Join us for the 2017 DMA International ECHO® Awards
THEN | New Orleans | October 8-11, 2017 | DMA-ECHO.ORG

The Most Strategically Bold, Creatively Brave Campaigns in the World — and the Results to Prove it

For even more great ideas and ECHO-winning case studies, check out the DMA International ECHO® Awards — Wave-Maker’s Gallery at:

dma-echo.org

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Welcome to the 2016 DMA International ECHO® Awards.

This year’s honorees truly represent the greatest data-driven innovators in the world. Bold enough to push strategic boundaries. Brave enough to take creative risks. And talented enough to transform their brands. Their businesses. Their careers. And – the lives of the customers and consumers they serve.

By building on a foundation of data, tonight’s award winners exemplify the spirit of innovation represented by a new generation of data scientists, data-inspired creatives, data technologists and data-driven marketers leading today’s information revolution.

As marketing becomes more diversified, the ECHO Award has endured as a symbol of performance. Yet, we have continued to adapt the awards to accurately reflect marketing today. And tonight, we are also celebrating the continued transformation of the ECHO Awards. New categories. New experiences. And new energy.

We hope you will be as inspired tonight as we have been in bringing it to you. From the Call-for-Entries Campaign, to the judging, to tonight’s gala, I want to thank everyone who has dedicated their time and energy to making the ECHO Awards a success. And please, join us in congratulating all of tonight’s ECHO Award winners.

Cheers,

Tom Benton – CEO, DMA
For nearly a century, the ECHO Awards have set the benchmark for extraordinary digital, data-driven marketing that gets exceptional results. Winners represent the strategists, the creators, the analysts, the artists – the people who are truly making waves in marketing today. Like you.

**Now, DMA is making waves of our own** – We’ve transformed the ECHO Awards into a showcase for a new generation of data-driven, performance-driven marketers from across the entire data and marketing ecosystem.

**An Exciting Transformation** – As marketing becomes more diversified, the ECHO Award has endured as a symbol of performance. Yet, we have continued to adapt the awards to accurately reflect marketing today.

**NEW Categories** – We’ve introduced all new categories that celebrate the crafts and talent of today’s core marketing roles.

**NEW Experience** – We’ve upgraded the entry process – and introduced an “ECHO NAVIGATOR” to help guide entries to ECHO success.

**NEW Energy** – We’ve brought a whole new level of energy, entertainment and creativity to tonight’s gala celebration.
MEET the ECHO BOARD of GOVERNORS

Jennifer Monaghan
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Judging Committee Chair

Mike Chuter
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Judging Committee Manager Bergen Aesthetics

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Judging Committee Vice President-Sales & Marketing Japs-Olson Company

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Public Relations/Communications Professional

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Call for Entries Co-Chair Creative Director, Express Director

David Berkowitz
Mission/Vision Committee Principal at The Serial Marketer

Nancy Harhut
Call for Entries Co-Chair, Show Production Committee Chief Creative Officer Wilde Agency

Chris Paradysz
Judging Committee Co-CEO at PMX Agency

Josh Blacksmith
Judging Committee SVP, Group Management Director at FCB

Henry (Hank) Hoke, III
Ambassador/Alliance Committee Publisher Hoke Communications, Inc.

Tina Posey
Judging Committee President at Javelin Marketing Group

Bill Burkart
ECHO at & THEN Committee President, Wunderman Data Management

Chris Karpenko
Sponsorship Committee Creative Director, United States Postal Service (USPS)

Sean Reardon
Mission/Vision Committee CEO at Moxie, Roar and Zenith

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ECHO at & THEN Committee Chair CMO NewzSocial

Karen Rice Gardiner
ECHO at & THEN Committee Chair Marketing Director Smithsonian Enterprises

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2016 DMA INTERNATIONAL ECHO® AWARDS
BOLD NEW CATEGORIES

Each category is dedicated to an area of expertise critical to driving performance in today’s digital, data-driven marketing ecosystem. And, each category (with the exception of CRAFT), is judged equally on strategy, creativity and results.

Winners have exactly what it takes to move needles, win hearts and change minds – across specific industries. Strategy, creative and results rule. And, you can’t fake results!

