



# 2020 AME REPORT

NEWYORKFESTIVALS  
**AME**AWARDS®

# 2020 AME REPORT (AGENCY & BRAND)



Under the pressure of growth, Today's marketers care about effectiveness more than ever. Thus, CMOs are redefined as CGOs. That's why creativity can't be siloed from results. Instead, it should become the magnifier for growth. Competitions like AME Awards is a great platform to encourage creative.

**Henry Shen, (2020 Grand Jury)**  
Chief Strategy Officer Greater China  
McCann Health

## RESULTS DRIVEN. WORK THAT WORKS. MEASURABLE EFFECTIVENESS.

The AME Report honors and ranks the most effective global agencies and brands whose entries scored the most points within the AME Awards competition.

AME's juries represent 5 regions, all AME entries are judged with global knowledge and attention to cultural relevance. The results of the AME juries are parsed in an annual rankings brief that includes 2 individual reports Agency and Brand. The Report includes insights from some of the 2020 Grand Jury members.

New York Festivals AME Awards honors global campaigns demonstrating advertising and marketing effectiveness. AME's 26-year legacy is critical today as results are of ultimate importance to brands.

# AME AWARDS® 2020 OVERVIEW

The 2020 AME Award's competition season saw an uptick in entries of 20%, a double-digit increase in categories that showcased brand produced content, and a marked boost in entries within 4 of the five regions despite a global pandemic.

Agencies earning a place on the 2020 AME Report employed a robust number of strategies to achieve brand engagement and increase market share including:

Branded Content/Branded Entertainment

Social Media / Social Video

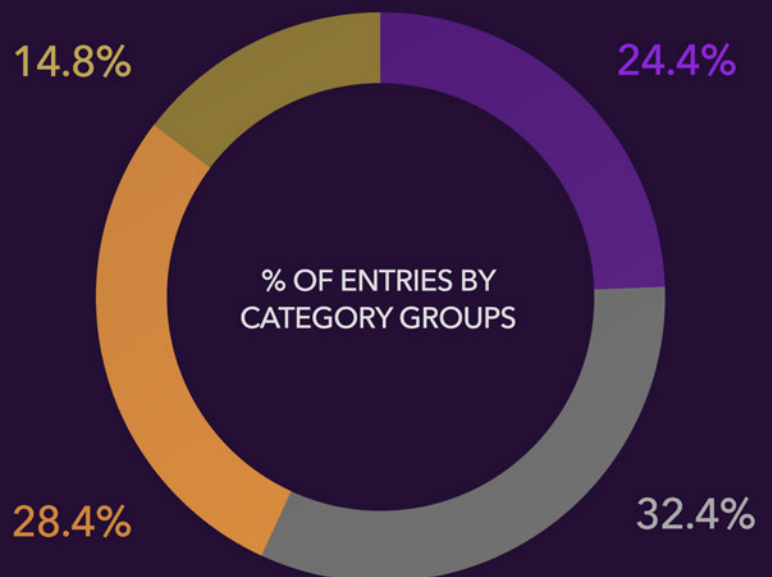
Activation and Engagement

Collaboration & Sponsorships

Digital / Mobile

Integrated and Outdoor / Out-of-Home

- Best Use of Medium
- Best Use of Discipline
- Products & Services
- Creativity for Positive Impact \*
- Special Benefits \*\*



\* (2020-2019) \*\* (2018-2016)



# AGENCY REPORT

The AME Agency Report honors agencies who have produced innovative, measurably effective work on behalf of prominent brands and earned recognition from the AME Grand Jury.

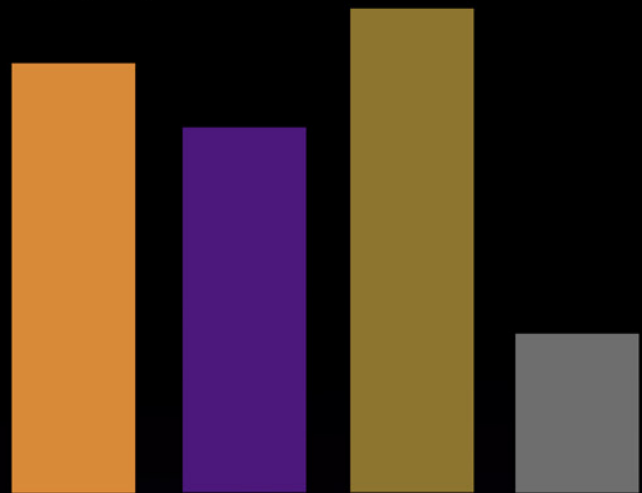
The top scoring agencies in the 2020 AME Agency Report were from 4 out of the 5 regions this year:

Asia Pacific

Europe

North America

Middle East & Africa



“Effectiveness competitions like AME are important because they represent the underlying value that agencies provide to our clients:

to put our expertise and creativity to work to help them drive their businesses.”

