





In a dynamic landscape where innovation and creativity reign supreme, this year's award-winning marketing and advertising technology companies have illuminated key trends.

From harnessing the power of audio marketing to combatting stigmas around mental health, these visionary campaigns have captivated audiences, shattered conventions, and delivered impressive results.

This year's winners showcase the transformative potential of immersive experiences, strategic partnerships, and authentic storytelling, offering invaluable insights for marketers seeking to make an impact in today's ever-evolving marketplace.

## Best Audio Campaign

## Novartis + iHeartMedia



### Background

In 2022, Novartis, a renowned multinational pharmaceutical company committed to enhancing lives, embarked on a groundbreaking marketing campaign. Fueled by its mission to reach and benefit millions, Novartis aimed to forge a direct connection with its target audience. Leveraging their expertise in medical research, Novartis identified a critical issue – the challenge of accurate diagnosis for millions of Americans, including those afflicted with hidradenitis suppurativa (HS), a chronic skin condition causing painful lumps. Novartis partnered with iHeartMedia to tackle this issue creatively through a captivating podcast, 'Symptomatic,' tapping into the power of audio marketing.

### Insights

The success of Novartis' 'Symptomatic' podcast provides valuable insights for marketers. First, podcasts are a potent tool for high-funnel marketing objectives and generating organic brand interest. Second, the campaign's effectiveness lay in empathetically addressing undiagnosed conditions, resonating with their target demographic, and expanding their message to new audiences. By authentically sharing the life experiences of HS sufferers, Novartis connected with its core audience and achieved a +31% increase in disease awareness and a +26% boost in the likelihood of seeking medical advice. This campaign showcases the power of storytelling, empathy, and authenticity in marketing endeavors.



## Best Branding Campaign B2B

## Hello Heart




# SCOUT LAB

### Background

In a landscape where heart disease is the leading cause of death in the United States, Hello Heart emerged as a pioneering digital solution dedicated to holistic heart health. Their innovative 'Dot-to-Dot' campaign targeted employers, emphasizing the significance of heart health for their workforce. Simultaneously, the Hello Heart app was showcased as a seamlessly integrated solution within its benefits ecosystem. With esteemed clients like Delta, Northwestern Mutual and North Michigan University, this campaign exemplifies how creative B2B marketing can boost product adoption and drive engagement among B2B customers.

### Insights

Hello Heart's 'Dot-to-Dot' campaign offers valuable insights for B2B marketers. First, addressing a pressing issue like heart health can resonate deeply with target audiences. Second, integrating AI, behavioral science and personalized coaching into their app showcases the importance of innovation in solving real-world problems. The campaign's creative approach, aligning everyday activities with heart health, highlights the power of relatability in marketing. Furthermore, geo-targeting and personalized outreach to benefit managers proved highly effective in engaging B2B audiences. With a .23% click-through rate exceeding industry benchmarks, this campaign underscores the potency of creative marketing to captivate and convert B2B customers.



Could one day of missed medications make a difference?



[Learn More](#)





## Best Branding Campaign B2C

## LifeStance Health



**LifeStance**  
HEALTH

### Background

LifeStance, a prominent provider of outpatient mental healthcare, launched the 'Not One Face' campaign to address the pressing issue of mental health stigma. With approximately 6,000 clinicians specializing in psychotherapy and psychiatry, they ensure comprehensive mental healthcare for individuals of all ages and diagnoses. Unlike many in the mental healthcare industry, LifeStance accepts most commercial insurance plans, prioritizing affordability. The campaign aimed to challenge stereotypes by illustrating that mental health conditions have no one face and encouraging open conversations about mental health. The campaign's second iteration focused on anxiety, a shared experience affecting millions of Americans.

### Insights

LifeStance's 'Not One Face' campaign offers valuable insights for marketers. First, addressing mental health stigma resonates with audiences, as it tackles a critical societal issue. Second, using real people to share their experiences creates authentic and relatable content, fostering empathy and understanding. Highlighting the prevalence of anxiety, a widespread condition, emphasizes the campaign's universality. Timing the launch during Mental Health Awareness Month effectively leverages a national movement for maximum impact. For marketers, this campaign underscores the importance of authenticity, empathy, and addressing social issues in messaging. It demonstrates how relatable stories can humanize a brand and drive engagement. The substantial increase in brand recognition, website traffic, and impressions showcases the power of campaigns that promote inclusivity and understanding.



**My thoughts  
race all night**

How Does Anxiety Shape Your Life?

## Best Collaboration

# New York Times Advertising + Giant Spoon + GE



## The New York Times ADVERTISING

### Background

In a historic move, GE embarked on a transformative journey in 2021, splitting into three distinct entities: GE Aerospace, GE Vernova and GE HealthCare, each focusing on critical growth sectors. To herald this monumental shift, GE executed an unprecedented marketing strategy. They undertook a cover-to-cover ad takeover of The New York Times, a first in the paper's 171-year history. This immersive experience emphasized GE's renewed commitment to innovation and problem-solving. On December 6, readers encountered a print edition themed around focus, featuring interactive elements highlighting each independent company's strengths. This takeover comprised 22 custom-designed, full-page ads and extensive digital integrations.

### Insights

GE's groundbreaking ad takeover offers a valuable lesson for marketers. Firstly, it demonstrates the power of print media to capture undivided, screen-free attention, especially for major announcements. Secondly, partnering with a renowned, trusted outlet like The New York Times lent credibility and maximized impact. The interactive elements strategically engaged readers, fostering a deeper connection with GE's new direction. The campaign's remarkable success, surpassing benchmarks by 239%, showcases the effectiveness of bold, innovative approaches in marketing. It underscores the idea that focusing on a superpower concept can significantly enhance brand recognition and engagement.





**Best Creative**

**Upwork**

**upwork**<sup>TM</sup>

### **Background**

In September 2022, Upwork embarked on a transformative brand campaign to address the monumental shift toward hybrid workforce models. Titled 'This Is How We Work Now,' the campaign introduced a fresh tone for the brand, marking a significant departure from its previous flagship campaign. The campaign's anthem film symbolically declared the obsolescence of old work norms, with a CEO rising from the grave to emphasize that these traditional rules no longer serve today's workforce. It celebrated the harmonious coexistence of remote independent professionals, full-time employees and those who hire them. The campaign featured 15 spots across five unique storylines, all directed by world-renowned director Ivan Zacharias.

### **Insights**

Upwork's campaign provides critical insights for marketers. Firstly, it exemplifies the power of storytelling and creative narrative to address significant industry shifts. By focusing on the evolving nature of work, Upwork tapped into a relevant and timely theme. Secondly, the campaign's success was driven by its ability to spark conversations and questions about the modern workplace. It showcased the importance of breaking through the noise in advertising and generating positive press coverage. The remarkable growth in unaided awareness, particularly among large businesses, highlights the campaign's effectiveness in reshaping brand perception and driving engagement. This campaign underscores the potential of reimagining a brand's message to resonate with contemporary realities and garner significant industry recognition.





