GOING FOR THE GOLD

2020 AWARD WINNERS IN BRAND ACTIVATION MARKETING
This year was a tough one, a lot of great projects were put on hold or revamped into something completely different. Now is the time to celebrate all those strategic shifts and creative pivots. We are looking forward to honoring the most innovative, integrated, and groundbreaking brand activation campaigns executed in the 2020 Calendar Year.

To learn more about the categories and enter the 2021 REGGIE Awards please visit WWW.REGGIEAWARDS.ORG

If you have any questions regarding the REGGIE Awards please contact Tori Carr: tcarr@ana.net or Jenna Magill: jmagill@ana.net
# 2020 Gold REGGIE Award Winners (by category)

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“Laugh Tracker”

**Campaign Summary**

The Tennessee Department of Tourist Development was missing out on a valuable segment: family travel. To convince moms (the primary household vacation decision-makers) that Tennessee was a destination that would make their kids happy, the department created a first-of-its-kind wearable device that measured laughter and excitement to determine how much fun kids have in Tennessee.

**Business Challenges and Campaign Objectives**

Tourism is the second-largest industry in Tennessee, generating $22 billion in economic impact in 2018. Effective travel promotion means driving hotel demand and revenue, which leads to increased economic activity, jobs, and crucial tax revenue that supports essential public services such as firefighters and teachers. Family travel makes up 35 percent of all domestic travel. The family travel segment is worth more because data shows that families spend 39 percent more on travel than non-family travelers, demonstrating that family travel is a significant driver of economic activity in the travel industry. In 2018, only 18 percent of Tennessee visitors were families. To increase visitation from this valuable segment, the Department had to inspire families to choose Tennessee for their family vacation destination. Their objectives were to efficiently drive interest and travel to Tennessee. The goals, based off historical performance, were to drive over 1.3 million hotel and flight searches, increase hotel demand by 3.8 percent year over year to exceed the previous year’s growth, and generate a $100:$1 return on ad spend.

**Insights and Strategy**

Online reviews affect 93 percent of travel decisions, but millions of them are purchased, fabricated, or fake. With so many resources providing conflicting...
and subjective opinions on family-friendly destinations, moms (the primary vacation planners) don’t know what to believe and are unsure if they are making the right choices. They want to plan the perfect vacation to create memories and see their kids laugh and smile. Laughter is considered a visual expression of joy, mirth, and happiness. This led to the Department’s key insight: As a parent, you want nothing more than to hear your kids laugh, because it's proof they are happy.

**Concept/Big Idea**
To eliminate the subjectivity of travel reviews, the Department identified an entirely new metric to rate travel experiences: laughter. It created a first-of-its-kind wearable device that measures laughter and excitement to determine how much fun kids have in Tennessee. Equipped with a microphone, GPS technology, and cloud computing, the device records audio samples in 10-second increments and sends them to a neural network that is home to a dataset of 214,000-plus audio files. AI software uses machine learning to determine if a sound is laughter. It concurrently captured heart rate data to measure excitement. The Department visited 31 family-friendly attractions across the state of Tennessee to collect data from hundreds of kids of various ages. It analyzed more than two million data points, recorded more than 1.6 million seconds of laughter, and detected 53,433 moments of excitement. It developed a scale for rating the level of laughter and excitement by age at each of the locations. Using the GPS location data, the Department was also able to identify specific activities within the attractions that generated the most laughter and excitement by age. It created heat maps by overlaying the data to show where kids had the most fun within the attraction.

**Key Tactics**
The Department developed a custom experience on Tennessee’s brand site to create a planning tool for moms, showcasing the data collected and attraction reviews directly from kids. To make planning easier, users were able to filter the data by age range, because what a 2-year-old may like, an 8-year-old may not. The Department wanted to reach moms in the places they are looking for family travel inspiration. Video, display, social and out-of-home assets ripe with the new data were leveraged to drive moms to the planning tool. The Department leveraged Pinterest as a key platform for this campaign because moms are using the platform throughout the entire trip-planning process. It was the first travel brand to tap into some unique features of the platform, like tried-its, which are traditionally used for food and recipe content, to provide further information and utility to this engaged audience.

**Results**
Using the power of laughter, the campaign exceeded all goals by creating a connection with moms and inspiring them to choose Tennessee for their family vacation. The campaign drove over 5.9 million hotel and flight searches (354 percent above goal), increased hotel demand by 4.2 percent following the campaign (11 percent above goal), and generated a $142 to $1 return on ad spend ($42 above goal). Individual attractions across Tennessee are also leveraging the Laugh Tracker data to enhance their offerings.
Category: Age-Specific Campaigns
Award: Gold
Brand: Frito-Lay North America
Lead Agency: Goodby Silverstein & Partners

Campaign Summary
Doritos capitalized on the recognizability of its product with a campaign that self-consciously jettisoned all mention of the brand name.

Business Challenges and Campaign Objectives
After decades of success, Doritos was starting to lose its share of the market to other chip brands. Through August 11, 2019, Doritos was losing share of the flavored tortilla chip sub-category to Takis; it wasn't growing nearly as fast as that brand (8.3 percent compared with 15.1 percent). Doritos believed that was because the version of “Bold” that defined its brand's past — bro culture, physical risks, and extreme stunts — was not relevant to a new generation focused less on extreme activities and more on self-expression. Doritos needed to rebuild cultural relevance for its brand and get people thinking (and talking) about the brand in new ways. The brand set out to measure success in two ways: PR and long-term sales.

Insights and Strategy
When it comes to advertising, the members of generation Z have learned how to turn on their blinders. They’re watching less linear TV and are more likely than any other generation to use ad blockers. To get their attention, Doritos knew that it would need to move beyond traditional advertising.

To trigger a reappraisal of Doritos, the brand needed to signal a drastic shift in behavior. It needed to get rid of the old habits. It needed to leave bro culture behind and become more gender-neutral. It needed to stop defining “bold” through stunts and adventures and define it instead as self-expression. In undertaking these changes, the brand hoped to remind people of what they loved about Doritos in the first place: the distinctive shape, the intense flavor, and the unexpectedness.
Concept/Big Idea
Doritos asked itself: “How do you reach a generation that hates advertising?” It answered: “You do an anti-ad campaign.” No logos, no branding, no bite-and-smile. Just the most basic assets: the triangular shape, the crunch, and the bold flavor, which are recognizable enough to obviate the brand name.

Key Tactics
Doritos’ hero asset was a video that started with a spoken-word poem. The video was supported by a sponsorship of the MTV VMAs. Doritos debuted its 60-second spot and did a “brandless” integration on the red carpet and distributed plain red and blue bags of Doritos at the event.

In keeping with the premise of the campaign, Doritos wiped its social channels of any mention of the brand name, changing handles to phrases like @TriangleSnacks and @CrunchyTriangles.

To cap it off, Doritos took over a billboard in the heart of Brooklyn with an “evolving wall.” Over the course of two months, the brand used four enormous triangles as “frames” with the words #cool, #cheesy, #crunchy, and #ranch below them, regularly changing out the images with different pictures of things that were cool, cheesy, crunchy, and ranch.

Results
The brand garnered 191 million total earned impressions. Just as importantly, take-home sizes of Doritos Nacho Cheese and Cool Ranch flavors saw a sales bump of 2.2 million units.
Chosen: The Power to Choose in a Child’s Hands

Category: ANA Center for Brand Purpose Campaigns  
Award: Gold  
Brand: World Vision

Campaign Summary
For 70 years, World Vision has been helping children escape poverty. The brand is most well-known for its child sponsorship program. To overcome donor barriers, the brand made a fundamental change to its flagship program to inspire more people to join its cause.

Business Challenges and Campaign Objectives
World Vision is a Christian humanitarian organization that works in nearly 100 countries providing children and their families tools to overcome poverty and fight injustice. Many donors choose to participate in the organization’s child sponsorship program, where their donations go toward a particular child’s needs. Over the past five years, 200 million children have been helped by World Vision.

Despite its excellent global reputation, World Vision is essentially an unknown brand in the U.S., and interest in child sponsorship has declined over the past several years. The American public is inundated with messages from those in need. There are also feelings of skepticism and futility that cause people to wonder, “What can I do to really make a difference?” To support its efforts to help children out of poverty and engage potential American sponsors, World Vision sought to:

• Create a campaign that would facilitate conversations and reenergize donors to reverse the growing sense of apathy around international aid and development work
• Leverage social sharing to gain views of the launch video
• Generate earned media opportunities to raise awareness of the brand and its programs.
Chosen: The Power to Choose in a Child’s Hands

Insights and Strategy
The public is becoming more skeptical about the impact of overseas development
demand, and research shows that Americans are increasingly less interested in helping
internationally. Instead, people are giving locally, where they can feel immediately
connected to a cause and the individuals being helped. As an international organi-
zation, it was essential for World Vision to close the physical and emotional distance
between donors and the children they can help. The campaign “Chosen” was
designed to address these needs.

Concept/Big Idea
For the first time, the organization had the children in need choose their sponsors,
rather than having the sponsor choose the child. World Vision hosted dozens of
“Choosing Parties” across the world where children walked into rooms with hundreds
of hanging photos. There, they selected who they wanted to be their sponsor. Each
child was then photographed holding the photo of the person they chose. That photo
was sent to the sponsor with a personalized letter from the child explaining why they
chose them. Sponsors, in turn, shared the photos and their stories of being chosen
with their networks.

Key Tactics
The campaign was rolled out in an integrated, multi-channel effort with these
key elements:

• **Social-by-design:** Either at a live event or via email, every donor received a
  photograph of the child who chose them. Choosing Parties and reveal events
  were broadcast on Facebook Live, and sponsors were encouraged to create
  user-generated content to share their experience. Bloggers and influencers
  shared first-hand accounts of Choosing Parties with their followers.

