



**DIGIDAY**

CONTENT MARKETING  
AWARDS



The **Digiday Content Marketing Awards** spotlight brands and agencies at the forefront of innovation in the branded content space.

Over the past 12 months, these companies have demonstrated expertise in creating content across numerous channels and platforms to engage their audiences and achieve business goals effectively.

This year's winners, in particular, have excelled at producing video, audio and experiential content and using influencers and

user-generated content to drive online engagement and sales. Concurrently, winners also made strides using social media to launch standout marketing campaigns and data to inform more personalized marketing messages.

This winners guide highlights all the accomplishments and progress of a year in content marketing. Each entry unpacks the program and pinpoints the takeaways that the winning campaigns can teach marketing teams of all kinds.

## Best Advertising Partner for Brands

## First Media + Factor



### Program

After HelloFresh acquired ready-to-eat meal company Factor, in 2020, it turned to First Media to drive growth via social media advertising with the caveat that it wouldn't compete with the company's other brands. Using a data-driven approach, creative was produced to engage new audiences and position Factor in a way that was uniquely its own – a leader in fully prepared, nutritionally balanced meals. Furthermore, delivering the ads through the food-focused publisher page So Yummy ensured Factor's message wouldn't get lost in the crowd of skippable content in order to drive conversion as well as awareness.

### Insights

First Media remained nimble in order to drive the best campaign results. When the iOS 14 update disrupted the primary distribution channels of Facebook and Instagram, the team quickly diversified by launching content on TikTok and Instagram Reels. Focusing on engaging content and leveraging the established So Yummy channels drove outcomes on both ends of the funnel, with 225 million impressions on Facebook and Instagram and more than 163 million on TikTok, which helped Factor become the number one ready-to-eat-meal kits in 2021.





## Best Agency/Client Collaboration

## LADbible Group + Publicis + Disney+



### Program

Taking advantage of the well-established audiences of LADbible Group brands, a multi-faceted campaign was created to build excitement for the launch of the Star content hub on Disney+. Fun and engaging video content was the spotlight of the campaign, with a short series encouraging viewers to take the ultimate duvet day by staying in and building a sofa fort, while another emulated the popular show 'Gogglebox,' and featured celebrities and audience members giving their hot takes on Star's best shows. Articles, interactive Instagram Stories and display ads across the LADbible sites rounded out the campaign and helped put Star on everyone's watchlist.

### Insights

The large reach of the LADbible Group's brands and social channels in the UK, and their reputation for being a voice for young adults, made these platforms the perfect places to spread the word about Star. The bespoke content created for each brand enabled the campaign to play into the particular interests and passion points of the different audiences in order to have the greatest impact. Third-party research into the direct impact of the campaign showed that it increased awareness into Disney+'s offerings for both kids and adults, and 66% of survey respondents took action after seeing campaign content, such as subscribing or learning more about Star.





## Best Brand Publication - Print and/or Digital

**Mahlab**



### Program

The Australian Water Association (AWA), a membership organization for the country's water industry, partnered with Mahlab with the goal of revamping Current, its magazine, in order to better connect with members and to become the industry's go-to source for news, peer support and debate about the changing needs of consumers. To accomplish this, Mahlab decided to increase the length of the magazine and give it an entirely new look and feel, from using a heavier coverstock, a new suite of fonts, an improved masthead, full-bleed imagery and the inclusion of QR codes to encourage further exploration with digital content.

### Insights

Mahlab and AWA wanted to establish Current as the must-read resource for water professionals and to make the magazine a key reason people signed up to join AWA, rather than just an added benefit. To achieve these goals, the changes that were made to the magazine's look and feel were carefully selected to signal the quality of the publication and the value of its content. Reader feedback following the first new-look edition of magazine has been overwhelmingly positive, and has also spurred new interest in advertising opportunities – with a 13% rise in ad revenue per issue – and an immediate boost to association membership.

VOL 05 / APRIL 2021

# current

technology / community / environment / business / technical papers





Best Brand/  
Influencer  
Collaboration

PPK + The Florida  
Lottery - ‘Week  
For Life’



Program

Winners of the Florida Lottery’s Week For Life Scratch-Off game win \$5,000 every week for the rest of their lives. With this premise in mind, and a mission to promote the game, PPK created a campaign to promote wellness and longevity among players in order to maximize their winning potential. Jason Rodelo, a dance instructor, social media influencer and professional motivator, was selected to co-create and star in the campaign, which was delivered via weekly episodes on Facebook Premiere. In each episode, Jason guided viewers through activities like yoga, jogging, cycling and stretching, all while scratching Week for Life tickets.

Insights

This campaign was meant to drive purchases of Week for Life tickets, and this, in turn, would drive donations to enhance Florida’s public education via the Florida Lottery’s commitment to donating a portion of every ticket sale to this cause. Engaging with players through the weekly episodes, chatbot reminders, animated stickers and extra giveaways helped spread the word to achieve these goals, and Jason Rodelo’s expert blending of humor, motivation and advice ensured the campaign resonated with players of all kinds. As a result, the campaign drove 30 million ticket sales and raised more than \$24 million for Florida’s public schools.





# Best Branded Content Series - B2B

## EY - 'Leadership in Action'

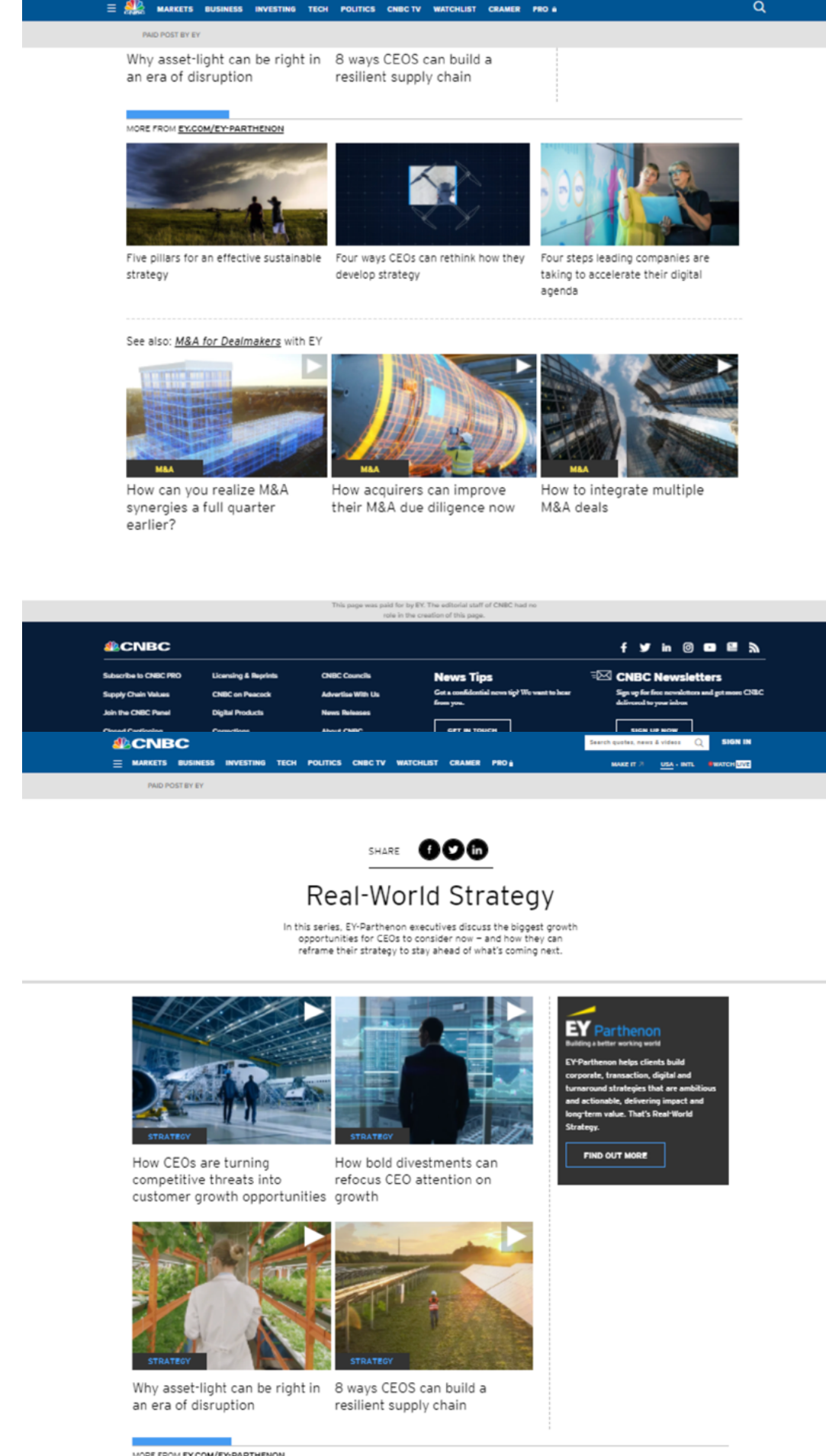


### Program

EY has become synonymous with tax and audit services. To showcase its wider offerings and capabilities as a future-focused strategy and consulting advisor, it created the 'Leadership in Action' branded content series. The series, which was activated on WSJ.com, featured masterclass-style video testimonials from CEOs and the EY leaders who advised them through impactful business moments. Focusing on topics selected according to WSJ.com audience insights, the series shed light on EY's work through the lens of some of its most well-known clients.

