

SUSTAINED SUCCESS

EFFIE WINNER

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## Orbit

### WM. WRIGLEY JR. CO.

Paul Chiba VP-U.S. Consumer Mktg.  
John Kelly Mktg. Dir.  
Jami Gulikie Dr. Consumer Mktg. Intelligence

### ENERGY BEBO

Mary Orso Exec. VP-CCO  
Jeff Adams Exec. VP-Client Service Dir.  
Jim Hymann Sr. VP-Group Creative Dir.  
Frank Dorfida VP-Creative Dir.  
Mike Roe VP-Copywriter

### MINDSHADE

### NO MATTER WHAT

In 2002, Wm. Wrigley set out to make Orbit the first true power brand in the gum category. Leveraging the insight that teens and young adults feel their best when their mouths are clean, a campaign was developed that demonstrates in a fun, witty manner that Orbit can clean up any mouth, no matter how dirty. Only two years into the campaign, Orbit overtook its main competitor and now leads in sales 2-to-1 with overall sales increasing 400% since launch.



## The Milk Processor Education Program

### THE MILK PROCESSOR EDUCATION PROGRAM

Kurt Graber CEO  
Julia Kadison VP-Mktg.  
Katie Reedt Dr.  
Victor Zaborny Aast. Dir. Mktg. & Comm.

### LOWE WORLDWIDE

Sar Tabi Pres.  
Bernie Rogya Creative Dir.  
Jonathan Lange Mktgng. Dir.  
Laura Ritt Brand Strategist  
Lisa Folio Media Dir.  
Michelle Borges Acct. Mgt.

### THE MILK MUSTACHE CAMPAIGN

The Milk Mustache campaign put a new face on a brand commodity. For 13 years, over 250 of the world's biggest celebrities have appeared in the now famous Milk Mustache campaign. From the start, the goal of the campaign has been to smash the commodity cycle and establish milk as a beverage worth paying more for. The campaign has helped reverse a 30-year decline in milk sales and along the way has become a pop culture icon.



## Thank you, Lowe NY.



The only product endorsed by over 250 celebrities would like to endorse the ad agency that made it happen.

The Milk Processors Education Program thanks Lowe NY for creating one of the most successful ad campaigns in history and earning us a Sustained Success Effie Award.

got milk?

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