### Diamond ECHO Award
Pedigree SelfieSTIX – Colenso BBDO for MARS NZ

### USPS Gold Mailbox Award
Addressing the Problem – Ogilvy UK for What3Words

#### Art Direction
- **Gold**
  - Type with Pride – Ogilvy for NewFest & NYC Pride
  - Destination Pride – FCB/SIX for PFLAG Canada
- **Silver**
  - Follow the Arches – Cossette for McDonald’s Restaurants of Canada Ltd.
  - databloom – Publicis.Sapient for Publicis.Sapient (self-promotion)
- **Bronze**
  - Family Tree – Cossette for SickKids Foundation
- **Runner Up**
  - databloom – Publicis.Sapient for Publicis.Sapient (self-promotion)
  - Family Tree – Cossette for SickKids Foundation

#### Artificial Intelligence/Machine Learning
- **Gold**
  - Striding On with HKJC – PHD Hong Kong for The Hong Kong Jockey Club
  - #Whatmakesgreat – Ogilvy UK for IBM
- **Silver**
  - Air Canada – Persado for Air Canada
  - Martini DJ Bot – Proximity London for Bacardi
- **Bronze**
  - The Discovered – Ogilvy for IBM

#### Automotive
- **Gold**
  - The Stagecoach of the Desert Cowboys – Proximity Barcelona for SKODA Spain
  - Just Ask a Golf Driver – TRACK DDB for Volkswagen Canada
- **Silver**
  - Ever After – Proximity Barcelona for Audi Spain
- **Bronze**
  - Road to success – Reaktion for Renault

#### Best Digital Destination
- **Gold**
  - Destination Pride – FCB/SIX for PFLAG Canada
  - Our Neighbourhood – Magnetik Linked by Isobar for danbolig
- **Silver**
  - Family Tree – Cossette for SickKids Foundation
- **Bronze**
  - #Whatmakesgreat – Ogilvy UK for IBM

#### Best use of Direct Mail
- **Gold**
  - Welly Beans – Colenso BBDO for Visa NZ
  - Netflix Dinners – Colenso BBDO for Spark New Zealand
- **Silver**
  - Mail Sent Directly from the Forest – Agentur am Flughafen for Schöb AG
- **Bronze**
  - Addressing The Problem – Ogilvy UK for What3Words

#### Best use of Email
- **Gold**
  - Ready To Travel – Proximity London for Virgin Holidays
  - Your Business by the Numbers: Small Business e-Newsletter – ERGO Interactive for American Express
- **Silver**
  - ThinkGeek “Versus” Holiday Campaign – Harte Hanks for ThinkGeek / GameStop
- **Bronze**
  - AT&T Onboarding Campaign – Javelin for AT&T

#### Runners Up
- Push the button! – Lebowski for Nethouse
- AT&T Onboarding Campaign – Javelin for AT&T
- Google Assistant Newsletter Campaign – Epsilon Agency for Google Assistant
**Best use of Experiential**

