

2007 DMA International ECHO Awards Competition - Short List

Automotive

Consumer

Entry Title: No Need To Scrimp

Client: Fiat Auto UK Ltd

Agency: Arc Worldwide

Agency Country: UK

Consumer

Entry Title: AUDI TT LIFE

Client: AUDI ESPAÑA, S.A.

Agency: CP Proximity

Agency Country: Spain

Consumer

Entry Title: EOSFERA

Client: VOLKSWAGEN ESPAÑA, S.A.

Agency: CP Proximity

Agency Country: Spain

Consumer

Entry Title: Defender Magnetic Pack

Client: Land Rover UK

Agency: Craik Jones Watson Mitchell Voelkel

Agency Country: UK

Consumer

Entry Title: Una Passione

Client: Fiat Automoveis

Agency: Datamidia + DRAFTFCB

Agency Country: Brazil

Consumer

Entry Title: Midwestern Auto Group Variable Service Reminder

Client: Midwestern Auto Group

Agency: Digital Rocket Inc

Agency Country: USA

Consumer

Entry Title: New Corsa s Big Adventure Pre-Launch Pop-Up Book

Client: GM Motors

Agency: Draftfcb

Agency Country: UK

Consumer

Entry Title: Sled

Client: Land Rover

Agency: Harrison Troughton Wunderman

Agency Country: UK

2007 DMA International ECHO Awards Competition - Short List

Consumer

Entry Title: S-MAX your life

Client: Ford

Agency: Harrison Troughton Wunderman

Agency Country: UK

Business-to-Business

Entry Title: Honda Accord 'Milk Bottle' B2B

Client: Honda UK

Agency: Hicklin Slade & Partners

Agency Country: UK

Consumer

Entry Title: DODGE CHALLENGE BELGIUM

Client: DaimlerChrysler

Agency: Karamba

Agency Country: Belgium

Consumer

Entry Title: Ford Fiesta Game

Client: Ford Motor Company

Agency: Ogilvy

Agency Country: Belgium

Consumer

Entry Title: CHILI CON CAR

Client: Toyota Austria

Agency: PKP proximity

Agency Country: Austria

Consumer

Entry Title: Awake your play instinct!

Client: smart GmbH

Agency: Proximity Germany GmbH

Agency Country: Germany

Business-to-Business

Entry Title: Fairy tales of success!

Client: smart GmbH

Agency: Proximity Germany GmbH

Agency Country: Germany

Consumer

Entry Title: Pick up the trail!

Client: smart GmbH

Agency: Proximity Germany GmbH

Agency Country: Germany

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Consumer

Entry Title: Reveal the mystery!

Client: smart GmbH

Agency: Proximity Germany GmbH

Agency Country: Germany

Consumer

Entry Title: BMW AFTERSALES PROGRAM

Client: BMW

Agency: Shackleton

Agency Country: Spain

Consumer

Entry Title: Congratulations!

Client: Volkswagen AG

Agency: Tribal DDB GmbH

Agency Country: Germany

Consumer

Entry Title: Schlämmer gets his drivers licence

Client: Volkswagen AG

Agency: Tribal DDB GmbH

Agency Country: Germany

Consumer

Entry Title: Hear a pin falling

Client: Jaguar Germany

Agency: Wunderman Germany

Agency Country: Germany

Consumer

Entry Title: Small Business Owners

Client: Land Rover

Agency: Young & Rubicam Brands

Agency Country: USA

Consumer

Entry Title: Mercury Latino Lens Short Film Challenge

Client: Ford Motor Company

Agency: Zubi Advertising

Agency Country: USA

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Business and Consumer Services

Consumer

Entry Title: Design a Stamp Competition - Save Christmas

Client: NZ Post

Agency: AIM Proximity

Agency Country: New Zealand

Consumer

Entry Title: Pass the Parcel (Xtra 10th Birthday)

Client: Telecom

Agency: AIM Proximity

Agency Country: New Zealand

Business-to-Business

Entry Title: Yellow Pages Call Monitoring

Client: Yellow Pages

Agency: AIM Proximity

Agency Country: New Zealand

Consumer

Entry Title: Expedia 10th Anniversary Ultimate Dream Vacation

Client: Expedia

Agency: Airfoil Public Relations

Agency Country: USA

Business-to-Business

Entry Title: The Greatest Show On Earth

Client: Direct Marketing Association of Malaysia (DMAM)

Agency: Arc Worldwide / Leo Burnett Advertising

Agency Country: Malaysia

Business-to-Business

Entry Title: Outsmart the Office

Client: United States Postal Service

Agency: Campbell-Ewald

Agency Country: USA

Consumer

Entry Title: Transport for London - Air Driving 2007

Client: Transport for London

Agency: Chemistry Communications Group Plc

Agency Country: UK

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Business-to-Business

Entry Title: Plant Tour

Client: Valpak -Cox Target Media

Agency: Cox Target Media

Agency Country: USA

Business-to-Business

Entry Title: Santiago in Sneaker

Client: Lado Humano

Agency: CP Comunicación Chile

Agency Country: Chile

Business-to-Business

Entry Title: 2006 Seasonal Greetings

Client: DHL Japan, Inc.

Agency: DHL Japan, Inc.

Agency Country: Japan

Business-to-Business

Entry Title: Smoke Signals

Client: Entel PCS Telecomunicaciones S.A.