### Insights

In partnership with credible media partners, the content series was amplified to a C-suite audience using a digital-first media approach across WSJ.com, Apple News, LinkedIn, Twitter, Facebook and CTV apps. This strategy enabled the campaign to engage with this core audience and those that influence them, as well as to shift perceptions of EY. On average, users spent over 9.7 minutes on the Leadership in Action website – nearly five times the average for WSJ.com – and a brand study found that the program resulted in a 15-point increase in consideration for EY's broader services.





## Best Branded Content Series - B2C

## Digitas + KitchenAid - 'Design Minded'

**KitchenAid®**



### Program

Tasked with creating content to establish the design perspective of KitchenAid's major appliance line, Digitas created the 'Design Minded' series. Produced in partnership with Vox Media, 'Design Minded' explored the world of neuroaesthetics — how design choices affect overall psyche and mood. Each video in the series featured a designer and a scientist who collaborated to reimagine homeowners' spaces to serve their culinary needs, while also considering the aesthetics and overall cognitive experience the space creates.

### Insights

By showcasing kitchen makeovers in action — with a unique twist — the content series aimed to shift consumer perceptions about KitchenAid's major appliances and to spotlight how they can inspire top-tier design. And the outcomes of the campaign were evident in funnel and attribute-based KPIs. In the first three weeks of the campaign, more than 500,000 video views were recorded, along with more than 100,000 social media interactions. A campaign study later found that the series generated significant lifts in consideration, purchase intent and brand preference.



## Best Branded Content Site - B2B

## Attentive - Holiday Village

**attentive**<sup>®</sup>

### Program

As a conversational commerce platform, Attentive helps brands create thoughtful mobile messaging experiences using real-time behavioral data. To help marketers prepare to deliver personalized experiences to reach their goals for the holiday season, Attentive created the Holiday Village, an interactive, winter-themed, choose-your-own-adventure-style microsite. Featuring four paths, marketers accessed actionable holiday content personalized to their needs including tips, examples and insight to help them build their holiday SMS strategy, while earning badges along the way. After completing their journey, participants earned a custom-designed Holiday Village themed puzzle by mail, and a donation was made on their behalf to Toys for Tots.

### Insights

The fun, holiday infused theme ensured that Holiday Village participants would be inclined to share the microsite with their networks, and optimizing for dopamine rushes from earning badges along the online journey kept users engaged. On launch day, Attentive achieved 53% of the total traffic goal that was set for the first month, and ended up far exceeding organic social media and traffic expectations. The site also drove business to the company, with 51% of all demo requests for the month of August coming from microsite users.





## Best Branded Content Site - B2C

## Google Shopping + PAPER – 21of21

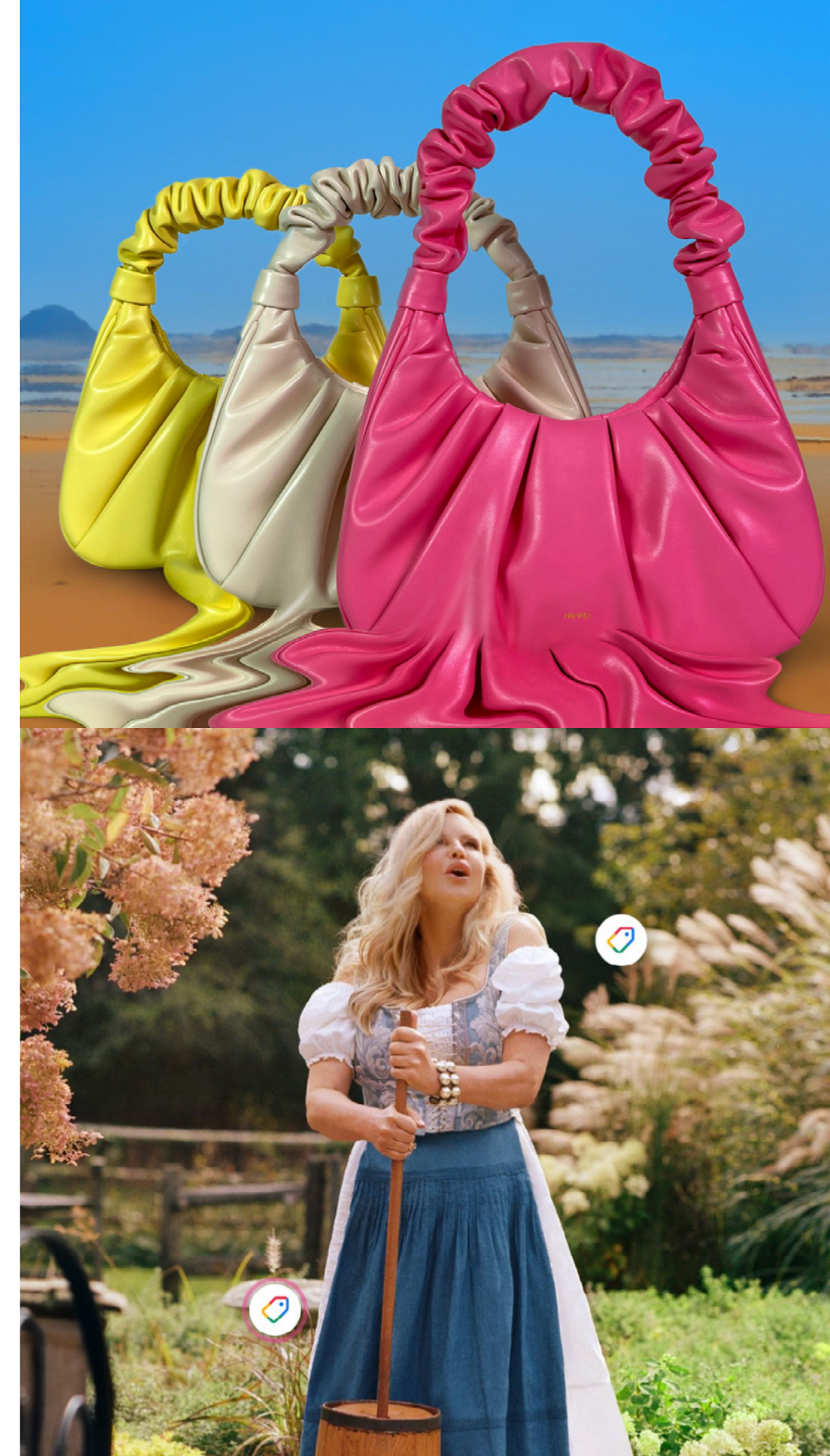
# PAPER

### Program

With the goal of appealing to Gen Z and millennial shoppers, the 21of21 campaign showcased Google Shopping as a destination to fulfill any shopping needs, but also a platform that's in-the-know and involved in viral trends and cultural conversations. In partnership with PAPER, a shoppable, digital magazine was created featuring the biggest shopping trends of 2021. To amplify the site, paid social was pushed through Google's Facebook, Instagram and TikTok accounts, and it was promoted on PAPER's website and social channels. Promotion also included an influencer angle, with social promotion by major talent featured in the magazine, including Bretman Rock and Jennifer Coolidge.

### Insights

By taking advantage of PAPER's editorial expertise and Google Shopping's analytics, the partnership resulted in disruptive, viral content that drove awareness and site traffic. Sentiment in content engagement and comments was overwhelmingly positive, and the inclusion of talent promotion amplified the message to audiences that otherwise wouldn't have been reached. Talent promotion on its own drove 2.8 million organic engagements at campaign launch, and over the campaign period, talent, PAPER and Google promotion drove more than 500,000 users to the site.





