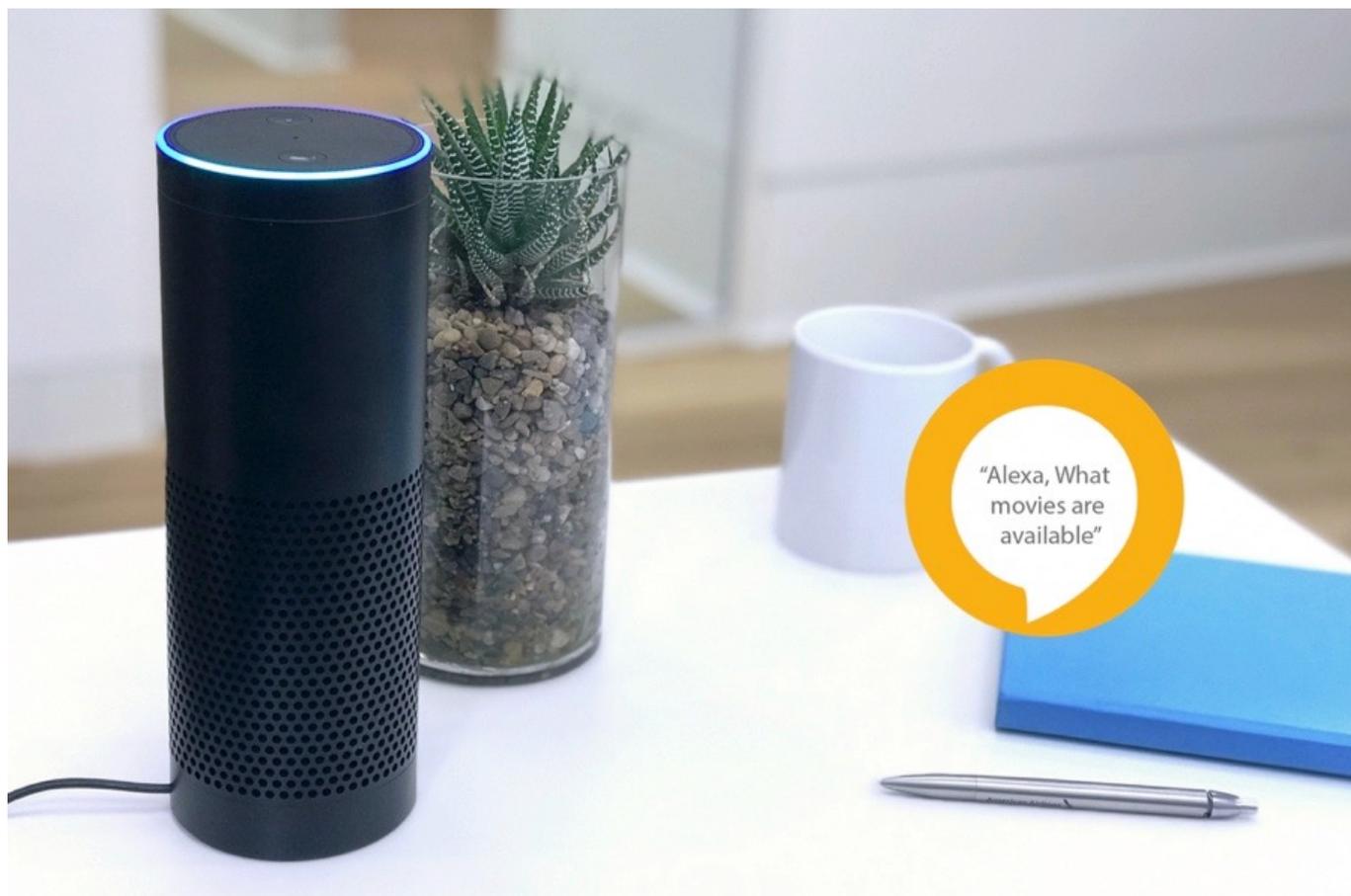# Spafax is finalist in two categories for B2B Brave Awards

By **Rick Lundstrom** on October, 19 2018 | Tech & Hardware

Alexa for American Airlines was Spafax's finalist for Best use of Artificial Intelligence

[Spafax](#) was nominated this week for two [B2B Brave Awards](#), an initiative hosted by global media platform and Europe's largest marketing website: [The Drum](#).

"The B2B Brave Awards celebrate excellence in B2B campaigns produced for digital and out-of-home as well as strategic initiatives in data, artificial intelligence, PR, social media and more," said a release from Spafax. The awards are judged by a panel with extensive experience in the B2B industry, including representatives from Stein IAS, LinkedIn, IBM, Momentum Worldwide, Adobe, MRM McCann, Ogilvy.

Spafax is a finalist in the following two categories:

Best Use of Artificial Intelligence: *Spafax Profile* with Amazon Alexa for American Airlines.

Best Native/Sponsored Content Program: *Business Traveller* TV

In its announcement revealing this year's finalists, The Drum noted the panel of judges were particularly impressed with the submissions in the "Best Use of Artificial Intelligence" category.

Adobe's Senior Strategic Business Development Manager, Creative Agencies, Creative Cloud Enterprise, Chris Duffey said: "The brands and businesses that embrace the complexity of this new reality differentiated themselves by conducting a magical orchestration of creativity, data and media."

"We're thrilled to be listed as finalists in two categories for The B2B Brave Awards alongside industry leaders including Ogilvy, MediaCom and IBM," said Niall McBain, Chief Executive at Spafax. "It's a great honor to achieve this recognition and both nominations represent our commitment to deliver the best passenger experience through innovation."

Winners will be announced at the awards ceremony held in New York City on November 15.

A story on Spafax's summer hackathon can be found in the July issue of PAX International Page 12.