Agency: di Paola & asociados / WPP

Agency Country: Argentina

Business-to-Business

Entry Title: Les Mills International Switch DM

Client: Les Mills International

Agency: Draft New Zealand

Agency Country: New Zealand

Business-to-Business and Consumer

Entry Title: USPS Guess & Win Sweepstakes

Client: United States Postal Service®

Agency: Draftfcg

Agency Country: USA

Business-to-Business

Entry Title: The art of advertising

Client: IAA Spain

Agency: Fullcontact

Agency Country: Spain

Business-to-Business

Entry Title: VOLUME ONE

Client: Grizzard Performance Group

Agency: Grizzard Performance Group

Agency Country: USA

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Business-to-Business

Entry Title: Document Solutions

Client: Lanier Worldwide / Ricoh Americas

Agency: Hothead Studios

Agency Country: USA

Business-to-Business

Entry Title: The Golden Ticket Campaign

Client: Red 5 Studios

Agency: Kohnke Communications

Agency Country: USA

Business-to-Business

Entry Title: The Sack Chair

Client: Denmark

Agency: Momentum Øresund

Agency Country: Denmark

Business-to-Business

Entry Title: Scottish Development 3D Mailer

Client: Scottish Development International (SDI)

Agency: Mullen

Agency Country: USA

Consumer

Entry Title: Yahoo! Autos-Russian Dolls and Transporter

Client: Yahoo!

Agency: Ogilvy

Agency Country: USA

Business-to-Business and Consumer

Entry Title: FatherChristmasspeaking

Client: Bassat Ogilvy Spain

Agency: OgilvyOne

Agency Country: Spain

Business-to-Business

Entry Title: aQa Pickwick Watertank Reintegration Program

Client: aQa Pickwick

Agency: Proximity Amsterdam

Agency Country: Netherlands

Consumer

Entry Title: The old widow plays bullshit-bingo

Client: Unibet.com

Agency: Proximity BBDO

Agency Country: Norway

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Business-to-Business

Entry Title: Royal Mail Window of Opportunity

Client: Royal Mail Group Ltd.

Agency: Proximity London

Agency Country: UK

Business-to-Business and Consumer

Entry Title: Stop Lateness

Client: Royal Mail Ltd

Agency: Proximity London

Agency Country: UK

Business-to-Business

Entry Title: Yellow Pages 'Happy Families' Acquisition Campaign

Client: Yell UK

Agency: Proximity London

Agency Country: UK

Business-to-Business

Entry Title: Three ways into the architect company

Client: BuildDesk A/S

Agency: Relationshuset

Agency Country: Denmark

Consumer

Entry Title: Dove Dimensions Programs 2006

Client: Unilever

Agency: Ryan Partnership

Agency Country: USA

Consumer

Entry Title: Trophy

Client: Comuniquese

Agency: Salem

Agency Country: Brazil

Business-to-Business

Entry Title: THIS YEAR YES, I CAN

Client: Shackleton Events

Agency: Shackleton

Agency Country: Spain

Business-to-Business

Entry Title: XMAS REVISITED

Client: Shackleton Group

Agency: Shackleton

Agency Country: Spain

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Business-to-Business

Entry Title: Apology (Unreserved)

Client: TBWA\ Whybin & TEQUILA\

Agency: TEQUILA\ Auckland

Agency Country: New Zealand

Business-to-Business

Entry Title: A Better Way Online Ads

Client: Constant Contact

Agency: True North Inc.

Agency Country: USA

Business-to-Business

Entry Title: ThomasNet "Robot" Emails & Landing Page

Client: ThomasNet

Agency: True North Inc.

Agency Country: USA

Consumer

Entry Title: the factory of dreams

Client: esic

Agency: uncommon

Agency Country: Spain

Business-to-Business

Entry Title: What's on the envelope?

Client: FedEx

Agency: Wunderman Dubai

Agency Country: UAE

2007 DMA International ECHO Awards Competition - Short List

Communications/Utilities

Business-to-Business

Entry Title: Invisible Bus DM

Client: Bell Mobility

Agency: Blitz Direct, Data & Promotion

Agency Country: Canada

Business-to-Business and Consumer

Entry Title: 10 Ways to Get Under Your Door

Client: Telecom Argentina

Agency: CP Comunicación Proximity

Agency Country: Argentina

Consumer

Entry Title: ELVES

Client: Telecom Argentina

Agency: CP Comunicación Proximity

Agency Country: Argentina

Consumer

Entry Title: Scarecrow

Client: Telecom Argentina

Agency: CP Comunicación Proximity

Agency Country: Argentina

Consumer

Entry Title: World Cup Passion

Client: Gas Natural BAN

Agency: CP Comunicación Proximity

Agency Country: Argentina

Consumer

Entry Title: WET PAPER

Client: AGUAS DE BARCELONA

Agency: CP Proximity

Agency Country: Spain

Business-to-Business

Entry Title: Fishing Rods

Client: Servicio Satelital S.A.

Agency: di Paola & asociados / WPP

Agency Country: Argentina

Consumer

Entry Title: Free Sample

Client: Fibertel

Agency: di Paola & asociados / WPP

Agency Country: Argentina

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Consumer

Entry Title: Verizon All I Want Consumer Acquisition Campaign

Client: Verizon Communications

Agency: Draftfcb

Agency Country: USA

Business-to-Business

Entry Title: Verizon Business DSL "Interoffice Envelope"

Client: Verizon Wireless

Agency: Draftfcb

Agency Country: USA

Consumer

Entry Title: Verizon Wireless EasyPay TV No

Client: Verizon Wireless

Agency: Draftfcb

Agency Country: USA

Business-to-Business

Entry Title: Priceless Tribute to Media's Day

Client: Internet Group (IG)

Agency: Fabrica Comunicacao Dirigida

Agency Country: Brazil

Business-to-Business

Entry Title: Not So Good Old Days

Client: Optimum Lightpath

Agency: hawkeye

Agency Country: USA

Consumer

Entry Title: CHOCOLATE LAUNCH

Client: Verizon Wireless-NorthEast Area

Agency: Hill Holliday

Agency Country: USA

Consumer

Entry Title: Motorola Q Upgrade

Client: Verizon Wireless - NorthEast Area

Agency: Hill Holliday

Agency Country: USA

Business-to-Business

Entry Title: Nostalgia

Client: Klart Svar AS

Agency: McCann Direkte MRM Partners

Agency Country: Norway

2007 DMA International ECHO Awards Competition - Short List

Consumer

Entry Title: History of Free

Client: EarthLink

Agency: MRM Gillespie

Agency Country: USA

Business-to-Business

Entry Title: Micromarketing Engine Nurture Relationship Program

Client: AT&T

Agency: Nimblefish Technologies

Agency Country: USA

Consumer

Entry Title: Christmas - A welcome Surprise.

