



2019 B2 AWARD WINNERS



TOP AWARD WINNERS

Agency of the Year (\$25 Million and Over)

Winner

gyro

Award of Excellence

Doremus

Finalist

George P. Johnson
Experience Marketing

Agency of the Year (Under \$25 Million)

Winner

Stein IAS

Award of Excellence

Schermer

Finalist

The Marketing Practice

Corporate Marketer of the Year (Under \$1 Billion)

Winner

Red Wing Shoes

Award of Excellence

Nuix

Finalist

Marshalls

Marketer of the Year (Individual)

Winner

Kathy Seegebrecht,
SVP and Chief Marketing Officer, UL

Finalists

Elynn Raftery,
EVP, Chief Marketing and Strategy Officer, FIS

Gemma Davis,
Global ABM Director, ServiceNow

GENERAL CATEGORY WINNERS

Marketing, Brand, and Communications Strategy

Integrated Marketing Communications Brand Strategy, Global or National

Winner

“The Science Behind Science Fiction”, TE Connectivity,
Pure Growth Creative (New York); DWA, a Merkle Company.

Award of Excellence

“Google Advertising Portfolio Rebrand”, Google

Finalist

“IBM Garage”, IBM Originals

Thought Leaders Marketing Strategy

Winner

“A Thought Leader Across Disciplines”,
Goldman Sachs, Forsman & Bodenfors

Award of Excellence

“Grain Bin Safety Week 2019”, Nationwide

Finalist

“A Crowdsourced Cyber Thought Leadership Community”,
CLX Forum (Cybersecurity Leadership Exchange Forum)

Marketing Activation

Customer Acquisition or Retention Campaigns

Winner

“Uncovering the FastPay Network: Briefcase Campaign”,
FastPay

Award of Excellence

“Paid Search Campaigns”, Equipment Depot

Finalist

“Domino Forever”, IBM Originals

Brand Relaunch

Winner

“Google Advertising Portfolio Rebrand”, Google

Award of Excellence

“Right by You”, Sentry Insurance, gyro:Chicago

Finalist

“Many Questions. One Answer.”, Constellation, Weber Shandwick

Product/Company Launch

Winner

“Clear the Air”, Neste Renewable Diesel, gyro:Chicago

Award of Excellence

“The SafeTug 360° Video Experience”,
Trelleborg Marine & Infrastructure, Stein IAS

Finalist

“Share the Chemistry: Bringing Business Chemistry to Life”,
Deloitte, Grey Market Digital; Hill & Knowlton; Capstrat; Fortier PR

Integrated Marketing Communications

Integrated Communications Program, Under \$250,000

Winner

“Domino Forever”, IBM Originals

Award of Excellence

“AXIS Cyber Center of Excellence”, AXIS Capital, Atmosphere Proximity

Finalist

“Let Demand Flow”, ABB, Stein IAS

Integrated Communications Program, \$250,000 to \$1 Million

Winner

“Accelerating Growth”, Equipment Depot, Think Versatile

Award of Excellence

“You Don’t Know Jack”, IBM Originals

Finalist

“Military to Civilian”, Wisconsin Economic Development Corp., Nelson Schmidt Inc.

Integrated Communications Program, Over \$1 Million

Winner

“Square and Fair”, Square, gyro:London

Award of Excellence

“The Science Behind Science Fiction”, TE Connectivity, Pure Growth (New York); DWA, a Merkle Company.

Finalist

“It’s not Status Quo. It’s Status Go.”, Grant Thornton, gyro:Chicago

Corporate Brand Identity

Corporate Identity Program, Brand Standards/Guidelines, Corporate Logo, Corporate Tagline

Winner

“Alpha Bravo Collins”, Collins Aerospace, Iris

Award of Excellence

“We Make Brand System”, We Make — Autism at Work, Atmosphere Proximity

Finalist

“Introducing DFIN”, Donnelley Financial Solutions (DFIN), McMillan; Weber Shandwick

Corporate Branding Campaign, U.S. or Global

Winner

“Google Advertising Portfolio Rebrand”, Google

Award of Excellence

“Cognizant Brand Campaign”, Cognizant, Atmosphere Proximity

Finalist

“It’s not Status Quo. It’s Status Go.”, Grant Thornton, gyro:Chicago

Corporate Communications or Pro Bono Campaign

Winner

“Hope is Medicine”, Make-A-Wish Foundation, gyro:Chicago

Award of Excellence

“We Work For Earth”, Republic Services, Stein IAS

Finalist

“Somewhere To Believe In”, winnyc.org, Stein IAS

Employer Marketing

Employer Branding or Internal Communications Program

Winner

“Mad Jam”, HCL Technologies Ltd.

