WINNER

General Electric Co.
Agency: BBDO, New York
Campaign: “Brilliant Machines”
Launch date: April 2013
Why we liked it: The star of this integrated campaign is actor Hugo Weaving, who reprises his role as the ubiquitous Agent Smith from the “Matrix” movie franchise. In one smartly produced TV spot, Smith and his clones move about a hospital equipped with General Electric Co.’s technology to underscore the innovative nature of the company’s Internet-enabled healthcare offerings. The GE machines and their advanced software, notes Agent Smith in his raspy narration, work seamlessly with data to improve patient care and reduce waiting times. Agent Smith can’t help but be impressed. Other elements of the campaign include social media, online advertising, additional TV spots and direct marketing, and the entire integrated package adds up to a stroke of brilliance.

Complete list of the 2013 BtoB’s Best

<table>
<thead>
<tr>
<th>Integrated Campaign (&gt;$200,000)</th>
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<td>Runner-up: Eric Mower + Associates, New York</td>
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<td>Honorable Mention: Microsoft, “Microsoft Windows 8,” Eric Mower + Associates, Syracuse, N.Y.</td>
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<td>Honorable Mention: Zeteco, “Social Media in a Box,” Bader Rutter, Brookfield, Wis.</td>
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<td>Honorable Mention: Northfield Bank, “Pensioner Making,” Mint Advertising, Branchburg, N.J.</td>
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<td>Winner:日产 Motor Corp., “Spotlight app,” gyro, Cincinnati</td>
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<td>Honorable Mention: Timber Tech, “iPad app,” Eric Mower + Associates, Syracuse, N.Y.</td>
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<td>Winner: SunGard Availability Services, “Zombie War,” Bulldog Solutions, Austin, Texas</td>
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INTEGRATED CAMPAIGN (LESS THAN $200,000)

HONORABLE MENTION

Emerson Climate Technologies
Agency: Fahlgren Mortine, Beavercreek, Ohio
Campaign name: “Electronic Unit Controller Awareness” campaign
Launch date: April 2013
Why we liked it: These ads speak right to the needs of time-crunched refrigeration contractors. The image of a timer reminds them that time is of the essence, while the headline, “Right now, a contractor is completing a 25-minute job in one minute,” lets them know that there’s a better way to get things done. Copy tells them that Emerson can help them save time and improve accuracy—in short, making their jobs easier. That’s a message that everyone has time for.

WINNER

General Electric Co.
Agency: BBDO, New York
Campaign name: “Brilliant Machines/Agent of Good”
Launch date: April 2013
Why we liked it: The Agent Smith character from the “Matrix” movies sweeps through a hospital emergency room, noting with amazement: “I found software that intrigues me. It appears to be an agent of good.” With the audience’s attention focused by the opening drama, voice-over delivers the unique selling proposition: “GE has wired their medical hardware with innovative software to be in many places at the same time using data to connect patients to software to nurses to the right people and machines.” Casting Agent Smith, who’s capable of being in many places at the same time, underscores the capabilities of the GE offering and creatively reinforces its brand reputation for innovation. He delivers the payoff near the end of the spot by noting that GE is helping hospitals reduce wait times, or as he puts it: “Now a waiting room is just a room.”

RUNNER-UP

Time Warner Cable
Agency: gyro, New York
Campaign name: “Your Army”
Launch date: September 2012
Why we liked it: Straight from the theater of the absurd, Time Warner Cable sweeps viewers back in time to a Revolutionary War battlefield where General George Washington is attempting to reverse his army’s fortunes against the British with a bold plan of attack. Problem is, none of his lieutenants got his plan due to server problems, full email boxes and the like. A lowly soldier pipes up with a solution: Time Warner Cable’s new cloud services that would let Washington share data, emails and his calendar with the troops. He is sold. And so were we on this light-hearted skit to raise awareness of the company’s new offering.

HONORABLE MENTION

CDW
Agency: Ogilvy Chicago
Campaign name: “Winning on the Road TV/Bear”
Launch date: March 2013
Why we liked it: CDW’s ads featuring Charles Barkley as an IT employee have provided lots of laughs, and this spot doesn’t disappoint. Barkley and a co-worker discuss the merits of a mobile-enabled printer from inside a bus in the woods. The printer starts spitting out messages such as “Help!” and “I’m locked out!” along with photos of a bear getting closer and closer, taken from a mobile device. Despite the sounds of someone pounding on the door and the frantic printouts, Barkley and his colleague are too busy admiring the printer to notice their doomed co-worker. It’s a funny, memorable ad that’s certain to be heard by the target audience.
PRINT CAMPAIGN (MORE THAN $200,000)

WINNER

Accenture
Campaign name: “High Performance. Delivered.”
Launch date: June 2012
Why we liked it: Accenture sets out to do three things with its “High Performance. Delivered” campaign: Demonstrate an ability to provide bottom-line results for clients; underscore the breadth and depth of its capabilities; and craft a campaign that’s entertaining and informative. We’d say “mission accomplished,” thanks to these case history ads that proved to be engaging, relevant, clever and differentiated. Accenture delivers on its promise of high performance by articulating in copy how it boosted the fortunes of such leading companies as PosteMobile, Starwood Hotels and Caterpillar. The growth figures cited in the campaign are tangible and memorable. Each ad in the series is branded with a red “greater than” symbol, lending the campaign a cohesive look and feel.

RUNNER-UP

Lockheed Martin
Campaign name: “Global Security for Australia”
Launch date: October 2012
Why we liked it: The Land Down Under gets a good ride in a series of ads that feature a striking image of the Australian continent. Lockheed Martin, the U.S.-based defense contractor, plays well to its local audience by describing how it’s helping Australia’s defense efforts by lending its expertise in such areas as cyber security, rail network management, communications and helping move millions of tons of coal and iron ore more efficiently. Lockheed says its efforts are helping Australia extend national security beyond its borders. The ads give Lockheed the distinctive look of a leader.

HONORABLE MENTION

John Deere (Deere & Co.)
Agency: gyro, Chicago
Campaign name: “WorkSight”
Launch date: June 2012
Why we liked it: John Deere uses a series of virtual reality images of heavy machines to tout its WorkSight fleet management technology. The design is clean, with a good block of white space to balance out the heavier images. Copy quickly gets to the point and explains the system’s benefits. It’s a straightforward approach that’s sure to engage the target audience and leave them pondering how WorkSight could work for them.

PRINT CAMPAIGN (LESS THAN $200,000)

WINNER

Henny Penny
Agency: Vantage-Point Marketing, Greenville, S.C.
Campaign name: “Henny Penny Math Ad Series”
Launch date: February 2013
Why we liked it: Henny Penny adds some visual magnetism to its print executions by setting some of its stainless-steel kitchen equipment against a striking red background. Having arrested the attention of foodservice operators across a spectrum of market segments, Henny Penny then offers a series of features and benefits. Decision-makers crave benefits and Henny Penny doesn’t disappoint. Bulleted copy notes how a particular piece of equipment will save the operator money by improving storage capacity or allowing the operator to store food at a range of humidity levels. Henny Penny uses food items in each headline to form mathematical symbols as a way of underscoring how penny-wise it is to use its products that will produce a healthy return on investment.

HONORABLE MENTION

Kellogg Co.
Agency: gyro, Cincinnati
Campaign name: “2012 Innovations”
Launch date: June 2012
Why we liked it: These whimsical ads use shapes cut from the boxes of Kellogg’s products to create simple images such as a flower, rooster and watering can that seem to float above illustrated backgrounds. Borrowed interest headlines and copy—for example, “The perfect conditions for another year of center store growth,” with an image of the sun—veer toward cliché but are saved by the folksy collages that jump off the page.
PRINT SINGLE AD

**WINNER**

**Accenture**

Campaign name: “High Performance. Delivered.”  
(PostMobile ad)  
Launch date: March 2013  
Why we liked it: Case histories usually carry great weight with an audience. Accenture used a series of “they-say” ads to make the case that it has the breadth of knowledge and expertise to help companies across a large number of industries. Not only were the ads convincing, they were graceful. Our favorite was a rendition of a Botticelli painting featuring a woman sporting a Bluetooth headset accompanied by the headline: “We helped PosteMobile become an Italian icon in just five months.” The equally elegant copy explains how Accenture helped the Italian postal system establish the largest mobile virtual network in Italy.

**RUNNER-UP**

**Interactive Intelligence**

Agency: In-house  
Campaign name: “Dear Steven”  
Launch date: July 2012  
Why we liked it: Sometimes the only way to break through the clutter of b-to-b advertising is to do so in such a creative—unexpected way that the audience can’t help but notice. Interactive Intelligence presents its selling proposition improbably enough in the form of a “Dear John” letter. Or in this case, a “Dear Steven” letter in which a disappointed customer named Amy writes that she’s looking for something better: a single, agile software platform that has the breadth of knowledge and expertise to help companies across a large number of industries. Not only were the ads convincing, they were graceful. Our favorite was a rendition of a Botticelli painting featuring a woman sporting a Bluetooth headset accompanied by the headline: “We helped PosteMobile become an Italian icon in just five months.” The equally elegant copy explains how Accenture helped the Italian postal system establish the largest mobile virtual network in Italy.

**HONORABLE MENTION**

**Tabasco (McIlhenny Co.)**

Agency: Food Group, Chicago  
Campaign Name: “Value Ad”  
Launch date: November 2012  
Why we liked it: We all want more for our money, especially when running a business. McIlhenny Co. wants to make sure that the businesses that carry its Tabasco hot sauce know their customers will get their fair share of spice. The ad’s art is a large, red “100”—except that the number “1” has been replaced with a Tabasco bottle. The headline beneath says it all: “One bottle. 100 servings. Incredible value.” It’s a clean, bold ad that effectively communicates Tabasco’s value proposition.

**NONTRADITIONAL**

**RUNNER-UP**

**Total Gas & Power**

Agency: Stein IAS, Bollington, England  
Campaign name: “Switched Thinking Adverts”  
Launch date: June 2012  
Why we liked it: Energy suppliers in the U.K. are said to have a slippery reputation. Business owners and managers, who must rely on energy for their livelihood, claim the suppliers overcharge, fail to communicate and trick them on pricing and contracts. To differentiate itself from less-savory energy providers, Total Gas & Power steps forward with its new brand character—Business-minded Bill, who’s unlike the rogues’ gallery of such characters as Shifty Bill, Big Bill and Lazy Bill. Fresh-faced and friendly looking, Business-minded Bill looks like the kind of guy you can trust. The entertaining images of the other guys make for a memorable campaign.

**WINNER**

**Domtar Corp.**

Agency: Eric Mower + Associates, Syracuse, N.Y.  
Campaign name: Paper Hotspot  
Launch date: March 2013  
Why we liked it: Paper may be decidedly old-school, but at the SXSW conference—ground zero for the techno-savvy interactive set—it found a remarkably receptive audience. Domtar’s brilliantly conceived Paper Hotspot booth at the conference was an oasis of bookish civility amid all the beeping, blinking screens and handsets. The Domtar booth, replete with old rugs and comfy chairs, was the perfect refuge where 20-something show-goers, discouraged from using their electronic devices, could simply read, draw or doodle—on paper, of all things. Presenting a target audience with something unexpected is dependable way to catch their attention; in this case, the contrast between the high-tech intensity of the show floor and the mellower pace of the book-lined study was inspired.

**RUNNER-UP**

**Cisco Systems**

Agency: George P. Johnson Co., Boston  
Campaign name: Cisco House  
Launch date: June 2012  
Why we liked it: The C-suite crowd is notoriously difficult to corral. But build a compound with an unfettered view of the Olympic Park during the 2012 London games, and they will come. While the execs no doubt enjoyed the unforgettable view, they also had the opportunity to learn about how Cisco technology is transforming the way the world does business. Cisco House, which included a 3-D theater, was well-appointed with the latest Cisco-enabled electronics that spoke volumes about the company’s brand, products and services. At the games, Cisco made the most of its captive audience, many of whom likely didn’t want to leave that well-wired lap of luxury.
Why we liked it: Most of us don't count the number of steps we walk, but it wouldn't hurt to know. Northfield sent a personal message to prospects telling them how many weeks they are from the nearest Northfield branch—and included a Northfield-branded pedometer. The mailing also noted that a Northfield manager would soon be calling to follow up. Prospects also received additional mailings in the form of postcards about particular products. We appreciated the personalization and creativity placed behind such a simple message.

WINNER
SunGard Availability Services
Campaign name: "Zombie War Survival Toolkit"
Launch date: May 2013
Why we liked it: Any time you get a mailing from the Zombie Apocalypse Preparedness Agency (ZAPA), you’d better pay close attention: Your life could be on the line. The mailing consisted of a flash drive with a personalized video instructing IT targets on how to survive the Zombie Apocalypse. A few days later, recipients got a second package containing a camouflage backpack survival kit, including zombie survival necessities and a top-secret envelope with zombie-themed cloud availability or IT disaster recovery information. Also enclosed was a letter indicating recipients would be getting a follow-up call in the coming days to debrief them on their role in the mission. This is the kind of multidimensional campaign with limitless shelf life that can create plenty of viral chatter.

RUNNER-UP
CDW
Agency: Ogilvy, Chicago
Campaign name: "Big Ideas for Small Business"
Launch date: January 2013
Why we liked it: CDW schools its small-business customers with a series of attractive infographics on such critical business functions as marketing, money management and productivity. If the targets didn’t already have an MBA, they do now. At the end of each tutorial, CDW serves up some products that can help owners do a better job of running their businesses. It makes good use of its bold red brand color, which lends the infographics a cohesive look. This is an outstanding example of value-added marketing.

HONORABLE MENTION
Northfield Bank
Agency: Mint Advertising, Branchburg, N.J.
Campaign name: "Pedometer Mailing"
Launch date: October 2012
Why we liked it: Most of us don’t count the number of steps we walk, but it wouldn’t hurt to know. Northfield sent a personal message to prospects telling them how many weeks they are from the nearest Northfield branch—and included a Northfield-branded pedometer. The mailing also noted that a Northfield manager would soon be calling to follow up. Prospects also received additional mailings in the form of postcards about particular products. We appreciated the personalization and creativity placed behind such a simple message.

WINNER
Jive Software
Agency: Babcock & Jenkins, Portland, Ore.
Campaign name: "Spark Something Amazing"
Launch date: June 2012
Why we liked it: "Who doesn’t remember the childhood thrill of catching fireflies on a warm summer evening, placing them in a jar and watching them set it aglow? Jive Software cleverly arrests the attention of busy executives by recreating those magical moments with a motion-activated electronic firefly in a Mason jar. The point of the exercise is to educate the audience about how Jive’s social business platform offers innovation and a competitive edge. The piece is designed to drive decision-makers online, where they can take in a personalized content hub page that features a video welcome, a solutions overview, case studies and links to the Jive community. The touch of nostalgia is just the thing to get prospects to take notice."
so long as you step forward with a solution.

management software. It's OK to scare prospects

Fixed Assets can prevent such wrath with its asset

on line 3 … Now the IRS is on line 2.” But Sage

panies that manually keep track of their fixed

don't take kindly to miscalculations. But for com-

Yet more metaphorical calami-

Gods”

Campaign name:

Austin, Texas

Agency:

Sage Fixed

RUNNER-UP

Agency: The Gate, New York

Campaign name: All digital campaign

Why we liked it: Never more will financial advisers and investors lack awareness of Alliance Bernstein’s expertise in the bond market. These online ads, part of a broader integrated campaign, feature a series of things that can be hard to decipher, such as Caesar’s coded messages, Morse code and the literature of Edgar Allan Poe. We were especially fond of the ad starring Poe in which a raven rests on his shoulder and the headline states: “Edgar Allan Poe was a master at confounding his audi-

genes … Today the fixed income market carries on his tra-

dition.” Alliance Bernstein then offers to help its target audience decipher the bond market.

HONORABLE MENTION

Agency: Stein IAS, New York

Campaign name: “Empowering Construction”

Why we liked it: These eye-catching ads feature the “M” in the Maxwell Systems logo being cut away to reveal construction workers on the job against an orange sky that ties in the company’s brand color. Headlines such as “Power up with Maxwell Systems” or “ProContractor MX” get right to the point, and quick hits of copy tell viewers what the company’s construction software solutions can do.

RUNNER-UP

Agency: Eric Mower +

Partnership, Syracuse, N.Y.

Campaign name: “Paper

Because/Waiter”

Launch date: March 2013

Why we liked it: There’s something to be said for paper. It’s much lighter than a stone tablet and it doesn’t require a battery like the electronic ver-

sions do. Paper company Domtar Corp. hilariously under-

scores the benefits of its prod-

uct with a spot featuring a waiter who overestimates his ability to commit to memory orders from a table full of guests. When challenged by a guest as to why he wasn’t writing things down, he replies with a babble of incorrect orders to the dismay of the

diners, who probably won’t be returning any time soon.

HONORABLE MENTION

Agency: Epsilon and Ryan

Partnership, New York

Campaign name: “Dell Lifecycle Marketing”

Launch date: August 2012

Why we liked it: Dell’s email cam-
paign isn’t fancy, but it is effective. The clean layout of the content is closer to a website than an ad, with a number of entry points and navigation features such as product grids with prices and links. The campaign features behavior-

triggered versions with pointed head-

lines offering discounts.

HONORABLE MENTION

Agency: UBM DeusM, New York

Campaign name: “A Day in the Life: Dell World 2012”

Launch Date: March 2013

Why we liked it: “A Day in the Life” targets prospective atten-

dees for Dell’s annual customer and partner conference. It fol-

ows one attendee, an IT execu-

tive with the South Australia Department of Transport, through his experience at the 2012 event and highlights how he got new ideas and connected with former colleagues. The video adds a personal element to the conference’s marketing campaign and convinces would-be attendees that it’s worth five flights across the world to get there.

Creative
WINNER
Hobart Corp.
Agency: gyro, Cincinnati
Campaign name: Spotlight
App
Launch date: August 2012
Why we liked it: When your products are of industrial size and strength like Hobart Corp.’s dishwashers, they’re hard to pack into a sales rep’s briefcase. Then there are brochures, spec sheets and PowerPoint slides, but they too can be cumbersome. An app, however—especially one as well-produced as this—can cover a lot of ground for a rep on the go and give decision-makers in the foodservice space a keen sense of the product’s capabilities. We like the app’s sizzle, but there’s steak as well in the form of bright, descriptive copy on nearly every page. For example, copy notes how the unit’s energy recovery system allows it to reduce costs by 16% a year. It’s a great way to streamline the selling process.

RUNNER-UP
Dow AgroSciences
Campaign name: SureStart
Launch date: December 2012
Why we liked it: Agricultural chemical retailers get inundated with marketing clutter. But this interactive app loaded with eye-catching images and attractively packaged data points enables reps from Dow AgroSciences to gain the attention of the target audience. The sales story about the advantages of SureStart herbicide unfolds in compelling fashion on the Dow rep’s iPad. Retailers learn that the product is easy to handle and provides broad-spectrum weed control—exactly what the end-user needs to hear. The sales process is accelerated thanks to the app’s collection of facts and images. An orange-colored banner frames the top of each page, giving the app a consistent, branded look.

HONORABLE MENTION
Timber Tech
Agency: Eric Mower+Associates, Syracuse, N.Y.
Campaign name: Timber Tech
iPod app
Launch date: January 2013
Why we liked it: Timber Tech’s iPod app has lots of product information that’s easy to navigate. A dark gray rail across the bottom anchors the design while providing a home for social sharing buttons as well as a link to a section of the website called “Straight Talk.” What sets this app apart, though, is a photo gallery that allows users to upload images of their deck projects, adjust the colors and finishes, save the updated images and email them.

OUT-OF-HOME
WINNER
Clear Channel Communications
Agency: JUXT Interactive, Newport Beach, Calif.
Campaign name: “Times Square Dunk Tank”
Launch date: June 2012
Why we liked it: It isn’t easy breaking through the clutter in Times Square, one of the world’s most ad-intensive locations. But Clear Channel did just that with a virtual carnival-style dunk tank to demonstrate the power of its giant Spectacolor digital outdoor media display to turn passive audiences into engaged audiences. With high-definition cameras trained on the audience in Times Square and using gesture recognition and voting via Twitter, the crowd was able to push a virtual beach ball toward a target that plunged either “The Painted Lady” or a carnival strongman into a tank of water. It all played live on the big screen. The crowd loved it, and so did we. This was a remarkable combination of technology, creativity and social media.

RUNNER-UP
Forbes
Agency: gyro, New York
Campaign name: “Change the World”
Launch date: July 2012
Why we liked it: The lingering perception that Forbes magazine was nothing more than a celebration of fat cats and plutocrats didn’t do justice to the reality that the publication was actually telling the stories of the next generation of doers, trailblazers and game changers such as Kathy Ireland, Sean Parker and Jay Z. All three, who have graced the publication’s cover, were featured on boards near large media-buying companies in New York and Chicago. Our favorite was the elevator whose outer doors featured Jay Z as a precocious youth while an inside image displayed him as the powerful, enormously successful mogul he is today.

HONORABLE MENTION
QBE Insurance
Agency: Doerens, London
Campaign name: “QBE Rugby Internationals”
Launch date: November 2012
Why we liked it: Sports have traditionally been a natural fit for b-to-b sponsorships and media placement, and that’s no different across the pond. QBE’s rail station takeovers surround commuters with sponsorship and media placement, and England Rugby and Premiership Rugby leagues, which QBE sponsors, add impact to headlines like “They mean business. We mean business,” and “Business insurance tackled.”

