



**In partnership:**



Mar 25, 2014 United States

## North American Shopper Marketing Effie Award Winners Celebrated At The Shopper Marketing Summit

Gold trophies awarded to: Procter & Gamble, Walmart, Coca-Cola, Target; Agencies Leo Burnett/Arc Worldwide, Starcom MediaVest Group, Saatchi & Saatchi X, Drafftcb, Periscope

Procter & Gamble wins the most Shopper Marketing Effies (5)

Schaumburg, Illinois (March 25, 2014)--Winners of the 4<sup>th</sup> annual Shopper Marketing Effie Awards were celebrated tonight at the Path to Purchase Institute's 2014 Shopper Marketing Summit. Shopper Marketing Effie Awards focus on integrated marketing campaigns specifically designed to engage the shopper and guide the purchase process towards a desired end result. Procter & Gamble led the competition, with five Shopper Marketing Effies, (two with its retail partner, Walmart). Leo Burnett/Arc Worldwide won the most Shopper Marketer Effies among agencies (3), followed by Drafftcb (2) and Saatchi & Saatchi X (2).

"There's a humanity and creativity to effective shopper marketing, moving beyond Big Data to create a sense of touch and emotion," said Andy Murray, Senior Vice President, Creative at Walmart and Chair of the 2014 North American Shopper Marketing Effie Jury. "Our jury set out to choose Shopper Marketing Effie winners that used the power of insights to drive ideas that are sustainable, not just one hit wonders."

"From using location-specific forecasts from The Weather Channel to predict product solutions for good hair days to helping college students navigate life away from home, our Shopper Marketing Effie winners demonstrated creative, useful and effective solutions," said Mary Lee Keane, President of Effie Worldwide. "Agencies, brands and retailers will learn from and be inspired by these Effie-winning cases."

## The 2014 Shopper Marketing Effie winners in North America are:

Procter & Gamble, Leo Burnett/Arc Worldwide and Starcom MediaVest Group won a Gold in the Manufacturer: Awareness/Trial category for the "Pantene Weather Program," along with contributing agencies, Grey Group and DeVries Global. P&G landed another Gold in the Multi-Brand Shopper Solution category, with its retail partner, Walmart and agency partner, Saatchi & Saatchi X, for "A Healthier You Starts with a Healthier Smile" for Crest Pro Health Toothpaste & Oral B Power Toothbrushes.

"Effortless Meals by Coke and Walmart", by Coca-Cola and Drafftcb won a Gold in the Manufacturer: Single-Retailer Rollout category and a Bronze in the Manufacturer: Multi-Brand Shopper Solution category.

Target Corporation and Periscope won a Gold Shopper Marketing Effie in the Retailer: Seasonal/Event category for "Target Back to College After-Hours Shopping Events". In the same category, Procter & Gamble, Walgreens and Leo Burnett/Arc Worldwide won a Silver for the "Walgreens/P&G - People's Choice Awards Program" with contributing agencies, One Three Media and Blue Chip Marketing Worldwide.

In the Manufacturer: Single-Retailer Rollout category, PepsiCo's AMP Energy and Mekanism won a Silver Shopper Marketing Effie for "AMP Energy PowerDash".

In the Manufacturer: Awareness/Trial category, American Express Canada and Ogilvy & Mather Toronto won a Bronze Shopper Marketing Effie for "Cloud 10 - Revitalizing the Airport as an acquisition channel" along with contributing agencies High Road Communications, Greater Toronto Airport Authority and Mindshare. Kimberly-Clark and Geometry Global (Chicago) won a Bronze Effie for "Cottonelle - Better Together" with contributing agencies Tris3ct, Ketchum, Mindshare and Biggs-Gilmore in the same category.

In addition, Bronze Shopper Marketing Effies were awarded in the Manufacturer: New Product/Service Introduction category to Procter & Gamble and Saatchi & Saatchi X for "Tide Pods Innovation at Walmart Shelf" and Procter & Gamble and Leo Burnett/Arc Worldwide for Vick's "ZzzQuil Sleep-Aid".

The summation of total points earned by both the evening's winners & 2014 Effie Finalists will be factored into the [Effie Effectiveness Index](#) which ranks the most effective advertisers, brands, holding companies and agencies in the world. North American Effie Effectiveness rankings will be announced at the Effie Awards Gala in New York on June 5.

The complete listing of 2014 North American Shopper Marketing Effie winners is available for download: [2014 NA Shopper Marketing Effie Award Winners](#)

To learn who made the short list of finalists: [2014 NA Shopper Marketing Effie Finalist and Winners Listing](#)

For additional details about the Shopper Marketing Effie Awards: [NA Shopper Marketing Effies](#)

### 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](http://www.effie.org). Follow @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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