



Greater
Good
Awards

DIGIDAY

GLOSSY

ModernRetail

worklife



This year's recipients of the Greater Good Awards represent a variety of companies and organizations, each making a winning case for how collaboration among businesses, innovators, thought leaders, charities and local support systems can help communities solve entrenched problems.

Our winners instill inspiration from the ground up, helping add a sense of purpose and unity to communities struggling across the globe. They met the moment with campaigns that resounded with themes of support for mental health, shining a light on marginalized groups, advancing eco-conscious programs and building systems for opportunity in local communities.

For example, in a time of intensifying environmental worries, many of our winners recognized the imperative to help reverse the ongoing harm to the natural world. With an eye toward lasting progress,

this year's winners took on climate change, food and water purity, sustainability and food security.

Meanwhile, wide-ranging concerns such as environmental protection still require small-scale, collective fixes. Our Greater Good Awards winners appreciated that sensibility too. This year's roster shows a passion for strengthening and amplifying local communities, as brands increasingly invested in areas close to home and connected with neighbors.

The narrative arc represented by the Greater Good Awards recipients runs from the global to the local to the personal – and back. This year's winners exemplified the valuable role companies and organizations can play when they combine messaging and become a chorus for those whose voices must be heard.

Animal Welfare

Ally & MKTG Sports + Entertainment



Background

With its goal to end kill shelters throughout the United States by 2025, Best Friends Animal Society is committed to saving the lives of cats and dogs across America. The organization teamed up in 2021 with Ally Racing and pro motorsports star Alex Bowman to promote its mission. In response to the enthusiasm Bowman generated with race fans, Best Friends Animal Society extended the partnership with Ally and MKTG into the 2022 NASCAR season. Bowman is featured in ads with photos of animals the program has saved. His Ally #48 was bedecked in Best Friends logos and trademarks along with those of the program's beneficiaries.

Insights

Weekly beneficiaries, chosen from among Best Friends' affiliated shelters, showered the organization with gratitude for promoting improved shelter conditions and saving animals' lives. On the dollars and cents side of the program, selected shelters received \$4,800 in weekly donations from Ally and Bowman. If the Ally 48 car won the race, Ally enacted the Ally Win Bonus, increasing the shelter donation to \$10,000. Weekly beneficiaries also received a perks package, including highlights on Ally social channels and premium dog items such as collars, leashes, and bandanas.



Working together to #SaveThemAll

Anti-Violence

Merkle + Stop The Traffik

STOP THE TRAFFIK
PEOPLE SHOULDN'T BE BOUGHT & SOLD



Background

Stop The Traffik (STT) is a pioneering charity working to end abduction and forced labor systems. Joining with Merkle, a customer experience management (CXM) company, in a pro-bono partnership to create the Human Trafficking Scenario Tool, they have helped accelerate and increase alerts to save victims. Because the tool pairs STT's research and intelligence data with Merkle's experience in advanced analytics techniques, the Human Trafficking Scenario Tool can quickly parse huge volumes of information, identifying and reporting hidden patterns of trafficking incidents with crucial speed, accuracy and efficiency.

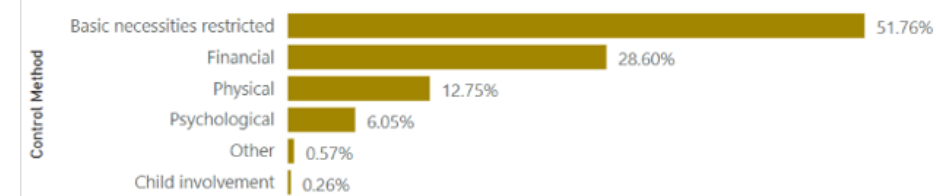
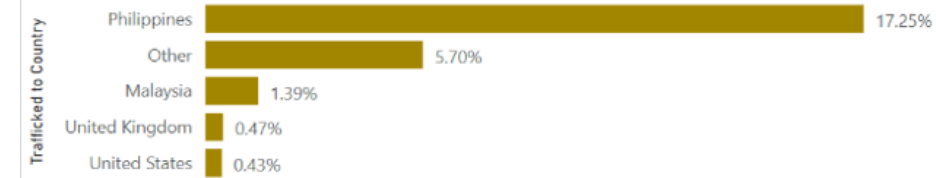
Insights

The collaboration has resulted in a new user-friendly dashboard that allows STT to access and explore data on approximately 60,000 global human trafficking incidents without any technical training. Using machine learning models, the tool enables the charity to input details of human trafficking incidents, such as the victim's nationality or age, and the graphs will show the most likely destination country, trafficking type and methods of recruitment and control. The resulting reports of patterns and trends can even cover under-reported categories, thus creating critical information to stop human trafficking among victims that would otherwise fall under the radar.

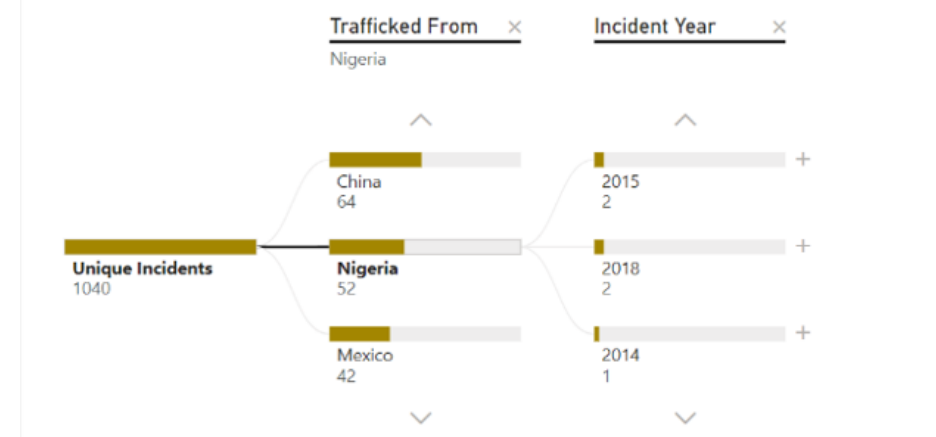


Number of Victims Victim Gender

Predicted Trafficking Scenarios



Data Exploration



Word cloud of Incident Summary



WeTransfer

Background

WeTransfer was founded in 2009 as a cloud-based online platform that enables users to share files for free online. The company has since grown to become a leading provider of collaborative software tools to creators, and its 2022 launch of Emerging Creative Hubs (ECH) was meant to solidify that identity. Conceived as a research program, ECH sought to find which city's creatives were sharing and collaborating the most. WeTransfer rewarded "over-sharers" (meant in a good way) with an ECH grant. The top 10 most active non-profits each received \$10,000 grants to promote the sharing of ideas that would continue to lift local areas while spurring greater creativity in general.

Insights

The success of the ECH initiative underscores WeTransfer's commitment to supporting the creative sectors across the globe. For example, WeTransfer's grant program helped Atlanta-based Chop Art's Leadership Academy train teens in art therapy, trauma intervention, arts leadership, conflict resolution, and classroom management. Salt Lake City-based Spy Hop Productions, which mentors young people in the digital media arts, used its grant funding for this year's Youth Voices Summit and Spy Hop's Heatwave Festival. It's another instance of aligning a brand's business goals perfectly with local areas by building future creative talent pools.

Urban Community Arts Network



WeTransfer Grant Recipient

EPSILON[®]

Background

Every 40 seconds, a child goes missing in the United States. Founded in 2013, the Federation for Internet Alerts (FIA), a 501(c)3 non-profit organization, leverages digital ad space to display real-time emergency alerts of children who have gone lost or been abducted. Epsilon partnered with FIA by calling upon the Publicis Groupe data analytics specialist's partnerships with the National Center for Missing and Exploited Children (NCMEC) and other media partners. NCMEC processes such alerts as they happen. It works with Epsilon to generate creative assets and immediately push alerts via the ad and marketing platform's in-house DMS network. As a result, in the last three years, over 3,500 missing children's cases across the U.S. have been resolved through the partners' program, the Global Missing Children's Network Engine (GMCNginer). The combined technology of the partners makes it the largest missing child recovery program in the world.

Insights

Epsilon designed a messaging hub for FIA named Push Hub. It allows FIA to expand its reach to Epsilon partner companies like Xandr, instantly spreading billions of alert impressions to various geographic locations where a child may be in danger. This has dramatically expanded the number, speed, and efficiency of alerts for missing children across a network of more than 30 countries in over a dozen languages.



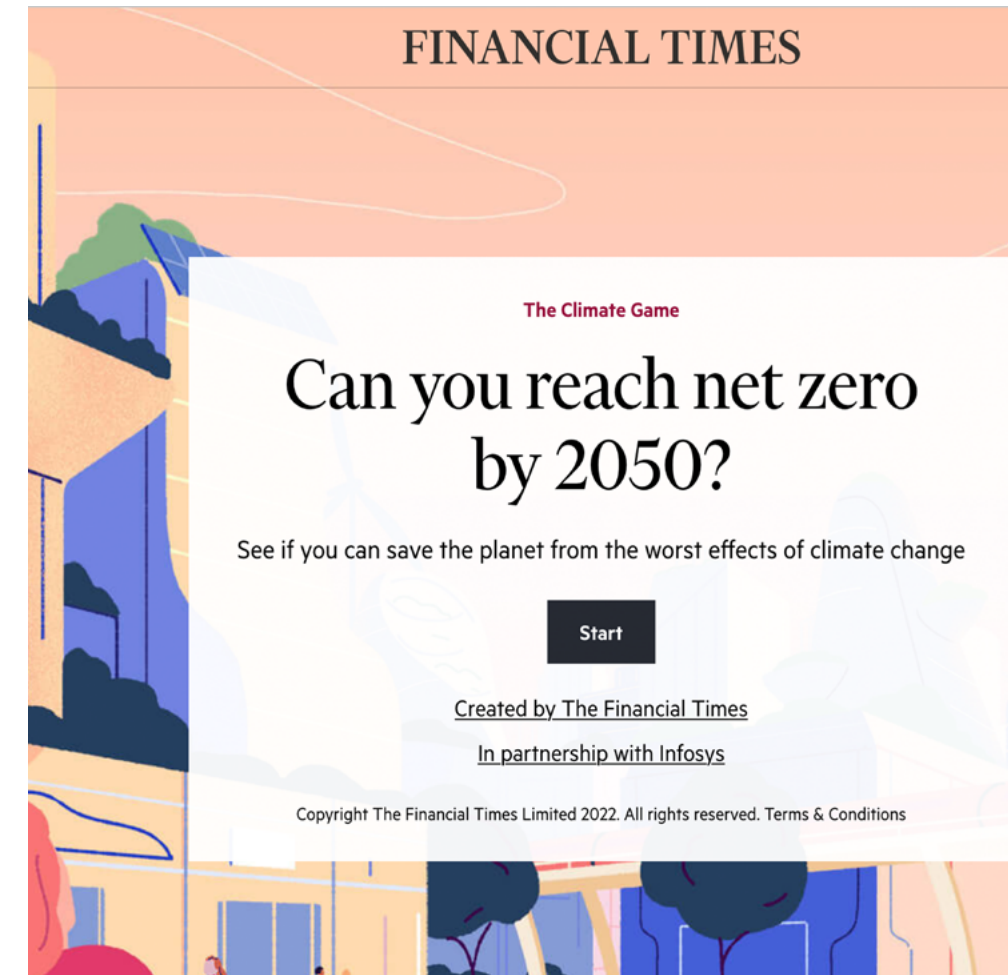


Background

Taking action to combat climate change is only becoming more urgent and is certainly no game, but gamification can help people grasp the enormity of the current environmental emergency. That was the idea behind The Financial Times' Climate Game. The media company wanted to give readers a tangible sense of what was at stake and what needed to be done. So, the FT invited people to imagine what our world will look like in 2050 based on the decisions that are made today. To that end, the FT worked with Infosys and its subsidiary, WONGDOODY, to make the game a reality. The Climate Game made the complexities involved in addressing the environmental catastrophe clear and accessible, in one example showing the steps needed to reach net-zero emissions by turning them into a playable experience intended to appeal to policymakers, younger readers, and non-specialist audiences alike.

Insights

Gamifying the crisis helps players to remember key statistics, witness the effects of emissions, and imagine possible answers. The Climate Game's launch was strategically timed ahead of Earth Day to allow FT creatives time to promote the tool. It attracted 100,000-plus views on FT's LinkedIn, making it one of the media company's most popular posts ever. The game has since been introduced into school curriculums via the 'FT for Schools' program. There have been numerous requests from other news organizations worldwide to syndicate and translate the game into Spanish, German, Italian and French. That's how world-saving ideas are spread.



Emergency Aid

On/Go by Intrivo

on/go™

Powered by Intrivo

Background

COVID-19 tests were in high demand during the omicron surge last winter. In response, testing service Intrivo Diagnostics decided to provide its On/Go testing kits to customers and people who could not normally access or afford the packages. Every Intrivo employee was given 400 COVID-19 tests during the holidays to donate to organizations of their choice. The endeavor inspired Intrivo to officially launch an On/Go for Good charitable arm, which is dedicated to supplying critical life-saving resources to those in need.

Insights

Through On/Go for Good's internal charity initiative, 32,000 tests were donated to organizations such as Best Friends Animal Sanctuary, Chai Lifeline, and Pillar Care Continuum. Its May 2022 launch also helped alleviate one aspect of war-torn Ukraine's dire situation, donating more than \$1 million in COVID tests, medical supplies and software to five hospitals in Ukraine, allowing them to predict and prevent a new COVID-19 surge. Following this contribution, officials with the Ukrainian Ministry of Health partnered with Intrivo to compile needs reports and devise a plan that called upon other health tech businesses to help Ukrainians heal.



Emergency Aid

The Thomas Collective + Seattle's Union Gospel Mission



Background

Many Seattleites may not have been aware that their city's homeless population is the largest per capita in the United States. Seattle's Union Gospel Mission, a non-profit serving Seattle's homeless population, wanted to ensure that the sad fact did not prompt greater resignation and helplessness. So it created 'Angels: Lost + Found,' an outdoor multi-media art installation that brought the city's unsheltered out of the shadows and projected them onto the facades of buildings and landmarks around the city. Featuring music by Star Anna, a Seattle-based musician, and intimate street life photos by Lee Jeffries, Francis Catania and Shawn Michienzi, the display broadcasts themes of homelessness, humanity – and, most importantly, hope.

Insights

The event was broadcast on two major Seattle Broadcast networks, KOMO and King 5, and received coverage in the Seattle Times. Overall media impressions, including those from print, digital, broadcast and radio, totaled 158 million, and donations increased 27%, making it a record year for the Mission and Seattle's unhoused.





Background

If the internet were a country, it would have the third largest carbon footprint in the world (behind the U.S. and China). It's hard to think of the web in the same breath as fossil fuels, but digital advertising across desktop, mobile and CTV is responsible for a significant amount of that pollution. In response, ad tech company OpenX created 'Path to Net-Zero,' a new initiative positioning OpenX as a leader of the zero-carbon movement in advertising and media by cutting their own carbon emissions and setting an example for the industry. Furthermore, OpenX has used 'Path to Net-Zero' to outline its ambitious set of goals: reducing carbon emissions within the digital advertising industry and becoming officially certified as carbon neutral by an independent third party – all the while maintaining a fully transparent process.

Insights

OpenX lowered its carbon emissions by 91% as of last year. In May 2022, the ad platform was officially certified as carbon neutral, one of only hundreds in the world to have reached that milestone and, so far, the only advertising exchange to be certified as such. Given advancements in carbon reduction and OpenX's evangelism in ad tech, industry partners such as Havas Media Group North America have recognized and aligned their businesses with OpenX's efforts. OpenX is also fostering more extensive conversations at a leadership level about how other companies are progressing and paving the way toward sustainability in new and creative ways.



Gender Equality

Chief

CHIEF

Background

Chief, a private network of women executives, was created to break barriers to female advancement. By assembling high-level professionals from such blue-chip brands as Nike, Google, Walmart, Amazon, Uber, the NBA, Samsung and dozens of others, Chief has magnified its influence and paved the way for today's women corporate pioneers. In July, Chief tapped Las Palmas Studio, an all-women production team, to release 'This Guy Means Business,' a satirical video ad sending up celebratory TV business news profiles. The male guests are alternately introduced as "boy bosses," "He-E-Os," and "mantrepreneurs," facing softball questions such as, "You had kids at home when you were named CEO. How did you do it all and still get home in time for dinner?"

Insights

Since its premiere, Chief's 'This Guy Means Business' has received over 100,000 cross-platform video views. The video also drove interest in applications for Chief memberships. Also, the private network's podcast downloads have doubled since the first season. The video received hundreds of comments on LinkedIn, mostly from women who shared their experiences with gender bias at work. It has served as a springboard for the second season of Chief's nine-episode podcast, 'The New Rules of Business,' which boasts guests like Hearst CCO Joanna Coles and former American Express Chairman/CEO Ken Chenault.

CHIEF

The New Rules of Business

Gender Equality

Hearts & Science + OLAY + Harper's BAZAAR



Background

Skin-care brand OLAY recognized that the “STEM gap” for young women often comes from a lack of mentorship and role models. In response, the company invited a group of young girls to celebrate the achievements of women in STEM. To kick it off, OLAY unveiled a statue of Native American 20th-century space exploration pioneer Mary Golda Ross. The statue was placed outside the Smithsonian Air and Space Museum in Washington D.C. on International Day of Women and Girls in Science on February 11, 2022. OLAY followed the event with custom articles in Harper's Bazaar and a video discussing the statue's inspiration. Interviews with the girls highlighted the impact of seeing a Native woman in STEM commemorated in this way.

Insights

The Mary Golda Ross statue and unveiling events reaffirmed OLAY's commitment to #FaceTheSTEMGap, a mission to increase the number of women in STEM. The Harper's Bazaar's sponsored editorial drew 10,000 pageviews and 6.31 minutes average time spent, outperforming Hearst's highest benchmarks by +80%. Additionally, four custom articles exceeded Harper's highest benchmarks for time spent on articles by as much as 28%. Furthermore, over 34 articles covered the Mary Golda Ross statue, garnering more than 1.5 billion media impressions.



LGBTQ+

Ally



Background

According to the Federal Reserve, a long history of systemic barriers to opportunity and economic mobility has exacerbated a wealth gap that leaves a typical Black family with 1/10th that of a typical white family. That's why Ally Bank, the online-only financial services provider, teamed up with the Thurgood Marshall College Fund to launch Moguls in the Making (MiTM). The annual competition fosters opportunities for young entrepreneurs from historically black colleges and universities (HBCUs). Ally selected 50 students from 10 HBCUs who worked in teams to address ways to support economic mobility in Charlotte, NC. The weekend-long competition provided the students with experience in creating and pitching business plans that solve economic mobility problems.

Insights

The work produced by the 10 teams was so impressive that during last-minute deliberations, the panel of judges decided to double the scholarship prizes offered: The first-place winners received \$20,000, the second-place winners got \$10,000 and the third-place winners \$5,000. All other participants received \$1,000 scholarships. Ally teamed with Revolt TV, a minority-owned media company, to lead content production and media amplification for the program. They created a three-part series that aired on Revolt's TV, digital and social channels. To date, the Revolt TV content yielded over 27 million impressions, a sure sign of support for the HBCU community. MiTM also partnered with media company Complex, influencer marketing platform Aspire, Snapchat and Meta to extend the campaign's reach, resulting in over 40 million impressions.



Local Community Betterment

Consumer Reports

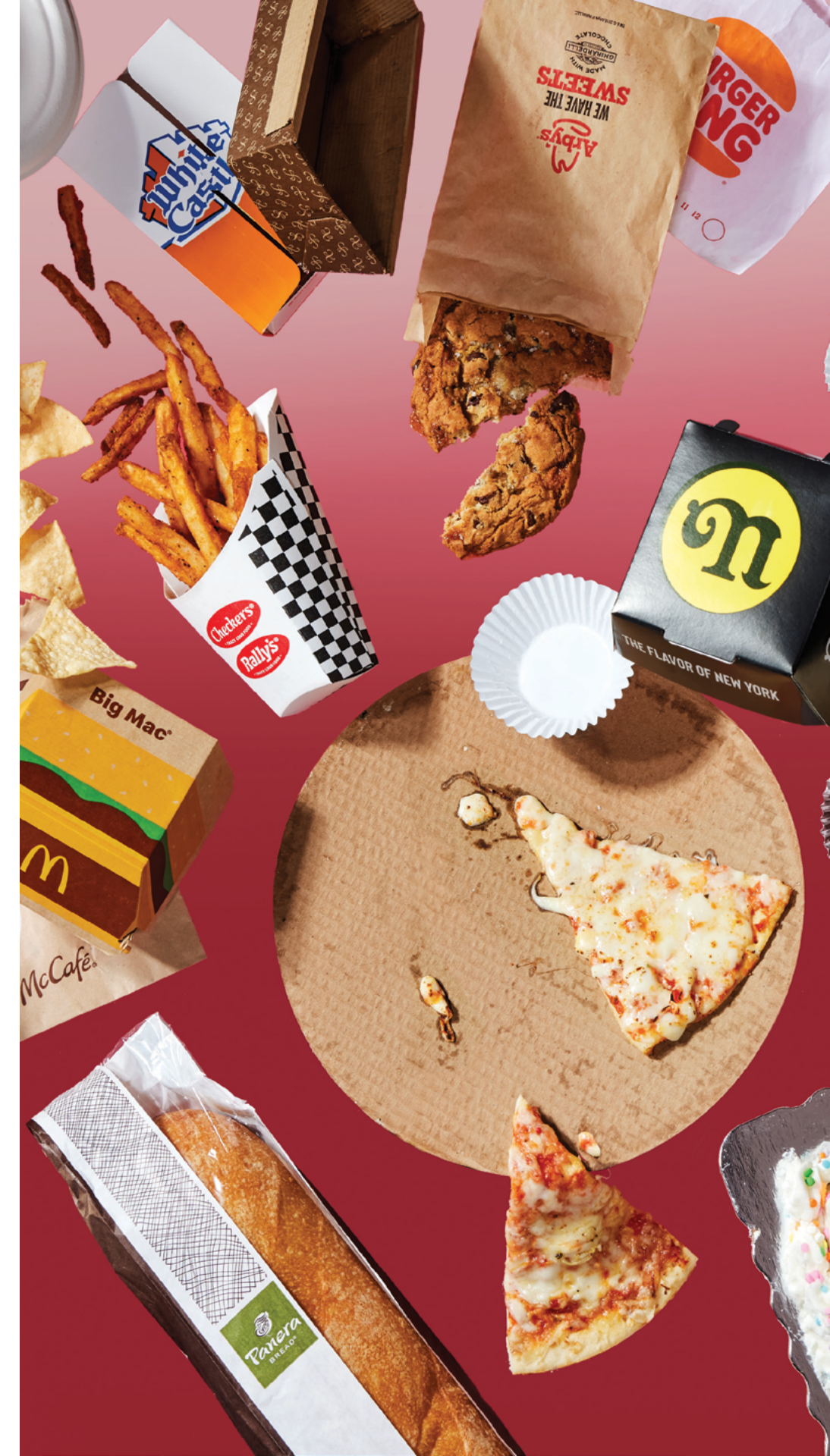


Background

In 2022, Consumer Reports (CR) investigated PFAS (per- and poly-fluoroalkyl substances) in food packaging from restaurant and grocery chains. These chemical compounds have been linked to health problems affecting the immune system, birth weight and cancer risks. Tests of more than 100 products found measurable levels of PFAS in more than half of them. In contrast, among the 24 retailers examined, almost all also offered products that had lower levels, indicating that it is possible to reduce PFAS usage. CR released its findings in an article co-published with The Guardian. It then launched a petition calling on specific fast-food chains to make public commitments to stop using PFAS in food wrappers. CR also encouraged people in selected states to urge their national elected leaders to support bills like the Keep Food Containers Safe from PFAS Act and to demand legislation at the state level.

Insights

Within days of learning Consumer Reports' findings, some of the world's biggest fast-food chains – Nathan's Famous, Chick-fil-A and Restaurant Brands International, owner of Burger King, Popeyes, and Tim Horton's, for example – publicly announced plans to eliminate PFAS from food wrappers. CR's investigation also led to legislative results, with multiple states (California, Colorado, Connecticut, Maryland, Minnesota, Rhode Island and Vermont) banning PFAS in food packaging. Social engagement throughout the campaign was impressive, with an estimated audience of 2 billion reached through local and national media coverage. Posts on Facebook reached more than 438,000 users driving some 59,000 engagements, and a TikTok video garnered over 23,000 views. More than 26,000 people signed CR's petition to urge companies to end PFAS in food packaging and demand safe alternatives.



HARRY'S

Background

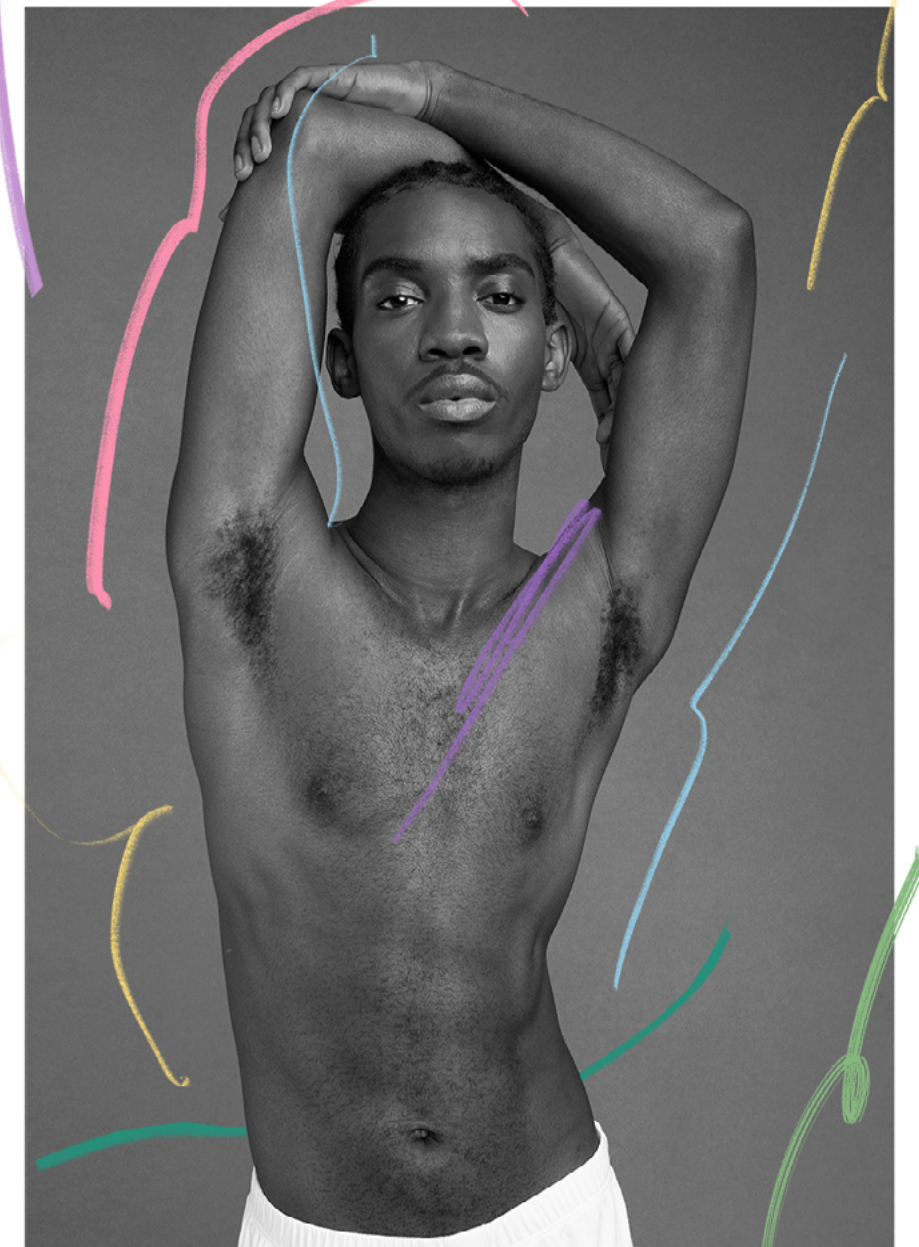
Men's shaving and personal care marketer Harry's has partnered with The Trevor Project (TTP) since 2017 to improve and adapt the mental healthcare space for the LGBTQ community. For its 2022 Pride activation, Harry's worked with Flamingo (its sister in shaving products) to offer customers a limited edition, genderless, Face & Body Pride Shave Set. The pair also provided an inclusive product for non-binary individuals who often feel excluded from the heavily gendered shaving space. All proceeds went to The Trevor Project. In tandem, Harry's launched the "Hair is Hair" campaign with photographer Lia Clay Miller. Furthermore, in April 2022, Harry's prioritized Pride and its Open Minds Initiative to provide equitable and holistic resources within the mental health space, awarding \$5 million to Team: Changing Minds, an organization building a network of mental health responders helping young men recognize and find assistance with emotional challenges.

Insights

Through the Open Minds Initiative, Team: Changing Minds is leveraging the broad appeal of video games and youth sports to train over 200,000 youth and adult mental health responders who are active in these and other popular youth activities, with the goal of reaching 1 million people in its first three years. Meanwhile, Harry's has helped TTP serve over 221,000 LGBTQ individuals in crisis, 47% identifying as men or non-binary. Throughout their partnership, Harry's has donated more than \$1.1 million to TTP, including Pride set sales and programmatic work. Thanks to Harry's donation, TTP's trained crisis counselors served more than 19,500 contacts via TrevorLifeline, TrevorChat and TrevorText in the past year.

Hair *is* Hair

Wherever it grows, whoever you are.



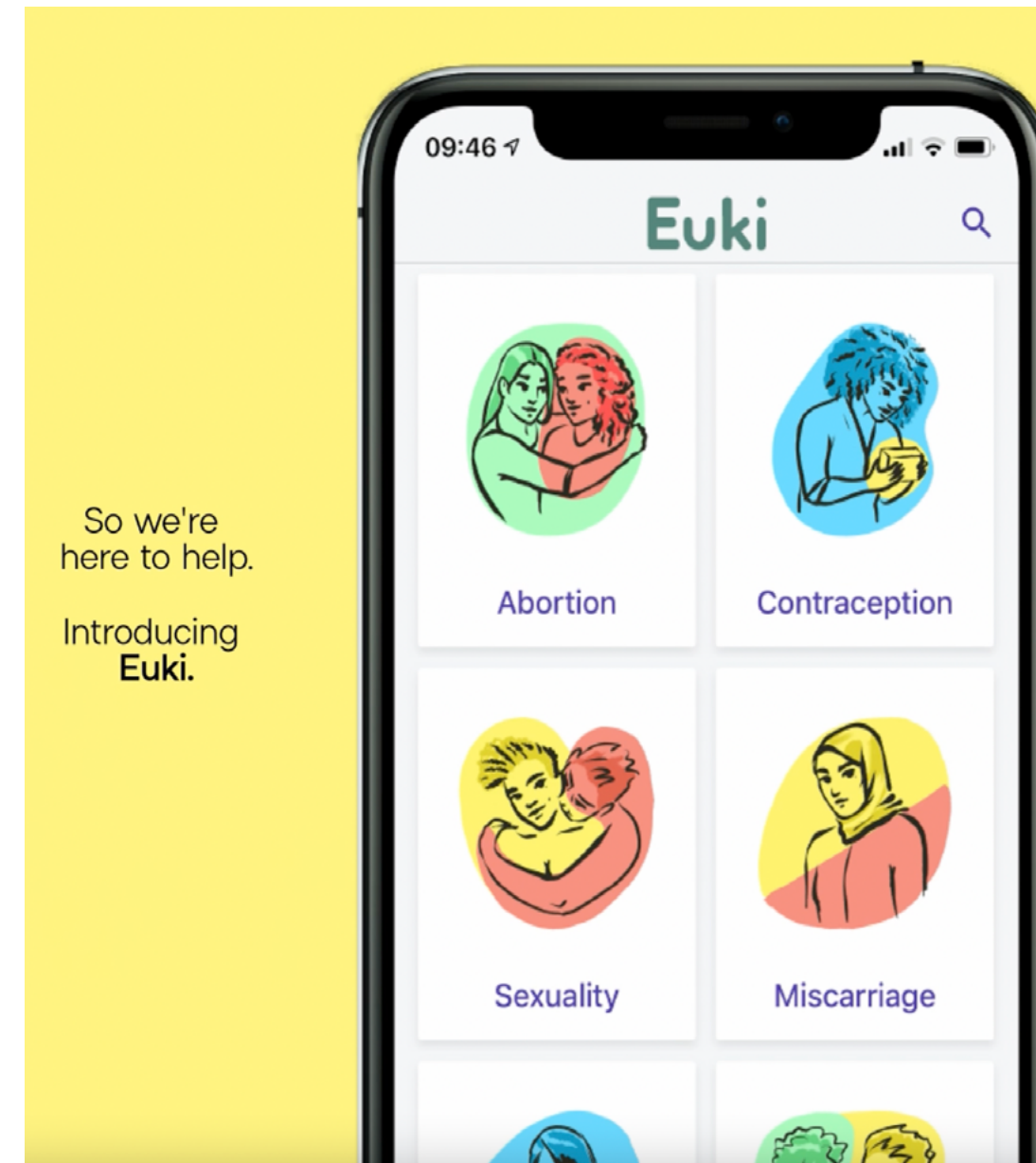
Critical Mass.

Background

Digital design agency Critical Mass (CM) has a clear mission: create online experiences that directly connect users to its clients' vital online information. The agency's expertise faced a tough test on behalf of a campaign for the women's reproductive health app Euki. Accessing unbiased, medically legitimate and inclusive health information online is often technical, intimidating and confusing – especially concerning sexual health and abortion. The data trails consumers leave became more problematic after the Supreme Court's ruling in 2022 that effectively overturned the landmark abortion rights case, Roe vs. Wade. In response, CM started a digital campaign to raise awareness for Euki. CM's media buy spanned Instagram and Facebook, targeting people who may have lost access to abortion in their state. Marketed through Critical Mass's production studio, ArtBot, the campaign empowered Euki with accurately delivered content creation at scale.

Insights

During a six-week effort, funded by donations from Critical Mass and individuals across the agency, CM served 2.4 million impressions, reaching 450,000 people and driving 7,500 clicks. Several press outlets, including MediaPost, Adweek, AdForum and Little Black Book, picked up the news about its partnership. Since the campaign and PR push, monthly users of the app have increased by over 600%. The largest groups of people who clicked through the ads were 13–17-year-olds in Texas and Florida, evidence that CM succeeded in getting Euki to the people who needed it most.



Racial Equality

Digitas + Ascend



Background

Asian professionals in corporate America often struggle with a double-edged stereotype: viewed at once as super successful “model minorities” and simultaneously as “other,” 30% of Asian American Pacific Islander (AAPI) professionals report workplace discrimination. In response, Digitas, in partnership with Ascend, launched ‘The Sound of the Other Side,’ a pro-bono campaign to make those voices heard, exposing how bias and cultural differences prevent Asians from rising to leadership positions. The campaign centered around real stories from Pan-Asian professionals who shared personal stories. Initially launched via 20 cleverly hacked LinkedIn profiles, then extended to a multitude of platforms, the campaign used the influence of these leaders to inspire change.

Insights

The campaign focused on driving word-of-mouth. There were no paid media placements. So Digitas and Ascend had to rely on PR to earn engagement. They turned to influential voices across diverse industries and broadcasting outlets, including donated media, ranging from wild postings (aka “graffiti”) to digital billboards. Sephora gave its Times Square digital billboard to the effort, bringing even greater attention to the threat of racist attacks made against Asians at a mass scale. The Other Side campaign garnered over 114 million impressions across five major cities (New York, Chicago, San Francisco, Los Angeles and Washington D.C.). At the same time, 11,925 LinkedIn reactions on storyteller posts led to 1,223 comments and a +181% month-over-month increase in LinkedIn reactions on the Ascend page. The Ascend site also racked up 10,326 new unique visitors during the month of launch, making up 84% of site traffic.



the
Other
Side



Background

At a time when comic books are at the center of popular culture, black comic book creators make up only 5.8% of writers and 3.9% of artists. Recognizing the need for diverse communities to see themselves in these stories, Ally bank teamed up with Warner Bros. Discovery, DC and Milestone Media, the first Black-owned comic book company, to develop The Milestone Initiative. The initiative began with The Milestone Summit, a 10-week training camp funded by Ally, which brought industry legends together with 24 diverse comic creators, selected from more than 1,000 applicants, for a week-long training and mentorship program.

Insights

Ally and WBD amplified Milestone's story through innovative activations, including 'Milestone Generations', a feature-length documentary on HBO Max recounting the origin story of Milestone Media, 'Milestone ARchives,' an AR experience in Snapchat with interactive comics, minigames, easter eggs and a selfie lens. The programs also included a special NASCAR design, an at-track Fan Zone experience, and Twitch live streams introducing the initiative to gamers. The 'Milestone ARchives' received more than 85 million impressions with an average play time of 13.7 seconds and a share rate of 0.68% – far exceeding benchmarks for the preceding six months. Meanwhile, the Milestone/NASCAR crossover generated 5 million social impressions and 85,000 engagements. Additionally, consumer survey data revealed a +10% increase in favorability toward Ally's brand among diverse audiences in the weeks surrounding the race.



AVEDA

THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

Background

Product sampling is crucial to the beauty industry, but it is also challenging because the single-use packages used to deliver these samples can rarely be recycled. That's why, in late 2021, Aveda – a cruelty-free, plant-based cosmetics company and a champion of sustainable packaging – partnered with a woman-owned packaging supplier, Xela Pack, to create a paper-based recyclable sachet. The certified recyclable sachet improved both sustainability and the consumer experience, preserving the brand's prestige look with a 3D paper sample packet that recloses itself mechanically and precludes leakage.

Insights

The result of several years of beta testing, certifications and a partnership between Aveda and Xela Pack is prestige beauty's first-ever paper-based, locally recyclable sachet. The sachets achieved certified recyclability and are curbside recyclable throughout Europe and the United Kingdom. A peer-reviewed life-cycle assessment calculated that sachets reduced water consumption by 36%–68% and CO2e emissions by 37%–64% compared to traditionally used structures.



Water

ZenWTR

zenWTR[®]
Thirsty for change™

Background

Bottled water is among the most consumed beverage products, accounting for roughly a quarter of all retail drink sales. But the bottles that water comes in contribute to plastic pollution throughout the world's oceans. In response, Lance Collins created the first 100% recycled, ocean-bound plastic bottle for his beverage company, ZenWTR. Working with OceanCycle, an independent third-party certifier, ZenWTR verifies the source of its plastics, reassuring consumers that they are purchasing an ethically sourced product.

Insights

About 1% of all ZenWTR sales go to Ocean Conservation and Recycling advancement. The money supports beach cleanups that gather tens of thousands of pounds of microplastics from the ocean. The company also leads bottle recovery programs that gather used plastics from at-risk coastal environments in regions that lack formal recycling infrastructure. ZenWTR is the first beverage company to receive Plastic Negative Certification from the Plastic Credit Exchange (PCX). The beverage marketer has committed to making its entire portfolio plastic-negative. It also supports programs that recover and recycle at least 200% of its annual plastic footprint for 2021 and beyond. Every ZenWTR purchase now carries a negative plastic footprint.



World Hunger

Economist Impact + Corteva Agriscience



**ECONOMIST
IMPACT**

Background

As climate change continues, extreme weather's threat to global food supplies has gotten greater attention. Skyrocketing food prices and increasing hunger have shown how immediate this problem is. Economist Impact, a unit of the Economist Group, decided it was time to home in on the structural challenges to food security. The challenge the media company set for itself is promoting the need to build a more resilient global system. Their Global Food Security Index (GFSI), supported by Corteva Agriscience, captures year-on-year changes across the food supply landscape. The index is measured in four key areas: affordability, availability, quality and safety and sustainability and safety. The goal is to inspire conversations that shape policy for global food security.

Insights

GFSI is not a one-off campaign. It's a continuing commitment to uncovering and addressing the challenges facing global communities vulnerable to hunger. The United Arab Emirates used the campaign to develop its National Strategy for Food Security. The plan was presented to government agencies and industry executives in Brazil, Mexico, Colombia, Chile and Argentina. The Federal Reserve Bank of New York convened an event to discuss the findings of the GFSI, which were also cited in an article by Harsh Vardhan, senior investment specialist, Invest India, Government of India. The Aspen Institute's Food Security Strategy Group used GFSI to set its priorities for action. GFSI Findings are featured regularly in global media outlets, including Forbes and Bloomberg. Meanwhile, Economist Impact was contacted by the governments of Ireland, Singapore and Indonesia about their GFSI scores.



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