



DIGIDAY

MARKETING & ADVERTISING
AWARDS EUROPE

The 2020 Digiday Marketing and Advertising Awards Europe: A Guide to the Winners

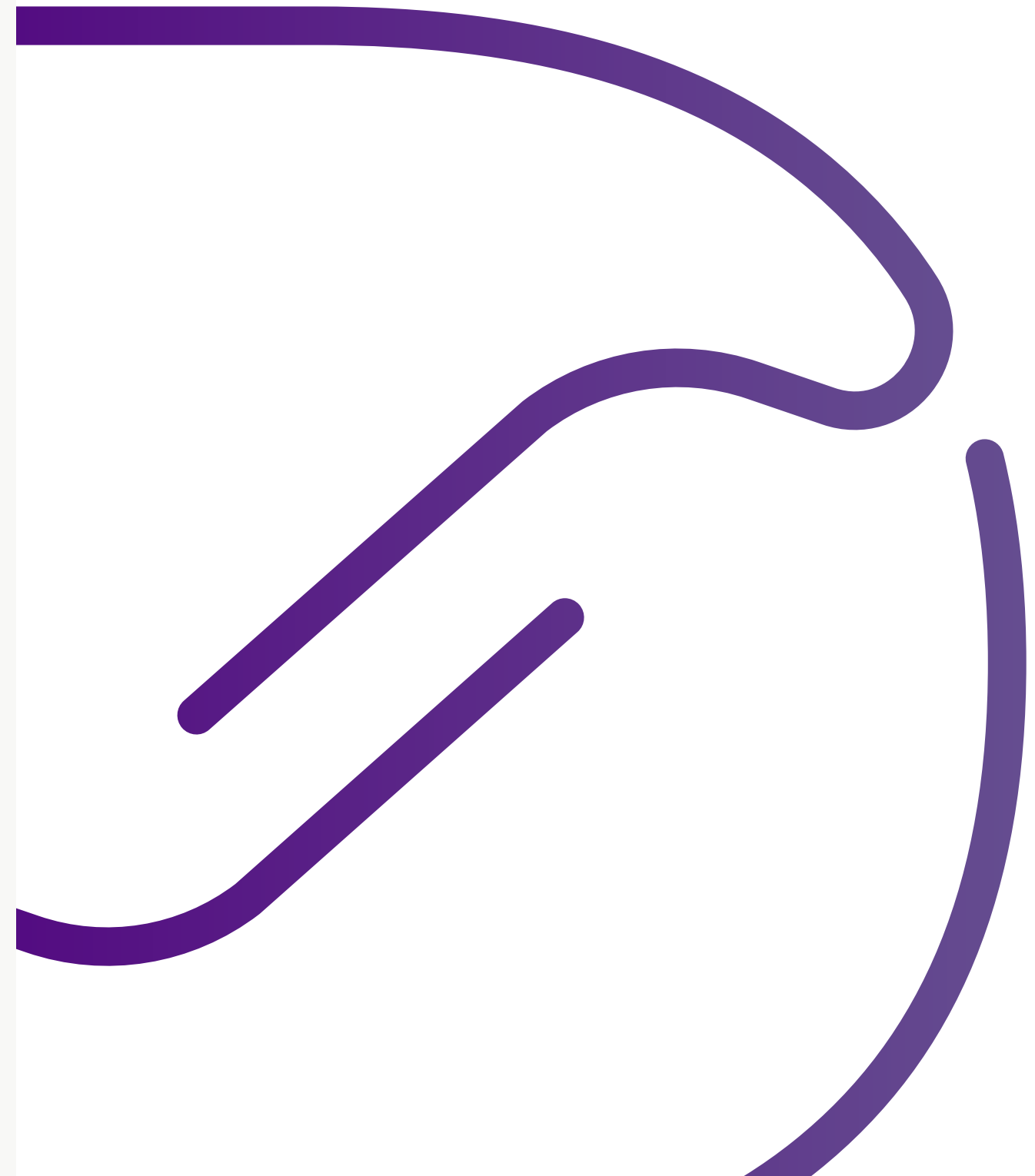
Presented by MoPub, a Twitter company



Even absent the global upheavals of 2020, this was a tumultuous year for marketers — especially in Europe. The European brands, agencies, media companies and technology providers that succeeded in the past year did so in the face of ever-tightening privacy regulations, the looming inevitability of cookie deprecation and an increasingly fractured and omnichannel consumer environment.