**Gold**
The Stagecoach of the Desert Cowboys – Proximity Barcelona for SKODA Spain

**Silver**
Energy Broadcast System – Barefoot Proximity for Flying Pig Marathon

**Bronze**
databloom – Publicis.Sapient for Publicis.Sapient (self-promotion)

**Runner Up**
The Most Prosperous ATM – Colenso BBDO for Bank of New Zealand

**Best use of Social Media**

**Gold**
Destination Pride – FCB/SIX for PFLAG Canada

**Silver**
The All in Promo – David for NOBLEX (Newsan argentina)

**Bronze**
#WearTheCrown with Cream Silk – MINDSHARE PHILIPPINES for UNILEVER PHILIPPINES

**Runner Up**
Haunted M&M’s – Colenso BBDO for MARS NZ

**Best use of Immersive Technology**

**Gold**
Pedigree SelfieSTIX – Colenso BBDO for MARS NZ

**Silver**
Earthquake Simulator – Ogilvy for FM Global

**Bronze**
On Hold Music Band Live – Shackleton for Shackleton

**Runner Up**
AR Sports: A mixed Reality Football Experience – Publicis.Sapient for Deutsche Telekom

**Best use of Technology**

**Gold**
Safe Cap – GTB Brazil for Ford Trucks of Brazil

**Silver**
Energy Broadcast System – Barefoot Proximity for Flying Pig Marathon

**Bronze**
#Whatmakesgreat – Ogilvy UK for IBM

**Runner Up**
Martini DJ Bot – Proximity London for Bacardi

**Best use of Video**

**Gold**
SickKids VS – All In – Cossette for SickKids Foundation

**Silver**
Video First Content Strategy – NA for Mahindra Holidays

**Bronze**
SUNSILK CHEERKADA – MINDSHARE PHILIPPINES for UNILEVER PHILIPPINES

**Runner Up**
Consumer Day Brazil Experience – Jotacom for Buscape Company

**Business Products and Services**

**Gold**
The Original Brushes of Edvard Munch – Abby Priest for Adobe

**Silver**
Addressing The Problem – Ogilvy UK for What3Words

**Bronze**
ITM Go Fish! – justONE for ITM

**Runner Up**
MAX WIPE – La Q for CMPC

**Runner Up**
The magic of mail – LIDA for Royal Mail MarketReach

**Best use of Mobile**

**Gold**
Pedigree SelfieSTIX – Colenso BBDO for MARS NZ

**Silver**
Energy Broadcast System – Barefoot Proximity for Flying Pig Marathon

**Bronze**
#PowerlessQueen – WATConsult for Project Nanchi Kali

**Runner Up**
#HoliNotHooliganism – Ogilvy India Group for Reliance General Insurance

**Best use of Search/Display**

**Gold**
Energy Without Boundaries – Barefoot Proximity for APX

**Silver**
Stop stopgap solutions – Ambition for EG

**Bronze**
Tailor made algorithms that grow business – MediaCom & GroupM for Shoe-d-vision

**Runner Up**
Rexona My Move – BRM Grandes Interacciones for Rexona

**Runner Up**
Campaign for Social Good

Gold
USPS Operation Santa – MRM//McCann New York for United States Postal Service
Silver
Destination Pride – FCB/SIX for PFLAG Canada
Bronze
Help “Someone Else” – PriMedia Inc./Nail Communications for Rhode Island Blood Center
Runner Up
ByeBye2Pesos – Rapp Argentina for Haciendo Lios
Runner Up
Type with Pride – Ogilvy for NewFest & NYC Pride

Campaign under $250k

Gold
Family Tree – Cossette for SickKids Foundation
Silver
Pedigree SelfieSTIX – Colenso BBDO for MARS NZ
Bronze
Addressing The Problem – Ogilvy UK for What3Words
Runner Up
ThinkGeek “Versus” Holiday Campaign – Harte Hanks for ThinkGeek / GameStop
Runner Up
The Blind Faith Upgrade – Isobar India for Hotel Ramada

Consumer Products and Services

Gold
Pedigree SelfieSTIX – Colenso BBDO for MARS NZ
Silver
USPS Operation Santa – MRM//McCann New York for United States Postal Service
Bronze
Asperos (Rough) – Wiper for Philips
Runner Up
ThinkGeek “Versus” Holiday Campaign – Harte Hanks for ThinkGeek / GameStop
Runner Up
Dove Dry Shampoo – Initiative Russia for Unilever

Content

Gold
Get Better Gifts – Cossette for SickKids Foundation
Silver
Sanskarshala – Jagran Prakashan Ltd. for Dainik Jagran
Bronze
HOME ABOARD. Welcome Home. – Proximity Madrid for Pullmantur Cruceros
Runner Up
Road to success – Reaktion for Renault
Runner Up
Ever After – Proximity Barcelona for Audi Spain

Customer Acquisition Campaign

Gold
SickKids VS – All In – Cossette for SickKids Foundation
Silver
Better Destinations (Mejores Destinos) – Qendar – RappArgentina for UNICEF Argentina
Bronze
Oddly IKEA – Ogilvy for IKEA
Runner Up
HOUSE PARTY AT THE WEHRLE’S – Agentur am Flughafen for Domus Leuchten & Möbel AG
Runner Up
Beautifully Bilingual – Gallegos United for Comcast Xfinity

Customer-centric Campaign

Gold
Ready To Travel – Proximity London for Virgin Holidays
Silver
Just Ask a Golf Driver – TRACK DDB for Volkswagen Canada
Bronze
Oddly IKEA – Ogilvy for IKEA
Runner Up
Beautifully Bilingual – Gallegos United for Comcast Xfinity
Runner Up
Your Business by the Numbers: Small Business e-Newsletter – ERGO Interactive for American Express

Data-inspired Intelligence

Gold
Destination Pride – FCB/SIX for PFLAG Canada
Silver
Patron Cocktail Lab – Publicis.Sapient for The PatronSpirits Company
Bronze
Content Darwinism – Proximity London for Procter & Gamble
Runner Up
Our Neighbourhood – Magnetix Linked by Isobar for danbolig
Runner Up
How JetPrivilege reached out to to drive redemption – NA for Jet Privilege Pvt. Ltd

