





The Digiday Awards celebrate excellence in advertising and marketing across the past year with a full slate of winning brands, publishers and platforms.

With the continued impact of the pandemic, albeit one that is now combined with some returns to normalcy, 2021 has proven to be a year that pushed brands, publishers and platforms to think in new ways. This year's winners demonstrate that they're paying attention to how consumers' habits have changed, meeting them where they are with content and formats that are unexpected and engaging — and each created opportunities for their teams to forge deeper connections with the customers they reached. Showing that they're not afraid to take a stand on important social issues and engage in what may have once been deemed contentious conversations also helped this year's honorees stand apart from the pack.

The Digiday Awards are excited to honor those that found their footing in a consumer landscape that demanded a balancing act between taking risks and providing comfort, while also taking a stand on issues that matter. Read on to learn all about the campaigns and programs that changed the game in 2020 and 2021, and for insights into what we can learn from the teams that earned a win.

Best Creative - Tapjoy and Bully Pulpit Interactive



Program

Held during the pandemic, the Biden/Harris 2020 U.S. presidential campaign aimed to drive awareness and affinity for President Joe Biden as a candidate, increase general voter turnout and direct voters to online resources — specifically IWillVote.com — with details about the vote-by-mail process as more voters planned to vote early via mail. To convey this message, Tapjoy's Interplay Studio and Bully Pulpit Interactive created *Ridin' With Biden*, a mobile game where users could drive Biden's corvette through obstacles to reach the White House. The game opened with a gamified eight-bit video that introduced the concept.

The Biden/Harris 2020 Presidential Campaign

Insights

To reach a key audience, women aged 30–55, the campaign needed to deploy creative that went beyond traditional political advertising; choosing an interactive mobile game paid off. During the eight weeks leading up to the 2020 election, the game contributed to significant site traffic volume to IWillVote.com at a low cost. *Ridin' With Biden* drew more than 12 million completed views and 4 million ad engagements. With Tapjoy's cost-per-completed-view pricing model, the Biden/Harris campaign also guaranteed that every voter it paid to reach saw the campaign message, which was more effective than using a CPM model.



Best Collaboration - SHISEIDO and Dentsu Inc

Camellia: The Brand Film We Didn't Shoot

SHISEIDO
GINZA TOKYO

dentsu
tokyo

Program

Beauty brand Shiseido wanted to target a younger, more digitally-savvy audience with branded, user-generated content celebrating the diversity of beauty. To accomplish this during the pandemic, the company worked with Dentsu Inc. to produce original content within the video game Animal Crossing. The brand asked players and influencers to shoot original scenes for the game, offering in-game costumes, makeup items and colors to represent Shiseido products. The brand edited user-posted videos together and released them as a branded video on social media.

Insights

With Shiseido unable to shoot a branded video in person during lockdowns, the company smartly took advantage of virtual gaming — specifically Animal Crossing, its popularity soaring during the pandemic. The brand also used the virtual opportunity to bring people together during lockdown in a creative way. By tapping influencers and YouTubers, the final brand video drew more than 27 million global views. Catering to Animal Crossing players also allowed Shiseido to reach a younger demographic, which generated positive tweets about the brand and increased purchase intention and brand lift.

SHISEIDO GINZA TOKYO × Animal Crossing New Horizons

CAMELLIA

THE BRAND FILM WE DIDN'T SHOOT

Covid wouldn't let us shoot in real-life, so we asked Animal Crossing players to shoot it for us, 100% in-game.

Challenge:
Covid lockdowns made it impossible to shoot epic branded content in real-life.

Idea:
We posted the storyboard cut by cut on twitter. We asked Animal Crossing players to take on the challenge to shoot all the scenes for us, 100% within the game. User-Posted video clips were then edited together as one epic Branded Video.

Results:
Probably the most successful cross-platform user created content in the beauty category, with the final Video reaching over 27 million video impressions with minimum investment on tweets, in just 1 week.

+27M impressions 1 week

Storyboard → Users Creation



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Best Use of Social - Nomadic Agency

