



DIGIDAY
MEDIA
AWARDS



The 2022 **Digiday Media Awards** featured several packed categories and fierce competition. This year, innovation, audience insights, growth and community were the themes most often seen throughout the entrants and the subsequent winners.

Entries highlighted the need to solve significant advertising industry problems, such as the difficulty of collaborating with disparate tools and working in channel-based silos. Entrants strove to simplify complex workflows associated with omnichannel DCO/personalization campaigns and simplify campaigns overall.

Campaigns also focused on building community and innovative approaches to circulation and growing subscriber revenue by investing in new channels to connect to its audience and expand the mission of media companies in play.

Explore all the 2022 Digiday Media Awards winners below – including a quick rundown of the campaigns and insights into why they won and what marketing teams can learn from them.

Best Story

In The Know by Yahoo

**IN THE
KNOW.**

Program

A vital part of the mission of In the Know by Yahoo has been to highlight and celebrate BIPOC communities year-round. Noticing a chronic lack of representation of the Native American/Indigenous community across media platforms, especially in the growing commerce space, In the Know created an article showcasing Indigenous-owned Etsy shops. The report, which was published to commemorate Indigenous Peoples' Day 2021, was put together with the goal of driving awareness of the featured businesses, as well as the diversity and creativity of the community.

Insights

The In the Know team thoroughly researched and curated the list of shops featured in the article to showcase the Indigenous community and drive business to those that would truly benefit from the exposure. Within the first six months after publication, the article had driven more than \$15,000 in sales to the featured shops. The article also remains the second Google search result for "Indigenous-owned Etsy shops," making it easier for anyone using the search engine to find Indigenous-owned shops via the article.

Best Use of Social

Billboard + Samsung

billboard

S A M S U N G

Program

Samsung and Billboard partnered to launch the Billboard NXT competition, a first-of-its-kind competition on TikTok to find the next music superstar. The competition started with 12 unsigned musicians selected from a hashtag challenge who competed for three finalist spots each week. The weekly challenges involved videos submitted through TikTok that were then ranked on a custom Billboard chart. The three finalists were paired with real pop stars for one-on-one mentoring ahead of a finale event judged live and streamed on Billboard.com. The winner received a Billboard magazine cover, music video funding, studio time and more.

Insights

Taking advantage of Billboard's access to talent and robust editorial and social ecosystems drove mass and sustained awareness of the competition. The campaign placed Samsung devices front and center, showcasing the brand as powering Gen Z to achieve their dreams. Content related to the competition averaged 12x Billboard's benchmark engagement rate and 2x its benchmark clickthrough rate, and in the 48 hours the finale event was available to view, it received over 306,000 views and 50,000 likes on Billboard's Facebook page, with all content related to the event receiving over 4.7 million social impressions.



Best Use of Video

Sharethrough + Ford + Xaxis



Program

A study by Sharethrough found that people are more likely to watch mobile and computer videos if they have captions, which led to the development of its Dynamic Video Captions technology. Ford's media agency, Xaxis, partnered with Sharethrough to leverage this technology to increase attention, comprehension and completion rate of video ads promoting some of Ford's 2022 vehicles. Dynamic captions were added to 11 of Ford's video ad tags, and the campaign was run on Sharethrough's Ad Exchange.

Insights

Sharethrough has added dynamic captions as a way to not only increase traditional ad metrics but also to increase ad attention and comprehension based on the belief that these are crucial components in viewers connecting to brands and in triggering behavior changes. This is all grounded in a foundation of human-centric advertising. Tests comparing Ford's ads with and without captions showed a 142% increase in message comprehension, a 22% increase in awareness and a 19% increase in purchase intent when captions were included. Overall, the campaign had a 70% video completion rate — 57% higher than industry benchmarks for similar video ads.



Ford Canada Increase Media Efficiency

Challenge

Ford Canada was looking to target auto-intenders with **11 video creatives** aimed at increasing brand lift and efficient video completion

Solution

- Leverage Sharethrough Dynamic Video Caption technology
- Compare results of their videos delivered with and without Dynamic Captions
 - Brand Lift Survey
 - VCR Comparison

Best Podcast

Vox Creative + Straight Talk Wireless — 'More Than This'



VOXCREATIVE

Program

The custom podcast 'More Than This' was created to position Straight Talk Wireless as a partner in their audiences' quest to live life on their terms and conditions. When singer-songwriter and member of the deaf community Mandy Harvey was a guest on the show, she expressed that contributing to podcasts was often underwhelming because she couldn't experience the final product. Vox Creative's audio and design teams partnered with a team of D/deaf and hard-of-hearing creatives to develop a new transcript experience to translate podcast storytelling into a written and visual format.

Insights

Traditional podcast transcripts flatten all the effort creators go through to create immersive experiences with sound. The new transcript experience utilizes typography, fonts and colors to capture pacing, emphasis and emotion. Illustrations are also incorporated to emphasize key elements of the story. With this new take on transcripts, the 37 million members of the D/deaf and hard of hearing individuals in the U.S. can fully enjoy podcasts, a medium that continues to rise in popularity. The first-of-its-kind podcast experience received accolades from Nieman Lab and Apple Podcasts. At the same time, members of the D/deaf and hard-of-hearing community expressed their excitement about this step toward accessibility.



Best Use of Audience Insights

DELVE + UNICEF

DELVE

Program

To drive donations and new donors to UNICEF USA, its partner DELVE implemented a data-driven ad strategy using Google Marketing Platform. The strategy integrated all of UNICEF USA's media and campaign data with Google Analytics 360 to produce a full view of the organization's programmatic media efforts. Analysts could then leverage multi-channel attribution modeling to understand how and when each media line item influenced a user's propensity to donate, enabling UNICEF USA to reach donors in more targeted and relevant ways to drive significant growth in new donors and donation revenue.

Insights

With this unification and analysis, DELVE could put over 15 years worth of underutilized and segmented data into action within a matter of months. With the full view of the customer journey these steps provided, UNICEF USA can easily identify how to distribute the budget to tailored messaging to reach the right audience at the right time. By generating effective remarketing campaigns to re-engage potential donors and dynamically personalizing ad creative based on charitable interests, these efforts resulted in a 200% increase in ROAS, 10% year-over-year growth in new donors and a 40% increase in website conversion rate compared to the previous average.



Best Custom Advertising

Forbes + Webex by Cisco

Forbes

Program

Webex by Cisco partnered with Forbes to lead the conversation around the future of work with C-suite executives and tech influencers. The result was Work Reimagined, a virtual event series highlighting how collaboration is key to hybrid work and enables inclusive, engaging employee experiences. The Webex by Cisco video conferencing platform was strategically used to increase visibility around the brand's suite of solutions in an organic way. Webex also utilized Forbes's BrandVoice program to create Premium Posts featuring key insights on hybrid work, while social promotion and display ads supported the series and content.

Insights

To lead this important and timely conversation, Webex by Cisco needed a reputable platform that could highlight its expertise with masterful storytelling and help it reach the right audience. As the world's largest business media brand, Forbes met all these criteria. Overall, the virtual event series attracted over 1,000 registrants, more than 600 of whom were qualified leads who opted into partner data sharing. And in just two months, the brand garnered over 6.8 million impressions and 451,000 pageviews on its branded content, with the large majority of page visitors meeting Webex's target audience criteria regarding industry and seniority level.



Best Ad Tech Platform

Flight Control - Clinch

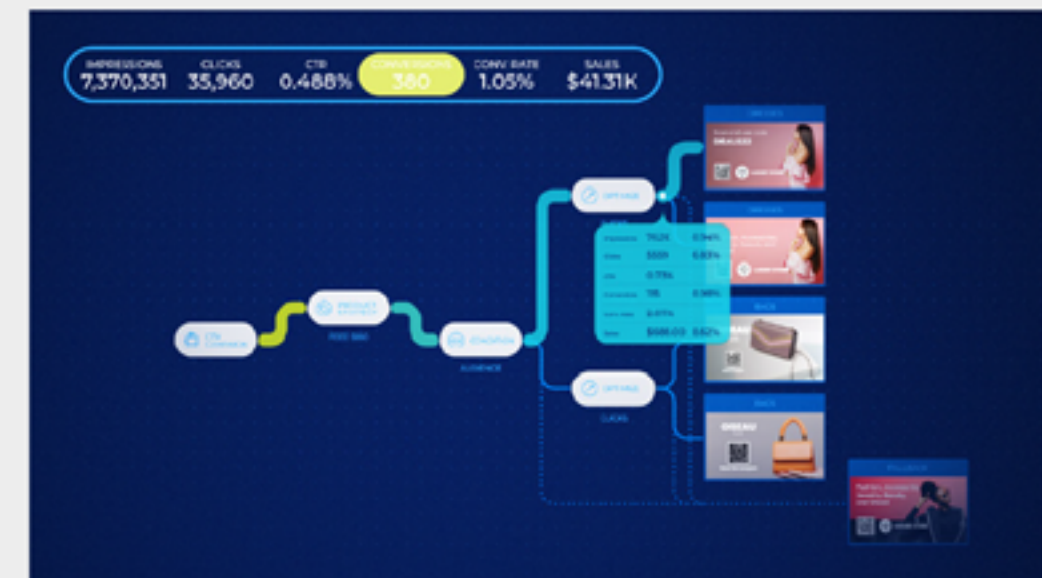
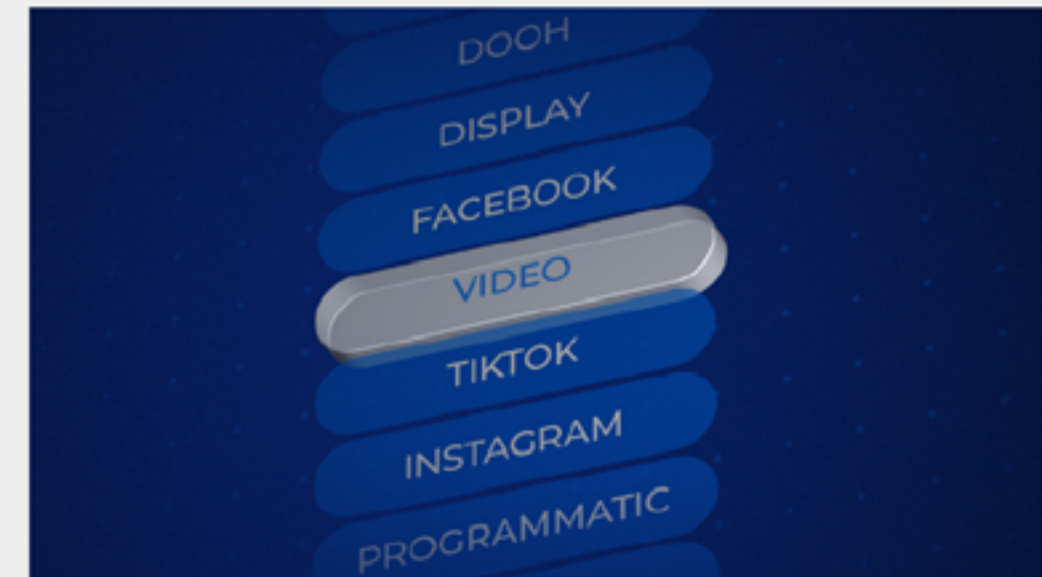


