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AWARDS

FINALISTS



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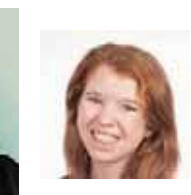
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'THIS IS PROGRESS' BY FREESTYLE LIBRE

ABBOTT LABORATORIES



JURY COMMENT

"A very strong case with robust research methodologies and truly incisive insights."

Challenge: FreeStyle Libre continuous glucose monitor, despite its potential, reached only a small percent of the global population. Abbott needed to drive adoption by transforming perception of FreeStyle Libre from a "last resort" glucose monitor to a behavior change tool, empowering progress, not perfection.

Methodology: The research journey for "This is Progress" combined multiple phases of deep qualitative exploration with rigorous quantitative testing across eight global markets to uncover the nuanced experiences of people with diabetes and healthcare professionals. By understanding their emotional, cultural, and practical realities, the team crafted a resonant campaign that addressed subconscious needs and drove positive change.

Insight: People with diabetes are overwhelmed by data and crave empowerment. The need: shift from clinical focus to supporting behavioral change and daily victories.

Creative Execution: The "This is Progress" global platform (42 markets) highlights individual progress. Integrated approach: TV, digital, HCP communications, patient support, education.

Business Impact: The "This Is Progress" campaign exceeded KPIs, driving brand lift, strong recall, and new-to-CGM consideration across global markets.

WHAT SCIENCE CAN DO

ASTRAZENECA



JURY COMMENT

"Really strong insight and loved the human element that was brought to life in the creative."

Amid growing scrutiny of the pharmaceutical industry, driven by debates around drug pricing, DTC advertising and declining trust in pharma and healthcare media, AstraZeneca needed to reinforce its role as a patient-centered innovator. To address this, the "What Science Can Do" campaign used research-driven storytelling to build trust among Engaged Patients and Policy Influencers. Through an online survey, Edelman tested and optimized creative concepts, identifying the narratives most likely to strengthen perceptions of AstraZeneca. Research showed strong responses to stories that humanized science through relatable patient experiences, particularly those centered on early detection and innovation in underserved diseases. These findings shaped the campaign strategy and informed two flagship films, Alex and Grace, prioritizing intimate storytelling over corporate messaging. The campaign ran across paid and organic social, a New York Times partnership, and a Union Station takeover in Washington, D.C., generating 234M+ impressions, 9.1M+ video views and 166K+ clicks. A post-launch survey showed measurable gains in perception and favorability among key audiences exposed to the films.

GET YOUR AUTO GLASS NOW

AUTO GLASS NOW/
DRIVEN BRANDS HOLDINGS INC.



JURY COMMENT

"Very strong insight uncovered and specifics about how to uniquely position AGN vs the market leader and small local players."

Auto Glass Now had to grow in a category dominated by Safelite and crowded with interchangeable local players. Because windshield replacement is infrequent, most drivers are disengaged from the category until a crack suddenly makes it urgent, stressful, and unfamiliar territory. Our research combined existing journey learning with qualitative and quantitative testing of strategic territories. It revealed a key reframing: a broken windshield turns a low-involvement category into a high-involvement disruption. The real job was not just replacing glass, but restoring control. That insight repositioned AGN from a generic repair provider into the brand that gets drivers back to life now. Creative brought this to life through a bold challenger-brand refresh, a new tagline and jingle, and humorous 'No Windshield' films showing people driving windshield-less cars as a visual metaphor for life feeling out of control. Rolled out across YouTube, Meta, display, owned channels, van wraps, and other placements in seven markets, the campaign drove a 5.3% lift in car count, a 3.6-point awareness gain, a 4.5% drop in search spend, and \$2.50 savings per acquisition versus benchmark.

STORIES WORTH RETELLING

CHASE SAPPHIRE RESERVE



JURY COMMENT

“Exceptional example of insights-led marketing that seamlessly connects strategy, creative and impact.”

As premium credit cards increasingly compete on similar “points and perks,” Chase Sapphire Reserve (CSR) used market research to identify a key barrier: consumers could see the value, but benefit-by-benefit messaging risked making premium feel transactional rather than aspirational. The resulting campaign, “**Stories Worth Retelling**,” repositioned CSR as an access point to a more expansive, connected lifestyle—bringing product value to life through storytelling, design, and integrated experiences.

WHERE YOU GET YOUR MEDICINE MATTERS (WYGYMM)[®]

CVS HEALTH



JURY COMMENT

"This is a clear story within the case of research that led to an insight that then pushed the creative execution to change perception."

CVS identified an opportunity to strengthen customer engagement and drive growth. As patients increasingly considered a wider range of pharmacy and healthcare options, CVS focused on highlighting the value of its integrated offerings and reinforcing the benefits that matter most to patients. The challenge was to educate patients to make deliberate choices. Central to this challenge was the insight that patients prioritize convenient access, fair value, and a pharmacy perceived as a trusted ally over merely the lowest price.

This insight informed the creation of the 'Where you get your medicine matters' platform, repositioning pharmacy choice as an emotional and functional decision crucial to healthcare outcomes. The campaign was brought to life using patient stories, real CVS colleagues, and innovative audience-focused creative strategies, all refined through rigorous testing. The initiative extended beyond communication to create relevant experiences that supported patients navigating changes in the pharmacy landscape. Ultimately, CVS established a scalable growth platform that fortified differentiation and trust, positioning itself as an accessible, supportive partner during critical healthcare moments.

