



LinkedIn Marketing Awards 2019

**Finalists**



# LinkedIn Marketing Awards 2019 Finalists

We are thrilled to announce the shortlist for the 2019 LinkedIn Marketing Awards!

The judging panel has been overwhelmed by the quality of entries, the many innovative B2B marketing approaches taken on LinkedIn, the collaboration and commitment behind the campaigns and ultimately the impact that these campaigns have had on businesses and organisations.

There was a lot of internal discussion among our judging panels as there were so many great entries, it was hard to choose only 3 finalists per category. Congratulations to every one of our finalists! It is a huge achievement to have made it to the shortlist!

Category 1  
Best B2B Lead Generation



Campaign  
Always On Demand Generation

Agency: twogether



Campaign  
CyberArk 2019 Lead Gen Campaigns



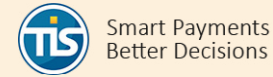
Campaign  
Invest in GREAT Britain & Northern Ireland 'Always-On' Campaign

Category 2  
Best B2B Lead Generation – SMB  
*(open to businesses with fewer than 200 employees)*



Campaign  
Dayzz's first "Corporate sleep-ranking" sets the HR community on fire

Agency: McCann Tech



Campaign  
100 Days to Success - A Marketing Campaign for Lead and Brand Awareness



Campaign  
How we recorded a +3,700% ROI on our LinkedIn campaigns

Category 3  
Best B2B Brand Campaign



Campaign  
Ford Backbone of Britain

Agency: Mindshare UK & GTB UK



Campaign  
Eurolife ERB Group Pension Policy

Agency: Tribe



Campaign  
NatWest

Agency: Vayner Media

Category 4  
Best B2B Brand Campaign – SMB  
*(open to businesses with fewer than 200 employees)*



Campaign  
Don't believe everything about Bavaria. Just believe the facts

Agency: Hello Munchen



Campaign  
Intuo



Campaign  
Sleep is the new HR X-factor

Agency: McCann Tech

Category 5  
Best B2B Video



Campaign  
UBS Nobel Perspectives

Agency: Zoo Berlin



Campaign  
Dont believe everything about Bavaria. Just believe the facts

Agency: Hello Munchen



Campaign  
We monitored a childhood dream. What will you do?

Category 6  
Best High Value Consumer Campaign



Campaign  
To Bosses that become leaders

Agency: Leo Burnett Tailor Made - Brazil



Campaign  
Bram 2019

Agency: Leo Burnett Tailor Made - Brazil



Campaign  
Audi Launches the A8 to High Net Worth Individuals

Agency: PHD Media

Category 7  
Best 'In it Together' B2B Marketing Team



Campaign  
Business Platinum Campaign - Bringing Together Marketing and Sale

Agency: Eulogy & Sprinkler



Campaign  
Teamwork for Powerful Lead Generation

Agency: Eulogy & Sprinkler



Campaign  
Barclaycard Consumer Spend Report - Professional Audience Refinement with Omni

Agency: OMD

Category 8  
Best B2B Thought Leadership Content



Campaign  
Philips Executive Thought Leadership

Agency: WPR



Campaign  
Bridging the Energy Gap

Agency: WPR



Campaign  
Racism at Work: the Danger of Indifference

Agency: Bottle



Thank you to all the brands and marketers that entered the 2019 LinkedIn Marketing Awards and congratulations to the finalists.

The winners will be announced on or around 20 February on the LinkedIn Marketing Awards website.