



CAUSE-RELATED MARKETING



Bacardi Employees Adopt No Straws Pledge,
Bacardi Limited

Honorable Mentions

- Saffolalife—Protect Her Heart, 20:20 MSL for Marico
- LCI Advances Brain Health For Global Alzheimer's Platform Foundation, Landis Communications Inc. for Global Alzheimer's Platform Foundation
- Away from Blame: Cigna's initiative to Fight the U.S. Opioid Epidemic, Cigna
- MyCarDoesWhat, MSLGROUP for National Safety Council, University of Iowa
- "Thanks to an LVAD . . ." National Awareness Campaign, SignalWest Public Relations for St. Jude Medical
- Hope Help Honor, Luminate Marketing for Caris