



2025 ANA B2 AWARDS WINNERS

BEST IN SHOW AWARD

“Not Just the Facts”
FactSet Research Systems Inc. and VSA Partners

<i>Award Level</i>	<i>Campaign Name</i>	<i>Client</i>	<i>Agency</i>
ACCOUNT-BASED MARKETING			
GOLD	Mission Critical: A Hyper-Personalized 1:1 ABM Approach to Secure the Nation’s Top Defense Shipbuilder	ServiceNow	Agent 3
SILVER	“Eyes on the future. Boots on the ground.” by Epiroc	Epiroc	Marketbridge
SILVER	Wake Up And Smell the Coffee!	ServiceNow	Agent 3
BRONZE	Love at First Insight: Unisys ABM Engagement Campaign	Unisys Corporation	Design Logic AU
BRONZE	ServiceNow ABM: Driving Innovation and Impact In The Automotive Sector	ServiceNow	Agent 3
AI/EMERGING TECHNOLOGIES			
SILVER	Intel: The Magic of Metaphors	Intel	Intercept
BRONZE	McNeilus “Revolutionizing Refuse”	McNeilus Trucking	Mower
BRONZE	Recorded Future Gen AI Brand Video	Recorded Future	Traction
B2B MARKETPLACE MARKETING			
GOLD	Matches Are Made with Amazon Ads	Amazon Ads	Code and Theory
SILVER	Carhartt “For Crews Who Make the Holidays”	Carhartt	Mower
BRONZE	Together, Let’s Break Through	Labcorp	Audacity
BRAND PURPOSE			
GOLD	Force of Nature	Mastercard	McCann New York
SILVER	ETS — Revolutionizing How We Measure Minds	ETS	Code and Theory



Award Level

Campaign Name

Client

Agency

BUSINESS TO GOVERNMENT/BUSINESS TO PUBLIC SECTOR MARKETING

SILVER	McNeilus "Revolutionizing Refuse"	McNeilus Trucking	Mower
BRONZE	Verizon Frontline	Verizon Business Group	Ogilvy

CHANNEL PARTNER/ECOSYSTEM PROGRAM

SILVER	Force of Nature	Mastercard	McCann New York
BRONZE	Grow Beyond: Building the Ultimate Partnership Engine	T-Mobile for Business	The Marketing Practice

CONTENT MARKETING

GOLD	Intuit QuickBooks x Street You Grew Up On	Intuit	Initiative and Mediabrands Content Studio
SILVER	Paris 2024 B2B Campaign	Visa Europe Ltd.	ChilliMint Europe Ltd.
SILVER	The Sound of Flight	GE Aerospace	Gravity Global
BRONZE	B2B Buyer Beat	Digitalzone	

CORPORATE BRANDING CAMPAIGN

GOLD	Put AI To Work For People	ServiceNow	BBDO New York
GOLD	Reimagine the Possible	Exel Composites	TRUE
SILVER	By America's Side	Mack Trucks	Stein and Office of Experience
SILVER	Making Space for Incredible	AutoStore	Transmission
BRONZE	Thomson Reuters — Clarifying the Complex	Thomson Reuters	Code and Theory

CORPORATE IDENTITY CAMPAIGN

GOLD	ETS — Revolutionizing How We Measure Minds	ETS	Code and Theory
GOLD	Thomson Reuters — Clarifying the Complex	Thomson Reuters	Code and Theory
SILVER	Frazier & Deeter Corporate Rebrand	Frazier & Deeter	Modo Modo Agency
SILVER	Seamless Solutions	LS Power	Prophecy
BRONZE	Recorded Future. Know what matters. Act first.	Recorded Future	Traction

CORPORATE OR BRAND WEBSITE

GOLD	Building the Largest Developer Ecosystem The World Has Ever Known	Qualcomm	Code and Theory
SILVER	ETS — Revolutionizing How We Measure Minds	ETS	Code and Theory
SILVER	From Mission: Impossible to Mission: Accomplished — Iron Mountain's global website redesign	Iron Mountain	Rightpoint

CUSTOMER EXPERIENCE

GOLD	Building the Largest Developer Ecosystem The World Has Ever Known	Qualcomm	Code and Theory
------	---	----------	-----------------

<i>Award Level</i>	<i>Campaign Name</i>	<i>Client</i>	<i>Agency</i>
DATA AND ANALYTICS INNOVATION			
SILVER	Stein's Origin Data Platform	Stein	
SILVER	Synchronized Efficiency: Powering a Personalized Experience	PACCAR Parts	FCB Chicago
BRONZE	HP Drives Innovation with ABM Measurement	HP In-House Media Team	
DEMAND GENERATION: LARGE ENTERPRISE			
SILVER	Storytellers Collective by National Geographic	National Geographic	Marketbridge
BRONZE	Enterprise Solutions #ProblemsSolved	S&P Global Market Intelligence	PinkGreen
BRONZE	"Eyes on the future. Boots on the ground." by Epiroc	Epiroc	Marketbridge
DEMAND GENERATION: SMALL OR MEDIUM BUSINESS			
GOLD	Carhartt "For Crews Who Make the Holidays"	Carhartt	Mower
GOLD	Matches Are Made with Amazon Ads	Amazon Ads	Code and Theory
SILVER	Orkin Canada — Be Afraid	Orkin Canada	Jan Kelley
DIGITAL MARKETING TOOLS AND PROGRAMS			
SILVER	Launching a Category of One	Four Seasons Yachts	MRM
BRONZE	Driving demand with unique-in-category website innovation	Medidata Solutions, Inc.	
DIGITAL TRANSFORMATION			
GOLD	Launching a Category of One	Four Seasons Yachts	MRM
GOLD	WypAll® Right Purpose Wipes	Kimberly-Clark Professional	
SILVER	Finvi "Collections That Work"	Finvi	Mower
DIRECT MAIL, FLAT, OR DIMENSIONAL			
SILVER	United Egg Producers: The Unscrambled Egg	United Egg Producers	Bader Rutter
EMAIL			
GOLD	Carhartt "For Crews Who Make the Holidays"	Carhartt	Mower
SILVER	Two Campaigns, One TRP Takeover	PACCAR Parts	FCB Chicago
BRONZE	Pipeline momentum powered by email: PitneyShip®	Pitney Bowes	The Pedowitz Group
EMPLOYER BRANDING			
BRONZE	Mower "Don't Wait. Celebrate!"	Mower	
EVENT MARKETING CAMPAIGN			
GOLD	The Power of Sound Experience	Audacy	Two Eighteen
SILVER	Born of the Bond	Zoetis	Bader Rutter
BRONZE	Verizon Business Innovation Sessions	Verizon Business	CIVIC

<i>Award Level</i>	<i>Campaign Name</i>	<i>Client</i>	<i>Agency</i>
FIELD MARKETING			
SILVER	Positioning Iron Mountain in New Neighborhoods	Iron Mountain	
BRONZE	“Eyes on the future. Boots on the ground.” by Epiroc	Epiroc	Marketbridge
INDUSTRY SECTOR SPOTLIGHT AWARD: BANKING AND FINANCIAL SERVICES			
GOLD	The Unshakeables Podcast from Chase for Business	Chase for Business	Quigley-Simpson and iHeartMedia
BRONZE	American Express “This Is For YOU”	American Express	Inspira Marketing
INDUSTRY SECTOR SPOTLIGHT AWARD: BUSINESS AND PROFESSIONAL SERVICES			
GOLD	Sleep With Rain	AT&T	BBDO LA
INDUSTRY SECTOR SPOTLIGHT AWARD: INSURANCE			
BRONZE	Children’s Oral Health	Guardian	
INDUSTRY SECTOR SPOTLIGHT AWARD: TECHNOLOGY			
GOLD	Building the Largest Developer Ecosystem The World Has Ever Known	Qualcomm	Code and Theory
SILVER	Put AI To Work For People	ServiceNow	BBDO New York
BRONZE	Siemens CES	Siemens	Sparks + Freeman
INFLUENCER MARKETING			
GOLD	Rubix Foods NEXT Flavor Network	Rubix Foods	Belle Communication
GOLD	Sleep With Rain	AT&T	BBDO LA
SILVER	The Delo “Bryan Furnace Rant” video series by Chevron Lubricants	Chevron Lubricants	Marketbridge
SILVER	Trolled by Rock N’ Roll	Workday	Ogilvy
INTEGRATED MARKETING PROGRAM: LARGE ENTERPRISE			
GOLD	By America’s Side	Mack Trucks	Stein and Office of Experience
GOLD	Not Just the Facts	FactSet Research Systems Inc.	VSA Partners
SILVER	Carhartt “For Crews Who Make the Holidays”	Carhartt	Mower
SILVER	GE Healthcare. Know Now.	GE Healthcare	Traction
BRONZE	Sleep With Rain	AT&T	BBDO LA
INTEGRATED MARKETING PROGRAM: SMALL TO MIDSIZE BUSINESS			
BRONZE	Reimagine the Possible	Exel Composites	TRUE