Capcom Resident Evil
Village Alternate Reality
Game

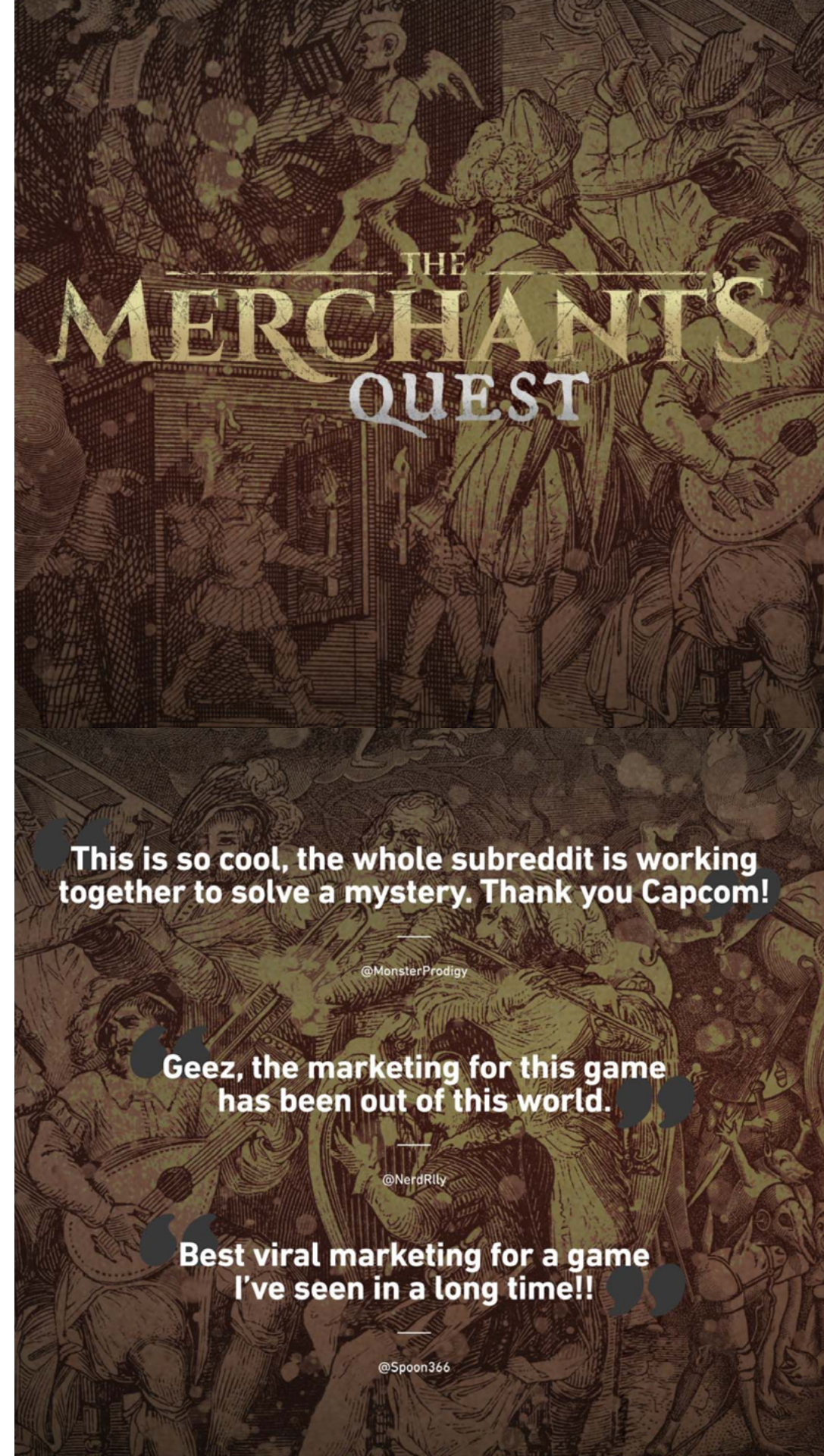


Program

Capcom is an Osaka, Japan-based software developer in the video game industry. The company wanted to generate engagement and positive sentiment among new and current Resident Evil fans for survival horror game Resident Evil Village, the eighth game in the franchise. To accomplish this goal, Capcom worked with Reddit and Dog Tale Media to create a week-long alternate reality game (ARG) where players could help a video game character solve puzzles. The company used Reddit tools, including targeted subreddit takeovers and promoted posts, to create buzz for the ARG.

Insights

Social activations can drive engagement for brands, especially if they choose the appropriate platform. Resident Evil fans were already gathering and speculating about the new game ahead of its release on Reddit. Capcom used this knowledge to create an activation that reached fans where they already were. The ARG ended up exceeding impressions, CTR and engagement goals. Of the players who engaged with the ARG, 92% reported they found the game “fun and engaging” based on post-activation insights. Additionally, Capcom reported the ARG increased purchase intention among heavy gamers and favorability among males and horror genre players. The social activation’s performance has led Reddit to feature the ARG in a new, consumer-facing video series about social activations.



This is so cool, the whole subreddit is working together to solve a mystery. Thank you Capcom!

@MonsterProdigy

Geez, the marketing for this game has been out of this world.

@NerdRlly

Best viral marketing for a game I've seen in a long time!!

