



# 2021 ECHO AWARD WINNERS

## Diamond ECHO Award

TINDERBOOKS — Librería Nacional and Los Goodfellas

## USPS Gold Mailbox Award

THERE ARE SURPRISES WE DO NOT WANT TO RECEIVE THIS CHRISTMAS. —  
Sodimac and Maestro Perú and APOYO Comunicación S.A.

### Automotive

**Gold**

Hidden in Plain Sight — Ford and BBDO New York

**Bronze**

MANEJATE BIEN (DRIVE WELL) — michelin argentina and  
di paola latina

### Best B2B Campaign

**Gold**

Building Master Data — EG A/S and Ambition A/S

**Silver**

Fuel for Thought — Haldor Topsoe and Klausen + Partners

**Bronze**

#MakingItWork — Cox Communications and FCB Chicago

### Best Campaign for CSR/Social Good

**Gold**

Publicly Traded — LifeStyles Healthcare Australia and FCB/SIX NY

**Silver**

Put yourself in my chair — UNACEM S.A.A. and  
APOYO Comunicación S.A.

**Silver**

THE OTHER COLD — Consejo Publicitario Argentino  
(The Argentine Ad Council)

**Bronze**

Drink with Pride — Porta Hermanos and Isobar Argentina

### Best Campaign for Under \$250,000

**Gold**

Remote Tourism — Visit Faroe Islands and Mensch & Sansir

**Silver**

dame esos 5 (give me 5 - high 5) — haciendo lio and di paola latina

**Silver**

Deal Your Destiny — McDonald's Canada and TrackDDB

**Silver**

TINDERBOOKS — Librería Nacional and Los Goodfellas

### Best CRM/Customer Loyalty Campaign

**Gold**

Love Can't Wait — Jared the Galleria of Jewelry and Hawkeye

**Silver**

Deal Your Destiny — McDonald's Canada and TrackDDB

**Silver**

Publicly Traded — LifeStyles Healthcare Australia and FCB/SIX NY

**Bronze**

S+ REWARDS by Sino Malls - Turn Shopping into Playtime —

Sino Real Estate Agency Limited and Gravitass Limited

### Best Customer Acquisition Campaign

**Bronze**

Fiber Street — Fibia and AMBITION

**Bronze**

Prying Eyes — NortonLifeLock and ID8

### Best Data-Inspired Insight

**Gold**

Building Master Data — EG A/S and Ambition A/S

**Gold**

Publicly Traded — LifeStyles Healthcare Australia and FCB/SIX NY

**Silver**

ADT Watch the Big Game — ADT and Bear in the Hall

**Silver**

EdisonVille — Edison Energia and Advice Group

### Best Direct Mail

**Silver**

(Stop a) Wedding Invite — Plan International Canada and RI

**Silver**

THERE ARE SURPRISES WE DO NOT WANT TO RECEIVE  
THIS CHRISTMAS. — Sodimac and Maestro Perú and  
APOYO Comunicación S.A.

## **Best Display/Search**

**Gold**

Publicly Traded — LifeStyles Healthcare Australia and FCB/SIX NY

**Bronze**

The Caring Gene Campaign — Iroquois Healthcare Association, Inc. and Mower

## **Best Email**

**Bronze**

Publicly Traded — LifeStyles Healthcare Australia and FCB/SIX NY

## **Best Emerging Technologies**

**Silver**

Signal Theory Holiday Coaster Collection Mailer with AR — Signal Theory

**Silver**

The Haunted QR-Code — GoBanana and Woonderland

## **Best Experiential**

**Gold**

Remote Tourism — Visit Faroe Islands and Mensch & Sansir

**Silver**

Love Can't Wait — Jared the Galleria of Jewelry and Hawkeye

**Silver**

Museum of Extinction — Greenpeace and Los Goodfellas

**Silver**

TINDERBOOKS — Librería Nacional and Los Goodfellas

## **Best Mobile**

**Gold**

Play — Spark and Colenso BBDO

**Bronze**

A protest filter — Amnesty International Argentina and BBDO Argentina

## **Best Social Media**

**Gold**

Publicly Traded — LifeStyles Healthcare Australia and FCB/SIX NY

**Gold**

Share the Love — Pampers and McKinney

**Silver**

Checkout Checkpoint — Bank of New Zealand and Colenso BBDO

## **Best Use of Branded Content**

**Bronze**

YO SOY - DILE CHAU — MAESTRO and APOYO Comunicación S.A.