<i>Award Level</i>	<i>Campaign Name</i>	<i>Client</i>	<i>Agency</i>
INTERNATIONAL B2B MARKETING CAMPAIGN			
SILVER	Media Envy	Amazon Ads	Anomaly
BRONZE	Not Just the Facts	FactSet Research Systems Inc.	VSA Partners
LEAD GENERATION: LARGE ENTERPRISE			
SILVER	From Quantity to Quality: Unisys's AI-Driven Lead Generation Revolution	Unisys Corporation	Design Logic AU
SILVER	Workday Presents: The Rock Stars of Business World Tour	Workday	Ogilvy
BRONZE	POWER TO MOVE YOUR BUSINESS	Qualcomm	Transmission
BRONZE	Storytellers Collective by National Geographic	National Geographic	Marketbridge
LEAD GENERATION: SMALL TO MEDIUM BUSINESS			
GOLD	Carhartt "For Crews Who Make the Holidays"	Carhartt	Mower
SILVER	Precision targeting with "Move to Kestra" Campaign	Kestra Holdings	
LINKEDIN B2B ICON AWARD			
GOLD	By America's Side	Mack Trucks	Stein and Office of Experience
MEDIA STRATEGY			
GOLD	Storytellers Collective by National Geographic	National Geographic	Marketbridge
SILVER	This is an operations intervention	PagerDuty	Instrument and Just Global
SILVER	Time Delay	Thermo Fisher Scientific	Park & Battery
BRONZE	EY x Reuters Real Time Business	EY	EssenceMediaCom
MULTI-YEAR IMPACT			
GOLD	Born of the Bond	Zoetis	Bader Rutter
SILVER	Verizon Business Innovation Sessions	Verizon Business	CIVIC
BRONZE	Win in Digital B2B Marketing Campaign	Visa Europe Ltd.	ChilliMint Europe Ltd.
OUT-OF-HOME ADVERTISING			
GOLD	Your team loves Canva	Canva	
PODCAST			
GOLD	The Unshakeables Podcast from Chase for Business	Chase for Business	Quigley-Simpson and iHeartMedia
BRONZE	The Visibility Gap	Cigna Healthcare	MRM and Initiative

<i>Award Level</i>	<i>Campaign Name</i>	<i>Client</i>	<i>Agency</i>
PRODUCT LAUNCH OR RELAUNCH			
GOLD	Matches Are Made with Amazon Ads	Amazon Ads	Code and Theory
GOLD	Reimagine the Possible	Exel Composites	TRUE
SILVER	Iron Mountain InSight® DXP Global Launch	Iron Mountain	Transmission
SILVER	Removing Carbon for Good	Elimini	Stein and The Gate
BRONZE	McCain® SureCrisp® — Go the Distance	McCain Foods	Bader Rutter
PROPRIETARY COMPANY EVENT (SINGLE/SERIES)			
SILVER	re:Invent Watch Parties	Amazon/AWS	Factory360
BRONZE	Google Cloud Next 2024 — Keynote	Google Cloud	Jack Morton
REGIONAL SPOTLIGHT AWARD: UNITED KINGDOM			
GOLD	Reimagine the Possible	Exel Composites	TRUE
ROI/GROWTH			
SILVER	Carhartt “For Crews Who Make the Holidays”	Carhartt	Mower
BRONZE	Visa Commercial Solutions — Delivering “best-in-class” commercial payment solutions	Visa Europe Ltd.	ChilliMint Europe Ltd.
SALES ENABLEMENT PROGRAM			
BRONZE	McCain Unlock your menu inspiration	McCain	Dentsu
SOCIAL MEDIA			
GOLD	Sleep With Rain	AT&T	BBDO LA
SILVER	McCain® SureCrisp® — Go the Distance	McCain Foods	Bader Rutter
SILVER	The Sound of Flight	GE Aerospace	Gravity Global
BRONZE	We Stand Up For	Mastercard	McCann New York
THOUGHT LEADERSHIP			
GOLD	Extending Brand-to-Demand Leadership in B2B	Stein	
BRONZE	Amazon Ads: From Ads to Zeitgeist	Amazon Ads	
BRONZE	The Rising Storm	Lightcast	
TOP AWARD: INDIVIDUAL MARKETER OF THE YEAR			
GOLD	Kyall Mai	Esquire Bank	Park & Battery
TOP AWARD: LARGE AGENCY OF THE YEAR			
GOLD	Leading the Technology Revolution in B2B		Code and Theory
SILVER	Transmission		Transmission
BRONZE	Reinventing B2B		Just Global

<i>Award Level</i>	<i>Campaign Name</i>	<i>Client</i>	<i>Agency</i>
TOP AWARD: MIDSIZE AGENCY OF THE YEAR			
GOLD	Mower — 2025 Agency of the Year		Mower
SILVER	Park & Battery: Third Year's a Charm		Park & Battery
BRONZE	Building the World's Most Demanded B2B Brands.		Stein

TOP AWARD: SMALL AGENCY OF THE YEAR			
GOLD	Helping B2B Brands Make Their Market		SCHERMER
SILVER	The Ricciardi Group — Real Growth Demands Bravery		The Ricciardi Group
BRONZE	LUDWIG+ Small Agency of the Year		LUDWIG+

TRADE SHOW OR CONFERENCE			
GOLD	Life. To The Fullest.® by Abbott at CES 2025	Abbott Laboratories	Factory360
SILVER	You Can't Miss This	Thermo Fisher Scientific	Park & Battery
BRONZE	Cboe — Introducing Index Options to Robinhood	Cboe Global Markets	tms

VIDEO MARKETING			
GOLD	Born of the Bond	Zoetis	Bader Rutter
SILVER	Carhartt "A Partnership to Power the Future"	Carhartt	Mower
BRONZE	We Stand Up For	Mastercard	McCann New York

B2 GEM® AWARD			
GOLD	Intuit QuickBooks x Street You Grew Up On	Intuit	Initiative and Mediabrands Content Studio
SILVER	J.P. Morgan Chase Women on the Move Podcast	J.P. Morgan Chase	Magnet Media, Inc.
BRONZE	Surf's Up at Future Proof: intelliflo Rides the Wave of Innovation!	intelliflo	Intention.ly



2024 ANA B2 AWARDS WINNERS

BEST IN SHOW AWARD

“The Rock Stars of Business.”
Workday and Ogilvy

<i>Award Level</i>	<i>Campaign Name</i>	<i>Client</i>	<i>Agency</i>
A.I./EMERGING TECHNOLOGIES			
SILVER	Covent Carbon Capture	Ecologi	Stein IAS
BRONZE	Lenovo Evolve Small	Lenovo United States	Zeno Group
BRONZE	EY.ai - Face of the Future	EY	Ogilvy UK
ACCOUNT-BASED MARKETING			
GOLD	A powerful new way forward	London Stock Exchange Group	Twogether
SILVER	Insight driven ABM putting Customers at Heart of Progress	Kyndryl	
SILVER	Think Connected in Healthcare	Avaya LLC	MOI Global
BRONZE	“Turning the Ship Around”: 1:1 ABM for GE	VMWare	The Marketing Practice
AGENCY PROMOTION			
SILVER	This is B2B's Decade	Stein IAS	Stein IAS
BRONZE	The Tech Marketing Podcast	Twogether	Twogether
BRAND PURPOSE			
GOLD	Deloitte x WNBA: Proud sponsor of professional women everywhere	Deloitte LLP	
GOLD	Pink Fund Eyes Up Here	The Pink Fund	LUDWIG+
SILVER	“Be Today Ready” Digital Outdoor Activation	SAP	BBDO New York
BRONZE	Trust Leadership Institute	PwC US	
BRONZE	Embraer: Accelerate Opportunity	Embraer Commercial Aviation	Gravity Global