10 CATEGORIES:
Automotive, Services, Energy, Products, Financial, Nonprofit, Publishing, Retail, Tech, Transportation

For the first time ever, this category of ECHO awards truly recognize the very best in class of the marketers’ crafts. Unlike other categories – strategy, creative and results ARE NOT equal. Winner takes all!

5 CATEGORIES:
Email, Social, Direct Mail, Mobile, Display/DRTV/Video/TV

This bold, new category recognizes the seismic shift in the marketing landscape. Winners were judged on the enormity of their impact.

3 CATEGORIES:
Art Direction, Copywriting, Data and Analytics

Challenger – or champion? Winners have the strategic and creative chops to make waves all along the customer journey. And – the results to prove it.

3 CATEGORIES:
Best Integrated Campaign, Small Agency of the Year, Best Customer-Centric Campaign
When “Sugar Ray’s” breakthrough hit song “Fly” put them on the map in 1997, lead vocalist Mark McGrath was thrust into the public eye. As front man, Mark’s good looks, charisma and talent has helped keep the band’s momentum going.

Born in Hartford, Connecticut and raised in Southern California, McGrath first appeared with Sugar Ray (then known as the Shrinky Dinx) when he jumped on stage and grabbed the microphone. Two years later, in 1994, the band changed its name and landed a deal with Atlantic Records. Shortly after, in 1997, the band’s collaboration with reggae artist Super Cat resulted in the song “Fly,” which dominated the airwaves. Sugar Ray’s second album, “Floored,” went double platinum – and rocketed McGrath to pop-star status. Gracing the covers of “Rolling Stone” and “Spin,” McGrath even made People magazine’s “Sexiest Man Alive” issue, named “Sexiest Rocker” in 1998.

McGrath has made guest appearances on hit television dramas, featured in MTV and VH1 programs, starred in movies – and co-hosted Extra. Last year, McGrath co-starred in Sharknado 2 – The Second One and is appearing in Joe Dirt 2: Beautiful Loser this summer.

Sugar Ray continues delivering hits live and with the “Under the Sun” tour, which combines great bands from the 90’s, and their top 10 hits. Sugar Ray has a robust schedule of live performances and looks forward to seeing everyone out on the road. “This is my life’s work,” McGrath notes. “People say, ‘You’re still in the band?’ This is what I do! I’m gonna be in Sugar Ray till I die! I’ve been lucky enough to fit a uniform, I’m gonna wear it till the wheels fall off!”
PROGRAM

6:00pm - 6:45pm / Cocktails and hors d’oeuvres reception featuring **Dee Dee Hanson**

6:45pm - 7:45pm / Plated dinner service with wine.
A cash bar will also be available throughout the evening

7:30pm - 7:45pm / Seating for general audience (&THEN attendees)

7:45pm - 9:30pm / Presentation of Awards

9:30pm / After-party featuring **D.J. Richard Blade**

The evening will kick off with the ECHO Welcome party – featuring cocktails and hors d’oeuvres – poolside and in the Platinum Ballroom foyer.

Legendary KROQ and SiriusXM DJ Richard Blade will set the stage with a sound track that matches the excitement in the air during the poolside reception – and then again, in the Platinum Ballroom Foyer for the After Party.

Celebrity look-alike Joan Rivers (Dee Dee Hanson) will be there to greet guests as they stroll the red carpet.

Live band Haute Chile will play us into the evening.
2016 INTERNATIONAL ECHO® AWARDS FINALISTS
01 / Automotive

COUNTRY: United States  
ENTRY: Toyota Power Up! With Jan  
AGENCY: RAPP  
CLIENT: Toyota Motor Sales-USA

COUNTRY: Australia  
ENTRY: Mercedes-Benz GLC launch  
AGENCY: Clemenger BBDO Melbourne  
CLIENT: Mercedes-Benz

COUNTRY: Canada  
ENTRY: Where’s Sportwagon?  
AGENCY: DDB Canada (Toronto)  
CLIENT: Volkswagen Canada

