



DIGIDAY

MEDIA BUYING &
PLANNING AWARDS



This year's winners of the **Digiday Media Buying and Planning Awards** blazed a trail through the unknown at a time when media consumption habits were evolving like never before, setting new standards for adaptability, innovation and storytelling along the way.

While they represent a variety of organization types and platforms, this group of winners represented something in common – they demonstrated the importance of understanding

an audience, delivering exactly the type of content they want to see and telling stories that resonate at a time when people are inundated with content.

Check out all of the winners of the 2022 Digiday Media Buying and Planning Awards in this guide and learn more about the winning programs, why they were selected and key learnings from each.

Best Brand Integration into Digital Media

Cramer-Krasselt + Cedar Fair Entertainment Company



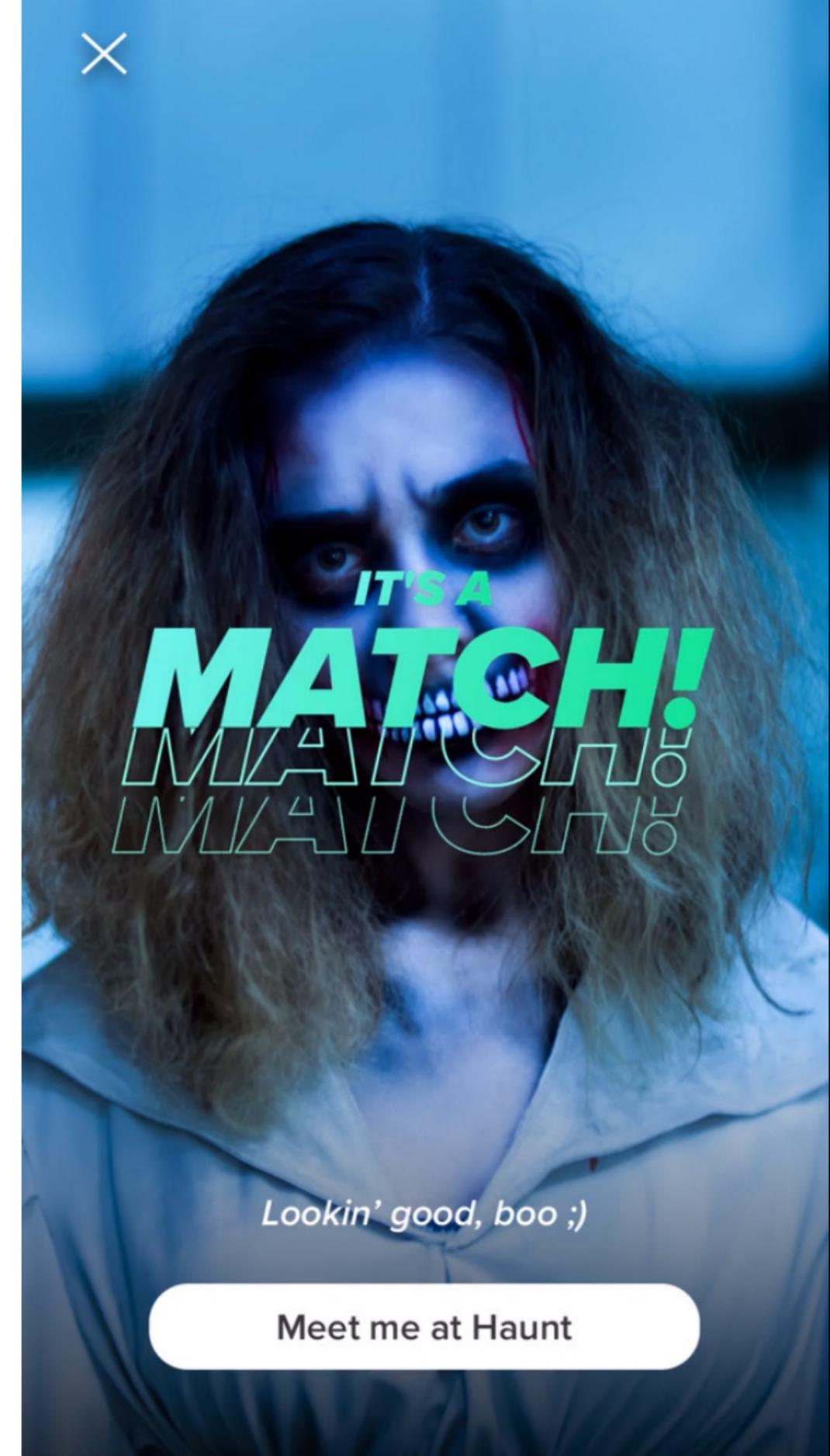
Cedar Fair
Entertainment Co.

Program

Cedar Fair Entertainment Company worked with marketing communications company Cramer-Krasselt to advertise its Halloween Haunt events at its 13 U.S. amusement parks through an activation on the dating app Tinder. Cedar Fair launched 'Swipe Right for Fear' branded profile cards where users could match with the cast of monsters, driving awareness and sales among the company's target Gen Z and millennial audiences and lifting in-person 2021 event attendance as close to its 2019 levels as possible. To complement the campaign, the company aired a 1980s-themed video dating profile on streaming platforms, and launched cross-channel digital and social campaign along with OOH and programmatic placements.

Insights

Leveraging a media buy around digital content and platforms that resonate with a target audience – in this case, dating content and apps including Tinder and Instagram – is helping brands perform at, or exceed, their campaign benchmarks. Cedar Fair's branded profile cards on Tinder produced a 5% engagement rate and 88.6% message open rate across parks, while its video campaign achieved a 97% completion rate – around 19.2% higher than its benchmark. Additionally, the company saw an 8% increase in event attendance to 3.2 million visits, as well as a 33% increase in out-of-park revenues to \$19 million.



Lookin' good, boo ;)

Meet me at Haunt

Best Brand Integration into Gaming/esports

Neutrogena® + UM - Futurecaster

Neutrogena®



Program

Neutrogena's Hydro Boost product faced a challenging year in 2021 due to the pandemic and product competition – so the skincare company turned to a media plan for acquiring new consumers versus focusing solely on ROI. The company used IPG Media Lab's Futurecaster tool to identify social commerce and live video as two mediums to prioritize for attracting new customers. Neutrogena then partnered with marketing agency Ader Gaming to work with seven female content creators to authentically promote the product through three livestreamed tentpole educational and wellness sessions on Twitch, as well as video content the influencers posted on TikTok, Instagram, Twitter and YouTube.

Insights

Using an analysis tool such as Futurecaster to identify technologies that overlap with audience behaviors helps brands better understand which content creators to work with and which platforms to use to drive performance. Neutrogena's approach helped the company deliver a multi-platform campaign featuring talent with expertise in dermatology, wellness and gaming, leading to more than 26.7 million impressions overall. The strategy also connected creators with different audiences, resulting in users viewing livestreamed Neutrogena content for an average of 37.5 minutes – equating to nearly 50% of the average Twitch user's daily watch time.



Best Brand Integration into Traditional Media

Hearts & Science + HBO Max - Superintelligence

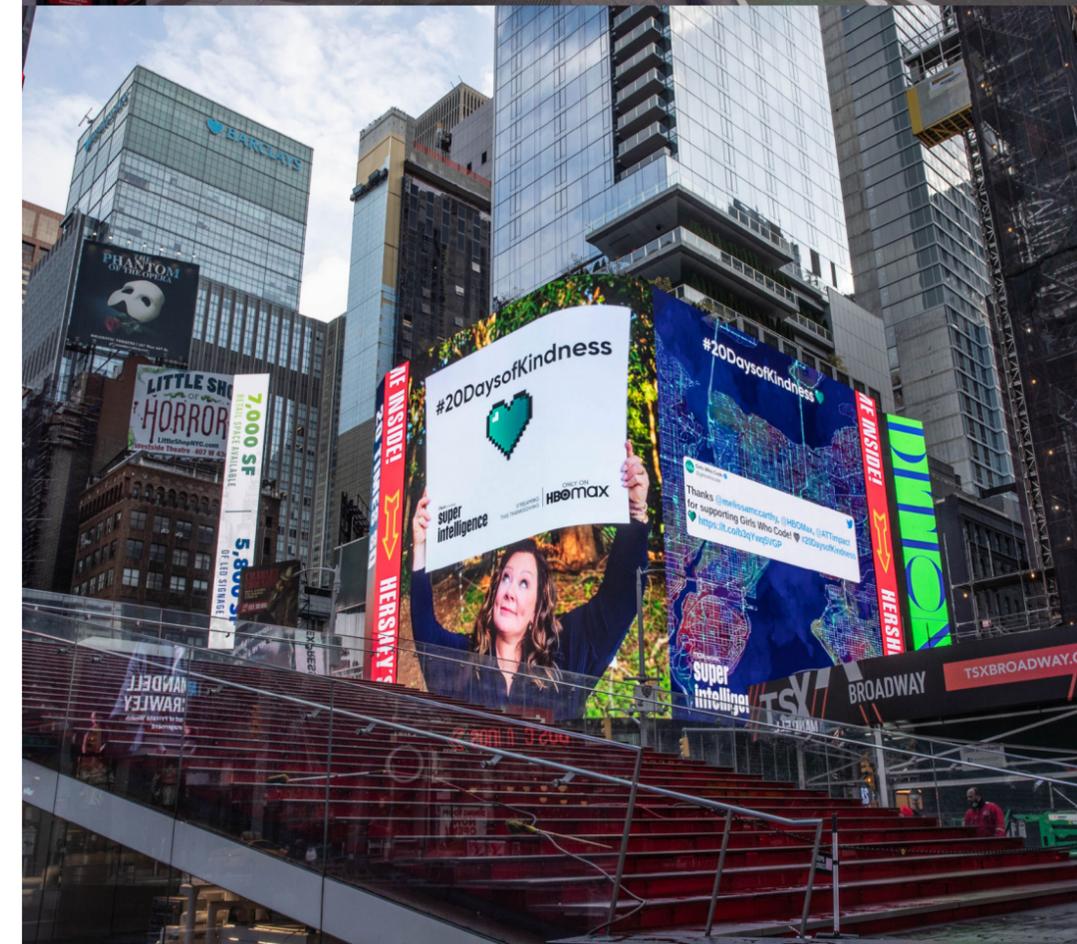


Program

HBO Max launched its '20 Days of Kindness' charity campaign, which culminated with the release of the Melissa McCarthy-led comedy film 'Superintelligence.' The streaming platform wanted to authentically tie the film into its positivity-focused campaign and reach women ages 25 and older, so it worked with McCarthy to create a social media campaign where the actress invited people to tweet nice things using the hashtag #20DaysofKindness. Additionally, HBO Max presented the tweets across 55 connected billboards in New York and Los Angeles, and brought the campaign full circle by sharing the billboard photos via promoted Twitter Spotlight trends. The streamer also launched clips and promos on YouTube, Pandora, social platforms (including Instagram and Pinterest) and on primetime TV.

Insights

HBO Max's goal with the campaign was to drive awareness for the film, generate social conversation and spotlight specific charities. In the end, integrating and connecting messaging through different digital and physical channels drove maximum exposure and engagement. The campaign billboards recorded more than 10 million impressions, while online conversation around the OOH campaign and the movie was 96% positive or neutral. Using Twitter's Spotlight feature also generated 10 million impressions, 6.3 million promo video views and 1,600 users responding with the campaign hashtag.



Best CSR Initiative

Hearts & Science + Courageous Studios + AT&T: 'Forces of Change'



Program

AT&T has played an essential role in innovating the scientific and engineering breakthroughs that power many global technological capabilities. Furthermore, AT&T supports diversity initiatives in STEM, and to further these efforts, it created a campaign amplifying the stories of Black pioneers who made vital contributions to the company's history of innovation. The 'Forces of Change: Black Science Renaissance' campaign magnified the importance of Black STEM pioneers to inspire a diverse audience to take interest in STEM, with over 21 million views in its debut.

