



DIGIDAY
VIDEO & TV
AWARDS



The **Digiday Video and TV Awards** mark a transformative year for visual content, one in which so many eyes turned to screens of every type for information, education, entertainment and a sense of communal activity during a time of quarantine.

From heart-touching rites of passage to breakneck production turnarounds as whole seasons of programming were upended by pandemic-wrought changes, the awards this year represent a doubling down on the personal as well as an opening-up of approaches to workflow and creative storytelling.

The 2022 Digiday Video and TV Awards represent an industry at its best in many ways – from technology to social engagement to protecting each other and ourselves. This year's winners produced content that amounted to a mirror – one that showed people working every day to live well and stay connected no matter the circumstances of the times.

**Best FAST
Channel**

Tastemade

TASTEMADE

Program

Tastemade, a media company that produces video content focused on food, travel and design, is working to expand its channel footprint globally. The brand launched a streaming network in 2018 and, most recently in 2021, a free ad-supported TV (FAST) network in 25 new countries across Latin America, Europe and Asia. The company achieved 96 new streaming television points of distribution in 2021, in a continued effort to grow and scale its audience and drive monetization across multiple formats.

Insights

Launching FAST networks that cater to global audiences can help a company expand their reach, increase the popularity of existing franchises and boost ROAS. In Tastemade's case, launching a FAST network garnered nearly 70% year-over-year audience growth and boosted growth for franchises such as Struggle Meals and Make This Tonight. Tastemade has also nearly doubled its annual revenue generated from its streaming television business, powered by a 65% growth in ad campaigns sold in 2021 versus 2020 and a 60% boost in the amount of demand partners.



TV Network of the Year

Discovery, Inc. — TLC



About

As a TV network that prides itself in highlighting real, human stories, TLC airs programming about fascinating and unconventional families, heartwarming transformations and milestone life moments. Programs include the hit unscripted shows '90 Day Fiancé' and 'Sister Wives' and newer series such as '1000-Lb Sisters' and 'Doubling Down With the Derricos.' In 2021, TLC aimed to build off of its past success and maintain the top spot among key women demographics by prioritizing established and freshman TV series.

Understanding its audience – both the content they enjoy and when they prefer to watch it – has been key in TLC's success. For the second consecutive year, TLC is the number one ad-supported cable network among the demographics of women ages 25–54 and 18–49. The network built upon its '90 Day Fiancé' success by launching the spinoff '90 Day Fiancé: Love in Paradise, The Caribbean,' which was the number one unscripted freshman series on cable in 2021 among those two key women demographics. The network also prioritized hit series by continuing to air them on Sunday nights to maintain high viewership.



**TV Executive
of the Year**

**Detavio Samuel,
CEO, Revolt**

REVOLT

About

As the CEO of Black culture platform Revolt, Detavio Samuel is committed to creating entertaining and educational programs around hip-hop, sports, religion and social justice. Over the past 12 months, Samuel has particularly focused efforts on reaching Gen Z and millennial audiences through programs including a Juneteenth livestream event and a partnership with Target for the show 'Bet on Black' spotlighting entrepreneurs who pitch ideas to improve Black communities. Samuel also successfully spearheaded the first in-person Revolt Summit x AT&T since the pandemic began.

Samuel is committed to advancing Black culture through innovative programs that address societal issues and disrupt ideas to motivate younger audiences to take steps to positively impact their communities. This approach toward programming has paid off for Revolt. Over the past year, the company's linear network and digital footprint has gained 10 million subscribers and expanded to reach more 60 million homes. Additionally, the company has doubled its digital audience, increasing its Instagram followers by 117% and YouTube video views by 41%. Revolt's ad sales team also added 35 new accounts in 2021 to reach more than 75 new accounts total.



Video Executive of the Year

Mat Booth, executive director, video, South China Morning Post



About

Since joining SCMP in 2017, Mat Booth has grown the video team from five to 25 people and has reshaped the news organization's approach to video journalism. Booth has developed a video strategy with separate units focused on daily news video, original productions, long-form films and explainers, along with a small studio unit. This new approach to video translated to a compelling way to cover the turmoil and protests occurring in Hong Kong in 2019, as well as the pandemic in 2020. In 2021, Booth refocused the video team to prioritize and feature daily news, explainers and long-form content from Hong Kong, China and the U.S.

Developing a meticulous video journalism strategy can help publishers increase video engagement and reach, and grow new audiences overall. When Booth joined SCMP in 2017, the company's YouTube channel had 27,000 subscribers and 6.5 million views on YouTube; in 2021, the company's YouTube channel had 2.6 million subscribers and 1.2 billion views. As of November 2021, SCMP has garnered an average of 198 million views on all platforms and views on YouTube increased 33% year over year. Additionally, Booth's approach to video has achieved editorial praise, with accolades including a Webby award for the series 'China's Rebel City: The Hong Kong Protests.'



Digital Studio of the Year

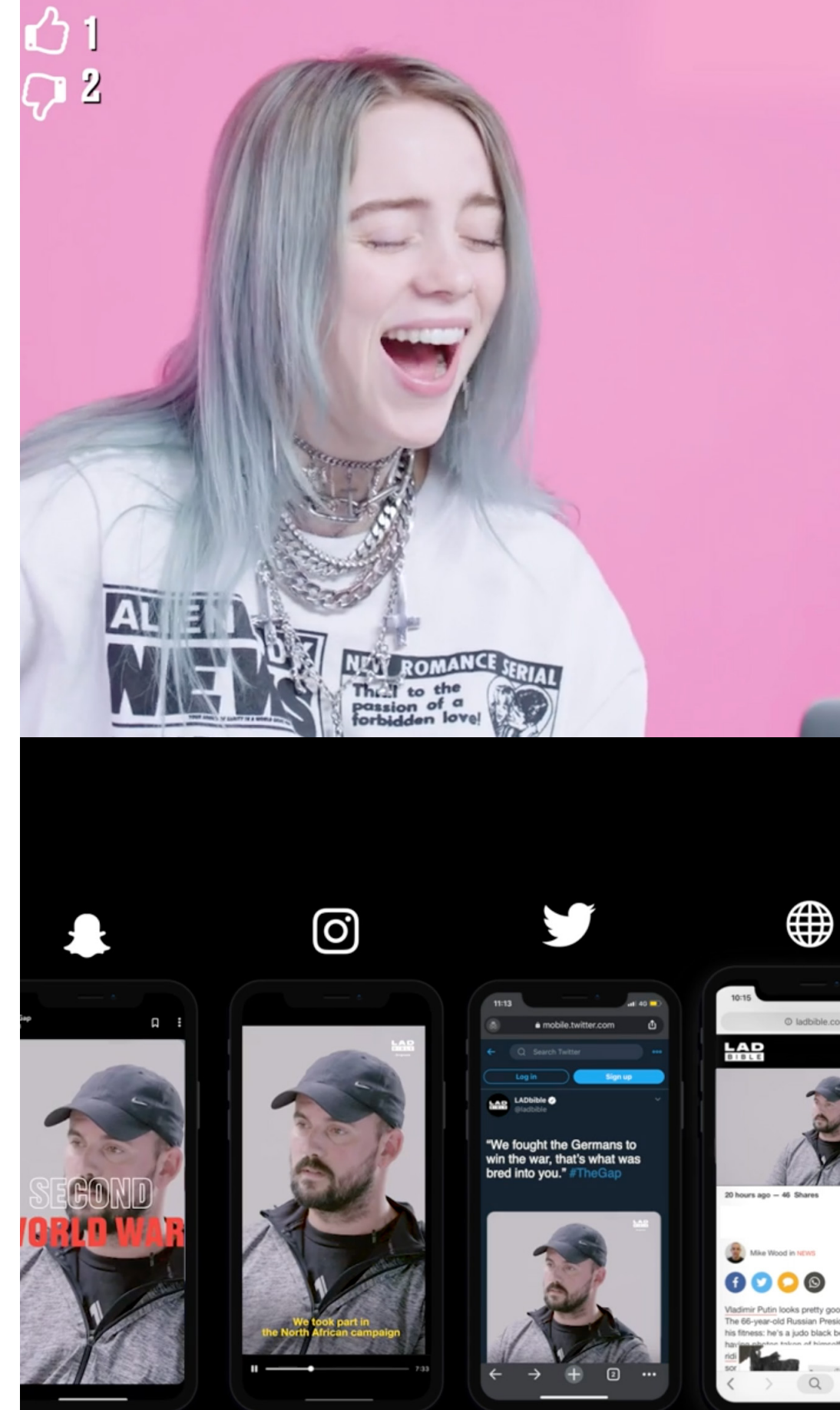
LADbible Group — LADstudios



About

Digital content and social publisher LADbible Group launched entertainment division LADstudios in 2021 in an effort to consolidate video output and merge expertise across digital content, traditional broadcast, social video and data and insights under one roof. The new studio, which consists of social media, data and content production specialists, produces editorially consistent videos including docu-style, news and factual entertainment content across the publisher's social media channels and in partnership with streamers such as Amazon Prime Video. Since launch, LADstudios has produced more than 17,000 videos.

