



Media Release: Embargoed until 9:00am CDT, October 15th 2012

October 15th: The Park Hyatt, Chicago Illinois USA

Digitas (US) with their campaign “Small Business Saturday” for American Express, is the big winner in the 27th MAA Worldwide GLOBE Awards. The “Small Business Saturday” campaign and Digitas and CP+B USA, take home the GLOBE for the ‘Best of the Best’ in the World in addition to seven more GLOBE Awards and three Silvers.



In 2010, American Express created Small Business Saturday, a new shopping day between Black Friday and Cyber Monday, to support small businesses nationwide.

But 2011 was the real test. Could American Express turn this grassroots campaign into a permanent fixture on the American shopping calendar?

American Express took Main Street mainstream with an integrated campaign that activated the small business community, consumers, media and brand partners, and even local and national government officials using simple, sharable and powerful social actions. In only its second year, American Express made Small Business Saturday (SBS) a permanent fixture on the American shopping calendar.

The campaign inspired over 500,000 small business owners to leverage the simple, powerful promotional tools that American Express provided online and off to promote their businesses and spread the word about the day. Not only did the SBS Facebook community double to 2.7 million fans, but over 103 million Americans shopped on Small Business Saturday (including President Obama who publicly endorsed it by taking his daughters shopping at an independent bookstore near the White House). American Express also saw transactions increase 23% at small business merchants that day. Lastly, the US Senate unanimously passed a resolution in support of Small Business Saturday.

Including the Best of the Best GLOBE Award above, 72 Awards - GLOBE, Silver and Bronze - were awarded in 25 Categories and announced at the 27th annual MAA GLOBE Awards during the MAA Worldwide Conference at the Park Hyatt, Chicago.

Garo Keresteci, Vice President of MAA Worldwide and GLOBE Awards Chair, paid tribute to the high quality of entries received *“What a great year for our industry in general and in particular for the clients and agencies who submitted campaigns to the GLOBE Awards. This past year we invested in a more robust award management system, made the overall process simpler for entrants and judges, and we updated and expanded the categories – and it really payed off! The GLOBE Awards continued to attract the Best of the Best in the World, with multiple GLOBE winners in Russia, Brazil, Australia, Canada and the USA.*

Highlights of the 2012 Program included the domination by the USA with over a dozen GLOBES and the Best of the Best in the World. Entries were received from six continents and some of the most innovative ideas came from Brazil, Russia, China, Ukraine and India.



The MAA GLOBE Awards recognizes the very “Best of the Best” in marketing campaigns executed globally with our association partners: CAMPRO from Argentina, the APMA Stars from Australia & New Zealand, AMPRO from Brazil, CAPMA PROMO Awards from Canada, the JPM Awards from Japan, the PMAA Dragons of Asia, the Silver Mercury’s from Russia and Ukraine, the IPM Awards from the UK and the PMA REGGIE Awards from the USA. Entries were also received from Israel, South Africa and Ireland.

Over 130 judges from 15 countries, representing agencies, clients, academia, media and industry associations carefully reviewed over 300 campaigns from 25 countries in July and August this year. Kathryn Williams, a judge from Australia, commented “...the entries are world class. My categories were perfect, and I found the calibre of work to be exceptional – in times where our marketing budgets seem to be drying up, creativity shines...”

THE GLOBES WINNERS FOR 2012

BEST OF THE BEST IN THE WORLD (Grand Prix)

GLOBE	Agency	Client	Campaign
GLOBE	Digitas and CP+B, USA	American Express	Small Business Saturday

CATEGORY WINNERS

Best Telecom, Utilities and Technology

GLOBE	Agency	Client	Campaign
GLOBE	Alliance Agency, USA	Canon	Canon Project Imagin8ion
Silver	iris Worldwide, Singapore	Diageo, Johnnie Walker	Step Inside the Circuit
Bronze	Pulp Strategy Communications, India	Yahoo! India	Learn with Yahoo – New to Net Campaign



Best Consumer Durables - Auto, Appliances, Home Electronics

GLOBE	Agency	Client	Campaign
GLOBE	DDB Guoan Group, Beijing China	Volkswagon Group Import Company, China	The New Touareg Launch in China
Silver	Bates Sercon, India	BP Singapore	Castrol PowerPlay
Bronze	Ogilvy Action, Beijing China	Caterpillar	Trackpal League

