



2024 ARF DAVID O GILVY AWARDS

ABOUT THE WINNERS



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GOVERNMENT, PUBLIC SERVICE & NON-PROFIT

As Abbott, a global consumer healthcare leader at the forefront of medical innovation, was developing cutting edge brain diagnostic technology, they uncovered the staggering truth: 50% of concussions go unchecked. Surprised by this, further research revealed that 85% of treated traumatic brain injuries occur during everyday situations, NOT on the sports field. Armed with the facts, Abbott saw an opportunity to highlight this risk that can happen ANY day to ANYone. The team wanted to lead the crusade on concussion awareness and drive a public service campaign that rallied both potential sufferers and collaborators in the space.

They embarked on a research-driven journey to identify the best way in. Turns out, using the famous “melonhead” metaphor to portray the vulnerability of our heads was highly effective. The team learned the message could be conveyed captivatingly through animation despite the sensitivity and seriousness of the content. Ipsos Creative Labs helped guide this direction, and executions were later validated and optimized with Ipsos Creative Spark.

DON'T MESS WITH YOUR MELON Abbott



JURY COMMENT

There was thorough creative research that refined the execution and made it exceptionally memorable.

RETAIL & RESTAURANTS

For 62% of holiday shoppers, “finding the right gift for those closest to them” is THE holiday stressor. Tech is often the “WOW” gift they end up choosing. Consumers believe telecom retail, like AT&T, exists for utilitarian transactions. For gifting, AT&T was in competition with other retailers selling the spirit of the season. Adding to AT&T’s challenge to sell big-ticket gifts, holiday messaging around value and deals was up 20%. AT&T had to sell value of a different kind.

In concept testing, consumers responded highly to holiday gift-giving images and the moments of connection they spark. Testing also validated graphic overlays simulating trails of connective holiday magic.

Combining these learnings, AT&T unveiled its 2023 holiday thematic “Gifts That Connect Us” with an iconic, animated ribbon character that became a metaphor for connecting during the holidays. This spirited, anthropomorphic, blue ribbon came to life online, in video, and in store, drawing attention to offers and details. “Ty” the ribbon bounded throughout images of holiday moments between family and friends, representing the spirit of AT&T gifting.

The “Gifts that Connect Us” line motivated 64% to purchase. YOY, mobility upgrades increased +8%, likelihood to recommend increased +13%, and overall satisfaction was up +5%.

GIFTS THAT CONNECT US AT&T Retail Marketing



JURY COMMENT

Strong, multi-faceted research showed clear rationale for this campaign and provided a good insight to use as the crux of their executions.

FINANCIAL SERVICES & INSURANCE

Bank of America was looking to improve the performance of its credit card, Bank of America® Customized Cash Rewards Card, launched a year prior. Despite a strong product, in-market performance was slow. Research uncovered opportunities in its previous messaging which was overburdened with too many benefits, leading to low comprehension and card awareness.

Product research uncovered the key insight that people don't want to just get another credit card — they want a credit card that rewards the way they already shop. This led to the simplified message for the new campaign: Get rewarded with a credit card that offers 3% cash back for shopping the way you already do, online.

Two creative concept ideas were tested to communicate this focused benefit via an innovative online qual/quant solution to identify the best approach and recommend executional improvements. Ad testing followed for further refinement. The creative was supported via a multi-media upper and lower funnel focused media plan supplemented by PR and Owned channels.

The new campaign hit the right tone, more than meeting key objectives. Research showed gains in card awareness and consideration, while business metrics pointed to significant increase in card accounts and strong growth on card balances.

EVERYDAY HERO CARD Bank of America



JURY COMMENT

Great application of the insights learned in the creative and media execution.

BEST NEW OR EMERGING BRAND AND FINANCIAL SERVICES & INSURANCE

CG Insurance (Coralisle Group, Ltd.) is a leading regional insurance provider in the British Caribbean. Despite its acquisition-driven business growth, the brand wasn't anywhere close to being a household name in the way many U.S. insurance companies (State Farm, Progressive, etc.) are today. It was missing an emotional connection in a low-interest category that research confirmed was rife with confusion and mistrust. Creative agency, Chemistry, saw the opportunity to tap a proven device associated with memory and emotion, storytelling and humor - the brand character. Major plus, CG would be the first insurance company in the islands to introduce such a distinctive brand asset. We had one chance to get it right with famously territorial island residents, which meant finding an idea that would work everywhere. So Chemistry crafted a research plan to (1) immerse ourselves in the nuances and commonalities of island life; (2) evaluate and optimize the brand character concept; and (3) validate how the final produced character resonated with locals across the islands to inform future efforts. The Result: Awareness, Consideration, and Purchase Intent grew to new heights.

AUNT ANGIE DEMYSTIFIES INSURANCE

CG Insurance,
Coralisle Group Ltd



JURY COMMENT

This was a near perfect execution to discover the key insight. I especially loved that the ethnographies exploring the culture of island life intentionally excluded any discussion about insurance. Very well written application. Congrats!

AUTOMOTIVE

Silverado is the number 2 seller in the nation. Maintaining position, let alone growing share demands a flow of 'new news', demonstrating significant innovation and advancements. Unfortunately, GM's Global Brand Tracking Study showed that Silverado scored poorly for Advanced Technology (and continued to drop), a key driver for shoppers.

Autonomous driving was a breakthrough – a decade in development, but qualitative "Features Research" revealed that this innovation designed to offer drivers relief created anxiety and stress instead as GM Research's Target Market Exploration for Communications (TMEC) revealed that Silverado drivers didn't give themselves a break. They took the lead (and responsibility) in every aspect of their adventures from driving the whole crew to leading the pack. And without the opportunity to rest and recharge, they weren't getting as much from their outings as their companions.

To reframe autonomous driving from innovation to assistance, Chevrolet and Commonwealth showed how Super Cruise not only gave drivers a break but let them be well rested when it came time to play / compete. As a result of this breakthrough insight, the campaign saw an +80% growth in organic traffic, a +9% increase in page 1 rankings, and a +20% increase in the visibility of featured snippets.

SUPER CRUISE Chevrolet



JURY COMMENT

Great insight and a good case study on how to use research to fine tune the messaging of the creative.

DATA INNOVATION

CVS faced a common industry challenge; increased media costs and saturation of messaging amongst their first-party audience strategy threatened diminishing returns. CVS needed an evolved audience approach that would both increase the customer base and amplify the impact of marketing. They needed to understand not only who had purchased from CVS, but the deeper motivations behind why someone would purchase from CVS.

Universal McCann hypothesized that a consumer's level of favorability towards a brand is directly linked to how receptive they would be to marketing, regardless of their spending history. They found there are six drivers of favorability for the retail pharmacy category, key components of why someone might choose CVS over a competitor.

UM developed a first-of-its-kind audience development methodology that used survey outcomes, analytic techniques, and statistical techniques to bridge the gap between the complexities of human decision making, brand affinity, and data strategy.

This favorables approach delivered a 58% increase in return on ad spend, a 4% increase in top-of-mind awareness, a 43% increase in engagement, and found \$185MM in additional revenue opportunity for the brand.

Favorable audiences allow CVS to prioritize messaging towards those most affected by advertising, driving both efficiency and effectiveness of their media budgets.

FINDING GROWTH THROUGH FAVORABLES

CVS Health



JURY COMMENT

Solid in the data innovation category, this submission nailed all angles in terms of research, data usage, modeling, technology usage, and outcomes.

