



## THE WINNERS OF THE 2015 EVENT TECHNOLOGY AWARDS

### BEST SINGLE USE OF A TECHNOLOGY (B-to-C)

#### GOLD WINNER

Campaign: Trailscape

Client: Merrell

Partners: Hill Holliday, Framestore, MKG

#### SILVER WINNER

Campaign: Survive the Strain, VR Experience

Client: FX Networks

#### BRONZE WINNER

Campaign: Pancake Selfie

Client: Holiday Inn Express

Partner: Geometry Global, Ogilvy & Mather, SuperGroup

### BEST USE OF A SINGLE TECHNOLOGY (B-to-B)

#### GOLD WINNER

Campaign: Worldwide Partner Conference 2015

Client: Microsoft

Partners: Mosaic, Thuzi

#### SILVER WINNER

Campaign: 2015 Mobile First Conference

Client: MobileIron

Partner: InVision Communications

#### BRONZE WINNER

Campaign: 2015 Newfront

Client: AOL

### BEST COMBINATION OF EVENT TECHNOLOGIES (B-to-C)

#### GOLD WINNER

Campaign: 2015 International Fight Week

Client: UFC

Partner: Thuzi

SILVER WINNER

Campaign: Launch Of OnePlus 2

Client: OnePlus

Partner: TBA Global

BRONZE WINNER

Campaign: Made for U

Client: Target

Partner: Periscope

BEST COMBINATION OF EVENT TECHNOLOGIES (B-to-B)

GOLD WINNER

Campaign: EMC World 2015

Client: EMC

Partner: Opus Agency

SILVER WINNER

Campaign: AT&T Connected at CTIA

Client: AT&T

Partner: CSE

BRONZE WINNER

Campaign: Worldwide Partner Conference 2015

Client: Microsoft

Partners: Mosaic, Thuzi

BEST DIGITAL+LIVE CAMPAIGN

GOLD WINNER

Campaign: #WhosGonnaWin

Client: Verizon

Partner: Wasserman

SILVER WINNER

Campaign: #DellLounge Powered by Windows 10

Clients: Dell, Microsoft

Partner: Lacy Maxwell Productions

BRONZE WINNER

Campaign: Untameable Tour

Client: Bacardi

Partner: GMR Marketing

BEST USE OF SOCIAL MEDIA

**GOLD WINNER**

Campaign: HP Discover 2015

Client: HP

**SILVER WINNER**

Campaign: Cisco Live 2015

Client: Cisco

**BRONZE WINNER**

Campaign: Imagine Dragons Destination Dragons Tour

Client: Southwest Airlines

Partner: MAC Presents

**BEST TOUCH/GESTURE INTERACTIVE**

Campaign: Carmelo Anthony Freethrow Challenge

Client: Kumho Tire

Partners: Pearl Media, Pal 8 Media, Trailer Park, Russ Media

**SILVER WINNER**

Campaign: Reebok Athlete Challenge

Client: Reebok

Partner: Genuine

**BRONZE WINNER**

Campaign: Earn Your Armour

Client: Under Armour

Partner: agencyEA

**BEST USE OF A/V**

Campaign: Manufacturing Innovation Immersion

Client: Ford Motor Co.

Partner: BRC Imagination Arts, TechMDinc

**SILVER WINNER**

Campaign: Canon Expo 2015

Client: Canon

Partners: Imagination the Americas, Dentsu America

**BRONZE WINNER**

Campaign: Digital NewFront 2015

Client: AOL

Partner: Barkley Kalpak Agency

**BEST AUDIENCE INTERACTION**

Campaign: Coke Zero Drinkable Billboard  
Client: Coca-Cola Co.  
Partners: IMG LIVE, Ogilvy & Mather, Specialized Mobile Exhibits

**SILVER WINNER**

Campaign: Ignite Launch  
Client: Puma  
Partners: iDEKO Productions, Ogilvy PR

**BRONZE WINNER**

Campaign: Experience Data Visualizer  
Client: Yahoo  
Partners: We Are The Nation, Mad Systems

**BEST USE OF HANDHELD TECHNOLOGY**

Campaign: Priceless Surprises  
Client: MasterCard  
Partner: Octagon

**SILVER WINNER**

Campaign: Make Safe Happen Safety Experience  
Client: Nationwide  
Partners: Current Studios, Event Marketing Strategies, JKS Motorsports, Ogilvy

**BRONZE WINNER**

Campaign: Acura AR Experience  
Client: American Honda Motor Co.  
Partner: George P. Johnson Company

**BEST EVENT APP**

Campaign: South By Southwest Go  
Client: South By Southwest  
Partner: Eventbase

**SILVER WINNER**

Campaign: Chaco Footwear Fit For Adventure  
Client: Wolverine Worldwide  
Partners: Highline, Auxiliary Advertising & Design

**BRONZE WINNER**

Campaign: Congress Support App  
Client: Astellas  
Partner: Ashfield Meetings & Events

**BEST USE OF RFID/NFC/BLE**

Campaign: MyOpen

Client: American Express

Partner: Momentum Worldwide

**SILVER WINNER**

Campaign: Performance Lab

Client: Air Force

Partner: GSD&M

**BRONZE WINNER**

Campaign: Sandbox

Client: Sandvik

Partners: Czarnowski, FlexVisual