Yet a select group of practitioners — whom we honor in this guide — managed to reach their audiences efficiently and effectively despite daunting odds, boosting their revenue and tech capabilities in the process. They did so by leveraging sophisticated data and analytics to understand their audiences and serve them with the right messaging, by bringing a laser focus to younger generations, and by breaking down restrictive modes of storytelling to create unique and bespoke content.

Use this guide to explore all the winners of the 2020 Digiday Marketing and Advertising Awards Europe, presented by MoPub, a Twitter company. Over the course of each entry, you'll learn why our winners were chosen and gain insights into what we can learn from their efforts.



Best Brand/Influencer Collaboration

Initiative Russia, Unilever Russia and Rexona



'Generation Z chooses Rexona'

Deodorant brand Rexona took action when its marketing and product leaders recognized a glaring shortcoming of the entire European deodorant market: It lacked effective products for teens. And while the brand already enjoyed success with adults, new efforts to reach Gen Z were clearly in order. Rexona launched a new line geared entirely toward teens and enlisted popular TikTok influencer Katya Adushkina as a brand ambassador. Embracing a message that motivated followers to embrace a healthy lifestyle and self-improvement, Rexona and Adushkina recorded "Every Day," an original song featuring the brand's motto: "never let you down."

Insights

Despite its strong market share amongst adults, Rexona recognized its room for growth amongst an entire demographic of younger consumers. It's never too late to expand your horizons — especially when the next generation is within your grasp.





Best Use of Social

OneFifty and British Business Bank



'Don't Grow It Alone'

British Business Bank, a-government owned economic development bank aimed at increasing the supply of credit to small and medium enterprises (SMEs), launched its new social campaign to break down the perceived risk of lending while driving site traffic and loan enquiries. Launched in February 2020, the 'Don't Grow It Alone' campaign asked SME owners across multiple social platforms if they could spot the difference between four businesses in 2020 and 2030. In each case, the most important difference was that the business had taken external finance in the intervening ten years — and flourished as a result.

Insights

British Business Bank brought its four businesses to life with 3-D rendered images and four separate videos, featuring complete text-based narration walking viewers through the exact finance decisions the hypothetical businesses had made. When it comes to a field as technical and inscrutable as finance, illustrative and interactive content can help bring marketing to life — and drive behavioral change.

Best Use of Video

Outbrain and Elvie



'Keeping Abreast of Women's Health'

Elvie, a leader in the femtech industry, prides itself on pioneering tools and solutions to address women's health. To promote the Elvie Pump — the world's first silent and cordless wearable breast pump — the brand launched a colorful new video featuring women dancing while making use of the product. To add a touch of humor and satire to the proceedings, the video highlighted cows in the background while emphasizing the message that women are "more than a milk machine." Elvie also made use of Outbrain's patented Click-to-Watch Smartad video product, enabling consumers to voluntarily initiate a video without disrupting their online experience.

Insights

By making use of a consumer-activated video product, Elvie ensured that its campaign would only run before an audience of engaged viewers who cared about the content. In the process, the brand also made sure that it only spent its advertising dollars when it truly counted.





