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