COUNTRY: China  
ENTRY: Super Heroes on Wheels  
AGENCY: Beijing OgilvyOne Marketing Co.- Ltd.  
CLIENT: FAW-VW Audi

COUNTRY: New Zealand  
ENTRY: Reduce Speed Dial  
AGENCY: Colenso BBDO  
CLIENT: Volkswagen New Zealand
**COUNTRY:** Norway  
**ENTRY:** Bring Award Delivery  
**AGENCY:** Kitchen Creative Agency  
**CLIENT:** Bring

**COUNTRY:** India  
**ENTRY:** Lufthansa Runway to Success  
**AGENCY:** MRM//McCANN - India  
**CLIENT:** Lufthansa German Airlines

**COUNTRY:** United States  
**ENTRY:** Sunny Service Days  
**AGENCY:** Dallas Fort Worth International Airport  
**CLIENT:** DFW Customers

**COUNTRY:** United States  
**ENTRY:** Wyndham Rewards Umbrella 2015 Campaign  
**AGENCY:** People Ideas & Culture  
**CLIENT:** Wyndham Rewards

**COUNTRY:** United States  
**ENTRY:** Early Engagement  
**AGENCY:** Ogilvy One Atlanta  
**CLIENT:** IHG® Rewards Club Loyalty Program
KNOW YOUR CUSTOMERS ACROSS ALL OF THEIR DEVICES

Download your copy of the new DMA Cross-Device Identity Solutions RFI Template. With a set of common definitions and language, it will help you engage more effectively with your business partners - and accelerate your own XDID success.

Go ahead. Take it for a test-drive. Share it with your colleagues. Then, give us your feedback by 12/31 at theDMA.org/xdid-rfi

To learn more about DMA’s XDID Initiative, join us for DMA’s MOBILE MARKETING DAY 2016, in New York City on November 9. To register, go to theDMA.org/MMD
03 / Best use of Email Marketing

**COUNTRY:** United States  
**ENTRY:** Chances  
**AGENCY:** Epsilon/Slingshot/Speakeasy  
**CLIENT:** American Home Shield

**COUNTRY:** India  
**ENTRY:** Real Time Personalization of Emails  
**AGENCY:** Kenscio Digital Marketing Pvt. Ltd.  
**CLIENT:** Axis Securities Limited

**COUNTRY:** New Zealand  
**ENTRY:** myCountdown: Building on Success and Going One Better  
**AGENCY:** Affinity ID  
**CLIENT:** Countdown

**COUNTRY:** Australia  
**ENTRY:** Worlds Greatest Realtor  
**AGENCY:** Affinity ID Australia  
**CLIENT:** Stockland Residential (Australia)

**COUNTRY:** United States  
**ENTRY:** IBM Bluemix Dynamic E-mail Nurture  
**AGENCY:** Ogilvy New York  
**CLIENT:** IBM
WHAT WE DO BEST:
PRINT.
MAIL.
INNOVATE.

JAPS-OLSON COMPANY
Commercial Print & Direct Mailers

VISIT BOOTH # 222
04 / Best use of Direct Mail / Sponsored by Japs-Olson Company

**COUNTRY:** United States  
**ENTRY:** Last One to the Future Loses  
**AGENCY:** BlackWing Creative  
**CLIENT:** UNISYS

**COUNTRY:** New Zealand  
**ENTRY:** Fuji Xerox - A Golden Opportunity  
**AGENCY:** Republik New Zealand  
**CLIENT:** Fuji Xerox New Zealand

**COUNTRY:** Australia  
**ENTRY:** Mercedes-Benz GLC launch  
**AGENCY:** Clemenger BBDO Melbourne  
**CLIENT:** Mercedes-Benz

**COUNTRY:** United States  
**ENTRY:** Healing with Honor  
**AGENCY:** WLA Inc.  
**CLIENT:** United Service Organizations Inc. (USO)

**COUNTRY:** Switzerland  
**ENTRY:** Rolling Out to the Property Market  
**AGENCY:** Agentur am Flughafen AG  
**CLIENT:** N/A
Wunderman is proud to support the 2016 DMA International ECHO™ Awards. Congratulations to all of the nominees.
05 / Best use of Display / DRTV / Video

