



2022 REGGIE GALA PROGRAM

APRIL 12, 2022 | CARLSBAD, CALIF.



THE 39TH ANNUAL
REGGIE[®]
AWARDS
G A L A

CELEBRATING 39 YEARS OF MARKETING EXCELLENCE

Brand Activation is marketing that both builds a brand's image and drives a specific consumer behavior or action. Campaigns that touch consumers in innovative and results-driven ways, using experiential, promotion, relationship, commerce, influencer, and content marketing approaches are driving the industry. Our categories reflect those pillars of Brand Activation — and for most brands, those disciplines account for more than 50 percent of your marketing budget.

This year the competition was elevated to a higher standard of success that you will see among tonight's incredible winners. The most entered category was Content Marketing and we introduced 5 new categories including Customer Service & Relationship Management, Experiential Marketing (Virtual Events) and Gaming and Esports Marketing, all of which were very well represented throughout the competition.

Tonight's winners created campaigns that are truly REGGIE-worthy and recognized by the entire industry as excellence in Brand Activation for their strategic insights, strong execution, creative idea, excellent results, and ability to build the brand. Raise your glass to those who break new ground building their brands and driving their consumers to act!

Thank you for celebrating our 39th anniversary of the REGGIE Awards!

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LET'S CELEBRATE



REGGIE AWARDS SPONSOR



REGGIE PROGRAM PARTNERS



PRESENTING SPONSOR OF BRAND MASTERS CONFERENCE



BRAND MASTERS CONFERENCE SPONSOR / PARTNERS



THANK YOU SUPER REGGIE JUDGES:

Zipporah Allen
Chief Marketing Officer
Starva

Karla Davis
Vice President, Integrated
Marketing & Media
Ulta

Ben Grossman
Chief Strategy Officer,
Partner Agencies
Doner Partners Network

Fernando Herrera
Vice President of Marketing
Sun-Maid Growers
of California

Ivonne Kinser
Vice President, Marketing
and Innovation
(Head of Marketing)
Avocados from Mexico

Linda Lee
Chief Marketing Officer
Campbell's Meals
& Beverages

Tina Manikas
President
TracyLocke

DyShaun Muhammad
Chief Marketing Officer
Salad and Go

Jessica Robinson
Vice President, Brand
Northwestern Mutual

Franke Rodriguez
Partner / Chief Executive
Officer (NYC and Toronto)
Anomaly

Ian Trombetta
Sr. Vice President, Social
& Influencer Marketing
NFL

Harris Wilkinson
Chief Creative Officer
TMA



ANA.NET

2022 REGGIE AWARD FINALISTS

(in alphabetical order by program name)

AGE TARGETED MARKETING

<input type="checkbox"/>	#TEAMSTATEFARM FOOTBALL FIND	State Farm	Infinity Marketing Team
<input type="checkbox"/>	THE 65+ SKINCARE OPPORTUNITY	Johnson & Johnson	The Integer Group
<input type="checkbox"/>	ACE SOME DAY	Ace Hardware	O'Keefe Reinhard & Paul

BUSINESS-TO-BUSINESS CAMPAIGNS

<input type="checkbox"/>	GROWING BOLD WITH THE BIGGEST STAR IN COUNTRY MUSIC	Fendt Farm Equipment	Colle McVoy
<input type="checkbox"/>	HP DRAGONFLY	HP Inc.	Intercept
<input type="checkbox"/>	IT AFTER DARK	Eaton	Jack Morton

CHALLENGER BRAND MARKETING

<input type="checkbox"/>	ICONIC SUMMER MASHUP	Bar-S Foods	Heart & Soul Marketing
<input type="checkbox"/>	MINT VS. BIG WIRELESS	Mint Mobile	Maximum Effort
<input type="checkbox"/>	STIR THINGS UP	Campari America	TPN

CONTENT MARKETING

<input type="checkbox"/>	JACK DANIEL'S TENNESSEE FIRE PRESENTS DRAG QUEEN SUMMER GLAMP	Jack Daniel's	IW Group
<input type="checkbox"/>	JAMESON SPTO	Pernod Ricard USA	Weber Shandwick
<input type="checkbox"/>	THE LIL JIF PROJECT	The Smucker Company	PSOne