NEW

## Best E-commerce Strategy



## January Digital + Carhartt



### Background

Carhartt, a globally renowned premium workwear brand established in 1889, joined forces with January Digital in the summer of 2022. The objective was to align media strategies across the organization, consolidating the efforts of five agencies and driving efficient cross-channel opportunities for e-commerce. With ambitious growth goals of 10x compared to category growth, January Digital launched a comprehensive, multi-touch, full-funnel digital media e-commerce campaign. This initiative revolved around innovation and a data-driven approach, aiming to position Carhartt for success. The strategy employed high-impact storytelling, optimized bottom-funnel media for e-commerce revenue, and embraced diversified media channels to reach the target audience effectively.

### Insights

Carhartt's partnership with January Digital offers valuable insights for marketers. Firstly, the campaign exemplifies the importance of aligning media strategies and consolidating efforts for efficiency and impact. Secondly, leveraging data-driven approaches and seasonality considerations can lead to significant results, especially for brands sensitive to weather-related factors. The campaign's diversification across premium inventory, social media, performance search, and other channels highlights the effectiveness of a well-rounded approach. It underscores the value of embracing innovative opportunities, such as sponsorship of historical events and targeted content on platforms like Snapchat, TikTok, and Pinterest. The impressive results, exceeding e-commerce revenue goals and improving ad effectiveness, demonstrate the potential of strategic alignment and a holistic approach to digital marketing.





## Best Experiential Campaign

## Netflix + Giant Spoon

# GIANT SPOON

### Background

Giant Spoon, an independent integrated agency known for redefining brand experiences, partnered with Netflix to launch a global campaign for the highly-anticipated season four of 'Stranger Things.' Nearly three years since the season-three finale, Giant Spoon embarked on an ambitious project to open portals to the show's eerie alternate dimension, the Upside Down, on iconic landmarks worldwide. This innovative campaign saw iconic buildings, from The Wawel Castle in Kraków to Bondi Beach in Sydney, transformed into eerie Upside Down experiences. The pinnacle was New York City, where the Empire State Building featured an original storyline projection, immersing fans in the show's universe.

### Insights

Giant Spoon's collaboration with Netflix offers insights for marketers. Firstly, leveraging the anticipation and fanfare surrounding a beloved franchise can be a powerful tool for capturing global attention. Secondly, creating immersive real-world experiences tied to a brand can deeply resonate with audiences and generate massive organic impressions. The campaign's use of iconic landmarks showcased the potential for creative storytelling and immersive fan engagement. It also underlines the importance of pushing boundaries to create unforgettable experiences that drive engagement and fuel record-breaking viewership, as seen with 'Stranger Things' season four becoming the most-watched English language series on Netflix.



## Best Gaming/ Esports Campaign

## 160over90 + EA SPORTS



# 160/90

### Background

EA SPORTS sparked a unique conversation around their Madden NFL franchise, particularly focusing on in-game player ratings. They devised an inventive campaign to address fan inquiries about who decides these ratings and how to provide feedback. They set up a fictional hotline, the Madden Ratings Hotline, supposedly for the person responsible for ratings. Celebrities like former NFL athlete Chad "OchoCinco" Johnson, NFL players D'Andre Swift, Kyle Pitts, Micah Parsons and influencers played vital roles in "leaking" the hotline number and encouraging fans to call. Over 1,000 voicemails were left on the first day, leading to media coverage by ESPN, Sports Illustrated and Bleacher Report.

### Insights

EA SPORTS' campaign offers valuable insights for marketers. Firstly, leveraging the curiosity and passion of fans around a specific topic or product feature can generate significant engagement and media attention. Secondly, integrating influencers and celebrities can amplify the campaign's reach and impact. The campaign's use of humor and engagement tactics during cultural moments, such as the game launch and Super Bowl, showcases the importance of timing and relevance. Furthermore, the campaign's positive sentiment and increased conversation volume reflect the effectiveness of creative and engaging strategies in driving excitement and pre-release hype. It highlights the potential of leveraging fan engagement to create buzz around product launches.





**NEW**

## **Best In-Game Advertising Strategy**

# **Critical Mass.**

### **Background**

Nissan USA faced a unique challenge in the lead-up to the launch of the Nissan ARIYA, a fast, powerful, and 100% electric vehicle. With reservationists eagerly awaiting their new cars, Nissan needed an innovative digital approach to keep them engaged and excited until delivery. The solution was to create the 'Defy Convention: The ARIYA VR Experience,' allowing reservationists to drive their ARIYAs virtually. This retained customer interest and opened up the experience to a broader audience, positioning Nissan as a tech leader and delivering on the brand's promise of excitement.

## **Defy Convention**

### **Insights**

Nissan's VR campaign provides valuable insights for marketers. Firstly, it demonstrates the potential of virtual experiences to bridge the gap between commitment and fulfillment, especially in industries where physical products are not immediately available. Secondly, opening up the VR experience to a mass market through an app, social media and on-site product pages can significantly expand its reach and impact. The campaign's impressive engagement metrics, including 516 hours of engagement in the first month and attributed sales of \$20.6 million, underscored the effectiveness of immersive experiences in driving interest, engagement and, ultimately, sales. This campaign highlights the power of innovation and technology to keep customers excited and connected during product launches.





NEW

# Best In-Game Advertising Strategy

## Twitch + Adobe



### Background

Adobe, renowned for its creative innovations, collaborated with Twitch to revolutionize the world of university student gamers. By harnessing Twitch Drops, an innovative in-game reward system for viewers, Adobe enabled student gamers to step into the role of designers for the first time. Limited-edition in-game items became attainable after viewers watched specific streamers, marking a groundbreaking approach to showcase Adobe's Creative Cloud.

### Insights

Adobe's tactical brilliance lay in leveraging the Twitch platform, a hub for student gamers. This strategic move tapped into the strong affinity between college students and gaming livestreams. By allowing Twitch viewers to influence in-game items' colors, textures, and patterns through a custom Drops extension, Adobe fostered an immersive, communal experience. This not only dispelled myths about Adobe's accessibility but also generated immense positive sentiment. The result: over 650,000 new views on Adobe's site and a newfound connection between fans and games.