CHANNEL PARTNER PROGRAM

SILVER	Lenovo 360 Partner Programme	Lenovo	
BRONZE	Cheese State University	Dairy Farmers of Wisconsin	
BRONZE	Dig Big Channel Program	LiuGong	Nelson Schmidt

CONTENT MARKETING

GOLD	Esquire Bank: Champions of Social Justice	Esquire Bank	Park & Battery
GOLD	Born of the Bond Docuseries	Zoetis	Bader Rutter
SILVER	Athene Sandwich Generation Campaign	Athene	Imprint
SILVER	Lenovo Late Night I.T. Season 2	Lenovo	CLICKON Media
SILVER	Embraer: Accelerate [Efficiency] Opportunity. The Tech Eagle	Embraer Commercial Information	Gravity Global
BRONZE	McCain Foods: EPIC Throwdown	McCain Foods	Bader Rutter

CORPORATE BRANDING CAMPAIGN

GOLD	Carhartt, "More Than A Uniform"	Carhartt Company Gear	Mower
SILVER	Rhode Island Energy, "Little Things"	Rhode Island Energy	Mower
BRONZE	EY.ai - Face of the Future	EY	Ogilvy UK

CORPORATE IDENTITY CAMPAIGN

GOLD	Fleetguard Brand Re-Launch	Fleetguard	TriComB2B
SILVER	AllazoHealth: The Portrait of Personalization	AllazoHealth	Park & Battery
BRONZE	Deloitte TMT industry identity: 'Built for this'	Deloitte LLP	
BRONZE	Enfuce - Where Happiness is Built In	Enfuce	Transmission

CORPORATE OR BRAND WEBSITE

SILVER	Volvo Trucks: How a Truck Launch Rewrote the Playbook for an Industry	Volvo Trucks	Code and Theory
GOLD	Azure Printed Homes Corporate Website	Azure Printed Homes	The Pedowitz Group

CUSTOMER EXPERIENCE

GOLD	Deloitte x WNBA: Proud sponsor of professional women everywhere	Deloitte LLP	
SILVER	"Be Today Ready" Digital Outdoor Activation	SAP	BBDO New York

DEMAND GENERATION: LARGE ENTERPRISE

SILVER	Sun Chemical, "Experience. Transformation."	Sun Chemical	Mower
SILVER	The Safe Place	Hitachi Vantara	Together
BRONZE	Uncovering the ABX Factor	Samsung Electronics	Iris Germany

DEMAND GENERATION: SMALL OR MEDIUM BUSINESS

SILVER	Amazon Ads - Ads That Work As Hard As You Do	Amazon Ads	Code and Theory
BRONZE	Carhartt, "More Than A Uniform"	Carhartt Company Gear	Mower

DIGITAL TRANSFORMATION

GOLD	FirstEnergy, "Drone Safety Zone—Racing Game	FirstEnergy	Mower
SILVER	Esquire Bank: Succeed Boldly	Esquire Bank	Park & Battery

DIRECT MAIL, FLAT OR DIMENSIONAL

GOLD	Seaboard Pig Mailer	Seaboard Foods	Bader Rutter
SILVER	"No Compromise" by Chevron Lubricants	Chevron	Quarry
BRONZE	Preparing Client Families for the Future	Sammons Institutional Group	

EMAIL

SILVER	Driver Deals	PACCAR Parts	FCB Chicago
--------	--------------	--------------	-------------

EMPLOYER BRANDING

SILVER	Magnetic Culture	Epiroc	Performance Marketing
BRONZE	Upwork "YouTube SEO/This is How..."	Upwork	Upwork
BRONZE	FirstEnergy, "Light The Way"	FirstEnergy	Mower

EVENT MARKETING CAMPAIGN

GOLD	McCain Foods: EPIC Throwdown	McCain Foods	Bader Rutter
BRONZE	Humans of B2B	Business Marketing NYC	Stein IAS

INDUSTRY SECTOR SPOTLIGHT AWARD: BUSINESS AND PROFESSIONAL SERVICES

GOLD	The Consumer Advisory Collection	KPMG	TRUE
SILVER	UpNext	Upwork	Upwork
SILVER	Keep Breaking Through	Unisys	TBWA/Chiat/Day LA
BRONZE	Building Connections	Lincoln Property Company	Prophecy by Prosek
BRONZE	One Task at a Time	FedEx Office	Tracy-Locke
BRONZE	The Path	Ipsos	

INFLUENCER MARKETING

GOLD	Esquire Bank: Champions of Social Justice	Esquire Bank	Park & Battery
GOLD	NetLine INTENTIVE Launch	NetLine: An Informa Business	TopRank Marketing
SILVER	McCain Foods: EPIC Throwdown	McCain Foods	Bader Rutter
SILVER	Anterix Industry Insights: Bootstrapping a podcast and more to drive growth and demand:	Anterix	
BRONZE	UpNext	Upwork	Upwork

INTEGRATED MARKETING PROGRAM: LARGE ENTERPRISE

GOLD	The Rock Stars of Business	Workday	Ogilvy
SILVER	Keep Breaking Through	Unisys	TBWA/Chiat/Day LA
SILVER	The Consumer Advisory Collection	KPMG	TRUE
BRONZE	Carhartt, "More Than A Uniform"	Carhartt Company Gear	Mower

INTEGRATED MARKETING PROGRAM: SMALL TO MIDSIZE BUSINESS

GOLD	Amazon Ads - Ads That Work As Hard As You Do	Amazon Ads	Code and Theory
SILVER	Go With Lou Campaign	LiuGong	Nelson Schmidt
BRONZE	Esquire Bank: Champions of Social Justice	Esquire Bank	Park & Battery

INTERNATIONAL B2B MARKETING CAMPAIGN

GOLD	EY.ai - Face of the Future	EY	Ogilvy UK
SILVER	LiuGong MCC Campaign	LiuGong	Nelson Schmidt
BRONZE	Amazon Ads - Ads That Work As Hard As You Do	Amazon Ads	Code and Theory

LEAD GENERATION: LARGE ENTERPRISE

GOLD	The Safe Place	Hitachi Vantara	Together
SILVER	"Be Today Ready" Digital Outdoor Activation	SAP	BBDO New York
BRONZE	In-Game Advertising	DISQO	DISQO

LEAD GENERATION: SMALL TO MEDIUM BUSINESS

GOLD	Carhartt, "More Than A Uniform"	Carhartt Company Gear	Mower
SILVER	Precision Targeting with "Get To Know Kestra" Campaign	Kestra Holdings	
BRONZE	Amazon Ads - Ads That Work As Hard As You Do	Amazon Ads	Code and Theory

MEDIA STRATEGY

GOLD	Demand More	Juniper Networks	Stein IAS and The Gate
------	-------------	------------------	------------------------

MICROSITE OR LANDING PAGE

SILVER	Volvo Trucks: How a Truck Launch Rewrote the Playbook for an Industry	Volvo Trucks	Code and Theory
BRONZE	Esquire Bank: Champions of Social Justice	Esquire Bank	Park & Battery

MULTI-YEAR IMPACT

GOLD	Esquire Bank: Succeed Boldly	Esquire Bank	Park & Battery
GOLD	Demand More	Juniper Networks	Stein IAS and The Gate
SILVER	National Grid, "More Opportunities In More Places"	National Grid	Mower

OUT-OF-HOME ADVERTISING

BRONZE	"Be Today Ready" Digital Outdoor Activation	SAP	BBDO New York
--------	---	-----	---------------

PODCAST

SILVER	RBC Capital Markets: Strategic Alternatives Podcast	RBC Capital Markets	The Ricciardi Group
BRONZE	Anterix Industry Insights: Bootstrapping a podcast and more to drive growth and demand:	Anterix	