**COUNTRY:** Denmark  
**ENTRY:** Synoptik Street Test  
**AGENCY:** Hjaltelin Stahl  
**CLIENT:** Synoptik

**COUNTRY:** New Zealand  
**ENTRY:** Little Kitchen  
**AGENCY:** Colenso BBDO  
**CLIENT:** Foodstuffs - New World

**COUNTRY:** Australia  
**ENTRY:** The Boys  
**AGENCY:** Clemenger BBDO Melbourne  
**CLIENT:** Bonds/Pacific Brands Underwear Group

**COUNTRY:** Denmark  
**ENTRY:** The Neighbor Campaign  
**AGENCY:** NetBooster A/S  
**CLIENT:** SEAS-NVE

**COUNTRY:** New Zealand  
**ENTRY:** Amnesty International Unblocker  
**AGENCY:** Colenso BBDO  
**CLIENT:** Amnesty International
06 / Business and Consumer Services

COUNTRY: Denmark
ENTRY: The Officers Choice
AGENCY: OgilvyOne Worldwide
CLIENT: The National Defence Recruitment

COUNTRY: Australia
ENTRY: The Boys
AGENCY: Clemenger BBDO Melbourne
CLIENT: Bonds/Pacific Brands Underwear Group

COUNTRY: Australia
ENTRY: Bing Your Business
AGENCY: Wunderman Bienalto
CLIENT: Bing

COUNTRY: United Kingdom
ENTRY: Champions League Pub Signs
AGENCY: OgilvyOne London
CLIENT: BT Sport Commercial

COUNTRY: United States
ENTRY: Service Experts Summer 2015
AGENCY: Strategic America
CLIENT: Service Experts Heating & Air Conditioning
COUNTRY: Hong Kong
ENTRY: Finger Lickin’ Good Edible Nail Polish
AGENCY: Ogilvy & Mather
CLIENT: Kentucky Fried Chicken

COUNTRY: New Zealand
ENTRY: Brewtroleum
AGENCY: Colenso BBDO
CLIENT: DB Breweries - DB Export

COUNTRY: Denmark
ENTRY: The Wish Cloud
AGENCY: Hjaltelin Stahl
CLIENT: Post Danmark

COUNTRY: New Zealand
ENTRY: Pedigree Found
AGENCY: Colenso BBDO
CLIENT: Mars - Pedigree

COUNTRY: New Zealand
ENTRY: Fuji Xerox - A Golden Opportunity
AGENCY: Republik New Zealand
CLIENT: Fuji Xerox New Zealand
COUNTRY: Philippines  
ENTRY: MILO Champions Band and App  
AGENCY: OgilvyOne Worldwide Philippines  
CLIENT: MILO

COUNTRY: New Zealand  
ENTRY: myCountdown: Building on Success and Going One Better  
AGENCY: Affinity ID  
CLIENT: Countdown

COUNTRY: Australia  
ENTRY: Bing Your Business  
AGENCY: Wunderman Bienalto  
CLIENT: Bing

COUNTRY: United States  
ENTRY: DecisionIQ  
AGENCY: Moxie  
CLIENT: Verizon Wireless

COUNTRY: United States  
ENTRY: Nothing Can Be Perfect  
AGENCY: W2O Group  
CLIENT: Tejava
09 / Best use of Social Media

**COUNTRY:** Spain  
**ENTRY:** Orgasm Sound Library  
**AGENCY:** Proximity Madrid  
**CLIENT:** Bijoux Indiscret

**COUNTRY:** Denmark  
**ENTRY:** The No Experiment  
**AGENCY:** Hjaltelin Stahl  
**CLIENT:** The Danish Cancer Society

**COUNTRY:** India  
**ENTRY:** #DarkTravelTale  
**AGENCY:** OgilvyOne Worldwide - Mumbai  
**CLIENT:** Reliance General Insurance

**COUNTRY:** Spain  
**ENTRY:** Forgotten Words  
**AGENCY:** Proximity Barcelona  
**CLIENT:** Proximity Barcelona & Teide Digital