FINANCIAL SERVICES & INSURANCE

As a challenger brand, Discover Financial Services needed to drive growth, building from its successful credit card franchise with new services – checking accounts and debit cards. Discover credit card users are highly satisfied customers, second only to Amex in the category. Using the equities and benefits that drive this satisfaction, the brand was able to accelerate its penetration into banking, among existing customers, and most impressively among new prospects.

Initial qualitative research led to the insight that consumers desire to be treated equally, regardless of status. A new brand platform was created, which communicated the refreshingly fair experience of banking with Discover, underpinned with compelling product features.

Qualitative and quantitative creative evaluations were undertaken to determine the right campaign idea, celebrity, balance of humor, and messaging communication. Discover launched the new platform in October 2023 with two video executions featuring Jennifer Coolidge.

The results were phenomenal. Among prospects, awareness of Discover checking services and perceptions of Discover as innovative both increased by 4%. Discover surpassed their Cashback Debit account openings goal in Q4 2023. Discover also saw a significant increase of new customers in Q4 2023.

ESPECIALLY FOR EVERYONE

Discover Financial Services



JURY COMMENT

Clear goals, clear research plan that led to a solid campaign with results. Great example of how research can aid in the development.

HEALTH & PERSONAL CARE

Dove's visionary commitment to real beauty and self-esteem has created a competitive edge. It has led to unprecedented success, becoming an example of how purposeful advertising drives growth.

But despite the incredible success of Dove's long-term strategy, by 2020 there were reasons to question whether a 16-year-old brand idea was still the way forward. Body positivity had become the norm and consumers seemed more interested in beauty ingredients than a cultural point of view.

Ogilvy needed to find a way to make their strategy relevant again and reflect the current communications, category, and cultural landscape. They commissioned a groundbreaking piece of research into how women and girls experience the beauty industry and culture today, covering everything from face filtering technology to influencer impact on social media.

The primary objective was to build Brand Power, knowing this has a proven correlation with behaviour and sales. Ogilvy did this through our four-phase programme outlined, each phase tackling insidious beauty practices on social platforms.

This resulted in Dove increasing its Brand Power by 12%, increasing household penetration by 8%, and increasing sales by a staggering 25%. It's a testament to the enduring power of purpose, especially when it has the confidence to evolve.

LET'S CHANGE BEAUTY

Dove



JURY COMMENT

Clear communication strategy based on insights and effective creative that drove business results.

FOOD & BEVERAGE AND RETAIL & RESTAURANTS

How do you reverse Dunkin's declining iced beverage business with a young audience that's obsessed with Starbucks? You listen to them and take their side in a cultural debate.

Leo Burnett and Dunkin' started to solve the problem by profiling their audience with MRI and conducting proprietary research to understand them better. But the real unlock came when they leveraged Netbase, a social listening tool, to understand what "iced coffee" topics they passionately discussed and debated. This intimate understanding unlocked Dunkin's foundational insight:

Shaking your iced coffee may seem innocent, but on social, this behavior is the center of a heated, eye-rolling debate.

Instead of squashing this cultural conversation, they decided to celebrate this polarizing behavior so fans could more freely enjoy, and shake, their Dunkin' Iced. They mixed this polarizing sound into earworms and empowered fans, employees and even Martha Stewart to proudly shake. As a result, Dunkin' became the most talked-about iced coffee of the summer while catapulting their Iced business.

WINNING A HEATED DEBATE WITH ICE Dunkin'



JURY COMMENT

Beautiful insight - noticing the behavior of shaking the iced coffee and turning that into an ownable attribute for the brand is very smart.

GOVERNMENT, PUBLIC SERVICE & NON-PROFIT AND SOCIAL RESPONSIBILITY

More Americans died of gun-related injuries in 2021 than any other year on record. Despite believing in the importance of responsible gun ownership and safe gun storage, “responsible storage” means different things to different gun owners and almost half feel it’s important to keep guns readily accessible. A gap between belief and action exists.

Research happened in three phases. First, a quantitative study of households where guns are stored (n=800) and qualitative in-depth interviews to better understand gun household attitudes. Second, pre-launch, qualitative remote video interviews to understand creative positioning. Third, post-launch an online tracking study to assess the impact of the creative.

The “Prepare for Misuse” campaign spoke to gun owners on their level and focused on three potential devastating scenarios that can arise from unsecure gun storage-intentional, unintentional and suicide.

Through March 2024, the campaign received \$4.2 million of donated media value, and the tracking study showed that those who were aware of the campaign were significantly more likely to take actions related to secure storage.

Among ad aware, 45% sought information on ways to safely store firearms, and crucially, 38% said, in the past year, they have changed their firearm storage to be safer.

PREPARE FOR MISUSE

End Family Fire, Ad Council, Brady: United Against Gun Violence



JURY COMMENT

Great combination of qual and quant research to understand the core issue, as well as how to position a “solution” to address the issue, and how to measure the impact.

FASHION, BEAUTY & HOME

The prestige beauty market is increasingly competitive, with evolving consumer preferences and numerous brands and retail channels. The Estée Lauder brand (EL) has a loyal consumer base, but growth has been challenged by these market dynamics. To gain market share, EL aimed to recruit new consumers by identifying a shared passion point for a contemporary brand expression. Using a proprietary segmentation study, the team identified a high-growth segment that shared many beauty values with Estée Lauder but remained underpenetrated. The segment was unabashedly feminine, but unlike EL's core segment, it had a unique passion point - Sports. Recognizing the growing association between sports and nuanced femininity, "Game Day, Your Way" was born. This initiative targeted athletes and fans embracing multifaceted femininity, resulting in increased sales and millions in earned media. The campaign, which was not reliant on a single piece of creative, included over 50 creator partnerships, branded content, and over 30 ads, effectively reaching women aged 18-49 in the U.S. and successfully recruiting new consumers.

GAME DAY, YOUR WAY Estée Lauder



JURY COMMENT

The Estée Lauder campaign stood out by delivering double-digit sales growth, high ad recall, and millions in earned media.

HEALTH & PERSONAL CARE

TUMS had been running the Food Fight campaign for over a decade, but relevance with younger consumers was starting to slip. Then 2020 hit, and a focus on fighting – even food fights – felt less right. GREY needed to revamp the campaign to grow the TUMS brand and infuse a more positive emotional connection with consumers.

Culture mining and social listening brought the team their consumer insight: as we spent more time at home, away from loved ones, “comfort food” took on a new resonance – more than sustenance or momentary indulgence, food became our lifeline to connection.

Creative development led to 5 creative concepts centered on love of food. Three rounds of testing on creative concepts – survey-based qualitative, focus groups, and neuro/behavioral quantitative – bolstered our confidence in pivoting from fighting to loving food. This research also yielded optimizations to maximize the connection with their key millennial audience.

Launched in 2022, GREY’s Love Food Back campaign became a cross-channel platform idea, spanning TV, print, social, digital, and experiential.

The campaign results exceeded objectives. The brand reached all-time highs in consumption and share, setting the brand up to dominate medicine cabinets for years to come.

TUMS LOVE FOOD BACK Haleon/TUMS



JURY COMMENT

The media activations, particularly the Tums Cam, brought the campaign to life and demonstrated strong resonance with the target audience from a performance perspective.

HEALTH & PERSONAL CARE

Head & Shoulders sought to understand why consumers were complaining of dandruff despite saying they use anti-dandruff shampoos.

