



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

DOREMUS

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 — Mondi 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