**COUNTRY:** United States  
**ENTRY:** Flavor Face Off  
**AGENCY:** Javelin Marketing Group  
**CLIENT:** Talking Rain’s Sparkling Ice
MAKE THE WORLD MORE
open and connected
10 / Best use of Mobile / Sponsored by Facebook

**COUNTRY:** Denmark
**ENTRY:** See Your Future in 360°
**AGENCY:** OgilvyOne Worldwide
**CLIENT:** The National Defence Recruitment

**COUNTRY:** Singapore
**ENTRY:** Tasks for Toys
**AGENCY:** OgilvyOne Worldwide
**CLIENT:** Toys’R’Us (Singapore) Pte Limited

**COUNTRY:** New Zealand
**ENTRY:** Don’t App When You’re Hungry
**AGENCY:** Colenso BBDO
**CLIENT:** Mars - Snickers

**COUNTRY:** New Zealand
**ENTRY:** Pedigree Found
**AGENCY:** Colenso BBDO
**CLIENT:** Mars - Pedigree

**COUNTRY:** Russia
**ENTRY:** Royal Canin Offers Factory
**AGENCY:** Russia Direct
**CLIENT:** Ruscan LLC/Royal Canin
COUNTRY: New Zealand
ENTRY: Bill Holiday
AGENCY: 0.99
CLIENT: Genesis Energy

COUNTRY: Sweden
ENTRY: The Suncell Guide
AGENCY: MRM//McCann - Stockholm
CLIENT: Sweden

COUNTRY: Sweden
ENTRY: Welcome Home, Z
AGENCY: M&C Saatchi Stockholm
CLIENT: E.ON

COUNTRY: Hong Kong
ENTRY: S.O.S Network
AGENCY: Ogilvy & Mather - Hong Kong
CLIENT: Maxis Communications

COUNTRY: Australia
ENTRY: Rate My Roof
AGENCY: Clemenger BBDO Melbourne
CLIENT: Origin Energy
12 / Insurance and Financial Products and Services

COUNTRY: India
ENTRY: #DarkTravelTale
AGENCY: OgilvyOne Worldwide - Mumbai
CLIENT: Reliance General Insurance

COUNTRY: Denmark
ENTRY: The Rich List
AGENCY: Director
CLIENT: Skagen Funds

COUNTRY: Spain
ENTRY: The Day That Never Happened
AGENCY: Shackleton
CLIENT: Abanca

COUNTRY: United States
ENTRY: No Brown M&Ms
AGENCY: Sammons Retirement Solutions Inc.
CLIENT: Sammons Retirement Solutions Inc.

COUNTRY: United States
ENTRY: Dreams Reclaimed
AGENCY: Ogilvy New York
CLIENT: Aetna
13 / Retail and Direct Sales

**COUNTRY:** United States  
**ENTRY:** Halo 5 Guardians Puzzle Campaign  
**AGENCY:** Wunderman Seattle  
**CLIENT:** Microsoft

**COUNTRY:** New Zealand  
**ENTRY:** myCountdown: Building on Success and Going One Better  
**AGENCY:** Affinity ID  
**CLIENT:** Countdown

**COUNTRY:** Denmark  
**ENTRY:** Synoptik Street Test  
**AGENCY:** Hjaltelin Stahl  
**CLIENT:** Synoptik

**COUNTRY:** United Kingdom  
**ENTRY:** Champions League Pub Signs  
**AGENCY:** OgilvyOne London  
**CLIENT:** BT Sport Commercial

**COUNTRY:** New Zealand  
**ENTRY:** Backyard Burger King  
**AGENCY:** Colenso BBDO  
**CLIENT:** Burger King
COUNTRY: United States  
ENTRY: Early Life  
AGENCY: FCB Chicago  
CLIENT: Cox Communications

COUNTRY: Norway  
ENTRY: Zero Waste  
AGENCY: Bouvet Advertising  
CLIENT: Viasat

COUNTRY: United Kingdom  
ENTRY: #Maketheteam  
AGENCY: OgilvyOne London  
CLIENT: IBM

