



2022 ANA INTERNATIONAL ECHO AWARD WINNERS



Award Level Campaign Name

Client and Agency

DIAMOND ECHO AWARD

Swipe Night

Tinder and 72andSunny

MARKETING DATA STRATEGY OF THE YEAR AWARD

GOLD	Vaccine Readiness Model	Mediacom/Walgreens
SILVER	Retailer Media, Revamped	Pepsico
BRONZE	Creating Consumer-Centric Lifetime Value	KC
HONORABLE MENTION	Sweet Blocks	FCB Brasil/ Abraji and Congresso em Foco
HONORABLE MENTION	Using Attention AI To Predict Real-World Outcomes	Realeyes / Mars Inc.

USPS GOLD MAILBOX AWARD

Leveling Up Diabetes Care

UnitedHealth Group — Level2 and IWCO Direct

CONGRATULATIONS TO ALL OF THE 2022 ANA INTERNATIONAL ECHO AWARDS WINNERS!

SECTOR

Award Level Campaign Name

Client and Agency

AUTOMOTIVE

BRONZE Hands on the wheel SEAT Danmark and Ambition

BUSINESS PRODUCTS & SERVICES

SILVER Cat Trial 9: PAC-MAN Caterpillar Inc.

SILVER DevStories Microsoft Canada

SILVER Mi Negocio Personal — Grow being yourself Personal — Telecom and DON Buenos Aires

BRONZE The Modern Office Microsoft Canada

CONSUMER PRODUCTS & SERVICES

GOLD Huggies "We Got You, Baby" Huggies / Kimberly-Clark with Accenture Interactive and Droga5

GOLD Quarantensions Dole Sunshine Company with Campbell Ewald and Spark Foundry

SILVER Dettol Handwashing — Using Virality to fight the Virus Reckitt Benckiser India and McCann Worldgroup India/MRM India

SILVER Opt-In to Cyber Safety NortonLifeLock and ID8

BRONZE Degree Inclusive Unilever and Wunderman Thompson Argentina

FINANCIAL SERVICES

BRONZE Reward the Day Bank of Montreal and FCB Canada

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FOOD AND BEVERAGE

SILVER	Big Pizza	Little Caesars and McKinney
BRONZE	Pepsi KM Workshop	Pepsico and Wiper Agency

HEALTH, WELLNESS & PHARMACEUTICAL

SILVER	Fits Your Life	Kaléo and FCB Health Canada
BRONZE	Degree Inclusive	Unilever and Wunderman Thompson Argentina

NOT-FOR-PROFIT

GOLD	Just As Long As You Play	SickKids Foundation and Cossette
SILVER	INVISIBLE HELP	FUNDACION HONRA
SILVER	Draw the Line Against Malaria	Malaria No More and iProspect
BRONZE	End Family Fire — No Extra Life	Ad Council and McKinney

PUBLISHING, ENTERTAINMENT, MEDIA, AND SPORTS

SILVER	Lockdown	Academia Mexicana de Artes y Ciencias Cinematográficas (AMACC) and
BRONZE	One Last Goodbye	TyC Sports and Mercado McCann

RETAIL & E-TAIL

GOLD	Flipkart — How India's underdogs won Flipkart the Festive Battle	Flipkart and McCann Worldgroup India/ MRM India
GOLD	Mac Digital Opening	Mac Cosmetics and Wunderman Thompson Argentina
BRONZE	eBay Seller Migration to managed payments	eBay, Inc. and RDB

TECHNOLOGY AND COMMUNICATION

SILVER	Opt-In to Cyber Safety	NortonLifeLock and ID8
SILVER	Blind Love	Movistar and Wunderman Thompson Argentina & Dhélet VMLY&R
BRONZE	Flow launches Disney+ for them and for. you	Flow — Telecom and Don Buenos Aires

UTILITIES

SILVER	Greeners	Sorgenia S.P.A. and Advice Group
BRONZE	Everyone can't do everything at the same time	Göteborg Energi and Welcom

CHANNEL

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DIRECT MAIL

SILVER	Hands on the wheel	SEAT Danmark and Ambition
BRONZE	History In The Making: The National World War II Museum's Flag of Honor Campaign	The National World War II Museum and Edge Direct

DISPLAY/SEARCH

SILVER	Quest2Invest Campaign I ICICI Prudential Mutual Fund	ICICI Prudential Mutual Fund and Blink Digital Pvt. Ltd.
BRONZE	Reward the Day	Bank of Montreal and FCB Canada

