



**DIGIDAY**  
MEDIA  
AWARDS

# Introduction

This year's **Digiday Media Awards** honor a wide variety of brands, publishers and creators. Winners created stellar content and launched tech-driven, customized experiences for users and advertisers alike. In a year when many media brands struggled, this year's winners diversified revenue by telling relatable stories, formulating personalized strategies and reaching their audiences where they live.

A drive for intimacy and personal connection was evidenced throughout this year's efforts. With robust social-media distribution tactics, behind-the-scenes features, humanized storytelling and innovative distribution, 2020's DMA winners connected with their audiences on an intimate level. Audiences noticed — and so did advertisers.

Use this guide to explore all the winners of the 2020 Digiday Media 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 winners in future Awards.



# Branded Content

**MOTORTREND**



Resonance and personalization are key themes running across all of this year's Branded Content honorees. Winners transcended mere sales pitches, each finding an authentic voice that engaged users with messages they cared about, from stories of hardship to expert advice on vital topics. In some cases, winners took deeper dives into existing content — sticking close to the sites and social platforms where relevant audiences were most active. Successful branded content reaches users where they live, with content they care about — and this year's winners leaned into that factor.



# Best Branded Content Program - B2B

MotorTrend Group and Porsche

**MOTORTREND**



## Inside 'The Heist'

MotorTrend took a documentary-style look at "The Heist," Porsche's dazzling Super Bowl commercial featuring a meticulously choreographed ten-car chase through the streets of Stuttgart, Germany. The featurette ran across MotorTrend's digital properties, placing the brand in front of auto fanatics who may have missed the ad — or just wanted to know more about it.

## Insights

With a behind-the-scenes look at Porsche's ambitious commercial, MotorTrend extended the brand's approach far beyond linear TV. Most auto fanatics appreciate a look under the hood, and MotorTrend showed it knew its audience well enough to recognize that sense of curiosity and put it to work.





# Best Branded Content Program - B2C

Hearts & Science, Great Big Story, Courageous Studios and AT&T



## 'It Can Wait: A Message to Live For'

AT&T's "It Can Wait" campaign, which encourages people to make a lifetime commitment to ending distracted driving, has been going strong since 2010. The wireless brand's most recent effort centered on three short films about families that have been impacted by distracted driving, providing a resonant boost to the campaign's annual pledge day.

## Insights

With content appearing on the Great Big Story website and social channels, along with CNN's linear and digital channels, AT&T cast a wide net with its films. When a critical message applies to the masses, it's best to go broad with distribution. Meanwhile, the personal, family-focused nature of the stories helped set the tone for a call to action, one that felt like it came from people just like the audience watching.

# Best Brand Partnership - B2B

Financial Times and CFA Institute



## Moral Money

The new Financial Times vertical, created in partnership with the CFA Institute, encourages the incorporation of environmental, social and governance data into the investment process, enabling investors to become more informed about the social ramifications of their decisions. The branded property continues to make powerful arguments for a shift toward sustainable, responsible and ethical investment.

## Insights

Moral Money reaches ethical-minded investors across two major properties — a constantly updated hub page providing insightful news and commentary, along with a weekly newsletter. Brand's can convey their message and stand alone as informative news properties simultaneously — and audiences expand when the distribution channels and options for engaging with content are dynamic.





IN PARTNERSHIP WITH  
 NATIONAL ASSOCIATION OF REALTORS®



# HOME AGAIN

IN PARTNERSHIP WITH  
 NATIONAL ASSOCIATION OF REALTORS®

## Best Brand Partnership - B2C

The National Association of Realtors and Vice Media



### 'Home Again'

The B2C branded partnership between Vice Media and the National Association of Realtors shed light on communities rebuilding and planning for the future in the wake of large-scale natural disasters. Beyond highlighting the damage, Vice and NAR used a three-episode custom video series to explore the future of urban planning and the ways in which Realtors can help with recovery.

### Insights

With videos focused on Puerto Rico, Houston and California, the video series from NAR and Vice Media highlighted pathos and common experience across diverse communities. If your brand's relevance transcends geographies and demographics, then its stories can reflect that as well. And that's an audience-growth tactic that pays off in wider reach and a chance to identify new cohorts as the scale and scope of the campaign increase.

# Video



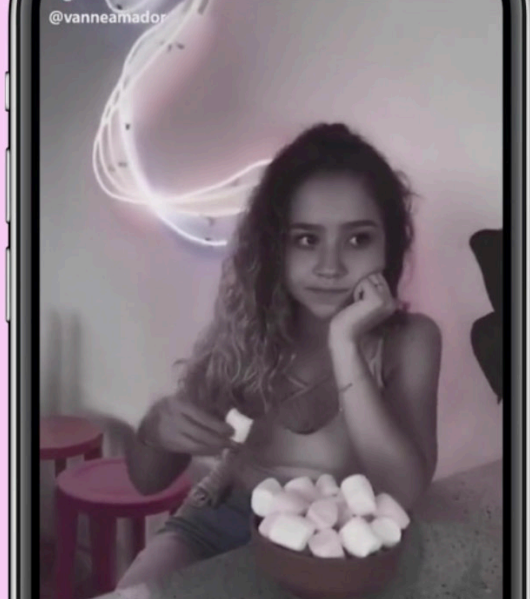
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Whether interviewing sympathetic documentary subjects, utilizing the right influencers or taking viewers behind the scenes before a dramatic boxing match, our 2020 winners took a personalized approach to content. This year's honorees recognized that audiences expect a sense of connection to the people driving the content they consume.





how does eos lip balm  
make your everyday  
more awesome?



# Best Non-Standard Advertising

## Mekanism and Eos



### 'Make It Awesome' TikTok Hashtag Challenge

In the world of influencer marketing, no platform is gaining influence faster than TikTok. Beauty brand Eos chose TikTok for its new campaign, which took a music-and-influencer focused look at how the company makes its lip-balm products. Featuring a host of internet stars, including Chris Kerr, Sharla May and Drew Dirksen, the campaign garnered more than 3 billion views.

