Menasha provides the insights and expertise to win at retail.

Congratulations to the 2013 Shopper Marketing Effie Award winners.
Celebrating the Best in Shopper Marketing

We are delighted to present the winners of the 2013 Shopper Marketing Effie Awards.

Effie Worldwide and the Path to Purchase Institute joined forces again this year to conduct the Shopper Marketing portion of the prestigious Effie Awards competition, which has been recognizing effectiveness in marketing communications since 1968. Launched in 2011 with two competitive categories, the Shopper Marketing competition this year boasted 10 categories – five for manufacturers and five for retailers.

This year’s program experienced great growth — in entries, in the variety of agency and client teams entering, and in the number of industry executives who participated on the juries. Why? Because identifying best-in-class examples of effective shopper marketing communications is important to our industry, and because product marketers and retailers alike have fully embraced shopper marketing as a key ingredient for their future success.

Such award-worthy campaigns deserve an equally impressive showcase, which is why the Effie trophies were presented during a gala “Shopper Marketing Celebration” at this year’s Shopper Marketing Summit in Schaumburg, IL. More information about the winners is available at www.effie.org and www.p2pi.org.

We’d like to thank everyone who helped make this competition such a rousing success, especially the jury of industry executives who unselfishly devoted their time to help determine this year’s finalists and winners. We look forward to helping foster continued learning and sharing about what it takes to develop impactful shopper marketing strategies.

Of course, we’d also like to congratulate the winners themselves on their most deserving achievements. Shopper marketers have some worthy examples to follow in the year ahead.

Sincerely,

Mary Lee Keane
President
Effie Worldwide, Inc.

Peter Hoyt
Executive Director & CEO
Path to Purchase Institute

For more in-depth coverage of the campaigns, visit www.p2pi.org and www.effie.org. Additional information will also be available in upcoming issues of Shopper Marketing.

Overviews and related materials about the winners and finalists in the 2013 Shopper Marketing Effies were provided as part of the entry process and are presented here as they were submitted.

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The Great American Try-On

Kimberly-Clark

Brand: Depend

Lead Agency: OgilvyAction
Contributing Agencies: Ogilvy & Mather; Marina Maher Communications Inc.; Organic Inc.; Mindshare

Awards: Gold, Manufacturer: Loyalty, Awareness, Sales or Trial

In 2011, the adult care category was filled with old-people perceptions and outdated options. The Depend brand set out to change perceptions and elevate category expectations with a modern new product. However, shoppers wouldn’t listen at-shelf; they were extremely embarrassed in-aisle and with Depend products in their cart. Testing showed that shoppers had to try the product to believe it. So Depend distributed over 3.2 million samples and carried excitement of the buzz-worthy national campaign to the aisle. The new line achieved a 9.8% category share, surpassing year-end sales goals in only five months.
CONGRATULATIONS
to Kimberly-Clark on your Effie win.

You made the Great American Try-On an unparalleled success and continue to be a catalyst for change. We’re thankful to be your shopper marketing partner and excited to see where the future takes us.

Tap into the agency with the most effective tools for winning at retail.
Latte Love

MilkPEP

Brand: Milk Processors Education Program (MilkPEP)

Lead Agency: Draftfcb

Contributing Agencies: Deutsch NYC; Weber Shandwick

Awards: Silver, Manufacturer: Loyalty, Awareness, Sales or Trial

Adult women love their lattes. And lattes contain twice as much milk as coffee. To boost retail sales of milk, MilkPEP inspired shoppers to rethink their lattes and showed them an easy way to make them at home. P-O-S materials intercepted shoppers in the milk and coffee aisles across 13,000-plus stores with a three-step recipe, a QR-code linking to a how-to video, and a mobile call-to-action. Digital, PR, advertising, and social media drove consumers to a Facebook app for more recipes and an hourly sweepstakes. The campaign results exceeded the sales goal by 47%.
Aussie Six-Pack

