



## THE WINNERS OF THE 2014 EX AWARDS

### BEST RETAIL/IN-STORE EVENT CAMPAIGN

Ex Award Winner

Client: PepsiCo

Campaign: Gatorade Walmart Tour

Agency: PGW Experience

Gold Winner

Client: Corby Wine and Spirits

Campaign: Campo Viejo LCBO Tasting

Agency: BOOM! Marketing

Silver Winner

Client: Microsoft Xbox

Campaign: XBox One Retail Launch

Agency: Matter Inc.

### BEST USE OF GUERILLA/STREET MARKETING

Ex Award Winner

Client: William Wrigley Jr. Co.

Campaign: Excel Gumergency

Agency: GMR Marketing

Gold Winner

Client: Burger King

Campaign: What the French Fry

Agency: Moderne Communications

Silver Winner

Client: Hostess

Campaign: Prepare Your Cakeface

Agencies: Bernstein-Rein, Marketing Werks, LAK

### BEST MALL EVENT PROGRAM

Ex Award Winner

Client: Nokia

Campaign: #HolidayRealness Tour

Agency: Geometry Global

Gold Winner  
Client: Netflix  
Campaign: Family Room  
Agency: Deutsch

Silver Winner  
Client: HGTV  
Campaign: Holiday House  
Agency: Pop2Life Creative

BEST P.R. STUNT  
Ex Award Winner  
Client: WestJet Airlines  
Campaign: Christmas Miracle  
Agencies: studio m, Mosaic, Globacore, The Taylor Group

Gold Winner  
Client: The Clorox Co.  
Campaign: Soy Vay Apollo '13 Space Mission  
Agency: Swirl Integrated Marketing, Current

Silver Winner  
Client: Lamborghini  
Campaign: Miami Takeover  
Agency: VOK DAMS

BEST INTEGRATED TRADE SHOW CAMPAIGN  
Ex Award Winner  
Client: PepsiCo  
Campaign: Every 2 Minutes PAX Launch  
Agency: Motive

Gold Winner  
Client: BASF  
Campaign: IBS 2013  
Agency: Impact Unlimited

Silver Winner  
Client: Hill's Pet Nutrition  
Campaign: Western Veterinary Conference 2013  
Agency: 3D Exhibits

## BEST MULTICULTURAL EVENT CAMPAIGN

Ex Award Winner

Client: Heineken

Campaign: Heineken House: The Music Labs

Agency: Remezcla

Gold Winner

Client: Moët Hennessy

Campaign: What's your Wild Rabbit?

Agency: Strategic Experiential Group

Silver Winner

Client: Nestlé

Campaign: Navarro Activation

Agency: Good Solutions Group

## BEST PROPRIETARY PROPERTY (CONSUMER)

Ex Award Winner

Client: Activision

Campaign: Call of Duty Championship 2013

Agency: NCompass International

Gold Winner

Client: Life is Good

Campaign: Life is Good Festival

Agency: Superfly Marketing Group

Silver Winner

Client: Pernod Ricard

Campaign: A Night with Ne-Yo and Malibu Red

Agency: Legacy Marketing Partners

## BEST PRESS/MEDIA EVENT

Ex Award Winner

Client: Nissan

Campaign: Nissan 360

Agency: AMCI Global

Gold Winner

Client: Activision

Campaign: Call of Duty: Ghosts Global Multiplayer Reveal

Agency: NCompass International

Silver Winner

Client: General Motors

Campaign: Chevrolet Impala Press Event

Agency: inVNT

## BEST BUZZ MARKETING/INFLUENCER PROGRAM

Ex Award Winner

Client: L'Oreal

Campaign: Play With Color

Agency: Fluent

Gold Winner

Client: MillerCoors

Campaign: Miller Time Internship

Agency: GMR Marketing

Silver Winner

Client: Red Bull

Campaign: Daily Grind

Agency: rEvolution

## BEST ACTIVATION OF A CAUSE SPONSORSHIP/TIE-IN

Ex Award Winner

Client: Arby's

Campaign: Hungry for Happiness

Agency: Manifesto

Gold Winner

Client: U.S. Cellular

Campaign: Better High School Sports

Agency: TEAM Enterprises

Silver Winner

Client: Nationwide Insurance

Campaign: Nationwide Children's Hospital 200

Agency: Wasserman

## BEST TRADE SHOW EXHIBIT

Ex Award Winner

Client: Intel

Campaign: 2013 Consumer Electronics Show

Agencies: The Taylor Group, 2LK Design, The Lab at Rockwell, LeadDog Marketing Group

Gold Winner

Client: Activision|Blizzard

Campaign: E3 Experience 2013

Agency: NCompass International

Silver Winner  
Client: Siemens  
Campaign: RSNA 2013  
Agency: Catalyst Exhibits

BEST VEHICLE DESIGN  
Ex Award Winner  
Client: Frito-Lay  
Campaign: Cracker Jack'd Splash Party Mobile Dunk Tank  
Agency: Rally

Gold Winner  
Client: Roche  
Campaign: Mobile Explorer  
Agency: Performance Marketing Group

Silver Winner  
Client: L.L Bean  
Campaign: Bootmobile  
Agency: Turtle Transit

BEST PRODUCTION OF AN EVENT (B-TO-B)  
Ex Award Winner  
Client: Adobe  
Campaign: Adobe MAX 2013  
Agency: PIX Productions

Gold Winner  
Client: Genentech  
Campaign: 2013 National Sales Meeting  
Agency: InVision Communications