### Insights

In addition to highly engaging creative — foregrounding original music by popular artists — the campaign boasted a carefully considered social strategy. The first step to influencer marketing is reaching your audience where they congregate — in this case TikTok — and through ambassadors they take seriously. Both factors contributed to a winning outcome: adding authentic value to the audience experience on TikTok.

# Best Live Event

DAZN



## KSI vs. Logan Paul II

Held at Staples Center, Los Angeles, the rematch boxing event between British YouTuber KSI and American YouTuber Logan Paul capitalized on the cultural cachet of two digital celebs, resulting in one of the most watched boxing events of the year — 23.8 million fans tuned in.

## Insights

KSI vs. Logan Paul II was distributed across seven platforms, including the YouTube pages of Logan Paul and KSI. DAZN also surrounded the event with behind-the-scenes coverage. When it comes to influencers, fans crave access, and audiences tune into live events when they know the access-rich experience can't be replicated by recaps and next-day coverage.



# ALMOST



# FAMOUS

THE The New York Times Op-Docs SERIES FROM BREAKWATER STUDIOS LTD

[www.breakwaterstudios.com](http://www.breakwaterstudios.com)

## Best Video Series

The New York Times and Breakwater Studios



**BREAKWATER**  
STUDIOS LTD

### 'Almost Famous'

As created for Op-Docs, The New York Times editorial department's section for short opinion-driven documentaries, the series focused on individuals who nearly made history, but fell just short. "Almost Famous" demonstrated that would-be pop-stars and astronauts who never reached space can still find happiness — and an audience. One film in the series, directed by Kim Hill, received 3.3 million views.

### Insights

"Almost Famous" took an innovative and highly relatable approach to storytelling and subject matter, reminding us that perseverance in the face of failure is a story that audiences find inspiring, and that just missing the brass ring is an experience with which many viewers can identify. Based on the numbers, the combination of these two elements was irresistible.

# Editorial



**THE PLAYERS'**  
**TRIBUNE**



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From contending with the coronavirus to coping with homophobia and sexual predators, 2020's editorial leaders recognized that the year's audiences were going to be focused on crisis, justice and social awareness in their editorial content. The year's most successful storytelling refused to shy from heavy themes like hardship and prejudice. Modern audiences don't want or expect to be bombarded with feel-good content; they expect connections with those who are striving and struggling just like they are.



# Best Single Article

The Players' Tribune and Sue Bird

**THEPLAYERS'  
TRIBUNE**

## 'So the President F\*cking Hates My Girlfriend'

In a post on The Players' Tribune site, WNBA player Sue Bird passionately defended US soccer champion Megan Rapinoe — who happens to be her girlfriend — following a bizarre feud between Rapinoe and the current resident of 1600 Pennsylvania Avenue.

## Insights

Bird and The Players' Tribune seized on a potentially painful current event to deliver fans an intimate look at a fascinating relationship, all while forcefully repudiating misogyny and homophobia. Sometimes it's best to take your grievances — and your love — straight to the fans, and when that is done with authenticity and passion, the loyalty and shareability that result are an uncontested match.



