



LinkedIn Marketing Awards 2019  
**Winners**



# Announcing the winners of the 2019 LinkedIn Marketing Awards!

We are delighted to share the winners of the 2019 LinkedIn Marketing Awards.

These are the winning campaigns that our judging panel of industry expert B2B marketers called out as the best examples of innovative marketing, fantastic collaboration, creativity and measurable business results on LinkedIn.

The judging saw lots of fascinating discussion and in some cases, it was super tight to make the final decision - in fact in one category, we decided to select two winners!

Our congratulations go to our winners!

We want to thank all the brands, agencies and marketers that entered the 2019 LinkedIn Marketing Awards and shared their marketing success stories on LinkedIn. **You are all B2B marketing heroes!**

Category 1 - **Winner**

## Best B2B Lead Generation



Department for  
International Trade

*Campaign*

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

*Agency*

OMD International

*Commended*



*Campaign*

Always On Demand Generation

*Agency:* twogether

*Commended*



*Campaign*

CyberArk 2019 Lead  
Gen Campaigns

Category 2 - **Winner**

# 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

*Commended*



Smart Payments  
Better Decisions

*Campaign*

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

*Commended*



*Campaign*

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

Category 3 - **Winner**

# Best B2B Brand Campaign



*Campaign*  
NatWest

*Agency*  
Vayner Media

*Commended*



*Campaign*  
Ford Backbone of Britain

*Agency*  
Mindshare UK & GTB UK

*Commended*



*Campaign*  
Eurolife ERB Group  
Pension Policy

*Agency*  
Tribe

## Category 4 - **Winner**

# Best B2B Brand Campaign - SMB

*(open to businesses with fewer than 200 employees)*



### *Campaign*

Dont believe everything about Bavaria.  
Just believe the facts.

### *Agency*

Hello München

### *Commended*



*Campaign*  
Intuo

### *Commended*



*Campaign*  
Sleep is the new HR  
X-factor  
*Agency*  
McCann Tech

# Category 5 - **Winner** Best B2B Video



## *Campaign*

Dont believe everything about Bavaria.  
Just believe the facts.

## *Agency*

Hello München

## *Commended*



## *Campaign*

UBS Nobel Perspectives

## *Agency*

Zoo Berlin

## *Commended*

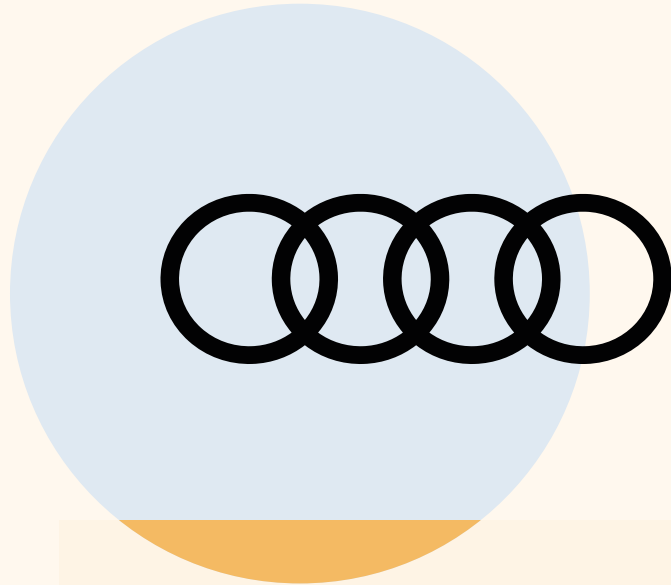


## *Campaign*

We monitored a  
childhood dream. What  
will you do?

Category 6 - **Winner**

# Best High Value Consumer Campaign



*Campaign*

Audi: The AIs are coming

*Agency*

PHD Media & We Are Social

*Commended*



*Campaign*

To Bosses that become  
leaders

*Commended*



*Campaign*

Bram 2019

*Agency*

Leo Burnett Tailor Made -  
Brazil



## Category 7 - Co-Winners

# 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

*Commended*

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*Campaign*

Barclaycard Consumer Spend Report - Professional Audience Refinement with Omni

*Agency*

OMD

Category 8 - **Winner**

# Best B2B Thought Leadership Content



*Campaign*

Philips Executive Thought Leadership

*Commended*

**aggreko**

*Campaign*  
Bridging the Energy Gap

*Agency*  
WPR

*Commended*

**PEARNS | KANDOLA**

*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 winners.