ZELLE® WHEN IT COUNTS: HERE FOR YOU

EARLY WARNING SERVICES, LLC / ZELLE®



JURY COMMENT

"Well rounded submission - meaningful truth uncovered by a strong backbone of research, creative that is emotionally grounded and real ...and results that speak for themselves."

In 2024, Americans moved \$1 trillion through Zelle®, the most ever in a single year. Research with Nonfiction (qualitative immersion, expert and ethnographic exploration, quantitative validation) uncovered what competitors had missed: the moments people send money are rarely transactional. They are emotional. 59% of users turned to Zelle® in a moment of crisis. 51% during emotionally difficult times. That truth led to a new strategic positioning, powering the people-for-people economy, and a creative brand platform, "When It Counts." Its launch campaign, "Here for You," exceeded every objective despite being outspent.

CORE POWER: CHAMPION YOUR RECOVERY

FAIRLIFE LLC / CORE POWER



JURY COMMENT

"This is the perfect example of not trying to get a bigger slice of the pie (the hard core fitness buffs) and going after a larger total pie (all exercisers). Making their product accessible for the masses vs. a privilege for the few has led them to incredible business growth year over year."

"Strong combination of methodological depth, revelatory insight, strategic inevitability and business transformation..."

Years before the protein boom of today, the protein shake category had built an artificial wall around itself — speaking only to hardcore athletes, leaving the majority of exercisers on the outside looking in. Core Power needed to break into that ignored majority or face category stagnation. Through geofenced post-workout intercepts, in-home friendship groups, semiotics analysis, barrier research, brand tracking, and creative testing, we uncovered a truth hidden in plain sight: Everyday Exercisers weren't rejecting recovery. They'd been taught it was a reward that had to be earned through intensity, not a universal right for everyone who moves. That insight unlocked *Champion Your Recovery* — a platform that reframed recovery from a privilege for the few to a practice for the masses, featuring real exercisers, relatable movements, and a single rallying cry that welcomed everyone who sweats. The impact compounded year over year. Core Power now leads the category. All driven by creative that scored the highest in Fairlife's history.

*Top 3 scoring campaign

YES BUENO: OUT OF THIS WORLD (KINDER BUENO)

FERRERO



JURY COMMENT

"Great use of a multi-stage research framework. Memorable creative and the campaign generated exceptional business results."

Kinder Bueno, launched in the US in 2019, is still a fairly new chocolate bar in the very competitive and crowded chocolate candy market. The marketing team aimed for a Super Bowl ad to create the biggest impact to awareness and drive desire for Kinder Bueno. The ultimate goal was to land Kinder Bueno in the hearts and minds of consumers to be their candy bar of choice. The brand's ambition was to be a catalyst of positivity, a brand that stands to turn a No Bueno moment into a "Yes Bueno" one. The team realized the necessity of crafting a campaign that was not only worthy of being showcased during the Super Bowl but also capable of driving attention and desire while generating significant market impact to match the financial commitment. Ferrero worked with Ipsos through an multi-phase iterative research process to bring the "Yes, Bueno" concept to life. Out of This World, a bold ad with Sci-Fi visuals highlighting Kinder Bueno as the hero, was launched. The irresistible Kinder Bueno shines as the star amongst celebrities and captivating scenes, leaving a lasting impression. Generating a 48% increase in volume and a 41% increase in sales, it was a winning ad on game day.

BEYOND AI OPTIMISM: FROM TIME SAVINGS TO SPARKING TRANSFORMATION

GOOGLE

Google Workspace

hypothesis

Beyond AI Optimism

Five ways to move your business from saving time to sparking innovation



JURY COMMENT

"Transformational with incredibly rich insights and well-rounded strategic insights/methodology."

In 2025, the commercial AI market was crowded. Google sought to stand out as a trusted leader by leveraging research to provide organizations with tangible tactics to help them navigate AI transformation. Google and Hypothesis Group conducted a global research program including extensive discovery, a survey of 2,500+ decision-makers and employees, expert interviews, and customer case studies. The work culminated in a five-stage AI transformation framework measuring organizational maturity.

The research revealed a critical disconnect: executives were 15 pp more likely than employees to say AI was having a significant positive impact and only one-third of employees felt prepared for AI-driven change. With just 3% of organizations classified as "highly transformed," the findings showed that sustainable AI adoption depends on clear leadership strategy, robust training, and practical roadmaps that bring employees into the process.

Google transformed the insights into a campaign centered on a white paper, *Beyond AI Optimism*. Activated through executive presentations, keynote speeches, industry events, customer engagements, blogs, press features, and a dedicated landing page, the campaign emphasized "help, not hype," repositioning AI from a conversation about productivity to one about organizational transformation and innovation.

ABUELITA'S FOOD TRUCK

GULF STATES TOYOTA



JURY COMMENT

"The insight clearly shaped an authentic and engaging creative idea, with strong reported lifts in brand perception and consideration."

Gulf States Toyota needed to increase consideration of the Toyota Tundra among Hispanic consumers in a region where truck loyalty is often inherited, and domestic brands have spent generations embedding themselves in truck culture. While Toyota was already trusted for Quality, Dependability, and Reliability, Tundra lacked the cultural legacy enjoyed by competitors. Research uncovered a powerful cultural insight: within Hispanic communities, dependability is expressed through *cumplir*—the act of fulfilling obligations and consistently showing up for family and community. The same qualities Hispanics admire in the people they trust most were the same qualities Toyota had spent decades building into the Tundra. To bring that insight to life, Toyota partnered with Aurora, a real abuelita whose daily commitment to preserving family traditions embodied *cumplir*. The brand created Abuelita's Food Truck, a custom Toyota Tundra-towed food truck that helped her share her recipes, stories, and traditions with the broader community. The campaign expanded through live experiences, creator partnerships, earned media, social storytelling, and targeted Hispanic media. Rather than claim dependability, Toyota demonstrated it through authentic cultural connection. The result generated 55 million impressions, 6.5 million video views, more than 107,000 engagements, a 20 percentage point lift in brand perception, and a 30 percentage point lift in purchase consideration.