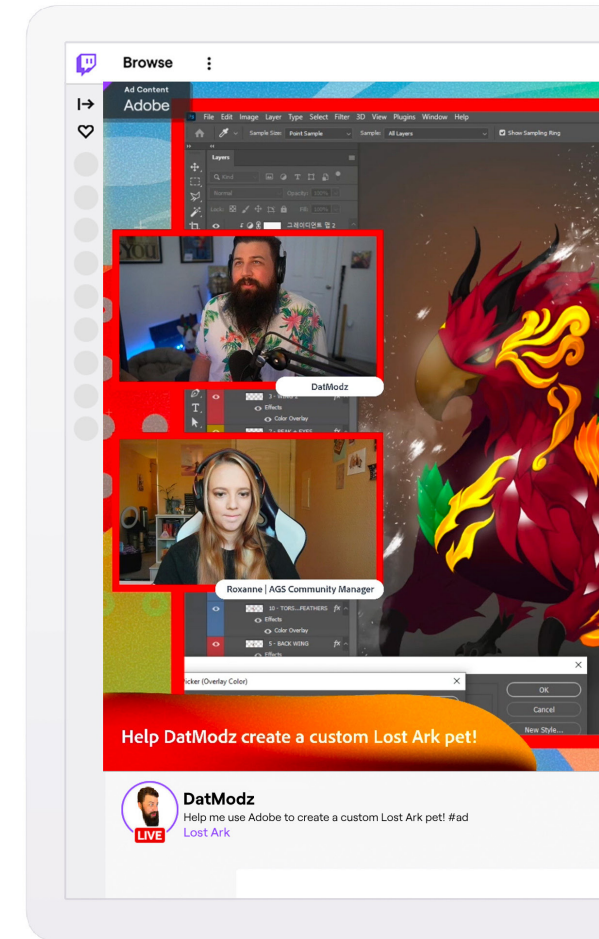


Power of its  
old connect  
community.

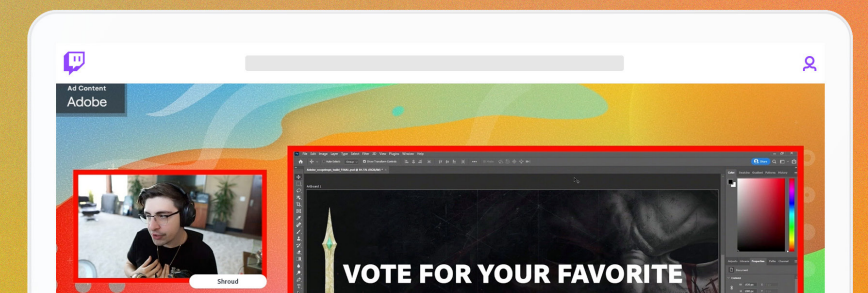
6.8M  
Unique viewers

31.8M  
Total Minutes Watched

32M  
Media Impressions



## Branded Extension





**NEW**

## **Best Metaverse Gaming Activation**

**eos**

**Mekanism**



### **Background**

eos, a beloved personal care brand among Gen Z and millennials, recognized the influence of gaming as a preferred channel for young consumers. Eos partnered with the iconic Mariah Carey, the Queen of Christmas, to maximize engagement during December. Mariah's cross-generational appeal and her holiday hit, 'All I Want For Christmas Is You,' made her a perfect fit. The immersive experience featured the eos Hub, Mariah Carey performances, Roblox customization and programmatic ad placements, creating a hub for exploration and engagement.

### **Insights**

This strategic alliance effectively connected eos with millennials, Gen Z, and even the emerging Gen Alpha, leveraging Roblox's popularity among young audiences. The campaign generated impressive results, including over 51 million impressions, a 7X increase in Livetopia visits during musical performances and a 255% increase in eos Hub playhouse visitors compared to benchmarks. It also significantly enhanced brand recall and positive perception, showcasing the power of tailored partnerships for engaging the right audience.



# Best Metaverse Marketing Campaign

## Intuit



### Background

Intuit, a global financial technology platform, sought to enhance financial literacy among young people. In partnering with the NFL, Warner Music Group, and Gamefam, Intuit brought Super Bowl LVII to Roblox for the first time. Together, they delivered three experiences, including 'Super NFL Tycoon,' a Roblox game that provided financial literacy through core game progression, and 'Saweetie SB LVII Concert,' an immersive gamified concert experience with integrated financial education elements.

### Insights

Intuit's innovative metaverse campaign significantly impacted financial education. The company more than doubled its brand awareness and nearly doubled the understanding of its product ecosystem. Saweetie's concert became the highest-rated on Roblox, and 'Super NFL Tycoon' ranked as one of the largest sports games on Roblox. The campaign also garnered widespread media coverage, demonstrating the effectiveness of using immersive experiences for education and brand engagement.





# Best Multi-Platform Campaign

## AstraZeneca



### Background

AstraZeneca's EVUSHELD, a long-acting monoclonal antibody, offers supplemental protection from COVID-19 for immunocompromised individuals, who face higher risks from the virus. Recognizing their need for visibility, AstraZeneca launched 'Up The Antibodies,' a campaign empowering this group and raising awareness about the additional layer of protection available to them.

### Insights

AstraZeneca's campaign broke pharma norms, earning recognition and attention. The company achieved 4.3 billion impressions in six weeks by partnering with influencers. The campaign led to a 23% increase in online searches for EVUSHELD, with 61% of those exposed to the campaign planning to discuss monoclonal antibodies with their healthcare providers. It also boosted awareness of monoclonal antibodies for treatment by 38%, demonstrating effective healthcare marketing.



## Best Organic Marketing Campaign

## Movement Strategy & Prime Video



### Background

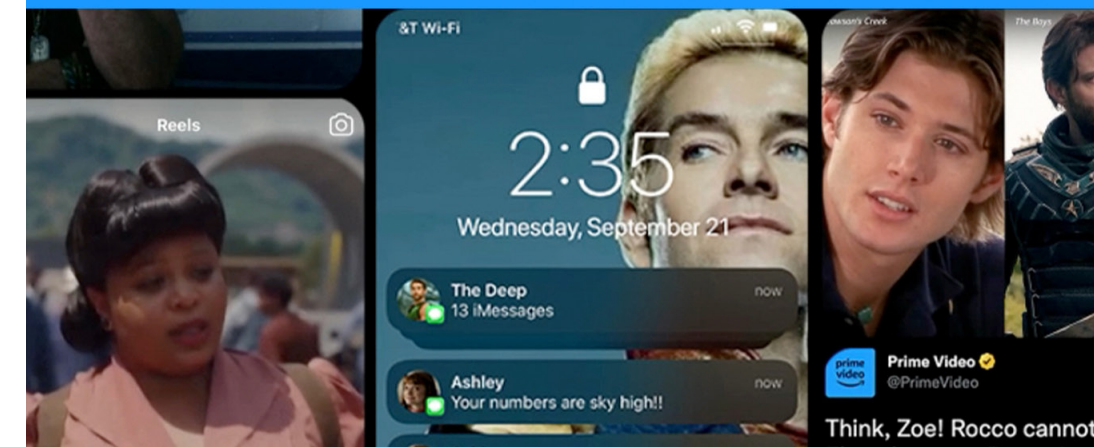
Prime Video aimed to infuse its social feeds with the same entertainment and surprise found in its content offerings. To succeed in the fast-paced world of pop culture trends and memes, Prime Video needed to react swiftly and authentically to cultural moments without appearing forced. By employing a reactive strategy, Prime Video's social feeds have earned a persona followers know and love: entertainment-obsessed, queer-friendly and celebratory of diversity in race, ethnicity and ability. This strategy has helped Prime Video to establish itself as more than the media company selling its followers their favorite titles – it's deep within the social conversation of fans.