## Best Branded Podcast

## LEGO + Velocity/ViacomCBS

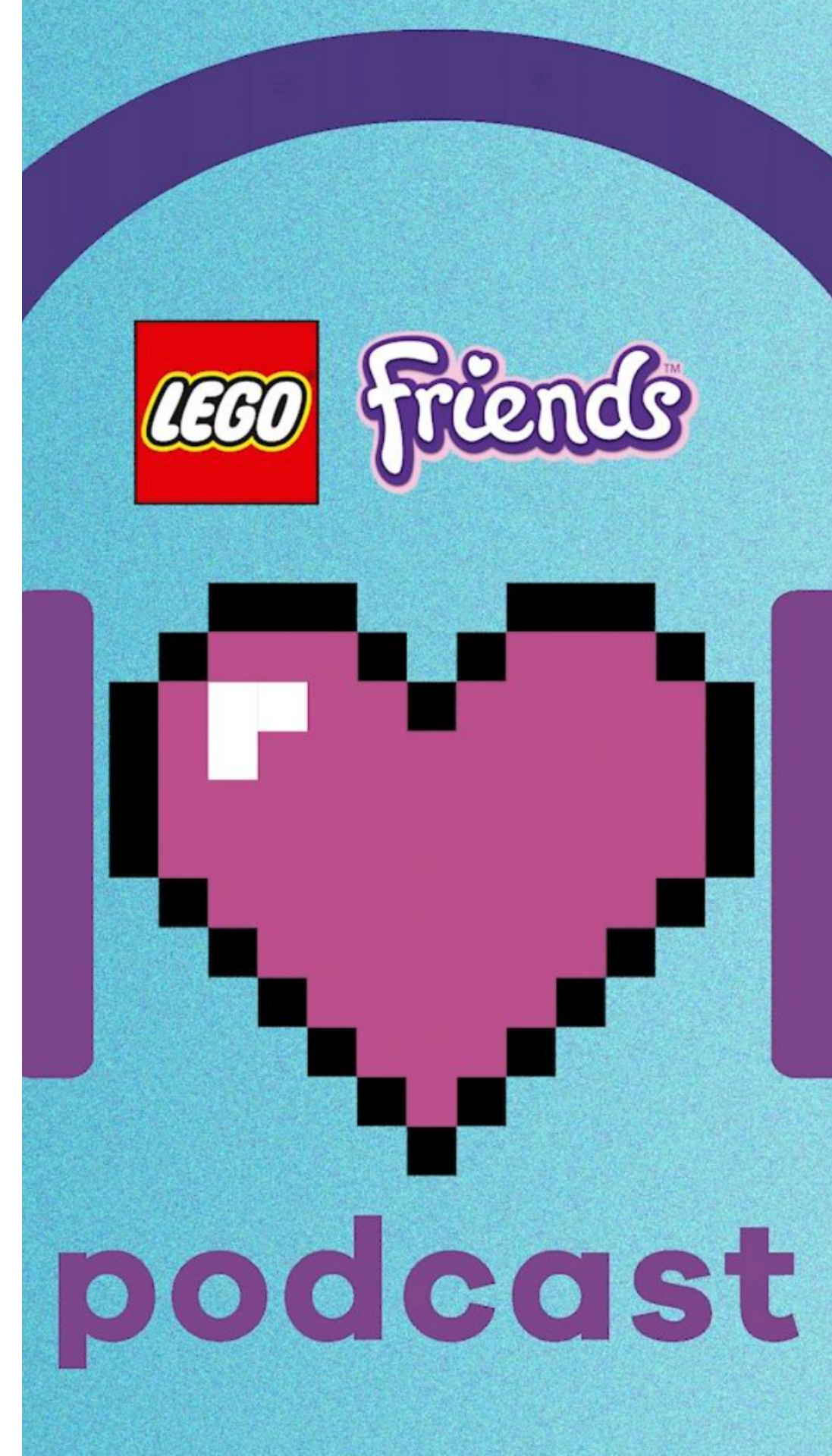


### Program

LEGO teamed up with Nickelodeon for a second season of its 'LEGO Friends Girls on a Mission' podcast. In an effort to spotlight how the new LEGO Friends playsets encourage expressive play and let girls dive into a variety of passion points together, the podcast featured influencer hosts Jordan Mae Williams and Kheris Rogers who shared real stories, explored a range of relatable topics and challenged each other through fun games. Each podcast episode was accompanied by a video that launched on the Nickelodeon YouTube page to increase reach.

### Insights

Each episode focused on topics relevant to the target demographic of extroverted girls ages 4–12 in order to spark conversations among listeners. With topics like modern friendship and magic, inspired by the playsets themselves, the podcast episodes illustrated how LEGO Friends can help build and strengthen bonds among friends. The message clearly resonated, with the campaign resulting in more than 6 million impressions on the Nickelodeon YouTube channel and 2.5 million views, in addition to more than 20,000 podcast episode downloads that garnered an average rating of 4.7-out-of-5 from listeners.



## Best Campaign Pivot

## Barkley - Delta Faucet Real Life Showroom

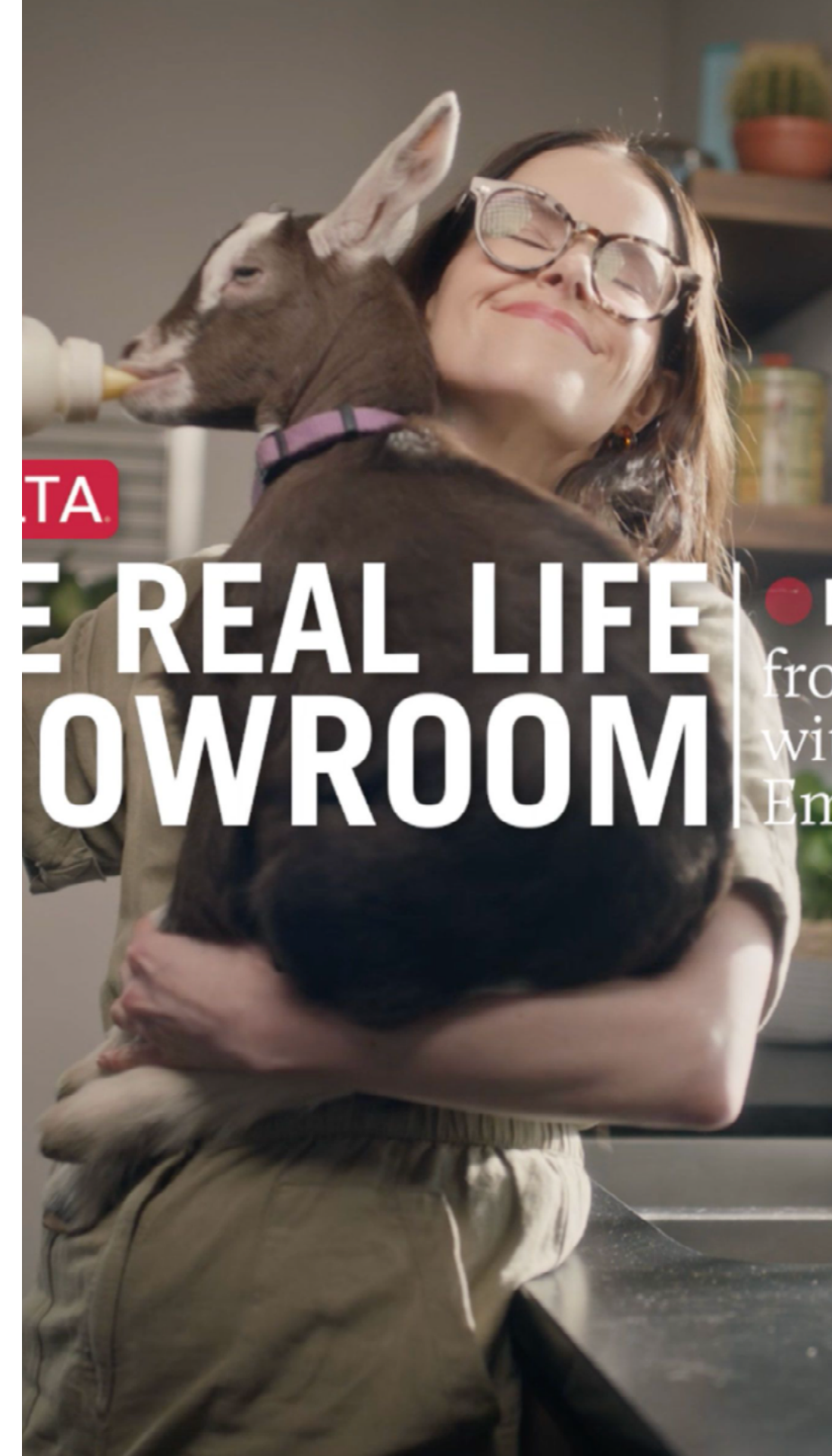


### Program

In the past, Delta had always launched its new products at the Kitchen & Bath Industry Showcase (KBIS), but when the trade show was forced to go virtual due to the pandemic, Delta Faucet decided to completely reimagine its product launch strategy and created the Real Life Showroom. This livestreamed event enabled viewers to see the new products in a real home, enabling them to imagine how they could fit into their own spaces. Featuring comedic actress Emily Hampshire — one of the stars of the hottest shows of quarantine — the campaign drove attendance and introduced an element of humor often lacking at trade events.

### Insights

With the unique angle of featuring a real home during a time when everyone was spending inordinate amounts of time at home, and the partnership with a recognizable celebrity, earned media placements and impressions came easily. A total of 6.8 million earned media impressions were garnered — a 90% increase from the previous year — and 163 earned media placements were achieved, most of which solely focused on Delta Faucet, rather than the more typical inclusion in lists with other KBIS-attending brands.





# Best Community Building Campaign - NEW

# Fenty Beauty + Barbarian — Fenty Eau De Parfum Ghost Stores

barbarian

F B

FENTY BEAUTY  
BY RIHANNA

## Program

When Fenty Beauty decided to launch its first fragrance in a direct-to-consumer fashion, the brand needed to build interest among an online audience that had never smelled the product before. Inspiration was taken from 'ghost kitchens,' to create virtual, secret 'ghost stores.' These online-only e-commerce platforms were hidden in locations central to the scent's creation using the Google Maps API. Over the course of five days, the existence of these virtual stores was teased on Fenty's social channels, with each post clicking through to coordinates on the map leading to a unique ghost store, and encouraging exploration to find the next one ahead of its reveal.