Program

Flight Control was created to help agencies and in-house brand marketing teams simplify workflows associated with omnichannel dynamic creative optimization (DCO) and personalization campaigns. The platform makes the process of ad personalization accessible to anyone using a simple, visual interface that's drag-and-drop simple to use. It takes previously siloed activity and unifies it into an interface designed specifically for advertising, giving all team members project transparency and allowing any issues to be ironed out systematically. Available as a SaaS platform or managed service, Flight Control leverages real-time analytics to enable complex, data-driven campaigns.

Insights

Planning, delivering and optimizing omnichannel DCO/personalization campaigns requires collaboration among strategy, ad ops and analytics teams. Traditionally, these disciplines have leveraged their tools, making the collaborative process inefficient and complex. Flight Control unifies all of these workflows and utilizes AI to handle channel-specific requirements, driving cost savings through efficiency. This technology eliminates errors before campaigns are launched, and real-time analytics enables stakeholders to understand performance without waiting on post-campaign reports. On average, campaigns run through Flight Control save teams 3–4 days of setup time, reduce error rates to zero and activation time in trafficking by 30%.



Best Video Platform

STN Video

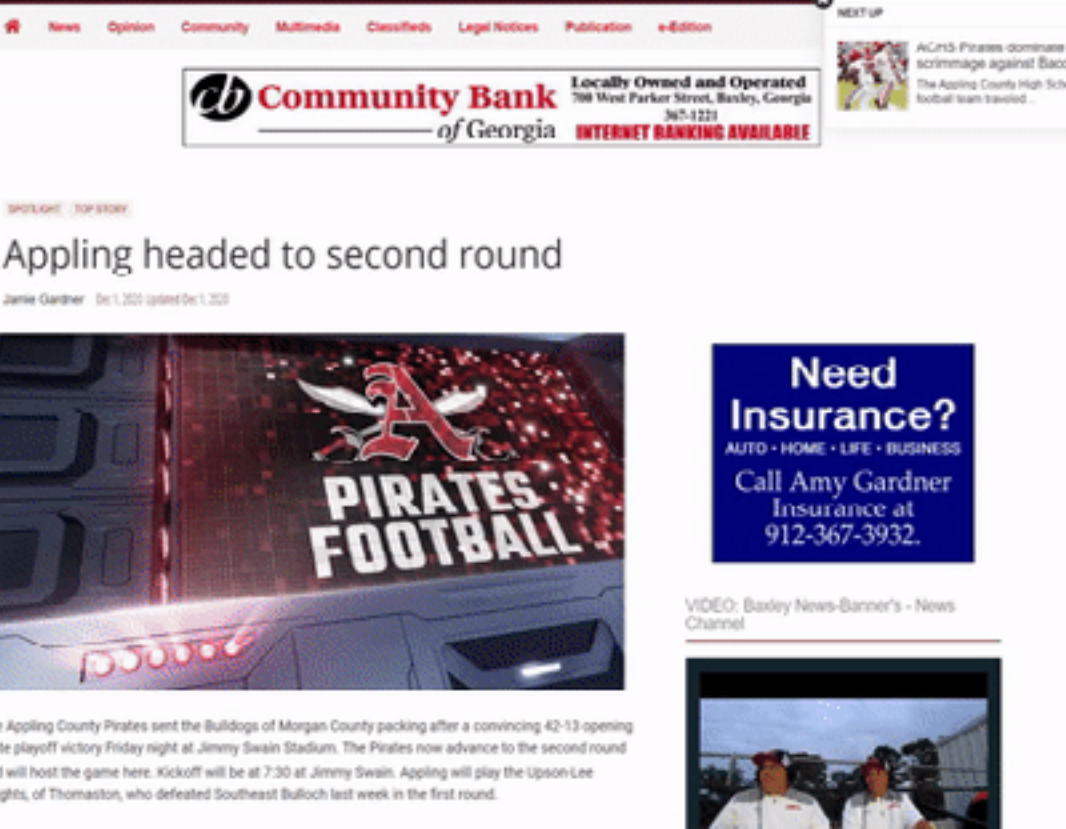


Program

STN Video’s Online Video Platform (OVP) offers end-to-end solutions to enhance publishers’ content offering via premium and diverse video content. The platform streamlines publishers’ workflows while offering advertisers relevant and brand-safe environments. With the deprecation of the third-party cookie nearing, the platform focuses on contextual targeting, ensuring that audiences are served the most contextually relevant experiences. The platform offers publishers a dashboard feature that allows library browsing, results tracking and customized playlist creation, where a piece of content is mixed with a playlist of related content from STN’s library. AI-enabled tools allow advertisers to attach their brands to hyper-local content to increase its relevance.

Insights

The overall goal of the STN’s OVP expansion was to give publishers more control over their video content and how their audiences are engaged. The platform is built for customization. Whether a publisher wants to take advantage of an automated, hands-off approach or wants granular, detailed control, the platform meets everyone’s needs. One publisher using the OVP and many of its capabilities, the Las Vegas Review-Journal, has seen significant year-over-year increases across KPIs. Monthly page views increased by 41% and digital video revenue by 536%, for example, and the publisher could offer a 10x rise in ad impressions to brands.



Best Publisher Platform

DoubleVerify

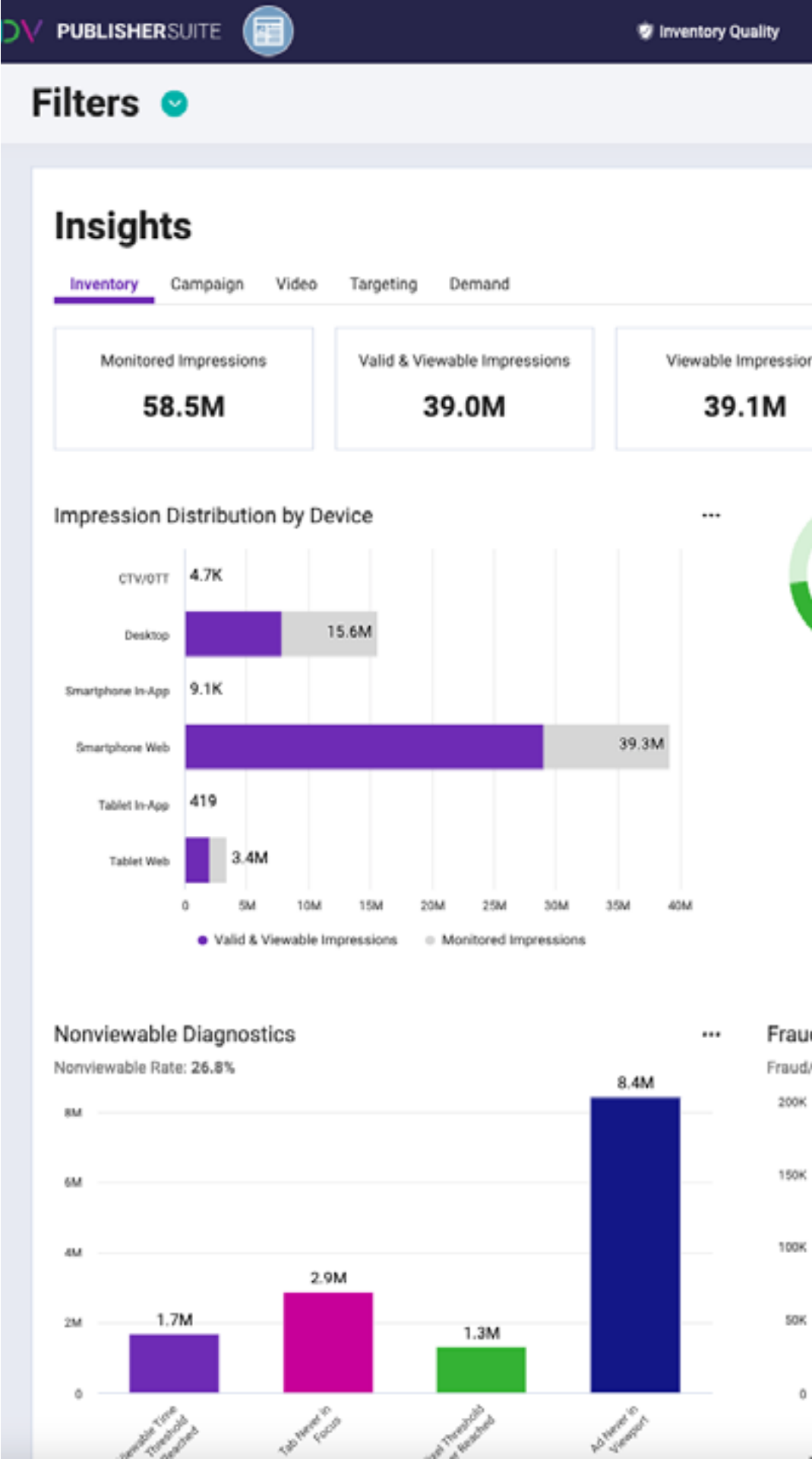


Program

The DoubleVerify Publisher Suite provides measurement, insights and tools publishers need to improve ad delivery, assess inventory quality and maximize yield. The platform helps publishers manage third-party revenue and measurement data more efficiently to reduce administrative overhead. At the same time, actionable inventory insight gives them transparency and control and automatic proactive optimization tools identify and resolve delivery issues. With unified analytics, various insights, industry benchmark data and targeting automation built-in and combined across all inventory, publishers are empowered to streamline their operations and maximize revenue.

