4's BULLETIN

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#7457

2012 Jay Chiat Award Winners Announced

The winners of the 2012 Jay Chiat Awards for Strategic Excellence were announced at the Strategy Festival in New York City on Thursday, October 25. From a record number of short-listed entries, medals were awarded to the following 47 entries that rose to the top as being best-in-class. The judging panels were comprised of top industry thought leaders.

Brand Experience

Silver

- **CP+B** — American Express "Nextpedition"
- **Ogilvy & Mather, Shanghai** — The North Face "Finding True North"

Bronze

- **JWT** —Johnson & Johnson/Band-Aid® Brand "BAND-AID® Magic Vision Augmented Reality App"
- **Ogilvy & Mather, London** — Unilever, Dove Masterbrand "Unlocking the Social Power of the Dove Brand"

No Gold was awarded in this category.

Campaign for Existing Brand

Gold

- **Leo Burnett** — Allstate "Mayhem is Everywhere"

Silver

- **TBWA\Chiat\Day** — Nissan North America "Gas Powered Everything"

Bronze

- **Droga5** — Newcastle Brown Ale" No Bollocks"
- **RPA** — Honda "Honda CR-V: The Social Activity Vehicle"

Campaign for New Brand

Bronze

- **Goodby Silverstein and Partners** — Chevrolet Sonic "Let's Do This"

No Gold or Silver was awarded in this category.

Creative Technology

Gold

- **McCann New York** — General Mills International "Trail View by Nature Valley"
- **R/GA** — Nike+" FuelBand"

Silver

- **Goodby Silverstein and Partners** — Chevrolet "Game Time App"
- **JWT** — Johnson & Johnson/Band-Aid® Brand "BAND-AID® Magic Vision Augmented Reality APP"
- **Ogilvy & Mather, London** — Unilever, Dove Masterbrand "The Dove AdMakeover | Unlocking the Social Power of the Dove Brand"

Bronze

- **DDB Brasil** — C&A "Fashion Like"
- **Lowe Thailand** — Mercedes Benz "Saying No to Sleaze"
- **OMD** — H&R Block "Digital Attribution Pricing"

For Good Strategy

Gold

- **BBDO New York** — AT&T "The Last Text"

Silver

- **Ogilvy & Mather, London** — Unilever, Dove Masterbrand "Unlocking the Social Power of the Dove Brand"

Bronze

- **Cramer-Krasselt** — COA Youth & Family Centers "Having Involved Parents"
- **Ogilvy & Mather, Mumbai** — Breakthrough "Saving Women From Domestic Violence"

Idea for New Product/Content

Gold

- **R/GA** — Nike+ "FuelBand"

Silver

- **Creative Artists Agency** — Chipotle "Cultivate Campaign"

Bronze

- **DDB Brasil** — Telhanorte "Personal Wall"
- **F/Nazca Saatchi & Saatchi, Brasil** — ABInvev – Skol "Skol Roundy"
- **JWT, Puerto Rico** — Banco Popular "The Most Popular Song"
- **Loducca, Brasil** — Ambev "CYAN BANK: The bank of water"

Innovative Design

Gold

- **R/GA** — Nike+" FuelBand"

Silver

- **Ogilvy Sydney** — Coca-Cola South Pacific "Share a Coke"

No Bronze was awarded in this category.

Media/Communications Strategy

Gold

- **Cramer-Krasselt** — COA Youth & Family Centers "Having Involved Parents"
- **Mindshare** — American Express Open "Small Business Saturday"

Bronze

- **Leo Burnett, Toronto** — IKEA "Moving Day"
- **Y&R Sao Paulo** — Telefonica "Fiber-Optic"

No Silver was awarded in this category.

Research Innovation

Gold

- **JWT Atlanta** — "How the U.S. Marines Brought Rambo and Bono Together Through Research (and why)

Silver

- **Arc Worldwide/Leo Burnett Chicago** — "ShopperScopeSM: Revolutionizing the Shopper's Path to Purchase"

Bronze

- **Leo Burnett** — "SocialShop"
- **Starcom MediaVest Group** — "Sensing Investigations"

Social Media Strategy

Gold

- **DDB Brasil** — Estrela Ferrorama "Volta Ferrorama"
- **Lew'Lara\TBWA, Brasil** — Nissan Frontier "Damn Ponies"
- **Ogilvy & Mather, London** — Unilever, Dove Masterbrand "The Dove AdMakeover | Unlocking the Social Power of the Dove Brand"

Silver

- **Heat** — EA Sports/Madden NFL 12 Football "Madden Smack Shack |Harnessing the Power of Smack"
- **JWT New York** — Kraft Foods/Stride "Be Ridiculously Long Lasting"
- **Ogilvy & Mather** — Fanta "Lost in Time"
- **Ogilvy Sydney** — Coca-Cola South Pacific "Share a Coke"
- **R/GA** — Nike "Social Response Lab"

Bronze

- **DDB Brasil** — Intel "Human Processor"
- **Etco/Ogilvy, Brasil** — Magazine Luiza "Magazine You"