



DIGIDAY

MARKETING & ADVERTISING
AWARDS EUROPE



This year's winners of the Digiday Marketing and Advertising Awards Europe turned to the primary pillars of audience engagement as the pandemic and quarantines continued to upend and alter the pace and approach to shopping in 2020 and 2021. With an eye on Gen Z audiences, advertisers leaned into the persistent power of influencers. They doubled down on strategies that brought personalized, meaningful messages to the cohorts they strove to reach.

Whether it was positioning outdoor experiences as a positive alternative to restriction-riddled lifestyles or body-positive messaging, campaigns that earned this year's wins acknowledged the very human face of advertising

that consumers expect. Meanwhile, new channels and the expanding power of video in spaces such as SVOD marked achievements for marketers diving deep into the future of first-party data.

This guide unpacks all the winning entries of the Digiday Marketing and Advertising Award Europe, re-emphasizing what remains true about advertising in the present: Authenticity and context are twin rulers of the advertising landscape, and the shifting nature of audience targeting is (once again) ascendant.

Best Brand/ Influencer Collaboration

Green Cola and OneFifty - ‘21 Days’



Program

Green Cola, a British soft drink brand that contains stevia instead of aspartame, aimed to promote its product among health conscious pragmatists: those who make healthy decisions but enjoy occasional sweet treats. To target this group — particularly moms active on social media and who shop on Amazon for healthier alternatives — the brand has worked with 140 influencers over five months to create 150 pieces of content advocating for drinking Green Cola. The campaign, titled the ‘21 Day Challenge,’ used micro-influencers to talk about why they consume the product.

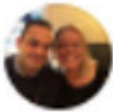
Insights

Brands can still achieve success with influencer marketing programs even if they have a limited marketing budget, which was the case with Green Cola. The brand worked with OneFifty to select 10 micro-influencers to kick off the campaign, who then nominated friends to do the same. The strategy fostered a self-sustaining content generator and ongoing influencer program, which has reached 2.5 million people.



nicci.the.travel.addict I’ve heard it’s amazing and I saw it somewhere the other day I must try it

8w 1 like Reply
View replies (2)



dotty978 Oooo, I’ve not seen these, any idea where I can get on to try @jodiespacagna @greencolauk 😍



connie_raeburn Ah yes I love @greencolauk . First tried in a restaurant, but I haven't seen it in many stores to buy. Where do you get yours from?

1w 1 like Reply
View replies (1)



sarahdevonmama OMG I need to do this. I’m addicted to Pepsi max. I don’t drink coffee but I have to have it every day!

Best Use of Video

HSBC - 'My Investment'