# Best Editorial Series

U.S. Chamber of Commerce

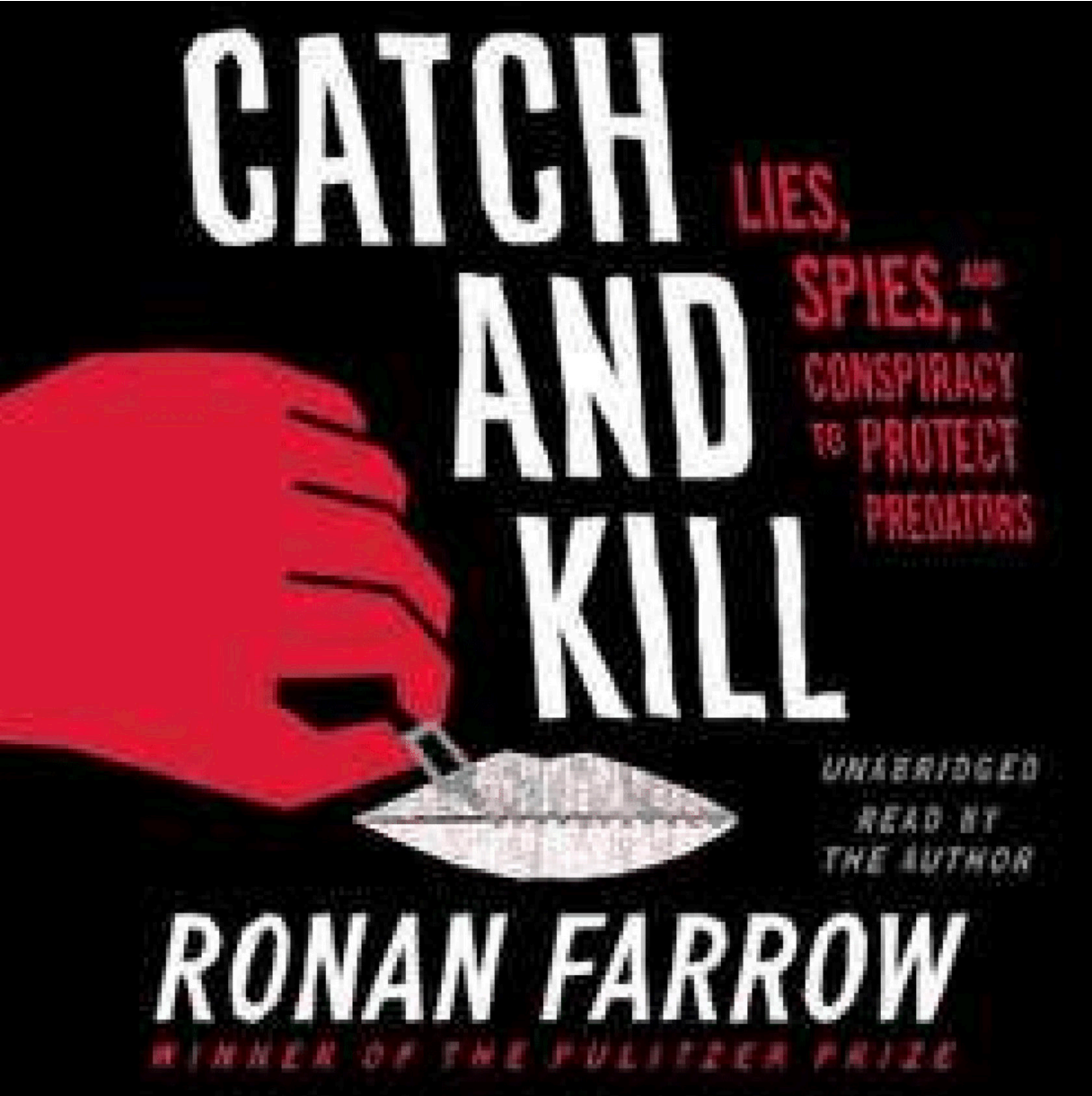


## Grow with CO

CO is a new B2B site serving as a gateway to the nation's small and medium-sized businesses. With it, the U.S. Chamber of Commerce set out to answer business owners' most pressing questions about running and growing companies, featuring expertly sourced explainers, how-to articles and exclusive interviews with disruptive companies.

## Insights

Although no one could have anticipated as much at CO's launch, the property has made an indelible mark as an up-to-date source of information on the coronavirus crisis and its impact on the business community. When your offering is aligned with the times, performance and resonance acquire a momentum of their own.



## Best Podcast

Pineapple Street Studios



PINEAPPLE STREET STUDIOS

### The 'Catch and Kill' Podcast with Ronan Farrow

The podcast, which served as a companion piece to Farrow's New York Times bestseller of the same name, featured new conversations from key figures in Farrow's reporting on Harvey Weinstein. Listeners also heard never-before recordings from Farrow's investigative work. The podcast hit number two in the Apple Podcasts Top Charts, and number one in the News and Podcast category.

### Insights

"Catch and Kill" amply demonstrated that audio can serve as the perfect conduit for extending the reach of hard-hitting journalism. Reporters and publishers shouldn't limit themselves to the page, especially when the power of the human voice can be coupled with the kind of gripping firsthand accounts that "Catch and Kill" brought to the microphone.

# Product

**INVERSE**

**ASSEMBLY**  
DIGITAL MEDIA

 **Subtext**



**very  
big  
things.**

 **USA  
TODAY**

 **the  
spruce**

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Across all of this year's product winners, one clear theme emerged: Technology and targeting don't have to be top-down strategies. No doubt, sophisticated and unprecedented uses of tech and engineering also shaped the efforts of this year's product pioneers. But whether crafting personalized ad strategies or tailoring newsletter features to the unique habits of readers, this year's winners took a deep look at the behaviors of those they were attempting to target, adjusting their technological efforts accordingly.

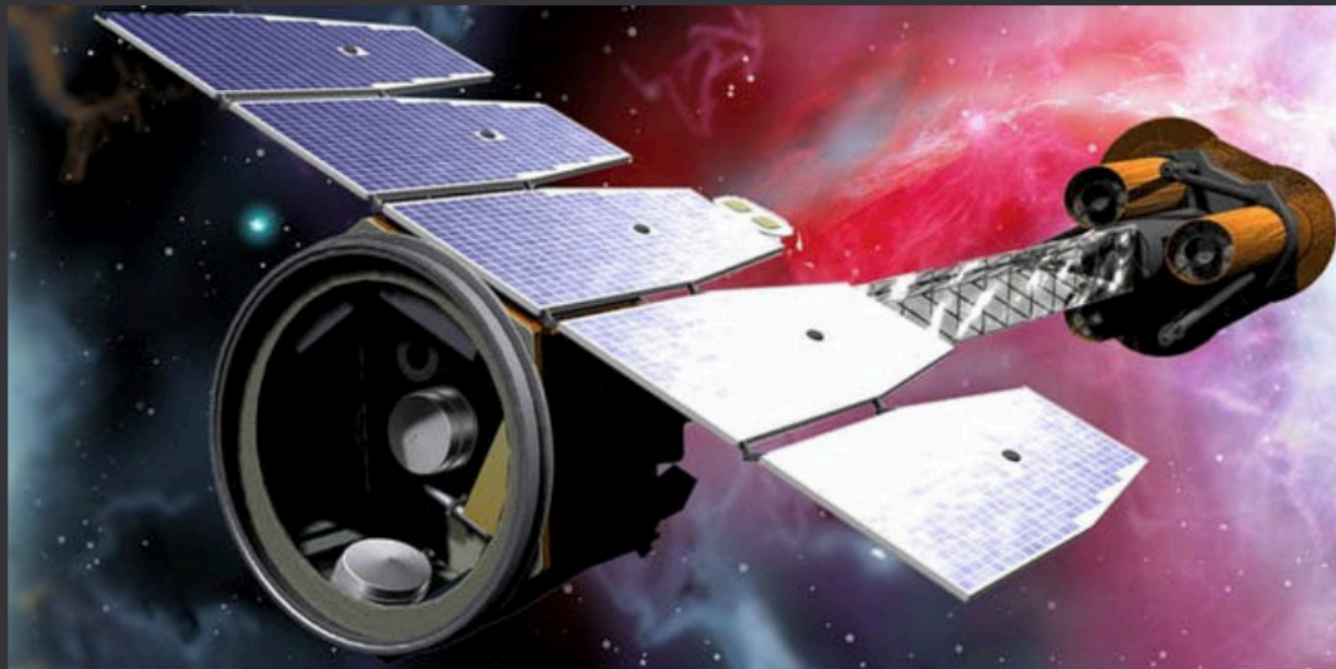




Brought to you in partnership with

**Gillette**Labs  
HEATED RAZOR

**INVERSE**  
INVERSE DAILY



**You've opened 7 out of 7 emails this month and unlocked Inverse Silver!**

Congrats! This is your 150th consecutive open!