In just one year, LADstudios has achieved success by using audience insights to inform content decisions and by taking a 360-degree approach to content distribution. Analyzing audience data led the studio to create video content that would resonate with viewers, such as LADbible's first e-commerce live broadcast on TikTok; a UNILAD livestream concert featuring unsigned artists and series spotlighting minority communities. A cross-platform video distribution strategy also drove growth for the company across LADbible brands in 2021 including women's news platform Tyla and food vertical FOODbible, which saw a 1000% and 300% increase in monetizable views, respectively, in 2021.



Best Production Strategy

South China Morning Post

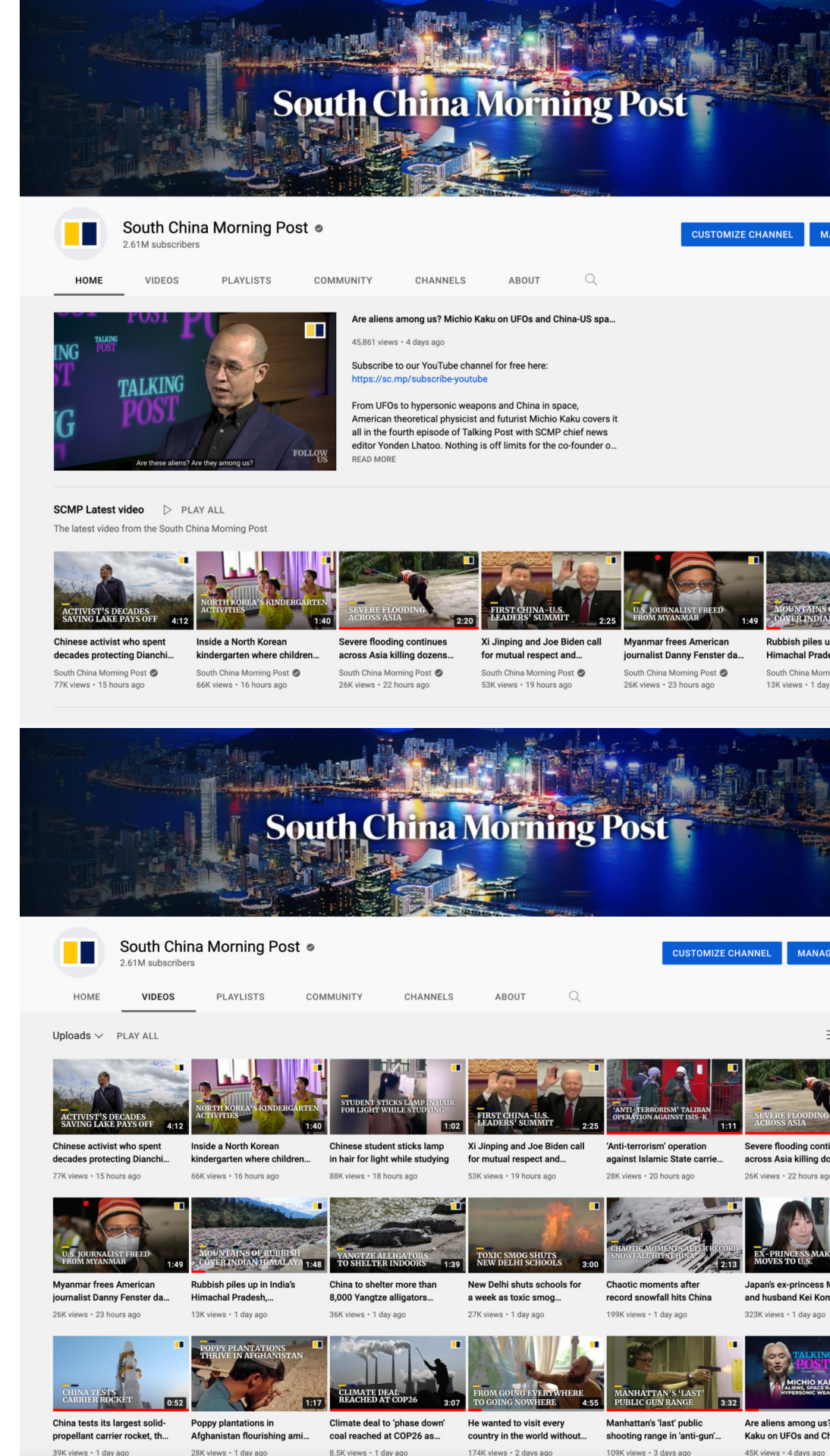


Program

South China Morning Post prioritizes its YouTube channel to deliver simple and compelling news videos to audiences on the go. The daily news videos are complemented by long-form explainer videos, studio-based interviews with experts and award-winning mini-documentaries designed to add depth and context to its reporting on Hong Kong, China and the rest of Asia. Over the past year, the publisher has used this balanced production approach to increase subscribers and video views, as well as increase revenue achieved through ads.

Insights

SCMP's strategy has involved producing daily news videos during three production shifts that cover a 24-hour cycle The company has also focused on covering trending stories with a variety of content approaches, from short clips and digestible news videos to explainers and mini documentaries, as a way to grow subscribers and viewership. These approaches proved successful in growing a global audience: the publisher's YouTube channel garnered more than 1.2 billion views in 2021, exceeding the views from 2020. Additionally, revenue through ads on SCMP's YouTube channel hit 60% of its fiscal year target and increased by 83% from 2020 to 2021.



Best Distribution Strategy

Insider Inc.

INSIDER

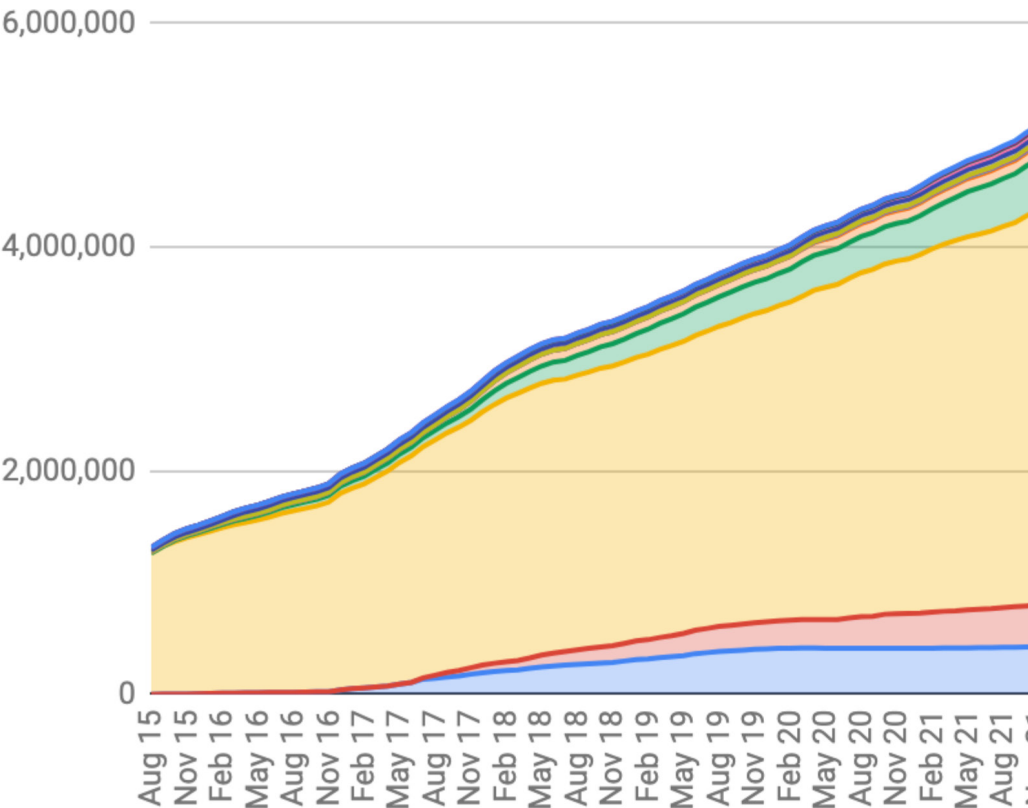
Program

Media company Insider Inc. prioritizes Twitter threads to highlight the best reporting and storytelling from its newsroom. Rather than linking to its site or a YouTube video, Insider's distribution team breaks down long-form, complex video stories into a digestible format on the social platform. The approach involves using native tools like polls, GIFs and graphics to make the threads engaging. Insider Inc.'s goal with this strategy is to highlight the most compelling aspects of videos in a format that's informative and valuable to its audience, and familiar among Twitter users.

