



# 2025 ANA IN-HOUSE EXCELLENCE AWARDS WINNERS

## BEST IN SHOW

Love the Racks  
WoW Studios

## IN-HOUSE AGENCY OF THE YEAR

Best Buy  
Finalists: Keurig Dr Pepper and  
The Kitchen North America

## IN-HOUSE LEADER OF THE YEAR

Tom Evans, The Kitchen North America

<i>Award Level</i>	<i>Campaign Name</i>	<i>Client</i>	<i>Agency</i>
<b>BEST COLLABORATIVE EFFORT</b>			
CATEGORY GRAND PRIZE WINNER	All Stars	Molson Coors	Leo Burnett
CATEGORY WINNER	Ally Financial Gives Back with Banksgiving	Ally Financial	Anomaly
CATEGORY WINNER	Stelo by Dexcom Product Launch	Dexcom Creative Services	Cinco
<b>BEST USE OF AI</b>			
CATEGORY GRAND PRIZE WINNER	The Mucus Matcher	Reckitt	
CATEGORY WINNER	MemorEase	Propel	
CATEGORY WINNER	Breyers	Unilever	



**BRANDED CONTENT (ALL TEAMS)**

<b>CATEGORY GRAND PRIZE WINNER</b>	Basketball 2.0	DoorDash
<b>CATEGORY WINNER</b>	Love the Racks	WoW Studios
<b>CATEGORY WINNER</b>	Ore-Ida x Napoleon Dynamite: Tot-Protecting Pants	The Kitchen North America

**BRANDED CONTENT (SMALL TEAMS)**

<b>CATEGORY GRAND PRIZE WINNER</b>	Seat Sale	Propel
<b>CATEGORY WINNER</b>	Cayman Jack Legendary Artists Influencer Program	Green Street Studios at Mark Anthony Brands
<b>CATEGORY WINNER</b>	Money Unscripted Podcast	Fidelity Investments

**BUSINESS-TO-BUSINESS MARKETING**

<b>CATEGORY GRAND PRIZE WINNER</b>	Molson Coors Distributor Convention	Molson Coors
<b>CATEGORY WINNER</b>	CareCredit's "Care for Care Providers" LinkedIn Campaign	Goldmind, Synchrony's In-House Agency
<b>CATEGORY WINNER</b>	Global Metals, Mining & Critical Minerals Conference Web App	BMO Financial Group

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

<b>CATEGORY GRAND PRIZE WINNER</b>	Mucus Disappearus	Reckitt
<b>CATEGORY WINNER</b>	BNY Pershing INSITE 2024	BNY
<b>CATEGORY WINNER</b>	Pro for a Day	Molson Coors

**IN-HOUSE GEM® AWARD**

<b>CATEGORY GRAND PRIZE WINNER</b>	She Leads the World	CARE
<b>CATEGORY WINNER</b>	Money On	Fidelity Investments
<b>CATEGORY WINNER</b>	Pros Know	Hilti

**INTEGRATED CAMPAIGN (ALL TEAMS)**

<b>CATEGORY GRAND PRIZE WINNER</b>	Mott's Real Apples	Keurig Dr Pepper
<b>CATEGORY WINNER</b>	7UP Be Optimistic	Keurig Dr Pepper
<b>CATEGORY WINNER</b>	Bai Wonderwater	Keurig Dr Pepper

**INTEGRATED CAMPAIGN (SMALL TEAMS)**

<b>CATEGORY GRAND PRIZE WINNER</b>	Punk Bunny x 7-Eleven	7-Eleven n-HOUSE	
<b>CATEGORY WINNER</b>	2024 Pride Campaign	Ally Creative Services	
<b>CATEGORY WINNER</b>	Pie Lovers Unite, The Repeat	The Pulse	Fast Horse