Award of Excellence

“Grace Hopper”, Accenture, TBWA\Chiat\Day New York

Finalist

“Minds Made for Financial Services”, EY Financial Services, TRUE

Employee Communications; Digital, Print, or Video

Winner

“Content Cantina”, IBM Originals

Award of Excellence

“Knauf Insulation Employee Playbook”, Knauf Insulation, gyro:Cincinnati

Finalist

“Epoch: Rockwell Automation’s New User-Centric, Digital Workplace”, Rockwell Automation

Lead Generation

Multi-Channel Lead Generation, Small Business

Winner

“50 Days of Data”, Mower

Award of Excellence

“Royalty Based Investments”, Yalber

Multi-Channel Lead Generation, Large Enterprise

Winner

“Red Wing For Business Demand Generation Campaign”, Red Wing Shoes, SCHERMER

Award of Excellence

“Product Design and Manufacturing”, Autodesk, RAPP

Finalist

“AXIS Cyber Center of Excellence”, AXIS Capital, Atmosphere Proximity

Multi-Channel Lead Generation, C-Level

Winner

“See the Big Picture with Grubhub”, Grubhub

Award of Excellence

“Power of Passion”, Singapore Economic Development Board, Doremus

Web Presence

Microsite or Landing Page

Winner

“The SafeTug 360° Video Experience”, Trelleborg Marine & Infrastructure, Stein IAS

Award of Excellence

“Small Cells 101”, Crown Castle, Sullivan

Finalist

“Breaking Silos. Building Scale.”, SAP, MomentumABM

Website, Under \$100,000

Winner

“Inside Ingredient Idea Labs”, Ingredient, Slack and Company

Award of Excellence

“Dream Factory”, Falso Industries, Ayni Brigade

Finalist

“Atalaya Website”, Atalaya, MBLM

Website, Over \$100,000

Winner

“One ADP”, ADP, SCHERMER

Award of Excellence

“Midmark Website Redesign”, Midmark, gyro:Cincinnati

Finalist

“Website Rebranding with a Purpose”,
Rio Tinto Minerals (US Borax), Refactored

Direct Response Marketing

Direct Mail, Flat or Dimensional

Winner

“Clear the Air”, Neste Renewable Diesel, gyro:Chicago

Award of Excellence

“High-Impact Direct Mail Program Yields 4.6% Conversion Rate on
VIP Prospects”, The NAFEM Show, LoSasso Integrated Marketing

Finalist

“See The Big Picture with Grubhub”, Grubhub

Broadcast Media, Online, Radio, Lead Generation, Single/Campaign

Winner

“Square and Fair”, Square, gyro:London

Award of Excellence

“The Crow”, ADAMA, GLS/NEXT Precision Marketing

Content Marketing

Winner

“The Risk Business”, Thomson Reuters, Doremus

Award of Excellence

“Tariffs, Turmoil and Tech”, Flexport

Finalist

“Square and Fair”, Square, gyro:London

Face-to-Face Marketing

Integrated Trade Show Marketing Program

Winner

“Hill’s Pet Nutrition at VMX 2019”, Hill’s Pet Nutrition, 3D Exhibits

Award of Excellence

“Grace Hopper”, Accenture, TBWA\Chiat\Day New York

Finalist

“Sylvania: Light + Building Brand Relaunch Event”,
Sylvania, Stein IAS

Trade Show Exhibit

Winner

“Red Wing for Business Trade Show Experience”,
Red Wing Shoes, SCHERMER

Award of Excellence

“bauma China”, Caterpillar Inc., MC2

Finalist

“Nutanix at Dell Technologies World 2018”, Nutanix, Impact XM

Proprietary Company Event, Single/Series

Winner

“PwC’s Emerging Tech Exchange”, PwC

Award of Excellence

“The Case Study You Can Walk Around In”, Audacy (a division
of IDEAL Industries Inc.), Schafer Condon Carter

Finalist

“Disrupt D.C. 2018”, Deloitte Risk and Financial Advisory

Sales Enablement Tools

Brochure-Capabilities; Product, Equipment, or Parts Catalog; or Technical Bulletins