@Spoon366

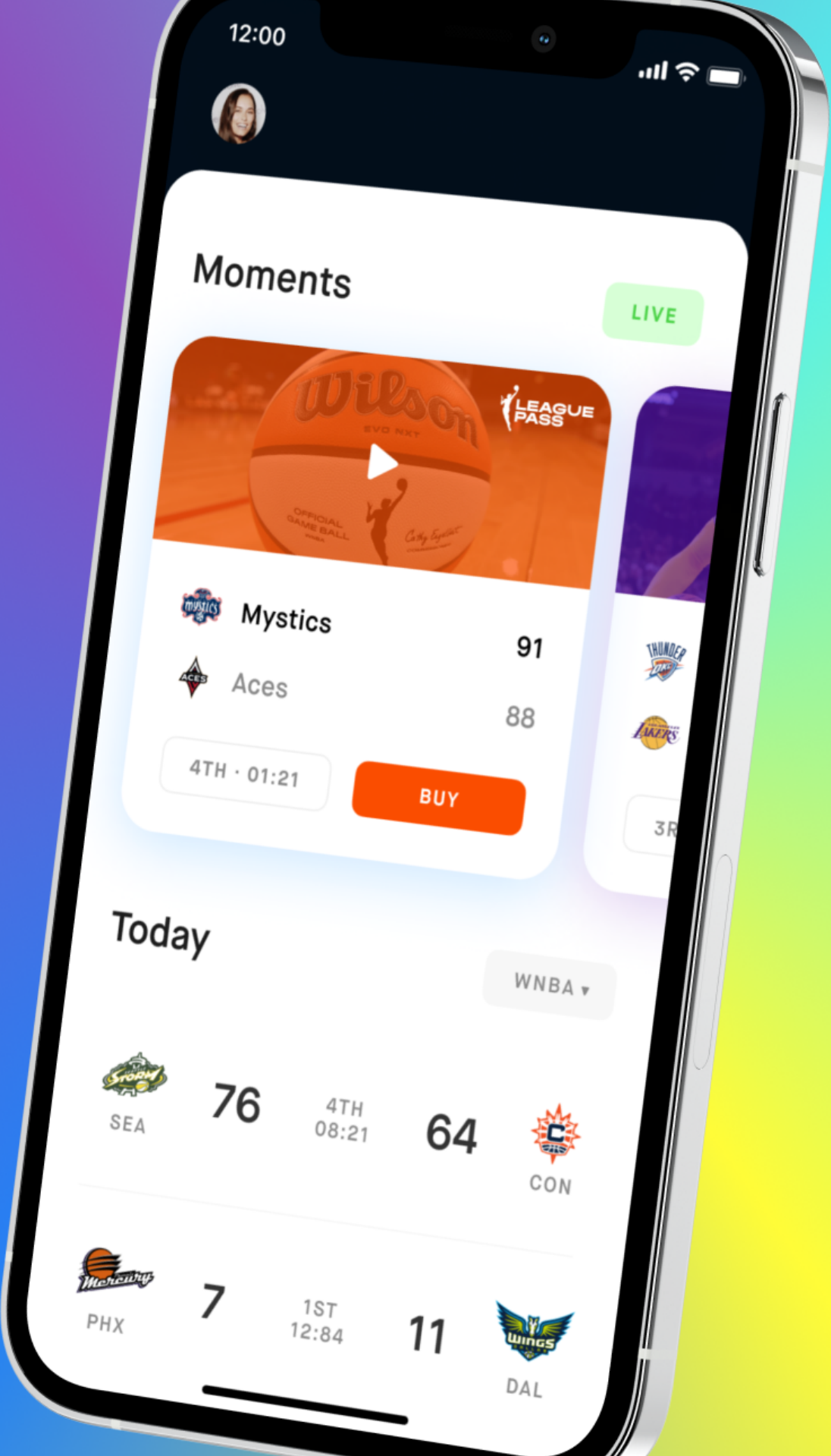
BUZZER

Program

Buzzer is a mobile platform for sports fans that delivers personalized live sports moments to users based on their preferences. The company launched in 2020 as an alternative to the multitude of subscription services available to sports fans. Buzzer aggregates and curates live sports streaming rights into an accessible mobile platform, allowing users to set up customized alerts based on their player, team and league preferences. The company also prioritizes supporting people of color and underserved communities through a three-pronged approach, with 1% of company equity protected and allocated to a fund, 1% of net profits reinvested into partnering nonprofits and via direct customer engagement through the platform.

Insights

In the era of streaming, it has become expensive and confusing for sports fans to find events they want to watch, not to mention how and when to tune in. Buzzer’s program offers a remedy for these issues, while also partnering with four major leagues — the NBA, WNBA, NHL and PGA TOUR — to create relationships with a new generation of fans. Additionally, the company is using its platform to increase awareness and viewership of underserved sports including women’s sports. In June 2021, Buzzer announced a \$20 million series-A round of funding led by sports figures including Michael Jordan, Naomi Osaka and Patrick Mahomes.



Best Use of Video - TikTok and Known

It Starts
On TikTok



Program

TikTok partnered with marketing company Known to produce the global #ItStartsOnTikTok campaign, designed to shift brand perceptions about the platform as a hub for lip synchers and dance trends to a powerful and diverse cultural engine within society. The campaign analyzed data to identify key cultural conversations happening on the platform and amplified these conversations through user-generated content. The campaign distributed ads across traditional and digital channels including linear TV, CTV, organic social and paid social, with creative updating daily based on what was trending on TikTok.

Insights

Keeping users at the center of campaign creative, particularly for a social media platform, can drive successful results. #ItStartsOnTikTok has garnered more than 8.2 billion views, with 79 million attributed to the viral video of Nathan Apodaca longboarding while sipping OceanSpray Cran-Raspberry and listening to "Dreams" by Fleetwood Mac. TikTok's licensing of "Dreams" for its campaign commercials helped the song make a comeback on worldwide music charts. The platform has also reported that the campaign has drawn new advertising clients and built a wider coalition of advocacy and support for the brand.