• **Video-driven:** The launch video generated nearly seven million views. It showed
  the transformation that occurs when children are empowered to choose their
  sponsors. Video content was also created that featured sponsors sharing how
  being chosen renewed their hope and purpose.

• **Mobile-first:** A new mobile-based e-commerce experience allowed donors to
  submit their photo from their own device.

Media also played an important role in the success of the campaign. More than
20 news outlets featured Chosen, including Upworthy, MediaPost, FOX News, Vox,
and Christianity Today. Segments on The Kelly Clarkson Show and The Rachael Ray
Show featured the campaign. There was even a surprise reveal of actress Patricia
Heaton being chosen by a child in Guatemala. There were also dedicated efforts
for International Day of the Girl with special content, influencer partnerships, PR,
and events.

Results
Trust is key to donation intent, and one of the key drivers of trust is a charity’s ability
to demonstrate that it does what it says it will do. When a sponsor receives a photo
of a real child holding their photo within only one or two weeks, brand trust is
strengthened. As a result, acquisitions have increased while cancellations have been
cut in half. Additionally, donor responses indicate increased brand relevance and
resonance, reflected in increased social engagement and user-generated content.

Additional campaign results included:

• More than 245 million earned media impressions
• More than 50 percent increase in overall web traffic, and 245,000 visits
to the Chosen landing page
• 6.8 million video views across YouTube, Facebook, Twitter, and Instagram
• More than 80 Hollywood celebrities, professional athletes, Christian leaders,
  authors, musicians, and digital influencers shared the video
• More than 10,000 kids from Bangladesh, Ecuador, Guatemala, Honduras,
  Kenya, Malawi, Uganda, and Zambia have chosen sponsors
Campaign Summary
Eaton used an online mystery game, *Ticket of Terror*, to comically dramatize common IT problems and demonstrate how Eaton’s power management products can solve them.

Business Challenges and Campaign Objectives
As buyers, IT professionals are one of the most sought-after audiences, and the most jaded when it comes to traditional sales and marketing. Incentives such as white papers and webinars — in exchange for information, sales calls, exploitative forms gating content, and impersonal attempts to force new products into IT closets — no longer work. As a brand wanting to connect with IT professionals about products that only need to be purchased every three to five years, Eaton, a global power management company, struggled to gain attention.

At the same time, most IT professionals are not power management experts. To them, Eaton products appear indistinguishable from the competition. This combination of low interest and low product differentiation between competitors results in a highly commoditized category.

To make the Eaton brand stand out, it needed to find an inventive way to gain quality data about customers and meet the following objectives:

1. Build brand familiarity with IT professionals by creating an engaging experience that helps IT pros understand Eaton’s products and solutions.
2. 15 percent familiarity lift
3. Deliver 2,340 qualified leads to be added to Eaton’s Lead Nurturing Program.
Insights and Strategy
Small and medium-sized businesses are more digitally reliant than ever. Their IT pros are working harder, covering everything from printer jams to cyber security, which leaves less time for the important things (e.g., disaster preparedness). Keeping servers running during power outages and protecting equipment are just some of the vital preparation solutions that Eaton provides.

Most IT pros are gamers who use gaming as an escape from the daily monotony, so Eaton recognized the resurgence of retro games as the perfect opportunity to educate its audience by utilizing a storytelling format that would truly resonate with them.

Concept/Big Idea
The Are You Gone Trail is an entertaining and educational digital distraction during IT’s pros’ work days that teaches them serious lessons about the importance of Eaton’s products and solutions.

The basis for this concept was to develop a fun, engaging platform for IT professionals to complete a series of challenges to keep their systems running smoothly. The game needed to have the power to educate and inform IT professionals while also having an addictive nature that encouraged repeat play by participants.

Using nostalgic, 8-bit retro game mechanics, Are You Gone Trail is a mobile-first reinterpretation of the cultural icon Oregon Trail, where IT pros must conquer tech troubles in their quest for independence from the hassles of the modern-day workplace. Dramatized in Old West fashion, those misfortunes were presented by Eaton’s well-known campaign characters: a set of desk toys, representative of those found on IT pros’ desks. These mischievous creatures have been scheming new ways to keep IT pros stuck at work to keep them company and continue to taunt the IT pro with one question: “Are you gone?”

Key Tactics
Each of the game’s three stages feature an IT need state and matching Eaton solution:

- **Level 1:** Collect backup batteries and dodge Bacon Man’s desk toy barrage to power the network.
- **Level 2:** Answer Monkey’s questions and crack the code to activate Eaton’s remote monitoring.
- **Level 3:** Protect the servers from Devil Duck’s power surges to reach the finish line.

Along the trail, IT pros must use their reflexes, IT wits and knowledge of Eaton solutions to thwart problems, earn prizes and forge ahead to their final destination: nights and weekends without work, away from their desk toys.

To ensure Eaton generated awareness and participation/repeat engagement, a system of traffic drivers was activated:

1. **Rented lists/email blasts:** Partner emails and rented lists were used as a highly effective traffic driver.
2. **Banner Ads:** Highly-targeted programmatic media and direct-to-publisher ads were placed on endemic sites.
3. **Paid Social Media:** Facebook, Twitter, LinkedIn, and Reddit executions were used to reach new audiences.

Owned channels were activated to extend the reach of the campaign to organic visitors/followers and known contacts at no cost, to round up ongoing content and promotional marketing programs.
Results
The campaign generated 1,024 percent ROI with $2.56 million in sales potential.

1. **Brand Familiarity:**
   KPI: 18 percent Familiarity Lift
   Based on pre/post email-administered brand study across five attributes compared to a control group. Benchmark based on historical results and biannual brand study.

2. **Lead generation:**
   KPI: 5,009 leads generated
   A list of qualified leads to be added to Eaton’s Lead Nurturing Program for further maturation. Benchmark based on historical results and media budget.

3. **Brand image:**
   KPI: Engagement time per user: 54 minutes
   KPI: Games played: 29,870
   KPI: Return visits: 74 percent
   Historical benchmarks were not available.
bubly 2019 Super Bowl Campaign

**Campaign Summary**
To stand out among competitors in the growing sparkling water category, bubly leveraged the power of celebrity on advertising’s biggest stage, the Super Bowl. The playful campaign extended beyond its game day commercial. It leveraged a talk show integration, and digital and social media to connect with its millennial target.

**Business Challenges and Campaign Objectives**
Because of a cultural shift toward healthier beverage options, the sparkling water category continues to experience year-over-year growth. Mintel forecasts that sales of sparkling water will increase by 74 percent from 2018 to 2023. To expand its presence within this fast-growing category and make a splash for its second year in the marketplace, all-natural, fruit-flavored sparkling water brand bubly introduced its first Super Bowl commercial. Additionally, the brand followed up with a strategic campaign that would get everyone, especially its millennial target audience, to remember the brand’s name.

**Insights and Strategy**
bubly tapped into a simple reality that, for many millennials, “adulting” is tough. From daily responsibilities to everyday micro-stressors, life gets in the way of play. With 58 percent of millennials stating that their lives are more stressful than ever, bubly set out to make life more fun for this audience. Getting millennials’ attention required understanding their behaviors, so bubly hedged its bets on three key habits: millennials spend at least one hour per day watching video online, 63 percent use video to keep up with celebrities, and 61 percent watch videos as a form of stress relief.
bubly 2019 Super Bowl Campaign

**Concept/Big Idea**
bubly knew it needed to stand out for its Super Bowl commercial debut and highlight that it wasn’t afraid to be a “playful instigator.” To resonate with its target audience, bubly leveraged the star power of singer Michael Bublé through a campaign that sparked a nationwide debate over whether the product should be pronounced “buhb-LEE” or “boo-BLAY.” Bublé teased the creative idea days before the big game with a brand integration on *The Ellen DeGeneres Show.* Bright, bold, and playful creative was distributed across multiple media channels including linear TV, digital, and social. bubly immersed itself into the world of millennials across platforms where they were most likely to engage.

**Key Tactics**
For the Super Bowl commercial, the brand created an unexpected “rivalry” with Michael Bublé, who was “convinced” the sparkling water shared his name. To tease the idea in advance of the big game, bubly partnered with *The Ellen DeGeneres Show* to showcase a few seconds of the spot. The clip featured Bublé striking out the “y” in bubly and replacing it with an “é.” Bublé participated in an out-of-studio segment on *Ellen,* where he was challenged to do whatever she asked of him through an earpiece. With Bublé stationed as a cashier at a local retailer, a surprise celebrity run-in with *Modern Family* actor Eric Stonestreet resulted in unexpected moments of fun.

When the commercial ran on game day, the brand leveraged YouTube, Facebook, Instagram, GIPHY, and Google Search to distribute bite-size video content during peak moments of the game. In the weeks following, bubly extended the hype by creating a high-visibility presence across Amazon Prime, cable networks, and premium online video providers. Through targeted placements during shows like *The Bachelor, Riverdale,* and *Supernatural,* bubly ensured millennials would not soon forget the brand.

**Results**
Thanks to the help of Bublé, bubly’s fun and engaging media strategy made the brand’s name unforgettable while driving sales results. By the start of 2019, bubly turned into a $100 million brand and nearly tripled its category share. While growth was on an upward trend for bubly, competitor La Croix reported a 16 percent drop during third quarter earnings.
The Whopper Detour

Category: Digital, Social, or Mobile Marketing Campaigns
Category: Innovative Commerce Marketing Campaigns
Award: Gold
Brand: Burger King
Lead Agency: FCB

Campaign Summary
Burger King leveraged McDonald’s Corp.’s abundance of locations to create an offer that drove its underperforming mobile app to No. 1 on app stores and led to its highest number of store visits since 2015.

Business Challenges and Campaign Objectives
In surveys and taste tests people consistently prefer Burger King’s flame-grilled burgers over McDonald’s. Yet McDonald’s continues to outperform Burger King, due to having twice as many locations worldwide. On average, customers travel 1.34 miles farther for Burger King than McDonald’s, making McDonald’s the more convenient choice.