MillerCoors

<table>
<thead>
<tr>
<th>Brand:</th>
<th>Foster’s</th>
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<tbody>
<tr>
<td>Lead Agency:</td>
<td>Leo Burnett/Arc Worldwide</td>
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<tr>
<td>Contributing Agency:</td>
<td>Madden Communications Inc.</td>
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<tr>
<td>Award:</td>
<td>Bronze, Manufacturer: Loyalty, Awareness, Sales or Trial</td>
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The Foster’s Oil Can was a beer that guys buy to drink alone. For Foster’s to increase sales and distribution, it needed to turn this “loner beer” into a “social beer.” Enter the Aussie Six-Pack! Each Oil Can contains 25.4 ounces of beer, more than double a typical can. Put three cans together and you get the Aussie Six-Pack, complete with an Aussie Six-Pack holder that turned this lonely “single” into a multi-pack ready for a party. This program made Foster’s more socially relevant and dramatically increased both distribution and sales.
Power Their Potential Back-to-School Program

Quaker Oats

Brand: Quaker Oats

Agency: Saatchi & Saatchi X

Award: Bronze, Manufacturer: Multi-Brand Shopper Solution

Getting her kids’ morning nutrition right during back to school is extremely important to Mom. Quaker set out to deliver the “Power Their Potential” program to give moms the solution they needed for a better morning while also helping to inspire kids to be their best. The objectives were to grow sales by 5% vs. the prior year, outperform the competition, and reverse a continuous share decline. Quaker reached these goals by delivering 6.9%-plus sales growth, achieving positive dollar sales where competition lagged, and restoring positive share growth.
Febreze Car Air Freshener Launch

Procter & Gamble

Brand: Febreze
Agency: Saatchi & Saatchi X
Award: Silver, Manufacturer: New Product/Service Introduction

Take the superior air care experience of Febreze and extend it to an automobile. That’s Febreze Car. This new product launched at Walmart a full 30 days before its national launch. With no national media for support, Febreze created in-store displays that truly captured the shopper’s attention. During the first month of the national launch, Febreze Car exceeded Walmart’s goals by delivering 100% of total U.S. sales the first week, 72% of total U.S. sales the first month, and 52% of total U.S. sales ongoing.
In 2010, video games in which users play along to rock songs using fake instruments experienced one of the greatest crashes in gaming history. That same year, Ubisoft released “Rocksmith,” a music game that lets you plug in any guitar and actually learn to play. “Rocksmith” was faced with the dual marketing challenge of introducing a new franchise and differentiating itself from the defunct plastic instrument games. An innovative partnership with Epiphone/Gibson and a first-of-its-kind retail placement with Guitar Center helped establish “Rocksmith” as an authentic musician’s music game.
Kellogg’s Walmart Back-to-School Program

The Kellogg Company

Brand: Kellogg’s
Agency: The Integer Group
Award: Gold, Manufacturer: Single-Retailer Rollout

In 2010, the United States was in the middle of a deep recession that affected manufacturers, retailers and shoppers alike. The Kellogg Company experienced one of its toughest back-to-school (BTS) seasons ever and — worth $22 billion — losing at BTS meant losing the year. Competition was fierce, but rival brands were thriving because of their longstanding school-giving programs that tapped into Mom’s desire to further her kids’ education.
Diet Coke and Target Young Designer Challenge

Coca-Cola North America

Brand: Diet Coke

Lead Agencies: Wieden+Kennedy; Fast Horse
Contributing Agency: Leo Burnett/Arc Worldwide

Award: Silver, Manufacturer: Single-Retailer Rollout

Carbonated beverage category sales were soft at Target. An aging loyal population and macro-economic factors have been driving a decline of carbonated beverages overall. Diet Coke and Target partnered to surge excitement back into the category with “The Young Designer Challenge” campaign. The partners set out to introduce the new redesigned Diet Coke packaging by aligning with fashion and style to capture the attention of a younger generation while increasing Target beverage sales. The program drove Target dollar-share increases for both the total Coca-Cola portfolio and the Diet Coke brand.
Febreze Fall and Holiday Innovation Plan