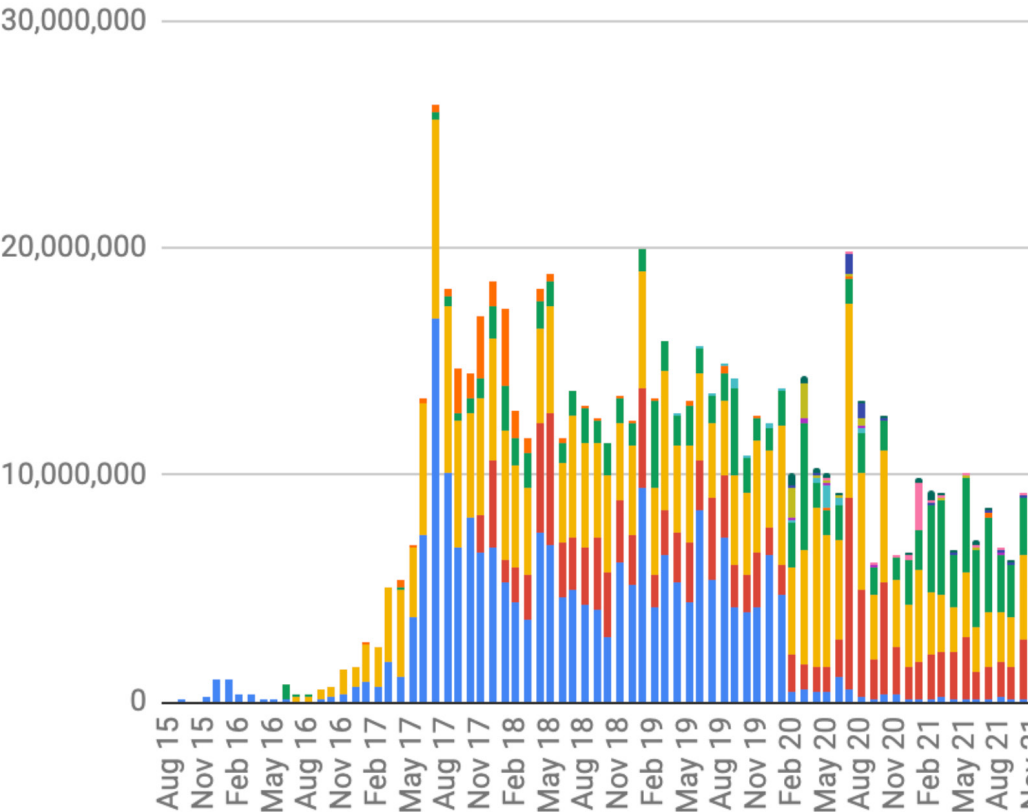
Insights

Insider Inc.'s Twitter thread approach has boosted video views and overall recognition of its publication as a leader in video storytelling. The company's threads have been featured in Twitter's trending tab, catching the attention of people who weren't already following or familiar with the publisher. The top-performing threads also touched on a variety of topics: a video highlighting people moving during the pandemic garnered 1,400 retweets, a behind-the-scenes video about a 'Ted Lasso' scene drove 1,500 retweets and a video showing the U.S. drought from space achieved 2,300 retweets.

Twitter followers on video handles



Twitter Video ~30-sec Views



Best Brand Studio

Roku Brand Studio

ROKU Brand Studio

Program

CTV platform Roku launched its brand studio in 2021 to help brands move beyond creating traditional 30-second ads and focus on delivering unique experiences and stories designed for the streaming era. The brand studio builds on Roku's existing offerings, which include sponsorships, native ads and ad buying platform OneView. The brand studio's team works with advertisers to develop formats including advertiser-commissioned short-form TV programs, interactive video ads and other branded content on The Roku Channel.

Insights

Historically, brands have translated existing creative into new mediums when they emerge. However, the Roku Brand Studio realized this approach isn't powerful in driving viewership, and instead opted for fresh, innovative advertising programs. The studio launched its first production, 'Roku Recommends,' a 15-minute weekly entertainment program that uses Roku data to highlight best bets and hidden gems across the platform — the show made the top 10 video-on-demand TV series by unique views on the Roku Channel since its debut. Additionally, the studio worked with whiskey brand Maker's Mark to create 'The Show Next Door,' a cocktail-creation comedy series hosted by Randall Park, which allows the brand to reach viewers watching ad-supported and subscription-only content.



Best Advertiser in TV or Video

Learfield

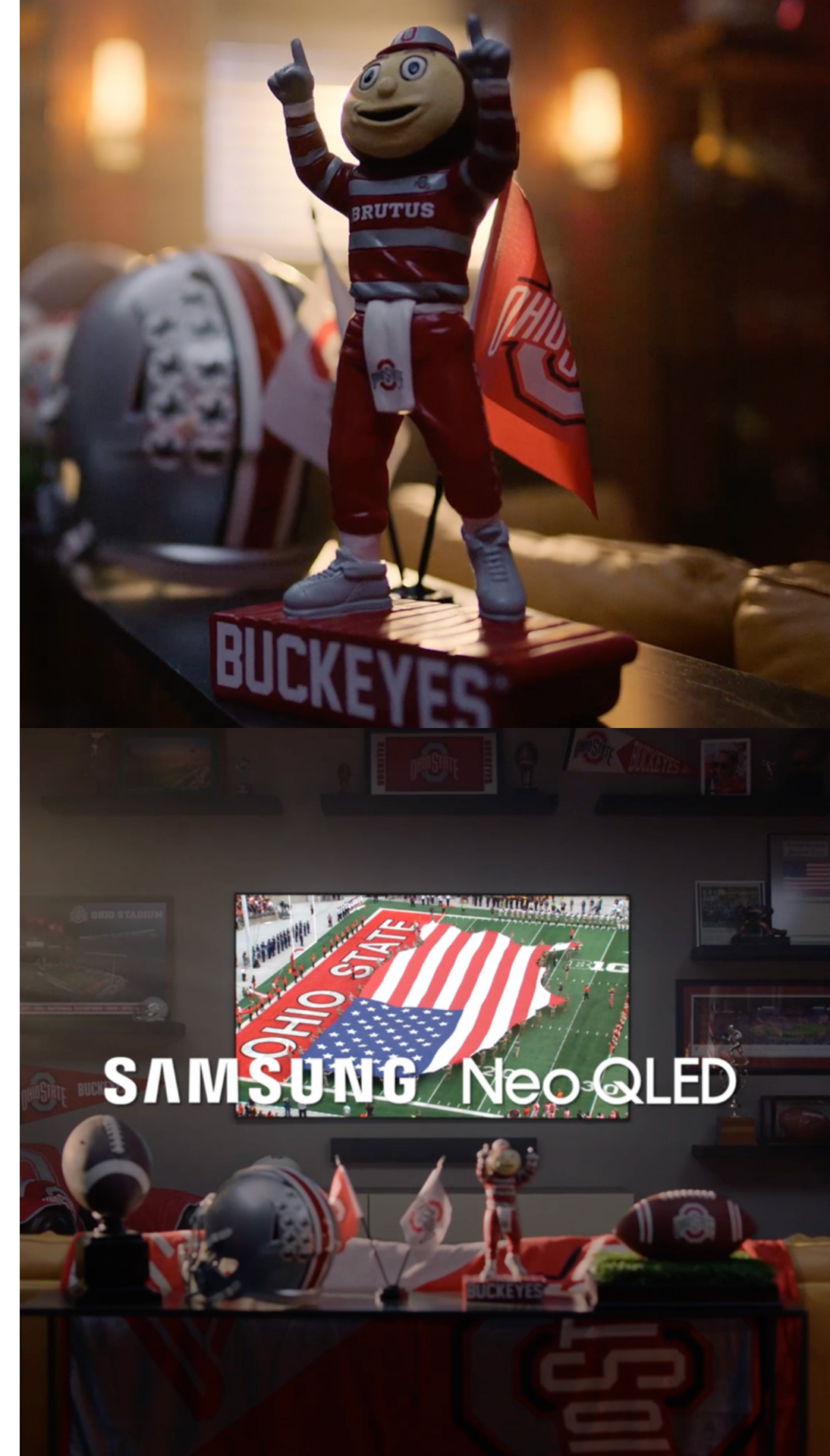
MOGO **SME**

Program

Learfield is a digital-first, sports marketing and creative agency. The agency recently partnered with Samsung to promote its Neo QLED TV screens and features by targeting college football fans who watch their teams play on television every Saturday. Learfield took a two-part approach: The agency first created customized campaigns for each of the 20 largest college football programs in the country. Then, using proprietary data from IP addresses that enables pinpoint targeting, the agency delivered ads that resonated with the fans of those specific teams, no matter their location.

