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SOLAR SAVINGS – TURNING SUNLIGHT INTO SKIN PROTECTION

BEIERSDORF/NIVEA



JURY COMMENT

“Excellent use of survey data, technology, and problem solving to generate an experience – educational...and actionable.”

BEST CONSUMER EXPERIENCE

Market context: Brazil, defined by sun and high UV levels, faces a paradox. Sunscreen is seen as cosmetic, unaffordable for many, despite sun burns in its increasingly hot summers and crucially, despite rising skin cancer.

NIVEA’s challenge: Make sun protection a daily essential.

The approach: Strategy pivoted from awareness to listening. Research mapped UV exposure vs. income, revealing stark inequality (highest UV zones with lowest sunscreen access).

The insight: The very sunlight that harms, if quantified and converted into economic value, could become the direct currency for affordable, life-saving protection.

The idea: Solar Savings, an AI-powered platform, converted real-time environmental data (UV index, humidity, cloud cover, 10 factors) into personalized discounts on NIVEA sun care. The higher the exposure, the greater the discount.

The results: This utility-driven approach generated redemptions, with new-to-brand users, and shifted behavior.

We redefined access, turning sunlight into protection.

MASEERAT CADILLAC (CADILLAC PARADE)

CADILLAC



JURY COMMENT

"Really nice creative implementation based on the research-based insight reaching the target where they are...results are truly impressive."

Brand Challenge: Cadillac, a storied luxury brand, faced a generational disconnect in Saudi Arabia. Among young Saudis aged 18-34, the brand was viewed as outdated - associated more with their parents than their peers. It struggled locally with relevance and resonance among next-gen drivers, especially in a market where image defines automotive appeal.

Cultural Opportunity: Saudi National Day had historically been Cadillac's strongest cultural foothold. Customized car parades were a key way for brands to celebrate patriotism and gain earned visibility. But in 2023, new traffic regulations banned street customizations entirely, removing Cadillac's largest platform for engagement.

Key Discovery: Our research uncovered that 89% of young Saudis actively game, with 95% customizing cars within those digital environments. Car culture hadn't disappeared - it had migrated online.

The Insight: National pride no longer required physical streets. For digital-first youth, celebration happens in virtual spaces. Car parades could thrive where they already were - inside games.

Creative Strategy: We reimaged the National Day parade inside Forza Horizon 5. Players created custom Cadillacs and drove them in a virtual festival of pride.

Positive Impact: With influencers, Discord, and Twitch, we sparked engagements, live participants, and a surge in test drives - proving digital pride can drive real-world impact.

LUMPDOLLS: TIMELESS CRAFT FOR TIMELY CHECKS

CARREFOUR



JURY COMMENT

"A profound campaign rooted in deep ethnographic research and executed with sensitivity and care. And the results are positive for profits and for the people. This is the type of campaign that inspires. It's a wonderful achievement."

SOCIAL RESPONSIBILITY

In rural Tunisia, breast cancer is a silent killer, with most women unaware of self-examination due to taboos and limited healthcare.

Traditional campaigns failed.

Carrefour, a supermarket facing trust issues post-boycotts, sought to **rebuild relevance via social impact**.

Through deep ethnographic insight, we **discovered ubiquitous Sejnane clay dolls in nearly every rural home**, passed mother-to-daughter, symbolizing protection.

These culturally sacred dolls, already trusted within homes, offered **an unprecedented, tangible channel to deliver life-saving breast health education** where clinics and pamphlets could not.

LumpDolls were created - **Sejnane dolls with a small lump and engraved self-exam symbols**.

Distributed via trusted networks (artisans, health workers, Carrefour stores), **the dolls became the media**.

Results: **Increase in self-examinations** and **lumps identified**, **funds raised, high earned media** (no paid ads), and **more rural women reached than ever before**, transforming cultural silence into life-saving action.

IT'S GOTTA BE A CFP®

CERTIFIED FINANCIAL PLANNER BOARD OF
STANDARDS



JURY COMMENT

"Very strong insight and the creative does a good job resolving the tension. Results point to an effective campaign to drive awareness & usage gains."

FINANCIAL SERVICES & INSURANCE

In a financial services landscape filled with more than 200 credentials for financial advisors, awareness and preference for CFP® professionals lagged behind performance goals.

Two research streams powered this shift among the target consumer audience— Mass Affluent Initiators (MAIs). First, 12 qualitative insight sessions across four markets informed creative. Second, a quantitative tracking study conducted annually measured brand KPIs.

In 2022, a key insight reshaped the messaging strategy: When MAIs feel uncertain about financial decisions, they seek relief and confidence from a trusted professional.

The creative sought to remove a negative emotion and replace it with a positive using a story formula of tension (risky but humorous situations) + solution (seriousness of working with a trusted professional) = relief, confidence and security. Inspiring confidence and security through asking the right questions ("Are You a Certified Financial Planner?") and mnemonic branding to reduce confusion and aid awareness ("It's Gotta Be A CFP®"). Using humor and relatable scenarios (e.g., choosing a surgeon or bungee instructor), the campaign dramatized the consequences of not asking the right question.

The business results:

- KPIs achieved; 14-year highs: 91% aided awareness, 89% preference
- 1 million more MAIs working with a CFP®, up from 4.6M to 5.6M

FOR EVERY GOLDEN MOMENT

CORONA CERO/ABINBEV



JURY COMMENT

*"Great case study on Olympic advertising as well as a global campaign.
Impressive business results."*

Challenge: To overcome limited relevancy and salience, Corona Cero became the first beer ever to sponsor the Olympics Games, engaging with consumers meaningfully and promoting trial and sales of Corona Cero for broader occasions and audiences around the world. The challenge was to intertwine the relaxing nature of Corona and the high-stakes, high-performance Olympics world.

Methodology: Ipsos and ABInBev developed an advanced communications effectiveness strategy, integrating principles of behavioral science with innovative technologies from the initial creative stages through to post-Olympics in-market analysis. This comprehensive approach utilized AI-powered facial coding to reveal unconscious consumer reactions, as well as cutting-edge eye-tracking to identify the most impactful elements of the creative.

Insight: Today's consumers are constantly under relentless pressure to perform, living always-on lives and failing to realize they are surrounded by golden opportunities to unwind daily. To make the partnership work, Corona brings the Olympics into the Corona world, and not the other way around.

Creative Execution: The global campaign showcased Corona's ability to elevate celebrations, seamlessly blending scenes of friends creating unforgettable memories with thrilling shots of athletes in competition and moments of triumph.

While maintaining a singular global narrative, the campaign adapted to highlight locally relevant athletes, inviting consumers to join the festivity and cheers to their own "Golden Moments."

Business Impact: The campaign stood out during the Olympics, achieving strong breakthrough rate across key markets, boosting Corona's recognition by significantly. In the third quarter of 2024, Corona Cero achieved triple-digit growth in volume.

#MYHAIRAMIMODO

DOVE HAIR/UNILEVER



JURY COMMENT

"Great insight on understanding cultural heritage of target audience, as well as business performance relative to rest of industry. Results backed with attitudinal changes and intent to buy. The creative was also fun, portrayed the campaign messaging well, and made it relatable."

CULTURAL FLUENCY

In today's US hair market Black and Latine audiences drive 60% of category growth with Dove Hair as the market leader, yet the brand is losing share faster with Latina women than any other community to competitors. We know we needed deeper insight understanding the relationship between Latina women and their hair.

Through a comprehensive research program including quantitative exploration and social listening, we landed our insight: 82% of Latina women grew up with the pressure of having "pelo bueno" and hearing they must straighten their hair.

Dove Hair decided to challenge this Eurocentric beauty standard head-on with the #MyHairAmiModo social campaign encouraging Latina women to reclaim what it means to have "good hair" and know that ALL hair is "pelo bueno. This was bolstered with a round of creative testing and optimization via hybrid qual video and quant methodology.

