



THE
DIGIDAY
AWARDS EUROPE



This year's Digiday Awards Europe winners showcase several key themes driving success in today's marketing landscape. Diversity and innovation emerge as fundamental pillars, with companies prioritizing cross-cultural collaboration and forward-thinking strategies to overcome challenges and achieve remarkable results. The transformative power of diversity is evident in initiatives led by diverse, inclusive teams, fostering innovation and driving record-breaking outcomes.

The integration of AI technologies underscores another prevalent theme, with companies leveraging AI-driven solutions to optimize advertising experiences and enhance user engagement. And strategic partnerships play a significant role in aligning brands with audience interests and driving engagement.

Content innovation and authentic storytelling remain essential in shaping brand perceptions and inspiring action. Brands that prioritize

multimedia storytelling and cross-platform engagement can engage affluent audiences and influence decision-makers, ultimately driving meaningful connections and changing perceptions.

Finally, influencer collaboration and authenticity are key drivers of brand visibility and goodwill. Brands that leverage influencer partnerships authentically can achieve viral success, driving awareness and resonating with local consumers, ultimately affirming their commitment to diversity and community support.

Overall, this year's winning entries reflect the importance of diversity, innovation, strategic partnerships, and authentic storytelling in driving success and creating meaningful connections with consumers in today's competitive marketing landscape. Marketers can draw valuable insights from these examples to inform their strategies and stay ahead of evolving trends and consumer preferences.

Agency of the Year

DEPT® UK

DEPT®

Profile

DEPT UK, amid global economic challenges, unified four local businesses under one brand. Led by a diverse, female-dominated team, the company prioritized cross-selling and innovation. 'Thingmakers,' an R&D initiative, birthed new client solutions. Future-proofing efforts included AI investment and DE&I initiatives. Notably, DEPT UK established progressive policies and resource groups, fostering a diverse and inclusive workplace.

Impact

DEPT UK's success underscores the power of diversity, innovation and collaboration in overcoming challenges. Investing in R&D and emerging tech like AI not only future-proofs businesses but also enhances client value. Prioritizing DE&I initiatives fosters a more inclusive workplace, driving employee retention and growth. Leveraging a diverse leadership team and progressive policies enables cultural transformation and record-breaking results.



Best Ad Tech Platform

Publica by IAS

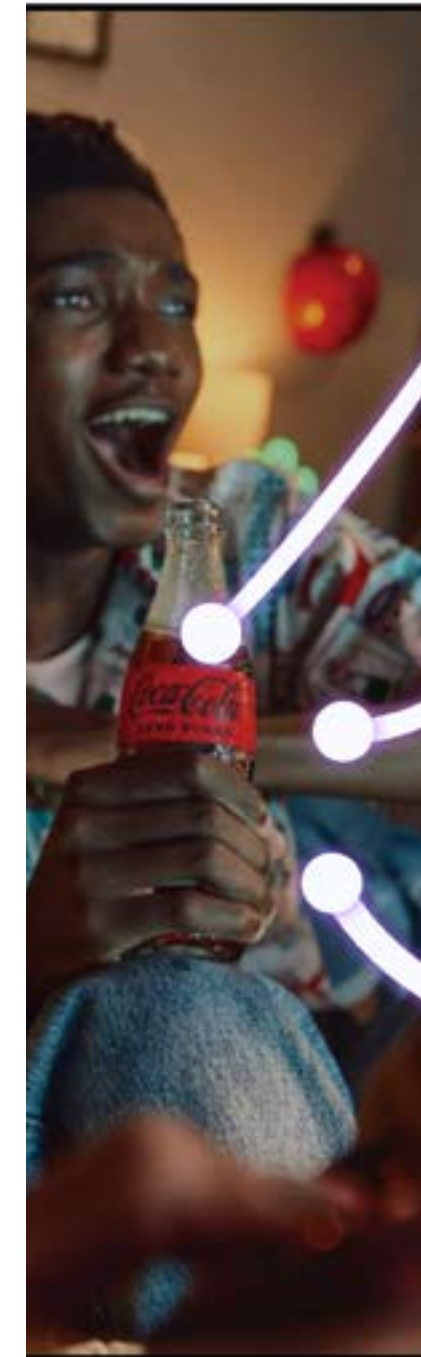


Background

Publica by IAS, a prominent CTV ad server, introduced Elea AI, leveraging AI to optimize ad experiences. Recognizing brands' logos in real-time, Elea AI ensures seamless ad breaks, tackling issues like ad repetition and drop-offs. With features like ad deduplication and frequency capping, it enhances user experience and maximizes revenue for publishers.