## Insights

Each ghost store allowed consumers to explore company's founder Rihanna's scent memories that were connected to each location and that inspired the creation of the particular fragrance related to the ghost store's location. They were then given access to purchase each one. The thrill of the hunt for each location during the campaign kept consumers coming back each day, while the access to intimate memories from such a major celebrity kept them engaged. The limited-edition stock available through each ghost store sold out within hours, and sign ups for future email communications increased by a staggering 800% as a result of the campaign.

## GLOBAL GHOST STORES

## THE BRIEF

With the launch of its first fragrance, Fenty Eau Du Parfum, Fenty Beauty wanted to shake up the industry and forge a direct relationship with its fans by launching direct-to-consumer. But launching exclusively online to an audience that had ever smelled it posed a unique challenge.

## THE IDEA

Inspired by "ghost kitchens," we created 5 global virtual stores, over 5 days, revealing 5 scent memories, with 5 chances for fans to get it first. Each day, we dropped posts that teased the fragrance and became portals into the experience. Each "portal" led to a location on a global virtual map where only these fans could find and explore a unique virtual store. Each virtual store allowed fans to experience her scent memories and purchase the fragrance in limited edition location-based packaging.

## THE RESULTS

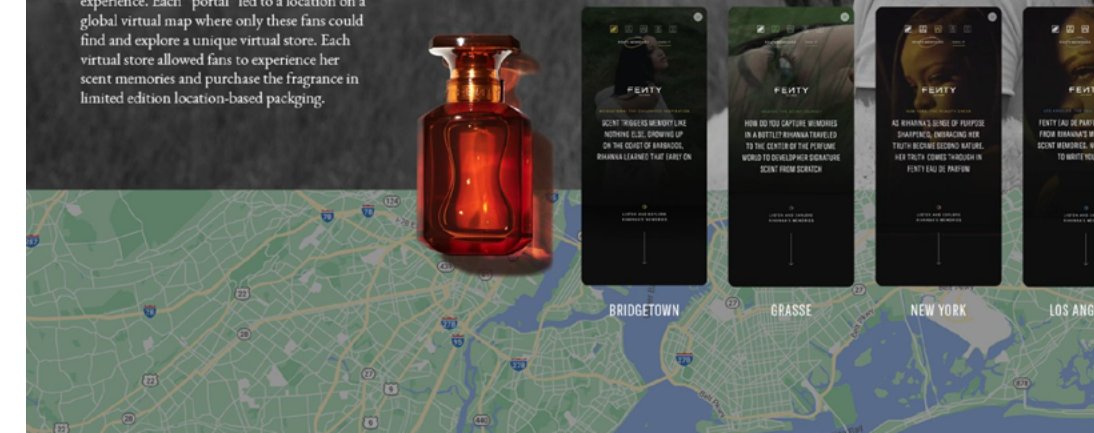
**SOLD OUT**  
within hours each day

40%  
lift in text opt-ins

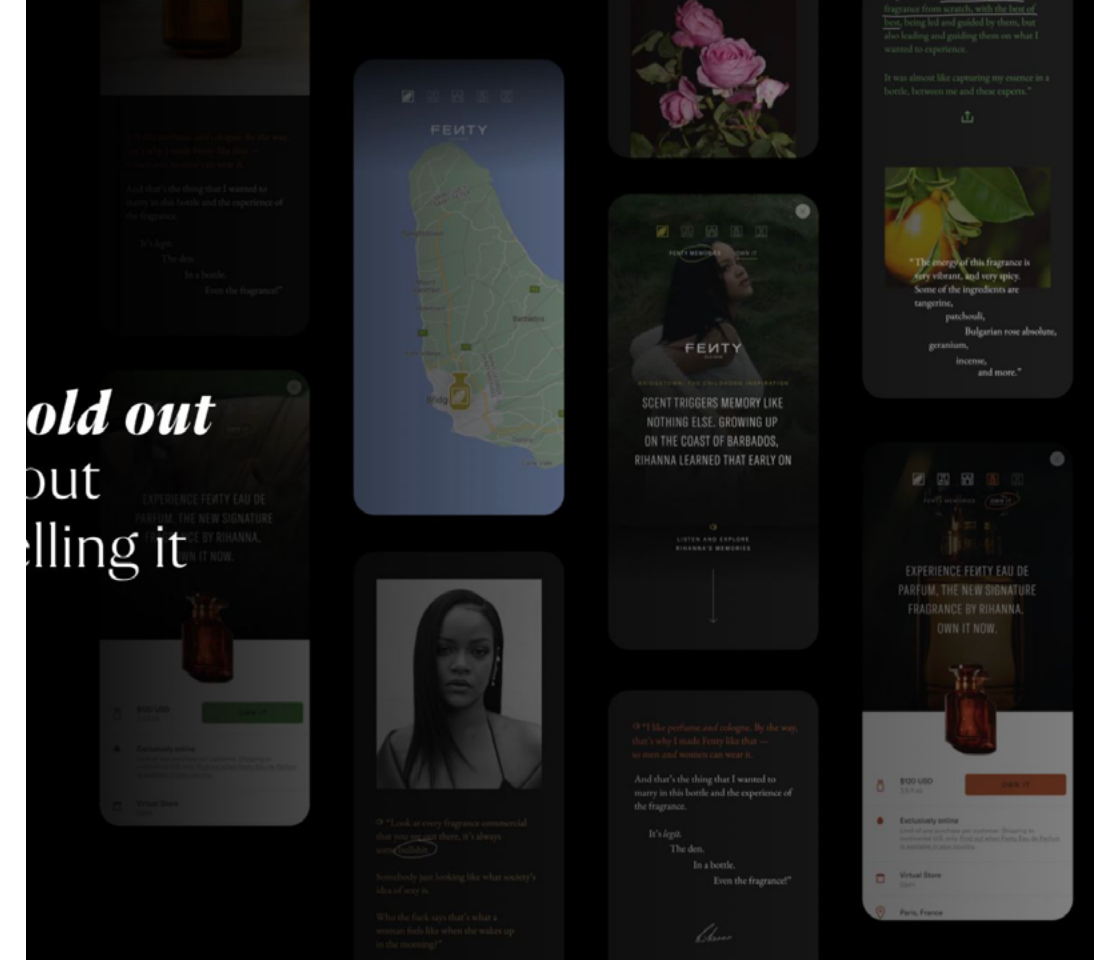
**8X**  
email sign-up increase  
during campaign

141%  
rise in traffic to  
fentybeauty.com

These rare and valuable touch points will allow Fenty Beauty to make new, long-term connections with its customers - a result even more valuable than the empty shelves of our ghost stores.



**Sold out**  
out  
elling it





## Best Direct Response Campaign

## Mars Pet Care - CESAR Wholesome Bowls, Bestie Bowls



### Program

To help millennials overcome their aversion to wet food, Mars Pet Care created the CESAR Wholesome Bowls and wanted to amplify the core brand message around shared experiences between pets and pet parents to get the word out about this new product line. To capitalize on the use of food-delivery apps doubling and dog-adoption rates having surged during pandemic lockdowns, the company created a limited time “pup-up” restaurant on Postmates that allowed dogs to get in on the meal-delivery app frenzy for the first time ever. Audiences reacted favorably to the content, generating 60% positive sentiment – higher than the benchmark – and over 8% expressed strong interest or intent to purchase.

### Insights

The ghost kitchen campaign catered to homebound pets and their parents, delivering meal duos that gave people and their pets a never-before-seen way to share mealtime together. As a part of the pairing, the brand enlisted Food Network host and celebrity chef, Jeff Mauro, to create and help promote an exclusive human bowl crafted with delicious ingredients. The Bestie Bowls campaign exceeded media benchmarks by 850% and surpassed impressions goals by almost 4x and the 400 available Bestie Bowl meal-duos sold out in a matter of hours in both New York and LA.



# Best Direct Response Campaign



## First Media + Factor

### Program

To position ready-to-eat meal company Factor as the market leader for fully-prepared, nutritionally-balanced meals, First Media took a data-driven approach to producing innovative creatives and leveraged smart media strategies, engaging new audiences. By focusing on driving challenging lower-funnel conversion metrics while building higher-funnel awareness and consideration, First Media helped Factor take the top spot in its industry while launching content for the first time on TikTok and Instagram Reels. From July 2021, First Media's campaigns for Factor resulted in more than 163 million impressions with a 73% month-over-month growth rate over the next eight months.

