



**DIGIDAY**  
MEDIA  
AWARDS



Inclusivity, diversity and collaboration are a few of the themes seen throughout this year's **Digiday Media Awards** winners. The programs were robust, and the focus on revitalizing the customer experience through tech was strong.

The Digiday judges saw an expanded focus on Gen Z as a target audience and, with that, renewed efforts to represent diverse communities in content and marketing strategies. Both brand and influencer collaborations increased this year as brands leaned into others' strengths for mutually beneficial marketing campaigns or content creators to leverage their reach and credibility.

Overall, the rise of ad technology was seen throughout this year's entries with the use of programmatic advertising, data analytics and machine learning algorithms to help brands deliver highly targeted and personalized ads to the right audience at the right time.

In this guide to the Digiday Media Awards, each entry unpacks the programs and insights our winners brought to the media conversation. They are examples of how media companies are thriving and innovating amid industry challenges, and each stands as an example for leaders and teams in the months and years ahead.

**Best Ad Tech Platform**

**Deeplntent**

deeplntent<sup>+</sup>

### Background

To make it easier for healthcare marketers to execute programmatic advertising campaigns, Deeplntent built the first demand-side platform purposefully built for healthcare marketers. Within one platform, they created the ability to plan, activate, measure and optimize campaigns, directly integrating with clinical data in a HIPAA-compliant way. Media campaigns are connected to offline outcomes – doctor visits and prescriptions written with HIPAA-compliant tech – solving problems for advertisers and publishers.

### Insights

With many automated aspects, the Deeplntent healthcare advertising platform allows publishers to easily manage their direct campaigns through the DSP by uploading target lists, creatives and more. Additionally, automated and transparent reporting gives publishers visibility into their campaign performance down to a bid level, providing timely insights into which brands are buying which media, for example. With over 600 pharmaceutical brands and all the leading healthcare ad agencies as clients, Deeplntent has enabled healthcare marketers to increase script lift by up to 35% and audience quality by up to 30%.



## Best Brand Partnership - B2B

## Indeed + essenceMediacom + Insider

# INSIDER

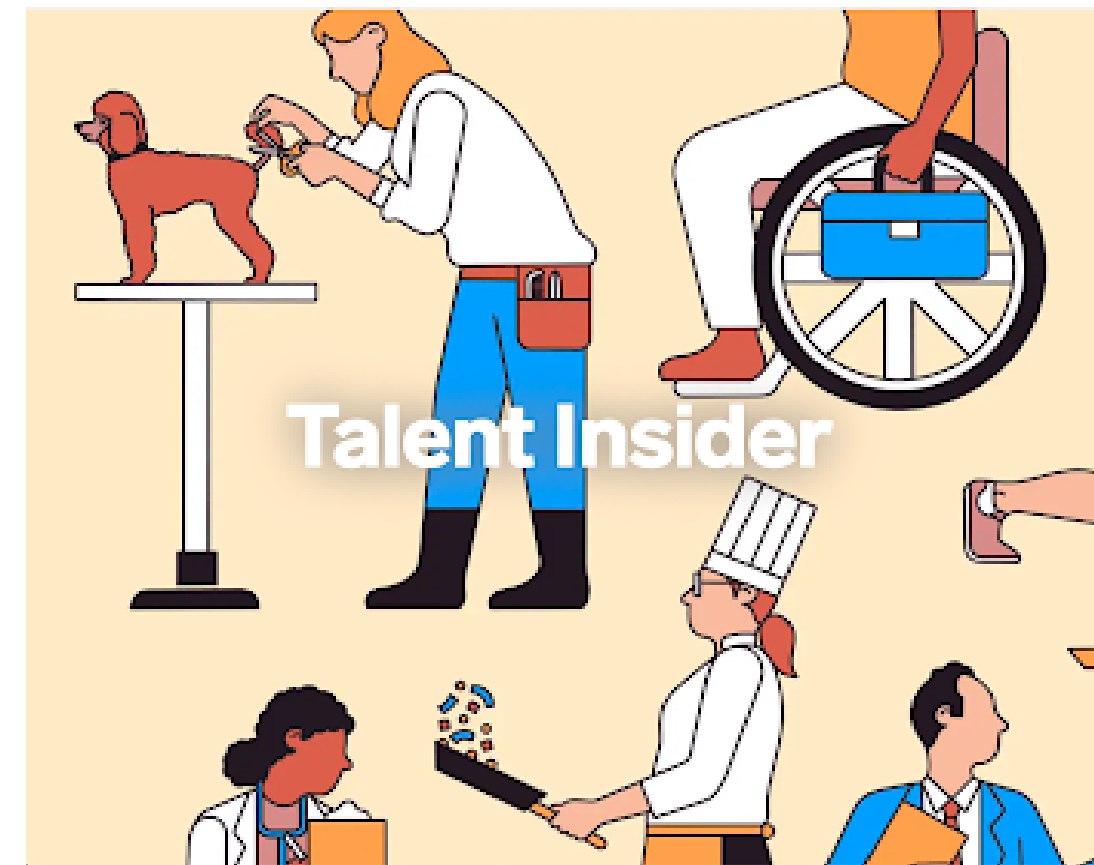
### Background

One-third of small and midsize businesses say running a business is more challenging than anticipated. Insider and Indeed partnered to reimagine an existing Insider page and created Talent Insider – a dedicated, interactive platform to serve as an informational and inspirational resource for SMBs. The campaign included content touching on the hiring journey, content traditionally behind Insider's paywall, a mentorship program, a virtual boot camp and articles and traveling storytelling units.

### Insights

For SMBs, hiring is innately human, and without large HR teams, finding candidates is both emotional and functional. It's an important, personal choice, just like adding to the family. For these businesses, Indeed was seen as a cold, interchangeable machine rather than a true partner. The campaign with Talent Insider increased positive sentiment, improved consideration among SMBs and increased perception statements relevant to how Indeed supports SMBs.

INSIDER





## Best Brand Partnership - B2C



### Background

Cheetos set out to expand its mealtime footprint and create innovative recipe inspiration while driving consumers directly to the point of purchase. To do this, Cheetos built a custom Amazon storefront decked out with Cheetos Duster imagery – a first-of-its-kind kitchen gadget that grinds Cheetos to ready-to-sprinkle dust – and a variety of recipes with “cheetle” (the Cheetos dust left on fingers after indulging in the snack) as a star ingredient. Infomercial-esque video content playing off Cheetos’ playful and humorous nature was supported across relevant food-centric platforms within Vox’s high-traffic digital network, driving consumers to the custom storefront to grab the new gadget.

## Frito Lay North America + OMD + Amazon

### Insights

The Cheetos Duster instantly became a cultural phenomenon, selling out of its 2,000 units in only two hours. The campaign exceeded on-site impression goals by 12x and reached over 6 billion impressions surrounding the infamous duster while driving to relevant Cheetle recipes. The campaign also successfully changed brand perception by expanding into new mealtime occasions with a 7% increase in ad awareness and a 10% increase in recipe association, as measured by Kantar. The Cheetos Duster and supporting video content ultimately ignited cravings for the snack and exceeded benchmarks by 32%.



