



**2023 ARF**

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# THANK YOU TO OUR SPONSORS



# THANK YOU TO OUR CATEGORY JURY



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## EXPECT SOMETHING MORE WITH AAA

AAA (American Automobile Association) / ACG (Auto Club Group)



### JURY COMMENT

*An excellent case study of a challenger brand with solid research, insight, and business results.*

If you're thinking "AAA has auto insurance?!" you wouldn't be the only one. With single-digit unaided awareness, most people have no idea. And despite AAA's unequivocal leadership in roadside assistance, they're not even Top 10 in Insurance<sup>1</sup>.

With a 15% YOY growth goal, AAA faced a formidable challenge: to break into a category dominated by billion-dollar marketers and spokespeople boasting near-universal awareness – all with less than 1% SOV.

But with 120 years of hard-earned equity in roadside assistance fueling them forward, AAA punched above their weight by introducing an innovative yet intuitive new archetype to the tired, salesy tropes in Insurance: a real-life rescuer.

By strategically leveraging their distinctive assets and legendary reputation instead of starting from scratch, AAA carved out a unique space in the cutthroat insurance category. With a fraction of the budget of their peers, they doubled unaided awareness, drove double-digit growth in consideration and purchase intent, and drove 40% increase in quotes with a 94% reduction in acquisition costs, solidifying AAA's future as a formidable competitor in Insurance.

1. National Association of Insurance Commissioners, 2020

# LONG LIVE YOUR TEETH!

ACT - Sanofi



## JURY COMMENT

*Breaks category norms and creatively tells the story of the long-term investment of oral care. Congratulations on a strong performance!*

ACT is the #1 mouthwash for kids. It has the cavity-fighting power of fluoride which dentists recommend and parents trust. However, ACT is often overlooked as an adult brand, even though it is also a proven solution to protect adult teeth and prevent decay. So, to grow the ACT adult business, they leaned on the brand's oral care creds to make the benefit of fighting tooth decay relevant for adults as they age— a vast departure from mouthwash advertising that typically focuses on breath freshening. ACT was repositioned around the dental decree: "Long Live Your Teeth." In a category packed with dentists and demos, this disruptive work was inspired by real remedies our forebears used to cure tooth decay. This fresh, original approach was extremely successful. The campaign exceeded expectations, with a 116% increase in website engagement, 32% increase in search traffic and a whopping 14% boost in sales.

# BELIEVE IN BETTER

Campari Group/Forty Creek



## JURY COMMENT

*...well-documented research, strong insight, excellent breakthrough creative, smart targeting, and clearly laid out and clearly achieved results.*

Research revealed that Forty Creek needed to reposition and introduce a brand new Forty Creek to win over a lucrative and growing segment of whisky drinkers named Social Achievers. Forty Creek wasn't meeting the standards of a young, urban, socially attuned, status-focused whisky drinker (of legal drinking age). Through the combination of quantitative, qualitative, and even immersive research methods, they uncovered the insight: **We're not defined by where we started — the choices we make and the actions we take will define us.** The insight informed a shared motivation and point-of-view about relentless betterment that inspired the campaign creative. A high-reach and high-impact campaign was created, led by a powerful film, that fought category tropes and immediately recruited young social achievers to Forty Creek's premium whisky SKUs.

# LUNCHTIME IS YOUR HALFTIME

Campbell's Chunky



## JURY COMMENT

*Great cultural read and creative application driven by research.*

Soup was hot in 2020. Met with unrelenting uncertainty, Americans went into stock-up mode, loading up on pantry staples, like Chunky Soup. But as the world opened and choice exploded, soup's outlook cooled significantly. Campbell's challenge: keep Chunky relevant, and keep it on top of grocery lists. To succeed, they'd have to entice Millennial men – a key growth target – to keep choosing Chunky. What motivated these guys? What were they facing? They asked directly, using qualitative research to unearth truths and tensions of their lives. Campbell's learned these men were pulled in all directions, navigating responsibilities at home and at the office, all while trying to leave space to pursue passions. Simply, these guys were doing it all. Well, almost. More than ever, they were skipping a much-needed lunch, leaving them running on empty. Our solution: Lunchtime is Your Halftime. A campaign reinforcing the importance of a mid-day meal and giving license to take lunch, on your terms, with a satisfying bowl of Chunky. The result? Lunch made its comeback. We flipped soup's post-pandemic script, successfully motivating the 'Do-It-All Guy' to fuel up right, growing HHP and shattering expectations for sales for the year (+10%) and share growth (+0.8%).



## DO IT EVERY NIGHT

Cascade/Procter & Gamble



### JURY COMMENT

*Validation of the social good provided a compelling case study of the strong marriage of marketing science and solid creative.*

Compared to Europe, North America lags behind on Dishwasher utilization. While more US homes have a Dishwasher, the average US household only runs it 2x per week vs. an average British household running it 4x per week.

At the same time, global water consumption has grown twice as fast as population growth, and by 2025, two thirds of the world's population will live in water-stressed regions. So, Cascade needed to dispel the reason why many people don't run the dishwasher everyday: the myth that using the dishwasher wastes more water than washing by hand. Turns out, the opposite is true. As long as you have at least eight dishes, dishwashers are more efficient than hand washing.

To show consumers that their dishwashers deserve a little more love, Cascade set out to:

- Educate consumers about dishwasher water consumption;
- Drive a behavioral shift to increase dishwasher usage;
- And create a groundswell of social media engagement.

Cascade grew consumption by +7%, driving \$80MM of category growth, 4 times its fair share. And all of this while saving 100 billion gallons of water annually. A true force for growth and a force for good!

## FREEDOM TO BE

Chase Freedom Unlimited /  
JPMorgan Chase



### JURY COMMENT

*This entry is a master class in corporate inclusiveness. The shifts in perceptions and attitudes, in particular the LGBTQ+ community believing this was a service “for people like me,” was most noteworthy.*

Despite longstanding support of the LGBTQ+ community, tracking research identified perceptual gaps for Chase and Freedom among this audience in trust and relatability. To address these gaps and win in the hypercompetitive cashback credit card space, they needed to learn more about LGBTQ+ consumers to breakthrough and authentically reach this community.

Research unearthed that **many LGBTQ+ consumers yearn for the freedom to live authentically and still be seen as a holistic individual.** Freedom Unlimited’s “Freedom To Be” campaign highlights real LGBTQ+ individuals and their authentic, whole selves, activating on this insight and shifting this narrative. David, Jannah, and Kiyanna share their unique stories, celebrating freedom of self-expression and demonstrating how Freedom Unlimited rewards you for being you with cashback on every purchase.

