

Recent Recognition and Awards

Epsilon has been honored in recent years with dozens of awards from leading marketing organizations, including recognition for outstanding creative work and flawless execution for clients in a variety of industries. Here are just a few of our more recent awards:

2007

NEDMA

Client: Hilton

"Gold" Electronic - Email - Consumer

Program: HHonors Awards Point Transfer Emails

Client: Fidelity Investments

"Silver" Integrated Media Campaign - Consumer

Program: Retirement Plan Manager

FCS Awards

Client: Fidelity Investments

"Bronze" Consumer Direct Mail

Program: Retirement Plan Manager

Client: KeyBank

"Bronze" Consumer Retail Direct Mail

Program: Student Checking

2006

HSMIA Adrian Awards

Client: Hilton HHonors

"Gold" Web Marketing

Program: My Way

Client: Hilton HHonors

"Bronze" Email

Program: Point Transfer Emails

NODMA Awards

Client: KeyBank

Finalist - Integrated Campaign

Program: Commercial Banking Thank You

Client: KeyBank

Finalist - Advertising, Print

Program: Retail Cross-sell - Key Equity Options

Client: KeyBank

Finalist - Marketing

Program: DeNovo Stream

FCS Awards

Client: Frost Bank

Best-in-Show Finalist - Business to Business, DM-Campaign

Program: Small Business Acquisition

Client: Frost Bank

Best-in-Show Finalist - Business to Business, DM-Single

Program: Commercial Prospecting Kit

2005

Echo Award

Client: Midas

Program: International Customer Retention Program

Financial Communications Society (FCS) Portfolio Awards

"Bronze"

Client: Capital One

"Gold"

Client: KeyBank

Program: KeyBank KBRC Prospecting Kit

HSMIA

"Gold"

Client: Hilton HHonors

Program: My Way

MAXI Awards

"Silver" Nonprofit Charity - Membership
Client: North Shore Animal League
Program: Pet Protectors

"Silver" Nonprofit Charity - Membership
Client: Girls Inc.
Program: Girls Can't

New England Direct Marketing Awards (NEDMA) for Creative Excellence

"Gold" Agency/Supplier Self-Promotion Great Concept...But Maybe Next Time
Client: Epsilon
Program: Mountains

"Gold" Other Interactive (Consumer)
Client: Hilton
Program: Hilton My Way

"Gold" Other Interactive (Fundraising)
Client: Farm Aid
Program: Healthy Food

"Gold" Best Art Direction
Client: Volunteers of America
Program: Floormat

"Gold" Business-to-Business Great Concept...But Maybe Next Time
Client: BMC Software
Program: Business Service Management Direct Mail

"Silver" Financial Services Mail (Consumer & B to B)
Client: Capital One
Program: Summer Break

"Silver" Dimensional Direct Mail (B to B)
Client: KeyBank
Program: Commercial Field Prospecting Kit

"Bronze" Consumer Mail (Lead or Order Generation)
Client: Zoological Society of San Diego
Program: Pride of the Park

"Bronze" Consumer Mail (Image or Brand Building)
Client: Zoological Society of San Diego
Program: Pride of the Park

"Bronze" Collateral
Client: Farm Aid
Program: Healthy Food

"Bronze" New Business Pitch Great Concept...But Maybe Next Time
Client: Leukemia & Lymphoma Society
Program: Balloons

"Bronze" Financial Services Mail (Consumer & B to B)
Client: Capital One
Program: Chalkboard

"Bronze" Best Print Production
Client: Epsilon
Program: Production Services Brochure

2004

The Direct Marketing Association of Washington MAXI Awards

"Gold" Letter/Flat Direct Mail
Client: Zoological Society of San Diego
Program: Most Colorful Characters

"Gold" Multimedia
Client: National Multiple Sclerosis Society
Program: Creating Motion By Working Together

The Direct Marketing Association International ECHO Awards

"Leader Award" Consumer Retailing Flat/Dimensional Mail
Client: Midas
Program: Midas Customer Retention Program

"Certificate of Excellence" Consumer Travel & Hospitality/
Transportation Internet/Interactive Media
Client: Hilton HHonors
Program: My Way

Beacon Awards

"Gold" Direct Mail - Single Piece
Client: KeyBank
Program: Surprise and Delights

"Silver" Direct Mail - Single Piece
Client: KeyBank
Program: Commercial Field Prospecting Kit

"Bronze" Direct Mail - Single Piece
Client: KeyBank
Program: Retention Wave #3 - Holiday Mail

WebAward www.webaward.org

Standard of Excellence
Client: Principal Bank
Program: "Principal Bank Student Package"

Financial Communications Society (FCS) Portfolio Awards

"Gold" Direct Marketing, Business to Business
Client: KeyBank
Program: Commercial Bank Field Prospecting

Brandweek ICON Awards

"Gold" Direct Mail Campaign
Client: Epsilon
Program: Epsilon Idea Kit

John Caples International Awards

"Third Place" Direct Mail Dimensional Consumer/Over \$5 Each
Client: KeyBank
Program: "Three Pigs" High Net Worth DM

"Finalist" Direct Mail Dimensional Business/Over \$5 Each
Client: Epsilon
Program: Epsilon Marketing Services Lead Generation Kit

New England Direct Marketing Awards (NEDMA) for Creative Excellence

"Gold" Agency/Supplier Self-Promoter
Client: Epsilon
Program: Epsilon Idea Kit

"Gold" Other Interactive (B to B)

Client: Sandial

Program: Closer Look

"Gold" Other Interactive (Fundraising)

Client: North Shore Animal League America

Program: NSALA Web Site

"Gold" Best Print Production

Client: Epsilon

Entry: Epsilon Analytic Kit

"Gold" Most Innovative Direct Mail Format

Client: Epsilon

Entry: Epsilon Production Sample Series

"Gold" Not-For-Profit

Client: National Multiple Sclerosis Society

Entry: Sometimes I Walk...

"Silver" Consumer Mail (lead or order generation)

Client: Zoological Society of San Diego

Entry: Most Colorful Characters

"Silver" Traffic Generation Mail (including retail and events)

Client: New England Direct Marketing Assoc.

Entry: NEDMA "Call for Entries"

"Silver" Dimensional Direct Mail (B to B)

Client: Epsilon

Entry: Epsilon Production Lead Gen Kit

"Silver" Best Art Direction

Client: KeyBank

Entry: High Net Worth Message DM

"Silver" Budget Under \$1000 (Consumer or B to B)

Client: New England Direct Marketing Assoc.

Entry: NEDMA "Call for Entries"

"Bronze" Consumer Ad (lead or order generation)

Client: Farm Aid/Organic Valley

Entry: Pure Love

"Bronze" Dimensional Direct Mail (B to B)

Client: Epsilon

Entry: Epsilon SCORE Kit

"Bronze" Web Site (Consumer)

Client: North Shore Animal League America

Entry: NSALA Web Site

"Bronze" Traffic Building Integrated Campaign

Client: New England Direct Marketing Assoc.

Entry: NEDMA "Call for Entries"

"Bronze" Not-For-Profit

Client: Easter Seals

Entry: Bright Beginnings

2003

American Bankers Association (ABA)

"Best of the Best" Direct Marketing, Single

Client: KeyBank

Program: McDonald Financial Group

"Certificate of Excellence" Direct Marketing, Single

Client: KeyBank

Program: Key Growth Solutions

Financial Communications Society (FCS) Portfolio Awards

"Gold" Direct Marketing, Business to Business, Single

Client: KeyBank

Program: McDonald Financial Group BluePrint Comprehensive Financial Plan

New England Direct Marketing Association

"Gold" Fundraising/Non-profit Mail

Client: Covenant House

Program: Open House Invitation

"Gold" Consumer Mail (Lead or Order Generation)

Client: KeyBank

Program: Key Growth Solutions

Adweek ICON Technology Award

"Bronze" Direct Marketing Campaign

Client: Epsilon

Program: Corporate Marketing, "Idea Kit"

Northeastern Ohio Direct Marketing Association (NODMA)

"First Place Finalist" Business to Business DM, Single

Client: KeyBank

Program: Smart Money MasterMoney Debit Card – Small Business

John Caples International Awards

"Third Place" Business Direct Mail Dimensional – Over \$5

Client: Citrix

Program: High Impact Car Kit

"Finalist" Creative Thinking and Production

Client: KeyBank

Program: Key Growth Solutions

2002

The Direct Marketing Association International ECHO Awards

"Leader Award" Direct Mail Dimensional

Client: Citrix

Program: High Impact Car Kit

"Finalist" Direct Mail Dimensional

Client: Allied Riser Communications

Program: Building Launch Acquisition Campaign

New England Direct Marketing Association (NEDMA)

"Gold" Traffic Building Integrated Campaign

Client: Save the Children

"Gold" Interactive Fundraising

Client: Save the Children

Program: Save the Children Web Site

Financial Communications Society (FCS) Portfolio Awards

"Bronze" Direct Mail

Client: KeyBank

Program: Online Banking Acquisition

Adweek ICON Awards

"Silver" Direct Mail Package

Client: Citrix

Program: High Impact Car Kit

American Graphic Design Awards

"Winner" Email Marketing

Client: World Wildlife Fund – Traffic Appeal

Program: Sales Promotion

"Winner" Email Marketing

Honda Civic Si Email

Program: Sales Promotion

2001

New England Direct Marketing Association (NEDMA)

"Best in Show"

Client: Mercy Home for Boys and Girls

Potentials Magazine

"Top Motivator Award for 2001" Direct Mail Package

Client: Compaq

The Direct Marketing Association International ECHO Awards

"Leader Award" Direct Mail Campaign

Client: Allied Riser Communications

Program: ARC Conference Features Postcard

John Caples International Awards

"Finalist, Best Overall Excellence" DM Customer Retention – Consumer

Client: KeyBank

Program: Online Banking and Investing, Small Business Customers

American Bankers Association

"Best Overall" Direct Mail

Client: KeyBank

Program: Small Business Prospecting Program

**For more information, call 1.866.518.1920
or visit www.epsilon.com**