Insights

Publica's Elea AI exemplifies the power of AI in ad tech. Leveraging AI for ad optimization can mitigate common issues like ad repetition to enhance user engagement. Publishers can maximize revenue by providing a seamless ad experience and implementing features such as ad deduplication and frequency capping. Such innovations improve user satisfaction and attract more advertising budgets, ensuring a win-win for publishers and advertisers alike.



Brand recognition ML

Creative logo identified



Category recognition

Single beverage ad in pod

IAB8- Food & Drink

Real-time deduplication

Slot 2, 30 seconds

Rule applied: block beverage ads for the user over the next 5 minutes

ed TV Advertising Platform

Best Brand/Publisher Partnership

jungle

Background

Twisted, a leading food and drink brand, partnered with Pepsi MAX to position it as the go-to drink for U.K. football fans. Leveraging insights on cooking trends among 16-to-34-year-olds, they curated affordable, quality dishes inspired by Champions League games. With food icon Big Zuu's help, they showcased simple recipes to pair with Pepsi MAX, amplifying the campaign through various channels like Amazon Fresh and Twisted London food deliveries.

Twisted + Pepsi MAX

Insights

The Twisted and PepsiCo partnership demonstrates the power of aligning brand values and audience interests. By tapping into football culture and cooking trends, they engaged their community authentically, driving brand visibility and association. Leveraging influencers like Big Zuu and platforms like Amazon Fresh enhanced accessibility and convenience, driving long-term sales growth. Marketers can replicate this success by identifying shared interests with their target audience and leveraging partnerships to create meaningful experiences that resonate.



Best Branded Content Site | **WSJ**

Custom Content FROM WSJ

Background

The WSJ partnered with Saudi Arabia to unveil its tourism potential. A co-branded WSJ.com hub featured the 'Eye on the Unexpected' series, hosted by Lady Kinvara Balfour, highlighting Saudi hospitality and experiences across cuisine, art, music and the outdoors. Episodes were repurposed into print creatives in The Wall Street Journal, with QR codes for mobile viewing. Objectives included inspiring luxury travelers, showcasing Saudi Arabia's safety and inclusivity and altering perceptions.

Insights

The WSJ's collaboration with Saudi Arabia exemplifies the power of branded content to reshape perceptions and inspire action. By leveraging multimedia storytelling and strategic print integration, the pair engaged affluent audiences and influenced decision-makers. The campaign's success in altering perceptions and increasing favorable views of Saudi Arabia underscores the impact of authentic storytelling and cross-platform engagement. Marketers can emulate this approach by crafting compelling narratives, utilizing diverse media channels and aligning with trusted partners to drive meaningful connections and change perceptions.

Best Collaboration

Chelsea & Co Digital Agency + DO Jerez-Xeres-Sherry

Chelsea & Co.



Background

Chelsea & Co collaborated with DO Jerez to revitalize Sherry's global presence and digitally transform Spain's oldest Denominación de Origen. Their landmark initiative, International Sherry Week (ISW), leverages social media to promote Sherry tastings, pairings and talks worldwide. ISW evolved into a thriving platform, bridging tradition and modernity and attracting new Sherry enthusiasts. The partnership aimed to position Sherry as a quality Spanish wine, showcase its versatility as a "food wine," recruit new consumers and boost awareness through digital channels while honoring Sherry's timeless traditions.

Insights

The Chelsea & Co and DO Jerez collaboration demonstrates the power of blending tradition with modern digital strategies to revitalize heritage brands. By creating International Sherry Week, they tapped into global social media communities, fostering engagement and awareness while preserving Sherry's legacy. Marketers can learn from this partnership by embracing innovative campaigns that honor tradition while adapting to modern consumer preferences. Leveraging social platforms to create immersive experiences and fostering user-generated content can elevate brand perception and attract new audiences, driving both digital transformation and brand revitalization in traditional industries.



