



2025 REGGIE AWARD WINNERS

Super REGGIE

“The First Edible Mascot”
Kellanova, Pop-Tarts
Weber Shandwick

Award Level *Campaign Name* *Client* *Agency*

ARTIFICIAL INTELLIGENCE – CREATIVE USE OF AI

GOLD	Magnum Pleasure Express: Beyond Worlds	Unilever	Jack Morton Worldwide, Golin Singapore
SILVER	Cerveza Victoria “El Legado Vive”	Constellation Brands	Upshot
BRONZE	GuacAlmole	Avocados From Mexico	270B

BUSINESS-TO-BUSINESS MARKETING

GOLD	POWER TO MOVE YOUR BUSINESS	Qualcomm	Transmission
SILVER	“Not Just the Facts” 360 campaign	FactSet	VSA Partners, Thinking Machine
BRONZE	The Power of Q	National Association for Healthcare Quality	Internal Marketing and Creative Services

CONTENT MARKETING

GOLD	The Ram Summer of Twists	Ram Trucks	Doner
SILVER	Toyota GRIP Campaign	Toyota Motors North America Inc.	Intertrend Communications
BRONZE	A Savings Bucket to Honor You	Ally Financial	Relevant+, Inc.

CREATIVITY & INNOVATION

GOLD	Cosmetic Criminals	e.l.f. Cosmetics	Movers+Shakers
SILVER	Airheads Underwater Vending Machine	Perfetti Van Melle – Airheads	Highdive
BRONZE	OREO Menu at Kroger	Mondelēz International Inc.	VML



Award Level Campaign Name Client Agency

DATA-DRIVEN AND PERSONALIZED MARKETING

GOLD	Kleenex: Data-Driven Personalization for Cold & Flu and Allergy Seasons	Kimberly-Clark	Publicis
SILVER	Toyota Connect	Toyota Canada	JAM CRM
BRONZE	Member Wellness Journey	Anthem	The Well

DIGITAL, SOCIAL OR MOBILE MARKETING

GOLD	Selfie Control	Jackson Hole Travel & Tourism Board	Colle McVoy
SILVER	Nature Made® Pickleball Activation	Nature Made®	Leo Burnett
BRONZE	State Farm Gamerhood: Neo City	State Farm Insurance	Infinity Marketing Team

DISRUPTOR BRAND MARKETING

GOLD	Better when it's BONKERS	Rhodes Pet Science	ZURU Edge, Pablo
SILVER	Paris Jackson 2024 Grammys Stunt	Cover FX	AS Beauty Group
BRONZE	"Big. Dwayne. Energy."	ZOA Energy	Haygarth U.S.

ENTERTAINMENT MARKETING

GOLD	Raise Your Banners	HBO, Empire State Realty Trust	Giant Spoon
SILVER	Airbnb Icons	Airbnb	Weber Shandwick, VERB
BRONZE	The Replacer	Activision I Call of Duty	72andSunny

EXPERIENTIAL MARKETING (LIVE OR VIRTUAL EVENTS OR INSTALLATIONS)

GOLD	Raise Your Banners	HBO, Empire State Realty Trust	Giant Spoon
SILVER	Airbnb Icons	Airbnb	Weber Shandwick, VERB
BRONZE	Ford's Michigan Central OPEN	Ford Motor Company	CIVIC

HOLIDAY OR SEASONAL MARKETING

GOLD	Jameson St. Patrick's Eve	Pernod Ricard	Publicis Collective
SILVER	April Fools! 7-Eleven Big Bite Hot Dog Sparkling Water Makes a Splash	7-Eleven, Inc.	United Entertainment Group & Edelman
BRONZE	Mayotivations	Hellmann's (Unilever)	VML

IMMERSIVE MARKETING: GAMING, ESPORTS, AND EXTENDED REALITY

GOLD	Jake's Jingle Quest	State Farm Insurance	Infinity Marketing Team
SILVER	White Claw Fest	Mark Anthony Brands	Haygarth U.S.
BRONZE	State Farm Gamerhood: Neo City	State Farm Insurance	Infinity Marketing Team

Award Level Campaign Name Client Agency

INFLUENCER MARKETING

GOLD	Surviving A Quiet Place: Day One	Paramount Pictures	QYOU Media
SILVER	Hickey Magic	Cover FX	AS Beauty Group
BRONZE	Made with Lenovo Yoga	Lenovo	SuperHeroes

LIFESTAGE MARKETING

GOLD	Second First Kiss	eos Products	Mischief @ No Fixed Address
SILVER	A Savings Bucket to Honor You	Ally Financial	Relevant+, Inc.
BRONZE	Made with Lenovo Yoga	Lenovo	SuperHeroes

LOCAL, REGIONAL OR MARKET SPECIFIC MARKETING

GOLD	Ford's Michigan Central OPEN	Ford Motor Company	CIVIC
SILVER	Real Is Back	California Milk Processor Board	GALLEGOS United
BRONZE	76 Renewable Diesel Diner	76	VML

MULTICULTURAL MARKETING

GOLD	A Savings Bucket to Honor You	Ally Financial	Relevant+, Inc.
SILVER	House of Drag: House of the Dragon Season 2 Premiere Event	Max	RQ Agency
BRONZE	Toyota GRIP Campaign	Toyota Motors North America Inc.	Intertrend Communications

NATIONAL CONSUMER BRAND ACTIVATION MARKETING

GOLD	"Let's Run There" with Jeremy Renner	Brooks Running	M Booth, Venture Production Group
SILVER	The Ram Summer of Twists	Ram Trucks	Doner
BRONZE	"Big. Dwayne. Energy."	ZOA Energy	Haygarth U.S.

