DIGIDAY
MEDIA AWARDS
EUROPE

Introduction

This year's **Digiday Media Awards Europe** honor a wide variety of publishers, media brands, advertisers and technology companies. While honorees worked with an array of subject matter and areas of expertise,from travel to LGBT rights, they shared a number of core goals and values. Winners across categories exhibited a commitment to bolstering crucial social causes, from sustainability to fighting descriminition.

And regardless of category or vertical, all winners took steps to take things to the next (digital) level, constructing innovative multi-platform and multi-format campaigns. Whether distributing content on social or on-site, through video or through audio, media brands and their partners staked their content claims across every digital platform at their disposal. And all the while, they used cutting edge data and analytics tools to inform their decisions.

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

Categories

Branded Content

Editorial

Video

Product

Social

Grand Prix

Campaigns

HEARST

The Telegraph

culture trip

FT FINANCIAL TIMES

POLITICO

UBS

DON'T FILTER FEELINGS
HOLLYOAKS

VG TV

sky news

PinkNews

RT

loopMe

BOAT PRO

XAXIS
THE OUTCOME MEDIA COMPANY

24 SATA

MERKLE

FREEDOM TODONATE

LAD BIBLE Group

moonbug entertainment

Branded Content

HEARST

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There was once a time when experts and activists stood on the sidelines, calling for brands to acknowledge the importance of ethical and environmentally friendly fashion. But if this year's flagship branded content entry demonstrates one thing, it's that brands themselves are now sounding the alarm. And there's a broader lesson, here: Brands can make abundant strides toward social good, just so long as they listen to experts — and turn to top-tier media partners to help them tell their stories.

Best Branded Content Program

Hearst UK and Comfort and Mindshare

Hearst UK and Comfort and Mindshare

Fast fashion wreaking havoc on the environment — but Hearst UK and Comfort found a solution. The publisher, whose brands include Esquire, Elle and Cosmopolitan, partnered with detergent brand Comfort to promote a very simple solution: Buy less, and wear what you own more. The new branded content program, which featured both editorial and video content, included 'I Tried 5 New Trends Without Buying a Thing,' which challenged an Elle editor to create new trends from her existing wardrobe. A Cosmopolitan feature, 'I Wore a New Outfit Every Day Without Spending a Penny,' followed a shopping addict as she borrowed clothes from her husband and wore her own pieces in new ways.

Insights

The content program generated a nearly 40 percent video-completion rate, and 82 percent of readers took an action in response to the content. In the fashion industry, sustainability is an urgent and compelling issue — and it sells.

Editorial

The Telegraph | culture trip | ✵ UBS | FT FINANCIAL TIMES | DON'T FILTER FEELINGS

—

Whether championing women's sport or exploring the impossibly rich history of an iconic city, this year's told widely disparate stories. But all of them demonstrated a commitment to connecting deeply with audiences, whether that meant telling socially relevant modern stories, pouring deep research into a historical subject with rich cultural history, or simply making sure audiences were able to find content on their favorite platforms, and in their favorite formats. In 2020, the most talented editorial voices made sure their content resonated with their intended audiences.

Best New Vertical or Brand

The Telegraph

The Telegraph

Women's Sport

The Telegraph's new vertical transformed women's sport from an area of low audience and homeless content into a commercial powerhouse. Since the vertical's launch, The Telegraph has published more than 80 Women's Sport articles and printed 14 Women's Sport-specific supplements.

Insights

There's no good editorial excuse to dismiss women's sports coverage. Indeed, there's immense demand for the content — publications just have to put in the effort.

The Telegraph
Women's Sport

The revolution starts now
Welcome to a new era in the coverage of women's sport

Read **Dina Asher-Smith**, Maggie Alphonsi and stars of football, netball, rugby and hockey in our eight-page launch special

—PAUL GROVER FOR THE TELEGRAPH—

LOVE THE GAME
#WearTheRose
Grand Slam winners 2019

O2

Rugby Football Union. The RFU Rose and the words England Rugby are official registered trademarks of the Rugby Football Union.

Best Single Article

Culture Trip

When Venice Ruled the World

Culture Trip's illuminating new article took a multi-faceted deep dive into one of the most iconic cities on earth, exploring nearly 1,600 years of Venice's history.

Insights

The article was brought to life with striking illustrations highlighting unique elements of Venice's culture. No matter how old the subject, innovative designs can make an article resonate in the moment.

Best Series

UBS and Financial Times

UBS Transact

With UBS Transact, UBS leveraged its position as a financial services thought leader to deconstruct complex industry concepts for its audience of business and finance professionals. The video series explored the people, technology, companies and sectors behind important transactions, with a focus on topics such as the shift to 5G to the rise of AI.

Insights

Even with an audience of decision-makers, institutional investors and wealth managers, UBS understood the value of making relentlessly complex topics coherent and accessible. Everyone craves lucid storytelling — including experts.

Best Podcast

Lime Pictures and Hollyoaks

Don't Filter Feelings

Channel 4 drama Hollyoaks, now in its 25th year of production, partnered with Lime Pictures on #DontFilterFeelings, a social media and podcast campaign exploring mental health issues that had featured within the show's storylines. The 2019 series contained 10 episodes covering topics such as far right extremism, autism, suicide awareness, individuality and diversity.

Insights

Hollyoaks may be an old show, but its creators seized on digital trends to make it new. Podcasts are an increasingly effective way to bring urgent social issues to the fore — and to breathe new life into long-standing content.

Video

Whether taking viewers under the ocean or to the most somber of Holocaust landmarks, or simply making sure that viewers had access to content in an endless variety of formats, this year's video winners prized experience in every sense of the word. Winners understood that, in 2020, resonant digital video content must reach viewers exactly how they want to be reached — even when it's taking them to uncharted territory.

Best Video Platform

VG News

VG News

Norway's VG newspaper broke into the digital space with a VG News, a unique multifunctional audio and video concept that functions on seven different platforms, including mobile and smart speakers. VG News serves one-minute news updates throughout the day.

Insights

VG News's videos are designed to be endlessly repurpose-able. They're made with sound, but can also stand alone as either audio or visual experiences. In today's era, the key to reach is versatility.

Best Live Event

Sky News

Deep Ocean Live

In March 2019, a team of Sky News journalists became the first reporters to broadcast live, without being attached to cables, from submersibles beneath the surface of the Indian Ocean. At 250 metres down, the journalists streamed their report — which explored the impact of climate change and plastic pollution on the world's oceans — across multiple platforms and social networks.

Insights

Sky News decided to take its audience into uncharted waters, allowing viewers to witness firsthand the real impact of pollution and climate change. When it comes to matters of global importance, there's no such thing as too deep a dive.

Best Use of Video

RT and Phygitalism

Lessons of Auschwitz

Nine high school students traveled from Moscow to the Auschwitz Memorial in Poland to learn more about the horrors of the Holocaust. After the trip, they expressed their reactions in VR, making for an unprecedented video project that strengthened the commemorative link between generations.

Insights

The project was a powerful social experiment, demonstrating that history can be told, retold and reimagined by younger storytellers. Digital art — and digital technology — can strengthen the links between generations.

Product

With AI, cutting edge analytics techniques and good old-fashioned research, the year's most accomplished product experts created unique audience experiences and helped marketers make difficult targeting decisions. 2020's most talented skilled innovators skillfully spun data and expertise into a rich collection of products for both audiences and media partners alike.

Best User Experience

Sky News

Moon Landing

Sky News's editorial team produced an interactive experience that explained and contextualized the significance of the moon landings, breaking the storytelling up into four discrete sections focused on the missions, the rockets, the space suits and the astronauts themselves. The experience included interactive and visually engaging features that enhanced the editorial.

Insights

The Sky News team took about two months to research, develop, design and test. With the right effort, it's always possible to make history new.

Best Ad Tech Platform

LoopMe

LoopMe

LoopMe, the AI platform that fuels ad tech company PurchaseLoop, runs over 1,500 models every 10 minutes on each individual impression to determine the highest likelihood of a successful outcome.

Insights

LoopMe can solve the attribution problem in real time, using AI to optimize media delivery and create measurable uplift against sales and other marketing goals. With the right AI, attribution doesn't have to be an after-the-fact task.

Best Publisher Platform

Trackonomics

| Trackonomics

Trackonomics

Designed for enterprise digital publishers who want to scale their e-commerce content with affiliate links, Trackonomics provides a dashboard allowing its partners to analyze data, create segments and make audience-driven decisions about their affiliate e-commerce. Its clients include BuzzFeed, Conde Nast, CBS, NBC and many others.
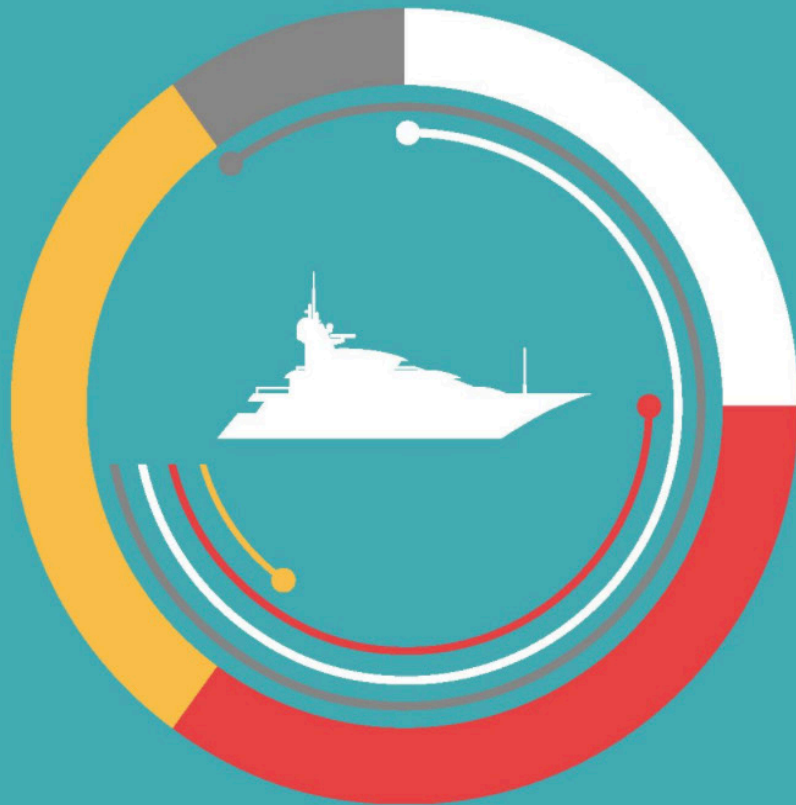
Insights

At its core, Trackonomics is designed to help publishers identify the missing pieces of data that affiliate networks don't track. When it comes to analytics, it always helps to fill in the gaps.

Best Paid Subscription/ Membership Product

BOAT International Media

BOAT PRO

BOAT Pro

BOAT International Media, a multi-platform media company serving the superyacht industry, built a solution that makes it easier to track the locations of over 5,000 superyachts around the world. In addition to its magazine, website, awards and events, BOAT International Media found a new way to cater to the interest and curiosities of yacht owners, luxury brands and industry leaders.

Insights

BOAT International Media offered its audiences information that wasn't available anywhere else in the world. For niche media brands, the right data and product innovation is key to engaging — and retaining — audiences.

Best Use of Audience Data

Xaxis

GTB, Xaxis, Mindshare and Ford

Ford had one overarching goal: Cut the cost-per-acquisition on its website in Norway and the Netherlands. Its data science team worked with Xaxis, Mindshare and GTB to analyze over a year's worth of data from more than 13.4 million site visits. The team gained a detailed understanding of who its website visitors were, and what would motivate them to convert — and then built custom algorithms with a built-in ability to bid at customized rates for different media impressions.

Insights

When all was said and done, Ford wound up spending 64 percent less for every online test-drive sign-up. Audiences tell brands exactly what resonates — the brands just need to read the data.

Social

This year's social pioneers found innovative, tech-driven ways to cover urgent news stories and critical social issues, from elections to LGBT rights. Practitioners employed multi-platform distribution strategies, interactive audience features and data-driven analytics to reach audiences on myriad social platforms — and even in public.

MERKLE

sky news

FREEDOM TO DONATE

LAD BIBLE Group

Best Custom Advertising

Merkle and Twitter

Magpie

The custom campaign management tool analyzes live tweet data to detect breaking news and viral topics, using several machine learning models to identify audiences across multiple search, social and display networks. Magpie helped Merkle create customized ads with copy tailored to individual platforms, serving them to relevant and receptive audiences.

Insights

With Magpie's bespoke regression algorithm, Merkle was able to determine not only which audiences to target, but how much to spend on each platform per topic. Targeting the right audiences makes campaigns more efficient — and more cost-effective.

Louise Adams
Senior Marketing Manager - Twitter

Most Original Use of Social

Sky News

#ElectionSocial

Streamed from the heart of Sky News's HQ, the overnight election special was presented by Sky's Lewis Goodall and Rowland Manthorpe along with BuzzFeed's Emily Ashton and Ade Onibada. The show tailored audience experience to individual platforms (including Twitch), offering unique and native extensions, moderation and interactivity.

Insights

Sky News realized that younger audiences were deeply interested in the UK elections. The key to engaging them: Reaching them on their favored platforms, and on their own terms.

Best Social Good Campaign

UNILAD and FreedomToDonate

Blood Without Bias

UNILAD worked with FreedomToDonate, a pressure group campaigning against the current policy excluding sexually active gay and bisexual men from blood donation. Working with the creative agency Elvis, the organizations launched 'The Illegal Blood Bank,' the world's first donation clinic for gay and bisexual men. In a single day, UNILAD collected enough blood to save 78 lives — all of which was deemed 100 percent safe to use.

Insights

UNILAD and FreedomToDonate used innovative marketing techniques to raise awareness for a just cause. Experiential activations aren't just for brands.

GRAND PRIX

culture trip | POLITICO | PinkNews | 24 SATA | moonbug entertainment

The year's top winners expertly walked the line between targeting their own highly-engaged audiences and reaching new ones. Whether educating audiences on LGBT rights, dissecting complex legislation, taking audiences on journeys to new locales or helping children absorb crucial life skills, all of our Grand Prix winners pushed audiences to learn and grow. In the process, they empowered expert teams and scaled their businesses.
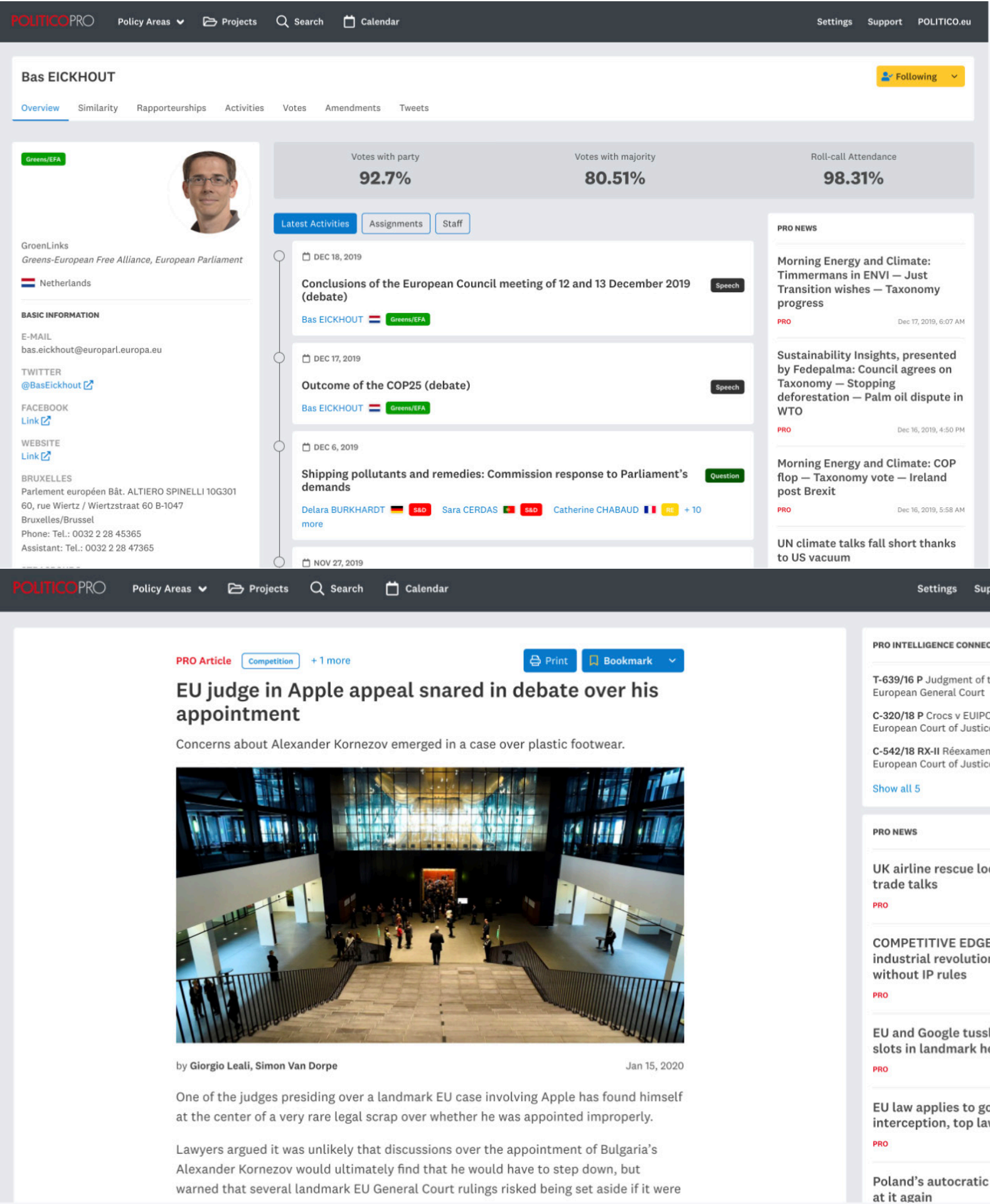
Digital Product of the Year
Politico

POLITICO

POLITICO Pro

The new premium politics and policy news service, which enables decision-makers to track developments that may pose a new risk or opportunity to their organizations, boasts subscribers across the political and business landscape. The platform allows subscribers to track and understand legislative developments across different EU institutions.

Insights

POLITICO Pro uses aggregation, natural language processing and other data-driven techniques to grant readers deeper insights into legislative data. In today's media era, it's always an advantage to sit at the intersection of technology and journalism.

Video Team of the Year

Culture Trip

Culture Trip

Culture Trip's video team commissions locally and shoots locally, turning to a vast array of remote creators along with in-house staff. In three years of producing video, the company's series and branded content has covered 100 countries and been shot on every continent, covering terrain from the Amazon Jungle to the Karachi slums.

Insights

Culture Trip aspires to help people understand what's unique about a place and its out people. Stellar travel content is about connection: Viewers don't just want to transcend their geography — they want to go beyond their cultural boundaries as well.

Editorial Team of the Year

PinkNews

Pink News

PinkNews

The media brand — which holds the distinction of being the first-ever online magazine focused entirely on LGBT+ issues — strives for inclusive editorial content that elevates the marginalized voices of the entire LGBT+ spectrum. In 2019, for instance, the company launched the new video series 'This Is Life', which tells the stories of LGBT+ people. The brand also dove into general election coverage from a nonpartisan perspective, interviewing all major party leaders.
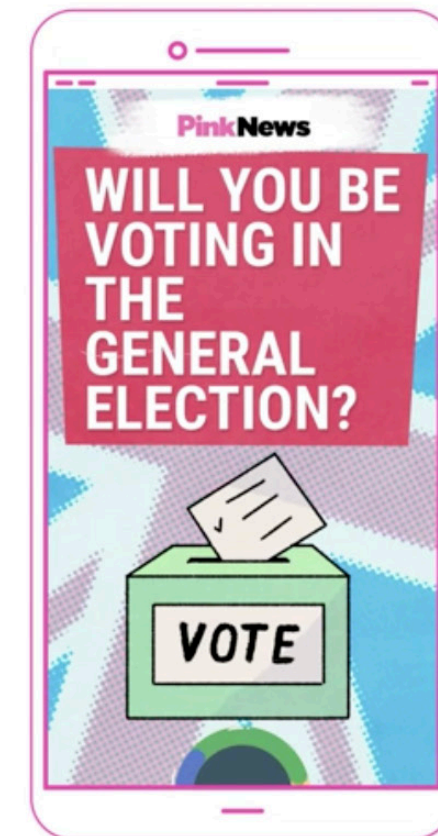
Insights

The editorial team at PinkNews has long recognized that LGBT+ news coverage isn't about division or partisanship. When covering marginalized groups, the best approach is to elevate voices that have been drowned out — so that everyone can hear them.

We reached **half a million** young voters... mainly aged 18-24

HOW?

BECAUSE WE MADE THE ELECTION FUN AND ENGAGING

Interviews with party leaders
Polls and quizzes

Branded Content Team of the Year

Culture Trip

Culture Trip

By the conclusion of 2019, Culture Trip had grown its average deal size and turned its repeat clients into top spending partners. The company worked with 26 new clients across the destination marketing, financial, transport, alcohol and technology categories.

Insights

For Culture Trip, 2019 started with articles and social videos and then expanded to an eight-part video series, along with destination micro-sites housing multimedia content. With the right platform mix — and ambition — companies can truly scale their commercial offerings.
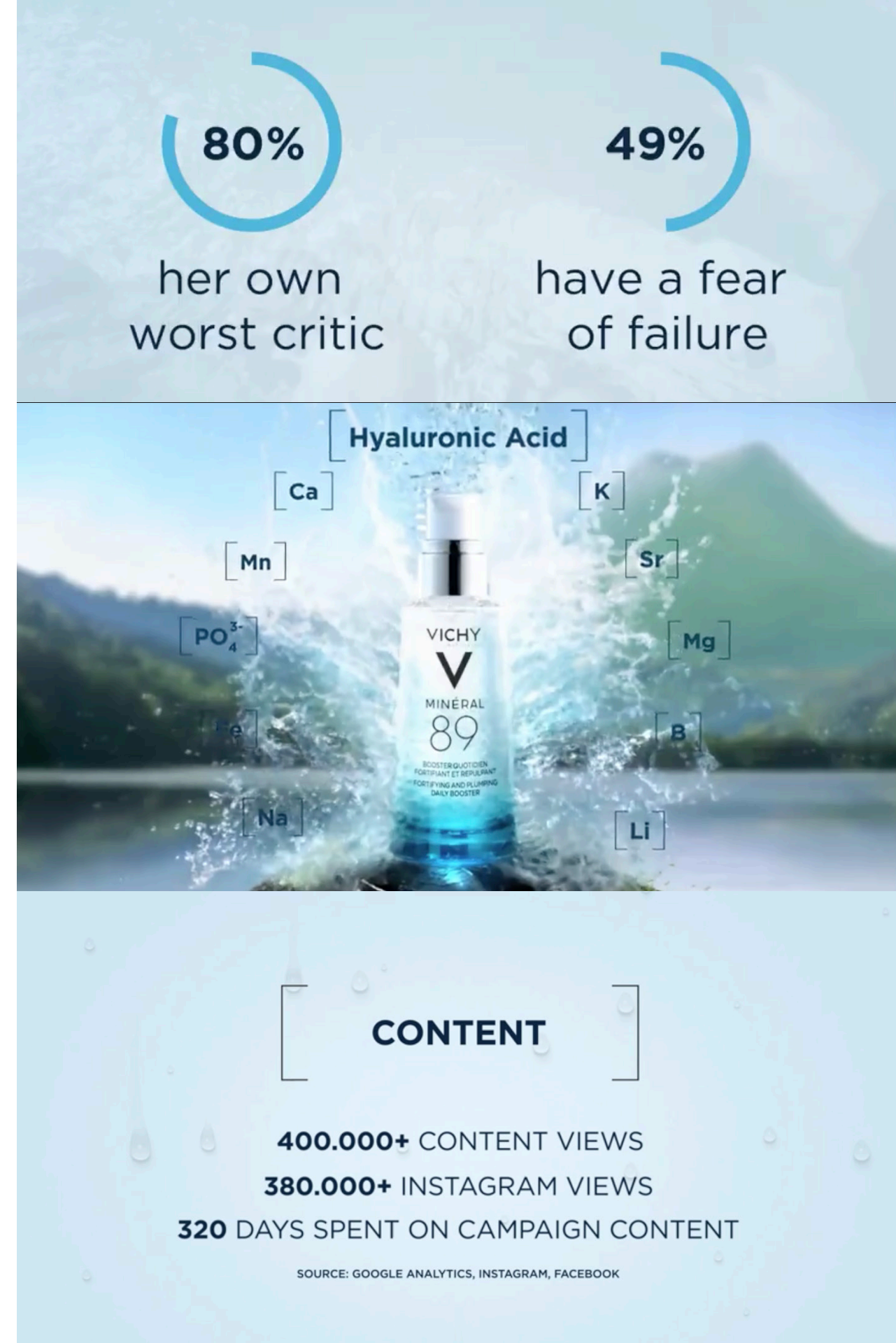
Partnership of the Year

24sata

BFF The Friendship Journey

Croation media company 24sata partnered with skincare brand Vichy to explore women's buying habits. The brands launched BFF, a platform filled with native articles and infographics for female audiences. 24sata used consumer research and direct communications, at one point turning to a Vichy brand ambassador to directly call on viewers to submit UGC content.

Insights

The BFF platform was populated almost entirely with UGC. Brand ambassadors can not only help media brands reach audiences — they help generate the content itself.

Media Brand of the Year

Moonbug Entertainment

Moonbug Entertainment

Moonbug specializes in acquiring, creating and distributing inclusive, values-based content to help children learn cognitive, emotional and physical life skills. In the past year alone, the media brand has created 8,000 minutes of content and brought its total roster to 16 shows.

Insights

Moonbug's content is available in up to 15 languages, and across more than 70 platforms, both online and offline. With children's content, it never hurts to go big; there are kids everywhere.

Publisher of the Year

PinkNews

PinkNews

PinkNews

The LGBT+ media brand is 15 years old, but it's continued to create new content and platforms. One new addition was PinkNews Stories, a channel comprised of user-generated content, covering topics such as politics, entertainment and news. The publisher also launched a new UK-specific channel in the lead-up to the general election, which covered LGBT+ issues for young voters.

Insights

PinkNews may be ancient by digital media standards, but it isn't old news — and it won't be as long as it keeps creating new features and content. Never stop innovating.

About Digiday Awards

The Digiday Awards include fourteen 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 Content Marketing Awards have recognized the companies and campaigns using content to modernize media and marketing since 2014.

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For more information on this or other Digiday Awards programs, visit **digiday.com/awards**

Questions for the awards team?
Let us know at **awards@digiday.com**