CREATIVITY & INNOVATION

<input type="checkbox"/>	BLESS YOUR F*ING COOCH	eos	Mischief @ No Fixed Address
<input type="checkbox"/>	SAVE IT, SEE IT	Anheuser-Busch/Michelob ULTRA	GUT
<input type="checkbox"/>	SNAP TO STEAL	Frito-Lay North America	Goodby Silverstein & Partners

CUSTOMER SERVICE & RELATIONSHIP MANAGEMENT

<input type="checkbox"/>	BEER RUN	ABINBEV	Wieden + Kennedy
<input type="checkbox"/>	EBAY SELLER MIGRATION TO MANAGED PAYMENTS	eBay, Inc.	RDB
<input type="checkbox"/>	THE NORTH FACE LAUNCHES XPLR PASS FOR EXPLORERS EVERYWHERE	The North Face	The North Face

DIGITAL, SOCIAL OR MOBILE MARKETING

<input type="checkbox"/>	BEAN SONG	Bush Brothers & Company	Carmichael Lynch
<input type="checkbox"/>	CANFESSIONAL	Kimberly-Clark	FCB Chicago
<input type="checkbox"/>	IT AFTER DARK	Eaton	Jack Morton

ENTERTAINMENT OR SPORTS MARKETING AND/OR SPONSORSHIP

<input type="checkbox"/>	ALLY: CHARLOTTE FC KIT REVEAL	Ally	MKTG
<input type="checkbox"/>	BUD LIGHT FREE AGENTS	Bud Light	draftLine
<input type="checkbox"/>	COUNT DOWN TO CRUNCHTIME	Frito-Lay North America	The Integer Group and D3

EXPERIENTIAL MARKETING (LIVE EVENTS OR INSTALLATIONS)

<input type="checkbox"/>	HAPPIER THAN EVER: THE DESTINATION	Spotify and Billie Eilish	IHEARTCOMIX
<input type="checkbox"/>	LIQUID BILLBOARD	adidas	Jack Morton and Havas Middle East
<input type="checkbox"/>	MOBILE BARBERSHOP BRINGS BROADWAY TO THE BOROUGHES	Thoughts of a Colored Man	AKA NYC

EXPERIENTIAL MARKETING (VIRTUAL EVENTS)

<input type="checkbox"/>	#TEAMSTATEFARM FOOTBALL FIND	State Farm	Infinity Marketing Team
<input type="checkbox"/>	ANHEUSER-BUSCH REVENTÓN DE VERANO	Anheuser-Busch	Anheuser-Busch
<input type="checkbox"/>	THE CROWN AWARDS (NATIONAL CROWN DAY)	Unilever	JOY Collective

GAMING OR ESPORTS MARKETING

<input type="checkbox"/>	FINTROPOLIS	Ally Financial	Mediacom and Blockworks
<input type="checkbox"/>	SWAROVSKI x HALO INFINITE	Swarovski and Microsoft Xbox	tripleclix
<input type="checkbox"/>	TROLLI x 20 YEARS OF XBOX	Ferrara Candy Company and Microsoft Xbox	tripleclix

HOLIDAY OR SEASONAL MARKETING

<input type="checkbox"/>	BUD LIGHT SELTZER SEASONAL STRATEGY	Bud Light	draftLine
<input type="checkbox"/>	HEINEKEN B.O.T.	Heineken USA	Fast Horse
<input type="checkbox"/>	THE RAISIN HOUSE	Sun-Maid	quench

PURPOSE, CAUSE OR CHARITY MARKETING

<input type="checkbox"/>	AD COUNCIL COVID-19 VACCINE EDUCATION INITIATIVE FOR THE BLACK COMMUNITY	The Ad Council	JOY Collective
<input type="checkbox"/>	THE CROWN AWARDS (NATIONAL CROWN DAY)	Unilever	JOY Collective
<input type="checkbox"/>	STELLA ARTOIS' YOUR TABLE IS READY	Anheuser-Busch	Mosaic North America

INFLUENCER MARKETING

<input type="checkbox"/>	CANFESSIONAL	Kimberly-Clark	FCB Chicago
<input type="checkbox"/>	CHEETOS DEJA TU HUELLA	Frito-Lay North America	Noun Agency
<input type="checkbox"/>	DORITOS® DISRUPTER SERIES	Frito-Lay	TMA