NEW PRODUCT OR SERVICE LAUNCH

GOLD	Airbnb Icons	Airbnb	Weber Shandwick, VERB
SILVER	SHAQ-A-LICIOUS XL Gummies National Launch	The Hershey Company	TPN Commerce
BRONZE	Norton Genie: Sorry, scammers. Genie's here.	Norton	Edelman, ID8

PARTNERSHIP MARKETING

GOLD	The Ram Summer of Twists	Ram Trucks	Doner
SILVER	Cadillac x SURGEON at the US Open: Electrify Your Sole	Cadillac	Jack Morton
BRONZE	State Farm Gamerhood: Neo City	State Farm Insurance	Infinity Marketing Team

PURPOSE, CAUSE, OR NON-PROFIT MARKETING

GOLD	Light Up the Lawn. Light Up a Life.	Nationwide Children's Hospital	Hart Inc.
SILVER	CROWN LOVE	Dove	The House of JOY
BRONZE	The Lesbian Bar Project: FLINTA	Jägermeister	Lesbian Bar Project LLC

RELATIONSHIP MARKETING (CRM, LOYALTY, RETENTION)

GOLD	AARP Rewards: Making Total Wellness Rewarding	AARP	Merkle
SILVER	Toyota Connect	Toyota Canada	JAM CRM
BRONZE	State Farm Bobblehead YOU! Tour	State Farm Insurance	Infinity Marketing Team

RETAIL MEDIA NETWORKS

GOLD	Your Style Made Simple	Unilever	Arc Worldwide
SILVER	Kimberly-Clark Orchestrated Excellence: Driving Sales and Share with Integrated Retail and Brand Campaigns	Kimberly-Clark	Publicis, The Trade Desk
BRONZE	Walgreens x Unilever Pick Me Ups	Unilever	Arc Worldwide

SHOPPER MARKETING, RETAILER-SPECIFIC, OR OMNICHANNEL MARKETING

GOLD	SHAQ-A-LICIOUS XL Gummies Launch at Walmart	The Hershey Company	TPN Commerce
SILVER	Walgreens x Unilever Pick Me Ups	Unilever	Arc Worldwide
BRONZE	Your Style Made Simple	Unilever	Arc Worldwide

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

GOLD	SpineScreen	Akron Children's	Marcus Thomas LLC
SILVER	76 Renewable Diesel Diner	76	VML
BRONZE	L.L.Bean Anniversary Pop-up during NY Fashion Week	L.L.Bean	Factory360

SPECIAL: INDUSTRY SPOTLIGHT - FOOD AND BEVERAGE

GOLD	Coke Studio Roller Ring	The Coca-Cola Company	Live Nation Entertainment
SILVER	SNICKERS® Rookie Mistake – Super Bowl	Mars Wrigley	Mars United Commerce
BRONZE	Dollar General Read with RITZ Literacy Program	Mondelēz International	Phoenix Creative Co.

SPECIAL: INDUSTRY SPOTLIGHT - HEALTHCARE

GOLD	MIEBO Ohh Yeah	Bausch + Lomb	Patients & Purpose, Wavemaker
SILVER	Quality Care Changes Lives	Piedmont Healthcare	Ideas United
BRONZE	Corewell Health Children's Brand Launch	Corewell Health Children's	Baas Creative

SPECIAL: INDUSTRY SPOTLIGHT - PHARMACEUTICAL

GOLD	Your Milk Can Be More	Zoetis	Bader Rutter
SILVER	Tackling Viking's Disease with John Elway	Endo, Inc.	EvolveMKD
BRONZE	You Can't Miss This	Thermo Fisher Scientific	Park & Battery

SPECIAL: INDUSTRY SPOTLIGHT - TECHNOLOGY

GOLD	The Intel AI Experience	Intel	Outform
SILVER	Iron Mountain InSight® DXP Global Launch	Iron Mountain	Transmission
BRONZE	Out of Control	LifeLock	ID8

SPORTS MARKETING

GOLD	The First Edible Mascot	Kellanova, Pop-Tarts	Weber Shandwick
SILVER	Purina Club	Purina	Momentum Worldwide
BRONZE	Mayotivations	Hellmann's (Unilever)	VML

SUSTAINABILITY MARKETING

GOLD	76 Renewable Diesel Diner	76	VML
SILVER	Don't Rebuy. Just Refill	Kiehl's Since 1851 (L'Oréal)	Marcel
BRONZE	Michelin Sustainability Summit	Michelin North America	EP+Co, Jackson Marketing, Motorsports & Events

USPS GOLD MAILBOX AWARD

GOLD	Summer Renewal – Tiffany Circle Match	Canadian Red Cross	Innovairre Communications
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ANA SEEHER GEM AWARDS

GOLD	Women Who Master & The Human Component presented by Logitech	Logitech	Passion Point Collective
SILVER	Dollar General Read with RITZ Literacy Program	Mondelēz International	Phoenix Creative Co.
BRONZE	Dove – Untold Beauty Year 3	Unilever	Arc Worldwide



2024 REGGIE AWARD WINNERS

Super REGGIE
Twiggy Full Circle
Client: eBay
Agency: EssenceMediacom

Award Level *Campaign Name* *Client* *Agency*

2024 SPOTLIGHT CATEGORY: HEALTH, FITNESS, AND WELLNESS

GOLD	NYE Low E Campaign	Planet Fitness	Barkley
SILVER	I'm Just the Flu	Sanofi Co-Client: Walgreens Advertising Group	McCann Health New York
BRONZE	This is Quitting with Emily Mazza	Truth Initiative	

AGE-TARGETED MARKETING

GOLD	Dare to Be Truly You	Unilever	Arc Worldwide
SILVER	Invis Is Drama Free	Invisalign	Digitas
BRONZE	Gamerhood Challenge 2023	State Farm	Infinity Marketing Team

AI — CREATIVE USE OF ARTIFICIAL INTELLIGENCE

GOLD	Smoothie King: A Summer Fling To The X-Treme	Smoothie King	Barkley
SILVER	A.I.RHEADS SCAREFEST	Perfetti Van Melle / Airheads	Highdive
BRONZE	DraftKings Beats the Odds	DraftKings	Chalice Custom Algorithms