 TikTok



Best Use of Influencer Marketing - MG Empower and Bumble



Program

Influencer marketing agency MG Empower partnered with dating app Bumble to launch the #MyLovelsBlackLove campaign during Black History Month in 2020. The campaign came in response to a Bumble study which found that more than half of Black people in the United Kingdom do not see themselves represented in images of love in the media. To spotlight the value of Black diversity in media, MG Empower worked with Black influencers to create an inclusive, educational and relatable content series shared across Twitter, YouTube and Instagram in an effort to increase Bumble’s cultural relevance among Black British communities. The content revolved around conversations of the moment, including the Black Lives Matter movement and institutionalized racism.

#MyLovelsBlackLove

Insights

Choosing the appropriate influencers to power a campaign not only drives successful engagement, impressions and reach; the strategy also creates important conversations among target audiences. MG Empower and Bumble found that the campaign content resonated within the Black British community by analyzing positive sentiment in social media comments, with viewers discussing the importance of representation. The campaign generated 75 online media stories, illustrating the commitment of influencers to the narrative. Bumble also met its social media objectives: The campaign drew more than 17,000 shares on Instagram; more than 4,100 clicks to the YouTube series, more than twice the target goal.

#MyLovelsBlackLove

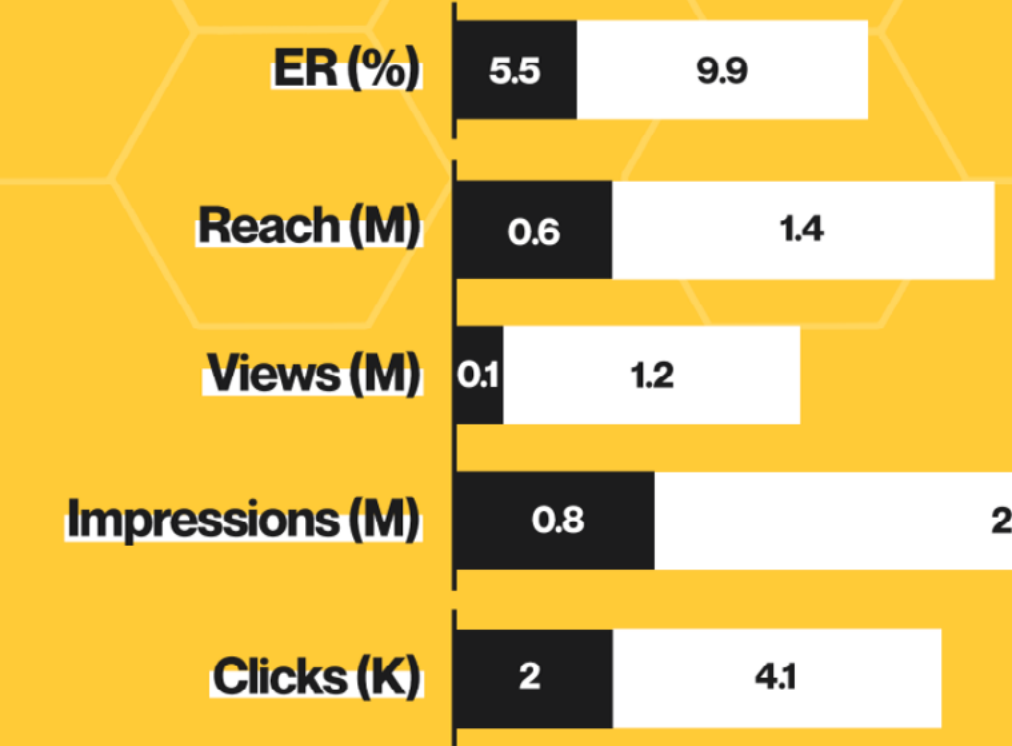
The Vision.

More than 50% of Black people in the UK don't see themselves represented in media images of love. 23 UK black creators were tasked to contribute to cultural change on the Black History Month.

The Purpose.

Increase the representation of Black communities portrayed in content tailored to Black British communities. Deepen engagement and cultural relevance in UK communities.

All KPI's exceeded. ■ Goals ■ Results



Best Product Launch Campaign - Fenty Beauty and Barbarian



barbarian

Fenty Eau De Parfum Ghost Stores

Program

When Rihanna’s cosmetics company Fenty Beauty launched its first fragrance Fenty Eau De Parfum in 2021, the brand wanted to go beyond a traditional fragrance launch to forge a direct relationship with fans and generate interest among potential new customers. To accomplish this, Fenty Beauty partnered with advertising agency Barbarian to launch five digital-only pop-up ghost stores inspired by delivery-only restaurants known as ghost kitchens — across Google Maps in locations related to the scent’s creation and creator. The brand posted clues on Fenty Beauty’s social media accounts for finding the stores, which directed fans to individual microsites that provided secrets behind the store location through images, writing and whispered audio logs from Rihanna herself. Customers could also purchase the fragrance directly on the microsites.

Insights

Launching a fragrance during a pandemic is a challenge, particularly because of the lack of a product trial and an online-only activation for customers. However, Fenty Beauty was able to drive awareness and conversions through the creativity of the scavenger hunt and the authentic storytelling that anchored the ghost store microsites. The campaign demonstrated that a free trial wasn’t required, with each store selling out of its limited-edition stock within hours of being discovered. The campaign also drove PR and social buzz, which led Fenty Beauty’s website to sell out of the fragrance completely within hours of launch. The brand also saw a record amount of consumer sign-ups for future product drops and information.