Best Consumer Services - Travel & Tourism, Leisure & Gaming, Recreation, Media

GLOBE	Agency	Client	Campaign
GLOBE	Cossette, Canada	Collectif de festivals Montrealais	Montréal Festimania
Silver	TWIGA Moscow, Russia	Hendrix Studio	Live shower
Bronze	iris Sydney, Australia	Sony Home Entertainment	DVD Amnesty

Best Financial and Professional Services

GLOBE	Agency	Client	Campaign
GLOBE	Digitas and CP+B, USA	American Express	Small Business Saturday
Silver	JWT Mumbai, India	Birla Sun Life Insurance	Coffin



Best Consumer Products - Food

GLOBE	Agency	Client	Campaign
GLOBE	Bferraz Comunicação Promocional Ltda, Brazil	Ferrero	Tic Tac Cinnamon
Silver	BD Network, Australia	Heinz	Beans Meanz???
Bronze	Ogilvy Action, Canada	Unilever	Are You the Magnum Heir?

Best Consumer Products - Other; Household Cleaning, Pet Care, Health & Beauty, Fashion

GLOBE	Agency	Client	Campaign
GLOBE	Integer, Australia	Mars Petcare	Pedigree Adoption Drive
Silver	InBrief, Russia	Unilever	Axe Exite
Bronze	NCompass International, USA	Activision	Activision Call of Duty: XP

Best Non-Alcoholic Beverages

GLOBE	Agency	Client	Campaign
GLOBE	Leo Burnett Melbourne, Australia	7-Eleven	BYO Cup Day
Silver	URBAN, Australia	Coca-Cola	Coca-Cola Share a Coke
Bronze	Initiative, Russia	Unilever	Lipton Farmville



Best Alcoholic Beverages - Beer, Wine & Spirits

GLOBE	Agency	Client	Campaign
GLOBE	Verve Marketing, Ireland	Guinness	Guinness Area 22
Silver	iris Worldwide, Singapore	Asia Pacific Breweries (Singapore) Heineken	Heineken Social Christmas Tree

Best Retail - Traditional Retailers, e-Commerce, Catalogue, Bars & Restaurants

GLOBE	Agency	Client	Campaign
GLOBE	Arc Worldwide/Leo Burnett Chicago, USA	Walgreens	Walk With Walgreens
Silver	One Green Bean, Australia	Ikea	Ikea Hundstol
Bronze	Brands Division, Russia	Technosila	Crack that Safe Box!

Best Not For Profit, Charities, Public Sector

GLOBE	Agency	Client	Campaign
GLOBE	Leo Burnett Sydney, Australia	Diageo	Bundaberg Watermark
Silver	Full Contact Communications, Ukraine	Government of Ukraine	Let's do it Ukraine!
Bronze	DDB Mudramax, India	Uninor	Rush of Blood



Best Trial and Awareness

GLOBE	Agency	Client	Campaign
GLOBE	NCompass International, USA	Activision	Activision Call of Duty: XP
Silver	TBWA HAKUHODO, Japan	Procter & Gamble	Ariel Cheers For You
Bronze	InBrief, Russia	Unilever	Axe Exite
Bronze	Ogilvy Action, Canada	Unilever	Are You the Magnum Heir?

Best Long Term Relationship Marketing & Loyalty

GLOBE	Agency	Client	Campaign
GLOBE	Arc Worldwide/Leo Burnett Chicago, USA	Walgreens	Walk With Walgreens
GLOBE	Initiative, Russia	Unilever	Lipton Farmville
Silver	Dentsu Inc., Japan	Kirin Danone Waters	The Smart Stock Project
Silver	TMA-Draft, Russia	Mars	Mars Chocolate Bars 20 years in Russia

Best New Product Launch/Re-Launch

GLOBE	Agency	Client	Campaign
GLOBE	Dentsu Inc., Japan	Tohoku Region	United Souls Festival
Silver	NCompass International, USA	Activision	Activision Call of Duty: XP
Bronze	NewStyle, Brazil	Procter & Gamble	Gillette - It's Smooth



Best Experiential Marketing

GLOBE	Agency	Client	Campaign
GLOBE	Digitas and CP+B, USA	American Express	Small Business Saturday
Silver	NCompass International, USA	Activision	Activision Call of Duty: XP
Bronze	Alliance Agency, USA	Canon	Canon Project Imagin8ion

