

2009 **effie**
awards
the winners



AFRICAN-AMERICAN

CNN

BLACK IN AMERICA CAMPAIGN
CNN

CNN Marketing & On-Air Promotions
RET Media/Turner Broadcasting
FUSE Advertising, Liquid Soul Media
LLC, Cold Open

Verizon Wireless

HOW SWEET THE SOUND
VERIZON WIRELESS

Erwin-Penland
Zenith
Marketing Werks

AUTOMOTIVE, VEHICLES

BMW of North America

*THE ALL-NEW BMW 1 SERIES:
PURE BMW*
BMW

GSD&M Idea City
Dotglu
Federated Media

MINI Cooper

ZUG. THE OTHER MINI.
MINI

Butler Shine Stern & Partners

Nissan

ROGUE MARBLE MAZE
NISSAN NORTH AMERICA INC.

TBWA\Chiat\Day & Tequila
OMD

BEAUTY PRODUCTS & SERVICES

DOVE

GO FRESH
UNILEVER

Ogilvy & Mather Chicago
MindShare
Ogilvy Interactive New York,
Integrated Marketing Services

Old Spice

*IS OLD SPICE HAIR & BODY
WASH RIGHT FOR ME?*
PROCTER & GAMBLE

Wieden+Kennedy

Suave

IN THE MOTHERHOOD
UNILEVER

MindShare
MindShare Entertainment
Weber Shandwick

BEVERAGES, ALCOHOL

Canadian Club

DAMN RIGHT
JIM BEAM BRANDS

Energy BBDO
Starcom Media Vest Group
GMR, Ketchum, Proximity BBDO

Dos Equis

*THE MOST INTERESTING MAN IN
THE WORLD*
HEINEKEN USA

EuroRSCG New York
MediaVest

Miller High Life

TAKE BACK THE HIGH LIFE
MILLERCOORS

Saatchi & Saatchi
Crispin Porter + Bogusky
Starcom MediaVest Group
Upshot, Dig Communications

BEVERAGES, NON-ALCOHOL**Coca-Cola Zero**

COKE ZERO
COCA-COLA

Crispin Porter +Bogusky
MediaVest USA

McDonald's

UNSNOBBY COFFEE
MCDONALD'S

DDB West
OMD

BOOMER+**Allstate**

WE CAN WORK WITH THAT
ALLSTATE INSURANCE COMPANY

Leo Burnett USA
Starcom

Grandparents.com

CUSTOMER ACQUISITION
PROGRAM
GRANDPARENTS.COM

Taxi
Lockard & Wechsler

BRAND EXPERIENCE**U.S. Army**

U.S. ARMY XBOX/HALO 3
U.S. ARMY MANPOWER &
RESERVE AFFAIRS

McCann Erickson
MRM
Universal McCann

U.S. Army

VIRTUAL ARMY EXPERIENCE, A
POTENT RECRUITING EVENT
U.S. ARMY, OEMA

Ignited, LLC

BREAKFAST FOODS**Corn Pops**

WHEN YOU GOTTA HAVE
DIFFERENT, YOU GOTTA HAVE
POPS

KELLOGG
Leo Burnett
Starcom Worldwide
Biggs-Gilmore, Denuo Group

Pop-Tarts

CRAZY GOOD HIDE & SEEK
KELLOGG

Leo Burnett USA
Starcom Worldwide
Biggs-Gilmore

CHILDREN'S PRODUCTS & SERVICES**Crayola Beginnings**

CRAYOLA BEGINNINGS
CAMPAIGN
CRAYOLA

mcgarrybowen
Continuity
Starcom

COMPUTER SOFTWARE**SAP**

MYTH BUSTERS
SAP

Ogilvy & Mather
MindShare

CONSUMER ELECTRONICS**Nikon**

ASTHON'S NIKON COOLPIX
NIKON INC.

McCann Erickson New York
MRM
Initiative

Sony

HDNA
SONY ELECTRONICS

180LA
Universal McCann
PowerPact, Alternative & Innovative
Marketing, LLC (AIM), Zaaz

CORPORATE REPUTATION/PROFESSIONAL SERVICES**Weyerhaeuser**

GROWING IDEAS
WEYERHAEUSER COMPANY

Dailey & Associates

CULTURE & THE ARTS**The Field Museum**

THEY EXIST
THE FIELD MUSEUM

DDB Chicago
OMD

**Rhymesayers
Entertainment/
Atmosphere**

PAINT THAT SH*T GOLD
RHYMESAYERS ENTERTAINMENT

Colle+McVoy

DAVID VS GOLIATH**Erbert & Gerbert's
Subs & Clubs**

*A SUB CHAIN FACING
EXTINCTION*
ERBERT & GERBERT'S
FRANCHISE SYSTEMS, INC.

