



2020 Census “Shape your future. Start Here.” Campaign Named Grand Winner of the 2021 ARF David Ogilvy Awards; First-Ever SeeHer Recipient Awarded

Angela Yee, co-host of The Breakfast Club and creator of “Angela Yee’s Lip Service” podcast, hosted ceremony recognizing the research and creative behind the most innovative advertising campaigns

Event ticket sales benefited the ARF Workforce Initiative for Diversity and Excellence (WIDE)

NEW YORK, NY (October 7, 2021) – The 2020 Census “Shape your future. Start Here.” campaign was announced as the Grand Winner of the 2021 ARF (Advertising Research Foundation) David Ogilvy Awards during an award ceremony today. The Awards honor research- and insights-driven advertising and pay tribute to the late David Ogilvy, who believed in the power of research behind effective campaigns.

The 2020 Census “Shape your future. Start Here.” campaign was the amalgamation of research and expertise by multiple multicultural advertising agencies – part of the Census Bureau’s communications contractor, Team Y&R (VMLY&R) – with experience in reaching diverse audiences. The Census Bureau and Team Y&R incorporated more testing than any previous census campaign, resulting in the delivery of a tagline that is understood in multiple languages and cultures, which is critical for achieving a comprehensive and precise census in the US.

In addition to being named Grand Winner, 2020 Census was awarded Gold in the “Social Responsibility Award”, “Data Innovation Award” and “Government, Public Service & Non-Profit” categories.

The ARF also recognized the first-ever SeeHer Award recipient, Microsoft Teams, for its “Nothing Can Stop a Team” campaign. The SeeHer Award, presented by the Association of National Advertisers (ANA) and The Female Quotient, honors realistic representation of all in advertising, including accurate portrayals of women and girls. Microsoft Teams “Nothing Can Stop a Team” was selected for its ability to showcase a mother’s ability to juggle home and work life and presenting new norms for working moms, post-pandemic.

The 2021 award ceremony was hosted by Angela Yee, co-host of The Breakfast Club – the most-listened-to Hip-Hop and R&B morning show in America; and creator of “Angela Yee’s Lip Service” podcast. The event also acted as fundraiser for the [ARF Workforce Initiative for Diversity and Excellence \(WIDE\)](#), which was established to improve the diversity and excellence of the marketing research and data analytics workforce of the future. All proceeds from purchased tickets directly benefited ARF WIDE.

“This year’s ARF David Ogilvy Awards recipients put forth brilliant, well-executed, and innovative campaigns by harnessing the power of data and insights to effectively communicate critical brand messaging,” said Scott McDonald, PhD., president and CEO at the ARF. “I am thoroughly impressed to see these brands push the boundaries of what’s possible in advertising and I can’t wait to see what they do next. Congratulations to all.”

Gold, Silver and Bronze distinctions were also given to recipients in the following categories:

Spotlight Categories

BEST BRAND TRANSFORMATION

- **GOLD:** *Financial Fairness | BMO (Bank of Montreal)*
- **SILVER:** *Suspiciously Low Priced Groceries | Lidl*

BEST CONSUMER EXPERIENCE

- **GOLD:** *Courtside | Michelob ULTRA*
- **SILVER:** *Project Understood | Canadian Down Syndrome Society / Google AI*

BEST NEW OR EMERGING BRAND

- **GOLD:** *Suspiciously Low Priced Groceries | Lidl*
- **GOLD:** *Don’t Make Ads, Make TikToks | TikTok*
- **SILVER:** *Bathe Yourself in Happy | Find Your Happy Place / Unilever*

BRAND PURPOSE

- **GOLD:** *Seeing the Unseen: The Role Gender Plays in Wealth Management | Merrill*
- **SILVER:** *Financial Fairness | BMO (Bank of Montreal)*

DATA INNOVATION AWARD

- **GOLD:** *Shape your future. Start Here. | 2020 Census*
- **SILVER:** *Project Understood | Canadian Down Syndrome Society / Google AI*

SOCIAL RESPONSIBILITY AWARD

- **GOLD:** *Shape your future. Start Here. | 2020 Census*
- **GOLD:** *Scary Enough | The Real Coast / FDA Center for Tobacco Products*
- **SILVER:** *Financial Fairness | BMO (Bank of Montreal)*
- **BRONZE:** *Project Understood | Canadian Down Syndrome Society / Google AI*

Industry Categories

BUSINESS-TO-BUSINESS

- **GOLD:** *More Than: Zach & Zoe Sweet Bee Farm | Chase for Business*
- **SILVER:** *Realise Your Vision | Sohonet*
- **BRONZE:** *Don’t Make Ads, Make TikToks | TikTok*

ELECTRONICS, TECHNOLOGY & TELECOMMUNICATIONS

- **GOLD:** *Project Understood* | Canadian Down Syndrome Society / Google AI
- **GOLD:** *Nothing can stop a Team* | Microsoft Teams

FINANCIAL SERVICES & INSURANCE

- **GOLD:** *Financial Fairness* | BMO (Bank of Montreal)
- **SILVER:** *Come Home Happy* | Travelers Insurance
- **BRONZE:** *Take Advantage* | UnitedHealthcare

FOOD & BEVERAGE

- **GOLD:** *Celebrate the Good* | Butterball
- **GOLD:** *Courtside* | Michelob ULTRA
- **GOLD:** *As Real As It Tastes* | Michelob ULTRA Organic Seltzer
- **SILVER:** *Suspiciously Low Priced Groceries* | Lidl
- **BRONZE:** *The Life Artois* | Stella Artois

GOVERNMENT, PUBLIC SERVICE & NON-PROFIT

- **GOLD:** *Shape your future. Start Here.* | 2020 Census
- **SILVER:** *Project Understood* | Canadian Down Syndrome Society / Google AI
- **BRONZE:** *Scary Enough* | The Real Cost / FDA Center for Tobacco Products

HEALTH & PERSONAL CARE

- **GOLD:** *Dove Hand Sanitizer Launch* | Dove / Unilever
- **SILVER:** *downtherecare* | Cottonelle
- **SILVER:** *Start Stopping* | Nicorette
- **BRONZE:** *Share the Care* | Dove

MULTICULTURAL

- **GOLD:** *Share the Care* | Dove
- **SILVER:** *Yes! To Census 2020* | City of Houston and Harris County
- **BRONZE:** *Read Between the Lies* | truth

PHARMACEUTICALS

- **GOLD:** *Moments of Stress* | Boehringer Ingelheim
- **GOLD:** *Slow Turkey* | CHANTIX (varenicline) / Pfizer
- **SILVER:** *Not My Child* | Gardasil 9 / Merck
- **BRONZE:** *I'm the Type* | STEGLUJAN / Merck

RETAIL & RESTAURANTS

- **GOLD:** *Suspiciously Low Priced Groceries* | Lidl

SPORTS, MEDIA & ENTERTAINMENT

- **SILVER:** *2021 NBA All-Star Game Campaign* | The National Basketball Association (NBA)

TRAVEL

- **GOLD:** *Get Carried Away* | Amtrak, National Railroad Passenger Corporation

About The ARF

Founded more than 80 years ago, the ARF is dedicated to creating, curating, and sharing objective, industry-level advertising research to enable members to make a true impact on their advertising and build marketing leadership within their organizations. It has more than 400 members from leading brand advertisers, agencies, research firms and media-tech companies. For more information, visit www.thearf.org.

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