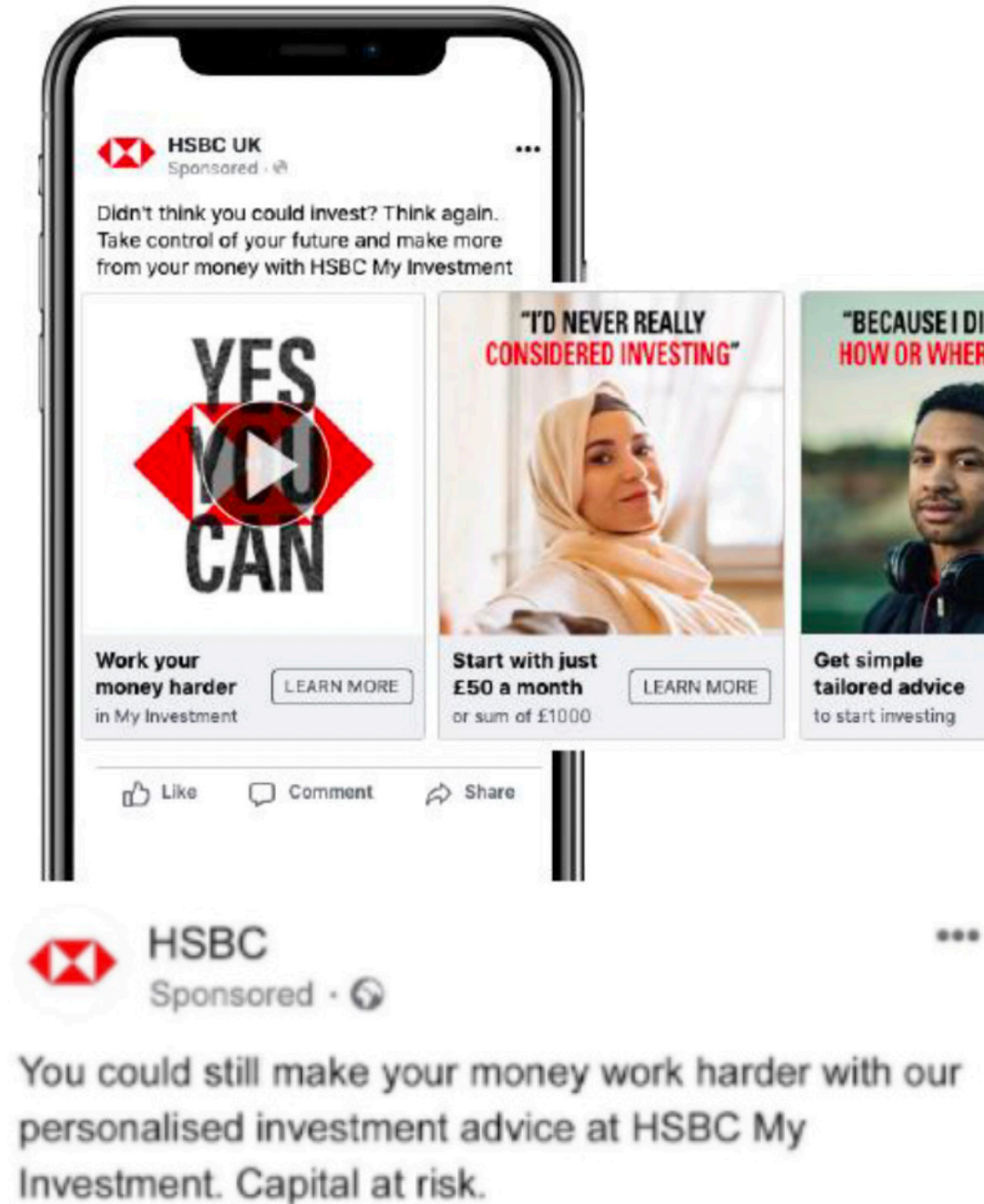


Program

Financial services company HSBC UK launched the 'My Investment' campaign to drive awareness and education about its investment packages, and take the fear out of investing by using everyday characters to inspire potential customers with themes of empowerment. With the end goal of increasing entry-level acquisition of the investment packages, HSBC UK broadcast the campaign through online display video placements, animated display banners, Facebook in-feed videos and Instagram Stories, social carousels and static posts.

Insights

An omnichannel video strategy can help brands effectively communicate a message and drive campaign performance. HSBC UK wanted to drive conversions by showing people that investment packages can help people reach their financial goals. Through the video campaign, the company reported year-over-year lift in entry-level investment package sales and, since Q4 of 2020, a unique reach and click-through that exceeded its pre-set benchmarks.



Best Use
of Social



LADbible Group
and Tampax ‘Think
Outside the Box’

Program

Women-focused social publisher Tyla, part of LADbible Group, partnered with Tampax to produce a social campaign designed to ease tampon fears among young people — particularly those aged 16–24 — and bust common tampon myths that discourage that demographic from using them. The campaign was born from Tyla research that found 59% of readers struggled using tampons despite the enclosed instructions, while 39% admitted to not reading the instructions at all. The brands partnered with TV personality Scarlett Moffatt to create a social video that depicted Moffatt transforming the Tampax instruction manual into a relatable comic strip.

Insights

While the social campaign highlighted an issue and featured a celebrity (Moffatt) that Tyla’s target audience related to, creating multiple types of creative for the video helped the brand drive performance. Tyla initially launched a research poll and Instagram Stories quiz to decide what tampon myths its audience wanted the brand to bust. Tyla then created three IGTV videos that documented Moffatt’s journey to bust myths and create a comic strip version of tampon instructions. The social campaign reached 5 million people; 70% of those who saw the campaign reported they felt more positive about Tampax as a result, while 26% said they purchased or planned to buy Tampax after watching.



**Best
Creative**

Thomson Reuters - 'Westlaw Edge, The Standard for Legal Research'



Program

Media company Thomson Reuters launched a campaign designed to tell a customer-centric story about how Westlaw Edge — the company's online legal research service and proprietary database for lawyers — can help legal professionals become more efficient and accurate in conducting research. The campaign aimed to build market awareness and create demand for the Westlaw Edge's legal technology tools such as intelligent document analysis and integrated litigation analytics. The company promoted the core campaign message through creative landing pages.

Insights

Being able to grab a target customer's attention through landing pages and email campaigns was important in driving awareness for the Westlaw Edge product. Thomson Reuters' campaign landing pages exceeded its web page traffic goals, while in-bound email nurtures exceeded campaign goals; the open and clickthrough rates were four times higher than Westlaw Edge's benchmarks. Additionally, a campaign webcast surpassed campaign objectives through on-demand promotion of the content.



Best User-Generated Content

Fanbytes and Rhino (Warner Music Group) - David Bowie



Program

Rhino, a catalog division of Warner Music Group (WMG), partnered with media and influencer marketing agency Fanbytes to introduce younger generations to the music of David Bowie. The company launched a TikTok campaign to coincide with the anniversary of the musician's death, tapping influencers to post videos set to his music where they recreated Bowie's most iconic looks. The influencers also encouraged TikTok users to create their own videos using #TheStarman hashtag. Artists and brands including James Blake and Rubik's ended up participating in the campaign.

Insights

To spread awareness about Bowie's music among target groups such as Gen Z, WMG and Fanbytes met them on a platform where they are highly active: TikTok. Additionally, TikTok has become a platform of music discovery. The campaign strategy — both the platform used and the content the influencers created — paid off as it created buzz for Bowie's music with measurable results. The campaign drove 225 million hashtag views on TikTok, as well as 31,000 user-generated videos, sparked by the initial influencers encouraging users to create their own Bowie videos.



