

## Platinum Pro Winner For The Overall Best Campaign

Client: Chicago Shakespeare Theater  
Campaign: Will and George Come to Life  
Agency: Arc Worldwide/Leo Burnett

## MVPro Winner For The Most Award-Winning Campaigns For Multiple Brands

Client: The Marketing Arm

Product Category	Winner Round Status	Agency Name	Campaign Name	Who/what was the client/brand
<b>Best Cause-Based Promotion</b>	<b>Gold</b>	<b>Arc Worldwide/Leo Burnett</b>	<b>Will and George Come to Life</b>	<b>Chicago Shakespeare Theater</b>
Best Cause-Based Promotion	Silver	Arc Worldwide/Leo Burnett	Beautiful Lengths	Procter & Gamble
Best Cause-Based Promotion	Bronze	Team Detroit, Inc.	Warriors In Pink	Ford
<b>Best Cross-Platform Promotion Using Interactive Channels</b>	<b>Gold</b>	<b>TRIS3CT</b>	<b>Operation Slim Jim</b>	<b>ConAgra Foods, Inc.</b>
Best Cross-Platform Promotion Using Interactive Channels	Silver	The Marketing Arm	Frito-Lay Multipack Skylanders	Frito-Lay
Best Cross-Platform Promotion Using Interactive Channels	Bronze	Team Detroit, Inc.	Escape Routes	Ford Motor Company
<b>Best Dealer, Sales Force or B-to-B Promotion</b>	<b>Gold</b>	<b>Momentum Worldwide</b>	<b>American Express OPEN Business Lounges</b>	<b>American Express OPEN</b>
Best Dealer, Sales Force or B-to-B Promotion	Silver	Pershing's Retirement Solutions	Retirement Essentials	Pershing's Retirement Solutions
Best Dealer, Sales Force or B-to-B Promotion	Bronze	Arc Worldwide/Leo Burnett	Zzzquil Sleep-Aid in-store Marketing Sales Kit	Procter & Gamble
<b>Best Idea or Concept</b>	<b>Gold</b>	<b>The Marketing Arm</b>	<b>Lay's Do Us a Flavor</b>	<b>Frito-Lay</b>
Best Idea or Concept	Silver	Team Detroit, Inc.	Escape Routes	Ford Motor Company
Best Idea or Concept	Bronze	TRIS3CT	Operation Slim Jim	ConAgra Foods, Inc.
<b>Best Incentive Promotion</b>	<b>Gold</b>	<b>Upshot</b>	<b>Win Your Beach</b>	<b>Crown Imports</b>
Best Incentive Promotion	Silver	Jack Morton Worldwide	Subway Subprize	Subway
Best Incentive Promotion	Bronze	Momentum Worldwide	American Express OPEN Business Lounges	American Express OPEN
<b>Best Mobile Promotion</b>	<b>Gold</b>	<b>PMK*BNC</b>	<b>Samsung Galaxy Studio</b>	<b>Samsung Mobile USA</b>
Best Mobile Promotion	Silver	TBD	Uber Promotion	HBO
Best Mobile Promotion	Bronze	Nickelodeon	Men in Black 3	Nickelodeon
<b>Best Multicultural/Ethnic Promotion</b>	<b>Gold</b>	<b>TPN</b>	<b>Pine-Sol Deep Clean Diva</b>	<b>The Clorox Company</b>