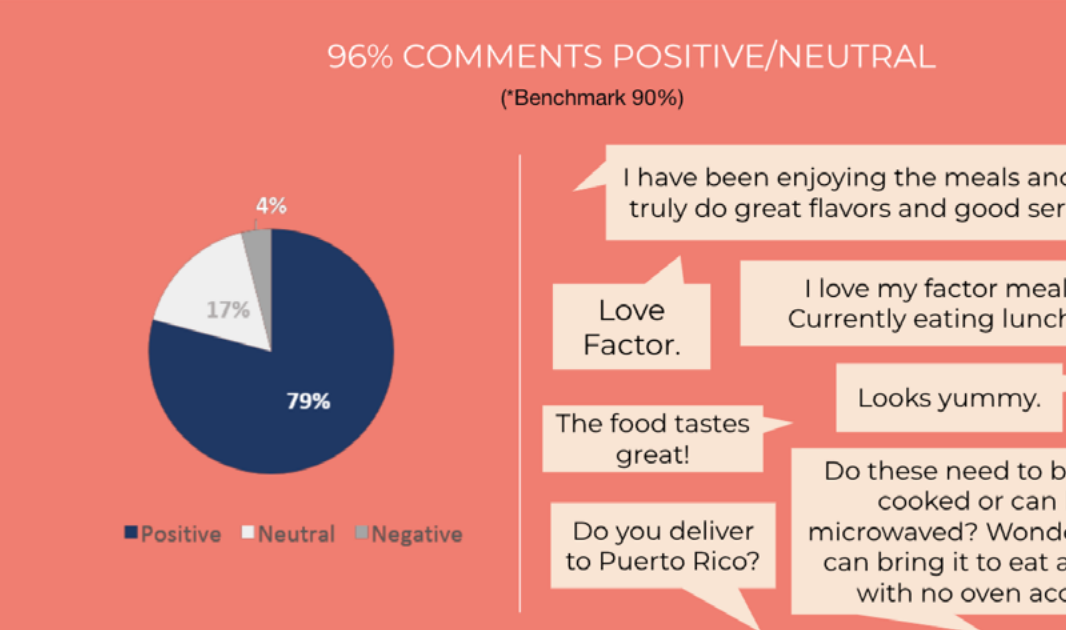
### Insights

Once HelloFresh acquired Factor in 2020, the two companies worked with HelloFresh's longstanding marketing media partner, First Media, to convert new customers at a sustainable rate and facilitate Factor's growth. First Media's campaigns for Factor garnered 225 million impressions, more than 35,000 shares and more than 98,000 post saves across Facebook and Instagram. But by publishing ads on a food-focused publisher page – So Yummy – Factor truly stood out among competitive social media feeds and the channel proved to be a successful avenue for the company in unlocking new audiences, becoming the number one ready-to-eat meal kit in 2021.

## SENTIMENT ANALYSIS

### First Media Proprietary Commentary Analysis Tool (CAT)

Factor x So Yummy Performance Ad Example. Upper-Funnel Metrics:



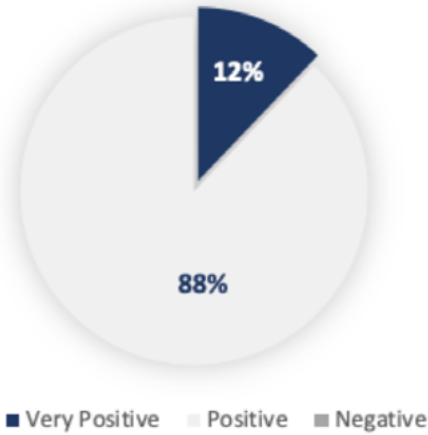
\*Benchmark based on average of the CAT analysis of First Media branded content in the food Industry in 2021  
Source: Facebook & CAT analytics.

## REACTIONS

### Almost 100% of reactions are positive or

Factor x So Yummy Performance Ad Example. Upper-Funnel Metrics:

Total Reactions: 1.8K+



\*Benchmark: Positive: 84%

\*Benchmark based on average of the CAT analysis of First Media branded content in the food Industry in 2021  
Source: Facebook & CAT analytics.



# Best Experiential Marketing Campaign

## Kellogg's Pop-Tarts - Pop-Tarts Frost Shop

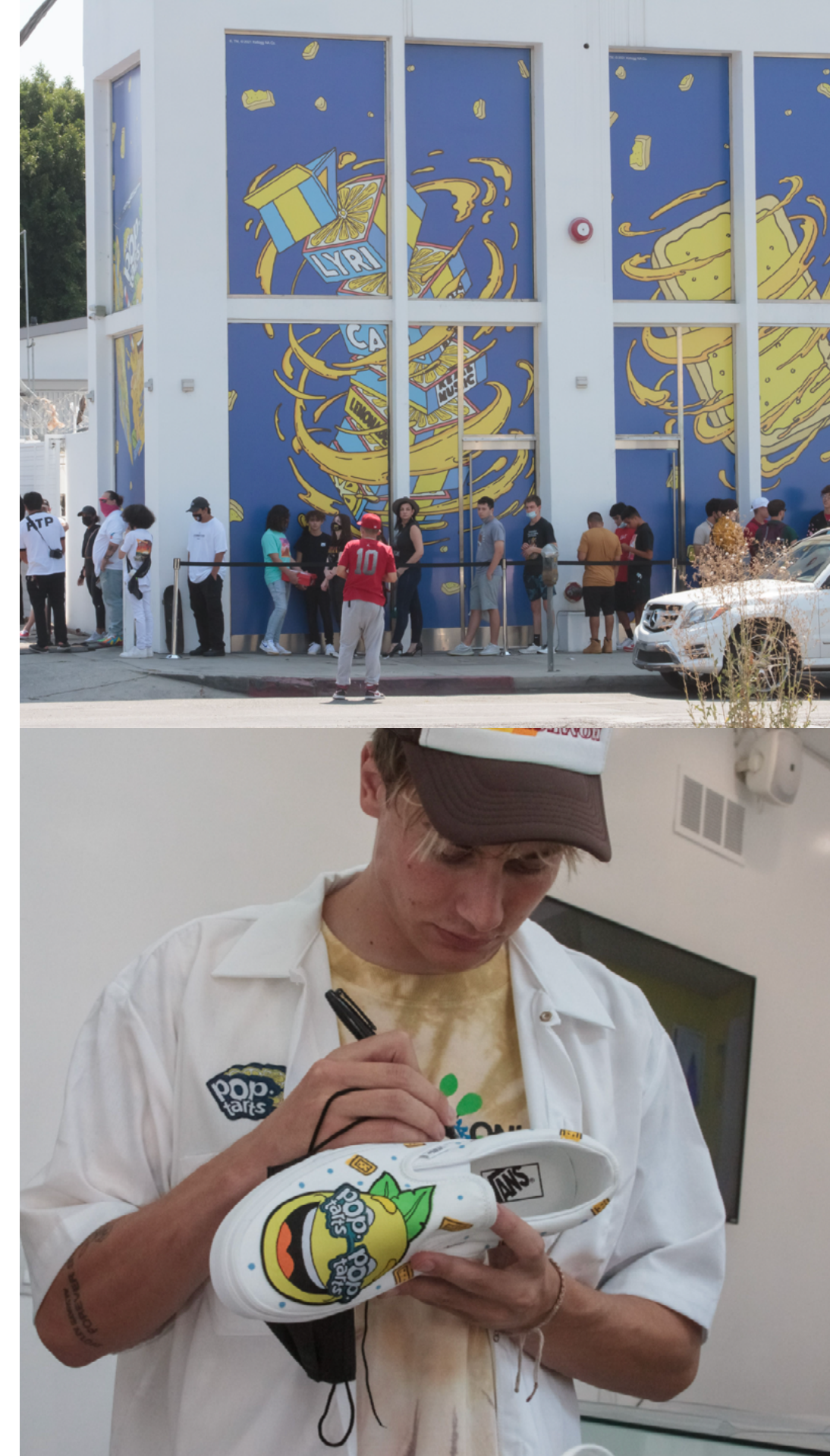


### Program

Kellogg's determined Gen Z to be the strongest audience driver of Pop-Tarts household penetration and consumption, and sought to connect with Gen Z by leveraging influential Gen Z superstars. The brand partnered with Cole Bennett and his multimedia collective, Lyrical Lemonade, to launch the Pop-Tarts Frost Shop – where fans could use Pop-Tarts' iconic colors, swirls and sprinkles to turn shoes, backpacks and skateboard decks into unique works of art. The program launched on Lyrical Lemonade's social channels to tease the partnership with images of the limited edition box as well as a steady stream of content to keep everyone engaged. Kellogg's broke through for the very first time on platforms such as StockX and Rap.TV.

### Insights

On top of the pop-up shop, Kellogg's featured Pop-Tarts art, exclusive merch and limited edition Pop-Tarts x Lyrical Lemonade boxes co-created with Cole Bennett at a gallery event. Afterward, the limited edition box launched on Lyrical Lemonade's website and sold out in 90 seconds. Influential celebrities shared the news organically and some even publicly requested the limited-edition box. With all the social buzz, 81% of measurable social impressions on Instagram, Twitter, TikTok and YouTube were from people 35 and younger and 62% of the top posts reached diverse audiences.





## Best In-House Content/Brand Studio

## ViacomCBS Streaming - Candy Factory

# VIACOMCBS

### Program

For 2021, ViacomCBS' in-house content studio, the Central Audience Development team, known internally as the "Candy Factory," had a primary goal of increasing subscriber growth for Paramount+. By broadening internal partnerships and increasing creative output as the streaming service rebranded from CBS All Access to Paramount+ in March 2021, the team was on the way to meeting their goals. The Central Audience Development Team created a wide array of effective editorial and paid social media campaigns that were optimized to generate higher click-through rates and more conversions while also keeping CPAs low. The team surpassed expectations, generating 87% year-over-year growth (well above their target of 25%) – a new record for the in-house studio.