## Best Branded Content Program - B2B

## Cisco + WP Creative Group



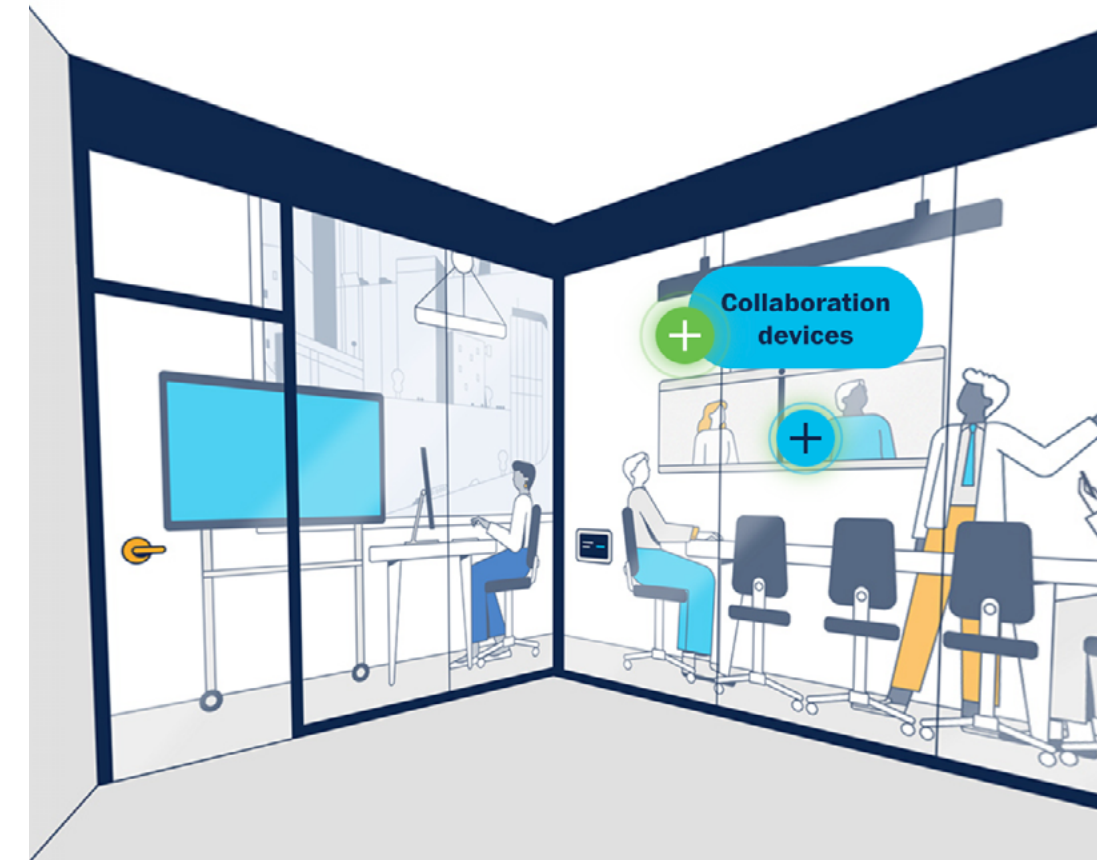
### Background

As a developer and manufacturer of networking hardware, software and telecommunications equipment, Cisco positioned itself as the go-to technology solutions provider for hybrid work solutions and products. To showcase Cisco's range of solutions and get to the heart of what made 2022 such a critical time in the transition to the future of work, Washington Post Creative Group created a 360-degree interactive experience – 'Hybrid is How.' This dropped users into three explorable spaces, each kitted out with the latest Cisco hybrid work technology where users could click hotspots to learn more and see the tech in action.

### Insights

To round out the campaign, WP Creative Group crafted a light-hearted video that playfully riffed on detective show tropes to solve the case of hybrid work and told the interwoven stories of three key personas – IT, HR and operations – and how they responded to their company going hybrid. The 'Hybrid Is How' campaign quickly exceeded benchmarks for page views and time spent and delivered Cisco's messaging efficiently. Twitter was the most effective social platform, driving more than 16,000 referrals and a remarkable 7.84% CTR.

The Washington Post  
*Democracy Dies in Darkness*



## Best Branded Content Program - B2C



### Background

Ancestry partnered with Paramount to shed light on the generational impact slavery has on U.S. families and the importance of acknowledging the country's past. Ancestry digitized and made searchable over 3.5 million documents from the Civil War-era federal agency established to help formerly enslaved people transition to citizenship, allowing people to easily research their ancestors' lives prior to 1870 for the first time. Together, they launched a documentary film – 'A Dream Delivered' – around Juneteenth to tell the story of Hawkins Wilson, a man born into slavery, torn from his family and eventually emancipated. His wish was to reunite with his loved ones, but sadly, that was never realized.

## OMD + Ancestry

### Insights

Ancestry leveraged its collection of historical records to rekindle lost connections and bring Wilson's wish to fruition. The campaign garnered nearly 2 billion impressions across all platforms, including over 50 million earned social impressions and almost 2 million film views across social. What was even more impressive was the consideration lifts against diverse audiences seen through an 800% increase in site traffic to Ancestry's Black History page, almost doubling the time spent on-page and a Meta brand lift study that resulted in a nearly 14-point lift with African American audiences as a brand from which they'd consider buying.





## Best Commerce Strategy

## Canidae + January Digital



### Background

Canidae, a sustainable and nutrient-rich premium dog and cat food brand, set out to curb the reliance on single-use plastics and encourage sustainable business practices by launching environmentally friendly kibble refill stations. The brand partnered with January Digital to launch a pilot program in select Southern California Petcos, planning to expand the tech to 100 stores nationwide by the end of 2022. January Digital harnessed multiple formats that best aligned with target audiences and affinities of similar, waste-reducing products, such as EV charging station screens, to raise awareness of the new-to-category way to buy dog food.

### Insights

During the campaign, January Digital effectively optimized the media strategy to drive each channel's results, while dashboards enabled visibility into media spend/engagement against in-store sales to correlate business results to media directly. The company's understanding of Canidae's target audience and the digital media landscape exceeded the client's expectations. The DOOH campaign increased average weekly store sales by nearly 5x and drove 146% in-store visitation lift at Petco locations, with 50% of the kibble refill station customers being new-to-brand buyers.