Burger King’s mobile app was also underperforming, ranking in 686th place on app stores. Mobile ordering has become a valuable asset for the fast food business. It provides an additional channel for fast food chains to deliver offers to customers and offers a seamless experience. Orders placed via apps have been growing 140 percent annually, with 40 percent of fast food customers having placed mobile orders.

Burger King wanted to retool its app to include “order ahead” capabilities and leverage McDonald’s Corp.’s abundance of locations to create an unprecedented offer for its customers that would drive sales. The initiative would also function to generate excitement around the Burger King app, accomplishing both objectives on a $400,000 budget.
Insights and Strategy
While easy to use, a revamped Burger King app wasn’t enough to generate excitement. Its key capabilities were essentially identical to other fast food apps. Burger King paired the relaunch of its app with an offer that leveraged its competitor’s greatest strength: the wealth of locations. Historically, Burger King had expanded in similar ways to McDonald’s. Consequently, a Burger King restaurant is never too far away from a McDonald’s. Burger King used these insights to leverage McDonald’s Corp.’s locations to create a promotion that would offer customers an even more cost-efficient and convenient fast food experience.

Concept/Big Idea
Burger King used McDonald’s Corp.’s vast network of locations, turning them into touchpoints for its “Whopper Detour” campaign. It created a promotion that allowed customers to buy its famed Whopper for only one cent if the order was placed on the Burger King app within 600 feet of a McDonald’s.

Key Tactics
Burger King geofenced 14,000 McDonald’s Corp.’s stores nationwide. If a user was within 600 feet of a McDonald’s, the Burger King app would unlock the Whopper Detour promotion. Once an order was placed, the app would then serve as a GPS, navigating customers to the nearest Burger King for pickup.

A robust outreach program targeting mass media, trade publications, and national and local news outlets was used to build excitement around its unique offer. Day one of the campaign kicked off with a tweet from Burger King’s Twitter account saying “brb. Going to McDonald’s.” Burger King also released a short film on its YouTube account and social channels to go along with a how-to video explaining the details of the campaign.

The second day of the campaign came with a full-page New York Post ad further detailing how Burger King was turning McDonald’s into an activation site to offer its customers one-cent Whoppers. Burger King also set up out-of-home installations at various McDonald’s Corp.’s locations announcing, “The Whopper Detour available here” and inviting downloads of its mobile app. On days three through nine Burger King used digital display ads across Facebook, Twitter, YouTube, and Instagram to generate awareness of its new offer.

Results
This campaign caught world’s attention, generating 3.5 billion impressions and increasing Twitter mentions of the company by 818 percent. It led to an earned media value of $40 million. The campaign drove 1.5 million app downloads in nine days, making it the No. 1 app ahead of Facebook, Twitter, and Instagram. The Whopper Detour campaign also earned Burger King its highest number of store visits since 2015.

Sales through the app increased sevenfold during the nine-day campaign, with the total sales value tripling. Burger King estimated that the 1.5 million people who downloaded the app generated an incremental value of $15 million for the company, giving the campaign an ROI of $37 for every ad dollar spent.
Cheetos House of Flamin’ Haute

Category: Experiential Marketing Campaigns
Category: Influencer Marketing Campaigns
Award: Gold
Brand: Frito-Lay
Lead Agency: The Marketing Arm

Campaign Summary
Cheetos created a campaign inspired by its die-hard fans who post Cheetos-inspired make-up, nail art, and fashion on social media. The campaign, “House of Flamin’ Haute: Runway Show + Style Bar,” became one of the most talked-about events during New York Fashion Week (NYFW), lifted in-store sales by 11 percent during the program timeframe, and gave fans a chance to express themselves and their love for Cheetos.

Business Challenges and Campaign Objectives
Today’s consumers are constantly looking for the next new thing, even when it comes to snacks. The challenge for Cheetos is to stay top of mind with consumers and build brand loyalty. The brand has a history of disrupting cultural moments with playful mischief. Its experiential programs have attracted a loyal following and have transformed the snack into a lifestyle brand. The goal for this campaign was to create the next “Cheetos did what?!?” moment for fans that would resonate with them and reinforce credibility beyond the food category.

The campaign had a few important objectives:
• Create a Cheetos-centric experience that celebrates fans and gives them an opportunity to use the Cheetos brand as a form of self-expression.
• Generate buzz around the program by earning 650 million PR impressions.
• Reach those who didn’t attend the event by achieving a 6.63 percent engagement rate on social media.
• Book all styling appointments in advance.
• Expand the business to prove the correlation between equity outside the grocery aisle and a sales lift within it.
Insights and Strategy

Cheetos fans choose Cheetos because they provide people with an opportunity for playful release from their everyday stresses. Over the past few years, the brand saw that its fans were using Cheetos products as inspiration for self-expression, specifically through fashion and beauty. On social media, fans were “Cheeto-fying” themselves by sporting Cheetos-inspired clothing, makeup looks, and even “Flamin’ Hot” nails. The brand was excited to celebrate this existing consumer behavior and use it as an opportunity to authentically connect with fans.

Concept/Big Idea

The concept was to celebrate brand superfans, and Cheetos wanted to do it in the most epic and unexpected way possible. So, when all eyes were on the fashion and beauty industry during NYFW, the brand joined the scene with Cheetos Runway Show + Style Bar: The House of Flamin’ Haute.

The brand worked with professional fashion influencers and beauty stylists to create diverse looks that represented the unique styles and backgrounds of Cheetos fans. The brand intentionally did not partner with a known fashion brand because it wanted to create a truly immersive experience catered to the devoted Cheetos community. To reach fans who could not attend in person, Cheetos worked with fashion and beauty influencers to create Cheetos-inspired looks on social media using the hashtag #CheetosFlaminHaute.

Key Tactics

The runway show featured custom Cheetos-colored lighting, Flamin’ Hot-inspired music, an introduction from Chester Cheetah, and 21 curated fashion looks. To represent the diversity of Cheetos fans, the brand tapped a variety of fashion influencers to create Cheetos-inspired looks that models of every gender, body type, and ethnicity could feel confident in. Cheetos debuted its showstopper finale dress made with Cheetos Puffs, Cheetos packaging, and Swarovski crystals. The brand wowed the crowd with a surprise performance by musical artist Saweetie.

The beauty and fashion influencers who participated in the program built the brand’s credibility. They also shared their genuine love for Cheetos with their followers. The runway looks were put together by famed fashion stylists Luanna Perez, Hungry Hipsters, Nava Rose, and J. Bolin, and the stylists themselves participated in the fashion show. Beauty influencer Ellarie Noel created makeup tutorials for four custom Cheetos-inspired looks that fans could recreate at home. Influencers and celebrities including Scott Disick, Sofia Richie, Angela Simmons, Lela Loren, and Ashanti attended the event and shared their experiences on social media.

In addition to the runway show, the brand invited attendees to get their hair, makeup, and nails done at the Cheetos style bar. Beauty professionals curated fan-inspired styles such as “Fiery Flamin’ Hot Eyes,” “Chester’s Ombre Kiss,” and “Caught Snacking Nails.”

No detail was spared when it came to the experiential design, from the 360-degree Cheetos bar to a nail “paw-lish” display to Cheetos-inspired makeup and hair accessories that helped bring the brand to life. Cheetos amplified the experience for fans at home through the runway show live stream, Cheetos makeup tutorials, influencer content, and Snapchat filters.
Results
Cheetos has a strong and growing community of authentic, devoted fans. It is always looking for ways to celebrate their love for the brand and provide them with unique, once-in-a-lifetime experiences. Beyond the one billion impressions and 11 percent sales growth, this program allowed Cheetos to make an emotional connection with its fans. Cheetos fans know that the brand celebrates them for who they are, and Cheetos believes those connections will drive equity and future growth.

- Generate Buzz:
  - More than one billion earned PR impressions
  - 424 media placements with 100 percent positive sentiment
  - Over seven million views and replays of the runway show

- Book Appointments:
  - Booked all 400 available styling appointments in advance of the event
  - Completed over 700 services across three days

- Expand Business:
  - National Cheetos sales grew 11 percent versus the previous year during the program timeframe
  - Northeast Region Cheetos sales grew 14.9 percent versus the previous year during program timeframe

- Connect with Fans:
  - More than 144 million social impressions
  - 10,000 new followers
  - 852,000 Snapchat lens shares
  - 7.7 percent engagement rate
Pepsi #Summergram

Campaign Summary
Pepsi #Summergram celebrated America’s desire to “unapologetically enjoy summer” with more than 250 unique bottles, each with its own summer statement and icon deep-linked to Instagram’s augmented reality effects. Alongside a strong media plan, influencers, and PR, the program rewrote the language of summer and the public’s perception of Pepsi.

Business Challenges and Campaign Objectives
Business Challenge: Pepsi needed to reverse a four-year trend of declining summer sales and combat diminishing soda sales overall. Leading up to the summer of 2019, Pepsi was faced with serious challenges, from declines in consumption leading to lower sales to a resurgence of competition with its top competitor during the key summer selling season.

Communication Challenge: In the summer, Pepsi’s biggest competitor had held a year-over-year advantage with more successful programs leading to greater sales. The goal was to make Pepsi the unquestioned choice for summer cola moments.

Category Sales: While the number of cola drinkers has remained relatively consistent, buy rate declines have resulted in overall category losses. This has led to a Pepsi dollar sales loss year over year since 2015 during the key summer selling months.