Award Level Campaign Name Client Agency

BUSINESS-TO-BUSINESS MARKETING

GOLD	Lenovo Evolve Small	Lenovo	Zeno Group
SILVER	Tales from The Next Frontier	Eaton	Jack Morton
BRONZE	One Task at a Time	FedEx Office	Tracy-Locke

CHALLENGER BRAND MARKETING

GOLD	Pepsi Colachup: Doggone Disruptive	PepsiCo Beverages North America	Tracy-Locke Co-Agency: Acceleration Community of Companies (ACC) Co-Agency
SILVER	Smoothie King: Brand Refresh	Smoothie King	Barkley
BRONZE	eos Skin So Soft	eos Products	Mischief @ No Fixed Address

CONTENT MARKETING

GOLD	Gamerhood Challenge 2023	State Farm	Infinity Marketing Team
SILVER	High School Summer Pass	Planet Fitness	Barkley
BRONZE	Tales from The Next Frontier	Eaton	Jack Morton

CREATIVITY AND INNOVATION

GOLD	Jackpot Jingle: Reinventing Radio to Attract a Younger Audience	The Ohio Lottery Commission	Marcus Thomas
SILVER	"The Big Game Came To Us!"	State Farm	Infinity Marketing Team
BRONZE	French's Mustard Skittles	McCormick & Company	Fitzco

CUSTOMER ENGAGEMENT MARKETING (CRM, LOYALTY, RETENTION)

GOLD	Bobblehead YOU! Tour	State Farm	Infinity Marketing Team
SILVER	Well Played Campaign	PENN Entertainment	Prophet
BRONZE	How BMO Reduced Attrition, Increased Revenue, and Helped Customers Make Real Financial Progress.	Bank of Montreal	JAM Direct

DIGITAL, SOCIAL, OR MOBILE MARKETING

GOLD	Target Lucky's Charmology	General Mills	VML
SILVER	"The Big Game Came To Us!"	State Farm	Infinity Marketing Team
BRONZE	DoubleTree x Cookie Monster	Hilton	Fitzco

Award Level Campaign Name Client Agency

ENTERTAINMENT MARKETING

GOLD	PopCorners: Break Into Something Good	PopCorners – PepsiCo Foods North America	D3
SILVER	Netflix FYSEE Experience	Netflix	Sparks
BRONZE	“The Big Game Came To Us!”	State Farm	Infinity Marketing Team

EXPERIENTIAL MARKETING (LIVE OR VIRTUAL EVENTS OR INSTALLATIONS)

GOLD	Met Gala Debut	eBay	EssenceMediacom
SILVER	Merge Mansion Unlocked	Metacore	Jack Morton Co-Agency: Reaktor Creative
BRONZE	H-E-B Not Your Knorr-dinary Drive-Thru	Unilever	Arc Worldwide Co-Agency: TH Experiential

GAMING OR ESPORTS MARKETING

GOLD	Ultimate Road Trips	Shell	EssenceMediacom
SILVER	Gamerhood Challenge 2023	State Farm	Infinity Marketing Team
BRONZE	Xbox & PepsiCo Power of Three	Microsoft Xbox Co-Client: PepsiCo	Tripleclix

HOLIDAY OR SEASONAL MARKETING

GOLD	Walmart Ugly Sundaes	Unilever	Arc Worldwide
SILVER	Pie Lovers Unite	Edwards	Fast Horse
BRONZE	Jameson’s SPTO (St. Patrick’s Time Off) Desk Decoy	Pernod Ricard USA	Weber Shandwick Co-Agency: United Entertainment

INFLUENCER MARKETING

GOLD	Pie Lovers Unite	Edwards	Fast Horse
SILVER	Forever 21 x Bunny’s Bae Bar	Forever 21	Live Nation Entertainment Co-Agency: Rolling Loud Productions
BRONZE	DoubleTree x Cookie Monster	Hilton	Fitzco

LOCAL, REGIONAL, OR MARKET-SPECIFIC MARKETING

GOLD	H-E-B Not Your Knorr-dinary Drive-Thru	Unilever	Arc Worldwide Co-Agency: TH Experiential
SILVER	The Magnum Classic Remix Arcade	Unilever Singapore	Jack Morton
BRONZE	Bobblehead YOU! Tour	State Farm	Infinity Marketing Team

MULTICULTURAL OR LIFESTYLE SEGMENT MARKETING

GOLD	ParkinSex	American Parkinson Disease Association	Havas Health Plus
SILVER	#BlackHairIsProfessional: Dove & LinkedIn	Dove	Edelman
BRONZE	Cricket Day at the Park	Toronto Blue Jays	Ethnicity Matters

NATIONAL CONSUMER BRAND ACTIVATION MARKETING

GOLD	Lysol Air Sanitizer "Air-Aoke"	Reckitt	McCann
SILVER	Grimace's Birthday	McDonald's	Wieden+Kennedy New York
BRONZE	"The Big Game Came To Us!"	State Farm	Infinity Marketing Team

NEW PRODUCT OR SERVICE LAUNCH

GOLD	The Jersey Debate	Northstar New Jersey Lottery Group	PureRed
SILVER	Lysol Air Sanitizer "Air-Aoke"	Reckitt	McCann
BRONZE	Grimace's Birthday	McDonald's	Wieden+Kennedy New York

PARTNERSHIP MARKETING

GOLD	Twiggy Full Circle	eBay	EssenceMediacom
SILVER	Gamerhood Challenge 2023	State Farm	Infinity Marketing Team
BRONZE	Untold Beauty	Unilever	Arc Worldwide

PROMOTION MARKETING

GOLD	Anytime Anytime Big Game Sweepstakes	Anytime Fitness	Mischief @ No Fixed Address
SILVER	Bobblehead YOU! Tour	State Farm	Infinity Marketing Team
BRONZE	Blaze Pizza Summer Send-Off Campaign	Blaze Pizza	Response Labs