Best Use of Native-Advertising/Sponsored Content



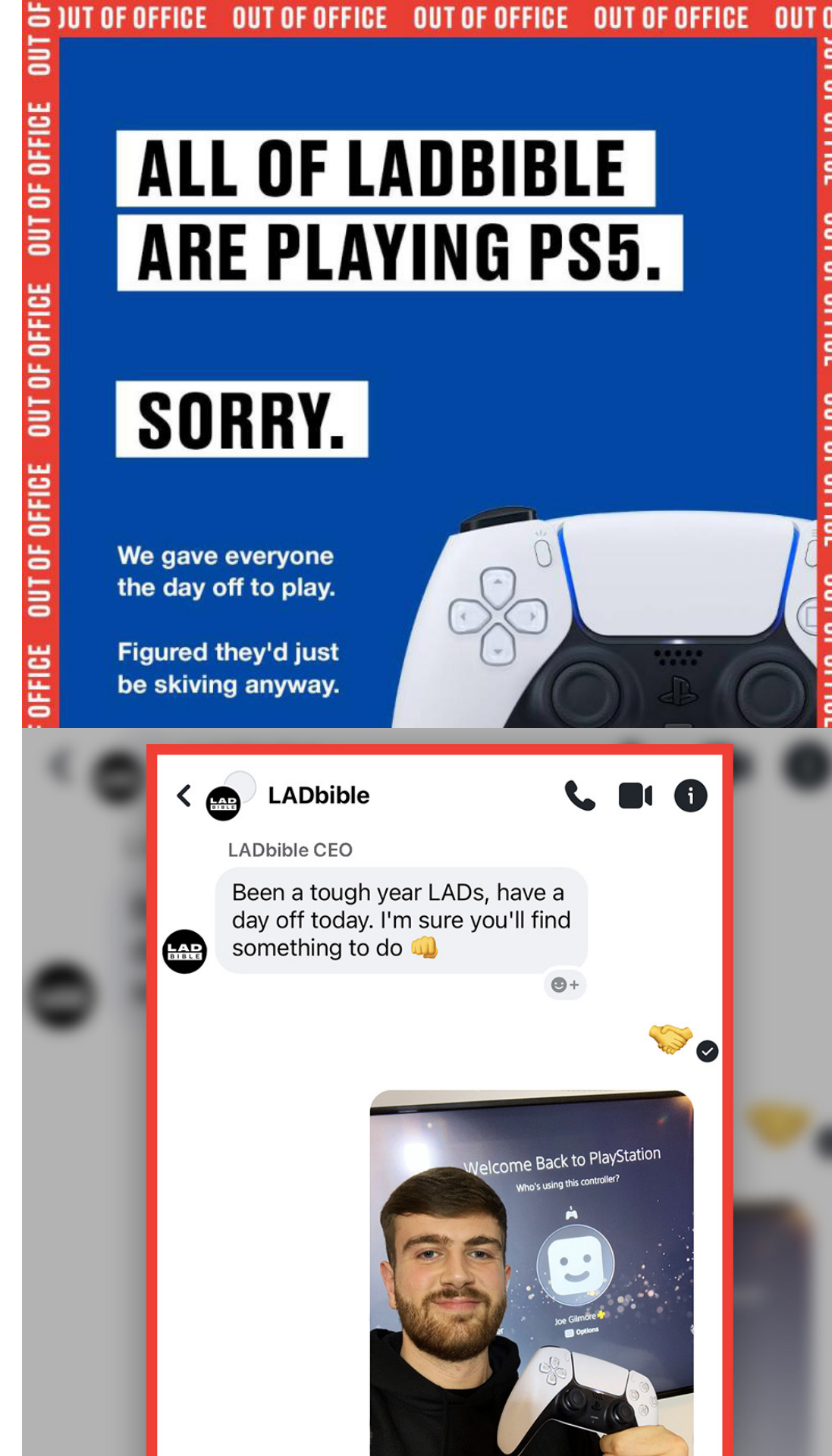
Program

PlayStation marked the launch of the PS5 by partnering with Mediacom and LADbible Group on 'Play Day' — a social media blackout. To mark the occasion, LADbible Group gave its more than 300 staffers the day off, pausing editorial output and promoting the news that its employees were spending the day playing video games on the new console. The goal with the campaign was to create a buzzy social media moment to convince gamers to buy the PS5. Standout posts included: "All of LADbible have the day off, sorry. We figured they'd just be playing PS5 anyway."

LADbible Group and PlayStation - 'Play Day'

Insights

Through the campaign, LADbible delivered the PlayStation message, "play has no limits," to fans and readers while spotlighting the importance of a work-life balance during a challenging year marked by COVID-19 surges and pandemic restrictions. The 24-hour social media blackout strategy also helped LADbible Group to produce its most engaging branded content campaign to date: The campaign reached more than 24 million people and received more than 167,000 engagements. Additionally, the campaign's video content garnered more than 2.7 million video views, with 1.6 million views attributed to a livestream.



