

Finalist are listed in alphabetical order by agency

Program	Brand	Agency
Age-Specific (No Budgetary Parameters)		
Sharpie Says HELLO to One Direction	Sharpie	Draftfcb
Back to College	Target Corp.	Periscope
Back-to-College at Publix	CatapultRPM	VoxOne
Best Cause, Green or Corporate Social Responsibility		
2012 Wounded Warrior Project Believe in Heroes Campaign	Acosta Sales & Marketing	Acosta
"Dine and Be Generous" with MasterCard	MasterCard International	McCann Erickson
Drive 4 UR School	Ford Motor Corp	Team Detroit
BUSINESS-TO-BUSINESS (INCLUDES TRADE PROGRAMS)		
The Horizons Project	Dupont	Ogilvy
FedEx / NFL Open House Series	FedEx	Team Epic
Digi-Key's Continuing Education Center on Design	UBM	UBM's DeusM
CREATIVITY & INNOVATION		
Will and George Come to Life	Chicago Shakespeare Theater	Leo Burnett U.S.A
Target: Falling For You	Target Corp	space150
AT&T On the Way to Saturday	AT&T	The Marketing Arm
EMERGING BRANDS & START UPS		
Speck at the Golden Gate Bridge 75th Anniversary	Speck Products	George P. Johnson
Peanut Butter & Co.'s Build A Better Breakfast Campaign	Peanut Butter & Co.	Little & King Co LLC
Amazon Publishing: My Mother Was Nuts	Amazon Publishing	The Marketing Arm
EXPERIENTIAL MARKETING (BUDGET OVER \$1,000,000)		
Nobody Puts Skinny in a Corner - Skinny Cow	Nestle Dreyer's Ice Cream	Alcone
CNN Grill	CNN	Civic Entertainment Group, LLC
Coca-Cola London 2012 Olympic Games	Coca-Cola	ignition, inc
EXPERIENTIAL MARKETING (BUDGET UNDER \$1,000,000)		
Chex Party Mix for a New Generation	General Mills	Havas Impact
Will and George Come to Life	Chicago Shakespeare Theater	Leo Burnett U.S.A

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AT&T Ticket Chasers	AT&T	Team Epic
GAMIFICATION		
Dallas "Rise To Power"	TNT	Grey Alliance
Frito-Lay Multipack Skylanders Partnership	Frito-Lay	Marketing Arm
Nickelodeon's The Legend of Korra	Nickelodeon	Nickelodeon, Viacom
INTERNATIONAL/GLOBAL PROMOTION		
Logitech Ultrathin Keyboard Cover	Logitech	Alcone
One World One Ocean Campaign	MacGillivray Freeman	MacGillivray Freeman
Hobbit and Air New Zealand	Warner Bros and Air New Zealand	Warner Bros.
LOCAL, REGIONAL MARKET		
CityTarget Chicago Launch Campaign	Target	agencyEA
Will and George Come to Life	Chicago Shakespeare Theater	Leo Burnett U.S.A
PG&E Energy House Calls	Pacific Gas & Electric	Momentum Worldwide
MARKETING FOR DIGITAL DEVICES		
You Want McDonald's Fries with That.	McDonalds	Leo Burnett U.S.A
AT&T My Journey	AT&T	The Marketing Arm
AT&T On the Way to Saturday	AT&T	The Marketing Arm
MULTICULTURAL/LIFESTYLE		
Stand Up Its Miller Time	MillerCoors	Commonground
AT&T 28 Days	AT&T	The Marketing Arm
Pine-Sol Deep Clean Diva	The Clorox Company	TPN
MULTI-PARTNER/SPONSORS		
Trojan Vibes	Church & Dwight	Colangelo
Heineken/Sony Skyfall Campaign	Heineken USA & Sony	G2
AT&T On the Way to Saturday	AT&T	The Marketing Arm
NATIONAL CONSUMER (OVER \$3,000,000)		
Trojan Vibes	Church & Dwight	Colangelo
Oreo 100th Birthday	Mondelez International	Draftfcb - Chicago
AT&T On the Way to Saturday	AT&T	The Marketing Arm
NATIONAL CONSUMER (UNDER \$3,000,000)		
Foster's Aussie Six-Pack	MillerCoors	Arc Worldwide
Foster's Movember	MillerCoors	Arc Worldwide
Be a Travel Hero	Best Western International	Ideas Collide

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NEW PRODUCT LAUNCH		
Lightlife New Veggie Burger Launch	ConAgra Foods	Aspen Marketing
Taco Bell - Doritos Locos Taco Launch	Taco Bell	Draftfcb
Adams Product Launch Campaign	ADAMS	FKM
RETAILER-SPECIFIC PROGRAMS		
Campbell's Warhol Soup Campaign at Target	Campbells Soup	MARS Advertising
Allegra Allergy Beauty Secret at CVS	Chattem	MARS Advertising
Jockey Right On Target With JKY	Jockey International, Inc	TPN
SHOPPER MARKETING		
Foster's Aussie Six-Pack	MillerCoors	Arc Worldwide
Jockey Right On Target With JKY	Jockey International, Inc.	TPN
Follow Lolo Run	P & G	Upshot
SMALL BUDGET (Budget less than \$250,000)		
Will and George Come to Life	Chicago Shakespeare Theater	Leo Burnett U.S.A
You Want McDonald's Fries with That.	McDonalds	Leo Burnett U.S.A
Pepsi MAX "Uncle Drew"	PepsiCo	The Marketing Arm
SOCIAL MEDIA CAMPAIGNS		
Be a Travel Hero	Best Western International	Ideas Collide
You Want McDonald's Fries with That.	McDonalds	Leo Burnett U.S.A
AT&T My Journey	AT&T	The Marketing Arm