

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
The Upper Storey Pte Ltd
Bates 141 HK**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*
MCAFFEE

Tribal DDB
DDB West
OMD

SILVER

CLEAR

WELCOME TO THE FUTURE
CLEARWIRE

Secret Weapon Marketing
Applegate Media Group
AKQA
Mindshare

SILVER

E*TRADE

*TAKE CONTROL WITH E*TRADE*
E*TRADE

Grey 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 GYM

McKinney
Camelot Communications

MEDIA COMPANIES

GOLD

The Atlantic

CAN THE ATLANTIC TURN A PROFIT?
THE ATLANTIC

EURO RSCG
Cleverworks LLC

BRONZE

SuperGuarantee

TOO SOON FOR A EULOGY
SUPERMEDIA

TM Advertising

MEDIA IDEA

GOLD

Miller High Life

1 SECOND AD CAMPAIGN
MILLERCOORS

Saatchi & Saatchi
Dig Communications
MC Media
Upshot

SILVER

Kellogg's Frosted Mini-Wheats

FROSTED MINI WHEATS: MOM'S HOMEROOM
KELLOGG'S

Starcom Worldwide
Leo Burnett

MEDIA INNOVATION

GOLD

Adobe

ADOBE ACROBAT 9 ULTIMATE TOURNEY GUIDE
ADOBE SYSTEMS

Goodby,Silverstein & Partners
ESPN

SILVER

CBS and Pepsi

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

CBS
PEPSICO

OMD
Americhip
Entertainment Weekly (Time Inc.)

SILVER

Frito-Lay

ONLY IN A WOMAN'S WORLD
FRITO-LAY

OMD
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 FARMS

Goodby, 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
UNILEVER

DDB New York
Mindshare
Story
Golin Harris

PET CARE

SILVER

Pup-Peroni

DOGS JUST KNOW
DEL MONTE

DraftFCB
Coyne PR
Starcom

RENAISSANCE

SILVER

Lay's

HAPPINESS IS SIMPLE
FRITO-LAY NORTH AMERICA

Juniper Park
OMD

RESTAURANTS - LAUNCH/RELAUNCH

BRONZE

Jack in the Box

MINI COWBOYS-INNOVATION IN THE FACE OF DISCOUNTING
JACK IN THE BOX

Secret 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 BOX

Secret Weapon Marketing
Horizon Media
JAC Communications
Apollo Interactive

SILVER

BURGER KING®

WHOPPER® SACRIFICE
BURGER KING

Crispin Porter + Bogusky
VML
Edelman

RETAIL

GOLD

Sears

'DON'T JUST GO BACK. ARRIVE.'
SEARS HOLDING COMPANY

Y&R Chicago
MPG
Digital Kitchen

BRONZE

Sherwin-Williams Paint Store Group

ASK SHERWIN-WILLIAMS
SHERWIN-WILLIAMS

McKinney

SINGLE MEDIA COMPANY ACTIVATION

GOLD

CNN

CNN.COM - FACEBOOK
INAUGURATION COLLABORATION

CNN MARKETING & ON-AIR
PROMOTIONS

CNN Marketing & On-Air Promotions
RET Media/Turner Broadcasting
CREW Creative

SILVER

Dove

GOSSIP GIRL: REAL NYC
STORIES REVEALED

UNILEVER

Mindshare
Edelman
Davie Brown Entertainment
Ogilvy

SMALL BUDGETS - PRODUCTS

GOLD

**Thirteen Reasons Why
(Novel)**

THIRTEEN REASONS WHY VIRAL
CAMPAIGN

PENGUIN

Grey

SILVER

McAfee

H*COMMERCE
MCAFFEE

Tribal DDB
DDB West
OMD

SMALL BUDGETS - SERVICES

SILVER

Detroit Public Schools

I'M IN
DETROIT PUBLIC SCHOOLS

Leo Burnett
Starcom USA
Berg Muirhead and Associates
Brian Alexander Productions

BRONZE

Mandela Day

'WE EACH HAVE WHAT IT TAKES TO
MAKE AN IMPRINT'
46664 LTD

Gotham Inc.
Carat
Rubenstein
CORE Industries

SNACKS/DESSERTS/CONFECTIONS

GOLD

Orbit Gum - Big Pak

WRIGLEY ORBIT BIG PAK
WM. WRIGLEY JR. COMPANY

Energy BBDO
Mindshare Worldwide
Tribal DDB
Dig Communications

SILVER

Lay's

HAPPINESS IS SIMPLE
FRITO-LAY NORTH AMERICA

Juniper Park
OMD

SILVER

SunChips

BUILDING A PREEMINENT
GREEN BRAND
FRITO-LAY NORTH AMERICA

Juniper Park
OMD

BRONZE

Extra

EXTRA SNACKDOWN
WM WRIGLEY JR. COMPANY

DDB
Tribal DDB
Mindshare
Ryan Partnership
Edelman

SUSTAINED SUCCESS

GOLD

Frontier Airlines

'A WHOLE DIFFERENT ANIMAL'
FRONTIER AIRLINES

Grey NYC

SILVER

**Phillips Distilling
Company**

CELEBRATE
PHILLIPS DISTILLING CO

OLSON

BRONZE

**United States
Marine Corps**

THE STRATEGIC CORPORAL
MARINE CORPS RECRUITING
COMMAND

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