



**AWARDS**  
2021

**EXCEPTIONAL INSIGHT,  
EXTRAORDINARY RESULTS —  
EFFECTIVE IS JUST THE BEGINNING.**

PRESENTED BY **Google**

**B2 AWARDS VIRTUAL GALA**

FRIDAY, JULY 30, 2021



**BUSINESS  
MARKETING**

[ana.net/b2b](http://ana.net/b2b)





# ANA B2 AWARDS PRESENTATION AGENDA

## WELCOME REMARKS

**Bill Zengel**

SVP, Business Marketing Practice

**ANA**

**Pashmeena Hilal**

Head of Industry Research and Thought Leadership

**Google**

## PRESENTATION OF WINNERS

### Segment 1

Presented by:

**Kimberly McNeil-Downs**

Leader, The Green Dot Agency

**Deloitte**

### Segment 2

Presented by:

**April Crichlow**

Global Vice President and Head of Marketing

**SAP SuccessFactors**



# ANA B2 AWARDS PRESENTATION AGENDA

## PRESENTATION OF WINNERS

### The B2B Institute (B2BI) Icon Award

Presented by:  
**Jann Schwarz**  
Senior Director,  
Head of the B2B Institute at LinkedIn  
**LinkedIn**

### Segment 4

Presented by:  
**Linda Brunner**  
SVP, Head of IT Digital CX  
**Siemens Healthineers**

### Segment 3

Presented by:  
**Toni Clayton-Hine**  
CMO  
**EY**

### ANA Members' Choice Award: Best in Show Winner

Presented by:  
**Bill Zengel**  
**Pashmeena Hilal**

## WRAP UP/CLOSING REMARKS

**Shaakira Gladden**  
Associate Manager, Business Marketing Practice  
**ANA**



# CELEBRATING 45 YEARS OF B2B EXCELLENCE

For almost 50 years, the ANA B2 Awards has recognized excellence in results-driven marketing. It is the industry's most prestigious awards program dedicated solely to B2B marketing and communications. The 2021 B2 Awards will be a celebration like no other.

Countless business marketers like you, spurred by the challenges of 2020, accelerated innovation, forged new paths, produced game-changing work that drove results, and added purpose and value to the meaning of success. The B2B marketing industry has been reimagined and transformed. This awards program has been thoughtfully crafted to reflect today's wide-ranging forms of B2B marketing practices, from traditional tactics used in innovative ways to rapidly-changing technologies.

With such a diverse and expanding landscape of B2B marketers, the B2 Awards are inclusive and recognize excellence in leadership, creativity, business results from companies, brands of all sizes, campaigns, and work of all budgets and scopes.

*Thank you for celebrating our 45th anniversary of the B2 Awards!*

## B2 AWARDS SPONSOR



## B2 AWARD PARTNERS



## THANK YOU TO OUR TOP JURY:

**Toni Clayton Hine**  
B2 Awards Co-Chair  
CMO  
EY

**Linda Brunner**  
B2 Awards Co-Chair  
SVP, Head of IT Digital CX  
Siemens Healthineers

**Frank Cooper III**  
Senior Managing Director and  
Global CMO  
BlackRock

**David Blackburn**  
Head of Digital Marketing  
DTCC

**Kerry Sugrue Penny**  
Vice President  
Kin + Carta

**April Crichlow**  
Global Vice President and  
Head of Marketing,  
SAP SuccessFactors  
SAP

**Gerald Chiddick**  
Head of Industry – Retail,  
Real Estate and Hospitality  
Zurich North America



# PRESENTATION B2 AWARD WINNERS

## Segment One:

- Account-Based Marketing
- Agency Promotion
- Augmented/ Virtual Reality
- Brand Purpose
- Channel Partner Program
- Corporate Branding Campaign
- Corporate Identity Program
- Corporate or Brand Website
- Demand Generation: Large Enterprise
- Demand Generation: Small/ Medium Business
- Top Award B2B In-House Agencies of the Year

## Segment Two:

- Digital Marketing Tools and Programs
- Digital Transformation
- Direct Mail, Flat or Dimensional
- Educational Series
- Email
- Employer Branding
- Event Marketing Campaign
- Integrated Marketing Program: Large Enterprise
- Integrated Marketing Program: Small to Midsize Business
- Print Advertising
- Top Award: Industry Sector  
Spotlight Award: Technology
- The B2B Institute (B2BI) Icon Award

## Segment Three:

- Lead Generation: Large Enterprise
- Lead Generation: Small/ Medium Business
- Media Plan
- Microsoft or Landing Page
- Omni- Channel Content Program
- Out-of-Home Advertising
- Podcast
- Pro Bono Campaign
- Product Launch or Relaunch
- Top Award: B2B Agencies of the Year