**INTERNAL COMMUNICATIONS (ALL TEAMS)**

<b>CATEGORY GRAND PRIZE WINNER</b>	DE&I 2024	Shell's Creative Solutions: Film Team
<b>CATEGORY WINNER</b>	Brand Refresh Internal Rollout	Blue Cross and Blue Shield of North Carolina
<b>CATEGORY WINNER</b>	Delta Benefits Unpacked: a CCP Education Series	OnBrand

**INTERNAL COMMUNICATIONS (SMALL TEAMS)**

<b>CATEGORY GRAND PRIZE WINNER</b>	Alex's Lemonade Stand Chef Event & Apparel	ALDI
<b>CATEGORY WINNER</b>	Behind Our Smiles	Delta Dental
<b>CATEGORY WINNER</b>	Deloitte Today: Personalized Internal News, On the Go	Deloitte Services LP

**MEDIA EXCELLENCE AWARD**

<b>CATEGORY GRAND PRIZE WINNER</b>	Quilted Northern "Keep It Quilted" with Quilted Queens	Georgia-Pacific	OMD
<b>CATEGORY WINNER</b>	CareCredit: More Than a Credit Card	Synchrony	
<b>CATEGORY WINNER</b>	Developing an Innovative Always-On Boosting Strategy to Grow Starry	PepsiCo Digital Activation Team	

**OUT OF HOME**

<b>CATEGORY GRAND PRIZE WINNER</b>	7UP Be Optimistic	Keurig Dr Pepper
<b>CATEGORY WINNER</b>	Tap to Ride	Brand Creative Group at Discover
<b>CATEGORY WINNER</b>	Your Team Loves Canva	Canva

**REBRAND/NEW PRODUCT LAUNCH (ALL TEAMS)**

<b>CATEGORY GRAND PRIZE WINNER</b>	Love the Racks	WoW Studios
<b>CATEGORY WINNER</b>	Best Buy. Imagine That.	Best Buy
<b>CATEGORY WINNER</b>	Make-A-Wish Wishmakers Wanted Campaign	Make-A-Wish America

**REBRAND/NEW PRODUCT LAUNCH (SMALL TEAMS)**

<b>CATEGORY GRAND PRIZE WINNER</b>	Frost Brand Refresh	Frost Creative Studio	McGarrah Jesse
<b>CATEGORY WINNER</b>	Fumble	The Cooler at Experian	
<b>CATEGORY WINNER</b>	Hidden	The Cooler at Experian	

**SIGNIFICANT RESULTS**

<b>CATEGORY GRAND PRIZE WINNER</b>	Love the Racks	WoW Studios
<b>CATEGORY WINNER</b>	LinkedIn Knows How	LinkedIn Brand, Creative & Affairs
<b>CATEGORY WINNER</b>	Mott's Real Apples	Keurig Dr Pepper

**SOCIAL MEDIA (ALL TEAMS)**

<b>CATEGORY GRAND PRIZE WINNER</b>	Fan Coach	DoorDash
<b>CATEGORY WINNER</b>	Care Profiles	WoW Studios
<b>CATEGORY WINNER</b>	MiO Streaming Energy	The Kitchen North America

**SOCIAL MEDIA (SMALL TEAMS)**

<b>CATEGORY GRAND PRIZE WINNER</b>	E RAID	Raid
<b>CATEGORY WINNER</b>	Mike's Hard Days Rewards Merch Store & Social Giveaway	Green Street Studios at Mark Anthony Brands
<b>CATEGORY WINNER</b>	Seat Sale	Propel

**SOCIALLY RESPONSIBLE (ALL TEAMS)**

<b>CATEGORY GRAND PRIZE WINNER</b>	Indeed's Rising Voices	Indeed
<b>CATEGORY WINNER</b>	Más: Building Brighter Futures with the Latino Community	Fidelity Investments
<b>CATEGORY WINNER</b>	The Power of Wishes	Wonderful Agency

**SOCIALLY RESPONSIBLE (SMALL TEAMS)**

<b>CATEGORY GRAND PRIZE WINNER</b>	Words to Quit By	Truth Initiative
<b>CATEGORY WINNER</b>	No Kid Hungry Activation Campaign	Citi In-House Agency
<b>CATEGORY WINNER</b>	Paralympic Pins Collection	Citi In-House Agency