The campaign researched 264M+ impressions on social with 200+ earned posts. A content effectiveness study showed our audience believed (12% lift) that Dove celebrates and understands hair in the Latine community, but also showed 16% lift in purchase intent. Ultimately, brand penetration of US Hispanic consumers grew from 18.5% in Q3 2023 to 20% Q4 in 2023.

NOT TODAY

ENHERTU/DAIICHI SANKYO & ASTRAZENECA



JURY COMMENT

"Traditional research tools which yielded an unexpected, powerful insight, great creative...and huge impact on sales."

PHARMACEUTICALS

ENHERTU was clinically proven to help women with metastatic breast cancer (mBC) live longer. Yet the brand was not connecting in a way that moved women to ask for ENHERTU.

We needed to rethink the approach to break through the cluttered category, differentiate from competitors, and, most importantly, meaningfully connect with these women.

In-depth human-centric research was critical to achieving this goal. Confessionallike interviews, social listening and journey research showed us living with mBC pushes women to their limit, not just due to the physical challenges, but also due to societal pressures to put on a front and make others feel comfortable they find it impossible to be true to themselves.

Our Not Today campaign is rooted in this insight. And our qualitative and quantitative concept research, confirmed that this concept got to the heart of these women. It broke through the prevailing "toxic positivity" breast cancer stereotypes and revealed their often unspoken truths through thought-provoking labels that represented their real feelings.

We then launched Not Today into the real world, where the campaign drove patients to engage to learn more about ENHERTU and get started on treatment.

WANTA FANTA?

FANTA (THE COCA-COLA COMPANY)



JURY COMMENT

"The creative messaging effectively targeted the two main messages faced by Fanta. The combination of multiple phases of research, spanning qualitative and quantitative, was well-developed and it is clear how each phase of research impacted the final outcome."

FOOD & BEVERAGE

Fanta sought to develop a comprehensive, evergreen, and global campaign to drive trial and weekly+ consumption. Success hinged on overcoming perceptions of Fanta being an occasional treat and for kids. A secondary objective was to re-establish Fanta at the forefront of the carbonated soft drink market as it had been in the early 2000s, generating a buzz that has not been felt for some time.

Fanta and Ipsos planned a global, multiphase research approach:

- Phase 1: Validate and select a winning creative platform
- Phase 2: Optimize campaign idea and vet early-stage creative concepts
- Phase 3: Test, optimize, and validate finished executions

The research uncovered that reviving an original iconic platform from over 20 years ago with a modernized insight, possessed the greatest potential to 'age up' the brand, encourage more regular consumption, and place Fanta at the forefront of the category in terms of social buzz.

The campaign was a great success, with +1M growth in Teen Fanta Drinkers vs same period PY and product trials increasing +1.1pt for Teens and +0.4pt for Gen Pop. The campaign also achieved significant social activity, with 1.5M organic impressions across earned social and 45.7M impressions across paid social.

THE ONES GRAINGER



JURY COMMENT

“Strong research from analyzing the initial campaign to adjusting it to target the right audience. Strong research around creative elements. Strong creative.”

BUSINESS-TO-BUSINESS

In 2022, Grainger launched its first-ever TV campaign to build brand awareness among MRO (Maintenance, Repair, and Operations) decision-makers. While 2023 Brand Health research confirmed name recognition, it also revealed a critical gap: the audience didn’t understand what Grainger offered.

To bridge this gap, Grainger needed to shift from awareness to education—clarifying its value proposition and pulling prospects into the purchase funnel. The new strategy demanded that Grainger come from a place of authenticity and understanding. To achieve this, Grainger’s team conducted approximately 25 interviews with customers and salespeople to get a fresh look into the diverse situations where MRO professionals relied on Grainger.

The result: a new strategy for “The Ones” campaign. This creative platform told relatable, problem-solving stories of MRO professionals—“The Ones” who keep operations running—powered by Grainger’s expertise, vast product range, and reliability.

The impact was powerful:

- Significant lifts in Unaided and Aided Awareness, Ad Familiarity, and Product Familiarity
- A 3.4% revenue increase for Grainger’s High Touch Solutions division in 2023, with marketing cited as a key growth driver

By aligning insight-driven strategy with emotionally resonant storytelling, Grainger transformed recognition into relevance—and relevance into results.

IT'S BETTER WITH BLOCK

H&R BLOCK



JURY COMMENT

"Strong insight, good creative connection and effective results, especially when considering the prior years of decline."

H&R Block faced a tough truth: we were a tax brand known by everyone but chosen by no one. Our market share was stagnant and demanded that we radically rethink how we went to market - or die trying.

We had to walk away from preconceived notions about our audience. Using custom segmentation in MRI-Simmons, we uncovered a new audience: Hardworking Americans - dreamers dedicated to building a stable financial future for themselves and their families.

We discovered that taxes made Hardworking Americans feel paralyzed, not empowered. They felt like they'd lost control, stuck in a confusing tax system that seemed to dictate their financial future. This often led them to settle for "good enough" tax preparers, shortchanging their financial opportunities.

"It's Better with Block" became our rallying cry, and our promise to our clients. We put power back in their hands with simple tools, expert help, and a campaign celebrating their wins. We showed them how to get their best tax outcome, on their terms.

The result? Benchmarks shattered across the board. Revenue soared, tax return volume exploded, and average customer spend surged in both DIY and Assisted tax prep.

WHEN SALLY MET HELLMANN'S

HELLMANN'S/UNILEVER



JURY COMMENT

"Strong research-based key insight about Mayonnaise not being the star informing the creative, with very clear positive results across multiple brand KPIs. It is clear that the campaign created a lasting moment by reuniting this iconic duo."

Despite its status as America's #1 mayonnaise, Hellmann's faced a challenge. Because mayonnaise often plays a supporting role in dishes, consumers began to question if Hellmann's was worth paying more for.

Research with Hellmann's loyalists and competitor consumers revealed Hellmann's differentiating superpower: its rich, creamy texture and balanced taste transform dishes without overpowering them. Sure, Hellmann's was a supporting character, but an irreplaceable one.

The insight: Main characters may get the attention, but the best supporting characters often steal the show.

The creative execution, "When Sally Met Hellmann's," recreated the most iconic sandwich scene in pop culture to humorously illustrate how Hellmann's transforms a simple sandwich from ordinary to uncontrollably delicious.

The campaign energized the business, reversing share declines into a +1.2 gain and increasing Brand Awareness, Purchase Intent, and "Worth Paying More For" attributes by 7pts, 9pts, and 12pts, respectively. It ignited a cultural moment, generating 40.4 billion earned impressions and a 47% increase in earned mentions vs. the prior campaign. Website visits surged 41%, and the ad ranked 9th among all Super Bowl ads.

"When Sally Met Hellmann's" solidified Hellmann's position in culture and in pantries by proving Hellmann's doesn't just go on a sandwich — it makes the sandwich.

THE LEAVE OF ABSENCE: REFRAMING GRIEF. REDESIGNING POLICY. REWRITING THE SYSTEM

ITS HER WAY



JURY COMMENT

"The insight and results are crystal clear and profound in scope."

BUSINESS-TO-BUSINES

Over 1 in 5 pregnancies in the United Arab Emirates (much like the rest of the world) end in **miscarriage**. But in the UAE, 95% of affected employees (women and men) took no leave to grieve, returning to work next day. **No policy existed.**

Miscarriage grief was treated clinically, not emotionally, existing in silence or shame.

ItsHerWay, a women's empowerment platform, identified a critical systemic blind spot: **Miscarriage bereavement leave was entirely absent from corporate structures.**

The insight: Miscarriage grief was an invisible workplace reality. **The loss of an unborn child wasn't treated as a loss at all.** The lack of miscarriage leave wasn't just a women's issue, it was a **workplace issue**, affecting men too, demanding legitimate bereavement leave.

Strategy focused on unearthing that insight, but also on **policy intervention**, creating a downloadable, B2B miscarriage leave pledge. The initiative **used absence as narrative power** (film, classified ads for unused baby items, NFC installations). And made a positive difference by influencing businesses to implement the leave.

