

B2B Marketing Elevation Awards USA 2020

Shortlist

Best multichannel campaign

- 'CFM: Extraordinary together' by Gravity Global
- 'Define your more' by Nelson Schmidt
- 'Launching the Mitsubishi SpaceJet' for Mitsubishi Aircraft Corporation, by Edelman
- 'Manheim express' by The Mx Group
- 'Most complex industry on earth' for Pioneer, by Bader Rutter
- 'Self-checkout for the future – A targeted multi-channel brand awareness campaign' by Fujitsu Americas, Inc.
- 'The profit hunter' by Gravity Global

Best use of live-event marketing

- 'Beating the trade show blues' for Truveris, by Earnezt
- 'Curion day 2019' by Curion
- 'Paul Earle book tour' by Curion
- 'Snowflake driven by data booth, AWS re:invent 2019' for Snowflake Inc., by Skona Advertising
- 'Snowflake Summit and summit world tour inaugural conference series' for Snowflake Inc., by Skona Advertising

Best use of creative

- 'Aspire for good' by Retina
- 'CFM: Extraordinary together' by Gravity Global
- 'Grind for good' by Nelson Schmidt
- 'Launching the Mitsubishi SpaceJet' for Mitsubishi Aircraft Corporation, by Edelman
- 'OmniSci creative campaign' by Springbox, a Prophet Company
- 'Shining a light on the black box of pharmacy benefits' for Truveris, by Earnezt
- 'The profit hunter' by Gravity Global

Best use of digital techniques or technologies

- 'Fuel up mobile application' by Retina
- 'Key technology corporate website and product selector' by Retina
- 'SafeTug 360° experience' by Stein IAS
- 'Tariff insider' by Retina
- 'The profit hunter' by Gravity Global
- 'Using content to drive pipeline acceleration' by PMG
- 'World of Zekelman' by The Mx Group
- 'The profit hunter' by Gravity Global

Best use of content marketing

- 'Integrated content marketing moves the needle for industrial manufacturing giant' by Portavoce PR
- 'Launching the Mitsubishi SpaceJet' for Mitsubishi Aircraft Corporation, by Edelman
- 'NETSCOUT Arbor – Cloud' by Enigma Marketing Services
- 'Smart marketing marketing smart' by Stein IAS
- 'The future of networks' for Vodafone, by Earnezt
- 'The profit hunter' by Gravity Global
- 'Welcome to the frictionless future' by Earnezt

Best use of thought leadership

- 'Paul Earle book tour' by Curion
- 'Platewise campaign' for Corteva Agriscience, by Bader Rutter
- 'Smart marketing marketing smart' by Stein IAS
- 'Thought leadership' by Siegel+Gale
- 'Tom Stein's blog post-modern' by Stein IAS
- 'Welcome to the frictionless future' by Earnezt

Best corporate decision-maker-targeted campaign

- 'Friend or foe' by Nelson Schmidt
- 'Kony DBX launch campaign' for Kony, by Metia
- 'OmniSci nurture campaign' by Springbox, a Prophet Company
- 'The future of networks' for Vodafone, by Earnezt
- 'The profit hunter' by Gravity Global
- 'We challenge you' by Transmission

Best use of account-based marketing

- 'ABM+intent' for Redpoint Global, by Triblio
- 'Deal-based marketing at its best: Influencing the life of 2mn+ confidential: Students in the province of Ontario, Canada' by Fujitsu Americas, Inc.
- 'OmniSci nurture campaign' by Springbox, a Prophet Company
- 'Power to the people people' for Oracle, by Quarry
- 'Strategic ABM: Our journey from the right partner to the wise partner at one of the leading global auto and truck parts manufacturer!' by Fujitsu Americas, Inc.
- 'The power of three' by Transmission

Best brand initiative

- 'Alluma' by Emotive Brand
- 'CFM: Extraordinary together' for CFM, by Gravity Global
- 'Coast' by Emotive Brand
- 'Cummins "future citizens"' by The Mx Group
- 'eFive launch' by Curion
- 'Launching the Mitsubishi SpaceJet' for Mitsubishi Aircraft Corporation, by Edelman
- 'The profit hunter' by Gravity Global

Best lead generation or nurturing campaign

- 'ETS TOEIC – Assess to progress' by Stein IAS
- 'From start to finish' by Stein IAS
- 'GTT: SD-WAN' by Intelligent Demand
- 'MyCampaign' for Windstream Enterprise, by Quarry
- 'OmniSci nurture campaign' by Springbox, a Prophet Company
- 'Pivot to demand' by Stein IAS
- 'Trade Launch 2019' for RESIDEO, by SCHERMER

Best customer engagement initiative

- 'Microsoft Services executive board' by Microsoft
- 'The Gateway Americas' by Cisco Systems

B2B marketing team of the year

- B2B marketing team, Brookfield Properties
- Grant Thornton, Grant Thornton LLP
- Trelleborg, Stein IAS

B2B marketer of the year

- Kathy Seegebrecht, UL
- Kobi Ben Meir, Yalber
- Margaret Molloy, Siegel+Gale

B2B marketing communications agency of the year

- Gravity Global
- Retina
- Stein IAS
- The Marketing Practice
- The Mx Group
- Transmission