



THE 36TH ANNUAL
**REGGIE
AWARDS**

2019 REGGIE AWARD WINNERS

Super REGGIE

Grand Prize Winner

“New Product–OREO Mint Hot Chocolate”, Mondelēz International, Phoenix Creative Co.

Age-Specific Campaigns

Gold Winner

“Diet Coke Because I Can”, Diet Coke, Geometry

Silver Winner

“Rise of the TMNT Launch Campaign”, Nickelodeon

Bronze Winner

“Mondelēz International My OREO Creation - Target”,
Mondelēz 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”,
Mondelēz 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

“Mondelēz International Lowes Foods Pair Your RITZ”,
Mondelēz International, Geometry

Marketing Futures Campaigns

Gold Winner

“Screens Up”, Nickelodeon, Monterosa

Silver Winner

“Diageo’s “Decisions: Party’s Over” Virtual Reality Experience”, Diageo, Taylor

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

“TIAA Difference Maker 100”, Weber Shandwick, The Martin Agency, Universal McCann, Verizon Media

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

“New Product–OREO Mint Hot Chocolate”, Mondelēz International, Phoenix Creative Co.

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

“PRETTY, A Children’s Book for Girls”, Girls Inc of Metro Denver, The Integer Group

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”, Mondelēz OREO, A+E Networks

Silver Winner

“Bridgestone Olympic Dreams”, Bridgestone Retail Operations, Arc Worldwide

Bronze Winner

“Coca-Cola Kokoshnik”, Coca-Cola, ARK CONNECT