



# 2021 In-House Excellence Award Winners

## Best in Show

**"YouTube Originals presents The Game Theory \$1,000,000 Challenge for St. Jude, brought to you by State Farm®"**  
ALSAC / St. Jude Children's Research Hospital® and Theorist, Inc

## Best Collaborative Effort

### Category Grand Prize Winner

"YouTube Originals presents The Game Theory \$1,000,000 Challenge for St. Jude, brought to you by State Farm®,"  
ALSAC / St. Jude Children's Research Hospital® and Theorist, Inc

### Category Winner

"S. Pellegrino Presents: "Our Food, Our Stories" with Kristen Kish,"  
The Lab @ BlueTriton Brands (Formerly Nestlé Waters North America) and Ogilvy

### Category Winner

"Curbside Debit Card Delivery Launch,"  
TD Bank, America's Most Convenient Bank and TBWA\Chiat\Day NY

## Experiential (in-person and virtual)

### Category Grand Prize Winner

"Formica Corporation Specialty Collection Launch Party,"  
Formica Corporation

### Category Winner

"To Class and Back,"  
Highmark Health

### Category Winner

"Get Got by a Gran,"  
Lenovo

## Best Media Thinking

### Category Grand Prize Winner

"Get Got by a Gran,"  
Lenovo

### Category Winner

"Amazon Landing Pages in Google Ads,"  
HP

### Category Winner

"The Precise Formula: SkinCeuticals Consumer Centric Digital Makeover,"  
L'Oréal

## Integrated Campaign

### Category Grand Prize Winner

"KitchenAid® Dishwashers Keep Up With What You Cook Up,"  
Whirlpool Creative Studios (Whirlpool Corporation)

### Category Winner

"Do it right. Get back to life.,"  
Highmark Health

### Category Winner

"Maker's Mark Holiday Program,"  
Proof (Beam Suntory)

## Branded Content

### Category Grand Prize Winner

"Cantera 5v5' Original Docuseries & Feature Film,"  
PepsiCo Content Studio and All Rise Films

### Category Winner

"The Dorman Virtual Tour,"  
Dorman Products

### Category Winner

"Orangetheory At Home,"  
Orangetheory Fitness

## Internal Communications

### Category Grand Prize Winner

"'La Culpa' (The Guilt) Graphic Novel,"  
Wonderful Agency

### Category Winner

"Uncensored: Stories of Black Professionals at Deloitte,"  
Green Dot Agency (Deloitte)

### Category Winner

"Finding the Opportunity in Adversity: How We Built an Internal Communications Function in the Midst of Crises,"  
GeoBlue

## **Significant Results**

### **Category Grand Prize Winner**

“Boost Campaign,”  
Experian

### **Category Winner**

“KitchenAid® Dishwashers Keep Up With What You Cook Up,”  
Whirlpool Creative Studios (Whirlpool Corporation)

### **Category Winner**

“A Mother's Love,”  
Wonderful Agency

## **Social Media**

### **Category Grand Prize Winner**

“Sawing Identities,”  
ID8 (NortonLifeLock)

### **Category Winner**

“Mutt Madness Tournament: Social Media Bracket with Dogs,”  
Camp Bow Wow

### **Category Winner**

“Magic: The Gathering | Kaldheim Campaign,”  
Wizards of the Coast

## **Socially Responsible**

### **Category Grand Prize Winner**

“Project Hello/True Name,”  
Citibank and Publicis

### **Category Winner**

“Brewing Change,”  
draftLine

### **Category Winner**

“#BuyBlack Friday Show,”  
Facebook