Insights

Having a deep understanding of the audience that will be receptive to a brand's intended message – and a comprehensive strategy for targeting that audience – is critical in driving video and TV advertising success. Additionally, distributing the campaign across numerous channels will also drive performance. Learfield delivered the campaign through CTV ads, online videos, branded content, banners and social posts. The campaign achieved 55 million impressions online and a 20% lift in ad recall, along with a 3.8X click-through rate.



Best Digital Video Monetization Program



Program

STN Video online video platform (OVP) offers digital video content, technology and monetization solutions for advertisers, publishers and content creators. The company expanded to offer more functionality and customization for publishers who want more control over the video content on their site and how they engage their users. One publisher may want to use STN Video's content library of existing videos, while another may want to upload and embed their own content. Additionally, the OVP offers automated solutions that use AI to match editorial content with the most relevant videos in its library, as well as a manual option for publishers to build custom playlists and control every video on their site.

STN Video

Insights

Access to an expanded suite of products for publishers will ultimately generate increased engagement and revenue for those publishers. For example, Las Vegas Review-Journal used STN's offerings, including the AI-powered feature SmartMatch and custom playlists, to deliver readers relevant video content on the publisher's website. These approaches led to year-over-year increases in user engagement and monetization, including a 41% increase in monthly page views, a 710% increase in monthly video plays and a 536% increase in digital video revenue.



SPOTLIGHT TOP STORY

Appling headed to second round

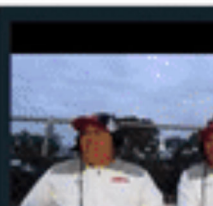
Janice Gardner Dec 1, 2020 updated Dec 1, 2020



The Appling County Pirates sent the Bulldogs of Morgan County packing after a convincing 42-13 opening state playoff victory Friday night at Jimmy Swain Stadium. The Pirates now advance to the second round and will host the game here. Kickoff will be at 7:30 at Jimmy Swain. Appling will play the Upson-Lee Knights, of Thomaston, who defeated Southeast Bulloch last week in the first round.

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VIDEO: Buxley News-Barr
Channel



Best TV/Streaming Ad Sales Program or Product

Vevo

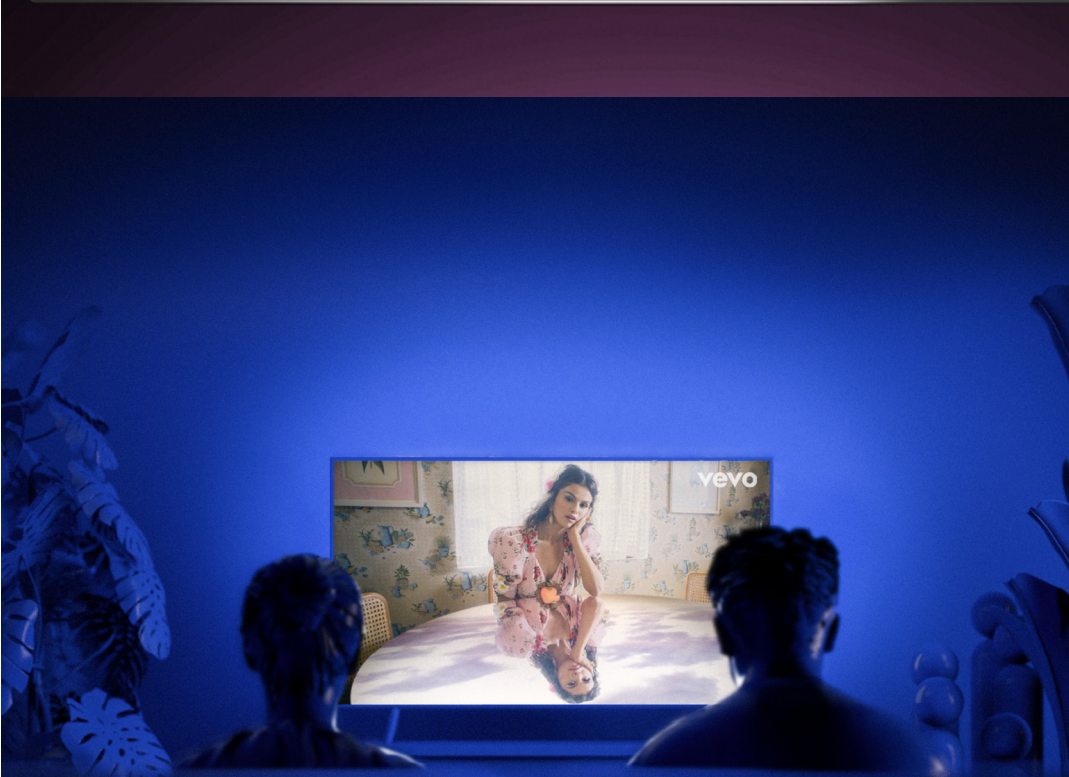
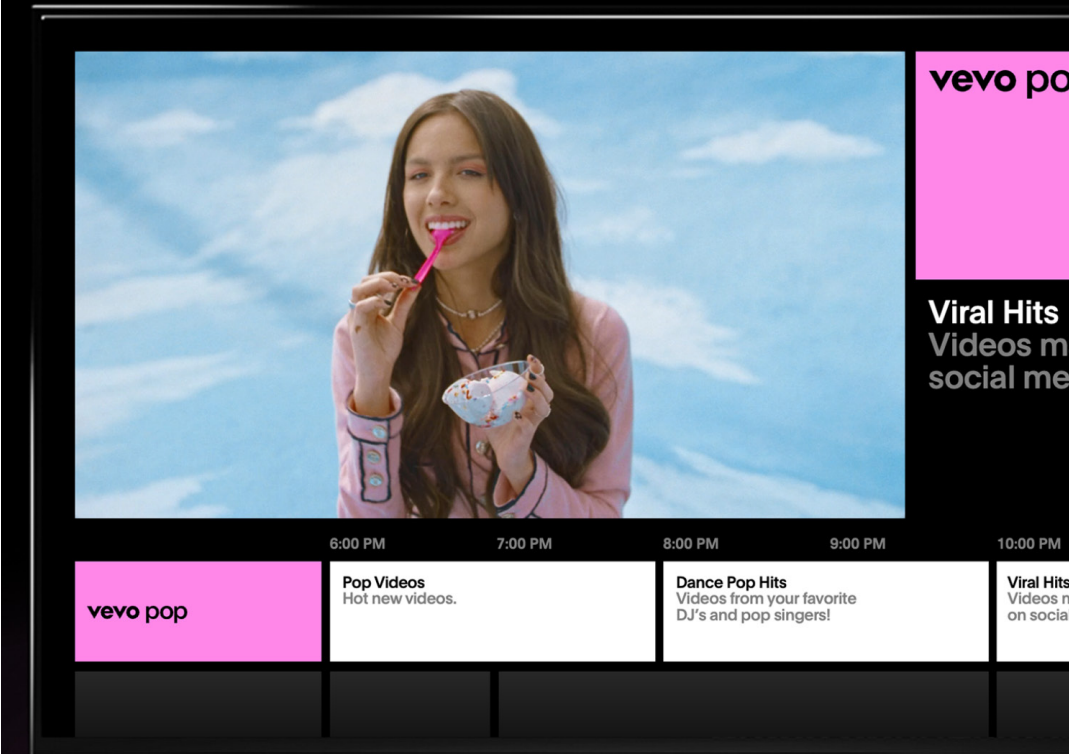
vevo

Program

Vevo, a leader among music video networks, saw connected TV as the next space to conquer. The company shifted to a CTV-centric ad sales strategy by first creating more than 50 TV channels, each editorially programmed by decade, genre or occasion. Vevo then launched data-driven contextual ad target products, such as Moods, Vevo Rewind and Afro Pulse to add another layer of personalization to its curated CTV program and allow advertisers to package items into various opportunities. This approach paid off with Vevo exceeding its internal sales goals for 2021. CTV now makes up 50% of Vevo's total global revenue, up from 26% in Q3 of 2020 and 4% in Q1 of 2020.

