# 2022 ANA INTERNATIONAL ECHO AWARD WINNERS

<table>
<thead>
<tr>
<th>Award Level</th>
<th>Campaign Name</th>
<th>Client and Agency</th>
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<tbody>
<tr>
<td>DIAMOND ECHO AWARD</td>
<td>Swipe Night</td>
<td>Tinder and 72andSunny</td>
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<tr>
<td>MARKETING DATA STRATEGY OF THE YEAR AWARD</td>
<td>Vaccine Readiness Model</td>
<td>Mediacom/Walgreens</td>
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<tr>
<td>GOLD</td>
<td>Retailer Media, Revamped</td>
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<td>SILVER</td>
<td>Creating Consumer-Centric Lifetime Value</td>
<td>Kimberly-Clark</td>
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<td>BRONZE</td>
<td>Sweet Blocks</td>
<td>FCB Brasil/ Abraji and Congresso em Foco</td>
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<td>HONORABLE MENTION</td>
<td>Using Attention AI To Predict Real-World Outcomes</td>
<td>Realeyes / Mars Inc.</td>
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<td>USPS GOLD MAILBOX AWARD</td>
<td>Leveling Up Diabetes Care</td>
<td>UnitedHealth Group — Level2 and IWCO Direct</td>
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CONGRATULATIONS TO ALL OF THE 2022 ANA INTERNATIONAL ECHO AWARDS WINNERS!

<table>
<thead>
<tr>
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<td>Hands on the wheel</td>
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<td>DevStories</td>
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<td>Mi Negocio Personal — Grow being yourself</td>
<td>Personal — Telecom and DON Buenos Aires</td>
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<td>BRONZE</td>
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<td>The Modern Office</td>
<td>Microsoft Canada</td>
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<td><strong>CONSUMER PRODUCTS &amp; SERVICES</strong></td>
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<td>GOLD</td>
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<td>Huggies &quot;We Got You, Baby&quot;</td>
<td>Huggies / Kimberly-Clark with Accenture Interactive and Droga5</td>
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<tr>
<td>GOLD</td>
<td></td>
<td>Quarantensions</td>
<td>Dole Sunshine Company with Campbell Ewald and Spark Foundry</td>
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<td>Dettol Handwashing — Using Virality to fight the Virus</td>
<td>Reckitt Benckiser India and McCann Worldgroup India/MRM India</td>
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<td>Opt-In to Cyber Safety</td>
<td>NortonLifeLock and ID8</td>
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<td>Degree Inclusive</td>
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<td>Reward the Day</td>
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<td><strong>FOOD AND BEVERAGE</strong></td>
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<tr>
<td>SILVER</td>
<td>Big Pizza</td>
<td>Little Caesars and McKinney</td>
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<td>BRONZE</td>
<td>Pepsi KM Workshop</td>
<td>Pepsico and Wiper Agency</td>
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<td>Fits Your Life</td>
<td>Kaléo and FCB Health Canada</td>
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<td><strong>NOT-FOR-PROFIT</strong></td>
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<td>GOLD</td>
<td>Just As Long As You Play</td>
<td>SickKids Foundation and Cossette</td>
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<td>SILVER</td>
<td>INVISIBLE HELP</td>
<td>FUNDACION HONRA</td>
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<td>Draw the Line Against Malaria</td>
<td>Malaria No More and iProspect</td>
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<td>BRONZE</td>
<td>End Family Fire — No Extra Life</td>
<td>Ad Council and McKinney</td>
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<td><strong>PUBLISHING, ENTERTAINMENT, MEDIA, AND SPORTS</strong></td>
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<td>SILVER</td>
<td>Lockdown</td>
<td>Academia Mexicana de Artes y Ciencias Cinematográficas (AMACC) and</td>
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<td>BRONZE</td>
<td>One Last Goodbye</td>
<td>TyC Sports and Mercado McCann</td>
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<td><strong>RETAIL &amp; E-TAIL</strong></td>
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<td>GOLD</td>
<td>Flipkart — How India’s underdogs won Flipkart the Festive Battle</td>
<td>Flipkart and McCann Worldgroup India/ MRM India</td>
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<td>GOLD</td>
<td>Mac Digital Opening</td>
<td>Mac Cosmetics and Wunderman Thompson Argentina</td>
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<td>eBay Seller Migration to managed payments</td>
<td>eBay, Inc. and RDB</td>
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<tr>
<td><strong>TECHNOLOGY AND COMMUNICATION</strong></td>
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<td>SILVER</td>
<td>Opt-In to Cyber Safety</td>
<td>NortonLifeLock and ID8</td>
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<td>SILVER</td>
<td>Blind Love</td>
<td>Movistar and Wunderman Thompson Argentina &amp; Dhélet VMLY&amp;R</td>
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<td>BRONZE</td>
<td>Flow launches Disney+ for them and for. you</td>
<td>Flow — Telecom and Don Buenos Aires</td>
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<td><strong>UTILITIES</strong></td>
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<td>SILVER</td>
<td>Greeners</td>
<td>Sorgenia S.P.A. and Advice Group</td>
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<td>BRONZE</td>
<td>Everyone can’t do everything at the same time</td>
<td>Göteborg Energi and Welcom</td>
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### 2022 ANA International Echo Award Winners