Insights

For publishers, generating revenue today is complex, with the demand-side landscape encompassing thousands of potential buyers with their requirements, transacting through dozens of intermediary buying platforms. Given that each partner generates vast amounts of quality, performance and delivery data related to a publisher’s inventory, the DoubleVerify Publisher Suite sought to bring more transparency to this data than publishers usually have, with actionable insights. The platform is quickly being adopted by publishers, including Comcast, Mashable and Dotdash Meredith, and expansion into Europe in 2021 shows promising global adoption by leading European publishers.



Best First-Party Data Strategy

ActionIQ



Program

A global diversified media and information services company partnered with ActionIQ to help facilitate its pivot from advertising to a subscription-based revenue model. To improve its first-party data strategy to deliver personalized customer experiences across media brands, the company needed to operationalize customer experience capabilities while driving costs down. Leveraging the ActionIQ CX Hub, all known and unknown customer data was unified to identify and understand customers to generate personalized experiences across all brand touchpoints. Initially focusing on four business units, nine terabytes of data were centralized in just 90 days, enabling the total cost of ownership to be optimized and new functionalities added to allow for cross-brand use cases, like cross-selling, retention and win-back offers.

Insights

Improving its first-party data strategy with ActionIQ enabled this company to successfully shift to a subscription revenue model while unlocking new revenue pockets. The data unification and capabilities of the platform resulted in improved operational efficiency and lower costs. Within the first year, record global subscriptions were achieved, with a 30% increase in revenue and over \$500,000 in tech savings. The platform has allowed the company to create over 5,000 customer audiences to enable personalization at scale and over 100 customer journeys that connect points across brands to identify opportunities across business units.

Best Subscription or Membership Product

The Economist Group

ECONOMIST EDUCATION

Program

The Economist Group, a global media and information services company, saw an opportunity to innovate, launch a new revenue stream and create new digital products that aligned with its editorial values. The company entered into the ed-tech space with its digital executive-education business, making online short courses aimed at busy professionals looking for personal and career development. To bring greater value to its existing subscribers and readers and expand its current audience, The Economist Education was designed to equip participants with the knowledge and skills needed to navigate a changing world, with expert-led courses crafted to develop skills and understanding with a topical, practical approach.

Insights

The courses within The Economist Education provide attendees with direct access to world leaders in their fields, a balanced global worldview and The Economist's independent, data-driven perspective. The launch of this new business has been an innovative way of delivering the company's editorial values to a new audience and a genuinely diverse revenue stream. Since the first course in May 2021, over 900 participants have joined, with a 97% completion rate and a 96% satisfaction rate. On top of this, 73 countries have been represented, with the courses earning well over £1 million in the first year.



Best Editorial Package

Insider Inc.

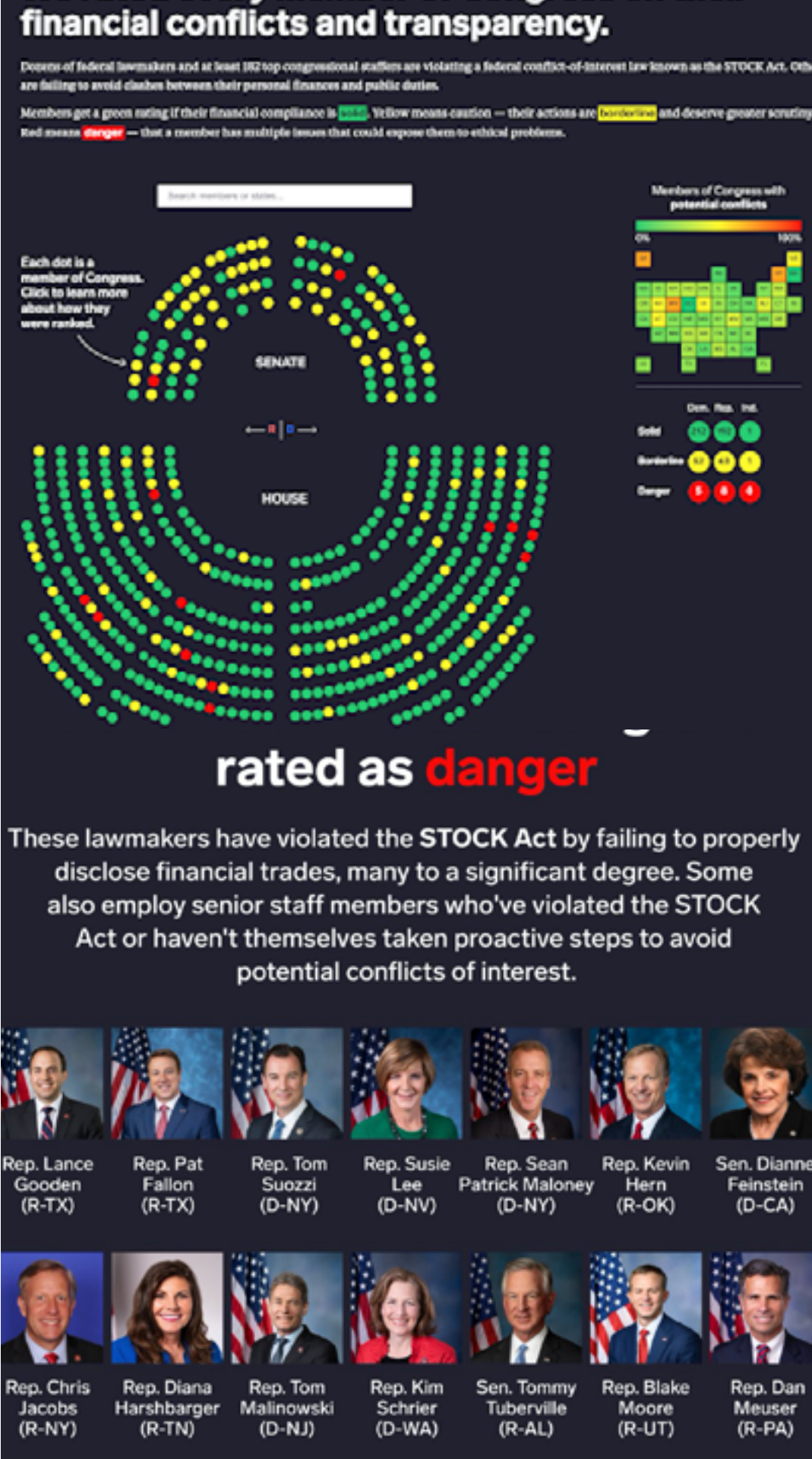
INSIDER

Program

Insider’s ‘Conflicted Congress’ reveals how lawmakers, in a bipartisan fashion, are united in their hostility toward rules of their own making that were designed to curb conflict of interest and combat corruption in the American government. The project tells the story of how the Stop Trading on Congressional Knowledge Act is flawed in its scope and enforcement. Insider reporters discovered at least 54 members of Congress and 182 senior-level congressional staffers have violated the STOCK Act in recent months and revealed numerous financial conflicts of interest, such as 75 lawmakers investing in COVID-19 vaccine makers, including during the early weeks of the pandemic.

Insights

After Insider’s Washington D.C. reporters began identifying and reporting on discrete cases of lawmakers ignoring the STOCK Act’s disclosure provisions, the media company dug in deeper and ultimately determined routine violations were taking place. To get the information out to everyone, Insider released the data in a free, online database so any other news organization could use the data to publish their reports. The investigation started a conversation about the ethics of elected officials buying and selling individual stocks and has been featured by a range of outlets, including CNN, ABC, Fox News, NPR and a range of regional news outlets.