Insights

AT&T sought to share its unwavering, multi-generational dedication to inclusion in a manner that did justice to the stories being told, while also being highly visible to a large representative audience across linear and social. By getting CNN to amplify these stories with nuance and understanding, a mass audience was engaged and new STEM role models were introduced to students in underrepresented communities. Over 25,000 viewers clicked to watch the video on the 'Forces of Change' landing page, with an average time on page of 4:49, with the full length of the video itself sitting at 4:15 – the highest mark for this statistic in all of AT&T's 2020 campaigns.



Best E-Commerce Strategy

Havas Market + Arena Media for Proximo Spirits - ChannelAdvisor Shoppable Social



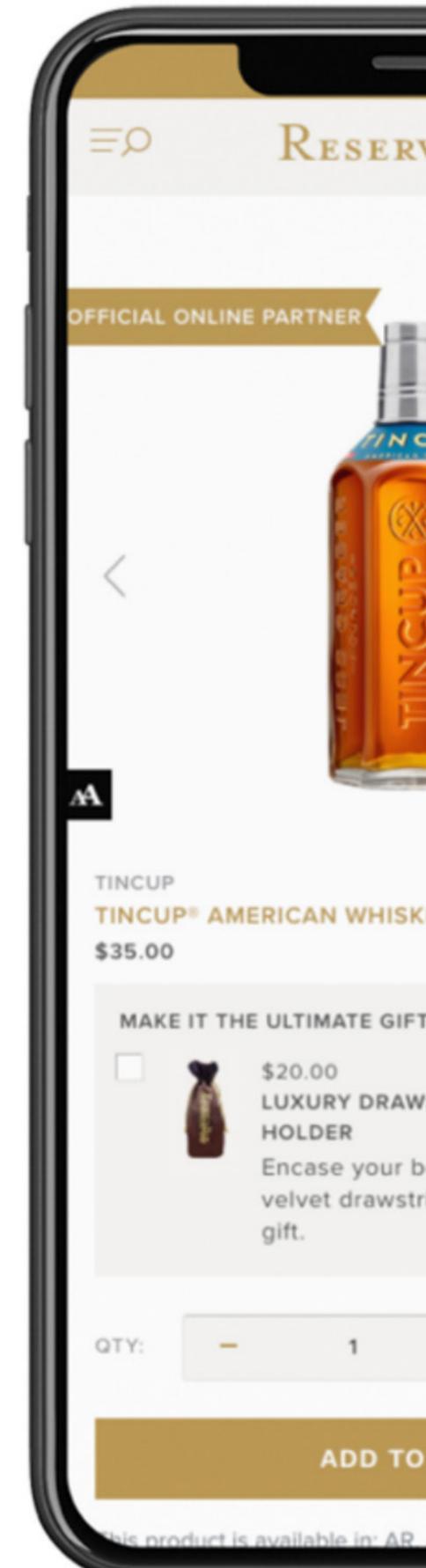
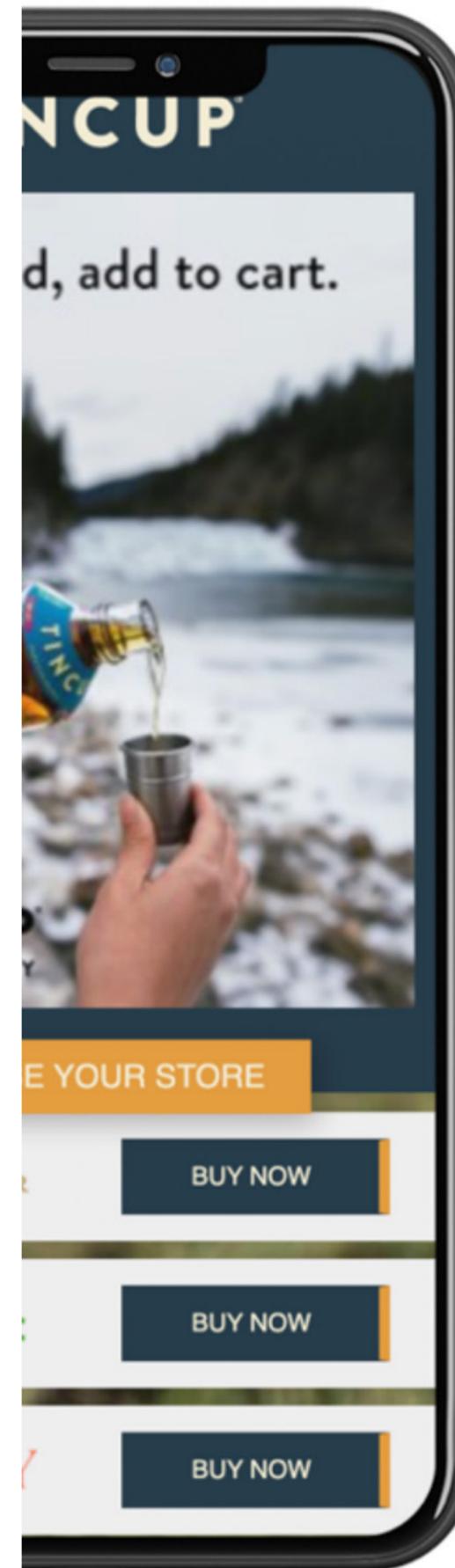
PROXIMO

