
MILLERCOORS

Saatchi & Saatchi
ARC Worldwide
Dig Communications
Razorfish
MC Media

BRONZE

Jameson

"TASTE ABOVE ALL ELSE" CAMPAIGN
PERNOD RICARD USA

TBWA\CHIAT\DAY

BEVERAGES, NON-ALCOHOL

SILVER

California Milk Processor Board

SELLING HEALTH AND BEAUTY
BY THE GALLON
CALIFORNIA MILK
PROCESSOR BOARD

Grupo Gallegos

BRONZE

Gatorade

FLOAT LIKE A BUTTERFLY,
STING LIKE A BEE
GATORADE

TBWA\Chiat\Day LA
OMD

BRONZE

V8

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

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

<p>BOOMER+</p> <p>SILVER</p> <p>Sun Life Financial</p> <hr/> <p><i>GET TO KNOW SUN LIFE</i> SUN LIFE FINANCIAL</p> <hr/> <p>The Martin Agency</p>	<p>BRAND EXPERIENCE</p> <p>GOLD</p> <p>Old Spice</p> <hr/> <p><i>"THE MAN YOUR MAN COULD SMELL LIKE" RESPONDS TO THE INTERNET</i> OLD SPICE (A P&G BRAND)</p> <hr/> <p>Wieden+Kennedy Paine PR</p>	<p>BRONZE</p> <p>Starbucks Coffee Company</p> <hr/> <p><i>STARBUCKS "SPARKS"</i> STARBUCKS COFFEE COMPANY</p> <hr/> <p>BBDO New York PHD Media Blast Radius Edelman</p>	<p>BREAKFAST FOODS</p> <p>BRONZE</p> <p>Wheaties Fuel</p> <hr/> <p><i>WHEATIES FUEL LAUNCH CAMPAIGN</i> GENERAL MILLS, INC.</p> <hr/> <p>Saatchi & Saatchi Popular Front FRWD</p>
<p>COMPUTER HARDWARE</p> <p>BRONZE</p> <p>Lexmark</p> <hr/> <p><i>LEXMARK</i> INK MONSTERS</p> <hr/> <p>Lexmark Doner Picasso Pictures Lewis-Global Public Relations</p>	<p>COMPUTER SOFTWARE</p> <p>SILVER</p> <p>Norton from Symantec</p> <hr/> <p><i>WAGING A REAL WAR AGAINST A VIRTUAL VILLAIN</i> SYMANTEC CORPORATION</p> <hr/> <p>Leo Burnett, USA Arc Worldwide Grey San Francisco Edelman Public Relations Worldwide</p>	<p>CONSUMER ELECTRONICS</p> <p>SILVER</p> <p>Canon EOS Cameras</p> <hr/> <p><i>PHOTOGRAPHY BEYOND THE STILL</i> CANON USA</p> <hr/> <p>Grey Advertising MediaCom</p>	<p>SILVER</p> <p>Sony PlayStation</p> <hr/> <p><i>IT ONLY DOES EVERYTHING</i> SONY COMPUTER ENTERTAINMENT AMERICA</p> <hr/> <p>Deutsch LA</p>
<p>CULTURE & THE ARTS</p> <p>SILVER</p> <p>The Field Museum</p> <hr/> <p><i>SUE ESCAPES</i> THE FIELD MUSEUM</p> <hr/> <p>DDB Chicago OMD</p>	<p>BRONZE</p> <p>Art Institute of Chicago</p> <hr/> <p><i>THE RED CUBE PROJECT</i> ART INSTITUTE OF CHICAGO</p> <hr/> <p>Energy BBDO Proximity Chicago</p>	<p>DAVID VS GOLIATH</p> <p>GOLD</p> <p>Kia</p> <hr/> <p><i>KIA SOUL TAKES ON SCION XB & NISSAN CUBE</i> KIA MOTORS AMERICA</p> <hr/> <p>David&Goliath, LLC Initiative Innocean Worldwide</p>	<p>BRONZE</p> <p>Seasonique</p> <hr/> <p><i>SEASONIQUE RE-LAUNCH</i> TEVA WOMEN'S HEALTH</p> <hr/> <p>DDB NY Drafftcb Communications Strategies Inc Connell & Associates</p>
<p>ENTERTAINMENT/SPORTING EVENTS</p> <p>SILVER</p> <p>52nd Annual GRAMMY Awards/ The Recording Academy</p> <hr/> <p><i>HOW WE TOOK THE GRANNY OUT OF GRAMMYS</i> THE RECORDING ACADEMY</p> <hr/> <p>TBWA\Chiat\Day Los Angeles Visible Technologies</p>	<p>BRONZE</p> <p>Atlanta Falcons</p> <hr/> <p><i>RISE UP!</i> THE ATLANTA FALCONS</p> <hr/> <p>The Richards Group Click Here</p>	<p>FASHION/STYLE</p> <p>GOLD</p> <p>Dockers</p> <hr/> <p><i>DOCKERS' RETURN TO MANHOOD</i> LEVI STRAUSS & CO. / DOCKERS</p> <hr/> <p>Drafftcb / San Francisco OMD / Los Angeles</p>	<p>SILVER</p> <p>Lane Bryant</p> <hr/> <p><i>NOBODY FITS YOU LIKE LANE BRYANT</i> LANE BRYANT</p> <hr/> <p>Zimmerman Advertising Michael Bernard Covey Entertainment Moondog</p>