P&G learned that 50% of consumers using an anti-dandruff shampoo do not use it every wash, resulting in dandruff being treated in the short-term, only to return later. Consumers believe dandruff is 'just' a dry scalp and therefore, treat it during flare-ups. When dandruff returns, they are frustrated and stuck. P&G wanted to educate consumers that dandruff is caused by an ever-present microbe on the scalp that has to be proactively treated at every wash with Head & Shoulders to keep dandruff away.

Head & Shoulders launched "Make Every Wash Count." Consumers are more receptive to light-hearted dandruff messaging, so NFL greats, Patrick Mahomes and Troy Polamalu, were leveraged to drive education in a relatable context. Since launch, growth has exceeded expectations.

MAKE EVERY WASH COUNT

Head & Shoulders/
Procter & Gamble



JURY COMMENT

Setting out to understand why dandruff persists with your users is an interesting research problem to investigate and it's clear that understanding this was key to helping reveal the product/consumer usage insight uncovered.

AUTOMOTIVE AND MULTICULTURAL

In the face of a rapidly expanding Electric Vehicle (EV) market, Lopez Negrete Communication's mission was to distinguish Hyundai's new IONIQ 6 EV as the premier choice among Hispanic consumers. Through qualitative and quantitative research, we discovered that while Hispanics are increasingly adopting EVs, they are lagging, and many remain hesitant, driven mostly by outdated fears about the vehicles. Understanding the unique cultural nuances, our challenge centered on debunking these myths.

The strategy delved deep into the Hispanic tradition of oral storytelling, identifying and confronting the "old wives' tales" surrounding EVs that hinder adoption. The "Cautionary Tales" campaign was born out of the need to shift perceptions from skepticism to enthusiasm, portraying Hyundai's EVs as not only the future of transportation but as accessible, reliable companions for the Hispanic community's journey into electrification.

Following the launch of the "Cautionary Tales" campaign in May 2023, the Hyundai IONIQ 6 went on to be the top sales model in the Mainstream EV Car category in which it competes. The 30-second TV spot was measured by Ace Metrics and received an outstanding score, debuting with a composite 688 Ace Score (32 points above the norm of 652).

CAUTIONARY TALES Hyundai



JURY COMMENT

A great example of starting with an in-culture observation and building comprehensive research to validate it and inform creative direction and strategy.

BEST CONSUMER EXPERIENCE

As an “ingredient” brand that paved the way for marketing to consumers and IT decision-makers, Intel was losing connection with a key audience: software developers. To break Intel out from its “legacy” perception as a hardware-only provider, Intel needed to find a unique way to connect with developers who are increasingly driving business revenue.

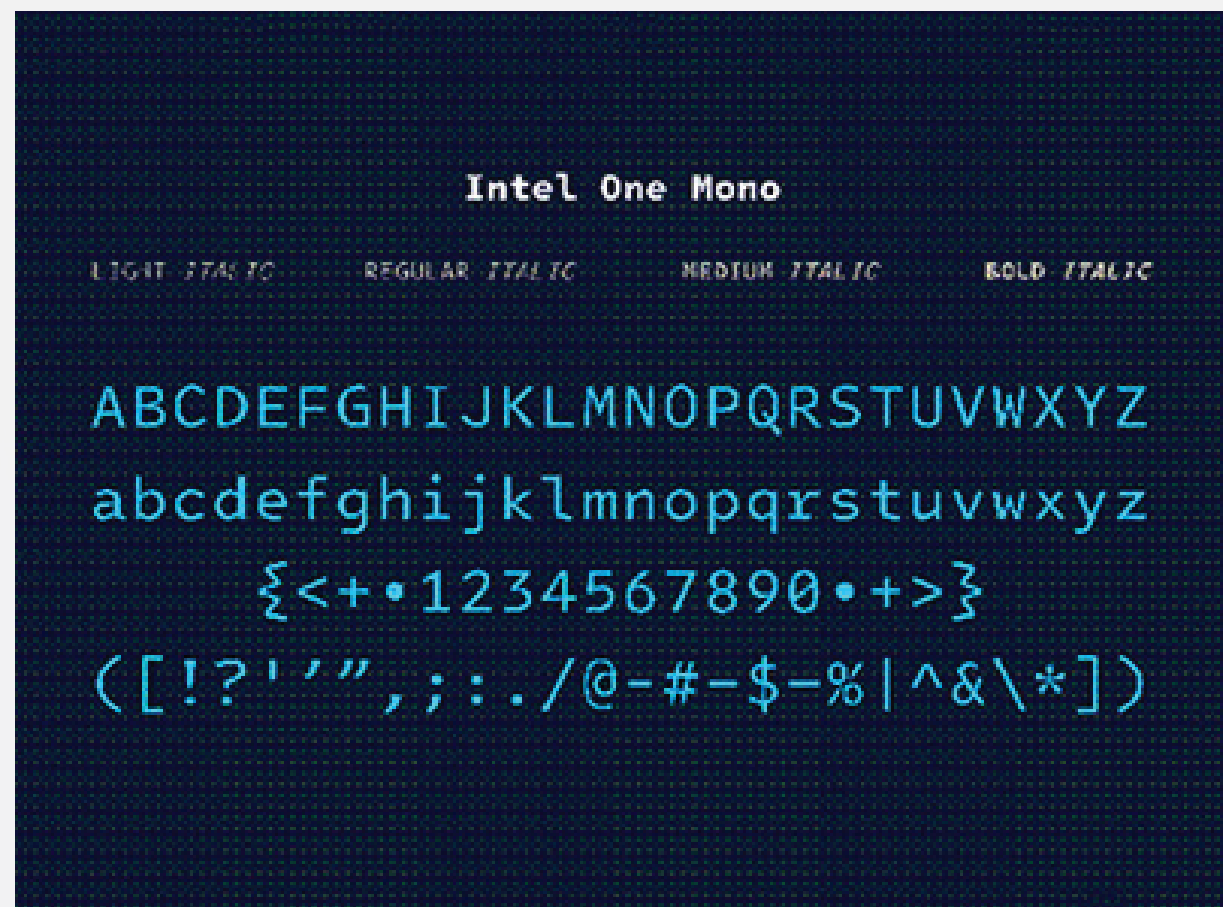
Historically a difficult crowd to please, the research outreach to the developer community needed to make a materially significant difference in their day-to-day. Intel found an answer in developing a coding typeface that expanded upon its Intel One font family. Through three phases of research— a secondary landscape audit, two rounds of in-depth primary research, and a quantitative follow-up survey — Intel and VML team collaborated with low-vision and/or legally blind (LV/B) identifying developers to co-create a font that worked for all developers.

From character differentiation to optimizing visibility for syntax characters, the design relied heavily on research feedback gathered directly from LV/B identifying developers.

With zero media dollars and two rounds of research and optimizations, Intel One Mono was released with an open license on GitHub. Since then, it has been downloaded 80,000 times with over 9,000 “stars,” engaging developers all over the world.”

THE FONT THAT SAVES EYES: INTEL ONE MONO

Intel



JURY COMMENT

A fascinating solution for a challenge faced by LV/B developers. Given the grass-roots, low-funding climate around the project, the results are admirable.