Program

With the pandemic continuing to impact consumer behavior, including how alcohol brands reached new customers and built brand loyalty, Proximo Spirits could no longer rely on the trusted personal interactions between bartenders and patrons, as well as other in-person social interactions that turn consumers into life-long brand converts. Instead, Havas Market and Arena Media worked to make staying home a more spirited experience by creating a seamless digital DTC experience with fully integrated shoppable posts featuring checkout buttons allowing for instant purchases. The shoppable social posts generated 5,150% lift in conversion rate with 83% lift in sales volume and a higher level of overall customer satisfaction.

Insights

With essential in-person connection points removed and people looking for new virtual ways to have a drink with friends, alcohol brands needed to find new ways to meaningfully connect with consumers in the digital space. And, with on-site purchasing options limited, there needed to be a reliable way to purchase spirits during the pandemic. Havas Market and Arena Media identified that with the increase of at-home cocktailing, customers' willingness to engage in DTC spirits purchasing also increased. Overall, the campaign saw over 8.8 million impressions with \$365,000 in purchase intent and 68,000 clicks.



Best Media Agency Pivot

CitizenNet



Program

CitizenNet, an independent digital agency and data innovation lab delivers unparalleled results with its in-house media planning and buying platform and team to brands in the media and entertainment space. With in-person events coming to a halt, and 85% of CitizenNet's revenue tied to event-based clients, the agency set out to diversify its portfolio while instigating new, pandemic-proof revenue lines such as tech, retail and health. The agency went from one primary client category in 2019 to four in 2021. This strategy resulted in 10 new accounts across seven new revenue lines and three new verticals, with the CitizenNet team growing revenue by 3x.

Insights

Amid deteriorating returns from the pandemic, CitizenNet worried about its dependency on two primary acquisition channels and focused on diversifying market categories, ad placements and service delivery. The agency saw placements grow from two primary placements to 11 and expanded offerings beyond social media buying. With new channel partnerships in data, SEM and influencer solutions adding an additional 18% in revenue, CitizenNet grew Facebook spend 180% year-over-year with the highest growth among any agency in its category. CitizenNet's efforts contributed to nearly 75% year-over-year revenue growth.



Best Media Plan

Hearts & Science + HBO Max - 'The Undoing'



Program

In 2020, HBO wanted to raise awareness of a new show, 'The Undoing,' and generate conversation and growing interest throughout its season. To achieve the goal, Hearts & Science created an evergreen flighting strategy to keep the target audience engaged with targeted messages across social leading up to the premiere, including scheduling reminders and a viewing party announced via Twitter. Banner, display and video ads ran the day each episode premiered with articles running after, across titles such as The New Yorker, Vogue, People and Vanity Fair. Thanks to this campaign, 'The Undoing' was one of the most talked about shows of 2020.

