



DIGIDAY
VIDEO & TV
AWARDS



Video is still a big deal for advertisers and their marketing teams; it's the form that got shorter.

As more viewers get their video news and entertainment from streaming media across CTV and social media, the rise of 10-second, "snackable content" has forced brands, agencies and publishers to rewrite their advertising playbook.

The 30-second commercial is still powerful and valuable. But it's not the only game in town. Social media, in particular, has ended the often misguided practice of repurposing content in smaller containers. Audiences demand content that reflects the medium's expectations. And the Digiday Video and TV Awards winners have paved the way for a new spirit and dimension of interactive advertising.

This year's winners also demonstrate another quality that considers another set of expectations among today's consumers. In a significant way, Millennials and Gen-Z have held an uncompromising stance when it comes to making room for underrepresented voices, faces and cultures. There is no tolerance for superficial, self-serving expressions of allyship under the umbrella (and mandate) of diversity,

equity and inclusion in 2023. To connect with individuals who identify as Black, Brown, LGBTQ+, Latinx, Asian/Pacific Islander, and others, you have to mean it – and prove it.

Authenticity is the key to making those genuine connections. That is especially important given another trend impacting video advertising: the role of artificial intelligence. Consumers and brands still need to work on the lines between privacy and personalization. On top of their skillful use of sight, sound and motion, this year's Digiday Video and TV Awards winners have exemplified the care and understanding that drive those concerns.

This year's honorees span several countries and cultures. But a few stood out for multiple wins, including social media publisher PinkNews, leading gaming console platform PlayStation and its work with entertainment ad agency MOCEAN, Cyprus-based publisher TheSoul Publishing and global creative shop INNOCEAN USA all landed two wins – major congratulations to them and all the pathbreaking companies we are proud to celebrate.

Best Ad

PlayStation + MOCEAN



Background

Video gaming brand PlayStation has enjoyed tremendous success with its 'God of War' franchise, which established the character Kratos as a formidable fighter across the company's 2018 reboot and 2022 sequel, 'God of War Ragnarök.' However, PlayStation has also introduced a tender side of the war god by pairing him with a son, Atreus. The father-son dynamic has proven successful, prompting PlayStation to leverage that energy for their World series release of 'All Parents Can Relate.' The ad depicts famed parents Ben Stiller (as a therapist), LeBron James and John Travolta alongside their by-turns mortified and sardonic teens discussing touchy-feely Kratos-informed parenting models.

Insights

PlayStation aimed to set new sales records for the series and all past first-party launches. They hoped to introduce new audiences to the beloved franchise while continuing to charm the fanbase, which already followed the stories and characters through seven 'God of War' titles. 'All Parents Can Relate' succeeded on both fronts, cleverly playing off the established character while introducing relatable situations. 'God of War Ragnarök,' the eighth in the series, has made record-breaking sales since its November 9th, 2022, release. With 5.1 million copies sold in the first week, it is PlayStation's fastest-selling first-party game.

Best Ad Tech Innovation

Curastory



Background

Curastory is a first-of-its-kind platform that marries content creation and programmatic media buying. Utilizing a two-pronged approach, they provide completely free "curator" (creator) support for producing, editing, and distributing high-end video, as well as monetizing functions that match creators with brands seeking ad reads. Curastory's ad platform taps that roster of creatives, allowing media buyers to court them with a brief that supplies scripts, ad instructions, words to avoid and links to resources. It's a win-win with creators quickly finding and vetting ad buyers and buyers seamlessly securing ad reads in thousands of online video shows.

Insights

Curastory provides traditional programmatic targeting by age, gender, location, income and other ICP and matches those to the demographics of their creators' audiences. As a result, advertisers like Calm, Beyond Meat and Highline Wellness are seeing robust results; the company reports that they are witnessing a 6X return on ad spend from all of the campaigns since their February 2021 launch.

Quick Previews

Based on your preferences [?]

Gender: Male, Female

Budget: \$0-100

Age: 18-34



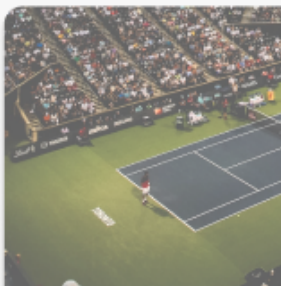
Video Name video nam...

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- Fitness Gear
- Sports
- Outdoors Gear
- Fitness
- Nutrition
- Outdoors

Projected Price ▾ \$1,500

Projected Views 50K



Video Name vid

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- Fitness Gear

Projected Price ▾

Projected Views

Best Ad Tech Innovation

MiQ + iProspect + Hilton



iPROSPECT

Background

Hilton, which operates more than 7,000 hotels across six continents, wanted to expand their reach and drive awareness beyond their sizable customer core toward Black and LGBTQ+ travelers seeking experiences that speak to them culturally. For their 'It Matters Where You Stay' campaign, Hilton and their agency iProspect enlisted programmatic media partner MiQ to help them discover and lean into what mattered most to each audience. MiQ's innovative capture pixel attached to Hilton's online video creative traced consumers' physical interactions to ads, identifying ads and tactics that drove users down the funnel and helped form messages that hit passion points for Black and LGBTQ+ community members.

Insights

Leveraging their partnerships with Vizio and TiVo, MiQ identified shows Black and LGBTQ+ travelers watched, allowing the team to tailor relevant and engaging content across standard CTV and online video. Using Ace Metrix, MiQ removed ads with negative customer sentiment, ensuring pleasant user experiences. The campaign reached 4.8% of site visitors, and 8.4% of the confirmed guests were exposed to a MiQ impression. LGBTQ+ and Black traveler audiences converted at an even higher rate. Overall, MiQ helped iProspect and Hilton exceed the Dentsu APM (attentive seconds per 1,000) benchmark by 24% through the first six months of the campaign.

Best Advertiser in TV or Video

Calix



Background

Every year cloud and software provider Calix introduces a series of commercials at its user conference, Connexions. The ads are aimed at broadband service providers (BSP) to build brand awareness and serve as content for BSP marketing campaigns. The 2022 series, advertising Calix's new wi-fi products, features Canadian celebrity Gerry Dee trying to get the best internet experience at home and around town. Gerry goes from home to the soccer field to the local coffee shop admiring the fantastic wi-fi delivered by products like SmartBiz and SmartTown and noting how each product can help BSPs become giants of their communities.

Insights

This ongoing campaign provides a tidy brand awareness network by highlighting Calix products and providing creative marketing content to its BSP customers. The commercials build brand awareness among BSP, who then use the ads to highlight the benefits of Calix products to their subscribers. The commercials are uploaded to an online repository, made available for download and used in local and regional markets – online and in traditional television broadcast channels.



