

GREATER GOOD AWARDS

DIGIDAY G L O S S Y **ModernRetail**

2021 Greater Good Awards

The winners of the first Digiday Greater Good Awards represent companies that have universally turned their talents and resources to making the world a better place, especially in light of the last several years of turmoil and upheaval around the globe.

From ongoing pandemic response — getting food and other resources into families' hands — to renewing the imperative, and the fight, for real racial and economic justice and change, this year's awardees partnered with the brightest minds across the marketing, advertising and technology industries to write a new chapter in the story of doing business while doing good.

As 2020 introduced a time of unprecedented events, the past year illustrated that new normals are ever evolving and always punctuated

with the unexpected. However, as the Greater Good Awards winners show us, with the unexpected comes great opportunity, and in taking up the responsibility of helping and promoting positive change, this year's awardees stand for the best outcomes that a world of creatives and innovators have brought to bear.

This guide presents their programs, and insights into how and why the programs became the Greater Good Awards judges' picks. In each entry are pointers and lessons for organizations everywhere, and inspiration for organizations working on greater-good campaigns of their own.

Infectious Disease

TEGNA

TEGNA

Program

Media and marketing services company TEGNA, which owns TV stations across the United States, set a goal to support local communities impacted by the COVID-19 pandemic. The company's TV stations used their existing philanthropic and community partnerships to raise money and provide necessary resources to those in need. For example, KING 5, TEGNA's NBC affiliate in Seattle, used its long-standing relationship with hunger-relief agency Northwest Harvest to host a food drive — the initiative provided more than 23.5 million meals for families facing food insecurity.

Insights

In addition to the successful drive, TEGNA turned to strategies such as virtual telethons, benefit concerts, fundraising and awareness campaigns. TEGNA stations helped raise more than \$66 million for local relief efforts that supported frontline healthcare workers and families impacted by the pandemic. Employees of News Center Maine station hosted their first virtual telethon, which tapped nine Maine-area United Way organizations to raise money for local COVID-19 relief efforts. The event raised more than \$600,000 through donations from more than 3,300 people.



Hunger

Audible and Newark Working Kitchens



Program

Audiobook and podcast company Audible launched Newark Working Kitchens (NWK) at the beginning of the pandemic to support local restaurants in Newark, N.J., and to deliver free meals to the city's at-risk populations. The company launched the program with the objective of ensuring constant access to healthy meals throughout the pandemic to senior, low-income and disabled housing residents and people without homes. Furthermore, the program worked to assist Newark's local restaurants, many of which were struggling to stay in business during COVID-19 lockdowns.

Insights

NWK is a prime example of how a brand can create a scalable strategy to address food insecurity at the local level, which other organizations can replicate to support local business and citizens in need. Since launching, the program has delivered more than one million meals to 10,000 households and has helped keep 40 restaurants open, more than half of which are minority- and women-owned. NWK has also raised more than \$11 million to support its ongoing efforts through donations from Audible and through philanthropic support from the New Jersey Economic Development Authority and the City of Newark.



Mental Health

VidMob – Seize the Awkward

vidmob

Program

The Ad Council, in partnership with the American Foundation for Suicide Prevention and The Jed Foundation, has worked with video production and analytics platform VidMob on ‘Seize the Awkward’, an ongoing campaign designed to create important and productive conversation among youths about mental health and suicide prevention. The 2021 campaign in particular used Dentsu’s Attention Lab solution, powered by VidMob, which used machine learning to drive video ad engagement and visits to the campaign website. The campaign, which ran on Instagram, Snapchat and TikTok, used AI to analyze the visual elements that resonated best with audiences on each social platform.