MOBILE
WINNER
Accenture
Campaign name: “High Performance. Delivered.”
Launch date: March 2013
Why we liked it: Accenture likes to help its clients in a big way. In this inspired mobile campaign, Accenture presents a series of case histories in which it has helped high-profile clients deliver high-performance results (the case studies appear throughout the company’s integrated campaign). For Starwood Hotels, the global consultancy used its digital expertise to help the chain improve customer analytics. For Japanese retailer Uniqlo, Accenture helped drive up growth by 350%. And for Warner Bros., Accenture helped convert its analog film catalog to digital. The images from this mobile campaign are colorful and engaging, easily catching the eye of a businessperson scanning a website.
MICROSITE

WINNER

RedHat
Campaign name: Calling All Entrepreneurs
Launch date: January 2013
Why we liked it: This is a smart-looking site. The design is logical and easy to navigate. The color red, which has loads of stopping power, plays a dominant role—as it should when the name of the company is RedHat. Visitors to the site encounter a variety of options to learn more about the software company. Yet there is no sense of information overload. There is a video testimonial from officials of a top financial exchange, there is a downloadable CIO briefing, a case study and an analyst’s perspective. We also liked how RedHat reinforces its credibility with a box that notes that 90% of the Fortune 500 rely on RedHat and 50% of the world’s trading volume runs on RedHat.

RUNNER-UP

Verizon Communications
Agency: MRM/McCann, Salt Lake City
Campaign name: Think Forward
Launch date: January 2013
Why we liked it: Verizon Communications puts a wealth of information under the noses of chief information and chief technology officers to help establish itself as a thought leader on important topics close to their hearts: risk management, sustainability, and agility and awareness. Visitors to the site see a checkerboard of informational options in the form of cards. A click on any one flips the card over and opens up a fuller description of the topic. It could be a white paper, a video podcast or a digital publication. This is a great way to provide lots of useful information without having it looking like too much information.

HONORABLE MENTION

Henny Penny
Agency: VantagePoint Marketing, Greenville, S.C.
Campaign name: Henny Penny Math microsite
Launch date: January 2013
Why we liked it: Any foodservice company would perk up at the mention of products that promise to maximize efficiency. But global food-service equipment provider Henny Penny knows that a promise is not enough without the numbers to back it up. Henny Penny created a clever microsite with lots of information, quotes from customers and calculators that allow visitors to select a Henny Penny product and determine the amount of money and time they would save by using it. This helps Henny Penny show businesses that though its products are not the least expensive, they are likely to help save money in the long run.

TRADE SHOW

WINNER

Philips
Agency: Global Experience Specialists, Las Vegas, Nev.
Campaign name: See What Light Can Do
Launch date: April 2013
Why we liked it: With lighting as spectacular as the Northern Lights, Philips’ 2013 Lightfair booth made savvy use of the company’s lighting products to demonstrate how it has evolved from a strictly product-oriented vendor into a comprehensive lighting solutions provider. The lighting was soft and cool, and the lines of the booth were clean and crisp. Lighting designers and engineers knew at first glance that they had come to the right place to discover some new lighting solutions. The designers and builders of the 60-by-170-foot booth created an array of lighting solutions in settings mimicking real-world conditions. The exhibit cast Philips in the best possible light.

RUNNER-UP

American Express OPEN
Agency: Momentum Worldwide, New York
Campaign name: Feed Your Business Brain Game at CES
Launch date: January 2013
Why we liked it: Attending a trade show is usually a test of physical and mental stamina. So visitors to American Express OPEN’s booth at the Consumer Electronics Show undoubtedly appreciated what the credit card company did to boost their intellectual strength. OPEN developed a digital memory matching game that tested attendees’ concentration while simultaneously educating them about OPEN products. As a reward, attendees received vouchers for OPEN cardmember treats from a food truck at the booth. The booth also featured thought leaders such as author Chris Anderson, who fed visitors’ brains with his take on the latest trends in high tech.

HONORABLE MENTION

Ooredoo
Agency: Jack Morton Worldwide, New York
Campaign name: Ooredoo Rebrand at Mobile World Congress
Launch date: February 2013
Why we liked it: The best brands have concrete personalities that come to life. Ooredoo, formerly Qtel Group, took this philosophy and made it part of its brand transformation announced at the Mobile World Congress this year. Attendees saw the Qtel brand on day one of the conference, but that evening witnessed the unveiling of the new Ooredoo brand. The company then revealed a secret second space that featured performance artists and brand imagery. The day-to-night transformation was a sure way to grab attendees’ attention.