Client: Vodafone

Agency: OgilvyOne Worldwide

Agency Country: Ireland

Business-to-Business

Entry Title: Staff Leads Generation

Client: Vodafone

Agency: OgilvyOne Worldwide

Agency Country: Ireland

Business-to-Business and Consumer

Entry Title: Cisco booming

Client: Cisco Systems GmbH

Agency: OgilvyOne worldwide GmbH

Agency Country: Germany

Business-to-Business

Entry Title: The Voice Box

Client: MWEB Business

Agency: primaplus

Agency Country: South Africa

Consumer

Entry Title: It's not funny

Client: BBC TV Licensing

Agency: Proximity London

Agency Country: UK

Business-to-Business

Entry Title: ANATOLY KARPOV

Client: CEPSA

Agency: Shackleton

Agency Country: Spain

2007 DMA International ECHO Awards Competition - Short List

Consumer

Entry Title: BLAH BLAH

Client: YACOM

Agency: Shackleton

Agency Country: Spain

Consumer

Entry Title: GOOD LUCK FROM NOW ON

Client: YACOM

Agency: Shackleton

Agency Country: Spain

Business-to-Business and Consumer

Entry Title: THE WINTER HIT

Client: CEPSA

Agency: Shackleton

Agency Country: Spain

Consumer

Entry Title: YACOM LOYALTY PROGRAM

Client: YACOM

Agency: Shackleton

Agency Country: Spain

Consumer

Entry Title: Be an hincha

Client: Endesa

Agency: SHOOT!

Agency Country: Spain

Consumer

Entry Title: Defend your (Club's) colours

Client: Endesa

Agency: SHOOT!

Agency Country: Spain

Consumer

Entry Title: 3-Flavor Pizza

Client: NET

Agency: Sun MRM Worldwide

Agency Country: Brazil

Consumer

Entry Title: MTN SMS Ya Seiva

Client: MTN

Agency: Wunderman South Africa

Agency Country: South Africa

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Consumer

Entry Title: MTN Yello Fortune

Client: MTN

Agency: Wunderman South Africa

Agency Country: South Africa

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Financial Products and Services

Consumer

Entry Title: Don't get caught short

Client: Toyota Financial Services

Agency: AIM Proximity

Agency Country: New Zealand

Consumer

Entry Title: Westpac Student Pac Orientation Week Activity

Client: Westpac

Agency: AIM Proximity

Agency Country: New Zealand

Consumer

Entry Title: Freezing Taxes

Client: Prospera Credit Union

Agency: Blitz Direct - Cossette Communications

Agency Country: Canada

Consumer

Entry Title: Fuzzy Felt

Client: first direct

Agency: Craik Jones Watson Mitchell Voelkel

Agency Country: UK

Consumer

Entry Title: Give your teenager a more adult card!

Client: SEB Kort

Agency: DRAFTFCB

Agency Country: Sweden

Consumer

Entry Title: SEB/World Cup

Client: SEB

Agency: DRAFTFCB

Agency Country: Sweden

Business-to-Business

Entry Title: Western Union Games 2006

Client: Western Union Financial Services GmbH

Agency: DRAFTFCBi Directmarketing & Interactive GmbH

Agency Country: Austria

Consumer

Entry Title: Father's Day

Client: Redecard S/A

Agency: Fabrica Comunicacao Dirigida

Agency Country: Brazil

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Consumer

Entry Title: Westpac Redraw Campaign

Client: Westpac

Agency: Lavender*

Agency Country: Australia

Consumer

Entry Title: Good with people

Client: DnB Nor

Agency: McCann Direkte MRM Partners

Agency Country: Norway

Consumer

Entry Title: Look at my card!

Client: DnB NOR

Agency: McCann Direkte MRM Partners

Agency Country: Norway

Consumer

Entry Title: Give a Future as a Present to your Child

Client: Banco Bradesco S/A

Agency: Neogama/BBH

Agency Country: Brazil

Consumer

Entry Title: Restaurant Mock Card

Client: American Express Company

Agency: OgilvyOne México

Agency Country: Mexico

Consumer

Entry Title: Finally

Client: American Express

Agency: OgilvyOne worldwide

Agency Country: Argentina

Business-to-Business

Entry Title: Tiffin Box

Client: UTI Bank

Agency: OgilvyOne Worldwide

Agency Country: India

Consumer

Entry Title: ANZ Student Account Acquisition and Migration

Client: ANZ

Agency: Robbins Brandt Richter

Agency Country: New Zealand

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Consumer

Entry Title: Shuffleboard

Client: Ameriprise Financial. Inc.

Agency: Saatchi & Saatchi

Agency Country: USA

Consumer

Entry Title: LOPETEGUI DEPOSIT

Client: Banco Gallego

Agency: Shackleton

Agency Country: Spain

Consumer

Entry Title: Club Pop

Client: Banco Popular

Agency: SHOOT!

Agency Country: Spain

Consumer

Entry Title: Goodbye Landlord

Client: ASB Bank

Agency: TEQUILA\ Auckland

Agency Country: New Zealand

Consumer

Entry Title: Teapot

Client: ASB Bank

Agency: TEQUILA\ Auckland

Agency Country: New Zealand

Consumer

Entry Title: Baggage Ticket

Client: Citibank N.A.

Agency: Wunderman Cato Jhonson

Agency Country: Argentina

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Information Technologies

Business-to-Business

Entry Title: HP Blades Empower Campaign

Client: Hewlett-Packard

Agency: Drafftcb

Agency Country: USA

Consumer

Entry Title: HP iPAQ Kalediscope Campaign

Client: Hewlett-Packard

Agency: Drafftcb

Agency Country: USA

Business-to-Business

Entry Title: Executive Sandbox

Client: Autodesk, Inc.

Agency: Goodman Marketing Partners Inc.