Competition: The cola wars have been around since the 1890s. Over several decades, Pepsi’s competitor has emerged as the more popular soda. In the last decade alone, its market share has risen from 17.3 percent to 17.8 percent, while Pepsi’s has dropped from 10.3 percent to 8.4 percent. Every summer, Pepsi battles to see which will be the overall winner in terms of sales, floor space, and retail share.
Insights and Strategy

**Insight:** Pepsi consumers, whom the brand calls “unapologetic enthusiasts,” believe the most enjoyable life is one that is free from constraints. When the summer season arrives, their mindsets shift to allow them to enjoy what they love without the constraint of societal judgement holding them back.

**Strategy:** Pepsi set out to inspire people to live like no one’s watching, embracing self-expression to amplify their summer selves and their favorite summer passions.

Concept/Big Idea

Pepsi wanted to empower people to truly embrace the activities and the flavor they love during summer. It transformed itself into an advocate of and instrument for self-expression and “unapologetic, live-out-loud” summer enjoyment. Pepsi’s initiative, #Summergram, gave all of America the chance to adopt Pepsi’s unapologetic summer mentality.

Key Tactics

Pepsi launched a 360-degree integrated campaign designed to empower unapologetic summer fun.

- **Packaging:** Bottle designs for more than 250 different summer-themed statements were displayed on 200 million bottles and 30 million fountain cups.
- **Augmented Reality:** Pepsi partnered with Instagram to launch its first augmented reality effects for all 250 bottle statements, each accessible through a deep link into Instagram via QR codes. Each effect was custom-built in 3D and given unique sound effects, tap-to-engage elements, and full-screen immersions. Every effect was then custom-built in the beta version of Spark AR.
- **Launch:** Launch day began with four 60-foot-tall inflatables, a Today Show takeover, sponsorship of Spotify playlists, custom content with the cast of Summer House and Vanderpump Rules on Bravo, and an AR feature on the Tonight Show with Chrissy Teigen.

Results

From May 19 through August 10, Pepsi struck a cultural chord that generated consumer attention and planted Pepsi at the center of summer fun. It boosted sales by more than 4 percent, double that of competitor sales, and holistically increased brand perception while earning more than one billion social impressions.

- **Influencers:** Influencers such as TV personality Chrissy Teigen, DJ Khaled, DJ Pauly D, actress Hannah Simone, and the Vanderpump Rules cast shared their favorite bottles and AR effects. Pepsi crafted a series of 20 10-second TV spots, innovating within traditional media buys by playing them repeatedly to create a holistic message for the campaign.
- **Out-of-Home/Events/Partnerships:** Pepsi reached consumers locally by including thousands of custom out-of-home billboards nationwide, as well as a takeover in Madison Square Garden.

Results:

- Pepsi 20-ounce SKUs gained 0.23 points of share from equivalent competing SKUs.
- Velocities improved 6 percent on 20-ounce bottles versus pre-program.
- Inventory on display improved 44 percent on 20-ounce bottles versus pre-program.
- Number of displays improved 21 percent on 20-ounce bottles versus pre-program.
- Sales were boosted by more than 4 percent versus pre-program.
- Summer sales were doubled versus key competitor.
- Brand perception holistically increased.
- More than one billion social impressions were earned.
Keeping America Safe

Category: Local, Regional Marketing Campaigns
Award: Gold
Brand: Air National Guard
Lead Agency: JacobsEye Marketing

Campaign Summary
Air National Guard (ANG) organized a major media takeover of one of the most iconic transportation hubs in the world, New York City’s Penn Station, with more than 135 ad units for 14 weeks during peak travel season to showcase the brand and reach potential recruits.

Business Challenges and Campaign Objectives
In early 2019, unaided recall of the ANG brand was under 3 percent, or the lowest among all military branches. The ability to reach potential recruits with a powerful ANG message was impeded by the fact that “interest in joining the military” among those between the ages of 18 and 34 was at an all-time low.

Educational requirements for ANG jobs were the highest among all military branches. Nevertheless, the U.S. had the lowest unemployment rate in 50 years and IT companies were hiring workers at high salaries. ANG recruiter morale was at an all-time low, especially given the lack of ad support. Although advertising in the fall of 2018 did generate interest from prospective recruits, the campaign was primarily digital and radio, with little that could be merchandised to recruiters.

Objectives:
• Raise unaided recall among potential recruit candidates (primarily college and tech school students) in the region from 3 to 10 percent.
• Generate local press for ANG.
• Generate more than 300 million impressions.
• Increase organic website growth by 400 percent.
• Help ANG win in the five-state area reach recruitment goals.
• Energize recruiters nationally.
Insights and Strategy
During early 2019, the #MeToo movement was becoming more prevalent. Coincidentally, the Captain Marvel movie opened, with the title character and her best friend being Air Force pilots. More than 50 million people saw this movie; at the same time, the highest-ranking officer in the ANG in the New York and New Jersey area was a female pilot.

ANG members provide security for Penn Station, through which more than 630,000 people from all over the world pass daily. Seventy percent of local college and tech school students take public transit, and the New York and New Jersey area has the most colleges, universities, and technical colleges per capita in the U.S. Madison Square Garden, which is above Penn Station, held 50 events during ANG’s campaign, and 40 percent of the people who attended those events used Penn Station.

In addition, the late spring and summer season is particularly important to ANG. May 18 is Armed Forces Day and May is National Military Appreciation Month; Memorial Day is in May and Independence Day is celebrated on July 4. ANG determined that an integrated marketing effort targeting students, travelers, and commuters in the tri-state area during this time could increase ANG brand awareness dramatically and deliver “benefit messaging” to prospective recruits, as well as those who influenced their decisions.

Concept/Big Idea
ANG believed that a major media takeover of one of the most iconic transportation hubs in the world, Penn Station, with more than 135 ad units for 14 weeks during peak travel season (March 15 to July 28) would showcase the brand to almost 500 million people. Supplementing the takeover were transit ads and digital displays on college and tech school commuting routes as well as in front of all New York City colleges and technical schools.

Leveraging the women’s movement through press and social media guaranteed there was “air cover” for the takeover, as well as direct selling and recruiting opportunities. An experiential placement at Penn Station engaged thousands of prospects and enhanced press coverage.

New York City declared May 17 as Air National Guard Day. All 300 national ANG recruiters were invited to watch the unveiling of 135 ad units in Penn Station in real time.

Key Tactics
ANG’s campaign fully leveraged its presence at Penn Station, which included 135 ad units and an experiential exhibit. In addition, a one-week local radio and live broadcast was aired from Penn Station to drive ANG exhibit traffic. ANG’s media launch was streamed live on AMG.com, and all ANG recruiters posted photos of themselves on their social channels, ultimately reaching 700 students.

Results
The campaign generated 1,400 calls to its call center in the first 10 days, which is 50 times higher than the normal call volume. In addition, the campaign garnered 500 million impressions, which was 70 percent higher than the target goal. Social media impressions reached five million a month pre-campaign and rose to 35 million during the campaign as well as 60 days after. Website traffic increased 500 percent year over year, and unaided recall increased by 50 percent. Recruiting results also increased nationally after the campaign ran, and all local major media covered the “Salute to ANG Women” event on ANG Day.

Pre- and post-campaign measurement showed that the unaided recall of the brand among the core target audience went from 3 to 15 percent during the campaign. College student and tech school student awareness of the ANG went from 2 to 18 percent and students who “would consider enlisting in the ANG” went from under 2 to 11 percent. ANG had more media exposure in the New York area in 90 days than it had received over the past four years combined.
Acceptance Matters

Category: Multicultural/Lifestyle Segment Campaigns
Award: Gold
Brand: Mastercard
Lead Agency: McCann New York

Campaign Summary
Mastercard launched a credit card that allowed trans people to prominently display the name that they identified with.

Business Challenges and Campaign Objectives
• Generate awareness and buzz.
• Drive conversation around the “Acceptance Matters” campaign and its tie to Mastercard.

The campaign’s KPIs were earned media, impressions, and sentiment. In addition, it sought to drive inquiries from banks. Many people don’t realize this, but Mastercard doesn’t issue cards. It partners with issuing banks, which own the card, the cardholder relationship, and the credit. But Mastercard makes the card work. To drive Mastercard’s business and get more cards into people’s hands, Mastercard needs banks. Thus, a key performance indicator was direct inquiries from banks (written or verbal).

Insights and Strategy
The majority of transgender individuals in this country face tremendous challenges when it comes to changing their legal names. As a result, 68 percent of transgender people say that none of their IDs have their correct name and gender. What’s worse, 32 percent who have shown an ID with a name or gender that did not match their gender presentation were verbally harassed, denied benefits or service, asked to leave, or assaulted. For millions of transgender individuals, their card is a constant reminder that they are not accepted. Mastercard planned to do something about it.
Concept/Big Idea
For many trans and nonbinary individuals, the name displayed on the front of their cards represents someone they’re not. To address this key pain point, Mastercard created the True Name card — the first payments product that would allow individuals to prominently feature the name they associate with on the front of their cards and their legal name in small print on the back.

This product aimed to set a new industry standard — people’s financial products should reflect their true identity — and bring a historically marginalized group within the LGBTQIA+ community to the forefront.

In honor of the 50th anniversary of the Stonewall Riots and WorldPride, and in partnership with the New York City Commission on Human Rights, Mastercard announced the new True Name card in front of a new symbol of inclusion. To show that using the right names matter, the brand turned the city’s iconic Gay and Christopher Streets in New York City into “Acceptance Street” by installing street signs that reflected the unique identities within the LGBTQIA+ community.

Key Tactics
Throughout WorldPride weekend, Mastercard showcased its efforts on the ground at the parade and Pride Island. The brand used social media to showcase and share its Acceptance Matters initiative and engaged with its audience both on the ground and online.

Social-first tactics (e.g., videos, GIFs, and filters) were used to communicate Mastercard’s message and engage with the community across various social platforms, like Facebook, Instagram, Twitter, Snapchat, and GIPHY.