### Insights

Prime Video's reactive strategy led to 547 Instagram and Twitter responses, amassing 222 million impressions, 8 million engagements and 7 million views. Reactive content was Instagram's second most engaging content format, with an average engagement per post of 79,496. This approach enriched social conversations and fostered a dedicated fandom around Prime Video IPs.

# PRIME VIDEO'S REACTIVE STUDIO

One finger on the **PULSE**  
The other on the **POST BUTTON**





NEW

## Best Partnership

# Morgan Stanley + Courageous Studios



## Morgan Stanley

### Background

Morgan Stanley recognized the need for inclusivity in the growing space economy. Inspired by the cancellation of the first all-female spacewalk due to ill-fitting spacesuits, the company began creating the Access I spacesuit, designed to fit all body types. Placed in Times Square, the suit became the centerpiece of its 'Creating Space' campaign, symbolizing limitless possibilities. A comprehensive 360-degree campaign, including video content, real-world activations and digital elements, reinforced Morgan Stanley's leadership in the space economy.

### Insights

The campaign generated over 523 million impressions and led to double-digit growth in brand favorability and perception of Morgan Stanley as an enabler of positive economic change. Social media placements garnered a 96% positive rating, while the Times Square activation drew over 2,000 people from 51 countries, and nearly 1,000 astronaut portraits were taken. The campaign celebrated women's contributions to space, inspired future generations and challenged the industry to be more inclusive.

# CREATING SPACE

Designing a Spacesuit for Humankind



### THE ACCESS I

We built a space  
designed to fit  
Bringing togeth  
all-female team  
notch engineers  
and fabricators  
the conceptual  
spacesuit using  
inclusive princi





# Best PR Campaign

# Priceline



## Background

Priceline, renowned for its 'Negotiator' campaign, aimed to reintroduce itself to a new generation of travelers with the 'Go To Your Happy Price' campaign. The goal was to communicate its unique deal proposition without a Super Bowl ad. Instead, they launched an integrated campaign on Super Bowl Sunday before the game, appearing like an in-game advertiser without the associated costs. The campaign hid over \$5 million in travel deals in interactive digital ads, strategically linking them to the Super Bowl kick-off.

## Insights

Recognizing the company couldn't outspend its competitors, Priceline outsmarted them by out-dealing. The integrated – ad-driven, PR-led and influencer-amplified – campaign used interactive, bookable social media travel content, which was a significant innovation. A pre-game spot before the kickoff and a strategic Super Bowl PR plan created multiple news hooks, exceeding PR and business impact goals and bringing a fresh association for Priceline.

Congrats, you made it! Find your deal to get to your Happy Place for a Happy Price.

<p><b>HOT DEAL @ LVII KICK OFF</b></p> <p>\$1,000 off hotels... anywhere!</p> <a href="#">Show Coupon Code</a>	<p>10% off flights to Jackson Hole, Wyoming</p> <a href="#">Show Coupon Code</a>	<p>\$100 off Vegas hotels</p> <a href="#">Show Coupon Code</a>	<p>\$20 off Dominican Republic hotels</p> <a href="#">Show Coupon Code</a>
<p>\$25 off San Diego hotels</p> <a href="#">Show Coupon Code</a>	<p>10% off Augusta rental cars</p> <a href="#">Show Coupon Code</a>	<p>\$30 off Costa Rica hotels</p> <a href="#">Show Coupon Code</a>	<p>15% off Pebble Beach hotels</p> <a href="#">Show Coupon Code</a>
<p>10% off Nashville hotels</p> <a href="#">Show Coupon Code</a>	<p><b>HOT DEAL!</b></p> <p>Save 99% on Maui hotels</p> <a href="#">Show Coupon Code</a>	<p>\$20 off Bahamas hotels</p> <a href="#">Show Coupon Code</a>	<p>10% off Hawaii hotels</p> <a href="#">Show Coupon Code</a>
<p>12% off Key West rental cars</p> <a href="#">Show Coupon Code</a>	<p>\$25 off Cabo hotels</p> <a href="#">Show Coupon Code</a>	<p>15% off Aruba hotels</p> <a href="#">Show Coupon Code</a>	<p>12% off Joshua Tree rental cars</p> <a href="#">Show Coupon Code</a>
<p>10% off flights to Myrtle Beach</p> <a href="#">Show Coupon Code</a>	<p><b>OMG</b></p> <p>Take \$500 off LA hotels</p> <a href="#">Show Coupon Code</a>	<p>15% off hotels in Arizona</p> <a href="#">Show Coupon Code</a>	<p>10% off Orlando rental cars</p> <a href="#">Show Coupon Code</a>
<p><b>HOT DEAL!</b></p>			<p><b>WATERFRONT DEAL!</b></p>

# Best Product Launch Campaign

## Julie



### Background

Julie, an FDA-approved morning-after pill, aimed to change the conversation around emergency contraception (EC) by launching the market's first-ever two-count pack of EC in April 2023. The 'Your Friends with Benefits' commercial was launched alongside this innovative offering. It depicted two women humorously competing over the last box of EC, targeting young women aged 18–34 who purchase EC off the shelf. The goal was to humanize and normalize the EC-buying experience, making it as common as other reproductive health products.

### Insights

Julie's 'Your Friends with Benefits' commercial successfully humanized and destigmatized the EC-buying experience, primarily for women aged 18–34. It garnered over 7.6 million TV streaming impressions, 9.4 million views on TikTok and viral engagement on social media platforms, amassing millions of views and likes. This campaign effectively encouraged proactive EC purchases and contributed to normalizing reproductive healthcare access in an era of growing restrictions and stigma.