Best Brand Film - Series

VICE Media Group + DeVito/Verdi + Laurel Road



Background

With burnout rates peaking among physicians in the United States, physicians' and patients' care and safety are at risk. However, research indicates that pursuing personal interests outside work can reduce stress. With this in mind, digital banking platform Laurel Road decided to amplify its core mission to serve the medical community by partnering with VICE News to create a film series that documents the passionate hobbies and interests that foster well-being in medical professionals of various backgrounds. The series, 'I'm Also A Doctor,' is a five-part unscripted documentary highlighting five physicians and their unique extracurricular projects.

Insights

Laurel Road held an open casting call engaging a global, culturally diverse group of subjects: Dr. Risa Ravitz, neurologist and surfer; Dr. Phuong Nguyen, pediatric plastic and craniofacial surgeon and touring musician; Dr. Christine Millar, anesthesiologist and 18th-century costume maker; Dr. Alexis Phaup, dentist and equestrian and Dr. Hanan Atia, ER physician and underwater photographer. The VICE team spotlighted these beguiling subjects with raw, cinematic storytelling published across a dedicated microsite, social channels and on VICE TV. Accruing more than 16.3 million impressions, all episodes met or exceeded VICE's Video Completion Rate benchmark.



Best Brand Film - Single

INNOCEAN USA

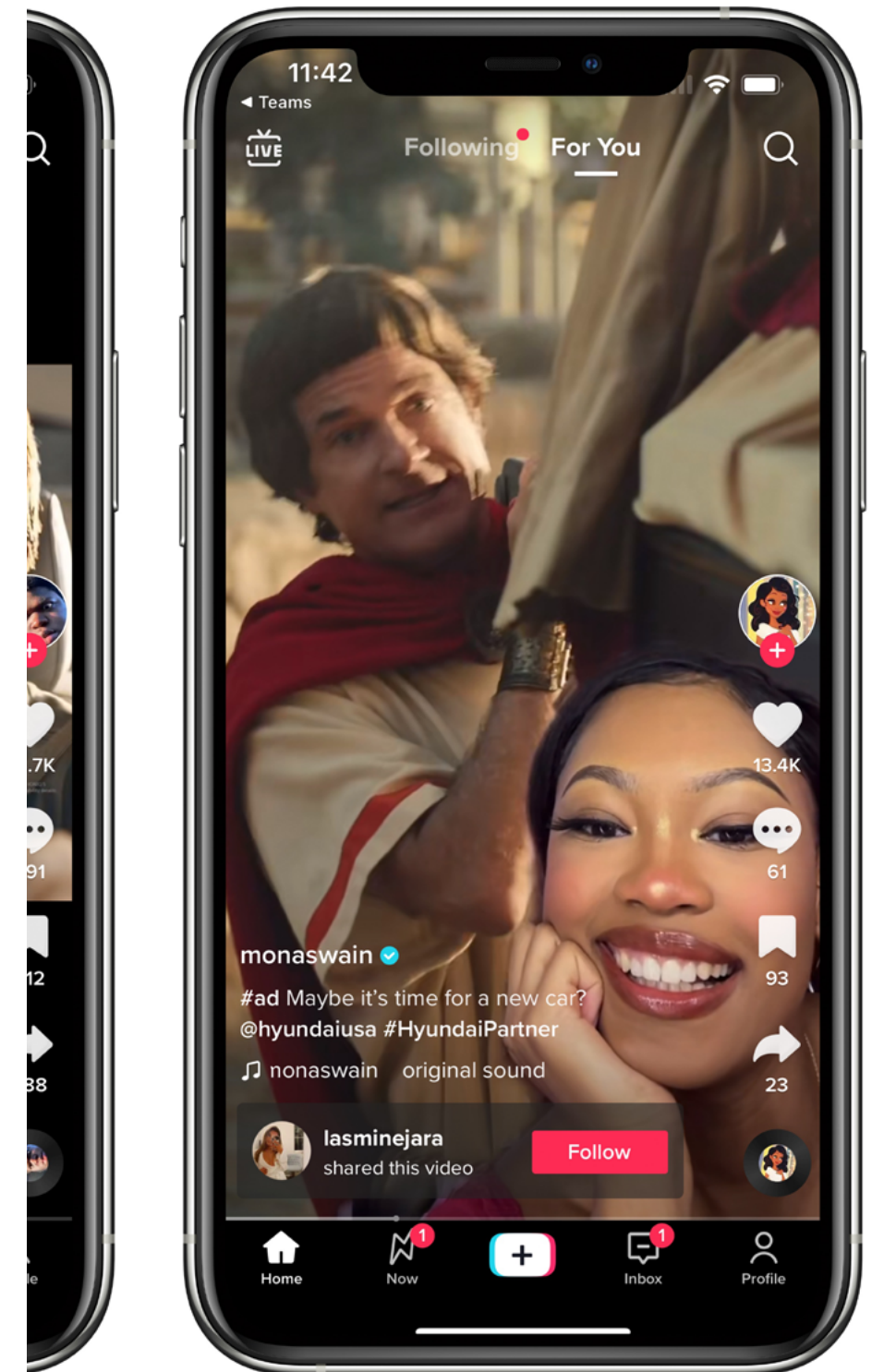
INNOCEAN

Background

To express their pride and wonder over the development of their latest electric vehicle, automotive industry leader Hyundai enlisted their media group arm, INNOCEAN, to create a film that turns a comedic lens on their epic Hyundai IONIQ 5, depicting it as the pinnacle of human progress and evolution. The campaign follows Jason Bateman in a romp through time as he experiences the sweep of history as humankind moves from uttering its first words in caves to toughing it out in the Old West.

Insights

The struggle to stand out is real: 22 new EV models are expected to enter the market this year. Complicating matters, the IONIQ 5 launch came during the Super Bowl season but not in-game. Hyundai needed a viral campaign and strategic media placements to ensure the launch grabbed attention. So the automaker harnessed pre-Super Bowl time slots and influencer marketing on TikTok to win a Super-Bowl-sized audience. They managed to be included in Super Bowl commercial roundups by purchasing spots that aired directly before the game started. The combined campaign effort across all media earned more than 920 million impressions.



Best Brand Studio

Roku Brand Studio

Roku Brand Studio

Background

As consumers lean into TV streaming, ad-supported content is rising. Streaming TV platform Roku hosts 70 million active accounts across 21.9 billion streaming hours. With that highly engaged audience and sponsors well in place, Roku launched its brand studio in 2021 specifically to produce ad formats and original programming tailored for TV streaming. Coupled with the first-party data of Roku users, Roku Brand Studio's advertisers can access actionable insights and results and help streamers discover content alongside custom programming that turns the brand into entertainment.

