



DIGIDAY
VIDEO
AWARDS

Introduction

This year's **Digiday Video Awards** honor a diverse array of brands, publishers, platforms and technology companies.

From large businesses to small, the honorees ensured that their distribution tactics and content choices informed one another. Across all categories, winners knew exactly which audiences they were trying to reach, taking extra steps to serve them the right messages on the right platforms, often expanding into new channels to do so.

Beyond tactics, tone and presentation, one characteristic proved pervasive: this year's honorees recognized that successful campaigns start with meaningful, substantive content.

Use this guide to explore all the winners of the 2020 Digiday Video Awards. In each section you'll find a quick rundown of the campaigns, along with insights into why they won and what we can learn from them. Put these ideas to work, and we hope to see your campaigns among the winning entries in future Digiday Video Awards.



Videos

Best Brand Film - Single

ACE Content and Budweiser



Kings of Beer:

Budweiser and ACE Content created an 83-minute documentary, taking a deep behind-the-scenes look at the Global Brewmaster Competition and dismantling any misperceptions that macro brews require a lesser commitment to rigor and craft. Budweiser and ACE Content distributed the documentary in multiple waves and gave it legs through partnerships with Delta and a run on Amazon Prime Video.

Insights:

Budweiser and ACE Content used the documentary format to reinforce the brand's core appeal — diving into the theme of craftsmanship and unapologetically embracing a legacy identity. Highlighting the heart of a brand is a genuinely winning move.



KINGS OF BEER

65 BREWMASTERS 23 COUNTRIES 1 WINNER



Best Brand Film - Series

VH1



RuPaul's #DragRacePride:

VH1 connected RuPaul's Drag Race with the symbolic heart of the queer-equality movement — the The Stonewall Inn — via a spotlight on eight legendary queens from the series' run. Each of them donned a distinct monochromatic look representing a color of the original pride flag.

Insights:

Without a need for voiceover or over-explanation, the series brought together historic imagery, a legendary locale and top photographers and artists to document a powerful narrative. When the story is strong enough, it speaks for itself.

Best Video Ad

CH Media and Truth



MEDIA



truth initiative[®]

INSPIRING TOBACCO-FREE LIVES

Chuggin' on Clouds:

Featuring a music video aimed at 18–24 year olds, CH Media and Truth depicted a recording artist experiencing a health revelation related to his vaping habits, as it slowly dawns on him that the subject he's enthusiastically singing about may be the very thing that's making him sick.

Insights:

CH Media and Truth struck a delicate balance between humor and urgency, conveying a powerful public health message without terrifying its audience — or preaching to them. Powerful messaging works on a personal level for the right audience.



Best Live Moment

Electronic Arts and BEN



BEN

Apex Legends Launch:

EA and BEN harnessed the power of gaming influencers like Ninja for the launch of their battle royale game, infusing the right mix of humor and die-hard enthusiasm into the first public display of APEX Legends gameplay.

Insights:

With its choice of influencers, EA and BEN used the gaming celebrities that made the most sense to connect with its audiences. In forging a flawless match between influencer and consumer, gaming brands can tell their stories from a trusted point of view.

Platform | Distribution

Best Social Video Campaign

DoSomething.org and Chevrolet



Ride & Seek:

This video campaign featured a PSA created with seatbelt safety and younger drivers in mind. Engaging with an actor highly relevant to the target demographic — Jason Genao of teen-oriented Netflix series Off My Block — the campaign leavened the seriousness of the seatbelt safety messaging with cheeky messaging designed to appeal to teens.

Insights:

Selecting the right messenger and approach is as vital to campaign success as the message — especially when the topic is a serious one.





Best Multi-Platform Video Campaign

PepsiCo



Bubly Sparkling Water:

PepsiCo launched a new Super Bowl campaign featuring the aptly-named Michael Bublé. Indeed, the singer seemed convinced that PepsiCo's new brand of sparkling water was named after him. The campaign then followed up with a teaser on The Ellen Show and partnerships with Prime, YouTube, Instagram, GIPHY and Google Search.

Insights:

PepsiCo showed that genuinely smart, funny and engaging content can live multiple lives across multiple platforms.