Insights

Machine learning is a crucial tool in boosting ad performance, helping marketers understand the types of creative that will drive the most engagement among different target audiences. VidMob’s platform used computer vision to identify the elements in each ad, including keywords, images, color, talent, facial expressions and logos. For example, on Instagram, the company found that leaning into a single messaging approach for reaching out to friends — such as using a meme or a song — led to a 21% increase in page engagement rate. On TikTok, the company discovered that focusing on videos with characters — while shifting messaging to “You good?” instead of “Are you OK?” or “How are you?” — drove a 112% increase in the click-through rate.



Social Justice

Amplify Voices – Coach The Vote



Program

Amplify Voices, a podcast series founded by Seattle Seahawks coach Pete Carroll, launched the #CoachTheVote campaign to raise awareness around racial injustice in the Black community and emphasize the importance of voting in the 2020 U.S. presidential election. Carroll kicked off the campaign by tweeting a challenge to other NFL coaches asking them to get their players registered to vote. Another campaign element involved tapping up-and-coming Black artists Jordan Nicholson and Ari Glass to paint the campaign messaging on Carroll's signature Nike Monarch shoes, which he displayed during a Seahawks game. The campaign captured the artistic process through a video shared on Carroll's social media pages, which further delivered the message about voting and amplified the artists' profiles. Additionally, the campaign auctioned off the game-worn shoes with proceeds going to Seattle-based nonprofit Urban Artworks, which supports young artists through painting murals.

Insights

Rather than booking high-profile talent, the 'Coach The Vote' campaign committed to celebrate local artists in Seattle, which delivered successful quantitative and qualitative results. Overall, the campaign garnered 78 million TV viewers and 6.6 million social impressions from September to November 2020. Additionally, the campaign served as a starting point for Amplify Voices to become more than just a podcast platform — it's now committed to spotlighting the stories of young up-and-coming Black artists, and also offers a resource for them to grow with new programs. These initiatives include partnering with local nonprofits that specialize in helping at-risk youth.



Racial Equality

Work & Co - Give Blck Campaign



Program

While it's known that combating systemic racism requires action and funding, the giving gap in philanthropy is far greater than most imagine. To help address the delta, 'Give Blck' was born. Work & Co helped design and develop the Give Blck site, creating a new way for technology to reshape the philanthropy space and speak to the specific challenges Black nonprofits face. By channeling more capital into Black hands, it creates domino effects for donors, benefactors and their communities. In less than a year, the company listed more than 700 Black-founded organizations on the site and exceeded \$400,000 in donations directed through the platform to the organizations within the database.

Insights

Organizations led by Black, Indigenous and Latino/a/x leaders receive, at most, an estimated 4% of total grants and contributions in the sector today. 'Give Blck' created a tool for donors to prioritize the Black community long term and make necessary shifts to their investment norms to begin creating a race-conscious approach to giving. What began as a small crowdsourced spreadsheet grew into a full-fledged movement, with an average of 3.6 minutes spent on the site, an average donation of \$110 and several prominent funding partners and supporters.

Give Blck

Give Blck is a comprehensive database of Black-founded nonprofits.

Browse by

All 184

Animals 32

Gender Equality

Kiva.org – International Women’s Day Campaign



Program

Kiva.org, an international nonprofit on a mission to expand financial access and help underserved communities thrive, seeks to fulfill all loans to women on the platform each International Women’s Day. For 2021, this was an even more important campaign due to gender-based inequalities increasing around the world with the pandemic, rolling back years of gender equality progress. And so, Kiva launched a focused “invest in her” campaign championing small loans to help women around the world combat these obstacles and achieve their dreams. Their 2021 campaign yielded over \$5 million in loans driven to women, supporting over 19,000 women and fully funding over 13,000 loans.

Insights

Since 2005, Kiva has raised more than \$1 billion for more than three million women from their International Women’s Day campaigns and everyday crowdfunding. To meet their campaign goals for 2021, Kiva promoted their efforts across multiple media channels via PR and marketing efforts, social and influencer/celebrity engagement as well as greater community interaction. Compared to Kiva’s 2020 campaign, the 2021 program resulted in an engagement of 6% more lenders and 13% more new lenders.