Best Use of Native Advertising/ Sponsored Content

Schibsted Partnerstudio and Equinor

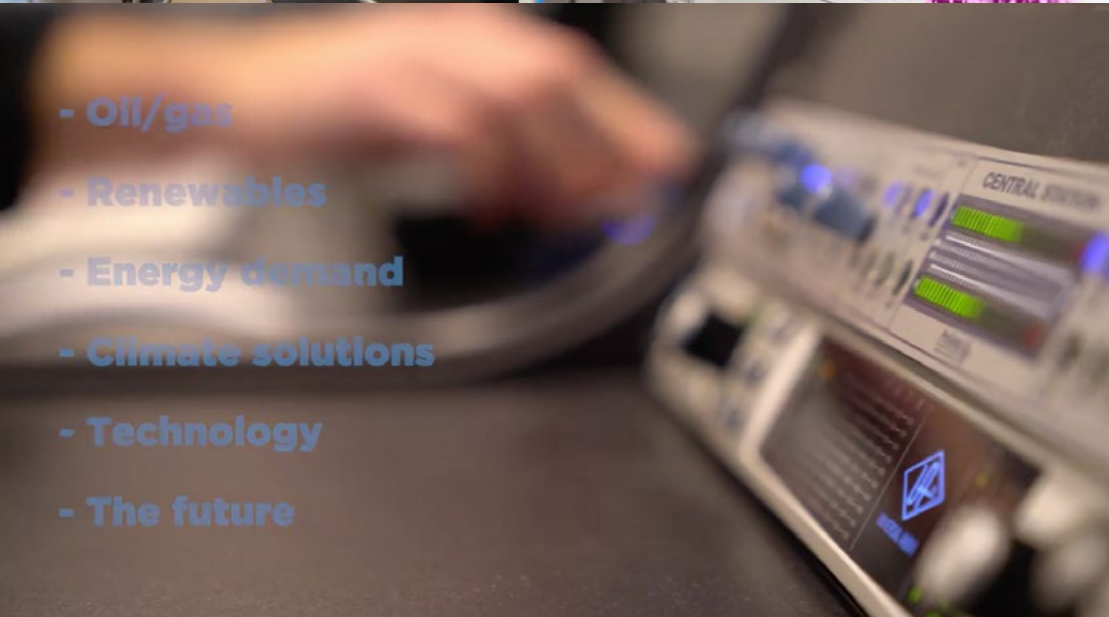
Partnerstudio 

Schibsted Partnerstudio, Equinor, IUM and TRY

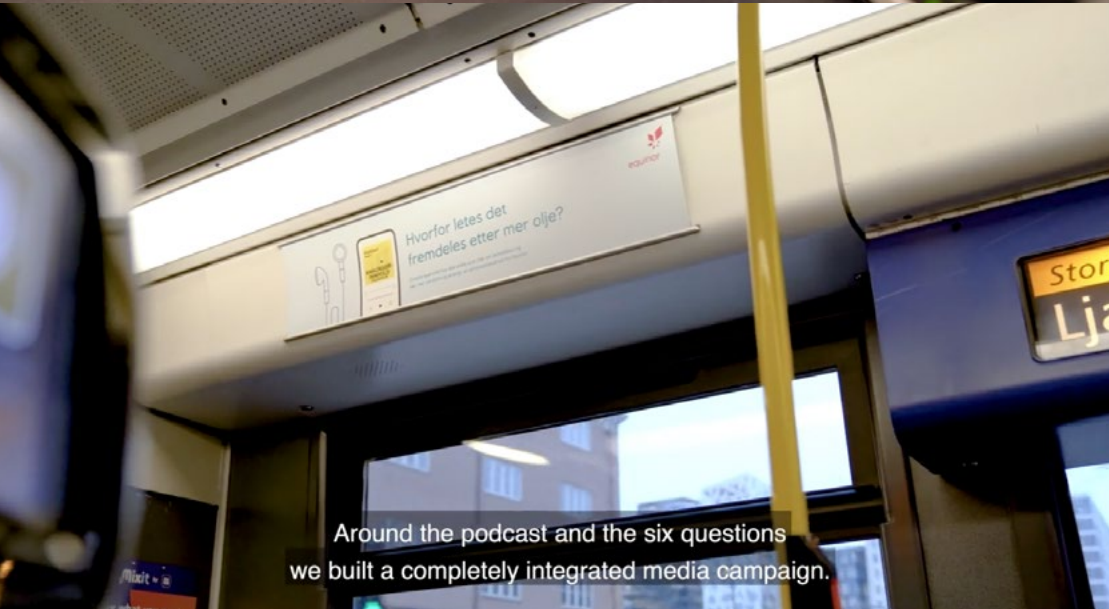
Norwegian company Equinor, one of the world's largest producers of oil and gas, and a cornerstone in the Norwegian economy, is now well on its way to transitioning its business model from one focused entirely on fossil resources to one focused on the broader energy economy. Working with Schibsted Partnerstudio, Equinor developed a series of full-length episodes of advertiser-funded content to be published within the feed of Forklart, Norway's largest news podcast. Focusing on themes of climate solutions, technology and the future, the campaign firmly emphasized the importance of transitioning to a broader approach to energy.

Insights

Equinor recognized the need to disrupt the status quo with a future-facing business model. Just as importantly, the brand recognized the need to convince stakeholders that such a shift was necessary and advantageous. By communicating its motivations and ideals within the context of a widely-consumed news podcast, the company was able to do just that.



- Oil/gas
- Renewables
- Energy demand
- Climate solutions
- Technology
- The future



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

Best Use of AI

Delve and Stride Gaming

DELVE

DELVE and Stride Gaming

UK-based online gaming company Stride Gaming turned to Delve to perform an in-depth analysis of Stride's first-party data. Through this analysis, Delve and Stride Gaming were able to predict customer lifetime value and apply this predictive data within Google Search Ads 360, optimizing bids to audiences with the highest predicted lifetime value.