COUNTRY: India  
ENTRY: Copy of Inverting a pie-chart, by Vodafone Business Services  
AGENCY: OgilvyOne Worldwide - Mumbai  
CLIENT: Vodafone Business Services
COUNTRY: Denmark
ENTRY: From Flow TV to a Personalized Video Ecosystem
AGENCY: Mediabroker
CLIENT: HBO Nordic

COUNTRY: United States
ENTRY: The Hashtag 500
AGENCY: Ogilvy New York
CLIENT: NASCAR

COUNTRY: United States
ENTRY: Your Xbox Year in Review
AGENCY: Wunderman Seattle
CLIENT: Microsoft

COUNTRY: Belgium
ENTRY: Personal Billboards
AGENCY: BBDO Belgium
CLIENT: JCDecaux

COUNTRY: United Kingdom
ENTRY: Champions League Pub Signs
AGENCY: OgilvyOne London
CLIENT: BT Sport Commercial
Sweden
ENTRY: Change Hand
AGENCY: Volontaire
CLIENT: Hjärnfonden - The Swedish Brain Foundation

Hong Kong
ENTRY: The Last Word
AGENCY: Ogilvy & Mather - Hong Kong
CLIENT: WWF Hong Kong

Belgium
ENTRY: The Write Thing
AGENCY: BBDO Belgium
CLIENT: Vlaamse Parkinson Liga (Flemish Parkinson Association)

Canada
ENTRY: Bully Ads
AGENCY: BIMM/Touche!
CLIENT: Canadian Safe School Network

United States
ENTRY: World Vision Canada Bounceback
AGENCY: Russ Reid
CLIENT: World Vision Canada
There’s an entire science behind decision making. There’s an entire agency that’s built on it.

Customers face innumerable decisions. Fortunately, you can prompt them to make the ones you want. Using proven behavioral science principles like the ones above, we drive profitable results for leading marketers in financial services, technology, telecom, nonprofit and more. Want thought-starters for your next campaign? Email John.Sisson@WildeAgency.com.
COUNTRY: United States
ENTRY: Unparalleled Journeys
AGENCY: Spark44
CLIENT: Jaguar Land Rover North America

COUNTRY: New Zealand
ENTRY: Fuji Xerox - Haus of Versant
AGENCY: Republik New Zealand
CLIENT: Fuji Xerox New Zealand

COUNTRY: New Zealand
ENTRY: Fuji Xerox - A Golden Opportunity
AGENCY: Republik New Zealand
CLIENT: Fuji Xerox New Zealand

COUNTRY: United States
ENTRY: No Brown M&Ms
AGENCY: Sammons Retirement Solutions Inc.
CLIENT: Sammons Retirement Solutions Inc.

COUNTRY: Spain
ENTRY: Forgotten Words
AGENCY: Proximity Barcelona
CLIENT: Proximity Barcelona & Teide Digital
Mail has changed the game again, bringing the power of paper and pixels together. From visual QR codes that launch dynamic videos, to mind-blowing Augmented Reality experiences, to vivid colors and textures that grab attention and inspire—now is the time to create Irresistible Mail™.

LEARN MORE ABOUT THESE GAME-CHANGING ADVANCES AT USPS.COM/IRRESISTIBLE
The Gold Mailbox Award / Sponsored by the United States Postal Service

In a world more complex than ever, only one medium has been woven into the very fabric of our lives for centuries – and, today continues to endure as a great opportunity for marketers to balance high tech – with high touch.

Mail.

Every year, one outstanding campaign is honored with the Gold Mailbox Award, sponsored by the United States Postal Service.

This special ECHO recognizes the most innovative use of the medium – whether as a solo effort or a major component of an integrated campaign.
COUNTRY: United Kingdom
ENTRY: Champions League Pub Signs
AGENCY: OgilvyOne London
CLIENT: BT Sport Commercial

COUNTRY: Spain
ENTRY: Orgasm Sound Library
AGENCY: Proximity Madrid
CLIENT: Bijoux Indiscret

COUNTRY: Spain
ENTRY: Forgotten Words
AGENCY: Proximity Barcelona
CLIENT: Proximity Barcelona & Teide Digital