The campaign was an enormous success among LGBTQ+ consumers. The ads broke through and outperformed ad tracking benchmarks, driving relatability and consideration for Freedom Unlimited to maintain our category leadership position and drive awareness of the rich diversity within the LGBTQ+ community.

# THE LIVING PORTRAIT OF NYC

## Citizens



### JURY COMMENT

*Very clever and elaborate approach to leverage data.*

Citizens, originally established in the Northeast, was growing steadily, and in 2022, set their sights on NYC. The opportunity was tremendous, but so were the challenges, including, how to introduce Citizens to NYC, stand out among 200+ competitive banks and appeal to a highly discerning population.

The research methodology balanced a powerful mix of syndicated survey data analysis, published studies, and custom primary data from research along with real human stories and perspectives captured one-on-one. Collectively, this content was used to build a connected, surprising, and engaging story that people could immerse themselves in and see the city in a way they never have before.

In summer of 2022 and into fall, post-pandemic New Yorkers were returning to experiences and making life choices more intentionally with both their time and their money. To lean into this desire and create an experience that would truly stand out, Citizens built an ode to NYC, demonstrating their efforts to understand their customers and make them ready for life's journey. This multi-sensory experience showcased the resilience and brilliance that evoked the creativity, passion, and vibrancy of NYC. This resulted in 28,402 tickets reserved, with final attendance 20% above goal, all working towards driving a 7.2% brand awareness lift, and 100% positive sentiment in just ten days.

# ALL-INCLUSIVE BOSTON

City of Boston



## JURY COMMENT

*On point insight that engaged consumers from all backgrounds for inclusion was an effective story to ease the stereotypes of Boston*

In the wake of a tourism-halting pandemic, the City of Boston sought to increase tourism equitably. This meant increasing visitation, but having visitors explore more than just the Freedom Trail and Faneuil Hall – it meant driving traffic to businesses across the city: big, small, local, black, brown, LGBTQIA+, and woman-owned.

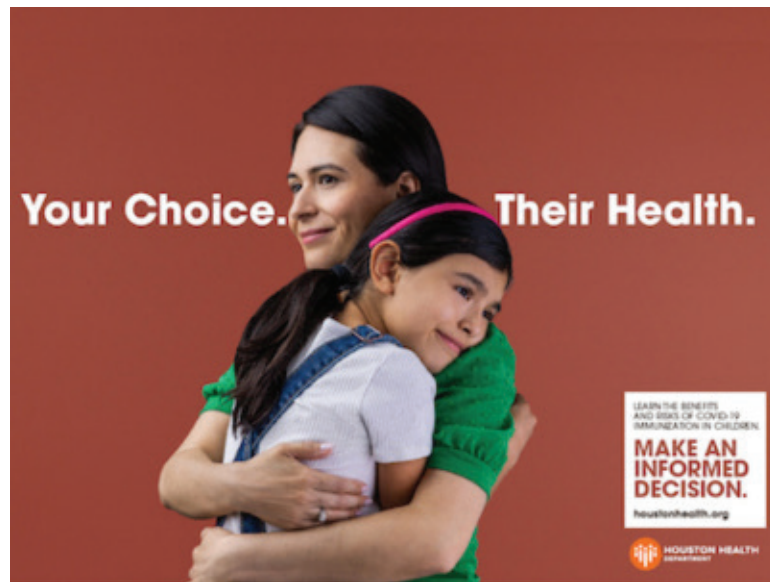
The research first leveraged a qualitative methodology called Illumination Lab where participants respond to live, moderator-led questions with simultaneous written responses, ratings, and rankings. An online survey then validated the findings and produced inputs for a communications architecture.

The insight: **travelers had a superficial familiarity with Boston driven primarily by pop culture and sport-team mega fans.** The city had let others tell its story, leading to negative stereotypes that Boston was unwelcoming and racist. Despite this, travelers were curious about the real Boston, desiring an authentic, inclusive experience incorporating all Boston has to offer.

*All-Inclusive Boston*, is a double entendre that seamlessly links the campaign ask, tourism goals, social initiative and creative work. It generated 57.2 million impressions, 68,000 clicks, and the campaign video garnered one million social views with an average video completion rate of 80%. Most notably, the campaign increased traffic to visitboston.com, Boston's tourism website, by 400%.

# YOUR CHOICE. THEIR HEALTH.

City of Houston - Houston Health  
Department



## JURY COMMENT

*The empowering nature of making your own choice was an effective call to action to let the facts speak for themselves. Results are outstanding.*

In early 2022, Houston had a high Covid infection rate among children. However, less than 20% of eligible children were vaccinated and there was a general feeling of disinformation and mistrust particularly in underserved and diverse communities against child vaccination.

To define their target, Lopez Negrete Communications used the city's Covid Vulnerability Index: Houston Wait and See Parents (HWSP). And to gain additional insights, they conducted a series of focus groups among Hispanic, White, African-American, and Asian parents.

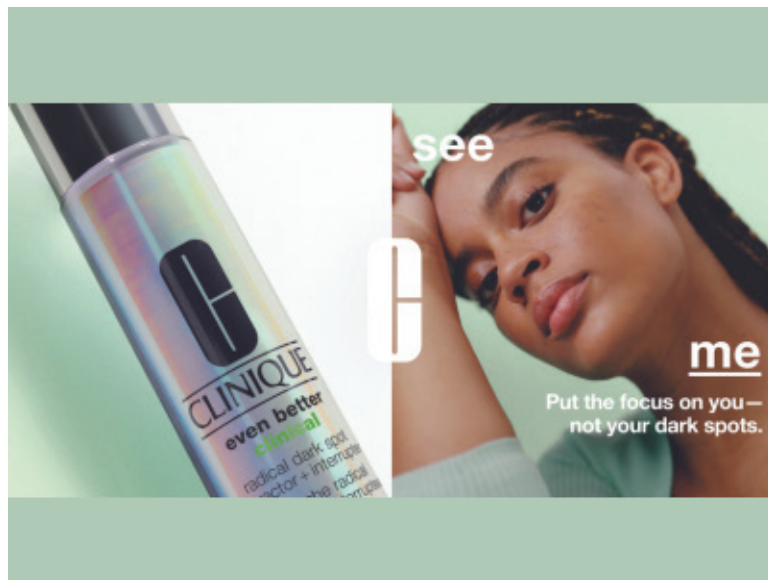
Through research, they found that parents making a vaccination choice faced a constant and hostile barrage of messages – from all sides and angles – and a lack of respect for the agony they felt as they made their decision. The key insight was that efforts using pressure, urgency and fear were highly unlikely to succeed.