**Larry Gies**

Chief Strategy Officer  
Energy BBDO





# TOP SCORING AGENCIES BY REGION

## ASIA PACIFIC

Overman South Korea  
Affinity Australia  
Inspire Communications  
Group China  
TBWA \ Singapore & PHD  
Singapore

## EUROPE

AMVBBDO United Kingdom  
Serviceplan Germany  
McCann Health United Kingdom

## NORTH AMERICA

Zulu Alpha Kilo Canada  
UNICEF USA  
Razorfish USA, Starcom USA, VMLY&R USA  
Team One USA, McCann Health New York

## MIDDLE EAST & AFRICA

FP7 McCann Dubai

**Campaigns for prominent brands catapulted agencies to top slots on the AME Agency Report among them:**

Save the Children  
Libresse  
Guinness  
Sea-Watch  
Becks  
UNICEF  
Samsung  
HomeEquity Bank  
Dove  
Tourism Central Coast  
Singapore Airlines  
Tennessee Tourism  
OCO Opticians  
Berliner Verkehrsbetriebe (BVG)

Wendy's  
Peace Collective  
Almosafer  
METER Environment  
Vienna Tourist Board  
Donner Sang Compter  
Virgin Atlantic  
Mastercard  
Kitchen Aid Small Appliances  
Volkswagen  
BMW  
Lexus  
Samsung  
Subaru Canada

# 1

## OVERMAN SOUTH KOREA

Overman South Korea earned the number one spot on the Agency Report for their Regional Platinum Award-winning "100 Words Pain\_ting" for the NGO Save the Children. The experiential campaign impressed the Grand jury and earned the agency an additional 4 AME Gold and 5 Silver Medallions. "100 Words Pain\_ting" fought verbal abuse, increased the presence of Save the Children and inspired change by featuring paintings created by children that illustrated hurtful words in an online exhibition and 31 offline exhibitions in 15 cities.

### RESULTS

# 1.5

 MILLION

SURGE IN SITE TRAFFIC  
RAISING THE BRAND  
TOP OF MIND FROM  
4TH TO 2ND, OR MORE  
THAN 200%

# 45

 MILLION

EARNED MEDIA  
IMPRESSIONS

"We are, indeed, privileged to be part of the AME Agency Report. To the jury and to all those who made this possible we thank you sincerely.

To all the amazing companies - whose work was absolutely awe inspiring and unparalleled - We congratulate you for showing such spectacularly wonders.

We have learned so much and will continue to inspire in the world of advertising and marketing."

**Seung Eun Jang**

Founder/CEO/Creative Director  
Overman South Korea





# 2 AMVBBDO UNITED KINGDOM

AMVBBDO earned accolades and the number two spot for work submitted for multiple clients. Honors for "Viva La Vulva" for client Libresse include Best of Show, AME Regional Platinum - Europe and 2 AME Gold Awards. The campaign started a multi-country cultural conversation that broke conventions about how women thought about their vulva's and intimate products. Results—With £0 media support, the film had over 5 million organic views, gained 96% positive comments on social media and in just 5 weeks after the launch Libresse gained market share reaching 33%. AMVBBDO's result driven work for Guinness earned 2 Gold AME Awards and Virgin Atlantic was honored with a Finalist Award.

## RESULTS

**5 MILLION**  
ORGANIC VIEWS  
WITH \$0 IN MEDIA  
SUPPORT

**96%** POSITIVE  
COMMENTS ON  
SOCIAL MEDIA

**5 WEEKS**  
AFTER LAUNCH  
LIBRESSE GAINED  
MARKET SHARE  
REACHING 33%

There can be no greater accolade in advertising marketing effectiveness than the Advertising Marketing Effectiveness awards. And, quite literally, no greater accolade at the Advertising Marketing Effectiveness awards than Best In Show.

We could not be any more proud than we are now of the work for Libresse and Guinness that has achieved this. It's brave work, that works. Which matters now more than ever.

**Bridget Angear & Craig Mawdsley**  
Joint Chief Strategy Officers, AMVBBDO





# 3 ZULU ALPHA KILO CANADA

Zulu Alpha Kilo Canada was in the top tier of the AME Report and scored 4 AME Gold Awards, 3 Silver and a Bronze for their creative campaigns for distinguished brands.