Insights

In August 2022, Roku Brand Studio partnered with HBO Max to produce 'Roku Rundown: House of the Dragon,' an immersive fan show that supplied exclusive behind-the-scenes programming, talent interviews, fan footage, teasers, season recaps, trivia and more. Series awareness increased by 37% after streamers watched the special. Then, in October, Jägermeister, a longtime supporter of The Lesbian Bar project, paired with the Roku Brand Studio to build more content for the cause. They launched an eponymous series that spotlighted lesbian bars and communities. They leveraged the Roku platform to introduce the project to users via engaging stories that packed more power than the traditional ad spot.



Best Connected TV Platform

Beachfront



Background

As growth in CTV and streaming speeds up and declines in traditional TV consumption stabilize, new challenges arise for media buyers and sellers who wish to navigate both mediums. Addressing these challenges, sell-side ad server Beachfront has developed TV-centric ad infrastructure for CTV environments adding greater automation to the buying and selling of TV advertising. Media owners use beachfront's sell-side ad server, programmers and distributors to optimize ad revenue, increase operational efficiency and deliver pristine viewer experiences across the convergent TV landscape.

Insights

Beachfront's technology has allowed a growing number of TV programmers – including AFRO TV, EPIX, It's Real Good TV, Kabillion, ToonAVision and TV One to unify ad serving and monetization across disparate TV endpoints. It also helped Dish Media automate and build flexibility into its ad-buying system. Beachfront recently juggled multiple tasks for an international media owner operating in LATAM and the U.S., helping them move into programmatic monetization for CTV while solving critical limitations related to ad podding.



Best Digital Video Monetization Program



Background

BoardingArea is a network of business travel and frequent flier websites that provides news and tips for every type of traveler. The company turned to EX.CO, the world's leading Disney-backed content experience platform, to learn how to build a video strategy that could seamlessly integrate within their 30-plus-site network. BoardingArea added EX.CO video players to the sites; the video players were customized to include each site's logo, colors and design elements. EX.CO added RSS feeds and data-driven ad serving to each player, which helped provide relevant content based on browsing behavior, contextual targeting, AI and machine-learning capabilities.

EX.CO + BoardingArea

Insights

As EX.CO helped BoardingArea flesh out its holistic video strategy, the focus was on driving pageviews and revenue. In doing so, EX.CO also wanted to ensure that the user experience was not sacrificed. Its team sought to generate new video content from existing articles from BoardingArea's site, amplifying recirculation and increasing dwell time, simultaneously improving content discovery and revenue growth. BoardingArea earned an average revenue lift of 27% per site within their network and a 20% lift in revenue across the network per month.

BoardingArea

27%

average revenue lift per site

12M

player load monthly



Best Digital Video Platform

ViewLift

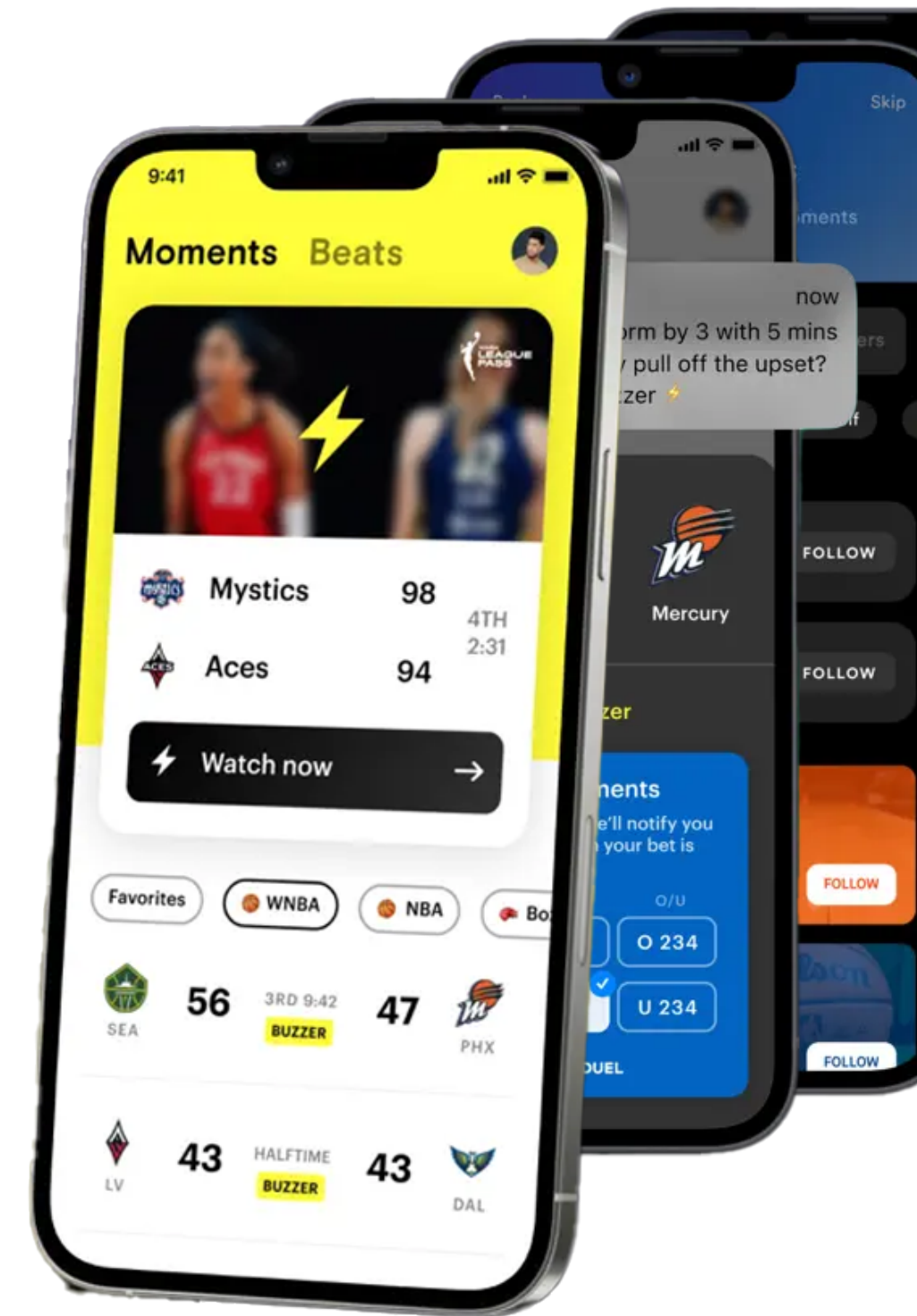


Background

Launched in 2021, premium sports platform Buzzer curates and delivers exciting live sports moments to each fan user. The platform is built on ViewLift's low-latency live streaming engine, which provides predictable and consistent live streams at scale. In just a short time, Buzzer has already partnered with popular sports leagues and media companies, including NBA League Pass, WNBA League Pass and DAZN, and it has attracted investments from premier institutions, team owners and superstar athletes.

