



2024 REGGIE AWARD WINNERS

Super REGGIE
Twiggy Full Circle
Client: eBay
Agency: EssenceMediacom

Award Level Campaign Name Client Agency

2024 SPOTLIGHT CATEGORY: HEALTH, FITNESS, AND WELLNESS

GOLD	NYE Low E Campaign	Planet Fitness	Barkley
SILVER	I'm Just the Flu	Sanofi Co-Client: Walgreens Advertising Group	McCann Health New York
BRONZE	This is Quitting with Emily Mazza	Truth Initiative	

AGE-TARGETED MARKETING

GOLD	Dare to Be Truly You	Unilever	Arc Worldwide
SILVER	Invis Is Drama Free	Invisalign	Digitas
BRONZE	Gamerhood Challenge 2023	State Farm	Infinity Marketing Team

AI — CREATIVE USE OF ARTIFICIAL INTELLIGENCE

GOLD	Smoothie King: A Summer Fling To The X-Treme	Smoothie King	Barkley
SILVER	A.I.RHEADS SCAREFEST	Perfetti Van Melle / Airheads	Highdive
BRONZE	DraftKings Beats the Odds	DraftKings	Chalice Custom Algorithms



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BUSINESS-TO-BUSINESS MARKETING

GOLD	Lenovo Evolve Small	Lenovo	Zeno Group
SILVER	Tales from The Next Frontier	Eaton	Jack Morton
BRONZE	One Task at a Time	FedEx Office	Tracy-Locke

CHALLENGER BRAND MARKETING

GOLD	Pepsi Colachup: Doggone Disruptive	PepsiCo Beverages North America	Tracy-Locke Co-Agency: Acceleration Community of Companies (ACC) Co-Agency
SILVER	Smoothie King: Brand Refresh	Smoothie King	Barkley
BRONZE	eos Skin So Soft	eos Products	Mischief @ No Fixed Address

CONTENT MARKETING

GOLD	Gamerhood Challenge 2023	State Farm	Infinity Marketing Team
SILVER	High School Summer Pass	Planet Fitness	Barkley
BRONZE	Tales from The Next Frontier	Eaton	Jack Morton

CREATIVITY AND INNOVATION

GOLD	Jackpot Jingle: Reinventing Radio to Attract a Younger Audience	The Ohio Lottery Commission	Marcus Thomas
SILVER	"The Big Game Came To Us!"	State Farm	Infinity Marketing Team
BRONZE	French's Mustard Skittles	McCormick & Company	Fitzco

CUSTOMER ENGAGEMENT MARKETING (CRM, LOYALTY, RETENTION)

GOLD	Bobblehead YOU! Tour	State Farm	Infinity Marketing Team
SILVER	Well Played Campaign	PENN Entertainment	Prophet
BRONZE	How BMO Reduced Attrition, Increased Revenue, and Helped Customers Make Real Financial Progress.	Bank of Montreal	JAM Direct

DIGITAL, SOCIAL, OR MOBILE MARKETING

GOLD	Target Lucky's Charmology	General Mills	VML
SILVER	"The Big Game Came To Us!"	State Farm	Infinity Marketing Team
BRONZE	DoubleTree x Cookie Monster	Hilton	Fitzco

<i>Award Level</i>	<i>Campaign Name</i>	<i>Client</i>	<i>Agency</i>
ENTERTAINMENT MARKETING			
GOLD	PopCorners: Break Into Something Good	PopCorners – PepsiCo Foods North America	D3
SILVER	Netflix FYSEE Experience	Netflix	Sparks
BRONZE	“The Big Game Came To Us!”	State Farm	Infinity Marketing Team
EXPERIENTIAL MARKETING (LIVE OR VIRTUAL EVENTS OR INSTALLATIONS)			
GOLD	Met Gala Debut	eBay	EssenceMediacom
SILVER	Merge Mansion Unlocked	Metacore	Jack Morton Co-Agency: Reaktor Creative
BRONZE	H-E-B Not Your Knorr-dinary Drive-Thru	Unilever	Arc Worldwide Co-Agency: TH Experiential
GAMING OR ESPORTS MARKETING			
GOLD	Ultimate Road Trips	Shell	EssenceMediacom
SILVER	Gamerhood Challenge 2023	State Farm	Infinity Marketing Team
BRONZE	Xbox & PepsiCo Power of Three	Microsoft Xbox Co-Client: PepsiCo	Tripleclix
HOLIDAY OR SEASONAL MARKETING			
GOLD	Walmart Ugly Sundaes	Unilever	Arc Worldwide
SILVER	Pie Lovers Unite	Edwards	Fast Horse
BRONZE	Jameson’s SPTO (St. Patrick’s Time Off) Desk Decoy	Pernod Ricard USA	Weber Shandwick Co-Agency: United Entertainment
INFLUENCER MARKETING			
GOLD	Pie Lovers Unite	Edwards	Fast Horse
SILVER	Forever 21 x Bunny’s Bae Bar	Forever 21	Live Nation Entertainment Co-Agency: Rolling Loud Productions
BRONZE	DoubleTree x Cookie Monster	Hilton	Fitzco
LOCAL, REGIONAL, OR MARKET-SPECIFIC MARKETING			
GOLD	H-E-B Not Your Knorr-dinary Drive-Thru	Unilever	Arc Worldwide Co-Agency: TH Experiential
SILVER	The Magnum Classic Remix Arcade	Unilever Singapore	Jack Morton
BRONZE	Bobblehead YOU! Tour	State Farm	Infinity Marketing Team