In just 3 to 6 months post-launch, **companies** signed the pledge, and many **implemented** it permanently. We **transformed silence into policy**, proving empathy can scale and rewrite corporate culture.

THE PERFORMANCE PARADOX: HOW BEHAVIORAL SCIENCE UNLOCKED DEFENDER'S HIDDEN PURCHASE DRIVERS

JAGUAR LAND ROVER/DEFENDER



JURY COMMENT

"Fascinating and robust research methodology. Appreciate the validation done to test what the new approach produced."

Challenge: Defender had strong awareness but weak consideration-to-purchase conversion. Traditional surveys suggested tech and safety drove purchases, but sales patterns didn't align.

Methodology: We deployed Hive Science's proprietary Behavioral Intelligence as a Service (BIAS) platform – the world's first AI/ML system trained on behavioral data from 20,000+ individuals across multiple countries. This technology predicted psychological purchase drivers specific to Defender and re-ranked 15 vehicle features by actual influence, not stated preference.

Insight: Performance attributes like horsepower, wading depth, and roof load capacity predicted sales far better than touchscreen tech and safety features consumers claimed to prioritize. The gap between stated and revealed preferences was our opportunity.

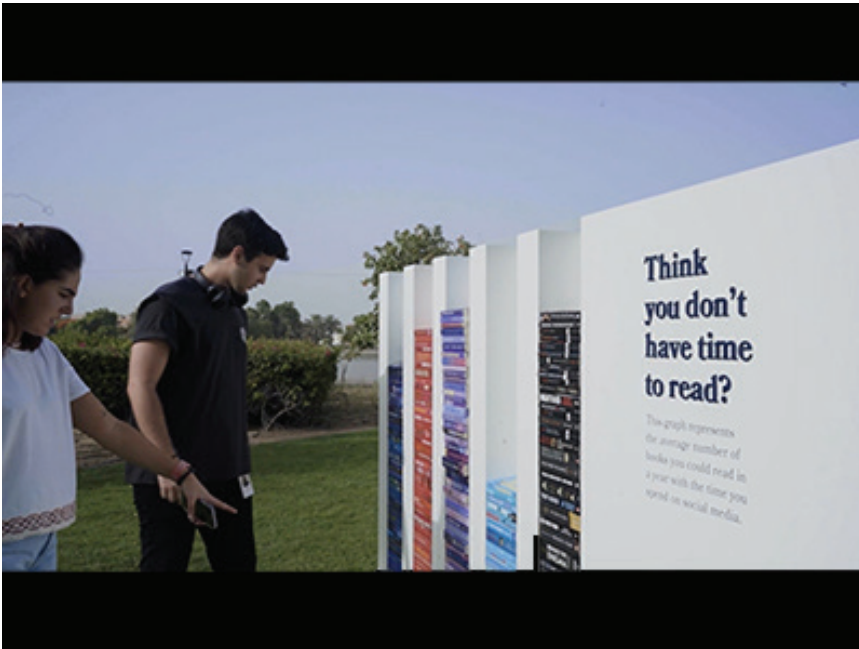
Execution: We designed a controlled Meta experiment (October 8-16, 2024) with \$75K spend testing three creative approaches: performance-focused (Cell 1), tech-focused control (Cell 2), and hybrid (Cell 3). Performance creative showcased the predictive features our research identified.

Impact: Cell 1 delivered 26% lower cost per engagement and 18% better cost per configurator completion versus control (59% confidence level). After scaling these insights across channels, Defender sales increased 24% in six months with no pricing changes or product updates.

Industry Takeaway: First-of-its-kind behavioral AI revealed what surveys missed. When marketers move beyond stated preferences to test actual psychological drivers, creative performance and business results follow.

TIME TO READ

KINOKUNIYA



JURY COMMENT

"Love this, great insight and creative execution, very strong impact with limited investment."

RETAIL & RESTAURANTS

Kinokuniya, the United Arab Emirates' largest bookstore, **faced declining sales in a stagnant category**, challenged by surging social media usage in the country.

The real problem was people weren't buying books because people weren't reading books. Only **22% of UAE residents were regular readers**, with **60% citing "lack of time"** as the barrier.

The data-driven insight: **People *do* have time to read but frivolously spend it scrolling aimlessly on social media.**

Our methodology quantified this by mapping average weekly screen time to book equivalents (e.g., Facebook=35 books).

The resulting data-driven idea, **"*Think you don't have time to read?*"**, used startling, **data-driven visual installation experiences** on-ground and social media, provocatively showing how many books could be read with time spent with purposeless scrolling.

This no-media-spend experience generated **an increase in store visits, website traffic, and in sales volumes**, reversing a declining trend by transforming perception and driving immediate purchase.

NOT INVITED

LAS VEGAS CONVENTION AND
VISITORS AUTHORITY



JURY COMMENT

"Solid concept, solid metric of success."

TRAVEL

Las Vegas has historically been a tale of two brands: an immensely successful leisure brand symbolizing limitless choice, fun, and freedom, and a lesser-known business brand focused on bringing people together for serious work. The leisure brand's dominance has often been to the detriment of the business brand as prior data showed concerns about distractions limited consideration for business events.

The challenge: reframing what makes the leisure brand so compelling in a way that resonates for business decision-makers.

Beginning in 2019, extensive research among meeting planners and executives addressed this challenge. The research included exploratory in-person focus groups, in-depth journey interviews to understand destination selection dynamics, and quantitative research to test/validate the brand strategy. Follow-up qualitative research in 2021/2022 then addressed the impact of Covid-19 and potential strategy adjustments.

The key insight: Las Vegas' energy and excitement could be credibly reframed as the fuel for greater business outcomes.

This inspired the "Not Invited" campaign — a provocative call for business leaders to harness Las Vegas' energy to spark extraordinary results. The campaign drove significant perceptual gains to differentiate Las Vegas from competing business destinations and led to a 19.3% year-over-year increase in RFP submissions for meetings and events.

SMARTER AI FOR YOU

LENOVO



JURY COMMENT

"Strong, authentic and emotionally grounded. The insight is super smart and relevant - AI is happening to me not for me, I will not be replaced by AI. Hero creative idea is good, and visuals are compelling."

In 2023, Lenovo had a rare opportunity: Despite being the world's top-selling PC brand, it was still perceived as low quality and uninspiring. Lenovo used the AI boom to reimagine its brand and leapfrog Apple to own the AI PC space.

To ground its approach in real user needs, Lenovo launched a two-part global research study. A quantitative survey of Small-Med Business IT decision-makers (SMB ITDMs) revealed enthusiasm for AI's potential, tempered by concerns about ethics, control, and data privacy. In parallel, secondary and netnography on 18- to 30-year-old Creatives uncovered burnout and a sense that AI was replacing, not supporting, their creativity.

These insights led to "Smarter AI for YOU", a campaign that made the launch about the user, not the PC. It reframed the category as a "YOU" launch, spotlighting creative empowerment for Gen Z and productivity support for ITDMs. The work spanned hero films, demos, podcasts, DOOH, and digital content across the globe, including the U.S., Japan, India, and Mexico.

The campaign outperformed on all fronts: AI PC awareness rose as much as 19 pts among Young Creatives and 5 pts among SMB ITDMs; revenue for flagship products surged past target (+26% for Yoga, +19% for ThinkPad); and Lenovo gained +3.4 market share points globally while Apple declined, marking a clear turning point in category leadership.

2025 BREAKFAST LAUNCH FOR ASIAN AMERICAN CONSUMERS

MCDONALD'S



JURY COMMENT

"A really innovative campaign using contextual and cultural targeting! The case study nicely outlined how the robust research methods lead to the insights that drove the campaign."

McDonald's aimed to reclaim its position as the go-to breakfast destination by first stopping the bleeding across all consumer segments.

Despite its strong legacy, McDonald's was losing relevance among mobile-first Asian American consumers. With a diverse and fast-growing population, Asian American Gen Z and Millennials have distinct cultural values and digital habits who no longer made breakfast decisions based solely on proximity or promotions.