Insights

Vevo focused on understanding incremental reach on CTV and partnered with several data and measurement companies to identify the company's progress. These efforts paid off as clients such as Credit Karma, despite spending millions to advertise on linear TV, saw unduplicated audiences on Vevo CTV. iSpot found that 36% of Vevo's CTV campaign audience was unduplicated compared with traditional linear TV – providing brands with 4 million unique viewers exposed only through Vevo CTV. Vevo CTV also increased brand consideration by 11%, product awareness by 10%, brand favorability by 9% and ad recall by 8%.



Best Snapchat Discover Publisher

ViacomCBS — MTV Presents



Program

MTV Presents, launched in 2021, is the premiere location for Gen Z and millennials to get their music and pop culture fix through quality medium- and long-form video content. The main goals for MTV Presents included reaching a young audience, building a successful original music series culture and identifying content that would increase time spent as well as keep viewers coming back each day. The channel proved a massive success with 8.6 million subscribers, time spent trending upward, the content expanding to a younger audience and episodes over indexing in views.

Insights

The MTV Presents hub is rooted in youth culture, featuring MTV's original music series 'Bop Quiz,' as well as a rotating series of dating and prank shows. MTV developed this hub to introduce the 13–17 and 18–24 year-old age groups to the network. The publisher seeks to entertain by offering everything from music and pop culture to politics and celebrities to entertain its audience wherever and whenever. MTV Presents rolls out three shows each week, consisting of two syndicated series from the vast MTV library and one original series for music lovers to continue to always deliver something new for its audience to dive into.



Best Brand
Film, Single

Neutrogena Studios

NEUTROGENA
STUDIOS
a division of Johnson & Johnson Consumer Inc.

Program

Neutrogena Studios and executive producer, Kerry Washington, created ‘In the Sun’ to raise awareness about the risk of skin cancers and highlight the importance of prevention by using sunscreen and conducting skin checks for early detection. The documentary featured personal journeys of families facing extraordinary circumstances while learning the long-standing impacts of prolonged sun exposure. The film dispelled common misinformation surrounding risks of sun damage, especially for people of color. A comprehensive research study showed 85% of viewers changed their perceptions of skin cancer and were more likely to conduct skin self-exams after watching the film. Among Black viewers, there was a 40-point increase in skin cancer awareness.

Insights

‘In the Sun’ was created in partnership with the Melanoma Research Foundation and the American Academy of Dermatology. It used the lessons of a dermatologist and her patients to educate this generation and the next on tanning culture, beauty standards and the simple steps that can help people stay safe in the sun. Screenings for 125,000 students resulted in 70% of them saying they learned more about sun protection, with their awareness increasing 39 points. The film delivered the highest ROI of any digital video campaign Neutrogena ran in 2020 and the company’s share growth in Q2 of 2021 was the highest it had been in five years.



Best Facebook Watch Show

South China Morning Post

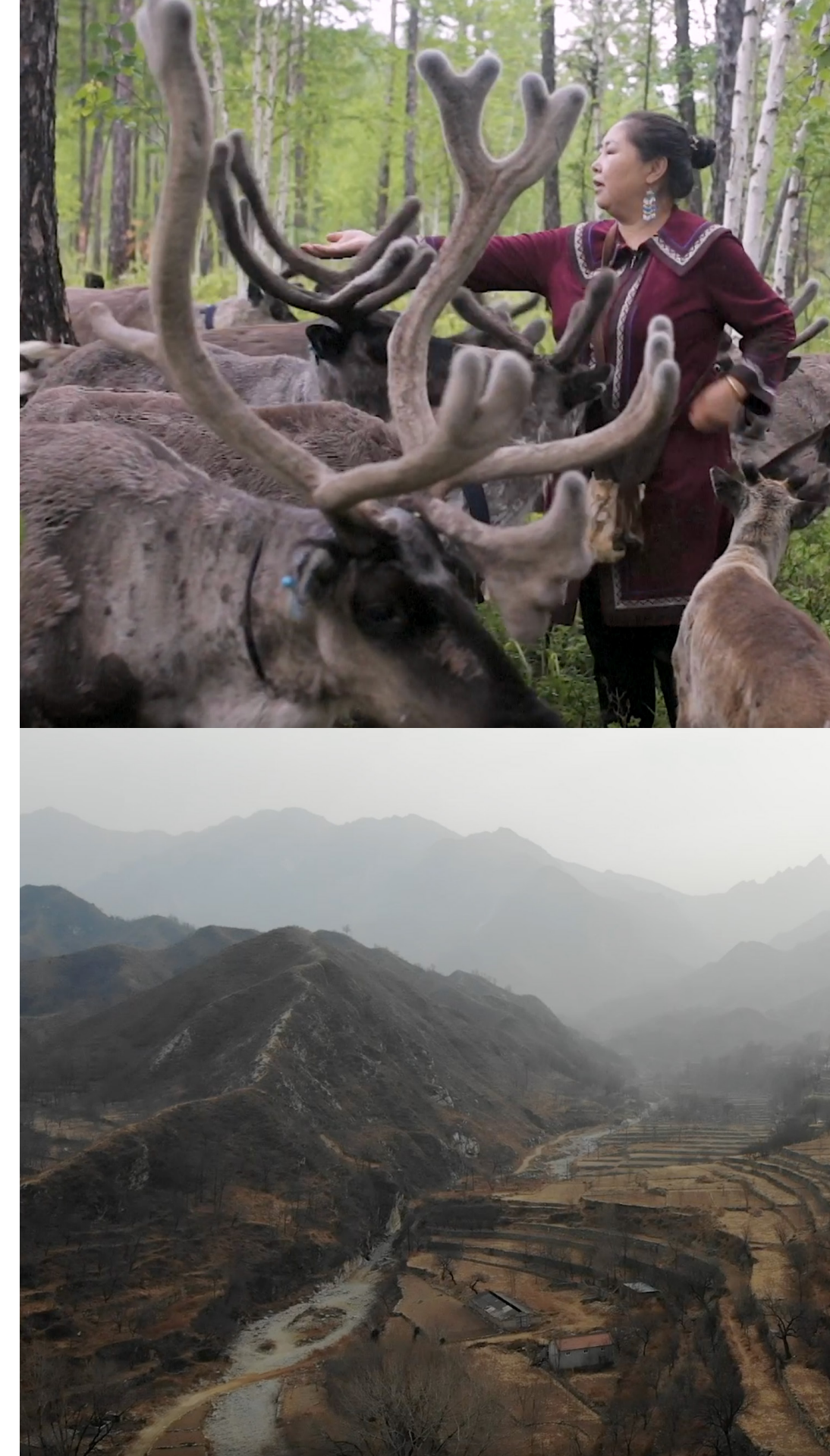


Program

While many publishers have cut back on long-form video journalism in favor of shorter formats, South China Morning Post has invested in character-driven storytelling, tackling issues such as poverty, challenges faced by members of the LGBTQ+ community, social unrest and animal rights. SCMP sought to build a reputation as a producer of in-depth, character-driven stories and prove that the Facebook audience wants more than short click-bait videos. By using Facebook as a vehicle, SCMP showcased its films to millions of people, spotlighting serious issues and gaining 4.6 million followers.

Insights

To capitalize on a void in the digital space for medium and long-form video content, SCMP produced two films per month, 7–20 minutes long, covering a wide range of issues across Asian countries. The show has registered more than 104 million views with an audience that returns to watch the films released twice each month. The SCMP films on Facebook have helped the company gain recognition within the industry through awards while also being recognized as a destination for in-depth, compelling, informative and cinematic storytelling.



Best Use of IGTV

Group Nine Media — The Dodo



Program

Throughout the pandemic, The Dodo recognized people needed a meaningful escape. So, the brand married positive and inspirational content with its mission of raising awareness for shelter pets looking for homes by launching a new series, 'Foster Diaries,' on IGTV. The series profiled people across the country who opted to use their extra time to foster animals in need to cope with loneliness while also saving an animal's life. The brand raised awareness for more than 150 rescue organizations and helped more than 100 pets get adopted through episodes of 'Foster Diaries' and their 'Adopt Me' series, spotlighting adorable pets to its large animal audience in hopes of getting them adopted. In just nine months, both series generated more than 181 million views on IGTV, with The Dodo's IGTV channel accruing nearly twice the amount of all-time video views than the nearest animal-brand competitor.

