



THE 37TH ANNUAL
REGGIE
AWARDS

2020 REGGIE AWARD WINNERS

Super REGGIE

“Laugh Tracker”

Tennessee Department of Tourist Development & VMLY&R

Age-Specific Campaigns

Gold Winner

“Brandless,” Frito-Lay North America & Goodby Silverstein & Partners

Silver Winner

“Tested on Humans,” Truth Initiative & 72andSunny

Bronze Winner

“Teen Summer Challenge,” Planet Fitness & Barkley

ANA Center for Brand Purpose Campaigns

Gold Winner

“Chosen: The Power to Choose in a Child’s Hands,” World Vision

Silver Winner

“Acceptance Matters Campaign,” Mastercard & McCann New York

Bronze Winner

“#TDThanksYou — Small Business, Big Hearts,”
TD Bank & Diamond Marketing Group

Business-to-Business Campaigns

Gold Winner

“Ticket of Terror,” Eaton & Jack Morton

Silver Winner

“Faces Brand Campaign,” School Specialty Inc.

Bronze Winner

“Google Easy Street Tour,” Google & Grow Marketing

Challenger Brand Marketing Campaigns

Gold Winner

“bubly 2019 Super Bowl Campaign,”
PepsiCo Beverages North America & OMD USA

Silver Winner

“American Family Insurance,” American Family Insurance & BBDO New York

Bronze Winner

“That’s Not Right,” Mint Mobile & Full Bars

Content Marketing Campaigns

Gold Winner

“Ticket of Terror,” Eaton & Jack Morton

Silver Winner

“OraQuick: Treat Yourself,” OraQuick & Target 10

Bronze Winner

“The Taste Test Drive by Nicorette,” GlaxoSmithKline & Weber Shandwick

Creativity & Innovation Campaigns

Gold Winner

“Laugh Tracker,” Tennessee Department of Tourist Development & VMLY&R

Silver Winner

“Chosen: The Power to Choose in a Child’s Hands,” World Vision

Bronze Winner

“Cheetos House of Flamin’ Haute,” Frito-Lay & The Marketing Arm

Digital, Social, or Mobile Marketing Campaigns

Gold Winner

“The Whopper Detour,” Burger King & FCB

Silver Winner

“#eyeslipsface TikTok Campaign,” e.l.f. Beauty & Movers+Shakers

Bronze Winner

“Ticket of Terror,” Eaton & Jack Morton

Experiential Marketing Campaigns

Gold Winner

“Cheetos House of Flamin’ Haute,” Frito-Lay & The Marketing Arm

Silver Winner

“Target Wonderland!” Target & Wasserman

Bronze Winner

“Christmas Miracle — To Give or Receive,” WestJet & Studio M

Influencer Marketing Campaigns

Gold Winner

“Cheetos House of Flamin’ Haute,” Frito-Lay & The Marketing Arm

Silver Winner

“Will It Clog?” Clorox & Reach Agency

Bronze Winner

“Influencing the Relaunch of Spicy Nuggets,” Wendy’s & VMLY&R

Innovative Commerce Marketing Campaigns

Gold Winner

“The Whopper Detour,” Burger King & FCB

Silver Winner

“Walmart Snickers Microgifting,” Mars Wrigley & Integer/TBWA

Bronze Winner

“Joy Night In,” Campbell & Spark Foundry Worldwide, MARS

Innovative Use of Marketing Technology Campaigns

Gold Winner

“Pepsi #Summergram,” Pepsi & Motive

Silver Winner

“2019 Super Bowl Digital Activation Anything For Avos,”
Avocados From Mexico & Lerma, 270B

Bronze Winner

“Ally+MONOPOLY@,” Ally Financial & Anomaly

Local, Regional Market Campaigns

Gold Winner

“Keeping America Safe,” Air National Guard & JacobsEye Marketing

Silver Winner

“Bones Love Milk Shredquarters,”
California Milk Processor Board (got milk?) & ROX UNITED