Best Digital Product Innovation



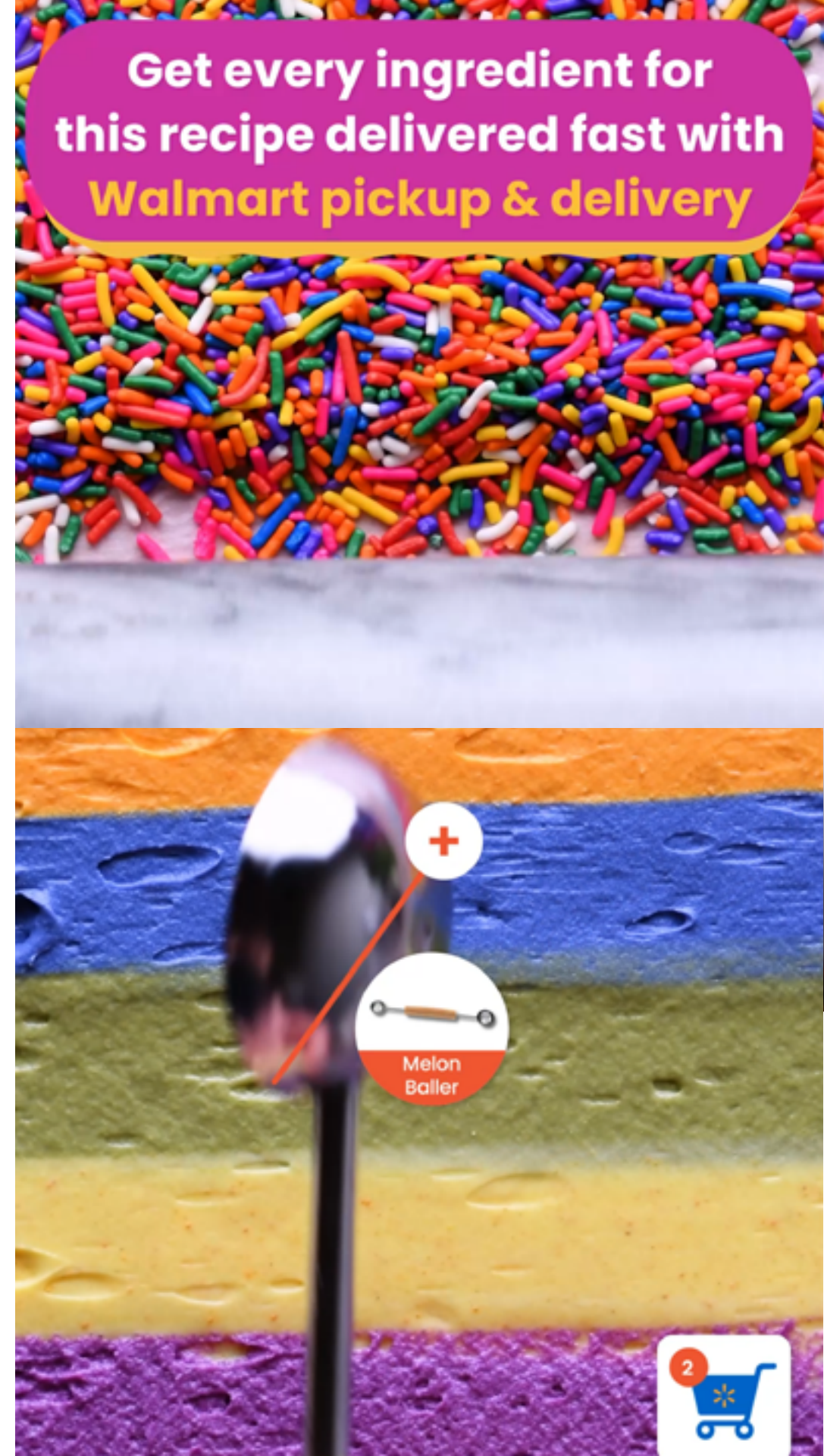
Program

First Media's viral food brand, So Yummy, partnered with Walmart to create the first 100% shoppable, 360° content to commerce gateway. The 12-week campaign consisted of original video content for social and TV designed to engage, excite and drive action. A custom television show was created for So Yummy's linear TV network, exclusively featuring Walmart products throughout the 10-episode series, 'Unbox'd,' in which audiences could get the ingredients from the show directly to their home through a text code. 'Unbox'd' garnered almost 7 million views and over 2.4 million total reactions, and engagements with 63,000 link clicks across all platforms.

First Media + Walmart

Insights

To ramp up social commerce, Walmart's partnership with First Media and So Yummy enabled the creation of a proprietary product and creative campaign to drive sales and awareness of Walmart's shoppable mission. All products and ingredients in each piece of content could be purchased on Walmart.com directly in just a few clicks, creating a seamless shoppable experience. The proprietary commerce product (in partnership with Walmart's API connectivity) on the back end of the So Yummy website is what brought the experience full circle and elevated the content to commerce experience.



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

Editorial Team of the Year

IN THE KNOW.

Program

In The Know's goal is to engage the Gen Z audience like no other media brand, keeping the user experience top of mind at all times by distributing timely, original content packaged for social and digital platforms. In The Know Bowl 2021 delivered a unique, exciting and engaging cross-channel entertainment experience in a completely virtual environment for millions of tuned-in esports fans. Gamers and celebrities from around the country were remotely coordinated inside the Call of Duty tournament with a full studio setup for the hosts and virtual commentators doing the play-by-play.

In The Know by Yahoo

Insights

In The Know celebrates and amplifies communities often neglected by mainstream media with original content created on an ongoing basis, focusing on Black, Latinx, disability, LGBTQIA+, Native and AAPI stories, with accompanying articles. In 2021, its Changemakers content was viewed 76 million times – successfully amplifying one such community. Since In The Know's inception, its producer-editors have been empowered to share and track their content directly and respond to trends quickly and efficiently, providing insight into what's performing with the media brand's audience. As a result, over the past year, In The Know's TikTok following has grown from just 35,000 to over 1 million, with 66 million followers across all social platforms.



**Publishing
Executive
of the Year**

**Rob Schneider, Chief Strategy,
Content and Development
Officer — Learfield**



Program

Learfield, the largest media and technology company in college athletics, represents a U.S. sports fanbase of over 150 million across football, basketball, baseball and Olympic sports. When traditional revenues decreased by about 50%, as the Chief Strategy, Content and Development Officer, Rob Schneider and his team of 800 were able to launch products and owned platforms that created over \$100 million of new revenue and millions of hours of fan engagement. Under Rob's leadership, Learfield launched Fanbase, a college-focused data management platform serving over 125 schools and managing 150 million fan profiles. This resulted in a marketing ROAS of 57:1 and a 70% increase in ticket sales and donations.

Insights

During a time of unprecedented change in the college sports landscape from Covid to esports, NFTs and beyond, Rob has spearheaded Learfield's transformation into a media and technology company, driving fan engagement beyond the game day to every day. The largest college e-sports league, LevelNext, was founded to jump on a significant industry change, and this generated over 80 million social engagements and \$7 million in sponsorship value. By extending engagement beyond game day, Rob and his team at Learfield were able to demonstrate how college athletes could monetize their name, image and likeness.

PROGRAM FRAMEWORK

**ENGAGE
WITH
PASSIONATE
FANS**

Creating customized content and experiences to showcase product alongside direct school references drive deeper connections and meaningful engagement with fans

Best Content Studio

Vox Media

VOXCREATIVE

Program

Vox Creative, Vox Media's award-winning in-house brand studio, connects brands and audiences through a shared sense of purpose and curiosity. This past year, Vox Creative became a one-stop-content shop for advertisers. From quick-hitting social-first programming to premium long-form storytelling, the team works closely with partners to connect with audiences wherever they spend their time. In the last year, Vox Creative grew the number of brands with which it worked by 24% year-over-year, expanding the number of brand advertisers it works with on integrated campaigns that span Vox Media's editorial networks, as well as deepening the relationships with these brands.

Insights

Vox Creative leans into quality and impactful storytelling when producing podcasts with partners, helping clients understand the value of connecting with audiences on audio. For Straight Talk Wireless, it created the 'More Than This' podcast with an unprecedented accessibility feature catering to deaf and non-listening audiences. The second podcast created with Ben & Jerry's, 'Into the Mix,' served as an extension of the brand's activism work, promoting their work on criminal justice reform, refugee rights and more, featuring activists such as John Legend and Patti Smith to inspire action.



The Beauty of Blackness

Resurrecting **Fashion Fair**, an American Beauty Icon



AN EPIC DIGITAL PRODUCTION | A VOX CREATIVE PRODUCTION
IN ASSOCIATION WITH SEPHORA

Most Engaged Community

Refinery29



Program

Unbothered is a media brand celebrating the beauty, strength and power of Black folks, piloted by an all-Black female staff. Launched as an Instagram channel, Unbothered has since grown into a fully-fledged sub-brand and is currently Refinery29's most engaged channel. Unbothered has expanded its reach with the launch of a private career Facebook page with over 5,000 members, furthering Unbothered's commitment to helping young Black women navigate the workforce. The brand also launched its first IRL event, 'The Hookup,' in partnership with Keke Palmer, furthering its exponential audience growth across platforms.

Insights

As a community within Refinery29, Unbothered is a testament to the intrapreneurship of its Black employees. They started the social media channel in 2017 to see more of themselves represented internally and in media. Unbothered continues to create meaningful, substantive content that celebrates, affirms and challenges the culture – providing a safe space where Black folks can be seen and heard. The Unbothered audience is an active, loyal and hyper-engaged community that drives Unbothered's strategy across platforms. The Unbothered community is incredibly vocal, with an Instagram engagement rate more than double the industry average.



Media Brand of the Year

Apartment Therapy

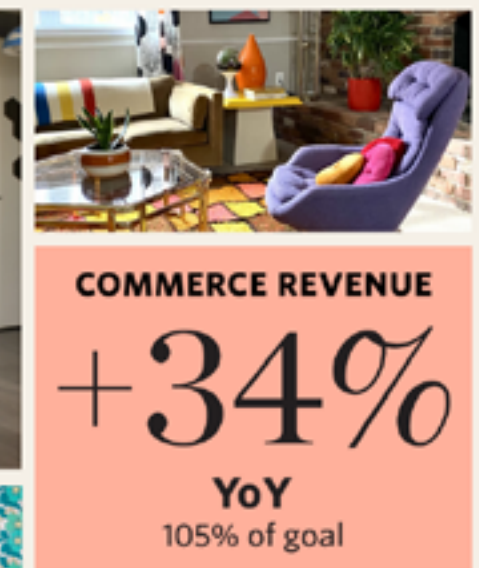


Program

While many enterprises in the space have declined, needed to consolidate, or otherwise pivot, Apartment Therapy has been on the rise. The brand navigated revenue diversification challenges during the pandemic. It launched its first-ever hybrid event in 2021, Small/Cool NYC, which has grown into a month-long event that will welcome 15,000 consumers in 2022. Apartment Therapy's most significant goal for 2021 was guiding its readers during a post-pandemic transition, where much of their focus was on being outside of the home while also helping readers and brand partners overcome the challenges of supply chain issues.

