**2020 ECHO AWARD WINNERS**

**Best Art Direction**
- U Own It – BECU and DNA
- Xmas Mode – SHACKLETON
- We Make Brand System – We Make – Autism at Work and Atmosphere Proximity

**Best B2B Campaign**
The Brave Stories Christmas campaign – Barncancerfonden and Reaktion

**Best Campaign for CSR/Social Good**
- My Special Aflac Duck – Aflac and Carol Cone ON PURPOSE
- Project #ShowUs – Dove and Publicis Sapient
- Maria’s Message – MoviStar and Wunderman BA
- Kupu – Spark and Colenso BBDO

**Best Campaign Under $250,000**
- Free or Persecuted – Amnesty International and Ambition
- Get Your Time Back – how DSB kept commuters loyal during extensive trackwork – DSB and Nordlid
- Columbia, The Official Soccer Team of Confusion. SNICKERS. – Master Foods – Snickers and Proximity
- Puppo – Puppo and Colenso BBDO

**Best Customer Acquisition Campaign**
- Joker Festival – Loterias y Apuestas del Estado and Proximity Madrid
- Have a Little Adventure – Tourism Central Coast and AFFINITY

**Best Customer Engagement**
- Bang & Olufsen Brand Experience – Bang & Olufsen and Publicis Sapient
- Samsung Explore – Samsung and Publicis Sapient
- Virgin Holidays Customer Journey – Virgin Holidays and Proximity London

**Best Customer Loyalty Campaign**
- Get Your Time Back – how DSB kept commuters loyal during extensive trackwork – DSB and Nordlid
- Click courses 2018 – Entel Empresas and Global
- Virgin Holidays Customer Journey – Virgin Holidays and Proximity London

**Best Data-Inspired Insight**
- Free or Persecuted – Amnesty International and Ambition
- Go Back To Africa – Black & Abroad, LLC and FCB/SIX
- On Time Forecast – Gasco and Global
- 4/20 High-Atus – Wingstop and Barkley

**Best Innovative Product Development**
- Get Your Time Back – how DSB kept commuters loyal during extensive trackwork – DSB and Nordlid
- Changing the Game – Microsoft and McCann New York

**Best Integrated Campaign**
- Project #ShowUs – Dove and Publicis Sapient
- Changing the Game – Microsoft and McCann New York
- SickKids VS – Crews – SickKids Foundation and Cossette

**Best Use Of Branded Content**
- I’m Drinking it For You – DB Breweries and Colenso BBDO
- The Training Song – Moviestar and 121 Tribal
- New Zealand’s Welcome – Tourism New Zealand and Tourism New Zealand In-House

**Best Use of Copywriting**
- Economist World Cup – The Economist and Proximity London
**Best Use of Creative Storytelling**  
Go Back To Africa – Black and Abroad LLC and FCB/SIX

**Best Use of Data Driven Technology**  
Theraflu Tracker – GSK and Wunderman BA/Wunderman Bogota/Wunderman MX  
Inner Nature – Weleda and The Shipyard  
Puppo – Puppo and Colenso BBDO

**Best Use of Direct Mail**  
TV Licensing – Pulse Will You Be In? – TV Licensing and Proximity London  
ADT Fire Safety VR Experience – ADT and Harte Hanks

**Best Use of Display**  
Kids Not For Sale – Snapdeal and WATConsult  
Economist World Cup – The Economist and Proximity London

**Best Use of Email**  
Emails That Fit Your Life – CIBC and FCB/Six  
The Brave Stories Christmas campaign – Swedish Childhood Cancer Fund and Reaktion  
Virgin Holidays Customer Journey – Virgin Holidays and Proximity London

**Best Use of Emerging Technologies**  
ADT Fire Safety VR Experience – ADT and Harte Hanks  
Go Back To Africa – Black & Abroad, LLC and FCB/SIX  
Kupu – Spark and Colenso BBDO

**Best Use of Experiential**  
Hack This Billboard – Dice and Barkley  
#MakeYourChoice – McDonald’s (Hardcastle India) and DDB Mudra Group  
The Sending Machine – Publicis Sapien

**Best Use of Mobile**  
Maria’s Message – Movistar and Wunderman BA  
Kupu – Spark and Colenso BBDO

**Best Use of Search**  
Alexa, Play My Song – Amazon Echo India and Blink Digital India  
How Myntra gained 84 times greater ROI from SEO than Paid – Myntra Designs and INFIDIGIT Consultants Pvt. Ltd.

**Best Use of Social Media**  
Go Back To Africa – Black and Abroad LLC and FCB/SIX  
Gringophobia – EF English Live and Jotacom  
The Man Who Lost His Job Because He Had a “Map”. – Old Spice, Procter and Gamble and Proximity Colombia  
SickKids VS – Crews – SickKids Foundation and Cossette

**Best Use of Video Content**  
Catflix – Champion Cat and Global  
Gringophobia – EF English Live and Jotacom  
Romeo & Julio – UBER and SHACKLETON

**Consumer Products**  
Columbia, The Official Soccer Team of Confusion. SNICKERS. – Master Foods – Snickers and Proximity Colombia  
Changing the Game – Microsoft and McCann New York  
Lanzamiento Vanish Gold – Vanish and Geometry México

**Consumer Services**  
ADT Fire Safety VR Experience – ADT and Harte Hanks  
Gringophobia – EF English Live and Jotacom  
Kotak General Insurance – #DriveLikeALady – Kotak General Insurance and Fulcro Consulting Pvt. Ltd.  
Spoilerland – Telecom and DON

**Financial Services**  
U Own It – BECU and DNA  
New national emergency number – 114 – DNB and TRY  
811 #IndiaInvited – Kotak Mahindra Bank Ltd and Cartwheel Creative Consultancy Pvt. Ltd.  
TymeBank Launch Campaign – TymeBank South Africa and King James Group Cape Town
Health and Wellness
Jr. Forecast – Kronans Apotek and Perfect Fools

Changing the Game – Microsoft and McCann New York

One bite is all it takes – Pfizer Norway and TRY

SickKids VS – Crews – SickKids Foundation and Cossette

Not-For-Profit
Free or Persecuted – Amnesty International and Ambition

HIV on the Agenda – Fundación Huésped and Wunderman BA

Wheeler Mission: Building for Change Campaign – Wheeler Mission and Brewer Direct

Publishing, Entertainment, and Media
Planet or Plastic – Story that Stays – National Geographic and Isobar

Economist World Cup – The Economist and Proximity London

TV Licensing – Pulse Will You Be In? – TV Licensing and Proximity London

Technology and Communications
Kupu – Spark and Colenso BBDO

Travel & Hospitality
Go Back To Africa – Black & Abroad, LLC and FCB/SIX

Halloween at Liseberg – Liseberg and Welcom

Uber ZigZag – Uber and Shackleton

Thank you to the presenting sponsor of the 2020 ANA International ECHO Awards:

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