



**DIGIDAY**

CONTENT MARKETING  
AWARDS

# Introduction

This year's **Digiday Content Marketing Awards** honor a wide variety of brands, agencies and studios. Honorees tackled countless social channels and content formats, ranging from live streaming to documentaries to experiential activations and even graphic novels.

Successful content marketing has always found itself inextricably connected to the ideals and concerns of audiences. And the stellar efforts of this year's awardees make one thing clear: In today's era, those ideals revolve around social consciousness, and are rooted in a desire for a brighter future. A vital trend: winners seized on urgent subjects ranging from climate change to justice and equality. The 2020 Digiday Content Marketing Awards winners envisioned what that future could be, and showed it to us.

Use this guide to explore all the winners of the 2020 Content Marketing Awards. In each section you'll find a quick rundown of the campaigns, along with insights into why they won and what we can learn from them. Put these ideas to work, and we hope to see your campaigns among the honorees in future Content Marketing Awards.



# Campaigns



**SAMSUNG**



**DAY ONE  
AGENCY**

girls who  
**code**

**DELL**  
Technologies



 **aussie**



**eko**

**HEARST**

H | C O D E



**MI&C**



 **ATLASSIAN**



**airbnb.  
magazine**

**PRETTYLITTLETHING**

**Walmart** 

The year's best campaigns mastered several approaches to successful content marketing. First: If you have a great product, don't pitch it — showcase it. On a deeper level, these campaigns also shared common threads. Specific resonance with an audience — whether personal or cultural — drove engagement for these winners. Authenticity and expertise, often encountered together, proved powerful tools for the campaigns. And, if an advertiser's audience has a great story to tell, campaigns thrive when they provide a place for UGC to tell that story.





# Best Experiential Marketing Campaign

United Entertainment Group and Edelman



## The Bell: A Taco Bell Hotel and Resort

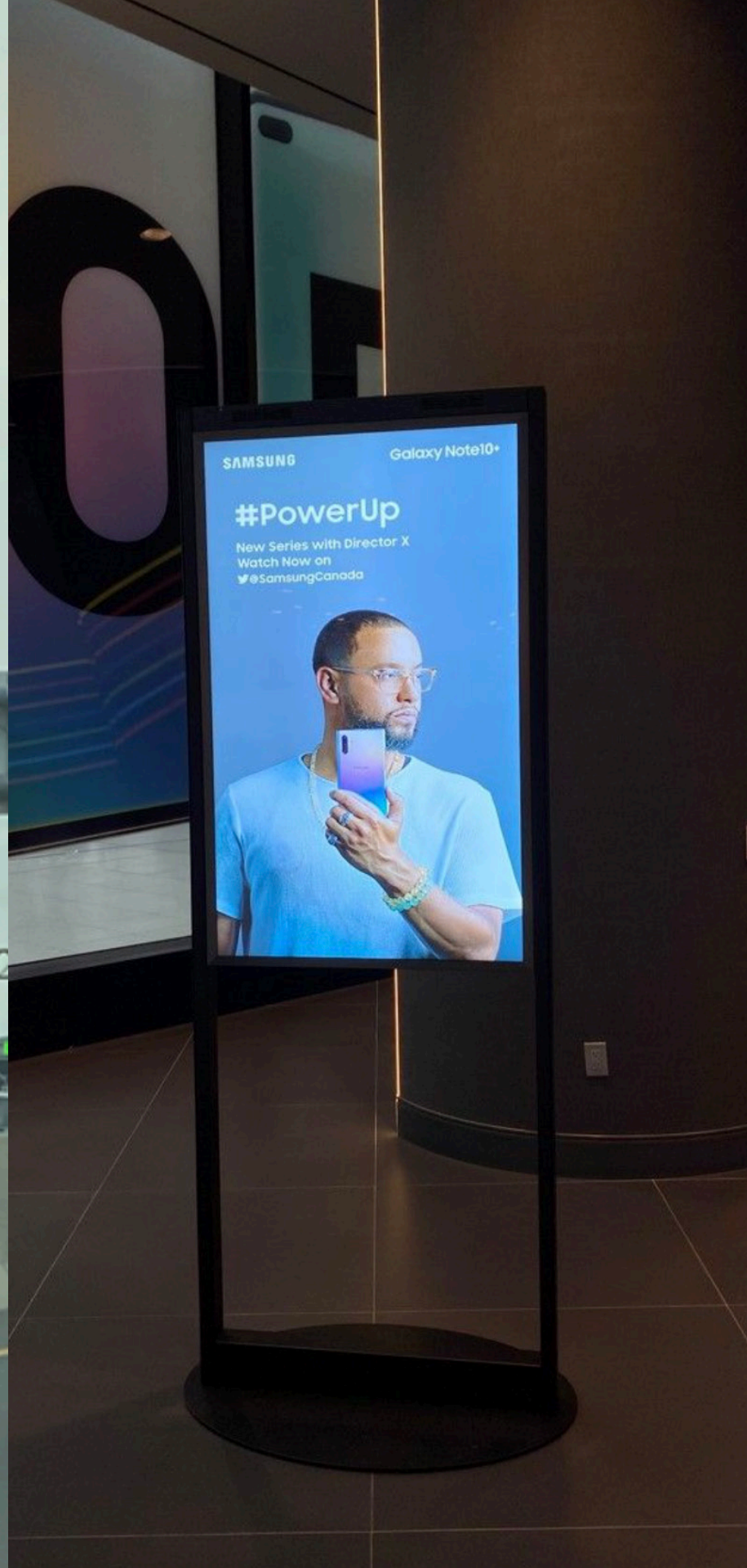
In August 2019, Taco Bell decided to try its hand at something new: hotel management. And while the average time spent at a Taco Bell drive-through amounts to roughly three minutes, the company’s new Palm Springs resort took things to a new level, selling out all its reservations in only two. Fans were served poolside menu items and exclusive recipes that then debuted at The Bell.

## Insights

Taco Bell delivered a master class in experiential marketing, driving more than 4.4 billion impressions, more than 5,000 media stories and creating the biggest sales quarter in the company’s history. Driving independent media coverage can be worth a whole lot more than traditional paid marketing.







# Best New Product or Launch Campaign

Samsung Canada

**SAMSUNG**

## #PowerUp

At launch, Samsung targeted the new Galaxy Note10+ device toward a premium market of content creators with the goal of better helping them tell their stories. Across four episodes of a new video series, filmmaker Director X coached three up-and-coming music video directors on how to shoot and edit professional quality video on a Note 10+.

## Insights

The #PowerUp campaign is a classic example of show don't tell. Samsung demonstrated just what the company's new device was capable of. If you've got a great product, stand back and let it speak for itself.