To address this, we leveraged cultural insights research with media consumption and QSR behavioral studies, revealing that breakfast decisions clustered around two key dayparts: late-night planning (9 PM-4 AM) and morning commutes (4 AM-11 AM). We also uncovered a strong emotional connection to family rituals and storytelling, particularly within digital comic platforms that young Asian American consumers love, binge on and are addicted to.

To effectively connect with young Asian Americans, a partnership between McDonald's and Webtoon was born! "Mornings with You," a branded 3-episode comic series celebrating family, morning rituals, and cultural identity was launched.

We complemented this with other mass reaching volume driving channels including weather-triggered, in-language and in-culture creatives targeting Asian Americans on AccuWeather to influence real-time breakfast decisions during key windows. The campaign drove strong results, including a 14.96% store visit conversion rate and an 8.57% behavioral lift. With high engagement across Webtoon and AccuWeather, it proved that culturally relevant and precisely timed content can influence breakfast decisions and strengthen McDonald's positioning among Asian American consumers.

RUBY BLOOMS

NANA



JURY COMMENT

"I love everything about this - the research to understand this issue and to execute it flawlessly was robust and impressive. The experience was completely rooted in this deep understanding of the need, which is what made it so powerful."

BEST CONSUMER EXPERIENCE

Nana (globally Bodyform) from Essity, globally committed to breaking period taboos, posed a critical challenge: **Whose period stories were still excluded?**

This led to us uncovering an audience for whom puberty was a jarring rupture where biology outpaced systemic support. **For autistic girls, period education wasn't just abstract; it was absent.** Their bodies spoke, but the world's education didn't support them in a way they needed it. The research methodology was focused on observation and engagement in emotionally safe areas for them (clinics, therapy rooms, special needs centres).

Our strategic solution for Nana was to **create the first-ever sensory guidebook for period education, co-created with autism specialists and neurodivergent girls**, designed to be touched, smelled, and heard - to empower them.

The distribution focused on emotionally safe distribution (clinics, therapy rooms, special needs centres).

And results were positive: **Many autistic girls reached felt better towards pads, and their parents observed reduced distress, and special needs schools showed interest in adoption.**

This case demonstrates Nana's leadership in inclusive design and achieving a vital social impact that governments and health systems overlooked.

TABOO TOTES – ADDRESSING THE “PAD SHAME” THAT WOMEN CARRIED IN THE UAE

NANA



JURY COMMENT

“Very deep insight, great activation / influencer campaign, amazing results.”

Nana from Essity (known globally as Bodyform), a global brand that’s challenging period stigmas, struggled in the UAE, lacking a distinctive voice and local cultural relevance.

Research revealed a pervasive “pad shame”: **71% of UAE women felt embarrassed to buy pads, and 78% concealed them**, reflecting a distortion of modesty into shame.

This silent taboo hindered Nana’s connection.

We created TABOO TOTES, see-through bags encouraging women to carry pads confidently, turning secrecy into visible self-positive intent.

A multi-phase methodology, informed by qualitative surveys (n=500), involved launching controversial influencer content during Dubai Fashion Week.

This triggered intense backlash but data-driven persistence transformed the conversation.

Results: Active awareness and engagement in the UAE, a significant **drop in “pad taboo” perceptions**, and an **increase in overall sales**, establishing Nana’s bold presence and culturally relevant impact.

WHEN THE CLOCK STRIKES DINNER

NESTLÉ/STOUFFER'S



JURY COMMENT

"Their multiphase research approach allowed them to derive an actionable insight that intercepted the consumer journey at the exact moment they needed to to increase their ROI."

Stouffer's Was Losing Its Place at the Dinner Table. By late 2023, frozen meal sales in the U.S. were down 6% year-over-year, and as the category leader¹, Stouffer's saw a 9.5% decline². We needed to regain relevance and top-of-mind status at dinner time.

Dinner is often romanticized as a joyful daily moment, but the reality is far more stressful. We identified a key tension: every day around 4 PM, people face the overwhelming question, "What's for dinner?" Through consumer immersion/cultural anthropology, custom research and journey mapping, we found this moment sparked a universal emotion we named Dinner Dread.

Rather than shy away from this tension, we leaned into it. Our campaign, "When the Clock Strikes Dinner," dramatized that 4 PM moment—when Dinner Dread overwhelms decision-making. By amplifying the problem, we made Stouffer's the solution—comforting, ready made meals that solve Dinner Dread.

And it worked. We saw eight straight weeks of dollar share growth and, for the first time in 11 weeks, Stouffer's had a positive increase in unit sales—up 1.7%⁶. Stouffer's regained its place at the dinner table - now the go to answer for "What's for dinner?"

² Nestle data, Circana, end of year data 2022 + 2023

⁶ Nestle data, Circana July - Sept 2024

PAZE BRAND CAMPAIGN LAUNCH

PAZE



JURY COMMENT

“Strong research was done to differentiate Paze from other similar products in the market and to emphasize these differences in the creative, with very clear positive results.”

BEST NEW OR EMERGING BRAND

Paze was created to close the trust gap in online checkout. While tech-led solutions have optimized speed, they’ve often sacrificed security, leaving consumers skeptical. Offered by seven of the largest U.S. banks (Bank of America, Capital One, Chase, PNC, Truist, U.S. Bank, Wells Fargo), Paze is a digital wallet designed to offer a fast, easy, and convenient checkout experience with added security through tokenization, offered by financial institutions that consumers already know and trust.

The challenge was to introduce a new brand in a crowded category, where ApplePay and PayPal dominate attention and loyalty. SPCSHP focused on reframing online checkout as an emotionally resonant moment, and not just a mechanical step. By tapping into universal shopping habits and frustrations, SPCSHP built a campaign rooted in humor, relatability, and trust.

The campaign positioned Paze not as just another tech offering, but as a smart and smooth way to check out—“Built for how you shop.” This brand launch wasn’t about tech specs. It was about reinforcing confidence, reducing friction, and building a foundation for long-term brand love.

GOT THEM TOGETHER

PFIZER UNBRANDED COVID-19



JURY COMMENT

"Research approach was primarily secondary analysis, although effective in learning the driving insights to the issue of declining COVID vaccine rates vs. flu vaccine rates. Approach was focused."

PHARMACEUTICALS

Marketing Challenge: Drive awareness that COVID-19 and flu vaccination can be done at the same visit, per CDC guidance, in a lighthearted way that would motivate consumers who wanted to move on from doom-and-gloom COVID-19 conversations.

Methodology: "Got Them Together" campaign was launched using broadcast TV, social media, audio, programmatic display, and online video. It aimed to educate on the convenience and CDC-backed benefits of co-administering the COVID-19 and flu shots.

Insight Discovered: While COVID-19 vaccines seemed less critical to some in what they considered a "post-pandemic world", many continued prioritizing annual flu shots. Highlighting the convenience of getting both vaccines together at the same time tapped into those existing flu vaccination routines and helped align COVID-19 vaccinations with an established health habit.

Creative Execution: The campaign employed provocative wordplay and innovative visuals like pixelated mouths and playful audio bleeps to capture attention. The use of Pfizer-hued blue and beige bandages symbolized vaccination as a badge of accomplishment.

Business Impact: The campaign reached over 38.2 million¹ people from August to December 2024, boosting co-administration rates significantly year-over-year².

¹ IQVIA LAAD Snowflake Feeds*

²VIA Comirnaty 2024 Season Post-Mortem: A Focus on Adults, 2.25.2025

DETERMINED

PRESBYTERIAN HEALTHCARE SERVICES



JURY COMMENT

"Theory-driven research employing sophisticated methodology to develop a successful rebranding campaign clearly driven by the research. Terrific use of post-campaign metrics."