GLOBAL GHOST STORES

CHALLENGE

Launching the new fragrance, Fenty Eau Du Parfum, exclusively online to an audience that had yet to sample it, could have been seen as a tough sell. But, we had one thing on our side — the creator herself.

THE RESULTS

Fenty Beauty’s first DTC fragrance launch was a social-first success, with all 5 ghost stores selling out their stock within hours of being discovered.

Fenty also grew their relationship with customers directly, increasing their Email contacts by 8x and seeing a 40% lift in text sign-up even after the campaign ended.

IDEA

Inspired by ‘ghost kitchens’ (delivery-only services that don’t require a physical address to operate), we created the first ever “ghost stores” and hid 5 of them around the world on Google Maps in locations central to the creation of this scent. Filled with launch-edition fragrance bottles and product pages filled with exclusive “scent stories,” each ghost store chronicled a different chapter of the creative process; from ambition, inspiration, and collaboration through intimate stories and whispered audio logs.



Each ghost store ***sold out*** within hours, without ***anyone*** ever smelling it

Best Branding Campaign
B2B - Insider and ING

Transforming Business /
Changemakers' Playbook



Program

Insider’s mandate was to leverage editorial content that would help position ING Wholesale Banking as global executives’ trusted partner when it comes to sustainable finance. ING wanted to drive awareness and consideration, and ultimately unlock new opportunities with purposeful changemakers. To achieve the goal, Insider turned to its audience data. Its first-party platform, SÀGA, highlighted the reader behavior of C-level executives across across its platforms were 2.68x more likely to be readers of its annual ‘100 People Transforming Business’ franchise. With this insight, Insider’s editorial team and Insider Studios (its branded content team), developed a multimedia campaign to reach this audience. Modifying its campaign in real time as the pandemic radically changed news cycles, Insider drove a total campaign reach of more than 18 million users.

Insights

Two elements of Insider’s work with ING Wholesale Banking made the most difference — deep insights from its audience data and the ability to adjust on the fly as the pandemic swept aside initial plans for the campaign content. Insider showed the value of humans working with analytics while making intuitive and time-sensitive decisions based on what they could see with their own eyes in an unprecedented news cycle. For ING, the result was a timely and powerful program that moved the needle for the financial institution during the most challenging of times.



Best Branding Campaign B2C

Movement Strategy and Klarna



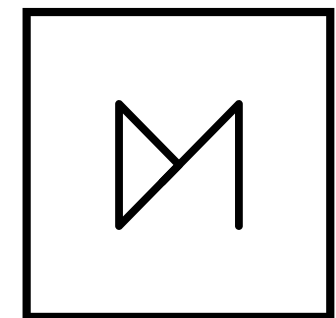
Program

Klarna was already riding a current of customer satisfaction in Europe, and its sights were set on the U.S. for a brand awareness campaign — with a particular focus on Millennials and Gen Z shoppers — just as the pandemic changed everything. From retail behaviors to the surge in e-commerce, online entertainment and media consumption, Klarna and Movement Strategy pivoted their intended summer 2020 campaign to an all-digital activation. Led by disruptively quirky videos and an edutainment approach, Klarna also added a supporting social campaign, extending these efforts using social-first, targeted, creative and influencer partnerships. The shift paid off, driving overwhelmingly positive comments, superior metrics and landing Klarna on the top-100 app downloads list of Fall 2020.

Insights

Klarna knew that younger consumers could prove skeptical about financial service products. With Movement Strategy, its success turned on building relationships with influencers like Bretman Rock into true creative partnerships, breaking the mold of traditional influencer content to create something irreverent, honest and bold. To cut through the noise, the campaign modulated its signal and achieved something authentic, even as its messaging and activations had to change quickly in the face of quarantines and the radical ways shopping shifted across the year.

Klarna.



Best Multi-Platform Campaign

ViacomCBS and
Burger King



Program

Burger King partnered with ViacomCBS on a whimsical and innovative campaign that put the QSR company's iconic character, The King, together with eccentric and optimistic rapper Lil Yachty. The campaign followed the duo as they prepped for their debut at the MTV Video Music Awards. Along the way, fans were able to interact with creative units via QR codes that unlocked content across linear, digital and social channels. The campaign ultimately put The King and Lil Yachty inside viewers' living rooms as part of an AR experience packed with special effects and a chance to win Whoppers and tickets to the 2021 VMAs.

Insights

Engaging fans across numerous platforms during the VMAs became a prime example of how brands and media companies can incorporate technology into tried-and-true platforms. The King's and Lil Yachty's journey to the VMAs became a case study for ViacomCBS, inspiring additional uses for QR codes and AR experiences to enhance marketing. The program exceeded key KPIs, generating millions of engagements, impressions and video views, 160,000 sweepstakes entries, 38,000 QR code scans, lift in purchase consideration and brand opinion.