Insights

Buzzer live-streamed more than 74,000 hours in the first month of its launch, and it has been delivering consistent low-latency livestreaming to its fast-growing and sizable subscriber base. In addition to successfully forming partnerships and investments throughout the sporting industry, Buzzer has won multiple awards for its innovative ideas and growth in the live sports streaming space.



Best Digital Video Platform

Publica



Background

Repetitive ads commonly vex users, making them drop off from programs or cancel streaming services. TV viewers do not want the same ads repeated back-to-back in the same ad breaks. Publica's solution, the Elea AI ad server, allows viewers to watch their favorite shows without repetition, frozen screens or ad buffering – much like a good old-fashioned linear TV viewing experience. The technology uses AI to deliver seamless ad experiences on connected televisions. Elea AI ensures that deduplication and frequency capping algorithms perform at the highest level, even without signals from the buy side.

Insights

Implementing Elea AI allowed publishers to create more advanced CTV ad breaks, run a unified auction and provide the data they needed to grow their streaming advertising revenues in a controlled and transparent way. They can also apply controls and business rules such as deduplication, competitive separation, frequency capping and advertiser and category block lists to reach the highest level of performance for both monetization and user experience. Bottom line: users are not repeatedly overwhelmed with redundant ads.



Brand recognition ML

Creative logo identified



Category recognition

Single beverage ad in pod

IAB8- Food & Drink

Real-time deduplication

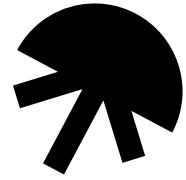
Slot 2, 30 seconds

Rule applied: block beverage ads for the user over the next 5 minutes

CTV Advertising Platform

Best Distribution Strategy

Jellysmack



JELLYSMACK

Background

The rise of the creator economy, in tandem with the adoption of artificial intelligence, has made things easier and more complicated for marketers. Enter Jellysmack, a provider of video production solutions tailored to social media marketing. The company's AI tools find and amplify up-and-coming creators, giving emerging social media stars access to professional tools such as multi-platform editing, content optimization and distribution. And it helps marketers find the right partner in crafting messages and visuals perfect for TikTok, Instagram, YouTube and other video platforms.

Insights

A repurposed 30-second traditional TV commercial marks a brand as instantly out of touch with social media audiences. Proof of that dynamic is evident in Jellysmack-powered creators, who have driven over \$175 million in revenue to date. Over 80% of Jellysmack creators launched before 2021 have each generated more than \$250,000 in gross revenue, with about 50% generating more than \$500,000 and 25% generating more than \$1 million. Jellysmack-managed videos earn an average of 220,000 views every minute of every day and average more than 10 billion views every month.

THE INDUSTRY'S MOST TRUSTED PARTNER

Since 2016, Jellysmack has used proprietary AI technology and first-party data to help hundreds of top creators elevate their potential across social media and beyond.

FANS GAINED:	VIEWS EARNED:	MONEY MADE:	LIVES CHANGED:
445 MILLION	145 BILLION	\$175 MILLION	SEVERAL HUNDRED
Followers gained for our creator partners ¹	Video views generated for our creator partners ¹	Earned for our creator partners to date ¹	Over 50% of creators have earned \$500K+ in revenue ¹

¹ Source: internal data



“Jellysmack increased my revenue and more than doubled my audience. My Facebook page reached 2 million followers way before my YouTube channel that I’ve been posting on for years.”

- Reaction Creator Charlotte Dobre

WE'VE DONE IT FOR THEM. WE'LL DO IT FOR YOU.

Our elite roster includes names like MrBeast, Bailey Sarian, Kallmekris, Brad Mondo, and Patrick Starr.

	Brad Mondo f 0 → 11.6M followers s 0 → 4.7M subscribers		Robert Welsh f 0 → 3M followers s 0 → 100K subscribers in 3 months
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	Bailey Sarian f 35k → 11M followers s 0 → 323K subscribers		EmmyMade f 0 → 5.5M followers s 0 → 820K monthly
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Best FAST Channel

Vevo Pop



Background

Leading video platforms have dived deeper into FAST (free ad-supported streaming TV) over the past year as more people choose over-the-top systems to view programming. As this unfolded, app-based video music network Vevo was ahead of the pack, introducing its flagship FAST channel, Vevo Pop, in November 2019. It's now available across nine global markets on OTT platforms such as Roku, Hulu, Samsung and Pluto TV. Vevo Pop's vast and varied music video offerings have opened up significant opportunities for custom ad inventory and paved the way for new harmonies between sight and sound, brand and content.

Insights

Vevo Pop's engagement in 2022 was especially notable. Last year, audiences spent 2.1 billion minutes on the connected TV music video channel. Vevo Pop's revenues represented half of Vevo's upfront ad spending commitments – a giant leap from the merely 4% for that same category at the beginning of 2020. Vevo Pop also drove about 23% of the total delivered ad impressions across all of Vevo's FAST channels. As FAST channels become the norm in CTV, Vevo Pop's pioneering efforts are poised to continue its rapid rise.

vevo pop Channel



Vevo Pop Channel features the largest number of music videos from the biggest Pop artists including Lady Gaga, Camila Cabello and more.



Channel 1517



Channel 885



Channel 805



Channel 818

Best Live Video Strategy

Firework + The Fresh Market



Background

Thanksgiving is one of the most demanding meals for home cooks. To help people have a rewarding holiday, The Fresh Market, a chain of 160 U.S. supermarkets across 22 states, presented a message of delicious ingredients and time-saving meal solutions for consumers' holiday spread. The message was delivered via its partnership with video commerce platform Firework. The partnership's Thanksgiving shoppable video campaign was capped off with a 45-minute livestream cooking demonstration hosted by celebrity chef Anna Rossi on November 3, 2022, on TheFreshMarket.com. The goal: drive viewers while boosting on-site conversions during the holiday and beyond.

Insights

The Fresh Market and Firework attracted 7,140 unique viewers to the live event; 743,698 viewers watched on-demand, and the shoppable replay was available through November 21, 2022. Ultimately, the campaign generated \$350,000 in sales directly attributed to the event. Engagement rates for the shoppable video were 18.7X higher than the industry average. Click-throughs also beat industry standards with 6.7X higher product CTR, resulting in a bountiful harvest for The Fresh Market, Firework and the supermarket's loyal consumers.



