Brilliant results. Executed brilliantly.

As you know data and analytics continue to be the world’s most effective tools for building engaging marketing experiences with the greatest potential to drive real business growth. Celebrating exceptional data-inspired strategy, creative, and results for more than 90 years, the Association of National Advertisers (ANA) International ECHO Awards are one of the most coveted awards in marketing, precisely because they are real campaigns that enable art and science to move brand and business objectives. Each year, the ECHOs attract entries from hundreds of leading brands and agencies across North and South America, Europe, Africa and Middle East, and Asia-Pacific regions to find how their data-inspired marketing stacks up on a global stage. All ECHO winners prove what extraordinary results can be accomplished through measurable, accountable marketing strategy and communication.
Why the ECHO Awards?

The ECHOs mean business!
The ECHOs celebrate measurable solutions to real problems and opportunities that brands and marketers face every day around the world. An ECHO trophy is a proof point: You are effective in your marketing. In fact, you’re brilliant.

Powered by the ANA.
ANA members are among the most powerful and influential marketers in the world. Enhance your reputation and raise your profile in front of these decision makers at more than 1,000 client-side marketer member companies — all of whom recognize the increasing power of data in consumer and business engagement. Winning case studies will be shared with our network through ANA.net resources and select winners will also be invited to share their insights and expertise at exclusive ANA events and be featured on ANA channels throughout the year.

A celebration of data-inspired excellence.
The ANA International ECHO Awards culminate in one great night where we honor the best data-inspired marketing in the world during the ANA Masters of Data and Technology Conference in Orlando, Florida on February 22nd. Join us at the 2021 ECHO Awards Gala as we announce this year’s winners and celebrate our collective achievements.

ECHO winners proudly gain:
• Proof that your talent lies in your ability to build relevance and influence, resulting in meaningful growth for your brand or client.
• Peer-led affirmation that your creative is an example of what great marketing looks like.
• The career-boosting accolades of being recognized around the world as a champion of data-inspired marketing.
“The ECHOs are an excellent confluence of data revealed in truthful experiences that are beautifully executed. I would be hard-pressed to find a different recognition that hits it so squarely. Right now, clients are eager to find evidence that these sorts of investments really drive value and have performance behind them. The way that the ECHOs organize the categories and judge the work, I don’t think they have ever been more relevant.”

— Troy Hitch, Chief Innovation Officer, Proximity Worldwide
Each category is dedicated to an area of expertise critical to improving performance in today’s digital data-driven marketing ecosystem.

**Sector**
Data-inspired storytelling that has what it takes to move hearts and minds, and move the needle, within key industries.

- Automotive
- Business Products & Services
- Consumer Products & Services
- Financial Services
- Health, Wellness & Pharmaceutical
- Not-for-Profit
- Publishing, Entertainment, Media, and Sports
- Retail & E-tail
- Travel and Hospitality
- Technology and Communication

**Channel**
Efforts that are keenly focused on driving results along the customer journey using specific marketing channels.

- Best Email
- Best Social Media
- Best Direct Mail
- Best Mobile
- Best Display/Search
- Best Experiential
- Best Video Content

**Special**
A selection of hard-to-categorize categories that recognize ongoing trends in the marketing landscape.

- Best B2B Campaign
- Best Campaign for CSR/Social Good
- Best Campaign for Under $250,000
- Best Customer Acquisition Campaign
- Best CRM/Customer Loyalty Campaign
- Best Data-Inspired Insight
- Best Emerging Technologies
- Best Integrated Campaign
- Best Use of Branded Content
- Best Use of Data Driven Technology
Key entry details.

Who is eligible?
Anyone who created/executed data-inspired marketing that drove measurable business results is welcomed to enter. This includes but not limited to client-side marketers, any type of marketing, advertising and promotion agencies, retailers, media companies and service providers.

What is eligible?
Marketing efforts that ran in market and achieved positive results between April 1, 2019 and July 1, 2020. All entries must be submitted in English, but creative containing all fluencies are welcome. Please be sure to include English translations for creative materials written or spoken in other languages.

Can I enter the same work into multiple categories?
Yes — go for it! You can enter as many campaigns in as many categories as you wish. Teams often enter the same piece of work into multiple categories - though review the category descriptions closely, you may need to slightly modify your case story for each category you enter to ensure it’s a match for what a category is looking for.

My work won last year — can I enter it again?
Absolutely, yes! Any campaign entered in prior ECHO Awards may be entered again with updated strategy, creative or results.

Entry deadlines
- Early Bird Deadline: August 3, 2020
- Entry Period Ends: September 18, 2020

Entry Fees (ANA Member/Non-Member)
- Up to Early Bird Deadline: $250/$300
- After Early Bird Deadline: $275/$350
Describe your marketing challenge or opportunity (100–150 words)
This is the WHY — the reason for the campaign. Provide any supportive data or insights to help us understand the difficult problem or new opportunity that prompted your marketing effort.