### Insights

The Central Audience Development Team prides itself on producing creatives on a quick turnaround; they deliver out-of-the-box executions, from blog posts and interactive quizzes to paid social media campaigns across Facebook, Instagram, Twitter and Snapchat. All efforts were highly tuned toward acquiring new streaming subscribers and complementing the work of the internal marketing teams. The successful campaigns led to increased buy-in from internal partners along with new partnerships and a \$17 million contribution to lifetime value to ViacomCBS Streaming.





## Best Influencer-Generated Content



## eos + Mischief @ No Fixed Address - 'Bless Your F\*cking Cooch'

### Program

To harness the power of an engaging, organic TikTok creator and ignite brand love, increase category awareness and drive sales of its shave cream – newly approved for the cooch area – eos wanted to move the conversation in the right direction. TikTok's Carly Joy's unfiltered endorsement of eos' shave cream prompted an authentic conversation about a long-ignored, yet relatable self-care topic: "The secret to a smooth-ass hoocha." eos launched a limited edition line of its shave cream, dubbed 'Bless Your F\*ing Cooch,' with a formal partnership with Carly Joy. The buzz surrounding the campaign resulted in more than 700 million earned media impressions.

### Insights

Carly Joy's organic endorsement of eos' cooch blessing cream shifted away from the flowery and confusing language used by most brands to a more real, raw and educational place. eos celebrated her authenticity by putting her words directly onto the product's packaging to help normalize historically taboo topics surrounding women's health. In just one week, eos sold 150,000 shave creams across its retailers, catapulting it to the number one shave brand at Target before it eventually sold out. eos was also named a culture driver by TikTok as one of 14 brands doing the most innovative work on the platform.





## Best Interactive Content Piece or Series

## McKinsey & Company - 'The Asian Century, Two Years On: A Look Back'

McKinsey  
& Company

### Program

To honor the two-year anniversary of its 'Future of Asia' campaign, McKinsey & Company put together a piece to highlight what had been accomplished and what was yet to come since implementing its Asia-forward project. To position the company as the go-to market portal for Asia's most pressing insights – its impact on businesses and economies and how leaders can respond – and honor the original campaign, McKinsey & Company crafted a web page with interactive visuals, distilling complex information into short, absorbable formats. Since October 2021, the anniversary piece has reached 3.5 million people across Twitter and LinkedIn with more than 10,000 video views and clicks across the company's social posts.

### Insights

The original 'Future of Asia' campaign received in excess of 64 million social media impressions, with more than 500,000 video series views. The accompanying papers and articles generated more than 180,000 downloads. By providing various types of content, from short insights and podcasts to videos and deep dives into key events, both new and old readers can engage however they wish. Readership for the campaign has spanned the U.S., India and Australia, and has helped McKinsey & Company strike a balance between discussing Asia today and charting an optimistic path forward.

## The Asian Century, two years on: A look back

When Asia's economy officially became larger than any other region in the world, it signaled the start of a new era of Asian leadership. Globalization fueled Asia's integration into global flows of trade and investment.

September 2019

### Our podcast channel explores the future of Asia

Over the course of the research initiative, Future of Asia's podcast would go on to look at the most pressing issues and industry trends facing decisionmakers in the Asian Century.



Podcast

#### The Asian Century has arrived

In our premiere episode, McKinsey senior partners Khanna and James discuss how Asian economies will shape in the future.

# Best Multi-Channel Content Distribution Strategy

## Anheuser-Busch - Reventón de Verano

FIRST TUBE

ANHEUSER-BUSCH  
**REVENTÓN  
DE VERANO**  
Tu música. Tus sabores. Tus bebidas.

### Program

Anheuser-Busch wanted to use the celebration of Latin music and culture to grow its affinity among Hispanic consumers aged 21–35. To do this, it launched a multi-city hybrid livestream event – Reventón de Verano – to highlight diversity within the Latin American community. First Tube Media and Anheuser-Busch partnered to produce the event. The virtual festival offered hours of entertainment with performances from Maluma, Prince Royce, Myke Towers, Becky G and more with live performances in Miami, Puerto Rico, New York and more. The event received more than 11 million live tune-ins, 14 million total views and 146 million digital and social impressions.

### Insights

Reventón de Verano achieved many firsts for Anheuser-Busch, including its first fully commercially integrated livestream and first shoppable livestream experience. The branded microsite successfully drove fan engagement, producing the highest average watch time per viewer across all platforms. The live show contained interactive elements such as a photo booth, live chat and watch-together features, in addition to first-ever shoppable panels and clickable links. With this event campaign, Anheuser-Busch exceeded all expectations and was able to authentically connect a community of diverse backgrounds with a shared passion – music.





## Best Multi-Channel Content Distribution Strategy

**So Yummy  
+ Walmart**



### Program

So Yummy partnered with Walmart to create the first 100% shoppable, 360-degree content-to-commerce gateway, earning the team a tie for the Best Multi-Channel Content Distribution Strategy Award. All products and ingredients within each piece of content created could be purchased on Walmart.com directly in just a few clicks, with recipe-based content being organically distributed across So Yummy's social platforms to drive awareness and engagement. The proprietary shoppable product on the back end of the So Yummy website brought the experience full circle and elevated the content to commerce experience, delivering 3x ROAS and 343,000 clicks to the shoppable destinations.

### Insights

This partnership helped Walmart take further strides in ramping up its social commerce. While the organic social campaign alone garnered more than 85 million total video views with 154,000 clicks to the shoppable landing page, So Yummy had also crafted a custom TV show, Unbox'd to take the campaign to the next level. The show exclusively featured Walmart products and audiences could get the ingredients from the show sent directly to their home through a text code. Unbox'd earned almost 7 million total views and 63,000 link clicks across all platforms.

**Check out below  
to get fast delivery**



**Get every ingredient for  
this recipe delivered fast with  
Walmart pickup & delivery**

## Best New Product Launch or Campaign

## Hertz Rental Car - Let's Go



### Program

As Hertz began to fully embrace electric vehicles, creating the largest EV rental fleet in North America as well as a touchless and seamless rental experience for consumers, to demonstrate the company's new changes – and position the company as an innovator leading mobility transformation, including the availability of Tesla EVs – the company partnered with Tom Brady to leverage his positive attitude but also highlight his exacting, relentless expectations. Ad awareness increased by 40% and the 8% increase in positive buzz, driven by more than 2 billion global media impressions around the campaign announcement, helped increase brand consideration.

### Insights

To keep building on the Hertz brand and solidify the company as a category leader, forming a campaign that would resonate with consumers long-term and in an evolving market was crucial. By developing a full-funnel campaign around things that embody greatness – Tesla and Tom Brady – Hertz crafted a 'Let's Go' spirit, encouraging consumers to embrace the new changes and jump in. As a result, Hertz's branded search index rose 11%, with both direct-to-site visitors and new loyalty members increasing by 25% and incremental revenue increasing 15%.





## Best Use of Data

# Tremor Video + Universal McCann (Detroit) + Pure Michigan

## TREMOR INTERNATIONAL

### Program

To drive awareness and consideration for Michigan as an ideal place to travel for Summer 2021, Pure Michigan partnered with Tremor Video and Tremor International's in-house creative studio, Tr.ly to develop a custom solution. By combining data-driven creative with audience reach solutions, including behavioral targeting, the team was able to show consumers destinations within range of their homes. Doing this allowed consumers to better visualize their road trip to Michigan. As a result, more than 25,000 viewers engaged with the ad through clicks and QR scans, exploring vacation destinations throughout Michigan.

### Insights

After a year of lockdowns, quarantines and staycations, Pure Michigan hoped 2021 would be a big comeback year for the travel industry, especially those destinations reachable by car. To reach their target audience – sentimental travelers and adventure scouts – Tr.ly created video advertising assets with background images that dynamically changed to highlight a destination within range of a consumer's location. Driving distance in hours was displayed for the consumers' convenience. Tr.ly's technology was able to repurpose a single video asset into over 1,000 versions optimized for all screens in 20 designated market areas, offering consumers a personalized experience with the Pure Michigan brand.





## Best Use of Native Advertising/ Sponsored Content

the  
Skimm'

### Program

Ahead of the 2021 holiday season, theSkimm polled its subscribers to identify their key needs, discovering their top concerns centered around finding the right gift for everyone on their list and doing so at the best price point. On top of this, respondents admitted to feeling stressed or nervous prior to the holidays and over half planned to shop online. To help its audience, theSkimm created the Virtual Holiday Village. This virtual shopping experience drove almost 1 million page views alone, with the Saks OFF 5TH virtual shop hitting its pageview goals early and remaining one of the most-visited shops in the entire Virtual Village.

## theSkimm - Virtual Holiday Village

### Insights

In partnership with Saks OFF 5TH, theSkimm curated a selection of gifts at all price points in an effort to prevent decision fatigue and save its audience the time and money they'd normally spend searching themselves. Together they built a custom augmented reality shop, helping Skimm'rs as they shopped online more and more. For the Saks OFF 5TH activation, theSkimm featured 12 unique items from their 'Chic Steals Chalet' shop, two items from which were the second and third most clicked-on items in the entire Virtual Village campaign.