PURPOSE, CAUSE, OR CHARITY MARKETING

GOLD	Cost of Beauty	Dove	Edelman
SILVER	Twiggy Full Circle	eBay	EssenceMediacom
BRONZE	ParkinSex	American Parkinson Disease Association	Havas Health Plus

REBRANDING, REPOSITIONING, OR REINTRODUCING BRAND MARKETING

GOLD	Baked the Right Way	Bimbo Bakeries USA	DDB Chicago
SILVER	Smoothie King: Brand Refresh	Smoothie King	Barkley
BRONZE	Soft and Strong. Simple.	Angel Soft	Grey NY

Award Level Campaign Name Client Agency

RETAIL MEDIA NETWORKS

GOLD	I'm Just the Flu	Sanofi Co Client: Walgreens Advertising Group	McCann Health New York
SILVER	Untold Beauty	Unilever	Arc Worldwide
BRONZE	Jimmy Dean/Walmart "Shine Your Way"	Tyson Foods	IN Connected Marketing

SHOPPER, COMMERCE, RETAILER-SPECIFIC, OR OMNICHANNEL MARKETING

GOLD	Walmart Ugly Sundaes	Unilever	Arc Worldwide
SILVER	Dare to Be Truly You	Unilever	Arc Worldwide
BRONZE	Better Sleep for Better Days	Procter & Gamble	Saatchi & Saatchi X

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

GOLD	Pepsi Colachup: Doggone Disruptive	PepsiCo Beverages North America	Tracy-Locke Co-Agency: Acceleration Community of Companies (ACC)
SILVER	eos Lotion Lock	eos Products	Mischief @ No Fixed Address
BRONZE	Target Lucky's Charmology	General Mills	VML

SPORTS MARKETING

GOLD	"The Big Game Came To Us!"	State Farm	Infinity Marketing Team
SILVER	Run With It	NFL	72andSunny
BRONZE	Cricket Day at the Park	Toronto Blue Jays	Ethnicity Matters

XR — EXTENDED REALTY AND BEYOND

GOLD	OMEN by HP at Anime Expo 2023	OMEN by HP	Infinity Marketing Team
SILVER	Creep to a New Beat	General Mills	VML
BRONZE	Warrior S3 – Interactive AR Mural Experience	Max	Cashmere

GEM® AWARD

GOLD	Untold Beauty	Unilever	Arc Worldwide
SILVER	Forever 21 x Bunny's Bae Bar	Forever 21	Live Nation Entertainment Co-Agency: Rolling Loud Productions
BRONZE	Run with It	NFL	72andSunny

Special thanks to our 2024 REGGIE Awards presenting sponsor:





2023 REGGIE AWARD WINNERS

Super REGGIE

Liquid Death Live Music Sustainability Platform
Client: Liquid Death Mountain Water
Agency: Live Nation Media & Sponsorships

Award Level *Campaign Name* *Client* *Agency*

AGE-TARGETED MARKETING

GOLD	Dr. Rick	Progressive Insurance	Arnold Worldwide
SILVER	Smoothness When You Need It Most	eos Products	Mischief @ No Fixed Address
BRONZE	Unilever Kroger Scents of Confidence	Unilever	Arc Worldwide

BUSINESS-TO-BUSINESS MARKETING

GOLD	Give the People What They Want	SurveyMonkey	PMG
SILVER	Into The Breach	Microsoft Canada	Intercept
BRONZE	I.T. Squad	Dell Technologies	MediaCom

CHALLENGER BRAND MARKETING

GOLD	The Iconic Summer Mashup 2.0	Bar-S Foods	Heart & Soul Marketing
SILVER	Gopuff Live: Be Right There	Gopuff	Live Nation Media & Sponsorship
BRONZE	Ally x Women's Sports: Watch the Game, Change the Game	Ally	MKTG Sports & Entertainment



<i>Award Level</i>	<i>Campaign Name</i>	<i>Client</i>	<i>Agency</i>
CONTENT MARKETING			
GOLD	The Milestone Initiative: Harnessing the Power of Representation in Comics	Ally	MediaCom
SILVER	HP REGEN at Coachella	HP, Inc.	Infinity Marketing Team and Media.Monks
BRONZE	McEnroe vs. McEnroe	Michelob Ultra	FCB
CREATIVITY & INNOVATION			
GOLD	Touch Card	Mastercard	McCann New York
SILVER	Ally x Women's Sports: Watch the Game, Change the Game	Ally	MKTG Sports & Entertainment
BRONZE	French's Mustard Donut	McCormick & Company	Fitzco and Sunshine Sachs Morgan Lylis
DIGITAL, SOCIAL OR MOBILE MARKETING			
GOLD	The Magnum Pleasure Auction	Magnum (Unilever Singapore)	Jack Morton and Golin Singapore
SILVER	Michelob Guy	Michelob Ultra	Wieden + Kennedy
BRONZE	From Chaos to Confidence	Whirlpool	Digitas
ENTERTAINMENT OR SPORTS MARKETING AND/OR SPONSORSHIP			
GOLD	McEnroe vs. McEnroe	Michelob Ultra	FCB
SILVER	Ally x Women's Sports: Watch the Game, Change the Game	Ally	MKTG Sports & Entertainment
BRONZE	Mayo Tackles Food Waste	Unilever	Wunderman Thompson
EXPERIENTIAL MARKETING (LIVE EVENTS OR INSTALLATIONS)			
GOLD	McEnroe vs. McEnroe	Michelob Ultra	FCB
SILVER	Liquid Death Live Music Sustainability Platform	Liquid Death Mountain Water	Live Nation Media & Sponsorships
BRONZE	The World's Stinkiest Sock	Reckitt	McCann
EXPERIENTIAL MARKETING (VIRTUAL EVENTS)			
GOLD	Absolut.Land	Pernod Ricard USA	United Entertainment Group
SILVER	Kay: #EveryKiss NYE Hijack	Kay Jewelers	MediaCom
BRONZE	This Is How Live Commerce is Driving Business Growth for The Fresh Market	The Fresh Market, Inc.	N/A