LOADED WORDS

HE GETS US



JURY COMMENT

"One of the strongest insight-led entries...The creative approach was excellent."

The He Gets Us brand exists to invite people to consider Jesus and why he matters. A 5,000-person quantitative segmentation study showed 70% of the U.S. population identifies as "spiritually curious." Through the body of research, which included segmentation, online conversation analysis, focus groups, ethnographies, an ongoing tracking study, diary studies, and a trust survey, Come Near centered He Gets Us brand expressions around connecting with people who are spiritually curious but skeptic, and seeking spaces to explore and question. This group represents ~27M spiritually open but guarded U.S. adults.

This segment internalizes societal stress, exhaustion, and distrust of institutions. The team at Come Near sought to create an invitation, meeting this segment where they spend time through films, advertising (including the Super Bowl), and social media, exploring "Loaded Words" — common words that induce pressure, doubt, and fear.

Self-paced digital journeys on HeGetsUs.com built around an open-ended scrollytelling experience fed curiosity and deepened engagement with the campaign. Ultimately, the campaign drove a statistically significant lift in openness to hearing more about Jesus among the priority segment, and engaged visitors on HeGetsUs.com increased their time on-site significantly (+50% compared to previous campaigns).

NI PERDÓN, NI PERMISO

HEINEKEN USA/DOS EQUIS



JURY COMMENT

"This campaign is a great example of cultural insight directly driving creative strategy."

Gen Z consumes alcohol at historical lows, except for young Latinos. Beer plays a key role in multiple cultural pillars for Latinos and Dos Equis was outspoken and outspent by their competition in building cultural salience.

Via proprietary research, we found Dos Equis ranked dead last in all cultural markers compared to the competition. For culturally astute 21-34yo Hispanics this had to be confronted head-on. Dos Equis and LNC turned to the power of music in developing the platform "Ni Perdón, Ni Permiso" (roughly "better to ask for forgiveness than permission") mirroring their unapologetic cultural confidence and partnering with musicians boldly changing the game while staying true to their heritage. Our first partner was Fuerza Regida; a genre-bending regional Mexican band sitting at ground zero of this cultural shift.

The campaign generated 1.1 billion earned impressions, 6.9m impressions via influencers with + 225% engagement rates against benchmark, 3.4m organic social impressions, and +62% follower growth. The campaign displayed the power of cultural honesty and bravery every young Latino embodies and is a reminder that being true to yourself transcends the business.

ELEVANDO LO QUE SIGUE, ELEVATING WHAT'S NEXT

HYUNDAI PALISADE



JURY COMMENT

"This is a very strong case study with robust research methodologies and truly incisive insights."

The best automotive work doesn't sell features; it tells a story about what a brand and a vehicle represent. For Hyundai and Hispanic car buyers that means a reward for hard work, a reflection of deeply held values, and the embodiment of dreams being built. To launch the newly redesigned 2026 Palisade Hybrid SUV, the campaign needed to move beyond traditional automotive messaging and uncover a shift among Latino SUV intenders. "Elevating What's Next," ("Elevando lo que sigue"), connected a new level of Latino professional achievement with their desire to preserve and honor the cultural behaviors that got them there. Palisade was positioned as a trusted ally for upwardly mobile individuals and families, demonstrating that progress can be celebrated without abandoning their heritage. The campaign achieved a deep connection with Hispanic audiences based on cultural connection as measured by ad testing: 96th percentile for Cultural Authenticity using CIIM ad testing, and 706 Ace Metrics score, well above automotive norms. More importantly, Hispanic achievement and success was depicted and celebrated during a difficult moment when Hispanic communities feel targeted and underappreciated.

SAINSBURY'S? ARE WE MADE OF MONEY?

J SAINSBURY'S PLC/SAINSBURY'S



JURY COMMENT

"This is a solid long-term effectiveness case in which research does not merely optimize communications; it gives the business the confidence to pursue a more sophisticated commercial strategy."

Sainsbury's, a 150-year-old brand, faced an existential threat. Perceived as "the expensive one" in a cost-of-living crisis, it was losing shoppers to discounters on price and market leader Tesco on value.

Our research uncovered a deep-seated psychological tension: the "Guilt-Guilt Bind." Families felt guilty spending more at Sainsbury's but also for compromising on food quality at discounters. Our strategy was not a price war, but to reframe the entire value equation to shatter the historical trade-off between value and quality.

The 'Good Food For All Of Us' platform, delivered through our simple 'Hey Sainsbury's' creative device, showcased our quality alongside our competitive pricing. This integrated campaign, running across all touchpoints from TV to in-store, gave families the emotional, rational and financial permission to do their main shop with us.

The results were transformative: Record Market Share gains, significant profit increases, and a highly efficient campaign profit ROI. We closed the value perception gap, proving that resolving deep-seated psychological conflict, not just by being cheaper, is the key to driving record growth.

A WHOLE BIG THING

KAISER PERMANENTE



JURY COMMENT

"Healthcare that just works! The insight is spot on and thoughtfully expressed."

