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**2013 REGGIE AWARD WINNERS HONORED AT THE
BAA ANNUAL MARKETING CONFERENCE**
*Arc Worldwide/Leo Burnett USA and Chicago Shakespeare
Theater Capture the Super REGGIE*

New York, April 5, 2013 – The winners of the 2013 REGGIE Awards, one of the most prestigious honors in the marketing industry, were announced last night during a gala ceremony at the Brand Activation Association's Annual Marketing Conference in Chicago.

Representing the best-of-the-best brand activation campaigns across a wide variety of categories, marketing agencies and the world's leading brands were celebrated for their outstanding achievements in making the cash registers ring. Such well-known brands as Ford, McDonald's, Nestle, Target, Campbell's, MillerCoors and Taco Bell shared the stage with the likes of Arc Worldwide/Leo Burnett USA, Drafftcb, Mars Advertising and Alcone to accept their awards.

A distinguished panel of judges selected the Gold REGGIE Award Winners in 20 different categories from the more than 300 nominations. A Blue Ribbon Panel of judges, including Cannes Lions judges, then selected the Super REGGIE as the best-in-class of all the Gold winners.

Arc Worldwide/Leo Burnett USA and the Chicago Shakespeare Theater were clearly the evening's big winner, walking away with the Super REGGIE and four Gold REGGIEs for its very successful campaign "Will & George Come to Life." The agency won top honors in the Creativity & Innovation, Experiential Marketing, Local/ Regional Campaigns and Small Budget Campaigns categories.

The multi-faceted campaign was designed to build awareness for and patronage of the struggling Chicago Shakespeare Theater by strategically and creatively marketing the performance "Sunday in the Park with George",

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which is based on the world-famous painting “Sunday on La Grande Jatte” by George Seurat.

In order to make people re-appear at the Theater, Arc Worldwide/Leo Burnett USA replaced the famous painting that hangs in the Art Institute of Chicago one busy Sunday afternoon with a pixel-perfect fake that had the main characters missing. With the idea that the characters literally jumped out of the painting to appear at the Theater, the characters then magically reappeared singing a song from the play. This experiential event was captured on video so it could be used in a variety of ways as part of an integrated marketing campaign – mobile, social media, contest for a free trip to Paris, traveling exhibit of the faux painting, PR campaign, auctioning of the painting for charity, etc.

The results speak for themselves, and made the cash registers ring:

- Generated over 8 million impressions in just 24 hours
- The play received the highest number of first-time guests in the theater’s history
- The play had to be extended an extra week due to ticket demand

Other multiple winners were Drafftcb, Alcone and TPN. Drafftcb won Gold REGGIE Awards for Taco Bell and OREO’s 100th Birthday in the New Product Launch Promotion and National Consumer Campaigns categories, respectively. Meanwhile, Alcone claimed the top honors for Nestle Dreyer’s Skinny Cow Ice Cream and Logitech in the Experiential Marketing (budget over \$1 million) and the International/Global Promotion categories. TPN also won Gold REGGIE Awards for Clorox in the Multicultural/Lifestyle Segment category and Jockey Int’l. for the Shopper Marketing category.

“This year’s REGGIE Awards featured some truly incredible campaigns,” said Bonnie Carlson, BAA President and CEO. “In keeping with the Awards’ original mission, the winning campaigns must build brands and ‘make the register ring’, increasing a brand’s market-share, profits or volume”.

This year’s Gold REGGIE winners are:

Category	Campaign Name	Brand Name	Agency
Age Specific (No Budgetary Parameters)	Back to College	Target Corporation	Periscope
Best Cause, Green or Corporate Social Responsibility Marketing Campaign (No Budgetary parameters)	Drive 4 UR School	Ford Motor Corp.	Team Detroit

Business-to-Business (Includes trade programs) (No budgetary parameters)	Digi-Key's Continuing Education Center on Design News	UBM	UBM's DeusM
Creativity & Innovation	Will and George Come to Life	Chicago Shakespeare Theater	Arc Worldwide/Leo Burnett USA
Emerging Brands and Start-ups	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
Experiential Marketing (Budget under \$1,000,000)	Will and George Come to Life	Chicago Shakespeare Theater	Arc Worldwide/Leo Burnett USA
Gamification	Nickelodeon's The Legend of Korra	Nickelodeon	Nickelodeon/Viacom
International/Global promotion (No Budgetary Parameters)	Logitech Ultrathin Keyboard Cover	Logitech	Alcone
Local, Regional Market Campaigns	Will and George Come to Life	Chicago Shakespeare Theater	Arc Worldwide/Leo Burnett USA
Marketing for Digital Devices	You Want McDonald's Fries with That.	McDonalds	Arc Worldwide/Leo Burnett USA
Multicultural/Lifestyle Segment (No Budgetary parameters)	Pine-Sol Deep Clean Diva	The Clorox Company	TPN
Multi-Partner/Sponsor Campaigns (No budgetary parameters)	Trojan Vibes	Church & Dwight	Colangelo
National Consumer Campaigns (Budget over \$3,000,000)	Oreo 100th Birthday	Mondelez International	Draftfcb Chicago
National Consumer Campaigns (Budget under \$3,000,000)	Foster's Aussie Six-Pack	Miller Coors	Arc Worldwide/Leo Burnett USA
New Product Launch Promotion (No Budgetary parameters)	Taco Bell - Doritos Locos Taco Launch	Taco Bell	Draftfcb

Retailer-Specific Programs	Campbell's Warhol Soup Campaign at Target	Campbell's Soup	MARS Advertising
Shopper Marketing (No budgetary parameters)	Jockey Right On Target With JKY	Jockey International, Inc.	TPN
Small Budget Campaigns (Budget less than \$250,000)	Will and George Come to Life	Chicago Shakespeare Theater	Arc Worldwide/Leo Burnett USA
Social Media Campaigns	Be a Travel Hero	Best Western International	Ideas Collide

A complete list of all REGGIE winners is available at <http://www.pmalink.org/?page=2013reggiwinners>

The Gold REGGIE winners were featured on the electronic billboard in NY's Times Square, and all 60-award winners received a beautiful cash register themed award to commemorate the occasion.

Complete REGGIE Awards information can be found at <http://www.pmalink.org/?page=2013reggiefinalists>, or by contacting Marybeth Petescia at mpetescia@pmalink.org, or call 212-340-0092.

About BAA

The Brand Activation Association (BAA) -- the rebranded Promotion Marketing Association (PMA) - is the national non-profit trade association dedicated to the industry of marketing disciplines that motivate behavior, activate response and build brands. Representing over \$750 billion dollars in sales, brand activation disciplines include all the myriad connection points with the consumer, such as digital/mobile/social media marketing, shopper/retailer marketing, experiential marketing, marketing law, promotion marketing, multi-cultural and niche marketing, cause marketing, and sports, entertainment and sponsorship marketing. Founded in 1911, the BAA has championed this industry through its combination of research, education, advocacy, and collaboration opportunities. The organization's membership is comprised of Fortune 500 companies; top marketing agencies, law firms, retailers, service providers and academia, representing thousands of brands worldwide. The PMA is headquartered in New York City with its affiliate, the PMA Educational Foundation, Inc. For more information about BAA visit www.pmalink.org

Click [here](#) to view this news release.

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