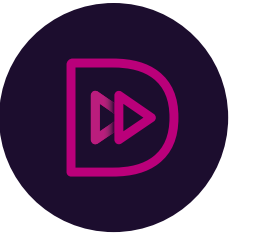
Insights

The Dodo injected positivity into the social feeds of its community to make people feel hopeful and inspired during a difficult time. By raising awareness around fostering and encouraging those working remotely to get an animal out of the shelter and into homes during quarantine, the brand's hashtag, #DodoFosterDiaries received over 4,000 high-quality UGC submissions from foster parents wanting to share their own stories.



Best Use of Instagram Reels

ViacomCBS — Comedy Central



Program

To expand Comedy Central's reach and relevance, especially among Gen Z, the brand knew it needed a robust presence on Instagram and aimed to increase the average views on its Reels and grow its following on the social platform while also bringing fresh eyes to the brand. Across Reels, Comedy Central showcased original content as well as fan favorite moments from its library of TV shows. In 2021, the brand's Reels earned over 22 million views, with the top-viewed Reels including a clip from a Nikki Glaser 'Roast' set and a segment from 'The Untitled Josh Horowitz Show' featuring Jodie Comer.

Insights

Between the brand's low-fi originals with influencers and in-house talent, optimized original formats and clips from classic franchises, Comedy Central's platform-native Reels were able to frequently earn millions of views, with the top reel of 2021 earning 3.9 million views. With a mix of digital-original series and repurposed show content, the steady cadence of both topical and evergreen content allowed the brand to expand reach, maintain relevance and establish clout on a growing platform.



Best Use of Instagram Stories

ViacomCBS — Comedy Central



Program

Comedy Central's primary goal with Instagram Stories was to drive impressions and engagements through funny, original and platform-specific content. In 2021, the brand implemented a strategy where comedians were invited to take over its Instagram Story and discuss topics important to them and their communities. This approach allowed Comedy Central to amplify hilarious, rising talent while also supporting ViacomCBS' social impact initiatives. In 2021 alone, the brand's Instagram Stories have earned 9 million impressions, with the best performing Stories being long, low-fi ones created by in-house creators and outside influencers, such as ones using interactive features like polls.

Insights

Comedy Central regularly partners with in-house creators and on-the-rise comedic influencers to create multi-frame, low-fi Instagram Stories that take viewers on a journey. Interactive games like Hanna Dickinson's 'Would You Rather' series capture viewers' attention, with funny, yet enlightening content such as Charles Gould's 'Six Favorite Yiddish Words' Story for Jewish-American Heritage Month garnering over 220,000 impressions. One of the brand's most ambitious Instagram Story executions was a 'Seinfeld' best-episode voting stunt, where fans could influence which episodes would air in the sitcom's premiere marathon on Comedy Central. These stories earned a collective 628,000 impressions and brought in more than 60,000 votes.



Best Use of Instagram Stories

ITV: 'Good Morning Britain'

Good Morning Britain

Program

In an effort to attract a younger audience, 'Good Morning Britain' took to Instagram to deliver the news and fuel engagement. The result was GMBriefing, which is published to the brand's Instagram Story each weekday after the show's live airing. Focusing on news, interviews and debates that are most relevant to the younger audience, GMBriefing encourages engagement through the use of polls, Q&A stickers and link stickers. With link stickers, users are also encouraged to consume more of the brand's content on their own VOD service, ITV Hub, and YouTube.

Insights

The GMBriefings format and interactivity has clearly resonated with Instagram users. From its launch, in April 2021, through the end of the year, the series drove 10 million impressions, a 52% increase from the same period in 2020. And given its daily recurrence, it has also powered loyalty – retention rates were 66% in 2021, a 21% increase from the previous year. The series has also resulted in an average of 4,000 clicks through to the ITV Hub and YouTube, meaning that the series has built a devoted 'Good Morning Britain' audience that extends beyond Instagram.



🔗 'WHY DIDN'T YOU SHOW UP YESTERDAY'

Best Snapchat Show

PinkNews

PinkNews

Program

PinkNews is the world's most-watched and most-read LGBTQ+ media brand. Since launching on Snapchat Discover in 2018, PinkNews has grown to become one of its biggest voices, engaging with tens of millions of young people each month. To increase viewership and revenue, spread positivity and increase the exposure of positive LGBTQ+ stories on Snapchat's platform, the media brand launched six new global channels to create new touchpoints for existing users. In 2021, PinkNews grew its audience and subscriber base exponentially and more than doubled its average revenue per episode of 'The Queer Catch-Up.'

Insights

PinkNews' flagship show, 'The Queer Catch-Up,' highlights positive LGBTQ+ news and is the only one on the Snapchat platform with "queer" in the title, serving as a hugely important resource for young LGBTQ+ people and allies to learn about LGBTQ+ life. In an age where members of the LGBTQ+ community continue to face discrimination in the media, 'The Queer Catch-Up' counters that narrative by providing young LGBTQ+ people and their allies positive and educational stories that live up to the PinkNews mission to inform, inspire change and empower people to be themselves. The series received just under 50 million unique views, totaling 140 million minutes watched.