PRODUCT LAUNCH OR RELAUNCH

GOLD	Carhartt, "More Than A Uniform"	Carhartt Company Gear	Mower
GOLD	Meet Your Battery Changer	Procell by The Duracell Company	VML
SILVER	YouScience Brightpath	YouScience	Cluster
SILVER	The Consumer Advisory Collection	KPMG	TRUE

PROPRIETARY COMPANY EVENT (SINGLE/SERIES)

GOLD	The Unconventional Awards	T-Mobile for Business	VCCP US
GOLD	UpNext	Upwork	Upwork
SILVER	Cisco Live 2023	Cisco Systems, Inc.	
BRONZE	Squaring the Executive Circle for ServiceNow	ServiceNow	Just Global

PUBLIC RELATIONS

GOLD	Arthritis Foundation, "We Journey Together"	Arthritis Foundation	Mower
------	---	----------------------	-------

REGIONAL SPOTLIGHT AWARD: UNITED KINGDOM

SILVER	Meet Your Battery Changer	Procell by The Duracell Company	VML
BRONZE	The Consumer Advisory Collection	KPMG	TRUE

ROI/GROWTH

SILVER	Carhartt, "More Than A Uniform"	Carhartt Company Gear	Mower
BRONZE	Data Connects Us	Stein IAS	Stein IAS

SALES ENABLEMENT PROGRAM

GOLD	USPS's Fresh Approach to Sales Enablement	United States Postal Service	MRM
SILVER	Carhartt, "More Than A Uniform"	Carhartt Company Gear	Mower
BRONZE	Cisco IMPACT FY24	Cisco	George P. Johnson Experience Marketing

SOCIAL MEDIA

SILVER	UpNext	Upwork	Upwork
BRONZE	Embraer: Accelerate [Efficiency] Opportunity. The Tech Eagle	Embraer Commercial Aviation	Gravity Global

SPONSORSHIP PROGRAM

GOLD	The Grant Thornton Invitational – Two tours. One competition.	Grant Thornton LLP	Wasserman
GOLD	Deloitte x WNBA: Proud sponsor of professional women everywhere	Deloitte LLP	

THOUGHT LEADERSHIP

GOLD	Undeniable Thought Leadership: The First Most Valuable Brands Index	Stein IAS	Stein IAS
SILVER	FY23 Ecolab Water For Climate B2B Campaign	Ecolab Water For Climate	EssenceMediacom
BRONZE	Tableau Data Leadership Collaborative	Tableau - Data Leadership Collaborative	PJA Marketing and Advertising

TOP AWARD: BEST IN SHOW

The Rock Stars of Business Workday and Ogilvy

TOP AWARD: LARGE AGENCY OF THE YEAR

GOLD	Code and Theory: Leading the B2B Revolution with 50% Creative, 50% Engineering Talent	Code and Theory	Code and Theory
SILVER	MOWER, LARGE AGENCY OF THE YEAR 2024	Mower	Mower
BRONZE	EssenceMediacom B2B Group	EssenceMediacom	EssenceMediacom

TOP AWARD: MIDSIZE AGENCY OF THE YEAR

GOLD	Leading in 'The B2B Decade'	Stein IAS	Stein IAS
SILVER	Agency of the Year	Just Global	Just Global

Award Level Campaign Name

Client

Agency

BRONZE

Prophecy by Prosek

Prophecy by Prosek

TOP AWARD: SMALL AGENCY OF THE YEAR

GOLD	Park & Battery: From Viable to Undeniable	Park & Battery
SILVER	AGENCY OF THE YEAR	LUDWIG+
BRONZE	SCHERMER Versus 2023	SCHERMER

TRADE SHOW OR CONFERENCE

GOLD	Cisco Live 2023	Cisco Systems, Inc.	
BRONZE	The Weather Gallery at Cannes Lions Festival of Creativity	The Weather Company	George P. Johnson UK

VIDEO MARKETING

GOLD	Kids Unfiltered	Elkay	Creative concept developed in-house and execution assisted by Kreber
SILVER	Carhartt, "More Than A Uniform"	Carhartt Company Gear	Mower
SILVER	Born of the Bond Docuseries	Zoetis	Bader Rutter
BRONZE	Embraer: Accelerate [Efficiency] Opportunity. The Tech Eagle	Embraer Commercial Aviation	Gravity Global

B2 GEM AWARD

GOLD	Deloitte x WNBA: Proud sponsor of professional women everywhere	Deloitte
SILVER	The Grant Thornton Invitational – Two tours. One competition.	Grant Thornton and Wasserman
BRONZE	The Path	Ipsos



2023 ANA B2 AWARDS WINNERS

ANA MEMBERS' CHOICE: BEST IN SHOW AWARD

"American Express Business Card Chronicles,"
American Express and Dentsu Creative

TOP AWARD WINNERS

Large Agency of the Year

Gold

MRM - Large Agency of the Year

Silver

Mower: Large Agency of the Year

Bronze

Bader Rutter: B2Braver, B2Bolder, B2Better

Midsize Agency of the Year

Gold

"Creativity in B2B We Need to Talk About It!," Stein IAS

Silver

"Twogether, Bringing technology to life," Twogether

Bronze

"TRUE," TRUE

Small Agency of the Year

Gold

"Park & Battery: The Breakout B2B Agency," Park & Battery

Silver

"Twenty-five years in – and we're just getting started." SCHERMER

Bronze

"Welcome to Revenue Marketing,"
BizMark, a Pedowitz Group Company

B2B In-House Agency of the Year

Winner

"Tensor, A Division of CMC," Tensor, A Division of CMC

Individual Marketer of the Year

Winner

Kristina Gregory, Constellation
Nominated by Weber Shandwick

Multi-Year Impact

Bronze

"Becoming the People-Centric Security Brand and Changing the
Future of the Industry," Proofpoint

Bronze

"C-Suite Insights Corporate Thought Leadership Program," Optum

GENERAL CATEGORY WINNERS

Account-Based Marketing

Gold

"Don't Be Sorry, Call Ari," Esquire Bank and Park & Battery

Silver

"Powering Partnerships," Hitachi Vantara and Twogether

Bronze

"Enlightening employers with a modern approach to mental health
care," Guardian Life, Group Benefits

Bronze

"Keeping It Cool: Henkel's Account-Based Transformation,"
Henkel Adhesives Technologies and Transmission

Agency Promotion

Silver

"Bader Rutter's 'The Good Minute' Podcast Series," Bader Rutter

Bronze

"A Holiday Message from the Owner," Mower

Brand Purpose

Gold

“Pay With Change,” Sports Illustrated Swimsuit and Edelman

Silver

“Direct Positive,” Tempo and Bader Rutter

Silver

“Into the Breach,” Microsoft Canada and Intercept

Silver

“Make B2B everything it can be.” LinkedIn

Bronze

“Seek & Prosper,” S&P Global and JOAN Creative

Channel Partner Program

Bronze

“The \$0.5 billion engine: Growing a channel from the ground up,”
Verizon and The Marketing Practice

Content Marketing

Gold

“Deepening connections with deeper content.”
Red Wing Shoe Co. and SCHERMER

Silver

“Keeping It Cool: Henkel’s Account-Based Transformation,”
Henkel Adhesives Technologies and Transmission

Bronze

“Becoming the #1 Source for Cybersecurity News & Information,”
Proofpoint

Bronze

“Real Time Insights,” EY, CNBC and Essence Mediacom

Corporate Branding Campaign

Gold

“Demand More From Your Network,”
Juniper Networks and WONGDOODY

Bronze

“Make The Connection,”
ICE (Intercontinental Exchange) and Prophecy

Bronze

“Seek & Prosper,”
S&P Global and JOAN Creative

Corporate Identity Program

Silver

“American Queen Voyages: NautiCode,”
American Queen Voyages / Hornblower and MRM NY

Silver

“Distinguishing DMG,” DMG and Stein IAS

Silver

“Twelve, a world made from air” Twelve and Origin House

Corporate or Brand Website

Bronze

“Forest Stewardship Council Website - fsc.org,”
Forest Stewardship Council and MRM