## Best Contextual Targeting Offering

## AccuWeather + The Vitamin Shoppe

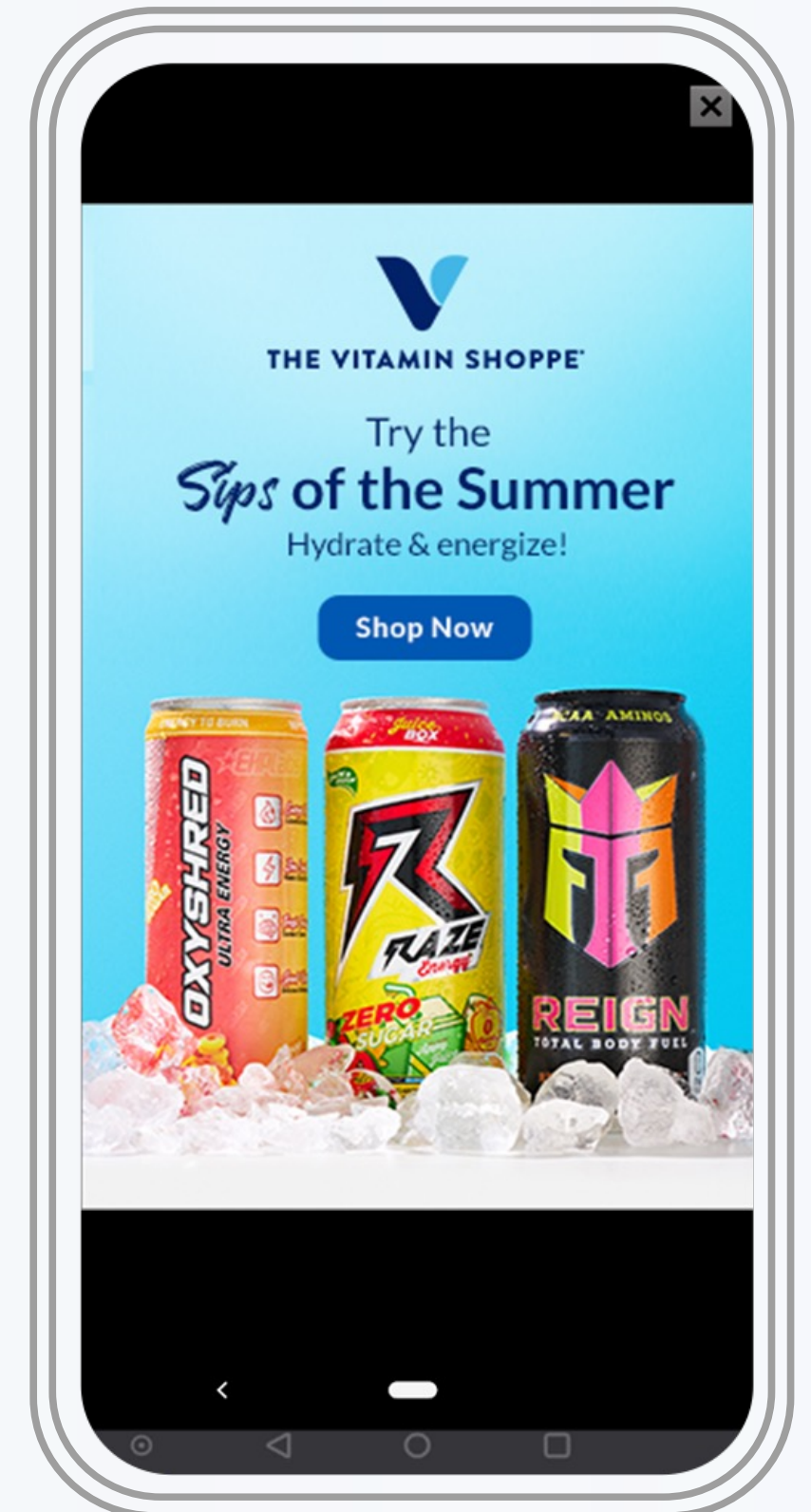


### Background

AccuWeather, powered by the most accurate and advanced forecasts, is the engine that drives millions of decisions consumers make every day – affecting buyer behaviors and purchase habits. The Vitamin Shoppe and AccuWeather extended their multi-year partnership to bring awareness to The Vitamin Shoppe's suite of hydration products. Centered around a custom first-party 'Hydration Index,' the 'Summer Sips' campaign triggered high-impact digital creative to consumers in locations experiencing above-normal heat, UV strength and humidity. By pairing hydration products from The Vitamin Shoppe with dynamic messaging, the creative capitalized on the consumer's mood and mindset, yielding high awareness and record-breaking engagement for the brand.

### Insights

The campaign was highly successful and produced results that broke AccuWeather benchmarks with a CTR of 1.32% for the overall campaign. The partnership with AccuWeather allowed The Vitamin Shoppe to create a dominating presence for key holidays, reaching a premium audience when holiday traffic spiked during the Fourth of July across digital platforms. That holiday cross-platform takeover resulted in a combined benchmark breaker of 530%.





## Best Custom Advertising

## OMD + Ancestry



### Background

Ancestry recently digitized and made searchable over 3.5 million documents from the Civil War-era federal agency established to help formerly enslaved people transition to citizenship, allowing people to easily research their ancestors' lives prior to 1870 for the first time. To shed light on the generational impact slavery has had on U.S. families and the importance of acknowledging the country's past, Ancestry partnered with Paramount. Together they launched a documentary film around Juneteenth to tell the story of a man born into slavery, torn from his family and eventually emancipated with the wish to reunite with his loved ones.

### Insights

The documentary allowed audiences to join in on the journey and empathize with the struggle many Black Americans face in uncovering their family history while discovering Ancestry's unparalleled ability to help bring families together. Ancestry leveraged its collection of historical records to rekindle lost connections and bring that man's final wish to fruition. The campaign garnered nearly 2 billion impressions across all platforms, including over 50 million earned social impressions and nearly 2 million film views across social. A Dynata brand study also found a 23% increase in consideration.



**2.7M+**  
FILM VIEWS

**1.8B**  
MEDIA IMPRESSIONS

**23%**  
INCREASE IN ANCESTRY.COM  
CONSIDERATION AMONG  
BLACK AMERICANS

**8X**  
INCREASE IN TRAFFIC  
TO ANCESTRY'S  
BLACK HISTORY PAGE





# Best Digital Product Innovation | Xaxis + Mediacom



## Background

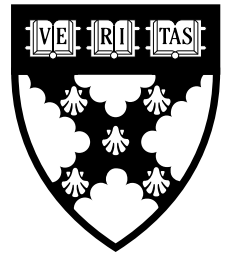
To overcome a lack of identifiers in the digital audio space, Xaxis developed an integrated audio strategy with a single point of entry to premium, scalable and cost-efficient audio inventory that enables seamless activation, omnichannel synergy and is bespoke by design. As audio increasingly gained traction with younger audiences, Xaxis had the opportunity to test Xaxis Audio and, at the behest of Mediacom and Tele2 AB, produce an AI tool – Copilot – to move the needle on performance.

## Insights

Tele2 tasked Xaxis with boosting incremental reach within an engaged, younger demographic while maintaining cost efficiencies and increasing listen-through rates. Xaxis delivered the campaign across the most premium and relevant inventory while maintaining the quality standard of Xaxis' premium marketplace. This innovative product shifted budgets between line items and affected nearly 200 intelligent optimizations, with the engineering team fine-tuning the algorithm even further for an increased focus on device optimization.

## Best Editorial Package

## Harvard Business Review



**Harvard  
Business  
Review**

### Background

Even though incivility at work is an uncomfortable topic, the Harvard Business Review editors felt it was worth exploring for those who suffer the firsthand effects and those who experience it indirectly. The team's goal was to inform, make leaders aware and encourage them to address the serious issue within their organizations. The series contains articles on how to respond when someone is rude to you at work, why 'service with a smile' can take such a toll and how new areas of frontline work, such as content moderation, are designed to be toxic. The series offered a deep dive into the damage incivility can do in public-facing jobs and illustrated better alternatives.

### Insights

Within the first month of the package's publication, it gained nearly 100,000 unique page views. It was also picked up by a wide range of news outlets, from Axios, Politico and Becker's Hospital Review to Fortune, the Financial Times and more. Despite this being a complex topic to research and discuss, the business world and beyond accepted this series and learned from it. HBR's editors made way for more discussions about incivility at work and how to combat the various forms of it.





