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2018

CADM Tempo Awards program honors Chicago's best multichannel response marketing work and talent

CHICAGO (June 27, 2018) -- Congensia was recognized with the Past Presidents Future Forward Award at the 2018 Tempo Awards Celebration in Chicago on June 21. The award recognizes innovation in data, strategy and creative work that demonstrates the future state of response marketing. Based in Schaumburg, Congensia unites CRM, analytics and personalization. The firm was honored for its Houlihan's Customer-Centric campaign for Houlihan's Restaurants.



Forty-three marketing service companies and advertisers/brands submitted seventy entries in eighteen categories. The campaigns launched between October 1, 2016 and December 31, 2017, and were part of marketing programs designed to generate measurable response from a target audience.

The Tempo Awards is sponsored by the Chicago Association of Direct Marketing [CADM]. "Tempo celebrates and honors the best and brightest marketing work and professionals in Chicago's Multichannel Response Marketing Community" explained CADM President Rosann Bartle. "As marketers, we are always working ahead of the trends and often times do not take the time to appreciate our accomplishments and achievements. CADM is proud to help recognize our multichannel response marketing community and their accomplishments."

Twenty-five experienced response marketers judged the entries. First place winners include:

- **Direct Mail Under \$250k** - Epsilon, *Champion Windows* for Champion
- **Direct Mail** - Davis Harrison Dion, *Cornell Dubilier Electronics Engineering Kit* for Cornell Dubilier Electronics
- **Email** - Epsilon, *BP Bump 'N Play* for BP
- **Campaign Microsite** - FCB Chicago, *Online Customers Support and Self-Service Experience* for Cox Communications
- **Branded Website** - onPeak, *onPeak Corporate Website*
- **Search & Display** - FCB, *TRP All-Makes, All-March Promotional Campaign* for PACCAR Parts
- **Experiential** - Epsilon, *Maison St. Germain* for St. Germain
- **Social Media/Content** - FCB Chicago, *Cox Ultimate 300 mps High Speed Internet Online Video Campaign* for Cox Communications
- **Not for Profit** - Diamond Communication Solutions, *Hope for Haitians 2016/2017 Donation Package* for Hope for Haitians
- **Automotive** - Jacobs & Clevenger, "Big Sweep" - *Integrated Marketing Campaign for HERE* for Uconnect Navigation Systems
- **Financial Services** - Merkle, *Edward Jones - Social Security* for Edward D. Jones
- **Home Services** - Epsilon, *American Home Shield "Abandon Cart Email Series"* for American Home Shield
- **Pharma and/or Healthcare** - AbelsonTaylor, *PBA Info Website - Healthcare Marketing* for Avanir Pharmaceuticals
- **Best Art Direction** - Merkle, *Sony Rewards "Love, Sony" Holiday Campaign* for Sony
- **Best Copywriting** - Jacobs & Clevenger, "Sleeper Hold" - *Copy for SertaInsider Newsletter* for Serta
- **Best Acquisition** - American Bar Association, *Happy Bar Birthday!*
- **Best Loyalty/Retention** - Epsilon, *BP Pump 'N Play* for BP

A team of six past CADM presidents selected Congensia for the Future Forward Award from among all of the first place entries. Click [here](#) for a complete list of winners.

In addition, the following seven marketers were recognized at the Tempo Celebration for their outstanding leadership:

- **Charles S. Downs Marketer of the Year** - Janet Barker-Evans, Epsilon
- **Susan Kryl Silver Marketers of the Year** - Bob Vevang, Convier Collective and Jay Weinberg, the Jay Group
- **Emerging Leaders of the Year** - Ashley Mayer, JJR Marketing and Jihane Bouchareb, Enova International
- **Pat Wheelless Mentor of the Year** - Jacqueline Camacho-Ruiz, JJR Marketing
- **Natalie P. Holmes CADM Volunteer of the Year** - Casey Gold, Abelson Taylor

Click [here](#) to learn more about these award recipients.

About CADM: As Chicago's collaborative community for multichannel response marketers, CADM sparks ideas, business relationships and career growth.

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