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

AMERICAN EXPRESS OPEN START
BOOMING CAMPAIGN

AMERICAN EXPRESS OPEN

Crispin Porter + Bogusky
MindShare
Digitas

GLOBAL**GOLD****Snickers**

YOU'RE NOT YOU WHEN
YOU'RE HUNGRY

MARS LTD.

AMV BBDO
BBDO New York
BBDO Dusseldorf
Graffiti BBDO
Impact BBDO

SILVER**IBM Corporation**

IBM SMARTERCITIES PROGRAM

IBM CORPORATION

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

BRONZE**5 Gum**

5 GUM: STIMULATE YOUR SENSES

WILLIAM WRIGLEY JR. CO.

Energy BBDO
AMV BBDO
Mindshare
MediaCom
Rapp Collins Ltd

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

"BEFORE YOU TEXT,
GIVE IT A PONDER."

LG ELECTRONICS
MOBILECOMM USA

Young & Rubicam Advertising
VML
TRU
Mindshare
Smith & Jones

SILVER**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**GOLD****Rhode Island Community Food Bank**

MAKING SOMETHING OF NOTHING

THE RHODE ISLAND COMMUNITY
FOOD BANK

Nail Communications
Beef Films

SILVER**Washington Area Women's Foundation**

BE THAT WOMAN

WASHINGTON AREA WOMEN'S
FOUNDATION

RP3 Agency
SHERBET
Cerebral Lounge
Clean Cuts Music

BRONZE**Finnegans Irish Amber**

HERE'S TO DOING GOOD:

FINNEGANS BRAND RE-LAUNCH

FINNEGANS IRISH AMBER

Martin Williams

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

MOBILIZING AN ENTIRE NATION

UNITED STATES CENSUS BUREAU

Drafftcb

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

"YOU CAN'T WAIT TO GET IT ON"

CHURCH & DWIGHT CO., INC

The Joey Company

BRONZE**U by Kotex**

U BY KOTEX GETS REAL

ABOUT PERIODS

KIMBERLY-CLARK

JWT
Organic
Mindshare
Marina Maher Communications, Inc

HEALTHCARE PRODUCTS & SERVICES**SILVER****Walgreens***ARM YOURSELF FOR THE ONES YOU LOVE*

WALGREENS

Arc Worldwide
Starcom USA
Downtown Partners Chicago
Digitas
Gilmore Group**HISPANIC****BRONZE****Hispanic Scholarship Fund***TUS PALABRAS DE HOY (YOUR WORDS TODAY)*

HISPANIC SCHOLARSHIP FUND & THE AD COUNCIL

Grupo Gallegos

HOUSEHOLD FURNISHINGS & APPLIANCES**GOLD****Formica***"DO A 180"*

FORMICA CORPORATION

BBDO Minneapolis
Proximity Minneapolis
PHD Minneapolis**HOUSEHOLD SUPPLIES & SERVICES****SILVER****Huggies***THE HUGGIES JEAN DIAPER: FULL OF CHIC*

