

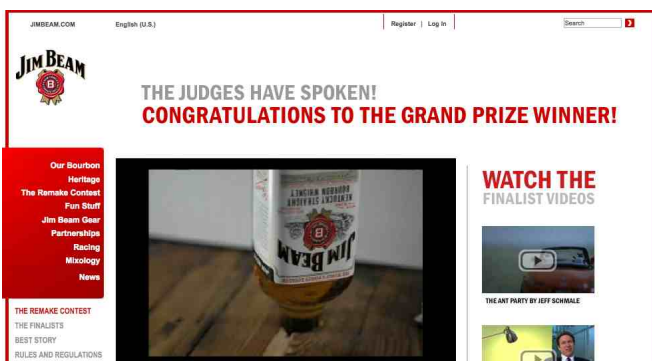
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Nearly a quarter billion Facebook users have been "Kidnapped" by the Travel Channel. Seats in the premium-priced Yankee Stadium have been filled. Southern Chicken sandwiches made their social debut during the Olympics, as did less storied athletes from around the world using Lenovo's social channels. And, more than 200,000 people have committed to end hunger as part of "Kelloggs Cares."

In short, the social marketers and publishers who submitted their best work for this year's SAMMY Awards raised the bar in social media for years to come. Director Demi Moore was so proud of her SAMMY (she directed the Kelloggs Cares [final Facebook video](#) on ending hunger) -- that she posted it on her [TwitPic page](#) .

Several award winners at the gala Sept. 17 expressed confidence that their success will translate into even bigger and better campaigns. Lisa La Ford-Rovan, operations director for Zezza Network, whose work for Jim Beam took top honors for Best Integrated/Cross-Media campaign, said Jim Beam's work in social marketing "really broke some barriers" for other spirits brands.



The campaign featured a rebranding effort where users submitted videos of how they pictured Jim Beam. The winner's video of a bunch of ants having a party and upending a bottle of Beam into the floorboards was clever and original, but it's often hard for regulated brands to feel comfortable with social media, where what consumers say and do is beyond their control.

La Ford-Rowan said, "We couldn't have asked for a better client. Beam was endlessly enthusiastic about communicating with its fans in this space and letting them play."

While it was hard to separate pure campaign or publishing results from the creativity and innovation exhibited by this year's finalists, judges (listed below) were united in their assessment that great social marketing leverages the spirit of community online; it doesn't interrupt it. (Unless, of course, the interruption can grab you a great deal at TravelZoo on Twitter, that is.)

"We all marvel at the creativity of Facebook users who are willing to post clever videos, artwork or commentary alongside their favorite products. But that pales in comparison to the social agencies and content producers who can inspire such passion from these users," said Nick Friese, CEO of [DM2 Media](#) , which hosts the SAMMY and [MOBI Awards](#) . "If you want to succeed in social marketing, you have to respect your audience, and you really should learn from the award winners we'll honor this month," Friese added.

Everyone who contributed their best work to the SAMMY Awards gala enriches the Digital Media and

Marketing community served by DM2 Media. Their work is featured publically on DM2Events' membership site [DM2PRO.com](http://DM2PRO.com) through Ad Week to give the winners a well-earned brag link, at which point they'll join all our other case studies in our member-supported knowledge base.

(Each awards submission, with creative examples, is linked from the brand.)

Congratulations to this year's winners and finalists:

**BEST OF SHOW and Best Social App: Winner:**

[Travel Channel / RAPP](#)

**Best Social App Finalists:**

[National Geo graphic Channel / 360i](#)

[Oakley / MEA Digital](#)

**Best Social Integrated Cross-Media**

**Winner:**

[Jim Beam / Padilla Speer Beardsley, Qorvis, Doe Anderson, Zezza](#)

**Finalists:**

-

[Bauch & Lomb](#)

[McDonald's / OMD](#)

**Best Social Engagement Winner:** [Travel Channel / RAPP](#) \_

**Finalists:**

-

[Huggies / appssavvy / Circle of Moms](#)