# Most Effective/Measurable Campaign

Day One Agency and Chipotle Mexican Grill



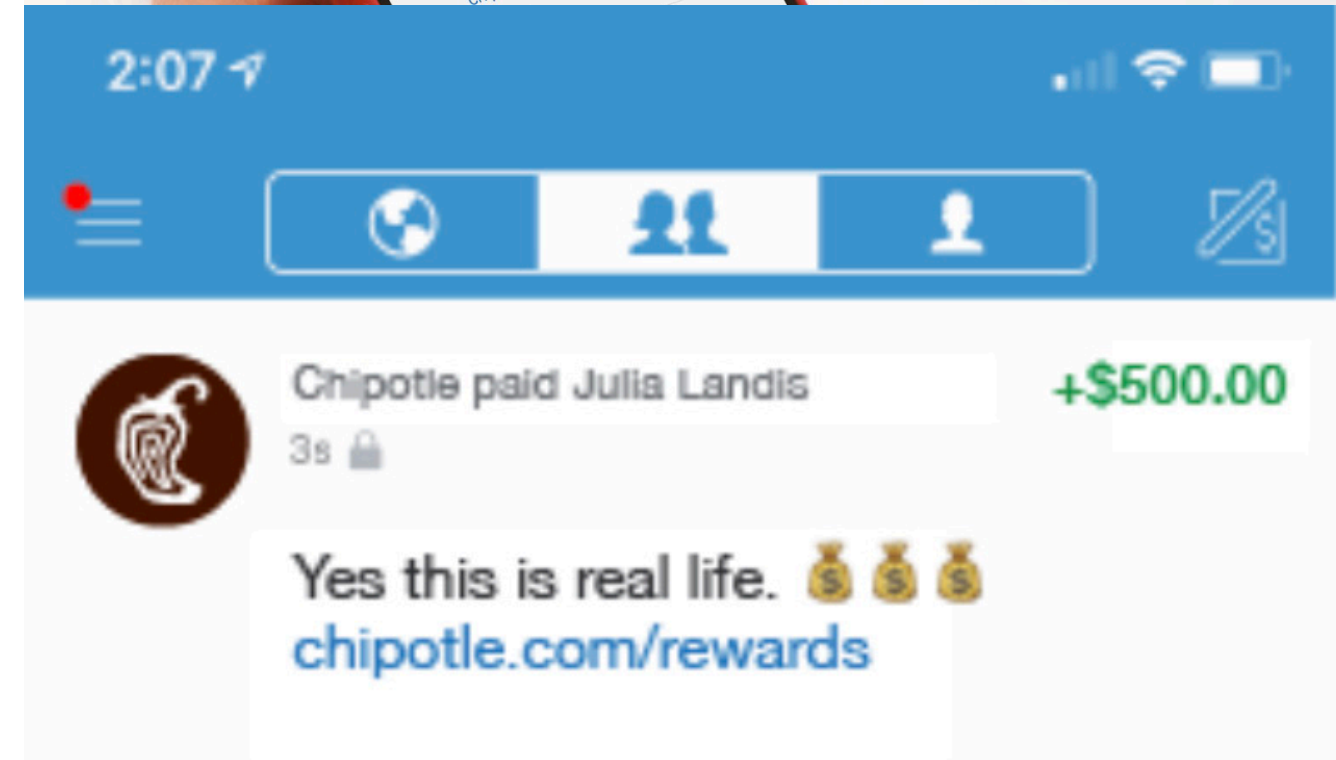
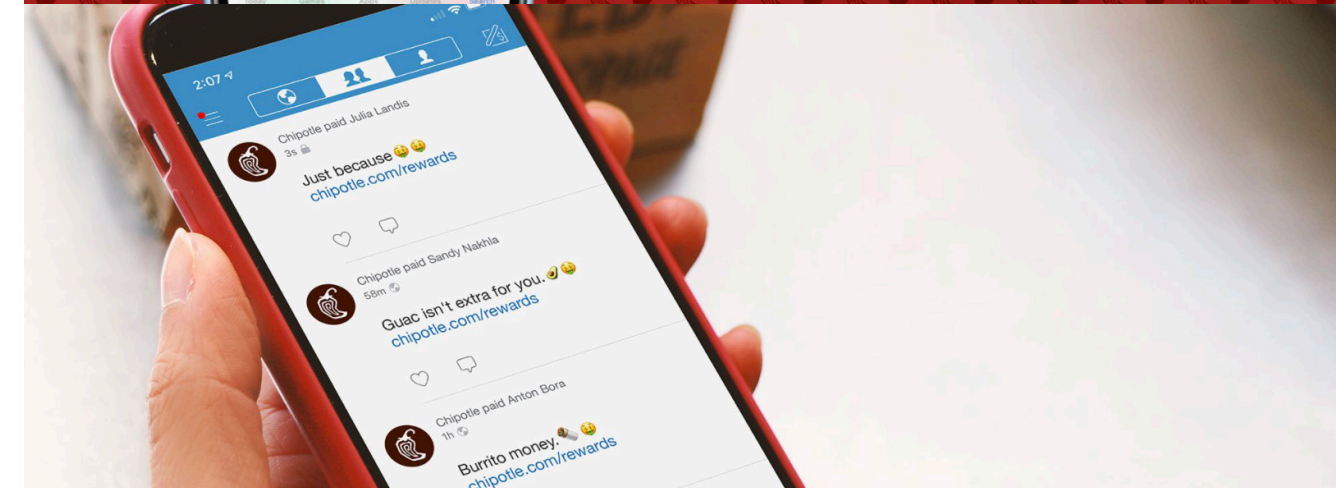
DAY ONE  
AGENCY

## Chipotle Rewards Program

In the spring of 2019, Chipotle launched its first loyalty program — and then swore off paid advertising altogether. In a first-of-its-kind partnership with Venmo, the brand paid its fans instead. By visiting [ChipotleRewardsMe.com](https://ChipotleRewardsMe.com), fans could sign up for Chipotle's new loyalty program and also sign up for a chance to win as much as \$500, which Venmo deposited into their accounts as their friends looked on with envy. The campaign drove more than 1 million enrollments in its first week.

## Insights

By partnering with the most socially connected payment app in existence, Chipotle turned a loyalty program into a powerful case of FOMO. It's good to reward your fans — and real rewards draw new fans into the fold.



# Best Branded Content Series | B2B

Dell Technologies



## Trailblazers

A new podcast hosted by acclaimed journalist and historian Walter Isaacson covered the history of industries, technologies and crucial cultural moments — from the advent of batteries to the downfall of Blockbuster, to the rise of dating apps.

## Insights

With its authoritative podcast, Dell turned to a respected historian to showcase its technological expertise. Nothing says thought leadership like an encyclopedic knowledge of your industry's history.



# Best Branded Content Series | B2C

Viacom Velocity and Procter & Gamble (Aussie)



## Aussie: She's the B'Auss

P&G's haircare brand Aussie partnered with Viacom Velocity to bring the brand to the forefront of Gen Z life while driving consideration and purchase of the 3 Minute Miracle Moist product line. The campaign hinged on 'She's the B'Auss,' a three-episode YouTube series featuring advice on relatable topics like starting a new career and dealing with bullies. The series drove five million views and 17 million impressions.

## Insights

With an all female crew and subject matter that heavily resonated with a young female audience, Viacom Velocity and P&G proved that you can reach the haircare-obsessed without just talking about hair care. Striking an authentic chord with your audience often beats trumpeting your product's virtues.







# Best Interactive Content Piece or Series

Eko, Walmart and Mattel



## KidHQ

Interactive branded video experience KidHQ launched during the 2019 holiday season. Powered by interactive video pioneer Eko, the campaign featured a multi-floor virtual toy store for kids. With nothing but a smartphone screen, kids could explore branded experiences from Walmart and Mattel, then share their “Toy Report” wish list to help parents discover what their kids wanted for the holidays. All told, 139,000 wish lists were shared.

## Insights

With a fully interactive virtual experience, the teams developed an alternative to visiting Santa for the digitally plugged-in Alpha generation. Nothing drives holiday toy purchases like empowering kids to simplify their parents’ seasonal shopping trips.



# Best Influencer-Generated Content

H Code and TurboTax



## #TaxMitos

With the #TaxMitos campaign, H Code and Turbo Tax leveraged Hispanic influencers to address key entry barriers for the U.S. Hispanic community when it came to tax filing. The campaign addressed topics such as fear and uncertainty. Running across Instagram, Facebook and YouTube, it landed nearly 3.5 million impressions — about double the initial goal.

## Insights

Using culturally relevant influencers and a comic tone to address a decidedly heavy topic, H Code and TurboTax proved that humor is powerful — and cultural resonance even more so.



Jasmine Williams 3 weeks ago  
Best video-ad!!!!

Top Fan  
Rose De León That is awesome! You are incredibly funny and informative 🍷🍷🍷  
Like · Reply · 3w

Daisy Hernandez 2 weeks ago  
The first video ad I've liked

Mari CihZi 3 weeks ago  
These are the only ads I like.





