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

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**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
- **Bronze**
  - Puppo – Puppo and Colenso BBDO

**Best Customer Acquisition Campaign**

- **Silver**
  - Have a Little Adventure – Tourism Central Coast and AFFINITY
- **Bronze**
  - Joker Festival – Loterias 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 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

**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

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

**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

**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 2020 ANA International ECHO Awards:**

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