Customer Experience

Silver

“Into the Breach,” Microsoft Canada and Intercept

Bronze

“Innovation Mavericks,” Microsoft Canada and Intercept

Demand Generation: Large Enterprise

Gold

“Innovation Mavericks,” Microsoft Canada and Intercept

Gold

“Sustainability in Action,” Republic Services and Merkle B2B

Silver

“Align in the Metaverse,” Microsoft Canada and Intercept

Bronze

“Cutting back demand leads to more leads than ever before.”
Red Wing for Business and SCHERMER

Demand Generation: Small or Medium Business

Silver

“Customer Stories Campaign,”
Maytag Commercial Laundry and Nelson Schmidt

Silver

“Raise your game,” Sage and Twogether

Bronze

“MissionSquare Retirement Call-To-Retire,”
MissionSquare Retirement and Level Agency

Digital Marketing Tools and Programs

Gold

“Drone Safety Zone,” FirstEnergy and Mower

Silver

“Suspecting Cushing’s,” Dechra and Stein IAS

Bronze

“Let’s Get to Work,” Plante Moran and VMLY&R

Digital Transformation

Gold

“Align in the Metaverse,” Microsoft Canada and Intercept

Gold

“Into the Breach,” Microsoft Canada and Intercept

Silver

“Keeping It Cool: Henkel’s Account-Based Transformation,”
Henkel Adhesives Technologies and Transmission

Direct Mail, Flat or Dimensional

Bronze

“Going Big With Dealer Recruitment,”
LiuGong North America and Nelson Schmidt

Email

Silver

“Verizon Business Fios Digital Quote Email Journey,”
Verizon and Publicis CRMOne

Event Marketing Campaign

Gold

“From Imagination to Reality at Mobile World Congress,”
Ericsson and Jack Morton

Silver

“Align in the Metaverse,” Microsoft Canada and Intercept

Bronze

“Energia: Fly the Future,” Embraer and Gravity Global

GEM Award

Gold

“Direct Positive,” Tempo and Bader Rutter

Silver

“EY Real Time Business,” EY, Reuters and Essence Mediacom

Bronze

“Benefits of Benefits,”
Principal Financial Group and TBWA\Chiat\Day - Los Angeles

Industry Sector Spotlight Award: Banking and Financial Services

Silver

“Don't Be Sorry, Call Ari,” Esquire Bank and Park & Battery

Bronze

“Make The Connection,”
ICE (Intercontinental Exchange) and Prophecy

Influencer Marketing

Silver

“ReadyForAnything,” Bosch Professional and Clear B2B

Bronze

“Dinner with Goop,” Ajinomoto Co. Inc. and Edelman

Integrated Marketing Program: Large Enterprise

Gold

“Introducing USPS Connect Local,”
United States Postal Service and MRM

Silver

“Cow and Egret,” RXO and Doremus+Co

Silver

“Panasonic Connect - Moments That Matter,”
Panasonic Connect Co. Ltd. and MRM

Silver

“The Batting Lab,” SAS and McCann New York

Silver

“Vanguard Well On Your Way Integrated Marketing Program,”
The Vanguard Group and Huge Inc.

Bronze

“Seek & Prosper,” S&P Global and JOAN Creative

Integrated Marketing Program: Small to Midsize Business

Gold

“Discover The Palm Beaches 'Between-The-Sessions' Groups &
Meetings Campaign,”
Discover The Palm Beaches and Miles Partnership

International B2B Marketing Campaign

Gold

“Seek & Prosper,” S&P Global and JOAN Creative

Silver

“Own Tomorrow,” Payoneer and Gravity Global

Silver

“Secure the Enterprise: Freeze,” Cisco, The Hatch and BETC

Bronze

“Make B2B everything it can be.” LinkedIn

Lead Generation: Large Enterprise

Gold

“Cigna: Your New Growth Plan,” Cigna Healthcare and MRM NY

Lead Generation: Small to Medium Business

Gold

“Keep or Cull,” Zoetis and Bader Rutter

Silver

“Cassandra without the Pain,”
DataStax and BizMark, a Pedowitz Group Company

Silver

“Introducing USPS Connect Local,”
United States Postal Service and MRM

Bronze

“Marketing Automation Provides Mortgage Brokerage with a Sharp
Competitive Edge,” RCG Mortgage and Cleverman Inc.

Marketing on a Small Budget

Gold

“Keep or Cull,” Zoetis and Bader Rutter

Media Strategy

Gold

“Perfect Balance,”
Symcor, Uncommon Toronto and Myers Media Collective

Metaverse/Emerging Technologies

Silver

“From Imagination to Reality at Mobile World Congress,”
Ericsson and Jack Morton

Silver

“Precision 360 Game Hub,” Dell Technologies and Twogether

Microsite or Landing Page

Gold

“ZS Data Connects Us,” ZS and Stein IAS

Silver

“Keeping It Cool: Henkel’s Account-Based Transformation,”
Henkel Adhesives Technologies and Transmission

Out-of-Home Advertising

Bronze

“Don't Be Sorry, Call Ari,” Esquire Bank and Park & Battery

Podcast

Gold

“Smart Talks with IBM,” IBM and EightBar Collective

Gold

“The Sage Sound Advice Podcast,” Sage and Twogether

Silver

“Smart Acids™ - Breaking it all down one boron at a time,”
Univar Solutions

Bronze

“This is Product Management Podcast,” DISQO

Print Advertising

Silver

“A Better Cannes Experience Starts Here,” Roku and Merkle B2B

Bronze

“More Opportunities in More Places,” National Grid and Mower

Pro Bono Campaign

Silver

“Open Every Door,”
One Hundred Black Men of New York and Mower

Product Launch or Relaunch

Gold

“Long Live the XLA,” Acora and TRUE

Gold

“Pay With Change,” Sports Illustrated Swimsuit and Edelman

Silver

“The Prysmian League,” Prysmian Group and Mower

Bronze

“Introducing USPS Connect Local,”
United States Postal Service and MRM

Proprietary Company Event (Single/Series)

Gold

“Univision Upfront 2022,” TelevisaUnivision

Silver

“Leading the Change Hispanic Marketing Forum,” TelevisaUnivision

Silver

“Mining into the Future,” ExxonMobil and Weber Shandwick

Public Relations

Silver

“Coldwell Banker “Dream” Campaign,” Coldwell Banker Real Estate
and G&S Business Communications

Bronze

“Launch MARSS PR at the World Defense Show,”
MARSS and Clear B2B Marketing & PR Ltd

Bronze

“Mining into the Future,” ExxonMobil and Weber Shandwick

Regional Spotlight Award: United Kingdom

Silver

“Creativity in B2B We Need to Talk About It!,” Stein IAS

ROI/Growth

Silver

“Demand More,” Juniper Networks and Stein IAS

Silver

“Driving e-Commerce growth with myCoke,”
The Coca-Cola Company and MRM

Sales Enablement Program

Bronze

“Create without limits,” Siemens Digital Industries Software and
Amazon Web Services and InVision Communications

Sponsorship Program

Gold

“Driving Customer (Banks) Relationships Through Insights-Driven
SBO Thought Leadership and Culture-Forward Programming,”
Mastercard and McCann New York

Gold

“Sponsor X,” Smartsheet

Silver

“Deloitte & the WNBA: Driving change that matters,” Deloitte

Bronze

“Protiviti Activation - American Banker Most
Powerful Women in Banking™,” Protiviti

Thought Leadership

Gold

“Creativity in B2B We Need to Talk About It!” Stein IAS

Silver

“State of the Whole Brand: How to build a whole brand — right now.”
Barkley

Trade Show or Conference

Gold

“Views from the top,” Expleo and Stein IAS

Bronze

“Pack to the Future!,”

The Paper and Packaging Board and Stein IAS

Video Marketing

Gold

“American Express Business Card Chronicles,”
American Express and Dentsu Creative

Silver

“Cow and Egret,” RXO and Doremus+Co

Silver

“Demand More From Your Network,”
Juniper Networks and WONGDOODY

Bronze

“MNTN Launches the Hottest Demo Ever with Help
From Steve-O's 'Hot Sauce For Your Butthole!,”
Steve-O's Hot Sauce for Your Butthole and MNTN