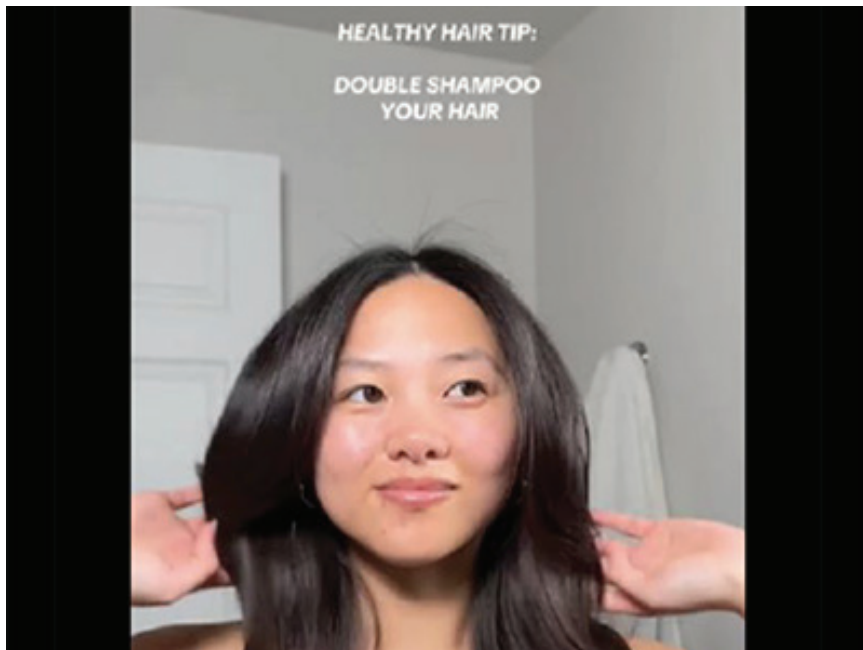
HEALTH & PERSONAL CARE

For over 15 years, Presbyterian Healthcare relied on rational marketing strategy focused on functional benefits like delivery coverage and convenience. While competitors advanced, this approach left the brand stagnant. A change in leadership opened the door to rethink what the market truly needed—and what healthcare marketing was missing.

Advertising launched brand research that explored both rational and emotional drivers, using proprietary emotional measurement tools from The Rational Heart to uncover deep, System 1 gut reactions among healthcare consumers. While people cited logical factors, the research revealed emotion—particularly trust, confidence, and curiosity—as the real foundation of healthcare decision-making. The healthcare space is emotionally charged, with patients and caregivers exhibiting high levels of watchfulness, surprise, and amazement. Armed with this insight, the agency recommended a 180-degree shift: move away from rational messaging about systems and services, instead build emotional connections through trust-driven storytelling. The impact was significant. Year over year, brand preference jumped. Trustworthiness rose 16 points—from 25% to 41%—and Presbyterian saw an 8-point increase in being recognized as the state's best healthcare organization. By leaning into emotion, Presbyterian not only reconnected with its audience but also drove measurable gains in brand strength and market perception.

DO YOU DOUBLE SHAMPOO?

PROCTER & GAMBLE



JURY COMMENT

"Great research. Strong insight!"

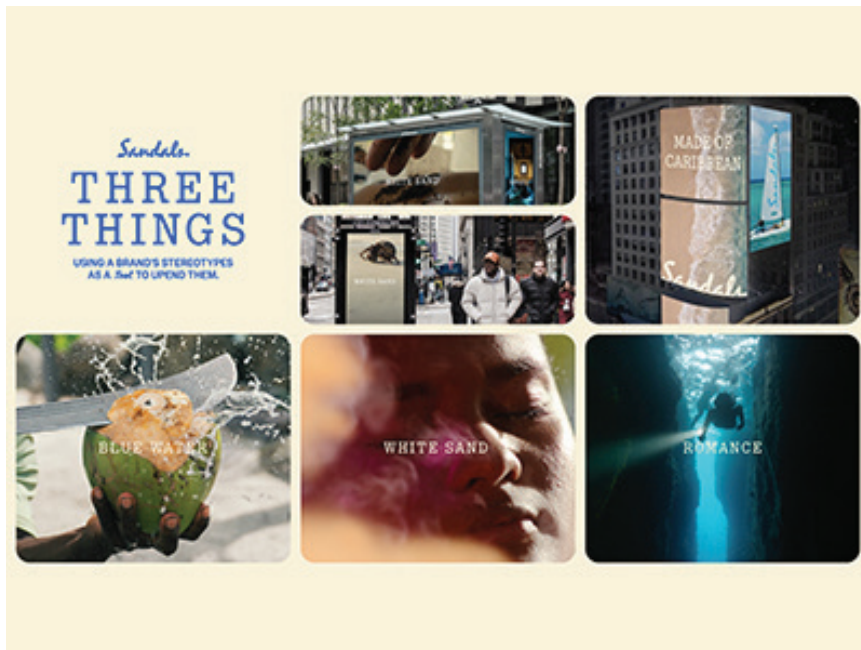
HEALTH & PERSONAL CARE

Over the past few decades, the United States hair care market has seen value/dollar sales rise; however, volume sales have been declining. This shift in volume sales was driven by consumers reducing their hair-washing frequency, as they began viewing it as a tedious chore that took precious time. Despite washing less often, which saved consumers time, surveys revealed that most consumers were dissatisfied with their wash day outcomes.

Our key insight became: "How do we turn unsatisfied consumers into satisfied consumers while also reversing the category's volume decline?" Rather than creating a new product to try to enhance the consumer experience, our Analytics & Insights team utilized P&G's state-of-the-art technology to understand what would improve consumers' wash day experience. Through our advanced analytics, we discovered that a specific group—our African American consumers— consistently rated their hair higher on wash days, despite being the group that washed their hair less frequently. In conversations with our African American consumers, we learned that because they washed their hair infrequently, they had developed a habit of double shampooing. They explained that the first wash broke up all the buildup and residue, while the second delivered a rich lather and a satisfying deep clean.

MADE OF CARIBBEAN

SANDALS & BEACHES RESORTS



JURY COMMENT

"I thought the Sandals team was very clear in terms of how they identified the problem, the methodology they used to understand how to correct it and how they measured their ROI."

TRAVEL

A brand misunderstood.

Everyone knows Sandals, but few truly see it. Once synonymous with romantic getaways, the brand was being overlooked by modern travelers. Despite deep Caribbean roots and decades of expertise, **Sandals was not breaking through as an all-inclusive option that was for them.**

A shift in traveler desire.

Today's travelers crave more than poolside luxury—they want meaningful connection and authentic cultural immersion.

Our approach included mindset research, cultural audits and brand evaluation analysis, all of which revealed an urgent truth: Sandals wasn't meeting travelers' motivations. But the brand had something no one else could claim.

Made of Caribbean.

The platform reframed Sandals as more than a resort brand—it's a living expression of the Caribbean itself. The creative flipped familiar tropes on their head, playfully revealing a deeper experience beyond the clichés. *Three Things* became the centerpiece, inviting audiences to rediscover Sandals as a culturally rich, soulful escape rooted in a powerful sense of place.

The result:

The launch of the campaign didn't just succeed at changing perceptions; it started to change Sandals business. **All ongoing objectives were achieved, including year-over-year increases in online bookings during critical "wave season".**

PROTECTASBIH – THE WORLD’S FIRST SANITIZING PRAYER BEADS

SAUDIA AIRLINES



JURY COMMENT

“This campaign was a very good example of insight to activation supported by strategic research. The product design that came out of the research was innovative and incredibly well designed, as was the creative to educate and inform consumers about the product.”

CULTURAL FLUENCY

SAUDIA Airlines tackled rising competition by leveraging its unique role as the primary carrier for Mecca pilgrims, discovering through research that prayer beads (“tasbeeh”) could serve as a powerful health intervention tool. This insight led to the creation of ProtecTasbeeh—sanitizing, alcohol-free prayer beads—resulting in increased innovation equity, brand love, and high ROI through strategic promotion and distribution.

MEET ME @ THE MALL™

SIMON PROPERTY GROUP



JURY COMMENT

"A really strong retail case study, especially focused on targeting GenZ through influencers and social."

