



THE WINNERS OF THE 2015 EX AWARDS

BEST PROPRIETARY PROPERTY (CONSUMER)

Ex Award Winner

Client: Activision

Campaign: 2014 Call of Duty Championship presented by Xbox

Agency: NCompass International

Gold Winner

Client: Under Armour

Campaign: All-America Game

Agency: Intersport

Silver Winner

Client: Food Network Magazine

Campaign: Food Network in Concert

Agency: Pop2Life

BEST SHOPPER MARKETING EVENT PROGRAM

Ex Awards Winner

Client: Beam Suntory

Campaign: Jim Beam Bourbon Bar

Agency: Geometry Global

Gold Winner

Client: Microsoft Stores

Campaign: Surface Pro 3 Product Launch

Agency: United Entertainment Group

Silver Winner

Client: McKesson

Campaign: Health Mart Senior Savings Tour

Agency: EMG3

BEST VEHICLE DESIGN

Ex Awards Winner

Client: Weber

Campaign: Weber Grill Academy Experience

Agency: GMR Marketing

Gold Winner

Client: Dannon

Campaign: Oikos Sampling Truck

Agency: ignition

Silver Winner
Client: Kraft
Campaign: Mr. Peanut's Nutmobile
Agency: Turtle Transit

BEST PRODUCTION OF AN EVENT (CONSUMER)

Ex Awards Winner
Client: Anheuser-Busch
Campaign: Whatever USA
Agency: Mosaic

Gold Winner
Client: Bacardi
Campaign: Bacardi Triangle
Agency: Broadwick Live

Silver Winner
Client: Heineken
Campaign: Ibiza Final
Agency: TBWA

BEST PRODUCTION OF AN EVENT (B-TO-B)

Ex Award Winner
Client: Aston Martin
Campaign: Aston Martin On Ice
Agency: Interluxe Group

Gold Winner
Client: Miele
Campaign: The Science of Perfection
Agency: inVNT

Silver Winner
Client: MillerCoors
Campaign: Distributor Conference 2014
Agency: VWV

BEST ACTIVATION OF A CAUSE SPONSORSHIP/COMMUNITY TIE-IN

Ex Award Winner
Client: Domino's
Campaign: Vibes: A Night to Feel the Music
Agency: LatinWorks

Gold Winner
Client: Pfizer
Campaign: Advil Relief in Action
Agencies: Match Marketing Group, Inspira Marketing Group

Silver Winner
Client: General Mills
Campaign: LuckyToBe
Agency: Diamond Integrated Marketing

BEST EVENT/ENVIRONMENT (B-TO-B)
Ex Award Winner
Client: Google
Campaign: Google I/O 2014
Agency: Sparks

Gold Winner
Client: Accenture
Campaign: The Cube
Agency: Global Events

Silver Winner
Client: Oculus
Campaign: Oculus Connect 2014
Agency: Freddie Georges Production Group

BEST EVENT/ENVIRONMENT (CONSUMER)
Ex Award Winner
Client: Ubisoft
Campaign: Assassin's Creed Experience
Agency: NVE: The Experience Agency

Gold Winner
Client: American Express
Campaign: US Open Fan Experience
Agency: Momentum Worldwide

Silver Winner
Client: PepsiCo
Campaign: #PEPCITY
Agency: inVNT

BEST MULTICULTURAL EVENT CAMPAIGN
Ex Awards Winner
Client: Target
Campaign: Skeletown Square
Agency: elemento L2

Gold Winner
Client: Verizon
Campaign: Estadio FiOS
Agency: T.D. Wang

Silver Winner
Client: Procter & Gamble
Campaign: #BebeConRitmo
Agency: Moderne Communications

BEST PRESS/MEDIA EVENT
Ex Award Winner
Client: EMC
Campaign: Redefine Possible
Agency: Principal Global Events

Gold Winner
Client: TomTom
Campaign: Strapless
Agency: CerconeBrownCompany

Silver Winner
Client: IBM
Campaign: Verse Launch
Agency: Drury Design Dynamics

BEST BUZZ MARKETING/INFLUENCER PROGRAM
Ex Award Winner
Client: Google
Campaign: Made with Code: Holiday Lights
Agency: 72andSunny

Gold Winner
Client: Red Bull
Campaign: Back to School
Agency: Fluent

Silver Winner
Client: Danone Group
Campaign: Evian Bottle Service
Agency: United Entertainment Group

BEST USE OF GUERILLA/STREET MARKETING
Ex Award Winner
Client: Fox
Campaign: Gotham Zip Line
Agency: Van Wagner Experiential

Gold Winner
Client: Bravo Media
Campaign: Girlfriend's Guide to Divorce
Agency: Omelet To Go