SPECIALTY AWARD WINNER

LinkedIn B2B Icon Award

Winner

“Twelve, a world made from air,” Twelve and Origin House

2022 ANA B2 AWARDS WINNERS

TOP AWARD WINNERS

Large Agency of the Year

Gold
Transmission
Silver
MRM
Bronze
Merkle B2B

Midsize Agency of the Year

Gold
Mower
Silver
“Making B2B the Place to Be,” Just Global
Bronze
“Are You Ready for Growth?” Stein IAS

Small Agency of the Year

Gold
“Doubling Our Impact,” Retina/Transiris
Silver
“Woman-Owned Agency Born of the Mother of Invention,” LUDWIG+
Bronze
“In-it-together-approach delivers record growth,” BizMark

B2B In-House Agency of the Year

Winner
“Dell Technologies x McLaren,” Dell Blue

Industry Sector Spotlight Award: Manufacturing

Gold
“Smart Marketing for Smart Manufacturing,”
Trelleborg Marine & Infrastructure and Stein IAS
Silver
“Bloom Energy – Hydrogen Platform,” Bloom Energy and MRM
Bronze
“Making Marketing a Strength of a Small Manufacturing Business,”
Duroair Technologies and INDUSTRIAL

Multi-Year Impact

Gold
“The Smarter Approach,”
Trelleborg Marine & Infrastructure and Stein IAS

Individual Marketer of the Year

Winner
Sven Dellagnolo, Lexmark
Nominated by Stein IAS

B2BI Icon Award

Winner
“Consideration Campaign,” EY, Ogilvy and MediaCom

ANA Members' Choice: Best in Show Award

Winner
“Lenovo Late Night I.T.” Lenovo and Clickon Media

GENERAL CATEGORY WINNERS

Account-Based Marketing

Gold
“Business-to-Ecosystem (B2E),” ZS Associates and Quarry
Bronze
“Verizon Project Thor,” Verizon and MRM
Bronze
“Seamless Is More,” Software AG and Transmission

Agency Promotion

Gold
“Mower: ‘Making Fierce Friends,’” Mower
Silver
“B2B Originals,” Stein IAS

Augmented/Virtual Reality

Silver

“HPE Greetings from the Edge VR Experience,”
Hewlett Packard Enterprise and GMR Marketing

Brand Purpose

Gold

“Trainers for Hire,” Degree and Edelman

Gold

“Equity@Work,” Kelly Services and Erich and Kallman

Silver

“Uncensored: Stories of Black professionals at Deloitte,”
Green Dot Agency – Deloitte LLP

Bronze

“PwC’s The New Equation,” PwC and R/GA

Channel Partner Program

Silver

“The ‘Pure Rewards VIP’ Program,”
Pure Storage and HMI Performance Incentives

Content Marketing

Gold

“Profit Hunter – A Force with Nature,”
Embraer Commercial Aviation and Gravity Global

Silver

“The NEW Foundations of Advertising Measurement,” DISQO

Bronze

“Leadership in Action,” EY, MediaCom and WSJ The Trust

Corporate Branding Campaign

Gold

“The Art of Cells,” Thermo Fisher Scientific and Retina/Transiris

Gold

“Consideration Campaign,” EY, Ogilvy and MediaCom

Silver

“Creating Connections for Life,” Molex and Movéo

Silver

“Seamless Is More,” Software AG and Transmission

Bronze

“Trane Technologies Brand Platform Campaign,”
Trane Technologies and Jack Morton

Corporate Identity Program

Silver

“Mower: ‘Making Fierce Friends,’” Mower

Corporate or Brand Website

Silver

“Mower: ‘Making Fierce Friends,’” Mower

Bronze

“Finastra.com Redesign,” Finastra and Elevated Third

Customer Experience

Gold

“Cisco Readies Partners to Scale
Customer Experience and Grow Recurring Revenue,” Cisco

Gold

“Reimagining the ‘How America Saves’ Experience,”
Vanguard and Merkle B2B

Bronze

“Sinch.com Redesign,” Sinch and Elevated Third

Demand Generation: Large Enterprise

Gold

“Cat Trial 10: Tech Test,” Caterpillar Inc.

Silver

“Qlik: Open Relationships,” Qlik and WHM Creative

Bronze

“‘More Opportunities in More Places’ Commercial & Industrial
Energy Efficiency Program,” National Grid and Mower

Demand Generation: Small or Medium Business

Silver

“Accelerating Sendbird’s Growth With Optimized Paid and SEO,”
Sendbird and Walker Sands

Bronze

“Rework Work,” Envoy and The Mx Group

Digital Marketing Tools and Programs

Gold

“McCain Foods Supersized Selling Experience,” Merkle B2B

Gold

“Caring Gene® NYS Long-Term Care Recruitment Campaign,”
Iroquois Healthcare Association and Mower

Bronze

“Roam the Empire,”
New York State Tourism Industry Association and Mower

Digital Transformation

Gold

“Interactive 3D World,” BDR Thermea Group and Jack Morton

Silver

“Cisco Readies Partners to Scale
Customer Experience and Grow Recurring Revenue,” Cisco

Direct Mail, Flat or Dimensional

Gold

“Big Footprint,” Milwaukee Bucks and Bader Rutter

Bronze

“Business Platinum Premium Mailer,” AMEX and Jak Creative Design

Email

Gold

“Tapping into the Psychology of Clean Label,”
Ingredion Incorporated and Stein IAS

Silver

“Grant Thornton E-Newsletter Rebrand,” Grant Thornton LLP

Event Marketing Campaign

Gold

“Cisco Live 2021,” Cisco and The XD Agency

Gold

“2021 Small Business Impact Awards by Mastercard in Association with Bank of America,” Mastercard and Team Digital

Gold

“Elevating partner engagement,”
Westcoast Cloud and The Marketing Practice

Silver

“Transforming an Iconic In-Person Walk into a Virtual Event Amid a Pandemic,” Boston Marathon Jimmy Fund Walk and Brodeur Partners

Silver

“Interactive 3D World,” BDR Thermea Group and Jack Morton

Influencer Marketing

Gold

“Lenovo Late Night I.T.,” Lenovo and Clickon Media

Gold

“The Art of Cells,” Thermo Fisher Scientific and Retina/Transiris

Integrated Marketing Program: Large Enterprise

Gold

“The Art of Cells,” Thermo Fisher Scientific and Retina/Transiris

Silver

“Profit Hunter – A Force with Nature,”
Embraer Commercial Aviation and Gravity Global

Silver

“IT After Dark,” Eaton and Jack Morton

Bronze

“Strivers Initiative,” Mastercard and McCann XBC

Bronze

“Intergenerational Wealth Transfer Campaign,” The Vanguard Group

Integrated Marketing Program: Small to Midsize Business

Gold

“Caring Gene® NYS Long-Term Care Recruitment Campaign,”
Iroquois Healthcare Association and Mower

Silver

“It's Time for Something New,” Tensar Corporation

Silver

“The Closer Twins,” The Change Company and This Machine by Agent3

Bronze

“As Connected: Connecting You to Your Customers,”
Cox Communications and FCB Chicago

Bronze

“The acquisition engine,” Lenovo and The Marketing Practice

Lead Generation: Large Enterprise

Silver

“Brand Unchained,” GfK SE and alan. agency

Bronze

“Leveraging industry news to generate a record number of leads,”
Pitney Bowes and BizMark

Lead Generation: Small/Medium Business

Silver

“As Connected: Connecting You to Your Customers,”
Cox Communications and FCB Chicago

Bronze

“Lead Generation for a Disruptive Clean Air Solution
for Manufacturers,” Duroair Technologies and INDUSTRIAL

Marketing on a Small Budget

Gold

“Quorum: How Deals Get Done,”
Quorum Federal Credit Union and BizMark

Silver

“A Sustainably Sweeter World,” Ingredion Incorporated and Stein IAS

Media Strategy

Gold

“Trainers for Hire,” Degree and Edelman

Gold

“More Opportunities in More Places’ Commercial & Industrial
Energy Efficiency Program,” National Grid and Mower

