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## Mondelez, Kimberly-Clark, Unilever Among Top Marketers Recognized For Shopper Marketing Effectiveness at 2018 North American Shopper Marketing Effie Awards

Geometry Global Sweeps the Competition with 10 Shopper Marketing Effie Trophies at Path to Purchase Institute's P2PSummit

SCHAUMBURG, IL (March 13, 2018) – Mondelēz, Kimberly-Clark and Unilever were among the most effective marketers at the 2018 North American Shopper Marketing Effie Awards, which were awarded tonight at the Path to Purchase Institute's Shopper Marketing Celebration. Geometry Global won a total of 10 Shopper Marketing Effies, by far the most of any agency in this year's competition.

Shopper Marketing Effie Awards honor the most effective integrated campaigns designed to engage the shopper and guide the purchase process. Shopper Marketing Effie case studies are scored and debated over two rounds of judging and must have the insight, creativity and results to earn an Effie Award.

Mondelēz won 4 Shopper Marketing Effies, while Kimberly-Clark and Unilever closely followed with 3

Shopper Marketing Effie trophies apiece.

Team Unilever Shopper and KC Shopper Connect won 3 Effies each, and TracyLocke and Integer Group were both awarded 2 Effie Awards.

"The marketing and media landscape is evolving quickly, and this year's Shopper Marketing Effie winners highlight the very best of what marketing teams can achieve when brands and retailers work closely to redefine what success looks like along the path to purchase," said Traci Alford, President and CEO of Effie Worldwide. "Shopper Marketing Effie winners have achieved effectiveness in a complex, competitive marketing category and, in turn, have given other marketers an opportunity to learn from the best."

"Shopper Marketing Effie winning teams are known for leading the charge on insight, technology and creative path-to-purchase strategies that deliver results," said Mike McMahon, President & CEO, Path to Purchase Institute.

The summation of total points earned by both this year's winners and finalists will be factored into the Effie Index, which ranks the most effective advertisers, brands, holding companies and agencies in the world. North American Effie rankings will be announced at the Effie Awards Gala on May 31, 2018 in New York.

The complete listing of 2018 North American Shopper Marketing Effie winners is available for download on [www.effie.org](http://www.effie.org) and follow below.

The 2018 Shopper Marketing Effie (SME) winners in North America, (listed by category, trophy level and each winning team in the order of marketer, lead agency/agencies, brand, campaign title and contributing agencies) include:

#### Multi-Brand/Manufacturer Shopper Solution

Gold: Unilever, Team Unilever Shopper and Geometry Global for "AHOLD Feeding America Program - Hidden Camera on Hunger" with Mirum Shopper.

Bronze: The Coca-Cola Company, Mondelēz International and Melt ATL for Coca-Cola's, "Taste of the Tournament for Kroger, Hershey's, Mondelēz & The Coca-Cola Company" with The Hershey Company, TPN, Phoenix Creative Co., and Geometry Global

#### Omni-Channel Shopper Experience

Gold: Kimberly-Clark, KC ShopperConnect and Geometry Global for Depend's "Family Caregiving Club" with Collective Bias, Triad Retail Media, BrandShare, and Digimarc

Silver: Unilever, Team Unilever Shopper and Geometry Global for Hellmann's "Strangewich Challenge" with Mirum Shopper and Hirschfeld Marketing Solutions

Bronze: Mondelēz International with Geometry Global (New York & Chicago) for OREO Cookies' "OREO Walmart World Record Dunk," with Mosaic and Guinness World Records

#### Seasonal/Event

Gold: Tyson Foods and IN Connected Marketing for "Sam's Club Halloween Multi-Brand Platform"

Bronze: Mondelēz International, Geometry Global (New York & Chicago) for RITZ Cracker's "RITZpiration"

#### Single-Retailer Program: Other

Gold: Pfizer Consumer Healthcare and TracyLocke for Advil's "What Pain? All Gain"

Silver: Kimberly-Clark, KC ShopperConnect and Geometry Global for Depend's "Family Caregiving Club" with Collective Bias, Triad Retail Media, BrandShare, and Digimarc

#### Single-Retailer Program: Drugstores

Silver: Johnson & Johnson and Upshot for Tylenol Rapid Release Gels' "Tylenol RRG - Walgreens" with J3, Menasha and Geometry Global

#### Single-Retailer Program: Supermarkets

Silver: Wrigley and The Integer Group for Extra Gum's "Share a Pack with a Hero," with Starcom

#### Single-Retailer Program: Mass Merchants

Silver: Procter & Gamble and Saatchi & Saatchi X for Tide, Gain, & Downy's "Walmart New School Laundry,"

with Mitchell Communications Group

Silver: The Kellogg Company and The Integer Group for Eggo's "Eggo Waffle Bar Food Truck" with Hollywood's Productions and Collective Bias

Bronze: Kimberly-Clark, KC ShopperConnect and Geometry Global for Huggies® Little Movers Diapers' "Get Active with Your Active Baby | Huggies® Little Movers Diapers at Target," with Rockfish

Bronze: SC Johnson and TracyLocke for Glade's "Glade Plugins Car: New Product Launch"

#### New Product/Service Introduction

Bronze: Nestlé Purina Petcare, Geometry Global and Mirum Shopper for Purina®'s "Purina® Small Dog Squad," with Triad Retail Media

#### Multicultural & Lifestyle Segments

Bronze: Unilever, Team Unilever Shopper and Geometry Global for Unilever brands Dove, Suave, Caress, Ponds, Tresemmé and Degree, "Treat Yourself"

#### Multi-Retailer Program

Bronze: Mondelēz International, Geometry Global (New York & Chicago) for RITZ Cracker's "RITZpiration"

#### Category/Aisle Evolution

Silver: Roundy's/Metro Market and Cramer-Krasselt for "From Big Box to Food Boutiques"

Silver: Diageo North America and Mosaic Shopper for "The Diageo Whiskey 5"

Bronze: BP British Petroleum North America and Ogilvy for BP's "Miles A Pump with Personality" with Mindshare

#### David vs. Goliath

Silver: Comcast/XFINITY, FCB/RED and Goodby, Silverstein & Partners for Comcast's "Xfinity Mobile Launch" with DigitasLBI and Edelman

The 2018 Shopper Marketing Effies are sponsored by Valassis Digital.

#### About Effie Worldwide

Effie Worldwide is a 501 (c)(3) nonprofit organization that stands for effectiveness in marketing communications, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant and first-class insights into effective marketing strategy. The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with the Global Effie, regional Asia Pacific, Euro, Latin American, North American and Middle East / North Africa Effie programs and more than 40 national Effie programs.

For more details, visit [www.effie.org](http://www.effie.org). Follow @effieawards on Twitter for updates on Effie information, programs and news. The Effie Effectiveness Index identifies and ranks the marketing communications industry's most effective agencies, advertisers, and brands by analyzing finalist and winner data from Effie Worldwide competitions.

#### **Contact:**

Rebecca Sullivan  
for Effie Worldwide  
[rebecca@rsullivanpr.com](mailto:rebecca@rsullivanpr.com)  
617-501-4010/781-326-1996