<i>Award Level</i>	<i>Campaign Name</i>	<i>Client</i>	<i>Agency</i>
GAMING OR ESPORTS MARKETING			
GOLD	Xbox + OPI Spring Collection	Microsoft Xbox	tripleclix and Wella Company
SILVER	The State Farm Gamerhood Challenge	State Farm	Infinity Marketing Team
BRONZE	Build for Better	Kellogg's	Haygarth, a division of Tracy-Locke
HOLIDAY OR SEASONAL MARKETING			
GOLD	Ski For All	Motel 6	Barkley
SILVER	Pilk and Cookies – A “Dirty Soda” Twist on a Holiday Tradition	PepsiCo	PepsiCo's In-House Content Studio
BRONZE	French's Mustard Donut	McCormick & Company	Fitzco and Sunshine Sachs Morgan Lylis
INFLUENCER MARKETING			
GOLD	All Parents Can Relate	Sony Interactive Entertainment	MOCEAN
SILVER	The State Farm Gamerhood Challenge	State Farm	Infinity Marketing Team
BRONZE	Shaving Skincare for Anyone & Anywhere	eos Products	Collab and Mischief @ No Fixed Address
LOCAL, REGIONAL OR MARKET SPECIFIC MARKETING			
GOLD	The Living Portrait of NYC	Citizens Bank	Ogilvy
SILVER	Expect Something More from AAA	The Auto Club Group	Digitas
BRONZE	H-E-B Texas Barber Bracket	Unilever	Arc Worldwide and Publicis Hawkeye
LOYALTY, REWARDS OR RETENTION MARKETING			
GOLD	Live Music Runs On Dunkin'	Dunkin' Brands	Live Nation Media & Sponsorships
SILVER	The Fresh Market Launches The Ultimate Loyalty Experience	The Fresh Market	N/A
BRONZE	IHOP's First-Ever Loyalty Program, the International Bank of Pancakes	IHOP, Dine Brands	DeVries Global
METAVEVERSE MARKETING & BEYOND			
GOLD	McEnroe vs. McEnroe	Michelob Ultra	FCB
SILVER	Absolut.Land	Pernod Ricard USA	United Entertainment Group
BRONZE	Walmart Land	Walmart	Publicis NY

MULTICULTURAL OR LIFESTYLE SEGMENT MARKETING

GOLD	Dove 'As Early As Five' – The CROWN Act Campaign	Dove	Edelman
SILVER	CLIF CORPS Athlete Coalition	Clif Bar & Company	Edible, Inc. and Empire Green
BRONZE	Hershey's Celebrate SHE at Walmart	The Hershey Company	TPN

NATIONAL CONSUMER BRAND ACTIVATION MARKETING

GOLD	More Less	Merrell	Lafayette American
SILVER	Dr. Rick	Progressive Insurance	Arnold Worldwide
BRONZE	#DetoxYourFeed	Dove	Edelman

NEW PRODUCT OR SERVICE LAUNCH

GOLD	Touch Card	Mastercard	McCann New York
SILVER	The Magnum Pleasure Auction	Magnum (Unilever Singapore)	Jack Morton and Golin Singapore
BRONZE	SOUR PATCH KIDS Fruit Fight at Circle K	Mondelēz International	Phoenix Creative Co.

PARTNERSHIP MARKETING

GOLD	Liquid Death Live Music Sustainability Platform	Liquid Death Mountain Water	Live Nation Media & Sponsorships
SILVER	Xbox + OPI Spring Collection	Microsoft Xbox	tripleclix and Wella Company
BRONZE	#SEEHERGREATNESS	Buick	Jack Morton and Leo Burnett

PROMOTION MARKETING

GOLD	Hershey – Master Your Movie Night	The Hershey Company	TPN
SILVER	Corona Cincogram: Sparking Celebrations While Spiking Sales	Constellation Brands	Upshot
BRONZE	Make The Trade	MilkPEP (Milk Processor Education Program)	The Mars Agency

PURPOSE, CAUSE OR CHARITY MARKETING

GOLD	Lt. Governor's Fund for the Fabulous	Ponysaurus Brewing	Baldwin&
SILVER	Doesn't Kill to Ask	Northwell Health	StrawberryFrog
BRONZE	Dove 'As Early As Five' – The CROWN Act Campaign	Dove	Edelman

Award Level *Campaign Name* *Client* *Agency*

REBRANDING, REPOSITIONING OR REINTRODUCING BRAND MARKETING

GOLD	TUMS Love Food Back	Haleon	Grey
SILVER	RAGÚ Cook Like A Mother	Mizkan	Digitas
BRONZE	Godiva Is Chocolate	Godiva	Tracy-Locke

SHOPPER MARKETING, RETAILER-SPECIFIC OR OMNICHANNEL MARKETING

GOLD	Unilever Kroger Scents of Confidence	Unilever	Arc Worldwide
SILVER	Walgreens Untold Beauty	Unilever	Arc Worldwide
BRONZE	France Isn't So Far Away	La Madeleine	Tracy-Locke

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

GOLD	Rest in Peace, Choco Taco	Klondike (Unilever)	Edelman
SILVER	Fryday to Friday	Checkers and Rally's	Fitzco
BRONZE	Michelob Guy	Michelob Ultra	Wieden + Kennedy

TRAVEL & TOURISM MARKETING — 2023 SPOTLIGHT CATEGORY

GOLD	Ski For All	Motel 6	Barkley
SILVER	Guest How You Guest – IHG Hotels & Resorts	IHG Hotels & Resorts	Grey
BRONZE	On the Line	COTA	Hunter Marketing

