



**In partnership:**



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## 2014 North American Shopper Marketing Effie Finalists and Winners Announced

*Procter & Gamble, with agencies Leo Burnett/Arc Worldwide, Starcom MediaVest Group and Saatchi & Saatchi X, leads with a combined five wins.*

[Download the list of 2014 Shopper Marketing Effie finalists and winners.](#)

Trophy levels will be revealed on March 25, 2014.

The Shopper Marketing Effie Awards, run in partnership with the Path to Purchase Institute, honor marketing effectiveness in North America (US & Canada) by celebrating shopper marketing ideas that worked.

The competition was strong this year, in both the Manufacturer and Retailer categories. Gold, Silver and Bronze Effie trophies will be revealed on March 25, 2014 in Schaumburg, IL at the [Shopper Marketing Summit](#).

Earlier this season, Round One juries convened in Chicago and NYC to determine the finalists moving on to the final round of the competition. A total of 18 entries moved on.

The Final Round Jury, chaired by Walmart's Senior Vice President of Creative, Andy Murray, met earlier this month to review the 18 finalists.

Joining Murray on this year's jury were:

Spencer Blaker, Global Director, Retail Marketing, Burt's Bees, Inc.  
Tammy Brumfield, Vice President, Shopper Marketing, ConAgra Foods  
Rachel Chambers, Director, Shopper Marketing & Insights, Starbucks Coffee Company  
Dirk de Vos, SVP, Commercial Marketing, Heineken USA  
Paul Kramer, Chief Executive Officer, Catapult Marketing  
Joe Radabaugh, VP, Category & Shopper Excellence, Nestlé USA  
Karuna Rawal, EVP, Retail Strategy Director, Arc Worldwide  
Stephanie Robertson, Associate Director, Shopper Marketing & Scale, Procter & Gamble

After eight hours of thorough deliberation, the jury submitted their final scores.

When asked what it would take for a contender to get his high marks, Murray noted, "they had to show a really deep insight into the shopper situation and look at the whole purchase barrier and where she shops, or he shops, and how that insight could then get translated into an idea. And that's kind of the core of it from the beginning point for me – making sure that insight is connected through the whole path to purchase."

Those receiving the jury's high marks include Procter & Gamble brands (Crest Pro Health Toothpaste & Oral B Power Toothbrushes, Pantene, Tide, Vicks), leading in number of awards with four trophies in the Manufacturer categories and one for P&G at Walgreens in the Seasonal/Event Retailer category.

American Express Bank of Canada, Kimberly-Clark's Cottonelle, Coca-Cola and PepsiCo's AMP Energy will also be taking home trophies in the Manufacturer categories.

Agencies awarded in the Manufacturer categories include Drafftcb, Geometry Global, Leo Burnett/Arc Worldwide, Mekanism, Ogilvy & Mather, Saatchi & Saatchi X and Starcom MediaVest Group.

The Retailer categories proved to be challenging for entrants, with only two trophies being award this year. Wins go to Procter & Gamble/Walgreens and Target Corp, with agencies Leo Burnett/Arc Worldwide and Periscope, Inc respectively.

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A summation of total points earned by both finalists and winners will be factored into the [Effie Effectiveness Index](#) which ranks the most effective advertisers, brands, holding companies and agencies globally. North American Effie Effectiveness rankings will be announced at the Effie Awards Gala in New York City on June 5th. Complete worldwide rankings by region will be revealed this summer.

To purchase tickets to the Shopper Marketing Awards Celebration, [click here](#).

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#### About The Shopper Marketing Effie Awards

Effie Worldwide, in partnership with the [Path to Purchase Institute](#), launched the Shopper Marketing Effie Awards to celebrate and recognize the most effective integrated campaigns that were specifically designed to engage the shopper and guide his or her purchase process towards a desired end result. Awards are given to the cases that best demonstrated how they effectively solved the shopper marketing challenge, connected with the shopper, influenced her along the path to purchase, and inspired her to become a buyer.

#### About Effie Worldwide

Effie Worldwide stands for effectiveness in marketing communications, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. With an influential network of 40+ global partners, Effie Worldwide is responsible for the assessment, determination and celebration of effective marketing communications in every corner of the globe.

Effie Worldwide is a non-profit 501C3 organization offering educational resources that include a [Case Studies database](#) of hundreds of effective marketing communications cases worldwide – including strategy, ideas and results, the [Effie Effectiveness Index](#) ranking effective companies and brands worldwide, the [Effie Awards](#) and [Collegiate Effie awards](#) programs, [insights](#), videos and white papers on effective marketing and other key educational and learning tools around sharing insight on the principles of effective advertising and marketing communications.