

ECHO and Agency Win Effie Award for Advertising Campaign



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CHICAGO, Ill. – ECHO Outdoor Power Equipment and its agency, Cramer-Krasselt, have received a gold Effie Award for ECHO's 2012 national advertising campaign at the 45th Annual Effie Awards Gala on May 22 in New York City.

ECHO and Cramer-Krasselt won the top award in the category of Household Supplies & Services. Proctor & Gamble won silver for its Febreze "Grey New York" campaign and Kimberly-Clark won bronze for its Viva "TRIS3CT" campaign.

Unlike most awards within advertising that honor creativity, the Effies recognize advertising that is proven to be the most effective marketing effort within the prior year. Effie entries go through two rigorous rounds of judging and only a small percentage of entering cases emerge as winners.

ECHO's "Curing B.S. Fatigue/Get Serious" campaign was honored for incorporating an insightful communications strategy, outstanding creative and market results that proved it worked. The campaign incorporated television, online, print and social media to reach its target demographic and drive sales within a specific timeframe.

Over 80 brands and 60 agencies representing 107 submissions within 50 categories received North American Effie gold, silver or bronze awards. Only 24 gold awards were granted. Cramer-Krasselt also won gold within the Beverage-Alcohol category for its Corona Extra "Finding our Beach" campaign and a bronze in the Media Idea category for Johnsonville Sausage.