## Segment Four:

- Proprietary Company Event, single/ series
- Public Relations
- Recruitment Marketing
- ROI/ Growth
- Sales Enablement Program
- Social Media
- Sponsorship Program
- Thought Leadership
- Trade Show or Conference
- Video Marketing
- Top Award: Individual Marketer of the Year
- ANA Members Choice Award: Best In Show

# 2021 B2 AWARD FINALISTS

(category finalists listed in alphabetical order by campaign name)

 Top Award

Campaign Name	Client/Brand	Agency
<b>ACCOUNT-BASED MARKETING</b>		
<input type="checkbox"/> How do you pinpoint and persuade your on-premise customers that you can also beat out the competition in the cloud?	Splunk	Agent3
<input type="checkbox"/> Shell Flightpath: Opening Up New Markets	Shell Aviation	Edelman
<input type="checkbox"/> That's a Better Normal	Visa	Episode Four
<input type="checkbox"/> Time to Adapt	Tata Consultancy Services	Just Global
<b>AGENCY PROMOTION</b>		
<input type="checkbox"/> 'Digital Domination' Account-Based Marketing Strategy Increases New Business Revenue 23% YoY During a Global Pandemic		Rise Interactive
<input type="checkbox"/> B2B WorldFest		Stein IAS
<input type="checkbox"/> Mower: Bring Your Work to Kids		Mower
<input type="checkbox"/> Sounds of the Season		Cargo
<b>AUGMENTED/ VIRTUAL REALITY</b>		
<input type="checkbox"/> USPS No Surcharge Campaign	United States Postal Service	MRM
<b>B2B IN-HOUSE AGENCY OF THE YEAR</b>		
<input checked="" type="checkbox"/> Bloomberg Media Studios		Bloomberg Media
<input checked="" type="checkbox"/> POD Model		Publicis Sapient
<input checked="" type="checkbox"/> UL Creative Services		UL
<b>B2B INSTITUTE ICON AWARD</b>		
<input type="checkbox"/> Cat Trial 9: PAC-MAN	Caterpillar Inc	
<b>BRAND PURPOSE</b>		
<input type="checkbox"/> Connections For Life	Thermo Fisher Scientific – Gibco	Retina
<input type="checkbox"/> LEGO Education: Hannah Rebuilds it	LEGO	Doremus
<input type="checkbox"/> Masterclassics	D&AD	MRM UK
<input type="checkbox"/> Panasonic – What Moves Us	Panasonic Corporation of North America	MRM
<input type="checkbox"/> Products with Purpose	DSM – HNH Nutritional Products	Fingerpaint

Campaign Name	Client/Brand	Agency
<b>CHANNEL PARTNER PROGRAM</b>		
<input type="checkbox"/> HP Amplify Global Partner Program Launch	HP Inc.	Edeman
<b>CORPORATE BRANDING CAMPAIGN</b>		
<input type="checkbox"/> Connections For Life	Thermo Fisher Scientific – Gibco	Retina
<input type="checkbox"/> Head Snap 2.0.2.0	Symcor	Uncommon Toronto
<input type="checkbox"/> Project North Star	Coldwell Banker Real Estate LLC	G&S Business Communications; Siltanen & Partners
<input type="checkbox"/> Publicis Sapient Brand Launch	Publicis Sapient	
<input type="checkbox"/> The ABCDs of Innovation	Broadridge	BizMark
<b>CORPORATE IDENTITY PROGRAM</b>		
<input type="checkbox"/> BNY Mellon Visual Brand Redesign	BNY Mellon	Landor & Fitch
<input type="checkbox"/> Coldwell Banker Global Luxury Identity Standards	Coldwell Banker Real Estate LLC	The Studio
<input type="checkbox"/> Ready For Virtually Anything	Virbela	Retina
<input type="checkbox"/> Trademark – What Mark Will You Leave... Yoda vs The Empire	Trademark	LUDWIG+
<b>CORPORATE OR BRAND WEB SITE</b>		
<input type="checkbox"/> As Simple as a Handshake: Bringing Client Confidence and Brand Passion Together on a New DudeSolutions.com	Dude Solutions	Schermer
<input type="checkbox"/> BNY Mellon Corporate Website Redesign	BNY Mellon	Havas
<input type="checkbox"/> NYDIG Brand Website Relaunch	NYDIG	Edelman
<input type="checkbox"/> Say Goodbye	Auryon	Fingerpaint
<input type="checkbox"/> Virbela.com	Virbela	Retina
<b>DEMAND GENERATION: LARGE ENTERPRISE</b>		
<input type="checkbox"/> Project Conquest	First Midwest Bank	
<input type="checkbox"/> Trelleborg Docking & Mooring	Trelleborg	Stein IAS