Insights

As the only media brand in the top three of the home category in comScore that isn't a multi-site network, achieving the number two slot is a sign of Apartment Therapy's continued success and growth. Its experiential endeavors became a seven-digit revenue driver for the company, with a year-to-date, year-over-year increase of 345% in experiential revenue since the first experience in 2020. With Apartment Therapy's readers coming to its content for guidance on creating a space that's happy, healthy and uniquely their own that reflects their style as well as who they are, developing experiences during the pandemic that could still do just that were essential for the brand.



**Publisher
of the Year**

The Atlantic

The Atlantic

Program

Whether in print, on the web, on podcasts or at live events, The Atlantic's work is linked by a common mission: Examine the most provocative ideas and significant issues facing the United States and the world, in real-time, with distinctive intelligence, moral seriousness and wit. Across one of the more consequential years in modern history, The Atlantic published essential and pathbreaking journalism, invested in talent and technology and led the industry with exciting innovations in its subscription and advertising businesses. As the threat of Omicron loomed, reporters Ed Yong, Sarah Zhang and Katherine J. Wu urged Americans not to repeat past mistakes.

Insights

The Atlantic's reporting helped readers understand the consequences of the pandemic, the genuine crisis facing American democracy and the rise of global authoritarianism. The Atlantic's Ed Yong earned the publisher its first Pulitzer for his pandemic coverage, and Vann R. Newkirk's limited podcast series, 'Floodlines,' earned a Peabody award. These editorial achievements were matched by innovation as a publisher. The Atlantic maintained record-high circulation and grew subscriber revenue across 2021, following an unprecedented 2020, when nearly 400,000 people became new subscribers.



**Journalist
of the Year**

**Madison Hall —
Insider Inc.**

INSIDER

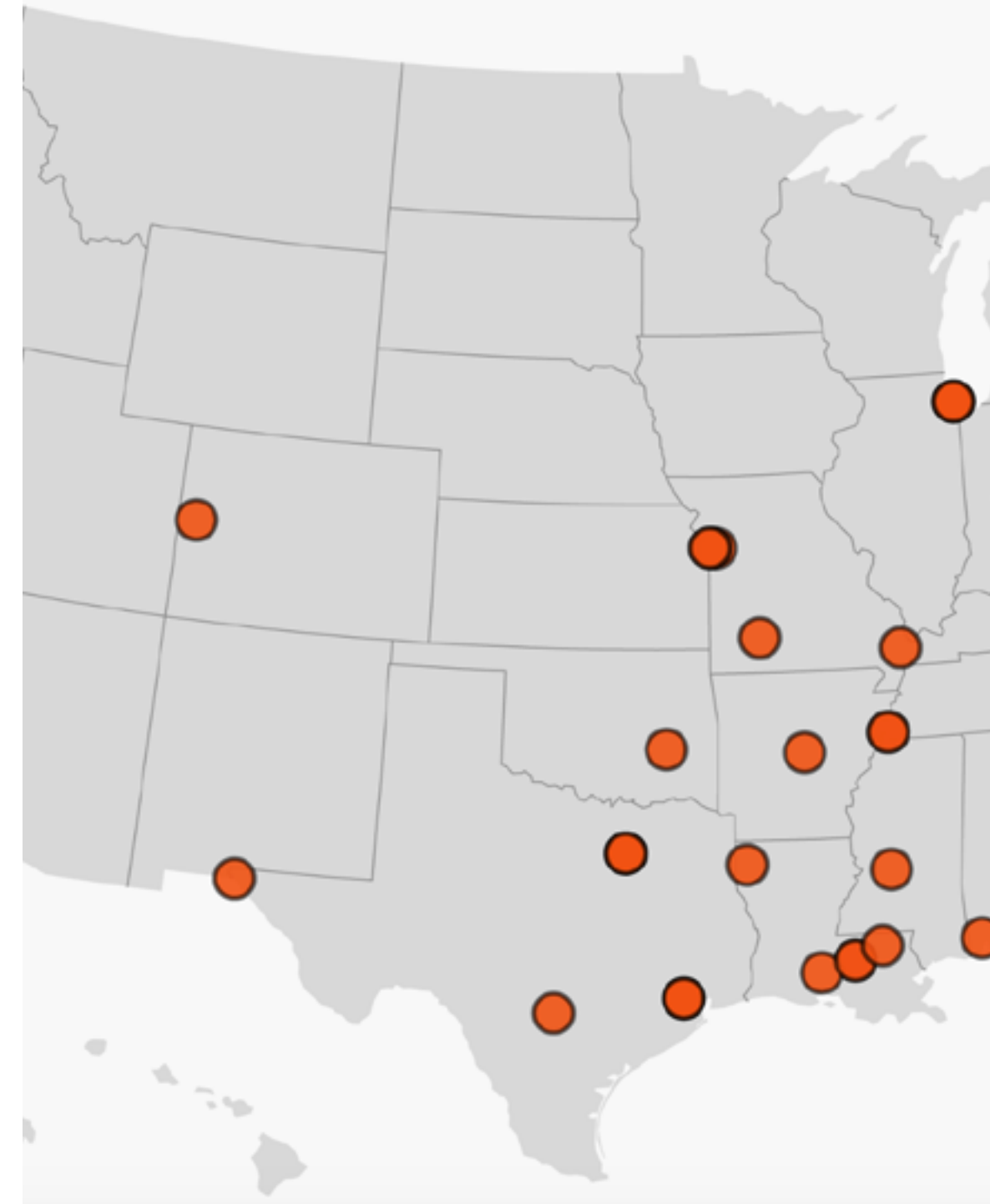
Program

In 2021, data reporter Madison Hall led the charge for some of Insider's most ambitious and impactful projects. Hall's work has been cited by numerous publications and has initiated conversations on marginalized voices and how to improve government matters. Her database on every arrest related to the Capitol riots became one of the main ways to follow the aftermath of January 6. Hall also led a team of researchers and data specialists in collecting all of Congress' financial and stock filings to create the backbone of Insider's 'Conflicted Congress' investigation. In 2021 alone, Hall garnered 56,303,976 page views on Insider.

Insights

Madison Hall has always had a strong desire to disseminate information and teach others about the world. In her short time at Insider, she's learned to use those desires to shed light on influential figures and businesses, problems facing underrepresented communities and track attacks on the U.S. government. One such example was Hall's investigation into the campaign finances of anti-trans legislation in Arkansas, which shed much-needed light on a community under threat. Her work drew accolades from many public figures and officials, including Laverne Cox, Attorney General Josh Shapiro and U.S. Rep. Pramila Jayapal.

Transgender homicide 2019-2021



**Video Team
of the Year**

PinkNews

PinkNews

Program

To strengthen its video operation, PinkNews' production team grew from a one-person team in 2018 to now the most extensive operating arm of the business — made up of 15 producers, content creators and researchers. This enabled the team to diversify its output with six new Snapchat shows commissioned in 2021 — and more on the way in 2022. The brand also launched PinkNews Meets on YouTube, a series interviewing prominent members of the LGBTQ+ community. PinkNews' mission continues across TikTok with its LBGTech series, providing Gen Z with a resource to explore and understand sexuality and gender identity.

Insights

In 2021, PinkNews' presence on Snapchat nearly doubled, adding inclusive shows such as 'Workout,' showcasing the fitness journeys of Gen Z's favorite stars and 'Now Slay,' dedicated to keeping Gen Z's finger on the pulse of internet culture. While launching new shows, PinkNews continued to grow the audiences of its heritage content on Snapchat, 'The Queer Catch-up.' As a minority publisher, PinkNews feels it has a responsibility to highlight the experiences of marginalized groups and give them a platform for their voices to be heard, as these stories are often overlooked or are superficially covered by non-LGBTQ+ publishers.



Best Video Distribution and Programming Strategy

Loop Media, Inc.



Program

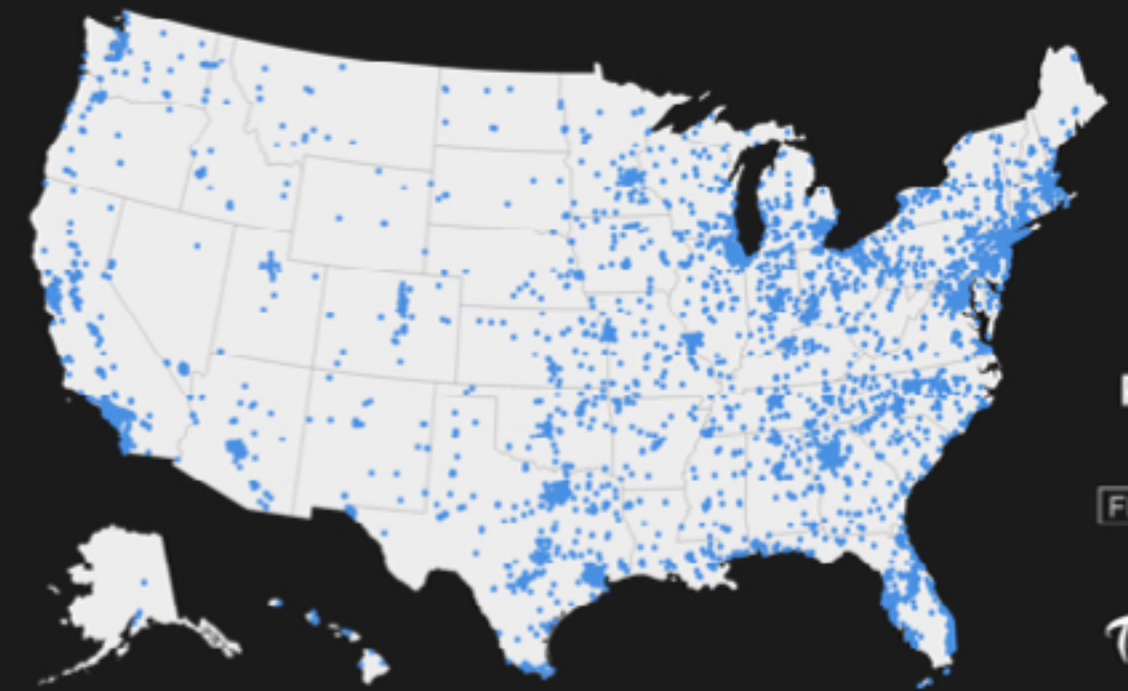
Retail ground to a halt in March 2020. Two years later, people slowly started returning to in-person shopping and activities, but the financial impact was devastating. Costs for in-store music and video programming couldn't be taken for granted. Loop was built to help businesses survive and thrive by providing free, fully licensed audio/visual content that eliminates costs while rewarding companies with a monthly bonus for keeping on their in-venue entertainment and information systems. What started with a Fire Stick became the Loop Player, which constantly caches content, enables the customer to create custom playlists and is updated daily. Loop's Player and CMS enjoy a purposeful, symbiotic relationship designed to help create the right in-store content experience and deliver ads to the right screen, in the right content, in the right location, and always at the right time. Advertisers reach their prospects – bodies in motion moving organically through the purchase funnel – when they're already in-store.