Gold-winning "Big in Japan" for SingleCut Beersmiths employed mobile media for their campaign for the debut of a new beer in Japan, Big in Japan IPA. The Spotify-enabled beer featured QR codes designed as clues for classic rock songs in a name-that-tune game.

**RESULTS**

**5k** **UNIQUE**  
VISITS TO RELATED  
SPOTIFY PLAYLISTS

**4x** **USUAL**  
RESPONSE LEVEL



PROMOTED SOCIAL  
MEDIA ASSETS GARNERED  
THE BRAND'S HIGHEST  
LEVEL OF CONSUMER  
ENGAGEMENT TO DATE

## GOLD WINNERS INCLUDE

#PAUSETOREMEMBER (HOMEEQUITY BANK)

#UNRAVELHATE (PEACE COLLECTIVE)

MIX 'N' MATCH (KITCHEN & SMALL APPLIANCES)

We're proud to partner with brave clients and together create work that showcases both creativity and effectiveness. Being recognized as one of the top 3 agencies in this year's AME Report is a great honour.

**Zak Mroueh,**  
Founder & CCO/CEO,  
Zulu Alpha Kilo

# 4 SERVICEPLAN GERMANY

Serviceplan Germany's campaign "LIFEBOAT - The Experiment" earned an AME Gold Award and brought about change and empathy for the refugee crisis for crisis/rescue organization Sea-watch. Serviceplan's robust number of wins for important brands Berliner Verkehrsbetriebe (BVG), METER Environment and Vienna Tourist Board earned the agency a noteworthy ranking.

PICKUP BY ALL MAJOR GERMAN NEWS-CHANNELS  
AND INTERNATIONAL PRESS FROM CHINA TO CANADA

**RESULTS** +1.1k ARTICLES

WERE PUBLISHED  
REACHING HALF  
A BILLION PEOPLE

**3x** INCREASE  
IN WEB TRAFFIC

**310%** INCREASE  
IN BRAND INTERACTION

**\$0** SPENT  
IN MEDIA

“What an honour to be ranked number 4 in the 2020 AME Agency Report, as well as winning 1 Gold, 3 Silver and 2 Bronze AME awards. As we emerge from lockdown it's great to have this positive news and recognition of the hard work of our colleagues during the past year.”

**Alexander Schill,**  
Global Chief Creative Officer,  
Serviceplan Group





# 5 **FP7 MCCANN** **DUBAI**

FP7 McCann Dubai saw high-scoring entries earn the agency top honors on the AME Agency Report. AME Regional Platinum- Middle East & Africa and a Gold for "Blood Unity". The AME Regional Platinum- Middle East & Africa and Gold-winning "Blood Unity" campaign for NGO Donner Sang Compter (DSC) changed a thousand-year-old ritual of bloodletting into one of blood-giving. Results– Blood donations in Lebanon hit a national record with 655 blood units collected; 400% more than expected. Donated blood units saved 1,965 lives and set the foundation for the first National Blood Bank.

FP7 McCann Dubai's multiple top scoring entries for respected brands including Mastercard, JAWWY, Almosafer, and WHSmith secured agency the 5th place rank.

**RESULTS**

**1,965** **LIVES**  
SAVED FROM  
THE DONATED  
BLOOD

**400%** **MORE**  
BLOOD UNITS  
COLLECTED THAN  
EXPECTED (655)

“Work that works in solving problems and delivering on objectives, gives our industry a purpose and a reason for being. As an agency, we have focused on creative effectiveness as a key pillar. So, it's really exciting and we are very grateful to the organizers and jurors for awarding our work with top honours at the AME Awards. And very pleased for us to continue to earn the MENA region its much-deserved recognition.

**Tahaab Rais,**

Regional Head of Strategy & Truth Central  
FP7 McCann MENAT





# 6 UNICEF USA

UNICEF USA's "Backpack Graveyard" received the AME Regional Platinum - North America for their high-scoring campaign that brought global attention to children killed in conflict zones. UNICEF installed 3,758 backpacks all plotted on the UN lawn to bring attention to their senseless deaths.