**Special thanks to our 2025 ANA In-House Excellence Awards program partners:**



**MUSICBED  
FILMSUPPLY**





# 2024 ANA IN-HOUSE EXCELLENCE AWARDS WINNERS

## BEST IN SHOW

**Bayer Consumer Health - Claritin Diversitree**  
Bayer Consumer Health  
Agency: Energy BBDO

## IN-HOUSE AGENCY OF THE YEAR

**The Kitchen North America**  
Finalists: D3, Frito-Lay In-House Agency and  
Volt, A Molson Coors Studio

## IN-HOUSE LEADER OF THE YEAR

**Maeve Dohogne, Edward Jones Brand + Agency**

<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>	R8 – “The Last Lap”	Audi of America	Tilt Creative + Production
<b>CATEGORY WINNER</b>	Grilled Cheese + Tomato Souplings	The Kitchen North America	
<b>CATEGORY WINNER</b>	Molson Coors: The High Stakes Beer Ad	Volt, A Molson Coors Studio	Droga5
<b>BIG IDEA</b>			
<b>CATEGORY GRAND PRIZE WINNER</b>	Unretirement	D3, Frito-Lay In-House Agency	
<b>CATEGORY WINNER</b>	Parquet Pivot: G.O.A.T. Dawn Staley Helps Aflac Close Gaps in Women’s Sports	Aflac	
<b>CATEGORY WINNER</b>	Resolutions	Northwell Health	StrawberryFrog



**BRANDED CONTENT (LARGE BUDGET)**

<b>CATEGORY GRAND PRIZE WINNER</b>	The Met Replica	Verizon Creative Marketing	Unit9
<b>CATEGORY WINNER</b>	Mucus Mania	Reckitt	
<b>CATEGORY WINNER</b>	Pie Lovers Unite	The Pulse, Schwan's Company	Fast Horse

**BRANDED CONTENT (SMALL BUDGET)**

<b>CATEGORY GRAND PRIZE WINNER</b>	#FindTheKetchupBoatGuy	The Kitchen North America	
<b>CATEGORY WINNER</b>	MiO Energy: Crash Coverage	The Kitchen North America	
<b>CATEGORY WINNER</b>	Run on Heinz	The Kitchen North America	

**BUSINESS-TO-BUSINESS MARKETING**

<b>CATEGORY GRAND PRIZE WINNER</b>	Talent Insights Report/ The Renaissance of Teamwork	Aquent	
<b>CATEGORY WINNER</b>	Molson Coors Distributor Convention 2023 ("MCDC")	Volt, A Molson Coors Studio	
<b>CATEGORY WINNER</b>	The Ripple Effect: Stories of Lasting Purpose and Impact	Deloitte LLP	

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

<b>CATEGORY GRAND PRIZE WINNER</b>	The Met Replica	Verizon Creative Marketing	Unit9
<b>CATEGORY WINNER</b>	Kitchen Couture by KitchenAid	WoW Studios	
<b>CATEGORY WINNER</b>	Protecting Where Your Food Comes From	Organic Valley	

**INTEGRATED CAMPAIGN (LARGE BUDGET)**

<b>CATEGORY GRAND PRIZE WINNER</b>	Pie Lovers Unite	The Pulse, Schwan's Company	Fast Horse
<b>CATEGORY WINNER</b>	Barbie the Movie Marketing Campaign	Barbie and Dolls Marketing Communications	
<b>CATEGORY WINNER</b>	"How's It Going?" PSA Campaign	Tonic by Highmark Health	

**INTEGRATED CAMPAIGN (SMALL BUDGET)**

<b>CATEGORY GRAND PRIZE WINNER</b>	Thanks, Dick	Rise Dispensary	OLIVER Agency
<b>CATEGORY WINNER</b>	7-Eleven X Pac-Man	7-Eleven	
<b>CATEGORY WINNER</b>	Crispy Mode	The Pulse, Schwan's Company	Fast Horse