RETAIL & RESTAURANTS

The "Meet Me @ the Mall" campaign was developed by Simon Property Group (SPG) as a dynamic, multi-channel strategy designed to rejuvenate mall foot traffic and re-engage shoppers in the post-pandemic landscape. The objective was clear: leverage the nostalgic appeal of in-person mall gatherings while integrating modern digital touchpoints to connect with a broad, digitally savvy audience.

To bring this vision to life, we adopted a phased approach that spanned multiple platforms: Instagram, TikTok, YouTube, Google, Hulu, Netflix, Disney, and Peacock. Each platform played a specific role in the campaign. Instagram and TikTok were instrumental in engaging younger, trend-driven audiences through interactive posts and influencer partnerships. YouTube and streaming services such as Hulu and Netflix were used for broader, high impact video placements, delivering captivating and shareable content that showcased the fun of socializing at the mall.

The campaign benefited from an optimized media budget, allowing for targeted, data-driven placement. By tailoring content for each platform and analyzing realtime engagement metrics, we maximized reach and ensured the messaging resonated with diverse audience segments. The balance of nostalgia and modernity in the campaign strategy was key, reminding shoppers of the simple joy of meeting friends while integrating new digital habits, particularly around online shopping and streaming content.

The campaign achieved exceptional results, with 440M impressions, 1.9M website clicks, 1.4M engagements and 250M video views across a mix of media channels including connected television and social media. Audiences were captivated by the content as evidenced by the campaign's efficient cost per video views, beating benchmarks across Instagram, TikTok, and YouTube.

The campaign's exceptional performance solidified Simon Property Group's presence as a leader in creating immersive, digitally driven mall experiences - turning a cultural insight into measurable business growth.

AMBITIONS

SOFI



JURY COMMENT

"Good insight and strong results. The campaign certainly benefited from the sports celebrity integration."

FINANCIAL SERVICES & INSURANCE

As the newest bank in town, was SoFi intimidated by century-old legacy giants? Yes... Were there numerous fintech players wanting a slice of the \$1.4 trillion industry¹? Certainly...

Would it require sustained commitment to reach legacy-level trust without losing its fintech dynamism? No doubt...

But SoFi embraced the challenge.

To chart its path forward, SoFi embarked on an extensive multi-phase research journey. This journey helped SoFi uncover the nuances of the financial services category, identify the right target audience, and deeply understand their relationship with money. This research revealed a powerful insight: Despite the abundance of financial options available, many Americans lacked a human partner who truly understood and supported their financial ambitions.

This insight became the foundation for Ambitions, a brand platform positioning SoFi as a trusted partner bridging financial ambitions and achievements. Sports, the ideal example of turning ambition into achievement, became the perfect storytelling device. SoFi partnered with NBA star Jason Tatum and NFL quarterback Justin Herbert, bringing their personal financial journeys to life through authentic narratives.

The results exceeded all objectives: SoFi reduced its trust gap with legacy banks, maintained its competitive edge on dynamism², and achieved a 50% surge in membership growth³.

¹ IBISWorld, Commercial Banking in the US – Market Research Report, 2024.

² BAV Group, Brand Tracker, Q2 2023 – Q3 2024.

³ SoFi, Quarterly Earning Reports, Q2 2023 – Q3 2024.

THAT'S A BIG FLEX

SOUTHWEST AIRLINES



JURY COMMENT

"This campaign was an outstanding example of data driven insight discovery and then activation. The research for this campaign was best in class with multiple phases that all iterated on each other to uncover a clear and actionable insight that pulled at the deepest "why": flexibility is freedom."

TRAVEL

Southwest Airlines built its legacy on giving all flyers the freedom to fly by democratizing the skies through low fares—but in a post-pandemic travel landscape, its greatest strength was going unnoticed. Competitors matched prices, and core customers started aging out. To grow, Southwest needed to reignite relevance and attract the next generation.

We conducted multiple studies to understand the brand's perception issues, its special sauce according to consumers who love it most and know it best, what brand values mattered most, and what positioning captured those assets best. This excavation led us to uncover a modern truth: for today's traveler, freedom means flexibility—the power to change plans, chase spontaneity, and travel on your own terms.

While other airlines charged for every change or bag, Southwest quietly offered industry-leading flexibility: No Change Or Cancel Fees, Bags Fly Free, and Flight Credits That Never Expire. Flyers who knew this bragged about it. We turned that brag into a brand platform.

"That's a Big Flex" rebranded Southwest's flexibility into cultural currency—featuring travelers and creators flexing their spontaneity. From bookable travel TikToks to airport mascots, we made flexibility magnetic.

The result? Stat sig increases in first consideration and "flexibility" perception, which led Southwest to reclaim its role as the freedom airline—modernized for a new generation.

LOVE, YOUR MIND

THE AD COUNCIL



JURY COMMENT

"Good methodology applied on the research. Creatives tailored to different audiences leveraging cultural elements that resonate with the targeted audiences. Campaign results were measurable. Good campaign impact."

GOVERNMENT, PUBLIC SERVICE & NON-PROFIT

Amid an ongoing mental health crisis and growing mental health discourses, the Ad Council recognized a critical need: to change the way Americans think and talk about mental health.

Through an extensive research process, including a large-scale segmentation study, the Ad Council identified over a quarter of U.S. adults who were struggling silently with their mental health and were reluctant to seek help - viewing it as a sign of weakness. Yet, they were also aspirational — driven to succeed and make a meaningful impact.

This insight became the cornerstone of the campaign's strategy: position mental health not as an unspeakable weakness, but as a strength to be nurtured on the path to personal fulfillment.

In its first year and a half, the campaign secured \$71 million in donated media, achieved 5.7 billion impressions, reached 84 million, and drove 1.6 million website visits. Of the target audience, those who saw the ads were significantly more likely to prioritize their mental health than those not aware (69% vs. 60%), recognize the strength in seeking help (73% vs. 66%), and know what steps to take (67% vs. 54%).

SOME THINGS COME WITH AGE. SOME OTHERS DON'T.

THE ALZHEIMER'S ASSOCIATION



JURY COMMENT

"Very interesting insight and utilized a measured approach to compare/contrast recognition of Alzheimer's, which translated well into the video creative. "

CULTURAL FLUENCY

Before this campaign, the Ad Council and Alzheimer's Association ran two initiatives to raise awareness about Alzheimer's among Hispanics, focusing on early diagnosis. However, these efforts didn't significantly change behaviors—few people were more likely to talk to loved ones or doctors about symptoms. To understand why and develop a strategy that makes a difference, we conducted in-depth interviews with two groups: Pre-Care Partners (PCPs), adults aged 45–65 with older loved ones without Alzheimer's or dementia, and Care Partners (CPs), who are already caring for someone with Alzheimer's or dementia.

We discovered a significant gap between PCPs' confidence in their preparedness and CPs' real-life experiences. While PCPs believed they'd be ready to recognize symptoms and act when needed, CPs recognized they considered symptoms a normal part of aging and avoided any serious conversations until they couldn't ignore symptoms any longer. They thought they were going to be ready in theory but weren't at all in practice. They thought they would be prepared in theory but weren't at all in practice. These insights shaped the strategy and messaging for the "Some Things Come with Age. Some Others Don't." campaign.traveler

LITTERBACK

TIDY CATS



JURY COMMENT

"A great campaign founded on an authentic and highly relatable insight! This is a great case study on how the insight drove the creative and campaign, with impressive business results."

FASHION, BEAUTY & HOME

Tidy Cats Lightweight wanted to connect to the human experience of litter. With nearly a third of US households owning a cat, and Millennials/Gen X/Boomers representing more than half of those cat owners, the physical strain from lifting and pouring heavy litter became a clear hurdle to pet ownership. This strain was more pronounced for older cat owners already existing with chronic back pain.

The term "Litterback" was conceived to name a problem that so many cat owners experience with traditional litters. The term had an emotional charge for those who had never seen the issue so clearly addressed in the litter category.

This relatable problem was put on display in an authentic and humorous spot, "Parking Lot," which demonstrated the physical struggle of transporting heavy litter. The spot effectively positioned Tidy Cats as the hero that's "got your back." Lighter litter meant less back pain, greater ease of use, and a cleaner home.