MULTICULTURAL OR LIFESTYLE SEGMENT MARKETING

GOLD	ParkinSex	American Parkinson Disease Association	Havas Health Plus
SILVER	#BlackHairIsProfessional: Dove & LinkedIn	Dove	Edelman
BRONZE	Cricket Day at the Park	Toronto Blue Jays	Ethnicity Matters

NATIONAL CONSUMER BRAND ACTIVATION MARKETING

GOLD	Lysol Air Sanitizer "Air-Aoke"	Reckitt	McCann
SILVER	Grimace's Birthday	McDonald's	Wieden+Kennedy New York
BRONZE	"The Big Game Came To Us!"	State Farm	Infinity Marketing Team

NEW PRODUCT OR SERVICE LAUNCH

GOLD	The Jersey Debate	Northstar New Jersey Lottery Group	PureRed
SILVER	Lysol Air Sanitizer "Air-Aoke"	Reckitt	McCann
BRONZE	Grimace's Birthday	McDonald's	Wieden+Kennedy New York

PARTNERSHIP MARKETING

GOLD	Twiggy Full Circle	eBay	EssenceMediacom
SILVER	Gamerhood Challenge 2023	State Farm	Infinity Marketing Team
BRONZE	Untold Beauty	Unilever	Arc Worldwide

PROMOTION MARKETING

GOLD	Anytime Anytime Big Game Sweepstakes	Anytime Fitness	Mischief @ No Fixed Address
SILVER	Bobblehead YOU! Tour	State Farm	Infinity Marketing Team
BRONZE	Blaze Pizza Summer Send-Off Campaign	Blaze Pizza	Response Labs

PURPOSE, CAUSE, OR CHARITY MARKETING

GOLD	Cost of Beauty	Dove	Edelman
SILVER	Twiggy Full Circle	eBay	EssenceMediacom
BRONZE	ParkinSex	American Parkinson Disease Association	Havas Health Plus

REBRANDING, REPOSITIONING, OR REINTRODUCING BRAND MARKETING

GOLD	Baked the Right Way	Bimbo Bakeries USA	DDB Chicago
SILVER	Smoothie King: Brand Refresh	Smoothie King	Barkley
BRONZE	Soft and Strong. Simple.	Angel Soft	Grey NY

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RETAIL MEDIA NETWORKS

GOLD	I'm Just the Flu	Sanofi Co Client: Walgreens Advertising Group	McCann Health New York
SILVER	Untold Beauty	Unilever	Arc Worldwide
BRONZE	Jimmy Dean/Walmart "Shine Your Way"	Tyson Foods	IN Connected Marketing

SHOPPER, COMMERCE, RETAILER-SPECIFIC, OR OMNICHANNEL MARKETING

GOLD	Walmart Ugly Sundaes	Unilever	Arc Worldwide
SILVER	Dare to Be Truly You	Unilever	Arc Worldwide
BRONZE	Better Sleep for Better Days	Procter & Gamble	Saatchi & Saatchi X

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

GOLD	Pepsi Colachup: Doggone Disruptive	PepsiCo Beverages North America	Tracy-Locke Co-Agency: Acceleration Community of Companies (ACC)
SILVER	eos Lotion Lock	eos Products	Mischief @ No Fixed Address
BRONZE	Target Lucky's Charmology	General Mills	VML

SPORTS MARKETING

GOLD	"The Big Game Came To Us!"	State Farm	Infinity Marketing Team
SILVER	Run With It	NFL	72andSunny
BRONZE	Cricket Day at the Park	Toronto Blue Jays	Ethnicity Matters

XR — EXTENDED REALTY AND BEYOND

GOLD	OMEN by HP at Anime Expo 2023	OMEN by HP	Infinity Marketing Team
SILVER	Creep to a New Beat	General Mills	VML
BRONZE	Warrior S3 – Interactive AR Mural Experience	Max	Cashmere

GEM® AWARD

GOLD	Untold Beauty	Unilever	Arc Worldwide
SILVER	Forever 21 x Bunny's Bae Bar	Forever 21	Live Nation Entertainment Co-Agency: Rolling Loud Productions
BRONZE	Run with It	NFL	72andSunny

Special thanks to our 2024 REGGIE Awards presenting sponsor:

