

B2B Marketing Elevation Awards USA 2020

Winners



Best multichannel campaign

Gold

'Launching the Mitsubishi Spacejet' for Mitsubishi Aircraft Corporation, by Edelman

Silver

'Define your more' by Nelson Schmidt

Bronze

'The profit hunter' by Gravity Global

Best use of live-event marketing

Gold

'Beating the trade show blues' for Truveris, by Earnest

Silver

'Snowflake Summit and summit world tour inaugural conference series' for Snowflake Inc., by Skona Advertising

Bronze

'Snowflake driven by data booth, AWS re:invent 2019' for Snowflake Inc., by Skona Advertising

Best use of creative

Gold

'Shining a light on the black box of pharmacy benefits' for Truveris, by Earnest

Silver

'CFM: Extraordinary together' by Gravity Global

Bronze

'The profit hunter' by Gravity Global

Best use of digital techniques or technologies

Gold

'The profit hunter' by Gravity Global

Silver

'SafeTug 360° experience' by Stein IAS

Bronze

'Tariff insider' by Retina

Best use of content marketing

Gold

'The profit hunter' by Gravity Global

Silver

'Launching the Mitsubishi Spacejet' for Mitsubishi Aircraft Corporation, by Edelman

Bronze

'Smart marketing marketing smart' by Stein IAS

Best use of thought leadership

Gold

'Welcome to the frictionless future' by Earnest

Silver

'Smart marketing marketing smart' by Stein IAS

Bronze

'Platewise campaign' for Corteva Agriscience, by Bader Rutter

Best corporate decision-maker-targeted campaign

Gold

'The profit hunter' by Gravity Global

Silver

'OmniSci nurture campaign' by Springbox, a Prophet Company

Bronze

'Kony DBX launch campaign' for Kony, by Metia

Best use of account-based marketing

Gold

'Power to the people people' for Oracle, by Quarry

Silver

'OmniSci nurture campaign' by Springbox, a Prophet Company

Bronze

'The power of three' by Transmission

Best brand initiative

Gold

'The profit hunter' by Gravity Global

Silver

'CFM: Extraordinary together' for CFM, by Gravity Global

Silver

'eFive launch' by Curion

Best lead generation or nurturing campaign

Gold

'MyCampaign' for Windstream Enterprise, by Quarry

Silver

'Trade Launch 2019' for RESIDEO, by SCHERMER

Bronze

'GTT: SD-WAN' by Intelligent Demand

Best customer engagement initiative

Gold

'Microsoft Services executive board' by Microsoft

B2B marketing team of the year

Gold

Grant Thornton, Grant Thornton LLP

Silver

Trelleborg, Stein IAS

B2B marketer of the year

Gold

Kathy Seegebrecht, UL

B2B marketing communications agency of the year

Gold

Gravity Global

Silver

Transmission

Bronze

The Marketing Practice

Special thanks to our judges:

Lauren McCadney,
CDW

Cara McCall,
CNA

Marvin Mason,
Crisis Prevention Institute

Teresa Poggenpohl

Leslie Gall,
Alight Solutions

Cliff Langston,
Leads To Sales

Bruce Cashbaugh,
Adirondack Marketing
Services LLC

Suzanne Martin,
Gartner

Kristin Marquet,
FemFounder

Ben Rees,
Redgate

Mary Tehan

Larry Goldman,
Spinnaker Support

Bhavana Rana,
Shearman & Sterling

Winston Benedict,
Dentsu Aegis Network

Chris Foster,
Modern Postcard

Billy Cripe,
BloomThink

Bjorn Eriksson,
LinkedIn

Carol Eversen

Debbie Murphy,
JLL

Mike Fredrick,
Nelson Schmidt

Christopher Willis,
Acrolinx

William Parke,
CME

Sam Archbold,
U.S. Bank

Linda Brunner,
Siemens Healthineers

Tim Ahlenius,
Hawksearch

Tania Saiz,
Cambridge University
Press

Michael Ruby,
Retina

Lou Friedmann,
Interfirst

Catherine Porter,
CP Marketing Services

Mike Bell,
TriComB2B

Ian Haisley,
Chicago Sun-Times

Lauren Smith,
Yesler

Steve Andrew,
IFS

Adam Arthur,
Pantheon

Chris Duffey,
Adobe

Proud to be supporting
global excellence in B2B

gravity
GLOBAL

'None of us is as smart as all of us.' – Ken Blanchard

Congratulations.

The US Elevation Awards is an incredible B2B marketing event that brings together and recognises the best of the best programs across all channels. This event delivers B2B marketers the opportunity to learn from each other, to share best practice and to see new techniques. It's a masterclass in B2B excellence on how best to create brand fame and accelerate business growth.

Well done to all that made this happen!

Mark Lethbridge,
group chief executive
Gravity Global

A city skyline at night with illuminated buildings and a body of water in the foreground. A firework is visible in the upper left corner.
 B2B Marketing