Best Use
of AI

D-ID and MyHeritage
- ‘Deep Nostalgia’

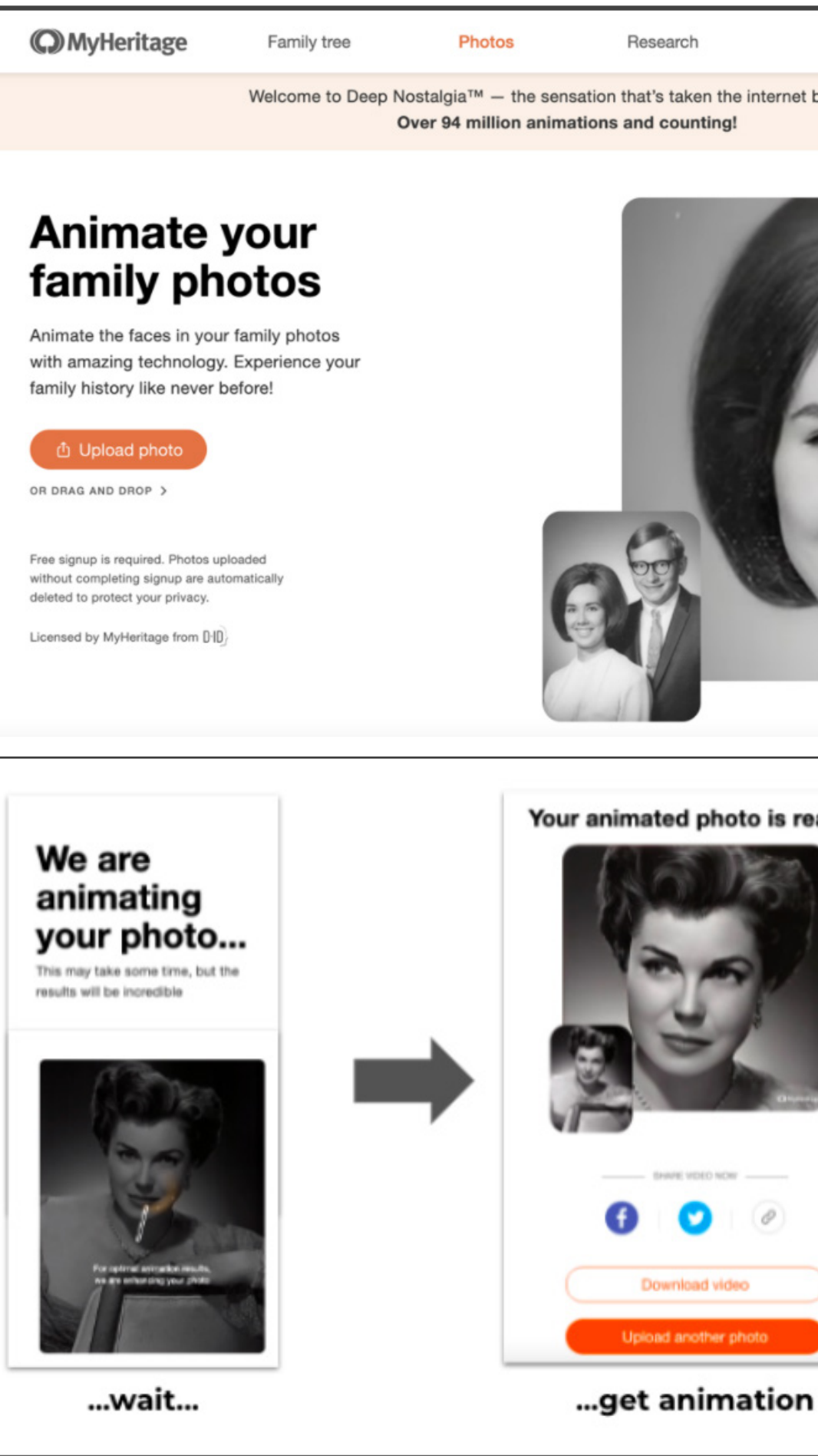


Program

MyHeritage, a global discovery platform for exploring family history, partnered with D-ID to develop a cutting-edge feature called ‘Deep Nostalgia,’ which gave family history a fresh new perspective by producing a realistic depiction of how a person could have moved and looked like if they were captured on video. The feature went viral, generating nearly 100 million animations in the first nine months and drove subscription numbers for MyHeritage and the overall company value up significantly. The project was a huge success, with the app reaching the number one position in the free apps chart in 22 countries, including the U.S.

Insights

MyHeritage’s newest feature gave users a fascinating way to connect with the past and experience their family history like never before. D-ID’s AI-powered product brought still photos to life to transcend the barrier between image and video — the level of photorealism achieved represents a new era in content creation. With this new feature, MyHeritage sought to give existing paying customers more of a reason to continue paying by adding value to their subscription, give non-paying customers a reason to switch to a paid subscription and reach new audiences around the globe with an expanded brand awareness campaign.



Best Use of Data

Merkle, QueryClick and Tesco Mobile



Program

With increased e-commerce activity, making paid and organic search more efficient was a top priority for Tesco Mobile. SEO agency QueryClick ran tests to optimize Tesco Mobile's media budget and paid media agency, Merkle geographically split regions for branded search, toggling them on or off using a proprietary tool to split the UK into generalized marketing areas. Merkle then adjusted for similar online and offline trends before testing and enabling a robustly measured incrementality test for brand search. Because the generalized marketing areas matched to Google Ad's location targeting, budgets could be easily readjusted to ensure consistent ad spend for the on region compared to what the off region would typically spend over a similar time frame.

Insights

Merkle and QueryClick collaborated on a statistically-sound methodology for testing switching off brand bidding for Tesco Mobile without losing performance. While there was the potential of the geographically split tests to be contaminated by people commuting between regions, the campaign utilized generalized marketing areas created by Google using mobile location data to minimize contamination — accounting for common areas to commute to and from. Merkle utilized statistical tests to ensure similar sales volumes, trends and demographic distributions. As a result, the team was able to estimate parameters for each client based on volume of sales and data-driven credit from Google Analytics.

Reinvigorating Growth By Testing A New Total Search Strategy

Graphs & Charts



Reinvigo Testing Search S

Best Use of Technology

Otrium and Crealytics



Program

Otrium’s sustainable fashion offerings were growing in popularity and the company needed to create a plan to expand across multiple countries in Europe and to the U.S. To help manage the heavy lifting associated with multinational setups and constant inventory, promotional and creative changes, the company looked to Crealytics’ proprietary search platform to create a campaign architecture to allow for local personalization at scale. Their campaign allowed Otrium to launch across 10 markets in just two months.

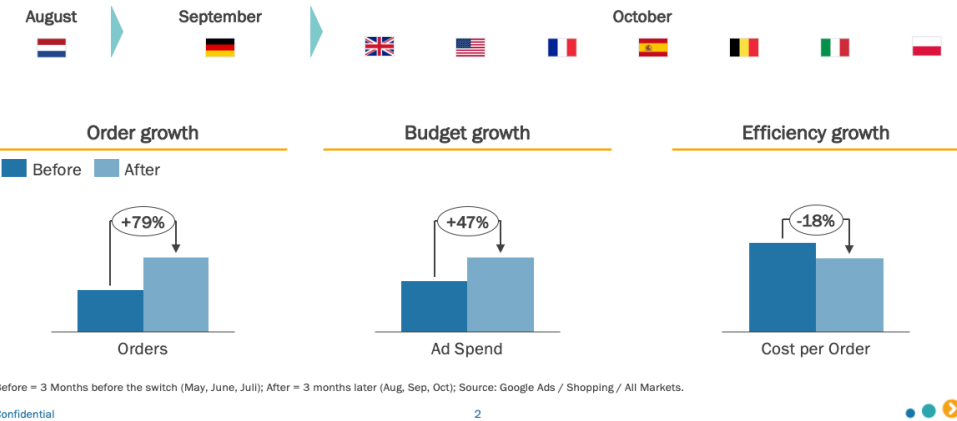
Insights

Otrium needed to create a new, highly automated, yet flexible campaign structure across its markets that accounted for millions of products, keywords and creatives with a consistent architecture. Because they wanted to expand to multiple markets, the scale required for this could quickly become overwhelming, which was why they strategically partnered with Crealytics to use their technology. By creating a consistent, unified measurement philosophy for all markets, Otrium was able to focus on the long-term potential of each market and create a custom CLV for each. Each market’s formula was customized toward buying behavior and repurchase timelines, with initial results indicating CLV predictions coming in close to estimates — allowing Otrium to forecast a path to profitability for each market.

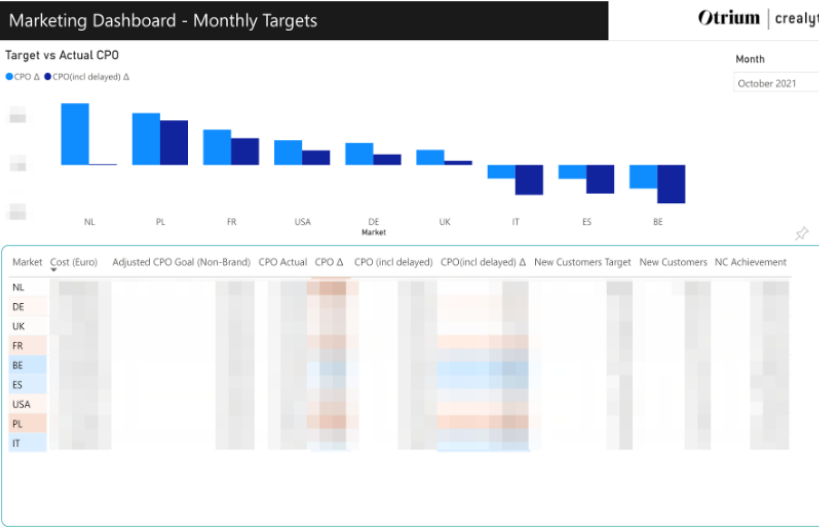
Otrium’s expansion into international markets required a massively scalable and automated paid search setup



The roll-out of all markets started in August 2021. First growth visible; true impact expected for peak season.

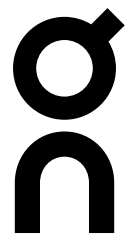


The dashboard provides a real-time view into paid search performance of all markets



Best New Product or Launch Campaign

On and Cyclon



Program

With so many people used to getting music and TV through subscriptions and many desiring more sustainability from companies, On had a great idea for their next innovation: Cyclon. Cyclon is an industry-first program offering a fully recyclable, high-performance running shoe available only through a subscription in order to create a truly circular process. With a complex innovation, the launch needed to educate, inform and persuade. On developed a microsite with a more informal and irreverent tone than typical of most sustainability communications. Within the first month of launch, Cyclon generated over 100 press clippings and their video series reached over 1.25 million views on YouTube.

Insights

Ahead of On's latest product launch, the brand wanted to raise awareness of the program and the company's role as an innovator in the sportswear's circular economy. Their dedicated microsite reflected On's mission to ignite the human spirit through movement — putting humans front-and-center in the launch content. Talking-head interviews allowed complex discussion topics to be more accessible and resonated with those in the running community and those new to it. Thousands of people subscribed to Cyclon before the first product was available to try — helping On in their groundbreaking strides toward creating a circular economy for sportswear.