Best Contextual Targeting Offering

Verve Group



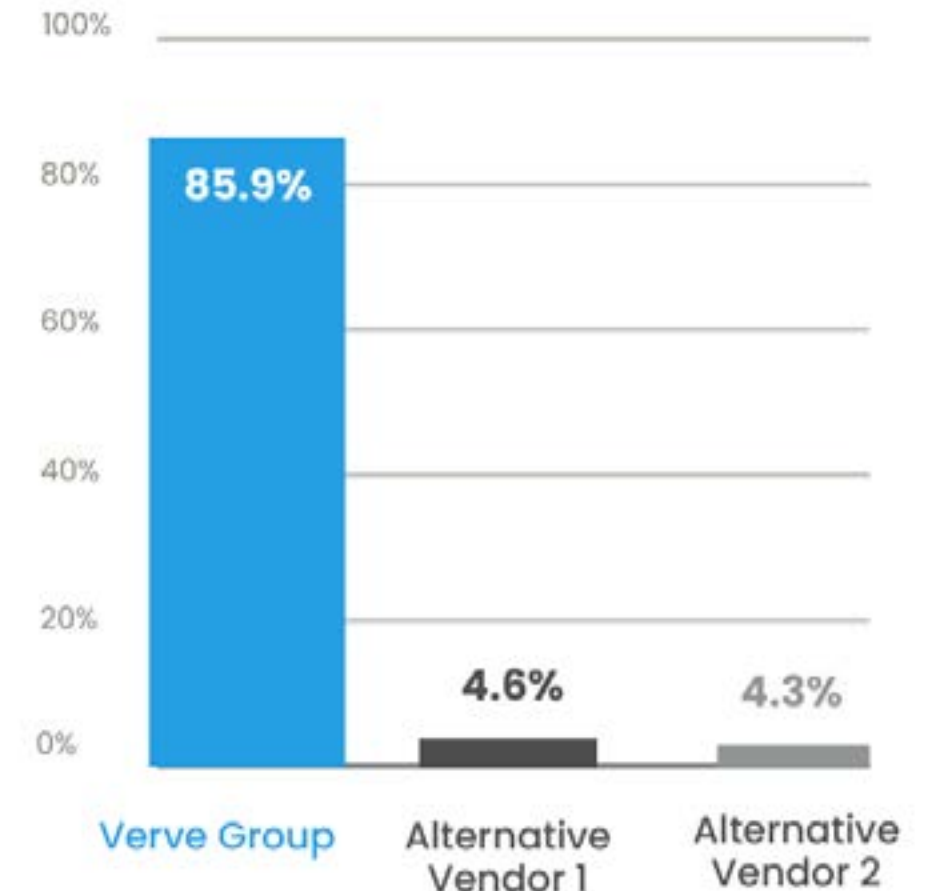
Background

Verve Group's Moments.AI offers a privacy-first contextual advertising solution amid the industry's shift away from identifier-dependent strategies. To assess its efficacy, Verve commissioned an independent study by TPA Labs, comparing Moments.AI with two market leaders. The study focused on targeting football fans in the U.K. and Germany, evaluating each platform's ability to deliver timely, relevant ads alongside fresh content. Moments.AI prioritizes recency, recognizing its crucial role in audience engagement and ad spend efficiency, positioning it as a viable alternative to traditional contextual targeting methods.

Insights

Moments.AI's dominance in the study underscores the importance of prioritizing recency and relevance in contextual advertising. Marketers seeking effective contextual solutions should prioritize platforms like Moments.AI that deliver ads alongside fresh, engaging content, driving higher audience engagement and ad spend efficiency. This study highlights the need for marketers to move beyond established market players and explore innovative solutions that align with evolving consumer privacy preferences. By adopting a data-driven approach and testing different contextual platforms, marketers can optimize their campaigns and achieve better results in an era dominated by privacy-conscious audiences.

% of impressions on sports-related URLs



Best Custom Advertising

Bloomberg Media Group

Background

Bloomberg Media collaborated with UBS to promote 'Taking the Journey to Net Zero,' targeting high-level business executives interested in sustainable investing. The multi-platform strategy leveraged Bloomberg's diverse ecosystem, including bloomberg.com, social channels and Bloomberg Businessweek magazine. The immersive experience anchored on Bloomberg's site featured UBS insights alongside Bloomberg's data and analysis. Native content and bespoke ad units enhanced engagement, while social promotion on Twitter and Facebook extended reach and interaction.

Bloomberg Media + UBS



Insights

The success of the Bloomberg-UBS partnership underscores the effectiveness of aligning content with audience interests and leveraging diverse platforms. By combining UBS' climate intelligence with Bloomberg's data and reporting, the campaign delivered engaging content on sustainable investing. The campaign's overperformance on social media highlights the importance of fostering meaningful dialogues around relevant topics. Additionally, the immersive page's dwell-time and scroll depth metrics exceeded benchmarks, indicating strong user engagement. Insights from Bloomberg AIQ provided valuable audience demographics, guiding UBS in refining content strategies to address audience preferences and interests effectively.

ADVERTISEMENT

Taking the Journey to Net Zero

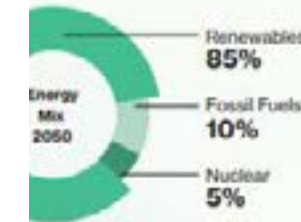
An immersive guide to help you explore three pathways to a carbon-neutral future.

Combining insight from UBS with data from Bloomberg New Energy Finance (BNEF) reveals the challenges and opportunities of the great energy transition.

