

Platinum PRO For The Overall Best Campaign

Client: Kmart
Campaign: Kmart Ship My Pants
Agency: FCB Chicago

MVPro For The Most Award-Winning Campaigns For Multiple Brands

Arc Worldwide Chicago

| Category | Award | Agency | Campaign | Client/Brand |
|--|--------|--|--|-------------------------------------|
| Best Campaign Executed on a Local/Regional Level | Gold | BeCore | Nike SB Skate Safari Barge | Nike |
| | Silver | Legacy Marketing Partners | Northside Music Festival— Jameson Black Barrel Lounge | Pernod Ricard |
| | Bronze | Arc Worldwide Chicago | Call of The Cup | MillerCoors |
| Best Campaign Generating Brand Awareness | Gold | FCB Chicago | Kmart Ship My Pants | Kmart |
| | Silver | Jack Morton Worldwide | T-Mobile Un-Carrier Campaign | T-Mobile |
| | Bronze | Noise Digital | TIC TAC Flavour Faceoff | Ferrero Canada Ltd |
| Best Campaign on a Budget (under \$250,000) | Gold | Spark Alliance Marketing | Hostess Twinkie Minion Makeover | Hostess Brands, LLC |
| | Silver | Arc Worldwide Chicago | Call of The Cup | MillerCoors |
| | Bronze | Arc Worldwide Chicago | COVERGIRL Flamed Out Launch at Target | P&G |
| Best Campaign Targeting a Specific Demographic or Ethnicity | Gold | Cardenas Marketing Network | Noches Del Capitan | Diageo-Captain Morgan |
| | Silver | The Marketing Arm | Doritos & Mountain Dew: Every 2 Minutes | Frito-Lay and PepsiCo |
| | Bronze | BeCore | Nike SB Skate Safari Barge | Nike |
| Best Campaign that Uses a Holiday Theme | Gold | Blue Flame Agency | #CIROCTheNewYear | CIROC Ultra Premium Vodka |
| | Silver | MSLGROUP | imbornto | March of Dimes |
| | Bronze | Cultur8 | AT&T Autumn Moon Festivals | AT&T, Diverse Consumer |
| Best Cause-Based Campaign | Gold | Blue Flame Agency | #CIROCTheNewYear | CIROC Ultra Premium Vodka |
| | Silver | Leo Burnett and Arc Worldwide Chicago | The Literacy Store | McDonald's Corporation |
| | Bronze | Team Detroit, Inc. | Drive 4 UR Community | Ford Motor Company |
| Best Cross-Channel Campaign | Gold | HBO | Game of Thrones Season 3 Integrated Campaign | HBO |
| | Silver | TRIS3CT | Child Hunger Ends Here | ConAgra Foods, Inc. |
| | Bronze | TPN | Liquid-Plumr Scores In-Store with Hunky Plumrs | The Clorox Company |
| Best Dealer, Sales Force or B-to-B Campaign | Gold | Momentum Worldwide | The Rising Stars Platform | American Express OPEN |
| | Silver | TRIS3CT | Off-Road Rated Tour | Kawasaki Motors Corporation, U.S.A. |
| | Bronze | RAPP/Doremus | If you want better security, think like a bad guy | HP Software |
| Best Idea/Concept/Design | Gold | PMK*BNC | SXSW 2013 | Samsung Mobile USA |
| | Silver | FCB Chicago | Kmart Ship My Pants | Kmart |
| | Bronze | Grey Activation & PR | Canon's Project Imaginat10n | Canon U.S.A. Inc. |
| Best In-Store Retail Campaign | Gold | FCB/RED | EffortLess Meals at Walmart | Coca-Cola |
| | Silver | TRIS3CT | Child Hunger Ends Here | ConAgra Foods, Inc. |
| | Bronze | IN Marketing Services | Dove Men Mission:Care | Unilever |
| Best Incentive Campaign | Gold | IC Group | Prevacid 24HR Perks Loyalty Program | Novartis Consumer Health |
| | Silver | PHD US | The IT Trick | VMWare |
| | Bronze | PMK*BNC | Samsung Galaxy Experience at ACL | Samsung Mobile USA |
| Best International Campaign | Gold | Inspira Marketing | Microsoft Hole in the World | Microsoft |
| | Silver | Ogilvy/Entertainment | The Power of Shunya | DuPont |
| | Bronze | EOTech | EOTech Millionth Sight Challenge | EOTech |
| | Bronze | Live Nation Entertainment | Bose: Better Sound Comes Alive | Bose |