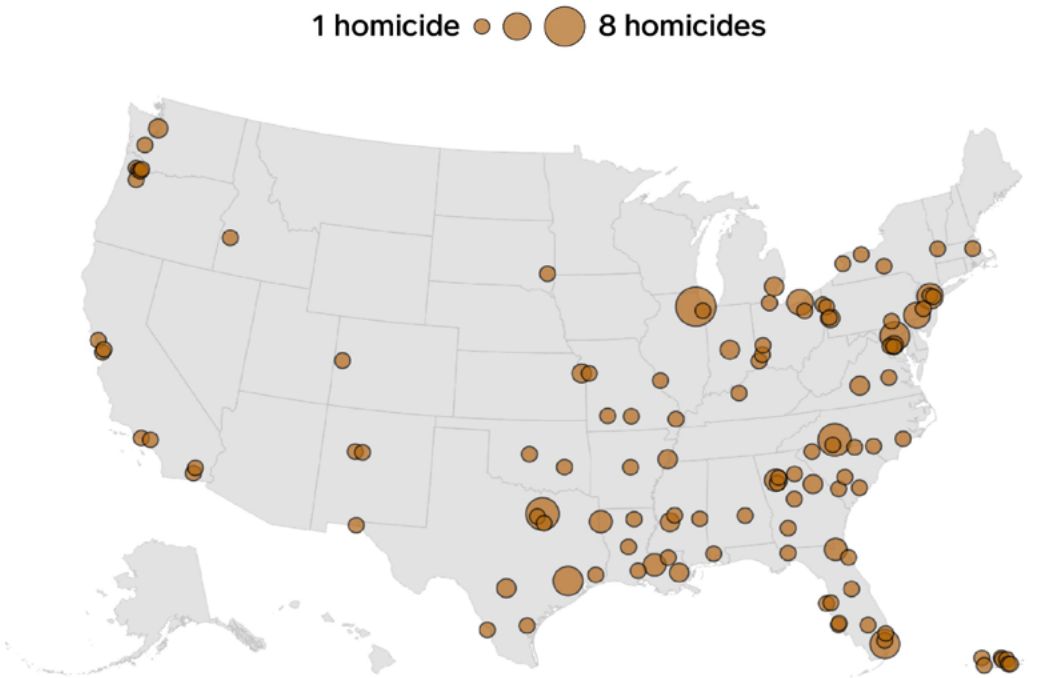
Background

After a pair of reporters produced a well-received story examining 2020 homicides, Insider’s editor-in-chief decided to take a far more comprehensive look, assembling a reporting team to gather information on all homicides targeting transgender and gender nonconforming people from 2017 through 2021 across the U.S. and Puerto Rico. Insider’s team was aware that much of the public conversation and press coverage of the community was disrespectful and uninformed, with frequent stereotyping – something Insider wanted to take great pains to avoid. The project – ‘Deaths in the Family’ – exposed bias in the legal system, from law enforcement to prosecutors and judges, and it has prompted public conversations about how the nation tracks violence targeting transgender people.

Insights

Above all, Insider wanted to treat people who had lived through devastating tragedies with sensitivity and care, making sure they came out of the experience of being interviewed feeling respected and whole. Media and elected officials have cited the ‘Deaths in the Family’ project widely. It has also been embraced by experts on anti-trans violence, who are using the findings to advocate for reform in the criminal justice system.

Transgender homicides, US and Puerto Rico, 2017–2021



Source: Insider database of transgender homicides 2017–2021 INSIDER



## Best Editorial Video Series

## Birkenstock + New York Times Advertising

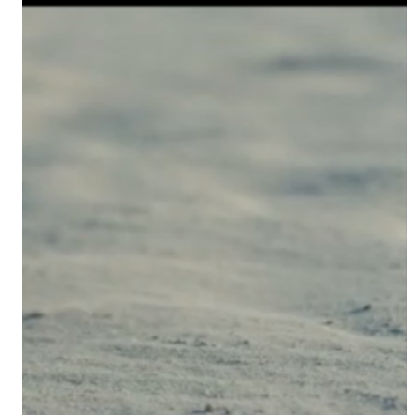
# BIRKENSTOCK® The New York Times ADVERTISING

### Background

With the recent trend toward 'ugly' shoes, Birkenstock has benefited by providing functional and healthy options for consumers. With the help of striking visuals and interviews from distinguished scientists, orthopedic experts and historians, the brand crafted its first-ever global campaign, 'Ugly for a Reason.' The series dove into the critical role feet played in human evolution, ways to protect foot health and Birkenstock's history as a fashion visionary and disrupter. The brand took an innovative approach by placing images of feet across The New York Times ecosystem as a shocking and impossible-to-ignore call to attention for foot health.

### Insights

By emphasizing Birkenstock's function rather than its fashion, the campaign showed how its footwear is designed to complement anatomy and provide real value for humanity. 'Ugly for a Reason' was a call to action for better foot health on a global scale and reached over 140 million people worldwide. Among viewers, 83% reported learning about foot health, and 77% expressed interest in purchasing Birkenstocks. Over two-thirds of viewers expressed an intent to learn more about foot health, while 69% became newfound ambassadors for foot health, spreading the word about the benefits of Birkenstocks to friends and family.



Best Event

Apartment Therapy



Background

Apartment Therapy has led the way in elevating and defining small space style, filling an industry-wide white space in home design. The company created ‘Small/Cool NYC’ to show that innovation and creativity in only 120 square feet are possible and inspiring. The designers’ visions were unveiled at a VIP preview party attended by 150 influential interior designers, lifestyle creators and media personalities. Attendees roamed the free event and shopped for their homes every Friday, Saturday and Sunday from April 22 to May 15. The company also included audio tours, in-person workshops, interactive games and more.

Insights

In addition to the hybrid experience of the onsite 3D experience and social programming – serving as a breakout branding moment for the company – Apartment Therapy also had several tangible cross-platform campaign goals, all surpassed. In-person attendance was upwards of 15,000 existing and new consumers, and social views were nearly 8 million, an increase of 54% YoY. The campaign also garnered over 649 million impressions across 41 top-tier national outlets. By creating new formats for the brand to activate against, Small/Cool NYC propelled experiential to a top-earning revenue stream for Apartment Therapy, accounting for 10% of its annual revenue.





# Best First-Party Data Strategy

# PepsiCo Media



## Background

PepsiCo has embarked on a consumer-first approach, which requires an owned, first-party data capability for marketing. The company's strategy is to convert every touchpoint to an acquisition opportunity or a first-party data-powered application to drive media and commercial use cases. To accelerate the first-party data agenda across markets, it developed PepsiCo's 3As strategy: acquisition, application and acceleration. By establishing best-in-class first-party data acquisition strategies, priorities and channels, it was possible to identify growth opportunities to apply the data across strategically prioritized media and commercial use cases. Then, to embed the understanding of the importance of such a strategy, there must be ongoing education or acceleration of first-party data, which leads to scaled adoption and a positive impact on marketing objectives.

## Insights

To deliver personalization at scale and the experiences consumers expect to cultivate meaningful connections, PepsiCo needed to evolve. Pioneering a new first-party data strategy capability was vital; doing so through the acquisition and application of consumer data – a key growth opportunity – drove a competitive advantage. After implementing this strategy globally, PepsiCo has succeeded in unlocking cost efficiencies and meaningful connections and has increased spend and customer lifetime value.








Background

As LeBron James approached claiming the previous career points record by Kareem Abdul-Jabbar, ESPN introduced a points counter into its '2023 NBA Rundown' in its weekly NBA newsletter. This module, connected to ESPN's athlete API, updated LeBron's current career points total and the number of points he needed before the title became his own in near real-time. Once the record was claimed, the headline switched from "Lebron Chases Kareem" to "Lebron Passes Kareem." The campaign's goal was to drive subscribers to watch ESPN's slate of NBA games by providing them with an enticing, personalized view of what to expect. It was also designed to inform subscribers of NBA news as a one-stop shop newsletter.

Insights

Referred to as 'The King's Quest,' the competition between these two players and Lebron's ultimate win drove a multitude of editorial coverage featured beyond email across ESPN's channels. The points counter feature and prediction forecast were part of a broader strategy of driving fan anticipation and engagement. ESPN's model projected Lebron would claim the record around February 9, 2023, but the record was reached two days earlier than the prediction on February 7, 2023.

STEPHEN'S SQUAD



CURRENT RECORD: 11-3

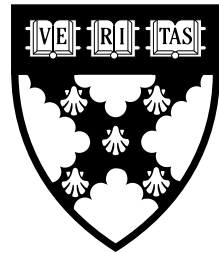
PREVIOUS GAME:  
vs Mavericks W 105-98

NEXT GAME:  
vs Mavericks 11/19 10 PM/ET

MORE INFO

**Best Podcast**

**Harvard Business Review**



**Harvard  
Business  
Review**

## Background

Through its flagship magazine, books and digital content, Harvard Business Review aims to provide professionals and students worldwide with rigorous insights and best practices to lead their careers or organizations more effectively. This digital content includes the podcast series 'Getting Along,' hosted by Harvard Business Review contributing editor Amy Gallo. In each episode, Gallo helps one guest learn how to handle a "difficult" person they work with – equipping guests and listeners with the tools needed to build healthier relationships at work. Gallo is also the cohost of Harvard Business Review's 'Women at Work' podcast.