BUSINESS-TO-BUSINESS

Intuit Mailchimp is known for providing email marketing solutions for small businesses, but needed to grow awareness and consideration as an advanced email marketing solution for sophisticated marketers. Research showed that even the most advanced marketers were struggling with implementing personalization and segmentation due to the fear of getting it wrong. The Customer - a tangled mess of data - caused many marketers to avoid trying advanced approaches.

With this critical insight of the fear factor around email marketing, Intuit Mailchimp utilized an iterative creative testing framework to build a compelling campaign, "Turn your Customer into Customers". By infusing creativity and humor into the advertising, the campaign both resonated emotionally and empowered advanced marketers.

The Customer campaign had a massive impact on advanced marketers. The focus on tackling the fear factor drove a significant uptick in awareness and consideration. The campaign differentiated Intuit Mailchimp from competitors and solidified them as a viable option for advanced email marketing. Overall, Intuit Mailchimp's global Customer campaign was a defining moment in the company's journey to conquer the enemy of tangled data and empower advanced marketers to grow their businesses. The success of this campaign established Intuit Mailchimp as a force in simplifying email marketing for advanced marketers.

TURN CUSTOMERS INTO CUSTOMERS WITH INTUIT MAILCHIMP

Intuit Mailchimp



JURY COMMENT

The insight here led to a very fun and silly campaign that clearly resonated with marketers. I appreciated the level of research that went into the marketing challenge.

FINANCIAL SERVICES & INSURANCE

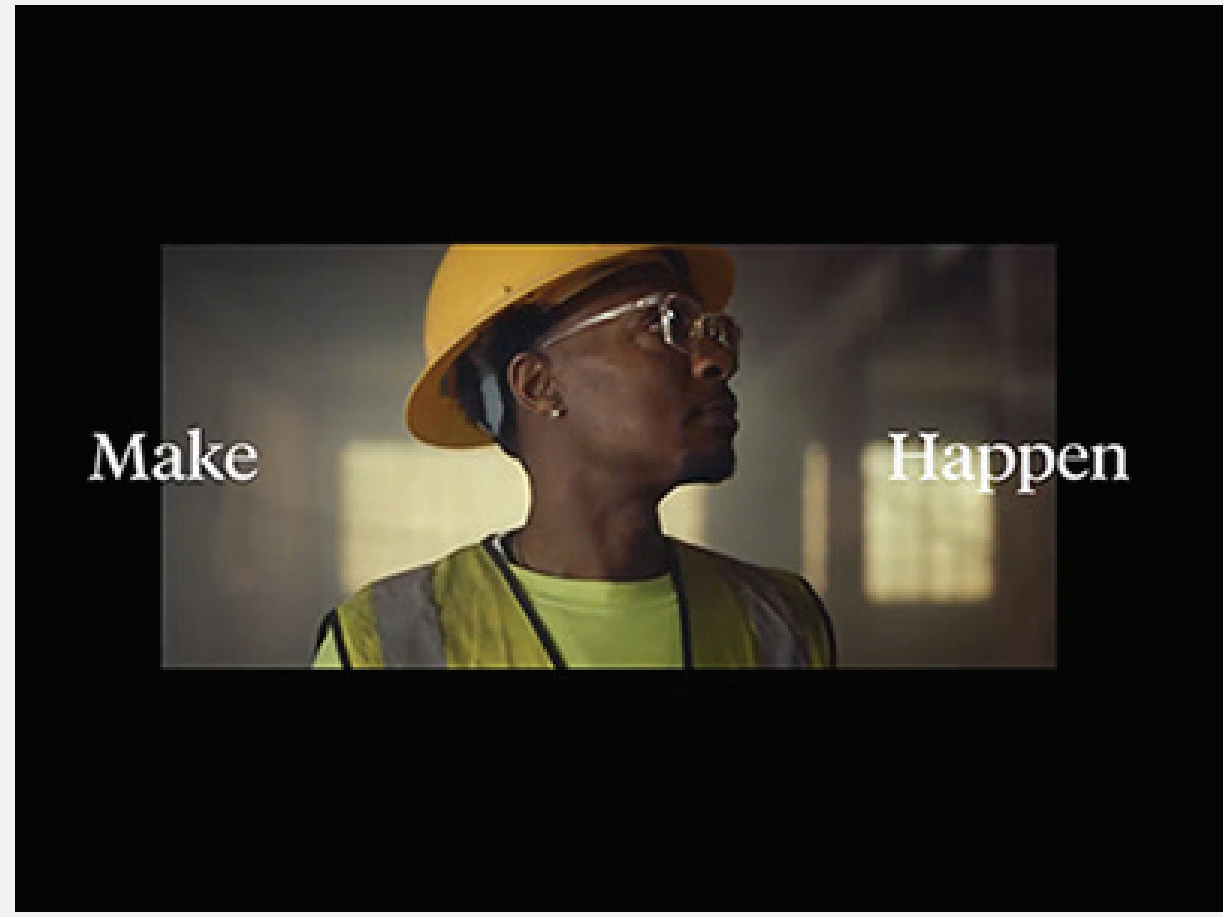
In 2023, JPMorgan Chase (JPMC) announced a new brand purpose to: “make dreams possible for everyone, everywhere, every day.” It was essential to declare this purpose in a way that could maintain and build a strong, resilient reputation that differentiates from their peers. However, JPMC knew little about how to connect with their target audience, Opinion Influencers (OIs).

Through research, they learned about the impact OIs have on their community and their people-centric values of compassion and connection motivate others to get involved. Importantly, JPMC discovered that meaningful change isn't always about big investments, but ordinary people are capable of extraordinary impact.

Make Happen was developed to show JPMC's ability to enable the ordinary dreamers to create the impact they desire. The :60 Make Happen Anthem highlights the impact of three everyday changemakers, while the accompanying :90 and :30 videos dive deeper into two of stories.

The campaign has been a resounding success in strengthening JPMC reputation, reaching 30MM consumers, and exceeding internal social media engagement benchmarks. It also drove 568K to their external webpage - exceeding the goal by 13% - and resulted in a 34% YoY increase in earned media.

MAKE HAPPEN JPMorgan Chase



JURY COMMENT

Aligning a massive company with hyper-local impact clearly resonated in the post-outcomes. Very well done.

BUSINESS-TO-BUSINESS

Juniper Networks' recently developed, AI-driven networking technology enabled it to expand from its traditional service provider space (telcos and ISPs) into the broader enterprise market. Juniper's tech advancements put clear performance daylight between it and its dominant enterprise competitor, Cisco. To capitalize on this, Juniper needed to rapidly build awareness and consideration among ITDMs and C-suite executives in a new market.

Audience insights revealed competitors had set such a low performance bar, it was hard for IT managers to believe "better" existed – and that they could actually demand more from their networks.

To reach IT teams who've accepted the daily dread of network failures, Juniper needed to avoid hyperbolic overpromise and focus on the truth – with knowing humor and empathy.

With a CTA to "demand more" from networking providers, Juniper launched its biggest brand campaign ever, taking a video-first approach, with cable, streaming and digital channels driving high reach and frequency against the target profile.

By reshaping perceptions and embracing the mantle of challenger brand, Juniper took its competitors by surprise and by storm. Its stance won the day, driving widespread consideration and hockey stick enterprise revenue growth – 51% from Q2 2022 to Q3 2023 – from a near non-existent baseline.

DEMAND MORE Juniper Networks



JURY COMMENT

It was very clear that the creative brought to life the insight. And the creative was original and engaging. Results from the campaign were great!