- Current Prize: Philips Hue Smart Bulb Starter Kit
- Next Rewards Level: Google Nest Smart Thermostat

Read *Inverse Daily* every day to advance your rank in our monthly giveaways. The more you read, the better the prizes.

## Best Newsletter

Bustle Digital Group

**INVERSE**

### Inverse Daily

In 2019, Bustle Digital Group ditched its email service provider and built its own custom product. The revamped newsletter's most innovative new feature was its Inverse Daily Rewards program, which raffles off prizes to users — especially those who open their newsletters the most frequently.

### Insights

Value emerges in different ways — some of them content-focused and some of them more literal. Inverse's engineering team pioneered a product that delivered actual awards to its audience for loyal readers, and it unlocked higher open-rates by tapping into a driven mindset that wants to gamify the user experience. A win-win for the publisher and the subscribers.

# Best Use of Audience Insights

Assembly Technologies, Inc.



## Statera

Built in-house, Assembly's Statera collects and analyzes billions of data points to identify the shared characteristics of high-value readers — namely, those who engage deeply with the digital publisher's content. Assembly leveraged the resulting insights to retrain the machine learning systems of marketing platforms like Google and Facebook, automating ad placement based on real-time reader behavior.

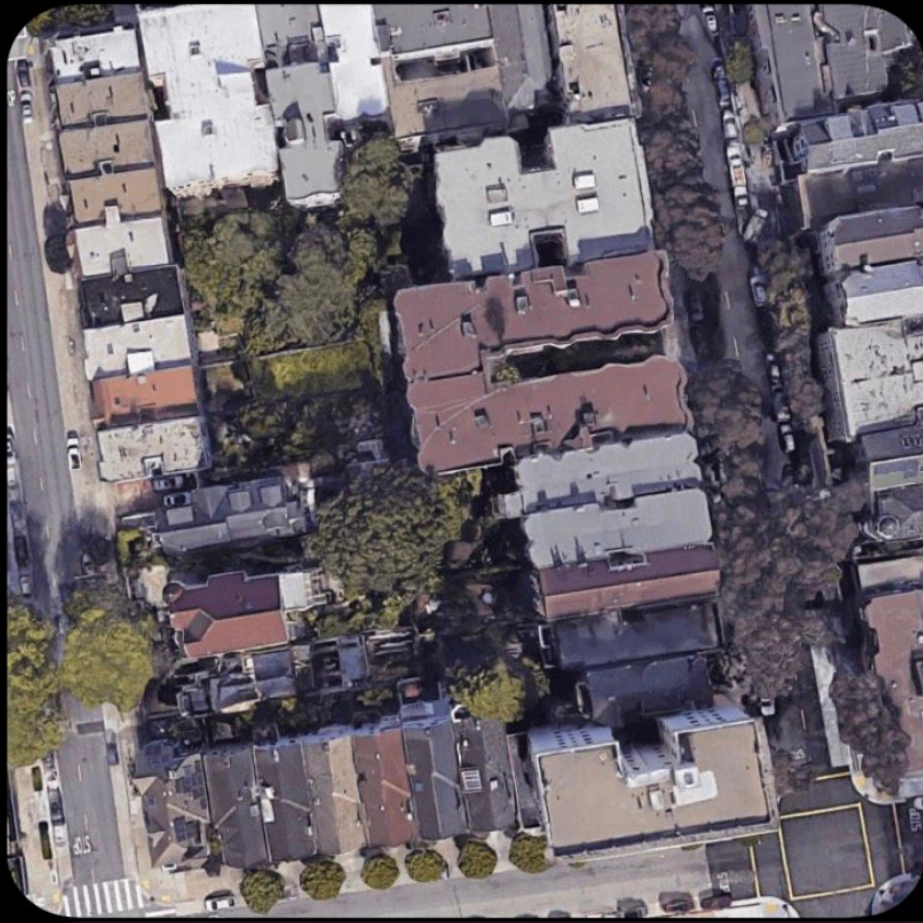
## Insights

With Statera, Assembly recognized that a custom AI product could work in tandem with existing marketing platforms from major companies, expanding their capabilities to engage proprietary, data-led approaches and forge deeper connections to the digital ecosystem.



Subtext: SF Scavenger Hunt >

Mon, Feb 10, 12:01 PM



Hello Where in SF scavenger hunters. This weeks' clue is an aerial view of a block. If you saw it straight on, you'd most definitely recognize it. Can you recognize it from above? Winner gets some moolah.

# Best Subscription or Membership Product

Subtext



## Subscription Platform

Subtext's message-based subscription platform allows journalists, media companies and other creators to communicate with their subscribers directly via texts. The SMS system created an intimate connection between marketers and their audiences. And it's taken root: The platform already hosts more than 150 partners.

## Insights

Subtext took advantage of a medium that allows marketers to be proactive, rather than wait for audiences to come to them. Subtext also proved there are victories to be earned by turning to even long-established approaches such as the venerable texting ecosystem. "What's old is new" becomes a winning move.