## Insights

For Harvard Business Review, the 'Getting Along' podcast has been a practice in extending intellectual property across nearly every vertical of its organization, including a 200-person live event in Boston, magazine and digital articles, and an HBR Press book. The series has yielded nearly 400,000 downloads and has strong audience engagement across its social channels and email newsletters. It also has higher listening completion rates than the 'Women at Work' podcast episodes. 'Getting Along' has solidified Galo as a tentpole personality for the brand while serving "Women at Work"'s efforts to create a community for working women while centering practical career skills.





## Best Publisher Platform

**Wurl**



### Background

Wurl's connected TV digital platform, Global FAST Pass (GFP), helps publishers host, schedule and distribute their video programming across hundreds of global streaming platforms. The platform makes it easier for publishers to launch a free ad-supported TV channel, attracting advertisers looking to reach engaged viewers and grow their brand value. GFP also helps streamers expand their channel lineups and increase revenue through partnerships with top content companies, increasing platform stickiness to support viewer acquisition and retention. GFP offers global distribution, turnkey channel launches, instant monetization and advanced data reporting.

### Insights

Since its launch, Wurl's GFP has grown to encompass 835 channel brands and more than 2,700 connectors across 38 global streaming brands. This portfolio accounts for more than 149 million monthly hours of viewing and an average viewing session of 64 minutes. GFP clients include some of the leading names in streaming, including A&E Networks, AMC Networks, Bloomberg, BBC Studios, TED and Warner Bros. Discovery's MotorTrend. The platform also has more than 3.3 billion 30-second ad slots available. Following GFP's launch and initial success, Wurl was acquired by AppLovin, a growth platform for developers, in April 2022.



Connect your  
programming with all  
world's TV viewers:

**Wurl Global  
FAST Pass provides:**

Wurl Global FAST Pass is the streaming industry's simplest, most efficient solution for launching a new TV channel. Our suite of end-to-end services allows content publishers to quickly host, manage, distribute, and monetize their programming.

- Turnkey Channel Launches
- Simplified Pricing
- Broadcast Quality Tools
- Intuitive Scheduling
- Advanced Data Reporting
- 24/7 Global Support
- Automated Onboarding

**wurl**

**Best Story**

**The Markup**

# The Markup

## Background

The Markup is a nonprofit news organization investigating how powerful institutions use technology to change society – revealing and explaining the consequences of choices enabled by technology. The organization’s approach spans data-driven journalism to developing tools that quantify and expose harm to sharing resources so others can build on The Markup’s work. The story, “Facebook is receiving sensitive medical information from hospital websites,” uncovered that one-third of the top 100 hospitals in the U.S., along with seven healthcare systems, were sharing patients’ sensitive health information to Facebook through the Meta Pixel, a web tracking tool. The Markup partnered with Mozilla Rally to create a study that Firefox users could opt into, allowing The Markup to track data being sent through the Meta Pixel.

## Insights

The Markup’s careful approach enabled the team to create tools to successfully reveal public privacy violations by Meta and companies using the Meta Pixel. This investigative data journalism resulted in an impactful report that exposed likely HIPAA and data privacy violations within local, state and federal sectors. The coverage helped prompt multiple class action lawsuits and was cited in guidance from the Department of Health and Human Services and U.S. Senate hearings. At least four healthcare systems sent HHS and a combined 6.3 million patients “breach” notifications, required under HIPAA, stating that the trackers may have inappropriately sent data submitted to their websites. As of October 2022, at least 35 of the 40 hospitals and health systems identified in the report had removed the Meta Pixel from portions of their websites.





## Best Subscription or Membership Product | VGTV

# VG | TV

### Background

VG+ is the paid content subscription for VG, Norway's largest online news site. To reach viewers, the media company has prioritized open and broadly distributed entertainment shows on VGTV.no, Snapchat and YouTube, including the comedy show 'Tempt to Laugh,' to transform non-users into subscribers of VG+. Hosted by Mads Hansen, one of Norway's most influential influencers, the program invites Norway's funniest people on a cabin trip under the condition that they are not allowed to laugh. However, they are allowed to do everything in their power to make other contestants laugh.

### Insights

'Tempt to Laugh' became an instant success, drawing 245,000 VG+ subscribers as of its first three seasons. The third season premiere had 800,000 viewers in a country with a population of 5 million. The show has increased brand awareness for VGTV, especially among Gen Z and millennials – the average age of the third season's subscribers is 32 years old, compared to the average VG+ subscriber of 49 years old. More than half of the subscribers (56%) read VG+ articles in addition to watching the program. The show has spawned a sequel, 'The People's Participant,' and drew over 1,100 applications. The winner will earn a spot on the fourth season of 'Tempt to Laugh.'



## Best Use of Audience Insights



### Background

Global hospitality group Hilton wanted to drive consideration for its dog-friendly hotels, hoping to capitalize on the rise in pet ownership during the pandemic. For this activation, Hilton partnered with Tripadvisor to highlight its U.K. hotels with dog-friendly stay offerings, which include a bed, a bowl and a specialized menu. The brands collaborated to launch Pupadvisor, an online hub for inspiration and planning a trip with four-legged friends. Pupadvisor featured travel tips, recommendations and reviews from various dog personalities while showcasing Hilton's range of dog-friendly hotels in the U.K.

## Merkle + Hilton Pupadvisor

### Insights

The alignment of Tripadvisor's user base with Hilton's target audience – 46% of the former's users are dog owners – made the partnership between the two brands a natural fit. The Pupadvisor platform and associated assets proved an effective way to drive ad engagement and improvement in brand metrics among a specific travel audience, with all formats exceeding targets. Tripadvisor's brand lift study on Pupadvisor content showed that 90% of respondents strongly or completely agreed with the statement "Hilton hotels are welcoming to pets" – a 26% increase from the control group. Sixty percent of respondents also stated they would choose a Hilton property for their next stay, a 12% increase from the control group.



Ad

### Welcome to Pupadvisor

Fetch your trip with the ultimate travel guide for dogs.

Fetch your trip

Hilton



## Best Use of Emerging Tech

## Playwire

playwire®

**LUNCHABLES**  
100% JUICE

### Background

Snack brand Lunachables introduced the 'Lunchabuild This' campaign to spark families' creativity to make unique inventions with their buildable food, such as cracker rockets or pretzel trojan horses. To extend the campaign into the metaverse, Lunachables turned to agency Playwire and the online gaming platform Roblox to extend the campaign into the metaverse. In the Roblox game Lunachables City Slam Survival, players work together to collect Lunchabuild items to create constructions and protect themselves from bizarre invaders and disasters. All the elements are built from Lunachables, showcasing the snacks' creative potential.

### Insights

By the end of 2022, City Slam Survival included more than 70 Lunchabuilds, 30 outfits and pieces of equipment, 15 collectible pets, 18 buildings, four driveable Lunachables vehicles and more than 30 destructive disasters. These elements were featured within three custom maps filled with Lunachables-themed elements. The Lunachables Roblox game delivered strong engagement, including over 1 million plays and 13.9 million impressions.