Silver Winner
Client: Enterprise
Campaign: CarShare
Agency: Moosylvania

BEST ACTIVATION OF AN ENTERTAINMENT SPONSORSHIP

Ex Award Winner
Client: Pepsi
Campaign: Hyped for Halftime
Agency: Motive

Gold Winner
Client: Citi
Campaign: John Legend Billboard Music Award Integration
Agency: MAC Presents

Silver Winner
Client: Unilever
Campaign: The Voice Tour
Agency: Alcone

BEST ACTIVATION OF A SPORTS SPONSORSHIP

Ex Award Winner
Client: Johnson & Johnson
Campaign: 2014 FIFA World Cup
Agency: Octagon

Gold Winner
Client: Audi
Campaign: Football Summit
Agency: MVP Collaborative

Silver Winner
Client: Chipotle
Campaign: MLS Homegrown Game
Agency: rEvolution

BEST INTEGRATED TRADE SHOW CAMPAIGN

Ex Award Winner
Client: Activision
Campaign: E3 2014
Agency: NCompass International

Gold Winner
Client: SAP
Campaign: CeBIT 2014
Agency: Zeichen & Wunder

Silver Winner
Client: Thomson Reuters
Campaign: AALL 2014
Agency: 3D Exhibits

BEST TRADE SHOW EXHIBIT
Ex Award Winner
Client: Audi
Campaign: Paris Motor Show 2014
Agency: Schmidhuber

Gold Winner
Client: Samsung
Campaign: CES 2014
Agency: McKinney

Silver Winner
Client: Lenovo
Campaign: Mobile World Congress 2014
Agency: ESG

BEST MOBILE MARKETING PROGRAM
Ex Award Winner
Client: Chobani
Campaign: Nationwide Tour
Agency: GMR Marketing

Gold Winner
Client: Harley-Davidson
Campaign: Project LiveWire Experience Tour
Agencies: G7 Entertainment Marketing, Mirrorball, Trigger House

Silver Winner
Client: T-Mobile
Campaign: Mobile Showroom
Agency: BobCar Experiential Media

BEST P.R. STUNT
Ex Award Winner
Client: Audi
Campaign: Soccer Scoreboard
Agency: Park Design Partners

Gold Winner
Client: Turner
Campaign: TNT's Dallas Season 3
Agency: Grey Activation and PR

Silver Winner
Client: Infiniti
Campaign: Go Zero to Infiniti
Agency: PRISM

BEST POP-UP STORE
Ex Award Winner
Client: Google
Campaign: Chromebook Lending Library College Tour
Agency: Grow Marketing

Gold Winner
Client: Kellogg's
Campaign: Recharge Bar
Agencies: United Entertainment Group, Krispr

Silver Winner
Client: BMW
Campaign: i8 Pop-Up
Agency: SET

BEST USE OF SOCIAL MEDIA
Ex Award Winner
Client: Gap Inc
Campaign: Old Navy Selfiebration
Agency: Deeplocal

Gold Winner
Client: Delta Air Lines
Campaign: Social Soul
Agency: MKG

Silver Winner
Client: Procter & Gamble
Campaign: Season of the #Whiff
Agency: Team Epic

BEST OVERALL USE OF TECHNOLOGY
Ex Award Winner
Client: Verizon
Campaign: Power House
Agency: Wasserman

Gold Winner
Client: Showtime Networks
Campaign: Penny Dreadful Interactive Windows
Agency: Van Wagner Experiential

Silver Winner
Client: Nike
Campaign: Air Jordan Flight Lab
Agency: Magnetic Collaborative

BEST SINGLE-MARKET EVENT (B-TO-B)
Ex Award Winner
Client: Oracle
Campaign: OpenWorld 2014
Agency: In-house

Gold Winner
Client: Jive Software
Campaign: JiveWorld2014
Agency: Kenwood Experiences

Silver Winner
Client: Xerox
Campaign: simple@work
Agency: Roberts Communications

BEST SINGLE-MARKET EVENT (CONSUMER)
Ex Award Winner
Client: Brown-Forman
Campaign: The Bar That Jack Built
Agency: Red Agency

Gold Winner
Client: Lexus
Campaign: LaceUp Running Series
Agency: Team One

Silver Winner
Client: Nike
Campaign: Go Skateboarding Day
Agency: On Board Experiential Marketing

BEST MULTI-MARKET EVENT (B-TO-B)
Ex Award Winner
Client: SAP
Campaign: SAP Select
Agency: In-house

Gold Winner
Client: NASCAR
Campaign: Fuel for Business
Agency: JHE

Silver Winner
Client: Google
Campaign: 2014 Think Series
Agency: MAS Event + Design

BEST MULTI-MARKET EVENT (CONSUMER)
Ex Award Winner
Client: Anheuser-Busch
Campaign: Whatever, USA
Agency: Mosaic

Gold Winner
Client: Mercedes-Benz
Campaign: Evolution Tour
Agency: Engine Shop Agency

Silver Winner
Client: Coca-Cola Co.
Campaign: Share a Coke
Agency: Momentum Worldwide