





The Digiday Awards honor excellence in advertising and marketing across the past year with a full roster of winning brands, publishers and platforms.

As companies strive to reach Gen Z audiences, marketing teams are leaning into tactics that leverage video games and other evolving media sources. Furthermore, companies are investing heavily in innovative technologies such as AI and the metaverse. This year's winners are doing just that and striving to be as inclusive as possible and creating ways to serve communities

often left behind. And, to help push toward large-scale positive impacts, well-known companies are partnering with charities to stand out further and do some good.

The Digiday Awards are excited to celebrate those that navigated innovative technologies and have taken a stand on inclusivity. Read on to learn all about the campaigns and programs that changed the game in 2021 and 2022 and for insights into what we can learn from the teams that earned a win.

## Best Audio Campaign

# Bloomberg Media Studios + PGIM - The OUTThinking Investor Podcast

## Bloomberg Media Studios



### Background

PGIM, Inc., the asset management arm of the life insurance company, Prudential Financial, wanted to promote thought leadership and enhance the relevance of its experts within key institutional investment trends. To do this, PGIM teamed up with Bloomberg Media to tell the origin stories of the financial instruments many take for granted. To get this message out, they created The OUTThinking Investor podcast, supported by video and social media, and promoted across the Bloomberg ecosystem. Rather than simply presenting historical nuggets, the podcast explains why this history is relevant today to help institutional investors make better decisions. The campaign exceeded all engagement forecasts and delivered 2.7 million video views – 5/12% higher than anticipated.

### Insights

By seeking the expertise of Bloomberg Media's award-winning storytelling, proprietary data and unparalleled global reach among institutional investors, PGIM delivered a compelling new podcast franchise. The series covered topics from ESG investing and pension plans to sovereign wealth funds and the bond markets. The OUTThinking Investor podcast was so successful that it won Gold in B2B Audio at the FCS Portfolio Awards, was an honoree in Podcast at the Webbys and was a finalist in Podcast at the Shorty Awards.





# Best Branding Campaign B2B

# Aon - The Aon Story

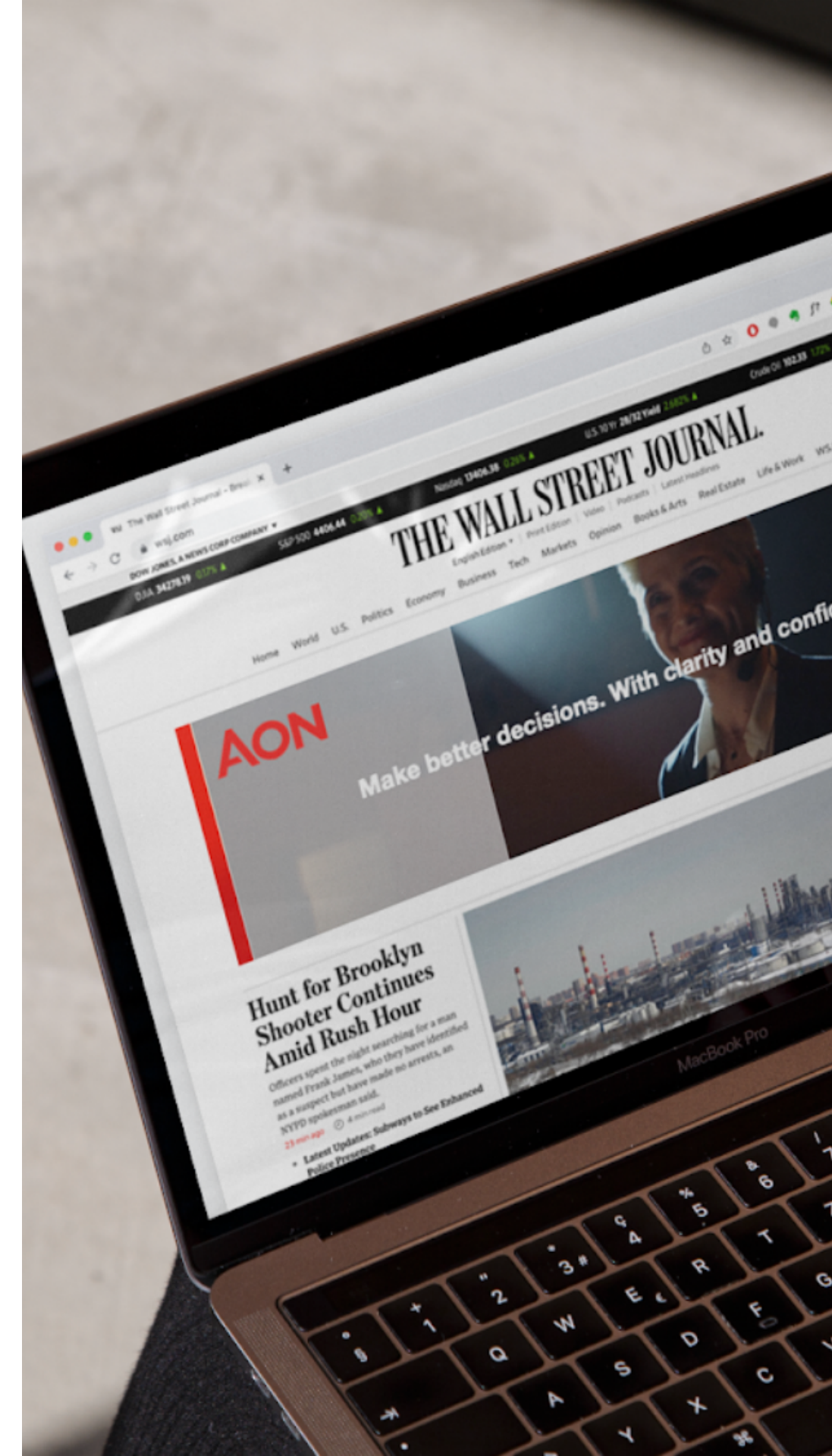
The AON logo is displayed in a bold, red, sans-serif font.

## Background

Aon, a global professional services firm, shapes decisions for the better and protects and enriches the lives of people around the world. To build greater familiarity with Aon's evolving capabilities, it created the Aon Story campaign. Tactics for the campaign included a developed brand aesthetic, its first-ever global media buy, highly visible business TV, digital and print ads, media relations efforts focused on thought leadership, an award-winning podcast, internal communications, social activations and shifting its go-to-market strategy.

