



# 40 YEARS OF SUPER REGGIE AWARD WINNERS

<i>Year</i>	<i>Super REGGIE Winning Campaign Name</i>	<i>Client</i>	<i>Agency</i>
1984	None	None	None
1985	When the U.S. Wins, You Win	McDonald's	Leo Burnett, Simon Marketing, and Frankel & Co.
1986	"Where's the Cap'n?" Sweepstakes	The Quaker Oats Co. (Cap'n Crunch)	N/A
1987	The Case of the Missing Case	Miller Brewing Company (Miller Lite)	N/A
1988	Pepsi Top Gun	Pepsi Cola Company	N/A
1989	Send the Families/American Team Family Fund Program	Joseph E. Seagram & Sons	N/A
1990	Get Ready Giveaway	CBS/Kmart Corporation	N/A
1991	Olympic Festival '90 Pin Promotion	Rainbow Foods	McCracken Brooks Communications
1992	Sound Off	The Southland Corporation (7-11)	Promotional Resources Group, W.B. Donner
1993	Soviet Union Going Out of Business Sale	Barq's Root Beer	In-House
1994	Who Laid a Finger on My Butterfinger	Nestle (Butterfinger)	Alcone Sims O'Brien
1995	Saturn Homecoming	General Motors (Saturn)	In-House
1996	BMW James Bond Tie-in	BMW & MGM	Fallon
1997	Read Me a Story	Visa	Frankel & Company
1998	The Computer You Come Home To	Packard Bell	B. Little & Co.
1999	Tommy Hilfiger/Nintendo Partnership	Tommy Hilfiger & Nintendo	Westcott Marketing
2000	Central Park in Blue	American Express	Momentum



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2001	Survivor Campaign	CBS & Kmart	In-House
2002	BMW Films "The Hire"	BMW	Shooting Gallery
2003	Do You Know a Brawny Man	Georgia Pacific	DVC Worldwide
2004	Samsung "The Matrix"	Samsung	Norm Marshall & Associates, Cheill Communications & FCB
2005	The Apprentice Solstice Early Order Program	General Motors (Pontiac)	Digitas, Leo Burnett, Momentum Worldwide
2006	Save Our History	History Channel	Civic Entertainment Group
2007	St. Louis Cardinals – Missing Birds	KTRS-AM	Schupp Co.
2008	Simpson's Kwik E-Mart	The Southland Corporation (7–11)	Freshworks
2009	OREO "Double Stuff Racing League"	Kraft Foods (OREO)	Draft FCB, Razorfish, Digitas, Media Vest, IMG and Weber Shandwick
2010	Mars Pedigree Crazy Pet Owners	Mars Petcare (Pedigree)	Catapult Marketing
2011	Arm Yourself For the Ones You Love	Walgreens	Arc Worldwide/ Leo Burnett USA
2012	Amex "Small Business Saturdays"	American Express	Digitas and Crispin Porter + Bogusky
2013	Will & George Come to Life	Chicago Shakespeare Theater	Arc Worldwide/ Leo Burnett USA
2014	WestJet Christmas Miracle: Real Time Giving	WestJet	studio m and Mosaic
2015	Pet Condoms	SF SPCA	Geometry Global
2016	Color for the Colorblind	Valspar Paint	FCB Chicago
2017	The Baby Stroller Test Ride by Contours	Contours	FCB Chicago
2018	19 Crimes Living Wine Labels Augmented Reality	Treasury Wine Estates (19 Crimes)	Wunderman Thompson
2019	New Product-OREO Mint Hot Chocolate	Mondelēz International	Phoenix Creative Co.
2020	Laugh Tracker	Tennessee Department of Tourist Development	VMLY&R
2021	The Uncensored Library	Reporters Without Borders Germany	MediaMonks and DDB Germany
2022	Bless Your F*ing Cooch	eos Products	Mischief @ No Fixed Address
2023	Liquid Death Live Music Sustainability Platform	Liquid Death Mountain Water	Live Nation Media & Sponsorships