

Catapult Racks up the Wins at the REGGIE and EFFIE Awards
Winning Campaigns for MARS Chocolate, Family Dollar, KitchenAid and ConAgra

Westport, CT. April 22, 2017 – Catapult Marketing, the Conversion Marketing Agency, took home four REGGIE Awards at the 34th Annual REGGIE Awards Gala held April 19th at the Westin Hotel in Chicago. Catapult captured two Gold and three Bronze awards for campaigns for Family Dollar, MARS Chocolate, ConAgra, and KitchenAid. The REGGIE wins come on the heels of a Silver EFFIE (top award given in the category) for a MARS Chocolate campaign, awarded March 28 at the Grand Hyatt in New York.

REGGIE Sweep

Regarded as the leading industry recognition for the best integrated marketing, promotion, and brand activation, the Association of National Advertisers (ANA) REGGIE Awards evaluate campaigns according to their exceptional strategy, creativity, execution and results.

Catapult's wins include a Gold REGGIE for **Family Dollar's "Save to Win"** game show, in the Entertainment Campaign Category. "Save to Win", broadcast weekly on the CW, brings fun content every week in an energetic game show – an approach that is distinct from its competitors, yet still supports its unique brand positioning and voice. The highly visible show has become a rich well from which to draw social content, leading to robust interaction on Family Dollar's social and digital channels and more foot traffic in stores.

A second Gold REGGIE, this one in the Purpose category, was awarded to Catapult for the **MARS Chocolate's "Say Thank You with M"** campaign. The Purpose Award category was new this year, awarded to the campaign that is groundbreaking, inventive, and at the forefront of giving back to the community. "Say Thank You with M" unified three American icons – M&Ms, U.S. troops and Walmart -- to create a solution that boosted customer loyalty for Mars candies and drove sales at Walmart, while giving shoppers an easy way to give back to the Troops with a bag of M&Ms going to the Troops with every bag they bought, and opportunities to write letters to them as well. MARS Chocolate's "Say Thank You with M" also won Bronze REGGIE in the Retailer-Specific Category. The Retailer-Specific Category features marketing solutions developed or customized for or by a specific retailer to drive sales.

Catapult's **"10,000 Cupcakes, One Great Cause"** campaign for **KitchenAid** also won a Bronze REGGIE in the Shopper Marketing Category. Building on a 14-year relationship with the Susan G. Komen® Foundation for breast cancer research, "10,000 Cupcakes, One Great Cause" offered a fun, simple means for consumers to support a cause they care about by doing things they love: baking and sharing. They simply had to BAKE cupcakes, SNAP a picture, and SHARE on Twitter or Instagram for a \$1 donation to the Komen Foundation. Year two of this program exceeded its highly successful 2015 debut, mobilizing 32 retailers. KitchenAid® efforts, and outreach by engaged shoppers, generated increased impressions, amped up support for the Komen Foundation, while KitchenAid® gained brand equity, affinity and retailer traffic.

Catapult also contributed to Bronze REGGIE win for **ConAgra's "Stir Things Up"** campaign, a multichannel campaign to drive brand awareness and sales of PF Chang's Home Menu. "Stir Things Up" relied on consumer insights to establish a flavor adventure seeker target, and then invite her to consider PF Chang's Home Menu as a flavorful alternative in the middle of her week. The approach was to inspire her at every touch point with tempting and/or practical solutions to her mid-week cravings, and resulted in strong sales increases in a declining frozen food category.

MARS Takes an EFFIE

Just two weeks before the ANA REGGIE awards, the Path to Purchase Institute hosted the EFFIE Shopper Marketing Awards. EFFIE Worldwide stands for effectiveness in marketing communications, and the Shopper Marketing Awards honor the most effective integrated campaigns designed to engage the shopper and guide his or her purchase process. **Mars "Say Thank You with M"** won Silver in the Single Retailer Program Category, Mass Merchants (there was no Gold in this category, Silver represented the top honor).

About Catapult

Catapult is a conversion marketing agency where branding and buying are part of a total solution. Its data-driven approach identifies the core actionable insights that inspire brilliant creative with the power to convert consumers into shoppers, shoppers into buyers and buyers into advocates. Catapult has a fully integrated network of over 30 offices, with a global footprint anchored in offices around the world, including in London, Paris, Madrid, Düsseldorf, Hong Kong, Beijing, Tokyo, Melbourne and Mumbai.