Silver Winner  
Client: Sonic  
Campaign: Sonic Drive-Ins  
Agency: Go West Creative Group

BEST PRODUCTION OF AN EVENT (CONSUMER)  
Ex Award Winner  
Client: Anheuser-Busch  
Campaign: Bud Light 50|50|1  
Agency: Live Nation

Gold Winner  
Client: Polaris  
Campaign: Camp RZR  
Agency: SixSpeed

Silver Winner  
Client: Alienware  
Campaign: Landing Tour  
Agency: The Participation Agency

#### BEST EVENT ENVIRONMENT (B-TO-B)

Ex Award Winner  
Client: Harley-Davidson  
Campaign: Street 500 and 750 Launch  
Agency: Proscenium

Gold Winner  
Client: Adidas  
Campaign: Boost Launch  
Agency: Henry V

Silver Winner  
Client: Moët Hennessy  
Campaign: Distributor Conference  
Agency: Touch Worldwide

#### BEST EVENT ENVIRONMENT (CONSUMER)

Ex Award Winner  
Client: Microsoft Xbox  
Campaign: Area One Road Show  
Agency: Envy Create

Gold Winner  
Client: Puma  
Campaign: Puma Yard  
Agency: Kubik

Silver Winner  
Client: Nike  
Campaign: Jordan All Star Weekend 2013  
Agency: Tangram

## BEST POP-UP STORE

Ex Award Winner

Client: L'Oréal

Campaign: Color Match Machine

Agency: R/GA

Gold Winner

Client: HTC

Campaign: The BoomSound Lounge

Agency: Live Nation

Silver Winner

Client: Kellogg's

Campaign: Special K Pop-Up Store

Agency: Leo Burnett

## BEST USE OF SOCIAL MEDIA

Ex Award Winner

Client: Ford Motor Co.

Campaign: Fiesta Movement: The Sequel

Agency: Team Detroit

Gold Winner

Client: Mattel

Campaign: Hot Wheels Camaro-matic Trending Machine

Agency: TrojanOne

Silver Winner

Client: Zappos

Campaign: Gingerbread Man

Agency: Allied Experiential, Mullen

## BEST USE OF TECHNOLOGY

Ex Award Winner

Client: American Express

Campaign: Art & Sound of Tennis

Agency: Momentum Worldwide

Gold Winner

Client: Nespresso

Campaign: What Grand Cru Are You?

Agencies: MAS Event + Design, Helios Interactive Technologies, Obscura Digital

Silver Winner  
Client: AOL  
Campaign: 2013 Digital NewFront  
Agency: agencyEA

**BEST ACTIVATION OF AN ENTERTAINMENT SPONSORSHIP**

Ex Award Winner  
Client: PepsiCo  
Campaign: Get Hyped for Halftime  
Agency: Motive

Gold Winner  
Client: Honda  
Campaign: Honda Civic Tour  
Agency: Marketing Factory

Silver Winner  
Client: Citi  
Campaign: Rolling Stones 50 & Counting Tour  
Agency: MAC Presents

**BEST ACTIVATION OF A SPORTS SPONSORSHIP**

Ex Award Winner  
Client: Honda  
Campaign: Little League Sponsorship  
Agency: RPA

Gold Winner  
Client: Hyundai  
Campaign: Show Your Loyalty College Football Campaign  
Agency: Advantage International

Silver Winner  
Client: General Motors  
Campaign: GMC Monday Night Football Tour  
Agency: Jack Morton Worldwide

**BEST MOBILE MARKETING PROGRAM**

Ex Award Winner  
Client: CDW  
Campaign: Winning on the Road  
Agency: Next Marketing, Ogilvy



Gold Winner  
Client: HP  
Campaign: Mobile Print Tour  
Agency: Infinity Marketing Team

Silver Winner  
Client: L'Oréal  
Campaign: Advanced Haircare Mobile Tour  
Agency: Mirrorball

BEST SINGLE-MARKET EVENT (B-TO-B)  
Ex Award Winner  
Client: SAP  
Campaign: SAPPHIRE NOW  
Agency: Sparks

Gold Winner  
Client: Oracle  
Campaign: CloudWorld Sao Paulo  
Agency: Banco de Eventos

Silver Winner  
Client: Johnson & Johnson  
Campaign: 2013 Shareholder Meeting  
Agency: Sandra Arnold

BEST SINGLE-MARKET EVENT (CONSUMER)  
Ex Award Winner  
Client: Vodafone  
Campaign: New Year's Eve  
Agency: Wasserman

Gold Winner  
Client: Marriott  
Campaign: SpringHill Suites Airport Comfort Zone  
Agencies: mcgarrybowen, Ferocious Cow

Silver Winner  
Client: Lexus  
Campaign: Hidden Pop-Up Dinners  
Agency: Team One

BEST MULTI-MARKET EVENT (B-TO-B)  
Ex Award Winner  
Client: Cisco  
Campaign: Cisco Live

Gold Winner  
Client: Xerox  
Campaign: Focus Forward  
Agency: Roberts Communications

Silver Winner  
Client: Microsoft  
Campaign: Surface Boot Camp  
Agencies: Elite Marketing Group, CMD

**BEST MULTI-MARKET EVENT (CONSUMER)**

Ex Award Winner  
Client: Target  
Campaign: Bullseye University Live  
Agency: Deutsch

Gold Winner  
Client: Coca-Cola Co.  
Campaign: Open Happiness  
Agency: Mosaic

Silver Winner  
Client: Intel  
Campaign: Experience Intel. Look Inside.  
Agencies: The Taylor Group, LeadDog Marketing Group, Vice