



2022 REGGIE AWARD WINNERS

Super REGGIE

Bless Your F*ing Cooch
Client: eos
Agency: Mischief @ No Fixed Address

Award Level *Campaign Name* *Client* *Agency*

AGE-TARGETED MARKETING

GOLD	The 65+ Skincare Opportunity	Johnson & Johnson	The Integer Group
SILVER	Ace Some Day	Ace Hardware	O’Keefe Reinhard & Paul
BRONZE	#TeamStateFarm Football Find	State Farm	Infinity Marketing Team

BUSINESS-TO-BUSINESS MARKETING

GOLD	Growing Bold with the Biggest Star in Country Music	Fendt Farm Equipment	Colle McVoy
SILVER	IT After Dark	Eaton	Jack Morton
BRONZE	HP Dragonfly	HP Inc.	Intercept

CHALLENGER BRAND MARKETING

GOLD	Mint vs. Big Wireless	Mint Mobile	Maximum Effort
SILVER	Iconic Summer Mashup	Bar-S Foods	Heart & Soul Marketing
BRONZE	Stir Things Up	Campari America	TPN

CONTENT MARKETING

GOLD	The Lil Jif Project	The Smucker Company	PSOne
SILVER	Jameson SPTO	Pernod Ricard USA	Weber Shandwick
BRONZE	Jack Daniel’s Tennessee Fire presents Drag Queen Summer Glamp	Jack Daniel’s	IW Group



Award Level Campaign Name Client Agency

CREATIVITY & INNOVATION

GOLD	Bless Your F*ing Cooch	eos	Mischief @ No Fixed Address
SILVER	Snap to Steal	Frito-Lay North America	Goodby Silverstein & Partners
BRONZE	Save It, See It	Anheuser-Busch/Michelob ULTRA	GUT

CUSTOMER SERVICE & RELATIONSHIP MANAGEMENT

GOLD	Beer Run	ABINBEV	Wieden + Kennedy
SILVER	The North Face Launches XPLR Pass for Explorers Everywhere	The North Face	The North Face
BRONZE	eBay Seller Migration to Managed Payments	eBay, Inc.	RDB

DIGITAL, SOCIAL OR MOBILE MARKETING

GOLD	IT After Dark	Eaton	Jack Morton
SILVER	Bean Song	Bush Brothers & Company	Carmichael Lynch
BRONZE	Confessional	Kimberly-Clark	FCB Chicago

ENTERTAINMENT OR SPORTS MARKETING AND/OR SPONSORSHIP

GOLD	Count Down to Crunchtime	Frito-Lay North America	The Integer Group and D3
SILVER	Ally: Charlotte FC Kit Reveal	Ally	MKTG
BRONZE	Bud Light Free Agents	Bud Light	draftLine

EXPERIENTIAL MARKETING (LIVE EVENTS OR INSTALLATIONS)

GOLD	Mobile Barbershop Brings Broadway to the Boroughs	Thoughts of a Colored Man	AKA NYC
SILVER	Happier Than Ever: The Destination	Spotify and Billie Eilish	IHEARTCOMIX
BRONZE	Liquid Billboard	adidas	Jack Morton and Havas Middle East

EXPERIENTIAL MARKETING (VIRTUAL EVENTS)

GOLD	#TeamStateFarm Football Find	State Farm	Infinity Marketing Team
SILVER	The CROWN Awards (National CROWN Day)	Unilever	JOY Collective
BRONZE	Anheuser-Busch Reventón De Verano	Anheuser-Busch	Anheuser-Busch

GAMING OR ESPORTS MARKETING

GOLD	Swarovski x Halo Infinite	Swarovski and Microsoft Xbox	tripleclix
SILVER	Trolli x 20 Years of Xbox	Ferrara Candy Company and Microsoft Xbox	tripleclix
BRONZE	Fintropolis	Ally Financial	Mediacom and Blockworks

Award Level Campaign Name Client Agency

HOLIDAY OR SEASONAL MARKETING

GOLD	The Raisin House	Sun-Maid	quench
SILVER	Heineken B.O.T	Heineken USA	Fast Horse
BRONZE	Bud Light Seltzer Seasonal Strategy	Bud Light	draftLine