## RESULTS

**400** GLOBAL  
MEDIA ARTICLES  
AND BROADCASTS

**300k** SOCIAL  
MEDIA  
ENGAGEMENTS

**1.1** BILLION  
COMBINED AUDIENCE  
WITHOUT ANY MEDIA  
SPEND

“We are thrilled to be recognized by the prestigious New York Festivals AME Awards and are so grateful that the Backpack Graveyard idea has had the strength and boldness to continue to gain recognition on a global scale in order to highlight the important work we do across the world, day in, day out in over 190 countries & territories - and importantly, the reason why we do it. For every child, a future.”

**Angus Ingham,**  
Special Projects and Partnerships lead  
UNICEF Headquarters NYC

# 7 **AFFINITY AUSTRALIA**

AFFINITY Australia's campaign "Building a big brand from Little Adventures" for Tourism Central Coast created the possibility of many little adventures and memories while creating new perceptions of the Central Coast region.

CENTRAL COAST'S SHARE OF REGIONAL NSW TOURISM ROSE 11.3%  
BECAUSE OF THE CAMPAIGN AND THE AREA INCREASED ITS RANKING  
OF MOST DESIRABLE DESTINATIONS LIST BY 4 PLACES, NOW 8 OUT OF 13.

**RESULTS** **23%** **INCREASE** **\$199** **MILLION**  
IN TOURISM SPENDING  
IN THE REGION (AUD) GENERATED  
FROM ADDITIONAL  
TOURISM

“Central Coast Tourism uses Smart targeting to break Aussies out of their well-worn holiday choices. The insight is sharp and the results well defined and benchmarked.”

**Dom Hickey**  
2020 Grand Jury member,  
Head of Planning,  
DDB Group Australia





# 8 McCANN HEALTH UNITED KINGDOM

McCann Health's Guerrilla campaign "The Urban Eye Test" (OCO Opticians) utilized trackable floor panels placed on pavements around Central London. The campaign encouraged Londoners to check their eyesight using the urban environment around them.

## RESULTS

**30% INCREASE**  
IN-STORE EYE-TESTS  
AT OCO

**70-80% INCREASE**  
IN CONVERSION OF  
EYE-TEST INTO  
GLASSES PURCHASES

# 9 INSPIRE COMMUNICATIONS GROUP CHINA

Inspire Communications Group China's "Do Your Own Stunts" (Inspire & Goodstein) Volkswagen Touareg created a social media-led activation campaign to drive sales/test drives featuring Chinese action film star Wu Jing. A custom-made feature within the VLog Platform VUE invited people to replace the test driver in the online film with their own selfie videos right next to Wu Jing. These user generated videos were shared on Douyin (TikTok) and were used as a recruitment tool to test drive events for Touareg.

## RESULTS

**50% GROWTH**  
IN ANNUAL SALES

**600k ENGAGEMENTS**  
ON SOCIAL MEDIA



# 10 STARCOM USA

3-WAY TIE

Starcom's campaign "Do What You Can't Jimmy Fallon" for Samsung Galaxy S10 featured "The Tonight Show Starring Jimmy Fallon," visiting his favorite places around New York while shooting an entire episode on Samsung's Galaxy S10+.

RESULTS

13% INCREASE  
IN GALAXY S10 PHONE  
ORDERS DURING THE  
BROADCAST

31% HIGHER  
ORDER CONVERSION  
RATES THAN AVERAGE

# 10 RAZORFISH USA

3-WAY TIE

"Project #ShowUs" Razorfish for client Dove acted with Getty Images and Girlgaze to create the world's largest stock library created by women to shatter beauty stereotypes and completely re-imagining how stock imagery is conceived, produced and distributed, setting a new standard for authentic representation of women.

RESULTS + 100k WOMEN  
WORLDWIDE SUPPORTED  
THE COLLECTION

13k COMPANIES  
IN 40+ COUNTRIES  
HAVE DOWNLOADED  
15K+ IMAGES

# 10

3-WAY TIE

## VMLY&R USA

To attract families, the state of Tennessee created an entirely new review metric to eliminate the subjectivity of travel reviews. VMLY&R's "Laugh Tracker" for client Tennessee Tourism turned kid's laughter into travel reviews. A wearable device, the Laugh Tracker, was put on kids at 31 locations across the state to gather data. Each location featured an overall fun meter and laugh maps that showed where the most laughs occurred by age.

### RESULTS

5.9

MILLION

HOTEL AND FLIGHT  
SEARCHES (354%  
ABOVE THE GOAL)

\$142:1

RETURN

ON AD SPEND  
(\$42 ABOVE GOAL)

# 11

## TBWA \ SINGAPORE & PHD SINGAPORE SINGAPORE

Singapore Airlines launched their new non-stop service to Seattle targeting leisure travelers in Singapore, India, Indonesia, Malaysia, Australia, Canada, and the US. "The Seattle Sounds" (TBWA\Singapore & PHD Singapore) featured Chong the Nomad, who mixes every day sounds and composed a track out of 45 ambient airplane sounds. A short video introduced the making of the track 'Non-Stop' and drove people to the track on Spotify. The campaign made headlines from New York to Jakarta for the brand.