The brand used a variety of digital tactics:
• Mastercard gave people the opportunity to customize their own #AcceptanceMatters story and show their pride through custom filters and GIFs on Snapchat and GIPHY.
• The brand’s Snapchat Audience Filters helped an audience outside of New York City participate in WorldPride and brought Acceptance Street to anyone who couldn’t visit the physical sign.
• Mastercard created a location mark on platforms such as Google, Foursquare, and Instagram to help people find Acceptance Street. By partnering with Google, the brand created an official landmark for Acceptance Street, located on the corner of Gay and Christopher Streets.
• Mastercard enlisted the help of top-tier influencers, including Queer Eye’s Antoni and Aaron Philip, to help raise awareness of Acceptance Street and increase foot traffic.

Results
The campaign:
• Generated over two billion impressions within the first three weeks, with a 19:1 earned-to-paid ratio during the campaign, indicating that the brand’s efforts resonated beyond its core audience
• Generated 15 million impressions on Snapchat from consumers engaging with and sharing more than three million custom Audience Filters

More than 10 national banks/partners expressed interest in adding True Name to their products, with BMO Harris and Superbia Credit Union launching in late 2019.
OREO x Game of Thrones

Campaign Summary
OREO partnered with HBO to launch limited edition OREO Game of Thrones (GoT) cookies as a tribute to the final season of Game of Thrones.

Business Challenges and Campaign Objectives
For more than 100 years, children have grown up loving OREOs. But as they get older, they stop purchasing OREOs as frequently. OREO wanted to reach OREO-loving grownups, and more importantly, it wanted to know what would make them as excited to purchase OREOs as when they were kids. OREO’s research overwhelmingly pointed to one thing: television. OREO fans might have outgrown the shows they watched as children, but their love of television has never wavered. OREO had two primary objectives when launching its campaign:

- Break through in culture.
- Outperform OREO’s recent successful limited-edition OREO packs, including “Mickey Mouse” and “Most Stuf Ever.”

Insights and Strategy
The average American has an endless number of TV shows to pick from. However, at least one show absolutely had to be watched live: HBO’s Game of Thrones (GoT). Although OREO cookies had little in common with the show on the surface, it saw the same near-universal appeal and passion displayed in OREO fans and GoT fans, and knew that the overlap between the two fan groups was significant.

OREO’s strategy was to infuse the playfulness of OREO into the “epic-ness” of Game of Thrones to energize and capture both brands’ fan bases. OREO played with the tension between the two brands to create a product and animated film that was both unmistakably OREO and unmistakably Game of Thrones.
**OREO x Game of Thrones**

**Concept/Big Idea**
The concept brought together the most quintessential elements of both *GoT* and OREO through a special edition product that hit shelves one week before the premiere of *GoT’s* final season. The package featured classic *GoT* design elements, such as the *GoT* font and dark colors, to capture the complex nature of the show while still remaining playful and true to OREO through four different custom cookie designs. OREO designed the four cookies with custom embossments, each representing one of the factions still vying for control of Westeros (Starks, Targaryens, Lannisters, and the Night King).

The package marked the first time OREO modified its logo, as well as the first time it produced a pack with a matte finish and metallized design. At the center of the package there was an OREO sitting on the iconic Iron Throne, glossy against the matte package, backed with the new co-branded logo and surrounded by the names of the remaining great houses.

To support the product launch, OREO partnered with the studio behind the original *GoT* credit titles to recreate the sequence in stop motion using over 3,000 individually animated OREOs.

**Key Tactics**
First, OREO came up with the idea to produce a limited-edition product with original packaging and custom-designed OREOs inside each pack. To tell the world about it, the company created a film that was precise and detail-oriented, partnering with the creators of the original show credits to create a computer graphics world in stop-motion style. It created a 3D model of the OREO cookie and then used that to build a world that felt real, using almost 3,000 cookies in total.

OREO also secured the rights to the original *Game of Thrones* music to make the final production authentic. The film ran across social platforms and a broadcast version ran during the Final Four basketball playoffs. On social the film spearheaded a campaign where the brand asked fans to “Pledge for the Throne” by “pledging fealty” to one of the remaining house sigils. Retail outlets were flooded with demand for OREO’s product, and many celebrated its release by designing custom displays and Iron Throne-shaped end caps.

**Results**
The product was OREO’s biggest limited-edition sales ever, earning the brand $12.5 million in gross revenue and $5 million in incremental sales. Stores sold out of the OREO packages within 24 hours and people were selling them on eBay the next day for $40 a pack. OREO garnered more than 1,900 press placements in one week, a cumulative 332 million impressions. Within one week of launch, the video earned 61.7 million impressions across Facebook, Instagram, and Twitter, with 27 percent of impressions coming from organic sources. It also garnered 1.7 million engagements, with 90 percent occurring organically. Fan sentiment was extremely positive, with 7 percent of negative comments coming from fans who struggled to find the cookies in stock.
Campaign Summary
To generate awareness around the new TUMS Chewy Bites with Cooling Sensation, TUMS partnered with a YouTube series and challenged millennial consumers nationwide to partake in “TUMS or Dare,” encouraging them to indulge in the spiciest food then cool down and fight heartburn fast with TUMS.

Business Challenges and Campaign Objectives
As America’s leading antacid, TUMS is well-known for its history of heartburn relief. The new product relieves heartburn and provides a cooling sensation.

To drive consideration and purchase intent of the new TUMS Chewy Bites with Cooling Sensation, TUMS sought to appeal to millennials. From a business perspective, this target is needed to maintain growth of TUMS. However, this same demographic is often in denial of their heartburn symptoms. According to research, 89 percent of 18- to 34-year-olds have experienced at least one digestive issue in the past 12 months, but only half of them have treated it. Instead, they choose to live with their symptoms or modify their diet, and regard digestive issues as a problem of an older generation.

Insights and Strategy
With the goal of enticing heartburn category newbies to try TUMS, the brand needed an engaging campaign that inserted itself into the food-loving millennial culture. TUMS knew that millennials love their spicy foods. In fact, 60 percent of millennials identify themselves as “total heat seekers” when it comes to food, and 62 percent describe themselves as “adventurous eaters” (compared to 54 percent of U.S. adults). However, intense foods can lead to intense heartburn. TUMS or Dare was a multi-channel challenge to millennials to indulge in the hottest foods they loved, then cool down and fight their heartburn with the new TUMS Chewy Bites with Cooling Sensation.
TUMS or Dare

Concept/Big Idea
To build buzz around the new TUMS product, the brand challenged consumers nationwide to take the TUMS or Dare challenge, encouraging them to indulge in the spiciest foods, then cool down and fight heartburn fast with TUMS Chewy Bites with Cooling Sensation.

Through social content and a one-day Twitter giveaway in New York City, TUMS gave consumers the means to take the challenge themselves with an order of free wings and a limited-edition pack of the new TUMS product.

To drive further awareness of the new product and the challenge concept, TUMS went directly to millennial audiences by partnering with a show on YouTube, Hot Ones, a series about spicy foods.

Key Tactics
TUMS leveraged a variety of tactics to promote the new TUMS Chewy Bites with Cooling Sensation and activate a cross-channel campaign.

Through Twitter, the brand gave away on-demand deliveries of the new product plus hot wings to encourage consumers to take the TUMS or Dare challenge on their own. Popular comedic social media influencers also took the TUMS or Dare challenge themselves to encourage their New York City-based followers to participate in the giveaway and for everyone to try the new TUMS product.

With the goal of driving consideration and purchase intent of its new product, TUMS additionally partnered with Complex Networks to be the official season nine sponsor of its YouTube series, Hot Ones. TUMS branding was featured at the peak of the show with a special “Time for TUMS” moment that appeared as celebrity guests, such as actor Joe Jonas and talk show host Trevor Noah, were experiencing heartburn.

The partnership with Complex Networks helped maximize the reach and impact of TUMS among a unique millennial audience. This was accomplished via branded Snapchat ads, custom pre-roll ads, companion “shoulder” content, and a seamlessly integrated physical presence at the live ComplexCon event.

Results
TUMS or Dare was a huge success. The campaign contributed to a 25 percent increase in units sold per store. TUMS Chewy Bites with Cooling Sensation reached its peak by selling seven units per store, every week. The Hot Ones partnership also led to 2.88 million earned media impressions and the most engaged Hot Ones season to date, with 79 million views and 250,000 engagements.
Happy Hypothesis

Category: Promotion Marketing Campaigns
Award: Gold
Brand: International Dairy Queen
Lead Agency: Barkley

Campaign Summary
The “Free Cone Day Happy Hypothesis” campaign helped make Dairy Queen synonymous with joy as the brand launched its new tagline, “Happy Tastes Good.” It repositioned a promotional day as an engaging, joyful, participation-based “study.” It celebrated Dairy Queen as more than just a spot for enjoying Blizzard Treats, burgers, and fries: it’s the ultimate destination for happy.

The Happy Hypothesis campaign turned a promotion (Free Cone Day) into a nationwide “study,” calling all fans to “participate.” It used proprietary research, content experiments, PR outreach, and partners to increase awareness and sales momentum that lasted all summer long.

Business Challenges and Campaign Objectives
Dairy Queen competes in a highly competitive category among titans like McDonald’s, Burger King, and Wendy’s. And while these large companies outspend Dairy Queen, the brand has strong consumer loyalty. In a recent Morning Consult survey, Dairy Queen was voted the No. 22 Most Loved Brand in America, ahead of Disney and Chick-fil-A, in part for its famous soft-serve cone.