Best Snapchat Show

NBC News



Stay Tuned:

With this breaking-news feature geared toward Gen Z, NBC News utilized Snapchat to place daily deep-diving journalism in front of younger audiences. It succeeded in capturing twice-a-day attention for updates among 13–21 year olds.

Insights:

NBC News proved that younger audiences gravitate to news that engages them on channels they already love. And they want snappy scripting, appealing visuals, personable hosts and attention-grabbing headlines. Matching form and content are essential to winning campaigns.

Best Use of TikTok

Chipotle Mexican Grill and Day One Agency

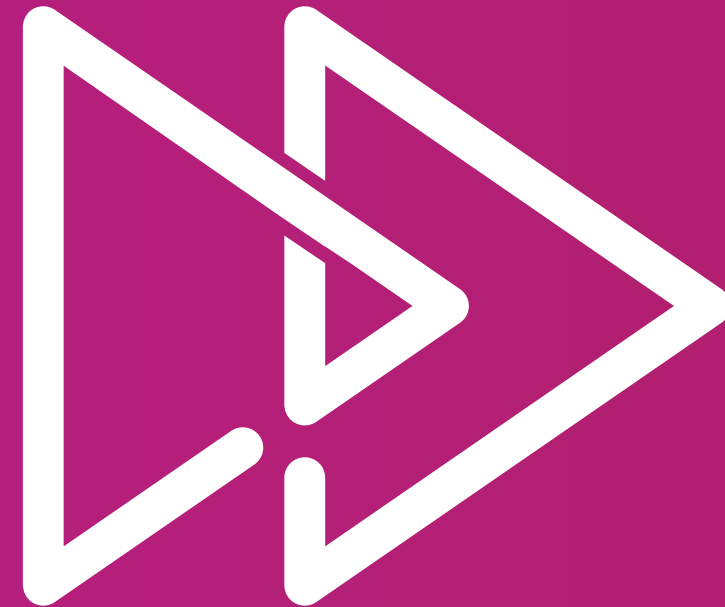


Summer of Chipotle:

Chipotle's new TikTok campaign led with longtime fan and creator David Dobrik. The campaign celebrated free delivery on Cinco de Mayo orders with the #LidFlipChallenge. In the first six days of the challenge, which prompted users to cover up their burrito bowls with flair, more than 110,000 videos were posted.

Insights:

With school out for the summer — and with the goal of engaging more than half of Gen-Z and millennial customers — Chipotle Mexican Grill and Day One Agency wisely seized on a social platform that's booming in popularity amongst younger users. And, they leaned in to UGC to forge a personal connection between consumer and campaign.



Best Use of Instagram Stories

Comedy Central



Weekly Insta-Stories:

From guides on being an influencer to tips for attending a wedding alone, to an interactive would-you-rather game Comedy Central utilized formats and content specific to Instagram Stories, from flipbooks to ultra-low-fi video.

Insights:

Comedy Central led with actionable information and interactive storytelling, avoiding the pitfall of resharing made-for-TV videos and instead engaging users with platform-specific, original and meaningful content.

Best Use of IGTV

Freeform and ATTN

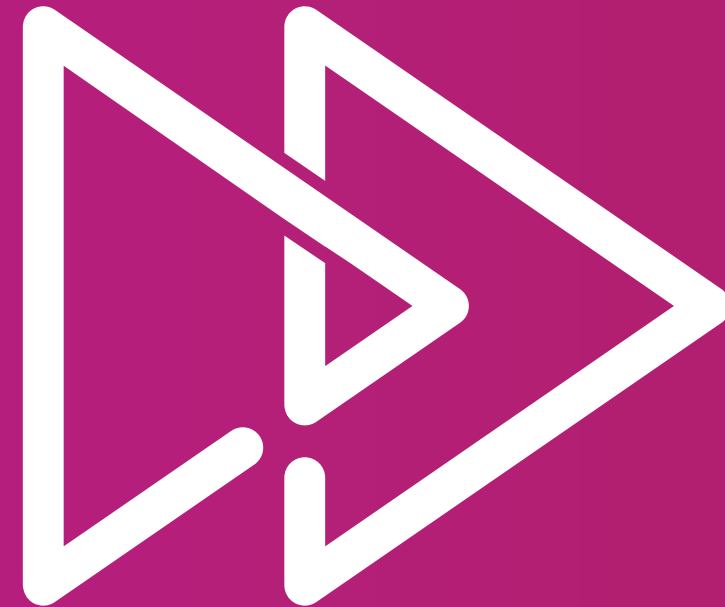


The Trouble With:

An after-show for Freeform's "Good Trouble," made specifically for social media, "The Trouble With" takes fans on a deeper dive into the issues presented within the TV program, expanding on the themes and unlocking new formats.

