

Retailer's 2017 ad campaigns lauded by West Michigan's advertising community

GRAND RAPIDS, Mich. – Meijer announced today that its advertising team won big at the American Advertising Federation (AAF) of West Michigan's annual ADDY® Awards with a record 30 awards.

The retailer's in-house creative team earned accolades for a variety of 2017 creative advertising campaigns in multiple categories, including The Hambassador social media campaign, Grocery Store Love Songs radio commercial, and its Come Home television commercial.

"I am incredibly proud of our talented Meijer creative team who delivered such a range of outstanding work that engaged and inspired our customers in 2017," said Lisa Henriksen, Senior Vice President of Marketing. "It's quite a testament to their talent, collaboration and hard work to be recognized to that extent by our industry colleagues."

Meijer received the following ADDY Awards, which is the industry's largest and most representative competition:

- Gold, Photography Campaign: Halloween Food
- Gold, Social Media Campaign: The Hambassador
- Silver, Illustration Series: Holiday Gift Cards
- Silver, Photography Campaign: Easter Ham Photography
- Silver, Photography Campaign: Halloween Cocktail Photography
- Silver, Social Media Single Execution: Coach McCarthy – Cans
- Silver, Social Media Single Execution: Coach McCarthy – Garbage
- Silver, Social Media Single Execution: The Hambassador – Basket
- Silver, Social Media Single Execution: The Hambassador – Tablescape
- Silver, Social Media Campaign: Coach McCarthy
- Silver, Out-of-Home Multiple Installation: Halloween In-Store
- Silver, Regional/National Television Commercial: Come Home
- Silver, Regional/National Television Commercial: Meijer Beer – Founders
- Silver, Regional/National Television Commercial: Meijer Beer – Leinenkugel's
- Bronze, Social Media Single Execution: Farmer to Table – Cabbage
- Bronze, Social Media Campaign: Come Home
- Bronze, Social Media Campaign: Halloween Scary Candy Scenes
- Bronze, Social Media Campaign: Meijer Basket(ball)
- Bronze, Social Media Campaign: Style for Every BODY
- Bronze, Copywriting: Tender Meat Matching
- Bronze, Website-Based App: Tender Meat Matching
- Bronze, Point of Purchase: Purple Cow Display
- Bronze, Branded Content & Entertainment: ArtPrize Palate
- Bronze, Out-of-Home Multiple Installations: Meijer Little Caesars Arena
- Bronze, Out-of-Home Multiple Installations: Mercato Italiano
- Bronze, Print Campaign: Never Saw the Light of Day – Purple Cow
- Bronze, Regional/National Radio Commercial :30 Seconds or Less: Grocery Store Love Songs Radio
- Bronze, Integrated Advertising Campaign – Regional/National – Consumer: Mercato Italiano
- Bronze, Integrated Advertising Campaign – Regional/National – Consumer: Oh My Gourd
- Bronze, Cinematography: Farmer to Table: Cabbage

About Meijer:

Meijer is a Grand Rapids, Mich.-based retailer that operates 235 supercenters and grocery stores throughout Michigan, Ohio, Indiana, Illinois, Kentucky and Wisconsin. A privately-owned and family-operated company since 1934, Meijer pioneered the "one-stop shopping" concept and has evolved through the years to include expanded fresh produce and meat departments, as well as pharmacies, comprehensive apparel departments, pet departments, garden centers, toys and electronics. For additional information on Meijer, please visit www.meijer.com. Follow Meijer on Twitter [@twitter.com/Meijer](https://twitter.com/Meijer) and [@twitter.com/MeijerPR](https://twitter.com/MeijerPR) or become a fan at www.facebook.com/meijer.

For further information: Christina Fecher, 616-735-7968, christina.fecher@meijer.com

<https://newsroom.meijer.com/2018-02-23-Meijer-Won-Big-at-Annual-ADDY-Event-Earning-a-Record-30-Awards>