# 12

2-WAY TIE

## MCCANN HEALTH NEW YORK

McCann Health New York's Silver winning "Puzzle Head" (Unbranded disease education) shed light on the 40% of people with migraines who do not adequately respond to the current prescription standard of care medicine

Bronze winning "It's Time to Brain Better" (Neuriva ) added to the agency's points

### RESULTS

**6 MONTHS**  
CAMPAIGNS PERFORMANCE  
GOALS WERE EXCEEDED IN

**#2** **BRANDED**  
SUPPLEMENT AFTER  
4 MONTHS IN MARKET  
FOR NERVINA

# 12

2-WAY TIE

## TEAM ONE USA

Team One USA Gold-winning "Lexus UX: "Sole of the UX" a partnership between Lexus, Nike and designer John Elliott, gave the UX concept tires that debuted as an exhibition at John Elliott's show during New York Fashion Week.

The agency's Silver winning "How Lexus Gamed The Big Game" achieved Super Bowl-sized results without ever having a spot in the Big Game.

**586** **MILLION**  
IMPRESSIONS

### RESULTS

**1.8** **MILLION**  
HIGHEST ORGANIC REACH  
ON A SINGLE POST ON  
LEXUS' FACEBOOK PAGE

**500k** **MENTIONS**  
ON SOCIAL MEDIA



# BRAND REPORT

Brands are constantly confronted with new challenges, so that efficient communication concepts are gaining in importance and relevance more than ever. Competitions like the AME give brands the opportunity to reward their work and serve as inspiration to others.

**Diane Schulz, (2020 Grand Jury)**  
Business Director-Global Key Accounts  
Serviceplan Germany



The AME Brand Report honors innovative brands for their game-changing and effective campaigns and the forward-thinking advertisers who approved these award-winning campaigns.

Brands rallied to challenge conventional thinking, promote worthy causes, fight for the rights of those facing prejudice and help those in their time of need.

## 2020 TRENDS

Creative Partnerships and Sponsorships set new standards and delivered results on behalf of the brand

Activation & Engagement shifted brand perception and achieved results

Branded Content/Entertainment built brand affinity.

Technology helped create personalized immersive campaigns that engaged consumers with the brand

Digital & Mobile campaigns launched brands and effectively created awareness

Integrated campaigns provided a seamless engaging brand experience



# 1

## SAVE THE CHILDREN

Save the Children, the children's rights NGO took the top spot on the Brand Report. The campaign "100 Words Pain\_ting" (Overman South Korea) succeeded in recognizing 100 years of brand history and increased the organization's presence raising the brand more than 200%.



# 2

## LIBRESSE

Libresse's campaign "Viva La Vulva" (AMVBBDO United Kingdom) challenged the taboos of the intimate caring products category and changed how women thought about their bodies and these intimate products. The brand's new products gained market share reaching 33%.



# 3

(2-WAY TIE)

## DONNER SANG COMPTER

NGO Donner Sang Compter "Blood Unity" (FP7 McCann Dubai), focused on improving the ease of access and the quality of blood donations. The campaign helped the brand transform a ritual linked to religion and gain political commitment and support from health and religious authorities. "Blood Unity" brought Donner Sang Compter's message about voluntary blood donation to new audiences.





# 3

(2-WAY TIE)

## UNICEF

(UNICEF) "Backpack Graveyard" created a powerful advocacy moment aimed at promoting Peace and the rights of children in conflict zones to be kept safe from harm and raised awareness and public pressure on the grave scale of conflict on children and overall, a global call for peace.



# 4

## BERLINER VERKEHRSBETRIEBE (BVG)

Berliner Verkehrsbetriebe (BVG) "Mind the Gap" Frauenticket (Women's Ticket) created by Serviceplan Germany introduced the world's first women's transportation ticket created to highlight the 21% gender pay gap in Germany. The Women's Ticket allowed Berlin women to travel for 21% less on Equal Pay Day (March 18th).



# 5

(2-WAY TIE)

## TOURISM CENTRAL COAST AFFINITY AUSTRALIA

Tourism Central Coast's "Building a big brand from Little Adventures" (AFFINITY) addressed the deeply entrenched negative perceptions of the Central Coast as a tourist destination and increased tourism.





