

**Effie Awards 2007 : Full List of Award-Wining Campaigns with Listed Publicis Groupe Agencies**

Country	Agency/Company	Medium	Category	Award	Advertiser/Product	Title
USA	Leo Burnett Arc Worldwide Lapiz	Print/Television	Breakfast Foods	Gold	McDonald's	888-GoMcWakeup
USA	Starcom MediaVest Group Leo Burnett	Print/Television	Healthcare, OTC.	Gold	Procter & Gamble	Have a Happy Period. Always.
USA	Conill Advertising	Print/Television	Hispanic	Gold	Toyota Motor Sales USA	Mundo Yaris (Yaris World)
USA	Fallon Worldwide, Zenith Media	Print/Television	Household Supplies & Services	Gold	Georgia Pacific	Brawny Academy
USA	Manning, Selvage & Lee	Television	New Product or Service	Gold	Philips DAP North America	Bodygroom
USA	Burrell	Print/Television	African-American	Silver	Allstate Insurance Company	2006 Your Choice Auto Only From Allstate
USA	Leo Burnett Starcom Worldwide	Print	Agricultural, Industrial & Building	Silver	Association National Cattlemen's Beef	Leader of Lean
USA	Starcom MediaVest Group Leo Burnett	Print	Corporate Reputation, Image & Identity	Silver	Allstate Insurance Company	Prepare and Protect America
USA	Starcom MediaVest Group	Print/Television	Beverages/Non-Alcohol	Silver	The Coca-Cola Company/Mother/Full Throttle	Prepare to Be Initiated
USA	Leo Burnett Arc Worldwide Lapiz	Print/Television	Fast Food, Casual Dining & Restaurant	Silver	McDonald's	888-GoMcWakeup
USA	Leo Burnett Starcom Worldwide	Print	Breakfast Foods	Silver	Kellogg Company	It Stays With You
USA	GM Planworks	Television	New Product or Service	Silver	General Motors	Saturn Sky Launch
USA	Manning Selvage & Lee	Television	Small Budgets	Silver	Philips DAP North America	Bodygroom
USA	Fallon Worldwide	Television	Transportation	Silver	National Car Rental	Green Means Go
USA	Leo Burnett Starcom Worldwide	Print/Television	Financial Services	Silver	Allstate Insurance Company	Better Place to Drive
USA	Digitas	Print/Television	Financial Services/Cards	Silver	Americain Express	The One With A Savings Account
USA	Publicis West Optimedia	Print	Government, Institutional & Recruitment	Silver	Washington Lottery	Scratch Gift Giving
USA	Saatchi & Saatchi	Print/Television	Household Supplies & Services	Silver	Procter & Gamble	Knows Fabric Best
USA	Leo Burnett USA Starcom Worldwide	Television	Leisure Products	Silver	Hallmark Cards, Inc.	Use Music
USA	Leo Burnett SMG United	Print/Television	Healthcare, OTC.	Silver	Procter & Gamble	The Braid Makes You Brave
USA	Dieste Harmel & Partners (Bromley Communications)	Print/Television	Hispanic	Silver	The Clorox Company	Sweet world
USA	Team One Saatchi & Saatchi	Print/Television	Automotive	Bronze	Lexus	Why Live in One Dimension??
USA	Leo Burnett USA Lapiz Arc Worldwide	Print/Television	Hispanic	Bronze	McDonald's Greater Chicago Region	Coffee Customization
USA	Leo Burnett Starcom Worldwide Arc Toronto Starcom IP	Print	Breakfast Foods	Bronze	Kellogg Company/All-Bran Yogurt Bites	Fiber Experts