Silver

“Deloitte Forecasts Merry and Bright Holiday Season,
but Not for All,” Deloitte and Brodeur Partners

Silver

“Let the network do the talking,”
Aruba, a Hewlett Packard Enterprise Company and Transmission

Microsite or Landing Page

Gold

“The Wealth Platform,” Broadridge and BizMark

Silver

“A Microsite Making You Want DynaMoor,”
Trelleborg Marine & Infrastructure and Stein IAS

Podcast

Silver

“Sustainability Leaders Podcast,” BMO

Bronze

“Joy@Work,” Kearney and Viewfinder Partners

Print Advertising (includes digital)

Gold

“ABB Ability™ eMine Campaign,” ABB and Mower

Gold

“Inspired by nature. Perfected by ABB.” ABB and Mower

Silver

“Pioneer – Married a Farmer,” Pioneer and Bader Rutter

Silver

“Qlik: Open Relationships Print,” Qlik and WHM Creative

Pro Bono Campaign

Silver

“Roam the Empire,”
New York State Tourism Industry Association and Mower

Bronze

“Bringing a 45-year-old women’s organization into a new era.”
TEMPO Milwaukee and Bader Rutter

Product Launch or Relaunch

Gold

“Shop Safe,” PayPal and Iris Worldwide

Gold

“Cisco Human x Nature,” Cisco Systems and MRM

Silver

“Profit Hunter – A Force with Nature,”
Embraer Commercial Aviation and Gravity Global

Silver

“Maytag Commercial Laundry Relaunch,”
Maytag Commercial Laundry and Nelson Schmidt

Silver

“The Launch of DynaMoor,”
Trelleborg Marine & Infrastructure and Stein IAS

Proprietary Company Event (Single/Series)

Bronze

“Webinar education series: Photochromic Fest and ARcade,” VSP

Recruitment Marketing

Silver

“Driver Acquisition Showdown,” Lyft and Performance Art

Regional Spotlight Award: Northern California: Innovators

Gold

“Turn Data Into Doing,” Splunk and Just Global

Silver

“SAP Marketing Innovation for Sustained Audience Growth,”
SAP Concur and Media Matters Worldwide

Bronze

“The Data Team Effect,” Databricks and Just Global

ROI/Growth

Gold

“Cisco Readies Partners to Scale Customer Experience
and Grow Recurring Revenue,” Cisco

Silver

“Driver Acquisition Showdown,” Lyft and Performance Art

Silver

“Let the network do the talking,”
Aruba, a Hewlett Packard Enterprise Company and Transmission

Bronze

“Markers, set go!” O2 Business and The Marketing Practice

Sales Enablement Program

Gold

“An Arsenal of Sales Tools,” Pitney Bowes and BizMark

Gold

“Roam the Empire,”
New York State Tourism Industry Association and Mower

Silver

“Ready to Reopen?” Kloudspot and Retina/Transiris

Bronze

“With Love, From Hilton sales engagement collateral,”
Hilton and Thinkwell Creative

Social Media

Gold

“Caring Gene® NYS Long-Term Care Recruitment Campaign,”
Iroquois Healthcare Association and Mower

Silver

“Profit Hunter – A Force with Nature,”
Embraer Commercial Aviation and Gravity Global

Silver

“Roam the Empire,”
New York State Tourism Industry Association and Mower

Silver

“The Art of Cells,” Thermo Fisher Scientific and Retina/Transiris

Thought Leadership

Gold

“Lenovo Late Night I.T.” Lenovo and Clickon Media

Silver

“Driving Travel Industry Recovery Through Data, Insights & Expertise,”
Expedia Group Media Solutions and Crafted Communications

Silver

“Equity@Work,” Kelly Services and Erich and Kallman

Bronze

“Leadership in Action,” EY, MediaCom and WSJ The Trust

Trade Show or Conference

Gold

“Tableau Software Conference 2021,”
Tableau Software, DNA and TPN

Bronze

“With Love, From Hilton,” Hilton and Thinkwell Creative

Video Marketing

Gold

“Lenovo Late Night I.T.” Lenovo and Clickon Media

Gold

“The Art of Cells,” Thermo Fisher Scientific and Retina/Transiris

Silver

“Dell Technologies x McLaren,” Dell Technologies and McLaren Group

Silver

“Profit Hunter – A Force with Nature,”
Embraer Commercial Aviation and Gravity Global

Bronze

“Consideration Campaign,” EY, Ogilvy and MediaCom



PRESENTED BY 

2021 B2 AWARD WINNERS



**BUSINESS
MARKETING**

ana.net/b2b



2021 TOP AWARD WINNERS

B2B In-House Agency of the Year

GOLD

publicis
sapient

SILVER



BRONZE

**Bloomberg
Media Studios**

Individual Marketer of the Year

Charlotte J. Commarmond



NOMINATED BY:

STEIN
IAS

Industry Sector Spotlight Award: Technology

GOLD

bombora

SILVER



BRONZE





2021 TOP AWARD WINNERS

Large Agency of the Year

GOLD



SILVER



BRONZE



Midsize Agency of the Year

GOLD



SILVER



BRONZE



Small Agency of the Year

GOLD



SILVER



BRONZE





2021 ANA MEMBERS CHOICE AWARD: BEST IN SHOW WINNER

“LEGO Education: Hannah Rebuilds it”
Lego and Doremus

2021 GENERAL CATEGORY WINNERS

Account Based Marketing

GOLD

How do you pinpoint and persuade your on-premise customers that you can also beat out the competition in the cloud? — Splunk and Agent3

SILVER

Shell Flightpath: Opening Up New Markets — Shell Aviation and Edelman

Time to Adapt — Tata Consultancy Services and Just Global

BRONZE

That's a Better Normal — Visa and Episode Four

Agency Promotion

SILVER

B2B WorldFest — Stein IAS

Sounds of the Season — Cargo

BRONZE

‘Digital Domination’ Account-Based Marketing Strategy Increases New Business Revenue 23% YoY During a Global Pandemic — Rise Interactive

Mower: Bring Your Work to Kids — Mower

Augmented Virtual Reality

BRONZE

USPS No Surcharge Campaign —
United States Postal Service and MRM

Brand Purpose

SILVER

LEGO Education: Hannah Rebuilds it — LEGO and Doremus

Products with Purpose —
DSM – HNH Nutritional Products and Fingerpaint

BRONZE

Connections For Life — Thermo Fisher Scientific – Gibco and Retina

Masterclassics — D&AD and MRM UK

Channel Partner Program

GOLD

HP Amplify Global Partner Program Launch — HP Inc. and Edeman

Corporate Branding Campaign

GOLD

Publicis Sapient Brand Launch — Publicis Sapient

SILVER

Connections For Life — Thermo Fisher Scientific – Gibco and Retina

Head Snap 2.0.2.0 — Symcor and Uncommon Toronto

BRONZE

Project North Star — Coldwell Banker Real Estate LLC and
G&S Business Communications; Siltanen & Partners and
Siltanen & Partners

The ABCDs of Innovation — Broadridge and BizMark

Corporate Identity Program

GOLD

Coldwell Banker Global Luxury Identity Standards —
Coldwell Banker Real Estate LLC and The Studio

SILVER

BNY Mellon Visual Brand Redesign — BNY Mellon and Landor & Fitch

Trademark – What Mark Will You Leave...Yoda vs The Empire —
Trademark and LUDWIG+

BRONZE

Ready For Virtually Anything — Virbela and Retina

Corporate or Brand Web Site

GOLD

Say Goodbye — Auryon and Fingerprint

Virbela.com — Virbela and Retina

SILVER

BNY Mellon Corporate Website Redesign — BNY Mellon and Havas

NYDIG Brand Website Relaunch — NYDIG and Edelman

BRONZE

As Simple as a Handshake: Bringing Client Confidence and Brand Passion Together on a New DudeSolutions.com — Dude Solutions and Schermer

Demand Generation: Large Enterprise

GOLD

Project Conquest — First Midwest Bank

BRONZE

Trelleborg Docking & Mooring — Trelleborg and Stein IAS

Demand Generation: Small/Medium Business

GOLD

Caring Gene® “Caring is Your Calling” — Iroquois Healthcare Association and Mower

SILVER

Back to Business – You’re pivoting, so we’re pivoting. — Cox Communications and FCB Chicago

Win Back — Nestle Waters North America and BizMark

BRONZE

100 Free Leads and Business Reopening Toolkit Program — INFUSEmedia

Digital Marketing Tools and Programs

SILVER

Caring Gene® “Caring is Your Calling” — Iroquois Healthcare Association and Mower

BRONZE

ROI Calculators — Whirlpool Corporation and Nelson Schmidt

Digital Transformation

SILVER

Freddie Mac Single-Family/Digital Transformation —
Freddie Mac Single-Family and Vshift

Jumpstarting Brand and Demand — Jumio Corporation and Retina

Vollrath Foodservice Website —
The Vollrath Co., LLC and CI Design, Inc.

