



Costa Cruises Winner Of 3 Echo Awards Italy

July 7, 2016

Genoa, July 7 2016 – Costa Cruises has been rewarded for its innovative direct marketing campaigns by DMA -Direct Marketing Association Italy, on the occasion of the 2016 edition of the [DMA Awards Italia](#).

The Italian cruise company has received a total of three Echo Awards: a gold award in the Travel & Hospitality/Transportation industry category as well as two special awards, one for Email marketing and the other for Data-Driven Marketing.

Thanks to the collaboration with [Contactlab](#), the direct marketing campaigns carried out by Costa Cruises as from 2015 have been chosen by the panel of judges for their exceptional creativity, visionary strategies and excellent results achieved.

DMA Awards Italia is the spin-off of the prestigious [DMA INTERNATIONAL ECHO AWARDS](#) ceremony which, since 1929, has rewarded direct, interactive and multi-channel marketing campaigns in the USA that have shown outstanding creativity, visionary strategies and measureable results. This is a competition which covers the entire direct and data-driven marketing cycle.

For further information:

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Media releases and images available at www.costapresscenter.com