Best Multi-Platform Video Campaign

PlayStation + MOCEAN

MOCEAN

Background

The father-and-son dynamic might sound like something other than compelling video game action, but when it came to PlayStation's flagship first-party title, 'God of War Ragnarök,' the quotidian questions of child-rearing did not apply. The game's latest transformation from sword battles to concerned parenting tapped entertainment-focused agency Mocean to create a record-setting launch for the series that remains an essential part of the brand's DNA.

Insights

Mocean's 'All Parents Can Relate' was released to a mass audience during The World Series. 'God of War Ragnarök's' promotional rollout continued with targeted ads across Instagram, YouTube, TikTok and Twitter. The marketing generated over 20 million organic views across PlayStation's and creators' social channels. 'God of War Ragnarök' became the fastest-selling first-party launch game in PlayStation's history, with 5.1 million copies sold in its first week of release. The effort set a new bar for the 'God of War' series and restored the franchise's glory.



Best Original Programming

In The Know

IN THE KNOW.

by yahoo!

Background

In The Know has carved out a special mission as a social media programming entity: ensure that the voices and faces of Gen Z are heard and seen – and appreciated. By spreading a positive message in the form of 'In The Know: The Truth,' a roundtable series that dives into pressing issues in the queer community that have long been overlooked, the destination also connects marketers with this audience, offering shoppable video capabilities to support its short-form video documentaries. In The Know isn't concerned with typical metrics such as views. Instead, it aims to drive meaningful, loyal engagement and conversations in the individual episodes it runs on TikTok and Snapchat.

Insights

The series' discussions between role models for young people across identities are peppered with person-on-the-street interviews, including perspectives directly from the audiences In The Know serves. The program achieved a high measure of social impact, driving 3.5 million views across the platforms on which the series appears. The positive commentary and community building In The Know has enacted demonstrates how an often toxic media environment can be improved.



IN THE KNOW:

The Truth Is



Best Production Strategy

TheSoul Publishing

THE SOUL PUBLISHING

Background

It takes a lot of discipline to create easily snackable, entertaining content. TheSoul Publishing, a digital studio that reaches 1.5 billion social followers who speak more than 20 languages, devised a formula for keeping its team on track. First, the Cyprus-based producer constantly improves its historical data to predict what might work in the present and future. It also instituted strict no-meetings and no-internal-email policies throughout the company to keep the content production process moving. Those two directives enabled TheSoul Publishing to achieve a third goal of increasing its content production without sacrificing quality.

Insights

Combined attention to three critical areas helped lead to remarkable growth at TheSoul Publishing, including driving 200 billion views (and 872 billion lifetime views). Furthermore, TheSoul Publishing surpassed 1.5 billion cross-platform subscribers, including 6 billion TikTok views in 2022 through October alone. The company has since positioned itself as a force in the metaverse by developing Epic Games' Core platform and Roblox-exclusive titles with immersive environment-ready touchpoints, including music, gaming, shopping and music.



Best Shoppable Content Strategy

Horizon Media + Petco

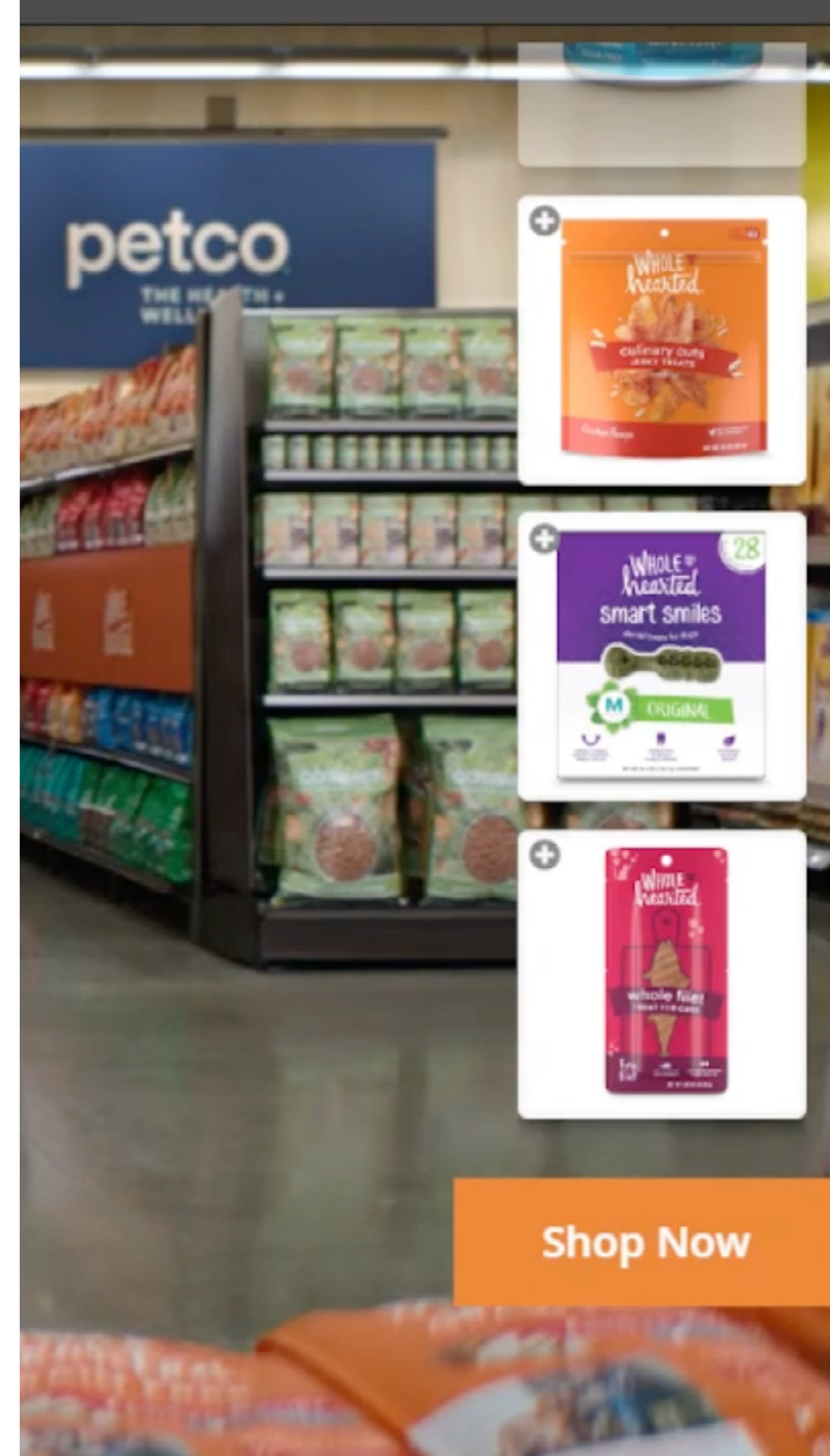


Background

Petco defines its brand identity with a word: care. Its nearly 60-year foundational association with the well-being of pets and their pet parents helped Petco and its agency, Horizon Media, develop a successful shoppable content strategy. Horizon's marketing plan mixed product discovery with entertainment and joy. The idea resonated particularly with Millennial pet owners thanks to an assist from e-commerce toolkit MikMak. The tech provider worked with Horizon to build custom landing page experiences that reflect individual consumers' mindsets and drive more purchases and affinity for Petco.

