

Marketing News

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Issue date : 11 June, 2013



ECHO Incorporated Wins Prestigious Gold Effie Award

The Effie Awards, founded in 1968, are given each year by the American Marketing Association in recognition of the most effective advertising in the United States.

There are three levels of award, gold, silver or bronze, and ECHO Inc. won the gold level for their "Curing B.S.Fatigue/Get Serious" campaign. This campaign was judged on elements such as business challenge, consumer insight, creative idea, execution and business results. What makes the Effies different from most advertising awards is that it's not just about great creative. It's about great creative based on sound strategy that delivered actual business results.

Other gold winners include such notable brands as American Express, Tide, OREO, Kellogg's, Ford and BAND-AID.



Ceremony of Effie awards held in N.Y.C



Ms. Barb Gora in charge of MKTG in ECHO Inc. (Second Left) and people from Cramer-Krasselt, AD-Agency.

Please find attached press release from ECHO Incorporated on the next page.

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**** Press Release from ECHO Incorporated ****

ECHO Outdoor Power Equipment and Agency Cramer-Krasselt Take Home the Gold in the Prestigious Effie Awards for “Curing B.S. Fatigue/Get Serious” Campaign

CHICAGO, IL (June 7, 2013) – ECHO Outdoor Power Equipment and its agency Cramer-Krasselt 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 Outdoor Power Equipment and Cramer-Krasselt won the top award in the category of Household Supplies & Services. Procter & 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. ECHO’s agency 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.

The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize all forms of marketing communications that contribute to a brand’s success. Since 1968, winning an Effie has become a global symbol of achievement. For more details, visit www.effie.org.

ECHO Incorporated is a leading manufacturer of professional-grade, high performance outdoor power equipment for commercial and homeowner use. Based in the Chicago suburbs, the corporation markets its products under the brand names ECHO, Shindaiwa and ECHO Bear Cat. To learn more visit www.echo-usa.com, www.shindaiwa-usa.com or www.bearcatproducts.com