[Lenovo / Ogilvy](#) \_

**Best Social Creative Winner:** [P&G Pringles](#) \_

**Finalist:**

-

[Crank / Visionaire](#) \_

**Best Social Promotion (Product Launch) Winner:** [Oakley / MEA Digital](#)

-  
[McDonald's / OMD](#)

[Nissan Canada / Capital C](#)

-  
**Best Social Good Contribution: Winners:**  
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[Electrolux 'Cupcake' / DDB](#)

[Kelloggs Cares / Leo Burnett - Chicago, Biggs-Gilmore, Starcom, Vitruv, Facebook, Ketchum - Pittsburgh, Katalyst Films, Coupons Inc.](#)

[Response Mine Interactive / TweetsForACause](#)

**Best Social Community Winner :** [Ovation TV/KickApps](#)

**Best Social Direct Response Campaign Winner:** [Yankees / FlyingPoint](#) \_

**Finalist:**  
-

[Thomas Cook YourQuest / BrainStorm](#)

**Best Twitter Branding Winner:** [TravelZoo / M Booth](#) \_

**Finalists:**

[Mad Men / Brand Fiction Factory, Conquent, Big Deal PR](#)

[Mars / Weber Shandwick, G2](#)

**Best Social Agency Winner:** [Converseon](#) \_

(see our video interview with Founder/CEO Rob Key Monday)

**Finalists:**

[360i](#)

[Buddy Media](#)

**We extend thanks to our SAMMY Awards Judges** who made their selections on the basis of criteria like best user experience, innovation, creativity, utility, value to the brand, breadth of appeal, an increase in business, success of product launch and/or fulfilling of unmet needs. (Note that judges were recused from voting for their own work.)

Shiv Singh, VP & Global Social Media Lead, Avenue A Razorfish

Rob Key, CEO/Founder, Converseon

Michael Lazerow, CEO, Buddy Media

Sarah Hofstetter, VP Emerging Media & Client Strategy, 360i

Chris Cunningham, Founder, AppssavvyPaul Beck, Senior Partner, Worldwide Executive Director, Interactive Marketing, Advertising & Social Media, Ogilvy Worldwide

Ken C/how, Vice President Marketing, R2integrated

Sarah Schoenfelder, Editor, digiday:DAILY

- [DPAC Awards: American Express OPEN Scores Best of Show in 2009 Gala](#)
- [Best Twitter Branding Finalist: Mad Men / Brand Fiction Factory, Conquent, Big Deal PR](#)
- [DIGIDAY:APPS Annotated Agenda Aug. 16, 2010](#)
- [Best Social Promotion \(Product Launch\) Finalist: OMD/McDonald's](#)
- [Best Social Promotion \(Product Launch\) AND Best App Finalist: MEA / Oakley](#)
- [Best Twitter Branding Finalist: Mars, Weber Shandwick, G2](#)
- [Best Social Promotion \(Product Launch\) Finalist: Nissan Canada/ Capital C](#)
- [Best Social Good Winner: Weber Shandwick, DDB, Electrolux](#)
- [Best Integrated Social/Cross-Media Finalist: OMD/McDonald's](#)
- [Kelloggs Cares Earns a SAMMY for "Social Media for Social Good"](#)
- [Best Social Engagement Finalist: appssavvy and Circle of Moms for Huggies](#)
- [Best Social Agency Winner: Converseon](#)
- [Best Social Creative Winner: P&G / Pringles/ Bridge Creative](#)
- [Huggies, Circle of Moms and appssavvy Team to Take "Enjoy the Ride" into DPAC Engagement Finals](#)
- [Best Social Community Winner: KickApps/Ovation TV](#)
- [Best Social Agency Finalist: 360i](#)
- [Best Social App Finalist: 360i / National Geographic Channel](#)
- [BEST OF SHOW/Best Social App Winner: RAPP/ Travel Channel](#)
- [Best Social Engagement Winner: RAPP for Travel Channel](#)
- [SAMMY 2010 Best Social Promotion for Product Launch Finalist: MEA Digital for Oakley](#)
- [MEA Digital's Citizens of Powder Among Best Digital Product Launches for DPAC Awards](#)
- [RAPP's Travel Channel App Aims to Kidnap DPAC Social App Award](#)
- [Best Social Engagement Finalist: Ogilvy PR/Lenovo](#)
- [Best Integrated Social/Cross-Media Winner: Beam Global Spirits and Wine](#)
- [KickApps Vies for Best Social Software Platform in DPAC Awards](#)
- [Best Social Creative Finalist: The Visionaire Group, Lionsgate](#)
- [2010 SAMMY Best Social Business Finalist: IBM](#)
- [Best Twitter Branding Winner: M Booth / TravelZoo](#)
- [Best Social Good Winner: Response Mine/BrainJocks](#)
- [Best Social Agency Finalist: Buddy Media](#)
- [Best Social Direct Response Finalist: BrainStorm/Thomas Cook](#)
- [SAMMY 2010 Best Social Media Marketing Agency Finalist: Converseon](#)
- [Response Mine Interactive's Search Program for Travelzoo Pulls 2000% Increase in Non-Brand Acquisitions, DPAC Finalist Nod](#)
- [digiday:MOBILE Rewound](#)