## Best Use of Real-Time Streaming Video

FIRST TUBE

### Program

Beer brand Michelob Ultra and the Adaptive Training Foundation – a nonprofit that helps people with life-altering injuries participate in adapted performance training – worked with First Tube Media and Mosaic to produce a hybrid cycling class and live concert at Petco Park in San Diego. The event was designed to welcome people back to social activities after a more than year of pandemic isolation, offering an outdoor cycling class led by reality TV star and fitness instructor Demar Jackson and a performance by Becky G and Zedd. The event included a virtual livestream component where 170 riders in six cycling studios around the world joined the ride in real time.

## Michelob ULTRA - The Ultimate Ride

### Insights

To drive views and coverage of the livestreamed event, Michelob Ultra invested in a paid media campaign that consisted of email campaigns, PR, field marketing and influencer partnerships. The comprehensive marketing approach, coupled with the decision to take the event global by simulcasting each studio into the main event, maximized campaign performance. The campaign garnered more than 2 million live and on-demand views. The event also achieved 6,040 concurrent views at its peak, and a total 194 million media impressions – these included 50.7 million earned PR impressions, 32.7 million earned organic social placements and 96.3 million paid media impressions.





## Best Use of Social

## American Eagle

# AMERICAN EAGLE

### Program

American Eagle launched an influencer-led social commerce and live shopping initiative in an effort to better reach and engage with Gen Z customers and drive sales. The apparel brand partnered with celebrities including Addison Rae, Chase Stokes and Jenna Ortega to authentically promote products through social channels. Programs included live shopping on TikTok where influencers gave real reviews of holiday styles, a TikTok storefront tab and videos with product tags for users to directly purchase products and a Snapchat augmented reality shopping experience that incorporated men's and women's gift guides.

### Insights

Thoughtfully using commerce tools provided by social platforms, combined with leveraging influencers to authentically promote products to audiences, is an effective path to opening up new revenue opportunities for brands. In American Eagle's case, the retailer saw a 46% increase in product clicks on TikTok videos month-over-month, as well as 104,000 impressions and 468 product clicks from its TikTok live shopping event. The brand also produced 12 AR experiences on Snapchat throughout the past year, which resulted in more than \$4.1 million in sales and its highest share rate with its Viewfinder lens at 3.54%. Additionally, the brand reported a double-digit ROAS for its women's gift guide, with significant user time spent with the AR experience.

facebook

Watch

Home

Live

Music

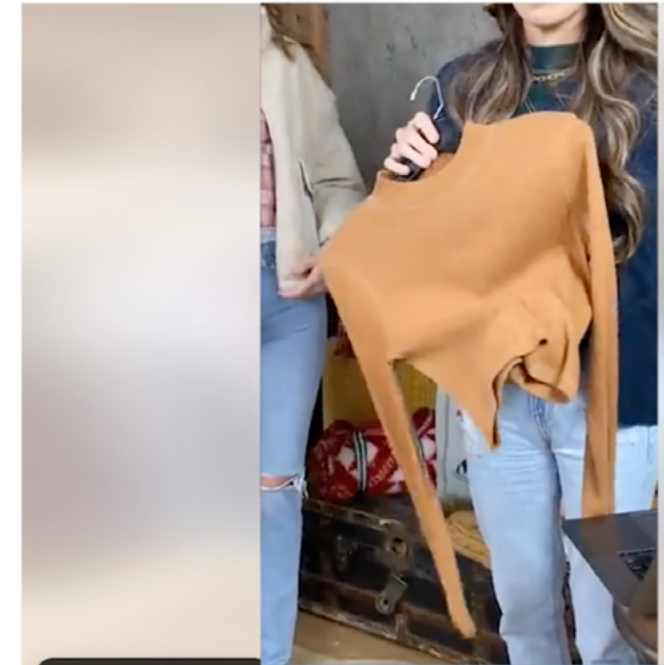
Shows

Explore

Saved Videos

Your Watchlist

Search



Click to View Products

AE's Holiday Faves

FACEBOOK LIVE SHOPPING

Like Comment Share

336 · 152 Comments · 685K Views

# TIKTOK LIVE SHOPPING

## 3,000 LIVE VIEWS

## 11 MINUTE AVERAGE WATCH TIME

## 104,000 IMPRESSIONS

## 2,400 UNIQUE VIEWS

## 468 PRODUCT CLICKS



## Best Use of Social + Most Effective/ Measurable Campaign

**MOVERS+  
SHAKERS**



### Program

Cosmetics brand e.l.f. Beauty and fast casual franchise Chipotle launched a social media collaboration to generate earned media and attract new brand fans. The companies partnered with agencies Movers+Shakers and D1A to launch a campaign consisting of a limited-edition product collection that included an avocado makeup sponge, spicy salsa lip gloss and an eye shadow palette inspired by Chipotle's serving trays. The campaign also featured a Chipotle-themed remix of the viral TikTok song 'Eyes. Lips. Face.' (renamed 'Eyes. Chips. Face.'), an influencer marketing campaign, a live shopping initiative on NTWRK and a Clubhouse chat for International Women's Day with executives from both companies.

## e.l.f. Beauty + Chipotle + Movers+Shakers + D1A

### Insights

A multifaceted approach to a social media collaboration, keeping core audiences at the center of each program, helps brands drive earned media and customer acquisition. E.l.f. and Chipotle's collaboration garnered 4 billion press impressions and mentions from celebrities including Stephen Colbert, Drew Barrymore and James Charles. In less than an hour after launch, the campaign's first limited-edition product sold out, with the entire collection selling out in less than three days. The campaign also saw tremendous overall reach and performance, achieving 28 million social impressions – equaling \$2 million in earned media – and \$6.3 million worth of PR and social media value.



## Best Use of TikTok



### Program

Beauty and skincare brand Eos and its creative agency Mischief @ No Fixed Address leveraged a viral TikTok video featuring one of its products to drive brand awareness, sales and category awareness for its shave cream. TikTok star Carly Joy posted an unfiltered, organic endorsement of Eos' shave cream as part of a video for personal shaving tips for female parts – or as Joy put it, how to “bless your f\*cking cooch.” In three days, Eos entered a formal partnership with Joy and launched a limited-edition line of shave cream that featured Joy's language and tutorial directly on the bottles. Eos harnessed the viral moment to also highlight the need for brands to normalize real and educational conversations about historically taboo women's health topics.

## eos + Mischief @ No Fixed Address - 'Bless Your F\*cking Cooch'

### Insights

Brands create buzz and drive sales by strategically riding viral TikTok moments where their products are mentioned. Eos was able to generate impressions and revenue for its shave creams by placing Joy and her accessible tutorial at the center of its campaign. Eos reported that Joy's post alone resulted in 25 times the average order growth of shave cream on its website, as well as 450 times the average site visits for shave products. The brand then reached more than 60 million people across all social platforms and campaign buzz garnered more than 700 million earned media impressions. The brand also sold 150,000 shave creams in one week across its retailers, and became the top shave brand at Target before selling out.





## Best Use of Video

## Merck - 'Uncovering TNBC'



### Program

As part of a multi-year commitment to reduce disparities in preventable cancer deaths, pharmaceutical company Merck launched Uncovering TNBC. The video campaign spotlighted the unique challenges Black women with triple-negative breast cancer face, with the goal of empowering them to advocate for themselves with their health care team. Merck partnered with TNBC experts to create authentic, culturally relevant and educational content and resources for Black women and tapped actor Yvonne Orji of the HBO series 'Insecure' to be a spokesperson and campaign advocate.

### Insights

Merck's key audience for the campaign was Black women ages 25–44, because of the group's interest in health, wellness and pop culture. With this in mind, the brand delivered a cross-platform video campaign on Twitter, Instagram and Facebook, which generated successful reach and engagement. The campaign generated more than 375,000 video views and 47,000 engagement across the social platforms, along with 150 comments from caregivers and survivors. The campaign also directly resulted in more than 28,250 website visitors and 500 downloads of its discussion guide. Additionally, the program effectively reached its key demographic with more than 750 million impressions across social media, traditional media and online searches.



## Best User-Generated Content

## Pepsi + COPA90

COPA90



### Program

To engage Gen Z soccer and music fans in quarantine, Pepsi partnered with soccer media company COPA90 for a TikTok activation that invited people to express themselves and connect with celebrities through a simple choreographed routine. The companies used TikTok's Duet feature to create the #PepsiChallenge, which consisted of videos of soccer players such as Leo Messi, Shanice Van De Sanden and Jadon Sancho that fans at home could duet with using their mobile devices. The companies also partnered with musicians Becky G and Burna Boy to create a new soccer-inspired track that served as the soundtrack to the challenge.

### Insights

Brands are achieving success with TikTok by investing in user-generated campaigns built around simple, authentic premises. The #PepsiChallenge campaign garnered 3.2 billion views over six weeks, while drawing more than 47 million likes and 3 million shares content shares and an engagement rate of 4.73%, which is nearly triple the brand benchmark. Campaign metrics also proved the content appeal to Gen Z. Fans created 584,000 videos, while the content also performed well across player and influencer channels. Messi's video garnered 35.7 million views, the most-viewed video on his channel, while influencers drove 15.3 million views, which was 471% higher than the campaign's estimate.