Seven in ten Americans believe the healthcare system is broken. Only 12% trust it. No one believes this more deeply than the Next Generation (TNG). Our audience, 25-34-year-olds, are distrustful and skeptical of a system they don't think has their best interests at hand. Despite staying on top of their health, they delay care and engage in unhealthy behaviors like outsourcing advice from all over - TikTok, Google, Gen AI, etc. Piecemealing their health, rather than consulting medical professionals.

The challenge: We needed to get this already skeptical audience to see Kaiser Permanente (KP) as a better alternative to traditional healthcare and their piecemeal solutions. While insurers, providers, and pharmacies all promised simplicity in their messaging, no one offered an end-to-end, seamless solution connecting care and coverage, like Kaiser Permanente.

Deep consumer research revealed the core insight: The Next Generation isn't avoiding healthcare because they don't care about their health, they're avoiding it because the system has never felt built for them.

To fully win this audience, we needed to prove to them that Kaiser Permanente is better than their piecemeal solutions. Focus groups with KP members confirmed this. Every time they used KP, they found the experience refreshingly simple and actually better than what they had come to believe about the health care system.

This led to a campaign idea that met them where they were: showing their chaotic health spirals back to them, then positioning KP as the calm, seamless antidote paired with a clear RTB. To relate and connect with this younger audience, we specifically chose language that was true to the way the Next Gen audience speaks. Leading to our strong wrap line that connects back to the brand: "Health care that just works."

The full-funnel, digital-first campaign was live from October 2024 through March 2025 across social, video, influencers, gaming integrations and branded content. Results far exceeded expectations: 22,300 new member enrollments (2.8x the target), +16.5% pts Brand Breakthrough, +18.5% pts Brand I Trust.

**Top 3 scoring campaign*

ZEIZE THE DAY: YES SEASON

KENVUE/ZYRTEC



JURY COMMENT

"Research was very thorough and detailed, led to a very strong insight. Business impact was really strong."

A New Season of Growth

ZYRTEC® faced a growth challenge in a declining allergy category where every brand made the same promise: symptom relief. Yet sufferers continued to under-treat. The paradox: if people were still suffering, why wasn't relief motivating action?

The Hidden Cost of Allergies

Integrated research uncovered a behavior we came to call "allergy math" - the constant mental negotiation sufferers run before every spring decision. Allergies weren't just causing symptoms. They were quietly shrinking participation in the moments that make spring meaningful, turning a season of possibility into a season of trade-offs.

From Allergy Season to Yes Season™

This insight inspired "Yes Season™" to amplify and evolve Zeize the Day® by reframing relief as the freedom to say yes - to the invitation, the passion, the unexpected moment.

Proof in Participation

The campaign helped deliver sales growth against a declining category — proving emotional liberation can outperform symptom messaging in a commoditized category.

THE NEW “SLEEP EASY” CAMPAIGN

MATTRESS FIRM



JURY COMMENT

“Very strong research and measurement discipline behind a needed advertising reset. The work clearly diagnosed that previous...creative was generating attention while undermining persuasion and brand affinity, then moved toward a more empathetic problem-solution approach based on real sleep challenges. Well done.”

Mattress Firm faced a multi-year decline in brand perceptions and significant traffic drops due to polarizing, gimmick-driven ads. Partnering with iSpot and evaluating multi-source data (Lucid, neuro-testing, and causal modeling), we discovered a deep brand transformation opportunity. While 86% of consumers know sleep is essential to wellness, they are plagued by specific disruptors (aches, hot sleep, snoring) and find mattress shopping overwhelming. We launched a modular “Sleep Easy” campaign built on empathetic, problem-solution storytelling that embedded premium product solutions. iSpot testing verified a complete turnaround, breaking records to hit new historical highs in overall effectiveness (701), attention (732), and persuasion (721). In-market brand lift tracking confirmed a clean sweep of improved brand attributes, while causal impact modeling validated improved positive ROI and substantial incremental sales.

A MINECRAFT MOVIE MEAL

MCDONALD'S



JURY COMMENT

This campaign is really strong...The insight is specific, actionable, and was clearly executed upon in the campaign itself."

McDonald's had been on a multi-year journey to reassert themselves as a cultural force and saw the release of A Minecraft Movie as the perfect opportunity to connect with a multi-generational fanbase.

At the heart of this effort was a simple idea: McDonald's and Minecraft are both yours to build. McDonald's moved beyond a standard meal and leaned into authentic fan experiences to create a Minecraft Movie Meal. The meal featured core menu items, blockified packaging and specialty figurines that were equal parts McDonald's and Minecraft IP. Each came with a trading card and code, giving fans exclusive access to unlock the Minecraft skin to wear in-game.

TVCs brought the meals to life and merged the two worlds into one. The creative was tested with NIQ Ad Optimizer, using neuroscience to prove the collaboration was meaningful and emotionally powerful even with a broad general-market audience. Research also proved McDonald's integrated authentic Minecraft assets in a way that didn't detract from McDonald's brand equity.

This gave McDonald's the confidence to launch the campaign in 100+ markets, leading to a successful brand partnership.

M365 WITH COPILOT CAMPAIGN

MICROSOFT



JURY COMMENT

This was an outstanding demonstration of using emerging technology not only in advertising but also in the research process. The campaign addresses a genuinely unique market challenge within the rapidly changing AI category and developed an innovative methodology to solve it. The campaign clearly demonstrates how research insights influenced creative decisions across multiple campaign waves. Business impact, organizational impact, and methodological innovation are all exceptionally strong."