Winner

“AkzoNobel Autoclear Aerodry Launch”, AkzoNobel, Clear B2B

Award of Excellence

“Breaking Silos. Building Scale.”, SAP, MomentumABM

Finalist

“Freakish Performance”, Viega, gyro:Chicago

Product/Service Demo (online/video/presentation)

Winner

“EyeFolio Sales Application”, Essilor International, 9thWonder

Award of Excellence

“Oracle Sales Central”, Oracle

Finalist

“Dentsply Sirona Restorative: Digital Dentures Learning Package”,
Dentsply Sirona, Symmetri Marketing Group

Channel Partner Engagement Program

Winner

“Engaging Partners to Engage Leads”, TOEIC, Stein IAS

Award of Excellence

“Surface Modern Deployment Pilot Program”, Microsoft Surface,
The Marketing Practice

Finalist

“T. Rowe Price LGBTQ Practice Management Expansion”,
T. Rowe Price, Imprint

Digital Advertising

Winner

“What we do hasn’t changed, just the way we do it”, Yell, TRUE

Award of Excellence

“Get it Done”, DXC Technology, Doremus

Finalist

“Square and Fair”, Square, gyro:London

Search Advertising (SEM or SEO)

Winner

“Building Powerful Organic Site Gravity with SEO”,
InfinityQS, Refactored

Award of Excellence

“Paid Search Campaigns”, Equipment Depot

Finalist

“Surescripts Website Redesign”, Surescripts,
Mindstream Interactive

Print Advertising

Half-Page or Full Page, Single

Winner

"AkzoNobel Autoclear Aerodry", AkzoNobel, Clear B2B

Award of Excellence

"A Shower System That's Caught Up With the Times: Contractor Print", USG Shower Systems, gyro:Chicago

Finalist

"A Shower System That's Caught Up With the Times: Architect Print", USG Shower Systems, gyro:Chicago

Half-Page or Full Page, Campaign

Winner

"We Believe Health Care", EmblemHealth, gyro:New York

Award of Excellence

"Dentsply Sirona Restorative: Portrait IPN Build Pride Campaign", Dentsply Sirona, Symmetri Marketing Group

Finalist

"It's not Status Quo. It's Status Go.", Grant Thornton, gyro:Chicago

Spread or Larger, Single or Campaign, Series

Winner

"Square and Fair", Square, gyro:London

Award of Excellence

"Clear the Air", Neste Renewable Diesel, gyro:Chicago

Finalist

"Alpha Bravo Collins", Collins Aerospace, Iris

Creative Units (Belly Bands, Cover Tips, and other)

Winner

"Expect More from Your Measurement", ABB, Stein IAS

Broadcast Advertising (TV, Cable, Radio)

Winner

"It's not Status Quo. It's Status Go.", Grant Thornton, gyro:Chicago

Award of Excellence

"Insurance To The Rescue", Cognizant, Atmosphere Proximity

Finalist

"Right by You", Sentry Insurance, gyro:Chicago

Out-of-Home (Print, Digital, or Experiential)

Winner

"Minds Made for Financial Services", EY Financial Services, TRUE

Award of Excellence

"Hope is Medicine", Make-A-Wish Foundation, gyro:Chicago

Finalist

"Clear the Air", Neste Renewable Diesel, gyro:Chicago

Video Marketing

(Individual Video, Campaign, or Web-Based)

Winner

"Retail Anthem", Caterpillar, The Distillery Project

Award of Excellence

"LEGO Learning", LEGO, Doremus

Finalist

"We Work For Earth", Republic Services, Stein IAS

Other Digital Marketing Tools, Programs, or Presentations

Winner

"2018 Global Metals & Mining Conference App", BMO Capital Markets, In-House Creative Services Team

Award of Excellence

"Product Visualizer", EXAL, Fahlgren Mortine

Finalist

"Hiring Our Heroes iPad Experience", Wisconsin Economic Development Corporation, Nelson Schmidt Inc.