## Insights

As Aon sought to tell its story to the broadest possible target audience and increase overall brand awareness, it identified four categories of need: navigating new forms of volatility, building a resilient workforce, rethinking access to capital and addressing the underserved. The Aon Story campaign addressed these categories across multiple media channels and outlets to demonstrate how the firm handles organizations' emerging and unmet needs in an increasingly volatile world. As of June 2022, the digital assets delivered over 78 million ad impressions with consistent above-benchmark CTR.





## Best Branding Campaign B2C

## Publicis New York + Zenith + PSOne - 'Lil Jif'



### Background

The J.M. Smucker Company looked to win over younger consumers so Jif could break through, gaining attention and relevance over its biggest rival and increasing its category share. Jif needed to be authentic to accomplish this, so the company crafted a comprehensive program. The first step was creating a new rap sound from an unexpected artist – Ludacris – to release a Jif-inspired song using a mouthful of Jif without mentioning the brand, then reveal Jif's connection to the new sound by releasing a music video and engage with young peanut butter lovers through a TikTok challenge where Ludacris invites fans to try out his unique flow. The campaign successfully fueled interest in the brand, especially among the younger target audience, while remaining inclusive for all generations of peanut butter lovers.

### Insights

Through this creative campaign, Jif achieved the highest market share in over 10 years and was able to grow while the category began to contract after a big boost from initial covid grocery spending. Jif overtook Skippy's leading share of voice to become more than double Skippy's share and became a TikTok sensation, with people of all ages joining in on the challenge – with a "mouthful of Jif" search traffic spiking with the challenge but continuing to rise steadily months after launch – consumers were convinced by the campaign and increased consideration.





## Best Collaboration

# VICE TV + Adidas + MediaCom + Religion of Sports - 'Running While Black'



### Background

For the Black community, running is marked by a history of profiling and violence that often makes the otherwise healthy and empowering sport a source of fear. This is why VICE TV, Religion of Sports and Adidas partnered to highlight all the complexities that come from running while Black to create a three-part video series titled 'Running While Black,' with the help of MediaCom. To change the conversation in sports, Adidas promoted equality through athletes and grassroots organizations, and together they created the beginning of a movement that celebrates differences, breaks down barriers and creates a platform to elevate athletes' voices.

### Insights

VICE TV, Religion of Sports and Adidas worked together to bring forward the stories of Black runners to a large number of people and reach audiences wherever they consume video in a video-neutral platform approach – social, CTV, OLV, linear and time shift. Longform video accumulated nearly 3.2 million views and drove a 21% VCR that drastically surpassed the average benchmark range of 4%–6%. This engagement showed that people connected deeply with the series, accounting for 182,000 page views of the custom hub hosting articles and videos – exceeding the industry benchmark of 10,000.



## Best Creative

## Vaseline - 'See My Skin'

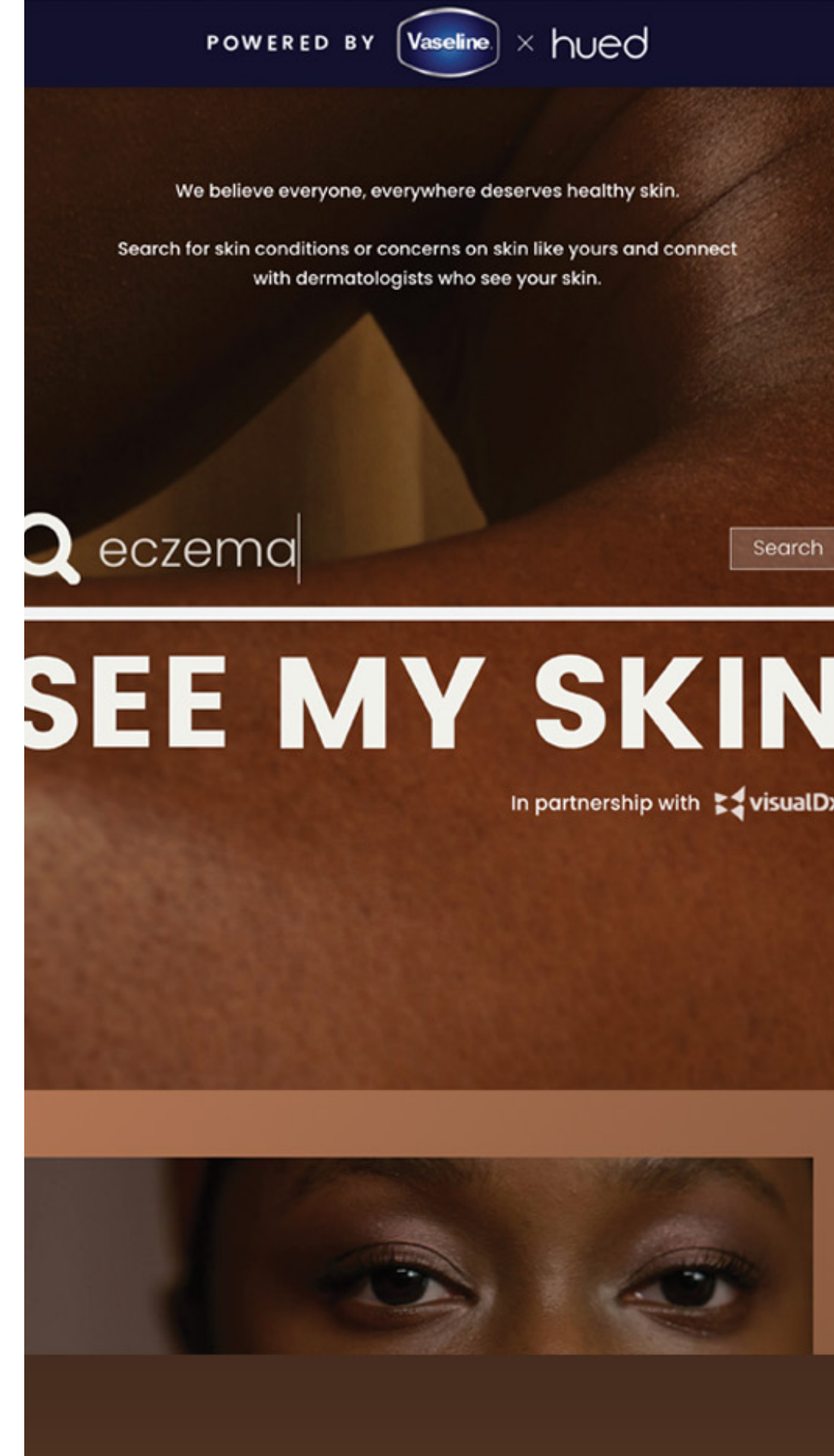


### Background

For over 150 years, Vaseline has been passionate about healing all skin, from the everyday to the toughest conditions. To address a systemic barrier preventing proper diagnosis and treatment in people of color, Vaseline created 'See My Skin,' a database designed to search conditions applicable to skin of color – something no search engine had done before. In doing this, Vaseline was committed to raising awareness of the racially biased systems that impact algorithmic search, providing proper representation and access to equal care, and, most of all, helping Black and Hispanic people be seen.