Best Use of YouTube

South China Morning Post

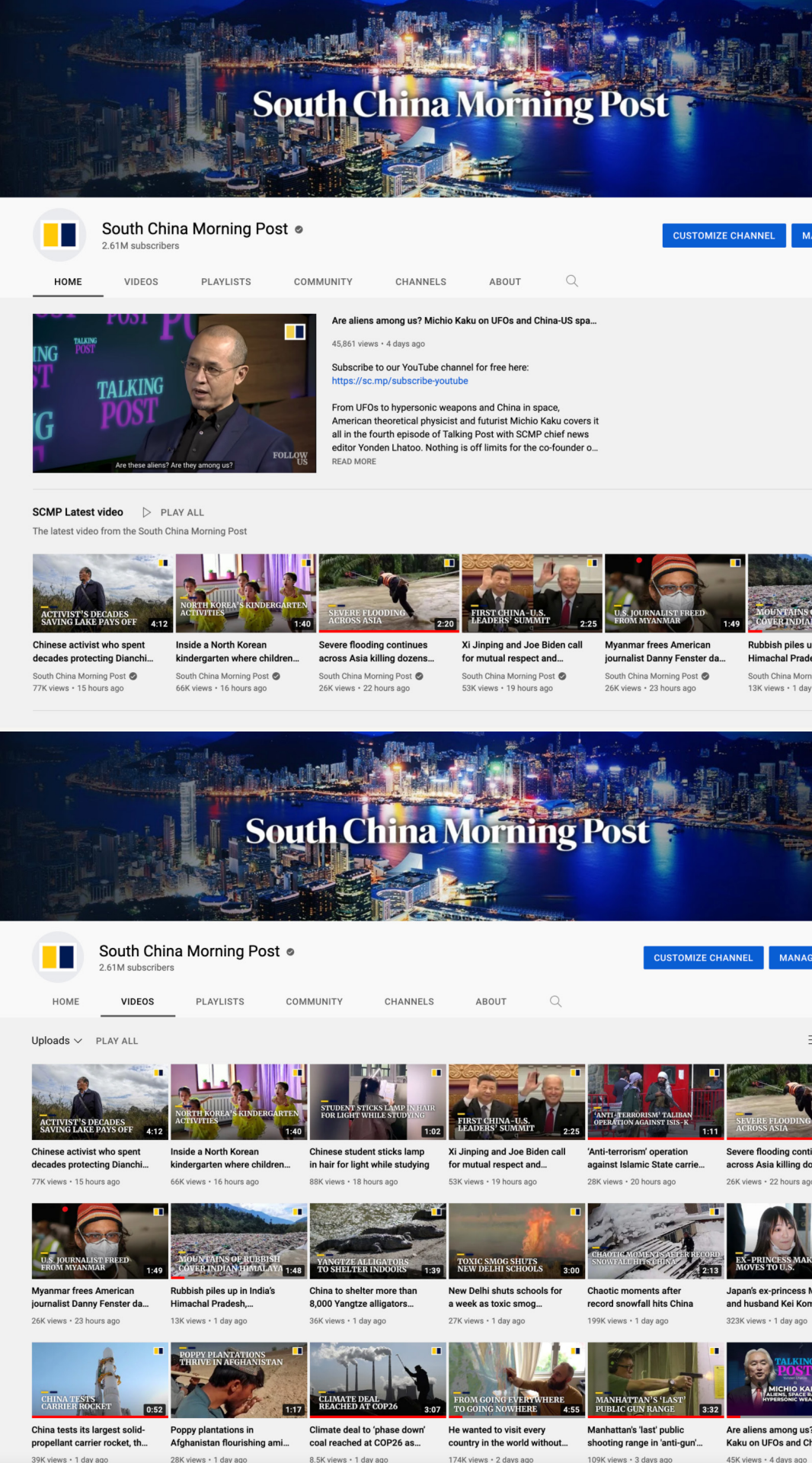


Program

The South China Morning Post wanted to continue its growth through a continuous stream of content on a variety of news topics, including the pandemic – a topic on which the outlet was one of the first to report extensively. SCMP’s strategy of continuous production and publication across a 24-hour cycle proved successful, jumping on the momentum of breaking news to grow its channel in terms of offerings, total audience and ad revenue. And, in a little more than 10 months, SCMP’s YouTube channel gained almost 900,000 new subscribers with more than 1.2 billion video views.

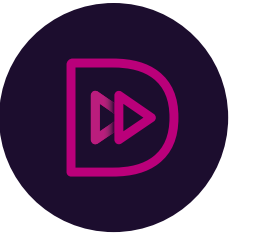
Insights

SCMP continued to take the lead in reporting on pandemic-related developments, and by focusing on producing multiple reports on the pandemic, the group’s audience grew and specific regions, such as India, came to rely on the organization’s reporting. With videos that included updates with the latest images, news lines, explainers on the origins of the virus, different vaccines and government responses, as well as a film that followed a team of medics delivering vaccines to remote Kashmir, this strengthened the organization’s reputation.



Best FAST Service

Pluto TV



Program

Pluto TV's free streaming platform made FAST an essential component of the rapidly shifting TV and streaming industry. One goal the company had was to make Pluto TV a household name, while establishing and building its position as the foremost leader in the industry. Pluto TV used ad-supported video as a primary revenue driver, but also adopted a live, linear platform as its signature style, which was a new way of streaming and a fresh, reimagined approach to programming for a digital and mobile-first landscape. Pluto TV added 6 million new active users in the first quarter of 2021, with its current user base soaring to 52 million and continuing to grow.

Insights

Pluto TV has successfully built a coveted library of hundreds of thousands of licensed titles from more than 275 global media partners that are programmed across 300 channels and on-demand. Pluto TV continues to aggressively expand its international footprint and is now available across three continents and 26 countries, as well as being widely available via mobile, web and connected TV devices. As of June 2021, Pluto TV's revenue more than doubled year-over-year and the company is on track to be the first FAST to earn \$1 billion in revenue by years' end.



Best Streaming Service

Discovery+



Program

In the crowded streaming space, Discovery+ seeks to set itself apart as a truly differentiated experience. Since launching in January 2021, Discovery+ has developed into an expansive non-fiction, real-life subscription streaming service with a deep content catalogue. Internationally, Discovery+ is leveraging its massive library of local-language content, as well as its broad portfolio of live sports to drive its DTC offering across more than 25 key markets in 2021. By the end of Q3 2021, Discovery+ surpassed 20 million paying DTC subscribers around the world.

Insights

Along with a distinct content library, Discovery+ designed its interface with the consumer in mind. Its navigation is designed to allow subscribers to dive deep into top genres, such as lifestyle, home, food, true crime and more. Subscribers can easily search and scroll through an abundance of choices, including the For You section that features shows most relevant to the subscriber and provides immediate access to series and shows from across the entire content library without ever leaving the home screen. With average engagement at about three hours per day per viewing subscriber, customer engagement and retention are exceeding expectations and demonstrating sustained momentum into 2022.

SHARK WEEK

Discovery | discovery+



Best Live Moment

LiveXLive



Program

Subscription audio and video streaming platform LiveXLive hosted 'Social Gloves: Battle of the Platforms,' a live event featuring a boxing competition between some of the biggest YouTube and TikTok stars and performances from popular musicians. In addition to the main event, the livestream included a press conference, weigh-in and a free-to-air portion. Every pay-per-view livestream included an NFT with purchase and short-form videos were created with footage from the event to boost LiveXLive social engagement.

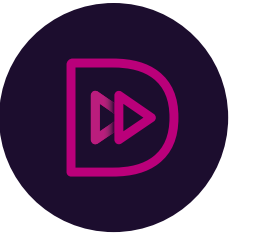
Insights

In bringing together major social media and music stars and the trending worlds of e-sports and cryptocurrency, LiveXLive was able to tap into the cultural hot topics, especially those that resonate with Gen Z viewers. Tapping into the trends resulted in 3.5 billion impressions across social media, press and event platforms. Diversifying the event to both in-person and online livestream allowed more engagement opportunities and resulted in more than 136,000 pay-per-view packages purchased, 10 million views of the livestream and thousands of tickets sold to the in-person event.



Best Ad

Reddit — 5-Second Super Bowl Ad



Program

A few weeks before the Super Bowl in 2021, the Reddit community WallStreetBets made waves in the financial world by instigating the GameStop short squeeze. Taking advantage of the moment and the conversation, but with little time to waste, Reddit created a 5-second commercial to air during the game in major markets to bring attention to the power of its communities coming together online. The ad's short length, lack of sound and text heavy creative that looked like a Reddit post made the ad stand out among the rest.

Insights

Reddit flexed its readiness to adapt by leveraging the cultural conversation it found itself at the center of. Instead of being intimidated by the lack of time to put an ad together for the big game, the Reddit team decided to keep it simple and short, which in some ways actually increased engagement – causing people to rewind and pause in order to read all the text. The ad aired in only nine markets, but became the most searched-for ad on Google and the number-three most popular on social media, leading to more than 6.5 billion earned impressions and a 25% increase in traffic to Reddit's site.



Best Brand Film Series

Barkley and Motel 6



Program

After learning that more than 4 million babies were born in the U.S. during the quarantine period, and that 2 in 5 grandparents had a new grandchild born during this time, Motel 6 decided to leverage its longstanding partnership with AARP to encourage grandparents to travel once again in order to meet their new family members for the first time in a safe manner. The 'Grand Introduction' campaign captured these moments on film to share across social platforms and a special discount code was promoted through the digital channels of both partners to spur these journeys.

Insights

By taking on a pandemic-related topic that was happy and hopeful, the 'Grand Introduction' campaign found a niche in the post-quarantine conversation and hit an emotional note with audiences. With more than 3.5 billion earned media impressions and 20 million paid impressions on digital channels, the campaign reached its goals around engagement and boosting the Motel 6 brand. As an added bonus, hundreds of incremental bookings from visitors to the campaign's microsite were received within the first month.



Best Social Video Campaign

ViacomCBS — Meaning in Music



Program

To amplify and celebrate the first ever Hip-Hop History Day and the launch of the Smithsonian Anthology of Hip-Hop and Rap, the Smithsonian Channel focused the first season of its 'Meaning in Music' series on hip-hop's impact on cultural trends and society. The series aired on the Smithsonian Channel's YouTube, Facebook and Instagram, as well as other ViacomCBS brand channels such as MTV News. Using music as a lens to view American history, the series spotlighted Black artists of the past and today, focusing on topics such as women in hip-hop and conversation starters such as Lil Nas X and Public Enemy.

Insights

The Smithsonian Channel wanted to take advantage of the fact that its digital fans are curious and engaged on social media, especially when it comes to original digital series, in order to promote the anthology. By paying homage in the series to artists who have captured the cultural zeitgeist and paved the way for others in the industry, the channel was able to connect with viewers from multiple generations.



Best Multi Platform Video Campaign



Freeform — 'Cruel Summer' Integrated Campaign

Program

With a plan to make episodes of Freeform's original show 'Cruel Summer' available on Hulu the day after airing, the network needed to drive buzz — and viewers — not only to their own channel, but also to the platform. Given its identity as Walt Disney Television's young adult network, Freeform created a multi-platform campaign that built hype before the show premiered by emphasizing the mystery at the show's center. The campaign continued with trailers and sneak peeks that dropped Easter egg clues and encouraged fans to share their own theories after each episode aired.