Best Paid Social Campaign

CHS and The British Horse Society



Program

The British Horse Society gold membership holders are a valuable source of income for the charity and attracting and maintaining those members is essential for the charity to continue doing the great work they do every day. BHS partnered with creative agency CHS to craft a social campaign to drive a surge of new gold members — aiming to inspire prospective and previous members to take up a gold membership by demonstrating the value and impact they could have on the charity and the horses BHS cares for. The campaign resulted in a significant increase in gold memberships compared to the previous year.

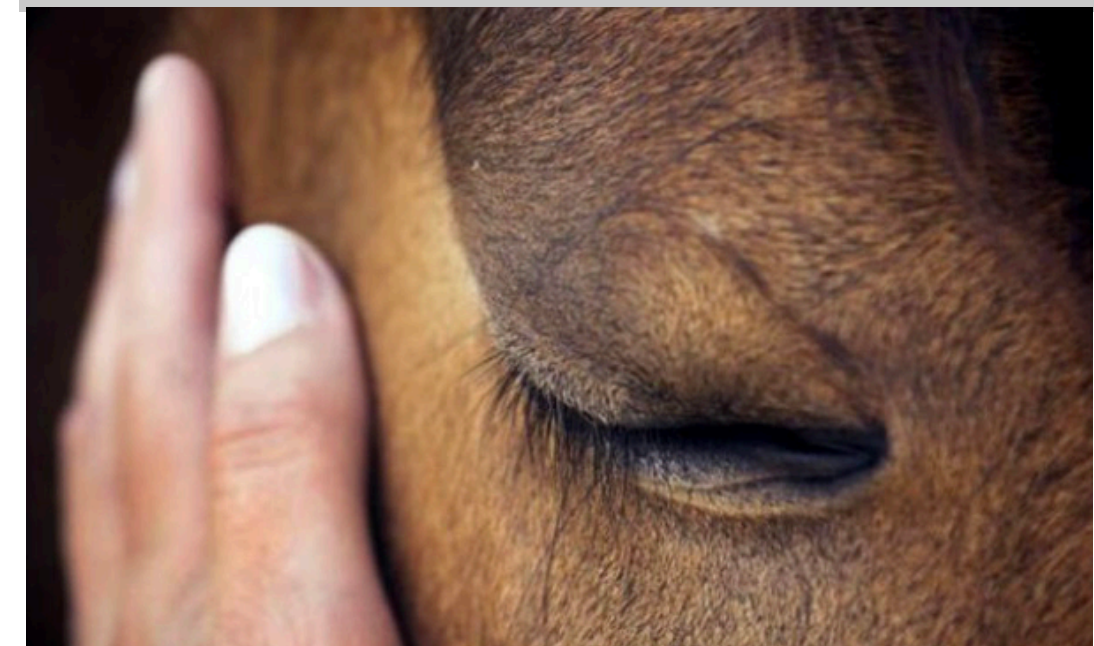
Insights

It was important for BHS to put more of a focus on their equestrian charity and have members think of them as more than just an insurance product. Their campaign with CHS served as a repositioning for the company to reinforce the additional benefits of a gold membership and increase numbers that way. CHS developed a suite of paid social assets, including multiple creative variants testing both benefit- and emotive-led propositions. The creative and copy were constantly evolved with the social output receiving refreshments every two weeks to reduce creative wear. The campaign reached over two million users on social with more than 400,000 social impressions.

Protect you
and your horse



JOIN THE
116,000
ALREADY HELPING
OUR CAUSE



Most Effective/ Measurable Campaign

MADE

MADE

Program

With the home category seeing exponential growth, even with big ticket items such as sofas, at a time when in-person shopping often wasn't a possibility, MADE sought to make it easier for people to experience how products would fit in their homes. By utilizing Meta's Spark AR technology, users could place MADE furniture — to scale — into their homes, accessible through Facebook ads. Results surpassed expectations and demonstrated that AR experiences build brands as well as drive conversions. Over 90% of web sessions driven by the AR experience were new users and when a product was viewed in AR the add-to-cart rate increased 3x.

Insights

Even as businesses are able to reopen their physical stores, more than 70% of consumers around the world say they get their shopping ideas from social channels. As a digital-first, forward-thinking retailer, MADE has always been keen to explore new innovations. AR allows marketers to combine physical and virtual interactive elements in a myriad of ways to create content with new layers of context, meaning and emotions. It helps audiences to see the world in greater depth, connect with their feelings and bring them closer to decisions. Ad recall increased for ads clicked through to the AR experience, further demonstrating that the future of home retail is connected and mobile.



Best Branded Content Series

LADbible Group and Brew City - 'The Social'



Program

Brew City looked to SPORTbible, LADbible Group's sport-focused media outlet, to unite its brand with the Euro 2020 tournament while embodying the mission "raise your game." Together, they created 'The Social,' a social-first original sport show hosted by YouTuber JaackMaate. SPORTbible took to their Facebook comments throughout the tournament to set the agenda for the show, each week inviting a different football legend. England icon Paul Gascoyne, for example, was invited to sit with audience members to discuss how the team can raise their game while enjoying Brew City snacks. Over 16 million impressions were delivered across social media, with purchase intent increasing 22%.