Best Search Campaign

Goodway Group
and Anytime Fitness



Program

In the wake of shuttered gyms and lost business during the pandemic, Anytime Fitness turned to Goodway Group to drive fresh growth for its U.S. franchises. Goodway deployed an always-on search campaign at the national and local franchise levels. It built its fall promo to ensure local franchisees and the national campaign wouldn't bid on the same keywords, thus eliminating self-competition, all the while keeping a focus on not only the best-converting terms but also competitive terms, preventing conquesters from claiming Anytime Fitness's prospects. Simultaneously, Goodway launched an Anytime Fitness's \$1-to-join incentive in September. The strategy mirrored the always-on campaign with a heavier emphasis on branded terms.

Insights

Goodway's campaign was both robust and packed with failsafes to guarantee results and avoid unintended overlaps. And results it generated. Search performance improved by up to 200%.



Best Strategy Pivot

American Century Investments #ACCFantasyGolf



Program

For nearly a quarter-century American Century Investments has been the title sponsor of the American Century Championship, a premier celebrity charity golf tournament through which the global asset management company has deepened relationships with important financial advisor clients and raised money for charity. The pandemic brought the longstanding event to a halt. And so, American Century Investments made a decision: The tournament would transform. Their team created a monumental, social-first idea to drive awareness, interest and participation in the American Century Championship off the course. Turning to the model of fantasy golf, they quickly designed and built an interactive microsite, dividing 88 celebrity golfers into five ranked groups. Fantasy players built teams choosing one golfer from each and built teams through 10 social videos celebrating the event's impressive roster. Additionally, ACI shot — and edited in real-time — 15 on-site interviews featuring celebrities playfully chastising fans who hadn't picked them, keeping the social buzz going throughout the tournament.

Insights

With celebrities including Reggie Bush, Roger Clemens, Charles Barkley and Jerome Bettis, American Century Investments' pivot never lost sight of the underlying value of its tournament experience — meaningful and fun proximity to big names for a good cause. And their participants pitched in: Over half of the celebrities voluntarily amplified the fantasy event on their own social channels and the buzz contributed to the highest tournament rating since 2009 with 6 million viewers, beating out Wimbledon and the PGA Tour that same weekend. Engagement increased over 2020 with 1 million video views and 1 billion celebrity post impressions. The bottom line: ACI raised more than \$200,000 for charity and proved that doing good while doing business is a bigger concept than a course or a quarantine.



Best Audio Campaign

Edelman & Good Humor (Unilever)



Program

Approaching its 100th anniversary in 2020, Good Humor was prepping for a celebratory summer, but the nation was grappling with a raging pandemic and a significant racial reckoning. In the midst of these events, the ice cream truck itself became a problematic symbol. A viral video calling out the racist minstrel-show roots of the ice cream truck's most famous jingle pulled Good Humor into a sensitive conversation. Despite having no connection to the song, the brand decided to address the controversy — and quickly. Good Humor turned to storytelling to both acknowledge the painful history of the jingle and write the next chapter for the ice cream truck. Working with Wu-Tang Clan founder and composer RZA, they created a new jingle, mashing up the signature tones of ice cream truck music with a little Wu-Tang flavor. The team agreed on a unique licensing agreement that allows ice cream truck drivers to play the new tune for free in perpetuity, ensuring its melody would be available each summer for generations to come.

Insights

Good Humor made its mark — and more. Shortly after the jingle was released, Nichols Electronics, the manufacturer responsible for 97% of America's ice cream truck music boxes, announced that they were replacing "Turkey in the Straw" with the new jingle. Coverage followed, including CNN, Vice, Rolling Stone, Billboard and NPR. The program generated 3 billion impressions with 100% positive sentiment. It demonstrated that consumers want to engage with brands that take a stand on social issues, reminding marketers yet again that standing on the right side of history is always a good decision.



A NEW JINGLE, FOR A NEW ERA

Best PR Campaign

Edelman & Dove
(Unilever)



Program

Dove's investment in efforts to shatter beauty stereotypes extended to the challenge of hair discrimination in 2020. Black people have historically experienced exclusion based on the size, shape and style of their hair. Dove worked with filmmaker Matthew A. Cherry to bring his animated short 'Hair Love' to life, and to larger audiences. They made it all the way to an Oscar nomination together, and Dove doubled down with a for-your-consideration campaign that helped win the film gold at the awards. As part of its CROWN Act initiative to end race-based hair discrimination, they further amplified the message by bringing a Black student who was barred from prom based on his hair to the awards ceremony, where he walked the red carpet.

Insights

Dove not only helped put the story of race-based hair discrimination on screen and on the Academy Awards winners list, it generated hundreds of unique stories, thousands of unique signatures to the CROWN Act petition, and, perhaps most importantly, Virginia passed the CROWN Act. Twenty-two other states are considering the bill. Dove's marketing success story shows that genuine passion for a resonant cause are more than enough to move the needle for not only doing good in the world but also for bringing positive associations to the brand that's helping make positive change.



Most Innovative Publisher

The Dodo



Program

The Dodo wanted to launch new and innovative customer touchpoints while expanding its storytelling across new formats and platforms — even with its workforce being 100% remote. While filming during the pandemic posed some challenges, they found a way to bring positivity and joy to consumers. The Dodo outperformed its competitors and reached over 80 million pet parents in 2020, with about 5 billion views each month. They also launched a new pet health and wellness destination, DodoWell, to help new pet owners be the best pet parents possible.