Insights

Loop took its story to demand- and supply-side partners, leaning into a risky programmatic-first ad strategy, becoming a petri dish for experimentation and industry insights. Loop had no sacred cows except that it wanted to be open, transparent, and bold, taking small steps at first with a soft ad launch on Feb 15, 2021, and has since added to that start. With just eight minutes of advertising per hour appearing in more than 50 curated channels and premium video content, built exclusively for digital out-of-home, Loop is becoming an essential resource for Fortune 500 brand advertisers, performance marketers, and local businesses selling their products and services. One year later, with more than 5,700 quarterly active users nationwide, growth remains constant with scaling ad revenue and Loop Player distribution.

where is loop's D

loop is in thousands of venues across
day. whether you're at an applebee's
loop is there.



5791

Quarterly active
users (as of
September 2021)

Best Newsletter

Amazon Music + Movable Ink

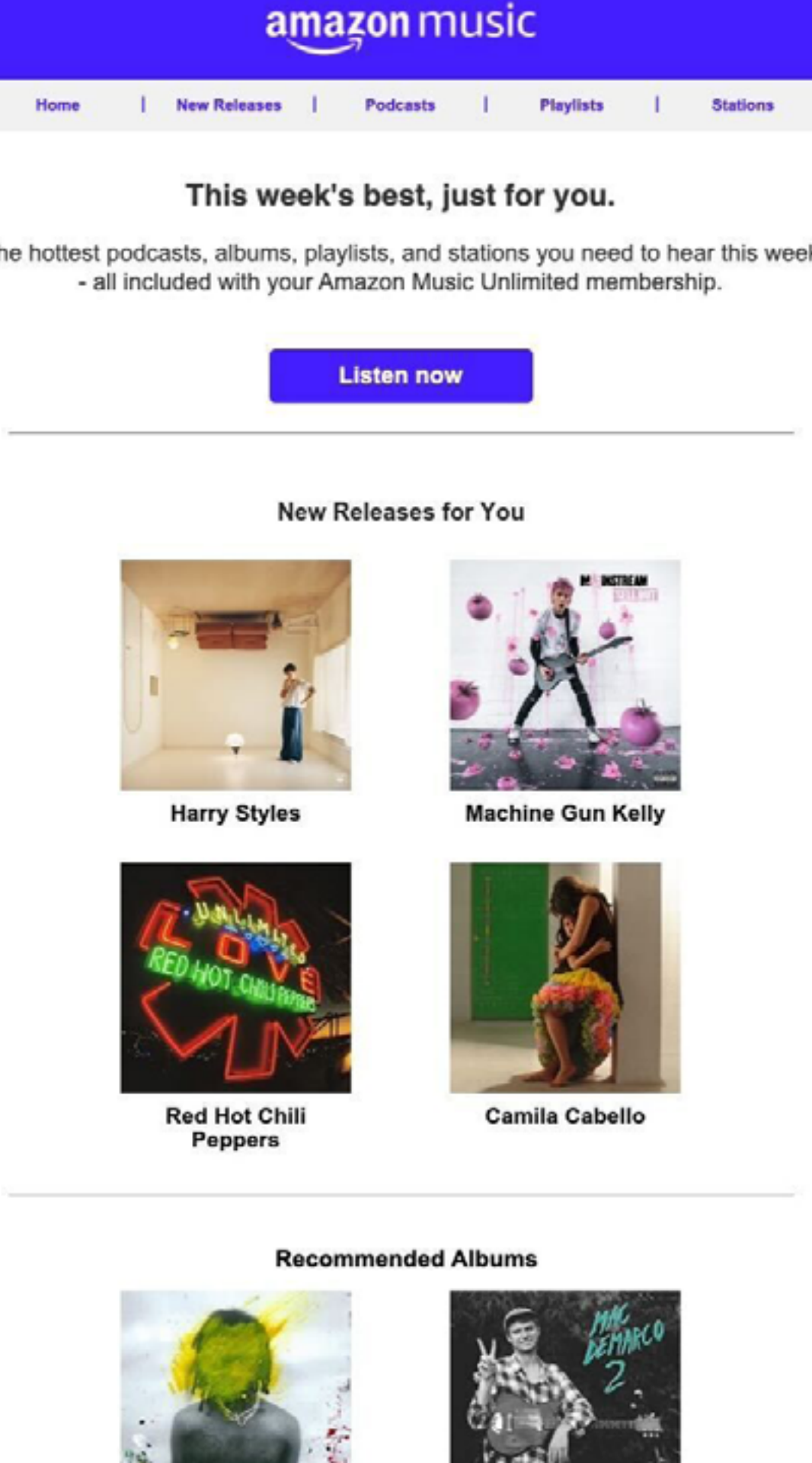


Program

Connecting customers with artists and music they love leads to happier listeners and a higher subscriber lifetime value. Amazon Music marketers collaborated with Movable Ink to build a new Artist Affinity API, supercharging personalization across their newsletters. The API displays personalized song and album recommendations as part of a round-up of new music releases and localizes languages based on the recipient. Video further enhances the experience, and the API weaves in livestreams from the Twitch Amazon Music and artists’ channels so subscribers can stay up to date on approximately 100 channels of live programming based on their preferences.

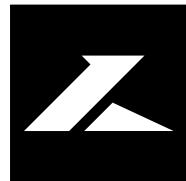
Insights

The results were music to Amazon’s ears. With the enhanced newsletter experience, Amazon Music saw a 682% increase in CTR and a 69% lift in playback active rate. The Twitch modules alone drove a 214% increase in CTR – earning significant engagement among subscribers. Amazon also created a dedicated user experience for mobile users, in which clicks on the module open the Amazon Music app where the Twitch stream is featured, increasing CTR by 738% on mobile. The personalized content can also easily be repurposed worldwide, allowing marketers to expand its use-case beyond the newsletters – freeing up time for Amazon Music marketers to create even more rewarding, personalized experiences for their customers.



Best Video Campaign

LEARFIELD + Samsung — ‘Shrines of Glory’



LEARFIELD

Program

Samsung wanted to promote its Neo QLED big-screen television and its numerous features. But consumers often wait a decade before purchasing a new TV, regardless of the latest upgrades in technology. Samsung had to find a way to break through consumers' purchasing apathy and inspire excitement about the Neo QLED TV. Partnering with Learfield, Samsung tapped into proprietary fan data that enables pinpoint targeting to focus on college football fans because of their devotion to watching their teams play every Saturday. Learfield viewed this audience as more receptive to messaging promoting a television that could deliver a premium game-day viewing experience. Learfield established a two-pronged approach to connect with these fans. First, the team crafted customized 'Shrines of Glory' campaigns for each of the country's 20 most prominent college football programs. Second, it delivered targeted creative relevant to the fans of those specific teams. So, even if 20 different fans lived on the same street in a city, they would each see a different advertisement depending on the team for which they rooted.

Insights

Based on the campaign goals of demonstrating the quality of the product, communicating with college football fans, creating a connection between the product and fans and increasing brand awareness, the campaign was an unqualified success. Fans could view the bespoke creative via CTV ads, online videos, branded content, banners and social posts. The campaign generated 55 million impressions online and achieved a 20% lift in ad recall along with a 3.8x click-through rate. Learfield's campaign made college football fans feel like we were talking directly to them and, in turn, got them talking about the Neo QLED TV.



Ad Operations Team of the Year



Program

Media Tradecraft's team of innovators are catalysts in helping publishers regain control of their site's monetization via fully bespoke revenue solutions and one-to-one service, focusing on personalized data science, dev-ops superiority and custom ad tech. Media Tradecraft works hand-in-hand with several large publishers across verticals, including Recurrent Ventures (Field & Stream, Domino, Futurism and more), Livingly Media, The Atlantic, Sporcle Inc., a360 Media (Us Weekly, Men's Journal, Life & Style, InTouch, and more), Just Jared as well as The Guardian News and Media.

Media Tradecraft

Insights

The high-touch approach with sustained attention has made a difference for Media Tradecraft's clients. The company helped one leading trivia entertainment site increase its revenue by 55%, page speed by 10, and overall customer support and trust through improved user experience. In another example, an entertainment media company wanted to achieve better ops, yield, development and data strategies but did not have the internal capabilities. Working with Media Tradecraft, the client's revenues jumped 85%, and traffic increased 75%. Media Tradecraft and its more high-touch approach at a smaller scale helped a leading provider of NFL and NFL Draft see an average revenue increase of 65% and an 80% increase in page speed. The Media Tradecraft ad ops team also created new traffic sources (AMP and email), resulting in higher page views.