Campaign Name	Client/Brand	Agency
<b>DEMAND GENERATION: SMALL/MEDIUM BUSINESS</b>		
<input type="checkbox"/> 100 Free Leads and Business Reopening Toolkit Program		INFUSEmedia
<input type="checkbox"/> Back to Business – You're pivoting, so we're pivoting.	Cox Communications	FCB Chicago
<input type="checkbox"/> Caring Gene® "Caring is Your Calling"	Iroquois Healthcare Association	Mower
<input type="checkbox"/> Win Back	Nestle Waters North America	BizMark

<b>DIGITAL MARKETING TOOLS AND PROGRAMS</b>		
<input type="checkbox"/> Caring Gene® "Caring is Your Calling"	Iroquois Healthcare Association	Mower
<input type="checkbox"/> ROI Calculators	Whirlpool Corporation	Nelson Schmidt

<b>DIGITAL TRANSFORMATION</b>		
<input type="checkbox"/> Freddie Mac Single-Family / Digital Transformation	Freddie Mac Single-Family	Vshift
<input type="checkbox"/> Jumpstarting Brand and Demand	Jumio Corporation	Retina
<input type="checkbox"/> The Drum Digitally Transforms with Pandemic Proof Online Festivals		The Drum
<input type="checkbox"/> Vollrath Foodservice Website	The Vollrath Co., LLC	CI Design, Inc.

<b>DIRECT MAIL, FLAT OR DIMENSIONAL</b>		
<input type="checkbox"/> Dimensional Mailer – Brother	Brother International	Stein IAS
<input type="checkbox"/> Make It Here	Zekelman Industries	The Mx Group
<input type="checkbox"/> Masterclassics	D&AD	MRM UK
<input type="checkbox"/> USPS Political Direct Mail	USPS	MRM
<input type="checkbox"/> What to do when you've got what your prospective customer wants, but the customer doesn't quite believe you have it?	LinkedIn Marketing Solutions	Agent3

<b>EDUCATIONAL SERIES</b>		
<input type="checkbox"/> Digital B2B Education Program	Avocados From Mexico	Augustine Agency
<input type="checkbox"/> Samsung Elite	Samsung	Dentsu

<b>EMAIL</b>		
<input type="checkbox"/> Trelleborg Docking & Mooring	Trelleborg	Stein IAS

Campaign Name	Client/Brand	Agency
<b>EMPLOYER BRANDING</b>		
<input type="checkbox"/> Learn For Your Life		Stein IAS
<input type="checkbox"/> Mower: Bring Your Work to Kids		Mower

<b>EVENT MARKETING CAMPAIGN</b>		
<input type="checkbox"/> Ellucian: eLive 2020	Ellucian	twogether
<input type="checkbox"/> John Deere: The Farm Must Go On	John Deere	Edelman; UEG

<b>INDIVIDUAL MARKETER OF THE YEAR</b>		
<input type="checkbox"/> To be announced		

<b>INDUSTRY SECTOR SPOTLIGHT AWARD: TECHNOLOGY</b>		
<input checked="" type="checkbox"/> 3D printing in support of COVID-19 containment efforts	HP Inc.	
<input checked="" type="checkbox"/> Bombora educates sales leaders on intent data		
<input checked="" type="checkbox"/> Jumpstarting Brand and Demand	Jumio Corporation	Retina

<b>INTEGRATED MARKETING PROGRAM: LARGE ENTERPRISE</b>		
<input type="checkbox"/> ABM as a Service: helping sales close larger deals faster	ServiceNow	The Marketing Practice
<input type="checkbox"/> Active Bond Funds: Simply Brilliant Results	Vanguard	Huge
<input type="checkbox"/> Back to Business – You're pivoting, so we're pivoting.	Cox Communications	FCB Chicago
<input type="checkbox"/> Catching Feels	Mondi	TRUE
<input type="checkbox"/> The Route to Resilience	Microsoft	MRM UK

<b>INTEGRATED MARKETING PROGRAM: SMALL TO MIDSIZE BUSINESS</b>		
<input type="checkbox"/> 'Digital Domination' Account-Based Marketing Strategy Increases New Business Revenue 23% YoY During a Global Pandemic		Rise Interactive
<input type="checkbox"/> Caring Gene® "Caring is Your Calling"	Iroquois Healthcare Association	Mower
<input type="checkbox"/> Say Goodbye	Auryon	Fingerpaint
<input type="checkbox"/> We're All In	Wisconsin Economic Development Corporation	Nelson Schmidt