# Best User-Generated Content

Moving Image & Content and Girls Who Code

MI&C

girls who  
code

#MarchForSisterhood

Insights

Nonprofit organization Girls Who Code launched its #MarchForSisterhood campaign to advance its twin goals of closing the gender gap in technology and changing the image of what a programmer looks like. The digital march enabled allies to bring global awareness to the issues they cared about most by submitting a march video with the hashtag #MarchForSisterhood. The campaign generated nearly 1 billion impressions.

By taking its march into digital terrain, Moving Image & Content and Girls Who Code bridged the gap between online and offline activism — and they empowered their audience to tell their stories, which is central to reaching for impression-counts like the ones this campaign achieved.





# Best Branded Podcast

## Social Chain and PrettyLittleThing



PRETTYLITTLETHING

### PLT: Behind Closed Doors

The new podcast from fashion brand PrettyLittleThing featured candid girl talk between influencers, with topics including body positivity, toxic relationships and more. The podcast provided PrettyLittleThing with a lifestyle platform to discuss sensitive issues like mental health with its audience of young, social-media-connected women.

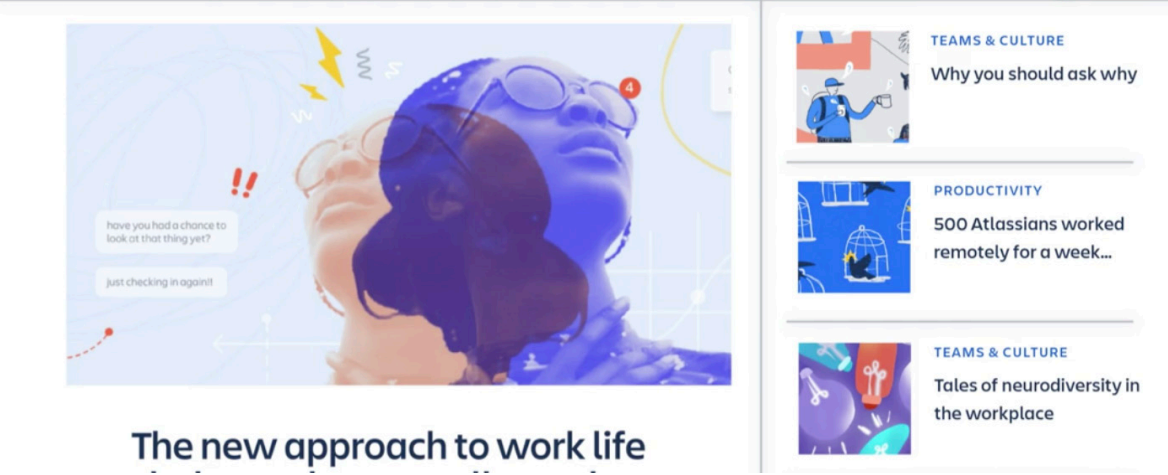
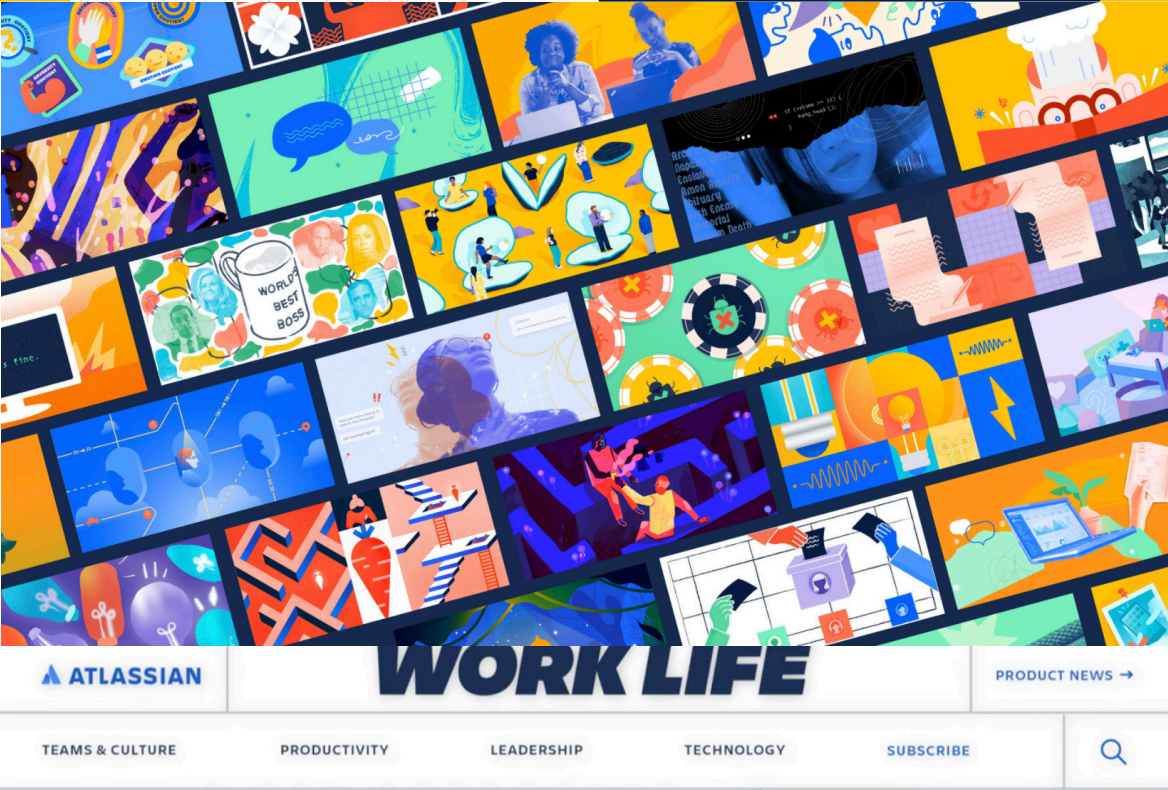
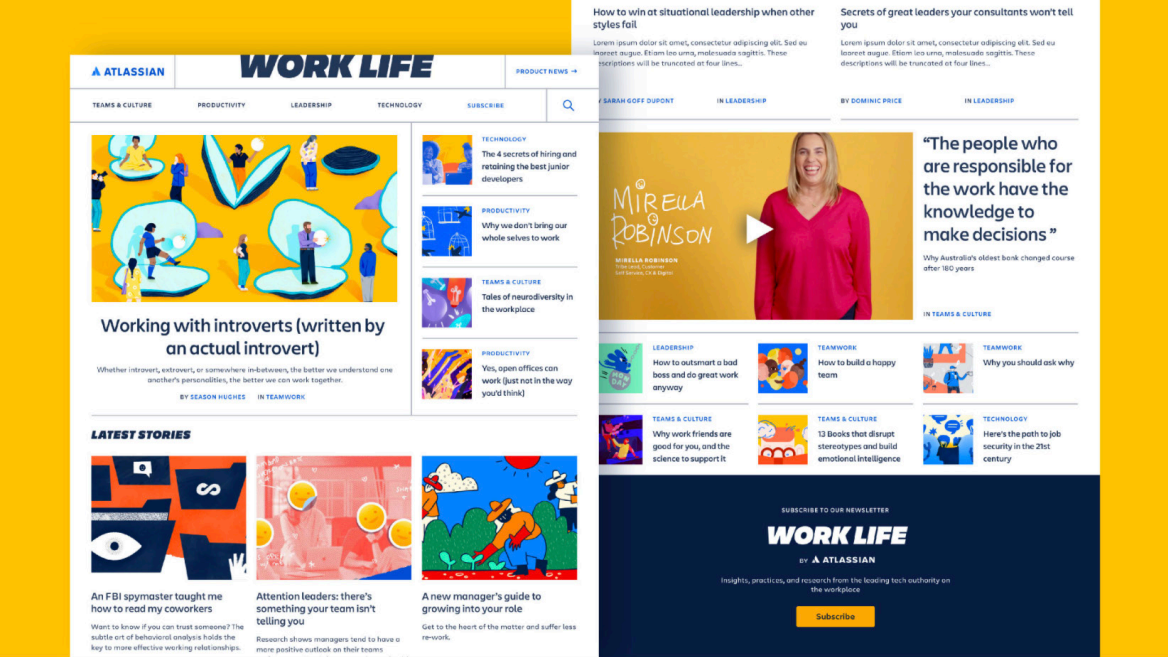
### Insights

With its new podcast, PrettyLittleThing asserted itself as an empathetic brand that's deeply in touch with the concerns of its customers. Know thy audience — don't just sell to them.



