Super REGGIE
Grand Prize Winner

Age-Specific Campaigns
Gold Winner
“Diet Coke Because I Can”, Diet Coke, Geometry
Silver Winner
“Rise of the TMNT Launch Campaign”, Nickelodeon
Bronze Winner
“Mondelez International My OREO Creation - Target”, Mondelez International, Geometry

ANA Center for Brand Purpose Campaigns
Gold Winner
“Aflac: Bringing Hope with Feathers to Support Kids with Cancer”, Aflac, Sproutel, Carol Cone ON PURPOSE, The Nation of Artists, Marina Maher Communications, KWI Communications
Silver Winner
“Walmart Colgate Save Water”, Colgate-Palmolive, Geometry
Bronze Winner
“Aetna Voices of Health Competition”, Aetna, Pettus Creative, Inc.

Business-to-Business Campaigns
Gold Winner
“Are You Gone Trail”, Eaton Corporation, Jack Morton Worldwide
Silver Winner
“Capital One Spark Business Real SBOs Campaign”, Capital One, DDB Chicago & Doremus
Bronze Winner
“Going Analog to Talk Digital”, The Trade Desk, VSA Partners

Content Marketing Campaigns
Gold Winner
“Cheetos Teach Me How To Curl”, Frito-Lay North America, The Marketing Arm
Silver Winner
“Thank Your Role Model”, Chevron, Mcgarrybowen
Bronze Winner
“Are You Gone Trail”, Eaton Corporation, Jack Morton Worldwide

Creativity & Innovation Campaigns
Gold Winner
“Are You Gone Trail”, Eaton Corporation, Jack Morton Worldwide
Silver Winner
“Living Wine Labels”, Treasury Wine Estates, J. Walter Thompson San Francisco
Bronze Winner
“Glad Toughest Bag”, Glad, FCB Chicago

Digital and Mobile Marketing Campaigns
Gold Winner
“Are You Gone Trail”, Eaton Corporation, Jack Morton Worldwide
Silver Winner
“SWEDISH FISH Shark Week Program”, Mondelez International, Phoenix Creative Co.
Bronze Winner
“Only Vegas Moments”, Las Vegas Convention and Visitors Authority, R&R Partners

Experiential Marketing Campaigns (Budget over $1,000,000)
Gold Winner
“Be an Outsider at Work”, L.L. Bean, Jack Morton Worldwide
Silver Winner
“State Farm Neighborhood of Good Music Festival Experience”, State Farm, The Marketing Arm
Bronze Winner
“Rémy Martin Producer Series, Season 5 “The Co-Sign””, Rémy Martin, Live Nation

Experiential Marketing Campaigns (Budget under $1,000,000)
Gold Winner
“truth Zombie Rally”, truth, Fortland Productions
Silver Winner
“Cheerios Moments of Good”, General Mills, Geometry
Bronze Winner
“truth x BiGS”, truth

Influencer Marketing
Gold Winner
“Will It Clog?”, Liquid-Plumr, Reach Agency
Silver Winner
“Engaging Micro-Influencers to Fight Color Paralysis”, Behr Paint, Marcus Thomas
Bronze Winner
“Cheetos Teach Me How To Curl”, Frito-Lay North America, The Marketing Arm

Local, Regional Market Campaigns
Gold Winner
“Be an Outsider at Work”, L.L. Bean, Jack Morton Worldwide
Silver Winner
“Go #2”, P&G, The Integer Group
Bronze Winner
“Mondelez International Lowes Foods Pair Your RITZ”, Mondelez International, Geometry
Marketing Futures Campaigns

**Gold Winner**
“Screens Up”, Nickelodeon, Monterosa

**Silver Winner**

**Bronze Winner**
“Ask Troy – Troy-Bilt”, Troy-Bilt, Marcus Thomas LLC

Multicultural/Lifestyle Segment Campaigns

**Gold Winner**
“Rémy Martin Producer Series, Season 5 “The Co-Sign””, Rémy Martin, Live Nation

**Silver Winner**
“Dream In Black”, AT&T, The 360 Agency

**Bronze Winner**
“Western Union Mobile App”, Western Union, MullenLowe Mediahub & Telemundo

National Consumer Campaigns (Budget under $3,000,000)