**CHANNEL**

<table>
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<tr>
<th>Award Level</th>
<th>Campaign Name</th>
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<tr>
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<td><strong>SILVER</strong></td>
<td>Hands on the wheel</td>
<td>SEAT Danmark and Ambition</td>
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<td><strong>BRONZE</strong></td>
<td>History In The Making: The National World War II Museum's Flag of Honor Campaign</td>
<td>The National World War II Museum and Edge Direct</td>
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<tr>
<td><strong>DISPLAY/SEARCH</strong></td>
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<td><strong>SILVER</strong></td>
<td>Quest2Invest Campaign</td>
<td>ICICI Prudential Mutual Fund and Blink Digital Pvt. Ltd.</td>
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<td><strong>BRONZE</strong></td>
<td>Reward the Day</td>
<td>Bank of Montreal and FCB Canada</td>
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<td><strong>EMAIL</strong></td>
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<tr>
<td><strong>GOLD</strong></td>
<td>Huggies &quot;We Got You, Baby&quot;</td>
<td>Huggies / Kimberly-Clark with Accenture Interactive and Droga5</td>
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<td><strong>EXPERIENTIAL</strong></td>
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<td><strong>SILVER</strong></td>
<td>The Plastic Museum</td>
<td>EsPlásticos and Shackleton</td>
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<td><strong>MOBILE</strong></td>
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<td>Swipe Night</td>
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<td><strong>GOLD</strong></td>
<td>Through Your Eyes</td>
<td>Sony Music / Incucai and Wunderman Thompson Argentina</td>
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<td>Mac Digital Opening</td>
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<td><strong>GOLD</strong></td>
<td>The Golden Oven</td>
<td>McCain and FCB Canada</td>
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<td><strong>SILVER</strong></td>
<td>Sounds of lust — Sense Me</td>
<td>RFSU and Valtech Radon</td>
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<td>#UnlockPretzelCrust</td>
<td>Little Caesars and McKinney</td>
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<tr>
<td><strong>BRONZE</strong></td>
<td>Its Not Ok</td>
<td>Truecaller and Wirality Media</td>
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### SPECIAL

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<tr>
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<td>Happy Commuter</td>
<td>Ramboll with Garbergs and DVA Studio</td>
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<td>BRANDED CONTENT</td>
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<tr>
<td>GOLD</td>
<td>The Unignorable Notification</td>
<td>Duolingo Inc and Jotacom</td>
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<td>BRONZE</td>
<td>Duroflex Sounds of Sleep</td>
<td>Duroflex and Sunny Side Up</td>
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<td>CAMPAIGN FOR CSR/SOCIAL GOOD</td>
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<td>Missing Voices</td>
<td>Voces de la Ausencia</td>
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<td>me too. and FCB/SIX</td>
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<td>Canadian Down Syndrome Society and FCB Canada</td>
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<td>CAMPAIGN FOR UNDER $250,000</td>
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<td>Miracle Mom — Rethinking Motherhood through the Language of Data</td>
<td>Reckitt Benckiser India and McCann Worldgroup India/MRM India</td>
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<td>Cash That Grows Direct Mail Campaign</td>
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<td>REACHING THE FULL POTENTIAL — IN HAIR CARE AND IN BUSINESS</td>
<td>Harklinikken and Nordlid</td>
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<td>SickKids VS: One Million Strong</td>
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<td><strong>DATA-DRIVEN TECHNOLOGY</strong></td>
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<td>National Geographic Partners and Signal Theory</td>
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**TROPHIES**
Head to [societyawards.com/ana-echo](http://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](http://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