WE'VE HIT  
**1000000**  
LISTENS  
ON OUR  
PLT: BEHIND  
CLOSED DOORS  
PODCAST





# Best Branded Content Site | B2B

Atlassian



## Work Life

Faced with the reality that its “why buy” features weren’t converting new audiences, tech company Atlassian reinvented its Work Life blog to focus more on the target buyer and the real-life issues that the brand could help them with. With a wholesale change in design and editorial voice, Atlassian built a site that truly helped readers get better at their jobs.

## Insights

Atlassian’s content had been focused on new product releases and features — but a new editorial focus on well-informed tips for succeeding at work changed all that. Expertise can go a lot further than product pitches.



# Best Branded Content Site - B2C

## The Weather Channel

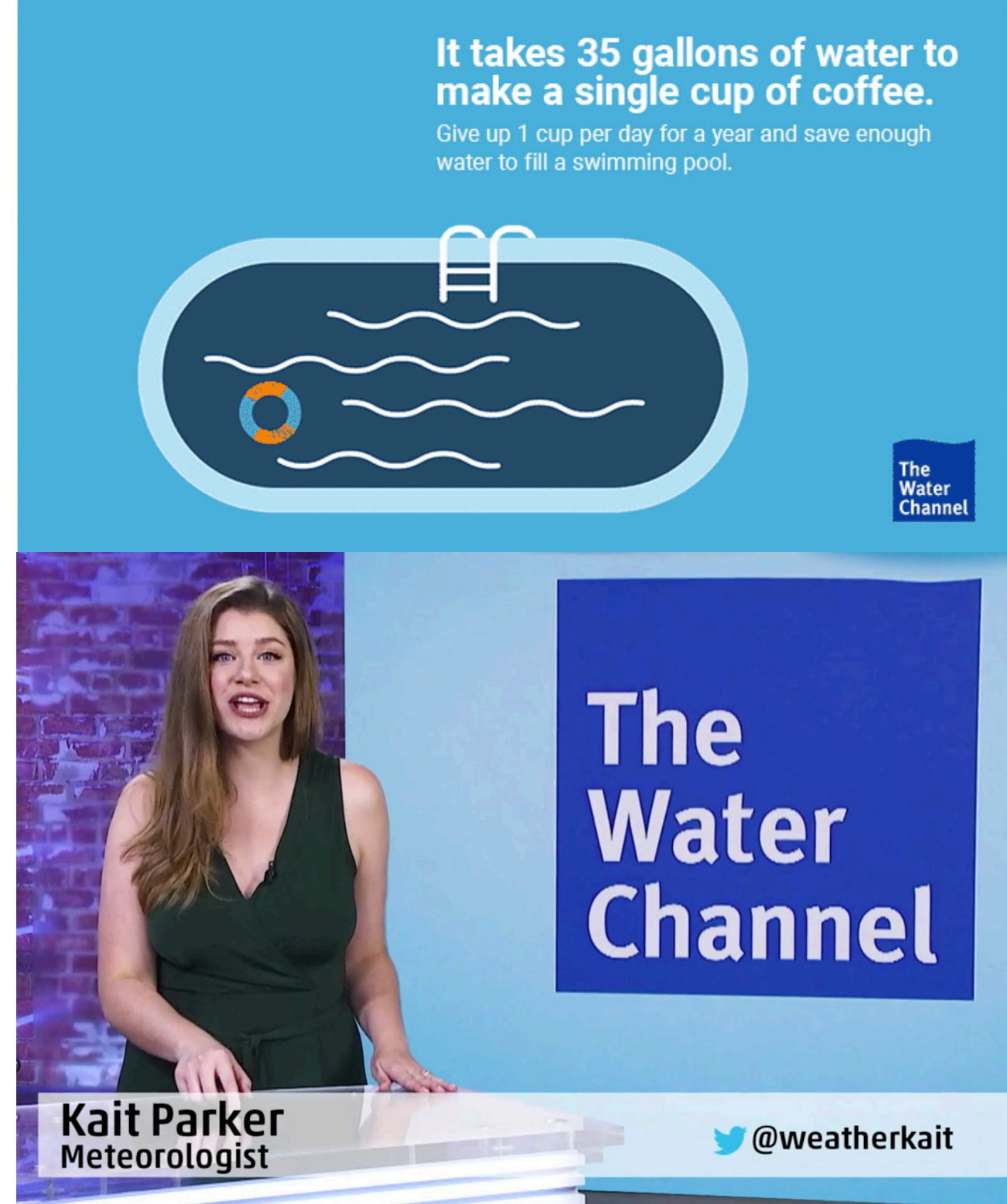


### Forecast: Change

The Weather Channel's campaign, which involved a temporary rebranding as "The Water Channel," generated awareness and action in support of clean water across the globe. The Weather Channel tied the campaign launch to World Environment Day, ultimately receiving 346 million impressions. More importantly, The Weather Channel inspired its audience to donate 100 million liters of clean water to 16,000 people in Cambodia and Niger.

### Insights

Thanks to the 'Forecast: Change' campaign, The Weather Channel received a whopping 34-percent boost in brand affinity. Often enough, doing authentically good things translates into doing the most good for a brand's relationship with its audiences.







NEIGHBORHOOD SPOTLIGHT

Hamra

After Lebanon gained independence from France in the 1940s, Beirut became a lab for artistic expression, with stifled creatives (Egyptian filmmakers, Iraqi poets, Syrian journalists) seeking refuge or recreation in the liberal country. The cafés of Hamra are where “leftist literary types and exiled artists would spend days discussing politics and art,” says Nada Iliya Stevenson, a longtime resident. “Many of us remember the old Hamra and want to preserve its essence,” she adds. “You find this in our bookstores, cafés, and after-hours spots, like Mezyan, where young and old people still sing along and dance to Arabic music.”

HAMRA HIGHLIGHTS

ONE HOST’S TOP SPOTS

The Little Bookshop

This yellow jewel box of a store has wall-to-wall shelves filled with fiction, Lebanese-authored books, and more, all meticulously selected by owner Adib Rahhal, a soft-spoken psychology grad and son of a lit professor. “This is the kind of gem you’ll stumble upon just walking around Hamra,” says Iliya Stevenson. “There will be this little shop you’ve never seen before even though you’ve lived in Beirut your whole life.”

Dar Bistro & Books

Set in a historic house down an alley, this antiques-filled spot is a quiet oasis in the middle of bustling Hamra, says Iliya Stevenson. It’s known for global fare like eggs with lamb confit and kale *fattoush* (a Lebanese salad), but there’s a boutique component, too: They have a tiny shop behind the bar with international magazines and locally made items like recycled glass lamps and vases. “According to cofounder Rima Abushakra, the idea for this bookcentric bistro grew out of the neighborhood’s café culture. “Lebanon is unique in the region for its freedom of speech. Even though it’s not completely free, writers know they can challenge social and political norms here,” she says. “So Beirut has always been at least a pit stop for authors throughout the Arab world, and these days we have a growing wave of indie magazines and contemporary authors, too.”

T-Marbouda

Tucked inside one of the mini-malls on Hamra Street, this colorful café holds indie-flick screenings and author readings. “They serve traditional Lebanese food,” says Iliya Stevenson, whose favorite is the pumpkin kibbeh. In the courtyard, students and artists linger over games of backgammon.