Insights

As Delve and Stride Gaming took a deep dive into the gaming company's audience, they discovered significant correlations between website traffic and variables such as weather conditions, calendar factors and financial data — information which enabled Stride Gaming to tailor its ads to unique variables like never before. With the right AI, companies can surface hidden connections they'd never imagined.



Choose from over

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GAMES**



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 **STAY SAFE. PLAY SAFE.**

BeGambleAware.org®

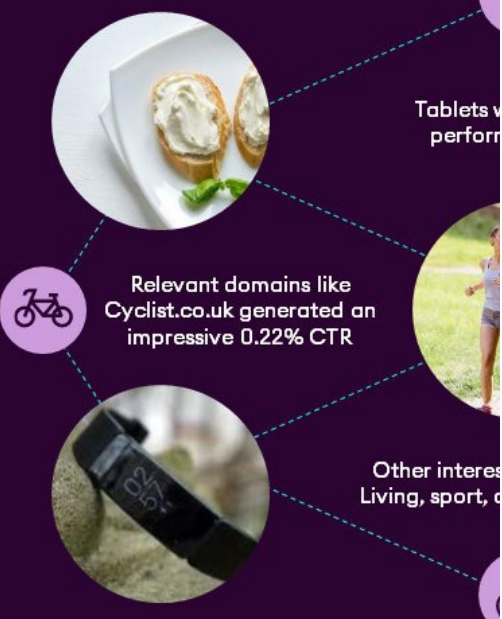
T&Cs apply, 18+

Mondelez exceeds reach via 100% cookie-less targeting



Objective	Results
Deliver maximum reach	2,230,378 unique users reached
Drive awareness of the better for you range to a health-conscious audience	Ads served in real time
Cut through in a busy period	75% Viewability
70% + Viewability	2,200+ Clicks to the site

To edit the Footer go to Insert > Header & Footer



reach via 100% ng



Best Use of Data

Nano Interactive and Carat



Nano Interactive and Carat

Snack food giant Mondelez, the owner of brand such as Chips Ahoy! and Oreo, needed help running a 100 percent cookie-free campaign. (How's that for irony?) Working with Mondelez's Philadelphia brand, Nano Interactive leveraged keyword targeting, combined with publishers' on-site page analysis and brand safety analysis, to intercept in-market audiences in contextually relevant environments at the precise moment when they were expressing intent. In the process, Nano Interactive targeted users efficiently, effectively and safely without relying on third-party cookies or other identifiers.

Insights

Nano Interactive arrived at innovative and effective methods of navigating an increasingly restrictive environment for ad targeting. In the age of privacy, even snack-food brands need to look beyond cookies.

Best New Product or Launch Campaign

The Fifth and HUN Wines



‘The #HUNDREDSOCIETY’

HUN Wines, a canned wine start-up based in the UK, was faced with the daunting task of creating a brand strategy that would bring instant consumer awareness to an unknown drinks brand. The company formed ‘The HUNDRED Society,’ a group of influencers tasked with challenging their followers to showcase individuality in unique ways for a chance to win the first 100 cans of the brand’s wine.

Insights

HUN Wines gave its talent creative control to come up with personalized competitions that prompted audience engagement. The brand — with its core messaging strategy centering on celebrating the wonderfully unique — lived up to its own values, proving that influencer marketing can be just as personalized as the behaviors and interactions it inspires.





Best Social Good Campaign

Crafted and MSF UK



Supporting the frontline of humanitarian care

Médecins Sans Frontières, otherwise known as Doctors Without Borders, is widely celebrated for its efforts to provide medical aid in conflict zones, natural disaster areas and wherever else it's needed most. MSF UK turned to Crafted to help the organization create an awareness-raising campaign in support of the organization's Emergency Team, which often deploys within a matter of hours. The new creative campaign, which included display, video, audio and social components, showcased the Emergency Team's work and encouraged audiences to contribute donations to support the team's life-saving efforts.

Insights

Sometimes an effective social-good campaign is all it takes to keep a nonprofit at full strength. Even the very best marketing campaigns don't tend to save lives — but thankfully, there are powerful exceptions.