KIMBERLY-CLARK

JWT
Edelman PR
Mindshare Media
JWT Action**BRONZE****Tide***STYLE IS AN OPTION, CLEAN IS NOT*
PROCTER & GAMBLE CO.Saatchi & Saatchi
SMG United
Digitas
Integer Group
DeVries Public Relations**INFLUENCERS****SILVER****Kimberly-Clark U by Kotex****KIMBERLY-CLARK "BREAK THE CYCLE"*
KIMBERLY-CLARK CORPORATIONOrganic, Inc.
JWT, New York**BRONZE****Bauer Hockey***VAPOR X:60 STICK*
BAUER HOCKEY, INC.

OLSON

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

PROGRESSIVE INSURANCE

Arnold Worldwide

MEDIA IDEA**GOLD****Kraft***REAL WOMEN OF PHILADELPHIA*
KRAFTDigitas
Eqal
Edelman
mcgarrybowen
OgilvyAction**SILVER****American Express***UNSTAGED: AN ORIGINAL SERIES FROM AMERICAN EXPRESS*
AMERICAN EXPRESSDigitas
Momentum**BRONZE****HOT IN CLEVELAND***HOT IN CLEVELAND CAMPAIGN*
TV LANDIngenuity Media Group
Spot On Media Consultants
Arsonal Creative**BRONZE****Syfy***THE WHITE RABBIT EXPERIENCE*
SYFYFallon
Ignited
Klip Collective
Target Marketing

MEDIA INNOVATION**GOLD****Old Spice**

"THE MAN YOUR MAN COULD SMELL LIKE" RESPONDS TO THE INTERNET

OLD SPICE (A P&G BRAND)

Wieden+Kennedy
Paine PR

SILVER**Doritos**

CONCERT IN A BAG
FRITO-LAY

Goodby, Silverstein and Partners
OMD

BRONZE**Toyota**

PRIUS LAUNCH - HARMONY
INSTALLATIONS

TOYOTA MOTOR SALES

Saatchi & Saatchi LA
Greenroad Media
MacDonald Media

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

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

MICROSOFT

JWT
Universal McCann
Razorfish

SILVER**Ubisoft Just Dance**

HIRING AMERICA TO LAUNCH
A PRODUCT

UBISOFT

Nomadic Agency
Wheelhouse Productions

BRONZE**Dante's Inferno**

DANTE'S INFERNO:
HIGHWAY TO HELL

ELECTRONIC ARTS

Wieden + Kennedy
Cinco Design Office
Kamp Grizzly
DoubleClick- Google

BRONZE**McDonald's**

THE INTRODUCTION OF REAL
FRUIT SMOOTHIES

MCDONALD'S CORPORATION

DDB
Tribal DDB
OMD

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

A SIMPLER WAY TO SHIP
HOLIDAY CAMPAIGN

UNITED STATES POSTAL SERVICE

Campbell-Ewald

PACKAGED FOOD**SILVER****Spice Islands**

ALL SPICES ARE NOT
CREATED EQUAL

ACH FOODS, INC.

Cramer-Krasselt

BRONZE**SNICKERS® Brand**

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

MARS CHOCOLATE
NORTH AMERICA

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

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

IT'S GOOD TO GIVE

DEL MONTE

Drafftcb
Starcom Worldwide
Catalyst S+F
Coyne PR
Canine Assistants

RENAISSANCE**GOLD****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**GOLD****Walmart**

WALMART SMACK TALK CAMPAIGN
WALMART

The Martin Agency
Furlined
Beast

SILVER**Walgreens**

ARM YOURSELF FOR THE
ONES YOU LOVE
WALGREENS

Arc Worldwide
Starcom USA
Downtown Partners Chicago
Digitas
Gilmore Group

BRONZE**Zappos.com**

HAPPY PEOPLE MAKING
PEOPLE HAPPY
ZAPPOS DEVELOPMENT, INC.