| Category | Award | Agency | Campaign | Client/Brand |
|---|--------|--|--|--|
| Best Multidiscipline Campaign | Gold | Legacy Marketing Partners | Marooned on Malibu Island | Pernod Ricard-Malibu Rum |
| | Silver | The Marketing Arm | Doritos & Mountain Dew: Every 2 Minutes | Frito-Lay and PepsiCo |
| | Bronze | Grey Activation & PR | Canon's Project Imaginat10n | Canon U.S.A. Inc. |
| Best Sampling or Trial Recruitment Campaign | Gold | Momentum Worldwide | 2013 Porsche World Road Show | Porsche Cars North America |
| | Silver | Cardenas Marketing Network | Noches Del Capitan | Diageo-Captain Morgan |
| | Bronze | 206inc | Windows Phone | Microsoft |
| Best Sponsorship or Tie-In Campaign | Gold | Concept One | How Does The Man Of Steel Shave? | Gillette |
| | Silver | Pro Motion Inc. | Duck Tape—Experience & Pop-Up Shop | ShurTech Brands, LLC |
| | Bronze | Match Marketing | Chopped Challenge | The International Culinary Schools at the Art Institutes |
| Best Use of Content Marketing | Gold | Team Epic | Duracell NFL—Derrick Coleman "Trust Your Power" | Procter & Gamble |
| | Silver | Grey Activation & PR | Canon's Project Imaginat10n | Canon U.S.A. Inc. |
| | Bronze | rEvolution | Red Bull "Daily Grind" | Red Bull North America |
| Best Use of Event or Guerilla Marketing (Five Venues or Less) | Gold | AWESTRUCK Marketing Group | FX The Americans | FX Networks |
| | Silver | LeadDog Marketing Group | FX The Americans Submarine Stunt | FX Networks |
| | Bronze | Sub Rosa/Maxus/Ignited | Syfy's Defiance Container Village | Syfy |
| Best Use of Event or Guerilla Marketing (More Than Five Venues) | Gold | Infinity Marketing Team | HP Mobile Print Tour | Hewlett Packard Company |
| | Silver | Aspen Marketing | QUESOBAGO | ConAgra |
| | Bronze | match action | Progressive IMS | Progressive Insurance |
| Best Use of Games, Contests, and Sweepstakes | Gold | The Marketing Arm | Doritos & Mountain Dew: Every 2 Minutes | Frito-Lay and PepsiCo |
| | Silver | Sync Marketing & Meredith Xcelerated Marketing | Win a Dart. Date a Winner. Sweepstakes | Chrysler Group LLC |
| | Bronze | Catapult | Wrigley: Rock Paper Skittles | Wrigley |
| Best Use of Influencer Marketing | Gold | HBO | Boardwalk Empire Influencer Marketing | HBO |
| | Silver | Team Detroit, Inc. | Fiesta Movement: The Sequel | Ford Motor Company |
| | Bronze | Infinity Marketing Team | Project Runway Designers Reunion - Fashion Week 2013 | Hewlett Packard Company & Intel |
| Best Use of Shopper Marketing | Gold | Arc Worldwide Chicago | Pantene Weather Program | P&G |
| | Silver | Cultur8 | UEFA Champions League | Heineken |
| | Bronze | FCB/RED | EffortLess Meals at Walmart | Coca-Cola |
| Best Use of Social/Viral Marketing in a Campaign | Gold | FCB Chicago | Kmart Ship My Pants | Kmart |
| | Silver | Colangelo | Red Stripe Super Bowl | Diageo-Guinness USA |
| | Bronze | Concept One | How Does The Man Of Steel Shave? | Gillette |
| Best Use of Video | Gold | TRIS3CT | Test Your Cleaning Logic | Kimberly-Clark Corporation |
| | Silver | Turner Entertainment Networks | Cougar Town has a Target Date | Target |
| | Bronze | TPN | Liquid-Plumr Scores In-Store with Hunky Plumrs | The Clorox Company |
| Best Vehicle-Based Campaign | Gold | MRA Experiential Tours & Equipment | World Vision Experience Kisongo Trek Tour | World Vision |
| | Silver | Switch-Liberate Your Brand | Budweiser Mobile Brewmaster Tour | Anheuser-Busch InBev |
| | Bronze | HISTORY | Cross Country Cookout | HISTORY |
| Best Web-Based Campaign | Gold | Upshot | Live It. Share It. Win It. | Crown Imports |
| | Silver | A&E Television Networks | Bates Motel 12 Rooms Website | A&E Television Networks |
| | Bronze | Alcone | Every Day is a Gift | Bayer Healthcare |
| Best Wireless Campaign | Gold | The Marketing Arm | Be The Fan | AT&T |
| | Silver | Adult Swim | AT&T / Adult Swim Bump Builder | AT&T/MEC |
| | Bronze | Arc Worldwide Chicago | Discover Your Powers With Norton | Symantec |
| Most Innovative Communication Strategy | Gold | Jack Morton Worldwide | Cotton 24-Hour Runway Show | Cotton Inc. |
| | Silver | Arc Worldwide Chicago | Pantene Weather Program | Procter & Gamble |
| | Bronze | Allied Integrated Marketing | The Book Thief: Imagine a World Without Words | Twentieth Century Fox |