Most campaigns rely on one big upfront qualitative study to surface insights that will drive a campaign. That works when insights still apply months later when the creative ships, but Microsoft's recent Copilot campaigns have needed a different approach given the nature of the AI category. Since 2022, AI has rapidly evolved across adoption, perceptions, and capabilities, with stakes unlike anything advertising has faced: tens of billions in infrastructure ride on creative inspiring adoption. To keep up, Vital Findings built a new testing paradigm around the emerging qual-at-scale research platforms, but with significant improvements: AI-moderated interviews enhanced with quant sample sizes, sophisticated screening, rapid execution, and deployed with every creative wave. The new approach shifted Microsoft from a one-and-done exploration mentality to a test-learn-iterate model. Through multiple waves a pattern emerged: personally-relevant portrayals of utility drove resonance, but even well-executed ads could trigger consumers in unexpected ways. Traditional research lacked the speed and depth to surface any of this, which is why Microsoft & Vital Findings created something new.

SO MUCH MORE

NATIONWIDE



JURY COMMENT

"A very solid creative execution based around a real business challenge, and a super interesting creative wrapper to drive real results."

Nationwide, famed for insurance, was caged by its own icon status. To find growth, the brand had to establish its massive but invisible financial services arm.

Rather than abandoning our heritage, our research team unlocked a powerful epiphany. Peyton Manning, typecast by America as just a quarterback, was the perfect metaphor for Nationwide, typecast as just an insurer.

The strategy was pure perception judo. We launched a serialized social and broadcast comedy showing unexpected, hilarious facets of Peyton to mirror Nationwide's hidden financial capabilities.

The campaign rewired minds, driving significant lift in financial brand awareness and fueling a historic increase in operating income.

STOP THE SHEDDING

PANTENE



JURY COMMENT

"This is genuinely strong work. The insight is legitimately powerful."

Pantene's "Stop the Shedding," is a campaign that reframes women's hair loss as an emotional experience and positions Pantene as an affordable, effective solution. The campaign was built on the insight that women notice hair loss not in the mirror, but through the hair they find everywhere—on their pillows, in their brushes, and in their drains— "everywhere EXCEPT where it's supposed to be."

Turning this insight into a horror-film-inspired creative idea, the campaign portrayed shedding and breakage as the villains stalking women in their everyday routines, with Pantene Abundant & Strong as the hero.

The campaign ran across social, theaters, linear, and OTT, bringing the conversation to life while demonstrating visible results and addressing different causes of shedding across age groups. In its first six months, the campaign generated \$12.5M in retail sales, helped drive Pantene to 105 IYA, earned 8,000+ reviews at 4.7 stars, and drove +46% brand favorability and +14% purchase intent.

THE CHOICE: SUPER BOWL 2026 - PEPSI

PEPSICO



JURY COMMENT

"This is an ambitious and well-executed challenger-brand case that used research intelligently to unlock and de-risk a potentially dangerous creative move."

Pepsi's challenge is the Pepsi Paradox: specifically, more Americans prefer the taste of Pepsi Zero yet are more likely to drink Coke; entrenched brand biases, habitual consumption, and brand ubiquity win out over their own tastebuds. The insight was clear: people leaving a better tasting product and experience on the table. A powerful cultural intervention was needed to force reappraisal and make better taste matter again! The central creative execution, 'The Choice' hijacked Coke's iconic polar bear, showing the bear choosing Pepsi in a blind taste test and sparking a comedic identity crisis set to Queen's 'I Want to Break Free'. A combination of qualitative workshops and quantitative testing affirmed the spot had the potential to be highly impactful and culturally relevant, successfully generating buzz and feeding brand team confidence to lean in and make a bold statement at the Super Bowl. The campaign was a huge success increasing 'Meaningful' (measuring brand affinity & delivering category needs) by +10 points, generating an 11pp YoY jump in first choice consideration contributing to 29% YoY sales growth and a +1.6pp gain in household penetration.

STILL GOT IT + EVERBLUE

PFIZER/PFIZER ADULT VACCINES



JURY COMMENT

"The campaign was fantastic – very distinct from most pharma advertising – and it was backed by high-quality research."

Pfizer's Cross-Vaccine Portfolio uncovered a truth: older people think "I'm healthy now" means "I'll be healthy forever." But your immune system weakens as you age. Luckily, vaccines help train and strengthen it. Some people were easier to convince than others. And for many, vaccines were easy to postpone. So we built two campaigns that work together: awareness for the easy-to-move, education for the harder-to-move, both leading to a simple way to get vaccinated.

Still Got it (SGI) was the emotional engine: live-action, music-driven, making people care without fear or guilt. Its message: "You're not done yet." Everblue was the clarity layer: animated and educational. Its message: "Act now." For both, we used phased research ranging from behavioral insights to emotional response research to cultural trends, segmentation, and more. Each campaign was evaluated alone, as well as the two together.

The result was decisive. Exposure to both drove more motivation: 70%+. Nearly one in five exposed users visited VaxAssist.com within three months to book a vaccine appointment.

Together, SGI and Everblue helped people get from "I should" to "I did."

LIVE CLOSER

PURINA ONE LIVECLEAR



JURY COMMENT

"The insight is strong and rooted in a meaningful benefit of the new LiveClear Formula, which comes through clearly across the campaign."