## INTERNAL COMMUNICATIONS

<b>CATEGORY GRAND PRIZE WINNER</b>	LOL Office: Cybersecurity Videos	Land O'Lakes, Inc.	
<b>CATEGORY WINNER</b>	Caterpillar Careers Storytelling Campaign	IRONWORKS – Caterpillar	Andrew Yoder Creative
<b>CATEGORY WINNER</b>	Helping With Heart	Heart Haus at CVS Health	

## OUT OF HOME

<b>CATEGORY GRAND PRIZE WINNER</b>	Protecting Where Your Food Comes From	Organic Valley	
<b>CATEGORY WINNER</b>	New York Advertising Week	Canva Creative Team	
<b>CATEGORY WINNER</b>	Search Moist	The Kitchen North America	

## REBRAND/NEW PRODUCT LAUNCH

<b>CATEGORY GRAND PRIZE WINNER</b>	A New Day for Trading at Schwab	C2 (Creative Center)	
<b>CATEGORY WINNER</b>	BNY Mellon Rebrand	BNY Mellon	VSA Partners
<b>CATEGORY WINNER</b>	Introducing Pepsi's New Logo and Visual Identity to a Global Audience	PepsiCo's In-House Content Studio	

## SIGNIFICANT RESULTS

<b>CATEGORY GRAND PRIZE WINNER</b>	PopCorners: Break Into Something Good	D3, Frito-Lay In-House Agency	
<b>CATEGORY WINNER</b>	Pie Lovers Unite	The Pulse, Schwan's Company	Fast Horse
<b>CATEGORY WINNER</b>	The Met Replica	Verizon Creative Marketing	Unit9

## SOCIAL MEDIA

<b>CATEGORY GRAND PRIZE WINNER</b>	#FindTheKetchupBoatGuy	The Kitchen North America	
<b>CATEGORY WINNER</b>	15 Minutes of Flavor	The Kitchen North America	
<b>CATEGORY WINNER</b>	MiO Energy: Crash Coverage	The Kitchen North America	

## SOCIALLY RESPONSIBLE

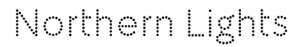
<b>CATEGORY GRAND PRIZE WINNER</b>	Bayer Consumer Health – Claritin Diversitree	Bayer Consumer Health	Energy BBDO
<b>CATEGORY WINNER</b>	#WomenKnowHow	CARE USA	
<b>CATEGORY WINNER</b>	"How's It Going?" PSA Campaign	Tonic by Highmark Health	

Award Level	Campaign Name	Client	Agency
<b>IN-HOUSE GEM AWARD</b>			
CATEGORY GRAND PRIZE WINNER	#WomenKnowHow	CARE USA	
CATEGORY WINNER	Army-Navy Game Campaign	USAA	
CATEGORY WINNER	Frito-Lay: Taste of Greatness	D3, Frito-Lay In-House Agency	
CATEGORY WINNER	Parquet Pivot: G.O.A.T. Dawn Staley Helps Aflac Close Gaps in Women's Sports	Aflac	

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**Special thanks to our 2024 ANA In-House Excellence Awards program partners:**





# 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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# 2022 In-House Excellence Award Winners

## Best in Show

*"One Step Closer™ COVID-19 Vaccination Campaign"*  
CVS Health / Heart Haus

## In-House Agency of the Year

**In-House Agency of the Year Winner**  
Volt Studio, Molson Coors In-house Agency

**In-House Agency of the Year Finalist**  
The Content Studio at PepsiCo Beverages North America

**In-House Agency of the Year Finalist**  
Upwork

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## Best Collaborative Effort