BEST BRAND TRANSFORMATION AND FOOD & BEVERAGE

Despite being key to an espresso martini, Kahlúa Coffee Liqueur is overlooked – overshadowed by goliath, Baileys. When it is thought of, it's seen as “too much” (too sweet, too complicated). The goal was to transform perceptions from “too much” to “just right” and grow despite disadvantaged investment and competitors outpacing growth.

Through research, the consumer insight was uncovered, “I feel trapped in my mundane routine – I need to add color to the “grey” of the everyday!”

The success of the campaign was the result of integrating a company-wide portfolio strategy, powered by advanced predictive analytics, with insights-driven learning at every stage of campaign development.

By embracing Kahlúa being “too much” as solve for consumers’ fear of living in the grey. “Stir Up” shows that Kahlúa is extravagant and proud, perfect to excite everyday – leveraging Salma Hayek, who embodies Kahlúa’s fun-loving spirit.

Business impact was strong, driving increases in sales, awareness, perceptions, and bringing in new households. We met our goal of breaking through the competition, in a crowded media environment where we were significantly underspent – and grew consumer love for Kahlúa.

STIR UP Kahlúa



JURY COMMENT

Great use of research to build insight from Demand. The couples’ Ethnos were smart and the overall creative super engaging and strongly connected to the insight...strong results!

AUTOMOTIVE AND MULTICULTURAL

In 2023, Lexus introduced the first-ever Lexus TX—a luxury SUV designed to redefine family adventures with its spacious third row, amenities, and personalized touches, setting a new standard for travel in style and comfort. This launch was particularly significant as Lexus had not previously offered a true three-row SUV, prompting Asian American consumers to consider well-established competitors like the Acura MDX, Audi Q7, and Volvo XC90.

IW Group aimed to create a campaign that resonated with modern, diverse Asian American Millennial families. Extensive research revealed that this audience highly valued shared experiences with loved ones and ample vehicle space. They also showed an 88% consideration rate among Asian Americans—making the Lexus TX a perfect fit.

Building on these insights, IW Group developed an integrated campaign tailored to both native-language and English-speaking Asian Americans. The campaign effectively showcased how Lexus allows modern Asian American families to connect in the Lexus TX, while highlighting its impressive features and advanced technology—catering to both the desires of Asian American consumers and aligning with their values. This resonated deeply, aligning with a surge in sales and solidifying the Lexus TX's position as a top choice in a competitive space.

EVERYBODY CONNECTS

Lexus TX



JURY COMMENT

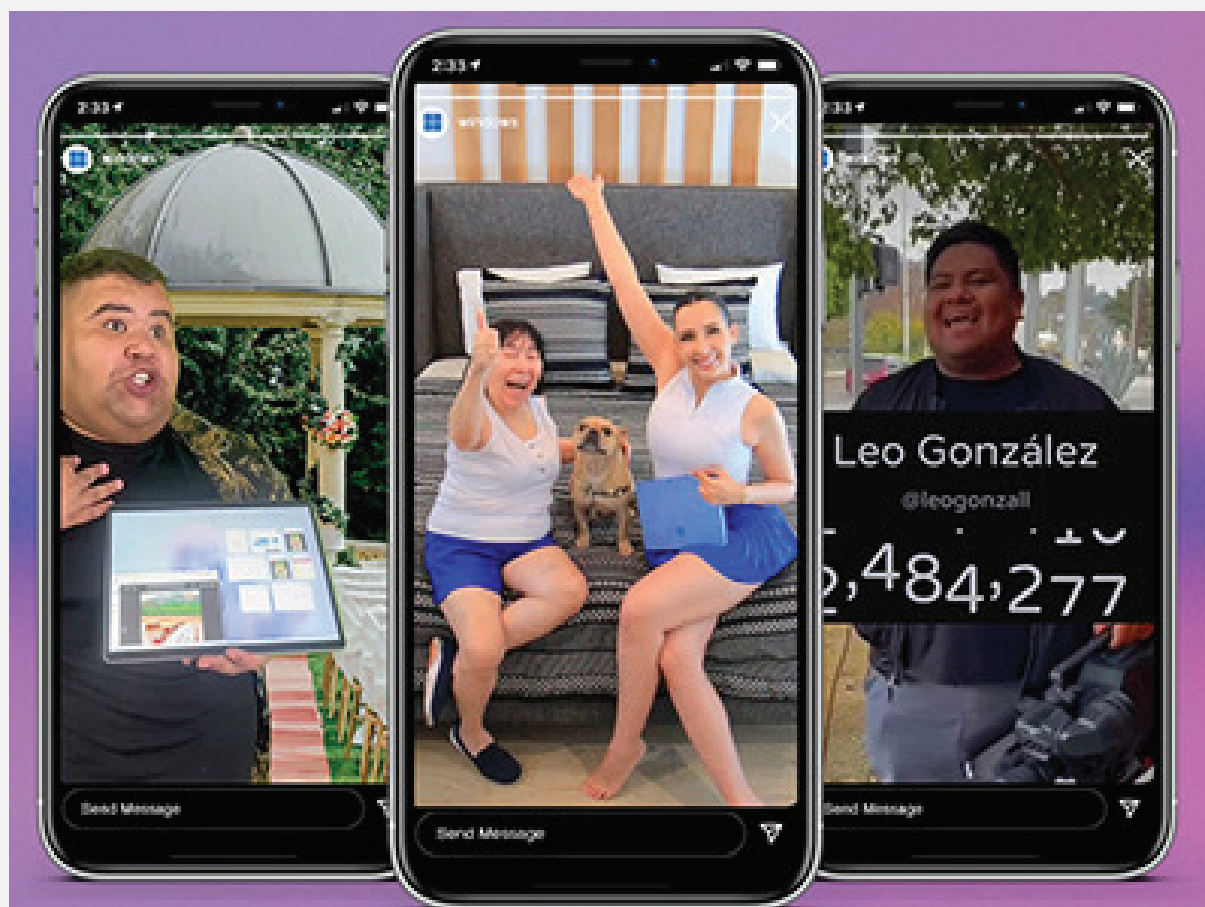
This was a well-thought out end to end research plan geared at focusing on a multi-cultural target where Lexus knew there was strong potential. Very innovative mixed method research approach used to uncover functional and emotional benefits of the product.

ELECTRONICS & TECHNOLOGY AND MULTICULTURAL

Microsoft's venture into engaging Gen Z Hispanic audiences on social posed a unique challenge demanding more than mere translation. The team's mission was to cultivate brand loyalty while ensuring resonance with their bicultural identity. Over four weeks, the VML Research team integrated the precision of segment data analysis with the art of uncovering cultural signals, leveraging syndicated secondary tools for audience development, social listening, and moments mapping. Phase 1 examined the underlying cultural foundations, while Phase 2 charted key life moments to identify goals and obstacles. The execution - A social campaign, "Cuando se cierra una puerta, A Window Opens," celebrated the pivotal moments in the Hispanic community, embracing the cultural concept "Cuando se cierra una puerta, se abre una ventana." By emphasizing the audience's resilience and pursuit of milestones, the team positioned Windows 11 as an empowerment tool, aligning the brand's messaging with their lived experiences as revealed by the research. Partnering with influential Hispanic creators, the content surpassed expectations, garnering over 1.2 million impressions and a 3.6% engagement rate, exceeding KPIs by 80%. This campaign demonstrated the power of authentic storytelling and cultural relevance, setting a high standard for Microsoft Windows' future marketing endeavors.