Campaign Name	Client/Brand	Agency
<b>LARGE AGENCY OF THE YEAR</b>		
<input checked="" type="checkbox"/> Edelman		Edelman
<input checked="" type="checkbox"/> Merkle B2B		Merkle B2B
<input checked="" type="checkbox"/> Transmission		Transmission
<b>LEAD GENERATION: LARGE ENTERPRISE</b>		
<input type="checkbox"/> Move Forward.	Conduent	Partners and Napier
<input type="checkbox"/> Presort Services	Pitney Bowes	BizMark
<input type="checkbox"/> Try before you buy: Feeding virtual events to sell our virtual events product		GrubHub
<input type="checkbox"/> USPS No Surcharge Campaign	United States Postal Service	MRM
<b>LEAD GENERATION: SMALL/MEDIUM BUSINESS</b>		
<input type="checkbox"/> Back to Business – You're pivoting, so we're pivoting.	Cox Communications	FCB Chicago
<input type="checkbox"/> Say Goodbye	Auryon	Fingerpaint
<input type="checkbox"/> USPS – Drive Action to the Polls	United States Postal Service	MRM
<b>MEDIA PLAN</b>		
<input type="checkbox"/> Caring Gene® “Caring is Your Calling”	Iroquois Healthcare Association	Mower
<input type="checkbox"/> NI – Engineer Ambitiously	National Instruments	Doremus
<b>MICROSITE OR LANDING PAGE</b>		
<input type="checkbox"/> 3D printing in support of COVID-19 containment efforts	HP inc.	
<input type="checkbox"/> Commercial Insight Center	Nationwide	
<input type="checkbox"/> Focus Forward	Wisconsin Economic Development Corporation	Nelson Schmidt
<input type="checkbox"/> Ingredient	Ingredient	Stein IAS
<b>MIDSIZE AGENCY OF THE YEAR</b>		
<input checked="" type="checkbox"/> Doremus		Doremus
<input checked="" type="checkbox"/> MRM		MRM
<input checked="" type="checkbox"/> twogether		twogether

Campaign Name	Client/Brand	Agency
<b>OMNI-CHANNEL CONTENT PROGRAM</b>		
<input type="checkbox"/> Caring Gene® “Caring is Your Calling”	Iroquois Healthcare Association	Mower
<input type="checkbox"/> Exporting Expertise	Wisconsin Economic Development Corporation	Nelson Schmidt
<input type="checkbox"/> Put the “U” Back in Syrac_se	Downtown Committee of Syracuse	Mower
<input type="checkbox"/> The Digital Life Index	Publicis Sapient	
<input type="checkbox"/> Trelleborg Docking & Mooring	Trelleborg	Stein IAS
<b>OUT-OF-HOME ADVERTISING</b>		
<input type="checkbox"/> Best Collaborations	Cisco Webex	WONGDOODY
<input type="checkbox"/> Caring Gene® “Caring is Your Calling”	Iroquois Healthcare Association	Mower
<input type="checkbox"/> Put the “U” Back in Syrac_se	Downtown Committee of Syracuse	Mower
<b>PODCAST</b>		
<input type="checkbox"/> #EngineersFromTheHomeDesk Series		L&T Technology Services
<input type="checkbox"/> Think with Google Podcast	Google	Essence Global
<b>PRINT ADVERTISING</b>		
<input type="checkbox"/> LEGO Education: Rebuild The World	LEGO	Doremus
<input type="checkbox"/> Say Goodbye	Auryon	Fingerpaint
<b>PRO BONO CAMPAIGN</b>		
<input type="checkbox"/> Pro Bono - Not So Happy Elf		Stein IAS
<b>PRODUCT LAUNCH OR RELAUNCH</b>		
<input type="checkbox"/> Catching Feels	Mondi	TRUE
<input type="checkbox"/> Connections For Life	Thermo Fisher Scientific- Gibco	Retina
<input type="checkbox"/> LEGO Education: Hannah Rebuilds it	LEGO	Doremus
<input type="checkbox"/> Say Goodbye	Auryon	Fingerpaint
<input type="checkbox"/> USPS – Shifting Voter Mindset	United States Postal Service	MRM