LOCAL, REGIONAL OR MARKET SPECIFIC MARKETING

<input type="checkbox"/>	AT&T "WIN LOCAL" GRASSROOTS CAMPAIGN	AT&T Mexico	The MRN Agency
<input type="checkbox"/>	FULL OF DETROIT SOUL	PepsiCo	TracyLocke
<input type="checkbox"/>	LIQUID BILLBOARD	adidas	Jack Morton and Havas Middle East

MULTICULTURAL OR LIFESTYLE SEGMENT MARKETING

<input type="checkbox"/>	AD COUNCIL COVID-19 VACCINE EDUCATION INITIATIVE FOR THE BLACK COMMUNITY	The Ad Council	JOY Collective
<input type="checkbox"/>	THE CROWN AWARDS (NATIONAL CROWN DAY)	Unilever	JOY Collective
<input type="checkbox"/>	JACK DANIEL'S TENNESSEE FIRE PRESENTS DRAG QUEEN SUMMER GLAMP	Jack Daniel's	IW Group

NATIONAL CONSUMER BRAND ACTIVATION

<input type="checkbox"/>	EVOLUTION RELOADED	Dove	Edelman
<input type="checkbox"/>	THE LIL JIF PROJECT	The Smucker Company	PSOne
<input type="checkbox"/>	SNAP TO STEAL	Frito-Lay North America	Goodby Silverstein & Partners

PARTNERSHIP MARKETING

<input type="checkbox"/>	BE IN A CLASS OF YOUR OWN	Mondelez International	Phoenix Creative
<input type="checkbox"/>	SARGENTO® AND MONDELEZ INTERNATIONAL® PARTNER TO LAUNCH BALANCED BREAKS CHEESE & CRACKERS	Sargento Foods, Inc.	Ogilvy Chicago
<input type="checkbox"/>	TINKER BOTTLE	Anheuser-Busch/Michelob ULTRA	Wieden + Kennedy

NEW PRODUCT OR SERVICE LAUNCH

<input type="checkbox"/>	BUBLY BUBLÉ DELIVERÉ	PepsiCo Beverages Canada	Motive
<input type="checkbox"/>	LIQUID BILLBOARD	adidas	Jack Morton and Havas Middle East
<input type="checkbox"/>	SPK MYSTERY AT CIRCLE K	Mondelez International	Phoenix Creative

PROMOTION MARKETING

<input type="checkbox"/>	HEINEKEN B.O.T.	Heineken USA	Fast Horse
<input type="checkbox"/>	MTN DEW MAJOR MELON SUPER BOWL PROMOTION	Mountain Dew	Marketing Resources, Inc.
<input type="checkbox"/>	TINKER BOTTLE	Anheuser-Busch/Michelob ULTRA	Wieden + Kennedy

REBRANDING, REPOSITIONING OR REINTRODUCING BRAND MARKETING

<input type="checkbox"/>	BRAND STORY "FOR YOU"	G6 Hospitality	Barkley
<input type="checkbox"/>	THE STORY OF FUNABLES	Ferrara Candy Company	Day One Agency and Mindshare
<input type="checkbox"/>	WE SPEAK LAUNDRY	Henkel, Inc.	The Mars Agency

SHOPPER MARKETING, RETAILER-SPECIFIC OR OMNICHANNEL MARKETING

<input type="checkbox"/>	CHOOSE A SPIRIT TO FIT YOUR LIFESTYLE	Diageo	Arc Worldwide
<input type="checkbox"/>	HEINZ ART OF THE BURGER	Kraft Heinz	TKH Publicis Shopper and Wieden + Kennedy
<input type="checkbox"/>	OREO POKÉMON ADVENTURE AT TARGET	Mondelez International	VMLY&R Commerce

SMALL BUDGET BRAND ACTIVATION MARKETING (BUDGET LESS THAN \$500,000)

<input type="checkbox"/>	LEGO BARCELONA FLAGSHIP OPENING	The LEGO Group	TracyLocke
<input type="checkbox"/>	THE RAISIN HOUSE	Sun-Maid	quench
<input type="checkbox"/>	TRAIL RUNNING MONTH: MAKE YOUR MILES WILD	Merrell	Supply + Demand

Thank you to all the REGGIE Award Judges who gave their time to choose our winners.