CUANDO SE CIERRA UNA PUERTA, A WINDOW OPENS

Microsoft / Windows



JURY COMMENT

Very thorough methodology, great insights that were brought to life authentically. Love that the ads were both in english and spanish AND that this campaign embraced the insight not only in the creative but also in the channels.

GOVERNMENT, PUBLIC
SERVICE & NON-PROFIT AND
SOCIAL RESPONSIBILITY

Experts in the field of violence against women and girls agree that sexist jokes – low-level misogyny – are a precursor to violence.

And while 85% men were motivated to call out misogyny, two thirds didn't know how to.

To understand the barriers, Instapanel conducted two ethnographies (in-person, and online with unmoderated qualitative research platform, Instapanel), language analysis, and 26 expert consultations.

They found that male bystanders weren't sure how to call out low-level misogyny, and that respect and levity – not shaming – was essential.

The creative idea, brought to life by Ogilvy, revolved around the British term 'mate'. All it takes to call out a friend's sexist comment is a 'Maaate' - c'mon.

Research by Instapanel (again), a pilot with men, and polling validated the idea.

Comedian Romesh Ranganathan and LADbible's creator network seeded our intervention into culture. Billboards and posters dominated London's transport hubs.

Nearly every tabloid and broadsheet devoted articles to it. Discussions on BBC Radio 1, BBC News, and national TV generated an earned reach of 3.5 billion, double the FIFA World Cup Final's.

Maaate represented 43% of conversation about misogyny, outperformed international campaigns by 4.5x, and turned the least likely group – young men – into the most likely to intervene.

SAY MAAATE TO A MATE

Ogilvy UK - for Mayor of London



JURY COMMENT

A very clever campaign to tackle a very serious issue. The background work that informed the insight seems to be an ideal approach to uncovering the root of the issue, as well as providing inspiration for a creative solution.

SPORTS, MEDIA & ENTERTAINMENT

Twenty years after the release of the 2004 movie MEAN GIRLS, Paramount Pictures decided it was time for the brand to make a comeback on the big screen. The marketing challenge was to re-invent a twenty-year-old brand for a new generation, while keeping legacy fans satisfied and navigating the polarizing musical genre.

A three-phased approach allowed Paramount Pictures to size their audience, go deep in understanding MEAN GIRLS fans, and test and refine creative executions to identify the broadest messaging for each specific audience target. Through research, they discovered that legacy fans didn't want an update to the beloved original film and Gen Z wasn't convinced that MEAN GIRLS had anything to offer their generation. Broadening the audience meant finding opportunities to reflect current high school culture and Gen Z's distinct definition of "mean", while staying true to the heart of the brand for fans.

Research spanned the full creative campaign for the launch of MEAN GIRLS, including trailers, TV spots, digital assets, print, outdoor, theatrical standees, and other creative content.

MEAN GIRLS led the US theatrical market in its opening weekend at \$33.2M, going on to gross \$72.4M domestically and \$104M globally in its theatrical run. It successfully drew in both fans (93% of opening audience) and younger moviegoers (83% under 35).

MEAN GIRLS

Paramount Pictures



JURY COMMENT

The team had a robust methodology to identify insights that really came to life in the creative. The tailor was able to successfully speak to multiple audiences and drive strong performance.

FOOD & BEVERAGE

This is the story of how a sleeping giant fought back against encroaching supermarket own brands. It's a story of standing strong in tough economic circumstances when there's a temptation by brands to panic, slash prices and resort to rational comms.

For over 150 years, Philadelphia has been the iconic cream cheese. Years of focusing on functional attributes meant Philadelphia was getting lost within a commoditised category and was losing share to supermarket own brands (selling at half the price).

Using Behavioural Science, Ogilvy UK elevated Philadelphia from a functional cream cheese to a brand that stands for friendship at a time when the bonds of friendship are increasingly strained. The creative platform 'You've got a friend in Philly' built on Philly's product truth of being comfortingly creamy and its emotional benefit of helping create little moments of connection.

The results are impressive. Consideration increased among those who saw the campaign and built firm foundations for Philadelphia's new purpose: 'To spread friendship'. Investing in emotional strategy meant they outperformed supermarket own brands when the UK population was price-sensitive, reversed the declining market share, and ended 2023 back in positive growth, yielding an impressive ROMI of £2.06.

YOU'VE GOT A FRIEND IN PHILLY

Philadelphia UK



JURY COMMENT

Well done on identifying friendship as a need that the Philadelphia brand could address, building on the product.

ELECTRONICS & TECHNOLOGY

Why were Z Flip sales stagnating? Was it fifth-generation fatigue? Or was Samsung lacking-love in an Apple-obsessed world?

Through deep qualitative and quantitative research, they learned that — despite being around for years — consumers globally didn't have that one compelling "I have to have it" reason to buy.

So, Ogilvy and Samsung fielded a global use case study to identify that reason. The result was a landslide (taking selfies and hands-free videos from cool angles thanks to Z Flip's tripod-like design), but that tech-centric answer wouldn't suffice. Especially in light of Apple's proven ability to make products more desirable through smart branding (e.g. FaceTime).

They had to brand the feature in the appropriate context for our target, so we tied it to Gen Z's culture of self-expression through selfies.

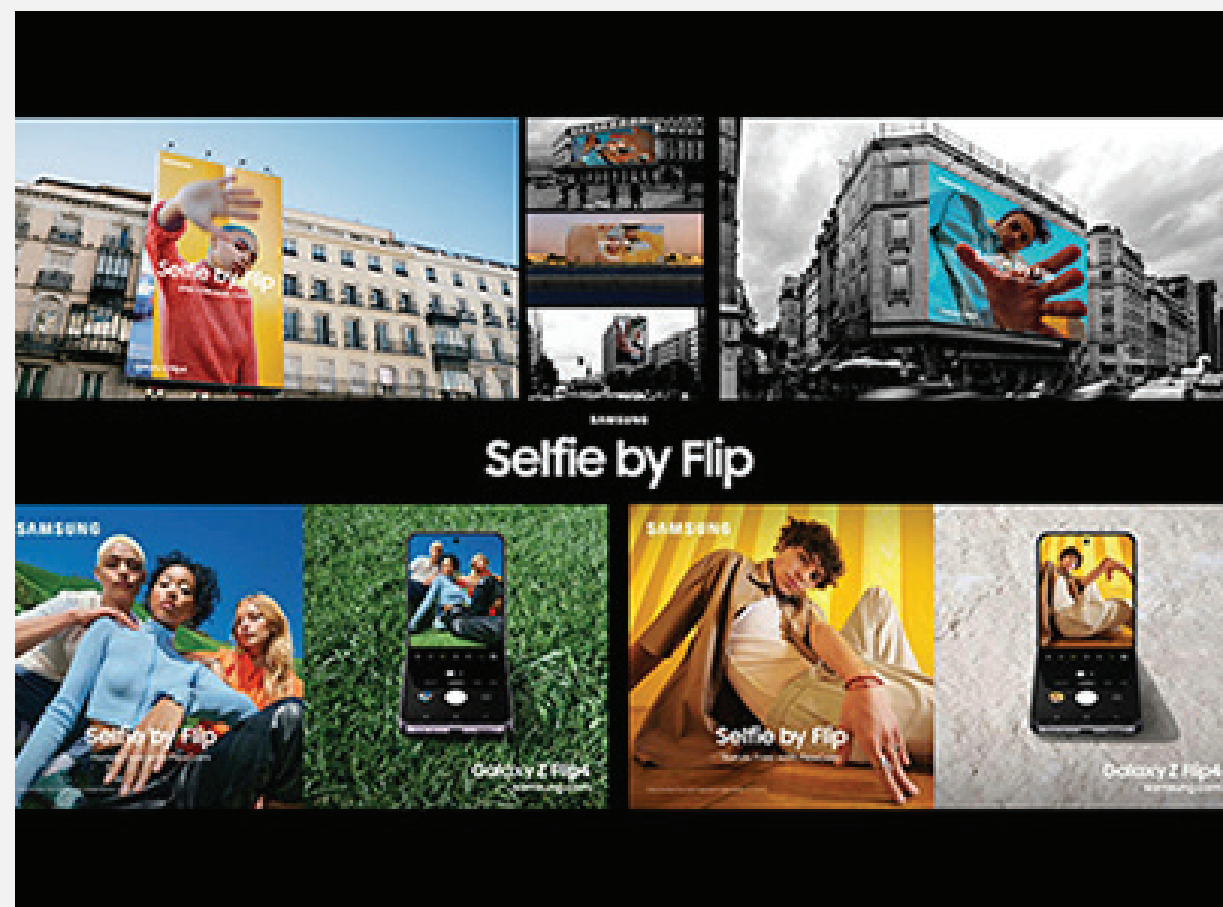
The unspoken truth was: Gen Z didn't know their selfie-taking abilities have been limited this whole time. Samsung reframed the Flip as the ultimate self-expression tool, highlighting its new angles and perspectives rather than joining the camera specs "arms race" plaguing the industry.

