



For Immediate Release



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Ogilvy The Huggies® Rewards Mobile App Recognized as "Best in Show" at 2017 Tempo Awards

CADM Awards program honors Chicago's best multichannel response marketing work and talent

WESTMONT, IL, JULY 17, 2017 - Ogilvy was recognized with the Past Presidents' Award at the 2017 Tempo Awards Ceremony in Chicago on July 13. Ogilvy is one of the eight largest advertising networks in the world. Their "The Huggies® Rewards Mobile App" for Kimberly Clark - Huggies Brand was awarded Best in Show.



Josh Blacksmith presents the Past Presidents' Award to the Ogilvy team

Tempo Awards entries were submitted in thirteen categories. The campaigns launched between October 1, 2015 and December 31, 2016, and were part of marketing programs designed to generate measurable response from a target audience.

"The Tempo Awards celebrates and honors the best and brightest marketing work and professionals in Chicago's Multichannel Response Marketing Community" explained CADM President Josh Blacksmith. "It was incredible to have such an amazing turnout to celebrate Chicago's top data-driven creative. It is really exciting that there's so much momentum within our community today. As pioneers and leaders in response marketing, it's important that we not lose sight of the role that intelligent creative solutions play in inspiring business and consumer behavior. The Tempo Awards Gala gives Chicago that opportunity on an annual basis."

Twenty-four experienced response marketers judged the entries. First place winners include:



HONORING CHICAGO'S MULTI-CHANNEL
RESPONSE MARKETING COMMUNITY

- **Nonprofit Direct Mail:** Epsilon & San Diego Zoo Global - *Walkabout*
- **Direct Mail (less than \$300/M):** Jacobs & Clevenger and Consumers Energy - *Gas Line Protection Direct Mail Campaign*
- **Direct Mail (\$300/M or more):** FCB & Paccar Parts - Kenworth & Peterbilt brands - *The Kenworth and Peterbilt Monthly Flyer Program*
- **Print Collateral, Non-Mail:** FCB & Paccar Parts - Kenworth & Peterbilt Brands - *The Kenworth & Peterbilt Monthly Retail Campaigns*
- **Email:** FCB & PACCAR Parts - Kenworth & Peterbilt Brands - *Category Design Email Content Test and the Q4 Special Offer Template*
- **Social Media:** AbelsonTaylor & Sunovion - *My Epilepsy Hero Social Campaign*
- **Campaign Microsite:** FCB & Cox Communications - *Cox Homelife Advisor*
- **Branded Website:** Ogilvy & Grainger - *Grainger Safety*
- **Mobile App:** Ogilvy & Kimberly Clark - Huggies Brand - *The Huggies® Rewards Mobile App*
- **Out of Home:** Ogilvy & Mather & CDW - *IT Orchestration by CDW*
- **Loyalty/Frequency Marketing:** FCB & PACCAR Parts - TRP Brand - *The Kenworth & Peterbilt Monthly Retail Campaigns*
- **Interactive Marketing Campaign:** FCB & PACCAR Parts - Kenworth & TRP Brand - *TRP Makes All-March Event: March 2016*
- **Integrated Marketing Campaign:** American Bar Association - *Powerful Career Women*

A team of past CADM presidents selected Ogilvy as "best in show" from among all of the first place entries. Click [here](#) for a complete list of winners.

In addition, Chicago's AbelsonTaylor received the **Jay Gondelman Award for Innovative Achievement in Electronic Response Marketing** for the *My Epilepsy Hero* social media campaign for Sunovion Pharmaceuticals.

Planning for the 2018 Tempo Awards will begin in August. Contact Glenda Sharp at info@cadm.org or 312-849-2236 if you would like to participate.

About CADM

As Chicago's collaborative community for multichannel response marketers, CADM sparks ideas, business relationships and career growth.

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