### Insights

By aggregating thousands of images of hundreds of conditions on Black and Brown skin, Vaseline built the world's most diverse medical image library and enabled people of color to see only themselves in search for the first time. The brand broke down barriers to equitable care and did what search engines and the industry failed to address: the long-standing bias and exclusion of people of color in skin care. Fifty-nine percent of organic views came from users searching for a specific skin image or skin-related concern, and 48% of those who searched on the site were empowered to advocate for themselves and take action, resulting in an increase of 1,430% of people seeking dermatological care.





# Best Experiential Campaign

## Edelman + eBay - Wear Em Out Store

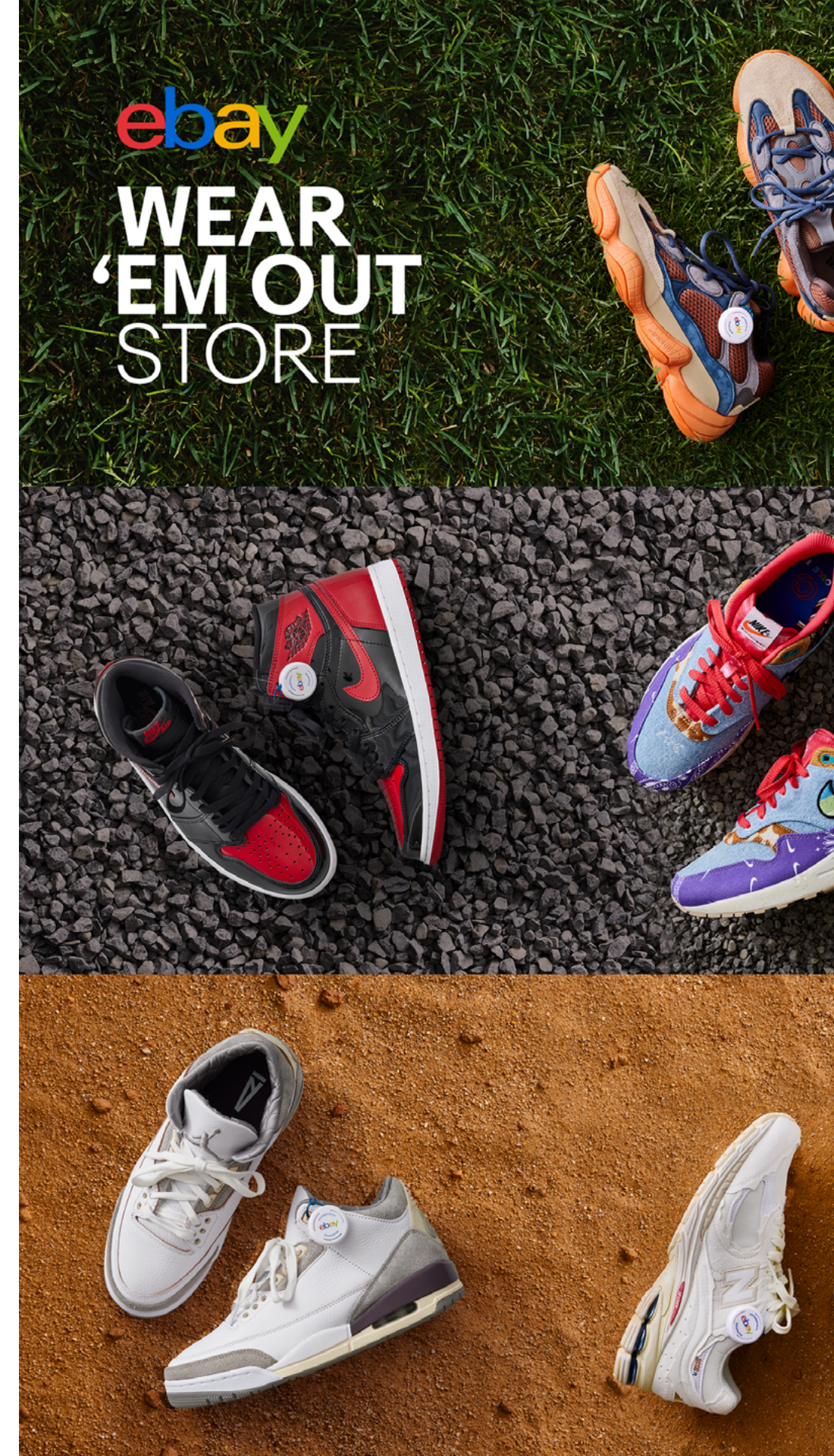


### Background

Sneaker culture has become more mainstream, leading the industry to become bombarded by bots and greedy resellers buying up releases seconds after they drop, only to flip them for a profit. This leaves many sneakerheads unable to afford the pairs they want to wear. eBay saw an opportunity to support true sneakerheads and bring a sense of community back to sneaker culture and built the Wear 'Em Out Store, a retail experience that gave shoppers a choice of paying the full resale price and keeping sneakers in "deadstock" or new condition or wear them out of the store for a significant discount.

### Insights

eBay sought to drive awareness of its sneakers by keeping the brand top of mind among sneakerheads and increasing positive sentiment of eBay sneakers within sneaker culture. The Wear 'Em Out Store broke through with top sneaker culture, lifestyle, music and local LA media outlets and received feature coverage in Vibe, Complex, Input and Los Angeles Mag. The campaign drove WEO content engagement and store traffic via social media, with the Twitter announcement surpassing the industry benchmark view rate by 4,205%. The "Wear 'Em Out" message was well received, with ESSENCE writing that the store "gave true sneakerheads in the LA area the experience they needed."





## Best Experiential Campaign

## Paramount+ + Giant Spoon + Sky Elements + Drone Dudes

### Background

To promote its new series, 'Halo: The Series,' Paramount wanted to use a bold and unique approach that pulled in elements from the show – based on the critically acclaimed video game – an epic 26th-century conflict between humanity and an alien threat, the Covenant, that draws on personal stories with action, adventure and a richly imagined vision of the future. In partnership with the South by Southwest (SXSW) Film Festival, 400 drones flew in synchronized formation depicting iconic imagery from the Halo universe, stretching 600 feet across the night sky above Austin. This was the city's first-ever drone light show and culminated with a QR code that took viewers to a branded microsite where they could watch the new trailer for the series.