That’s why every year, Dairy Queen celebrates “Free Cone Day,” a promotion that has become synonymous with the first day of spring. But after five years, fan and media interest in Free Cone Day had begun to plateau, so Dairy Queen needed a new hook to kick off soft-serve season. At the same time, Dairy Queen had a new brand positioning and tagline to launch, one rooted in happy, joyful emotion. So, without being too self-promotional, how could Dairy Queen launch its new tagline in a way that would get consumers excited? The goal of the promotion was a 2.5 percent increase in same-store traffic, a year-over-year increase in cones given, and to increase earned media impressions and ad value by 10 percent.
**Insights and Strategy**
Free soft serve from Dairy Queen makes people happy. In a world of big data and analytics, what if Dairy Queen actually had to prove that soft serve equals smiles, while at the same time launching a new brand campaign called “Happy Tastes Good?” Dairy Queen designed a campaign as a proprietary, nationwide “study” to mine for insights that would lead to joyful content, uncover “data points” to bolster editorial outreach, and overall create a successful, buzz-driving campaign. This research needed to prove beyond a shadow of a doubt that Dairy Queen cones make people happier, and results didn’t lie:

- 92 percent of Americans said a DQ cone would make them happy.
- 61.6 percent would share a bite of their Dairy Queen cone with their significant other, but only 23 percent would share the first bite.
- A large majority (76.5 percent) of people voted that Dairy Queen has the best soft serve cone compared to McDonald’s (9.4 percent), Baskin Robbins (7.6 percent), Sonic (3 percent), Burger King (2 percent), or others (1.6 percent).

**Concept/Big Idea**
The brand flipped its Free Cone Day promotion into a “nationwide study,” encouraging all fans to “participate” by visiting their local store to get a free cone. Through primary research, Dairy Queen “proved” that its soft serve made people happy. The fun, tongue-in-cheek survey results fueled earned media coverage and social conversation for the brand and its Free Cone Day initiative, driving fans in-store to celebrate the sweet start of spring with Dairy Queen.

The wealth of coverage associating Dairy Queen and happiness also established a strong foundation from which to launch the new brand position and tagline: Happy Tastes Good.

**Key Tactics**
Dairy Queen “studied” the Happy Hypothesis in an integrated campaign rollout that turned a human truth into an engaging promotional and brand machine. The Happy Hypothesis Content Machine contained fun, tongue-in-cheek social content featuring the data points from the survey and happy soundbites from study participants as they enjoyed free soft serve, as well as playful experiments turned into short video pieces, like “minivan audiometrics” (decibel level of a family minivan before and after a ride through a Dairy Queen drive-through) and “smile electromyography” (testing wideness of smiles and volume of laughs with cone in hand).

In addition, the company provided data-driven infographics, which garnered earned coverage on the front page of USA Today and The Today Show. Local market influencers created and amplified the messaging. Instead of simply informing fans to visit Dairy Queen for a free cone, branded content and secured news coverage encouraged fans to “participate in the study” by visiting Dairy Queen on Free Cone Day.

**Results**
The Happy Hypothesis campaign led to the most successful Free Cone Day yet and sparked positive business results all summer long. It garnered a 10 percent year-over-year increase in traffic and 23 percent year-over-year increase in cones given, as well as increasing net sales 12 percent year over year.

Garnered buzz included 214.3 million earned media impressions, a 70 percent year-over-year increase, and a 39 percent year-over-year increase in ad value ($5 million versus $3.6 million). The brand campaign was successfully launched with a 13 percent increase in year-over-year sales in the first week. It led to a strong summer: 12 consecutive weeks of positive weekly growth.
S’mores Saturday

Campaign Summary
The Hershey’s brand faced several challenges heading into the summer season. Its S’mores business was in decline, competition was fierce, and cultural and behavioral forces were moving against it. Hershey showed consumers how S’mores were still relevant and meaningful by leveraging its brand strength of connecting people.

Business Challenges and Campaign Objectives
Hershey’s category leadership in S’mores was diminishing. While awareness was at 95 percent, consumption was incredibly low, and sales had been declining for the past two years. In 2019, projections looked even worse for Hershey’s S’mores as other brands were launching more convenient ways and forms in which to experience the flavor combination, from cookies to snack bars to drinks. Additionally, there were seasonal issues that were out of Hershey’s control — for instance, Easter was late in the season and would shorten the time Hershey’s S’mores were on display for summer. Summer was also expected to have above-average inclement weather, a barrier to enjoying Hershey’s S’mores outdoors. Lastly, there was a rising trend: Americans were taking fewer summer vacations. The previous year more than one-quarter of Americans skipped their summer vacation. For Hershey, this meant selling S’mores would be less likely. The combination of factors led to a disappointing sales projection, with sales expected to decline $25.2 million from 2018. Because April to August sales contribute 50 percent of overall sales volume for the Hershey’s franchise, success was critical. To overcome the difficult landscape, Hershey needed to reframe its S’mores and demonstrate the value they brought to people’s lives throughout the summer.
Insights and Strategy
People are more connected than ever, but these “connections” are largely digital and can't compare to real-life relationships. Real connection is in humans’ DNA, and as strong of a need as food, water, and shelter. Even with all the tools that are supposed to connect us, people today have never felt so disconnected. In fact, only 31 percent of Americans know their neighbors. Such insights helped Hershey's realize that if it wanted people to make the effort to get together, it had to give them a little nudge.

Concept/Big Idea
Hershey's big idea was to illustrate Hershey's S’mores as summer’s “most delicious reason to come together.” It brought the idea to life in two phases:

1. **Build anticipation:** With Easter three weeks later than the previous year, Hershey's decided to talk about its S'mores in early spring to get on its audience’s radar before summer even arrived. The brand focused on audiences in warmer climates, who were more likely to make Hershey's S'mores. It used Facebook, Instagram, and programmatic video and display for detailed geographic targeting and to encourage consumers to make Hershey's S'mores before the official start of summer — shifting their belief that Hershey's S'mores are only for summertime holidays.

2. **Drive weekly consumption:** When summer arrived, Hershey enacted a season-long plan to get people enjoying Hershey's S'mores together on a regular basis. It developed “S'mores Saturday,” a mental and behavioral trigger for people to rethink their relationship with Hershey’s S’mores and make them a weekly experience. To seed this ritual, it threw a Saturday block party, inviting real neighbors to get to know each other over Hershey’s S’mores.

Key Tactics
Hershey’s used the content from its block party to announce S’mores Saturday to the world, using mass awareness channels including TV, cinema, online video, Facebook, and Instagram. But what improved its reach significantly was that it launched all its communications during moments when its audience was most likely to be connecting with others. Since this audience engages the most with print, Pinterest, and programmatic video and display when planning family activities or shopping in-store, Hershey’s leveraged each channel to become an effective S’mores Saturday reminder and drive participation in this ritual. Lastly, it created a cross-country “S’mores Tour” to share the S’mores ritual with people in real life. Every Saturday from July to August, Hershey’s “S’moresmobile” brought S’mores to different cities and local parks, inviting people to enjoy S’mores and cement the experience as a weekly Saturday activity.

Results
Hershey’s measured success across two key metrics:

- **Sales:** Hershey’s beat its S’mores retail sales goal by $23.8 million (28 percent). This reaffirmed the connective power of Hershey’s S’mores in today’s disconnected world. With steady increases in sales across the entire season, Hershey proved the positive impact that a weekly ritual can have on business performance.

- **Velocity:** S’more Saturday was also a success in stores. Hershey turned around its slowing velocity in 2018, and sold at stores faster in 2019 — a crucial victory given the shorter seasonal window.
Heineken 0.0 — Dry January

**Category:** Seasonal/Holiday Marketing Campaigns  
**Award:** Gold  
**Brand:** Heineken  
**Lead Agency:** Fast Horse

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**Campaign Summary**

From celebrating Dry January to National First Responders Day, Heineken was able to have fun exploring occasions where someone might want a beer, but not the alcohol.

Dry January has grown in popularity as a seasonal event in the United States and across the globe, part of an overarching trend led by the “sober curious.” As a beer brand embracing this month-long sober period, Heineken was able to create a fun juxtaposition that consumers wouldn’t see coming.

**Business Challenges and Campaign Objectives**

Heineken needed to close 2019 strong and kick off 2020 even stronger to get back to growth. With limited marketing dollars available at year’s end, the company needed to embrace the power of big ideas rather than big budgets. KPIs included earned media impressions and social buzz. But the true measure of success would be an uptick in sales. Heineken’s marketing strategy is founded on using a fresh perspective. That means looking for clever ways to connect with consumers by presenting the familiar in unfamiliar ways. Heineken spotted an opportunity in an unlikely place: when more people resolve to go sober for the first month of the year.

**Insights and Strategy**

An increase in self-care and openness in the conversation around alcohol use had taken “Dry January” from a small British public health campaign to an emerging international movement. Heineken’s research showed the sentiment around Dry January was overwhelmingly positive among consumers and media, and believed it was primed to be a massive topic as the new year approached.
Although Dry January had gained momentum, no brands had successfully inserted themselves into the conversation around the trend. Heineken set out to change that by spotlighting itself as having an alcohol-free version of the flagship brand that had launched in the U.S. earlier in 2019.

With messaging centered around “Now You Can,” Heineken 0.0 gave the brand permission to show up in places where beer brands traditionally couldn’t play. Even better, not only was it a great option for when people wanted a great-tasting beer without the alcohol, research showed trial of Heineken 0.0 had the ability to increase consideration and purchase for Heineken during traditional beer-drinking occasions.

The company identified a relevant, timely hook, but needed a creative idea that delivered on the Fresh Perspectives platform and Now You Can messaging.

**Concept/Big Idea**
How does a beer brand celebrate Dry January? With beer, of course. The company leveraged this moment to introduce the Heineken 0.0 January Dry Pack. This limited-edition, alcohol-free 31-pack was created for anyone vowing to participate in Dry January. With a package design reminiscent of an advent calendar, the company had sober-curious consumers covered every day of the month.

**Key Tactics**
While New Year’s resolutions usually mean setting unrealistic goals nobody wants to tackle, Heineken turned the 31-pack into a calendar so Dry January participants could look forward to one alcohol-free beer each day. It even included scratch-off cards so they could mark their progress and get some fun motivation along the way.