Insights:

Freeform and ATTN chose a Gen-Z friendly environment to engage more deeply with fans of its young-adult oriented series. The winners recognized that, for viewers of a certain age, the world of TV has expanded well beyond linear platforms.



Best Facebook Watch Show

ESPN



College GameDay Behind the Scenes:

ESPN teamed up with Facebook to bring behind-the-scenes footage from College GameDay, ESPN's college football pregame show, to the digital masses. The new Facebook Watch series gave on-camera talent active roles in content creation, and required editing teams to quickly deliver finalized material just hours after it was shot.

Insights:

This campaign serves as an excellent example of linear producers innovating with non-linear programming, foregrounding UGC and taking advantage of unique Facebook Watch products like polls and Watch Parties. It also highlights the value of nimble editors enabling rapid turnarounds to keep every beat of the campaign timely. The "when" can be as critical as the "what."

Best Snapchat Discover Publisher

PinkNews

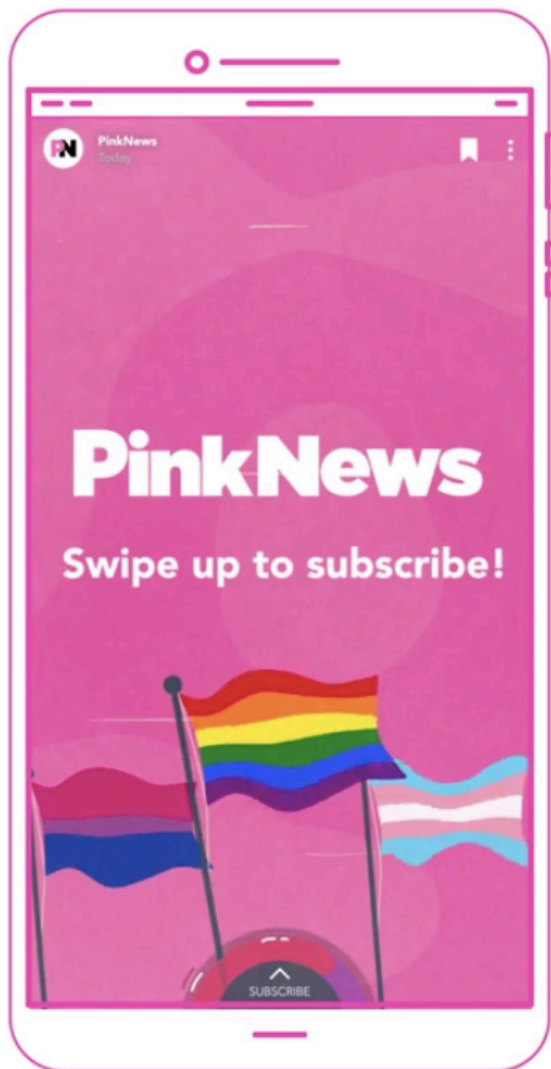
PinkNews

PinkNews Snapchat Discover channel:

Fifteen-year-old media brand PinkNews — the first online magazine focused wholly on LGBT+ issues — took its digital-first mindset to Snapchat's Discover platform. The channel covered current affairs, politics, health, lifestyle and entertainment, all with a sketchbook aesthetic and its LGBT+ audience firmly in mind.

Insights:

New revenue streams require new products, and PinkNews took advantage of Snapchat's wide array of offerings to develop original shows, new geographies and new lenses onto its coverage.