# Best Digital Product Innovation

Very Big Things

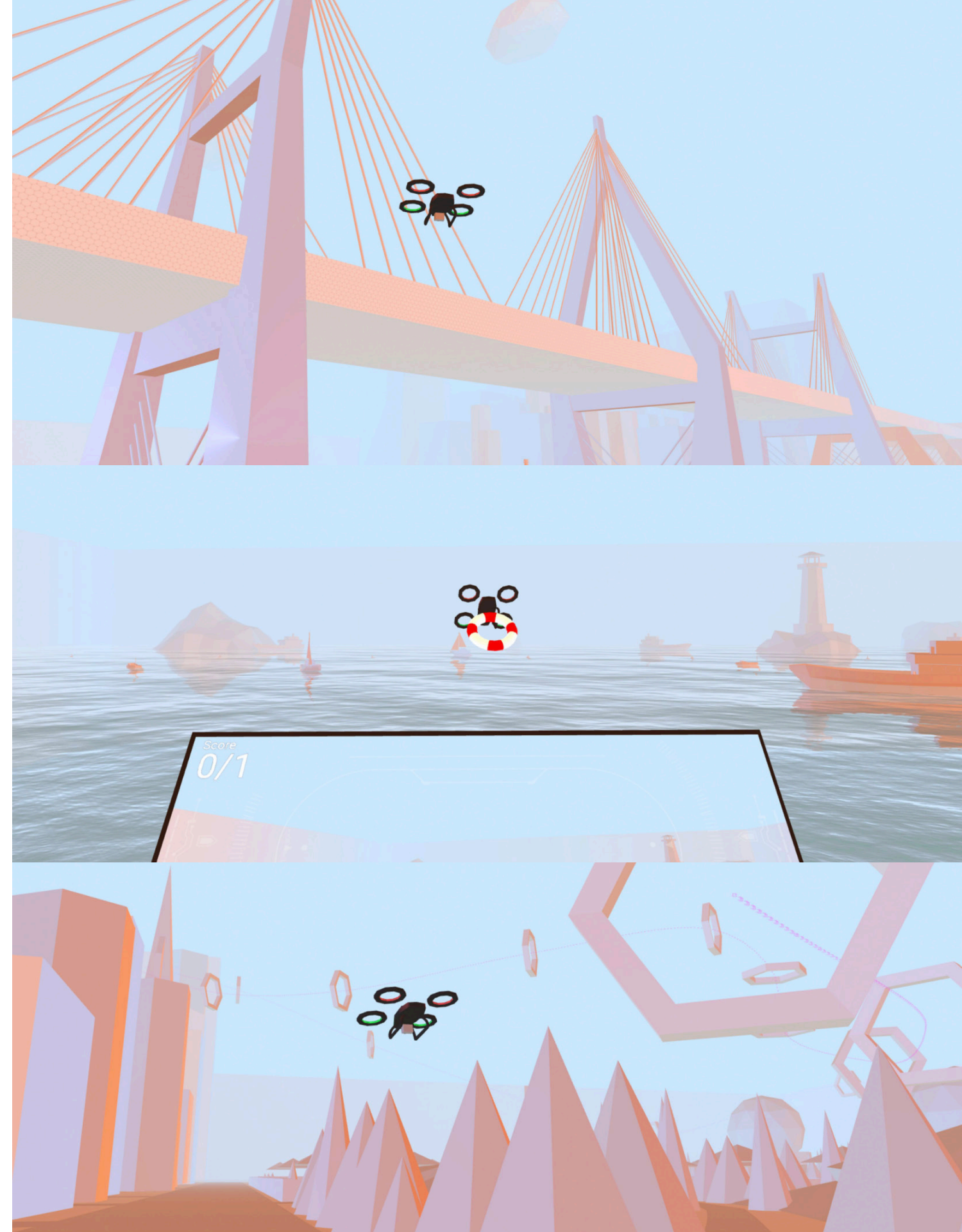
**very  
big  
things.**

## DroneVR

Developed by Very Big Things for education services company Certify-ED, which provides courses across a broad spectrum of subjects and education levels — mostly for individuals with limited resources — DroneVR is an online drone pilot certification program. The program was made accessible to as many vocational and adult-education audiences as possible.

## Insights

DroneVR provided low-resource students with enough aeronautical knowledge to earn Remote Pilot Certificates from the Federal Aviation Administration — all without having to leave their homes. With the right technology, education gets closer to a truly equal-opportunity spot, and putting a product to use for empowerment and personal growth always stands for something meaningful in the product-innovation space.





Story from **The Motley Fool**  
To Educate, Amuse & Enrich

## The biggest threat to your retirement number

**Kim Hjelmgard** The Motley Fool  
Published 4:54 p.m. ET April 17, 2019

f t e



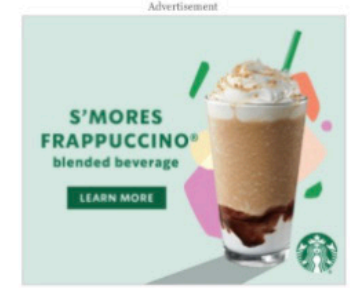
Bad performance early in retirement forces you to "sell low" by liquidating investments at fire-sale prices to cover your required withdrawals.

In coming up with a good estimate for a retirement number, it's crucial to understand how having a bad market in early retirement can have a huge impact on the viability of your entire long-term retirement strategy. If you don't take this risk into account, it could pose a threat to the accuracy of the retirement number you've spent a lifetime seeking to reach. The idea of coming up with an exact number for how much you need to save for retirement is an attractive one for savers. By drawing a visible finish line for your retirement savings, a retirement number can be the foundation of your financial planning throughout your career.

### How a bad market early in retirement can snare you

In coming up with a viable retirement number, the ideal situation is one in which you can weather the worst future conditions the financial markets can throw at you. Much of the time, planning for the worst will leave you in far better shape than you expected, as worst-case scenarios don't occur very often. Yet if you truly want a retirement number that maximizes the probability that your money will outlast you, you can't afford to ignore realistic future scenarios, no matter how improbable they might be.

In doing research on the retirement-number question, many experts have noticed that the most difficult situations retirees face occur when a major market correction occurs soon after a person retires. Even when overall average annual returns over the long run are similar, a retiree who suffers poor performance early



### More from The Motley Fool:

- From flu symptoms to heart failure: A NY teen's organ transplant tale
- Daughter takes first breath after removing her own breathing tube
- Sarah Reinertsen explains how she does Ironman with a prosthetic leg

Share your feedback to help improve our site experience!



# Best Site Design

USA Today



## Site Layout

For the latest updates to its site layout, the USA Today product team studied a year's worth of data and engagement metrics. The publishers used the resulting data to streamline content delivery, with a focus on speed, engagement and transparency. New mobile features included UpNext, a banner providing users with unobtrusive yet hyper-personalized content recommendations.

## Insights

USA Today walked a difficult line between advertiser and user needs, ultimately satisfying both mandates. With the right design, readers and advertisers don't need to be at odds, and content can find a more natural niche with audiences.