After the July 2024 campaign launch, Tidy Cats LightWeight has grown 10.4% (52 wks ending 5/25/25), while the LightWeight category has grown 8.8% and total cat litter has grown 2.6%.

YOU CAN'T STOP MY DRIVE

TOYOTA MOTOR NORTH AMERICA



JURY COMMENT

"This campaign was best-in-class. The research was exceptionally thorough...The insight is clear, specific and actionable. The creative execution was powerful, intentional and uses the insight at its core. Everything from the campaign title to assets can be connected back to the insight. The dedication to use Black directors, creatives, designers and actors to make their vision come to life increases the authenticity of the work. The end result was overwhelmingly positive."

CULTURAL FLUENCY

For more than 20 years, Toyota has built a relationship with the Black consumer established primarily on the pragmatism of quality, dependability, and reliability. But reaching Black men has been more problematic. Toyota has lacked an authentic connection to the evolving modern-day Black man, who was reinventing themselves with a bold, daring, and authentic mindset. For Black men, Toyota was safe and predictable, two characteristics that don't serve Black men well in terms of their perceived social progress.

Our research team constructed a three-part, multi-layered ethnographic study designed to unearth the deeper emotional triggers Black men were grappling with every day. What we uncovered was that Black men were carrying around a deep emotional weight of feeling constrained in almost all aspects of their lives. From this, our "unspoken known" (insight) emerged — mobility was the skeleton key that allowed Black men to unlock new realities in their world.

We unearthed the unstoppable drive of Black men and created an undeniable rallying cry on their behalf with our "You Can't Stop My Drive" campaign. We helped to achieve the highest lift of imagery metrics among AA and General Market for an AA brand campaign in Toyota's history.

THERE'S ONLY ONE TRAVELERS CHAMPIONSHIP



JURY COMMENT

"Love the research of convincing a friend to watch golf. Creative addressed the research findings and strong results."

SPORTS, MEDIA & ENTERTAINMENT

In June of 2022, just days before the Travelers Championship, many of the world's top golfers announced they would be leaving the PGA immediately to join LIV, a new, innovative league set to turn professional golf on its head. The announcement rocked professional golf and left non-major tournaments like Travelers Championship worried about our future.

With the golf world in flux, Travelers set out to understand the modern golf fan, as connecting with this group was crucial for the future success of The Travelers Championship, our company's marquee marketing event. Through numerous interviews and surveys, we connected with thousands of fans and learned they crave unique experiences featuring top talent. Armed with a deep trove of insights, our agency TBWA created "There's Only One" to advertise the 2024 Travelers Championship. The ads feature top golfers, highlighting Travelers Championship's unique position as the only PGA event in New England.

The campaign was a tremendous success. The event also significantly strengthened viewers' and attendees' emotional connections to Travelers. Most exciting, the 2024 Travelers Championship raised a record \$3.2M for charity.

HIDDEN HEROES

U.S. DEPARTMENT OF VETERANS AFFAIRS



JURY COMMENT

"This is an outstanding case with such an important story to tell. The insight is fantastic and the rich and diverse approach to the research methodology really helps back this up with confidence. The creative is also strong and speaks honestly to a difficult topic."

GOVERNMENT, PUBLIC SERVICE & NON-PROFIT

How do you build on the momentum of a groundbreaking Veteran Suicide Prevention campaign? By shifting focus from the expected to the overlooked. Research revealed a critical truth: many Veterans don't identify with the term "Veteran" and often dismiss targeted messaging. This led us to a bold new hypothesis: what if the key to reaching Veterans isn't the Veterans themselves, but their Loved Ones?

We launched a rigorous four-phase research initiative, including a literature review, in-depth interviews with military caregivers, concept testing, and a dual-tracked survey and brand study. The insight was clear and powerful: Loved Ones are America's hidden heroes—often unsupported, yet unwavering in their efforts to reach the unreachable.

This revelation inspired the campaign "**Bravery Echoes**": the first of its kind to elevate and empower Loved Ones as frontline allies in suicide prevention. The creative honored their courage and gave them tools to make a difference.

The results were staggering. The campaign reached 3.1 million Veterans who sought help and mobilized 3.8 million Loved Ones to take action.

By reframing our audience and spotlighting an unrecognized force for change, we didn't just extend our impact. We transformed the way suicide prevention outreach can and should work.

THE QUESTION THAT CHANGED 3.3 MILLION LIVES

U.S. DEPARTMENT OF VETERANS AFFAIRS



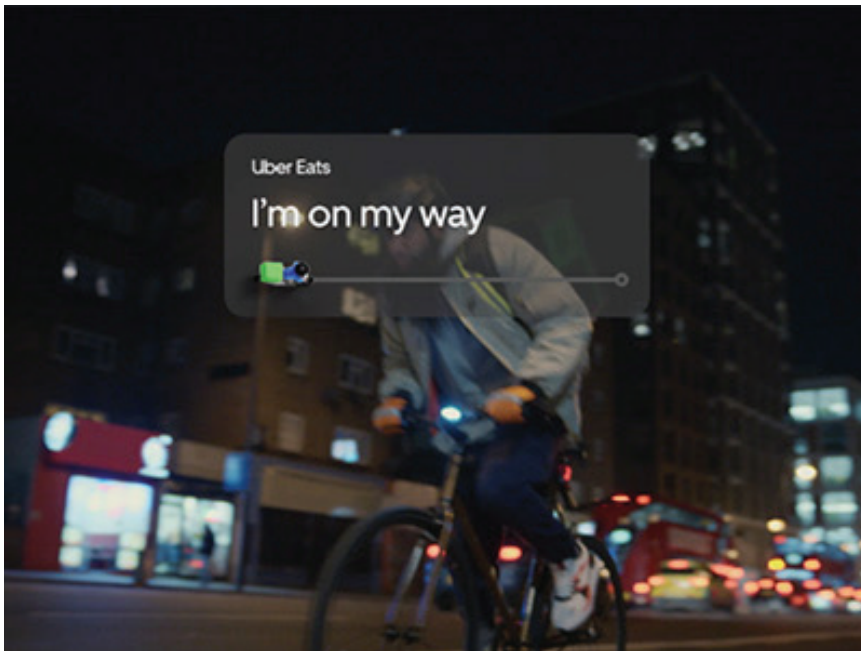
This is the story of how one question changed the lives of 3.3M veterans. Twenty veterans die each day by suicide. This number increased post-9/11, even as the veteran population fell. Veteran suicide is an epidemic we set out to combat with a powerful campaign to change hearts, minds and behavior. As we began to engage with suicide experts and veterans, we saw firsthand that Veterans, by nature and training, are deeply selfless, often prioritizing service to others ahead of their own well-being. Case in point, Veterans were far more likely to show up for our focus groups—when they knew other veterans were counting on them—than their individual interviews. This led to our insight: Veterans are the first to help others and the last to help themselves. Our strategy was simple but meaningful: Challenge veterans to do for themselves what they'd happily do for someone else. The campaign garnered millions of views, but most importantly it had **impact**. Today, we can proudly say 3.3M struggling veterans have reached out for help after seeing the campaign, a 135% increase in veterans taking action compared to the year prior. Proof that the work struck a cord and drove action.

JURY COMMENT

"An incredible campaign. Donated media is an extremely challenging space to operate in, but the impact of this campaign is measurable and notable across a significant variety of touchpoints. The research methodology is very comprehensive... The insight is both true and sobering, and the fact that it came from a sense of "what's missing" as opposed to what was observed is also very brave and super smart."

