



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

2020 ARF David Ogilvy Awards Finalists Announced

Proceeds from the now virtual ceremony on October 8th will help fund ARF WIDE

NEW YORK, NY (September 10, 2020) – The ARF (Advertising Research Foundation) today announced the 2020 finalists for The ARF David Ogilvy Awards, the only award program that honors the research and analytics insights behind the most successful advertising campaigns. Winners will be celebrated during a virtual ceremony on **October 8, 2020 from 5-6pm ET**.

This year's awards ceremony, sponsored by Ipsos and Twitter, will also act as a fundraiser for the [ARF Workforce Initiative for Diversity and Excellence \(WIDE\)](#), which was recently established to improve the quality and diversity of the future workforce of the advertising, media and research/analytics industries. All proceeds from purchased tickets will go towards ARF WIDE.

"The uncertainty of today's environment only serves to highlight the pressing need for smarter, more innovative solutions to our research needs, which this year's ARF David Ogilvy Awards finalists have certainly evangelized. I truly look forward to seeing their efforts recognized," said Jason Lonsdale, head of brand strategy & planning, USA at Ogilvy and 2020 ARF David Ogilvy Awards Grand Jury member.

The finalists were selected through a rigorous review process by a jury composed of leaders from all facets of the advertising industry, including agencies, advertisers, media and research companies, across the following spotlight and vertical categories:

Spotlight Categories

BEST BRAND TRANSFORMATION

- *No Is Beautiful* | Pure Leaf
- *Sip Your Sunshine* | Tropicana / PepsiCo

BEST CONSUMER EXPERIENCE

- *Ditch JUUL* | truth
- *r/Layer* | Adobe

BEST NEW OR EMERGING BRAND

- *Bubl  vs. bubly* | bubly sparkling water (PepsiCo)

- *Keep Moving* | Gatorade Zero

DATA INNOVATION AWARD

- *Talenti Layers* | Unilever; Talenti
- *Zillow Offers Launch* | Zillow Offers

SOCIAL RESPONSIBILITY AWARD

- *Ditch JUUL* | truth
- *No Is Beautiful* | Pure Leaf
- *Not A Gun* | Courageous Conversation

Vertical Categories

BUSINESS-TO-BUSINESS

- *Best of Zillow* | Zillow Group

DIRECT-TO-CONSUMER

- *Zillow Offers Launch* | Zillow Offers

FASHION, BEAUTY & HOME

- *Meow Mix Remix* | Meow Mix

FINANCIAL SERVICES & INSURANCE

- *'Better Big Bank'* | Bendigo Bank
- *Clearly Different Money Management* | Fisher Investments
- *Made Ready* | Citizens Bank
- *Sonic Melody* | Mastercard

FOOD & BEVERAGE

- *No Is Beautiful* | Pure Leaf
- *Sip Your Sunshine* | Tropicana / PepsiCo
- *That Jif'ing Good* | Jif

GOVERNMENT, PUBLIC SERVICE & NON-PROFIT

- *Not A Gun* | Courageous Conversation
- *Seize the Awkward* | Youth Suicide Prevention
- *Tested on Humans* | truth

HEALTH & PERSONAL CARE

- *APAC Healthy Breakfast Campaign* | Herbalife Nutrition
- *Skin Stories* | Unilever; Dove
- *World Looks Different* | Advil

MULTICULTURAL

- *Nissan Ambicultural* | Nissan USA
- *No One Gets A Diploma Alone* | Ad Council
- *This Rice Unites* | Riviana Foods

PROFESSIONAL SERVICES

- *Zillow Offers Launch* | Zillow Offers

RETAIL & RESTAURANTS

- *BuzzFeed + Petco Nutrition* | Petco

SPORTS, MEDIA & ENTERTAINMENT

- *The Last Dance* | ESPN
- *There's No Place Like Sports* | ESPN
- *We Love It Here* | SEC Network (ESPN)

TECH & TELECOMMUNICATIONS

- *It's Switching Time* | Chromebook
- *r/Layer* | Adobe
- *Zillow Offers Launch* | Zillow Offers

During the event, the Gold, Silver and/or Bronze distinctions for each category will be named, and the Grand Ogilvy Award, the most outstanding campaign selected from all Gold finalists, will be granted. The ceremony will also feature vignettes from selected finalists, where they will share the journey of their creative process and how data and consumer insights impacted their decision making.

Celebrating over 25 years, The ARF David Ogilvy Awards pays tribute to the late David Ogilvy, the ultimate "Mad-Man" and founder of the ad agency Ogilvy, who believed in the power of research behind effective advertising.

To register for this year's event, please visit: [ARFDavidOgilvyAwards.org](https://www.arfdavidogilvyawards.org)

About The ARF

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 more than 400 members from leading brand advertisers, agencies, research firms and media-tech companies. For more information, visit www.thearf.org.

###