## Best Use of Social

## Twitch + WhatsApp

twitch ads



### Background

Messaging platform Twitch provides multiple interlocking layers of protection in a system designed to keep messages between their direct participants and gives its users confidence. To raise awareness of its security and empower users to take control of their privacy, WhatsApp turned to livestreaming service Twitch. Recognizing that Twitch viewers seek collaborative, spontaneous experiences, Twitch and WhatsApp created 'Privacy Protectors,' an interactive experience for the stream's viewers. In the branded, arcade-style mini-game, viewers had to work through synchronized clicks to decide where to aim projectiles at security threats.

### Insights

WhatsApp and Twitch developed a strategy to raise awareness of the former's privacy features while helping the latter retain viewership during streamer breaks, a time when viewer numbers naturally drop off. The campaign tapped four livestreamers to lead authentic discussions around privacy and security, creating extended engagement around WhatsApp privacy features. By focusing on interactivity, collaboration and authentic conversations, the activation delivered against all key objectives – including surpassing Twitch benchmarks for engagement with more than 300,000 viewers playing Privacy Protectors. The campaign also demonstrated the value of mini-games during streamer breaks as a new, interactive ad format for Twitch.



## Best Use of Video

## Aki Technologies + Nature Valley



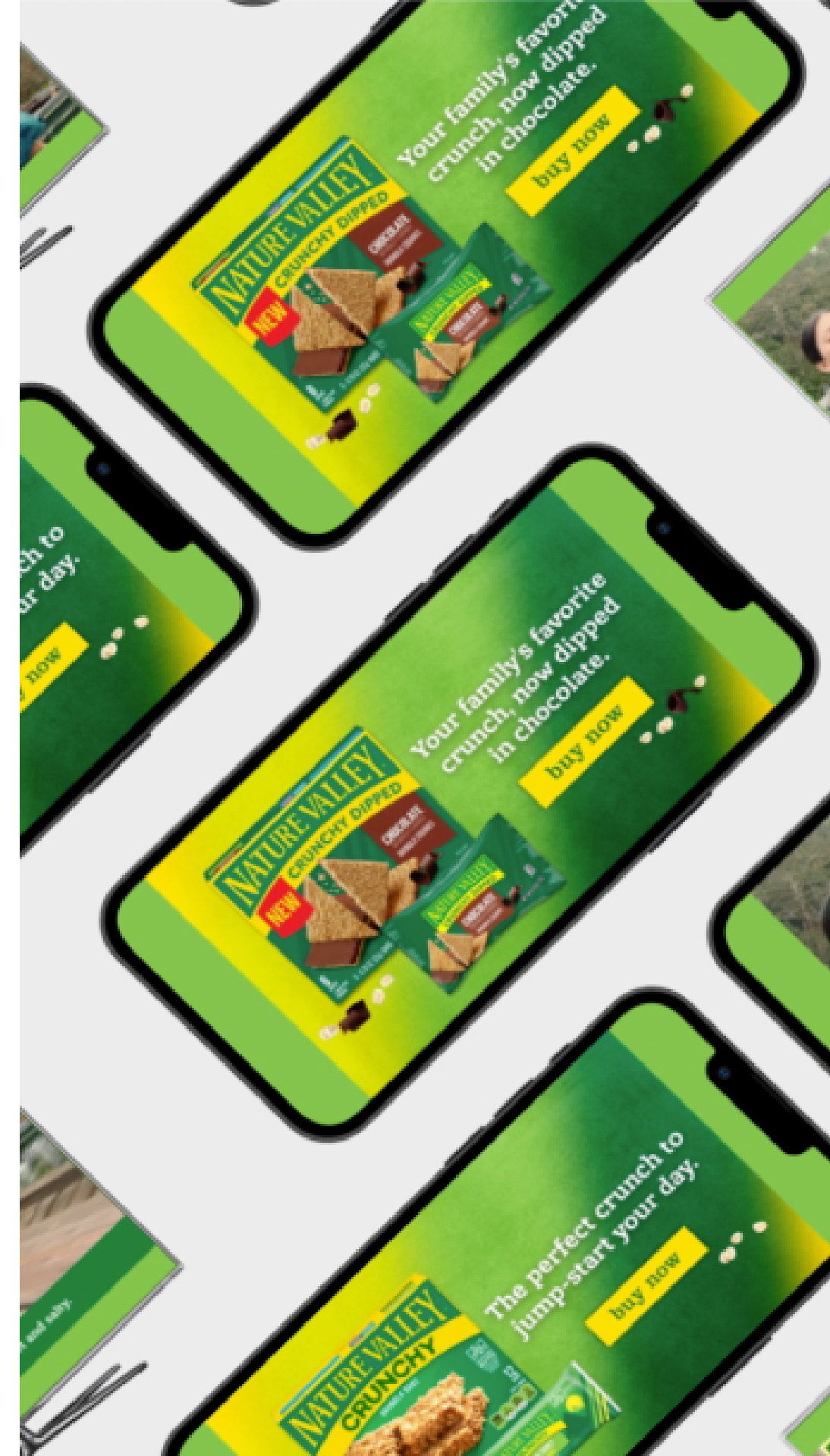
An Inmar Intelligence Company

### Background

General Mills' Nature Valley brand of granola bars partnered with media agency Aki to promote its on-the-go snacks. Aki's creative team began with a single video that it turned into more than 350,000 variations across mobile and connected TV that was tailored to four product types. Combining data signals – including audience demographics, persona types, moments, location and more – Aki used machine learning and pattern recognition technology to identify the most effective moments to reach Nature Valley's target audience.

### Insights

The campaign was executed in three waves, with the first intended to establish the effectiveness of personalization. The second wave introduced creative focused on flavor cues, and the final wave, introduced after a strong sales return, included an expanded audience reach. By knowing when people were most likely to watch, click and buy, Aki established the effectiveness of using video to reach Nature Valley's target audience. The campaign supported Natural Valley in achieving its goal of driving sales and increasing household penetration – 45% of the incremental sales driven by the campaign were generated by new buying households.





# Best Video Distribution and Programming Strategy

## CBS Sports + Bonobos



### Background

Bonobos and CBS Sports partnered to promote the upscale menswear apparel brand's golf wear line. To reach a broad male audience of casual and avid golf fans produced a series of social-first branded content videos. 'Decades of Drip' featured Bonobos ambassador and PGA star Justin Rose wearing era-defining looks and playing with clubs utilized throughout the sport's history. The videos were optimized for TikTok and Instagram Reels, while the full-length video was posted on CBS Sports' YouTube, Facebook and Twitter, CBS Sports HQ and CBSSports.com.

### Insights

To capitalize on the buzz around springtime tournaments, the entire video ran on CBS Sports HQ, a 24/7 digital-only news and highlights platform, ahead of the Open Championship weekend. The 'Decades of Drip' videos reached CBS Sports' passionate golf audience and more casual fans of the sport while highlighting Bonobos' array of clothing pieces built to boost style and performance. The branded content alone drove 7.5 million impressions and 3.4 million video views, surpassing CBS Sports TikTok benchmarks with 700% more engagements than the average post on the platform.