Agency Country: USA

Business-to-Business

Entry Title: A better kind of audience

Client: Microsoft Digital Advertising Solutions UK

Agency: Harrison Troughton Wunderman

Agency Country: UK

Business-to-Business

Entry Title: Fliegenklatsche

Client: Microsoft Deutschland GmbH

Agency: MRM Worldwide

Agency Country: Germany

Business-to-Business

Entry Title: On The Map

Client: Microsoft UK

Agency: MRM Worldwide (London)

Agency Country: UK

Business-to-Business

Entry Title: Developer Code

Client: IBM China Company Limited

Agency: Ogilvy Beijing

Agency Country: China

Business-to-Business

Entry Title: IBM China Forum 2007

Client: IBM China Company Limited

Agency: Ogilvy Beijing

Agency Country: China

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Consumer

Entry Title: Babushkalopes

Client: MWEB Home

Agency: Ogilvy One Cape Town

Agency Country: South Africa

Business-to-Business

Entry Title: 2007 IBM Web Documentary Program

Client: IBM

Agency: OgilvyOne

Agency Country: USA

Business-to-Business

Entry Title: Metamorphosis

Client: Telefónica

Agency: OgilvyOne

Agency Country: Spain

Business-to-Business

Entry Title: Promoting IBM's 2006 CEO Study- High Impact Print

Client: IBM

Agency: OgilvyOne

Agency Country: USA

Business-to-Business

Entry Title: The server flattener

Client: IBM SPain

Agency: OgilvyOne

Agency Country: Spain

Business-to-Business

Entry Title: Picasso and You

Client: IBM Malaysia Sdn Bhd

Agency: OgilvyOne Worldwide Malaysia

Agency Country: Malaysia

Business-to-Business

Entry Title: S,M,L

Client: IBM Malaysia Sdn Bhd

Agency: OgilvyOne Worldwide Malaysia

Agency Country: Malaysia

Business-to-Business

Entry Title: There s always an alternative:IBM System p servers

Client: IBM Deutschland GmbH

Agency: OgilvyOne worldwide Stuttgart GmbH

Agency Country: Germany

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Business-to-Business

Entry Title: Victory or defeat? Match point: IBM.

Client: IBM Deutschland GmbH

Agency: OgilvyOne worldwide Stuttgart GmbH

Agency Country: Germany

Business-to-Business and Consumer

Entry Title: Wimlbedon 2006

Client: IBM

Agency: OglivyOne worldwide

Agency Country: UK

Business-to-Business

Entry Title: HP Executive Assistant Campaign

Client: Hewlett Packard Company

Agency: Oliver Russell

Agency Country: USA

Business-to-Business

Entry Title: HP Thin Client Campaign

Client: Hewlett Packard Company

Agency: Oliver Russell

Agency Country: USA

Business-to-Business

Entry Title: H4P

Client: Hewlett Packard Austria

Agency: PKP proximity

Agency Country: Austria

Business-to-Business

Entry Title: Countryside games

Client: DELL

Agency: SHOOT!

Agency Country: Spain

Business-to-Business

Entry Title: Chained envelope

Client: Microsoft

Agency: Touch_Me Wunderman

Agency Country: Portugal

Business-to-Business

Entry Title: Envelope Scheme.

Client: Microsoft

Agency: Touch_Me Wunderman

Agency Country: Portugal

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Business-to-Business

Entry Title: SAP Pizza Box

Client: SAP America

Agency: White Rhino Productions

Agency Country: USA

Business-to-Business

Entry Title: Size Wise

Client: Microsoft Gulf

Agency: Wunderman Dubai

Agency Country: UAE

Business-to-Business

Entry Title: Microsoft Open Licence

Client: Microsoft South Africa

Agency: Wunderman South Africa

Agency Country: South Africa

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Insurance

Consumer

Entry Title: Baby, it's cold outside!

Client: Cross Country Home Services

Agency: Cross Country Home Services

Agency Country: USA

Consumer

Entry Title: SecureHorizons Brand Migration

Client: SecureHorizons by UnitedHealthcare

Agency: Doner

Agency Country: USA

Consumer

Entry Title: 50 Unique Launch

Client: Royal & SunAlliance

Agency: FUSE Marketing Group

Agency Country: Canada

Business-to-Business and Consumer

Entry Title: It's a Smart Campaign

Client: TD Insurance Home and Auto

Agency: Hamelin Martineau Inc.

Agency Country: Canada

Consumer

Entry Title: DTRIC Insurance Direct Marketing and Branding Camp

Client: DTRIC Insurance

Agency: Harte-Hanks

Agency Country: USA

Consumer

Entry Title: New Mover Lead Generation

Client: American Family Insurance

Agency: IQ Marketing

Agency Country: USA

Consumer

Entry Title: Big News

Client: Cigna/NationsHealth

Agency: Karlin+Pimsler Inc

Agency Country: USA

Consumer

Entry Title: How to ensure customers are right insured

Client: Codan Forsikring A/S

Agency: Kunde & Co Dialog

Agency Country: Denmark

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Consumer

Entry Title: Alumni Graduate Benefits
Client: Marsh Affinity Group Services
Agency: Marsh Affinity Group Services
Agency Country: USA

Business-to-Business

Entry Title: McDonald's Package Program
Client: Marsh Affinity Group Services
Agency: Marsh Affinity Group Services
Agency Country: USA

Business-to-Business

Entry Title: GMAC Insurance for Insiders Kit and Order Web site
Client: GMAC Insurance
Agency: o2kl Integrated Communications
Agency Country: USA

Business-to-Business

Entry Title: The first-aid kit
Client: ACE European Group
Agency: OgilvyOne
Agency Country: Sweden

Consumer

Entry Title: Anonymous Quote
Client: Allstate Insurance Company
Agency: OgilvyOne Worldwide
Agency Country: USA

Business-to-Business

Entry Title: Do You Want the Good or the Bad News First?
Client: Nordea Liv & Pension
Agency: OgilvyOne worldwide
Agency Country: Denmark

Consumer

Entry Title: Your Choice Auto
Client: Allstate Insurance Company
Agency: OgilvyOne Worldwide
Agency Country: USA

Business-to-Business

Entry Title: FM Global - Safe Perspectives
Client: FM Global
Agency: OgilvyOne worldwide GmbH
Agency Country: Germany

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Consumer

Entry Title: Home Burn Mailer

Client: COUNTRY Insurance & Financial Services

Agency: Progressive Impressions International (Pii)

Agency Country: USA

Consumer

Entry Title: Insurance-Test-Drive

Client: Tryg A/S

Agency: Sepia Proximity

Agency Country: Denmark

Consumer

Entry Title: Face Lift

Client: AXA Winterthur

Agency: SHOOT!

Agency Country: Spain

Business-to-Business and Consumer

Entry Title: Plan 1000

Client: AXA Winterthur

Agency: SHOOT!

Agency Country: Spain

Business-to-Business

Entry Title: Aon Risk

Client: Aon Corporation

Agency: Slack Barshinger

Agency Country: USA

Consumer

Entry Title: TD Meloche Monnex Internet Strategy

Client: TD Meloche Monnex Group

Agency: TD Meloche Monnex Group

Agency Country: Canada

Consumer

Entry Title: Caveman Campaign

Client: GEICO

Agency: The Martin Agency

Agency Country: USA

Consumer

Entry Title: Testimonials Campaign

Client: GEICO

Agency: The Martin Agency

Agency Country: USA

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Consumer

Entry Title: Allstate 2006 E-Mail campaign

Client: Allstate

Agency: Townsend Agency

Agency Country: USA

2007 DMA International ECHO Awards Competition - Short List

Not-For-Profit

Consumer

Entry Title: Defenders of Wildlife -- Wildlife Adoption Center

Client: Defenders of Wildlife

Agency: Adams Hussey & Associates

Agency Country: USA

Consumer

Entry Title: 2 SMRT 4U Child Exploitation Prevention Campaign

Client: United States Postal Inspection Service

Agency: Campbell-Ewald

Agency Country: USA

Consumer

Entry Title: US Navy Women in non-Traditional Ratings Campaign

Client: US Navy Recruiting Command

Agency: Campbell-Ewald

Agency Country: USA

Consumer

Entry Title: 2006 Holiday of Hope Christmas Mailing

Client: The Christian Broadcasting Network

Agency: CBN

Agency Country: USA

Business-to-Business and Consumer

Entry Title: SCHOOL

Client: INTERMON OXFAM

Agency: CP Proximity

Agency Country: Spain

Business-to-Business and Consumer

Entry Title: 1 in 4 Women

Client: Refuge

Agency: Craik Jones Watson Mitchell Voelkel

Agency Country: UK

Consumer

Entry Title: 1 in 4 Women

Client: Refuge

Agency: Craik Jones Watson Mitchell Voelkel

Agency Country: UK

Consumer

Entry Title: Can You Open - Major Donor Sock Pkg.

Client: American Leprosy Missions

Agency: CreativeOne Direct, Inc.

Agency Country: USA

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Business-to-Business

Entry Title: A sense that makes sense

Client: Fundación Luz

Agency: di Paola & asociados / WPP

Agency Country: Argentina

Business-to-Business

Entry Title: Garissa! Defend young girls from being raped

Client: Garissa Girls' Home

Agency: DRAFTFCB

Agency Country: Sweden

Consumer

Entry Title: Oxfam Press G8

Client: Oxfam GB

Agency: Drafftcb

Agency Country: UK

Consumer

Entry Title: Have a Ball. Or Two.

Client: Eagle, Idaho Volunteer Fire Department

Agency: Drafftcb

Agency Country: USA

Consumer

Entry Title: Steve

Client: KCSM-TV

Agency: Goodman Marketing Partners Inc.

Agency Country: USA

Consumer

Entry Title: Lutheran Hour Ministries Video Persuasion Series

Client: Lutheran Hour Ministries

Agency: Grizzard

Agency Country: USA

Consumer

Entry Title: Please Don't Forget

Client: The Salvation Army Chicago Metropolitan Division

Agency: Grizzard

Agency Country: USA

Consumer

Entry Title: 2006 Holiday Giving Campaign

Client: Feed The Children

Agency: is7

Agency Country: USA

2007 DMA International ECHO Awards Competition - Short List

Consumer

Entry Title: Backpacks for Homeless Children Campaign

Client: Feed The Children

Agency: is7

Agency Country: USA

Business-to-Business

Entry Title: Big Beer

Client: National Restaurant Association Educational Foundation

Agency: Jacobs & Clevenger

Agency Country: USA

Consumer

Entry Title: Thanksgiving Feast for 1 Million

Client: America's Second Harvest

Agency: Merkle

Agency Country: USA

Consumer

Entry Title: PVA Holiday Music CD Package

Client: Paralyzed Veterans of America

Agency: PEP Direct, Inc.

Agency Country: USA

Business-to-Business

Entry Title: Minor Report

Client: Save The Children Romania

Agency: Proximity Bucharest

Agency Country: Romania

Consumer

Entry Title: Rewrite The Future

Client: Save the Children

Agency: Proximity London

Agency Country: UK

Consumer

Entry Title: Save the Children "Walks"

Client: Save the Children

Agency: Proximity London

Agency Country: UK

Business-to-Business and Consumer

Entry Title: Listen to Teddy

Client: Endangered children fund

Agency: Proximity Prague

Agency Country: Czech Republic

2007 DMA International ECHO Awards Competition - Short List

Consumer

Entry Title: Breast Cancer 3-Day - Beautiful Campaign

Client: NPT Breast Cancer 3-Day

Agency: Radarworks

Agency Country: USA

Consumer

Entry Title: SickKids September Loyalty DM

Client: SickKids Foundation

Agency: Rapp Collins Canada

Agency Country: Canada

Consumer

Entry Title: FATE Subscription Mailer

Client: The Black Rep

Agency: Rodgers Townsend

Agency Country: USA

Consumer

Entry Title: Child Labor Exploitation

Client: World Vision

Agency: Russ Reid Company

Agency Country: USA

Consumer

Entry Title: Deworming Pharmaceutical Gifts In Kind

Client: World Vision

Agency: Russ Reid Company

Agency Country: USA

Business-to-Business and Consumer

Entry Title: INTOLERANTS ANONYMOUS

Client: Instituto de la Juventud - INJUVE

Agency: Shackleton

Agency Country: Spain

Business-to-Business

Entry Title: Think Inside The Box

Client: Feed The Children

Agency: STRATMARK

Agency Country: USA

Consumer

Entry Title: NSPCC Pencil Pack

Client: NSPCC

Agency: WWAV Rapp Collins

Agency Country: UK

2007 DMA International ECHO Awards Competition - Short List

Pharmaceutical/Healthcare

Consumer

Entry Title: Lucentis "Shirley" direct-to-patient campaign

Client: Genentech Inc.