Creating the 31-pack was one thing; ensuring it spread organically to the masses was another. A call to action drove beer lovers to JanuaryDryPack.com to claim their free 31-pack before the new year. And the packs themselves served as ready-to-drink media and influencer kits, creating an irresistible image to accompany the timely news hook.

Heineken’s list of influencers was carefully curated. Social listening efforts identified and targeted those participating in Dry January. In a pledge of solidarity with the sober curious, C-suite executives at Heineken even announced their intentions to go alcohol-free for the month to promote the effort. Inventory in key markets was out of stock in a matter of hours, with a few even finding their way to eBay. Meanwhile, all visitors to the site received product coupons to spur trial throughout the month.

**Results**
The effort generated 280 million earned impressions across media and social. Highlights included coverage from ABC News, NBC News, Forbes, Yahoo!, Thrillist, and Delish, with more than 200 stories. *Fast Company* even declared, “Heineken has won the Dry January sweepstakes with its boozeless advent calendar.” On social, Heineken 0.0 claimed more than 80 percent share of voice related to Dry January versus the non-alcoholic beer category.

More importantly, sales of Heineken 0.0 increased by 18 percent month-over-month in January and its performance helped lift sales of the entire Heineken portfolio by 4 percent during the December/January timeframe.
Summer by the Batch

DIAGEO

Category: Shopper Marketing or Retailer Specific Campaigns
Award: Gold
Brand: Diageo
Lead Agency: Arc Worldwide

Campaign Summary
Spirits company Diageo introduced an instant cocktail beverage to compete with the practicality of beer during the summer season.

Business Challenges and Campaign Objectives
As temperatures rise in the summer, so do sales of spirits and other adult beverages, making the season highly competitive. Beer sales see the biggest spike, with 40 percent of annual sales being made in the summer. Diageo, a London-based spirits company, struggled to compete with the beer industry during a season when the convenience of opening a can of beer is more appealing than mixing complicated cocktails. The spirits company wanted to create a ready-made cocktail that could compete with the practical nature of beer, increase total spirits sales, and secure incremental display/merchandising in at least 300 stores.

Insights and Strategy
Diageo targeted a growth segment it called “Simple Servers,” who are hosts who want to serve extraordinary drinks. Recognizing that 62 percent of adult beverage purchases are based on ease, many party hosts default to beer as the drink of choice. While beer is convenient, it lacks the wow factor that cocktails can provide, creating what Diageo referred to as the “Summer Complex”: the conflict between wanting easy but impressive adult beverages. In short, the company wanted to create a product and brand it as a cocktail that could “wow” without the work of mixing a complex cocktail.
**Concept/Big Idea**

Diageo introduced “Summer by the Batch,” designed to be party-sized, easy to mix, and serve more than 13 people. It developed more than 40 seasonally driven recipes with different spirit types, each inspired by summer flavors and ingredient trends.

Simple ingredients were used to appeal to Diageo’s Simple Server target, staying consistent with the theme of producing high-quality cocktails with little to no effort. The beverage provided consumers with an effortless experience while still delivering on the flavor and aesthetic cocktails are known for. Each batch used one full-sized spirit bottle and encouraged shoppers to personalize the ready-made cocktail with their own ingredients.

**Key Tactics**

Diageo researched its consumer base’s journey to develop a 360-degree activation plan that would challenge high-maintenance perceptions of cocktails and drive trade-up at key liquor and grocery channels. The company:

- Worked with retailers to include shoppable batch cocktail recipes on their sites and organically feature them on retailers’ social platforms and email blasts
- Partnered with Drizly, an alcohol delivery platform, to drive conversions
- Used geo-located digital media buys to deliver recipe ads to shoppers who preferred the in-store experience
- Brought batch solutions to stores, where endcaps, WOW displays, and case stackers drove conversions/trade-ups
- Secured displays with nine national and regional retail chains in over 1,000 stores

Lastly, to make sure spirits were served all summer long, Diageo used recipe-focused neck-hangers and take-ones, driving loyalty and repurchases. This multiband program was built as a national concept with customized elements available to retailers. Participating retailers included Walmart, Total Wine & More, ABC, AAFES, Safeway, Jewel-Osco, Fred Meyer, Fry’s, and Coborn’s. By featuring batch-sized cocktails in the right places, Diageo generated awareness for its new instant cocktail.

**Results**

The initiative surpassed expectation, proving shoppers were looking for a solution to the “Summer Complex.” As a result, the company saw an increase of more than 14 percent in total program sales lift vs. the summer of 2018. Some Diageo brands saw significant increases in sales lift, with Don Julio seeing an increase of 61 percent, Crown Royal increasing its sales by 56 percent, and Bulleit seeing a sales lift of 35 percent.
Wine + Cheez-It

Category: Small Budget Brand Activation Marketing Campaigns (Budget Less than $1,000,000)
Award: Gold
Brand: Kellogg’s
Lead Agency: Edelman

Campaign Summary
Kellogg’s Cheez-It drove attention and conversation for its base Cheez-It brand with a program focused on earned media built on the popularity of pairing wine and cheese. Cheez-It partnered with a boxed wine brand, creating an all-inclusive snack pack for adults.

Business Challenges and Campaign Objectives
Over the years, Cheez-It shifted its focus from supporting its base business and highlighting its “100 percent real cheese” claim to promoting innovation and new products. This strategy drove the overall business, but base performance of Cheez-It suffered.

Additionally, cheese snack competitors increased pressure with brands like Pepperidge Farms’ Goldfish, Annie’s Cheddar Bunnies, and Snyder’s of Hanover Wholey Cheese highlighting their real cheese claims, detracting from an equity that Cheez-It had been building for decades.

With this campaign, Cheez-It needed to accomplish three objectives:
- Accelerate base Cheez-It business to 5–6 percent growth from one year earlier
- Get people talking about Cheez-It
- Garner 239,000 earned media impressions
Insights and Strategy
The target audience for the campaign, “Bold Explorers,” seeks a break from “adulting” with the things they love. Cheez-It and lead agency Edelman researched the social media feeds of the family-focused Bold Explorers group, concluding that even in a new lifestage, modern parents were still looking to have fun. This demographic showed a desire for creativity and discovery with a focus on new sights, tastes, and experiences.

In attempting to associate Cheez-It with real cheese, Edelman and Cheez-It conducted search analyses to understand the most common pairings and learned that cheese and wine shared the same Google trend curve, indicating a relationship between the two products.

Additionally, the cultural rise of trends like “Rosé All Day” and “Wine Down Wednesday” proved that adults were looking to imbibe to take a break from the stresses of daily life. The strategy was simple: to co-opt the phrase “wine and cheese” and turn it into “wine and Cheez-It.”

Concept/Big Idea
The notion of the campaign was to get people talking about Cheez-It by creating the ultimate snack pack for grown-ups: Wine + Cheez-It. Earning attention from the Bold Explorer target audience meant leveraging the absurdity of the Cheez-It brand. While wine culture tends to take itself too seriously, boxed wine often embodies a less serious, more playful attitude, which made it a fitting complement to Cheez-It’s distinctive box design. This pairing gave rise to the Wine & Cheez-It box.

Cheez-It partnered with boxed wine brand House Wine to create the limited-edition wine and Cheez-It product. Edelman and Cheez-It worked with the head winemaker to determine the best match for the real cheese notes in the original Cheez-It flavor to deliver the perfect pairing. The custom all-in-one box was half Original Cheez-It and half Original Red Blend of House Wine. The dual-sided product was designed to be true to the aesthetic of both products with a holistic design.

Key Tactics
Cheez-It and Edelman presented the House Wine + Cheez-It box via a three-phased approach:

- **Create Anticipation:** Cheez-It and Edelman established an aggressive earned media strategy that spanned a wide range of verticals from lifestyle and consumer to food and business. Media in each of the targeted verticals were provided with exclusive content to craft their stories, pitched under embargo to ensure that their stories would be published concurrently. The embargo was lifted two days before “National Wine and Cheese Day,” resulting in a ground-swell of coverage.

- **Ignite Frenzy:** When the product became available on House Wine’s website, over 30,000 consumers eagerly waited to press the Buy button. The public relations push continued with coverage from top-tier outlets including USA Today, Food & Wine, Refinery29, and The Tonight Show with Jimmy Fallon. To reach and mobilize brand audiences, House Wine and Cheez-It posted across their social media channels.

- **Maximize Momentum:** Planning ahead for a sellout, Edelman and Cheez-It maximized momentum with a pairing guide specially crafted to encourage fans to pair Cheez-It with wine. This resulted in numerous memes and consumer-generated content. Hyper-targeted influencer outreach extended the presence and conversation.

Results
Cheez-It saw a 12.5 percent increase in dollar sales for the week of the program compared to one year prior. Retailers such as Walmart and Kroger called Cheez-It, asking to carry the custom box in-store. Cheez-It social conversation increased 35 percent, trending on Google and dominating searches for wine and cheese the week of launch. The House Wine + Cheez-It campaign generated 568 million impressions and over 320 media placements, including 10 syndications on Yahoo.com and six on MSN.com. Coverage in top-tier outlets included Delish, CNN, PEOPLE Magazine, Bustle, Food & Wine, Cosmopolitan, and the Skimm.
SpongeBob SquarePants x Kyrie Irving x Nike

Category: Sponsorship and Licensed Property Campaigns
Award: Gold
Brand: Nike
Lead Agency: Nickelodeon

Campaign Summary
In celebration of the 20th anniversary of the cartoon SpongeBob SquarePants, Nickelodeon created a unique product line in collaboration with Nike and SpongeBob super fan and NBA star Kyrie Irving. Together they created a Nike sneaker, apparel, and accessories collaboration for adults and kids. The product collaboration generated sales and boosted the overall brand and the SpongeBob consumer products business.