Very Best Ad Operations Team Today



Best Contextual Targeting Offering

AccuWeather

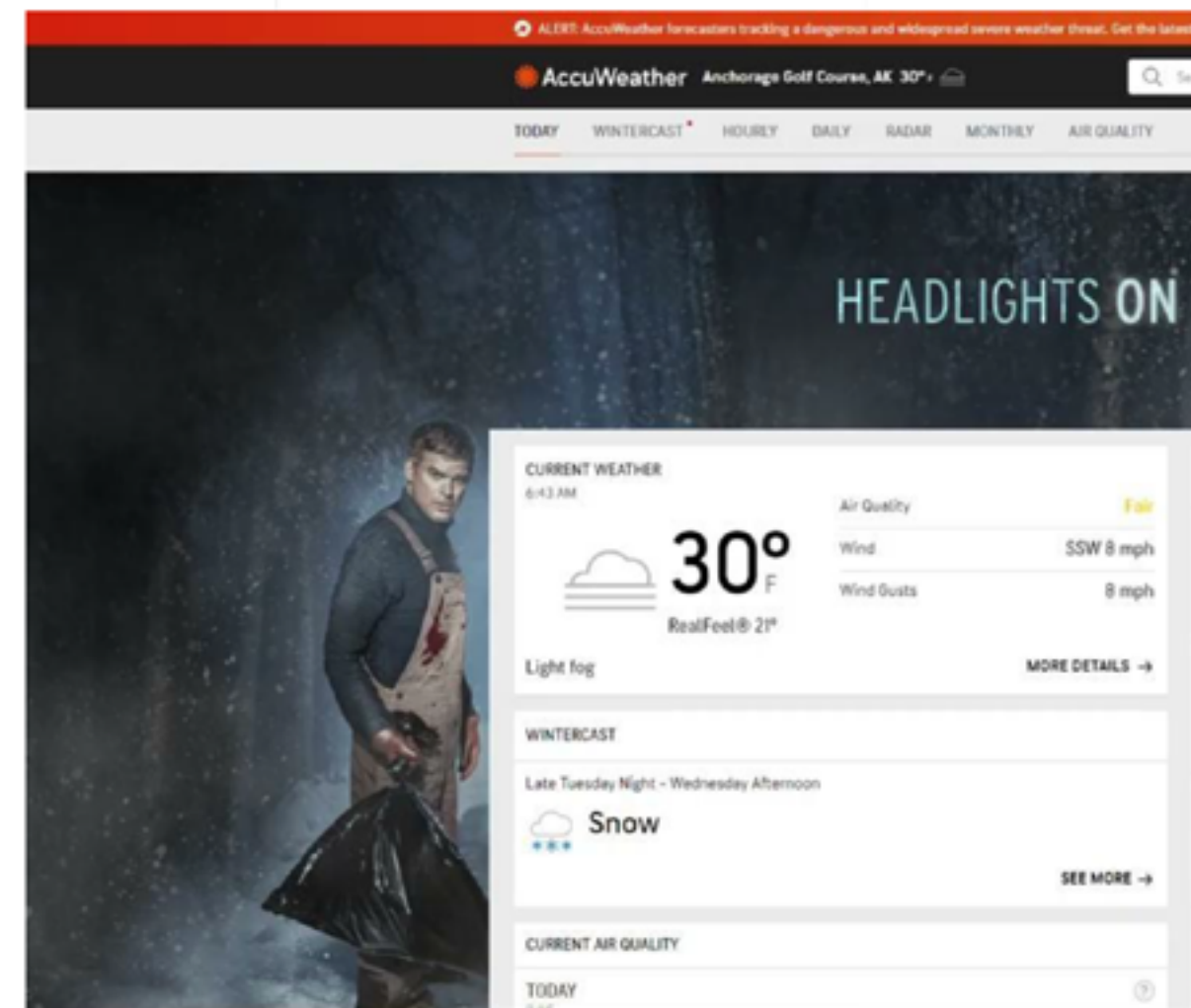


Program

To drive awareness and engagement for the premiere of 'Dexter: New Blood,' Showtime partnered with AccuWeather to promote the launch of the series. The innovative campaign leveraged AccuWeather's first-party data to contextually target audiences utilizing weather triggering and custom high-impact digital creatives. Creatives were dynamically deployed with custom messaging and imagery, mirroring users' current weather conditions.

Insights

Relevance once again proved the conduit to audience attention. The campaign saw huge success, far outperforming AccuWeather benchmarks. Some of the standout results include: 18.9 million delivered impressions, total campaign performance 23% higher than AccuWeather benchmarks, and the majority of placements saw a lift of 10%–45%.



Best Brand Partnership – B2B



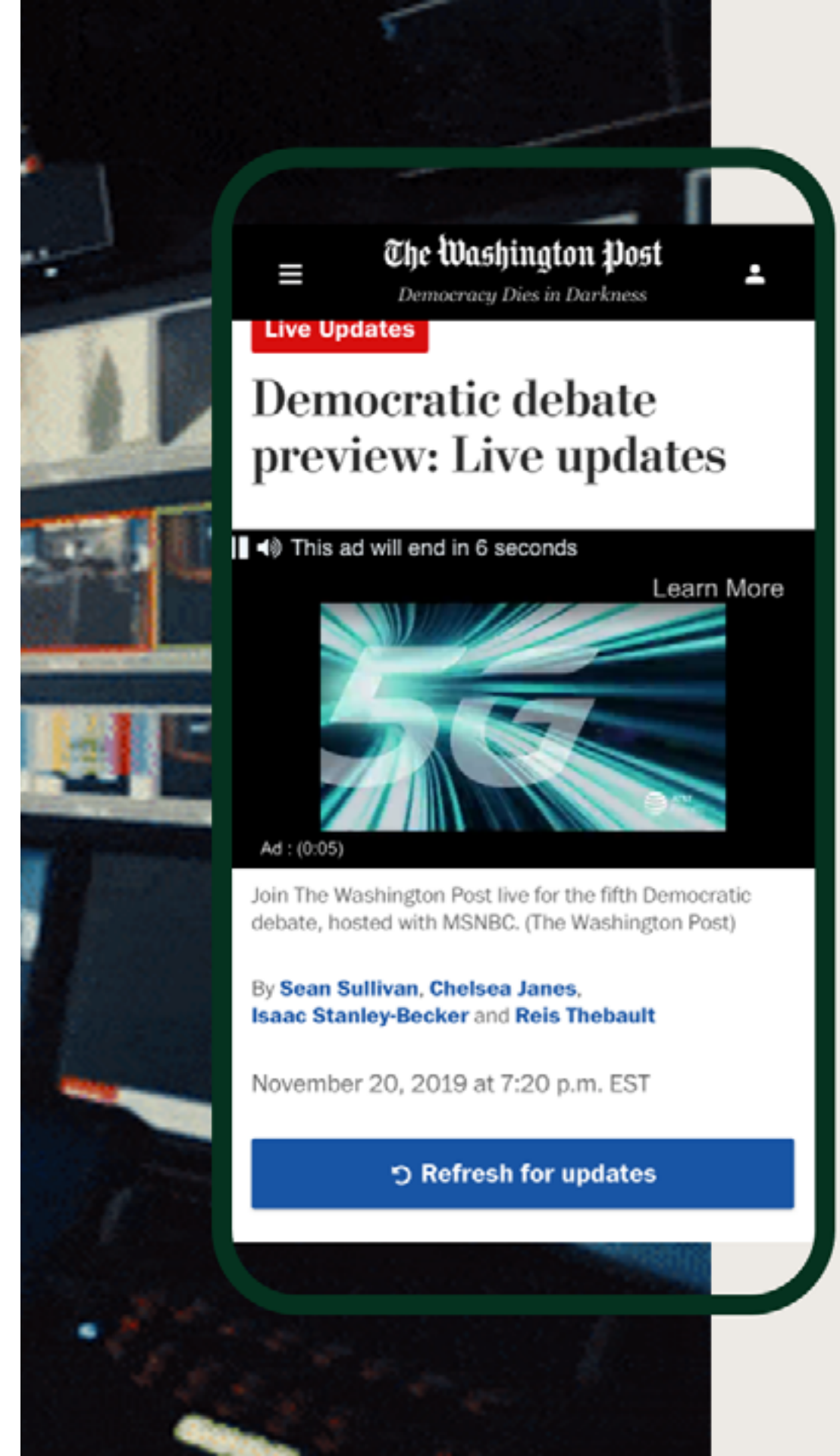
Program

AT&T Business needed a trusted way to communicate to business decision-makers the benefits of 5G. Partnering with The Washington Post, in a program ranging from tech integration and branded content produced by WP Creative Group to live video coverage from the newsroom with branded attribution, AT&T and the news leader showed how transformative 5G is for journalism – and businesses in any industry. The campaign featured integrated AT&T messaging within four multimedia newsroom stories. A newsroom-written call-out was featured within the first few paragraphs of these stories, highlighting the instrumental role AT&T played in producing it, and a persistent “powered by AT&T Business” appeared throughout. WP Creative Group further amplified this technology partnership by chronicling it in a series of branded content productions, including documentary-style videos, interactive web experiences and deep reporting. In seven releases, the campaign told the story behind the story, giving readers an understanding of 5G-enabled technology and a behind-the-scenes look at how a newsroom leverages that tech.

WP Creative Group + AT&T Business

Insights

The AT&T partnership over-delivered on our performance guarantees for media impressions and branded content engagement, and it also over delivered on impressions by 13%. The branded content campaign generated nearly half a million cross-platform video views and over 1.5 million page views, and the content also exceeded expectations for average time spent by 37%. The partnership also generated significant earned media and featured in more than a dozen press pieces from The Washington Post, AT&T and third-party news outlets, including Digiday. The Post’s publisher and CEO Fred Ryan lauded the partnership, calling AT&T’s technologies “an important consideration as we deliver essential, timely and consequential journalism to our readership.”