This led the team to create a fully integrated, 360 campaign, “Your Choice. Their Health” which prioritized an unpolarized and non-judgmental message. Visually, a parent-kid hug represented the two sides of that equation, the parents’ responsibility for making a choice and the kids’ health, wellbeing, and future.

The campaign ran May-July 2022 and performed strongest among kids 5-11 in high vulnerability zones – a key priority. Weekly first vaccinations rates grew 23%.

# SEE ME

Clinique



## JURY COMMENT

*Their research went deep into understanding not just the behaviors but the triggers and the whys behind the actions, that got to the heart of the human truth of their target audience. They set out to not only grow their business, but authentically represent multi-ethnic women whose beauty has historically been marginalized.*

Clinique's challenge was two-fold:

1. Demystify the #1 concern among Black and Latina women: dark spots (i.e., hyperpigmentation) and provide an easy, proven-on-darker-skin solution. Hyperpigmentation is an acute concern that varies widely across darker skin tones – even within families. It is not openly spoken about, creating a sense of isolation and anxiety. Treatment options are confusing and not clearly developed for, nor tested specifically on darker skin tones.
2. Be an industry leader in authentically representing multi-ethnic women whose beauty has historically been marginalized. Although there has been industry progress toward inclusiveness, it has often been one-dimensional. The Clinique team aspires to go beyond simple representation to truly portray multi-ethnic women with deep, nuanced understanding and evolve beauty norms.

To establish a deep understanding of how multi-ethnic consumers experience hyperpigmentation, Clinique pursued non-traditional, qualitative research. They initiated expert interviews, semiotic analyses, ethnographic diaries, and in-depth interviews.

To prove Clinique's Even Better Clinical Interrupter's ("EBCI's") gentle efficacy, they conducted a robust sensory claims tests on 500+ multi-ethnic consumers covering all Fitzpatrick skin tones III-VI.

Clinique then worked with a Latino-owned creative agency, to develop See Me. This campaign drove impressive results across usage, sales, recall, brand favorability, and click-through-rates.

# CORONA NATURAL

Corona / ABInBev



## JURY COMMENT

*Strong concept validation and localization methods - very strong business results.*

**Challenge:** As Corona matured, growth became flat globally. Corona overperformed on attributes of “refreshment” and “relaxation”, while suffering in “high quality”. “High quality” was an area we could utilize to win over consumers where quality is important and lead to growth. ‘Brewed with 100% natural ingredients’ had the most potential to positively shift quality perceptions and purchase intent.

**Methodology:** Ipsos/ABI partnered through qualitative and quantitative research. We fueled the creative idea in early exploration, finetuned, and identified creative levers.

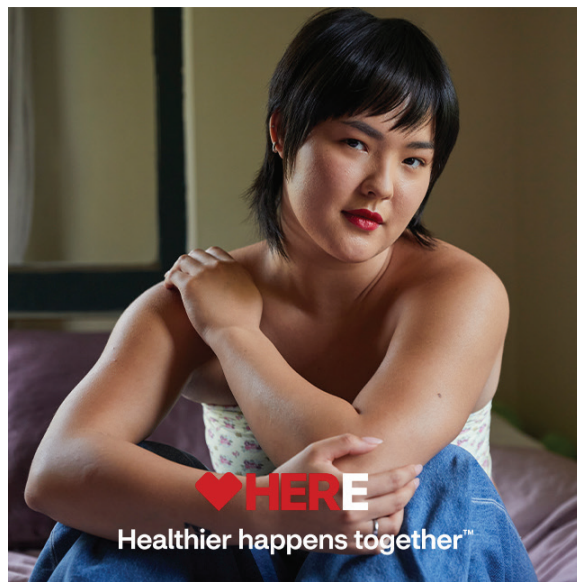
**Insight:** Even though consumers spend most of their time indoors, they feel most alive outside, inspired by the beauty of nature.

**Creative execution:** The campaign shows nature in a new light with artful techniques and incredible subject matter. It prompts a reappraisal of the beer and lifts quality perceptions by showing that Corona is from nature.

**Business impact:** The primary objective of global growth was achieved with a 107% volume lift in Argentina, 63% volume lift in Colombia, and 56% volume lift in Brazil. Overall, the campaign strategy to promote natural ingredients to enhance Corona’s quality perception with people who value quality paid off with the quality perception being increased by 38% in Brazil, 28% in Peru, and 3% in Colombia

## HERE FOR HER

CVS Health



### JURY COMMENT

*The sheer breadth of partners used to investigate, develop, target and execute this campaign is impressive in itself. A really strong campaign and case study with impressive business results.*

This case is the poster child for doing well while doing good and an education in how corporations, using research, can navigate a divided society. CVS Health grasped the insight that women face significant barriers to prioritizing their healthcare and saw the opportunity to improve their experience in accessing services and products. The marketing challenges were around education, trust and driving through to sales. Research was conducted expertly and sensitively to shape the campaign platform, 'HERE'. This concept was the most inclusive and motivating for CVS Health, avoiding politicized language that would overshadow the brand's message.

'HERE' launched on multiple platforms. The campaign proved CVS Health's commitment to overcoming systemic and societal barriers by highlighting the company's key actions impacting access, education and inequalities in women's healthcare. These included working to eliminate the menstrual tax, taking a stance on the "Pink Tax" elimination efforts and providing access to health services at the MinuteClinic. The campaign successfully increased in-store trips for feminine care products and inclusive menstrual products 3-4x more than leading competitors. The campaign also had a significant impact on overall brand awareness (+4%) and women's health services awareness (+10%). The campaign was one of the top campaigns for acquiring new CVS Health customers and reactivating current CVS Health customers.



# LET'S HEAR IT FROM HANDS

## Dove Hand Wash



### JURY COMMENT

*Breakthrough idea. Really smart, creative, and disruptive campaign. By featuring talents signing in front of the camera, Dove is bringing the product benefit to life in a way that is both inclusive and empowering.*

COVID changed our relationship with hands. We were suddenly intensely aware of them and instead of reconnecting with what makes our hands special, we were taught to fear them. We were punishing our hands in the name of hygiene, we scrubbed our hands until they were dried and cracked. But hands are extremely powerful enablers of life, and we need to stop taking our hands for granted.

The aim of the “Let’s Hear It From Hands” campaign is to re-appraise the act of hand washing. The goal is to transform hand washing from a punishing routine for hand hygiene to a rewarding ritual of care, that all hands deserve.

Unilever tested several ideas and ultimately decided to create the first Dove ad conveyed entirely through American Sign Language (ASL), spotlighting people who value their hands the most. They also ensured that the execution itself was researched with those in the ASL community to ensure proper representation. These women found the ad to be unique, exciting, authentic, and clearly communicated the key message.