Insights

Shoppable video content helped open a new sales avenue for Petco, and it was also an area rival retail pet services marketers weren't offering. Sales messages across Facebook Live Shopping Events reached 2.6 million users and accounted for Facebook's largest live shopping event. Meanwhile, MikMak saw an average 20%–35% increase in conversion rates to purchase as landing page video view rates jumped 15% compared to the standard mobile web experience.



Shop Now

Best Snapchat Show

PinkNews

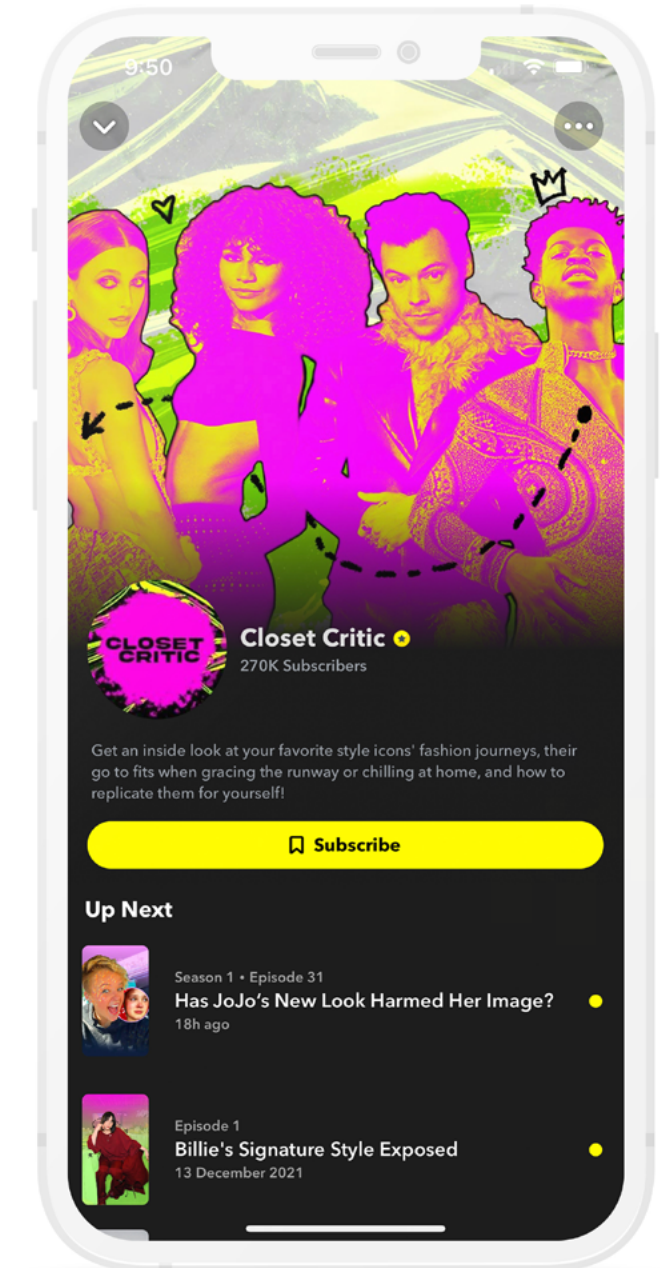
PinkNews

Background

PinkNews bridges education and entertainment in a combination designed to inspire Gen-Z members of the LGBTQ+ community via social media. The stories and news the media company creates are told through the prism of fashion, celebrity and culture. In December 2021, PinkNews noticed a lack of fashion content on Snapchat, and it decided to fill the void with a series named for the social media platform: 'Closet Critic.' The three-to-five-minute weekly program covered the likes of Zendaya and her experience with the Met Gala and Kim Kardashian's impact on the clothing industry.

Insights

Aside from wanting to attract paid sponsors within 'Closet Critic,' PinkNews engaged its audience by allowing viewers to recreate their own versions of a star's look. A steal-their-style graphic within each episode drove high rates of screenshots for its 70 individual shows. Since its launch, the program signed up 500,000 subscribers and 50 million unique users, who watched a collective 120 million minutes of 'Closet Critic' content worldwide.



Best Snapchat Shows Producer

PinkNews

PinkNews

Background

PinkNews takes fun content seriously. And at the end of 2021, it decided it was time to add to its news productions. From human interest on 'Remarkably' and 'This is Life' to its flagship LGBTQ+ news show 'The Queer Catch Up,' PinkNews' 27 daily social media programs touch on a wide range of subjects. The introduction of two press junket concepts across Instagram, Facebook and Youtube – 'PinkNews Meets' and 'Rumor Has It' – were signs of PinkNews' growing appeal to its Gen-Z audience.

Insights

PinkNews worked to broaden its video operations by staffing up and creating more original content in response to growing traffic and engagement. At the same time, it needed to diversify even more to appeal to niche segments within the younger LGBTQ+ community. Despite the clutter – or perhaps because of it – PinkNews stood out in 2022 and regularly drove 5 million views for its programming.



Best Social Video Campaign

INNOCEAN USA

INNOCEAN

Background

The electric future automakers have been discussing for years started to feel real in 2022. While Tesla's pioneering position is well established, there's no clear EV leader within the automotive industry. Still, when it came to messaging, Hyundai's fully-electric IONIQ 5 model came with a campaign that charted a map to the future. INNOCEAN USA's humorous short film starring actor Jason Bateman making his way through the history of innovation struck all the right notes from TV to social, where the effort truly made its mark.