Purina ONE LiveClear faced a rare challenge: launch a science-led innovation and make it feel human and emotionally resonant. For the 1 in 5 adults affected by cat allergens, managing symptoms means medication, cleaning routines, and distance from the cats they love. Research surfaced a deeper truth: what they want isn't symptom management; it's FREEDOM. That insight became a promise to "Live Closer," a campaign that transformed a functional breakthrough into an emotional one. The LiveClear formula neutralizes Fel d1, the major allergen in cats' saliva, right at the source, reducing allergens in hair and dander by up to 47% in as little as 21 days and for a lifetime. Heartfelt, testimonial-style storytelling made that science feel personal and real. The campaign launched across TV, OLV, print, social, PR, and omnichannel, including Reddit, Match.com, and with Retail partners. Results reflected a campaign that earned genuine belief: the second-largest Year-1 Purina ONE dry cat launch in the last decade, securing new-to-category households, volume from competition, and saw consumers trading up from lower priced premium brands (a 3X premiumization).

SEAT AT THE TABLE

REALTOR.COM



JURY COMMENT

A well-argued submission with impressive results. The creative's quick turnaround time with minimal investment is striking. And the insight is strongly articulated."

Historically, Realtor.com was a home buyer-focused brand, with brand investment and media allocation oriented toward the home buying journey.

However, the importance of Sellers was irrefutable. Seller lead volume was growing faster than buyers, and Seller traffic had become a substantial share of site visits. Yet Seller unaided awareness sat at less than one-quarter of buyer awareness levels - a gap that represented the scale of the challenge and opportunity for Realtor.com.

The BrandComms.AITM team was engaged to close that gap. Applying a science-driven and agentic AI-powered approach to develop 'Seat at The Table': a fully AI-generated, research validated campaign built around key audience insight: sellers aren't simply uninformed - they are anxious, driven by a well-founded fear of making an irreversible financial mistake.

The result: strong brand linkage⁴ and growth in brand preference, delivered at a fraction of the time and cost of traditional approaches while fueling commercial growth in revenue and lead volume.

JUST MOI BY JUICY COUTURE

REVLON



JURY COMMENT

"Compelling story, excellent insight...great ROI and impact."

Juicy Couture is a brand that spans generations and in 2025 was focused on reinterpreting the brand for women who wanted femininity on new terms.

Research showed that today's consumers desired indulgence, confidence, and expressive beauty, but resisted cues that felt overly filtered, performative, or designed for external validation. Early-stage Ipsos Creative Spark testing confirmed the campaign's potential. While the research validated the territory, it also revealed specific opportunities to make the campaign more ownable, convincing, and authentic.

The final campaign was supported by an integrated launch ecosystem designed to build awareness, discovery, and engagement across consumer touchpoints. Supporting materials were developed to ensure consistent campaign expression across key consumer touchpoints. Casting and direction were shaped to convey confidence, warmth, and expressive self-ownership.

Why it worked: *Just Moi* did more than launch a fragrance. It gave Juicy Couture a refreshed emotional role: a modern prestige expression of femininity that felt self-authored, culturally relevant, and business-building.

WITH LOVE, ITALY: DISRUPTING THE RULES OF LATECOMER MARKETING

SANPELLEGRINO / NESTLÉ



JURY COMMENT

"Overall an eye-catching campaign from the surface with a quality product in a crowded space that achieved above expectation sales results."

"Perfect example of be brave and go big!"

To survive a flatlining portfolio, Sanpellegrino had to enter the saturated flavored water category, where ninety percent of latecomers die.

Rather than chasing a safe, tiny niche, the campaign targeted Taste Explorers, the category's largest segment. They bypassed product claims to target a deep cultural tension. While Americans admire Italy's open generosity, their own societal trust is at an all-time low.

The insight: nothing disarms modern suspicion like a genuine gift.

The campaign rejected traditional ads for a serialized social comedy starring Sopranos icons hilariously delivering CIAO! as a gift to paranoid Americans.

This strategy shattered category norms. CIAO! became 2025's number one launch, recruiting 120% more households than expected and sales 40% above goal.

LAUNCH TO LEGACY

SOUTH CAROLINA COMMERCE



JURY COMMENT

"Strong, mind-opening campaign that comes to life in a very human way."

Sandwiched between two of the fastest-growing business environments in the country, South Carolina was the Southeast's economic underdog. We needed a creative way to help the state punch above its weight class and attract world-class business. We began with interviews of site-selectors: the people evaluating locations for expansion and investment. They believed South Carolina was a great vacation destination but were skeptical of its workforce and innovation capabilities. Quantitative domestic and international research confirmed it: they were writing us off. With a challenge this big, rational proof points alone wouldn't work. We needed a more compelling story and a more credible voice. So, we turned to real CEOs to tell it. Not just stories about workforce and tax incentives, but stories about innovation, opportunity and leaving behind a legacy, right here in South Carolina. "Launch to Legacy" was born. Across podcasts, CTV, digital and social media, we told stories of growth in an unconventional way. The campaign drove a 15% lift in consideration, while capital investment grew by \$1B YoY. Most importantly, SC started being recognized as the economic powerhouse it is.

COURAGE TO BE REAL

TAPESTRY/COACH



JURY COMMENT

"Impressive brand and business transformation...strong case study with a strong insight."