Best Brand Partnership - B2C

Google Pixel 6 + New York Times Advertising

The New York Times
ADVERTISING



Program

Historically, camera film has excluded people of color, especially those with darker skin tones. Google Pixel 6, working with improved tuning models and algorithms to more accurately highlight nuances of diverse skin tones, partnered with New York Times Advertising to create 'Picture Progress' – a multi-media campaign highlighting the intersections of technology, race, representation, history and photography. The campaign looked back at the history of photography and race, then to the present to explore what equal representation means today. With The New York Times's photo archive as inspiration within the program, Google Pixel 6 recreated portraits of three civil rights activists in full color using Pixel 6 Real Tone technology. To highlight the significance of accurate representation as a celebration of identity and self-expression, the teams also put the Pixel 6 into the hands of three BIPOC photographers, documenting the progress that image equity can enable for the future.

Insights

The 'Picture Progress' campaign sparked a dialogue around image equity and offered a new vantage point to ongoing conversations around representation, ultimately reaching an estimated audience of more than 81 million people via press coverage. Readers engaged with the video series an average of 3.1x longer than New York Times Advertising's benchmark, and, across digital and print channels, the campaign lifted metrics across the full funnel in statistically significant ways. Audiences exposed to the campaign were... 5 percentage points more likely to think of Google as helpful in their everyday life, 3 points more likely to view Google as having a positive impact on society and to perceive Google Pixel as innovative and four percentage points more likely to consider purchasing a Google Pixel. Ultimately, the campaign supported Google Pixel 6 sales, which exceeded the sales target by 114% and beat the market share goal at 2x year-over-year.



Best Branded Content Program — B2B

Billboard + Samsung

billboard SAMSUNG

Program

Samsung and Billboard partnered to launch a first-of-its-kind competition on TikTok to find music's next superstar. Each week, the contestants selected 12 unsigned, independent artists from a hashtag challenge to compete for three spots in a grand finale event, performed in challenge videos submitted on TikTok and ranked on a custom Billboard chart. The three finalists were paired with A-list mentors Charli XCX, Anitta and Todrick Hall for one-to-one mentorship sessions ahead of the finale. Each contestant was flown to Los Angeles for the event to be judged live and streamed on Billboard.com. In the end, Bronze Avery was crowned Billboard NXT and won a Billboard magazine cover, music video funding, studio time and more. Along the way, Billboard NXT successfully integrated Samsung products throughout the program and ultimately crowned a winner of the inaugural competition. Each contestant used the Samsung Z Flip 3 5G to film their weekly challenge videos, and the finale event featured Samsung Voting stands for fans to cast their final votes for the competition's winner.

Insights

The Billboard NXT Grand Finale drove massive engagement to Billboard and Billboard NXT social platforms. The finale event received more than 306,000 views and more than 50,000 likes on Billboard's Facebook page in the 48 hours it was available. During the two days, NXT finale content received more than 4.7 million social impressions and 1.5 million video impressions. The engagement rate average was 12x Billboard's benchmark, and the average clickthrough rate was 2x Billboard's benchmark, both key indicators that the finale was a huge success.



Best Branded Content Program — B2C



BDG

Program

Aussie came to BDG with a desire to promote the launch of its Aussie Kids line through unique and inclusive content collaboration. The brand wanted to lean into bath time as a crucial bonding moment for multicultural parents and their children – a prime opportunity to have critical everyday conversations about self-acceptance. Partnering, the teams generated excitement for the launch of Aussie Kids' product line through article-based and social content – TikTok and Instagram – on BDG's channels. The program also fostered thoughtful influencer collaborations and a bespoke children's book titled 'BeYOUtiful Hair,' written by children's book author Sherri Winston and illustrated by Keisha Okafor.

BDG Studios + Aussie Kids

Insights

The program created more than 25 pieces of content to support Aussie Kids' new hair products, including an original illustrated children's book called 'BeYOUtiful Hair.' More than 10,000 copies of books were distributed to kids and families nationwide with a focus on reaching multicultural parents A18-34 (with children ages 4-9). Partnering with Kyla Pratt and her two young daughters, plus three TikTok moms and families, the campaign reached more than 3 million organically via their social handles and over another 5 million with paid promotion delivering engagement rates exceeding 5% (5x benchmarks).



Best Virtual Event

Apartment Therapy



Program

Based on his belief that the best in creativity is unleashed when constraints drive innovative thinking, Apartment Therapy's founder, Maxwell Ryan, launched Small/Cool in 2005 as a contest to find the smallest, coolest real-life space. In 2020, Small/Cool expanded into a virtual experience that featured extensive social programming, putting a lens on spaces created by designers such as Nate Berkus and Emily Henderson. In 2021, Apartment Therapy welcomed a new class of designers, including Ayesha Curry and Bobby Berk, challenging all of them to create the smallest, coolest space they could imagine in less than 120 feet. The team then built their visions into actual areas within an NYC pop-up and welcomed audiences virtually via a two-pronged approach – an onsite 3D experience and a weekend of social programming. Apartment Therapy utilized Matterport 3D technology to create an onsite room navigation experience and embedded a 3D tour into its site. Complementary social programming gave followers an inside look at the designers' inspiration for each trend space, plus actionable tips for maximizing small spaces.

Insights

The Small/Cool Experience in 2021 surpassed every goal that Apartment Therapy set for the program. It earned 17.7 million impressions (27% over goal), 5.2 million video views (72% over the goal and double the video views generated by 2020's Small/Cool program), and a 28% 3D experience click rate (40% over goal). The Small/Cool Experience generated more than 293 million press impressions via coverage in 16 top-tier national outlets. The event attracted seven sponsors, including BEHR Paint, Genesis, Overstock and Tuft & Needle, generating double the 2020 Small/Cool Experience revenue, making it a seven-digit driver for Apartment Therapy and accounting for approximately 5% of the company's revenue.



Best Virtual Event Series

WSJ

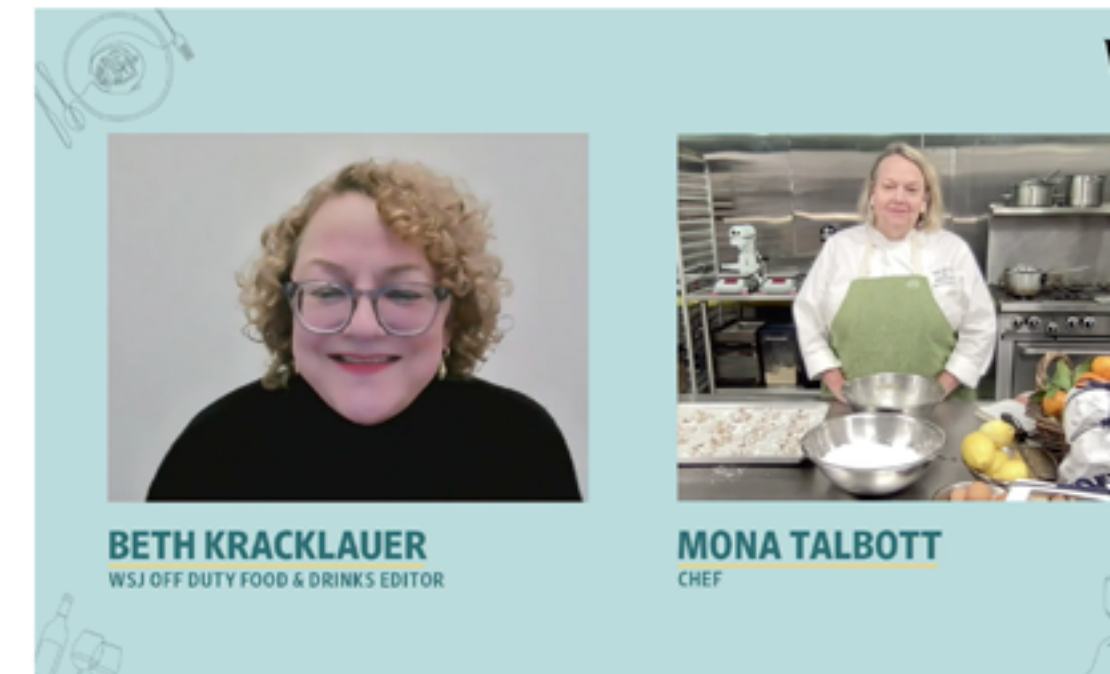
Program

WSJ+ is a community-oriented, complimentary benefits program exclusively for WSJ members included with their subscription. As part of the program, and based on The Wall Street Journal's popular 'Slow Food Fast' recipe column, WSJ+ offered members an opportunity to find community and entertainment through an interactive and educational series of virtual classes with world-renowned, award-winning chefs. Each class transported members into the kitchens of cooking icons for intimate lessons on preparing restaurant-quality food in the comforts of home. Every month, the chef featured in the column hosted the live-streamed class with fellow chef, author and columnist Kitty Greenwald, plus the Journal's 'Off Duty Food & Drinks' editor Beth Kracklauer.

The Wall Street Journal

Insights

Food is an epicenter of culture across WSJ+'s vast community, and that factor helped drive a significant response to the 'Slow Food Fast' series. The program featured 16 events (to date) between July 2020 and February 2022 and earned 120,000 new members since the series launched in July 2020. Registration so far has topped out at 18,284 with 11,926 live video starts – an average of 745 per event – plus 10,425 recorded video starts (652 on average per event). Viewership across live and recorded formats has totaled 22,351, with 1,397 on average per event, and audience engagement has fueled 1,999 questions and comments across the program so far.



• LIVE Q&A

WSJ+ Live: Slow Food Fast Holiday Special With Mona Talbott



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