Since launching in March, the campaign has garnered 410.7 million impressions and dollar sales up +25% in L4W.

# WE DO

## Ford Motor Company



### JURY COMMENT

*Deep connection with the targeted consumer group. The creative has a lot of energy and spirit.*

Enjoying the outdoors is not exclusionary, but there is a misconception that Black women don't embrace the beauty and therapeutic benefits the outdoors provide. This has caused automotive brands to steer away from aligning their outdoor focused nameplates with Black women.

Ford's task was to redefine adventure for Black consumers and position the Ford Bronco family in a new space beyond racing, off roading and wake boarder hauler.

Ford worked with campaign partners from mutual interest and support organizations such as Black Girls Run, Outdoor Afro as well as Kellee Edwards, adventure travel journalist, media personality and explorer, to amplify the stories of these Black outdoor organizations.

The campaign was a success and exceeded brand lift norms in standard favorability and message association.

# FRIENDS FOR LIFE

Freshpet



## JURY COMMENT

*...some of the lessons learned from this work: strong creative insights can be identified through early-stage research, neuromarketing can be used to validate creative concepts and optimize ad performance, and emotion is a powerful driver of purchase behavior.*

**Marketing Challenge:** Freshpet's innovation of refrigerated, fresh pet food has been winning the hearts and minds of pet parents by challenging pet food category conventions. Freshpet's highly successful 'Letters' campaign, which demonstrated the transformative impact of the brand on pet lives, was seeing diminishing returns so the brand embarked on a communication exploratory.

**The insight:** Our pets are our soulmates. They nourish our souls and help us live longer, healthier lives... we should return the favor.

**Methodology:** Ipsos and Freshpet worked together using a two phased approach to develop "Friends for Life." Phase 1 was a quantitative-qualitative approach to select and optimize the most influential territories. Phase 2 was a neuro-enhanced quantitative method to validate the best ad from previous phase. This 2nd phase blended a neuro System 1 & 2 to truly understand the ad's ability to resonate with pet parents emotionally and rationally.

**Creative Execution:** The "Friends for Life" campaign includes a :30 and :15 featuring a variety of active, mature pet parents with their soulmate dog companions living a full and vibrant life together paired with iconic song "I Got You Babe" by Sonny & Cher. Freshpet links the longer, happier life their pets give them with the suggestion that they return the favor with Freshpet, healthy, delicious food made with real meats and vegetables.

**Business Impact:** After "Friends for Life" aired, Freshpet dollar sales increased +37.5% in CY 2022 vs a year ago.

# IT MATTERS WHERE YOU STAY

Hilton



## JURY COMMENT

*...the resulting campaign leaned into the learnings to produce authentic and entertaining executions that speak to the target audience.*

As the world (and travel) re-emerged from COVID, Hilton seized the opportunity to launch the biggest rebrand in their 103 years.

Other category advertising prioritized the destination over the stay—hotels were just means to an end, but travelers hadn't forgotten about hotels.

Leaning into Conrad Hilton's founding vision to fill the Earth with the light and warmth of hospitality, we created Hilton's first-ever enduring brand platform, "For The Stay," designed to lift Hilton's distinctiveness, consideration, and business.

The campaign positioned Hilton as the antidote to relatable tensions, bringing a fresh, boldly humorous approach to a traditionally sentimental category.

The 360° effort including Out-of-Home (OOH), Online Video (OLV), TV, Radio, and Social also extended to Hilton's viral 10-minute TikTok 'The Ad You Stay In,' influencers sharing their favorite stays, a "Hilton Stay Holiday Gift Guide," and a first-of-its kind partnership between Hilton and Peloton. The platform is also reshaping how Hilton thinks about team member recruitment, ESG, the Hilton Honors loyalty program, and all 19 brands in the Hilton portfolio.

# HELP PROTECT IN THE NEXT

HPV Vaccination/Merck



## JURY COMMENT

*This was solid insights work and was translated well into and an effective campaign.*

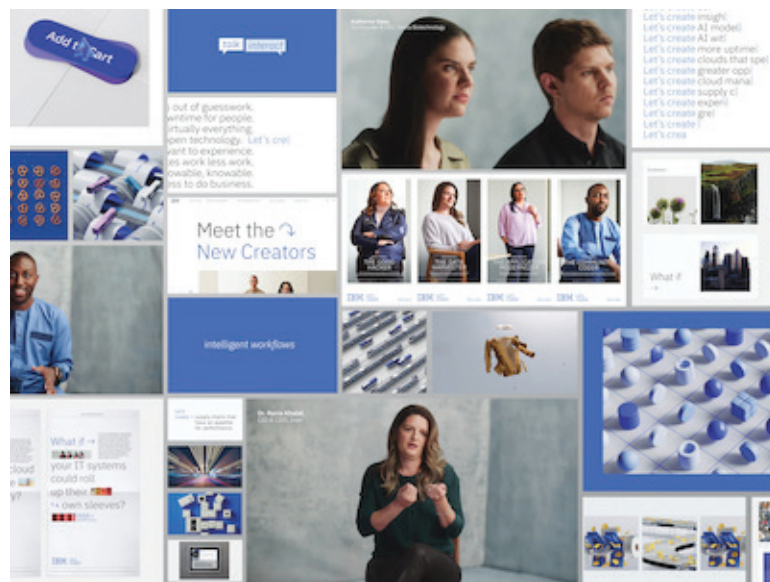
**Help Protect In The Next (HPN)** is an unbranded campaign which educates parents on “why now” and raises awareness that HPV vaccination can begin at age 9 by striking an empathetic tonality for those parents who may still think of their children as “little” when they are in reality moving towards their “tween” and teenage years.

The irrefutable insight that “*my child is still my baby and now isn’t the right time for HPV vaccination,*” as well as the campaign itself is based on an extensive research plan that leaned heavily on segmentation, behavioral economics, co-creation as well as traditional copy testing. Unbranded video (Linear TV and streaming) is the centerpiece of the design. Surround sound digital tactics (i.e., including audio, social, display) and point of care materials are integral to educating parents around the disease.

Despite being launched at the tail end of the pandemic, April 2022, which saw changing vaccine sentiment and capacity issues in physician offices, **HPN** drove a significant lift in the number of parents intending to seek advice from their family physician.