Enter the campaign: "Selfie by Flip. Capture new angles with FlexCam" — the biggest thing to happen to the selfie...since the selfie.

The campaign successfully elevated Flip's camera from a massive perceived weakness to a massive perceived strength — FlexCam became the third most important purchase driver following the campaign.

SELFIE BY FLIP: TURNING A TECH SPEC INTO A GEN Z FLEX

Samsung



JURY COMMENT

The resulting insight is truly a great one, able to turn something incredibly mundane into a generational defining highlight.

BEST NEW OR EMERGING BRAND

This is the story of how Shipt, a lesser-known player in grocery delivery, found a fresh way to claim a place in a competitive category. To meet usage and membership growth goals, Shipt needed to gain brand awareness and educate on the benefits of Shipt. The marketing team developed two strategic territories. The objective of the first phase of research was to identify the most promising territory on criteria of differentiation and motivation. Shipt used Ipsos Creative Labs, a proven early-stage approach designed for exploration. This work led to the insight that consumers want their delivery service to meet the needs of their own individual shopping preferences. And in turn, this insight helped carve out a distinctive brand narrative and tone about a human approach in a transactional world. Further phases of research with Ipsos helped shape and refine the resulting advertising creative idea, 'Delight In Every Delivery', to maximize in-market impact. Shipt achieved an increase in memberships and membership revenue vs the previous campaign.

SHIPT: DELIGHT IN EVERY DELIVERY

Shipt



JURY COMMENT

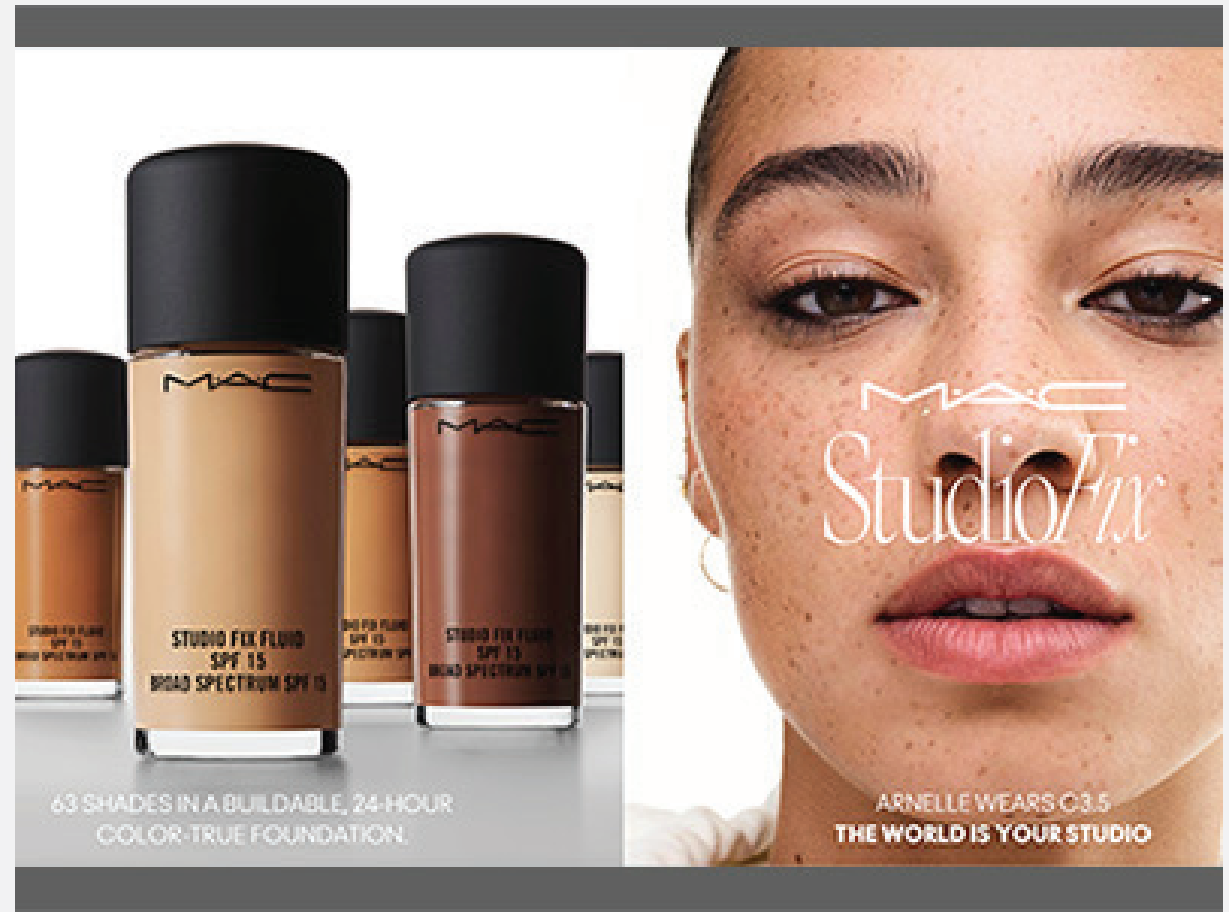
What a lovely articulation of the insight. It hints at the consumer tension and the opportunity nicely.

FASHION, BEAUTY & HOME

Through consumer insights, MAC discovered Gen Z consumer perception did not align with the brand's product performance. Gen Z consumers were searching for skincare-focused foundation that delivered a natural look and highlighted a diverse range of skin tones. MAC's strategy was to execute a campaign that included multiple hero video assets across social channels, in-store visualizations, and overhauled online product pages with targeted messaging to boost relevance curated to change perceptions amongst Gen Z. Overall, the campaign boosted market share for both the product and brand with short- and long-term positive impacts.