Insights

To meet the goal of diversifying its distribution to become a fully distributed, multi-platform media brand, meeting audiences on every platform they consume content, The Dodo needed to build up new audiences on channels such as TikTok and expand the brand's focus to new channels such as OTT, audio and linear TV. With these new goals in place, the publisher was able to explore new storytelling formats where they could continue to share emotional stories their fans know and love. The Dodo leaned into the power of longer stories and successfully built out its IP franchises to engage with new business ventures across platforms.



Best Gaming/
e-Sports
Campaign

In The
Know Bowl

IN THE KNOW.

Program

In The Know is a social-first video destination by amplifying unheard voices and bringing their Gen Z audience unique cross-channel experiences that integrate commerce, culture and content. In The Know sought to surpass the performance of their inaugural Bowl event with a livestream gaming tournament. With this came some technical challenges, such as coordinating players’ live streams and ensuring COVID safety protocols were met. In the end, In The Know created a compelling virtual esports competition that helped to demonstrate how their team can make an impact on the multi-billion dollar industry even when operating virtually.

Insights

This year, the In The Know Bowl sought to create a direct connection with Gen Z gamers with a completely virtual event. To connect gamers and athletes together, one team consisted of the world’s best e-sports players, who played against top NFL and NBA athletes in a Call of Duty tournament. The livestream and surrounding content delivered over 15 million video views across the network, with over 8 million across social, surpassing In The Know’s goals. And, the winning team won a \$10,000 prize to donate to a charity of their choice, with this year’s donation going to No Kid Hungry.



Most Innovative Media Agency

Known



Program

Known upended the agency industry by showing their clients what best-in-class service looked like and showing them that being truthful and transparent is a radically effective business model. Known decided to create a new type of agency, one where every campaign was designed with cohesion in mind. To better help them achieve these goals, they created Skeptic OS, an operating system using AI and machine learning technologies to complement, rather than overshadow, creative processes.

Insights

Starting and growing a company to twice its size within its first year was no easy feat, especially during a pandemic. But Known accomplished this while smashing their clients goals. They even received recognition from the Emmys, Clios and Promax awards for their work. Their diverse culture of PhD scientists, world-class creatives and the like, helped them to consistently exceed client expectations by openly sharing best practices and balancing collaborators across disciplines. They delivered on a large campaign for Shift4, which generated massive traffic for the launch of their new product while also surpassing their goal of raising \$200 million for St. Jude's.

Known

Most Innovative Brand

Pepsi, PepsiCo Beverages North America



Program

Pepsi maintains a challenger mindset, seen through its relentlessly bold marketing approach and embracement of the Cola Wars. With the pandemic dramatically shifting how people consume media and content, Pepsi reimagined its content strategy to drive deeper connections with consumers. They tapped into the explosion of game shows and reality TV by partnering with Fox and MTV to create their first-ever branded shows. The effort paid off, with 13 consecutive quarters of growth and 2x brand equity growth than its main competitor.

Insights

In a difficult year where consumers looked to brands for comfort and refuge. Pepsi understood the gravity of the moment and leaned into its mission to push boundaries and make valuable connections with its consumers. Pepsi quickly rewrote its playbook to meet consumers where they were in the digital world by completely reimagining content creation. And, as a result, Pepsi showed up for its fans when they needed it the most — instigating unforgettable moments of unapologetic enjoyment for all.



Most Innovative Technology Platform

VidMob

vidmob

Program

With the impending deprecation of cookies, VidMob knew intelligent creative was the way to go in overcoming the challenges of signal loss. To shed light on this type of creative, they released a study detailing the types of ads that work best for e-commerce brands over the holiday season on Facebook to help brands make the most of their campaigns. They also partnered with Snapchat to release research on best practices for Snapchat Ads, which generated 3.9 billion impressions around the world.

Insights

To help showcase the need for updated creative and delivering real-time insights to free up creators, VidMob partnered with The Ad Council and dentsu International on a 'Seize the Awkward' campaign to encourage conversations about mental health among teens and young adults. The campaign ran across Instagram, Snapchat and TikTok and the results showed that data-informed ad creative dramatically boosted ad performance and prompted young audiences to take action. Their intelligent creative also helped the CDC Foundation raise awareness about COVID response relief, raising enough to donate 7 million pieces of PPE to frontline workers.