Say hello to
PinkNews
on Snapchat

Best Publisher Pivot to TV

Jukin Media

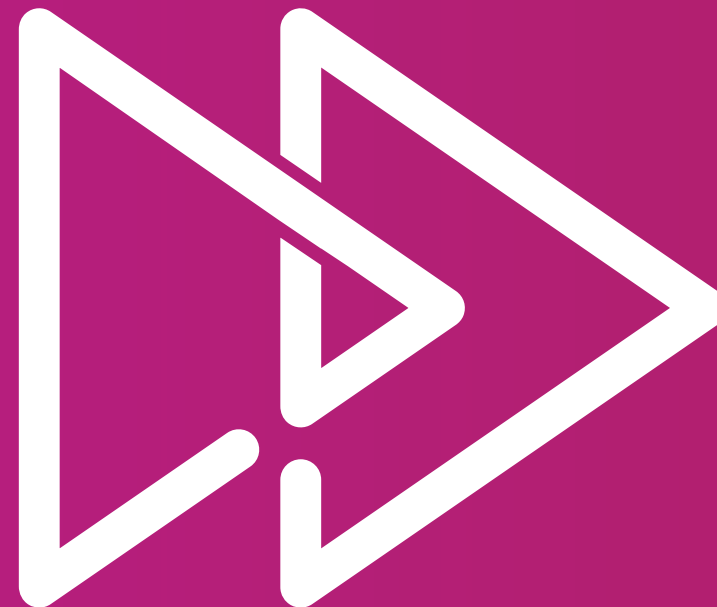


TBD Network:

Targeted toward millennial audiences, the Sinclair Broadcast Group-owned network has never forgotten its digital roots, displaying a strong focus on internet-based and user-generated content.

Insights:

TBD Network launched across a robust mix of streaming and linear services, including Stirr, T-Mobile, Comcast, PlutoTV, Samsung UK and Tivo. TV content with online origins calls for a diverse distribution strategy.



Best Video Distribution & Programming Strategy

Jellysmack



JELLYSMACK

Jellysmack:

The creative video company continued building out its slate of services to help brands identify over-performing topics and trends and distribute the right content on social platforms. The company always took a data-led, technology first approach, using a variety of sophisticated tools to help brands drive performance.

Insights:

Jellysmack brought social listening tools, multi-variant testing and publishing tools into play — always using the company's own products. Proprietary approaches put performance controls in the hands of the creator.

Technology

Best Video Ad Tech Innovation

Teads and Oracle Data Cloud

Teads

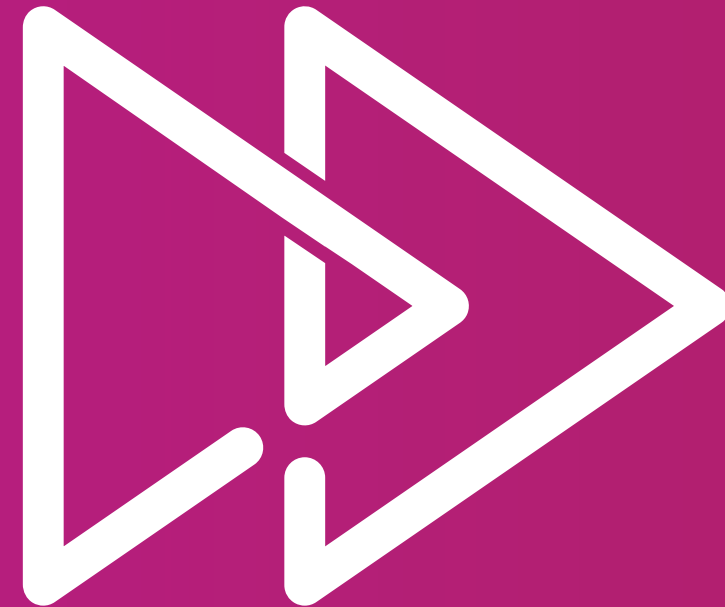
ORACLE
Data Cloud

Moat:

Teads partnered with Oracle Data Cloud's Moat to build solutions for transacting on VCPM and cost-per-completed-view based on a selected duration. Health-focused app developer ASICS Digital was one of the first companies to run a campaign using the new offering.

Insights:

Teads and Oracle Data Cloud helped clients achieve 100-percent viewability. Above all else, advertisers want to be seen, and getting out ahead of the pack takes partnerships. Combining resources often unlocks new opportunities to innovate.



Best Streaming/OTT Platform

DAZN



DAZN:

Live and on-demand sports platform DAZN streamed over 400,000 hours of sports in 2019. The platform, which partners with Comcast, SnapChat, PlutoTV and others, is a repeat winner, taking Best Streaming/OTT Platform for the second consecutive year.