# LET'S CREATE A NEW IBM

IBM



## JURY COMMENT

*The insight that IT professionals are creative is powerful and unexpected. The change in perception and purchase interest are extraordinary for brand of this size with such strong existing perceptions.*

IBM had lost relevance with the tech community. Seen as an obsolete tech giant, their vision of the future was no longer resonating with tech audiences. We had our work cut out for us: convince a tech community that 110-year-old IBM was positioned for where the industry was headed, not where it has been.

Research uncovered a tension between how IT leaders are perceived, and what their job actually is. They're seen as technicians and plumbers within their enterprise-fixing problems, or "frankensteining" legacy systems together.

But in fact, they're innovators and creators: the driving force behind their business. They understand that innovative technology is what keeps their business nimble.

This led to our strategic unlock: **Let's create**. Together, let's show the business world what the creative minds inside every company can accomplish.

The "Let's Create" campaign helped drive reappraisal with an increase in relevance by 8%. For purchase consideration IBM exceeded expectations for both Hybrid Cloud and AI. Over a quarter of prospective customers were now actively considering IBM for their digital transformation strategy, up 5 points since the beginning of 2022. Additionally, these efforts helped IBM post several consecutive quarters of growth for the first time in years.

# HOW WONDERFUL IS THAT?

Intel



## JURY COMMENT

*Finding a scalable cognitive shortcut to demonstrate the presence of Intel was a clever and relevant way to build cut-through and awareness with an important consumer segment.*

Despite being a part of just about everything the next generation relies on, Intel was seeing declines in brand consideration among a key group of users and purchasers, Tech Enthusiasts ages 18 to 35. Research showed Intel's iconic sonic identity, often referred to as "the bong," unlocked an emotive language that positioned Intel as an inspiring technology brand. This insight was revealed through a robust mixed method research strategy — leveraging in-depth interviews, online surveys, diary studies, and syndicated data — to understand why Intel consideration was declining and how we could reverse that trend.

The culmination of this research resulted in "How Wonderful is That?" a campaign that utilized "the bong" to point out everywhere Intel was at work. Within the first three months of launch, key attitudinal KPIs and brand attributes increased to two to five times the industry norm. They also saw a seven-point increase in Intel consideration among our key target audience of Tech Enthusiasts.

# GUESS LESS, SELL MORE

Intuit Mailchimp



## JURY COMMENT

*The insight uncovered was practical and human which led to compelling creative that actually drove desired results.*

Intuit Mailchimp has revolutionized their marketing game by tackling the long-standing issue of guesswork. In a world where John Wanamaker's famous quote still resonates, the company conducted comprehensive voice of the customer research to understand the core problem faced by small and medium-sized businesses (SMBs). The findings revealed that "guessing less" remains a pressing challenge for marketers today.

The campaign's creative concept, developed through qualitative research with Mailchimp prospects conducted by CMB, struck a chord with its entertainment value and relevance to marketers' pain points.

To fine-tune the campaign, Intuit Mailchimp enlisted the expertise of Ipsos, who conducted early-stage quantitative research. This step helped identify the most effective static visuals that effectively conveyed the theme of guesswork. The company also utilized Ipsos' Creative|Spark in-context method to develop and test various video creatives, driving improved effectiveness and brand impact.

Armed with this insight, Intuit Mailchimp launched the 'guess less & sell more' campaign, aimed at SMBs. Leveraging their advanced predictive segmentation tools and pre-built automations, the company positioned itself as the solution to the perpetual guessing game.

The results speak for themselves. Since the launch of the Guesswork campaign, Mailchimp's brand awareness has doubled, signaling a breakthrough in the marketing industry. By addressing the age-old challenge of guesswork and offering tangible solutions, Intuit Mailchimp has increased consideration from SMBs seeking to optimize their marketing efforts and maximize their success.



## AGED BY AUDIO

Kellanova Cheez-It



### JURY COMMENT

*Very inventive campaign that used research insights to create an unlikely partnership, the building of a brand, and growing sales.*

95% of Americans are obsessed with cheese. That's why the Salty Snack category is dominated by cheese snacks. But just because Americans love cheese doesn't mean they know how to recognize it. The category is led by icons like Doritos and Cheetos with celebrity endorsements, game packs and even Bad Bunny. But very few are made with real cheese.

That's where Cheez-It comes in. Cheez-It is made with 100% real cheese. Problem is, most don't find this differentiator exciting. **Kellogg's needed to turn this differentiator into something compelling enough to drive immediate desire in an entertainment-obsessed category.**

Turns out, offbeat research saved the day! In 2019, Bern University students discovered that aging cheese to music for 6.5 months changed its taste. **Our obsession with cheese grows stronger when it's aged to music with a rumbling baseline!**

To prove it, Kellogg's aged Cheez-Its to Snoop Dogg and Beastie Boys and launched **Aged-by-Audio – the first-ever sonically-aged cheese snack.** But instead of launching like a cracker, we partnered with hip-hop icons and Pandora to launch it like a music drop.

The results? **Cheez-It quadrupled engagement around the real cheese differentiator, tripled traffic to the DTC site and sold out in 12 days.**

# FROOT LOOPS WORLD: FROM TV ADS TO WORLD-BUILDING

Kellanova Froot Loops



## JURY COMMENT

*The research journey was phenomenal. From literally building a house of insights to using their medium as the method, this team found a way to reach and communicate with kids in a very childlike way.*

The “Metaverse” has question marks...largely due to a lack of proven ROI. But this story changes all of that. Froot Loops cereal was experiencing sales velocity declines (-17.7%) in a declining category and was losing its iconic status with the newest generation of kids (Gen Alpha). Kellogg’s deep dive into the colorful world of kids led us to a groundbreaking insight: curious kids have the most colorful adventures. So, they co-created a game with SuperAwesome and Roblox and optimized the levels and experience each week in real-time. This fueled 10+ months of consistent sales velocity growth and earned the coveted title of #1 branded game on Roblox. The game is still a success today.

# TONY THE TIGER ON TWITCH: THE FIRST MASCOT TURNED STREAMER

Kellanova Frosted Flakes



## JURY COMMENT

*Resuscitating a brand icon is a huge undertaking...This is an A-to-Z primer on how to analyze the situation and solve with the out of the box choice of media perfectly suited to the target.*

Tony the Tiger, Frosted Flakes' strongest creative asset, had become a two-dimensional, walking cereal huckster and nearly unrecognizable. And by 2022, two out of three teens in the U.S. didn't recognize him at all. This is a story of how Kellogg's jailbroke Tony the Tiger out of the confines of the :30 TV ad by partnering with Twitch and top gaming influencers to turn him into a well-known, real-life gaming streamer. The first brand mascot to do so! As a result, Tony the Tiger made the Top 10 most-watched streams globally, garnering more participation than the most popular streamers on Twitch.

