



# 2023 ANA IN-HOUSE EXCELLENCE AWARDS WINNERS

## BEST IN SHOW

Aflac: “The Park Bench”

Aflac

Agency: The XP Agency

## IN-HOUSE AGENCY OF THE YEAR

Citi Creative Services

Finalists: PepsiCo’s In-House Content Studio and Wink Creative

<i>Award Level</i>	<i>Campaign Name</i>	<i>Client</i>	<i>Agency</i>
<b>BEST COLLABORATIVE EFFORT</b>			
<b>CATEGORY GRAND PRIZE WINNER</b>	Aflac: “The Park Bench”	Aflac	The XP Agency
<b>CATEGORY WINNER</b>	Here for Women	Heart Haus at CVS Health	Saatchi & Saatchi
<b>CATEGORY WINNER</b>	Share More Joy Holiday Spot	PepsiCo’s In-House Content Studio	The Mill, RSA Films, Makers, Direct Focus, D3 – Frito-Lay In-House Agency
<b>BEST MEDIA PLAN</b>			
<b>CATEGORY GRAND PRIZE WINNER</b>	Coming Home – bubly Celebrates the LGBTQ+ Community’s Safe Spaces	PepsiCo	
<b>CATEGORY WINNER</b>	T-Mobile Coverage Beyond	T-Mobile	Initiative
<b>CATEGORY WINNER</b>	Urban Decay: Trying on a New Way to Market	L’Oréal	



**BRANDED CONTENT**

<b>CATEGORY GRAND PRIZE WINNER</b>	Rising Voices	Indeed
<b>CATEGORY WINNER</b>	Cat Trial 13: Goodnight, Goodnight, Construction Site	Ironworks Caterpillar
<b>CATEGORY WINNER</b>	Quitters	Truth Initiative

**BUSINESS-TO-BUSINESS MARKETING**

<b>CATEGORY GRAND PRIZE WINNER</b>	Cisco Secure the Enterprise Campaign	The Hatch	BETC
<b>CATEGORY WINNER</b>	Renewable Natural Gas	Content Engine	
<b>CATEGORY WINNER</b>	This Is Why	Heart Haus at CVS Health	

**EXPERIENTIAL (IN-PERSON AND VIRTUAL)**

<b>CATEGORY GRAND PRIZE WINNER</b>	The Real Housewives of Lay's x BRAVOCON: The Greatest Crossover Ever	D3 – Frito-Lay In-House Agency
<b>CATEGORY WINNER</b>	The Smart Factory @ Wichita Opening Summit	Deloitte Green Dot Agency
<b>CATEGORY WINNER</b>	This! Is How Live Commerce is Driving Business Growth for The Fresh Market	The Fresh Market, Inc.

**INTEGRATED CAMPAIGN**

<b>CATEGORY GRAND PRIZE WINNER</b>	Same Is Boring	Merrell
<b>CATEGORY WINNER</b>	Guess Less, Sell More	Intuit Mailchimp
<b>CATEGORY WINNER</b>	Soccer v Football	D3 – Frito-Lay In-House Agency

**INTERNAL COMMUNICATIONS**

<b>CATEGORY GRAND PRIZE WINNER</b>	Meeting Manners	Heart Haus at CVS Health
<b>CATEGORY WINNER</b>	2022 Culture Campaign	Nationwide Marketing, Content & Delivery Enterprise Team
<b>CATEGORY WINNER</b>	Creative Works and the Culture Rundowns	PepsiCo's In-House Content Studio

**OUT OF HOME**

<b>CATEGORY GRAND PRIZE WINNER</b>	Swoop: Gas Gag	Propel (Swoop)	OLIVER
<b>CATEGORY WINNER</b>	American Express Contactless Payment Transit Campaign	American Express	
<b>CATEGORY WINNER</b>	Mailchimp Boston Activation	Intuit Mailchimp	

**SIGNIFICANT RESULTS**

<b>CATEGORY GRAND PRIZE WINNER</b>	Leave No One Out This Holiday	Wonderful Agency
<b>CATEGORY WINNER</b>	Pilk and Cookies: A “Dirty Soda” Twist on a Holiday Tradition	PepsiCo’s In-House Content Studio
<b>CATEGORY WINNER</b>	siggj’s: less sets you free	Live & Active Culture

**SOCIAL MEDIA**

<b>CATEGORY GRAND PRIZE WINNER</b>	Cheetos Reaper	D3 – Frito-Lay In-House Agency
<b>CATEGORY WINNER</b>	Feed Your Dreams with Lainey Wilson	Kalmbach Feeds Marketing Team
<b>CATEGORY WINNER</b>	Pilk and Cookies: A “Dirty Soda” Twist on a Holiday Tradition	PepsiCo’s In-House Content Studio

**SOCIALLY RESPONSIBLE**

<b>CATEGORY GRAND PRIZE WINNER</b>	Rising Voices	Indeed
<b>CATEGORY WINNER</b>	Michaela Jaé Rodriguez Campaign	Citi
<b>CATEGORY WINNER</b>	Quitters	Truth Initiative

**IN-HOUSE GEM AWARD**

<b>CATEGORY GRAND PRIZE WINNER</b>	Feed Your Dreams with Lainey Wilson	Kalmbach Feeds Marketing Team	
<b>CATEGORY WINNER</b>	Advocate Aurora Health: Women’s History Month	Advocate Aurora Health	
<b>CATEGORY WINNER</b>	Energy Everywhere: Renewable Natural Gas	Chevron	
<b>CATEGORY WINNER</b>	Here for Women	Heart Haus at CVS Health	Saatchi & Saatchi

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