## Best Virtual Event

## Insider Studios + Kellogg's - 'Feeding the Future'

INSIDER *Kellogg's*

### Program

Insider Studios, Insider Inc.'s in-house content studio, teamed up with Kellogg's to produce 'Feeding the Future', its second, free virtual event for World Food Day. Hosted on Insider's platform, the event was designed to inspire people to join the fight against food insecurity. Kellogg's particularly wanted to engage nutrition and education professionals and thought leaders around the connection between health and learning, as well as inform an audience of parents concerned about food insecurity. The event included panels featuring chef Arthur Potts Dawson, discussing the importance of food access, affordability and nutrition; Andy Du Plessis, managing director at FoodForward SA, highlighting the need for school breakfast programs; and Joshua Williams, founder of Joshua's Heart Foundation, who brought to light the issue of hunger in underprivileged communities.

### Insights

Fighting childhood hunger is a critical mission for Kellogg's, and a virtual event proved to be an ideal solution to create a dialogue around the issue on World Food Day. The virtual event successfully engaged its target audiences, drawing 23,498 total views, an 88% increase from the previous year's event. The companies also reported that 71% of attendees were parents or consumers, while 29% were education or nutrition professionals from institutions like the NYC Department of Education and USDA. Insider also used social promotion and email campaigns to increase event registrations, drawing 276,000 and 17,000 impressions on each channel, respectively.

# Feeding the F

TUESDAY, OCTOBER 26 | 12PM EST

r's biggest challenges around the world is food d childhood hunger.

9 people face hunger. For children, hunger is vastating, with implications such as delayed t, chronic illnesses and behavioral problems. This the importance of school feeding programs and bs that provide students with a nourishing meal, with friends and, often, extra academic support.

or the second year in a row, Kellogg is bringing erts and key stakeholders for a virtual event on October 26, 2021 to discuss creative support food security, the importance of school rams, and the role chefs and innovators can nable food systems.

spiring conversations about how schools, chefs, food producers can all come together to help dhood wellbeing in communities around the

# Content Marketing Partner of the Year

## Manifest



### Program

Manifest approaches content marketing with a strategy that combines journalism and traditional creative, producing brand stories that deeply resonate with consumers. Over the past 12 months, the agency aimed to set a new standard for what it means to be an agency of record, by increasing staff size, diversity, and talent – and debuting new creative and production capabilities. The agency has grown relationships with legacy clients including CDW and Primrose Schools, and established itself as the agency of record for the Paper and Packaging Board and Aflac's B2B organization. Manifest also won an Effie in the sustained success category for its long-standing content partnership with CDW.

### Insights

Prioritizing diversity in staff, production capabilities and storytelling is critical to driving content marketing performance and business growth. Manifest increased its staff by 33% to 145 people, changing the composition to 67% women and 25% non-white employees. Additionally, the hiring strategy prioritized new disciplines including information design and motion graphics. The agency increased gross revenue 30% in a pandemic year, drove 1,883% in bottom line growth, which topped its budget plan by 71%. Manifest also saw more than 40% organic growth without losing a client, and managed to stay profitable amid a year of significant growth and hiring.





# Most Engaged Brand Community

# Fenty Beauty + Barbarian

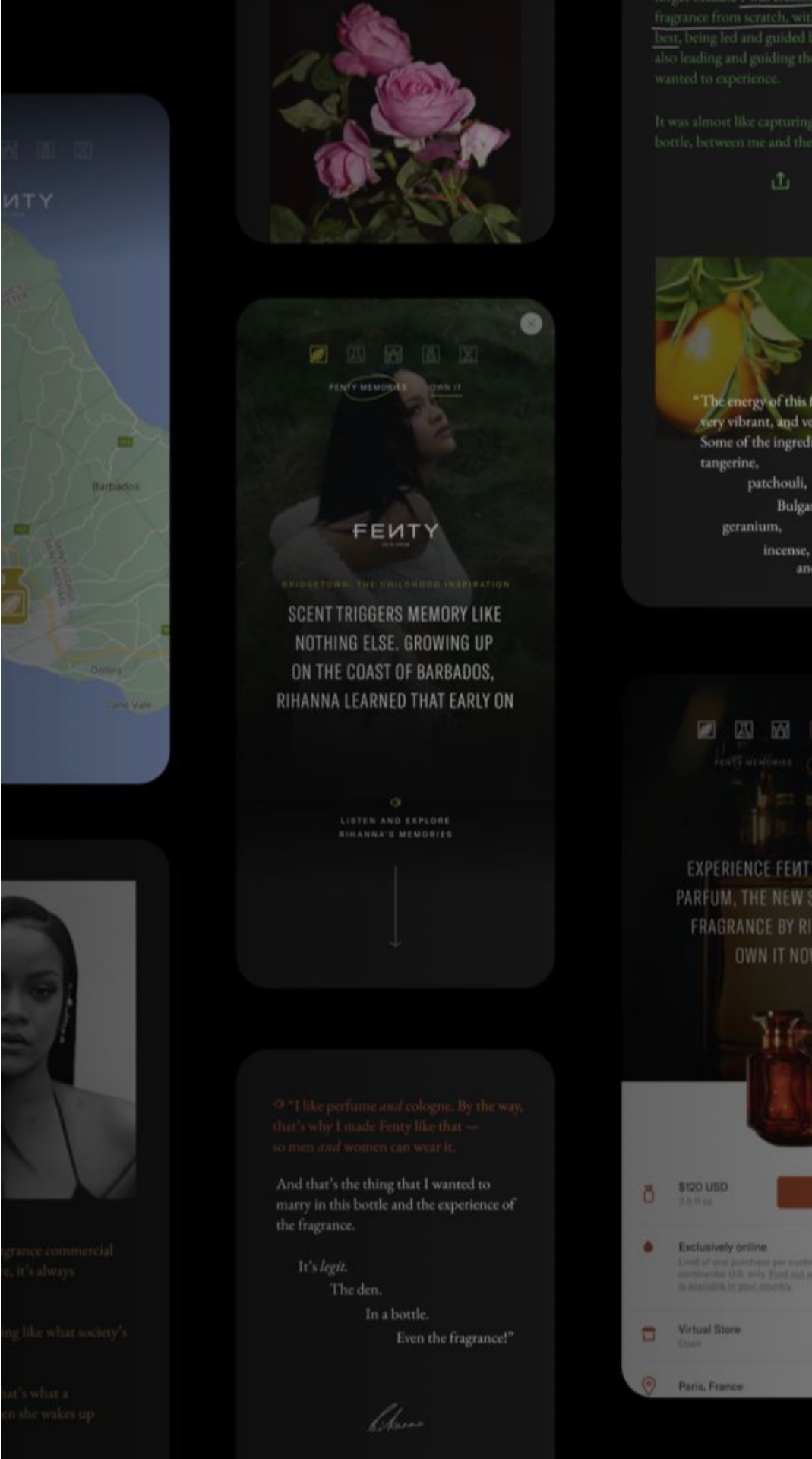


## Program

Fenty Beauty, musician and business mogul Rihanna’s cosmetics brand, launched its first fragrance in 2021 as part of its expansion into the beauty marketplace. With the Fenty Eau De Parfum launch, the brand wanted to disrupt how fragrances are traditionally marketed in an effort to engage a new audience and drive them to purchase and share the product socially. To meet this goal, Fenty Beauty took a direct-to-consumer approach by creating five ghost stores – online-only platforms hidden in locations central to the scent’s creation on Google Maps. The brand launched one store per day on its social channels, inviting people to click through to coordinates on the map to find the stores, which ultimately allowed fans to scroll through a multi-sensory diary of the scent’s creation.

## Insights

The key to successfully engaging a brand community and drumming up interest for a new product is through strategic, out-of-the-box campaigns that remain aligned with a brand’s identity. The buzz of the online scavenger hunt paired with authentic storytelling about the scent removed the need for a product trial – which is what new fragrance launches typically rely on – to drive initial engagement and sales. Fenty Beauty’s campaign garnered interest on social media and press, which led to fentybeauty.com selling out of all stock within hours of the product launch. The brand also saw a record, 800% year-over-year increase in email signups from customers for future communication and product drops. The campaign also drew a 40% lift in text opt-ins that continued well after the launch.



## Most Innovative Use of Content

## McKinsey & Company



### Program

Management consulting firm McKinsey & Company had a goal to position itself as a leading voice on insights into Asia while reaching younger audiences in a unique and entertaining way. To meet this challenge, the company launched 'McKinsey for Kids: K-pop, Culture, Containers, and Why Asia's Where the Action Is,' a multimedia campaign that spotlighted the nuances of global trade in Asia through dynamic visual assets. These assets took the form of interactive articles designed for young thinkers and emerging leaders, highlighting problems that the firm helps solve.

### Insights

Companies that are seeking to reach an audience typically not associated with their mission or expertise can lean into interactive and digestible content to help drive awareness and engagement among that demographic. McKinsey & Company found that since launching the 'McKinsey for Kids' asset in November 2021, it reached 1 million across LinkedIn and Twitter from just four posts. The company also reported the assets garnered more than 21,000 reads, 352 social shares and 124 email shares. Readership, which consisted of more than 14,000 unique readers, covered international markets including India, South Korea and the U.S, showing that the campaign successfully created brand awareness for future leaders in Asia and around the world.

McKinsey  
& Company





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