## DRIVEN FOR GENERATIONS

Lexus RX



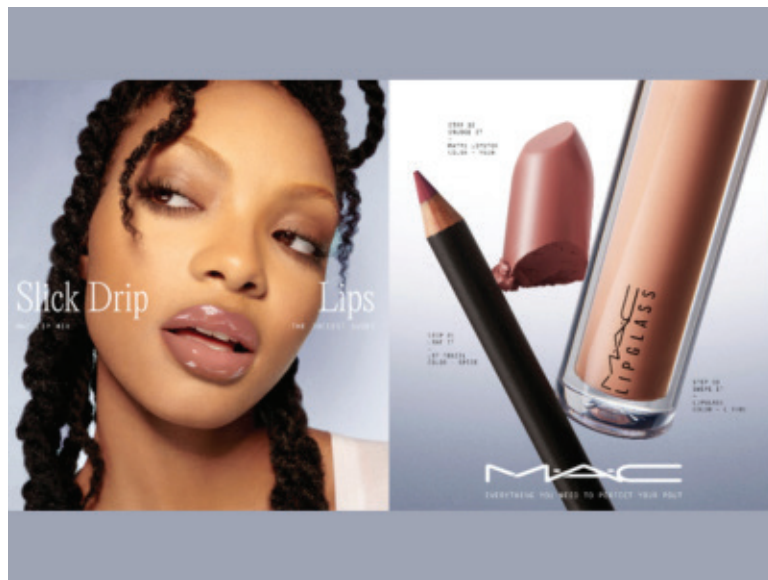
### JURY COMMENT

*Very thoughtful and authentic execution of the creative campaign - all the details were thoughtfully and strategically considered - to ensure resonance with a particular targeted multicultural demographic.*

In 2022, Lexus redesigned the popular RX to appeal to a wider range of luxury consumers—including both younger and older Asian buyers. However, the RX has been around for generations, and the brand needed a new way to talk about the RX's story. With Lexus, Leo Burnett Chicago conducted research on Asian American consumers and found that the Lexus RX's story is not finished—it keeps building on its success and setting new standards. Acknowledging the RX's history and improvements resonated particularly well with collectivist Asians, who value their cultural heritage while embracing progress. Building on these insights, they developed an integrated launch campaign targeting native-language and English-speaking Asians. The campaign's success was evident in ad testing, showing significant increases across key performance indicators like Model Awareness, Opinion, and Consideration. Consumers also appreciated the campaign's bold use of Asian actors while highlighting the new luxurious vehicle. This insight enabled Lexus to effectively engage Asian consumers, solidifying its leadership position in the luxury automotive market.

# PERFECT YOUR POUT

MAC



## JURY COMMENT

*Multistage research methodology, including desk research, to truly understand the consumer and cultural context paid off, unlocking a sound insight.*

Following the pandemic, consumers were mentally exhausted, with Gen Z being disproportionately impacted. Estee Lauder conducted consumer research to understand Gen Z's mindset and relationship to makeup. Because they missed out on many ubiquitous events we take for granted, they looked to the past, relying on nostalgia from their parents' generation of the 90's to bring them joy.

The 90's lip trend was gloss; however, MAC is known for its lipstick bullets. Gen Z's preferred aesthetic of 'clean girl makeup' is in stark contrast to MAC's reputation of providing a bold lip. However, with the rise of social media and beauty 'how-to' videos, Gen Z learned to use multiple lip products to perfect their pout. This insight created the perfect opportunity to go beyond our iconic lipstick bullet and introduce Gen Z to our gloss, balms and liners.

MAC built a campaign around these products, reflected diverse casting, and had a 90's girl group nostalgia vibe. As a result of this campaign, MAC Lip Glass grew nearly 15% faster than the market, gained 30bps of share and gained 2 ranks from the prior year. Like icing on a cake, lip gloss is an exclamation point for your life.

# DO WHATEVER TASTES GOOD

Malibu/Pernod Ricard



## JURY COMMENT

*Fantastic use of integrated research getting far outside of the traditional approach. Strong results which really show the campaign coming into itself.*

**Challenge:** Transform from a summer-only brand to a spirit of summer. Transcend declining rum category to source from new competitors like hard seltzers, with our unique flavors and refreshing taste. Grow despite lower investment.

**Method:** Insights drove decisions from strategy to execution:

- **Demand segmentation** identified opportunity to win in demand space territory and escape need, by battling new competitors.
- **Ethnographies** deepened understanding of escape need for middle-aged women who prioritize others' happiness as group's "puppet master."
- **Creative pre-testing** simulated real-world behavior to narrow idea, optimize scripts, prioritize assets.
- **Touchpoint analysis** uncovered demand space path to purchase to structure investment strategy and media targeting.
- **Marketing mix** demonstrated case for increased media investment and optimized channel mix.

**Insight:** "I wish I could break free from responsibilities to unplug and lighten up anytime, anywhere."

**Creative:** Embrace freedom and escapism - no need for a vacation. Malibu is a state of mind. "Do Whatever Tastes Good" campaign invites consumers to escape to a Malibu world where work has always just finished, and your friends are always free.

**Impact:** includes +0.2% \$ share, +0.4 penetration, +650,000 households, +4.0 brand affinity, and strong ROI.

# GOT BOOSTER?

Pfizer



## JURY COMMENT

*The research approaches were very thorough, and the use of panel to keep a pulse on ever-changing attitudes was especially appreciated. The creative definitely flowed from the insight of the messenger being as important as the message itself.*

Pfizer faced the challenging task of driving bivalent COVID-19 booster uptake into a politicized marketplace filled with tremendous COVID fatigue. The world was ready to move on and yet the virus was still with us, and Pfizer needed a way to drive a behavior that nobody wanted to think about. They implemented a custom research program that would enable understanding of their audience of everyone in an on-going way and used research at every step of the process from insight mining to creative development and validation.

The insight was that the messenger was as important as the message—that to motivate boosting we needed the right voices used in the right way to connect to distinct audience mindsets. Pfizer leveraged the iconic “Got Milk” campaign to use celebrity voices to connect.

The campaign broke through lack of interest in boosters and brought them back into the cultural conversation. With over 358M impressions, we saw increased engagement in social media with 1.7M+ engagements (including likes, shares, saves) and a 38% increase in COVID-related posts. 61% of people reported they intended to vaccinate after seeing the campaign.