Insights:

With its wide array of distribution partnerships, the platform services sports fans in nine different countries across four continents. Sports fans are everywhere — and reaching all of them requires casting a wide net.

Best Video Distribution Platform

Ellen Digital Network

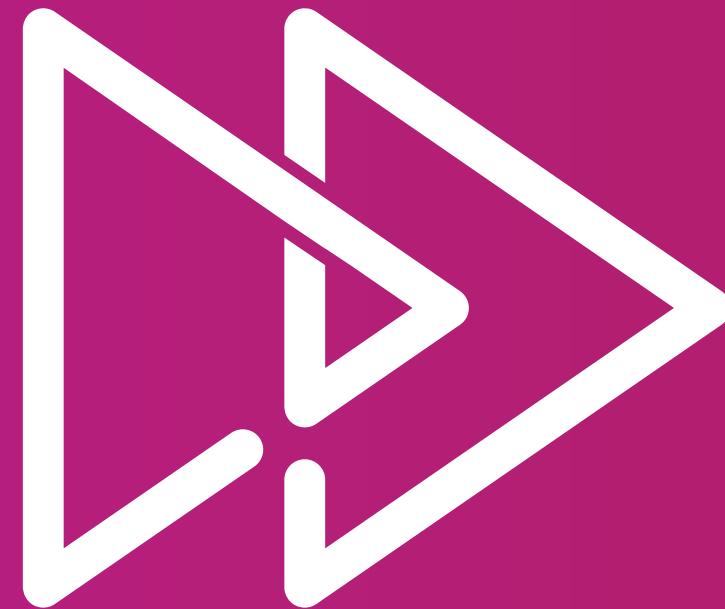


Ellentube:

Ellentube gives digital viewers the chance to interact with Ellen content, branded content created in partnership with advertisers and viewer generated content. The channel leverages Ellen's powerful combination of broadcast presence and social reach to drive fans to the site and app.

Insights:

Ellen Digital Network recognized that original, user-generated and branded content can happily coexist on the same platform if it all shares the feel-good attitude that Ellentube's viewers crave. Understanding the channel's audience allows advertisers to forge a unified ethos across all content types.



Best Connected TV Platform

VG News



VG News:

The main news provider for over half of Norway's population, VG News ventured into new technology partnerships with an eye toward audio. The network integrated with smart-speaker technology and began recording updates for circulation on Google Home devices.

Insights:

Even as it expanded into recordings and smart speakers, VG News intentionally created video content that could easily be converted onto audio-only platforms. It's a reminder that the consumer's digital experience is interconnected — and campaign elements should be, too.

Grand Prix

Best Advertiser in Video

Hulu

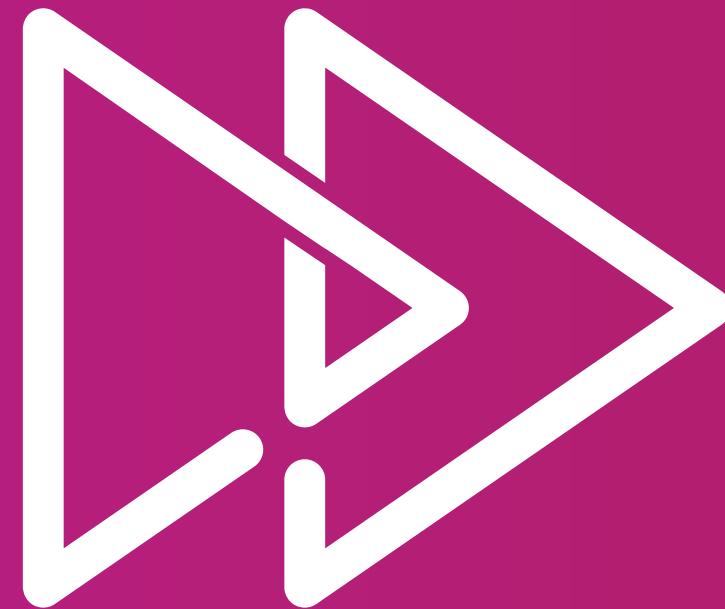
hulu

Hulu Sellouts:

With its Hulu Sellouts ad campaign, the video service introduced its live sports offerings to the masses — and happily acknowledged paying influencers to endorse its product. The campaign featured live TV spots, billboards, online banners, various social promotions and, of course, a hefty dose of influencer marketing from the likes of NBA players Joel Embiid, Damian Lillard and the U.S. Women's National Soccer Team.