Best Multicultural/Ethnic Promotion	Silver	The Marketing Arm	AT&T 28 Days	AT&T
Best Multicultural/Ethnic Promotion	Bronze	elemento L2	Coca-Cola Soccer Camp	Coca-Cola
<b>Best Multidiscipline Promotion</b>	<b>Gold</b>	<b>The Marketing Arm</b>	<b>Lay's Do Us a Flavor</b>	<b>Frito-Lay</b>
Best Multidiscipline Promotion	Silver	Grey	Fresh + Sexy	Playtex
Best Multidiscipline Promotion	Bronze	UpShot	Win Your Beach	Crown Imports
<b>Best Promotion Executed on a Local/Regional Level</b>	<b>Gold</b>	<b>Arc Worldwide/Leo Burnett</b>	<b>Will and George Come to Life</b>	<b>Chicago Shakespeare Theater</b>
Best Promotion Executed on a Local/Regional Level	Silver	Maxus	Defiance Domination at San Diego Comic-Con	NBC Universal
Best Promotion Executed on a Local/Regional Level	Bronze	Van Wagner Experiential	The Showtime Experience	Showtime
<b>Best Promotion Generating Brand Awareness</b>	<b>Gold</b>	<b>The Marketing Arm</b>	<b>Lay's Do Us a Flavor</b>	<b>Frito-Lay</b>
Best Promotion Generating Brand Awareness	Silver	Arc Worldwide/Leo Burnett	Will and George Come to Life	Chicago Shakespeare Theater
Best Promotion Generating Brand Awareness	Bronze	Ryan Partnership	Dove "Show Us Your Skin"	Unilever
<b>Best Promotion on a Budget (under \$250,000)</b>	<b>Gold</b>	<b>Davie Brown Entertainment/The Marketing Arm</b>	<b>Pepsi Max Uncle Drew</b>	<b>PepsiCo.</b>
Best Promotion on a Budget (under \$250,000)	Silver	Arc Worldwide/Leo Burnett	Will and George Come to Life	Chicago Shakespeare Theater
Best Promotion on a Budget (under \$250,000)	Bronze	DFCBX	Home & Away	The Boeing Company
<b>Best Promotion Targeting a Specific Demographic</b>	<b>Gold</b>	<b>Arc Worldwide/Leo Burnett</b>	<b>Aussie 6 Pack</b>	<b>MillerCoors Foster's</b>
Best Promotion Targeting a Specific Demographic	Silver	Noise Digital	The PlayStation Holiday Button	Sony Computer Entertainment Canada
Best Promotion Targeting a Specific Demographic	Bronze	DraftFCB - Chicago	Sharpie says HELLO to One Direction	Sharpie
<b>Best Promotion that Uses a Holiday Theme</b>	<b>Gold</b>	<b>redpepper</b>	<b>The Merry Mess-making Giveaway</b>	<b>Oreck</b>
Best Promotion that Uses a Holiday Theme	Silver	Noise Digital	The PlayStation Holiday Button	Sony Computer Entertainment Canada
Best Promotion that Uses a Holiday Theme	Bronze	Alcone	It's A Wonderful Logitech	Logitech