## MEN HAVE SKIN TOO

Procter & Gamble, Old Spice



### JURY COMMENT

*Strong insight informing a creative idea that not only drove relevance but contributes to disrupting gender stereotypes in culture. Congratulations on a powerful platform with longevity.*

Old Spice has always prided itself on depicting diverse 'Old Spice Guys' over the years. The brand received a wake up call during ethnographic research when they heard that the brand wasn't relevant to Black men. They weren't seeing themselves or their culture fully represented. The P&G Analytics & Insights (A&I) team led with an inclusive learning approach across ALL groups of Multicultural consumers followed by conducting deep dives on life, category, and media insights. Shopper data also revealed that most Black men use women's body wash, and assume it's better for your skin than men's offerings. They wanted the perceived functionality and benefits of women's products. Old Spice launched the Men Have Skin Too campaign: *Old Spice products have such amazing benefits, women won't believe they're not for them.* Old Spice's Fresher collection answered this need; it was relaunched and upgraded with moisturizing ingredients like shea butter and natural scents like lavender to meet the needs of Multicultural men. The team reapplied this strategy to create programs to win with APA consumers and is now working to grow with USH in 2023. Old Spice has accelerated the brand CAGR and growing households with both Black (+7%) and APA (+2%) men.



# SEEK AND PROSPER

S&P Global



## JURY COMMENT

*A solid B2B case study highlighting how research with business leaders inspired the creative and strategy.*

*The challenge:* Awareness of 'S&P' was high but limited primarily to credit ratings and indices. The 2022 merger with IHS Markit offered an opportunity to launch a global campaign telling a bold new story about S&P Global.

The strategy set out to show how S&P Global's '**Essential Intelligence**' supports the target's fundamental desire to '**accelerate progress.**' This underlying thought was explored via early creative development research.

*The approach:* the magnetic collective connected with 35 'business visionaries' in the US, UK & Hong Kong, across six industry verticals, for qualitative conversations and workshops.

*The insight:* 'Inner Visionaries' are inspired by data and insights. They seek the 'ah-ha' moments that lead to both incremental and systemic change.

Progress doesn't happen automatically – it requires courage, diligence and momentum. By illuminating unique patterns and providing evidence to support decision-making, Essential Intelligence offers a catalyst to progress.

*Creative Execution:* 'Seek and Prosper' showcases how S&P Global offers the Essential Intelligence to make unique connections in the data. Anthemic print & digital center around the idea that 'seeing' is simple, but to really push progress forward you must 'do more than see. Seek.' The film illustrates this using a metaphoric underwater 'deep dive.'

*Impact:* Double-digit (17+) lift in awareness, consideration, and favorability (beating category benchmarks) and outpacing historical site visitation/pages-per-visit by over 300%.

## UNFOLD YOUR WORLD: SAMSUNG FOLDABLES' SHIFT FROM SOCIAL SUICIDE TO ULTIMATE APPLE TROJAN HORSE

Samsung



### JURY COMMENT

*Stunning amount of research, showed they truly understood the insight, their consumer, and produced a truly data-driven set of creative. Very cool insight to execution process.*

Why weren't Apple users switching to Samsung? Android? Sure. The social suicide of the 'Samsung Stigma'? Undeniable. Seductively well crafted Apple products? Duh. But we already knew this...

By leveraging the unconventional tools of behavioral science and personality studies of extreme fans in both camps, **Ogilvy uncovered something even more underlying and stubbornly true — Samsung users are “prevention-focused” (afraid to lose; comfortable in objective systems, what’s practical), while Apple users are “promotion-focused” (drawn to winning; emotional and aspirational stories, the improbable and magical here-and-now).** They're as different as apples and oranges — literally — cut from an entirely different psychological cloth. So, trying to court Apple users with the same techniques Samsung used for its own base, simply wasn't working work.

Using this insight, **Ogilvy helped radically transform how Samsung marketed their third and fourth generation newest mobile devices — Foldables — Fold and Flip, across 2021 and 2022 in 12 of the most lucrative global markets.**

**By changing their product proposition from 'The Future Unfolds' to 'Unfold Your World', every communication they designed moved Samsung from features, specs, and innovation-by-numbers, to outcomes and the art-of-the-possible. Ogilvy helped bring in 3x more Apple switchers to Samsung than any other product in their history.**

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## TEAR THE PAPER CEILING

The Ad Council in Partnership  
with Opportunity@Work



### JURY COMMENT

*Every phase of the research yielded important insight, all of which were layered into the final creative. Not surprisingly, the campaign was very effective against the communication objectives.*

The Ad Council came to Ogilvy NY to help the non-profit Opportunity@Work's mission to rewire the broken and biased U.S. labor market. They quickly learned that millions of open jobs go unfilled due to degree discrimination. And companies are growing frustrated as they struggle to find skilled workers and reach their DE&I (diversity, equity, and inclusion) goals.

Over 70 million workers in the U.S.—half the workforce—don't have a bachelor's degree. This issue disproportionately affects Black and Hispanic workers, as well as veterans. They have in-demand skills but are automatically screened out of job opportunities.

Driven by research, the team initiated a movement; a cultural shift provoking employers to rethink their hiring practices and everyone to advocate for skills beyond degrees. They uncovered a striking similarity to The Glass Ceiling and leveraged its equity to jumpstart our campaign, "Tear the Paper Ceiling".

Beyond buzz, the campaign drove impact. The Paper Ceiling is becoming part of the cultural conversation with 2.3 billion impressions and is now a powerful tool in driving change. Six U.S. states have now passed executive orders removing degree requirements on thousands of jobs in each state. These are critical steps to building a more equitable and inclusive labor.

# TOYOTA GR 2022 “FAMILY OF VEHICLES” CAMPAIGN

Toyota



## JURY COMMENT

*Really impressed with the depth and range of the research process. Solid case study that tells an impressive research story that ties to the overall strategy and execution of the campaign.*

**CHALLENGE:** After introducing GR in the US, Toyota sought to expand its reputation into the performance space with the GR86, GR Corolla, and a broader GR Family of Vehicles.

**METHODOLOGY:** Audience insights informed launch strategy across positioning, ad creative, and audience targeting. Through stakeholder and expert interviews, influencer meet-ups, online journals, and focus groups, we identified the optimal positioning for the GR launch. To measure performance, Toyota also commissioned brand and ad tracking.

**INSIGHT:** Toyota could establish GR in the US by tapping into performance drivers’ need to connect authentically with the full performance experience, both on the track and in the garage. It’s not about status or exclusivity, but loyalty.

**CREATIVE EXECUTION:** The campaign was comprised of three phases active between January 2022 – January 2023. To capture a niche audience (performance vehicle enthusiasts), media strategy prioritized digital video platforms and online communities and excluded traditional TV.