Detail the campaign objectives (100–150 words)
This is the WHAT — the measurable goals or key performance indicators (KPIs) you set out to achieve. The more quantifiable, the better. We’ll look to see how you delivered against these objectives in the results section.

Unpack your strategy (250–300 words)
This is the HOW — the start of your story. Outline the key decisions you made, including your targeting, channels and engagement tactics. Touch on the rationale and inspiration for your choices. Leave the specific data insights for the next question.

Dive into the data (250–300 words)
This is the ECHO difference — how DATA inspired your marketing and storytelling. Explain how you used data to uncover key insights that powered your unique strategy and big creative idea.

Illustrate your creative solution (250–300 words)
This is the MAGIC — the melding of science with art. Let us into your creative thought-process. Enlighten us how you employed content, imagery and innovative techniques to bring your strategy to life and touch the hearts and minds of your audience.

Share results and sources (250–300 words)
This is the PROOF — the mark of a successful campaign. Give us the data that proves you delivered against your objectives. Highlight how you moved the needle, changed behavior or made a difference. If necessary for confidentiality, indexed results are acceptable but not preferred. Provide all sources for your results, from third-party (e.g., Google Analytics) to client-reported.

Sum it all up (50–75 words, including headline)
This is the FUN part. Provide a headline and brief summary that ANA can use when showcasing your effort as a case study. Tell us your “Wow!” factor.

Note: You will be asked additional data points regarding duration of campaign, media/engagement channels, budget range, industry sector, and audience profile. (see for example)
How your work will be judged.

Do you think you’ve created an award-winning marketing campaign? The ECHO Awards measure greatness in terms of impact on business — which lasts far beyond campaign run dates. The formula is simple. A jury of director/VP level or higher industry experts will score each entry in three criteria: strategy, creativity, and results.

**2 rounds of rigorous judging.**

**Round 1:** Up to 500 judges are hand-picked from more than 20 countries. Judges are allocated categories to review and are selected with great care to ensure an equitable balance of expertise and experience. Only the most competitive entries will continue to round 2.

**Round 2:** Up to 100 judges from around the world convene in New York to debate a shortlist of the best work. With tremendous rigor our judges review the work in each category and vote for the work that is most deserving of a gold, silver, or bronze ECHO — and meet the minimum standards to be awarded each of these levels. It is possible not every category will be awarded all three. The 2021 winners will be announced at the ECHO Award Gala during the ANA Masters of Data and Technology Conference.

Past Judges include experts from:

- Adobe
- Kimberly-Clark
- American Express
- Microsoft
- Johnson & Johnson
- IBM
- Pfizer
- Facebook
- Caterpillar
- SAP
- Allstate
- MailChimp

Wish to be considered for an ECHO jury? Visit [ECHOAWARDS.ORG](http://ECHOAWARDS.ORG) for details.
Recognizing and honoring the campaign that represents the highest standards of strategic and creative excellence combined with proven performance, the Diamond ECHO Award is selected by a special jury across all of the Gold ECHO Award-winning campaigns and represents the best of the best that the data and marketing industry has to offer.

Past winners include some of the greatest brands and agencies in the world: Fuji Xerox, AT&T, Nestlé Purina, Diageo Guinness, GEICO, Nissan, Glaxo, OgilvyOne Worldwide, BBDO, TBWA/Chiat Day, FCB, Shackleton, Colenso BBDO, Proximity, Republik, M&C Saatchi, and many others.
The party.

2020 ECHO Awards Gala

February 21, 2021 | Orlando, Fla.

There is no other place on earth where you will find more people who love data-inspired marketing as much as you do. On February 21, 2021 we will reveal the winners at the ECHO Awards Gala during the ANA’s 2021 Masters of Data and Technology Conference in Orlando, Florida. Join data-inspired marketers from around the world as we convene for the 91th anniversary of the ECHO Awards and celebrate the creative exploration, inspiration, ideas, and excellence of our winners.

To purchase tickets/table for the 2021 ECHO Awards Gala please email echoawards@ana.net for more information.

To purchase tickets for the 2021 ANA Masters of Data and Technology Conference (Gala ticket included) please visit ana.net/data to find the conference registration link.
Showcase of recent winners.

View the full 2020 winners list at echoawards.org.
Enter at ECHOAWARDS.ORG

Additional details:

Resource for all things ECHO:
ECHOAWARDS.ORG

Resource for all things ANA:
ANA.NET

Have questions?
We are here ready to make your entry experience a smooth one — do not hesitate to contact us:
echoawards@ana.net