vidmob gives

Purpose Driven

**Most Innovative
Independent
Agency**

Movers+Shakers

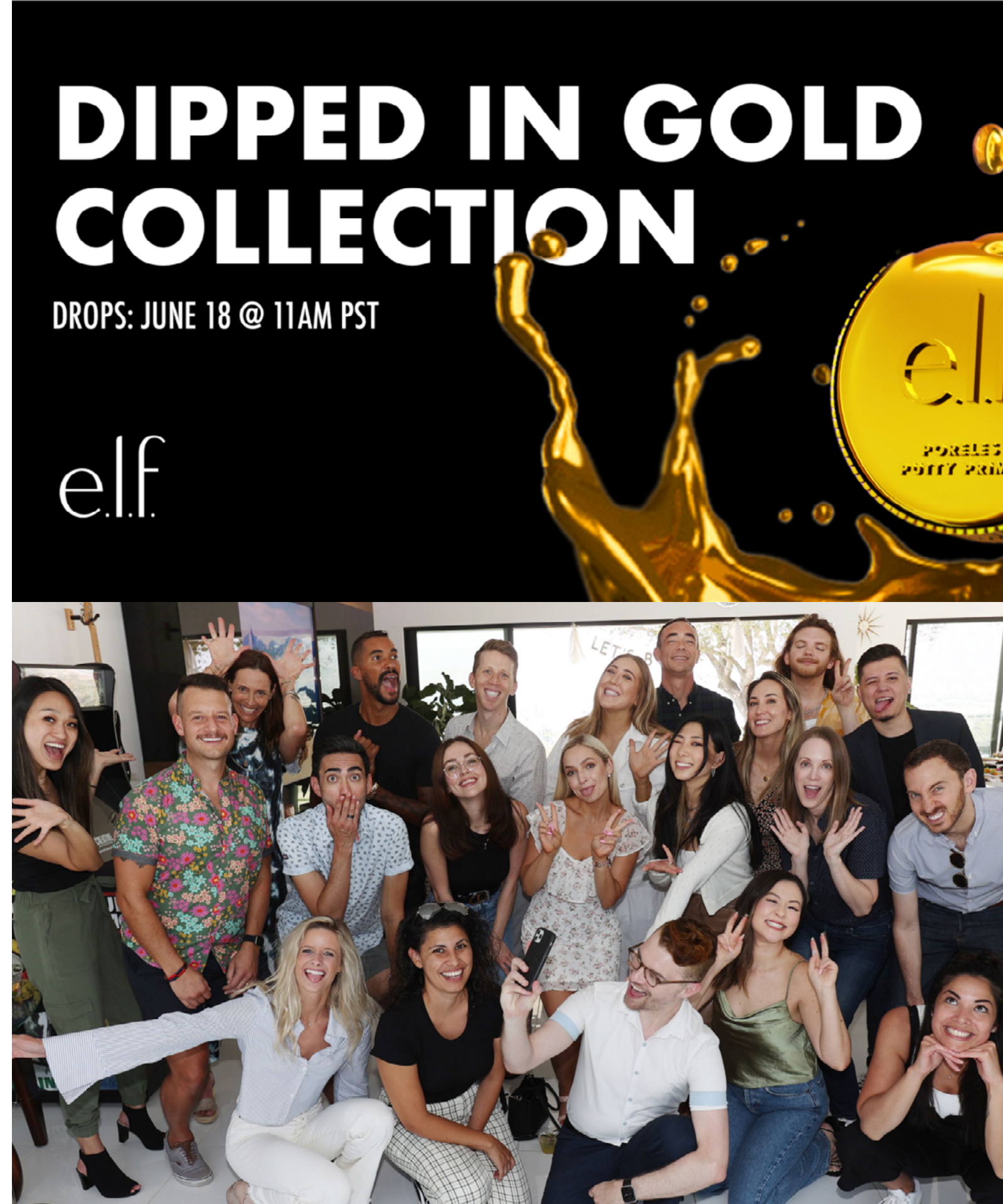
MOVERS + SHAKERS

Program

After producing the most-viral TikTok campaign in history, Movers + Shakers sought to extend their recognition for disruption to other channels and platforms. Amid rapid growth, they struggled — but succeeded — in maintaining their standards of innovation and excellence. Their innovation helped e.l.f. achieve 10 consecutive quarters of growth and increase sales by 8%, despite their industry being down. Movers+Shakers' commitment to connecting brands to culture has led to innovations across the marketing ecosystem.

Insights

Movers+Shakers brought many brands onto TikTok for the first time and launched dozens of viral challenges, resulting in over 150 billion views across their campaigns on the platform. The e.l.f. and Chipotle collaboration led to 4 billion impressions, won a Bronze Cannes Lion and was named an Ad Age Campaign of the Year. To keep the company strong, Movers+Shakers doubled down on their culture, from hiring to community events. They created a supportive culture that embraces failure, which is essential to the risk-taking that drives innovation.



**Leader of
the Year**

John Higgins, CEO,
OS Studios



Program

Since co-founding OS Studios — a live content and gaming agency based in NY — CEO John Higgins has overseen the remarkable growth of the agency. Despite the economic downturn during the pandemic, Higgins expanded the company's staffing and production, leading to their most successful year to date. OS Studios was ahead of the curve with their remote product offerings having already been established. They launched a new training scheme with staff to adapt existing roles and skill sets into the new business model, focusing on success during the pandemic to ensure no redundancies. Through Higgins' leadership, OS Studios became a trusted agency so much so that their competition began hiring them.

Insights

Higgins' leadership helped OS Studios deliver a variety of content and experiences across events to marketing and digital for clients including Twitch, Amazon, Bud Light and Activision Blizzard. OS Studios adapted to pandemic life with ease with their innovative technology and approaches leading to a three-fold increase in staff in 12 months and financial performance exceeding earlier predictions. Higgins led OS Studios to their most successful year yet as they produced the largest amount of live shows in new styles and approaches that their competition then tried to emulate.





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