### Insights

The drone activation allowed onlookers to witness Paramount's dedication to offering Halo fans a new way to enjoy their favorite science fiction adventure. Repeat performances of the event ensured a maximum number of witnesses to the out-of-this-world display, with countless fan recordings displaying the one-of-a-kind drone show. Given the robust efforts by Paramount to promote 'Halo: The Series,' expectations were high for the show. Upon release, it broke the streaming service's previous record for new series premiere viewership of nearly 5 million viewers.



## Best Gaming/ Esports Campaign



### Background

With the U.S. having the largest apparel market in the world, estimated to be worth \$1.7 trillion, to stand out, brands need to be incredibly innovative and forward-thinking with their marketing campaigns. To find new ways to engage with its customer base, American Eagle teamed up with in-game advertising platform Anzu to create the AE Members Always Club within Livetopia, one of Roblox's top-10 experiences, to provide an open-world experience to reinforce the campaign's 'everyone is welcome' messaging. By combining advanced technology, ad tech, gaming knowledge and a partnership with Livetopia, American Eagle could turn its creative vision into a reality and engage with its audience in a non-disruptive way to promote its new Spring collection within the Roblox metaverse.

## American Eagle + Anzu + Livetopia - AE Members Always Club (Roblox)

### Insights

The AE Members Always Club was a huge success, resulting in mass media attention and positive feedback from the gaming community, with over 3.4 million unique visitors coming to the branded resort during the launch weekend. More than 14 million people have tried on American Eagle's Spring collection products through the Roblox experience. The AE Members Always Club resort in Livetopia outperformed any previous Livetopia report release and increased Livetopia's overall approval rating on Roblox, which resulted in mass media attention and positive organic feedback from the gaming community.





## Best Metaverse Marketing Campaign



### Background

As part of Adidas's mindset of innovation and digital agility, the sportswear manufacturer partnered with Enthusiast Gaming and Mediacom Creative to enter the metaverse and celebrate the launch of the Ozworld collection. An Adidas-branded map in Fortnite – with a futuristic, abstract environment that mirrors the Ozworld brand – included three custom mini-games and a scavenger hunt to encourage players to discover Adidas brand integrations throughout the experience.

## Enthusiast Gaming + Mediacom + Adidas - Ozworld Fortnite Map

### Insights

The campaign was centered around an integrated metaverse experience and leveraged creator livestream, amplifying reach across the gaming community. It also supported Adidas' vision of empowering its growing audiences to express themselves through sports and fashion. In line with this theme of self-expression, the map accomplished Adidas' objective of connecting with Gen Z gamers through the unique Ozworld environment, where users can freely explore and use options for social sharing to reach others.

IMPOSSIBLE IS NOTHING   
adidas

## Best Multi-Platform Campaign

## Carmichael Lynch + H&R Block - A Fair Shot

Carmichael Lynch.



### Background

When the NCAA's name, image, likeness (NIL) rule was enacted in July 2021, it quickly became apparent that female college athletes were not getting the same financial opportunities as male college athletes. In response, H&R Block created the A Fair Shot program, sponsoring 19 female college athletes, including basketball star Zia Cooke, and kicking off a multichannel campaign. The social activation for A Fair Shot centered around a TikTok hashtag challenge, fronted by Cooke, which asked audiences to "Imagine a World" where women college athletes had the same opportunities as their male counterparts. These efforts were supplemented by earned media placements for H&R Block in sports and lifestyle outlets after the company committed \$1 million in sponsorships to its athlete partners.

### Insights

The social and earned campaign catapulted the tax preparation company into cultural relevancy and broadened the brand's reach beyond financial media. The hashtag #AFairShotWithBlock had 10.1 billion views, exceeding benchmarks by 250 million. HBR's purpose-driven efforts to advance gender equity in college sports helped improve both brand trust and brand favorability by double digits.





## Best Organic Marketing Campaign

theSkimm,

### Background

The U.S. is one of a handful of countries that doesn't guarantee paid family leave at a national level. To amplify the issues and challenges parents and caregivers face, create transparency, bring about real change in the private sector and equip people with the tools they need to advocate for change within their own companies, theSkimm started the #ShowUsYourLeave movement. It began by asking theSkimm's audience to share their paid family leave stories using #ShowUsYourLeave. theSkimm then shared its own policy and asked other businesses to do the same, resulting in over 550 companies joining in. According to Forbes, the movement has taken over LinkedIn feeds and continues to grow, including over 100 million social impressions.

## theSkimm - #ShowUsYourLeave Movement

### Insights

The company's #ShowUsYourLeave movement – a viral campaign-turned-national-initiative – ignited a conversation about why paid family leave is crucial for parents and caregivers, the need for more comprehensive policies and the importance of transparency in the private sector as to how companies support their employees. theSkimm continues to highlight community stories and company policies, provide guidance to its audience to take action and even recently hosted a free virtual event with expert conversations to advocate for change.





## Best PR Campaign

### Edelman + Black Women's Health Imperative + Hologic, Inc. - 'Cervix Confidence'



#### Background

'Cervix Confidence' is a collaboration between the national nonprofit Black Women's Health Imperative (BWHI) and Hologic, Inc., a medical technology company primarily focused on women's health. The campaign encourages Black women to commit to their well-woman exams as part of self-care and to protect themselves against cervical cancer. BWHI and Hologic, along with Edelman, partnered with Grammy Award winner, entrepreneur and philanthropist Ciara to launch the social-first, integrated marketing campaign.

#### Insights

Ciara was chosen to launch 'Cervix Confidence' because of her passion and trusted, influential voice among Black women. The campaign debuted on Instagram, the social channel Ciara is most known for, with a PSA video in which Ciara invited Black women to join her in #CervixConfidence in their lives and to tell their girlfriends to do the same. The PSA video has received more than 24 million views on Instagram, and the campaign received placement in 100 media stories. A social media organic lift survey conducted with Black women also found a 12-point lift in those who were "very likely" to ask a friend or family member to schedule their well-woman exam or Pap test.