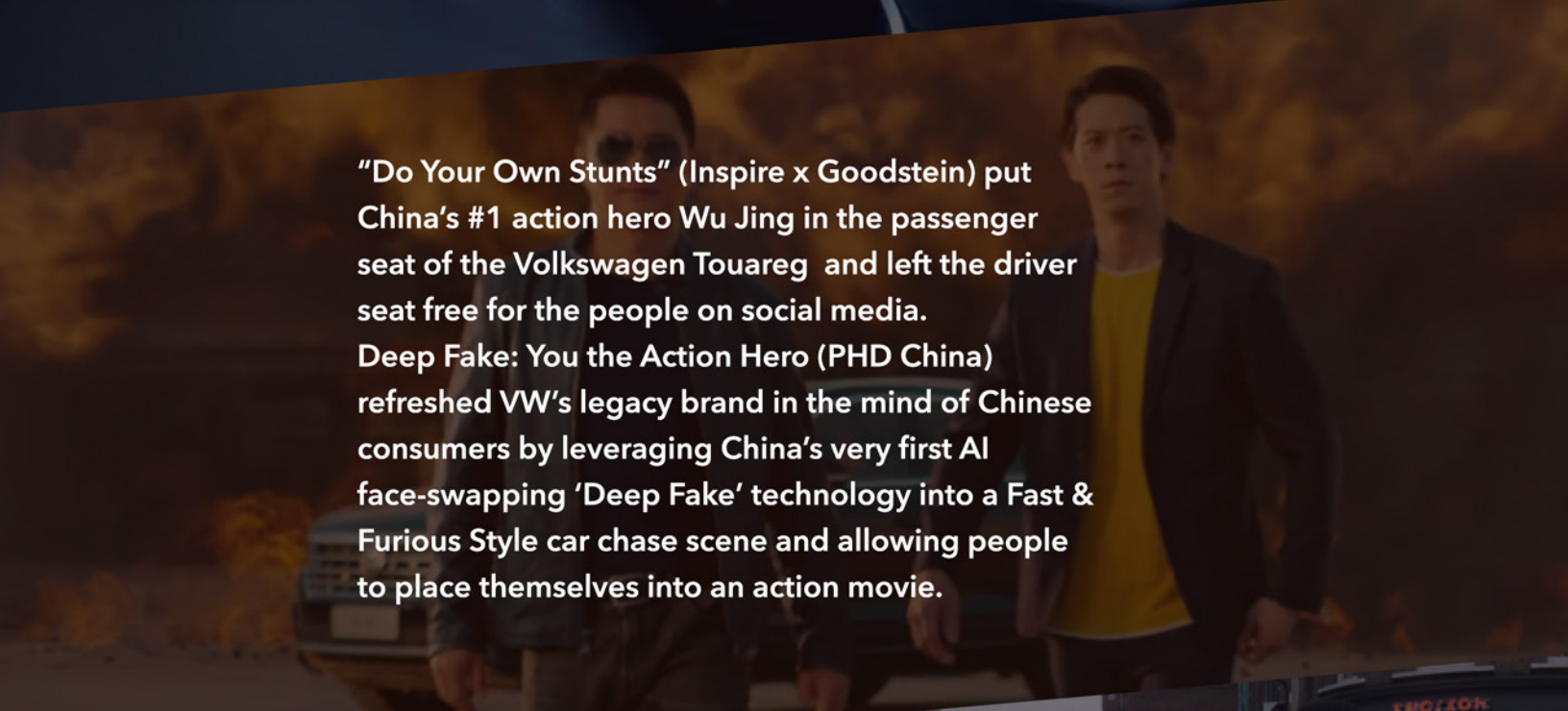
# 5

(2-WAY TIE)

## VOLKSWAGEN (2 AGENCIES WITH TWO VW ADS)

INSPIRE X GOODSTEIN CHINA  
PHD CHINA

Volkswagen's campaigns "Do Your Own Stunts" (Inspire x Goodstein) and "Deep Fake: You the Action Hero" (PHD China) each generated leads for test drives and drove sales for the Volkswagen Touareg in China.



"Do Your Own Stunts" (Inspire x Goodstein) put China's #1 action hero Wu Jing in the passenger seat of the Volkswagen Touareg and left the driver seat free for the people on social media. Deep Fake: You the Action Hero (PHD China) refreshed VW's legacy brand in the mind of Chinese consumers by leveraging China's very first AI face-swapping 'Deep Fake' technology into a Fast & Furious Style car chase scene and allowing people to place themselves into an action movie.