Campaign Name	Client/Brand	Agency
<b>PROPRIETARY COMPANY EVENT, SINGLE/ SERIES</b>		
<input type="checkbox"/> Investor Day	Broadridge	BizMark
<input type="checkbox"/> The Happiness Network		Verizon Media
<b>PUBLIC RELATIONS</b>		
<input type="checkbox"/> Ball Corporation: Launching Aluminum Beverage Packaging into the Sports and Entertainment World	Ball Corporation	Edelman
<input type="checkbox"/> Deloitte Studies Uncertain Course for Back-to-School and Back-to-College Season	Deloitte	Brodeur Partners
<b>RECRUITMENT MARKETING</b>		
<input type="checkbox"/> Caring Gene® “Caring is Your Calling”	Iroquois Healthcare Association	Mower
<input type="checkbox"/> Empower student growth program	Grant Thornton	
<input type="checkbox"/> Grant Thornton Employer Rebrand & Launch	Grant Thornton	
<b>ROI/GROWTH</b>		
<input type="checkbox"/> ‘Digital Domination’ Account-Based Marketing Strategy Increases New Business Revenue 23% YoY During a Global Pandemic		Rise Interactive
<input type="checkbox"/> Caring Gene® “Caring is Your Calling”	Iroquois Healthcare Association	Mower
<input type="checkbox"/> Catching Feels	Mondi	TRUE
<b>SALES ENABLEMENT PROGRAM</b>		
<input type="checkbox"/> Project Conquest	First Midwest Bank	
<input type="checkbox"/> RealVitalize Sales Materials	Realogy	The Studio
<input type="checkbox"/> Sales Enablement Program – Trelleborg Docking & Mooring	Trelleborg	Stein IAS
<b>SMALL AGENCY OF THE YEAR</b>		
<input checked="" type="checkbox"/> A Year of Resilience and Record Growth		Retina
<input checked="" type="checkbox"/> BizMark		BizMark
<input checked="" type="checkbox"/> Cargo		Cargo

Campaign Name	Client/Brand	Agency
<b>SOCIAL MEDIA</b>		
<input type="checkbox"/> Caring Gene® “Caring is Your Calling”	Iroquois Healthcare Association	Mower
<input type="checkbox"/> We’re All In for Small Business Saturday	Wisconsin Economic Development Corporation	Nelson Schmidt
<b>SPONSORSHIP PROGRAM</b>		
<input type="checkbox"/> Driven By You, Powered By Clover	Clover Network, Inc.	Ayni Brigade
<input type="checkbox"/> Panasonic – What Moves Us	Panasonic Corporation of North America	MRM
<input type="checkbox"/> U.S. Open Augmented Reality built by Deloitte		Deloitte
<b>THOUGHT LEADERSHIP</b>		
<input type="checkbox"/> Business Interrupted: Insights on the New Now	Ernst & Young LLP	Mediacom NY
<input type="checkbox"/> CMO x Creator Conversations	YouTube	AKQA
<input type="checkbox"/> Getty Images Visual GPS		Getty Images
<input type="checkbox"/> The Digital Life Index	Publicis Sapient	
<input type="checkbox"/> Verizon 2020 Data Breach Investigation Report Program	Verizon	MRM
<b>TRADE SHOW OR CONFERENCE</b>		
<input type="checkbox"/> DTN Ag Summit 2020	DTN	
<input type="checkbox"/> Inspired by nature. Perfected by ABB	ABB	Mower
<input type="checkbox"/> John Deere’s Run Your World	John Deere	GES
<input type="checkbox"/> Mastercard InConversation Series	Mastercard	Armstrong Partnership
<b>VIDEO MARKETING</b>		
<input type="checkbox"/> Cat Trial 9: PAC-MAN		Caterpillar Inc
<input type="checkbox"/> LEGO Education: Hannah Rebuilds it	LEGO	Doremus
<input type="checkbox"/> Panasonic – What Moves Us	Panasonic Corporation of North America	MRM
<input type="checkbox"/> The Next Normal   HSBC Commercial Banking	HSBC	The Creative Engagement Group
<input type="checkbox"/> Trelleborg Smartport	Trelleborg	Stein IAS

Thank you to all the B2 Award Judges who gave their time to choose our winners.



## UPCOMING EVENTS

### **How Marketers Can Lead the DE&I Business Transformation Journey (B2B Marketing Series)**

**Wednesday, August 4, 2021 at 3:00pm-4:00pm Eastern Time**

### **Recruiting & Onboarding in a Virtual or Hybrid Environment**

**Thursday, August 5, 2021 at 1:00pm-2:00pm Eastern Time**

### **Strategies and Perspectives on Marketing to Small Businesses in 2022**

**Thursday, August 19, 2021 at 1:00pm-2:00pm Eastern Time**

### **The Amazon Imperative: Impacts and Opportunities on Manufacturers' Go-to-Market Priorities (B2B Marketing Series)**

**Wednesday, September 1 at 3:00pm-4:00pm Eastern Time**