ArtSpace Hamra

In a minimalist, open-layout space, this artist-run gallery shows thought-provoking paintings, sculpture, and photography by contemporary Middle Eastern artists. “Whenever I go, I discover ones I’d never heard of,” says Iliya Stevenson. “They’re always promoting new ideas in exhibits and workshops.”

Blue Note Café

Back in the ‘80s, a group of music-loving friends opened this now-institutional jazz bar, and ever since, the cozy, intimate joint has continuously hosted emerging and legendary Arab musicians (blues, jazz, and more). Two recent performers: Charbel Rouhana, a renowned oud player, and Ziad Rahbani, son of Fairouz, the country’s most popular singer. Notes Iliya Stevenson, “This is a more traditional experience for people who aren’t really into the club scene.”

Al Sharif

“Small hummus parlors dot every neighborhood,” says Iliya Stevenson, who often hits this one, on a quiet side street, for breakfast. “It’s just a few tables, but the hummus and *ful* (breakfast fava bean stew) are excellent, and the owner is always there himself. You can see and smell the fresh vegetables and aromatic spices.” What’s more, a full meal will set you back only about \$7 per person.

# Best Brand Publication - Print and/or Digital

## Airbnb and Hearst

airbnb  
magazine

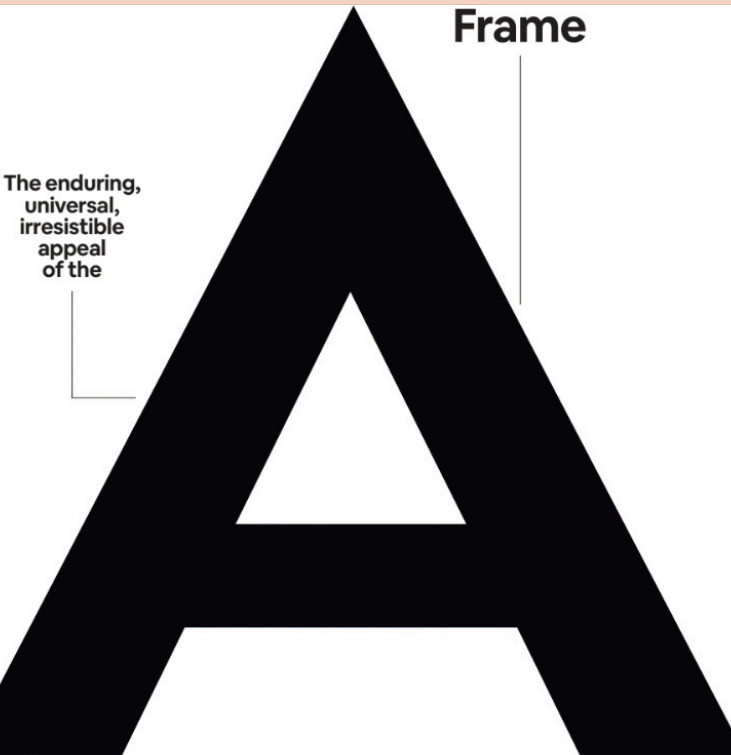
H E A R S T

### Airbnb Magazine

Airbnb presented deeply reported features on topics such as African immigrants in Palermo, Italy; foot culture in Hatay Turkey and road tennis in Barbados. With its Homes & Hosts stories, the brand highlighted the experiences of Airbnb hosts around the world, and the homes and experiences they offer. And with its Insider’s Guides, the magazine also offered tips on traveling in cities like Nairobi, Beirut and Buenos Aires.

### Insights

Much like its service proposition, Airbnb succeeded in helping people feel more at home in the world, and at fostering areas of commonality and connection. Content should support a brand’s deeply-held goals and values, and when it does it brings the abstract to life in material ways.



From an idyllic cabin in Washington to a chic ski chalet in Japan, these dreamy homes are pitched (-roof) perfect.

By Ashlea Halpern



# Partnerships

**SAMSUNG**

ROGERS  
& COWAN | pmk bnc

**verizon**<sup>✓</sup>  
**media**

 **GENESIS**

**so.da**



The prevalent theme among this year's winning partnerships continued to be the concept of show-don't-tell. Whether that's powerful video that demonstrated a commitment to going big for the right reasons, or it was taking products into the world and proving what they can do — these campaigns put their claims to the test right in front of their audiences' eyes.





# Best Agency/Client Collaboration

Rogers and Cowan PMK and Verizon Media




## Portfolio

Rogers and Cowan PMK and Verizon Media extended their long-standing relationship to plan a sustained campaign showcasing huge moments, from bringing the AIDS epidemic-focused documentary 5B to a national audience to debuting the music video "Earth," by Lil Dickey.

## Insights

By exploring causes ranging from HIV/AIDS to tackling the climate crisis, the partners delved deeply into important social causes. Acknowledging the issues that consumers care about brings them close, driving engagement and boosting shares within an audience based on positive sentiment.





# SAMSUNG x Director X

Promotional consideration provided by Samsung Electronics Canada Inc.



## 1 powerful device

## Best Brand/Influencer Collaboration

Samsung, So.da and Popp Rok

**SAMSUNG**

**so.da**



### #PowerUp

To convey the full power of the Samsung Galaxy Note10+, Samsung collaborated with digital agency So.da and production company Popp Rok for a Twitter-exclusive content series with filmmaker Director X. Across four videos, the series highlighted three up-and-coming music video directors learning how to shoot and edit professional-quality video entirely on a Note 10+.

### Insights

With Director X, Samsung picked the perfect influencer and content format to efficiently demonstrate the capabilities of its new product. For brands making a claim for best-in-class, proving that candidacy means testing the boundaries and showing the audience what their product can achieve.



# Best Advertising Partner for Brands

Innocean USA



**GENESIS**

## The Art of the Stunt

In partnership with car brand Genesis, Innocean USA created a series of cinematic content pieces designed to win over hardcore auto enthusiasts. The end result: 22 million impressions and 10 million views.

## Insights

When you're marketing a new car, it's smart to show what it's really capable of. When a car can replicate stunts from the 'Fast and the Furious' franchise, it's the real deal.



# Strategy

BRANDSTUDIO  


 **BARKLEY**

**IBM Originals**

**HARIBO**

**W**  
HOTELS  
WORLDWIDE

equinor 

KERV  
interactive

 MCKINNEY

**ORION**<sup>®</sup>

*Atlantic Re:think*

Callaway  


**HBO**

ONE  
SIXTY  
NINETY

—

This year's strategic visionaries looked to technologically unprecedented interactive experiences, innovative social activations and even classic print formats. Across all these approaches, however, two themes formed throughlines. Chief among them was the concept of putting the right character or actor into the story an advertiser is trying to tell, and that takes knowing your audience and what they'll find appealing, engaging and even scary if it's done in the right way. Personalization also drove winning strategies this year, whether achieved by programmatic technology or a way of telling a story that simply made it feel personal in terms of audience stakes.





# Best Multi-Channel Content Distribution Strategy

Schibsted Brand Studio and Equinor



## Climate and Energy - Easily Explained

To communicate with stakeholders about its decision to transition to a broader focus on new forms of energy, Norwegian oil and gas producer Equinor produced episodes of advertiser-funded content to be shared via Forklart, Norway's most popular news podcast. The episodes provided insights into key issues including oil and gas, renewable energy and climate solutions.

## Insights

Equinor aligned its message with a respected news podcast and their strategy centralized this effective casting of the right actors for the story — namely Forklart. As such, the authenticity and expertise the campaign could convey was amplified by the halo of the outlet, which had some of both to lend.



Around the podcast and the six questions we built a completely integrated media campaign.





# Best Use of Native Advertising/ Sponsored Content

Atlantic Re:think and HBO

**HBO** *Atlantic Re:think*

## Watchmen: The Massacre of Black Wall Street

The HBO series 'Watchmen' opens with a harrowing depiction of the 1921 Tulsa race massacre. But the network decided to take its exploration of one of the ugliest moments in American history even further, hiring The Atlantic's sponsored content arm to create a graphic novella — and an associated article — exploring the tragic event. The project generated 347,000 page views and was picked up in numerous mainstream media outlets.