Coach was looking to increase their relevance with Gen Z, an audience that prioritizes authenticity over traditional luxury status. To close that gap, Coach launched its purpose-led Courage to Be Real platform, which raised a hard execution question: how to scale 100+ global ads that felt deeply authentic to a discerning, cynical audience. Partnering with Human Made Machine (HMM), Coach transformed its creative process by deploying a non-traditional "Win-Before-You-Spend" pre-testing framework. Repeated testing showed that minor creative mismatches (such as the wrong cultural nuance, a forced emotional tone) could completely derail Gen Z brand lift. Using a three-step iterative cycle (storyboard, rough cut, social simulation), HMM de-risked the creative before a single media dollar was spent. The results: Coach welcomed 2.4M new global customers, with Gen Z making up over 35% of that total. Its position among US teens transformed just as dramatically, climbing from a 17% preference share in 2022 to an undisputed 43% in 2023, making Coach the #1 handbag brand among Gen Z. Creative bravery, optimized by iterative intelligence, delivered the proof that authenticity and performance aren't mutually exclusive.

AGREE TO AGREE

THE AD COUNCIL



JURY COMMENT

"Really impressive methodology, comprehensive, multi stage and touching on a series of very different learning touchpoints."

Gun violence is an urgent health crisis. And its impact on kids is staggering: gun injuries are the leading cause of death for children and teens ages 1-17, and have been for 4 consecutive years. The issue has been caught in decades of political crossfire. But our research shows that we agree on more than we think when it comes to gun violence. "Agree to Agree" is a cultural movement focused on the common ground we DO have, to make conversations about gun safety as normal as talking about food allergies, wearing a helmet, or using a seat belt. We've tackled hard conversations before. We can do it again. With a foundation of rigorous research—qualitative exploration and quantitative validation—we've worked closely with experts, gun owners, gun violence survivors, and more to develop a series of integrated campaigns addressing this crisis through multiple pathways. We're already seeing the impact. Ad-aware survey respondents are more likely to have a conversation about preventing gun injuries and death among kids than those who are not ad-aware. Solving this crisis is going to take a thousand acts, large and small. Starting the conversation is the first step to help keep kids safe.

THEY'RE BACK, AND THEY WANTA FANTA

THE COCA-COLA COMPANY/FANTA



JURY COMMENT

"Great insight and execution. Really smart strategic pivot."

Challenge: Fanta was losing Gen Z. Older teens viewed the brand as childhood nostalgia and YTD transactions were declining. Halloween offered a \$13Bn cultural canvas built on indulgence, but only if Fanta moved beyond the seasonal decoration playbook.

Methodology: Multidisciplinary research across 49 markets combining brand diagnostics, sales data, cultural analysis, and horror fandom research investigated what Halloween means globally and how to earn credibility with demanding horror fans. Insight: In a world that frames pleasure as vice, Halloween is the one-night where indulgence is celebrated. A night where people actively seek out treats without guilt. To thrive here, Fanta had to stop spectating from the fringes become the season's most desired indulgence.

Creative Execution: A world first unification of five iconic horror franchises including Chucky, Michael Myers, M3GAN, The Grabber, and Freddy Fazbear as Fanta's biggest fans. This came to life via a hero film, five collectible packs, a Chucky's Punch LTO, and Haunted Fanta Factory experiences in three key cities.

Impact: 7.7Bn impressions, 114K+ fan-made content pieces, +8M new weekly drinkers and +7% global sales growth.

SNOWSTORM

TRAVELERS INSURANCE



JURY COMMENT

"Nice case! Told a great story that held together...drove measurable results in a tough category."

Insurance is a unique category. Consumers are required to purchase it, yet hope to never use it. As a result, insurance carriers often struggle with trust and emotional connection, with many consumers viewing the category as a necessary evil rather than a valued relationship.

Travelers has long focused its advertising on the insurance claim moment, demonstrating how we care for customers when they need us most. However, for our first holiday campaign in more than a decade, we pursued a different approach: showcasing a real act of care that had nothing to do with insurance or a customer relationship.

A novel campaign required research and the insights we uncovered were invaluable. We hypothesized consumers may struggle to credit an employee's off-the-clock actions back to Travelers. Instead, we discovered consumers strongly credited the employee's behavior to our company, revealing a surprising truth: people trust brands based on how their employees behave, even outside any obligation or transaction.

Snowstorm delivered strong emotional response and significantly increased familiarity and favorability among exposed audiences, proving that authentic employee behavior can strengthen trust in the Travelers brand, even when no customer relationship exists.

TRUST THE PROS THE PROS TRUST

TRUGREEN



JURY COMMENT

"A great case study illustrating how research can effectively inform the creative messaging and optimization through audience insights. Also, very impressive business results."

After years of declining sales, TruGreen needed to reverse its fortunes during a critical moment—the 12-week period when most annual lawn care decisions are made. Research revealed that while consumers lacked trust in TruGreen, they deeply trusted professional expertise. This led to VML and TruGreen's insight: the team could borrow credibility from the ultimate lawn pros—the PGA TOUR. The campaign, "Trust the Pros the Pros Trust," humorously showed PGA TOUR golfers showing up to play on TruGreen's "golf-course quality" residential lawns. The campaign, running on a reduced marketing budget compared to previous years, successfully reversed the multi-year decline, delivering positive sales growth, significant NPS improvement, and a double digit increase in online conversions. Ultimately, by borrowing trust, the campaign turned the brand's greatest weakness into its most compelling asset.

HUNGRY FOR THE TRUTH

UBER EATS



JURY COMMENT

"Sometimes the simplest and most obvious insights are the best...the creative connection here is very strong and clearly performed well. The results were really impressive."