## Best Product Launch Campaign

# ÖURA

### Background

The Oura Ring is the only mainstream consumer device that combines body temperature, respiratory rate, heart rate, heart rate variability and sleep analysis in a comfortable ring. ÖURA and Gucci collaborated on a special edition Gucci x Oura Ring and accompanying app that delivers all of the former's research-grade technology, personalized guidance and insights in a ring that exemplifies the latter's legendary style.

## ÖURA Health + Gucci - Oura Ring

### Insights

The Gucci and ÖURA collaboration aimed to expose top-tier fashion and technology publications, influential tech luminaries and celebrities to a versatile level of holistic wellness. In partnership with Gucci's team, ÖURA's PR team developed a pre-launch press strategy with a press release and embargoed media pitching to key business, tech, consumer and fashion publications, securing the interest of 40 reporters ahead of the launch date. The fashion label gifted the Gucci x Oura Ring to select celebrities at its Castel Del Monte fashion show, including Gwyneth Paltrow, Kim Kardashian, Jimmy Kimmel and Odell Beckham Jr. Key ÖURA ambassadors, including iJustine, Lindsey Vonn and Chris Paul also shared the Gucci x Oura Ring on their respective social platforms, resulting in a combined reach of more than 15 million social impressions.



# Best Search Campaign

# Wpromote + Intuit QuickBooks



## Background

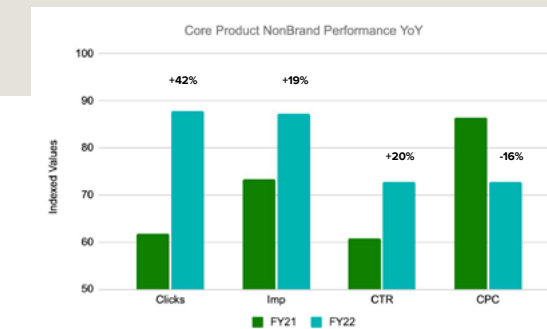
QuickBooks is a financial software company focused on helping its main customer base of small-to-medium business owners connect with products they need to be successful. The brand partnered with Wpromote to drive incremental performance improvements through a holistic search program, specifically focusing on increasing customer engagement and growing subscribers from non-branded search while improving efficiency.

## Insights

Wpromote leveraged channel-agnostic data to accurately match search intent and studied QuickBook's deterministic data insights, including conversion propensities and bounce rates, to identify customer engagement trends. This information was then incorporated into a proprietary onsite content weighting system to extract how customers were actually consuming site content. Wpromote re-engineered responsive search ads and rolled out dynamic search ads with value-based smart bidding across multiple touchpoints – reaching potential customers in the research phase of their journey across paid and organic channels. Multiple core products saw double-digit growth in non-brand conversions, and Wpromote continues to develop a richer understanding of customer needs and behavior beyond query intent.

## Wpromote + Quickbooks: Product Performance Results YoY

- Product 1
  - +50% nonbrand core product conversions
- Product 2
  - +87% nonbrand core product conversions
- Product 3 (Core Product)
  - +23% nonbrand CVR
  - +22% nonbrand conversions
  - +7% nonbrand revenue & ROAS
  - +30% nonbrand cross-pollination conversions





## Best Strategy Pivot

## Deloitte Digital + NYU Langone Health

**Deloitte.**  
Digital

**NYU Langone  
Health**

### Background

With patients being afraid or unable to receive medical care due to the pandemic, NYU Langone Health changed its patient experience and operations through its 'The Return Visit' initiative. Deloitte Digital and NYULH evaluated the latter's operations, technology and communications to identify solutions to ensure little interruption in access to care and minimize fear to keep patients healthy.

### Insights

To make doctors' visits accessible to patients anywhere and anytime, NYULH shifted its digital health strategy. This included adapting staff training, using technology to enable remote check-ins and virtual visits, and personally targeted communications about visits and protocols. With information changing continuously during the height of Covid, systemic changes to processes were made – such as shortening approval timelines for marketing emails – to provide better and faster information while limiting fear and misinformation. Since 2020, 'The Return Visit' has treated millions of patients with the care they otherwise wouldn't have received.

DEMIC OF MISSED CARE DUR

# THE RETURN VISIT

NYU Langone  
Health

FROM TREATING  
HEALTH TO  
TREATING FEAR

salesforce  
marketing cloud  
SAMSUNG  
Apple  
CISCO

“NYU LANGONE HEALTH'S  
PATIENT EXPERIENCE  
STRATEGY GOES BEYOND  
THE DIGITAL FRONT DOOR”

