



# 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

<b>GOLD</b>	Vaccine Readiness Model	Mediacom/Walgreens
<b>SILVER</b>	Retailer Media, Revamped	Pepsico
<b>BRONZE</b>	Creating Consumer-Centric Lifetime Value	Kimberly-Clark
<b>HONORABLE MENTION</b>	Sweet Blocks	FCB Brasil/ Abraji and Congresso em Foco
<b>HONORABLE MENTION</b>	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

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### 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

<b>SILVER</b>	Hands on the wheel	SEAT Danmark and Ambition
<b>BRONZE</b>	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

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

### EMAIL

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

<b>SILVER</b>	The Plastic Museum	EsPlásticos and Shackleton
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### MOBILE

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

### SOCIAL MEDIA

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

### VIDEO CONTENT

<b>GOLD</b>	Through Your Eyes	Sony Music / Incucai and Wunderman Thompson Argentina
<b>GOLD</b>	Swipe Night	Tinder and 72andSunny
<b>SILVER</b>	The Golden Oven	McCain and FCB Canada
<b>SILVER</b>	Reward the Day	Bank of Montreal and FCB Canada
<b>BRONZE</b>	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 Wirtuality 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

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

### DATA-INSPIRED INSIGHT

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

### EMERGING TECHNOLOGIES

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

### INTEGRATED CAMPAIGN

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

### TROPHIES

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](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](mailto:ECHOAwards@ana.net)