



2020 ECHO AWARD WINNERS

Diamond ECHO Award

HIV on the Agenda – Fundación Huésped and Wunderman BA

USPS Gold Mailbox Award

ADT Fire Safety VR Experience – ADT and Harte Hanks

Best Art Direction

Gold

We Make Brand System – We Make – Autism at Work and Atmosphere Proximity

Silver

U Own It – BECU and DNA

Bronze

Xmas Mode – SHACKLETON

Best B2B Campaign

Silver

The Brave Stories Christmas campaign – Barncancerfonden and Reaktion

Best Campaign for CSR/Social Good

Gold

Kupu – Spark and Colenso BBDO

Silver

My Special Aflac Duck – Aflac and Carol Cone ON PURPOSE

Silver

Maria's Message – Movistar and Wunderman BA

Bronze

Project #ShowUs – Dove and Publicis Sapient

Best Campaign Under \$250,000

Gold

Get Your Time Back – how DSB kept commuters loyal during extensive trackwork – DSB and Nordlid

Silver

Columbia, The Official Soccer Team of Confusion. SNICKERS. – Master Foods – Snickers and Proximity

Silver

Puppo – Puppo and Colenso BBDO

Bronze

Free or Persecuted – Amnesty International and Ambition

Best Customer Acquisition Campaign

Silver

Have a Little Adventure – Tourism Central Coast and AFFINITY

Bronze

Joker Festival – Loterías y Apuestas del Estado and Proximity Madrid

Best Customer Engagement

Gold

Virgin Holidays Customer Journey – Virgin Holidays and Proximity London

Silver

Samsung Explore – Samsung and Publicis Sapient

Bronze

Bang & Olufsen Brand Experience – Bang & Olufsen and Publicis Sapient

Best Customer Loyalty Campaign

Gold

Get Your Time Back – how DSB kept commuters loyal during extensive trackwork – DSB and Nordlid

Silver

Virgin Holidays Customer Journey – Virgin Holidays and Proximity London

Bronze

Click courses 2018 – Entel Empresas and Global

Best Data-Inspired Insight

Gold

Free or Persecuted – Amnesty International and Ambition

Silver

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

Bronze

On Time Forecast – Gasco and Global

Bronze

4/20 High-Atus – Wingstop and Barkley

Best Innovative Product Development

Gold

Changing the Game – Microsoft and McCann New York

Silver

Get Your Time Back – how DSB kept commuters loyal during extensive trackwork – DSB and Nordlid

Best Integrated Campaign

Gold

SickKids VS – Crews – SickKids Foundation and Cossette

Silver

Project #ShowUs – Dove and Publicis Sapient

Silver

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

Bronze

Changing the Game – Microsoft and McCann New York

Best Use Of Branded Content

Gold

I'm Drinking it For You – DB Breweries and Colenso BBDO

Silver

The Training Song – Moviestar and 121 Tribal

Bronze

New Zealand's Welcome – Tourism New Zealand and Tourism New Zealand In-House

Best Use of Copywriting

Gold

Economist World Cup – The Economist and Proximity London

Best Use of Creative Storytelling

Gold

Go Back To Africa – Black and Abroad LLC and FCB/SIX

Best Use of Data Driven Technology

Gold

Puppo – Puppo and Colenso BBDO

Silver

Theraflu Tracker – GSK and

Wunderman BA/Wunderman Bogota/Wunderman MX

Bronze

Inner Nature – Weleda and The Shipyard

Best Use of Direct Mail

Silver

ADT Fire Safety VR Experience – ADT and Harte Hanks

Bronze

TV Licensing – Pulse Will You Be In? –

TV Licensing and Proximity London

Best Use of Display

Gold

Economist World Cup – The Economist and Proximity London

Silver

Kids Not For Sale – Snapdeal and WATConsult

Best Use of Email

Silver

The Brave Stories Christmas campaign – Swedish Childhood Cancer Fund and Reaktion

Bronze

Emails That Fit Your Life – CIBC and FCB/Six

Bronze

Virgin Holidays Customer Journey – Virgin Holidays and Proximity London

Best Use of Emerging Technologies

Gold

Kupu – Spark and Colenso BBDO

Silver

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

Bronze

ADT Fire Safety VR Experience – ADT and Harte Hanks

Best Use of Experiential

Gold

#MakeYourChoice – McDonald's (Hardcastle India) and DDB Mudra Group

Silver

The Sending Machine – Publicis Sapient

Bronze

Hack This Billboard – Dice and Barkley

Best Use of Mobile

Gold

Kupu – Spark and Colenso BBDO

Silver

Maria's Message – MoviStar and Wunderman BA

Best Use of Search

Gold

Alexa, Play My Song – Amazon Echo India and Blink Digital India

Bronze

How Myntra gained 84 times greater ROI from SEO than Paid – Myntra Designs and INFIDIGIT Consultants Pvt. Ltd.

Best Use of Social Media

Gold

SickKids VS – Crews – SickKids Foundation and Cossette

Silver

Go Back To Africa – Black and Abroad LLC and FCB/SIX

Bronze

Gringophobia – EF English Live and Jotacom

Bronze

The Man Who Lost His Job Because He Had a “Map”. – Old Spice, Procter and Gamble and Proximity Colombia

Best Use of Video Content

Gold

Gringophobia – EF English Live and Jotacom

Silver

Romeo & Julio – UBER and SHACKLETON

Bronze

Catflix – Champion Cat and Global

Consumer Products

Gold

Columbia, The Official Soccer Team of Confusion. SNICKERS. – Master Foods – Snickers and Proximity Colombia

Silver

Changing the Game – Microsoft and McCann New York

Bronze

Lanzamiento Vanish Gold – Vanish and Geometry México

Consumer Services

Gold

Gringophobia – EF English Live and Jotacom

Gold

Spoilerland – Telecom and DON

Silver

ADT Fire Safety VR Experience – ADT and Harte Hanks

Bronze

Kotak General Insurance – #DriveLikeALady – Kotak General Insurance and Fulcro Consulting Pvt. Ltd.

Financial Services

Gold

811 #IndiaInvited – Kotak Mahindra Bank Ltd and Cartwheel Creative Consultancy Pvt. Ltd.

Silver

New national emergency number – 114 – DNB and TRY

Silver

TymeBank Launch Campaign – TymeBank South Africa and King James Group Cape Town

Bronze

U Own It – BECU and DNA

Health and Wellness

Gold

SickKids VS – Crews – SickKids Foundation and Cossette

Silver

Changing the Game – Microsoft and McCann New York

Bronze

Jr. Forecast – Kronans Apotek and Perfect Fools

Bronze

One bite is all it takes – Pfizer Norway and TRY

Not-For-Profit

Gold

HIV on the Agenda – Fundación Huésped and Wunderman BA

Silver

Free or Persecuted – Amnesty International and Ambition

Bronze

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

Publishing, Entertainment, and Media

Silver

Economist World Cup – The Economist and Proximity London

Silver

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

Bronze

Planet or Plastic – Story that Stays – National Geographic and Isobar

Technology and Communications

Gold

Kupu – Spark and Colenso BBDO

Travel & Hospitality

Gold

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

Silver

Halloween at Liseberg – Liseberg and Welcom

Bronze

Uber ZigZag – Uber and Shackleton

**Thank you to the presenting sponsor of the
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