Football and food have many parallels – that is because food is a necessity when watching football. Communicate that Uber Eats is the fastest way to get food when you're hungry during the game, without sacrificing your desire to watch every play. Uber used a variety of research including early-stage qualitative, extensive creative testing, post-game social listening & BLS measurement to optimize and measure the impact of the ad. Ipsos creative research was instrumental in helping the team optimize the scenes, music and message elements. The creative execution, "Hungry for the Truth," was a 60-second spot that launched during the 2026 Super Bowl. It was featured in social media teaser trailers and was gamified in the Uber Eats app. The campaign delivered a substantial boost in sales and attracted millions of new visitors to the app throughout Super Bowl week.

BY AMERICA'S SIDE

VOLVO GROUP/MACK TRUCKS



JURY COMMENT

"Strong foundation with a compelling insight. The creative execution was fantastic."

Mack Trucks was struggling with declining brand health and an eroding emotional bond with operators, managers and drivers, all amid a worsening driver shortage that had made driver preference a direct factor in fleet purchasing decisions. The challenge was compounded by an imminent product launch: the Mack Pioneer, Mack's entry into the competitive long-haul market. A multi-year brand-building program was built on one truth: Mack doesn't just build trucks. It stands beside the drivers who help build America. That truth anchored creative built around Mack's most powerful and distinctive asset, the bulldog, and the drivers who help build America alongside it. Executed across digital video, CTV and social, the campaign extended into a full Pioneer launch that included the Mack Hotel — a live activation transforming the Pioneer's sleeper cab into a luxury hotel inside one of North America's largest truck stops. The program delivered the largest market share gain in over 20 years — a 28% increase anchored by a 60% growth in order backlog. By standing beside its drivers, Mack didn't just build a stronger brand. It built a stronger reason to choose a Mack.

MAKE IT WITH WAHL

WAHL CLIPPER CORPORATION / WAHL
PROFESSIONAL



JURY COMMENT

"This case did a great job of reframing the role of an incumbent / former share leader within the category...insight felt sharp and fresh..."

For over a century, Wahl Professional pioneered the clipper category. But this iconic brand, synonymous with precision and reliability, was losing market share. The research diagnosed why: it was known for being the sensible choice, not the desired one.

When asked to create a campaign, the team recognized that to ignite desire the team had to go beyond competing on flashy designs and specs. The team went on a journey to find the very soul of the profession, leading the team to a profound human truth that became the team's guiding insight: while craft is what draws them in, it's the deep emotional connections forged in the chair that truly make them stay— "Craft draws them in. Connection keeps them here."

This truth fueled the 'Make It With Wahl' campaign, a platform built to give this emotional truth a voice through stories inspired by the authentic experiences and connections that define the profession.

The campaign's business impact was transformative. The campaign reversed the market share decline, drove a dramatic surge in brand preference, and fundamentally rebuilt the brand's Differentiation to reclaim the #1 spot in the category.

CRAVE THY CASTLE

WHITE CASTLE



JURY COMMENT

Not only is the case study eloquently written, it went into great details about the research methodologies, the insights that were gleaned, and the applications of the insights into a great campaign that had truly impressive business results."

"The strength of this campaign is in the diversity of research sources to methodically build each insight that was then tied to a platform that brings the insights, design, activation, and measurement together to crystalize everything."

White Castle faced a paradox: the brand's cult status created loyalty, but not recruitment. The brand had spent decades feeding into the devotion of people who knew and loved it, but that "if you know, you know" approach created insularity instead of invitation. Falling behind growth goals, White Castle needed a strategy to attract a new generation of consumers. And, that strategy needed to determine if the brand's legacy marketing of "craving" could become a powerful growth asset or if a "craving" platform had run its course.

Research revealed that cravings are simultaneously one of the most personal yet universally understood feelings people have, and that no craving is more specific than one for White Castle. We also discovered that the same qualities that make cravings powerful were the qualities our growth audience sought from culture: specificity, personality, and originality.

These insights led to "Crave Thy Castle", a campaign built around the Castle Craving: a knight-helmeted doppelgänger who personifies the feeling of craving itself. Growth audiences connected to the familiar feelings of craving and became curious of White Castle's unique cravability. Current customers' cravings were activated, driving frequency.

The platform transformed White Castle's cult-like uniqueness from insider knowledge into an invitation and out-maneuvered bigger competitors with resonance rather than budget.

Just six months after launch, the campaign generated purchase intent 9.3x the QSR norm and a 12.1% retail sales lift. Most importantly, 80% of media-attributed retail buyers were new to the brand proving White Castle is successfully turning craving into growth.

DON'T SETTLE FOR MEH

YOUTUBE TV



JURY COMMENT

Great case study showing how research insights informed great creative messaging and optimization."

By late 2025, acquisition models were flattening. TAM analysis showed the largest opportunity sat with consumers who had never tried YouTube TV. Though most claimed satisfaction and were not actively looking for a new service, digging deeper surfaced that target had simply normalized a subpar television experience and remained locked in inertia with a majority only “somewhat satisfied” or lower. A multi-stage methodology, including celebrity tracking, audience deep dives, quant territory testing, and iterative pre-testing, guided the campaign. The core insight showed that the enemy of great isn’t “bad”- it’s “meh”; consumers stick with mediocre TV because they settle for “good enough”. The “Don’t Settle for Meh” execution used comedic celebrity vignettes to break inertia, backed by a JD Power award and a free trial. The campaign drove the largest sign-up day in company history, surpassing goals. This campaign framework proved so successful that the storyline was continued for the next tentpole event, the World Cup.

*Top 3 scoring campaign



2026 ARF

DAVID
OGILVY
AWARDS