FIERCE  
Healthcare



# Best Use of Influencer Marketing

# Havas Atlanta + The Coca-Cola Company

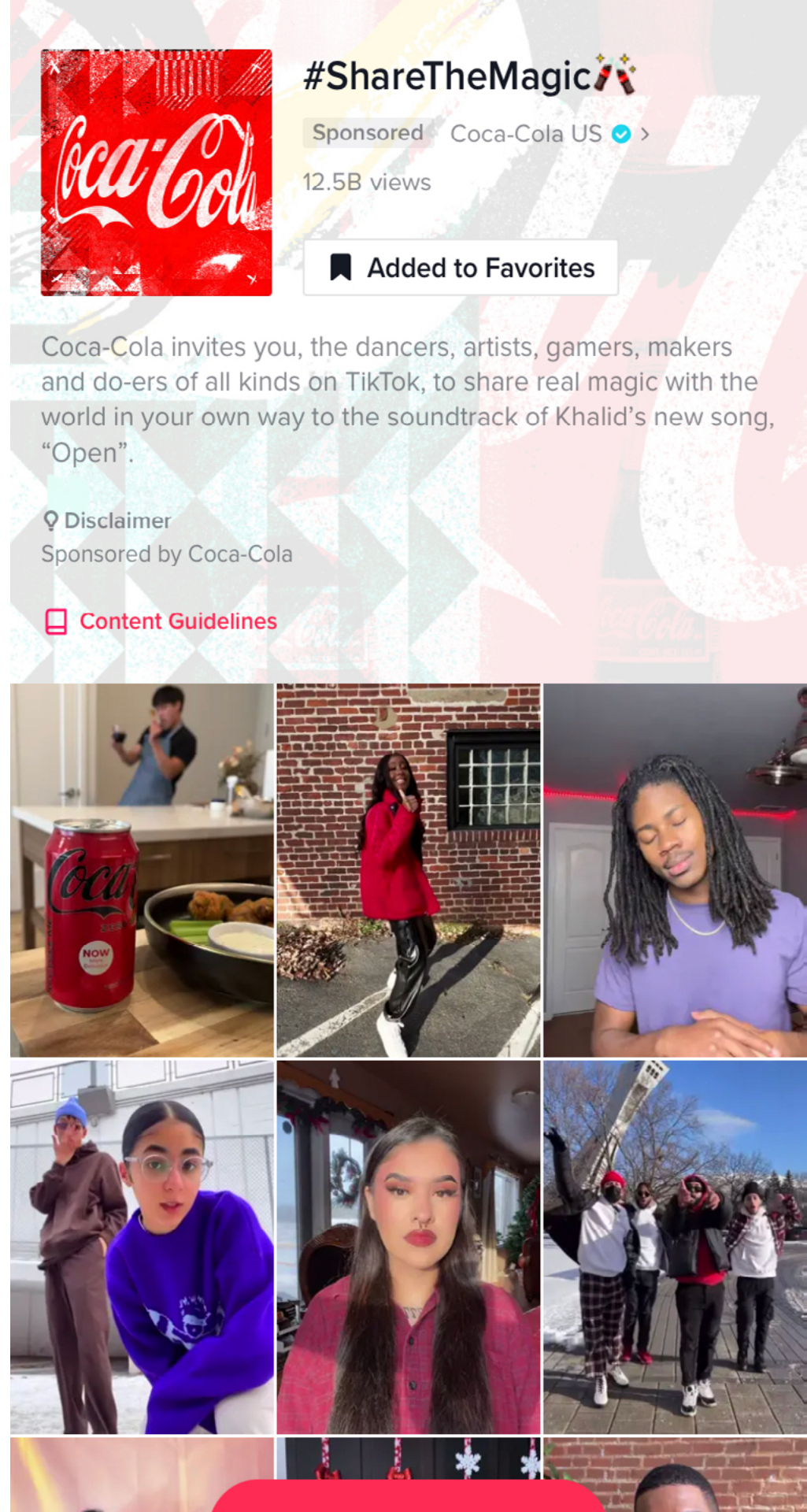


## Background

In late 2021, Coca-Cola discovered TikTok creators of color were earning approximately 1/10th the compensation of their non-BIPOOC counterparts. The beverage brand decided to take a meaningful step to bridge the pay equity gap for BIPOC creators. Havas Atlanta and Coca-Cola launched the #ShareTheMagic TikTok challenge to uplift creators of color while welcoming everyone to showcase their creativity. To launch the hashtag challenge, they partnered with Grammy nominee Khalid and Jalaiah Harmon, creator of the viral Renegade TikTok dance challenge, to create an original dance to Khalid's single "Open." Twenty BIPOC creators were also contracted to show how they #ShareTheMagic on TikTok, each of whom was paid equitably for their contributions.

## Insights

Coca-Cola wanted to leave TikTok a better place than when the brand joined the platform. The campaign was rooted in a fundamental tension that Coca-Cola could provide tangible solutions to address. To date, #ShareTheMagic has more than 11.9 billion views, and Coca-Cola's TikTok handle has grown by 71%. Participating creators shared overwhelmingly positive feedback about their experience working with Coca-Cola and Havas Atlanta.







### Background

Digital media and e-commerce company Chive Media Group has built an online and offline community by being a positive escape on the internet. The company's flagship, theCHIVE, is known for its humorous photo galleries and collaborated with actor Bill Murray and Project Venkman to create the Bill Murray 1000 NFT project. It consisted of the first biography published on the blockchain, with 100 unique stories and artworks showcasing Murray's life. An auction offered opportunities to meet Murray, rare coins minted for the NFT owners and other ways for the community to interact at in-person events.

### Insights

The NFT collection brought together digital art, storytelling and charity, reflecting Chive's business strategy of giving back to the community. The Bill Murray 1000 became the top-ranked collection on Coinbase NDT, with more than 800,000 page views for the drop, while Murray became the fourth-most followed account on Coinbase. The NFT charity auction raised nearly \$200,000 for the CHIVE's 501c(3), Chive Charities, and a young child fighting a rare genetic collection, CLDN5.





## Best Use of Social

## Vaseline - 'See My Skin'



### Background

Public relations firm Edelman worked with Vaseline to continue leading in sustainable business and demonstrate how its purpose-led, future-fit business model can drive superior performance. In the 'See My Skin' campaign, the firm helped the brand aggregate thousands of images of hundreds of conditions on Black and Brown skin, building the world's most diverse medical image library, breaking down barriers to equitable care and doing what search engines and the industry have failed to do: address the long-standing bias and exclusion of people of color in skin care.

### Insights

The project set out to address a systemic barrier that prevents proper diagnosis and treatment in people of color – something no search engine has done before. In doing that, it raised awareness of the racially biased systems that impact algorithmic search, providing proper representation and access to equal care. It specifically helped people actively trying to self-diagnose, with 59% of organic views coming from users searching for a specific skin image or skin-related concern.





## Best Use of Video

## Reach Agency + Hulu - 'Only Rudys in the Building'

REACH  
AGENCY

### Background

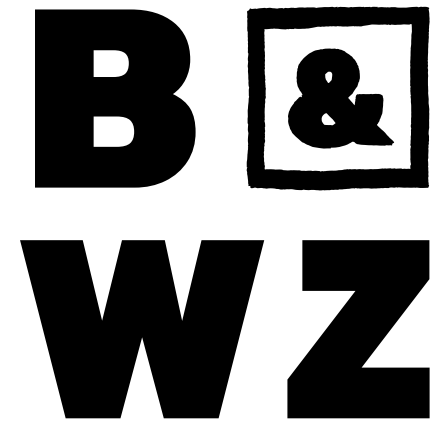
Advertising company Reach Agency worked with YouTube creator Rudy Mancuso to bring fresh eyes to Hulu's original series 'Only Murders in the Building.' The agency created an "inspired by" featurette that allowed Mancuso to take the concept of Hulu's new IP and make something all his own, titled "Only Rudys In the Building." This became a fun, satirical skit that tapped into all the quirks surrounding the people who live near each other and explored the idea that the people living closest together can also be the ones we know the least.

### Insights

This program aimed to reach younger, diverse audiences with the help of an entirely new intellectual property. Reach Agency executed a unique, post-premiere campaign across YouTube and other social media platforms to drive awareness and consideration across this audience. The results exceeded KPIs, industry benchmarks and the expectations of what's possible in a brand-creator partnership.