Agency: CDMiConnect

Agency Country: USA

Consumer

Entry Title: Raptiva "I am not contagious" campaign

Client: Genentech Inc.

Agency: CDMiConnect

Agency Country: USA

Consumer

Entry Title: Rituxan RA direct-to-patient launch campaign

Client: Genentech Inc.

Agency: CDMiConnect

Agency Country: USA

Business-to-Business

Entry Title: Oxyxen Program

Client: Laboratorio Chile

Agency: CP Comunicación Chile

Agency Country: Chile

Consumer

Entry Title: Asthma Matters

Client: Xolair/Genentech

Agency: DKI Direct

Agency Country: USA

Consumer

Entry Title: FLOMAX "Pardon the Interruption" DR Print

Client: Boehringer Ingelheim Pharmaceuticals, Inc.

Agency: G2 Direct & Digital

Agency Country: USA

Business-to-Business

Entry Title: New knowledge on prophylact treatment of migraine

Client: Janssen-Cilag

Agency: GEKKO

Agency Country: Denmark

Business-to-Business

Entry Title: Rhino Reader Campaign

Client: AstraZeneca

Agency: Harte-Hanks

Agency Country: USA

2007 DMA International ECHO Awards Competition - Short List

Business-to-Business

Entry Title: Nuclear Receptor Magnet Set Campaign

Client: Invitrogen Corporation

Agency: Invitrogen Corporation

Agency Country: USA

Consumer

Entry Title: I Get Around

Client: Hoveround Corporation

Agency: Karlin+Pimsler Inc

Agency Country: USA

Consumer

Entry Title: You Made Me Love You

Client: Hoveround Corporation

Agency: Karlin+Pimsler Inc

Agency Country: USA

Business-to-Business

Entry Title: HCAHPS DM - Patient Satisfaction Scores Go Public

Client: Press Ganey Associates, Inc.

Agency: MAB Advertising, Inc.

Agency Country: USA

Consumer

Entry Title: Protonix- The RENEW Program

Client: Wyeth Pharmaceuticals

Agency: Ogilvy One

Agency Country: USA

Consumer

Entry Title: KnowMenopause.com

Client: Wyeth Pharmaceuticals

Agency: OgilvyOne

Agency Country: USA

Business-to-Business

Entry Title: The Enbrel Relaunch

Client: Wyeth

Agency: RappCollins Oslo

Agency Country: Norway

Business-to-Business

Entry Title: The ReSound Experience

Client: GN Resound A/S

Agency: Relationshuset

Agency Country: Denmark

2007 DMA International ECHO Awards Competition - Short List

Business-to-Business

Entry Title: Listerine Embossed Letter

Client: Pfizer

Agency: RMG Connect

Agency Country: UK

Consumer

Entry Title: Changing Needs

Client: Shire Pharmaceuticals

Agency: Unit 7

Agency Country: USA

Consumer

Entry Title: The Art of Wellness

Client: Exeter Hospital

Agency: Winsper

Agency Country: USA

2007 DMA International ECHO Awards Competition - Short List

Product Manufacturing and Distribution

Consumer

Entry Title: Book of Revelations

Client: Procter & Gamble

Agency: Arc Worldwide Philippines Co., Inc.

Agency Country: Philippines

Business-to-Business

Entry Title: Stop Playing Games with Your Business

Client: BuildDirect

Agency: Blitz Direct - Cossette Communications

Agency Country: Canada

Consumer

Entry Title: Platinum Human Testing Program

Client: Lion Nathan

Agency: BMF

Agency Country: Australia

Consumer

Entry Title: The Baileys Lounge

Client: Diageo

Agency: Chemistry

Agency Country: UK

Consumer

Entry Title: Unilever Dove - The Self Esteem Diary

Client: Unilever

Agency: Chemistry Communications Group Plc

Agency Country: UK

Business-to-Business

Entry Title: Los Capos

Client: Cecinas San Jorge

Agency: CP Comunicación Chile

Agency Country: Chile

Business-to-Business

Entry Title: The Great Decision

Client: Cecinas San Jorge

Agency: CP Comunicación Chile

Agency Country: Chile

Consumer

Entry Title: Bell's Loyalty Programme

Client: Diageo

Agency: Craik Jones Watson Mitchell Voelkel

Agency Country: UK

2007 DMA International ECHO Awards Competition - Short List

Business-to-Business

Entry Title: 2006 John Deere Government Purchasing Calendar

Client: John Deere

Agency: Drafftcb

Agency Country: USA

Business-to-Business

Entry Title: Rickard's B2B RM campaign: "The Petition"

Client: Molson Canada

Agency: FCB Direct Canada

Agency Country: Canada

Business-to-Business and Consumer

Entry Title: XR Mystery Case

Client: Bombardier Aerospace

Agency: Finelight Strategic Marketing

Agency Country: USA

Business-to-Business

Entry Title: Hasselblad Anniversary Campaign

Client: Hasselblad

Agency: GEKKO

Agency Country: Denmark

Business-to-Business

Entry Title: The Hearwell family

Client: Oticon

Agency: GEKKO

Agency Country: Denmark

Business-to-Business

Entry Title: Beat the Autopilot

Client: F.L.Smidth Automation

Agency: Klausen + Partners

Agency Country: Denmark

Business-to-Business

Entry Title: Fritz Hansen - b*original

Client: Fritz Hansen A/S

Agency: Magnetix Republica

Agency Country: Denmark

Business-to-Business

Entry Title: The Response Project

Client: NewPage Corporation

Agency: Martin Williams Advertising

Agency Country: USA

2007 DMA International ECHO Awards Competition - Short List

Consumer

Entry Title: Kraft - Chef to the Rescue

Client: Kraft Foods North America

Agency: Modem Media

Agency Country: USA

Consumer

Entry Title: Lumix Digital Cameras

Client: Panasonic do Brasil Ltda. Suc. Argentina

Agency: OgilvyOne worldwide

Agency Country: Argentina

Consumer

Entry Title: Greatness. In any language.

Client: Guinness Anchor Marketing Sdn Bhd

Agency: OgilvyOne Worldwide Malaysia

Agency Country: Malaysia

Business-to-Business

Entry Title: Heineken Thirst

Client: Compania Industrial Cervecera SA

Agency: Rapp Collins Argentina

Agency Country: Argentina

Business-to-Business and Consumer

Entry Title: Fjedom of Speech

Client: Ortodent AS

Agency: RappCollins Oslo

Agency Country: Norway

Consumer

Entry Title: Guinness: A Passion Shared

Client: Diageo Ireland

Agency: RMG Target

Agency Country: Ireland

Consumer

Entry Title: Dove Pro-age

Client: Unilever | Dove

Agency: Ryan iDirect

Agency Country: USA

Consumer

Entry Title: What if...

Client: Diageo Ireland

Agency: strategem integrated communications

Agency Country: Ireland

2007 DMA International ECHO Awards Competition - Short List

Business-to-Business

Entry Title: Pitney Bowes Segmentation Strategy

Client: Pitney Bowes

Agency: True North Inc.

Agency Country: USA

2007 DMA International ECHO Awards Competition - Short List

Publishing/Entertainment

Consumer

Entry Title: Tabloid Thesis

Client: The Press

Agency: AIM Proximity

Agency Country: New Zealand

Business-to-Business and Consumer

Entry Title: iwanttoseeaghost

Client: DEAPLANETA

Agency: CP Proximity

Agency Country: Spain

Consumer

Entry Title: OLG Winner's Circle "Crack the Code" Promotion

Client: OLG

Agency: DraftFCB

Agency Country: Canada

Consumer

Entry Title: Pinnacle Acquisition Program

Client: Pinnacle Entertainment Group

Agency: Nimblefish Technologies

Agency Country: USA

Consumer

Entry Title: New York Knicks Season Ticket Subscriber Postcard

Client: New York Knicks

Agency: o2kl Integrated Communications

Agency Country: USA

Business-to-Business

Entry Title: Sunday Times Centenary

Client: Johncom/Sunday Times

Agency: Ogilvy One Cape Town

Agency Country: South Africa

Consumer

Entry Title: Chivas Art Invite

Client: Seagrams India Pvt. Ltd.

Agency: Ogilvy One Worldwide

Agency Country: India

Consumer

Entry Title: WASH BAG

Client: schlager@falter.at

Agency: PKP proximity

Agency Country: Austria

2007 DMA International ECHO Awards Competition - Short List

Consumer

Entry Title: The Welcoming Dialogue

Client: Bonnier Publications

Agency: Relationshuset

Agency Country: Denmark

Consumer

Entry Title: Win Back The power of digital persuasion

Client: Bonnier Publications

Agency: Relationshuset

Agency Country: Denmark

Consumer

Entry Title: Glycemic Index Cooking Made Easy -Bosco/Follweiler

Client: Rodale Book Marketing

Agency: Rodale Book Marketing

Agency Country: USA

Consumer

Entry Title: Runner's World "Get Fit, Stay Fit"

Client: Rodale Subscription Marketing

Agency: Rodale Publishing

Agency Country: USA

Consumer

Entry Title: Woman's Health Magalog

Client: Rodale Publishing

Agency: Rodale Publishing

Agency Country: USA

Consumer

Entry Title: Fame X - Ms. Spooky

Client: SET India Pvt Ltd

Agency: SET India Pvt Ltd

Agency Country: India

Consumer

Entry Title: Fame X - The Hermit

Client: SET India Pvt Ltd

Agency: SET India Pvt Ltd

Agency Country: India

Business-to-Business

Entry Title: THE MEDIA PLANNER

Client: LOCALIA TV

Agency: Shackleton

Agency Country: Spain

2007 DMA International ECHO Awards Competition - Short List

Consumer

Entry Title: Real Simple Magalog

Client: Time Consumer Marketing Inc.

Agency: Time Inc.

Agency Country: USA

Consumer

Entry Title: Magic on Your Desktop

Client: Buena Vista Worldwide Home Entertainment

Agency: True North Inc.

Agency Country: USA

2007 DMA International ECHO Awards Competition - Short List

Retail/Direct Sales

Consumer

Entry Title: Wong Best Clients

Client: Grupo Wong

Agency: 121 Relationship Marketing S.A.