# Best Search Campaign

# Hearts & Science + Reckitt

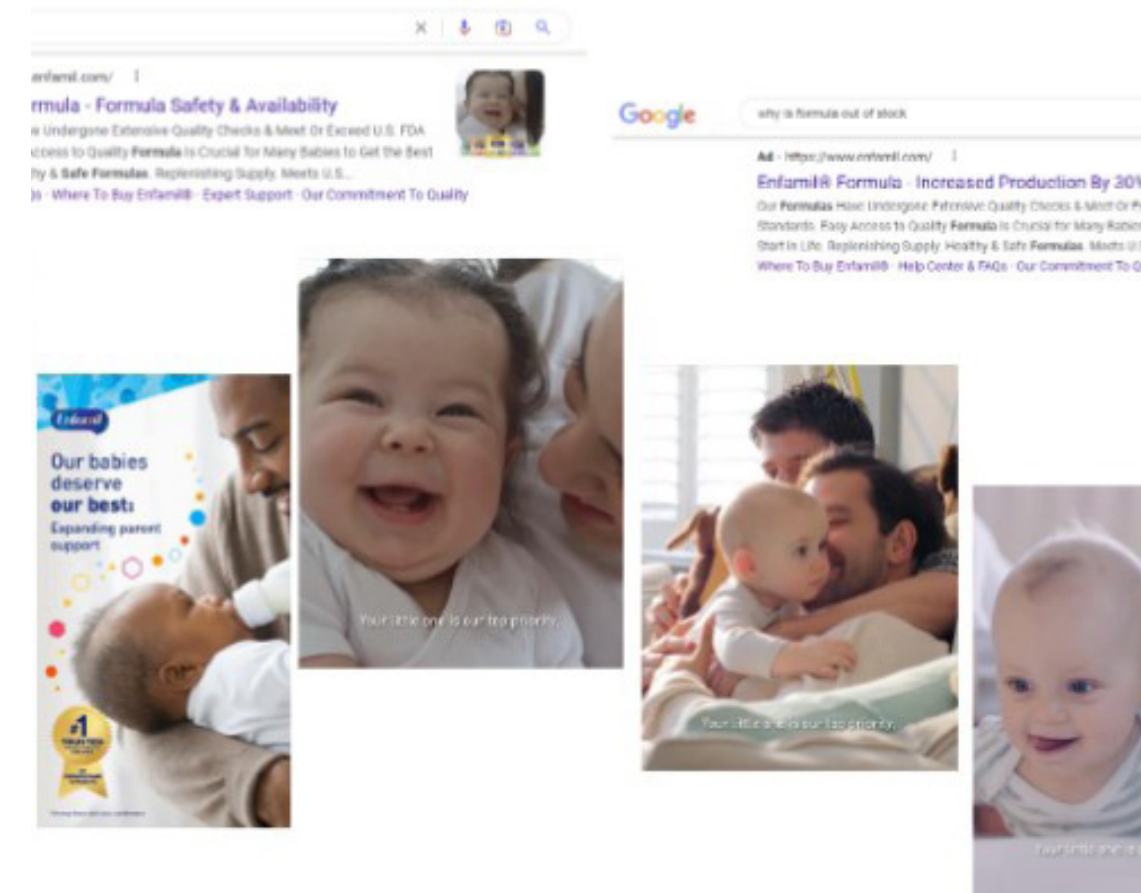


## Background

During a crisis in the infant formula industry, parents sought information and products, leading to a 350% YoY increase in search demand. Enfamil aimed to establish and strengthen its presence while rebuilding confidence in the category. To help the company do this, Hearts & Science built a digital-first strategy utilizing paid social, custom content, OLV and search to reach a broad audience. Partnerships with BabyCenter filled the information gap, while Meta and paid search addressed parents actively seeking information. A new measurement framework, including omnichannel sales KPI and in-store conversion tracking, bridged the online-offline gap.

## Insights

Enfamil's response to the infant formula crisis, with help from Hearts & Science, leveraging digital channels and redefining measurement KPIs, successfully maintained the number-one share in the category. By addressing parents' urgent needs for information and trustworthy products, the company reinforced brand credentials, built affinity and achieved increased sales volume and conversion rates, exceeding its goals. This crisis response protected the brand and reassured parents during a challenging time.





NEW

Best Use of AI

Voice Watch



## Background

Established in 2014, the Toyota Mobility Foundation seeks to leverage the automaker's expertise in technology, safety and the environment to resolve urban transportation challenges, expand options and access for personal mobility, and design human-centered mobility solutions for the future. As part of these efforts, the Toyota Mobility Foundation developed Voice Watch, a play-by-play commentary AI to enable differently-visioned people to follow live motorsport races with a play-by-play commentary AI. The technology consists of three different AIs: an object recognition AI, a sign detection AI and a speech frame AI.

## Insights

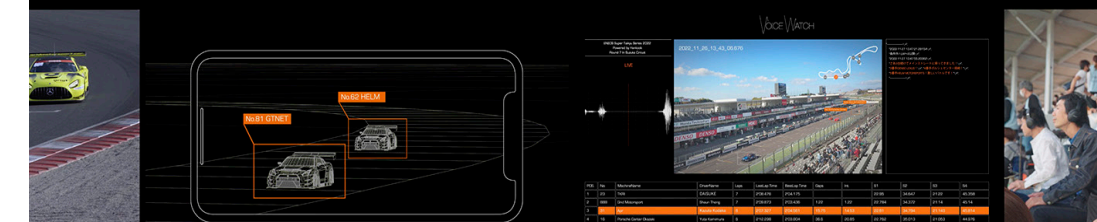
Of the differently-visioned individuals who tried Voice Watch, 80% said they could enjoy the race and would like to attend other sporting events if it was available. Media exposure reached more than 2 million people, and the positive response led to Voice Watch being adopted at Kodomo Suporinpikku, a children's sporting event in Tokyo attended by some 1,000 people. Voice Watch aims to move beyond motorsport to support other sporting events, from minor sports tournaments to regional qualifiers, with a passionate following but lacking live commentary.

mentary AI for the Visually Impaired



## Idea

From seeing the game, to hearing the game. We developed Voice Watch, the world's first play-by-play commentary AI, to enable visually impaired people to follow live races. The technology converts various kinds of race data into audio, providing commentary for visually impaired spectators at circuits without live commentary. Voice Watch automatically generates live commentary to create a new motorsport spectator experience: "hearing" the race.



# Best Use of Influencer Marketing



## Background

Procter & Gamble is a multinational consumer goods company with a wide range of consumer products in beauty, grooming, healthcare, fabric care, home care and baby care. The company's marketing strategy has a strong focus on authenticity. After learning of the popularity of table tennis in NFL locker rooms, P&G tapped eight of the league's most skilled ping-pong players for a friendly tournament – the Battle of the Paddles – ahead of Super Bowl LVII in Phoenix. In the leadup, P&G also created sports content highlighting several of its brands designated as “Official Locker Room Products of the NFL.”