ON OUR WAY

UBER



JURY COMMENT

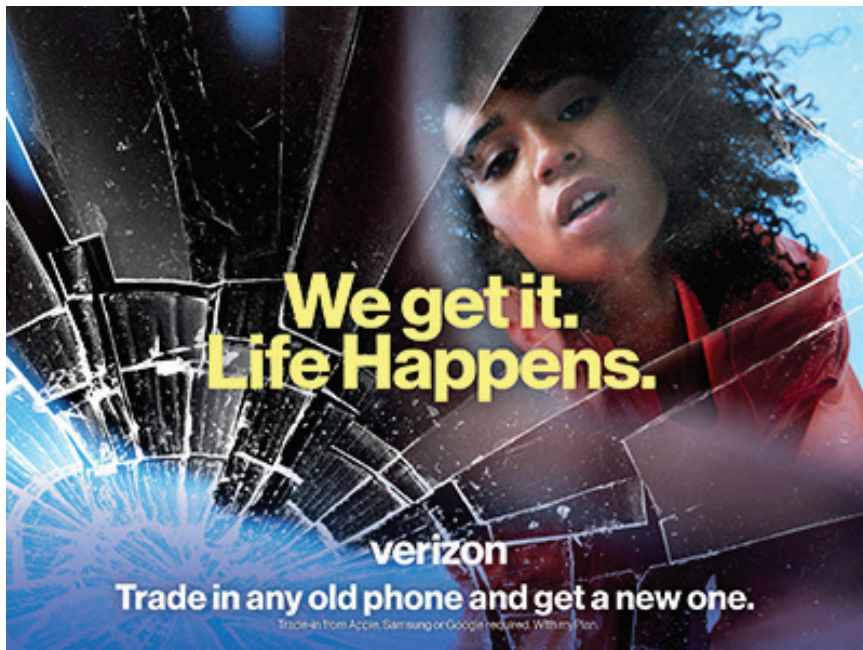
"This campaign is grounded in a strong, research-driven insight that emotionally unifies its rideshare and delivery businesses. The creative was moving, well-executed, and drove clear brand impact, exceeding key performance benchmarks."

Uber faced a challenge in building emotional resonance with users, as its brand was perceived as purely functional and lacked a unified identity across its rideshare and food delivery services.

To address this, it launched the emotionally driven "On Our Way" campaign during the 2024 Olympics, successfully enhancing brand connection and perception across audiences.

WE GET IT. LIFE HAPPENS.

VERIZON



JURY COMMENT

"Well done Verizon team! You told a compelling story of the use of research to drive change in business performance through breakthrough work that meaningfully connects with your consumer. I was head nodding and cheering 'oh yes you did!'" throughout the whole case."

BEST BRAND TRANSFORMATION/ ELECTRONICS & TECHNOLOGY

In telecom, trade-in programs had come to epitomize “smoke and mirrors” in the eyes of consumers. Rising smartphone costs, misleading offers, and disqualifying conditions fostered distrust, leading people to hold onto their dysfunctional phones for too long.

Verizon set out to change that by embracing a simple human truth — you shouldn’t be punished when life happens to your phone. To right the category’s wrongs, it introduced an industry first: Guaranteed Trade-in (GTI) for any phone, in any condition.

But changing the policy wasn’t enough. We needed to radically transform how Verizon shows up.

Creatively, we focused on showing, not telling, how Verizon understood what people were really dealing with, through a new brand platform: “We get it. Life happens.”

It was an acknowledgement that life does get messy. Whether it was phones left in the wash, crushed in driveways, or cracked on sidewalks, we spotlighted dozens of deeply relatable “oh no, no, no” moments.

Ultimately, Verizon rebounded from a shaky Q1 thanks in large part to its leadership in GTI, which drove new customer growth and reduced losses. Most importantly, it reshaped how people saw trade-ins — from a symbol of distrust to a sign that Verizon gets it.

DAISY VS SCAMMERS

VIRGIN MEDIA O2



JURY COMMENT

"Brilliant campaign. The creative execution is both culturally resonant and groundbreaking, effectively shifting perceptions while delivering strong, measurable business and cultural impact."

This is a story about a scambaiting AI granny named Daisy.

It's a story about how O2, one of the UK's biggest mobile networks, challenged marketing approaches to fraud protection and tackled scamming head-on.

In a world where fraud prevention is so often reduced to 'top tips' or victim-blaming advice for 'how not to get scammed' we took the power back, tackling scammers at source and wasting their time.

In a category where O2 can't outspend or outprice, we chose to out-innovate.

We stepped away from the formula of educational fraud awareness campaigns, and instead created a groundbreaking AI solution: a granny named Daisy, with all the time in the world. She captured hearts and headlines around the world by charmingly wasting scammers time, so they can't scam you.

This campaign sent a clear message: if you mess with our customers, we'll mess with you.

Daisy contributed to the cultural zeitgeist around AI, but shifted the conversation to AI for good, Done well – and done with humanity at its heart – AI can be used for good; tackling real problems for real people in the real world.

All while substantially increasing customer satisfaction of O2's efforts to tackle fraud.

“WALLA VISA?”: TURNING A CULTURAL PHRASE INTO A PARTNERSHIP

VISA



JURY COMMENT

“Great insight and execution.”

Visa, a recognized payment brand in Egypt, faced declining preference amidst economic strain and rising digital-first competitors. Its ubiquity as a generic term (“Cash walla Visa?” for any card payment) led to brand dilution. Strategy, rooted in 200+ hours of street observations, revealed this phrase was uttered thousands of times daily by small businesses, making them unwitting brand advocates. This linguistic “dilution” was, in fact, a golden, unprompted earned media channel. “Walla Visa?” as an idea strategically leveraged AI audio tools to detect mentions in real-time by small businesses, converting them into national exposure for these businesses, rewarding organic endorsement. This B2B strategy, built on deep local insight, re-earned relevance, boosting brand recall and lifting preference, transforming perceived weakness into powerful loyalty by honoring local voices.

WALGREENS “FULL HOUSE”

WALGREENS



JURY COMMENT

“Clear articulation of the business problem and the desired impact was achieved (sales up in relevant categories). Leveraged deep cultural insights and traditions to shape the creative execution in a way that felt authentic, but also focused the messaging details on the categories that were most personally compelling to the audience for that time of year.”

CULTURAL FLUENCY

With declining holiday sales and increased competition, Walgreens aimed to differentiate itself during this critical period in its marketing calendar. Limited budgets didn’t allow for unique creative messaging to its three prioritized audiences (Inclusive Mass, US Hispanics and the people of Puerto Rico). Walgreens needed a more unified way-in that would meaningfully speak to all.

A two-phase discovery research approach was implemented: Phase 1 was a holiday well-being exploratory where we solidified our strategy to show people that Walgreens is a neighbor who helps you stay healthy through the holidays.

Phase 2 was a cultural context immersion through social listening and in-depth interviews with USH and Puerto Rican moms, uncovering unique and culturally resonant traditions like “nochebuena” and “Parranda.”

These insights, along with Leo Chicago’s “Transcreation Spectrum” toolkit, guided the creation of an integrated campaign composed of Inclusive Mass assets that were USH insight-driven, and a bespoke creative expression for Puerto Rico. By authentically reflecting their holiday traditions and addressing their well-being needs, the campaign resonated strongly among all audiences. Walgreens achieved a +19% brand lift in store visits, and the company achieved or beat its sales goals with key growth audiences: US Hispanics and Puerto Ricans.

THE MAGIC OF SUNDAY

YOUTUBE



Fragmented viewing platforms complicate the NFL Fan experience, especially on Sundays, as fans struggle to access desired games across various services. The marketing objective was to position NFL Sunday Ticket bundled with YouTube TV as the ultimate solution for watching all NFL games, enabling fans to reclaim their cherished Sunday ritual. To address this, an emotional deep dive into NFL Fan behavior was conducted, revealing that football Sundays are sacred. This insight informed the “Magic of Sunday” campaign, which featured NFL mascots uniting for the Sunday ritual. Through creative exploratory research and two rounds of creative testing, the concept was refined, ensuring comprehension and optimization. Launched during the NFL Kickoff, the campaign successfully exceeded its consideration goal, demonstrating the power of storytelling rooted in a core consumer insight. The consideration lift validated the strategy, proving that by simplifying access, the NFL Fan experience could be enhanced and the sanctity of their Sundays preserved.

JURY COMMENT

“Thorough research approach ahead of launch to inform and validate direction.”