Insights

SPORTbible's reputation as the "home of the fan," position in British culture and expertise in social media made the brand the perfect partner to deliver an iconic social-first original series that put the audience at the heart of the content while introducing Brew City to a new audience. 'The Social' created a cultural moment around the Euro tournament, while catching the attention of popular titles including the Daily Mirror and Daily Star, who featured the campaign content and news lines throughout the tournament. Over one-third of those who viewed the content relate Brew City to sporting events, with 9 in 10 associating the company's snacks to football in particular.



**Best Branded
Content Site**

**Satair and
Brand Movers**

BRANDTM
MOVERS

SATAIR

Program

As part of the content marketing strategy created by Brand Movers, Satair's Knowledge Hub was created. Designed to be a resource center for aviation knowledge and market trends, the Hub explores the issues facing the aerospace industry, especially during the difficult circumstances of the pandemic. Taking the form of articles, analyses, infographics and newsletters, the content is presented with the goals of maintaining a journalistic approach, while still engaging audiences and presenting Satair as an industry thought leader.

Insights

By ensuring the content in the Knowledge Hub is relevant, useful, and maintains an editorial voice without industry spin, Satair is able to build its reputation with readers as a source of unbiased and trusted information. In building this reputation, the company can drive sales by boosting its profile as a smart choice for aircraft parts and services. The quality of the content has helped with the brand's visibility, with media pickups by major news outlets, as well as strong keyword performance. And it's already proven to be a reliable revenue source, with 400 visitors per month coming to Satair's marketplace from the Hub, and more than \$1 million in annual revenue being attributable to the site.



Five Must-Know Aviation Insights for 2021



Best Search Campaign

Journey Further and 247 Blinds - 'It's Curtains for the Big Brands'

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

Program

In an effort to improve the authority and relevance of the content that links back to the 247 Blinds site, Journey Further developed Salient, a proprietary technology that uses IBM Watson's natural language processing machine learning engine to analyze and understand content. With this technology, Salient is able to analyze large volumes of URLs to comprehend the themes and terms each is related to, as well as overall sentiment, among other metrics. Paired with keyword research, this analysis allows for the identification of gap areas where link relevance and authority can be improved.

Insights

Leveraging the Salient technology resulted in actionable insight that markedly improved the site's link quality. Since its implementation, 247 Blinds has been featured in high-tier publications and a total of 320 pieces of product-focused coverage, the majority of which received a higher-than-average domain authority score. With the increase in relevance and authority, 247 Blinds boosted its brand visibility with the most appropriate readers, and also its reputation. And these efforts triggered further outcomes, with search performance, site traffic, session time and marketshare boosts resulting from the improved link relevance.



Best Multi-Channel Content Distribution Strategy

Dove - '#ShowUs'



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Program

Launched in 2019, the Dove '#ShowUs' campaign aims to break through the standard perceptions of beauty reinforced by traditional media by building the largest stock photo library of women's portraits in the world. In 2020, the campaign was reactivated with multi-channel creative focusing on messaging warning women about digitally altered photos in media, urging them to "take care of your beauty." To promote the brand and its sales, the company implemented the mechanics with key local retailers to offer shoppers who purchased two or more Dove products a free professional photoshoot with no retouching.

Insights

According to a 2019 study by Dove, 70% of women reported that they don't feel represented in the media, and this campaign stems from that finding. With its relatable messaging and multichannel format, Dove was able to achieve both brand goals and larger societal goals with the campaign. As a result, the brand exceeded sales expectations and reached its brand penetration goals, while also getting 1,200 women to participate in the photoshoot promo, and bringing its important message to the forefront.