Insights:

Hulu recognized that viewers don't mind promotional tactics, as long as advertisers level with them. Letting down the guard a little can pay off, if it's done with authenticity — and it drives campaign success.



Best Video Publisher Partner for Brands

CH Media



CH Media:

IAC's CH Media, comprised of the digital brands CollegeHumor, Dorkly and Drawfee, partnered with a diverse array of companies to create hysterical video content for brands including Trojan, AT&T and Orbit.

Insights:

Whether you're selling gum, a phone service or prophylactics, CH Media recognized a universal truth: Everyone likes to laugh.

Digital Studio of the Year

Culture Trip

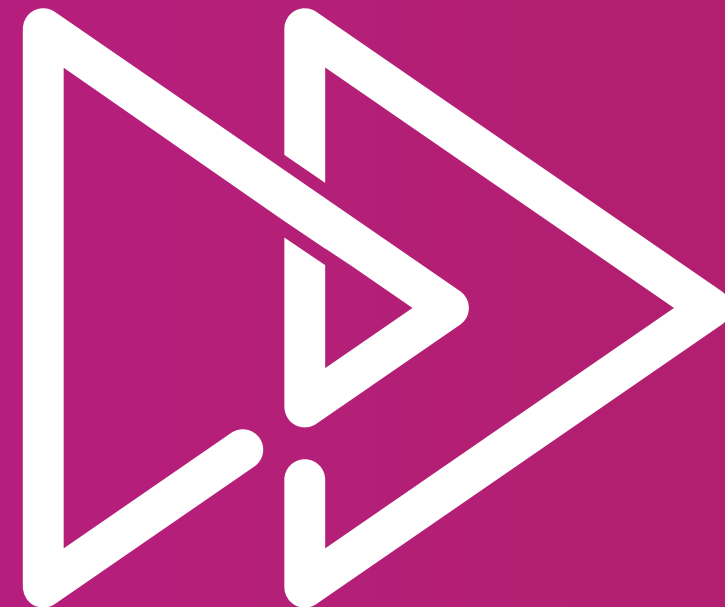


Culture Trip:

In three years of making video, the travel-focused digital studio covered 100 countries. Culture Trip saw a pronounced upward trajectory in hitting its KPIs, including editorial reach, user retention, branded content revenue and travel business revenue.

Insights:

Culture Trip demonstrated its grasp of audience identity, shooting content on every continent to dovetail with its diverse demographics. Travel enthusiasts' attention can never be fixed in one place — unless they're taken on a wide-ranging journey.



Video Executive of the Year

Peter Naylor, head of advertising sales, Hulu

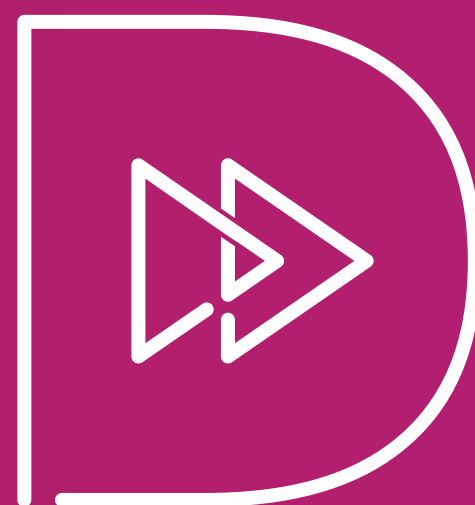
hulu

Peter Naylor, head of advertising sales:

Under Naylor, Hulu expanded offerings for brands, rolled out new ad campaigns and interactive ad units. His efforts significantly increased the amount of time that ad-supported viewers spent viewing ad content on the platform. That's quite an achievement, given that 70 percent of Hulu viewers use an ad-supported plan.

Insights:

By leveraging audience insights, Hulu provided advertisers with a wealth of viewer-specific targeting options, and consequently offered audiences more optimal ad experiences. If you have data, use it to drive a UX that keeps viewers in sync with the campaigns that match them best. It's a winning scenario for all.



DIGIDAY
VIDEO
AWARDS