

ABBI AWARDS

CONGRATULATIONS TO THIS YEAR'S WINNERS

GOLD

AGENCY OF THE YEAR
CADREON AND IPG MEDIABRANDS

CAMPAIGN OF THE YEAR
605 AND WALMART

**AGENCY HOLDING COMPANY
EXECUTIVE OF THE YEAR**
SEAN REARDON - CEO ZENITH, MRY, MOXIE

CMO OF THE YEAR
JEFF BROOKS - CMO, CASPER

**INDEPENDENT AGENCY EXECUTIVE
OF THE YEAR 2018**
PAUL WOOLMINGTON - CEO CANVAS WORLDWIDE

MOST EFFECTIVE USE OF VIDEO 2018
CLINCH AND DESPEGAR

**AUDIENCE BASED BUYING PLATFORM
OF THE YEAR 2018**
ONE2ONE ADDRESSABLE, CADENT

ADDRESSABLE TV CAMPAIGN OF THE YEAR 2018
605 AND UBER

ADDRESSABLE TV AGENCY OF THE YEAR 2018
CADREON

AUDIENCE BASED BUYING AGENCY OF THE YEAR 2018
CADREON

BEST BRANDED CONTENT IN DIGITAL CHANNELS 2018
PHD TAIWAN AND SKODA

BEST LAUNCH CAMPAIGN 2018
RPA, CAMRY VS. ACCORD

BEST LOCAL EXECUTION 2018
SIMPLI.FI AND BLOOM

BEST MULTI-SCREEN CAMPAIGN 2018
OCEAN MEDIA AND OVERSTOCK

BEST USE OF TECHNOLOGY 2018
OMD HONG KONG AND MCDONALD'S

**MOST INNOVATIVE USE OF BLOCKCHAIN
AND/OR CRYPTOGRAPHY 2018**
MADHIVE

**MOST INNOVATIVE USE OF AUDIENCE
BASED BUYING TECHNOLOGY 2018**
CADENT AND SEPHORA

OTT PLATFORM OF THE YEAR 2018
HULU

**MOST INNOVATIVE USE OF DATA
AND INSIGHTS 2018**
605 AND WALMART

SILVER

ADDRESSABLE TV CAMPAIGN OF THE YEAR 2018
CADENT AND SEPHORA

OTT PLATFORM OF THE YEAR 2018
ROKU

MOST INNOVATIVE USE OF DATA AND INSIGHTS 2018
CADREON AND JUMANJI

BEST AUDIENCE BASED BUYING PLATFORM 2018
PREMIUM

BRONZE

OTT PLATFORM OF THE YEAR 2018
PREMIUM

MOST INNOVATIVE USE OF DATA AND INSIGHTS 2018
CADENT AND CLARITIN