Most Innovative Use of Content



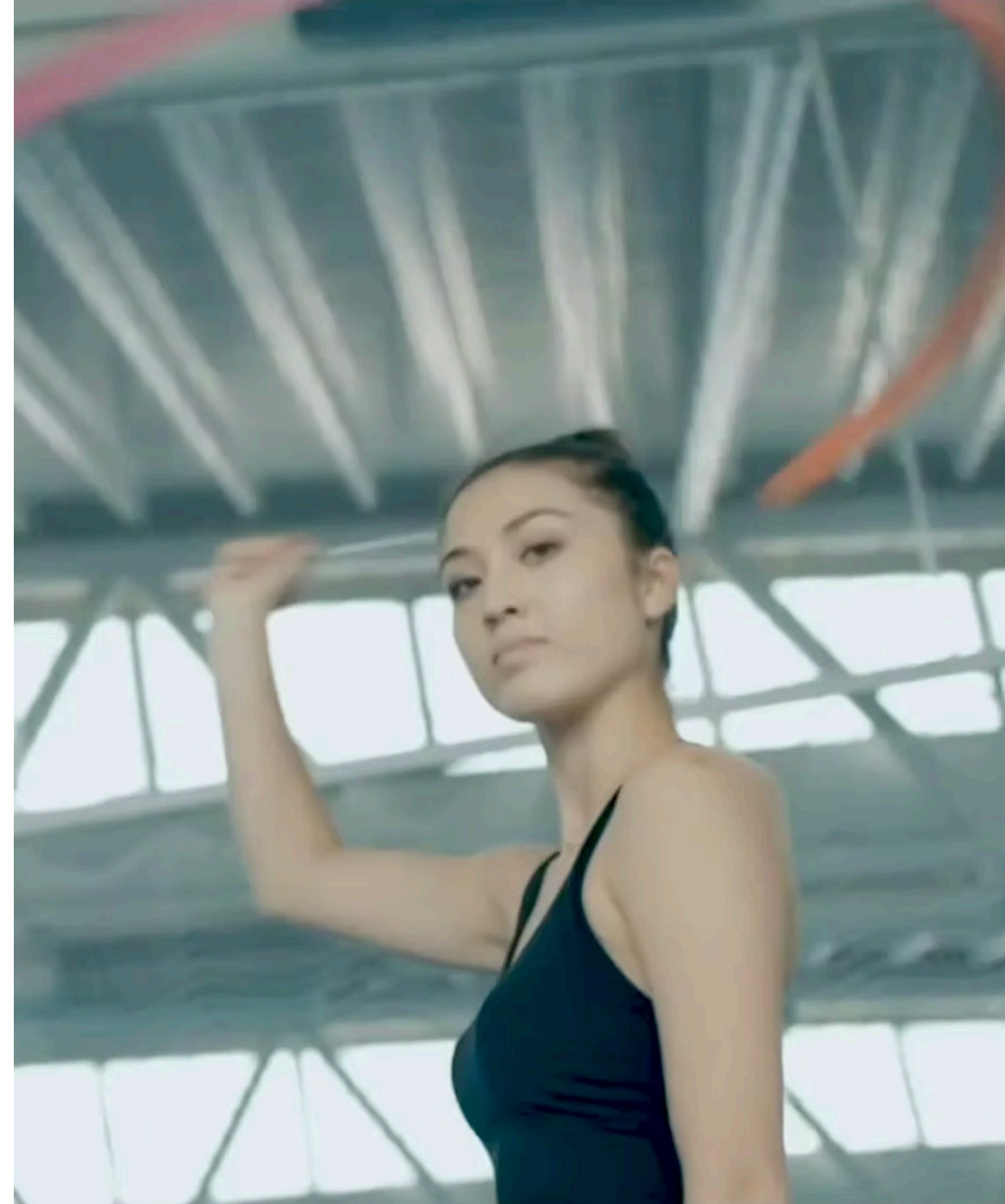
Program

Up against long-held stereotypes and perceptions, the British Army struggled to recruit women. To attract more women to consider this career path, Capita and the British Army partnered with LADbible to create perception-changing content. LADbible photographed and created video content featuring three female soldiers on the job. The videos were posted on the LADbible site and its women-focused partner site, Tyla, and the new photos replaced some of the male-dominated imagery on British Army websites. Uploading the images to photo libraries and working to boost their search rankings also helped diversify online spaces so women could see themselves reflected when planning their futures.

LADbible, Capita and British Army: 'A Soldier is a Soldier'

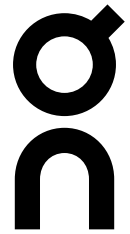
Insights

When Googling a term like "British Army jobs" prior to this campaign, 99% of the first-page image results depicted only men. Now, the campaign's images regularly appear on the first page, and have even claimed the number-one spot for the generic "British Army" search term. Diversifying these images and dispersing the resulting content has made headway toward changing general perceptions about gender in the army. With a reach of more than 13 million people, the campaign has already driven 2,000 British Army website visits, with 60% of those saying they took action, like learning more about career opportunities, after seeing the content.



Best In-House Content/Brand Studio

On



Program

In 2021, the content team for sportswear brand On decided to pivot its strategy toward a proactive, story-first approach. Rather than chasing the fast-growing company's product launches and audience's needs, the team began to focus instead only on telling impactful stories that it felt deserved to be told, independent from the business calendar. To tell the best stories, the team has experimented heavily with new topics and formats, like a magazine, mirroring the tactics of the brand's product development team, all with the goal of expanding its audience, reach and impact.

Insights

By switching the focus from a more promotional lens to one that emphasizes engaging, and still-brand-relevant stories, On is able to build its brand equity and attract new interest it may not have been able to before. This is evident in the growth of the brand's channels: The Stories section of its website experienced 19% growth in traffic year-over-year, with 4.5 million views from 3.9 million visitors; its Instagram follower count grew by 44% and the content there delivered more than 1 billion impressions; and its YouTube subscriber base increased 42%. Clearly, the content is resonating.



**Agency of
the Year**

The Keenfolks



Program

Noticing that consumer behavior was changing faster than ever before and multinationals were struggling to keep up, The Keenfolks created a new agency category called Digital Gap Management. The agency's teams are empowered with agile processes and technology and are encouraged to utilize a testing mindset in order to implement digital transformations that bridge the digital gap for clients and deliver for consumers. Since its launch, the agency has expanded its tech-forward services to include big data strategies, data visualization, descriptive and predictive analytics, machine learning and automation.

Insights

To follow through on its promise to help major companies like Johnson & Johnson and The Coca-Cola Company keep up in the digital world, The Keenfolks relies on developing and educating its internal talent via its own training program, as well as through collaborating with industry experts, universities, institutions and more. And the efforts are paying off. In the three years since launching the new agency category, revenues have doubled each year, and its portfolio of clients has grown by 75%.





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