## **Best Use of Data-Driven Technology**

**Gold**

Publicly Traded — LifeStyles Healthcare Australia and FCB/SIX NY

**Silver**

Building Master Data — EG A/S and Ambition A/S

**Silver**

The Caring Gene Campaign — Iroquois Healthcare Association, Inc. and Mower

**Bronze**

Scott's Program: Growing Consumption while Digitizing the Lawncare Experience — ScottsMiracle-Gro and The Shipyard

## **Best Video Content**

**Silver**

QBE Swans Story — QBE Insurance Group Ltd. and Octagon

## **Best-Integrated Campaign**

**Gold**

Deal Your Destiny — McDonald's Canada and TrackDDB

**Gold**

Play – Spark and Colenso BBDO

**Silver**

“Deer & Beer” — Mast-Jägermeister US and ENGINE

**Bronze**

Love Takes Action — New York Life Insurance Company and Anomaly

## **Business Products & Services**

**Silver**

Fuel for Thought — Haldor Topsoe and Klausen + Partners

**Bronze**

Engineering Hope — NI and Doremus

## **Consumer Products & Services**

**Gold**

Publicly Traded — LifeStyles Healthcare Australia and FCB/SIX NY

**Bronze**

ADT Watch the Big Game — ADT and Bear in the Hall

**Bronze**

Prying Eyes — NortonLifeLock and ID8

## **Financial Services**

**Silver**

Love Takes Action — New York Life Insurance Company and Anomaly

## Health, Wellness & Pharmaceutical

Gold

Publicly Traded — LifeStyles Healthcare Australia and FCB/SIX NY

Silver

Planet Fitness United We Move — Planet Fitness and Barkley

Bronze

New to Medicare Acquisition — Medica and IWCO Direct

## Not-for-Profit

Silver

dame esos 5 (give me 5 - high 5) — haciendo lio and di paola Latina

Silver

Museum of Extinction — Greenpeace and Los Goodfellas

Silver

Pre Check — New Zealand Breast Cancer Foundation and Colenso BBDO

Bronze

Kansas Health Foundation's Can't Wait to Read Campaign — Kansas Health Foundation and Signal Theory

## Publishing, Entertainment, Media, and Sports

Gold

TINDERBOOKS — Librería Nacional and Los Goodfellas

Bronze

Subscribe To The Facts — El País and Shackleton

## Retail & E-tail

Gold

S+ REWARDS by Sino Malls - Turn Shopping into Playtime — Sino Real Estate Agency Limited and Gravitas Limited

Silver

Love Can't Wait — Jared the Galleria of Jewelry and Hawkeye

## Technology and Communication

Gold

Play — Spark and Colenso BBDO

Bronze

Fiber Street — Fibia and AMBITION

## Travel and Hospitality

Gold

Remote Tourism — Visit Faroe Islands and Mensch

Bronze

The Forest — Liseberg and Welcom

Bronze

Offline Playlist — New Orleans Tourism and 360i

## Presenting Sponsor:



## TROPHIES

Congratulations to all of the 2021 ANA International Awards winners!  
Head to [societyawards.com/ana-echo](https://societyawards.com/ana-echo) to order your trophies.

## ALERTS

Be the first to know when next year's early-bird rates become available by signing into your ANA.net account and keeping your contact information up to date!

## SAVE THE DATE

Join us at next year's ECHO Awards Gala in Orlando, FL on March 28, 2022