Insights

Cover stories including interviews with the show's leads, Nicole Kidman and Hugh Grant, as well as a virtual screening with director Susanne Bier helped to further create ongoing buzz for the new show. With all the exposure, 'The Undoing' became 2020's number-one most social new series on TV and most social premium cable drama series, according to Nielsen. The show was also the most-watched series on HBO Max for weeks and views of the finale grew by 80% over the previous episode. 1.4 million people tuned into the season premiere, with 3 million watching the finale live on HBO.



Best Use of Data

InMarket + Frisch's Big Boy

IN MARKET

Program

Faced with the challenges of the pandemic, Frisch's Big Boy partnered with InMarket to better understand its current business and to reach new customers. Through a targeted, omnichannel campaign, Frisch's sought to develop a complete understanding of its customers, where they go, how often, for how long and the best ways to reach them. Leveraging InMarket's Location Conversion Index (LCI), Frisch's drove new visitors to its locations and promoted offerings by reaching customers at the exact moment of need. InMarket's analytics and attribution platform also enabled Frisch's to better understand its competitive positioning and to gain insight into opportunities for growth and customer conquering.

Insights

The ability to segment customers according to a variety of characteristics allowed precise targeting of ads featuring exact restaurant locations and specific products. Overall, the campaign reached more than 1.3 million customers, drove a 23% increase in foot traffic, an efficient cost per visit and resulted in new customers making up 52% of the foot traffic in the six months following. During a time when customer behavior was hard to predict, this campaign illustrated the critical nature of behavioral and location-based targeting, and of digital media and measurement capabilities to ensure efficiency.