Best Video Platform

STN Video

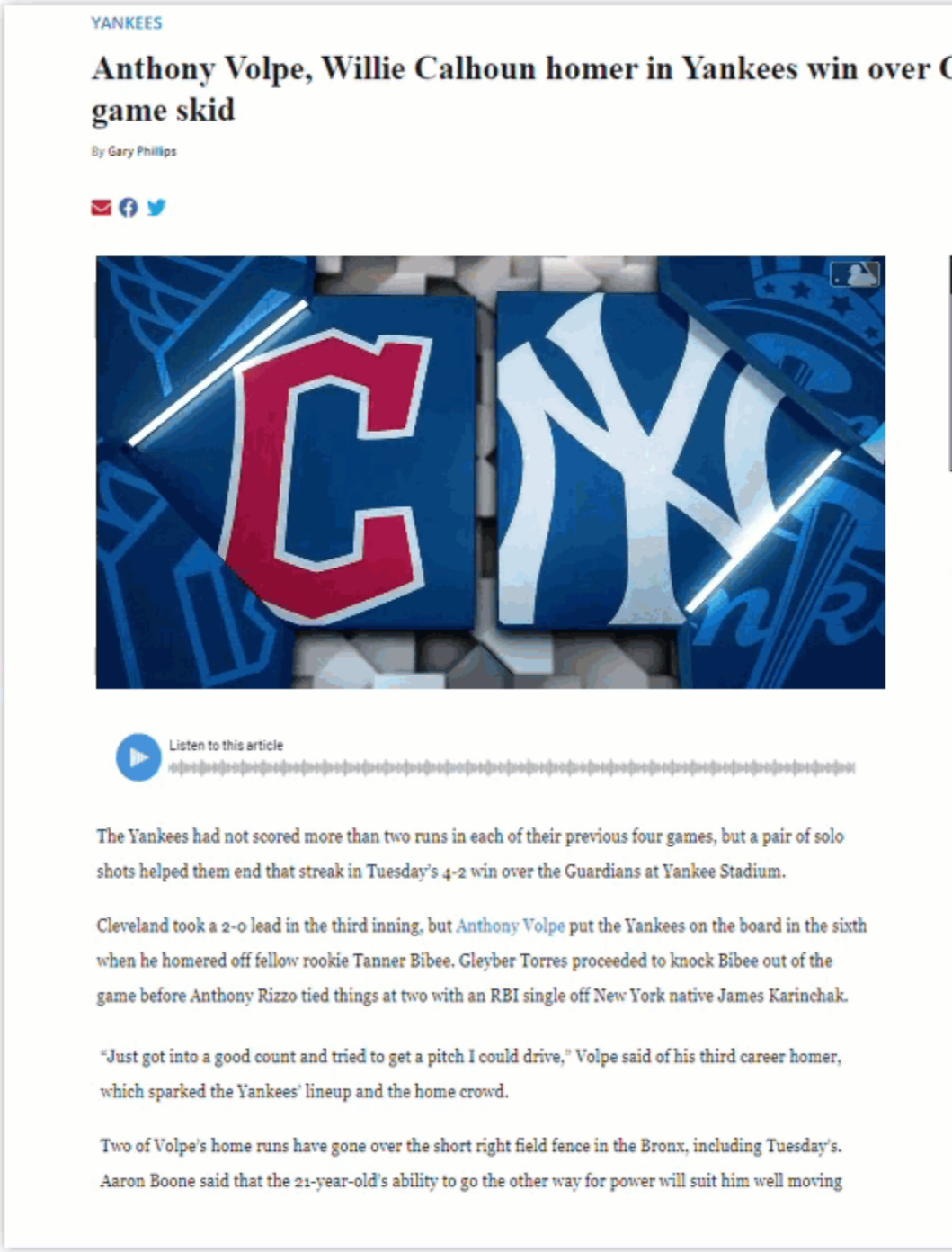


Background

STN Video’s online platform serves more than 2,000 digital publishers, including the New York Post, Chicago Tribune, Miami Herald, Sports Illustrated, AMNY.com and Detroit Sports Nation. Regardless of the publisher or content type, the platform delivers hyper-relevant, monetized video to engage audiences and drive revenue through STN Video Creation Solutions. This solution ensures that publishers have contextually relevant video content in every article by leveraging three tools powered by AI, publisher-provided data and sourced information and content: STN Smart, which matches an article’s content and keywords with existing video from the platform’s existing library; 1:1 article matches, which create an instant video summary; and a natural language generated video, which builds a video using sourced information that can deliver unique and relevant content.

Insights

Although STN Video’s existing content library includes more than 2 million videos, it still could not meet the demands of publishers looking for more specific content surrounding hyper-local editorial. Partners have seen improved user engagement and revenue after the platform’s development and launch of STN Video Creation Solutions tools. In a case study, sitewide implementation of STN Video Creative Solutions increased revenue per user by 50% per day and overall daily revenue by more than 81% within the first two months.



BUILT FROM STN SOURCED CONTENT



Content Studio of the Year

T Brand Studio

**T Brand Studio**

## Profile

T Brand, the content studio within New York Times Advertising, works across mediums, producing compelling stories for brands. Through partnerships with both marquee clients and emerging brands, T Brand Studio launched 114 custom content campaigns in 2022, with each content program tailored explicitly for unique target end-users. Among T Brand's achievements last year was creating the first brand identity for New York Times Advertising, including the new website [advertising.nytimes.com](https://advertising.nytimes.com).

## Impact

T Brand took its storytelling to new heights in 2022, dubbed "The Year of the Story." The studio's body of work included 60 paid posts, the first cover-to-cover ad takeover of The Times' print edition with GE, four integrated newsroom partnerships (with Verizon, Google, Meta and TIAA) and two custom podcasts (for American Express and Boston Children's). Collectively, T Brand's work garnered nearly 8 million page views, nearly 3 billion native and social impressions, and almost 4 million native and social clicks.

## Have the Tough Talks

### Draw Up Your Money Plan

Nothing helps build a thriving future like a solid financial plan. Why, then, are we so uncomfortable having money conversations — even with the people closest to us?

MassMutual encourages breaking the ice and having the tough talks. The financial stability that follows will always be worth it.



A financial professional can help navigate confusing financial matters and prepare for the years ahead.



Even if longevity runs in your family, life insurance can help you achieve your financial goals.



Disability income insurance can help protect your income when life stops you in your tracks.



A financial professional can help navigate confusing financial matters and prepare for the years ahead.



**Editorial Team of the Year**

**Grid**

# GRID

## Profile

News publication Grid launched in 2022 to offer readers an interconnected, 360-degree viewpoint of how topics connect across beats and multiple lenses. Grid's approach to journalism focused on breaking down silos that have traditionally forced journalists to work in competition rather than in collaboration. Led by co-founder and executive editor Laura McGann, Grid put data and expertise at the forefront and used novel formats to help audiences navigate complex stories.

## Impact

Grid, which was acquired by The Messenger in March 2023, served as a one-stop shop offering depth to complex stories. The outlet's reporting had a real-world impact. After Grid's misinformation, technology and investigative reporters published a report on the Canadian trucker protests, the U.S. Oversight Committee ultimately sent a letter to Mark Zuckerberg requesting information on Meta's efforts to curb fake Facebook accounts connected to the blockade in Canada. Grid's work and editorial staff also garnered attention from other top media outlets, including NPR, CNN, MSNBC and PBS.

# Student Debt 360



360°

## Student loan debt: W how we got it, and w hard to cancel

**Pausing student loan payments is easy. F  
will be much harder.**

**Media Brand of the Year**

**Bustle**

# Bustle BDG

## Profile

Bustle is BDG's largest women's lifestyle brand, built on joyfulness, inclusivity and relatability. The brand engages — which covers entertainment, politics, health, tech, wellness, sex, food, fashion and beauty — women from diverse communities across the U.S. with smart and entertaining stories designed to bust myths, celebrate individuality and guide readers toward the happiest version of themselves. In 2022, Bustle sought to elevate its content and generate more exclusive and original reporting, moving away from an overreliance on SEO-based service stories. The brand overhauled its celebrity book strategy to secure more exclusive interviews while simultaneously seeking engaging world-class photographers and award-winning writers to produce exclusive content for the Bustle site. Bustle published six digital covers last year, with its Kourtney Kardashian driving hundreds of thousands of page views and an organic segment on the family's Hulu show.

