

# 2022 ANA B2 AWARDS WINNERS

## TOP AWARD WINNERS

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### 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

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### 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