LGBTQ+

360i and Oreo: Proud Parent

360i



Program

Oreo enlisted 360i's creative prowess to bring to life a campaign celebrating proud parents, fostering inclusivity and championing the idea that a loving world starts with a loving home. The campaign featured a film highlighting the role parents and the community play in supporting LGBTQ+ loved ones. Additionally, Oreo created 10,000 packs of Pride cookies with rainbow filling, which could only be obtained via a social campaign where allies showed their love for their LGBTQ+ family or chosen family. The results were astounding, with more than two million organic engagements and almost 1,000 earned placements, which was 9x their goal.

Insights

The 'Proud Parent' campaign was born from the insight that when an LGBTQ+ child steps out of the closet, their parents often enter one themselves. Oreo aimed to empower parents and allies to come out in support of their LGBTQ+ loved ones and strengthen those lifelong bonds. Within the first day of launching, the campaign took over the internet and dominated social conversations, earning more than 400 press placements in a few days and resulting in hundreds of thousands of site visits, providing resources and guidance to families looking to support their LGBTQ+ loved ones.



Children

Ally Financial and CAMP



Program

To celebrate Financial Literacy Month, Ally and CAMP created a free one-day event where all five CAMP locations were shut down so the kids could run the show. The goal was to create a program to highlight both Ally and CAMP's commitment to financial education and the importance of learning basic financial concepts from an early start. Each kid who participated could earn up to \$25 in play money by completing fun financial-themed games and activities including working with other kids to save and combine money and donating money earned for children in need. From the giving-back activities, kids took the initiative and donated \$6,300 to the Bottomless Toy Chest charity, including Ally's matching \$3,100 donation.

Insights

CAMP and Ally created in-person and virtual events where kids learned the value of hard work while practicing the core pillars of money management — spending, saving and giving — through fun activities. A post-event customer survey showed a 5-out-of-5 rating for family experience across all CAMP retail stores and hundreds of families who participated sent thank-you notes asking for the program to return and praising the fun activities in a time where safe family fun activities felt limited.



Environment

World Wildlife Fund (WWF) – For Nature For Us: Shutting Down High-Risk Wildlife Trade to Prevent Future Pandemics



Program

The WWF wanted to find a way to end high-risk wildlife trade to prevent future pandemics, protect public health and benefit conservation. All pandemics over the last century, from HIV to ebola and SARS, were caused by diseases that spilled over from animals to people. And so, their new campaign called on governments to strengthen legislation and adopt a comprehensive approach to address zoonotic disease risk and other drivers of outbreaks, such as deforestation, in pandemic prevention plans. In September, WWF convened a forum in Asia where regional governments, the World Bank, UN and Asia Development Bank agreed to coordinate on wildlife tracking efforts.

Insights

WWF commissioned a first-of-its-kind consumer research into public perceptions about pandemics and their links to nature. The findings showed overwhelming support across five countries for policy change. WWF developed an interactive storytelling tool to illustrate how activities such as wildlife trade and deforestation can lead to pandemics, taking viewers through the journey of zoonotic disease spillover in an easy-to-understand format. They even co-hosted an event with Cornell University where Jane Goodall and other global leaders explored ways to end risky wildlife trade, with more than 1,200 people from over 40 countries tuning into the virtual event.

More than **80%** of those surveyed support government action to **close high-risk wildlife markets** and **stop deforestation** to prevent future pandemics.



The GlobeScan survey looked at public awareness and opinions



Sustainability

3 Mad Fish and Kraft Heinz



Kraft*Heinz*

Program

To build awareness of Maxwell House's 100% compostable coffee pods, marketing agency 3 Mad Fish decided that the best way to get the zero-waste benefit across was to demonstrate it live. This resulted in a compostable billboard displayed in downtown Toronto, made of a recycled shipping container with a transparent side, filled with soil, and the new coffee pods placed to spell out the company's tagline. As days passed, passersby were able to observe the decomposition in real time, and by day 49, the pods were completely composted.