Insights

INNOCEAN USA avoided the common marketing mistake of simply repurposing great creative from traditional video and TV to social. Its TikTok effort generated considerable earned media after netting 141,000 organic views. TikTok for Business even used the IONIQ 5 social campaign as an automotive case study on its website. The success was primarily due to INNOCEAN USA's partnering with creators, who reacted to the Hyundai spot. As a result, the agency saw an additional 8 million impressions. Working with creators paid off in other ways for the brand, as Hyundai's profile gained 7,300 new followers and 43,000 new profile visits.



Best Streaming Service

Local Now

Background

Like politics, all news, weather, traffic and events information is local. However, most streaming services take a 35,000-foot view of what happens in towns, villages and cities. Not Local Now. The streaming service for the neighborhood, Local Now is in 225 markets providing all the hometown info in real-time across OTT, mobile and desktop.

Insights

Local Now's goal of delivering free local television coverage rooted in viewers' hometowns has appealed to cord-cutters who have had to get a clunky antenna to view their city's news. That's likely a significant driver of its audience growth to a viewership of 16.5 million uniques. Those viewers spent 27.6 million hours on the platform last year, an increase of 62% from 2021.



Best TV/Streaming Ad Sales Program or Product

The Trade Desk



Background

The ad tech world's giants had their struggles in 2022. But through it all, The Trade Desk appeared stronger despite the drag on the broader industry, with challenges ranging from the slow dissolution of the third-party cookie to the economic malaise that hit many platform companies. While its position as a leading demand-side platform is assured, The Trade Desk nevertheless extended its reach to provide streaming TV ad sales services over the past year.

Insights

The Trade Desk made intelligent moves in managing first-party data in 2022, and its early adoption of artificial intelligence tools also helped propel it across the year. Additionally, the company updated its media buying process with its AI-based Solimar platform, with a troubleshooting visualization tool that has cut time spent problem-solving by 50 percent. Considering it analyzes 1 trillion ad opportunities per day – or 13 million every second – that efficiency adds up for The Trade Desk's clients.

Best Use of Instagram Reels

Goldthread

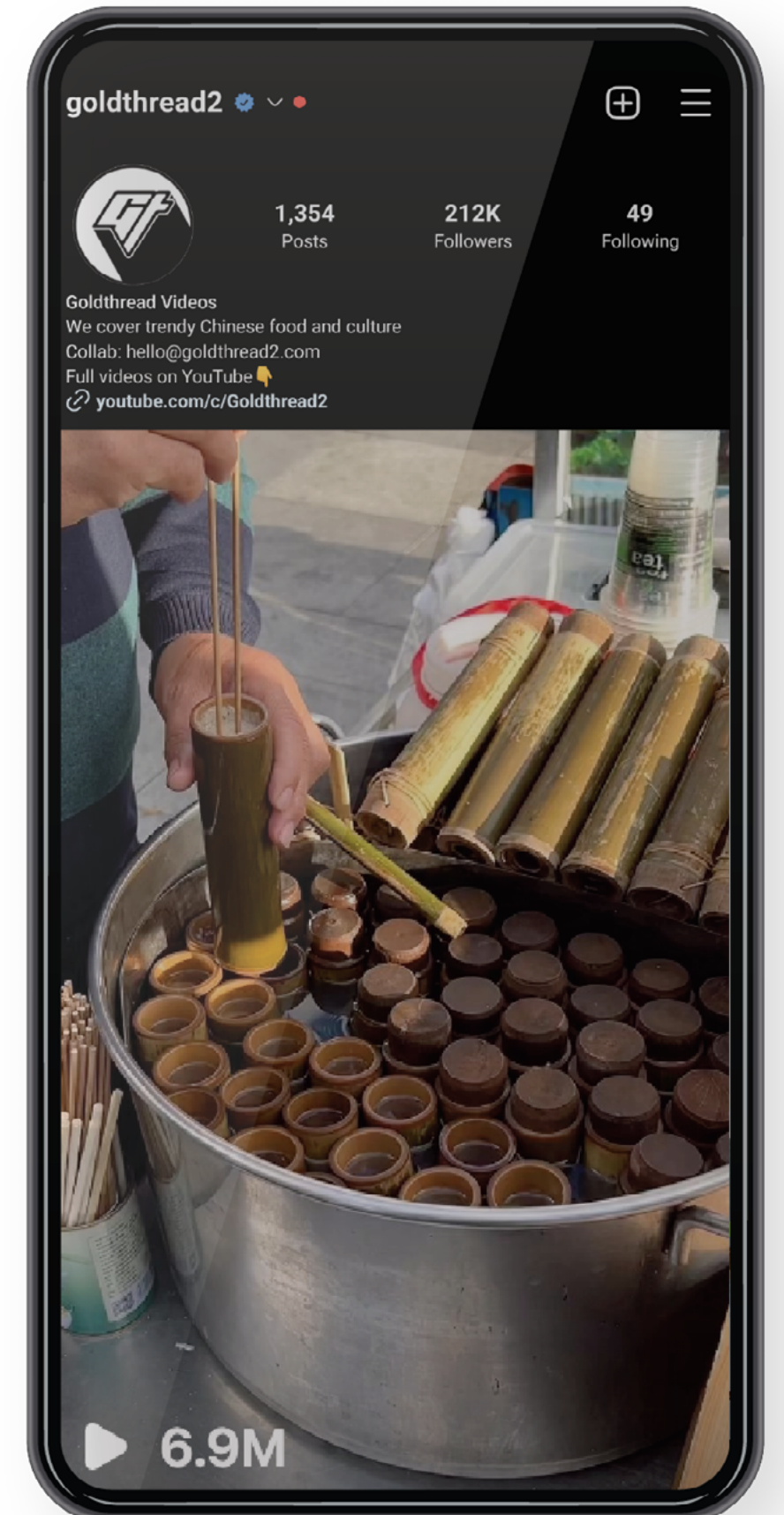


Background

Goldthread does narrowcasting at scale: the Hong Kong-based social media video publication is all about Gen-Z users with an affinity for Chinese culture. Owned by one of the region's leading news organizations, the South China Morning Post, Goldthread highlights human interest stories through food and other aspects of the daily lives of young Chinese people.

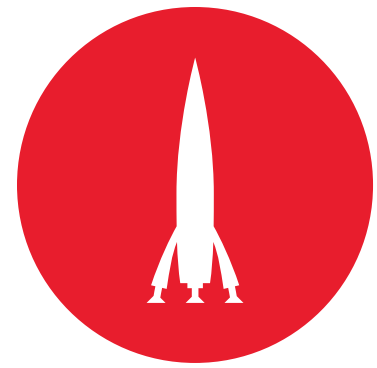
Insights

The social media publisher's strategy for Instagram Reels reflects its more expansive approach to building and engaging audiences. For example, Goldthread featured user-generated content to celebrate niche Chinese street food that is typically unfamiliar to Western viewers. Its Instagram account was at the 48,000-follower mark, with monthly traffic below 50,000, and thanks to the IG plan initiated in June 2022, its followers quadrupled to 200,000 by the end of the year. Meanwhile, featuring just one new video a day, Goldthread's monthly Reels traffic rose to 45 million in October, sending monthly traffic for Goldthread to a record-setting high – more than 50 million across platforms.