Best Use of Emergent Media

Sally Hansen + Zenith + Snapchat Nail Augmented Reality Partnership

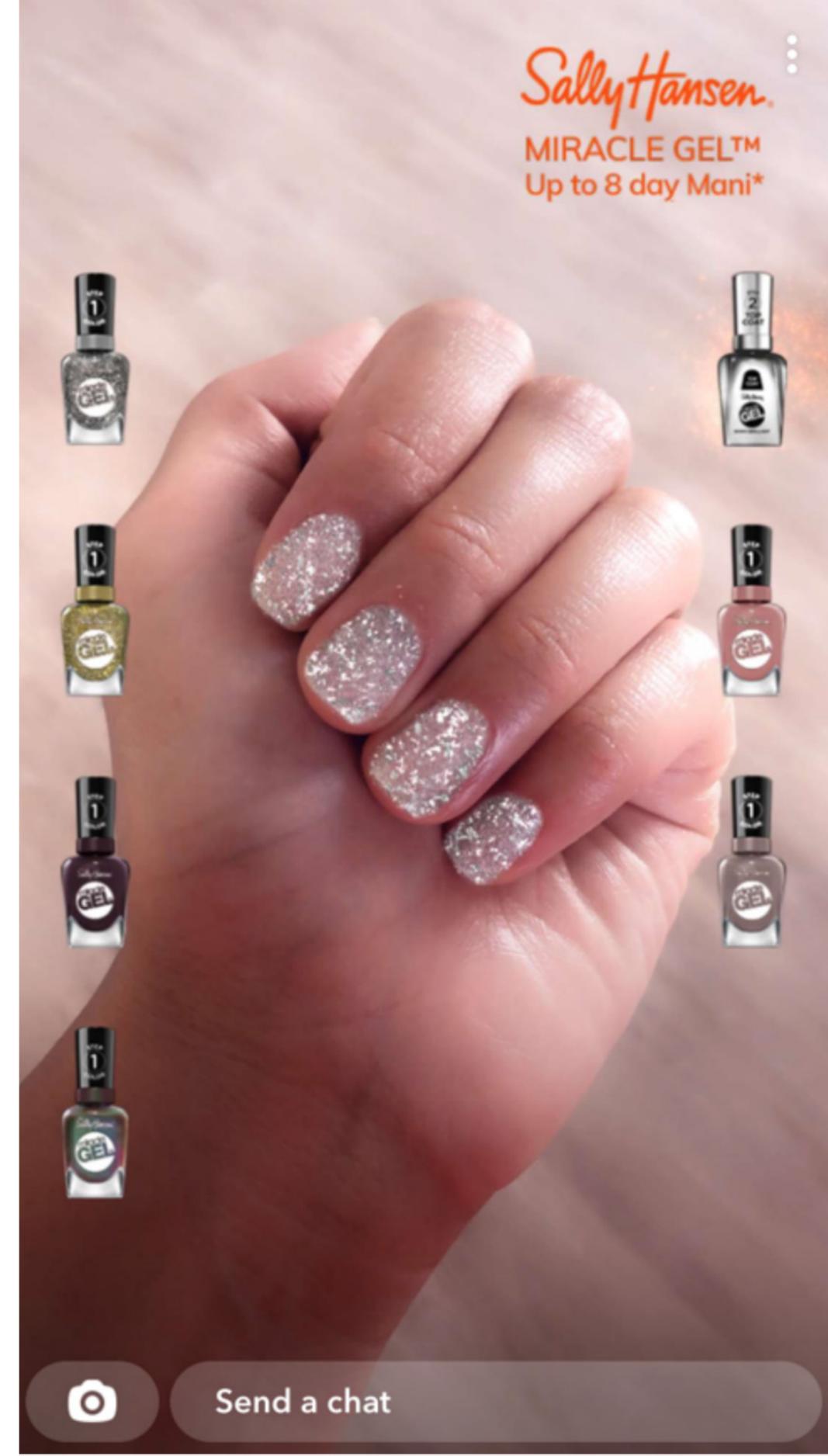


Program

When the pandemic forced nail salons to close, the at-home manicure space exploded. Zenith helped Sally Hansen cut through the noise with the launch of an augmented reality try-on experience through Snapchat. The experience enabled customers to see what the colors from the brand's Summer 2020 line would look like once applied and it also educated them about using the brand's top-coat product to get salon-like results at home. Through a partnership with Ulta, the technology also enabled frictionless shopping by connecting the website directly to the Snapchat tool so users could place orders.

Insights

With the Snapchat tool, Sally Hansen brought awareness to its new product offerings while giving customers an experience similar to trying nail polish samples at the salon at a time when the real thing wasn't available. Creating a clear CTA with a frictionless connection to purchase the products on Ulta's website helped drive results at each stage of the customer funnel. The campaign ran for just over two months and drove 4% growth in the brand's total retail sales, and almost 150,000 swipe-ups to Ulta.com, leading to 112% growth in sales for the Sally Hansen brand on the site.



Best Use of Technology

Nielsen + OpenAP



Program

Nielsen and OpenAP partnered to develop a solution to take on the challenge of creating custom audiences for targeting in linear TV campaigns. Traditionally, this was a cumbersome process that could add at least three weeks to a campaign, with much of this time being necessary to connect the marketers' data to other datasets. By integrating OpenAP's OpenID, a common identity framework for TV, and Nielsen's Audience Planner, an end-to-end solution that leverages data to create advanced audiences, the solution was able to tackle the challenges associated with advanced TV advertising.

Insights

The new solution enables custom audience segments to be created, onboarded and refreshed on demand, and enables seamless integration between the marketers' first-party data and other relevant datasets. These efficiencies, along with the reporting windows increasing to monthly from quarterly, helps marketers improve efficiency and decrease waste. The solution generated over 50 data-driven linear buys in 2021, with more than \$75 million in media investment.