Best Shopper Marketing

GLOBE	Agency	Client	Campaign
GLOBE	HUNTER STRAKER LTD, Canada	Johnson & Johnson	Johnson & Johnson Medicine Cabinet
Silver	Digitas and CP+B, USA	American Express	Small Business Saturday
Bronze	TBWA HAKUHODO, Japan	Procter & Gamble	Ariel Cheers For You

Best Direct Marketing

GLOBE	Agency	Client	Campaign
GLOBE	Red Pepper, Russia	Vatel Restaurant	Frog Marketing
Silver	Voskhod, Russia	Café Azuatah	Chopsticks Dragon
Bronze	TWIGA Moscow, Russia	Hendrix Studio	Live shower

Best Digital Marketing

GLOBE	Agency	Client	Campaign
GLOBE	Alliance Agency, USA	Canon	Canon Project Imagin8ion
Silver	Digitas and CP+B, USA	American Express	Small Business Saturday



Best Social Marketing

GLOBE	Agency	Client	Campaign
GLOBE	Digitas and CP+B, USA	American Express	Small Business Saturday

Best Advertising / Media

GLOBE	Agency	Client	Campaign
GLOBE	Digitas and CP+B, USA	American Express	Small Business Saturday
Silver	Alliance Agency, USA	Canon	Canon Project Imagin8ion
Bronze	Red Pepper, Russia	Vatel Restaurant	Frog Marketing

Best B2B - Sales Incentive, Recognition & Customer Service

GLOBE	Agency	Client	Campaign
GLOBE	Digitas and CP+B, USA	American Express	Small Business Saturday
Silver	Communication Group M-Liner, Russia	Cordiant Tires	Cordiant Club Motivational Program
Bronze	Evocatif, Australia	St. George Bank	Sam's Big Game Fishing!

Best Sponsorship Marketing

GLOBE	Agency	Client	Campaign
GLOBE	NewStyle, Brazil	Procter & Gamble	Gillette - It's Smooth
Silver	Rio 360 Comunicação Ltda, Brazil	TIM	Bloco Azul TIM
Bronze	Agência Tudo, Brazil	Itau	180° RFID Experience



Best Partnership Marketing

GLOBE	Agency	Client	Campaign
GLOBE	Digitas and CP+B, USA	American Express	Small Business Saturday
Silver	23red, UK	UK Department of Health	Department of Health - Change4Life 'Swapathon'
Bronze	Arc Worldwide/Leo Burnett Chicago, USA	Coors, Keystone Light	Canhole

Best Cause Marketing

GLOBE	Agency	Client	Campaign
GLOBE	Digitas and CP+B, USA	American Express	Small Business Saturday
Silver	Dentsu Inc., Japan	Kirin Danone Waters	The Smart Stock Project
Bronze	TBWA HAKUHODO, Japan	Procter & Gamble	Ariel Cheers For You

Best Small Budget

GLOBE	Agency	Client	Campaign
GLOBE	TWIGA Moscow, Russia	Hendrix Studio	Live shower
Silver	Marcativa Comunicação Estratégica, Brazil	Pepsi	Toll free with Pepsi
Bronze	Red Pepper, Russia	Vatel Restaurant	Frog Marketing



Marketing Disciplines: Best Fully Integrated

GLOBE	Agency	Client	Campaign
GLOBE	NCompass International, US	Activision	Activision Call of Duty: XP
Silver	Digitas and CP+B, USA	American Express	Small Business Saturday
Bronze	Ogilvy Action, Canada	Unilever	Are You the Magnum Heir?

About MAA Worldwide: The Marketing Agencies Association Worldwide is the only organization dedicated solely to the interests and ambitions of CEOs, Presidents, Managing Directors and Principals of top marketing services agencies around the world.

It is composed of entrepreneurs and forward-thinking executives, who together create an extraordinary opportunity for like-minded people to meet with their peers, share global knowledge, raise their agency profile on both a national and a global platform, and to influence the future of our industry. Our members come from all sectors within the marketing communications industry.

As part of our commitment to excellence in our sector, MAA Worldwide created and has supported the GLOBE Awards for 25 years.

For more information contact: Garo Keresteci @ garo.keresteci@fusemg.com or Simon Mahoney @ simon.mahoney@smp.uk.com