### Category Grand Prize Winner

*"Better with Pepsi"*  
The Content Studio at PepsiCo Beverages North America

### Category Winner

*"Play Never Ends"*  
Logitech, Inc

### Category Winner

*"The Perfect Fit Campaign"*  
Upwork

## Best Media Plan

### Category Grand Prize Winner

*"Maybelline New York: Defining our Brows and Streaming Success"*  
L'Oreal

### Category Winner

*"Leveraging a Shift in Audio Consumption Behavior to Drive Product Sample Sell-Out"*  
PepsiCo Beverages North America

### Category Winner

*"How T-Mobile Exceeded Expectations with Its 5G Home Internet Launch"*  
T-Mobile

## Branded Content

### Category Grand Prize Winner

*"Frito-Lay 'Twas the Night Before Super Bowl"*  
Frito-Lay

### Category Winner

*"SPLASH BLAST TIKTOK CAMPAIGN & #THESPLASHDANCE CHALLENGE"*  
BlueTriton Brands

### Category Winner

*"The Unofficial Official Beer of Cobra Kai"*  
Volt Studio, Molson Coors In-house Agency

## Business to Business Marketing

### Category Grand Prize Winner

*"HP Notebooks. Work Better."*  
HP Inc.

### Category Winner

*"Wake & Make"*  
Upwork

### Category Winner

*"The Perfect Fit Campaign"*  
Upwork

## Experiential (in-person and virtual)

### Category Grand Prize Winner

*"Smoothest Grill"*

Volt Studio, Molson Coors In-house Agency

### Category Winner

*"This Beach is a Coupon"*

Propel (Swoop) & OLIVER

### Category Winner

*"Kinetic Sand x Dan Lam"*

Spin Master and L&C NYC

## Internal Communications

### Category Grand Prize Winner

*"Podcast"*

Valley Bank

### Category Winner

*"Chevron Intranet Website Redesign"*

Chevron Corporation

### Category Winner

*"Move On What Matters"*

Deloitte

## Significant Results

### Category Grand Prize Winner

*"One Step Closer™ COVID-19 Vaccination Campaign"*

CVS Health / Heart Haus

### Category Winner

*"Barefoot Cellars and OREO Thins"*

E & J Gallo Winery

### Category Winner

*"Tabitha Brown Sunshine Seasoning"*

McCormick & Co

## Socially Responsible

### Category Grand Prize Winner

*"LIFEWTR Life Unseen"*

The Content Studio at PepsiCo Beverages North America

### Category Winner

*"Pepsi - SWAC Conference Sponsorship"*

The Content Studio at PepsiCo Beverages North America

### Category Winner

*"Bai Boost Good Energy Bot"*

Bai

Liquid Sunshine, Keurig Dr Pepper

## Integrated Campaign

### Category Grand Prize Winner

*"One Step Closer™ COVID-19 Vaccination Campaign"*

CVS Health / Heart Haus

### Category Winner

*"Inspiration4 Campaign"*

ALSAC / St. Jude Children's Research Hospital®

### Category Winner

*"Brand Design Refresh"*

Merrell

## Out of Home

### Category Grand Prize Winner

*"This Beach is a Coupon"*

Propel (Swoop) & OLIVER

### Category Winner

*"Citibike No Kid Hungry Fall OOH Activation"*

Citibank

### Category Winner

*"Fewer Stitches"*

Highmark Health

## Social Media

### Category Grand Prize Winner

*"LIFEWTR Life Unseen"*

The Content Studio at PepsiCo Beverages North America

### Category Winner

*"Tweetstorm"*

The Original Donut Shop

Liquid Sunshine, Keurig Dr Pepper

### Category Winner

*"What Would You Do for Gen X"*

U-Studio (Klondike) & OLIVER



# 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

## **Socially Responsible**

### **Category Grand Prize Winner**

“Project Hello/True Name,”  
Citibank and Publicis

### **Category Winner**

“Brewing Change,”  
draftLine

### **Category Winner**

“#BuyBlack Friday Show,”  
Facebook

## **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 I Kaldheim Campaign,”  
Wizards of the Coast