Bronze Winner

“This is How Texas Does S’Mores,” The Hershey Company & TPN

Multicultural/Lifestyle Segment Campaigns

Gold Winner

"Acceptance Matters Campaign," Mastercard & McCann New York

Silver Winner

"Moguls in the Making," Ally & MediaCom

Bronze Winner

"Victoria — Día de los Muertos,"
Constellation Brands & Upshot, The Community

National Consumer Brand Activation Campaigns

Gold Winner

"OREO x Game of Thrones," OREO & 360i

Silver Winner

"A Very Brady Renovation," HGTV & Superjuice

Bronze Winner

"S'more Out of Summer," L.L.Bean & Jack Morton

New Product Launch Campaigns

Gold Winner

"TUMS or Dare," GlaxoSmithKline & Weber Shandwick

Silver Winner

"The HERSHEY'S Emoji Bar: Helping Kids Make Friends at BTS,"
The Hershey Company & TPN

Bronze Winner

"Propelling A Startup Into A \$100,000,000 DTC Lending Brand,"
Lendly & DRUM

Partnership Marketing Campaigns

Gold Winner

"OREO x Game of Thrones," OREO & 360i

Silver Winner

"Doritos Spark the Beat," Frito-Lay, North America & The Marketing Arm

Bronze Winner

"Trident Gives Back at Dollar General,"
Mondelēz International & Phoenix Creative Co

Promotion Marketing Campaigns

Gold Winner

"Happy Hypothesis," International Dairy Queen & Barkley

Silver Winner

"Doritos Spark the Beat," Frito-Lay, North America & The Marketing Arm

Bronze Winner

"Share A Coke® Fall Football at McDonald's®," McDonald's,
The Coca Cola Company & The Marketing Store, Publicis Sapient

Relationship/Loyalty/CRM Marketing Campaigns

Gold Winner

"S'mores Saturday,"
The Hershey Company & mcgarrybowen, UM Worldwide

Silver Winner

"Cheeselandia Community," Dairy Farmers of Wisconsin & Brains on Fire

Bronze Winner

"FordPass Rewards Launch," Ford & BBDO

Seasonal/Holiday Marketing Campaigns

Gold Winner

"Heineken 0.0 — Dry January," Heineken & Fast Horse

Silver Winner

"The HERSHEY'S Emoji Bar: Being Ready for BTS Means More than School Supplies," The Hershey Company & TPN

Bronze Winner

"S'more Out of Summer," L.L.Bean & Jack Morton

Shopper Marketing or Retailer-Specific Marketing Campaigns

Gold Winner

"Summer By The Batch," Diageo & Arc Worldwide

Silver Winner

"Snickers World Wrestling Entertainment at Dollar General,"
Mars Wrigley Confections & Integer/TBWA

Bronze Winner

"Created By Craftswomen," Diageo & Arc Worldwide

Small Budget Brand Activation Marketing Campaigns (Budget less than \$1,000,000)

Gold Winner

"Wine + Cheez-It," Kellogg's & Edelman

Silver Winner

"Vehicle Loan Illusions," State Farm & The Marketing Arm

Bronze Winner

"Jeep Champion of Adventure at the Winter X Games,"
Jeep & Inspira Marketing Group

Sponsorship and Licensed Property Campaigns

Gold Winner

"SpongeBob SquarePants x Kyrie Irving x Nike," Nike & Nickelodeon

Silver Winner

"Ally+MONOPOLY®," Ally Financial & Anomaly

Bronze Winner

"A Very Brady Renovation," HGTV & Superjuice

Sports or eSports Marketing Campaigns

Gold Winner

"Jeep Champion of Adventure at the Winter X Games,"
Jeep & Inspira Marketing Group

Silver Winner

"Taco Bell Live Mas Student Section,"
Taco Bell & Octagon, The Walt Disney Company: Disney Advertising Sales

Bronze Winner

"Ally Racing — Doing it Right," Ally & MKTG