Business Challenges and Campaign Objectives
In celebration of the 20th anniversary of the cartoon SpongeBob SquarePants, Nickelodeon’s objective was to create a unique product line that would excite super fans of the cartoon. Its goal was to seek a product collaboration that would generate sales and benefit the overall brand and the SpongeBob consumer products business. SpongeBob super fan and NBA star Kyrie Irving partnered with Nike to create a Nike sneaker, apparel, and accessories collaboration for adults and kids. The merger of the three brands under one cohesive campaign faced the challenge of attracting and uniting very different audiences: SpongeBob fans, basketball fanatics, and sneakerheads. The partnership seemed unlikely, which made it critical for consumers to witness Irving’s authentic love of the SpongeBob show.

Insights and Strategy
Nike and Nickelodeon anticipated that their unique collaboration would generate massive interest and organic chatter. Their strategy was to leverage each brand’s vast fan base and those people’s curiosity. Both brands knew that social and press would drive the majority of conversation, and it was essential to create a strategic rollout plan that aligned messaging.
However, the SpongeBob sneaker leaked on social media from an unknown source, igniting conversation as early as May. This prompted Nike to adjust its cadence and release small bits of information to maintain momentum until August. It focused on developing powerful creative for social, digital, and influencer product seeding kits that captured the essence of the product and kept fans excited. Nike projected that its product would fly off the shelves on launch day, but it was important for both brands as well as for Irving to give core fanatics an opportunity to access the product early through on-the-ground experiences.

**Concept/Big Idea**
The product collaboration needed an equally impressive campaign that blended the innovation of Nike, the inspiration and athleticism of Irving, and the fun, optimistic personality of SpongeBob. A variety of still and video assets were strategically released via social and press to generate excitement and continue conversation over a three-month window. Nike leveraged Irving’s love for and deep knowledge of SpongeBob to develop unboxing videos that provided an in-depth look at the intricate details of the five sneakers. Through behind-the-scenes footage and stylized editing, fans saw Irving reminisce about watching the show growing up. The sneaker debuted on the court with Irving’s friend and WNBA star Tina Charles, which made a bold statement of inclusivity. The collection was for everyone. Key celebrities, athletes, and fans received a giant burger delivery straight from the Krusty Krab, the fast-food restaurant from the show, as Nike developed custom product packaging for influencer seeding that was intended to entice them to share on their own platforms. Nike targeted two core audiences, SpongeBob fans and basketball fanatics, by giving them first access to its product and special experiences.

**Key Tactics**
The campaign included a variety of tactics to unite the three unique audiences. After early speculation about the partnership, Nike acted quickly by sharing a teaser on social of Nike’s iconic logo but reimagined in SpongeBob’s easily recognizable art style. Charles then debuted the SpongeBob and Patrick styles on the court, generating anticipation. When Irving later posted the first official photos of all five sneakers, consumers responded on press and social. Momentum continued when videos were shared on Nike, Nickelodeon, and the Bleacher Report social and YouTube channels. Irving’s authentic passion for the show was exuded through his first in-depth look at each sneaker silhouette’s unique characteristics. To get more exposure, Nike also seeded its product in custom packaging to a range of fans, such as DJ Khaled and his son, Odell Beckham, Travis Scott, and Whoopi Goldberg. At San Diego Comic-Con, a limited number of sneakers were available for early access. Using the Nike SNRKS app, consumers searched for scannable triggers within the SpongeBob 20th anniversary activation for an augmented reality purchase experience. Nike’s annual NYvsNY basketball tournament was reimagined as a SpongeBob-themed “Kyrie Karnival,” and featured Irving’s basketball fanatics.

**Results**
At launch, all five of the sneakers sold out digitally in minutes and obtained an 86 percent average sell through in-store after just 24 hours. The campaign delivered more than one billion estimated impressions. The sneakers were also mentioned in Hypebeast’s Top 10 Sneakers of the Year.
Jeep Champion of Adventure at the Winter X Games

Category: Sports or Esports Marketing Campaigns
Award: Gold
Brand: Jeep
Lead Agency: Inspira Marketing Group

Campaign Summary
When it comes to action sports, fans live for adventure. That’s why Jeep returned as a sponsor of the 2019 X Games in Aspen, setting out to provide thrill-seeking event attendees with an integrated experience and the opportunity to see what Jeep’s vehicles are capable of. Jeep leveraged partnerships with notable names in action sports, such as ESPN, Rossignol, and X Games athletes. Through the brand experience itself, Jeep emphasized the aspirational qualities of the Wrangler while showing attendees how the vehicle fits into their adventure-seeking lifestyle. Combined with full-scale product demonstrations and test drives, Jeep created authentic connections with consumers and paved the beginning of the path to purchase.

Business Challenges and Campaign Objectives
For 15 years, Jeep had served as a presenting sponsor of the Winter X Games, but its on-site experience had become all too familiar to fans. Looking for change, Jeep sought to reinvent the experience and connect with the X Games fan who lives life with the adventurous spirit that the brand is so renowned for.

With this in mind, Jeep specifically wanted to maximize on-site demonstrations and generate purchase intent by celebrating the aspirational qualities of the Jeep Wrangler that resonate most with thrill-seeking X Games fans. The brand also wanted to focus on educating people about the features and capabilities of Jeep’s Wrangler vehicles in an authentic and exciting way.

To measure success, Jeep’s established goals were linked to number of registrants, vehicle demonstrations, and attendees. Specifically, Jeep sought to conduct at least 400 on-site vehicle demonstrations and host 1,600 film attendees.
Jeep Champion of Adventure at the Winter X Games

Insights and Strategy
During the planning process, Jeep utilized data from MRI-Simmons to build a mindset model for its target audience. Specifically, Jeep’s model was developed around key insights identified about its target, including that they value adventure-focused experiences, are social-media-savvy, and support brands they view as authentic.

Additionally, Jeep conducted extensive interviews with previous X Games attendees to determine areas of improvement throughout the course of the event and map “pros” and “cons” of each touchpoint. With these findings at its disposal, Jeep designed a brand activation that solved for the biggest pain points expressed by X Games attendees: cold temperatures and a lack of food.

Concept/Big Idea
The Rocky Mountains are a beautiful, dangerous gift to those seeking a rush of adrenaline — and are the perfect backdrop for extreme sports athletes and outdoor enthusiasts. For these event attendees, it’s not about just sitting back and watching, but about experiencing the mountain like a pro and seizing the next big thrill.

To cater to the audience at the 2019 Winter X Games, Jeep challenged downhill sports fans to elevate their adventure by putting them behind the wheel of a Wrangler as it embarked on an uphill, off-roading excursion through the extreme terrain of the West. Thanks to a geodesic projection dome and 4D multi-sensory, vehicle-led cinematography, attendees “drove” over desert hills and snowy mountains, taking in the sights, scents, and sounds of an authentic journey.

Key Tactics
The Jeep “Champion of Adventure” experience included an immersive sensory film that put drivers inside the Jeep Wrangler for an off-roading adventure. After the film, people got behind the wheel of real 2019 Jeep Wrangler models for live demonstrations. These vehicles also served as backdrops for exclusive meet-and-greet photo opportunities with X Games athletes.

To draw fans, Jeep served up branded waffles out of its Jeep cabin. Once inside, people entered to win Rossignol ski packages and were able to customize leather Jeep keychains with the GPS coordinates of their favorite adventure.

In partnership with the X Games and ESPN, fans were invited to view the inaugural Jeep Wrangler X Challenge on Buttermilk Mountain. The competition had X Games athletes switch gears and test their off-road driving skills on a course specifically designed to showcase the Wrangler’s capabilities in the face of any obstacle.

Content from the competition was shared on X Games social media channels. Additionally, Jeep invited press to an exclusive activation preview to view the film ahead of launch. Guests were treated to hot chocolate and fresh waffles and were given the opportunity to interview members of the Jeep brand team throughout the night.

Results
Overall, Jeep’s Champion of Adventure activation exceeded goals and expectations across the board. The experience saw 2,188 attendees, exceeding the original goal of 1,600 by 37 percent. In addition, the dome technology contributed to a notable dwell time, averaging eight minutes and 23 seconds.

On-site, brand ambassadors conducted 812 vehicle demos, doubling the brand’s initial goal of 400 and generating a surplus of sales leads. In comparison to the previous year, Jeep’s Champion of Adventure experience at the X Games saw a 1,149 percent increase in vehicle demonstrations and a 220 percent increase in leads.
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Michael Tilley, Mondelez International
Jennifer Tinker, Shoptology
Cindy Tomek, Arc Worldwide
Mark Toner, DrivR
Ron Toni, Picture Marketing, Inc.
Bryan Travis, Vanguard
Rolanda Tseo, Shoptalk Live, LLC
Paul Tsigrikes, The Content Council
Sonja Valenta, Guinness World Records
Luis Victoria, Imperial Oil / ExxonMobil
Karma Von Burg, Ricciardi Group
Josh von Scheiner, Story Worldwide
Paula Wang, Fashion Institute of Technology
Kathleen (Katie) Ward, Verizon
Jennie Weber, Best Buy
Matthew Weiner, Arc Worldwide
Erika Wendel, Bryant Park Corporation
Roxanne White, Oliver Agency / U-Studio
Danielle Wiley, Sway Group
Jeffrey Wilgus, Kohl’s
Jennifer Wilkins, Macy’s
Edward Willett, Topgolf
Brad Williams, Carmichael Lynch
Amy Winger, VMLY&R
James Wintraub, Cigna
Denise Wolffs, Citizens Bank
Michelle Wong, Sweat and Co.
Kim Yansen, Mondelez International
Brittney Young, Boys & Girls Club of America
Dianne Yurek, Medidata
Ashleigh Zysko, Mondelez International
Additional details:

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Have questions?
We are here ready to make your entry experience a smooth one — do not hesitate to contact us:

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