# 6

## OCO OPTICIANS

1 in 4 UK adults have not taken an eye test in the last 2 years. OCO Opticians wanted to disrupt this behavior and encourage people to take a free test at their store. Floor panels were placed on pavements around Central London. Passers-by were driven to check their eyesight in-situ, using the urban environment around them. OCO Optician's The Urban Eye Test (McCann Health UK) increased instore eye tests by 30% within the first 2 weeks and eye test bookings were 12x the weekly average.





# 7

(3-WAY TIE)

## DOVE

Research on global equality movements and media representation detail that 70% of women – inclusive of all female-identifying and non-binary individuals – still don't see themselves represented in the media & advertising disrupted beauty stereotypes and completely re-imagined how stock imagery is conceived. Dove believes that beauty should be a source of confidence for women. Project #ShowUs (Razorfish USA) features 5,000+ photographs of women from 39 countries. 100% created and photographed by women, with zero digital distortion.




# 7

(3-WAY TIE)

## SAMSUNG

By giving Jimmy Fallon Samsung's latest phone, the Galaxy S10+, he was able to film an entire episode of NBC's "The Tonight Show" on a phone. Across screens and social media, the program was a natural product demonstration and testimonial to the innovative camera of the phone, all this achieved simply by giving a creator/entertainer the technology and tools needed. "Do What You Can't Jimmy Fallon" (Starcom) delivered innovation in execution to build positive consumer perceptions about the Samsung Galaxy S10+.



# 7

(3-WAY TIE)

## GUINNESS

Guinness rebranded ordinary tap water as a cool 'new' product, which turned ordering water from embarrassing to a positive and popular bar call. The idea took the pressure off drinking while paying dividends back to the brand and triggered behavioral change. "Guinness Clear. Why Guinness dared to tell everyone to drink water." (AMVBBDO) was the main campaign, for the most important multi-million-pound sponsorship property Guinness had ever invested in: The Six Nations international rugby tournament. Results– Guinness became the #1 beer brand associated with responsible drinking.



# 8

(2-WAY TIE)

## UNBRANDED DISEASE EDUCATION

The “Puzzle Head” (McCann Health New York) campaign successfully raised awareness about the complexity of migraine, including challenges with current treatment. Results—a 67% increase in HCPs who believe “up to 40% of patients don’t respond adequately to the current standard of care”