## Leader of the Year



### Profile

Digital media tech company Black & White Zebra's Ben Aston has addressed numerous challenges and overcome much, serving as CEO. In addition to facing a chronic illness, he's innovated technology and content offerings and helped create a unique business model with multiple revenue streams. Aston led the team through a phenomenal year marked by rapid team growth and a significant acquisition that helped transform BWZ from a digital media company into a media tech company.

## Ben Aston - Black & White Zebra

### Impact

BWZ fuels its digital publishing business by growing its contributor base, scaling its content production and building new content products and technology that deliver better audience experiences and diversify revenue. Under Aston's leadership, the company launched two virtual events with attendance exceeding 5,000. BWZ also provided value to its audience while diversifying revenue by launching a job board for its Digital Project Manager community.

# 40K+ PRO





## Most Innovative Brand

## Tropicana



### Background

Fruit-based beverage brand Tropicana has cultivated a deep tradition of innovation, developing flash pasteurization and pioneering juice transport from Florida to New York, changing the American breakfast forever. In 2021, it was one of 14 brands to land a spot on TikTok's first-ever Culture Driver's List, demonstrating the power of cultural relevance to catalyze business performance by driving a significant lift in ad recall and awareness. It's achieved this success by pushing creative boundaries, engaging consumers in authentic ways and continually modernizing the Tropicana brand.

### Insights

In the spirit of innovation, Tropicana released its own limited-edition toothpaste that doesn't ruin the taste of orange juice. The product surpassed all KPIs and earned 3.9 billion impressions across 505 outlets. Its strong social performance and positive consumer sentiment (an increase of 14%) highlighted an encouraging consumer response to the company's millennial-focused marketing strategy.



## Most Innovative Independent Agency

## Mother



### Background

Independent creative company Mother is full of dedicated entrepreneurs who build and grow brands through advertising services & direct investment. Its mission is to make the next generation of creatives proud by working to impact people, businesses and society disproportionately. This year the brand launched Mother Goods, a product design and development company whose products help generate a better society, addressing a wide range of deserving causes and social issues, from gun control to LGBTQ+ and women's rights, social media addiction and more.

### Insights

Partnering with Baby2Baby, Mother raised thousands of dollars for the company and has similarly fundraised for Callen-Lorde with its Gay Blood collection program. Mother also launched Pitch it Forward, a groundbreaking initiative encouraging brands to forego the RFP process. These initiatives keep with the brand's desire to improve the world for current and future consumers.



**Most Innovative Media Agency**

**Spectrum Reach**



### Background

Spectrum Reach delivers smart and simple local advertising solutions across TV, streaming, digital, social, search and programmatic channels, offering effective, simple-to-use tools. Its exclusive TV planning tool helps local businesses plan campaigns and create commercials. In addition, Spectrum Reach's affordable self-service portal help businesses market to their chosen neighborhoods/zip codes on every screen.

### Insights

This year Spectrum Reach reorganized into a fully integrated marketing team, which was more aligned with the needs of its salespeople. The marketing team now focuses around three aspects: sales enablement, customer growth and brand communication. This innovative team serves as a catalyst that builds brand equity, drives demand and rallies around company goals, thus providing the best results for customers.

**See How Florida's Space Coast**  
Office of Tourism Created a  
Multiscreen TV Advertising  
Campaign That Drove \$20  
Million in Travel Revenue<sup>1</sup>



#### ▶ THE OPPORTUNITY

The Executive Director of Florida's Space Coast, Peter Cranis, had previously relied on digital media for easy-to-read measurement metrics and wanted reliable measurement for linear and streaming TV. To justify investing in a TV campaign, Peter needed to prove that TV not only built awareness and consideration, but also drove more searches, more bookings, and more revenue.



#### SPECTRUM REACH DELIVERS

Through a direct p  
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exposed to a Spec  
one-fifth of all rev  
bookings for Flori  
targeted, three-m

#### Spectrum Reach Homes Represented

- ▶ **20%** of T  
Hot
- ▶ **18%** of T  
Hot
- ▶ **20%** of H

"Spectrum Reach  
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definitive proof to  
Florida Office of T  
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bookings, and flig

-Peter Cranis, Ex  
Space Coast Offi

<sup>1</sup>Source: Analysis of Adara Attribution Reporting of Spectrum Reach Space Coast campaign in Orlando, Tampa and Charlotte DMAs - 5/17/21 - 9/6/21 + 30 day attribution window. Share of Hotel Revenue, Searches and Bookings attributed to ad exposed homes