Data-inspired Targeting

Gold
Energy Broadcast System – Barefoot Proximity for Flying Pig Marathon
Silver
Volvo: The right part at the right time – Marketdata for Volvo Trucks
Bronze
The Ultimate Data Machine – Cadreon for BMW
Runner Up
Family Tree – Cossette for SickKids Foundation
Runner Up
PatronCocktail Lab – Publicis.Sapient for The PatronSpirits Company
Financial and Insurance

Gold
Citigold Circle : Trust-based Growth Engine (Asia) – Shift for Citi, Asia Regional Office
Silver
Fill the Gaps with K&H Bank! – OMD Hungary for K&H Bank
Bronze
Your Business by the Numbers: Small Business e-Newsletter – ERGO Interactive for American Express
Runner Up
HDFC Bank: Banking on Local Search – SingleInterface for HDFC Bank
Runner Up
#IWILLDriveYouHome – Ogilvy for ICICI Lombard

Integrated Campaign

Gold
Pedigree SelfieSTIX – Colenso BBDO for MARS NZ
Silver
SickKids VS – All In – Cossette for SickKids Foundation
Bronze
Election Campaign – Proximity London for The Economist
Runner Up
Save the Food – Phase Two – Publicis.Sapient for Ad Council
Runner Up
Durex Jeans – Havas Worldwide India Pvt. Ltd. for Reckitt Benckiser

Loyalty or Retention Campaign

Gold
Ready To Travel – Proximity London for Virgin Holidays
Silver
Launch of the Airpoints Partner Coalition – Air New Zealand – TRACK New Zealand for Air New Zealand
Bronze
enelpremia 3.0 – Gruppo Roncaglia for Enel Energia
Runner Up
Communication Saves Lives – Proximity London for RNLI
Runner Up
Just Ask a Golf Driver – TRACK DDB for Volkswagen Canada

Not-For-Profit

Gold
Destination Pride – FCB/SIX for PFLAG Canada
Silver
Help “Someone Else” – PriMedia Inc./Nail Communications for Rhode Island Blood Center
Bronze
Better Destinations (Mejores Destinos) – Qendar – RappArgentina for UNICEF Argentina
Runner Up
Energy Broadcast System – Barefoot Proximity for Flying Pig Marathon
Runner Up
ByeBye2Pesos – Rapp Argentina for Haciendo Lios

Pharmaceutical and Healthcare

Gold
Blink To Speak – TBWA\India for Asha Ek Hope Foundation
Silver
The Period Challenge – Creuna for Essity Personal Care
Bronze
Aetna We Join You – Ogilvy for Aetna
Runner Up
Even a Trace Can Be Deadly – Patients & Purpose for Food Allergy Research & Education (FARE)
Runner Up
BARIÁTRICA UC – La Q for CLINICA UC CHRISTUS

Publishing, Entertainment and Media

Gold
Silver
Daughter’s Diary – Jagran Prakashan Ltd for Dainik Jagran
Bronze
Adha Glass Pani – Jagran Prakashan Ltd. for Dainik Jagran
Runner Up
Election Campaign – Proximity London for The Economist
Runner Up
Evil Comes Home – Merkle for Sony

Retail and Direct Sales

Gold
Oddly IKEA – Ogilvy for IKEA
Silver
McDonald’s McGoal – TRACK DDB for McDonald’s Canada
Bronze
Consumer Day Brazil Experience – Jotacom for Buscape Company
Runner Up
Follow the Arches – Cossette for McDonald’s Restaurants of Canada Ltd.
Runner Up
Houlihan’s Customer-Centric Marketing – Cogensia for Houlihan’s

Technology and Communications

Gold
Beautifully Bilingual – Gallegos United for Comcast Xfinity
Silver
#Whatmakesgreat – Ogilvy UK for IBM
Bronze
A Digital Affair – Klausen + Partners A/S for Telia Enterprise, Denmark
Runner Up
Stop stopgap solutions – Ambition for EG
Runner Up
An intelligent e-mailer to sell Asus’ intelligent phone – Fulcro Consulting Pvt. Ltd. for Asus India Pvt. Ltd.
**Travel & Hospitality**

**Gold**
Destination Pride – FCB/SIX for PFLAG Canada

**Silver**
KLM Amsterdam Sneaker – Pool Kommunikationsbyrå AB for KLM

**Bronze**
Ready To Travel – Proximity London for Virgin Holidays

**Runner Up**
#inLOVEwithSWITZERLAND – iProspect India for Switzerland Tourism

**Runner Up**
Singapore Tourism Board – Passion Made Possible – Hungama Digital Services for Singapore Tourism Board