Procter & Gamble

Brand: Febreze
Agency: Saatchi & Saatchi X
Award: Bronze, Manufacturer: Single-Retailer Rollout

During the holidays, shoppers use seasonal scents to finish off their décor. But they were going to specialty stores for those scents. Febreze’s task was to disrupt women as they shopped and showcase the Febreze scents available at Walmart. Febreze’s fall and holiday retailtainment pallets revolutionized the way air care was displayed. A pumpkin-shaped pallet and a life-size Christmas tree brought an unexpected seasonal scent experience to the store. Febreze reversed a declining brand and category, producing $124 million in sales and a 34.9% Febreze share for Walmart.
Follow Lolo Run

Procter & Gamble

Brand: Procter & Gamble
Lead Agency: Upshot
Contributing Agency: Blue Chip Marketing Worldwide
Award: Bronze, Manufacturer: Single-Retailer Rollout

For Family Dollar to win the P&G/Olympics game, it needed a more emotional message to connect with its shopper and a differentiating message to stand out from the competition down the street. Family Dollar shopper — and Olympic hurdler — Lolo Jones knows a lot about life’s hurdles. The Follow Lolo Run program shared her story, building up to and during the games, reminding shoppers that Family Dollar and P&G offer the right tools and support to be a champion every day. Sales grew 9% beyond the previous year.
In-Hotel Credit Card Acquisition

InterContinental Hotels Group (IHG)

Brand: InterContinental Hotels Group
Agency: OgilvyOne Worldwide
Award: Gold, Retailer: Loyalty, Awareness, Sales or Trial

Less than half of 1% of cardholders for the Priority Club Select Visa (the InterContinental Hotels Group’s loyalty program credit card) are acquired every year from the in-hotel channel. With 3,500 hotels in the Americas and 48,000 loyalty program members checking in everyday, this performance was abysmal. This channel obviously needed some CPR. IHG set out to re-imagine what this channel could and should do, and within five months yielded an increase of 12,513% in approved applications over the same period last year. It was a huge success.
Shopper Marketing Effie Jury

Final Round

Kelly Babcock, SVP,
Group Creative Director
MARS Advertising

Tiffany Begoon, VP,
Client Services Director
TracyLocke

Eric Berman, Global
Marketing Solutions
Facebook

Peter Breen, Managing
Director, Content
Path to Purchase Institute

Michael Depanfilis, VP,
Shopper Marketing
The Hershey Co.

Tracey Doucette, SVP, Customer
Strategy, Field & Shopper Marketing
PepsiCo

Jason Dubray, VP, Managing
Director, Shopper Marketing
DDB Canada

Ana Fernandez, Director,
Shopper Marketing
The Kellogg Company

Peter Hoyt, Executive Director & CEO
Path to Purchase Institute

Lisa Klauser, President, Consumer &
Shopper Marketing
Integrated Marketing Services

Sharon Love, CEO
TPN

Tina Manikas, Global Retail &
Promotions Officer
Draftfcb

Ann McGrath, Group Director
Shopper 2 Buyer

Diane Mills, Sr. Director,
Shopper & Customer Marketing
Beiersdorf
Round One

Alba Adamo, LAG Shopper Marketing Director  
The Coca-Cola Co.

Joanna Arscott, VP, Executive Creative Director  
Saatchi & Saatchi X Chicago

Sharon Aulicino, EVP, Director of Client Services  
MARC USA

Peter Breen, Managing Director, Content  
Path to Purchase Institute

Suzanne Butler, Manager - Marketing Planning, Online  
Sears Holdings Corp.

Deborah Campbell, Head of Consumer & Marketplace Insights  
Gerber Products Co.