**BUSINESS IMPACT:** As a result of the campaign, GR grew in Familiarity, Buzz, Favorability, and Consideration. GR86 had its best sales year in 2022, and GR Corolla launched to massive fanfare. Demand for GR Corolla was so high, Toyota increased production in ‘23.

# SMART TAKES

Travelers Insurance



## JURY COMMENT

*Strong results. Very logical flow to research rollout.*

Millennials have been watching insurance commercials their whole lives, but what do they really know about how insurance works? Our research shows that 58% of millennials find it difficult to understand what their home and auto insurance policies really cover. This knowledge gap is concerning as this generation is in their peak home buying and asset building years.

Travelers has been in the insurance business for over 160 years and has a deep commitment to caring for their customers. However, the brand isn't as well known among younger consumers. To deliver on the promise of care and educate customers, they needed to develop a campaign designed to target the millennial homeowner.

Through online quantitative interviews, focus groups, and demographic data, they found engaging millennials requires two things: entertainment and valuable information. Armed with these insights, the Travelers in-house creative agency developed a unique campaign to demystify insurance while growing our brand awareness. Smart Takes uses improvisational actors to explain insurance, providing the know-how millennials need with the laughs they demand.

Since launching, Travelers Insurance has seen the brand grow among millennials consumers.

# BREATH OF STRESS AIR

Truth Initiative



## JURY COMMENT

*Really impressed with the depth and range of the research process. This is a solid case study that tells a really nice research story, and how it ties to the overall strategy and execution of the campaign.*

The COVID pandemic was devastating for young people, sparking a mental health crisis that continues. While many young vapers (81%) start vaping to help cope with feelings of stress, anxiety, and depression,<sup>1</sup> studies show vaping nicotine can increase feelings of stress and anxiety.<sup>2</sup>

truth saw an opportunity to show youth that the vice they were turning to (vaping) to cope with stress wasn't helping. Qualitative research revealed that young people believed vaping companies lie<sup>3</sup> and that "vaping doesn't prevent anxiety—it is the cause of it." They launched a new campaign to spotlight that **vaping isn't a stress-coping tool, it's actually a "Breath of Stress Air."**

Pre-market copy testing and post in-market research showed the campaign significantly increased knowledge about vaping's effects on stress, compelling teens to quit. truth's efforts have prevented over 1.3 million young people from starting to vape, slowed progression and promoted quitting.<sup>4</sup>

1. Sangalang A, Volinsky AC, Liu J, et al. Identifying Potential Campaign Themes to Prevent Youth Initiation of E-Cigarettes. American Journal of Preventive Medicine 2019;56(2, Supplement 1):S65-S75. <https://doi.org/10.1016/j.amepre.2018.07.039>

2. <https://www.cdc.gov/mmwr/volumes/71/wr/mm7140a3.htm>

3. <https://tobacco.stanford.edu/cigarette/img3754/>

4. <https://tobacco.stanford.edu/cigarette/img1868/>

## MORE TO LOVE

Tyson® Brand



### JURY COMMENT

*Impressive suite of iterative research methods that built both the core insight and the creative and optimized every element along the way.*

Chicken is the #1 protein in America<sup>1</sup> and Tyson Brand is the #1 brand of chicken in the grocery store, yet the brand was at a crossroads. Tyson Brand had lost some of the spark that made it stand out and was ready for a new approach—a jolt that would break free from the perception that it was just big and dependable. They conducted multiple studies to understand the brand’s perception issues, the brand’s special sauce according to consumers who love it most and know it best, the best campaign articulation to create momentum, and neuro-derived insights to ensure the advertising was as effective as possible. This is a story of rebooting a classic brand, behaving less like a grocery-store brand and more like a QSR, and going all in on an insight that seemed obvious yet scary. That insight—that consumers love category favorites, and Tyson Brand is the #1 brand of one of the crave-worthiest foods in culture—inspired creative that topped the brands best-ever campaign performance, broke creative testing norms, strengthened brand health metrics and far exceeded prior year sales results, all while media spend remained flat.

1. National Chicken Council, 2023

# UBER DON'T EATS

Uber Eats



## JURY COMMENT

*Campaign exceeded the need to communicate that Uber Eats delivers more than edible items in a fun, entertaining and memorable way.*

With the reduction in pandemic restrictions Uber Eats needed to keep salient in the minds of consumers the availability of delivery for all kinds of products. They needed to double down on telling people that Uber Eats, notwithstanding its name, could deliver non-food items, as well as food from restaurants. From exploratory qualitative research they developed the insight that apps had been lifelines for bridging to the physical world during the pandemic. Now, people wanted delivery services not only to continue but to expand.

Qualitative research helped shape a strong creative platform, “Don’t Eats”, that communicated expanded delivery, and made the Uber Eats name an asset in a story about non-edible deliveries. Assessment of creative execution ahead of airing in the Super Bowl validated that the team had successfully used a roster of star comics to convey the story without overwhelming the brand, a common pitfall with celebrity advertising.

The Super Bowl spot was highly engaging and entertaining, driving high organic social activity. The campaign was enormously successful for Uber Eats. The result was that over the course of 2022 they saw huge lifts in growth for all three pillars of our new vertical offering - with grocery sales increasing +175% YoY, Alcohol sales increasing 67% and Convenience sales increasing +21%.



# CHICKEN SANDWICH SPLIT

Wingstop



## JURY COMMENT

*The Wingstop campaign is an excellent example of how employing a mixed method approach can lead to a foundational insight that inspires creative ingenuity.*

In 2022, Wingstop set out to launch its biggest innovation yet: a fried chicken sandwich. The chicken sandwich was available in any of Wingstop's 12 soul satisfying flavors. The problem? Wingstop was showing up three years late to the chicken sandwich wars and consumers were happy with their go-to favorite. They leveraged social media listening tools to dig under the surface of consumers' relationship with their favorite brands and discovered that consumers felt a deep sense of loyalty to their favorite brands. The thought of straying felt like an act of betrayal. Right then they understood how consumers would think about the Wingstop chicken sandwich, as the mistress. They did what any good mistress would do and doubled down on the quest to get consumers to cheat. Wingstop created "The Chicken Sandwich Split," a disloyalty promotion that tempted chicken sandwich fans to break up with their favorite chicken sandwich brand. After all, when you can have chicken sandwiches in 12 flavors that you've never had before, what is the benefit to staying loyal? The promotion contributed to Wingstop selling out of a 4-week supply<sup>1</sup> in six days and drove acquisition rate 59% above the Q2 average<sup>2</sup>.

1. QSR Magazine, "Wingstop's Chicken Sandwich Sells Out in Matter of Days," 09/07/22

2. "Wingstop's Consumer Database 2022"