# Most Innovative Publisher

# Doing Things Media

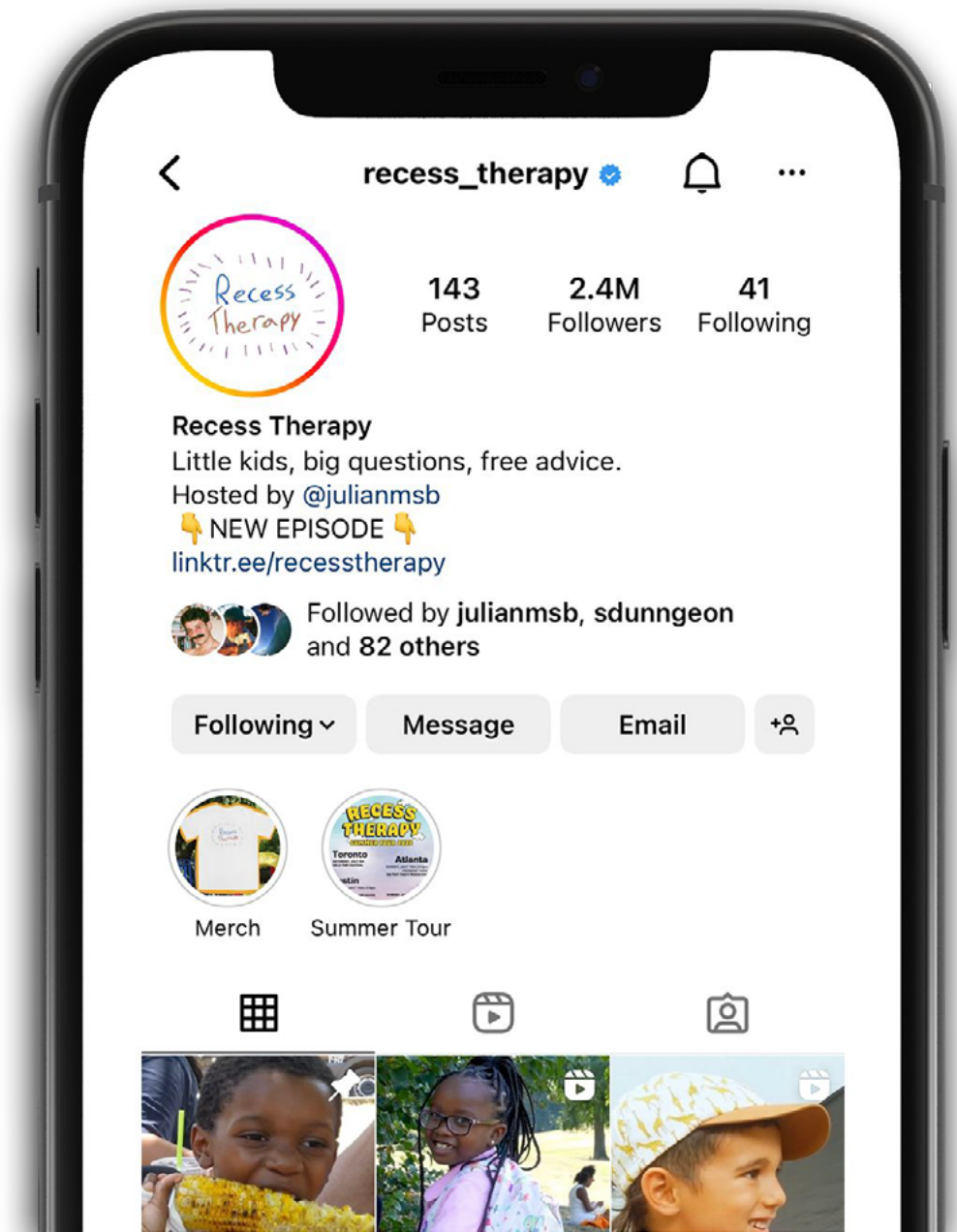


## Background

Doing Things Media builds communities around its extensive network of brands through a unique content strategy that puts creators at the center of everything. DTM is behind the Internet's most shareable, relatable and hilarious content, garnering over three billion monthly impressions. From products such as NeatMom, RadDad and DoggosDoingThings, the company continues to build household names among millennials and GenZ audiences.

## Insights

In 2022, DTM's content creation capabilities evolved significantly by expanding communities to reach audiences across platforms. The company went from being primarily meme driven to producing high-quality video, digital shows and IRL activations. It built a creator coalition by partnering with emerging creators to deliver relevant content to diverse audiences. And even with the tremendous success of launching creator-driven initiatives and business expansions, DTM does its best to remain anonymous; it allows its content and creators to shine.





# Most Innovative Technology Platform

## Teads

# Teads

The Global Media Platform

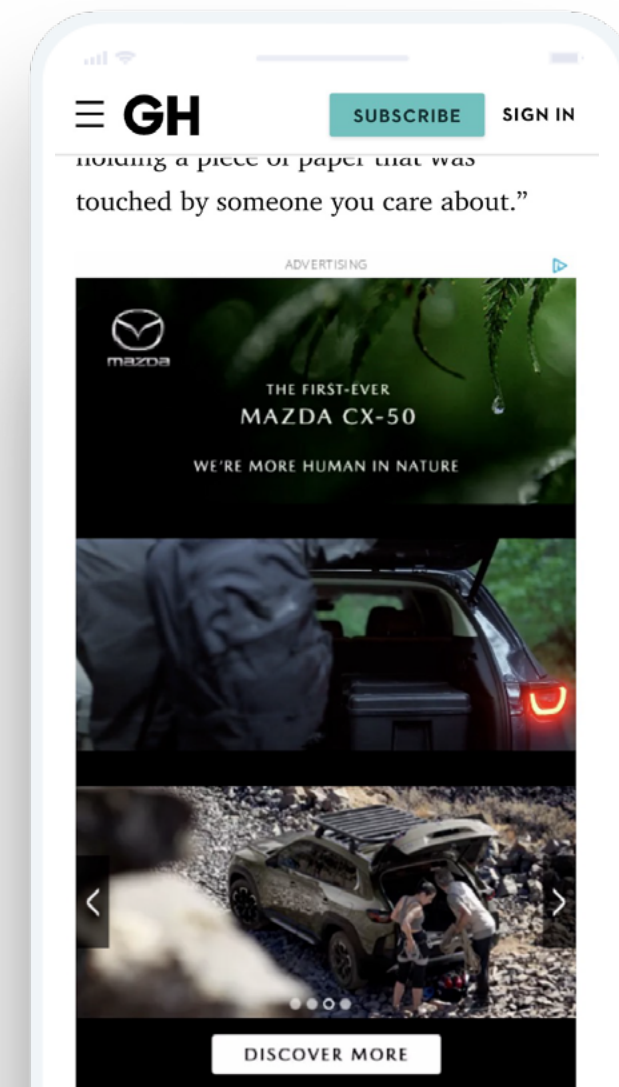
### Background

Creative media platform Teads enables brands to connect directly with exclusive audiences through its partnerships with more than 3,100 premium content providers in sports, news and entertainment across every screen, reaching nearly two billion monthly unique audiences. The company elevates creativity through innovation – all underpinned by sustainable advertising practices. It's signed over sixty Joint Business Partnerships including collaborations with Samsung, Apple, Mazda and Nestle.

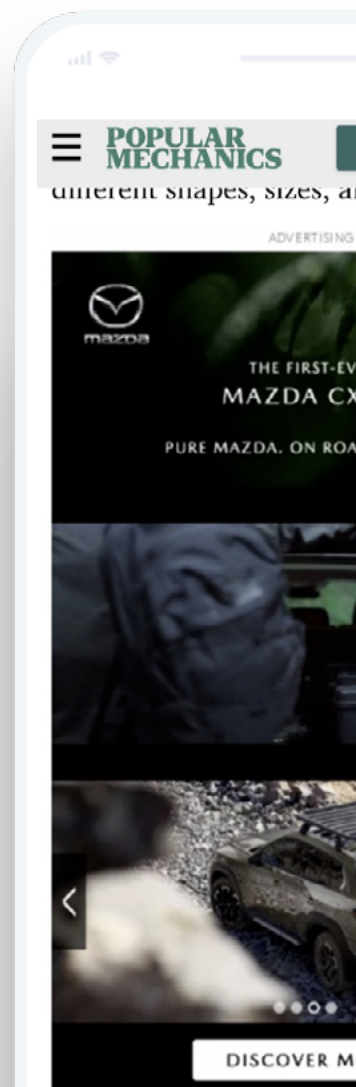
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Forest  
inRead Vertical Video



Nature  
inRead Vertical Video





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