BRONZE

The Drum Digitally Transforms with Pandemic Proof Online Festivals —
The Drum

Direct Mail, Flat or Dimensional

GOLD

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 and Agent3

SILVER

Dimensional Mailer – Brother — Brother International and Stein IAS

Make It Here — Zekelman Industries and The Mx Group

BRONZE

Masterclassics — D&AD and MRM UK

USPS Political Direct Mail — USPS and MRM

Educational series

GOLD

Samsung Elite — Samsung and Dentsu

BRONZE

Digital B2B Education Program —
Avocados From Mexico and Augustine Agency

Email

SILVER

Trelleborg Docking & Mooring — Trelleborg and Stein IAS

Employer Branding

GOLD

Mower: Bring Your Work to Kids — Mower

BRONZE

Learn For Your Life — Stein IAS

Event Marketing Campaign

GOLD

John Deere: The Farm Must Go On — John Deere and Edelman; UEG

BRONZE

Ellucian: eLive 2020 — Ellucian and twogether

Integrated Marketing Program: Large Enterprise

GOLD

Catching Feels — Mondy and TRUE

SILVER

ABM as a Service: helping sales close larger deals faster —
ServiceNow and The Marketing Practice

Back to Business – You're pivoting, so we're pivoting. —
Cox Communications and FCB Chicago

The Route to Resilience — Microsoft and MRM UK

BRONZE

Active Bond Funds: Simply Brilliant Results — Vanguard and Huge

Integrated Marketing Program: Small to Midsize Business

GOLD

Caring Gene® “Caring is Your Calling” —
Iroquois Healthcare Association and Mower

Say Goodbye — Auryon and Fingerprint

BRONZE

‘Digital Domination’ Account-Based Marketing Strategy Increases
New Business Revenue 23% YoY During a Global Pandemic —
Rise Interactive

We're All In —

Wisconsin Economic Development Corporation and Nelson Schmidt

Lead Generation: Large Enterprise

GOLD

Move Forward. — Conduent and Partners and Napier

USPS No Surcharge Campaign —
United States Postal Service and MRM

SILVER

Presort Services — Pitney Bowes and BizMark

BRONZE

Try before you buy: Feeding virtual events to sell our
virtual events product — GrubHub

Lead Generation: Small/Medium Business

GOLD

Back to Business – You're pivoting, so we're pivoting. —
Cox Communications and FCB Chicago

USPS – Drive Action to the Polls —
United States Postal Service and MRM

BRONZE

Say Goodbye — Auryon and Fingerpaint

Media Plan

GOLD

NI – Engineer Ambitiously — National Instruments and Doremus

SILVER

Caring Gene® “Caring is Your Calling” —
Iroquois Healthcare Association and Mower

Microsite or Landing Page

GOLD

3D printing in support of COVID-19 containment efforts — HP inc.

SILVER

Commercial Insight Center — Nationwide

Focus Forward —
Wisconsin Economic Development Corporation and Nelson Schmidt

BRONZE

Ingredion — Ingredion and Stein IAS

Omni-Channel Content Program

GOLD

Put the “U” Back in Syracuse —
Downtown Committee of Syracuse and Mower

The Digital Life Index — Publicis Sapient

SILVER

Exporting Expertise —
Wisconsin Economic Development Corporation and Nelson Schmidt

BRONZE

Caring Gene® “Caring is Your Calling” —
Iroquois Healthcare Association and Mower

Trelleborg Docking & Mooring — Trelleborg and Stein IAS

Out-Of-Home Advertising

SILVER

Caring Gene® “Caring is Your Calling” —
Iroquois Healthcare Association and Mower

Put the “U” Back in Syracuse —
Downtown Committee of Syracuse and Mower

BRONZE

Best Collaborations — Cisco Webex and WONGDOODY

Podcast

SILVER

#EngineersFromTheHomeDesk Series — L&T Technology Services

BRONZE

Think with Google Podcast — Google and Essence Global

Print Advertising

BRONZE

LEGO Education: Rebuild The World — LEGO and Doremus

Pro Bono Campaign

SILVER

Pro Bono – Not So Happy Elf — Stein IAS

Product Launch or Relaunch

GOLD

Say Goodbye — Auryon and Fingerprint

SILVER

Catching Feels — Mondy and TRUE

USPS – Shifting Voter Mindset —
United States Postal Service and MRM

BRONZE

Connections For Life — Thermo Fisher Scientific – Gibco and Retina

Proprietary Company Event, single/ series

GOLD

The Happiness Network — Verizon Media

BRONZE

Investor Day — Broadridge and BizMark

Public Relations

SILVER

Deloitte Studies Uncertain Course for Back-to-School and
Back-to-College Season — Deloitte and Brodeur Partners

BRONZE

Ball Corporation: Launching Aluminum Beverage Packaging into
the Sports and Entertainment World — Ball Corporation and Edelman

Recruitment Marketing

SILVER

Empower student growth program — Grant Thornton

BRONZE

Grant Thornton Employer Rebrand & Launch — Grant Thornton

ROI/Growth

GOLD

Catching Feels — Mondy and TRUE

SILVER

Caring Gene® “Caring is Your Calling” —
Iroquois Healthcare Association and Mower

BRONZE

‘Digital Domination’ Account-Based Marketing Strategy Increases
New Business Revenue 23% YoY During a Global Pandemic —
Rise Interactive

Sales Enablement Program

SILVER

Project Conquest — First Midwest Bank

BRONZE

RealVitalize Sales Materials — Realogy and The Studio
Sales Enablement Program – Trelleborg Docking & Mooring —
Trelleborg and Stein IAS

Social Media

GOLD

Caring Gene® “Caring is Your Calling” —
Iroquois Healthcare Association and Mower

BRONZE

We’re All In for Small Business Saturday —
Wisconsin Economic Development Corporation and Nelson Schmidt

Sponsorship Program

SILVER

U.S. Open Augmented Reality built by Deloitte — Deloitte

BRONZE

Driven By You —
Powered By Clover, Clover Network, Inc. and Ayni Brigade

Panasonic – What Moves Us —
Panasonic Corporation of North America and MRM

Thought Leadership

GOLD

Business Interrupted: Insights on the New Now —
Ernst & Young LLP and Mediacom NY

Getty Images Visual GPS — Getty Images

SILVER

CMO x Creator Conversations — YouTube and AKQA
Verizon 2020 Data Breach Investigation Report Program —
Verizon and MRM

BRONZE

The Digital Life Index — Publicis Sapient

Trade Show or Conference

GOLD

Inspired by nature. Perfected by ABB — ABB and Mower

SILVER

John Deere's Run Your World — John Deere and GES

BRONZE

DTN Ag Summit 2020 — DTN

Mastercard InConversation Series —
Mastercard and Armstrong Partnership

Video Marketing

GOLD

Panasonic – What Moves Us —
Panasonic Corporation of North America and MRM

SILVER

Cat Trial 9: PAC-MAN — Caterpillar Inc

LEGO Education: Hannah Rebuilds it — LEGO and Doremus

Trelleborg Smartport — Trelleborg and Stein IAS

BRONZE

The Next Normal | HSBC Commercial Banking —
HSBC and The Creative Engagement Group

B2B INSTITUTE ICON AWARD

Cat Trial 9: PAC-MAN
Caterpillar Inc