



IN THE COMPANY OF GREATNESS

For 90 years, ECHO Award winners have represented the world's greatest data-driven storytellers, their amazing work, and the stunning performance they have achieved. Will you join them this year?

TAKE YOUR PLACE AMONG GREATNESS.
Enter the ECHO Awards today: ECHOawards.org.

SAVE \$100: Enter by May 31, at:
ECHOawards.org

ANA INTERNATIONAL
ECHO
AWARDS 2020

ANA



AWARDS 2020

OURS IS NOT A MARKETING AWARD IT'S A REFLECTION OF GREATNESS

The ANA International ECHO Awards recognize the actual solutions to real problems that brands and marketers face every day. Winning campaigns are strong at their strategic core. Sharp along their creative edge. And powerful enough to deliver a clean, crisp, authentic brand experience that drives real results.. *Enter today.*

37 CATEGORIES REFLECT MORE OF YOUR GREATNESS

SECTOR

- Automotive
- Business Products (NEW)
- Business Services (NEW)
- Consumer Products (NEW)
- Consumer Services (NEW)
- Financial Services
- Not-for-Profit
- Health and Wellness
- Publishing, Entertainment, and Media
- Retail
- Technology and Communications
- Travel and Hospitality

CRAFT

- Best Art Direction
- Best Copywriting
- Best Use of Branded Content (NEW)
- Best Creative Storytelling
- Best Use of Data/Tech (NEW)

SPECIAL

- Best Data-Inspired Insight (NEW)
- Best Integrated Campaign
- Best Use of Emerging Technologies (NEW)
- Best Loyalty Campaign
- Best Customer Engagement (NEW)
- Best Acquisition Campaign
- Best Campaign <\$250k
- Best Campaign For Social Good
- Best B2B Campaign
- Best Innovative Product Development
- Best Multinational Campaign (NEW)

CHANNEL

- Best Use of Email
- Best Use of Social Media
- Best Use of Direct Mail
- Best Use of Search (NEW)
- Best Use of Display (NEW)
- Best Use of Experiential
- Best Use of Mobile (NEW)
- Best Use of Website
- Best Use of Video Content



2020 FEES AND DATES

From start to finish the ECHO entry and judging process was designed to ensure the highest caliber work is evaluated by the world's most talented marketers.

CALL FOR ENTRIES

- May 31: Early Bird Deadline
- July 19: Regular Deadline
- August 9: Final Deadline

FEES (ANA Member/Non-Member)

Early Bird Deadline	\$265/\$455
Regular Deadline	\$325/\$555
Extended Deadline	\$395/\$695

JUDGING APPLICATION

- May 31: Call for Judges Closes
- June 30: Jury Selection
- July 1 – July 15: Training

SAVE \$100 PER ENTRY

Submit your entries before May 31, and you will save \$100 per entry.

JUDGING ROUNDS

- September 15 - 30: Round 1, Virtual
- November 12 - 14: Final Round in New York City

ENTER AT:
ECHOawards.org

FOR MORE INFO, OR TO ENTER
GO TO: ECHOawards.org