## Insights

HBO and Atlantic Re:think recognized the seriousness of their subject matter, approaching it with the proper historical reverence and moral horror. With the right strategic partners, even programs with entertainment as their core intent can inspire momentous conversations.



# Most Innovative Use of Content

## Barkley and HARIBO



### Chewy Channel

To bring attention to its brand, which is new to the US market, candy company HARIBO launched a new streaming network for short attention spans — very short attention spans. Episodes run for 15 seconds, following gummy-type creatures through western adventures, office dramas and more. The episodes, built for IGTV, exceeded ad benchmarks by 200 percent and garnered 4.2 million views.

### Insights

HARIBO wanted viewers to microbinge content as quickly as they microbinger its candy. Effective sponsored content marries content to product — and in this case, both proved short and sweet — and highlights how content trumps format, too. It’s not just that the ads are quick and shareable; they’re first and foremost engaging and appealing.



711  
posts

107K  
followers

114  
followings

Follow

HARIBO USA  
Candy Store  
Welcome to HARIBO Chewy Channel, the world’s first gummi entertainment network! Take a minute or two to chew over our latest series.



Bearly Corporate



Goldbear Gulch



Sour Sorcerers



Bearly Scary Stories



Investigation Goldbears



Galaxy Goldbears

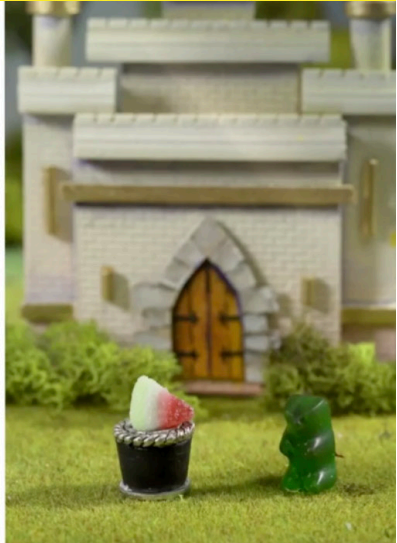
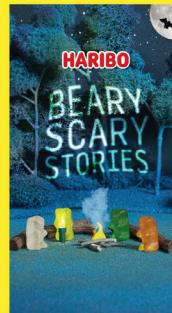
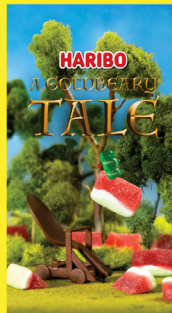
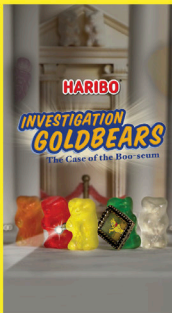
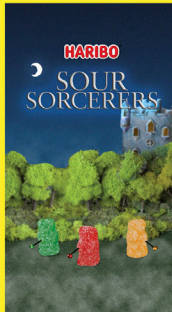


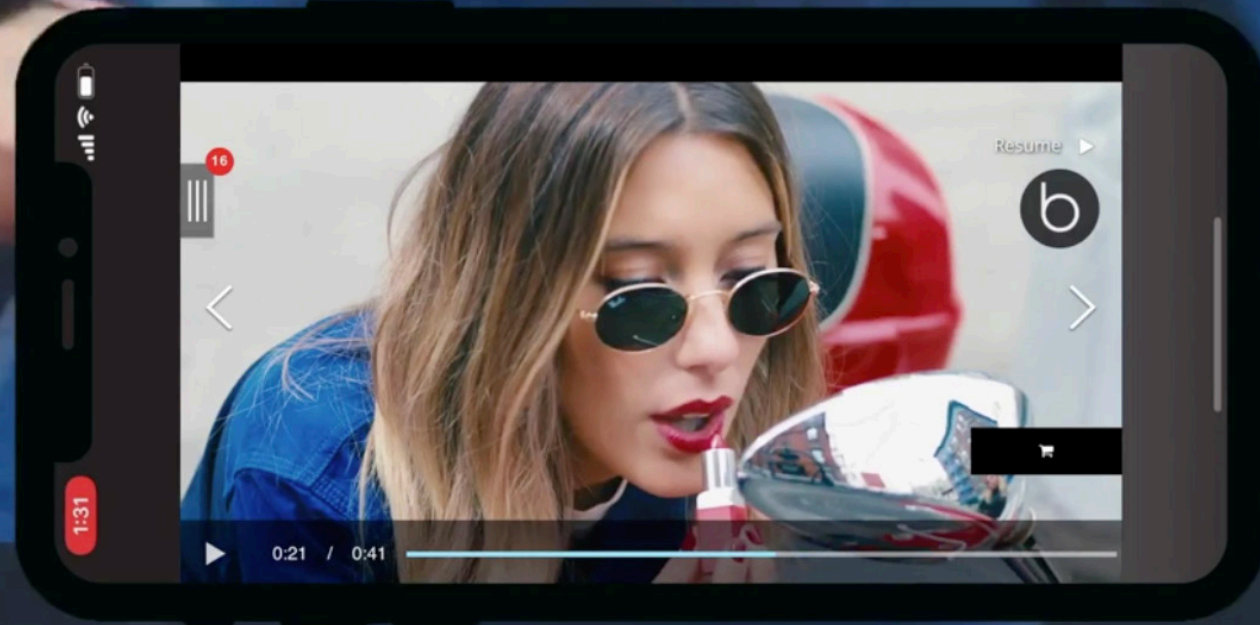
A Goldbear Tale



Introducing the world’s first Gummi Entertainment Network and home of microbinging. Instagram’s newest way to consume bite-sized branded content.

@hariboUSA





## Best Use of Data

### Kerv Interactive and Callaway Golf



EVERY PRODUCT

#### Jaws MD5 Wedges

Kerv partnered with Callaway Golf to launch a video campaign focused on Callaway's new Jaws MD5 Wedges. The interactive videos used Kerv Interactive's technology to create customized content experiences, serving different audiences unique creative based on their engagement patterns. The campaign was delivered programmatically via desktop and mobile.

#### Insights

Callaway Golf looked beyond standard advertising techniques, seizing on troves of data to serve audiences the ad experience they preferred. From a golf-club grip to an ad campaign, personalization drives results.



# Most Original Use of Social

## McKinney and Orion Pictures



### Child's Play

To drive interest in the horror revival's theatrical release, McKinney and Orion Pictures took to Pinterest to jolt pinners out of their usual comfort zones. The campaign startled users with images of Chucky slashing his way through ads. The companies took the killer doll's mischief a step further with the first-ever branded Reddit bot, which engaged users in frightening conversations. Redditors didn't seem to mind: With more than 40,000 comments, it was the most successful ad in Reddit's history.

