



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

## Special thanks to our 2021 REGGIE Awards presenting sponsor:

