



DIGIDAY

CONTENT MARKETING
AWARDS



The best advertising is, at turns, informative, entertaining and inspiring, and it's content at its essence. But when advertising is done through the lens of branded content, it gains the imprimatur of leading publishers, movie and TV studios.

The 2023 Digiday Content Marketing Awards winners blended information and commerce in the best way, empowering one goal to complement the other. Across the winning campaigns, marketing teams this year increased their investment in immersive video content – including single and series formats – to engage audiences. Interactive content, often using augmented reality and artificial intelligence, further paved the way for advancements in branded content.

Another prevalent theme throughout the winning campaigns in 2023 was that branded content proved particularly resonant with

Gen Z audiences. Brands are honing their storytelling and social media capabilities by creating meaningful content that seamlessly reflects content styles from TikTok to TV to streaming, all places where younger people show up. Authenticity is the key to the success of these narrative projects, and partnerships with influencers and celebrities add to the legitimacy of these winners' works.

Lastly, DE&I continued to be a significant thread running through the strongest marketing and communications efforts our judges considered. Brands are showcasing diverse perspectives, highlighting underrepresented voices and promoting inclusive messages to help raise awareness for causes and make meaningful connections with their audiences and communities. We congratulate our winners for showing us new ways of creating and sharing their stories.

Best Advertising Partner

QYOU Media + Hyundai + Culture Brands



Background

QYOU media and automotive manufacturer Hyundai launched a two-phased campaign to expand awareness, purchase consideration and audience engagement with Black audiences. The campaign used the award-winning OKAY Hyundai theme and collaborated with Tik Tok content creators of color to deliver authentic, culturally relevant information. In phase one, the campaign focused on educating the Black community about the benefits of an electric lifestyle using Hyundai's IONIQ 5. Phase two featured the car company's Palisade model, presenting it as the ultimate family vehicle for daily use and memory-making road trips.

Insights

The campaign delivered culturally relevant content to the Black community while enlisting Black creators to educate audiences about electric vehicles. As a result, it exceeded goals in both phases, producing positive social sentiment, reaching 39 million subscribers (128% of the goal) and achieving 17 million total views (194% of the goal). Additionally, the campaign's engagement rates on TikTok were above the platform benchmarks, with an overall engagement rate of 5.3%.



Best Agency/Client Collaboration

Bonobos + CBS Sports

BONOBOS

Paramount
BRAND STUDIO

Background

Bonobos, an upscale menswear brand and a subsidiary of Walmart, partnered with CBS Sports to promote its golf wear line to a broad male audience of casual and avid golf fans. 'Decades of Drip,' a social-first branded content video, featured Bonobos ambassador and PGA star Justin Rose wearing era-defining looks and playing with clubs from throughout golf's history. The video showcased how Bonobos blends high performance with effortless style. It was distributed on TikTok, Instagram reels, CBS Sports HQ and CBSSports.com, with Rose and Bonobos promoting it on their social accounts.

Insights

CBS Sports successfully met Bonobos' three goals: Reaching the massive, predominantly male golf audience; showcasing the "effortless style" and "high-performance" of the brand's golf wear products; and executing highly engaging, social-first, first-to-market branded content videos that sports fans enjoy and to which they relate. The branded content alone drove 7.5 million impressions and 3.4 million video views. It surpassed CBS Sports TikTok benchmarks, garnering 700% more engagements than the average post on the platform. On Instagram, the video tallied 135% more video views than the average CBS Sports Instagram post, and on Facebook, the content pulled in 282% more video views than the average post.



Best Brand Publication

Foundry 360 at Dotdash Meredith + Mars Petcare

FOUNDRY 360



Background

Mars Petcare is a leading provider of high-quality pet nutrition and therapeutic health products. Guided by their tagline, "A Better World for Pets," the company's 85,000 associates work toward a world with healthy and happy pets. Dotdash Meredith, America's largest digital and print publisher, launched Paw Print, a hyper-targeted magazine for dual pet owners (households with dogs and cats) with advice on pet health, behavior, nutrition and gear. Mars Petcare was a launch sponsor, and subsequent issues featured other non-compete advertisers. The goals were to help Mars Petcare connect with pet parents, raise awareness of its brands, achieve unparalleled engagement and generate positive reader feedback.

Insights

Paw Print's launch was a massive success, with 98% of readers inspired by the cover, opening the premiere issue. Pet parents spent an average of 80 minutes reading the magazine. Additionally, 97% of readers indicate they are already looking forward to the next issue, which many view as their new favorite magazine. Most importantly, readers are taking action, with 8 in 10 likely to purchase a product featured in the issue. As a result, circulation has increased by 25% since launch, and Mars Petcare has committed to a third year of sponsorship.

Wags & Purrs

TRENDS / TRIVIA / CELEBRI-PETS / MORE



PIG TALES
Winnie (pup) and Wilma (piglet) are inseparable barnyard buddies.

WINNIE NEVER MEETS A STRANGER

at Charlotte's Freedom Farm. The 200 animals who call the Ontario, Canada, acreage home and weekend visitors alike know the pup with big wheels and an even bigger smile as the farm's friendly ambassador. The ever-happy Winnie—proper name Winston—arrived at the farm at only 4 weeks old. He was born with an underdeveloped sternum and front legs. His owner, farm founder Lauren Edwards, says he was as energetic as any other puppy. But without the protection a normal anatomy provides, an accidental step or kick to his chest could be devastating. Edwards realized she had to sequester Winnie while awaiting a chest protector. Luckily, the pup had a friend to pass the time with—piglet Wilma. At first, Wilma was young enough to spend nights indoors and small enough that Edwards didn't worry about her hurting Winnie. They liked play-wrestling, which Edwards remembers as "the absolute cutest thing I've ever seen." Nowadays, Wilma lives outside full-time and Winnie (on Instagram @winnie.the.roo.) has his wheels and chest protector. The friends still run to each other and wrestle, Edwards says. "It's joy and happiness all day, every day."

HOGS & KISSES

Meet Winnie and Wilma, besties who are friendship goals.

BY AUSTIN CANNON

PET HOLIDAYS

JUNE 1
ADOPT-A-CAT MONTH

JUNE 5
PET APPRECIATION WEEK

JUNE 24
TAKE YOUR DOG TO WORK DAY

JULY 10
NATIONAL KITTEN DAY

AUGUST 26
NATIONAL DOG DAY

CONNECTED PETS
ALL YOUR PET CARE NEEDS—FROM TRAVEL TIPS TO MEDICAL ADVICE—IN THE PALM OF YOUR PAW (ER, HAND).

- BringFido** Free
Planning a trip? Search (worldwide!) for dog-friendly hotels, restaurants, parks, and more, so you can bring your furry family along, too.
- 11pets** Free
Ideal for households with multiple pets: Log medical info and set reminders for everything from prescription refills to their next nail trim.
- Wag!** Free
Find a dog walker or a cat sitter, all background-checked. Stay connected via messages and tag along on walks with GPS tracking.

Best Brand/Influencer Collaboration

Wieden + Kennedy + AB InBev/Michelob ULTRA

Wieden
Kennedy+

Michelob  ULTRA.

Background

Punning on its “light beer” designation and the Super Bowl’s name, Anheuser-Busch’s Michelob ULTRA launched its integrated Super Bowl campaign centered on the theme, ‘It’s Only Worth It If You Enjoy It.’ The campaign aimed to establish the brand’s support of gender equality in sports on a national level, using the Super Bowl as a platform. It featured a 60-second spot that brought to life the fictional world of Superior Bowl. Inspired by bowling cult classics, ‘The Big Lebowski’ and ‘Kingpin,’ the video showcased celebrities and athletes keeping it light with Michelob ULTRA, laughing and enjoying their game. The campaign also reinforced ULTRA’s presence in key drinking occasions and urban centers.

Insights

Michelob ULTRA’s integrated campaign resulted in 3.8 billion impressions and was the second most searched ad on Google, while trending four times nationally on Twitter. The campaign received 4.04 billion impressions, with 98% of them including the key message and 100% positive or neutral sentiment. Fast Company ranked it number two of the five best ads and the highest-ranked A-B commercial (at number 12 according to Ad Meter). Michelob ULTRA also pledged \$100 million to support and create media content covering female athletes and events for the next five years, as part of its commitment to gender equality.



Best Branded Content Series - B2B

GoDaddy



Background

Web hosting company GoDaddy prides itself on providing small businesses with the necessary tools and support to succeed. The company's YouTube series 'Icons' followed everyday entrepreneurs in various cities, sharing their stories and experiences and showcasing their connection to GoDaddy's brand and products. The campaign aimed to drive engagement metrics, increase awareness and consideration within the target audience, and grow affinity towards GoDaddy as a brand.

Insights

The YouTube series helped capture an audience of Gen Z, millennials and women with 'The Icons of Cincinnati' installment garnering the most organic Google Search traffic. The launch also earned media placements and successful social media engagements on GoDaddy's TikTok and YouTube channels. Creative breakthrough testing in 2021 showed 'Icon' positively impacted all measurements, including likability, standing out, emotional response and intent to act. The launch delivered a 355% increase in overall engagements compared to the previous season benchmark, gained 570 new subscribers on YouTube and had the most significant year-over-year gain in brand social activations.



Best Branded Content Series - B2C

HigherDOSE

HIGHERDOSE

Background

HigherDOSE is a wellness technology company founded in 2016 by Katie Kaps and Lauren Berlinger. Their core mission as female biohackers is to educate women about their bio-individuality and give them the tools they need to cultivate an individual sense of well-being. The campaign aimed to introduce biohacking wellness technology to spa enthusiasts. Promising a natural high, the brand leverages nature-inspired technologies such as infrared heat. They quickly became the premier infrared sauna destination in New York City, cultivating a dedicated community. Their Youtube series – 'Biohack-Hers' – explores the evolutionary arc of vitality, longevity and the age-old human pursuits that are driving some of today's hottest wellness trends. The primary objective for the series is to expand the branded content beyond product-focused ads into lifestyle territory with educational, investigative videos that inspire community conversation.

Insights

The 'Biohack-Hers' cross-platform campaign has sparked a passionate community of biohacking enthusiasts. The series gained 1.5 million episodic views and grew HigherDOSE's YouTube audience. Over 4,000 product sales were driven by YouTube discovery, and Lauren and Katie's channel saw a 5% increase in growth during the season. Promotional clips on TikTok drove platform growth and converted 2,000 followers. Episodes distributed on Instagram achieved a 68% viewership retention rate.



Best Branded Content Site - B2B

FOUNDRY
an IDG, Inc. company

Background

OpenText provides information management solutions for companies to securely capture, govern and exchange information on a global scale. The company serves various industries, including the aerospace, education, governmental and healthcare sectors. The OpenText 'Digital Futures' program, developed in partnership with Foundry, used dynamic storytelling and data-driven content to provide IT leaders with guidance and support for their cloud implementation. The program aimed to establish OpenText as a thought leader in the cloud industry by connecting with IT leaders planning their cloud strategies.

Foundry + OpenText

Insights

OpenText's partnership lifted brand awareness significantly, as evidenced by the 2.7 million impressions delivered by the program. They engaged over 4,000 accounts, including companies such as AWS, Intel and Microsoft, positioning themselves as thought leaders. This has directly impacted their marketing sourced pipeline, driving over \$2 million in just six months. Their engaging content garnered 66,000 pageviews, 2,700 engagements and an average dwell time of 4.5 minutes, more than double the Foundry benchmark. Using varied content allowed for deeper engagements, with CTAs embedded in the articles generating a 3.97% CTR, more than 40X the Foundry benchmark.

Digital Future Time to think

CIO

X

Sponsored by:

opentext

Best Branded Content Site - B2C



Background

Expedia Group's in-house Expedia Media Studio creates shoppable, branded content marketing solutions for travel brands and destinations. The studio developed 'The Next Turn' series for their destination marketing organization partner, Promtur Panama, to promote tourism in the country. Three episodes followed open-minded travelers exploring Panama's natural wonders and offered a shoppable travel experience through an OTT platform.

Expedia Media Studio

Insights

Realizing their goal is to inspire travel dreams, encourage discovery and facilitate travel bookings for their audiences, Promtur Panama achieved a remarkable 21-to-1 ROAS across their campaign. They also achieved an impressive 80% growth in room nights year on year. The highly inspirational content successfully moved travelers down the sales funnel, with 8% of viewers planning a trip. The shoppable, entertainment-based experience of 'The Next Turn' was an impressive victory for a destination that had struggled to capture traveler attention.



Best Branded Podcast

CHIEF

Background

Chief, a network of 20,000 women executives across the U.S. and U.K., offers executive coaching, peer groups, workshops and connections across a variety of organizations. The network's podcast, 'The New Rules of Business,' challenges preconceived notions of leadership, with recent episodes focusing on corporate activism, empathetic leadership and reputation management during crises. Igniting conversation about the challenges faced by women in the workplace, the podcast built brand awareness for Chief, establishing it as an authority on women's leadership while inspiring women executives to apply for Chief membership.

Chief - 'The New Rules of Business'

Insights

By opening up a dialog addressing the challenges women face in the workplace, 'The New Rules of Business' placed Chief alongside women working as an inspiration, a champion and a vehicle to address gender inequities. The podcast was ranked number one Business podcast, number one Business Management podcast, and number 16 show overall on Apple U.S. Podcast Chart Rankings, boasting a 4.8-star rating. Downloads of the podcast increased by 100% from season one to two and by another 300% in season three. Their video campaign 'This Guy Means Business' received over 270,000 cross-platform video views, driving interest in Chief membership, with hundreds of comments on LinkedIn from women sharing their own experiences with gender bias at work.



Best Campaign Pivot

Dreamscape Marketing LLC + Harmony Hills



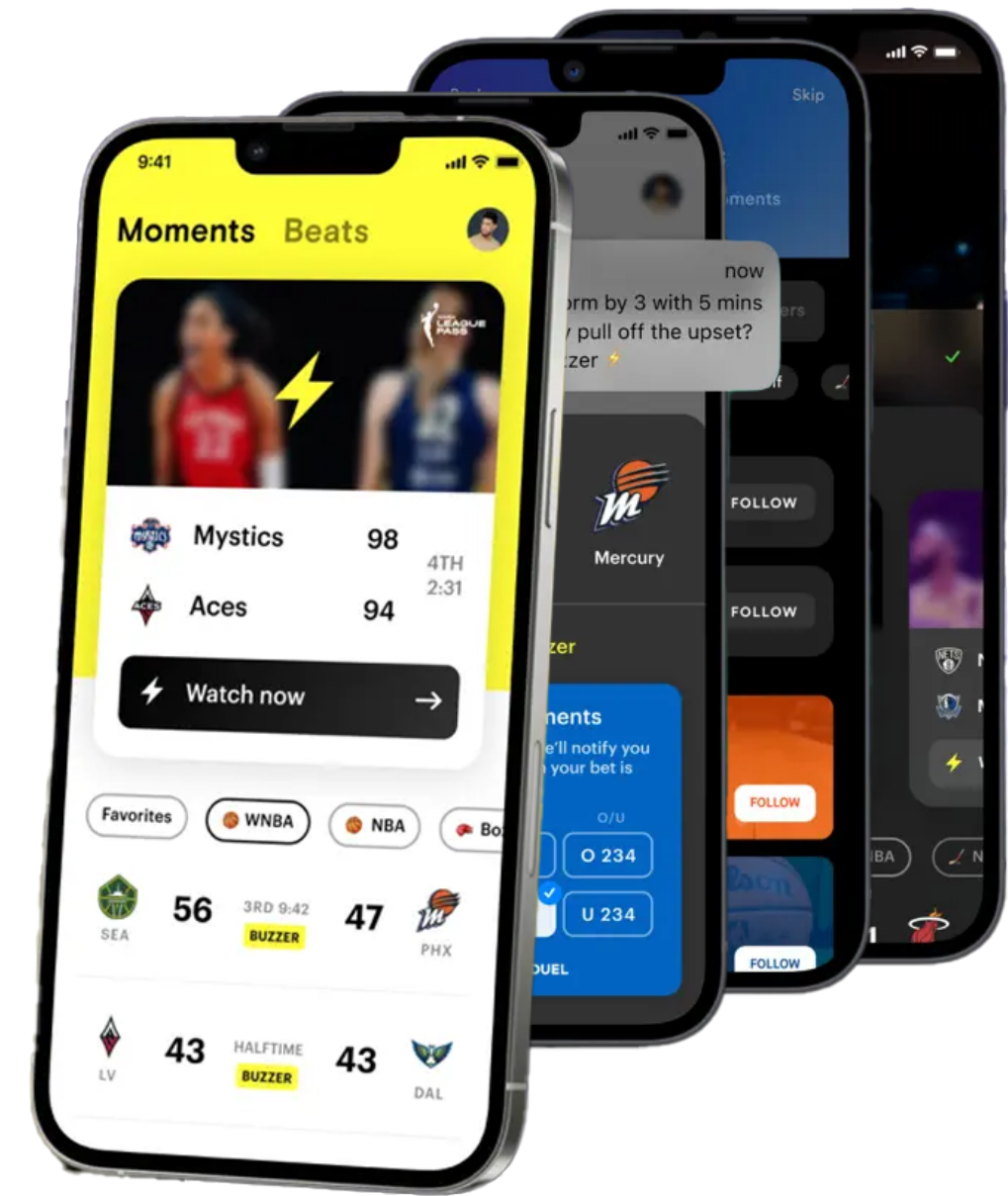
Healthcare
Digital
Marketing

Background

Harmony Hills is a mental health treatment center in Florida that treats residential and outpatient programs for conditions like depression, anxiety, bipolar disorder and PTSD. The center's rural setting promotes a stress-free environment, while amenities like an on-site gym and Olympic-sized swimming pool help guests heal in body, mind and spirit. In February 2022, the center partnered with Dreamscape Marketing to pivot from primary substance use disorder treatment with secondary mental health offerings to mental health treatment exclusively.

Insights

The campaign's goal was to maintain market share, improve overall rankings and site health and increase conversions by making it easy for potential clients to understand the new offerings and find them quickly in search engine results. Harmony Hills's pivot increased growth overall, with site renovation and strategies that targeted users' primary concerns, increasing web traffic, user interaction and satisfaction and comfortably hitting their target for goals in 2022.



Best Community Building Campaign

Rapyd + Known

Known *Rapyd*

Background

Rapyd is a fintech-as-a-service platform that offers a range of payment, compliance, foreign exchange and card-issuing services. To differentiate itself from competitors and appeal to SMBs, mid-market and enterprise organizations, as well as software developers, Rapyd enlisted Known to launch a gamified campaign called 'Hack the Galaxy,' which was designed to attract developers and establish Rapyd as the digital maverick they should partner with for global fintech access and efficiency. The goal was to grow Rapyd's developer community by 51,000 users in four months.

Insights

Rapyd's 'Hack the Galaxy' campaign inspired over 40,000 Google searches and 545 million impressions in just two months. Brain-busting puzzles garnered nearly 13,000 submissions, and signup goals were surpassed, with 51,000 signups achieved in half the allotted time. The campaign was completed within 55% of the planned period and 63% of the initial allocated media budget, allowing Rapyd to focus on engagement and target developers. The campaign also earned media attention from mainstream and trade publications.



Best Content Marketing Platform

Alpha Precision Media



Background

Alpha Precision Media, a minority-owned media investment and content creation company, produced sponsored content integrating Kraft brands into a live stream reality series on Twitch called '5GRV: Gamers on the Road.' Intended to increase brand awareness for Kraft brands and audience engagement for the 5GRV franchise, the series featured three Black female gamers and a comedian traveling in an RV for 10 days. The first branded live stream reality content on Twitch featured Kraft Velveeta and Kraft Mayo and created over 3600 minutes of content across 30 streams.

Insights

'Gamers on the Road,' the first all-black female gaming tour on Twitch, delivered over 21 million impressions with a 50% increase over benchmarks in display and online video CTR. With 97,000 minutes watched on Twitch, 'Gamers on the Road' engagement saw a 37% increase in viewing time over the average and a 17.4% increase in minutes spent viewing '5GRV' streams per unique user. It also had over 85,000 engagements across digital.



Best Event

Pop-Tarts + Hypebeast



Formerly Known As[®]

Background

Beloved breakfast and snack brand Pop-Tarts is known for its unique and exciting flavors. The brand recently collaborated with Proper Gnar, a Black female-owned skateboarding brand, to create a merch collection inspired by Gnar founder Latosha Stone's favorite Pop-Tart flavors. The partnership intended to reach a more diverse audience and spark instigation in Gen Z fans of both brands. To achieve this goal, they hosted a skate competition at The Berrics, a world-renowned indoor skate park in Los Angeles. The event celebrated the unique culture of skateboarding and offered fans a once-in-a-lifetime experience with mini competitions and prizes.

Insights

The Pop-Tarts campaign achieved 32 million impressions through Hypebeast organic and paid social channels, with 394,000 successful engagements, targeting 60% of their Gen Z audience. The skate community's organic posts generated an additional 706,000 impressions for the event. The event had 260 attendees who connected with the brand and community, resulting in a 50% likelihood to purchase Pop-Tarts post-campaign and a 40% increase in brand favorability. Gen Z's overall consideration for Pop-Tarts increased 17% after the campaign launch.



Best Experiential Marketing Campaign

NETFLIX

Background

Netflix and Shondaland wanted to keep Bridgerton fans engaged –and the media focused – on its series in between seasons, so they transported viewers to a lavish Regency-era London with 'The Queens Ball: A Bridgerton Experience.' Guests entered the 90-minute immersive event through a beautiful wisteria tunnel, where the voice of the beloved narrator, Lady Whistledown, greeted them. Throughout the evening, they enjoyed a performance by a live string quartet playing Bridgerton's soundtrack while they engaged and interacted with the show's high-society aristocratic characters.

Netflix - 'The Queen's Ball: A Bridgerton Experience'

Insights

'The Queen's Ball' created a touchpoint for fans, keeping them engaged between seasons while deepening their connections with the charming Bridgerton universe. Catering to the LGBTQ+ community, the event allowed guests to engage at their own comfort level. More than 90% of guests dressed up for the experience, which has seen over 188,000 visitors spanning multiple generations and cultures. 'The Queens Ball' has inspired 43 marriage proposals, garnered 812 million social media impressions and received glowing reviews in over 1,100 pieces of media coverage from outlets including The New York Times, INSIDER, Variety, Today.com, Bloomberg, The Hollywood Reporter and Los Angeles Times.



Best In-House Content/Brand Studio



Profile

Due to the COVID-19 pandemic, the global tourism industry saw a massive decline in direct GDP across 2021 and 2022. Expedia Group, one of the world's largest online travel agents, grappled with the effects. To combat this, they launched the Expedia Media Studio, a content marketing strategy that provided shoppable, content-powered travel solutions, including a shoppable travel TV platform and broadcast-quality entertainment formats, plus a full-service social proposition that offered partners access to their brand voice.

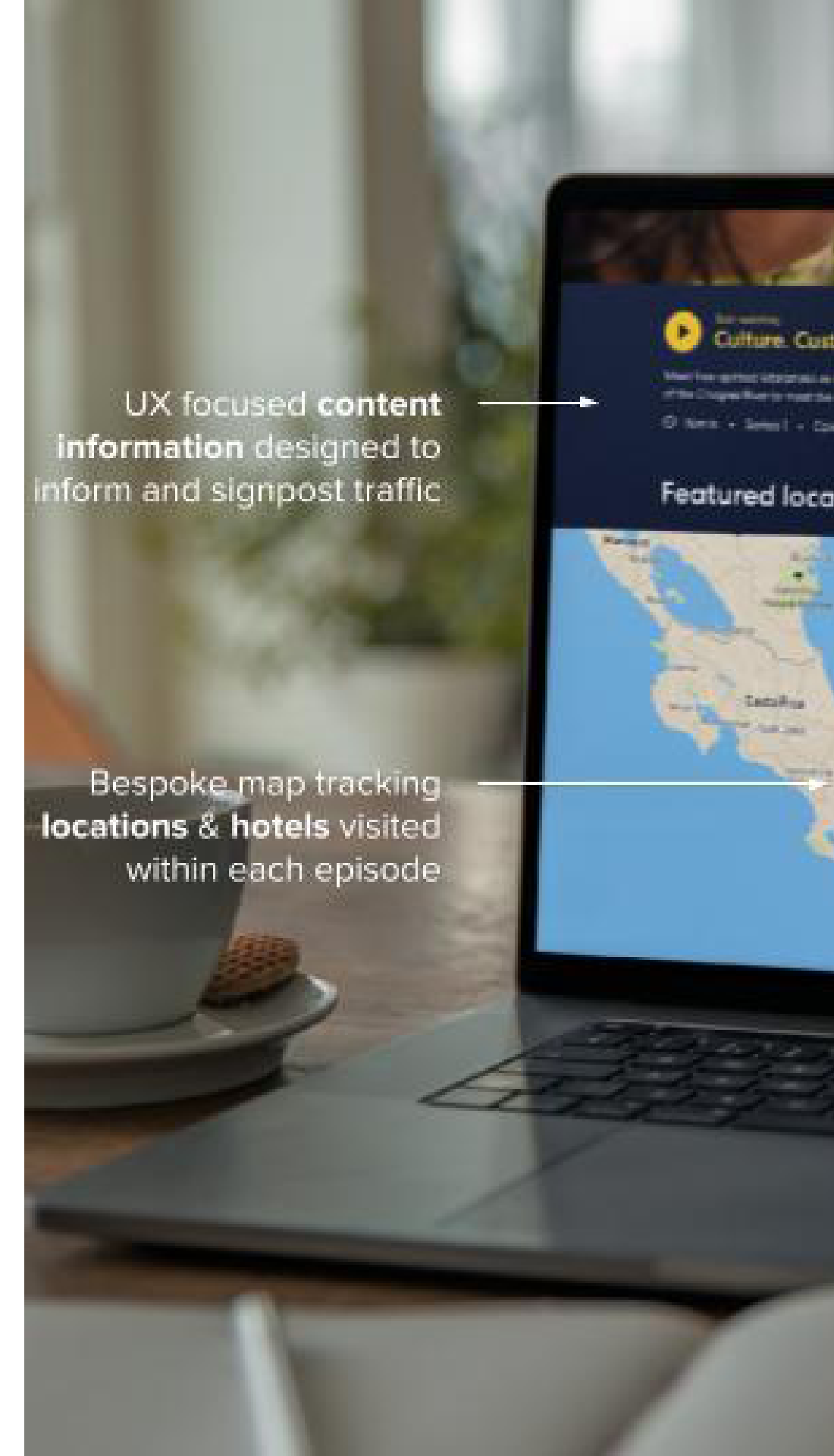
Expedia Media Studio

Impact

Expedia Media Studio achieved a 20% increase in campaigns and 25% year-over-year revenue growth, with social campaigns experiencing a 100% increase. Notably, the company launched GoUSATV, an OTT platform that allowed travelers to watch, plan and book trips seamlessly. It introduced seven new Expedia Original branded entertainment series, resulting in an 80% increase in room night bookings year-over-year. The company also increased its social campaign count from 48 to 83, generating almost 1 billion impressions and 6 million clicks through to Expedia booking pages. All of this was accomplished by a team of 33 content marketers located in 11 different cities and nine different time zones.

UX focused content information designed to inform and signpost traffic

Bespoke map tracking locations & hotels visited within each episode



Best Influencer-Generated Content

Kyra + The Weather Channel



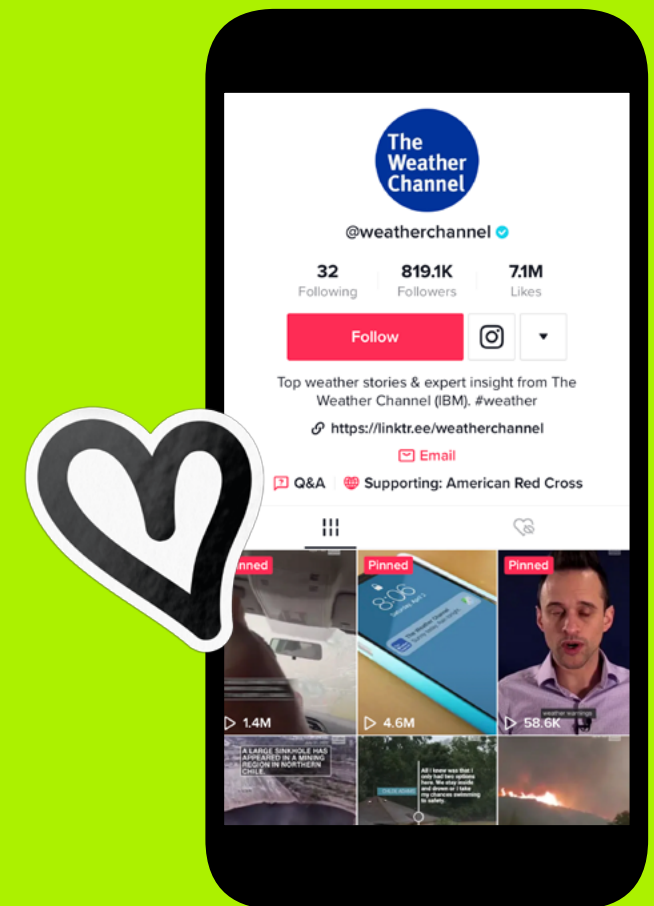
Background

The Weather Channel partnered with Kyra, a global creator economy company, to connect with younger audiences who needed to be made aware of the app and its offerings. Kyra created a TikTok creator campaign with three themes: 'Weather or Not' challenged creators to inform their plans for the day by waking up to notifications from The Weather Channel. 'Going the Distance,' a series, bridged the gap between loved ones in different time and climate zones and showed how couples and friends used The Weather Channel app to stay in touch, no matter the distance. 'Wherever the Weather Takes Us' employed videos native to TikTok, showing creators partaking in activities related to weather conditions.

Insights

The collaboration with 20 creators produced unique TikTok videos to create native content that drove affinity for Gen Z and millennial consumers and added 60,000 new followers to The Weather Channel's TikTok channel. Success metrics were impressive, with 40 million views across creators' channels, a 5% engagement rate and a 25% lift in favorability for The Weather Channel among Gen Z audiences.

Kyra hit TikTok from all angles to get Weather Channel **on the radar**



Best Interactive Content Piece or Series



Background

Ram Trucks, an American brand of commercial vehicles, partnered with the TV show 'Yellowstone' to create the 'Yellowstone Set Tour,' an interactive augmented reality experience for fans. The gamified AR episode allowed fans to tour the Dutton Ranch from the driver's seat of a Ram 1500 truck, with hotspots unlocking bonus content and information about the show and the truck's features. Deepening the connection between avid 'Yellowstone' fans and the Ram brand, the AR episode showcased the truck's intrinsic connection to the 'Yellowstone' world. At the same time, digital assets and social media posts expanded the campaign's reach.

Paramount Brand Studio

Insights

The official website for the tour received 363,000 page views, a 363% increase over the estimated benchmark. Furthermore, 84,000 new users visited the website, and there were 10.3 million social media impressions. The collaboration was fruitful for both parties, providing great exposure for the tour and increasing interest in the Ram brand.

THE RANCH



MAIN HOUSE



The main house is the center of the Dutton family's world and the cornerstone of their legacy.

EXPLORE MAIN HOUSE

Best Metaverse Campaign

eos



Background

Skincare brand eos specializes in hypoallergenic products. A go-to brand for Gen Z and Millennials, eos wanted to enhance their connection with Gen Alpha. Aiming to connect with them during the holiday season, they partnered with Roblox and Mariah Carey in December 2022 to create a month-long metaverse gaming experience. The immersive event included a 3-D digital playhouse shaped like an eos balm, free in-game branded items and a unique one-on-one engagement with Mariah on stage.

Insights

The activation exceeded expectations in raising brand awareness and interest among young consumers, with over 51 million impressions. Additionally, there were 6.3 million interactions with branded merchandise and a 255% increase in eos hub playhouse visitors compared to the benchmark. The campaign also resulted in 48 million earned media impressions and experienced a 23% lift in positive brand perception for participants and a 13% increase in brand consideration for non-participants.



Best Multi-Channel Strategy

The Wild + Brew City



Background

McCain's Brew City wanted to make their snacks as synonymous with beer as buying popcorn at a movie theater is with movies. Toward that end, they enlisted The Wild, a full-service social agency, to target their bullseye consumer— the 18–45-year-old male watching football at home with his mates. Launching a cheeky campaign to steal sportscaster and former footballer Gary Lineker away from Walker's chips, the campaign was rolled out in three phases, developing depth through each stage while playing into the way cultural news traffics and lights up social. Sly messaging directed at Gary dared him to “stop flogging crisps” and called on him to ‘represent a proper snack.” The nation loved it, and Gary himself responded on Twitter.

Insights

The audience loved the campaign, and the numbers showed it: 188 million impressions through earned media coverage, including features in popular media outlets such as The Sun and LADbible. Fans were enthusiastic, with some requesting #WeWantGary merchandise and even attempting to change their names to Gary. Overall, the campaign added 25 million social media impressions, 25.5 million out-of-home impacts, 3.9 million digital audio impacts, and 460,000 radio impacts, reaching 42,000 people through print advertising and 300,000 display impressions.



Best Product Launch Campaign

Britvic/Tango + LADbible Group + mSix@Partners



Background

Tango, a popular youth brand in the 1990s and 2000s had slipped behind competitors Fanta, 7UP and Sprite. To regenerate the brand and bring in a younger audience, Tango focused on new product development, partnering with LADbible Group, a leading youth social publisher. Together, they created the '# peachpolice' campaign, tapping into Gen Z's outrage over the misuse of the peach emoji.

Insights

Tango achieved a resurgence by looking back to its heyday as a youth favorite while looking forward by leading with a sense of humor. The brand drove greater awareness among younger consumers with a range of compellingly humorous content and conversations designed to make Tango relevant again. The campaign focused on a new offering, Berry Peachy. The social media effort, '#peachpolice, developed by Britvic and mSix@ partners, reclaimed the provocative peach emoji for its "proper use." It struck the right tone in tapping into Gen-Z-versus-Karens outrage, making the campaign feel like a genuine internet debate by using the breadth of the LADcreator network and ensuring a genuine conversation-starter would continue to trend across social media channels.



Best Real-Time Strategy

Wieden + Kennedy + AB InBev/Michelob ULTRA

Wieden
Kennedy⁺

Michelob  ULTRA.

Background

When a picture of a man holding a Michelob ULTRA went viral at a PGA event, the brand quickly capitalized on the moment with a fully integrated social campaign. Within 48 hours, Michelob ULTRA released a digital commercial immortalizing 'Mark, The Michelob Guy' and created custom merchandise and materials for PGA tour events. The viral moment cost the brand nothing regarding production or media support. The campaign successfully positioned Michelob Guy as a spokesman for the brand's "It's Only Worth It If You Enjoy It" mindset, capturing the attention of fans nationwide.

Insights

The viral moment earned 4.9 million impressions, generated more than 35 headlines, and garnered 250 million impressions without any outreach efforts. The campaign also resulted in 30,000 organic social mentions and 663,000 organic video views. The entire campaign was executed with an all-in budget of only \$500 for Mark's travel accommodations.



Best Use of AI Generated Content

FCB Agency - AB InBev / Michelob ULTRA

Wieden Kennedy+

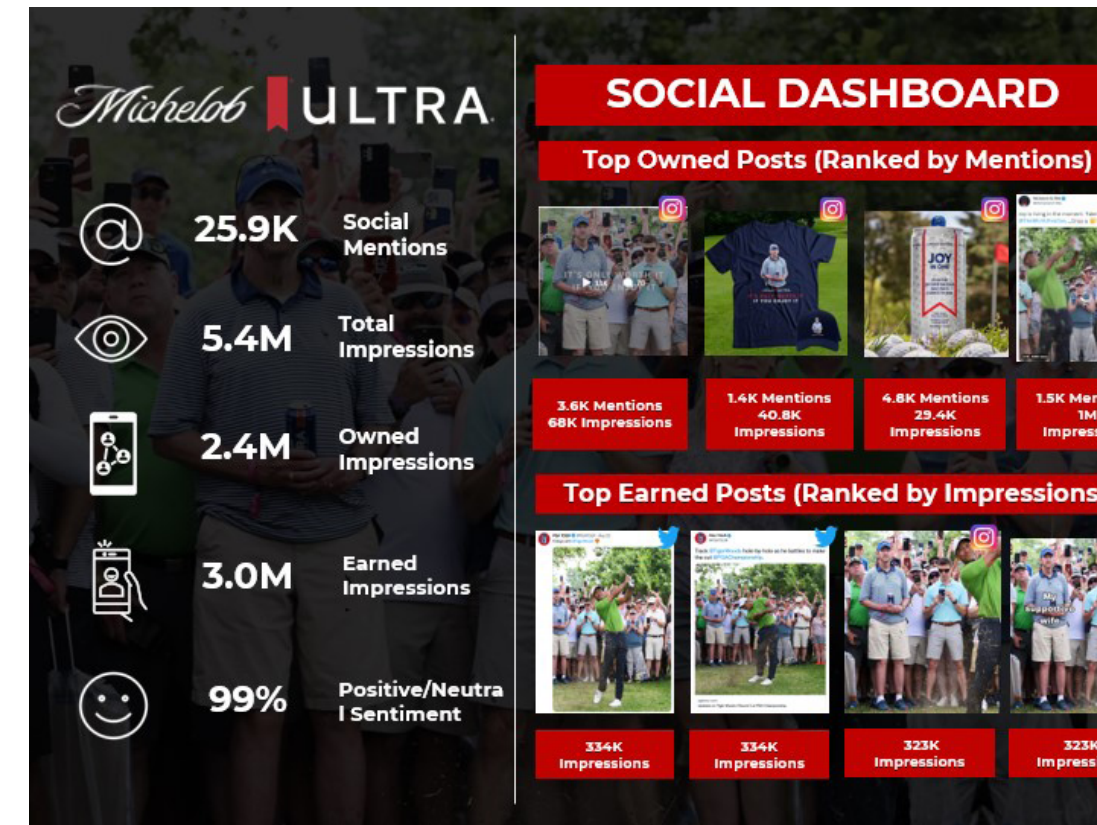


Background

Anheuser-Busch's Michelob ULTRA wanted to position the brand as "a superior light beer." To get that elevated message across, it produced the first-ever real versus virtual tennis match, featuring John McEnroe and five virtual avatars of the sports icon himself from different points in his career. The technological feat required hours of machine learning and advancements to replicate the younger version of McEnroe. The hour-long special was broadcast on ESPN and 52 other countries, providing Michelob ULTRA with free media and demonstrating the brand's "It's Only Worth It, If You Enjoy It" message.

Insights

McEnroe versus McEnroe was a successful example of branded entertainment, demonstrating that advertisers can create engaging content without interrupting consumers. The program was broadcast or streamed in 52 countries, resulting in an estimated \$20 million in earned media value and over 3 billion earned impressions globally. Michelob ULTRA experienced a 95% organic search lift, an 8% positive brand impression lift and a 28% increase in purchase intent. The campaign also generated more than 50,000 positive social media conversations and 120 press stories in more than 10 countries. Ultimately, the campaign led to a 15% sales lift during its run.



Best Use of Data

Captiv8



Background

Captiv8 is an influencer marketing platform that enables brands to uncover insights, discover and vet influencers, activate campaigns at scale, amplify content and measure business impact. Its Influencer Velocity Index (IVI) is an AI-enabled talent recommendation engine that helps marketers find the most relevant creators based on key metrics. Captiv8 was one of the winners of TikTok's #BuildForTikTok Innovation Challenge, and as a Creative Partner in the TikTok Marketing Partners Program, it collaborates on solutions to drive the industry forward. IVI addresses the challenge of finding the right creators for brand activations, especially for platforms like TikTok.

Insights

Advertisers tested their AI-generated lists with 10 clients and observed significant benefits. The time required to build lists decreased by 88%, saving considerable time. The AI also recommended 76% new creators, providing fresh content and perspectives. Additionally, 9-in-10 talent experts recommended the AI-generated lists as a starting point, noting higher talent approvals in the first round. These results indicate that AI-generated lists can significantly improve efficiency and help identify new talent in advertising.

< IVI Request



Dude Perfect

Digital Influencer

Male

Madrid, Spain

Social Metrics

Biography

Campaigns

Key Performance

Total Reach

77.89M

Monthly Engagements

5.72M

Average Video Views

14.91M

Best Use of Native Advertising/ Sponsored Content

Pop-Tarts/Kellogg



Formerly
Known As[®]

Background

Pop-Tarts has long been a beloved food brand that adults have passed down to their kids. Last year, it wanted to reimagine its tried-and-true flavors. For its 2022 holiday season campaign, the brand challenged its team to get the gingerbread flavor back into the hands of a cross-generational audience while connecting the experience to a timeless tradition: building a gingerbread house. The team used the growing trend of scrolling the popular home-buying app, Zillow, to create a unique experience that cut through the holiday clutter. They built a custom gingerbread mansion made entirely from Pop-Tarts and partnered with Zillow to launch the first real gingerbread house on the platform. Their goals were to create mass awareness, drive social engagement and generate "+1" commerce purchases of the limited-time product.

Insights

The Pop-Tarts contest site had a CTR of 12% from the listing page. The listing page received 148,000 page views with an average time spent of more than four minutes. The SRP traffic driver received 16.6 million impressions. The media impressions were over 283 million, surpassing the goal by 15%, and covered by multiple national news outlets and over 210 local news stations. A 'Zillow Gone Wild' TikTok video received more than 2 million views, and 10% of viewers watched the entire video.



Best Use of Shoppable Content

Circle K + Pokémon Go

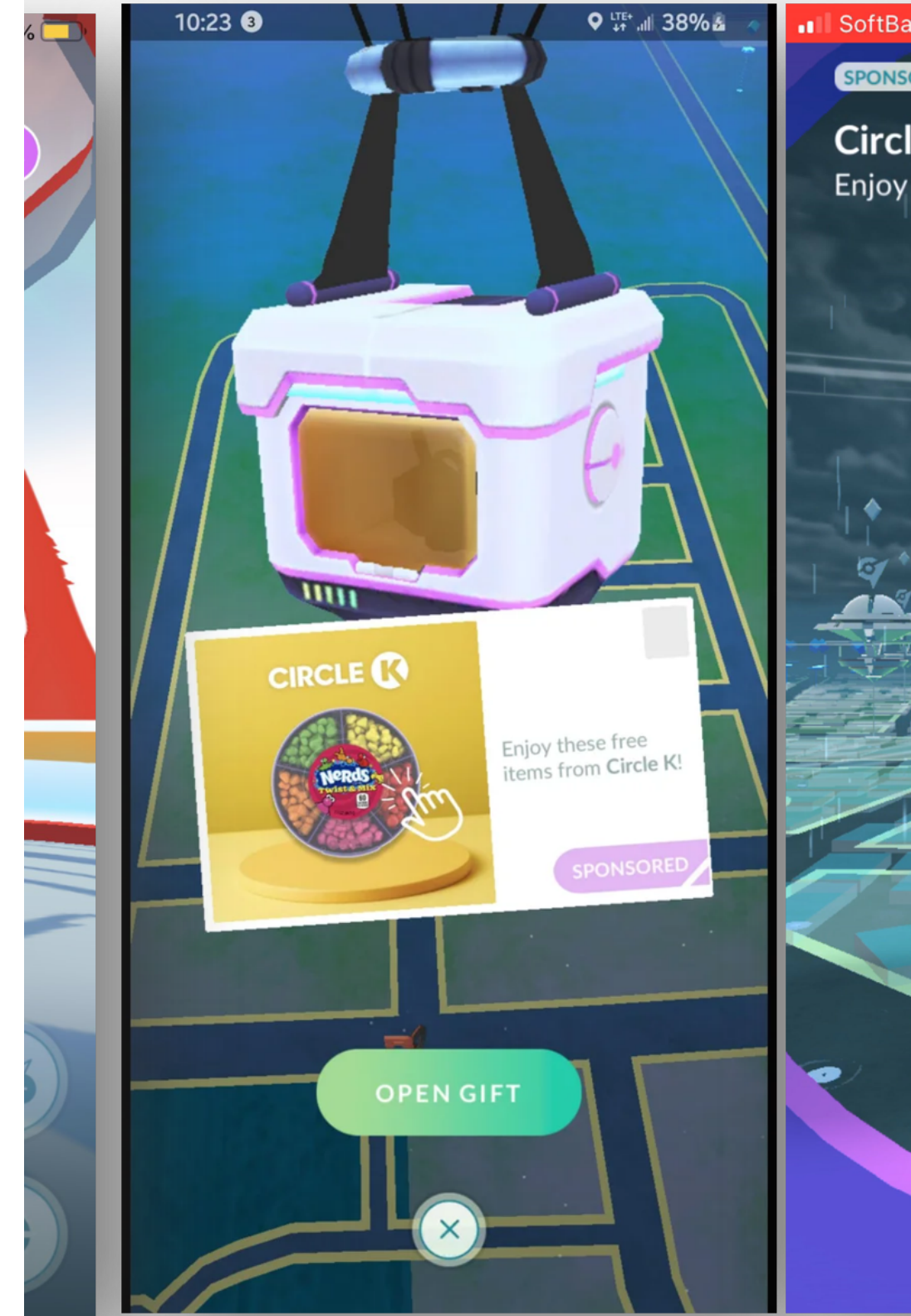


Background

Circle K, a global convenience and fuel retail business with over 14,200 sites across North America, Europe, Asia and the Middle East, partnered with Pokémon Go to increase footfall in its stores post-pandemic and raise consumer awareness. EssenceMediacom developed the partnership, and its goal was to showcase Circle K's innovative activation approach, cultural relevance and reach while delivering measurable commercial results. The brand aimed to balance achieving credibility and affinity with ensuring measurable commercial results being delivered for stores worldwide.

Insights

The partnership between Circle K and Pokémon Go was successful in achieving their objectives. Circle K received a massive 53 million store visits globally from Pokémon Go players, with 1.3 million voucher redemptions. The partnership also increased Circle K's NPS score by 20% for those exposed to the partnership, compared to just 3% for the control group. The exposed group also showed a significant increase in future intention to visit a store, with a 22% increase. Overall, the partnership created a best-in-class playbook for brands to activate within an augmented reality game.



Best Use of Shoppable Content

First Media + Kraft Heinz



Background

So Yummy, First Media's viral food brand, partnered with Kraft Heinz to create co-branded recipe content highlighting Kraft Heinz products' versatility. The campaign aimed to increase awareness and sales during the holiday season, featuring appetizers and dishes using Kraft Heinz products. The organic content was complemented by a paid approach that drove the audience to purchase the recipes through Walmart.com. The campaign used CAT, a proprietary tech tool, to retarget users who engaged with the content and increase the chances of taking action.

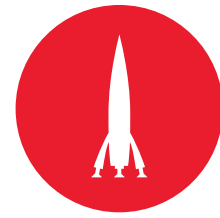
Insights

Kraft Heinz's four-part video series on So Yummy's social media channels reached over 62 million U.S. consumers, distributed across various social media platforms, reaching over 62 million U.S. consumers and becoming among the top 20 most viewed branded content on Facebook in Q4 2022. The series exceeded guarantees by 2.4x, generating 72.7 million impressions, 34.9 million video views, and more than 200,000 engagements. The paid campaign, which was shoppable at Walmart, also over-delivered, garnering more than 8,100 conversions, 5 million impressions and a 42% conversion rate. First Media's CAT analysis revealed the videos outperformed positive sentiment and action intent benchmarks, with 90% positive sentiment and 12% action intent. Moreover, 33% of comments tagged another Facebook user, driving impactful engagement.

Best Use of Social

Barkley + HARIBO

HARIBO[®]



BARKLEY

Background

Confectionary brand HARIBO made the leap from candy to games when it created the world's first-ever gummi gaming studio, Chewy Games, to engage with Gen Z, the first generation of gamers. Chewy Games featured an interactive Instagram arcade, bite-sized gameplay, quizzes, puzzles, and AR filters. The initiative aimed to increase brand awareness, deepen engagement with fans, drive further impressions via surprise and delight activations, expand earned media placements and elevate the role of HARIBO as a leader in the social media space.

Insights

Chewy Games successfully utilized Gen Z's love for gaming to reinvent Haribo's social strategy, shifting the audience's mindset from viewers to players and followers to fans. By gamifying every piece of content and meeting fans on their favorite channels, Haribo achieved impressive results, including reaching over 1 million people organically across social channels and earning 25.4 million total potential impressions via surprise and delight activations. The campaign surpassed initial PR goals, with media impressions reaching 20.4 billion and 1,450 total earned placements. Average engagement rates on Instagram increased by 26.87%, and engagement with AR filters skyrocketed by 669%, positioning Haribo as a pioneer in the social space.



Best Use of TikTok

The Container Store

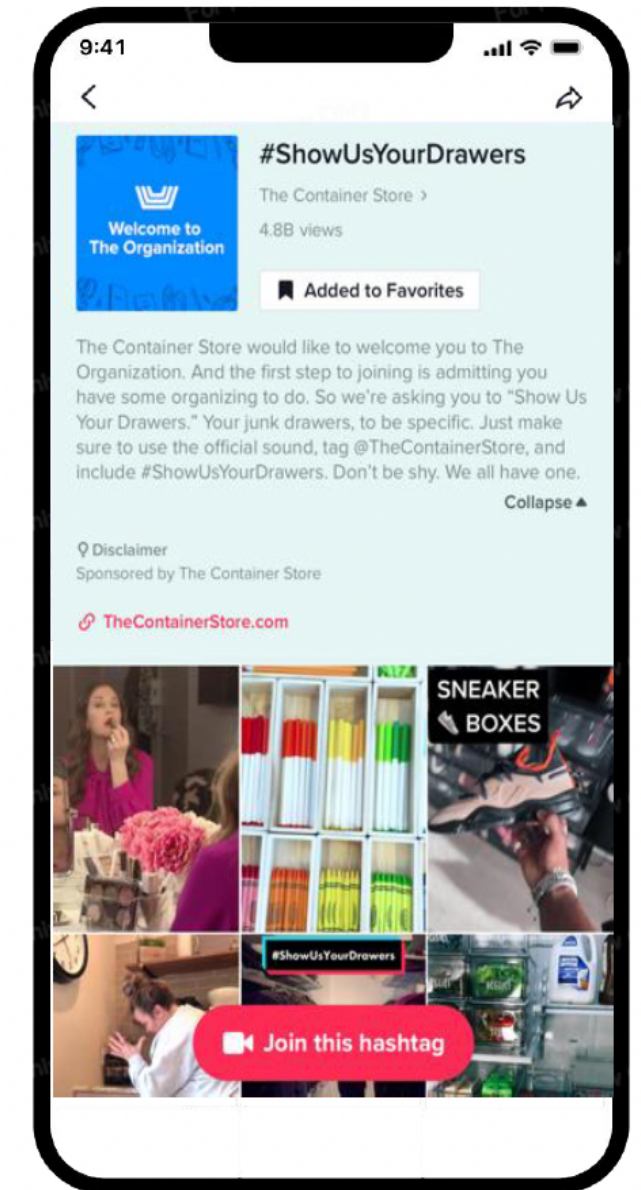
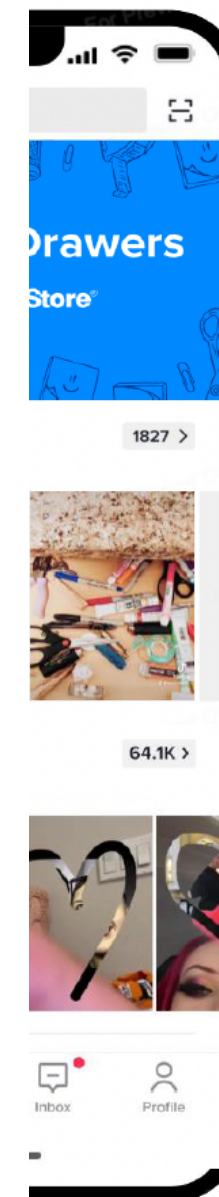


Background

The Container Store is all about the love of organizing. But it wanted to showcase how easy it is for those who may not possess a natural obsession for order. So, it launched a branding campaign to reframe organizing as something anyone can tackle. The campaign focused on the junk drawer, enlisting celebrities like Drew Barrymore, Marie Kondo and The Home Edit to encourage people to organize their lives. The brand utilized various tactics, such as social media surprises and delights, custom mailers for influencers, out-of-home billboards and digital activations with Yahoo! and The Skimm. The campaign aimed to create a buzz and bring the power of organizing to new audiences while reconnecting with existing customers.

Insights

The campaign aimed to create buzz and attract new audiences. It generated over 8 billion views and 1,100 videos on TikTok, with a 63% higher click-through rate and 2.8x more views than TikTok benchmarks. The campaign also used out-of-home billboards, social pre-roll, and influencer partnerships to deliver 135 million impressions and drove 786,000 impressions from Drew Barrymore's segment. It received 17 media placements worth \$231,400 and 25.1 million impressions, including key advertising and retail trade publications. The secondary goal was to reconnect with existing customers, which resulted in record-breaking single-day sales and 8.5x higher e-commerce sales on February 22, 2022, compared to an average day.



Best Use of Video

OMD + Ancestry



Background

Stories define families. And stories are the foundation of Ancestry, the genealogy platform, a part of the brand's DNA. Ancestry took that as inspiration when it partnered with Paramount for a special Black History Month commemoration. The partners told the story of Hawkins Wilson, a man born into slavery who was torn from his family as a child and eventually emancipated. Ancestry used its collection of historical records to help reconnect Hawkins' lost family connections, culminating in the documentary film 'A Dream Delivered: The Lost Letters of Hawkins Wilson.' The film sheds light on the impact of slavery on families and the importance of acknowledging the past. Ancestry's goal was to attract new, diverse audiences and increase site traffic and product consideration, measured with a custom brand lift study and an increase in visits to the Ancestry 'Black Family History' landing page.

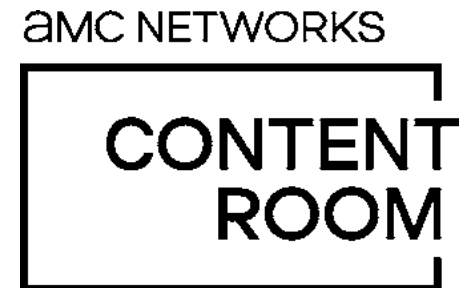
Insights

Ancestry's campaign generated almost 2 billion impressions across all platforms, with over 50 million social impressions and 1.8 million film views on social media. The campaign successfully increased consideration for Ancestry among diverse audiences, with an 800% increase in site traffic to Ancestry's 'Black Family History' page, a 13.9% lift with African-American audiences in a brand lift study, and a 23% increase in consideration in a brand study. Using long-form content to tell an important story and launching the campaign around Juneteenth, Ancestry created new media opportunities across streaming platforms to reinforce brand messaging. The campaign received over 90% favorable social sentiment.



Best User-Generated Content

AMC Networks Content Room



Background

AMC Networks knows video entertainment has changed completely. It's no longer enough to be a movie chain or cable network. To burnish its identity as a targeted subscription streaming, television, film, production, distribution, gaming and publishing, it sought to tie itself more closely to acclaimed and popular original content such as 'Breaking Bad,' 'Better Call Saul' and 'The Walking Dead.' In collaboration with Canva, they launched the 'TWD x Canva Designing Dead Fan Art Contest' to empower 'The Walking Dead' fans to design using Canva's tools. Participants could win a trip to a 'The Walking Dead' finale event in Los Angeles. The top five finalists had their artwork displayed at the event, and an interactive photobooth experience was created, allowing fans to interact with designs and filters in real-time.

Insights

The event generated over 750 million impressions and included special guests, programming and Canva branding. The contest was promoted on all platforms, resulting in a 28% higher brand search for Canva spots across TV networks and 15% more attention than Canva's TV ad norm. The campaign reached 32.3 million social impressions, surpassing the goal by 7.7 million.



Content Marketing Partner of the Year

Foundry 360 at Dotdash Meredith



Profile

Foundry 360 is a content marketing agency that combines industry-recognized leaders with intent-based insights from Dotdash Meredith, the largest print and digital publisher in the U.S. Their guiding principle is “Our Content Can Do That,” and their goal is to create content that drives their clients’ desired business outcomes. In 2022, they launched Paw Print for Mars Petcare, Refresh for Less for Lowe’s and extended Millie for Synchrony Bank, among other successes. Despite the year’s economic challenges, they aimed to continue growing their business and creating content that prompts consumers to act and help their clients succeed.

Impact

Foundry 360 produced and deployed more than 15,000 content assets and partnered with over 100 clients, working across more than 10 channels/platforms in 2022. Despite budget cuts, they retained 80% of their client base and won over 15 industry awards. Notable content highlights include launching award-winning print magazines for Mars Petcare and Morgan Stanley, building an always-on content studio for Marriott and creating award-winning editorial articles and videos for Bank of America. Foundry 360 also developed a new digital content strategy for Lowe and digitized CVS Aetna’s yearly trend report.



Most Effective/Measurable Campaign

Barkley



Background

Motel 6 is a budget-friendly lodging brand with over 1,400 locations in the U.S. and Canada, catering to hardworking, diverse guests seeking affordable travel. Despite having less disposable income, the brand discovered their guests were 5x more likely than the general population to be interested in skiing. Motel 6 aimed to position itself as the brand that champions "Ski for All," partnering with a longtime guest and legendary ski bum, Joe Miron, to tell his story through a docu-style long-form video. The primary objective was to increase revenue and direct bookings during the winter season, and the secondary goal was to shift the brand's perception and increase positive sentiment among guests.

Insights

The 'Ski For All' film was a great success for Motel 6, generating 20% more revenue for ski resort-adjacent properties and a 15% increase in overall business revenue year over year. Additionally, the film led to a 52% increase in direct website bookings for ski resort-adjacent properties and a 36% increase in direct bookings YoY for the business overall. The video received 3.29 million impressions with an 89% VCR on OLV and PreRoll and an 84% VCR on YouTube. The Instagram engagement rate was 9.6%, 30% higher than the benchmark, resulting in a perception shift and 19,000 organic impressions on 'Ski For All' posts across social channels.



A MISSION TO MAKE THE MOUNTAINS MORE AFFORDABLE FOR EVERYONE

THE CHALLENGE

Most people have been priced off the slopes by expensive lift tickets, gear, and lodging - making diversity on the mountains next to impossible. As a brand that stands for affordable travel, Motel 6 needed to turn winter sports into something attainable for everyone.

THE SOLUTION

Introducing Ski For All: a mission to make winter sports more affordable for everyone. We then partnered with Indy Pass to sponsor the Share Winter Foundation to experience winter sports.



FOR LESS THAN \$80K, WE TOLD THE STORY OF SKI BUM, JOE MIRON



CREATED A DISCOUNTED SKI PASS WITH INDY PASS, AN AFFORDABLE COLLECTION OF INDEPENDENT RESORTS



Most Innovative Use of Content

Reach Agency + HULU

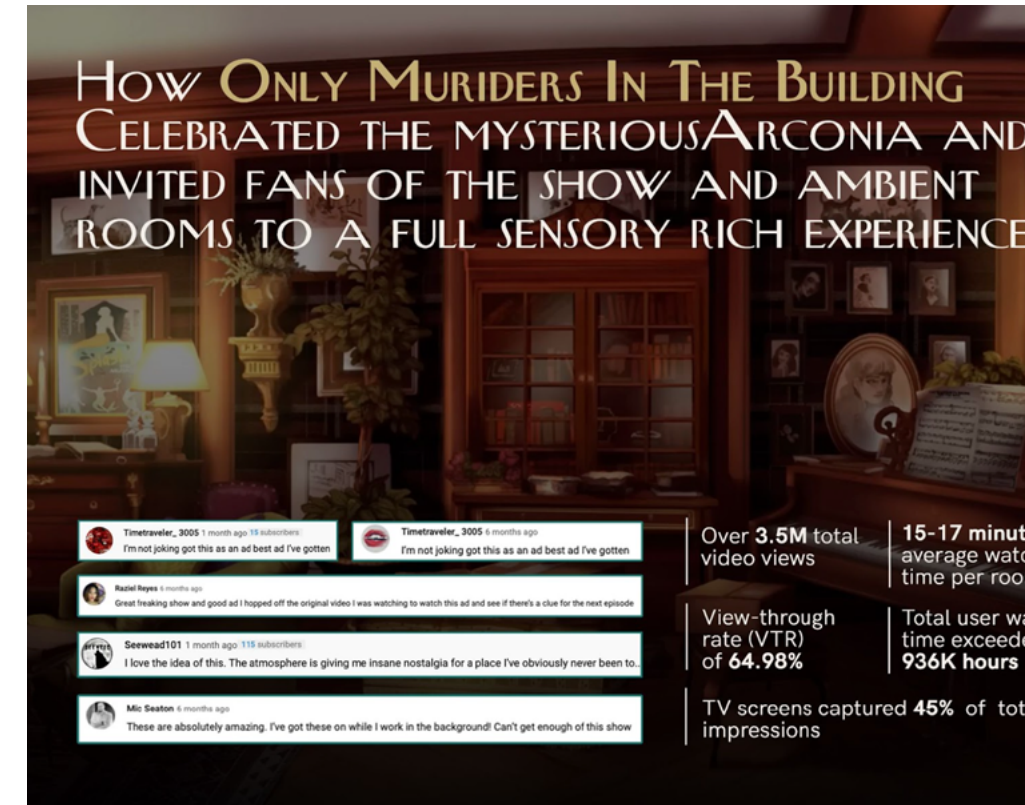


Background

One of Hulu's most popular original shows of the past two years is 'Only Murders in the Building,' starring Martin Short, Steve Martin and Selena Gomez. To promote season two, instead of a traditional trailer or teaser, Hulu created 'The Arconia Ambient Room Series,' an ASMR-inspired, immersive video series with hidden visual and audio clues that fans could uncover and solve. The goal was to tap into the power of YouTube and create an at-home experience for viewers that would hook the fandom back in and get them excited for season two.

Insights

The 'Ambient Room' experience on YouTube garnered impressive results, with viewers spending 15–17 minutes per room, almost half the length of a show episode and 42x the average watch time of an ad. Fans eagerly engaged with the content, becoming detectives and collaborating across social media platforms to uncover clues and analyze their experiences. Video retention data indicated that viewers were fully immersed, studying and rewinding the content to satisfy their curiosity. The campaign's success was evident from the continued engagement and enthusiasm of the fanbase.





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