



2018 ECHO AWARD WINNERS

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

Silver

Destination Pride – FCB/SIX for PFLAG Canada

Bronze

Follow the Arches – Cossette for McDonald's Restaurants of Canada Ltd.

Runner Up

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

Runner Up

Family Tree – Cossette for SickKids Foundation

Artificial Intelligence/Machine Learning

Gold

Striding On with HKJC – PHD Hong Kong for The Hong Kong Jockey Club

Silver

#Whatmakesgreat – Ogilvy UK for IBM

Bronze

Air Canada – Persado for Air Canada

Runner Up

Martini DJ Bot – Proximity London for Bacardi

Runner Up

The Discovered – Ogilvy for IBM

Automotive

Gold

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

Silver

Just Ask a Golf Driver – TRACK DDB for Volkswagen Canada

Bronze

Ever After – Proximity Barcelona for Audi Spain

Runner Up

Road to success – Reaktion for Renault

Runner Up

Up! | How To – Proximity Brasil for Volkswagen

Best Digital Destination

Gold

Destination Pride – FCB/SIX for PFLAG Canada

Silver

Our Neighbourhood – Magnetix Linked by Isobar for danbolig

Bronze

Family Tree – Cossette for SickKids Foundation

Runner Up

Rin Career Ready Academy – Digitas India for Unilever

Runner Up

Just Ask a Golf Driver – TRACK DDB for Volkswagen Canada

Best use of Direct Mail

Gold

Welly Beans – Colenso BBDO for Visa NZ

Silver

Netflix Dinners – Colenso BBDO for Spark New Zealand

Bronze

Mail Sent Directly from the Forest – Agentur am Flughafen for Schöb AG

Runner Up

Addressing The Problem – Ogilvy UK for What3Words

Runner Up

Push the button! – Lebowski for Nethouse

Best use of Email

Gold

Ready To Travel – Proximity London for Virgin Holidays

Silver

Your Business by the Numbers: Small Business e-Newsletter – ERGO Interactive for American Express

Bronze

ThinkGeek "Versus" Holiday Campaign – Harte Hanks for ThinkGeek / GameStop

Runner Up

AT&T Onboarding Campaign – Javelin for AT&T

Runner Up

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

Runner Up

Hello Real People – Ogilvy for Motorola

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

Runner Up

RexBot educates India's youth on healthy sex – Interactive Avenues for Reckitt Benckiser

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 Nanhi Kali

Runner Up

#HoliNotHooliganism – Ogilvy India Group for Reliance General Insurance

Runner Up

Building India's first online Platelet Donor Community – Interaction One Solutions Pvt. Ltd. for Godrej Consumer Products Limited

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

Dominating the Top position on Google Search -Innovative SEO – INFIDIGIT Consultants Pvt. Ltd. for Myntra Designs Pvt. Ltd.

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

Runner Up

Oddly IKEA – Ogilvy for IKEA

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

Runner Up

Destination Pride – FCB/SIX for PFLAG Canada

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

Runner Up

RCI: A very special welcome – Marketdata for Banco RCI Brasil

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

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 Hacienda 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 & M√∂bel 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 Hacienda 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

The WSJ Propensity-led Dynamic Paywall Model – The Wall Street
Journal -“In House” for The Wall Street Journal

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 Kommunikationsbyr√• 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