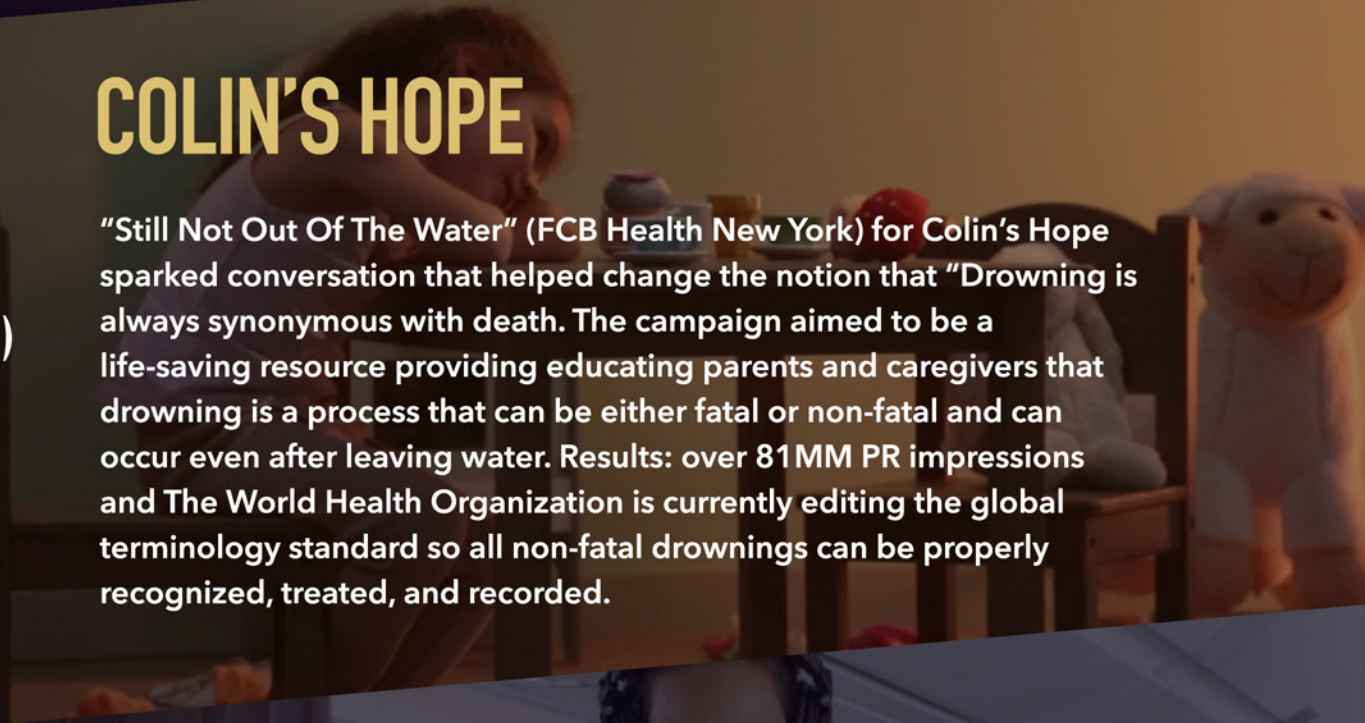


# 8

(2-WAY TIE)

## COLIN'S HOPE

“Still Not Out Of The Water” (FCB Health New York) for Colin’s Hope sparked conversation that helped change the notion that “Drowning is always synonymous with death. The campaign aimed to be a life-saving resource providing educating parents and caregivers that drowning is a process that can be either fatal or non-fatal and can occur even after leaving water. Results: over 81MM PR impressions and The World Health Organization is currently editing the global terminology standard so all non-fatal drownings can be properly recognized, treated, and recorded.



# 9

## SINGAPORE AIRLINES

Singapore Airlines launched their new non-stop service to Seattle targeting leisure travelers in Singapore, India, Indonesia, Malaysia, Australia, Canada, and the US. “The Seattle Sounds” (TBWA\Singapore & PHD Singapore) featured Chong the Nomad, who mixes everyday sounds and composed a track out of 45 ambient airplane sounds. A short video introduced the making of the track ‘Non-Stop’ and drove people to the track on Spotify. The campaign made headlines from New York to Jakarta for the brand.

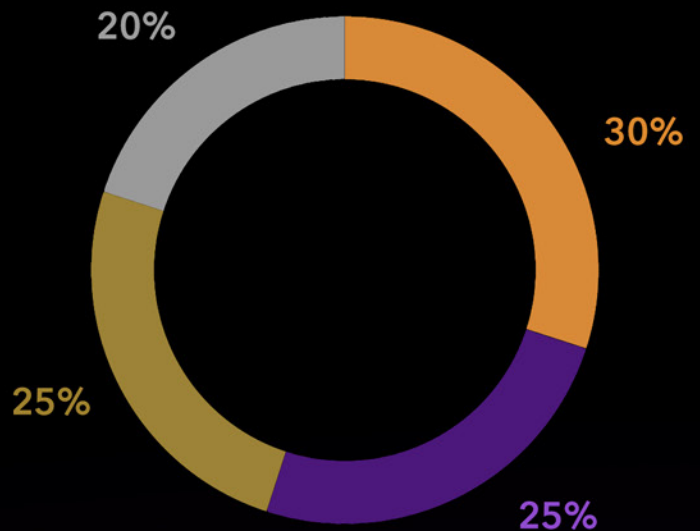




# AME SCORING

The AME Awards Grand Jury evaluated all 2020's competition entries based on four specific criteria, each weighted by importance:

Challenge/Strategy  
/Objectives  
Creativity  
Execution  
Results/Effectiveness



The AME Report (Agency and Brand) utilizes the following Ranking System:

GRAND TROPHY	21 POINTS
PLATINUM TROPHY	15 POINTS
GOLD MEDALLION	8 POINTS
SILVER MEDALLION	5 POINTS
BRONZE MEDALLION	3 POINTS
FINALIST AWARD	1 POINT

“Effectiveness competitions, like the AME Awards, are crucial to our industry, because they are the only kind of award that ultimately validates whether or not your campaign was successful. Award submission or not, I think you owe it to your client and to yourselves to run the numbers and review whether or not your campaign achieved what it was put in this world to achieve.”

**Katrine Thamdrup, (2020 Grand Jury)**  
Strategic Planner, & Co.  
Part of The North Alliance Network



**Gayle Seminara Mandel,**

**EXECUTIVE DIRECTOR, AME AWARDS**

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