MAC: THE WORLD IS YOUR STUDIO

The Estée Lauder Companies / MAC



JURY COMMENT

The creatives strongly resonated with the intended target audience (Gen Z) and effectively reached them across various channels - social, digital, and OOH.

BUSINESS-TO-BUSINESS

In a world saturated by ads and marketing messaging, it's rare to find a category that doesn't have any advertising presence targeted at buyers; construction surety is one of those categories. Construction surety bonds are legal contracts that protect construction project owners in the event a contractor cannot complete the project under the original terms. Bonds are everyday business in the construction industry, but no surety has used advertising to specifically target bond buyers.

Travelers is one of the largest and most established sureties. Construction surety bonds are among our most profitable types of business so growing this business is top of mind for our executives. In the past, they have worked independent agents who sell our bonds to grow our business. However, for this initiative they pursued something that had never been done before: target buyers directly with paid media to drum up new business.

A novel campaign required research and the insights we uncovered were invaluable. Fielding research among a niche target was challenging, but well worth it as Travelers hypothesized buyers would respond to a functional product messaging yet found them to respond to emotional elements more strongly.

The resulting campaign, The Right Relationship uses Travelers employees to communicate our dedication and expertise in this space. With more than 6.5 million views, the campaign smashed performance metrics and most importantly improved relevance and consideration of Travelers among this valuable group of buyers.

THE RIGHT RELATIONSHIP

Travelers Construction Surety



JURY COMMENT

The research to design the campaign was stellar.

BEST BRAND
TRANSFORMATION AND
ELECTRONICS & TECHNOLOGY

How can you convince people to switch mobile carriers when everyone claims to be the #1 network? To break through, Verizon discarded the industry-standard network superiority playbook—the one it wrote back in 2002.

By combining consumer research, social analysis, cultural immersions, and Verizon network engineer interviews, Ogilvy realized that what people care about today isn't speed, coverage, or capacity. It's their network's ability to keep them plugged into cultural conversations as they happen.

This critical truth unlocked Verizon's strategic approach: they needed to reinvent the language of network superiority. They needed to prove that our network could keep up with the biggest online cultural phenomena in real-time. Or, as the kids say, they needed to break the internet.

Ogilvy and Verizon partnered with the ultimate Internet Breaker, Queen Beyoncé, to release two new songs on the biggest stage in America: The Super Bowl. Creating the biggest real-time network test and music drop of all time.

CAN'T B BROKEN
Verizon



JURY COMMENT

Clearly showcases good storytelling, strong collaboration across teams and creative problem solving based on deeply knowing the audience. Great comeback brand story for a new generation!

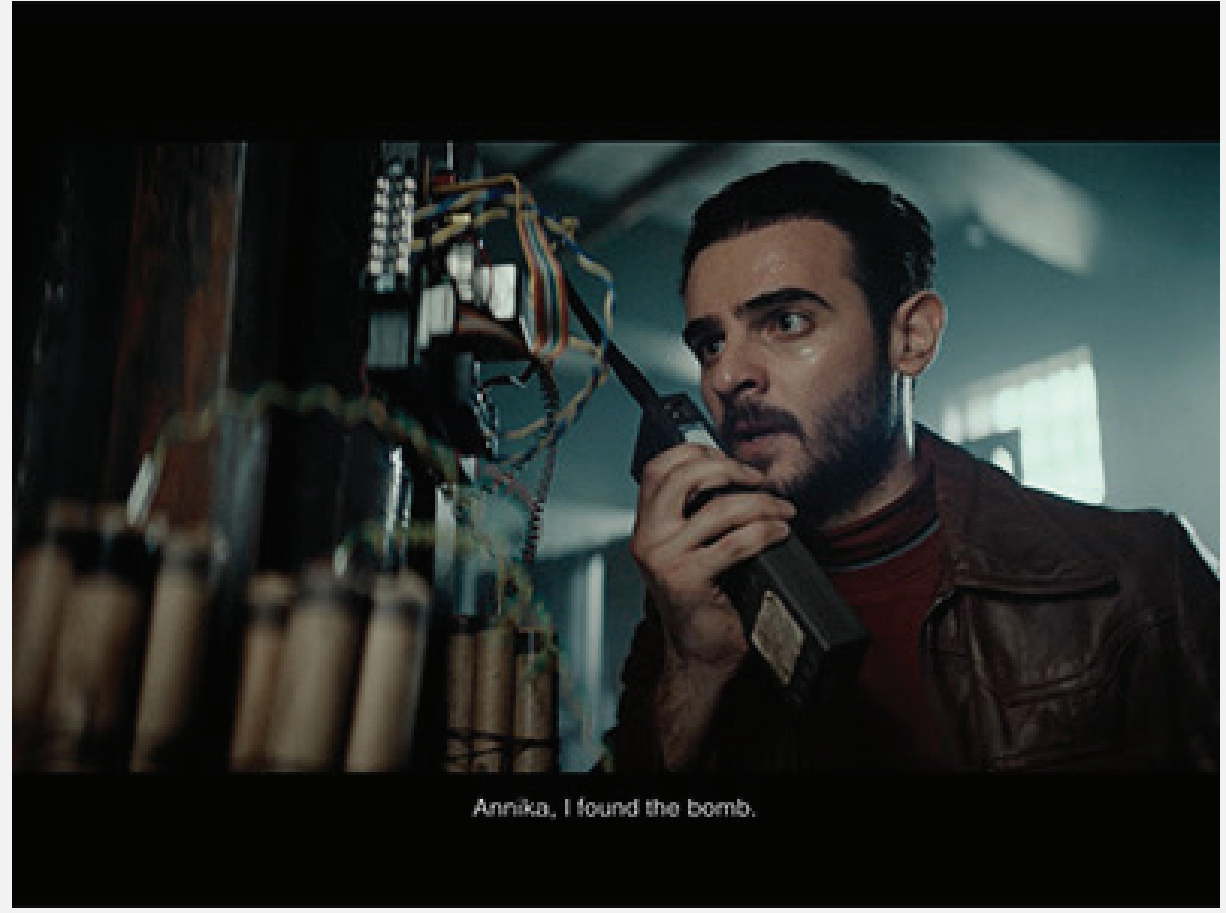
PHARMACEUTICALS

Despite being deemed the most important sense by 84% of Americans, over half neglect annual eye exams. Fewer exams means fewer opportunities for Visionworks to provide quality eye care. With competitors outspending Visionworks 2-to-1, Leo Burnett Chicago needed a strategy that would increase exam bookings at Visionworks without matching competitive spend.

Gen Z and millennials are entering their prime and many are feeling overwhelmed by “adulthood.” Visionworks knew that its straightforward approach to eye care would win over younger consumers by helping to simplify their lives. But how do you motivate younger people to get an eye exam at Visionworks when they’re more likely to pay to avoid ads?

Young people may skip ads, but subtitles have their undivided attention. Nearly twice as many adults under 30 opt for subtitles when compared to older generations. So, Visionworks created the first test of your vision via subtitles. The campaign featured foreign films with gradually shrinking English subtitles that subtly tested the viewer’s vision. The work spanned TV, OTT, cinema, social, and PR/influencers and attracted thousands of new Visionworks customers and generated over a thousand bookings in one month, effectively turning a clever marketing concept into substantial business growth.

SUBTITLES Visionworks



JURY COMMENT

The insights demonstrated a strong foundation, revealing a significant human truth and containing inherent tension.