



Contact: Bill Daddi
Daddi Brand Communications
Bill @DaddiBrand.com
646-370-1341
917-620-3717

Mr. Clean® Brand “Cleaner of Your Dreams” Campaign Named Grand Winner of the 2018 ARF David Ogilvy Awards

Awards recognize those who combine research and creative execution to produce extraordinary advertising campaigns

New York, March 29, 2018 – The Mr. Clean® brand’s “Cleaner of Your Dreams” campaign was announced this evening as Grand Winner of the Advertising Research Foundation’s 2018 David Ogilvy Awards.

The awards recognize those creative teams that took an idea from insight to inception and produced work with significant impact. The awards were presented at a special dinner and ceremony on Wednesday, March 28th, closing out [CONSUMERxSCIENCE](#), the ARF’s flagship event, at Chelsea Piers in New York City.

In addition to being named Grand Winner, the brand also won a Gold for Brand Transformation. The Mr. Clean team researched both what had worked and what did not in the brand’s past and intersected that with a refreshed understanding of the roles and responsibilities of today’s modern American household. The team uncovered a surprising connection between sex and cleaning, inspiring the idea “Mr. Clean is the cleaner of your dreams” and returning the brand to the minds, hearts and homes of today’s modern cleaners. As a result, “Cleaner of Your Dreams” increased sales significantly for Mr. Clean Liquid Cleaners and Magic Eraser, representing a significant lift across 82% of the brand’s overall portfolio.

For the past 24 years, the ARF has celebrated David Ogilvy’s forward-thinking genius by honoring the teams of research, analysis and creative behind the most brilliant advertising campaigns of the past year. In short, the ARF’s David Ogilvy Awards are uniquely based on how research combined with analytics create illuminating insight.

“David Ogilvy’s insights on research, though shared 25 years ago, are still relevant in today’s world, and the winners exemplify his philosophy around transforming insights and ideas into impactful creative,” said Scott McDonald, President and CEO, the ARF. “Congratulations to this year’s winners and thank you for sharing your best work that moves the industry forward.”

The following campaigns were recognized across 5 key categories:

- GRAND WINNER: “Cleaner of Your Dreams” – Mr. Clean

- BRAND TRANSFORMATION Gold: “Cleaner of Your Dreams” – Mr. Clean
- BRAND TRANSFORMATION Silver: “Emerge & See” – Emergen-C
- BRAND TRANSFORMATION Bronze: “#ChangeRougo” – MetLife Japan
- BREAKING THROUGH Gold: “Born the Hard Way” – Budweiser; and “We Know From Experience” – Farmers Insurance
- BREAKING THROUGH Silver: “Ways In” – UnitedHealthcare
- BREAKING THROUGH Bronze: “Uncommon Thread” – Uniqlo
- CHANGING CONSUMER BEHAVIOR Gold: “So Much to Love” – Rice Krispies Treats
- CHANGING CONSUMER BEHAVIOR Silver: “ESPN x NBA” – ESPN
- CHANGING CONSUMER BEHAVIOR Bronze: “Life Can Change in an Instant” – Covered California
- EDUCATION + COMMUNITY CHANGE Gold: “Bring Back the Bees” – Honey Nut Cheerios, General Mills Canada
- EDUCATION + COMMUNITY CHANGE Silver: “Reinventing the Condom” – Naughty Bags
- EDUCATION + COMMUNITY CHANGE Bronze: “Teddy Gun” – Illinois Council Against Handgun Violence
- UNEXPECTED TARGETING + SEGMENTATION Gold: “Stop Profiling” – truth
- UNEXPECTED TARGETING + SEGMENTATION Silver: “Real People, Not Actors” – Chevrolet
- UNEXPECTED TARGETING + SEGMENTATION Bronze: “Deposit Path to Purchase” – Bank of America

The full list of the ARF David Ogilvy Awards winners can be accessed through our website:

<https://thearf.org/event/2018-arf-david-ogilvy-awards/>

About the Advertising Research Foundation

Founded more than 80 years ago, the ARF is dedicated to creating, curating, and sharing objective, industry-level advertising research to enable members to make a true impact on their advertising and build marketing leadership within their organizations. It has 400 members from leading brand advertisers, agencies, research firms, and media-tech companies. For more information, please visit www.thearf.org.

-###-