Colle+McVoy

McDonald's

UNSNOBBY COFFEE
MCDONALD'S

DDB West
OMD

Nortel

*NORTEL: HOW MUCH IS YOUR
NETWORK COSTING YOU?*
NORTEL

McCann Worldgroup
Universal McCann
Weber Shandwick

ENTERTAINMENT/SPORTING EVENTS**NBA**

WHERE AMAZING HAPPENS
NBA

Goodby, Silverstein & Partners

Nintendo

HOW WILL IT MOVE YOU?
NINTENDO OF NORTH AMERICA

Goodby, Silverstein & Partners
GolinHarris
Starcom Media Vest Group

FASHION/STYLE**Converse**

CONNECTIVITY
CONVERSE

Anomaly
Digitas
Wieden + Kennedy
Cornerstone Promotions, VSA
Partners

Harley-Davidson

LIVE BY IT
HARLEY-DAVIDSON MOTOR
COMPANY

Carmichael Lynch

FINANCIAL SERVICES - CARDS**CITI CARD**

*CITI CARDS 'WHAT'S YOUR
STORY'*
CITI

Publicis
MEC
Atmosphere BBDO

MasterCard

*MASTERCARD PRICELESS PEP
TALKS*
MASTERCARD WORLDWIDE

McCann Erickson
GSD&M Idea City
MRM WorldWide

Visa Inc.

*VISA 2008 BEIJING OLYMPICS 'GO
WORLD' CAMPAIGN*
VISA, INC.

TBWA\Chiat\Day
OMD
AKQA, GMR Marketing

FINANCIAL SERVICES - PRODUCTS/SERVICES**Allstate**

WE SPEAK BIKER
ALLSTATE INSURANCE
COMPANY

Leo Burnett
Starcom Worldwide
Octagon, Taylor PR

E*TRADE

1,000 NEW ACCOUNTS A DAY
E*TRADE FINANCIAL

Grey NY
Spark Communications

**Lincoln Financial
Group**

GET TO KNOW YOUR FUTURESELF
LINCOLN FINANCIAL GROUP

22squared
Tierney Communications

GOVERNMENT/INSTITUTIONAL/RECRUITMENT**New York Lottery**

EVERYBODY WANTS A LITTLE BIT OF LUCK
NEW YORK LOTTERY

DDB
OMD

U.S. Army

VAE - THE U.S. ARMY'S POWERFUL NEW RECRUITING TOOL

U.S. ARMY, OEMA

Ignited, LLC

U.S. Navy

NAVY INFLUENCER - NAVYFORMOMS.COM
U.S. NAVY

Campbell-Ewald

GREEN**SunChips**

SOLAR LAUNCH CAMPAIGN
FRITO-LAY

Juniper Park
OMD
Teehan + Lax

HEALTHCARE - OTC**Tylenol**

FEEL BETTER, TYLENOL
MCNEIL CONSUMER HEALTHCARE

Deutsch Inc.

HEALTHCARE PRODUCTS & SERVICES**Clarian Health**

REVERSING THE DECLINE IN MAMMOGRAMS
CLARIAN HEALTH

The Heavyweights

HealthPartners

A NEW WAY TO LOOK AT HEALTHCARE
HEALTHPARTNERS

Preston Kelly
Marketing Midwest

HISPANIC**Ford**

FORD SYNC INTEGRATED MARKETING PROGRAM
FORD MOTOR COMPANY

Zubi Advertising Services

Oreo

THROUGH THE VOICE OF A CHILD
KRAFT FOODS

The Bravo Group
MV42

HOUSEHOLD FURNISHINGS & APPLIANCES**Armstrong World Industries**

UNREAL
ARMSTRONG

BBDO
OMD

HOUSEHOLD SUPPLIES & SERVICES**Electrolux**

BE EVEN MORE AMAZING
ELECTROLUX

DDB New York
Weber Shandwick
Prometheus

Clorox Green Works

JUST WHAT THE WORLD NEEDS: ANOTHER GREEN CLEANER
THE CLOROX COMPANY

DDB San Francisco
OMD
Tribal DDB, Tracy-Locke

INFLUENCERS**Activision**

CALL OF DUTY 4 WORLD LEADERS
ACTIVISION

DDB
Project C
The Ant Farm

Clorox Green Works

THE REVERSE GRAFFITI PROJECT
THE CLOROX COMPANY

DDB San Francisco

USO

PATRIOTIC SIX
USO

Williams Whittle Associates

INTERNET PRODUCTS & SERVICES**Cars.com**

PLAN B NOT REQUIRED
CARS.COM

DDB Chicago
Prometheus Chicago

LEISURE PRODUCTS & SERVICES**Evinrude**

SPEND MORE TIME ON THE WATER
BOMBARDIER RECREATIONAL PRODUCTS INC.

Cramer-Krasselt

Nike Bauer Hockey

WHY WE PLAY
BAUER HOCKEY, INC.