# Procter & Gamble

## Insights

The inaugural tournament, which aired live on Twitch and Amazon, drove consumer engagement and awareness of its brands, including Gillette, Head & Shoulders, Old Spice and Tide. It generated 1.33 billion total impressions, 584% more than the program's KPI, while paid media delivered 11.9 million impressions. The Twitch livestream attracted 3.8 million viewers, while the Amazon Live Shopping integration drew 561,000 views for an event total of 4.3 million. Viewers also took advantage of links promoted during the livestream to purchase P&G products, resulting in a 32% rise over the previous 30-day rolling average.



## ★ THE IDEA ★

Brands were uniquely positioned to bring the league's unofficial locker room sport to Super Bowl week. Table tennis is growing increasingly popular among players across the league. The inaugural tournament featured participants like Jeffrey, Trevor Lawrence and more in a table tennis tournament held in Phoenix ahead of Super Bowl LVII. The event was broadcast as the game before the Big Game.

**4.3 MILLION**  
LIVESTREAM VIEWS



# priceline®

## Background

Priceline, a longtime leader in online travel, gives consumers access to millions of flights, hotels, alternative accommodations, rental cars, cruises, vacation packages and experiences from trusted brands in more than 116 countries worldwide. Priceline introduced an interactive and bookable social media sitcom to reintroduce itself to a new generation of travelers. In 'Go to Your Happy Price,' actor Kaley Cuoco stars as an in-office ringleader, enticing her coworkers to take their dream vacations. Filmed as self-aware comedic vignettes, the series features characters named after Priceline's core customers.

## Insights

The campaign was introduced with a Super Bowl pre-game spot, then diverted its remaining big game spend to more than \$5 million in hidden travel deals that unlocked at kickoff. It has also extended beyond advertising to product innovation – shopping, checkout, customer support, pricing, packaging and loyalty benefits. The campaign has established a PR blueprint for seminal business moments, including Priceline's 25th birthday. Finally, the campaign's special theme song has reignited Priceline's legacy of breakthrough sonic branding with an earworm that has appeared across audio and social media.



## Best Use of Video

## Procter & Gamble

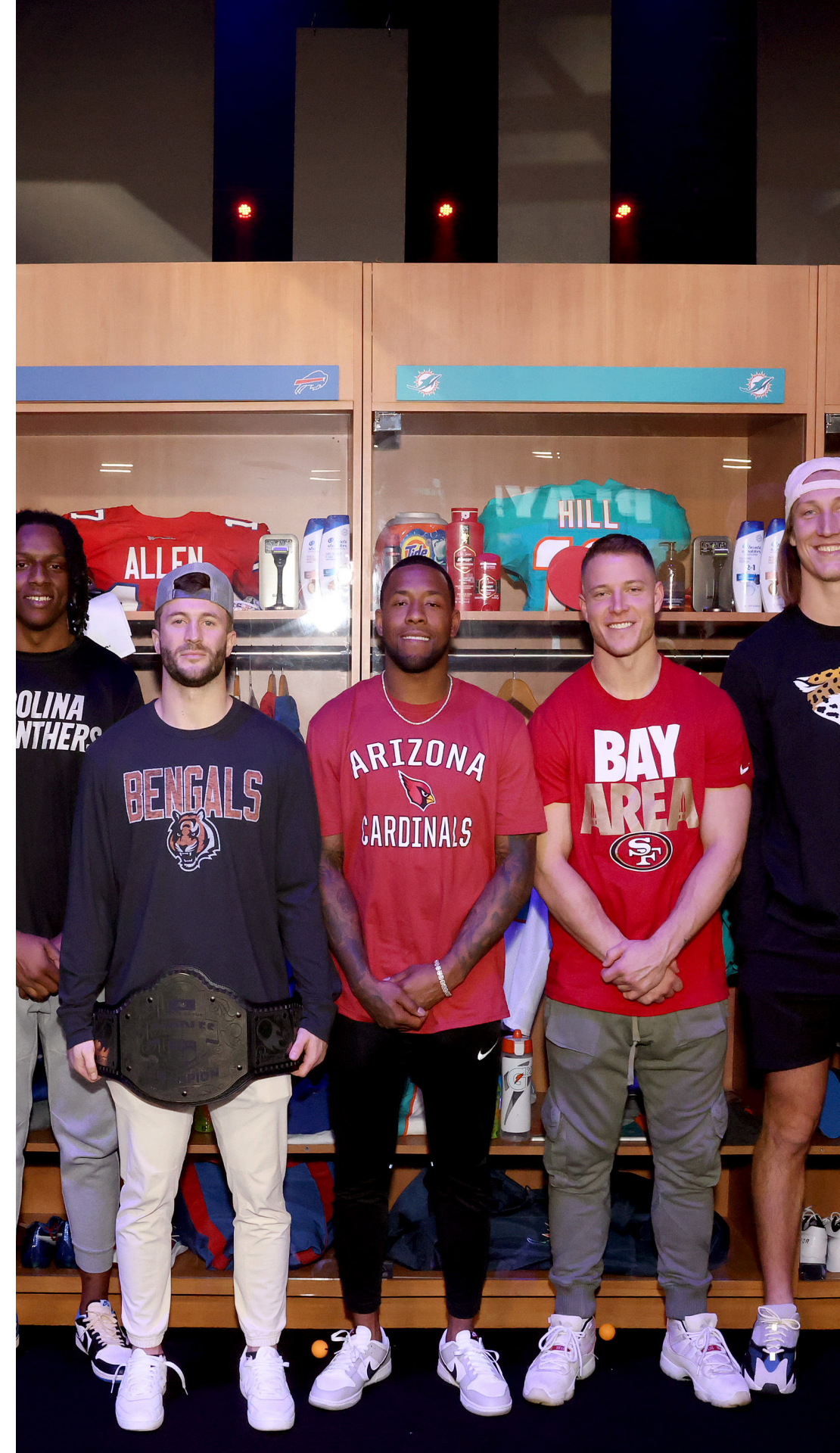


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## Leader of the Year

# Shannon Ryan – Disney Entertainment



### Profile

As president of marketing for Disney Entertainment Television, reporting directly to Disney Entertainment co-chairman Dana Walden, Shannon Ryan has a massive portfolio of upward of 200 titles a year. Since 2019, Ryan has reimaged and led the internal agency responsible for all marketing, publicity and communications strategies for brands including ABC Entertainment, ABC News, Hulu Originals, Onyx Collective and Disney Television Studios. She spearheads bespoke campaigns that permeate the zeitgeist, ensuring that every show becomes someone's favorite and every creator feels their content stands out to consumers.

