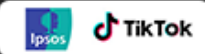




2023 ARF
DAVID OGILVY
AWARDS

FINALISTS

SPONSORED BY



SPOTLIGHT CATEGORIES

BEST BRAND TRANSFORMATION

Unfold Your World: Samsung Foldables' Shift from Social Suicide to Ultimate Apple Trojan Horse
Samsung, Ogilvy

More to Love
Tyson® Brand, GSD&M

BEST CONSUMER EXPERIENCE

The Living Portrait of NYC
Citizens, Ogilvy

Aged by Audio
Kellogg's CheezIt, Leo Burnett Chicago

BEST NEW OR EMERGING BRAND

Toyota GR 2022 "Family of Vehicles" Campaign
Toyota, Hypothesis Group

INNOVATION

Froot Loops World: From TV Ads To World-Building
Kellogg's Froot Loops, Leo Burnett Chicago

...Continued on following page.

Tony the Tiger on Twitch: The First Mascot Turned Streamer
Kellogg's Frosted Flakes, Leo Burnett Chicago

SOCIAL RESPONSIBILITY

Tear the Paper Ceiling
The Ad Council in partnership with Opportunity@Work, Ogilvy

Do It Every Night
Cascade/Procter & Gamble

Freedom To Be
Chase Freedom Unlimited / JPMorgan Chase

HERe for Her
CVS Health, Ipsos

VERTICAL CATEGORIES

AUTOMOTIVE

We Do
Ford, UniWorld Group, Inc.

Driven for Generations
Lexus RX, IW Group, Inc.

Toyota GR 2022 "Family of Vehicles" Campaign
Toyota, Hypothesis Group

BUSINESS-TO-BUSINESS

Let's Create a New IBM
IBM, Ogilvy

Guess Less, Sell More
Intuit Mailchimp, Ipsos

Seek and Prosper
S&P Global, The Magnetic Collective

ELECTRONICS & TECH

How Wonderful is That?
Intel, VMLY&R

Unfold Your World: Samsung Foldables' Shift from Social Suicide to Ultimate Apple Trojan Horse
Samsung, Ogilvy

Uber Don't Eats
Uber Eats, Ipsos

FASHION, BEAUTY & HOME

See Me
Clinique, Estée Lauder

Friends for Life
Freshpet, Ipsos

Perfect Your Pout
MAC, Estée Lauder

FINANCIAL SERVICES

Expect Something More with AAA
AAA (American Automobile Association) / ACG (Auto Club Group), Digitas

Freedom To Be
Chase Freedom Unlimited / JPMorgan Chase

Smart Takes
Travelers Insurance

FOOD & BEVERAGE

BEVERAGE

Believe in Better
Campari Group/Forty Creek, Leo Burnett Toronto

Corona Natural
Corona / ABInBev, Ipsos

Do Whatever Tastes Good
Malibu/Pernod Ricard

FOOD

Lunchtime Is Your Halftime
Campbell's Chunky, Leo Burnett Chicago

Aged by Audio
Kellogg's CheezIt, Leo Burnett Chicago

More to Love
Tyson® Brand, GSD&M

GOVERNMENT, PUBLIC SERVICE & NON-PROFIT

Tear the Paper Ceiling
The Ad Council in partnership with Opportunity@Work, Ogilvy

Child Vaccination Campaign - Your Choice. Their Health.
City of Houston - Houston Health Dep't, Lopez Negrete Communications

Breath of Stress Air
Truth Initiative

HEALTH & PERSONAL CARE

Long Live Your Teeth!
ACT – Sanofi, Terri & Sandy

Let's Hear It From Hands
Dove Hand Wash, Unilever

Men Have Skin Too
Procter & Gamble, Old Spice

MULTICULTURAL

Child Vaccination Campaign - Your Choice. Their Health.
City of Houston - Houston Health Dep't, Lopez Negrete Communications

Driven for Generations
Lexus RX, IW Group, Inc.

Men Have Skin Too
Procter & Gamble, Old Spice

PHARMACEUTICALS

Help Protect In The Next
HPV Vaccination/Merck

Got Booster?
Pfizer, VMLY&R

RETAIL & RESTAURANTS

HERe for Her
CVS Health, Ipsos

Chicken Sandwich Split
Wingstop, Leo Burnett Chicago

TRAVEL

All-Inclusive Boston
City of Boston, Heart+Mind Strategies

It Matters Where You Stay
Hilton, Whitman Insight Strategies