### Insights

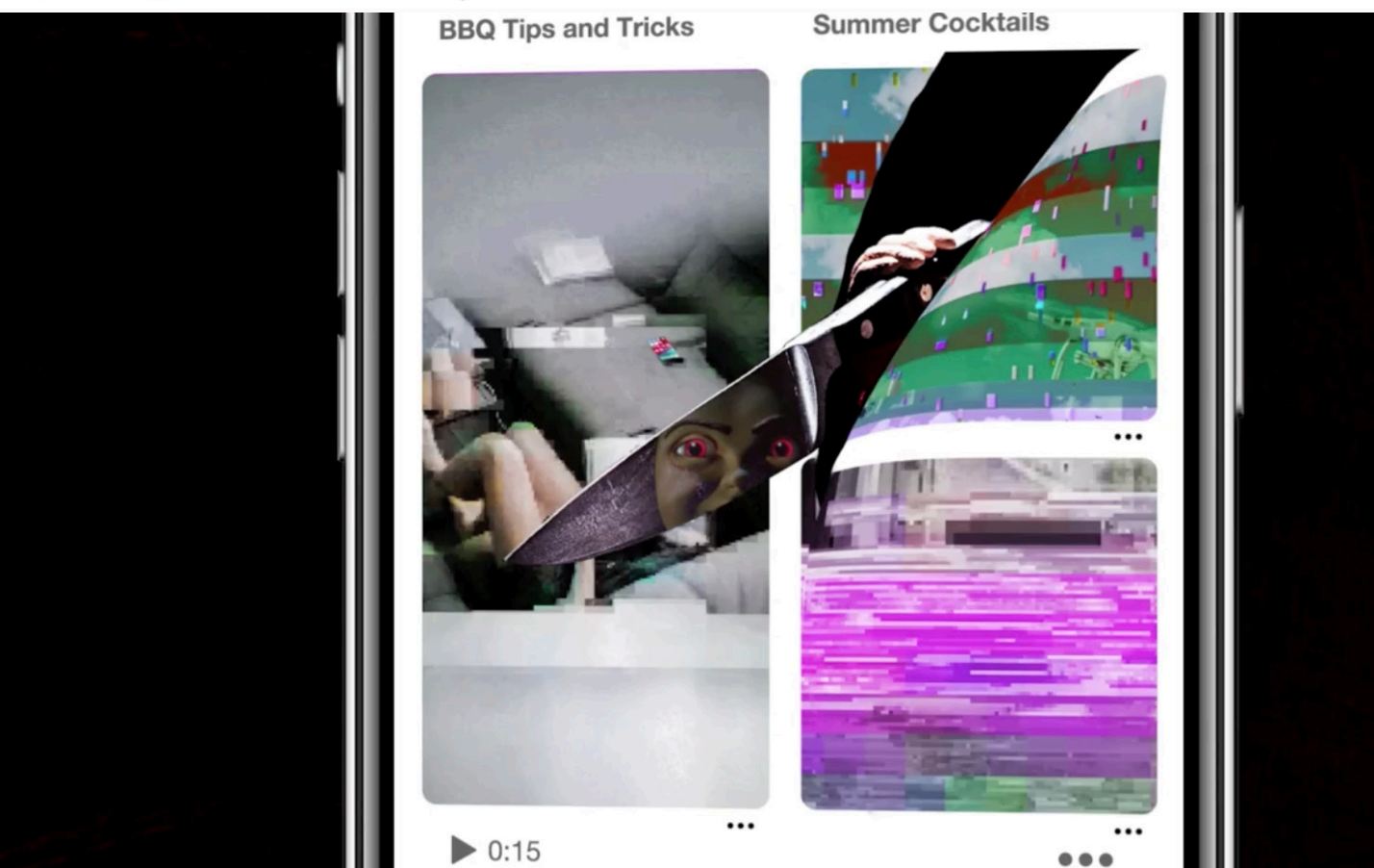
In a stark departure from the feel-good content that dominates the social media landscape, McKinney and Orion Pictures decided to give their users the chills. Always know your genre — and its fans — and if brands put the right character or actor in the right role, audiences will react.

PROMOTED · u/KaslanCorp 11 days ago from kaslancorp.com

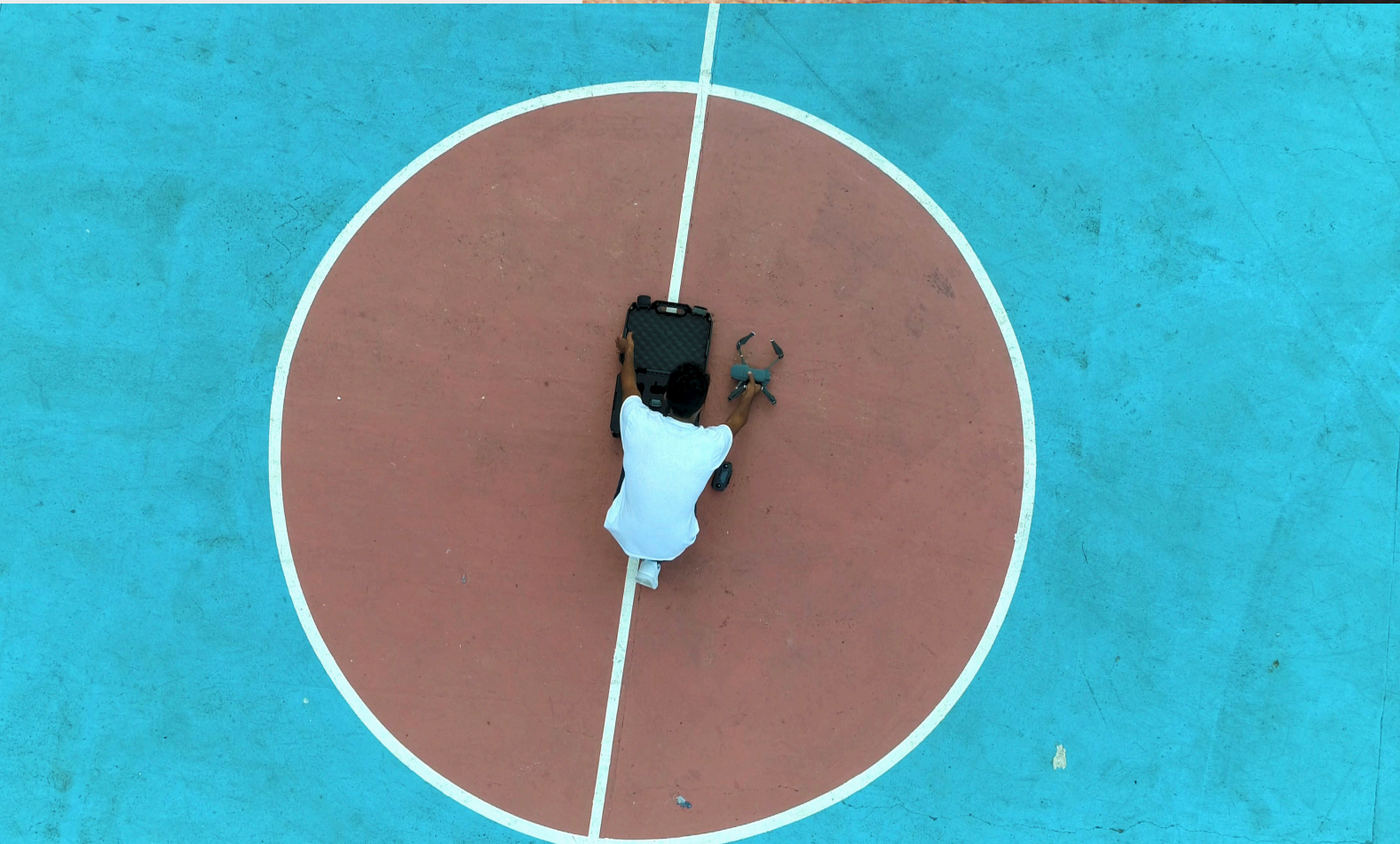
Hey Reddit! Kaslan Corp here. We're excited to bring you our latest revolutionary artificial intelligence companion – Chucky! Come talk to him in the comments and learn about all his exciting features.



12.1k Give Award Share ...







# Best Use of Video

## IBM Originals

## IBM Originals

### Code & Response

Together with the David Clark Cause, United Nations and the American Red Cross, IBM Originals created the world’s largest hackathon. The brand opened up its code patterns for AI, IOT and blockchain, inspiring developers to build breakthrough solutions for how to better respond to natural disasters. As part of the campaign, the brand filmed a documentary showcasing what its master hackers could accomplish, distributing it across its paid, earned and owned channels.

### Insights

IBM Originals used a creative video execution to powerfully convey its messages and goals. When mobilizing one’s audience carries life-or-death stakes, emotional resonance helps drive the message home.