GEM AWARD

GOLD	CLIF CORPS Athlete Coalition	Clif Bar & Company	Edible, Inc. and Empire Green
SILVER	More Less	Merrell	Lafayette American
BRONZE	Walgreens Untold Beauty	Unilever	Arc Worldwide

**Special thanks to our 2023 REGGIE Awards
presenting sponsor:**





2022 REGGIE AWARD WINNERS

Super REGGIE

Bless Your F*ing Cooch
Client: eos
Agency: Mischief @ No Fixed Address

Award Level Campaign Name Client Agency

AGE-TARGETED MARKETING

GOLD	The 65+ Skincare Opportunity	Johnson & Johnson	The Integer Group
SILVER	Ace Some Day	Ace Hardware	O’Keefe Reinhard & Paul
BRONZE	#TeamStateFarm Football Find	State Farm	Infinity Marketing Team

BUSINESS-TO-BUSINESS MARKETING

GOLD	Growing Bold with the Biggest Star in Country Music	Fendt Farm Equipment	Colle McVoy
SILVER	IT After Dark	Eaton	Jack Morton
BRONZE	HP Dragonfly	HP Inc.	Intercept

CHALLENGER BRAND MARKETING

GOLD	Mint vs. Big Wireless	Mint Mobile	Maximum Effort
SILVER	Iconic Summer Mashup	Bar-S Foods	Heart & Soul Marketing
BRONZE	Stir Things Up	Campari America	TPN

CONTENT MARKETING

GOLD	The Lil Jif Project	The Smucker Company	PSOne
SILVER	Jameson SPTO	Pernod Ricard USA	Weber Shandwick
BRONZE	Jack Daniel’s Tennessee Fire presents Drag Queen Summer Glamp	Jack Daniel’s	IW Group



Award Level Campaign Name Client Agency

CREATIVITY & INNOVATION

GOLD	Bless Your F*ing Cooch	eos	Mischief @ No Fixed Address
SILVER	Snap to Steal	Frito-Lay North America	Goodby Silverstein & Partners
BRONZE	Save It, See It	Anheuser-Busch/Michelob ULTRA	GUT

CUSTOMER SERVICE & RELATIONSHIP MANAGEMENT

GOLD	Beer Run	ABINBEV	Wieden + Kennedy
SILVER	The North Face Launches XPLR Pass for Explorers Everywhere	The North Face	The North Face
BRONZE	eBay Seller Migration to Managed Payments	eBay, Inc.	RDB

DIGITAL, SOCIAL OR MOBILE MARKETING

GOLD	IT After Dark	Eaton	Jack Morton
SILVER	Bean Song	Bush Brothers & Company	Carmichael Lynch
BRONZE	Confessional	Kimberly-Clark	FCB Chicago

ENTERTAINMENT OR SPORTS MARKETING AND/OR SPONSORSHIP

GOLD	Count Down to Crunchtime	Frito-Lay North America	The Integer Group and D3
SILVER	Ally: Charlotte FC Kit Reveal	Ally	MKTG
BRONZE	Bud Light Free Agents	Bud Light	draftLine

EXPERIENTIAL MARKETING (LIVE EVENTS OR INSTALLATIONS)

GOLD	Mobile Barbershop Brings Broadway to the Boroughs	Thoughts of a Colored Man	AKA NYC
SILVER	Happier Than Ever: The Destination	Spotify and Billie Eilish	IHEARTCOMIX
BRONZE	Liquid Billboard	adidas	Jack Morton and Havas Middle East

EXPERIENTIAL MARKETING (VIRTUAL EVENTS)

GOLD	#TeamStateFarm Football Find	State Farm	Infinity Marketing Team
SILVER	The CROWN Awards (National CROWN Day)	Unilever	JOY Collective
BRONZE	Anheuser-Busch Reventón De Verano	Anheuser-Busch	Anheuser-Busch

GAMING OR ESPORTS MARKETING

GOLD	Swarovski x Halo Infinite	Swarovski and Microsoft Xbox	tripleclix
SILVER	Trolli x 20 Years of Xbox	Ferrara Candy Company and Microsoft Xbox	tripleclix
BRONZE	Fintropolis	Ally Financial	Mediacom and Blockworks

<i>Award Level</i>	<i>Campaign Name</i>	<i>Client</i>	<i>Agency</i>
HOLIDAY OR SEASONAL MARKETING			
GOLD	The Raisin House	Sun-Maid	quench
SILVER	Heineken B.O.T	Heineken USA	Fast Horse
BRONZE	Bud Light Seltzer Seasonal Strategy	Bud Light	draftLine
INFLUENCER MARKETING			
GOLD	Confessional	Kimberly-Clark	FCB Chicago
SILVER	Doritos® Disruptor Series	Frito-Lay	TMA
BRONZE	Cheetos Deja tu Huella	Frito-Lay North America	Noun Agency
LOCAL, REGIONAL OR MARKET SPECIFIC MARKETING			
GOLD	Liquid Billboard	adidas	Jack Morton and Havas Middle East
SILVER	Full of Detroit Soul	PepsiCo	TracyLocke
BRONZE	AT&T “Win Local” Grassroots Campaign	AT&T Mexico	The MRN Agency
MULTICULTURAL OR LIFESTYLE SEGMENT MARKETING			
GOLD	Ad Council COVID-19 Vaccine Education Initiative for the Black Community	The Ad Council	JOY Collective
SILVER	The CROWN Awards (National CROWN Day)	Unilever	JOY Collective
BRONZE	Jack Daniel’s Tennessee Fire presents Drag Queen Summer Glamp	Jack Daniel’s	IW Group
NATIONAL CONSUMER BRAND ACTIVATION			
GOLD	The Lil Jif Project	The Smucker Company	PSOne
SILVER	Evolution Reloaded	Dove	Edelman
BRONZE	Snap to Steal	Frito-Lay North America	Goodby Silverstein & Partners
NEW PRODUCT OR SERVICE LAUNCH			
GOLD	bubly bublé deliveré	PepsiCo Beverages Canada	Motive
SILVER	Liquid Billboard	adidas	Jack Morton and Havas Middle East
BRONZE	SPK Mystery at Circle K	Mondelēz International	Phoenix Creative
PARTNERSHIP MARKETING			
GOLD	Tinker Bottle	Anheuser-Busch/Michelob ULTRA	Wieden + Kennedy
SILVER	Be In a Class Of Your Own	Mondelēz International	Phoenix Creative
BRONZE	Sargento® and Mondelēz International® Partner to Launch Balanced Breaks® Cheese & Crackers	Sargento Foods, Inc.	Ogilvy Chicago