## Impact

As Bustle celebrates its 10th anniversary, the team has successfully reimagined its brand and grown with its audience, setting up Bustle to flourish in the next decade. With more than 15 million monthly readers, Bustle has an unparalleled reach in speaking to young women, with 24.7 million total followers across all platforms. On social, Bustle drove more than 2.2 billion social impressions, 152 million engagements across social platforms and 153 million video views. The internal pivot to a full-time writer model allowed the business to grow its authority in crucial subject areas and earned Bustle return spend from its most prominent advertisers.

17. 2022

ke Palmer





**Media Company of the Year**

**TOGETHXR**

**TOGETHXR**

### Profile

TOGETHXR is a media and commerce company founded by four elite professional athletes: Alex Morgan, Chloe Kim, Simone Manuel and Sue Bird. Created specifically for a generation of women who have never had a brand that completely represents them, TOGETHXR is a convergence of culture, activism, lifestyle and sports coverage. The company highlights a diverse and inclusive community of game changers, culture shapers and barrier breakers. TOGETHXR has sold its first show to CBS Studios and Uzo Aduba's Meynon Media for adaptation as a scripted series, in addition to two projects sold to Amazon.

### Impact

TOGETHXR has released exclusive content from its inception featuring notable women, including Megan Thee Stallion, A'ja Wilson, Candace Parker, Breanna Stewart, Alex Morgan, Megan Rapinoe and more. Its global brand partners include Nike, Buick, Coca-Cola, Google, Geico, Porsche, AT&T and Red Bull. The brand has a community of over 2 million, predominantly women, ages 18-35, from a purely organic strategy with a social engagement rate of 8% and a marketplace conversion rate of nearly 30% in its online shop. TOGETHXR is the fastest-growing women's sports brand across social and the largest women's sports brand on TikTok, gaining more than 2 million TikTok followers in less than 18 months.





## Most Engaged Community

## The Dad

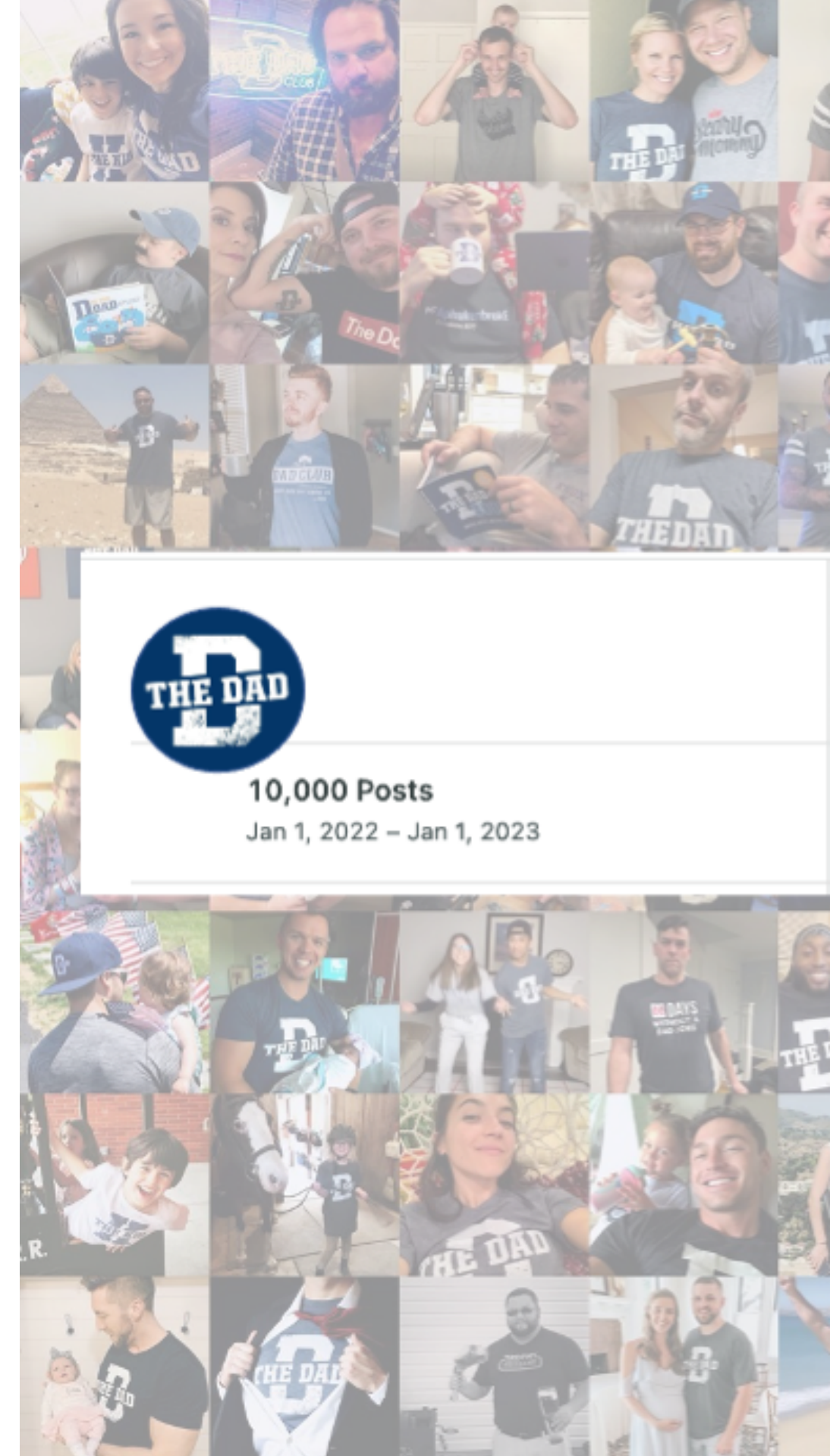


### Background

The Dad is a social media brand connecting parents through hilarious and wholesome content that celebrates the chaos of family life. It was designed to be a parenting brand providing a unique value to millennial dads through entertainment and relatability. The site produces heartwarming personal narratives, must-share humor and first-class original video to support its goal of “literally changing the perception of fatherhood.” Focusing on relatable humor and universal narratives from everyday people, The Dad differentiated itself by offering parents a break, a laugh and a supportive community.

### Insights

With its balance of comedy and no-pressure sentimentality, The Dad has built a community of 5.5 million followers that resonate with its mission to celebrate the joy of parenthood while also complaining about it. In 2022, its audience generated over 3.3 billion social impressions, 3.9 million comments and 132 million overall engagements – more than twice that of its closest competitors in parenting media. The community includes a gaming subgroup with 40,000 members, dubbed by some as “the only reason I’m still on Facebook.”





**Video Team of the Year**

**PinkNews**

**PinkNews**

## Profile

PinkNews is the world's most-watched and read LGBTQ+ media brand, reaching over 100 million unique monthly users across its website, app and social media platforms. It produces content that elevates marginalized voices and highlights the diversity of the entire LGBTQ+ spectrum, informing audiences and inspiring them to be themselves. As a unique and vital source of information for the LGBTQ+ community and allies, PinkNews is responsible for highlighting marginalized groups' experiences and giving them a platform for their voices. PinkNews has nearly 50 shows for which it produces daily episodes, including astonishing human stories on 'Remarkably' and 'This is Life' to its flagship positive LGBTQ+ news show 'The Queer Catch Up.'

## Impact

Since launching on Snapchat Discover in 2018, PinkNews has become the most watched LGBTQ+ publisher on Snapchat Discover. This gives the publisher a unique opportunity to tell stories that would otherwise be neglected by legacy media and provide a unique inclusive perspective to its Gen Z audience. Despite a more robust competitor landscape on Snapchat Discover in recent years, PinkNews regularly sees the performance of episodes surpassing 3 million views. PinkNews has also reached more than 10 million subscribers on Snapchat and more than 220,000 followers on TikTok.





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