Social Media Program or Campaign (Facebook, LinkedIn, Instagram, or Twitter)

Integrated Social Media Programs or Campaigns

Winner

"Somewhere To Believe In", winnyc.org, Stein IAS

Award of Excellence

"sylvania: Light + Building Brand Relaunch Event", Sylvania, Stein IAS

Finalist

"Equity Through Education Campaign", BMO Financial Group, In-House Creative Services Team

Facebook, LinkedIn, or Twitter Program

Winner

"Somewhere To Believe In", winnyc.org, Stein IAS

Award of Excellence

"Davos World Economic Forum", Accenture, TBWA\Chiat\Day New York, UM, Landor

Finalist

"sylvania: Light + Building Brand Relaunch Event", Sylvania, Stein IAS

Public Relations Program or Campaign

Winner

"Launching the Nation's First-Ever On-Demand Health Insurance Plan", Bind On-Demand Health Insurance, Inprela

Award of Excellence

"Hope is Medicine", Make-A-Wish Foundation, gyro:Chicago

Finalist

"Creating the Hub of Robotics", MassRobotics, Mower

Custom Publishing: B2B Custom Magazine or Book, Print or Electronic

Winner

"Canadian Cybersecurity 2018: An Anthology of CIO/CISO Enterprise-Level Perspectives", CLX Forum (Cybersecurity Leadership Exchange Forum)

Award of Excellence

"Somewhere To Believe In", winnyc.org, Stein IAS

Finalist

"Industrious", IBM Originals

Promotional and Incentive Marketing

Winner

“Summer Sizzler Promotion”, Snap-on Tools, Traction Factory

Award of Excellence

“Nationwide Agency Marketing Solutions”, Nationwide

Finalist

“HP Indigo Label Campaign”, HP Indigo, gyro:Munich

Sponsorship Campaign or Program (Sports, Charity, or Business)

Winner

“Hope is Medicine”, Make-A-Wish Foundation, gyro:Chicago

Award of Excellence

“Accenture Scores at the ‘Big Game’ with the 2019 Atlanta Super Bowl Host Committee”, Accenture, Accenture North America Marketing & Communications; Accenture Interactive; CAA

Finalist

“Watson the Superfan: How AI Is Changing the Game”, IBM, George P. Johnson Marketing Experience; Spinifex Group

Miscellaneous

Posters, Photography, Illustrations

Winner

“Knauf Employee Photographs”, Knauf Insulation, gyro:Cincinnati

Award of Excellence

“Somewhere To Believe In”, winnyc.org, Stein IAS

Finalist

“Hiscox I’mpossible 2018 Campaign”, Hiscox, gyro:New York

Agency Promotion

Winner

“The T-Shirts of Experience”, woolley pau gyro

Award of Excellence

“The Human Greeting Card”, gyro:Paris

Finalist

“Praxis 2018”, AHA Inc.

Augmented Reality (Computer-Generated Image of the Real World)

Winner

“Digital Space”, SAP Digital, Ayni Brigade

Data/Analytics (Use of to Build Programs or Campaigns)

Winner

“No Kid Hungry with Location Marketing”, No Kid Hungry, GroundTruth

Award of Excellence

“Bing Ads Dash”, Bing Ads, HackerAgency

Finalist

“Oncology Insights”, Cardinal Health Specialty Solutions, Fahlgren Mortine

Innovation (Program, Idea, Campaign, or Insight)

Winner

“Greetings from the Blockchain”, TD Ameritrade, Havas New York

Award of Excellence

“NetApp Data Visionary Center”, NetApp, Hyperquake

Finalist

“IBM Garage”, IBM Originals

Machine-Based Learning (Use of in Building Program or Campaign)

Winner

“Machine Learning to Create Customers for Life”, Cisco

People-Based Marketing (Marketing System Centered Around Individual Customer)

Winner

“No Kid Hungry with Location Marketing”, No Kid Hungry, GroundTruth

Award of Excellence

“Up Close and Personal”, Infosys, MomentumABM

Finalist

“Conversation Reset”, Smartsheet, MomentumABM

Account-Based Marketing (Individual Prospect or Customer Programs)

Winner

“IBM Garage”, IBM Originals

Award of Excellence

“ABM Center of Excellence”, ServiceNow, The Marketing Practice

Finalist

“Power to the ‘People’ People”, Oracle HCM, Quarry

ROI/Growth (Programs or Campaigns that Generated Significant Results)

Winner

“Hybrid-ABM Campaigns”, Hortonworks Inc., Deacon Hill — B2B Growth Marketing

Award of Excellence

“Conversation Reset”, Smartsheet, MomentumABM

Finalist

“Accelerating Growth”, Equipment Depot, Think Versatile

Product Launch or Relaunch

Winner

“WineSociety”, WineSociety, Hyperquake

Award of Excellence

“AXIS Cyber Center of Excellence”, AXIS Capital, Atmosphere Proximity

Finalist

“We Work For Earth”, Republic Services, Stein IAS

For more information about the B2 Awards,
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