<i>Award Level</i>	<i>Campaign Name</i>	<i>Client</i>	<i>Agency</i>
PROMOTION MARKETING			
GOLD	Tinker Bottle	Anheuser-Busch/Michelob ULTRA	Wieden + Kennedy
SILVER	Heineken B.O.T	Heineken USA	Fast Horse
BRONZE	Mtn Dew Major Melon Super Bowl Promotion	Mountain Dew	Marketing Resources, Inc.
PURPOSE, CAUSE OR CHARITY MARKETING			
GOLD	The CROWN Awards (National CROWN Day)	Unilever	JOY Collective
SILVER	Ad Council COVID-19 Vaccine Education Initiative for the Black Community	The Ad Council	JOY Collective
BRONZE	Stella Artois' Your Table is Ready	Anheuser-Busch	Mosaic North America
REBRANDING, REPOSITIONING OR REINTRODUCING BRAND MARKETING			
GOLD	Brand Story "For You"	G6 Hospitality	Barkley
SILVER	The Story of Funables	Ferrara Candy Company	Day One Agency and Mindshare
BRONZE	We Speak Laundry	Henkel, Inc.	The Mars Agency
SHOPPER MARKETING, RETAILER-SPECIFIC OR OMNICHANNEL MARKETING			
GOLD	Heinz Art of the Burger	Kraft Heinz	TKH Publicis Shopper and Wieden + Kennedy
SILVER	Choose a Spirit to Fit Your Lifestyle	Diageo	Arc Worldwide
BRONZE	OREO Pokémon Adventure at Target	Mondelēz International	VMLY&R Commerce
SMALL BUDGET BRAND ACTIVATION MARKETING (BUDGET LESS THAN \$500,000)			
GOLD	The Raisin House	Sun-Maid	quench
SILVER	Trail Running Month: Make Your Miles Wild	Merrell	Supply + Demand and Words From The Woods
BRONZE	LEGO Barcelona Flagship Opening	The LEGO Group	TracyLocke

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THE 38TH ANNUAL
REGGIE®
AWARDS

2021 REGGIE AWARD WINNERS

Super REGGIE

“The Uncensored Library”

Reporters Without Borders Germany & MediaMonks and DDB Germany

Age-Targeted Marketing

Gold Winner

“Simmons Snoozzapalooza,” Serta Simmons Bedding & Burns Group

Silver Winner

“Go RVing Honeymoon InteRVention,”
Go RVing & FCB Chicago and FCBX

Bronze Winner

“The First-Ever TikTok Reality Show: Eyes. Lips. Famous.”
e.l.f. Cosmetics & Movers+Shakers

Business-to-Business Marketing

Gold Winner

“Return to School Safely,” School Specialty

Silver Winner

“Dell Small Business Podference,”
Dell Technologies & MediaCom Creative Systems

Bronze Winner

“Cat Trial 10: PAC-MAN,” Caterpillar Inc.

Challenger Brand Marketing

Gold Winner

“Announcemint,” Mint Mobile & Maximum Effort

Silver Winner

“American Standard Flushes 2020,”
American Standard & Empower and BML

Bronze Winner

“TD Thanks You,” TD Bank & Diamond Integrated Marketing

Content Marketing

Gold Winner

“The CROWN Act,” Dove (Unilever North America) & JOY Collective

Silver Winner

“Bon Appé-Cheetos® Holiday Cookbook,”
Frito-Lay North America & The Marketing Arm

Bronze Winner

“Get Low,” The Kroger Company & DDB New York

Creativity & Innovation

Gold Winner

“The Cool Ranch,” Frito-Lay & Goodby Silverstein & Partners

Silver Winner

“American Standard Flushes 2020,”
American Standard & Empower and BML

Bronze Winner

“SNICKERS Hungriest Player 2020,”
Mars Wrigley Confectionery US LLC & The Marketing Arm

Digital, Social or Mobile Marketing

Gold Winner

“City of Big Dreams Fundraising Festival,”
The Simple Good & Jack Morton

Silver Winner

“Procter & Gamble’s Virtual #NFLDraftRedCarpet,”
Procter & Gamble & Taylor Strategy

Bronze Winner

“Jif Settles the Jif vs. Gif Debate,”
Jif Peanut Butter & MSL Group and Publicis (PSOne)

Experiential Marketing (Live or Virtual)

Gold Winner

“The Cool Ranch,” Frito-Lay & Goodby Silverstein & Partners

Silver Winner

“Game On: Winning the PC Aisle,” Intel & Arc Worldwide and Digitas

Bronze Winner

“Love Can’t Wait,” Jared the Galleria of Jewelry & Hawkeye

Holiday or Seasonal Marketing

Gold Winner

“Halloweendy’s Scare Thru,”
The Wendy’s Company & The Marketing Arm and VMLY&R

Silver Winner

“Dunkin’ ‘All the Fall Things,’” Dunkin’ Brands & Arc Worldwide

Bronze Winner

“Bon Appé-Cheetos® Holiday Cookbook,”
Frito-Lay North America & The Marketing Arm