COUNTRY: United States
ENTRY: Unparalleled Journeys
AGENCY: Spark44
CLIENT: Jaguar Land Rover North America
COUNTRY: Hong Kong
ENTRY: The Last Word
AGENCY: Ogilvy & Mather - Hong Kong
CLIENT: WWF Hong Kong

COUNTRY: New Zealand
ENTRY: Anchor X-Ray Casts
AGENCY: Colenso BBDO
CLIENT: Fonterra Brands New Zealand - Anchor

COUNTRY: New Zealand
ENTRY: Brewtroleum
AGENCY: Colenso BBDO
CLIENT: DB Breweries - DB Export
20 / Best Customer Centric

COUNTRY: Canada
ENTRY: EHemoji
AGENCY: OgilvyOne Toronto
CLIENT: Tim Hortons

COUNTRY: New Zealand
ENTRY: Brewtrolem
AGENCY: Colenso BBDO
CLIENT: DB Breweries - DB Export

COUNTRY: New Zealand
ENTRY: Reduce Speed Dial
AGENCY: Colenso BBDO
CLIENT: Volkswagen New Zealand
COUNTRY: United States
ENTRY: HP Epic 360
AGENCY: Collectively
CLIENT: Hewlett Packard

COUNTRY: United States
ENTRY: World Password Day 2015
AGENCY: Big Monocle
CLIENT: Intel

COUNTRY: New Zealand
ENTRY: Fuji Xerox - A Golden Opportunity
AGENCY: Republik New Zealand
CLIENT: Fuji Xerox New Zealand
Moxie is an agency of thinkers and makers. We are built to create modern marketing solutions that move our clients into the future. Since our launch in 2000, our progressive approach has helped brands of every size and scope grab hold of — and ultimately own — untapped audiences, market share and revenue.

*Ready for marketing that moves? We’re ready for you.*

MoxieUSA.com | newbusiness@moxieusa.com | 678.916.4500

ATLANTA | LOS ANGELES | NEW YORK | PITTSBURGH
THE DIAMOND ECHO AWARD

The Diamond ECHO Award recognizes and honors the campaign that represents the highest standards of strategic and creative excellence combined with proven performance. Selected by the ECHO Board of Governors from across all of the Gold ECHO Award winning campaigns, the Diamond ECHO trophy truly represents the best-of-the-best that the data and marketing industry has to offer.

Past winners include some of the greatest brands and agencies in the world including – Fuji Xerox, AT&T, Nestle Purina, Diageo Guinness, GEICO, Nissan, Glaxo, OgilvyOne Worldwide, BBDO, TBWA/Chiat Day, FCB, Shackleton, Colenso BBDO Proximity, Republik, M&C Saatchi and many others.

2015 Diamond ECHO Winner

Project Architeuthis, developed by Campbell Ewald for the United States Navy. The project was the first alternate reality game launched by a branch of US Armed Forces. It was designed to locate the ideal candidates for cryptology.
# 2016 Judges

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
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<tbody>
<tr>
<td>Mark Allen</td>
<td>TruGreen</td>
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<td>Hans Jorgen Albertsen</td>
<td>Netbooster</td>
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<td>Kim Jong Andersen</td>
<td>Danish Digital Awards</td>
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<td>Vatsal Asher +</td>
<td>DMA Asia</td>
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<td>Tedd Aurelius</td>
<td>Immediate Past Board Chair</td>
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<td>Ken Beatty</td>
<td>FCB</td>
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<td>Jacob Bentzen</td>
<td>Ogilvy Denmark</td>
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<td>David Berkowitz</td>
<td>The Serial Marketer</td>
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<td>Jeppe Berrgreen</td>
<td>Director</td>
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<td>E. Paul Bigham</td>
<td>Bigham Agency, Inc.</td>
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<td>Josh Blacksmith</td>
<td>FCB Chicago</td>
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<td>Rikke Boye Pedersen</td>
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<td>Eamon Boyle</td>
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<td>Rolf Carlsen</td>
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<td>Siobhan Chretien</td>
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<td>Mike Chuter</td>
<td>Publicis CUBED</td>
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<td>Frisbee</td>
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<td>Maetva Agency</td>
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<td>Sean Cunningham</td>
<td>Fresh</td>
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