# Best User Experience

## The Spruce



### The Spruce

Highlighting expert tips and reviews designed to help readers make their best home, The Spruce organized its output around a unique contextual targeting system. The approach results in suggestions of relevant content and advertisements to users based on what they were looking for when they landed on the site. And it was a near-instant success, ranking in the top-10 of the ad-supported Lifestyle category and reaching more than 30 million monthly users.

### Insights

The Spruce used behavioral insights to build its content, design and user experience. When your audience tells you what it wants, listen, and when they get what they want, they come back often.





# Most Original Use of Social

## Bleacher Report



### Bleacher Report

Using original content, Bleacher Report advanced its sports storytelling and extended its reach to fans. The company distributed content across social platforms including Instagram and YouTube, featuring candid and revealing interviews from athletes including Mo Saleh and Percy Harvin. The publishing group's two new brands — B/R Gridiron and B/R Betting — are also fueled by robust presences on social media.

### Insights

Bleacher Report built its new content and verticals with a social media audience in mind. And, they remembered, no matter the channels, scale and engagement should go hand-in-hand with strong creative direction. When all three elements are in the game, publishers like Bleacher Report are putting uniquely winning campaigns in the books.

# Grand Prix



P O P S U G A R .



.dash

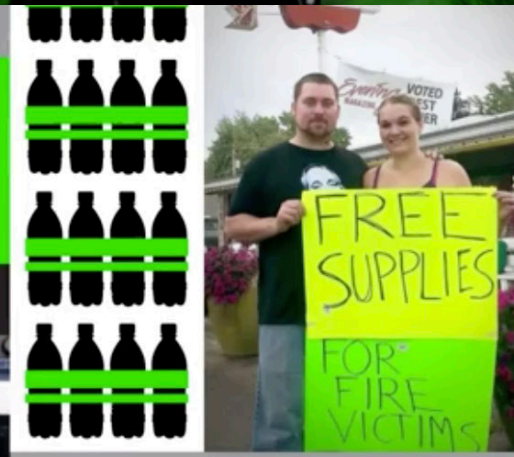
Like other DMA winners this year, 2020's Grand Prix recipients fostered human-focused connections and reached audiences in the right places, with the right content, at the right time. In some cases, they directly supported charity and philanthropy as well, tying into the overarching theme of social cause and doing good while doing business. At the same time, these Grand Prix awardees strengthened their brands, grew advertiser relationships and diversified revenue. This year's top winners demonstrated that creating stellar content and telling human stories should go hand-in-hand with building a company to thrive — and last.







**WE WERE THERE FOR THE SOUTHERN CALIFORNIA WILDFIRES WITH WATER DONATION DRIVES**



# Most Engaged Community

Chive Media Group



## Chive Media Group

In 2019, Chive Media Group seized on the kindness and generosity of its audience, taking requests to help individuals who were struggling. Its first landmark campaign involved a Navy explosive ordnance disposal tech that lost all four limbs on the job. Chivers rushed to his aid with \$250,000 in donations, raised in less than 24 hours. The creation of the Chive Charities organization followed in short order, subsequently raising more than \$13 million for first responders, veterans and the treatment of rare diseases.

## Insights

Chive proved that an engaged audience can be transformed into a charitable force. If you have clout, use it to give back.

# Best Content Studio

The Foundry @ Meredith



## The Foundry

A content studio focused on moments that connect the world and shape everyday life, The Foundry has continued creating best-in-class content. New creative includes its work with U.S. Bank on the 'Local Legends' video series, which tells stories of people doing extraordinary things with the bank's funded grants, along with partnerships with Visit Bermuda, Garnier and Dunkin' Donuts. The Foundry developed more than 800 campaigns in 2019.

## Insights

The Foundry partnered with more than 125 clients — from a vast array of industries — in 2019 alone. A proven track record of stellar creative translates to a diverse client base, at scale. As a studio, The Foundry continues to expand and maintain an impressive stride.



### Uncharted Experiences

Out here—and here happens to be a short, two-hour nonstop flight from the East Coast—you'll find a different attitude about enjoying life. Bermuda, with its unique blend of British charm and island soul, welcomes you with gorgeous scenery, one-of-a-kind activities, and diverse cultural finds. Whether you're coming for adventure, romance, or a family escape, you'll find Bermuda has plenty to offer.

BERMUDA  
GoToBermuda.com



### Jump Right In

Famous for its pink-sand beaches, sparkling blue water, and green landscape, Bermuda beckons with a vibrant array of things to do—both on and off the beach.

**INSIDER EXPERIENCES**  
For adventure seekers, Bermuda is a welcoming escape that makes you feel like you belong from the moment you arrive. Whether you're in search of cultural immersion or heading off the grid, once Bermuda captures your imagination, it's hard to resist the allure. Shake up your standard vacation with one-of-a-kind island experiences. Explore fascinating shipwrecks on a diving excursion with a local company like **Blue Water Divers**, or take a guided tour of the mysterious **Crystal Caves of Bermuda**

that feature dramatic formations and subterranean waterways. Once you've worked up an appetite, join the line of locals outside **Art Me's Spicy Dicy** for legendary fish sandwiches served on raisin bread—best enjoyed with a cold ginger beer. **FAMILY BREAKS** With its sunny skies and pleasant weather, Bermuda is an outdoor playground filled with family-friendly activities. Get to know the island's diverse landscapes along the **Bermuda Railway Trail National Park**. Covering 18 scenic miles filled with breathtaking views, the path is ideal for

walking or biking. For a fun family beach day, head to **Tobacco Bay** and spend some time snorkeling in the shallow waters—keep an eye out for colorful marine life like angelfish and blue parrotfish. Get lost in the Tudor-style maze at the 36-acre **Bermuda Botanical Gardens** or visit the **Bermuda Aquarium, Museum & Zoo (BAMZ)** in Flatts Village, which boasts an impressive 145,000-gallon coral reef exhibit. When you're ready for a break, sample more than 30 flavors of homemade ice cream at **Bailey's Bay Ice Cream Parlour** in Hamilton Parish.