# Best Use of Real-Time Streaming Video

160over90 and W Hotels

ONE  
SIXTY  
NINETY

W  
HOTELS  
WORLDWIDE

## Wake Up Call Dubai

W Hotels gave the festival experience a luxe upgrade, granting Marriott Bonvoy Members unprecedented insider access to DJs and musicians while spotlighting luxury experiences in some of the world's hottest travel destinations, including Dubai, Bali and Barcelona. The campaign's YouTube livestream pulled in 10.6 million views.

## Insights

W Hotels recognized that elaborate and alluring experiences can transcend physical locale. Digital viewers want to associate themselves with luxury travel — even when they're not experiencing it.





# Grand Prix

**GSD&M**

**POPEYES**



**R&CPMK**  
ROGERS & COWAN PMK

There's simply no better way to put it: Our Grand Prix winners killed it. From igniting a national phenomenon with a new chicken sandwich to providing brand partners with a vast array of content options, this year's winners told countless stories across countless channels — and always nailed the message. The operating theme in the category for 2020: diverse approaches and deep benches make for standout teams, studios and agencies that can swing big, connect and knock campaigns out of the park.





# Most Engaged Brand Community

GSD&M and Popeyes

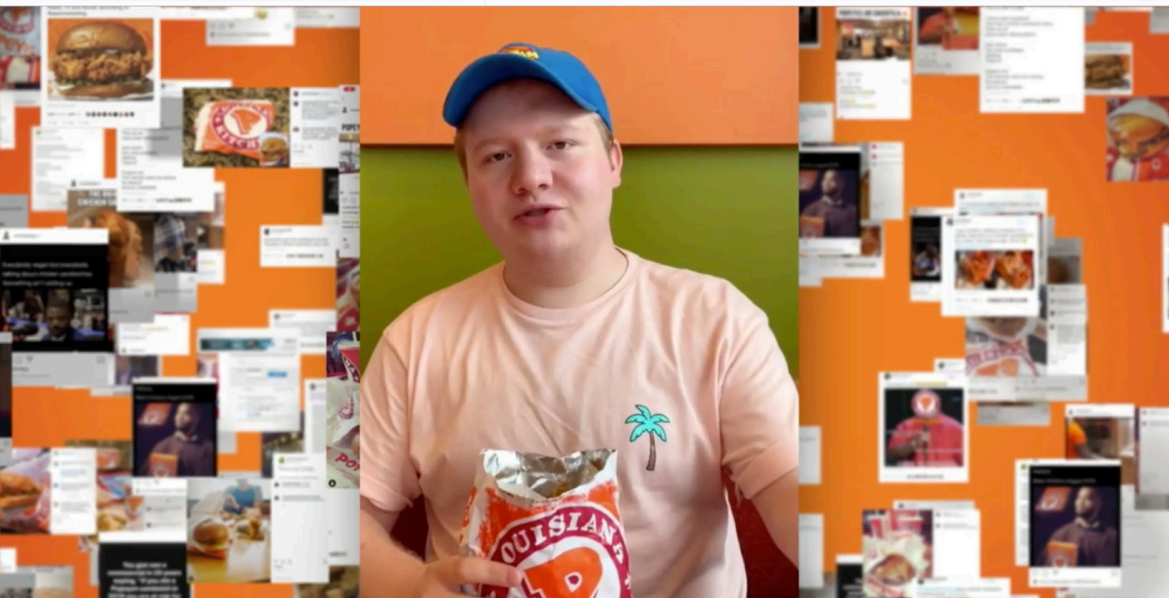


## Chicken Wars

Popeyes was decades late to making a chicken sandwich. The brand’s first, modest goal was to become passably competitive with Chick-fil-A; instead, it earned its restaurants customer lines that stretched around the block. Everything started with a 360-degree campaign leveraging user-generated content to ignite Popeyes’ die-hards and create a ripple effect of influence. The company became the talk of social media, ignited a genuine societal phenomenon and sold 16 times more sandwiches than expected.

## Insights

Popeyes recognized that user-generated conversation was the key to moving its product. The sandwich was really just that good; all the brand needed to do was get its fans talking about it.







## CLIENTS LOVE BDG

“ We have worked closely with Bustle Digital Group on custom content partnerships for multiple clients and they continually bring forth innovative thinking, cutting-edge collaborations, and best-in-class service in executing our programs.

*Lauren Buerger, EVP, Group Director, Investment and Content, Spark Foundry*

“ Working with Bustle had been a high priority for our team on our first sponsored content initiative. We had high expectations and they did not disappoint. From their savvy editorial staff to their friendly team, Bustle was able to help take our creative vision for the holiday campaign and put their spin on it to create content that strongly resonated with our client's audience. We are looking forward to exploring future opportunities with Bustle's team.

*The Imagination Agency*

“ We absolutely love our continued partnership with TZR. In 2019, not only did they produce beautiful content that elevates the brand, but they also delivered above and beyond the scope of work including additional social coverage from our chosen talent and impressive digital impressions.

*Katie Lewis, Marketing & PR Manager, AG Jeans*

“ Bustle Digital Group has proven to be an impressive strategic content partner. Their enthusiasm and ability to rise to our challenge of forging unique, first-to market collaborations, coupled with innovative and compelling executions that drive Macy's brand messages is unmatched.

*Danea Williams Sr. Director Digital Media Strategy, Macy's*

“ When I think of a POWER PARTNER, the Bustle Group comes to mind immediately! BDG is strategic, nimble, open and 100% results-minded. We don't get 'cookie-cutter' concepts from this group, we get creative and innovative thinking that has helped to propel the brand beyond our wildest expectations. This is a winning publishing partner — thought-leaders in our ever-changing digital landscape.

*Patrick O'Keefe, VP, Integrated Marketing Communications, e.l.f. Beauty*

“ Bustle/Mic have been working alongside the Dove Global and USA teams for nearly 2 years delivering real time, culturally relevant content to bring to life the Dove Brand Purpose in a highly engaging way. The team has been fast, efficient with excellent quality work which has driven both our brand equity attributes and purchase intent. A joy to work with!”

*Sophie Galvani, Masterbrand Global Brand Vice President, Dove*



DELIVERING  
85 MILLION  
MONTHLY READERS

# Best In-House Content/ Brand Studio

## Bustle Digital Group Studios



The growing BDG portfolio includes Bustle, Romper, Elite Daily, The Zoe Report, Nylon, Mic, Inverse and Input — an audience of 85 million monthly readers and counting. The company's in-house brand studio offers an array of services, including content strategy, production, distribution, proprietary research, influencer marketing and experiential executions. To date, BDG's branded-content offerings have included more than 375 campaigns, driving a bulk of the company's direct digital revenue. Top-tier clients including Hilton, Mattel, Macy's and Walmart.

## Insights

BDGS boasts many strengths, but perhaps none are greater than its connection to a diverse and growing group of properties, with brands ranging in focus from science to women's lifestyle. A content studio can thrive when it has a generous canvas across which to tell stories — that's an environment in which a full spectrum of services can fully emerge, evolve and become powerful.



**Rogers & Cowan PMK**



During the first year following the merger between Rogers & Cowan and PMK BNC, the combined agency's output included documentary films, novels and a first-ever projection-mapping life event experience at the United Nations. In one socially resonant execution, the agency handled the release campaign for Verizon Media Group's 5B, a story of everyday heroes and caregivers during the first AIDS epidemic.

## Insights

Rogers & Cowan tackled an immense variety of formats and channels, often with an eye toward social good. For content marketers, there's no such thing as too ambitious, or too altruistic. And, again, a wide-spectrum approach to topics, themes and outputs means a studio that's bringing more to the table in more ways, and that's a driving factor in this year's winner's success.



# About Digiday Awards

**The Digiday Awards** include 14 different programs yearly, with focuses on video, content marketing, media and technology, among others. Competitors' brands are placed in front of judging panels made up of C-Level leaders from leading organizations, and winners are featured in Digiday's media coverage, marketing, Awards Guides, livestream galas and other announcements. The Content Marketing Awards have recognized the companies and campaigns using content to modernize media and marketing since 2014.

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