- [SAMMY 2010 Best Social Creative Finalist: MEA Digital for Oakley](#)
- [SAMMY 2010 Best Social Promotion for Product Launch Finalist: Edelman Digital for Adobe](#)
- [SAMMY 2010 Best Engagement Campaign Finalist: appssavvy / Ignited for Public Enemies](#)
- [Lionsgate's The Haunting Permeated Fear Sites and Multiple Media Landing Initiative a DPAC Integrated Finalist Nod](#)
- [MOBI 2010 Best Mobile/Cross-Media Campaign Finalist: Corvario for Intel](#)
- [SAMMY 2010 Best Social Content / Entertainment: Initiative For Lionsgate / KICK-ASS](#)
- [SAMMY 2010 Best Social Promotion for Product Launch Finalist: Engauge for Chick-fil-A](#)
- [SAMMY 2010 Best Social Creative Finalist: Deep Focus' Mad Men Yourself](#)
- [SAMMY 2010 Best Social Marketing Agency Finalist: 360i](#)
- [MOBI 2010 Best Location-Based Mobile Campaign Finalist: appssavvy / Maxus Global / M80 for Powermat](#)
- [Best Social Direct Response Winner: Flying Point / Yankees](#)
- [MOBI 2010 Best Mobile Direct Response Campaign Finalist: ChaCha for Tampax](#)
- [The NEW Metrics: How Not to Be a Jackass](#)
- [MHz Design Communications Uses Email to Deliver Electrolux Value Shoppers, DPAC Email Finalist](#)
- [Best Integrated Social/Cross-Media Finalist: Bausch & Lomb](#)
- [Coca-Cola and 360i Tap TwitterMoms for Stunning Back-to-School Reach; Lands in Finalists Circle for DPAC's Best Social Engagement](#)
- [IAC Advertising's Custom Date Locator Puts VISA in the DPAC Rich Media Finalist Circle](#)
- [IBM Tapped Ogilvy for a Global CEO Study That Lands as a Finalist in DPAC's Best Integrated Campaign and Best Sponsorship Awards](#)
- [digiday: NETWORKS Conference June 2009](#)
- [Arkadium's NatGeo Game Explores New Vistas of Engagement; Finds its Way to DPAC Awards Finals](#)
- [MOBI 2010 Best Mobile Promotion for a Product Launch Finalist: Initiative for Kia Soul](#)
- [SAMMY 2010 Best Social CRM Finalist: H&R Block](#)
- [SAMMY 2010 Best Social Community Finalist B2B Community: American Express OPEN Forum](#)
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