OLSON

Nintendo DS

DS WOMEN
NINTENDO OF AMERICA

Leo Burnett
Starcom Worldwide
Harrison & Shriftman, 'mktg', Digitas

MEDIA COMPANIES**TV Guide**

COUNTDOWN
TV GUIDE

Cramer-Krasselt
MindShare
Razorfish

MEDIA IDEA**Apple Inc.**

GET A MAC CONTEXTUAL CAMPAIGN
APPLE INC.

TBWA/Media Arts Lab
OMD

California Milk Processing Board

WHITE GOLD
CALIFORNIA MILK PROCESSOR BOARD

Goodby, Silverstein & Partners
RL Public Relations

Converse

DOMINATION
CONVERSE

Anomaly

NEW PRODUCT OR SERVICE**Axe Shower**

AXE DETAILER: THE MANLY SHOWER TOOL
UNILEVER

BBH
MindShare
Edelman, Integrated Marketing Services

NON-PROFIT/PRO-BONO/PUBLIC SERVICE**Detroit Zoological Society**

WORTH KEEPING
THE DETROIT ZOOLOGICAL SOCIETY

Doner

Oregon Humane Society

END PETLESSNESS
OREGON HUMANE SOCIETY

Leopold Ketel & Partners

The San Francisco Zoo

CRITTER QUEST
THE SAN FRANCISCO ZOO

BBDO West

PACKAGED FOOD**Kellogg's Rice Krispies**

CHILDHOOD IS CALLING
KELLOGG

Leo Burnett
Starcom
Biggs-Gilmore

Ritz

OPEN FOR FUN
KRAFT INC

Euro RSCG Worldwide
Mediavest Worldwide
Digitas, Razorfish Inc., Coyne PR

PET CARE**Pedigree**

PEDIGREE 'ECHO'
MARS PET CARE (PEDIGREE)

TBWA\Chiat\Day
MediaVest

RENAISSANCE**Canadian Club**

DAMN RIGHT
JIM BEAM BRANDS CO.

Energy BBDO
Starcom Media Vest Group
GMR, Ketchum, Proximity BBDO

New York Lottery

EVERYBODY WANTS A LITTLE BIT OF LUCK
NEW YORK LOTTERY

DDB
OMD

Old Spice

NEW LIFE FOR OLD SPICE
PROCTER & GAMBLE

Wieden+Kennedy

RESTAURANTS**Burger King**

WHOPPER® FREAKOUT
BURGER KING CORPORATION

Crispin Porter + Bogusky

McDonald's

UNSNobby COFFEE
MCDONALD'S

DDB West
OMD

Pizza Hut

SLEEPING PASTA GIANT WORTH \$20MM IN FIRST 6 MON
PIZZA HUT

BBDO
Mediaedge:cia
imc2, Zeno

RETAIL**Kodak**

THE IDEA CENTER
KODAK GALLERY

Ogilvy
Neo@Ogilvy

Teleflora

AMERICA'S FAVORITE MOM PROMOTION: MOTHER'S DAY 08
TELEFLORA

Fire Station Agency
Edelman Public Relations

SMALL BUDGETS**FAGE Total**

RIDICULOUSLY THICK YOGURT
FAGE DAIRY INC., USA

Ogilvy & Mather
Neo@Ogilvy

SNACKS/DESSERTS/CONFECTIONS**5****Häagen-Dazs****SunChips**

5: STIMULATE YOUR SENSES
WILLIAM WRIGLEY JR. COMPANY

HÄAGEN-DAZS LOVES HONEY BEES
HÄAGEN-DAZS

SOLAR LAUNCH CAMPAIGN
FRITO-LAY

Energy BBDO
MindShare
Hunter PR, Fuel Industries, GMR

Goodby, Silverstein & Partners
Zenithmedia
Ketchum

Juniper Park
OMD
Teehan+Lax

SUSTAINED SUCCESS**Chick-fil-A****Minnesota Wild****United States Marine Corps****TELECOM SERVICES****AT&T**

EAT MOR CHIKIN
CHICK-FIL-A

THE STATE OF HOCKEY
MINNESOTA WILD

THE FEW. THE PROUD. THE MARINES.
UNITED STATES MARINE CORPS

AT&T WORLD'S LOUDEST PEP RALLY
AT&T

The Richards Group

OLSON

JWT Atlanta
MindShare
RMG Atlanta, UniWorld Group

The Marketing Arm
GSD&M
Fleishman-Hillard, Razorfish

TRANSPORTATION**Horizon Air Seattle to Portland Shuttle****JetBlue****Metro****TRAVEL/TOURISM/DESTINATION****Orbitz**

THE SLOG
HORIZON AIR

RECLAIMING JETBLUE
JETBLUE

DECONGESTANT M
METRO

FILL THE PLANE
ORBITZ

WONGDOODY

JWT
Mediacom
JWT Inside, Beyond Interaction

Schupp Company, Inc.

GMR Marketing
15 Letters, Inc.
Brodeur Partners, Zocalo Group