

JM Smucker’s “The Lil Jif Project” Campaign Named Grand Winner of the 2022 ARF David Ogilvy Awards

Amtrak named as the winner of this year’s SeeHer Award

NEW YORK, NY (October 13, 2022) – The ARF (Advertising Research Foundation) today announced JM Smucker’s Jif campaign, “The Lil Jif Project,” has been selected as the Grand Winner of the 2022 ARF David Ogilvy Awards.

“Once again, we were thoroughly impressed by the quality of campaigns put forth by this year’s recipients,” said Scott McDonald, PhD., president and CEO at the ARF. “JM Smucker’s campaign stood out to the judges as bold, unexpected, data-driven, and grounded in cultural observations. It’s clear that by harnessing the power of data and insights, JM Smucker was able to develop effective creative, capture consumer attention and grow the market for a mature brand in a mature category.”

The ARF also recognized Amtrak as the 2022 SeeHer Award recipient for its “Just an Amtrak Away” campaign. Presented by the Association of National Advertisers (ANA) and The Female Quotient, the SeeHer Award honors a campaign that gives a realistic representation of women and girls. “Just an Amtrak Away” is the second campaign to ever be awarded this honor.

“We still live in a world where an unconscious bias persists against women and girls in media content,” said Jeannine Shao Collins, president of SeeHer. “Our mission is to change that, so all women and girls are accurately portrayed and represented in the media they consume, letting them see themselves as they truly are and in all their potential. As an industry, we have a responsibility to reflect and transform culture.”

The ARF also recognized Gold, Silver and Bronze award recipients for their achievements in exceptionally creative campaigns. Gold winners include:

- Kellogg’s
- KitchenAid
- McDonald’s France
- TD Business Banking
- YMCA

To see the full list of 2022 David Ogilvy winners, visit: <https://thearf.org/david-ogilvy-award-2022-winners>

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.