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2017 North American Shopper Marketing Effie Award Winners Announced

Geometry Global, Team Unilever Shopper and Droga5 among top agency winners

NEW YORK (March 28, 2017) — Effie Worldwide, in partnership with the [Path to Purchase Institute](#), presented the 7th Annual Shopper Marketing Effie Awards for North America tonight at the Grand Hyatt New York as part of the Shopper Marketing Summit. Shopper Marketing Effie (SME) Awards honor the most effective integrated campaigns designed to engage the shopper and guide his or her purchase process.

Geometry Global won 7 Shopper Marketing Effie Awards, the most of any agency, sharing some winning cases with co-agency partner, Team Unilever Shopper who walked away with 4 Shopper Marketing Effies. Georgia-Pacific and Droga5 won the most Gold Shopper Marketing Effie Awards (2).

The following marketer/agency teams won Gold Shopper Marketing Effies: The Hershey Company/TPN, Kolcraft/FCB/RED/FCB Chicago, Unilever/Team Unilever Shopper/Geometry Global, PepsiCo/TracyLocke, and Georgia-Pacific/Droga5.

“Our winners exemplify the impact that creative and insightful shopper marketing strategy has on the things that count: sales lift, shopper satisfaction and category growth,” said Neal Davies, President and CEO at Effie Worldwide.

“This year’s winners demonstrate the importance of close working relationships between brands and their retail partners,” added Mike McMahon, President & Executive Director of the Path to Purchase Institute. “There is a lot that the shopper marketing community can learn from these creative, complex and highly effective collaborations.”

A complete list of Shopper Marketing Effie Awards categories and winners follow:

Seasonal/Event

Georgia-Pacific and Droga5 won a Gold SME for “National Toilet Paper Day” for the Quilted Northern brand.

Unilever, Team Unilever Shopper, and Geometry Global won a Bronze SME for “Walgreens Give H2OPE to Others” for the Suave®, Caress®, TRESemmé® and Axe® brands.

Single-Retailer Program: Drugstores

Procter & Gamble and Leo Burnett/Arc (with contributing agency Starcom) won a Bronze SME for “Walgreens for a Healthy Home.”

Single-Retailer Program: Supermarkets

Colgate-Palmolive and The Mars Agency won a Silver SME for “Water Sustainability” for the Colgate brand. Benchmark Marketing International was a contributing agency.

Saputo Dairy Foods and Partners + Napier won a Silver SME for “ShopRite Mix-In Matchmaker Program” for the Friendship Dairies cottage cheese brand. Campaign contributors included Wakefern Food Corporation, MyWebGrocer and RDD Associates.

MilkPEP and FCB/RED won a Bronze SME for “Feed a Childhood” along with contributing agency, Weber Shandwick.

Single-Retailer Program: Mass Merchants

Johnson & Johnson and Geometry Global won a Bronze SME for “College Care Essentials.”

McDonald’s, Coca-Cola, and Leo Burnett/Arc won a Bronze Effie (with contributing agencies HelloWorld, DDB, Burrell and Boden PR).

Mars Chocolate North America and Catapult Marketing (with contributing agencies Collective Bias, Triad Retail Media and Elevation Group) won a Silver SME for “Say Thank You With M.”

Single-Retailer Program: Other

Georgia-Pacific and Droga5 won a second Gold SME for “National Toilet Paper Day” for the Quilted Northern brand.

The Hershey Company and TPN won a Gold SME for “Build a Better Basket at Dollar General.”

Awareness, Trial & Conversion

Unilever, Team Unilever Shopper, and Geometry Global won a Bronze SME for “Walgreens ‘Do Deo Better’” for the Axe, Dove Men+Care, Degree for Men, Degree for Women, and Dove female brands.

David vs. Goliath

Kolcraft, FCB/RED, FCB Chicago (along with contributing agencies Current, Lord + Thomas, Cinema Libertad LLC and Hero Solutions) won a Gold SME for “The Baby Stroller Test-Ride by Contours.”

New Product/Service Introduction

Mondelēz International and Geometry Global won a Bronze SME for “Try SomeTHiN Good” for the GOOD THiNS brand.

Procter & Gamble's and Saatchi & Saatchi X won a Silver SME for "Gillette's Meet the Protectors at Walmart" for the Gillette Fusion ProShield brand.

Multi-Brand/Manufacturer Shopper Solution

Unilever, Team Unilever Shopper, and Geometry Global won a Bronze SME "Your Style, Your Way" for the Dove, Suave®, TRESemmé® brands.

Multi-Retailer Program

PepsiCo and TracyLocke won a Silver SME for "#SayItWithPepsi."

Mondelēz International's OREO Cookies and Geometry Global won a Silver SME for "Oreo Cookie Balls."

Category/Aisle Evolution

Intel and Leo Burnett/Arc won a Bronze SME for "Digitizing Retail."

Omni-Channel Shopper Experience

PepsiCo and TracyLocke won a Gold Effie SME for "#SayItWithPepsi."

Unilever, Team Unilever Shopper, and Geometry Global won a Gold SME for "Dove #SpeakBeautiful at Target."

[DOWNLOAD THE COMPLETE LIST OF WINNERS HERE](#)

About Effie Worldwide

Effie Worldwide is a 501 (c)(3) nonprofit organization that stands for effectiveness in marketing communications, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant and first-class insights into effective marketing strategy. The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with the Global Effie, the Euro Effie, the Middle East / North Africa Effie and more than 40 national Effie programs. For more details, visit www.effie.org. Follow [@effieawards](https://twitter.com/effieawards) on Twitter for updates on Effie information, programs and news. The [Effie Effectiveness Index](#) identifies and ranks the marketing communications industry's most effective agencies, advertisers, and brands by analyzing finalist and winner data from Effie Worldwide competitions.

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