### Impact

Under Ryan's leadership, Disney Entertainment Television has continued to break records, permeate the cultural conversation and reach audiences with attention-grabbing marketing strategies inclusive of media, creative, social, digital, publicity, experiential and talent relations. Recent campaigns include hit series 'Abbott Elementary,' 'Only Murders in the Building,' 'The Kardashians,' 'The Bachelor' franchise, 'American Idol,' 'Summer of Soul,' 'Grey's Anatomy,' 'Handmaid's Tale,' 'Dopesick,' 'Pam & Tommy,' 'The Great,' 'High School Musical: The Musical: The Series' and more. Notable campaigns include a year-long partnership between ABC and Scholastic in support of 'Abbott Elementary' and an experiential, weeks-long campaign for 'Only Murders in the Building.' During Ryan's tenure, Disney Entertainment Television has dominated ratings and the awards circuit.

The San Diego Union-Tribune

'New Teacher Dis-Orientation' — 'Abbott Elementary' set



The "Abbott Elementary" activation at Comic-Con sit at desks to take a personality quiz that will tell them which sitcom. (Natallie Rocha/The San Diego Union-Tribune)

**Most Innovative Agency**

**Critical Mass**

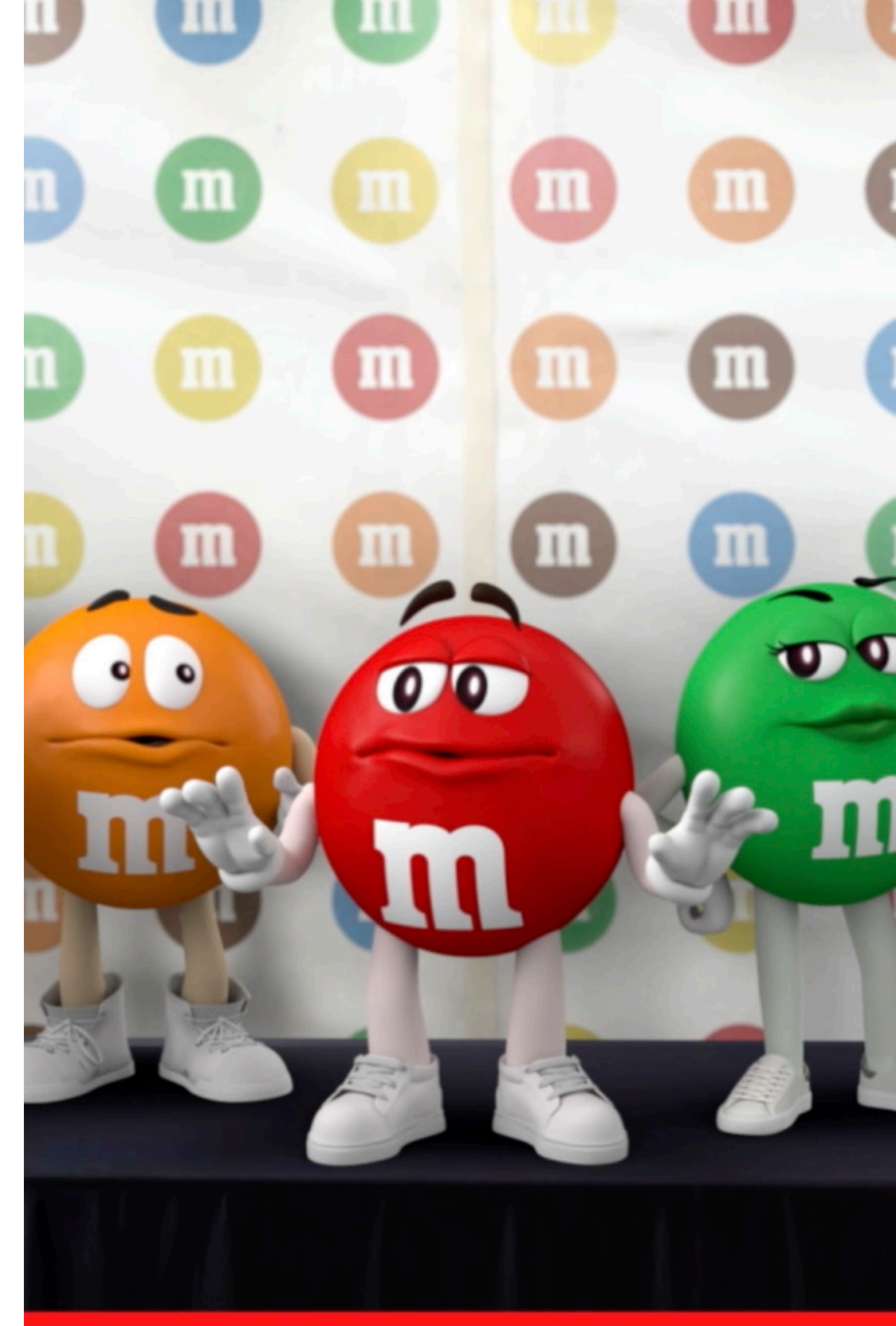
# Critical Mass.

## Background

Critical Mass has a global team of 1,500 across 12 offices, providing full-service digital capabilities for top brands. The agency differentiates itself with uncompromising design standards, relentless customer focus and the ability to put powerful new technologies to work for clients. In 2022, the agency saw its fifth straight year of double-digit revenue growth. Critical Mass has also seen its headcount grow by 25% as it earns new business wins and industry recognition.

## Insights

With an eye to the future, Critical Mass has introduced its ArtBot offering. This next-generation production studio combines creative engineering, intelligent automation and technological expertise with a highly scaled operational model. ArtBot is Critical Mass's way of helping clients evolve their digital ecosystems and future-proof in terms of AI while still being well-designed from an experience standpoint. This proved valuable for Mars M&M's 'Spokecandies on Pause' campaign. Critical Mass leveraged creative automation and sequential messaging to roll out multiple campaign beats and sub-stories over a month-long, interconnected narrative. The campaign earned 25 billion impressions, powered by a 600% increase in asset volume with an 87% reduction in cost per asset.