FOR MORE EXPERIENCES, VISIT [GOTOBERMUDA.COM](http://GOTOBERMUDA.COM)

BERMUDA

# Hello Bermudaful

## Uncharted Experiences

Out here—and here happens to be a short, two-hour nonstop flight from the East Coast—you'll find a different attitude about enjoying life. Bermuda, with its unique blend of Brit



# Best Revenue Diversification Strategy

PopSugar

POPSUGAR.

## PopSugar

The media company, which reaches its target audience of young women through its flagship PopSugar brand, also features a quarterly subscription box (PopSugar Must Have), a makeup line (Beauty by PopSugar) and a signature PopSugar Collection at Kohl's. The brand made great strides in expanding its commerce business, PopSugarR Shop, in 2019, with the aid of its innovative shop-to-swipe technology platform. The brand also built an experiential business, Sparkle. Last but not least, PopSugar hit the profitability mark — no easy feat in digital publishing.

## Insights

In 2019, PopSugar recognized that its core audience was well-primed for physical commerce, but also remembered its digital roots, utilizing a hefty dose of digital technology to drive its commerce goals. In the modern era, successful media companies can venture far beyond media — but not beyond digital. One key to being profitable lies in recognizing the intersection of content and products, and then building meaningful experiences that bind the two.

# Best New Brand

Frame

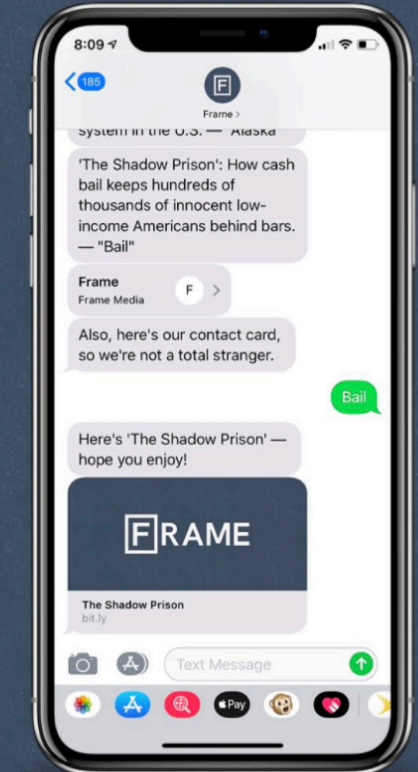
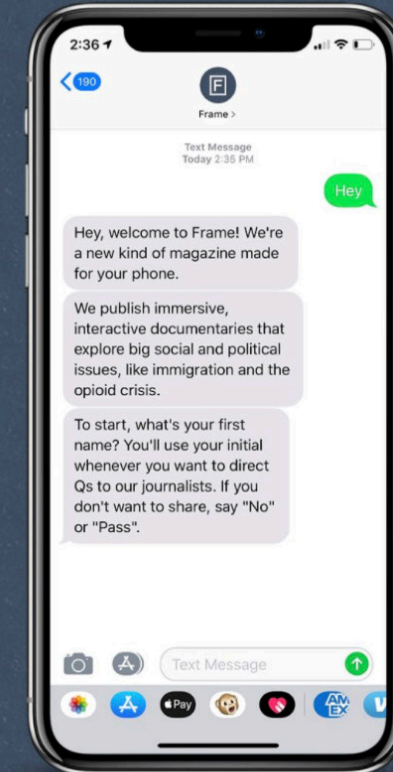
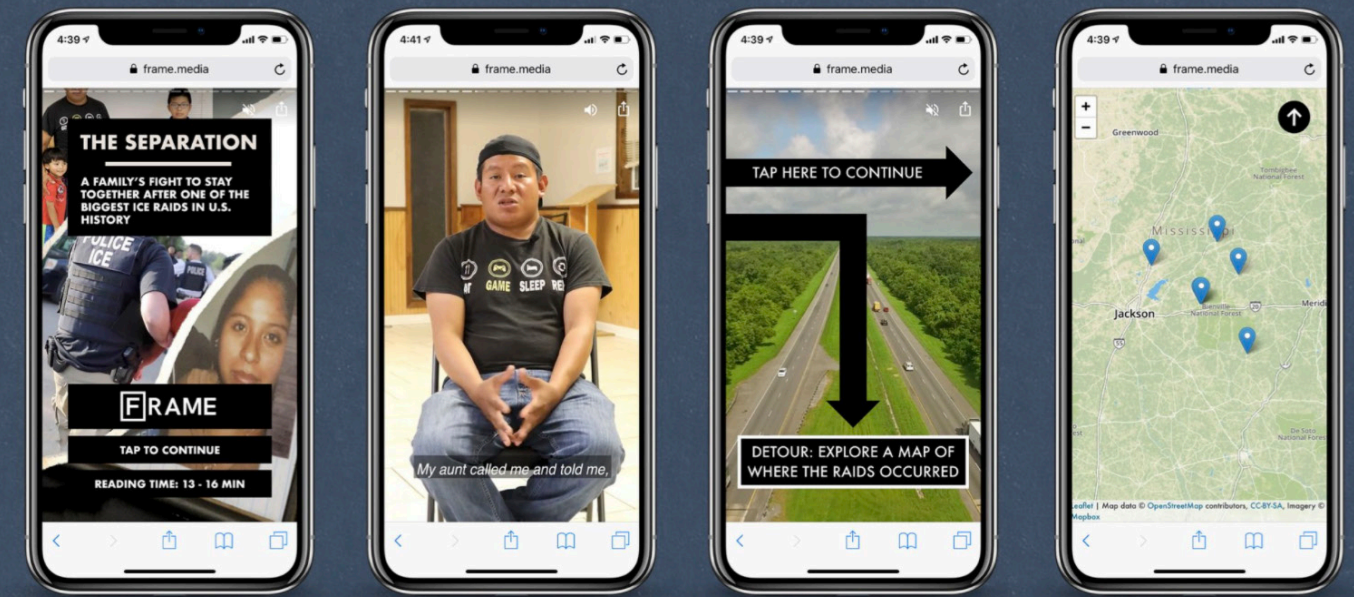


## Frame

This new digital news magazine, focused on interactive documentaries made specifically for mobile phones, distributes content directly to subscribers via text and calendar. Frame brings a tight focus to plot-driven, relatable stories about people at the epicenter of current issues, helping viewers understand the biggest societal challenges of our time. Frame received an investment from Snap Inc. in 2019.


## Insights

With a focus on humanity-driven stories, and leveraging the immediacy that comes with distribution via text messages, Frame got personal and powerful with its reader base. Meaningful content is successful content, especially when it's also easy and convenient to access on devices and platforms audiences consistently use.



# Visual Library

HBR's best charts, graphics, and slide decks. Just for subscribers.

**345 Results** Sort by: Relevance 



**FORMAT**

- Cartoon (21)
- Discussion Guide (1)
- Graphic (285)
- PowerPoint (38)

**SUBJECT**

- Economics & Society (70)
- Entrepreneurship (20)
- Finance & Accounting (17)
- Innovation (49)
- International business (25)
- Leadership & Managing people (98)
- Managing organizations (108)
- Managing yourself (93)
- Operations (19)
- Sales & Marketing (48)

**The Joy Gap at Work**

  Download

A survey of more than 500 workers found that, while the vast majority of respondents expect to feel joy at work, comparatively few actually do.

Metric	Percentage
Expect to feel joy	90%
Actually feel joy	37%
Joy gap	53%

**ABOUT**  
A survey of more than 500 workers found that, while the vast majority of respondents expect to feel joy at work, comparatively few actually do.

**AUTHOR**  
Alex Liu

**SUBJECT**  
Motivating people

**FORMAT**  
Graphic

**PUBLICATION DATE**  
July 17, 2019

WATCH AND LEARN. EXPLORE SUBSCRIBER-ONLY HBR VIDEOS TODAY.

Latest Magazine Popular Topics Podcasts Video Store The Big Idea Visual Library Reading Lists Case Selections

## Reading Lists

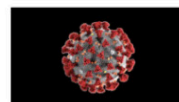
Our editors have selected the most essential HBR articles on important leadership and business topics. Carefully curated reading lists — just for subscribers.

### How to Lead Your Business Through the Coronavirus Crisis

SUBSCRIBER READING LIST

Highlights from HBR's ongoing coverage of how the coronavirus is affecting business—and how businesses themselves can affect its spread or cure. We'll keep this list updated as the situation evolves.

CURATED: MARCH 06, 2020



### How to Work Remotely

SUBSCRIBER READING LIST

Working in a different location than your colleagues can make you more productive—and sometimes it's just a logistical necessity. Here's how to get the most out of your time out of the communal office.

CURATED: MARCH 04, 2020



### Must Reads on Leadership

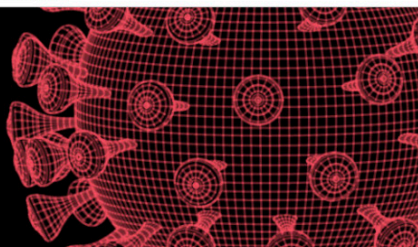
BROWSE HBR CHARTS & GRAPHICS.

Latest Magazine Popular Topics Podcasts Video Store The Big Idea Visual Library Reading Lists Case Selections

Special Coverage

## Coronavirus

Leading and working through a pandemic.



THE LATEST

### How to Avoid Shaking Hands

MANAGING YOURSELF DIGITAL ARTICLE by Amy Gallo

It feels weird — but it's necessary right now.



# Media Brand of the Year

## Harvard Business Review



### Harvard Business Review

In 2019, the Harvard Business Review introduced HBR Presents, a network of business podcasts building on HBR's existing podcasts and curated by their editors. Other new efforts included live case study events and editor-led conference calls for subscribers. The brand also launched on Snapchat Discover and TikTok, and grew its Instagram audience by 800 percent. Not bad for a 98-year-old brand that began as an academic journal.

### Insights

HBR proved that even the most legacy-oriented publisher can take on the modern digital landscape and succeed. The digital frontier is open to all comers — so long as they seize their opportunities and can drive insights and legitimate value to readers.

# Publishing Executive of the Year

Dotdash

**.dash**

## Neil Vogel, CEO

In 2019, Vogel focused on perfecting a set of principles that prioritized users over profit. Investing in numerous new acquisitions in verticals ranging from beauty to environmentalism, Dotdash expanded its digital footprint and diversified its revenue streams. Just as importantly, Vogel invested in the personal development of his team, encouraging employees to approach him personally. All the while, Dotdash nearly doubled its revenue in 2019.

## Insights

Vogel recognized that expansion gets an all-hands-on-deck boost when the team makes personal connections, gets close attention from leadership and can materially participate in — even shape — their company's message, revenue and push for share. Tight relationships are more important than ever, and Dotdash shows us what happens when those bonds work.



# Publisher of the Year

Dotdash

**.dash**

## Dotdash

Dotdash has nearly doubled its digital footprint in the past three years, expanding from six brands to 13, running the gamut from personal finance to beauty and cocktail culture. And the company has catered to readers and advertisers alike, creating an intent-targeting product that tells brands exactly where their ads are running — and alongside what content — at any given moment. The strategy has paid off: Dotdash now gains 85 percent of its revenue from returning advertisers.

## Insights

Dotdash diversified revenue not only by expanding its brand footprint, but by creating a personalized and brand-safe experience for advertisers. Holding companies can host wildly divergent brands — but a quality ad product that runs universally across all of them means a level playing field for new business and successful outcomes.

# About Digiday Awards

**The Digiday Awards** include 14 different programs yearly, with focuses on video, content marketing, media and technology, among others. Competitors' brands are placed in front of judging panels made up of C-Level leaders from leading organizations, and winners are featured in Digiday's media coverage, marketing, Awards Guides, livestream galas and other announcements. The Digiday Awards have recognized companies and campaigns since 2014.

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Questions for the awards team?  
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