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THE MARKIES HONOR EXCELLENCE IN MARKETING

Welcome to the home of the Markies, where we formally honor excellence in marketing. Since 2007 we have been celebrating your accomplishments and each year it's become a little bigger with more bated breath moments and more ecstatic smiles.

We are pleased to announce the 2015 Markie Finalists!

Winners will be announced on April 1st at the Markie Awards ceremony at [Modern Marketing Experience](https://web.archive.org/web/20150301112704/http://www.modernmarketingexperience.com/) (<https://web.archive.org/web/20150301112704/http://www.modernmarketingexperience.com/>) in Las Vegas.

2015 Markie Finalists

(listed in alphabetical order)

Best Audience Creation

Cetera Financial Group | Dell Inc. | Sage | Thomson Reuters – Tax & Accounting

Best Cross-Channel Marketing Program

Cetera Financial Group | Chicago Bears Football Club | Rautaruukki | Twitter

Best Data Activation

Ingram Micro | IHS | Rautaruukki | Viajanet

Best Digital Marketing Ecosystem

comScore, Inc. | Dell Inc. | FIS | Rockwell Automation

Best Integrated Ad Campaign

Cole-Parmer | CSC | Klick Health | LifeSize

Best International Campaign

ADP | F-Secure | Lectra | Rockwell Automation

Best IT-Marketing Collaboration

Aer Lingus | Dell Inc. | Realstate.com.au | Western Union Business Services

Best Lead Nurturing Program

ACTIVE Network | DocuSign, Inc. | LinkedIn | Polycom

Best Social Campaign

Amadeus | LifeSize | Metia | Micro Focus

Brand Experience of the Year

Klick Health | Mack Trucks | Thomson Reuters | Twitter

Content is King

Good Technology | Optum | Telstra | Thermo Fisher Scientific

Customer Centricity

Audible.com | Lojas Colombo | Western Digital

CMO's Marketing Team of the Year

Cetera Financial Group | LifeSize | Penton | SHIFT Communications

Extraordinary Email

AirWatch by VMware | B&Q | Telstra | Twitter

Going Mobile

Dell Inc. | Rautaruukki

Metrics That Matter

FIS | IHS | Nuance Communications, Inc. | Optum

Modern Marketing Leader of the Year

Tim Dubroy, Western Union Business Services | Megan Lueders, LifeSize | Neil Rongstad, Rockwell Automation
| Rhonda Wunderlin, Penton

Most Creative Marketing Campaign

Alaska Communications | **Atmel** Corporation | Eaton | Zumba

Revenue Growth

Chicago Bears Football Club | Cole-Parmer | FIS | Ingram Micro

Rookie of the Year

BT Business | ClubCorpUSA | comScore, Inc. | Wiley

To read submission summaries from previous Markie Award winners and finalists, click on [Categories](https://web.archive.org/web/20150301112704/http://markies.eloqua.com/categories/) (<https://web.archive.org/web/20150301112704/http://markies.eloqua.com/categories/>) -> View Finalists.

Questions? Visit our [Frequently Asked Questions](https://web.archive.org/web/20150301112704/http://markies.eloqua.com/frequently-asked-questions/)

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