Insights

The campaign paid off and 'Cruel Summer' became Freeform's most-watched series, the number one new cable drama of the year among women ages 18–34, and also Hulu's most-watched series debut. Leaving clues for fans in the campaign videos and encouraging them to share their own theories on social media with special hashtags drove views and engagement, with more than 550 million social media impressions, 280 million video views and 18 million engagements recorded.



Best Ad Tech Innovation

Smart - Adserver

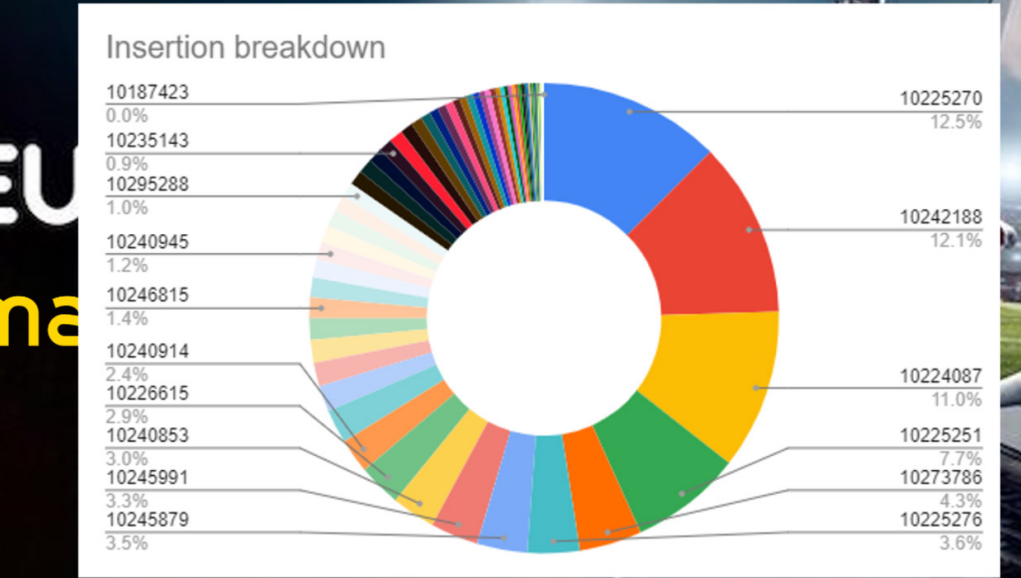


Program

Smart was tasked by the Belgian national broadcaster RTBF to develop a digital ad insertion system to manage the ads of the Euro Cup 2020 when matches streamed on the broadcaster’s Auvio platform. In response to the challenge, Smart created a duration-based decisioning system that selected the exact number of ad spots to fill ad breaks of varying lengths in order to deliver the most revenue as well as a smooth transition back to the live match. The system also took into account which ads were from sponsors that needed to be aired to everyone, as well as each ad’s specific audience and device targeting parameters.

Insights

The system that Smart developed was able to consistently adjust and optimize based on viewership data and projections to ensure optimal reach and frequency for each advertiser. And it had a lot to juggle in order to deliver that outcome. By the final match, the system was managing more than 200,000 concurrent users, had handled in excess of 1 million ad requests and delivered over 12 million individually targeted spots.



Best Ad Tech Innovation

Samsung Ads and Liquid Arcade — Resident Evil



Program

For the launch of its 'Resident Evil Village' game, Liquid Arcade partnered with Samsung Ads in order to leverage its DSP deterministic data throughout the campaign. Utilizing Samsung's Audience Builder tool, the campaign was targeted and ran across Samsung Smart TVs, Galaxy mobile devices and desktop. A key feature of Samsung's dataset is automatic content recognition (ACR) which is able to confirm when a specific game is being played on a device exposed to a campaign. With this data, Samsung Ads allowed Liquid to prove ROAS attribution, a task that was previously extremely challenging.

Insights

Samsung Ads boasts the largest source of first-party CTV data, which allowed Liquid to focus on audiences with the most potential to convert. With most games purchased through digital download via many potential paths, attribution has long been a challenge in the space, making it difficult for marketers to optimize investment. Samsung Ads solved this challenge with its ACR gaming data, which also allowed attributed households to be removed from the targeted segment. Once removed, the rest of the budget could focus on driving further conversions. These tactics led to a 172% gameplay lift among the exposed audiences.

SAMSUNG Ads

Best Digital Video Platform

In the Know by Yahoo

IN THE KNOW.

by yahoo!

Program

The goal of the social-first video platform In the Know by Yahoo is to amplify voices that are traditionally unheard in media with a Gen Z audience in mind. With regular content categories including tech, beauty, style, wellness, gaming and Gen Z trends, the platform has become an authority on the topics the young generation cares about and leverages social media to attract viewers and spread content. For 2021, In the Know tapped even further into the issues that matter by producing original videos featuring changemakers, and stories spotlighting and told by Black, Latinx, disabled, LGBTQIA+, Native and AAPI people.

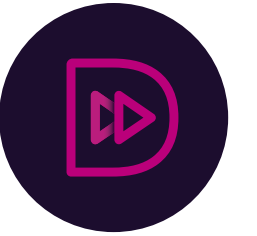
Insights

In the Know creates content that is unafraid of culturally relevant – albeit sometimes touchy – subjects about which Gen Z is known to be passionate. Utilizing a social-first mentality, inclusive of Gen Z favorites TikTok and Snapchat, allows the platform to share its content with a wider audience and engage with new viewers. As a result, the platform saw an average of 22 million monthly active users and 1 billion cross-platform video views per month. Doubling down on Gen Z appeal has resulted in the TikTok audience growing from 35,000 to over 1 million followers over the past year.



Best Connected TV Platform

Atmosphere — DraftKings



Program

Atmosphere, an audio-optional streaming platform designed for businesses with high dwell times such as bars and restaurants, gives businesses the ability to customize what's on their TVs and lets advertisers speak directly to engaged audiences. DraftKings partnered with Atmosphere to leverage its contextual targeting capabilities, the goal being to reach viewers over the age of 21 who are already watching sports in key states in order to increase their awareness of the brand and preference in the fantasy and sports-betting category.

Insights

Viewers in the establishments with the Atmosphere platform have an average dwell time of 73 minutes, giving advertisers such as DraftKings plenty of time to connect with a receptive audience. The targeting efforts of the campaign proved successful, with 74% of exposed customers confirming that they already play fantasy sports online. After viewing the ads, these customers were 190% more likely to recall seeing the brand on the screens and were 56% more likely to use DraftKings in the next 30 days. These customers reported that they were 138% more likely to place a bet online versus the unexposed control group.



Best Use of TikTok

eos



Program

The skincare brand eos jumped on a viral moment after TikTok influencer Carly Joy posted an organically viral video on the platform asserting eos shaving cream as the best for intimate areas and declaring viewers to “bless your f*ing cooch” and use it. In just three days, eos created the limited-edition Bless Your F*ing Cooch line of shave creams. Partnering with Carly Joy and other TikTok creators helped spread the word about the product line while also breaking taboos and normalizing a controversial conversation.

Insights

The power of Carly Joy’s organic endorsement was strong and immediate. Her viral video has been linked to a 25X increase in orders of shave cream on the brand’s website, as well as a 450X increase in website visits for shave products. Within one week, the brand sold more than 150,000 shave creams across its retailers and its shaving care business doubled nationally. The campaign inspired by the original video and subsequent product line reached more than 60 million people and the taboo nature of the campaign and the language used resulted in more than 700 million earned media impressions, greatly boosting brand awareness.



Best Original Programming

Goldthread



Program

Goldthread, which is owned by the South China Morning Post, covers the ever-changing culture in China featuring stories about the country's food, people and more. The Goldthread team produces two original documentaries twice a week as well as social content featuring these longer pieces. In 2020, Goldthread decided to produce its content in a serial format, with episodes for the different series premiering every week. Series included the third season of 'Eat China,' with this season focusing on bao, as well as 'Mean Street Gourmet,' which tells the stories of street food stalls and vendors.

Insights

With the weekly serial format, Goldthread was able to give viewers something to anticipate every week, resulting in increased engagement and subscriber or follower numbers on platforms such as YouTube and Facebook. The number of video views grew 318% year-over-year in 2020, compared to 2019, and the engagement ratio per video of comments, likes and shares increased 5X in the same period. The broadcast-ready quality of the episodes allowed Goldthread to land a partnership with Discovery Channel's Asian Food Network to air on cable. And this was all accomplished with a 30% reduced budget from the previous year resulting from the pandemic.





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