Product Category	Winner Round Status	Agency Name	Campaign Name	Who/what was the client/brand
<b>Best Retail Promotion</b>	<b>Gold</b>	<b>TPN</b>	<b>Jockey JKY Right on Target</b>	<b>Jockey International</b>
Best Retail Promotion	Silver	PHD	Foot Locker Back to School	Foot Locker
Best Retail Promotion	Bronze	Upshot	Follow Lolo Run	Procter & Gamble
<b>Best Sampling or Trial Recruitment Promotion</b>	<b>Gold</b>	<b>206inc</b>	<b>Windows/NBC Democracy Plaza</b>	<b>Microsoft Windows</b>
Best Sampling or Trial Recruitment Promotion	Silver	Alcone	One a Day VitaCraves Pong-A-Thon Tour	Bayer HealthCare
Best Sampling or Trial Recruitment Promotion	Bronze	Fluent	Microsoft Windows UCrew	Microsoft
<b>Best Sponsorship or Tie-In Promotion</b>	<b>Gold</b>	<b>Match Drive</b>	<b>The Great Food Truck Challenge</b>	<b>The Art Institutes (Ai)</b>
Best Sponsorship or Tie-In Promotion	Silver	The Marketing Arm	Tostitos Homecoming Party Bowl	Frito-Lay
Best Sponsorship or Tie-In Promotion	Bronze	ignition	Coca-Cola at the London 2012 Olympics Experiential Campaign	Coca-Cola
<b>Best Use of a Promotion Executed Outside the U.S.</b>	<b>Gold</b>	<b>The Marketing Arm</b>	<b>Monster Joins Forces with Marussia F1</b>	<b>Monster Worldwide Inc.</b>
Best Use of a Promotion Executed Outside the U.S.	Silver	Proof, the creative agency of Beam Inc. and Brand X.	Jim Beam Honey Beekeeper Beehive Boutique	Jim Beam
Best Use of a Promotion Executed Outside the U.S.	Bronze	Young & Successful Media	Subway Global Challenge	SUBWAY
<b>Best Use of Event or Guerilla Marketing (Five or Less Venues)</b>	<b>Gold</b>	<b>dovetorabbit</b>	<b>Coke Dance Digital Vending Machine</b>	<b>Coca-Cola</b>
Best Use of Event or Guerilla Marketing (Five or Less Venues)	Silver	Arc Worldwide/Leo Burnett	Will and George Come to Life	Chicago Shakespeare Theater
Best Use of Event or Guerilla Marketing (Five or Less Venues)	Bronze	AgencyRx	Internal Launch Campaign	Celgene Corporation
<b>Best Use of Event or Guerilla Marketing (More Than Five Venues)</b>	<b>Gold</b>	<b>Alcone</b>	<b>Nobody Puts Skinny in a Corner</b>	<b>Nestle</b>
Best Use of Event or Guerilla Marketing (More Than Five Venues)	Silver	The Marketing Arm	State Farm Celebrate My Drive	State Farm
Best Use of Event or Guerilla Marketing (More Than Five Venues)	Bronze	Team Detroit	Drive 4 UR School	Ford Motor Company
<b>Best Use of Games, Contests, and Sweepstakes</b>	<b>Gold</b>	<b>GMR Marketing</b>	<b>Pepsi Max: Max It Now</b>	<b>Pepsi</b>
Best Use of Games, Contests, and Sweepstakes	Silver	Team Detroit, Inc.	Escape Routes	Ford Motor Company
Best Use of Games, Contests, and Sweepstakes	Bronze	A+E Networks	History Pawn Stars/TurboTax Partnership	Intuit
<b>Best Use of Public Relations</b>	<b>Gold</b>	<b>BPG, Horizon Media</b>	<b>Kevin Costner &amp; Modern West Rolling Stone Concert Promotion</b>	<b>HISTORY</b>
Best Use of Public Relations	Silver	The Marketing Arm	State Farm Celebrate My Drive	State Farm
Best Use of Public Relations	Bronze	PHD	Elizabeth Arden Wonderstruck Enchanted	Elizabeth Arden
<b>Best Use of Social Marketing in a Promotion</b>	<b>Gold</b>	<b>Arc Worldwide/Leo Burnett</b>	<b>Proud Partner of Movember</b>	<b>MillerCoors</b>
Best Use of Social Marketing in a Promotion	Silver	The Marketing Arm	Doritos/Mountain Dew Halo 4 Double XP	Frito-Lay, PepsiCo
Best Use of Social Marketing in a Promotion	Bronze	match action	#ImTooHot	The Climate Reality Project
<b>Best Use of Video</b>	<b>Gold</b>	<b>Ogilvy &amp; Mather</b>	<b>Victor Cruz Catch Anything</b>	<b>Time Warner Cable</b>
Best Use of Video	Silver	The Marketing Arm	My Mother Was Nuts	Amazon
Best Use of Video	Bronze	Davie Brown Entertainment/The Marketing Arm	Pepsi Max Uncle Drew	PepsiCo.
<b>Best Vehicle-Based Promotion</b>	<b>Gold</b>	<b>Team Detroit</b>	<b>Drive 4 UR School</b>	<b>Ford Motor Company</b>
Best Vehicle-Based Promotion	Silver	A Squared Group	Vera Bradley In Bloom Tour	Vera Bradley
Best Vehicle-Based Promotion	Bronze	AMP Agency	Food Bank For New York City Change One Thing	Food Bank For New York City
<b>Best Web-Based Promotion</b>	<b>Gold</b>	<b>The Marketing Arm</b>	<b>AT&amp;T My Journey</b>	<b>AT&amp;T</b>
Best Web-Based Promotion	Silver	dumbdumb	Call It A Wash- TBS and Dumb-Dumb	Subaru
Best Web-Based Promotion	Bronze	The Marketing Arm	American Airlines Bourne Legacy	American Airlines
<b>Most Innovative Communication Strategy</b>	<b>Gold</b>	<b>TBD</b>	<b>Boardwalk Empire Integrated Campaign</b>	<b>HBO</b>
Most Innovative Communication Strategy	Silver	A Squared Group	Wii U Video Challenge	Nintendo
Most Innovative Communication Strategy	Bronze	PHD	Abreva Conceal	GlaxoSmithKline