Insights

With the highly engaging, in-person feature of the campaign, as well as live social media coverage for those at home to engage with, this campaign was able to meet two goals. First, awareness was brought to the new coffee pods, as well as the benefits of composting more generally. About 80,000 people engaged with the billboard in person and online social sentiment was 70% positive. Secondly, Maxwell House's pods sales increased to 12% — double what was projected — helping the brand take a larger share of the pod market, while doing good for the planet at the same time.



Disaster Relief

Horizontal Digital



Program

The Minneapolis-based digital agency Horizontal Digital took action as part of its 'Horizontal Cares' campaign by focusing on communities where it has office locations, as well as those that had been particularly impacted by the pandemic. In Jaipur, for example, it donated to the Blueberry Foundation to support underserved children pursuing STEM education. In Minneapolis, it purchased food from local businesses in need of a boost to donate to community members struggling with both the impacts of COVID-19 as well as the social unrest that took place in the city in 2020.

Insights

The thoughtful selection of the causes it supported meant that Horizontal Digital's impact remained relevant to its brand and its communities. As part of a vision for a brighter 2021, the agency donated \$21,000 to three charities that assist groups hardest hit by the pandemic. And with its local efforts in Minneapolis, the agency was able to provide much-needed business to local eateries, while also supporting individuals who needed it — donating lunch to frontline staff at an area hospital, ice cream to residents of an assisted living facility, tacos to first responders and meals for 100 families during Ramadan.



Arts and Culture

Artsy

Program

Online art marketplace Artsy has been dedicated to increasing the art world's transparency and diversity. One way it worked toward this mission in the last year was to utilize its platform to hold benefit auctions to support timely causes, with proceeds of a Black History Month auction going to the Equal Justice Initiative, and those from a Pride auction going to the Tom of Finland Foundation. Partnering with Outfront Media allowed Artsy to implement activations in transit systems nationwide featuring art by artists from underrepresented groups, while also making the art world more accessible to a wider audience.

Insights

Artsy leveraged its existing online platform and audience of over two million art lovers to further its mission of promoting diverse artists, with the added impacts of bringing traffic to the site and actually raising funds for relevant causes. With a 250% increase in sales through online auctions year-over-year in the first half of 2021, Artsy raised \$11.4 million for charitable causes in that time period, which surpassed the \$8 million raised in 2020 through benefit auctions. Artsy also reports that the majority of the artists who received the largest surges in demand identify as women, and/or Black, Indigenous, or People of Color.

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Education

Vahdam India



Program

When the pandemic resulted in a strict lockdown that shutdown India's schools to in-person learning, Vahdam Teas implemented new measures to its 'TEAch Me CSR' initiative. The program, which directs at least 1% of company revenue to the education of its tea growers' children, was amended to help bridge the gap in digital learning opportunities that existed in the mostly remote areas the tea growers live. By partnering with local NGOs and Byju's, the world's largest education technology company, Vahdam brought digital learning to these children. The company also launched a scholarship aimed at providing financial assistance to children of tea growers who are pursuing higher education.

Insights

In addition to already awarding the scholarship to 25 students since its launch, the Byju's digital education program was expanded to more than 8,000 children across 60 tea estates all over India. The total social impact of the initiative has been valued at over \$2.8 million (USD). By the end of 2022, the company plans to have reached 20,000 children through the program. Due to the industry-specific focus of the initiative, Vahdam has received widespread support from and participation of many tea-producing companies, making this an initiative that is building the Vahdam brand's reputation as a doer of good, not only among its peers, but also to its workers.



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.

For more information on this or other Digiday Awards programs, visit [**digiday.com/awards**](https://digiday.com/awards)

Questions for the awards team? Let us know at [**awards@digiday.com**](mailto:awards@digiday.com)