Best Use of Stories

Barkley



BARKLEY

Background

As travel continued its comeback in 2022, budget hospitality chain Motel 6 was there to meet it. In collaboration with its agency, Barkley, the 60-year-old brand wanted to make skiing more affordable, as some Americans have been priced off the slopes by large ski conglomerates hiking up prices. The 'Ski For All' campaign personalized that situation through the story of Joe Miron, who's been skiing on a budget for over 50 years.

Insights

The campaign promoted the Motel 6 IndyPass, a collection of independent resorts that believe larger mountains made skiing unaffordable. Members received 10% off passes, and existing IndyPass holders received 10% off their stay. The deal message resonated: the 'Ski for All' campaign drove revenue 20% higher than the year before for ski resort-adjacent Motel 6 properties. Barkley's work also earned extensive national reach with 174 million earned impressions across 2,000 placements, including an NBC broadcast Olympic Zone segment during the 2022 Winter Games.

A MISSION TO MAKE THE MOUNTAINS MORE AFFORDABLE FOR EVERYONE

THE CHALLENGE

Most people have been priced off the slopes by expensive lift tickets, gear, and lodging - making diversity on the mountains next to impossible. As a brand that stands for affordable travel, Motel 6 needed to turn winter sports into something attainable for everyone.

THE SOLUTION

Introducing **Ski For All**: a mission to make winter sports more affordable for everyone. We then partnered with Indy Pass to create a discounted ski pass. We sponsored the Share Winter Foundation to experience winter sports.



FOR LESS THAN \$80K, WE TOLD THE STORY OF SKI BUM, JOE MIRON



WE CREATED A DISCOUNTED SKI PASS WITH INDY PASS, AN AFFORDABLE COLLECTIVE OF INDEPENDENT RESORTS



Best Use of TikTok

The Washington Post

The Washington Post

Democracy Dies in Darkness

Background

The Washington Post Video team reports news stories of live events, breaking news, analysis and more across topics ranging from politics to climate change to comic books. The company boasts 1.4 million TikTok viewers and 2 million subscribers on YouTube – with both audiences largely made up of viewers under the age of 50. The Post is also an award-winning news leader whose mission to provide trustworthy reporting does not begin or end on the printed page. As much a tech company as a media company, the Post's video team has taken well to YouTube, Tiktok, and Twitch where they can enlighten viewers who may not normally engage with traditional news media.

Insights

The Washington Post's TikTok programming is a clear move in the direction of delivering the news to everyone, wherever they may be watching. One result is The Post's ability to grow and transition a new audience to subscribers. In the long run, some viewers will transition to paying readers and others will stay informed by following The Washington Post TikTokers – Dave Jorgenson, Carmella Boykin and Chris Vazquez – as they deliver straightforward stories that dispel misinformation and build trust with younger social-media first audiences that could tend to overlook traditional news channels. In both cases, The Post wins.

Best Use of YouTube

The Social Standard + Adobe

Background

Software giant Adobe's YouTube Shorts campaign provided short, digestible behind-the-scenes-style tutorials perfectly tailored to the Adobe audience. The campaign showcased Adobe Video's value to micro-form video creators and endeavored to spark their creativity, despite the limited timeframe and consumer touchpoints that distinguish micro-form video. For Adobe, the campaign was a case study of how limitations compel imagination, showing how Adobe Video can surpass those constraints. Ultimately, Adobe strove to follow its user base to increasingly shorter video formats while delivering as much value to its consumers as in its earlier, longer-form tutorials.

Insights

Adobe sought to hit product KPIs while also piloting this campaign as a first step in the brand's broader, long-term vertical video strategy. The campaign started its test on YouTube Shorts, where the video generated 3.3 million views (the highest performing video on Adobe Short's page), and pivoted to perform well across platforms, generating another 6.6 million views on TikTok; the highest performing video on Adobe's any channel, to date. The campaign's success has since informed Adobe's vertical video strategy. Namely, to lead with content on YouTube Shorts' platform before leveraging successful content on more populated platforms such as Instagram Reels and TikTok.



Digital Studio of the Year

TheSoul Publishing

THE SOUL PUBLISHING

Profile

TheSoul Publishing is a digital studio with a significant global footprint. Its creative team, spread across 70 countries, produces positive content in 20 languages for audiences across Facebook, Instagram, TikTok, YouTube, Pinterest and Snap. TheSoul's short snackable videos use cutting-edge 3D technology, music videos, craft projects and vibrant animation to generate more than 20 billion views per month – topping established media companies such as Disney and Warner Bros. Discovery. This year, TheSoul married its focus on kid-friendly content to merchandising, monetizing its BunMo 5-Minute Crafts product through licensing deals and introducing 123 GO! branded sensory toys purchasable on Amazon.

Impact

To help achieve TheSoul Publishing's mission to create more content and ways to connect with a global audience of a wide range of ages, it dedicated itself to expanding connections with new and existing international audiences. The studio formed new partnerships with other industry-leading companies, including platform and merchandising partners. They also increased investment in premium episodic shows and music on platforms like Roku, Apple, Spotify, Amazon Prime, Samsung TV Plus and Avakin Life.



Video Executive of the Year

Erica Berenstein - Insider



Profile

Insider produces seven mini-documentary series designed to inform and inspire people who want to know how the world works – and what it all means. Erica Berenstein, Insider’s executive producer of news and documentary, is charged with putting it all together across Insider’s site and YouTube channel, balancing traffic goals without sacrificing journalistic integrity and excellence. In overseeing Insider’s seven video series, like its top program ‘Still Standing,’ Berenstein spotlights individuals doing everything possible to preserve ancient traditions and family businesses.

Impact

In September 2022, Insider attracted nearly 60 million views on its YouTube channel. Berenstein’s team won two New York Emmy Awards for COVID-19 and Black Lives Matter coverage. The video group also brought Insider a GLAAD award for featuring transgender people in Kashmir and a prestigious Edward R. Murrow Award for its investigation into Jeffrey Epstein’s contacts. On the lighter (and more lucrative) side, every subject featured in ‘Still Standing’ has reported increased sales.



World Wide Waste

Business Insider

64 videos Last updated on Oct 5, 2022



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