Most Effective/ Measurable Campaign

Mediahuis and Piano



Mediahuis and Piano

Publishing company Mediahuis, which generates valuable data and audience insight across its properties, partnered with tech company Piano to make the most of those resources. Utilizing the Piano platform to analyze and act upon its data, Mediahuis enabled its advertising clients to run effective targeted campaigns that reached the right audience segments with the right messages. In one instance, one of Belgium's biggest fast-moving consumer goods (FMCG) players needed help determining which of their predefined customer profiles were most attracted to the brand, and what their needs were. Mediahuis's internal brand and data studios joined with Piano to launch a native advertising campaign whose messaging aligned perfectly with the brand's disparate products, and ultimately reached the right profiles.

Insights

Mediahuis knew it needed a more customized retargeting strategy that could help brands interact with the content on its website — and Piano helped the company realize that goal. As ad targeting becomes more and more sophisticated, even the most tech-savvy brands have much to gain from turning to expert partners.



mopub 



Best Branded Content Series - B2C

Castello and Tastemade



TASTEMADE

Tastemade and Castello

Tastemade teamed up with creative agency Mother to launch an innovative campaign that replaced traditional advertising and native storytelling. Working with Castello Cheese, Tastemade developed a long-form episodic series that explored just how important sensations like creamy, crumbly, fiery and sharp are to the eating experience. The campaign relied on scientists and food experts to delve into the science of taste.

Insights

Living up to its name, Tastemade spearheaded a bespoke video series that took a scientifically inquisitive look at exactly how various types of taste sensations come to exist — and why they're so important. When it comes to a sensation as complex and varied as taste, sometimes a brief, traditional native ad just isn't enough to tell the whole story.

Best Media Plan

Castello and Tastemade



TASTEMADE

Tastemade and Castello

In addition to Best Branded Content Series, Tastemade’s partnership with Castello yielded a win for Best Media Plan — and for good reason. The ambitious content series was translated and delivered across six countries, leveraging Tastemade’s global footprint to reach a wide international audience. The campaign also served up actionable short-form recipes and acts to bring the series’ concept to life.

Insights

Tastemade and Castello didn’t merely produce innovative and compelling content — they also placed it in front of a receptive global audience. When it comes to marketing, distribution is just as important as creation.



Best Search Campaign

Tommy Hilfiger and ForwardPMX

T O M M Y  H I L F I G E R

FORWARDPMX

ForwardPMX and Tommy Hilfiger

Apparel brand Tommy Hilfiger worked with ForwardPMX to create bespoke dashboards that helped the company combine insights and strategy across all the digital channels throughout the brand's wider business. Tommy Hilfiger was then able to gain a better understanding of the relationship between the brand's primary search focus, and the product that ultimately gets sold. This analysis provided critical insights into which products were worth emphasizing when it came to cross-selling strategy.

Insights

With this new approach to search-data analysis, Tommy Hilfiger was able to customize when and how it exposed digital shoppers to various products and sales. In today's era, brands need a data-driven understanding of how their search strategies correlate to revenue.

Best In-House Content/ Brand Studio

Mediahuis Brand Studio



Mediahuis Brand Studio Belgium

Mediahuis Brand Studio, the internal creative advertising unit of publisher and broadcaster Mediahuis Belgium, succeeded in launching a new data-driven branded content product called “content profiling.” The technique utilized branded content to test messages against a given product or service on a broad audience or a predefined niche target group. Together with its Mediahuis Data Studio unit, the company was able to deliver its clients detailed reports populated with insights into how marketers could reach their audiences most efficiently and effectively. In addition, the company was also able to use its increasingly sophisticated technology to precisely measure audience engagement with advertising.

Insights

Mediahaus was determined to grant its brand partners the right tools and insights to target the right users at the right time. To make that possible, the team needed to master both data and storytelling — and doing so in-house was the best possible approach.





Agency of the Year

Journey Further

J O U R N E Y
F U R T H E R

Journey Further

UK-based agency Journey Further launched its new performance marketing creative offering at the end of 2019, enabling the agency to provide another area of service to new and existing clients. The agency also launched its new Journey Further Podcast, which features a range of marketers, start-up founders and authors discussing best practices in the world of marketing. Over the past year, the size of the agency's team has grown from 37 to 68.

Insights

In a year when many agencies simply aspired to survive, Journey Further grew its staff, its product offerings and its media output. More often than not, growth is the soundest strategy.



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 Digiday Awards have recognized companies and campaigns since 2014.

This edition of the Digiday Marketing and Advertising Awards Europe is presented by MoPub, a Twitter company.



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