EMAIL

GOLD	Huggies "We Got You, Baby"	Huggies / Kimberly-Clark with Accenture Interactive and Droga5
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EXPERIENTIAL

SILVER	The Plastic Museum	EsPlásticos and Shackleton
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MOBILE

GOLD	Swipe Night	Tinder and 72andSunny
GOLD	Through Your Eyes	Sony Music / Incucai and Wunderman Thompson Argentina

SOCIAL MEDIA

GOLD	Mac Digital Opening	Mac Cosmetics and Wunderman Thompson Argentina
GOLD	The Golden Oven	McCain and FCB Canada
SILVER	Dettol Handwashing — Using Virality to fight the Virus	Reckitt Benckiser India and McCann Worldgroup India/MRM India
SILVER	Sounds of lust — Sense Me	RFSU and Valtech Radon
SILVER	#UnlockPretzelCrust	Little Caesars and McKinney

VIDEO CONTENT

GOLD	Through Your Eyes	Sony Music / Incucai and Wunderman Thompson Argentina
GOLD	Swipe Night	Tinder and 72andSunny
SILVER	The Golden Oven	McCain and FCB Canada
SILVER	Reward the Day	Bank of Montreal and FCB Canada
BRONZE	Its Not Ok	Truecaller and Wirtuality Media

SPECIAL

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B2B CAMPAIGN

SILVER Happy Commuter Ramboll with Garbergs and DVA Studio

BRANDED CONTENT

GOLD The Unignorable Notification Duolingo Inc and Jotacom

GOLD Swipe Night Tinder and 72andSunny

SILVER The Plastic Museum EsPlásticos and Shackleton

BRONZE Duroflex Sounds of Sleep Duroflex and Sunny Side Up

CAMPAIGN FOR CSR/SOCIAL GOOD

GOLD Degree Inclusive Unilever and Wunderman Thompson Argentina

GOLD Missing Voices Voces de la Ausencia

SILVER Act Too me too. and FCB/SIX

SILVER Dettol Handwashing — Using Virality to fight the Virus Reckitt Benckiser India and McCann Worldgroup India/MRM India

BRONZE Mindsets Canadian Down Syndrome Society and FCB Canada

CAMPAIGN FOR UNDER \$250,000

GOLD Its Not Ok Truecaller and Wirality Media

CRM/CUSTOMER LOYALTY CAMPAIGN

GOLD Huggies "We Got You, Baby" Huggies / Kimberly-Clark with Accenture Interactive and Droga5

SILVER Reward the Day Bank of Montreal and FCB Canada

BRONZE Miracle Mom — Rethinking Motherhood through the Language of Data Reckitt Benckiser India and McCann Worldgroup India/MRM India

BRONZE Cash That Grows Direct Mail Campaign Ally Financial and R/GA

CUSTOMER ACQUISITION CAMPAIGN

GOLD REACHING THE FULL POTENTIAL — IN HAIR CARE AND IN BUSINESS Harklinikken and Nordlid

SILVER SickKids VS: One Million Strong SickKids Foundation and Cossette

SILVER Opt-In to Cyber Safety NortonLifeLock and ID8

BRONZE Leveling Up Diabetes Care UnitedHealth Group — Level2 and IWCO Direct

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DATA-DRIVEN TECHNOLOGY

GOLD	The win-win-win lottery	Varelotteriet and Ambition
SILVER	Reward the Day	Bank of Montreal and FCB Canada
SILVER	Happy Commuter	Ramboll with Garbergs and DVA Studio
SILVER	Act Too	me too. and FCB/SIX

DATA-INSPIRED INSIGHT

GOLD	Act Too	me too. and FCB/SIX
SILVER	The win-win-win lottery	Varelotteriet and Ambition
BRONZE	The Unignorable Notification	Duolingo Inc and Jotacom

EMERGING TECHNOLOGIES

GOLD	Everest Expedition AR Experience	National Geographic Partners and Signal Theory
SILVER	Cheetos Snap to Steal	Frito-Lay and OMD

INTEGRATED CAMPAIGN

BRONZE	Opt-In to Cyber Safety	NortonLifeLock and ID8
BRONZE	Just As Long As You Play	SickKids Foundation and Cossette

TROPHIES

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ALERTS

Be the first to know when next year's early-bird rates become available by signing into your [ANA.net](https://ana.net) account and keeping your contact information up to date!

SAVE THE DATE

Join us at next year's ANA International ECHO Awards Show in Orlando, FL on April 12-14, 2023

ECHOAwards@ana.net