◀ ▶ **Nielsen**

**OPEN
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Most Diverse Spending

Aveeno + UM - Skin Health Startup Accelerator

Aveeno®

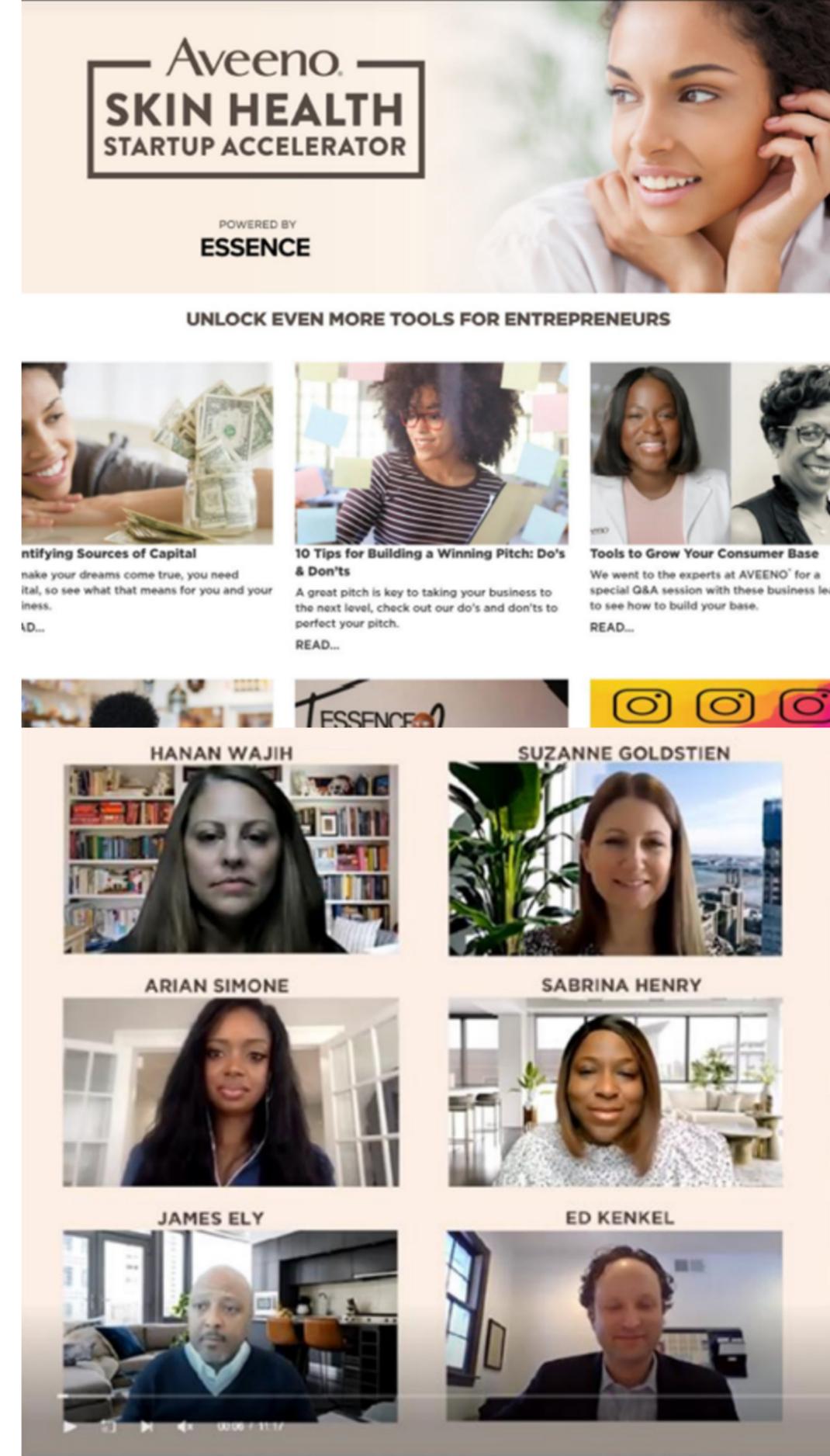


Program

After learning that less than 10% of shelf space is given to beauty products developed for Black skin, UM and Aveeno created the Skin Health Startup Accelerator Program in partnership with Essence. The campaign called on Black female business owners leading innovative brands, technologies or products that specifically addressed Black skincare needs to enter a pitch competition and a chance to win a \$100,000 grant and free brand mentorship. To spread the word about the program and the entrepreneurs involved, an omnichannel strategy was employed.

Insights

Providing meaningful support to brands owned by Black women and leveraging Aveeno's skin-health expertise were the main goals of the program, which it accomplished. With the original plan being to award just one grant, Aveeno ended up giving out two at the full amount, and its resource hub for entrepreneurs experienced almost 15,000 visits. The program and the campaign to bring awareness to it helped showcase Aveeno's authentic commitment to inclusive beauty and tackling racial equality, resulting in brand lift among Black women and positive responses from audiences who saw it overall.





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