**AGAIN: M&M'S® CHA**



**Most Innovative Brand**

**Atlas Obscura**

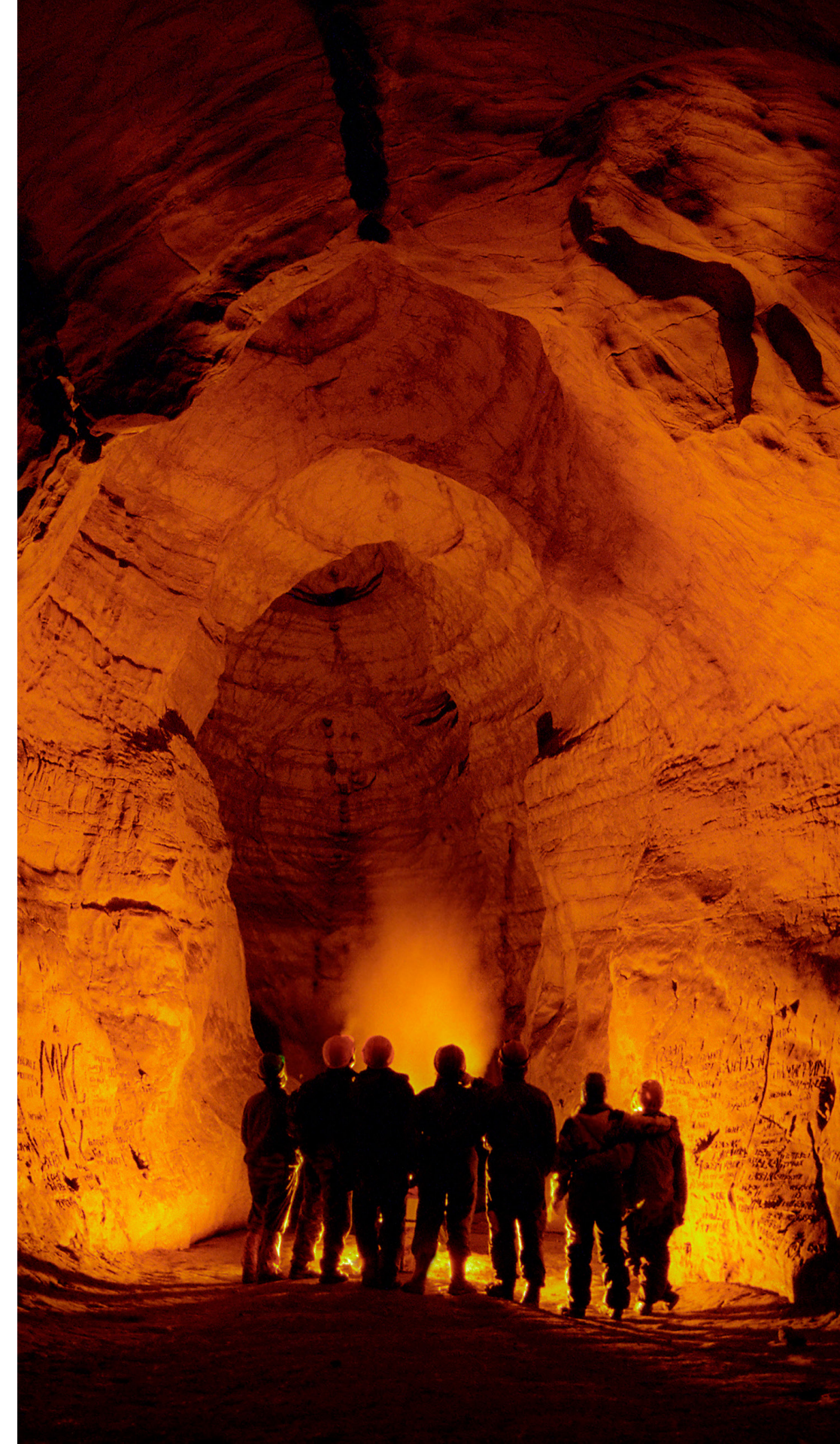


### **Background**

Atlas Obscura is a media and experiences company that shares the world's hidden wonders. Within three years, the company has grown from a travel website into a multimedia hub with podcasts, online classes, several bestselling books and guided tours supporting its mission to inspire wonder about the world. In 2023, Atlas Obscura launched its custom content studio, Studio Obscura, landing clients including Land Rover, Los Angeles and YouTube.

### **Insights**

Amid the continuing impacts of COVID-19, media industry layoffs and the AI boom, Atlas Obscura has been striving to enhance its offerings through strategic partnerships with reputable brands across numerous industries. One recent achievement includes its series 'Untold Earth,' produced in collaboration with PBS and an upcoming second season of 'Small Town, Big Story' in partnership with Brand USA. Atlas Obscura's numerous collaborations have opened doors to new opportunities and fostered a growing and devoted community, contributing to the brand's mission.





## Most Innovative Publisher

## Made In Network



### Background

Made in Network is a Creator Age media company that builds the next generation of global media brands around dynamic characters. StudioMADE creates original programming for creator channels, while MediaMADE offers a slate of media solutions that integrate brands with the company's channels and series. An investment arm, VentureMade, also supercharges the creator-born businesses through capital and expertise. In early 2023, Made in Network acquired the YouTube channel How to Beat, invested in a partnership with Action Bronson to work on two series and developed a new Nashville studio specializing in digital and new media.

### Insights

This year, Made In Network's portfolio surpassed 600 million monthly YouTube views and 4 billion monthly minutes watched (excluding all viewership across supporting social platforms), fueled by its more than 100 million YouTube subscribers. Across all social channels, Made In Network's total following exceeds more than 175 million followers. Increasingly, the company is being invited to compete for advertising budgets typically won by legacy networks or dominant digital publishers. As a result of its efforts, Made In Network has achieved a three-year revenue growth of 150%.





# Most Innovative Technology Platform



## Background

Doceree is a global platform building solutions for healthcare professional (HCP) programmatic messaging with proprietary data tools. It has built a custom demand-side platform, supply-side platform, ad manager, data management platform and technology frameworks for HCP programmatic. Doceree facilitates messaging between life science brands and HCPs through an extensive global network of HCP-only platforms to programmatically deliver personalized communications to physicians. Its solutions include Doceree Provider, which allows pharma marketers to provide appropriate messages about new drugs, therapies and copays to HCPs within their clinical workflow that can be used in real-time to improve the health outcomes of patients.

# Doceree Provider

## Insights

With Doceree Provider, HCPs now have access to readily available information to share with patients during crucial moments of care. Its launch was followed by Doceree's DSP, ad manager and media planning platform, which are meant exclusively for the healthcare sector. The availability of this technology that provides relevant information to HCPs about clinical trials contributes to patient recruitment and to the research and development that impacts a larger patient population. Doceree is also looking to expand its global HCP reach with meaningful partnerships and technological alliances.

**doceree**<sup>TM</sup>  
provider

This is programmatic  
at physician's service

- Co-pay Spark**
- Trial Spark**
- Clinical Spark**

PR articles

- Forbes**  
Addressing The 'Affordability Challenge' In Healthcare Through Digital
- MM+M**  
Improving utilization of patient affordability programs
- Healthcare IT TODAY**  
Prescriptions Generated Three Times More Frequently on POC Mediums: Doceree 2022 Annual Report
- yahoo/finance**  
Prescriptions Generated Three Times More Frequently on POC Mediums: Doceree 2022 Annual Report
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