Mullen

SHOPPER MARKETING - MANUFACTURER**GOLD****Gillette Fusion**

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

Saatchi & Saatchi X
Triad

SILVER**U by Kotex**

U BY KOTEX LAUNCH
KIMBERLY-CLARK

JWT/OgilvyAction
TracyLocke
Mindshare
Colemanbrandworx
Strategic Branding
Organic

BRONZE**Febreze**

HOME COLLECTIONS LAUNCH
PROCTER & GAMBLE-WALMART
GLOBAL CUSTOMER TEAM

Saatchi & Saatchi X
Triad Digital

SHOPPER MARKETING - RETAIL**SILVER****Walgreens**

ARM YOURSELF FOR THE
ONES YOU LOVE
WALGREENS

Arc Worldwide
Starcom USA
Downtown Partners Chicago
Digitas
Gilmore Group

BRONZE**Taco Bell**

DRIVE THRU-DIET
TACO BELL CORP.

Drafftcb
Weber Shandwick

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

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

Wieden+Kennedy
Paine PR

SILVER**Toyota**

"SWAGGER WAGON" VIRAL VIDEO
TOYOTA MOTOR SALES, INC

Saatchi & Saatchi LA

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

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

Starcom USA / LiquidThread
The History Channel

SMALL BUDGETS - PRODUCTS

GOLD

Discover Boating

MAKING WAVES
NATIONAL MARINE
MANUFACTURERS ASSOCIATION

space150

SILVER

**James Ready
Brewing Company**

JAMES READY BAR-TER NIGHT
CAMPAIGN
JAMES READY BREWING COMPANY

Leo Burnett
Campus Intercept

BRONZE

Scoop Away

THE ADVENTURES OF CLUMPY
AND CRUMBLY
THE CLOROX COMPANY

DDB San Francisco
OMD

SMALL BUDGETS - SERVICES

SILVER

ComEd

COMED FINE ART FRIDGES
COMED

Leo Burnett

SNACKS/DESSERTS/CONFECTIONS

GOLD

SNICKERS® Brand

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

MARS CHOCOLATE
NORTH AMERICA

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

SILVER

Stride Mega Mystery

THE RIDICULOUSLY INNOVATIVE
UN-INNOVATION

STRIDE

JWT
Gold N Fish Marketing
Paine PR
Horizon Media Inc.

BRONZE

Wrigley's Orbit Gum

CLEAN UP IN STYLE
WRIGLEY

Energy BBDO
Interbrand
Starcom
Ryan Partnership Chicago
Dig Communications

SUSTAINED SUCCESS

GOLD

**Allstate Insurance
Company**

THE "OUR STAND" CAMPAIGN
ALLSTATE INSURANCE COMPANY

Leo Burnett
Starcom Worldwide
Kang & Lee Advertising
Lapiz

SILVER

Ocean Spray

STRAIGHT FROM THE BOG
OCEAN SPRAY

Arnold Worldwide
Weber Shandwick
ZenithOptimedia

BRONZE

SVEDKA

VOTED #1 VODKA OF 2033
SPIRITS MARQUE ONE LLC

Spirits Marque One LLC

TELECOM SERVICES

SILVER

Verizon Wireless

POWER TRUMPS PRETTY
VERIZON WIRELESS

mcgarrybowen
Universal McCann
Zenith Media
Global Hue
AdAsia

BRONZE

Verizon Wireless

MAP FOR THAT
VERIZON WIRELESS

McCann Erickson

TRANSPORTATION

GOLD

Southwest Airlines

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

GSD&M
Camelot Communications

TRAVEL/TOURISM/DESTINATION

GOLD

HomeAway.com

THE RETURN OF THE GRISWOLDS
HOMEAWAY.COM

Publicis Seattle

SILVER

**Montana Office
of Tourism**

MONTANA: THERE'S NOTHING HERE
MONTANA OFFICE OF TOURISM

MercuryCSC
Spark Communications
Spot Inquiry

BRONZE

Travelocity

*CHOOSE THE GNOME'S
ADVENTURES*
TRAVELOCITY

McKinney
Vollmer PR
ClickHere
OMD

YEARLY TOPICAL CATEGORY: RECESSION MARKETING

GOLD

HP

PRINTING PAYBACK GUARANTEE
HP IMAGING & PRINTING GROUP

Goodby, Silverstein & Partners
Porter Novelli
Omnicom Media Group

BRONZE

Huntington Bank

*HUNTINGTON BANK BRAND
RE-LAUNCH*
HUNTINGTON BANK

Arnold Worldwide
MPG