**Gold Winner**
“Cheetos Teach Me How To Curl”, Frito-Lay North America, The Marketing Arm

**Silver Winner**
“Alive Like You”, KeVita, The Integer Group

**Bronze Winner**
“Give in to the Bunny”, Blue Bunny, FCB Chicago

National Consumer Campaigns (Budget over $3,000,000)

**Gold Winner**
“Bud Light Summer Getaway”, Anheuser-Busch, FCB RED

**Silver Winner**

**Bronze Winner**
“BUILT WITH CHOCOLATE MILK: Your Favorite Athlete’s Secret Weapon”, Milk Processor Education Program (MilkPEP), Weber Shandwick

New Product Launch Campaigns

**Gold Winner**

**Silver Winner**
“Save Yourself from Yourself”, Chilly Cow, FCB Chicago

**Bronze Winner**
“Cheetos Teach Me How To Curl”, Frito-Lay North America, The Marketing Arm

Partnership Campaigns (No budgetary parameters)

**Gold Winner**
“Cheetos Teach Me How To Curl”, Frito-Lay North America, The Marketing Arm

**Silver Winner**
“Be an Outsider at Work”, L.L. Bean, Jack Morton Worldwide

**Bronze Winner**
“Bridgestone—Drive Great Futures”, Bridgestone Retail Operations, Arc Worldwide

Promotion Marketing Campaigns

**Gold Winner**
“Xbox + Taco Bell”, Microsoft Xbox, Taco Bell, tripleclix

**Silver Winner**
“Coca-Cola McDonald’s Shout and Share a Coke Sweepstakes”, Coca-Cola, Geometry

**Bronze Winner**
“Dunkin’ Go2s”, Dunkin’, Arc Worldwide

Retailer-Specific Campaigns

**Gold Winner**
“Nickelodeon PAW Patrol Mighty Pups at Walmart”, Nickelodeon

**Silver Winner**
“Mondelēz International Lowes Foods Pair Your RITZ”, Mondelēz International, Geometry

**Bronze Winner**
“Make Every Sip Count”, Coca-Cola, Arc Worldwide

Shopper Marketing Campaigns

**Gold Winner**
“19 Crimes: Find the 19th Cork”, Treasury Wine Estates, J. Walter Thompson San Francisco

**Silver Winner**
“Drinkworks Home Bar by Keurig”, Drinkworks, Mosaic

**Bronze Winner**
“Walmart Colgate Save Water”, Colgate-Palmolive, Geometry

Small Budget Campaigns (Budget less than $250,000)

**Gold Winner**
“SXSWisconsin: The World’s Longest Cheese Board… from Wisconsin, of course!”, Wisconsin Cheese, Brains on Fire

**Silver Winner**
“Bridging the Dream Scholarship Program”, Sallie Mae, The Creative Agency at Sallie Mae

**Bronze Winner**

Social Media Campaigns

**Gold Winner**
“WestJet Christmas Miracle: Uniting Through Traditions”, WestJet, studio m

**Silver Winner**
“Turning Thousands of Attendees into One Community”, Cisco Live

**Bronze Winner**
“#WhatMovesYou–PODS Moving & Storage”, PODS Moving & Storage, KWT Global

Sponsorship and Licensed Property Campaigns

**Gold Winner**
“OREO: It’s A Wonderful Lifetime”, Mondelez OREO, A+E Networks

**Silver Winner**
“Bridgestone Olympic Dreams”, Bridgestone Retail Operations, Arc Worldwide

**Bronze Winner**
“Coca-Cola Kokoshnik”, Coca-Cola, ARK CONNECT