Influencer Marketing

Gold Winner

“Famous Orders — The Travis Scott Meal,”
McDonald's & The Narrative Group and Wieden+Kennedy New York

Silver Winner

“SNICKERS Hungriest Player 2020,”
Mars Wrigley Confectionery US LLC & The Marketing Arm

Bronze Winner

“Kit Kat Flavor Launch at Walmart,”
The Hershey Company & SheSpeaks and TPN

Innovative Commerce Marketing

Gold Winner

“Your Neighborhood Bud Light Vendor,”
Anheuser-Busch, Bud Light & FCB Chicago and FCB/RED

Silver Winner

“MUCINEX® DTC Launch Event: A LIVE Fashion Show Streamed on
YouTube Featuring Top YouTube Influencers Live from their Bedrooms!,”
RB/Mucinex & Legend and Barbarian

Bronze Winner

“Jersey Shore Family Vacation Shoppable Content,” ViacomCBS

Innovative Use of Marketing Technology

Gold Winner

“Game On: Winning the PC Aisle,”
Intel & Arc Worldwide and Digitas

Silver Winner

“IBM Watson Advertising and CVS,”
CVS & IBM Watson Advertising

Bronze Winner

“IBM Watson Advertising Conversations for State Farm,”
State Farm & IBM Watson Advertising

Local, Regional or Market Specific Marketing

Gold Winner

“Dia De Los Muertos with Hershey & H-E-B,”
The Hershey Company & TPN

Silver Winner

“Summer of Funlightenment,”
Wells Enterprises — Blue Bunny & FCB Chicago and FCBX

Bronze Winner

“Hudson Yards Shine Bright,” Related & CSP Marketing

Multicultural or Lifestyle Segment Marketing

Gold Winner

“The CROWN Act,” Dove (Unilever North America) & JOY Collective

Silver Winner

“Deja Tu Huella — Leave Your Mark,”
Frito-Lay/Cheetos & Dieste, Inc. and OMD

Bronze Winner

“Crayola Colors of the World,” Crayola & dentsumcgarrybowen

National Consumer Brand Activation

Gold Winner

“Procter & Gamble's Virtual #NFLDraftRedCarpet,”
Procter & Gamble & Taylor Strategy

Silver Winner

“The Big String Cheese Debate,” Saputo Cheese USA & Hangar 12

Bronze Winner

“AARP COVID-19 Response,” AARP & Republica Havas

New Product or Service Launch

Gold Winner

“KitchenAid® FreeFlex™ Rack Dishwashers
Keep Up With What Your Cook Up,”
KitchenAid & Whirlpool Creative Studios (Whirlpool Corporation)

Silver Winner

“UnliMINTed,” Mint Mobile & Maximum Effort

Bronze Winner

“RITZ Cheese Crispers Launch — Albertsons Companies,”
Mondelēz International & VMLY&R Commerce

Partnership Marketing

Gold Winner

“Lenovo Legion Global Campaign,” Lenovo & The Woo

Silver Winner

“Doritos Valedictorian,” Frito-Lay & The Marketing Arm

Bronze Winner

“Love That Game Giveaway,”
Keurig Dr Pepper and Popeyes & Merkle

Promotion Marketing

Gold Winner

“Famous Orders — The Travis Scott Meal,”
McDonald's & The Narrative Group and Wieden+Kennedy New York

Silver Winner

“Bon Appé-Cheetos® Holiday Cookbook,”
Frito-Lay North America & The Marketing Arm

Bronze Winner

“Pockets 4 Bits: Gamer Snacks Level Up,” Nestle & Reach Agency

Purpose, Cause or Charity Marketing

Gold Winner

“The Uncensored Library,” Reporters Without Borders Germany &
MediaMonks and DDB Germany

Silver Winner

“The CROWN Act,” Dove (Unilever North America) & JOY Collective

Bronze Winner

“Virtual National Forest,” Ferrara Candy Company — Black Forest &
Day One Agency and Duncan Channon

Relationship, Loyalty or CRM Marketing

Gold Winner

"#CloudQuarters," SADA Systems

Silver Winner

"AARP Rewards," AARP & Merkle

Bronze Winner

"#VirtualCheeselandia,"

Dairy Farmers of Wisconsin & We Must Be Bold

Sponsorship or Licensed Property Marketing

Gold Winner

"Rick and Morty and Pringles,"

Kellogg Company & Adult Swim and GREY New York

Silver Winner

"Get Low," The Kroger Company & DDB New York

Bronze Winner

"Ally Racing 'Thank You Jimmie,'" Ally Financial & MKTG

Shopper Marketing or Retailer-Specific Marketing

Gold Winner

"Your Neighborhood Bud Light Vendor,"

Anheuser-Busch, Bud Light & FCB Chicago and FCB/RED

Silver Winner

"Game On: Winning the PC Aisle," Intel & Arc Worldwide and Digitas

Bronze Winner

"Powering the Joy of Movement,"

GSK Consumer Healthcare & Arc Worldwide

Sports or eSports Marketing

Gold Winner

"Procter & Gamble's Virtual #NFLDraftRedCarpet,"

Procter & Gamble & Taylor Strategy

Silver Winner

"SNICKERS Hungriest Player 2020,"

Mars Wrigley Confectionery US LLC & The Marketing Arm

Bronze Winner

"Mobil 1 NBA 2K21 Holiday Promotion,"

ExxonMobil & Integer Group Dallas and GMR Marketing

Small Budget Brand Activation Marketing (Budget less than \$1,000,000)

Gold Winner

"Summer of Funlightenment,"

Wells Enterprises — Blue Bunny & FCB Chicago and FCBX

Silver Winner

"The Dos Equis Seis-Foot Cooler Makes Social Distancing More Interesting," Heineken USA & Fast Horse

Bronze Winner

"American Standard Flushes 2020,"

American Standard & Empower and BML

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