INFLUENCER MARKETING

GOLD	Confessional	Kimberly-Clark	FCB Chicago
SILVER	Doritos® Disruptor Series	Frito-Lay	TMA
BRONZE	Cheetos Deja tu Huella	Frito-Lay North America	Noun Agency

LOCAL, REGIONAL OR MARKET SPECIFIC MARKETING

GOLD	Liquid Billboard	adidas	Jack Morton and Havas Middle East
SILVER	Full of Detroit Soul	PepsiCo	TracyLocke
BRONZE	AT&T “Win Local” Grassroots Campaign	AT&T Mexico	The MRN Agency

MULTICULTURAL OR LIFESTYLE SEGMENT MARKETING

GOLD	Ad Council COVID-19 Vaccine Education Initiative for the Black Community	The Ad Council	JOY Collective
SILVER	The CROWN Awards (National CROWN Day)	Unilever	JOY Collective
BRONZE	Jack Daniel’s Tennessee Fire presents Drag Queen Summer Glamp	Jack Daniel’s	IW Group

NATIONAL CONSUMER BRAND ACTIVATION

GOLD	The Lil Jif Project	The Smucker Company	PSOne
SILVER	Evolution Reloaded	Dove	Edelman
BRONZE	Snap to Steal	Frito-Lay North America	Goodby Silverstein & Partners

NEW PRODUCT OR SERVICE LAUNCH

GOLD	bubly bublé deliveré	PepsiCo Beverages Canada	Motive
SILVER	Liquid Billboard	adidas	Jack Morton and Havas Middle East
BRONZE	SPK Mystery at Circle K	Mondelēz International	Phoenix Creative

PARTNERSHIP MARKETING

GOLD	Tinker Bottle	Anheuser-Busch/Michelob ULTRA	Wieden + Kennedy
SILVER	Be In a Class Of Your Own	Mondelēz International	Phoenix Creative
BRONZE	Sargento® and Mondelēz International® Partner to Launch Balanced Breaks® Cheese & Crackers	Sargento Foods, Inc.	Ogilvy Chicago

PROMOTION MARKETING

GOLD	Tinker Bottle	Anheuser-Busch/Michelob ULTRA	Wieden + Kennedy
SILVER	Heineken B.O.T	Heineken USA	Fast Horse
BRONZE	Mtn Dew Major Melon Super Bowl Promotion	Mountain Dew	Marketing Resources, Inc.

PURPOSE, CAUSE OR CHARITY MARKETING

GOLD	The CROWN Awards (National CROWN Day)	Unilever	JOY Collective
SILVER	Ad Council COVID-19 Vaccine Education Initiative for the Black Community	The Ad Council	JOY Collective
BRONZE	Stella Artois' Your Table is Ready	Anheuser-Busch	Mosaic North America

REBRANDING, REPOSITIONING OR REINTRODUCING BRAND MARKETING

GOLD	Brand Story "For You"	G6 Hospitality	Barkley
SILVER	The Story of Funables	Ferrara Candy Company	Day One Agency and Mindshare
BRONZE	We Speak Laundry	Henkel, Inc.	The Mars Agency

SHOPPER MARKETING, RETAILER-SPECIFIC OR OMNICHANNEL MARKETING

GOLD	Heinz Art of the Burger	Kraft Heinz	TKH Publicis Shopper and Wieden + Kennedy
SILVER	Choose a Spirit to Fit Your Lifestyle	Diageo	Arc Worldwide
BRONZE	OREO Pokémon Adventure at Target	Mondelēz International	VMLY&R Commerce

SMALL BUDGET BRAND ACTIVATION MARKETING (BUDGET LESS THAN \$500,000)

GOLD	The Raisin House	Sun-Maid	quench
SILVER	Trail Running Month: Make Your Miles Wild	Merrell	Supply + Demand and Words From The Woods
BRONZE	LEGO Barcelona Flagship Opening	The LEGO Group	TracyLocke

Special thanks to our 2022 REGGIE Awards presenting sponsor:

