



May 16, 2019 United States

2019 U.S. Shopper Marketing Effie Award Winners Announced by Effie Worldwide and the Path to Purchase Institute

NEW YORK (May 16, 2019) – Diageo North America, Mondelēz International and Geometry were among the most effective marketers honored tonight as 2019 Shopper Marketing Effie winners at the Path to Purchase Institute's Shopper Marketing Celebration in Fort Lauderdale, Florida. From inspiring shoppers to create Instagram-worthy cocktails to defending shelf space in the pet food category to introducing a new eye drop product to beauty enthusiasts, this year's winning brands and agency partners delivered results.

The Shopper Marketing Effie Awards recognize marketing effectiveness across a range of unique categories and the entire path to purchase.

"It is more difficult today than ever before to create highly effective shopper programs," said Terese Herbig, President of The Path to Purchase Institute. "Congratulations to the winning teams who uncovered keen insights and developed creative and engaging marketing that influenced shopper behavior and improved business performance."

"As the customer journey becomes ever more complex, the demand for growth continues. Having the knowledge and ability to be effective in this environment is an achievement worth celebrating and I

extend my sincere congratulations to this year's Shopper Marketing Effie Award winners.

The 2019 Shopper Marketing Effie (SME) winners include:

Listed by category, trophy level, marketer, lead agenc(ies), brand, campaign title, and contributing compan(ies).

Category/Aisle Evolution

Silver: Comcast/Xfinity and FCB/RED for Xfinity's "Xfinity Retail Transformation" with Chute Gerdeman

Challenger Brand Solution

Gold: American Pet Nutrition and The Mars Agency for Supreme Source's "Supreme Source 10-Day Detox Pet Program" with DMH

E-Commerce

Bronze: Procter & Gamble and Blue Chip Marketing Worldwide for Procter & Gamble's "Boxed.com Olympics" with Strange Loop

Multi-Brand Shopper Solution

Gold: Diageo North America and TracyLocke for Diageo's "Diageo Pretty Simple Drinks"

Multi-Retailer Program

Silver: The Coca-Cola Company, Geometry (New York) and Geometry (Chicago) for Diet Coke's "Because I can." with HelloWorld

Silver: The Kellogg Company and The Integer Group for Pop-Tart's "Pop-Tarts Destiny 2 Promotion" with Activision and Starcom

Bronze: Tyson Foods (Aidells, Ball Park, Hillshire Farm, Sara Lee, State Fair, Tyson, Wright Brand Bacon) and IN Connected Marketing for "Master Your Summer"

Bronze: Mondelēz International, Geometry (New York) and Geometry (Chicago) for RITZ Cracker's "Top Your RITZ" with Vayner Media

New Product/Service Introduction

Gold: Bausch + Lomb and Blue Chip Marketing Worldwide for LUMIFY's "Recharging Redness Relievers in a Beautiful Way" with Barker Advertising, The Lane Communications Group, Wavemaker and Helen & Gertrude

Bronze: Mondelēz International and Phoenix Creative Co. for OREO Cookies' "OREO Mint Hot Chocolate at 7-Eleven" with 7-Eleven, Inc.

Omni-Channel Shopper Experience

Gold: Diageo North America and TracyLocke for Diageo's "Diageo Pretty Simple Drinks"

Silver: Mondelēz International, Geometry (New York) and Geometry (Chicago) for RITZ Cracker's "Lowes Foods Pair Your RITZ" with Vayner Media

Silver: Mondelēz International, Geometry (New York) and Geometry (Chicago) for RITZ Cracker's "Top Your RITZ" with Vayner Media

Seasonal/Event

Bronze: Procter & Gamble and Saatchi & Saatchi X for Vicks' "Vicks Cold, Cough, Flu 2017-2018"

Single-Retailer Program: Mass Merchants

Gold: Unilever, Team Unilever Shopper and Geometry for Axe's "Axe Start His Journey" with Mirum Shopper

Silver: Colgate-Palmolive, Geometry and Red Fuse Communications for Colgate's "Colgate Save Water at Walmart" with WestRock and Burson Cohn & Wolfe

Bronze: General Mills, Shopperworks and Geometry for Cheerios' "Cheerios Moments of Good" with Mindshare and Vimby

Shopper Marketing Effie cases are scored and debated over two rounds of judging by juries of marketing leaders, and must have the insight, creativity and results to earn an Effie.

The summation of total points earned by both this year's winners and finalists will be factored into next year's Effie Index, which ranks the most effective advertisers, brands, holding companies and agencies in the world.

Annual rankings of the most effective companies based on this year's Effie United States competition (which includes Shopper Marketing Effie finalists and winners) will be announced at the Effie Awards U.S. Gala on May 30, 2019 in New York.

A complete listing of 2019 Shopper Marketing Effie winners and finalists is available [here](#).

The 2019 Shopper Marketing Effies are sponsored by Valassis Digital.

About Effie

Effie is a global 501c3 non-profit whose mission is to lead and evolve the forum for marketing effectiveness. Effie leads, inspires and champions the practice and practitioners of marketing effectiveness through education, awards, ever-evolving initiatives and first-class insights into marketing strategies that produce results. The organization recognizes the most effective brands, marketers and agencies, globally, regionally and locally through its 50+ award programs across the world and through its coveted effectiveness rankings, the [Effie Index](#). Since 1968, Effie is known as global symbol of achievement, while serving as a resource to steer the future of marketing success. For more details, visit effie.org.

About the Path to Purchase Institute

The Path to Purchase Institute is a global member-based community dedicated to elevating the reputation of the entire consumer goods industry and its ecosystem of partners. It focuses on building best practices and winning strategies that drive innovation and empower executives with the confidence to make stronger and faster business decisions.

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