Agency Country: Peru

Consumer

Entry Title: helpthemosquitoes.org

Client: SC JOHNSON

Agency: draftfcb

Agency Country: Mexico

Consumer

Entry Title: Noodles / Hidden Message

Client: Kentucky Fried Chicken

Agency: Draftfcb

Agency Country: USA

Consumer

Entry Title: USPS®/Shutterfly Passport Promotion

Client: United States Postal Service®

Agency: Draftfcb

Agency Country: USA

Business-to-Business

Entry Title: Defenders of Nature

Client: BSH Electrodomésticos

Agency: Fullcontact

Agency Country: Spain

Consumer

Entry Title: Offcorss Traffic Building

Client: Mass Digital

Agency: Mass Digital

Agency Country: Colombia

Consumer

Entry Title: FANCY FEAST Purr

Client: Nestlé Purina Petcare Ltd

Agency: Ogilvy

Agency Country: New Zealand

Consumer

Entry Title: FRISKIES G.U.T.S

Client: Nestlé Purina Petcare Ltd

Agency: Ogilvy

Agency Country: New Zealand

2007 DMA International ECHO Awards Competition - Short List

Consumer

Entry Title: Sisley Invite

Client: Benetton India Pvt. Ltd

Agency: Ogilvy One Worldwide

Agency Country: India

Consumer

Entry Title: Nestlé MILO Cold Promotion

Client: Nestlé

Agency: OgilvyOne

Agency Country: New Zealand

Consumer

Entry Title: Square or Nothing

Client: Levi® Strauss (Malaysia) Sdn Bhd

Agency: OgilvyOne Worldwide Malaysia

Agency Country: Malaysia

Consumer

Entry Title: Shell Made to Move Music Collection

Client: Shell Nederland Verkoopmaatschappij

Agency: Proximity Amsterdam

Agency Country: Netherlands

Consumer

Entry Title: Lost item no. 309

Client: CAP Customer Advantage Program

Agency: Rapp Collins Hamburg

Agency Country: Germany

Business-to-Business

Entry Title: Energizer Perf Pack Tins

Client: Energizer

Agency: Rodgers Townsend

Agency Country: USA

Business-to-Business

Entry Title: FILTER

Client: BMW

Agency: Shackleton

Agency Country: Spain

Consumer

Entry Title: GOOD MOMENTS, GOOD WINE

Client: La Carte des Vins

Agency: Shackleton

Agency Country: Spain

Business-to-Business and Consumer

2007 DMA International ECHO Awards Competition - Short List

Entry Title: LA CARTE DES VINS XMAS CAMPAIGN

Client: La Carte des Vins

Agency: Shackleton

Agency Country: Spain

Consumer

Entry Title: Ardbeg 1965 - The Envy of Islay

Client: The Glenmorangie Company

Agency: Story

Agency Country: UK

Business-to-Business and Consumer

Entry Title: Feel the difference on your skin

Client: Yamaai

Agency: Sunset Comunicação

Agency Country: Brazil

Consumer

Entry Title: McDonald's Global Casting

Client: McDonald's Corporation

Agency: The Marketing Store

Agency Country: USA

Consumer

Entry Title: McDonald's Monopoly

Client: McDonald's Corporation

Agency: The Marketing Store

Agency Country: USA

Business-to-Business and Consumer

Entry Title: The World's Greatest Activity Book for Creatives

Client: Veer

Agency: Veer

Agency Country: Canada

Consumer

Entry Title: MAGIC SMS

Client: CARREFOUR HYPERMARKETS

Agency: WUNDERMAN

Agency Country: Greece

2007 DMA International ECHO Awards Competition - Short List

Travel & Hospitality/Transportation

Business-to-Business and Consumer

Entry Title: Air New Zealand grabseat

Client: Air New Zealand

Agency: AIM Proximity

Agency Country: New Zealand

Consumer

Entry Title: Get to Know BC from A to Z

Client: Tourism British Columbia

Agency: Blitz Direct - Cossette Communications

Agency Country: Canada

Consumer

Entry Title: 2007 Grand Voyages Announcement

Client: Holland America Line

Agency: DDB Seattle

Agency Country: USA

Consumer

Entry Title: When Solving Vacation Pain Isn't Enough

Client: Exclusive Resorts, LLC

Agency: DDB Seattle

Agency Country: USA

Business-to-Business and Consumer

Entry Title: SAS EuroBonus the up- and downgrading program

Client: Scandinavian Airlines

Agency: GEKKO

Agency Country: Denmark

Business-to-Business

Entry Title: Culinary Arts Center Box

Client: Holland America Line

Agency: Golden Lasso

Agency Country: USA

Consumer

Entry Title: Budget Thank You Mailing

Client: Avis Budget Group

Agency: MRM Gillespie

Agency Country: USA

Consumer

Entry Title: The Bet

Client: Soul Bar

Agency: Ogilvy

Agency Country: New Zealand

2007 DMA International ECHO Awards Competition - Short List

Consumer

Entry Title: Survive to Win

Client: Sandblast Rally

Agency: OgilvyOne

Agency Country: USA

Consumer

Entry Title: Gulf Air frequent flyer programme

Client: Gulf Air

Agency: OgilvyOne Middle East

Agency Country: UAE

Consumer

Entry Title: FAMILY

Client: ÖBB Austrian Railways

Agency: PKP proximity

Agency Country: Austria

Consumer

Entry Title: THE COOLEST WAY TO GO PLACES

Client: ÖBB Austrian Railways

Agency: PKP proximity

Agency Country: Austria

Consumer

Entry Title: Chill Out Campaign

Client: Al Aqah Beach Resort

Agency: Promoseven Relationship Marketing

Agency Country: UAE

Consumer

Entry Title: Customized Brochure for Consumer Fulfillment

Client: Regent Seven Seas Cruises

Agency: Regent Seven Seas Cruises

Agency Country: USA

Consumer

Entry Title: From booking to payment service makes the differ

Client: KILROY travels International A/S

Agency: Relationshuset

Agency Country: Denmark

Business-to-Business and Consumer

Entry Title: Upgrading campaign From Economy to Economy Flex

Client: SAS Scandinavian Airlines

Agency: Relationshuset

Agency Country: Denmark

2007 DMA International ECHO Awards Competition - Short List

Consumer

Entry Title: Club Med Age Reverse

Client: Club Med Brazil

Agency: Sun MRM Worldwide

Agency Country: Brazil

Business-to-Business and Consumer

Entry Title: Hampton Bed Heads

Client: Hilton Hotels Corporation

Agency: The Hacker Group

Agency Country: USA

Consumer

Entry Title: Disney Vacation Club Prospects Pop-Up Book & DVD

Client: Disney Vacation Club, The Walt Disney Company

Agency: Upshot

Agency Country: USA

Business-to-Business

Entry Title: The eXperts Files

Client: Lufthansa German Airlines

Agency: Wunderman Germany

Agency Country: Germany