April Carlisle, SVP, Director of Strategy for Global Shopper Marketing  
Arc Worldwide

Shaun Coulter, VP, Global Network Development  
TracyLocke

Linda Crowder, Director - Shopper Marketing & Promotions  
SC Johnson

Steve Decker, President  
Zooka Creative

Mary Drapp, Director, Shopper Marketing  
Unilever

Chris Emery  
SVP, Account Director  
Arc Worldwide

Ken Featherston  
EVP, Planning  
OgilvyAction

Ana Fernandez  
Director, Shopper Marketing  
The Kellogg Company

Kim Finnerty  
VP, Consumer/Shopper Insights  
Ryan Partnership

Karla Fleming  
Group Account Director  
G2

Laura Follo  
SVP, Creative Director  
Marketing Drive

Craig Geiger  
Director, Category Development & Shopper Insights  
Barilla America Inc.

Katie Geraty  
VP, Insight & Strategy  
The Integer Group

Lance Hill  
VP, Strategic Planning  
TracyLocke

Peter Hoyt  
Executive Director & CEO  
Path to Purchase Institute

Kim Hsieh  
Director, Retail Strategy  
G2

Lisa Hurst  
VP, Account Management  
Upshot

Anne Jenkins  
Sr. Manager, Shopper Center of Excellence  
Kimberly-Clark

Tom Kettlewell  
VP, Creative Director  
MARS Advertising

Joe Lamperti  
SVP, Shopper Marketing North America  
Momentum Worldwide

Yvette Lim  
Head Shopper Strategist/VP  
Momentum Worldwide

Jim Lucas  
Director, Strategy & Insight  
Schawk

Melissa Martin  
Director, Shopper Marketing  
Mondelēz Canada

Jared Meisel  
Managing Partner, Shopper Marketing  
Birdsong Gregory

Shireen Moore  
SVP  
HMT Associates Inc.

Peter Hoyt, Executive Director & CEO  
Path to Purchase Institute

Kim Hsieh, Director, Retail Strategy  
G2

Lisa Hurst, VP, Account Management  
Upshot

Anne Jenkins, Sr. Manager, Shopper Center of Excellence  
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Yvette Lim, Head Shopper Strategist/VP  
Momentum Worldwide

Jim Lucas, Director, Strategy & Insight  
Schawk

Melissa Martin, Director, Shopper Marketing  
Mondelēz Canada

Jared Meisel, Managing Partner, Shopper Marketing  
Birdsong Gregory

Shireen Moore, SVP  
HMT Associates Inc.

Pam Morrisroe, Managing Director  
OgilvyAction East

Kim Neppel, VP, Client Services  
MARS Advertising

Cheryl Policastro, Director, Shopper Marketing & Insights  
Novartis Consumer Health

Julie Quick, NA Planning & Insights Leader  
Saatchi & Saatchi X

Michele Roney, SVP, Retail Shopper Marketing  
Neptune Retail (Division of MARS Advertising)

Haley Rubin, Digital Shopper Marketing Manager  
Diageo

Van Taylor, Assistant VP, Shopper Marketing  
The Coca-Cola Co.

Janice Tennant, Director, Integrated Marketing Planning  
The Coca-Cola Co.

Mark Tribble, VP, Group Account Director  
MARC USA

Becky Ziegler, VP, Account Director  
SBC Advertising
You can’t just win an Effie award. You have to earn it.

Congratulations to the 11 teams who earned their Effies this year.

The work from these Effie-winning agency and client teams illustrates the best utilization of shopper insights that led to effective engagements and activations with shoppers all along their path to purchase.

Do you have work worthy of an Effie? Start planning now to enter into the 2014 Shopper Marketing Effie Awards.

Entry materials will be available in August 2013

Marketing efforts that ran in the US or Canada between September 1, 2012 and August 31, 2013 will be eligible to enter. Entry Deadline: October 2013

For full details on how to enter visit www.effie.org
congratulations to the effie award winners and hall of fame inductees!

shopper marketing effie awards WAY TO GO CONGRATS 2013 GREAT JOB NICE WORK awesome hall of fame WINNING

Shopper marketers everywhere use MaxPoint’s Digital Zip® technology to drive purchases at neighborhood retail locations. By layering a variety of offline and online data sources, we make it easy for you to reach your target audience with digital campaigns that complement your current shopper marketing initiatives. Move faster with MaxPoint, the only digital solution that moves products off the shelves at your key retail partners.

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