The time to act is now. Based on IRENA calculations, UBS forecasts an investment of \$40-50 trillion for the world to reach net zero by 2050, with 40% of that total needed by 2030¹.

But which pathway will get us there?

ables at Scale



Fossil Fuels in the Mix



The Nuclear Option



New Energy Outlook, 2021



Choose an interactive path to net zero

20), World Energy Transitions Outlook: 1.5°C Pathway, International Renewable Energy Agency, Abu Dhabi, U.A.E. Assumptions include a Fastest Energy Transition scenario, which is based on the most ambitious energy plans and other planned targets and policies) and a 1.5°C scenario. Important Information About Sustainable Investing Strategies: Sustainable investing is a long-term approach to investing that seeks to generate competitive financial returns while also considering environmental, social and governance (ESG) factors in the investment process and portfolio construction. Strategies across different asset classes may vary. UBS may not be able to advise on certain investment opportunities that otherwise would be consistent with the Client's investment objectives. The returns on a portfolio of investments may be lower or higher than portfolios where ESG factors, exclusions, or other sustainability issues are not considered by UBS, and the results may differ. Companies, product issuers and/or manufacturers may not necessarily meet high performance standards on all ESG factors. UBS is not a financial advisor. © UBS 2022. All rights reserved. Bloomberg and UBS AG are not affiliated.

Best Digital Product Innovation

VGina



Background

VGina revolutionizes women's health education with its innovative 3D model, providing accurate information in an accessible format. Collaborating with Norway's leading experts, the platform addresses the taboo surrounding women's health. Women living with various diseases share their stories, with content translated into six languages for inclusivity. VGina also developed a curriculum adopted by Norwegian educational institutions, advancing women's health education nationwide.

Insights

VGina demonstrates the power of digital innovation in destigmatizing and educating about taboo subjects like women's health. The platform's success, evident from its integration into academic programs and millions of views, underscores the demand for accurate and accessible health information. By prioritizing inclusivity and collaboration with experts, VGina fosters engagement and trust among its diverse audience. The initiative's impact extends beyond Norway, with international recognition for its groundbreaking approach, emphasizing the importance of cultural sensitivity in health education.



Best Event

Turkish Airlines Inc + Inflow Network

The logo for INFLOW, featuring the word "INFLOW" in a bold, dark blue, sans-serif font with a trademark symbol (TM) to the upper right.

TURKISH AIRLINES

Background

Turkish Airlines sought to leverage the power of football-oriented (soccer) influencers to reach a global audience and promote both the brand and the city of Istanbul by sponsoring the UEFA Champions League Final. Turkish Airlines orchestrated a captivating 3-day journey where the influencers could savor the true essence of Istanbul, from the city's rich history to indulging in its culinary delights.

Insights

By strategically engaging football influencers, Turkish Airlines magnified its brand exposure and solidified its association with prestigious events. The innovative "Influencer Football Match" held on a boat on the Bosphorus strait garnered widespread attention, elevating the campaign's reach and fostering genuine connections with Istanbul. The campaign resulted in nearly 303 million impressions, surpassing KPIs and underscoring the success of Turkish Airlines' immersive influencer marketing initiative.



NEW

Best Experiential Campaign

Sela + Newcastle United + Spectacle Partners



Background

Sela, Newcastle United Football Club's primary sponsor, orchestrated a groundbreaking spectacle to mark NUFC's return to the UEFA Champions League after 20 years. The aim was to foster a deep connection with the club, fans and community while showcasing Sela's expertise in creating remarkable experiences. To surprise fans, Sela staged a U.K.-first by delivering an awe-inspiring, football-themed drone show above the iconic St. James' Park stadium on the eve of their return.

Insights

Sela's show demonstrated to fans across Europe that the brand is more than just a logo on a shirt and adds value to their experiences. The demonstration was shown during prime-time broadcast news slots and across global editorial media, with UEFA Champions League and Premier League also posting the content. This innovative approach garnered over 1 billion impressions across 162 countries, captivating audiences and elevating Sela's brand perception. With glowing reviews from fans and stakeholders alike, Sela demonstrated its capacity for creativity and scale, positioning itself for further expansion and international acclaim.



Best First-Party Data Strategy

News UK

News UK

Background

News UK leverages its extensive first-party data relationships across diverse media platforms to drive insightful, effective and scalable campaigns, ensuring brand safety and consumer privacy in a changing data landscape. News UK uses Nucleus data to inform all of its digital brief responses. Nucleus provides direction to targeting and opportunities to uncover greater insight, accurate digital planning recommendations, and the ability to make timely, in-flight campaign optimizations informed by beyond-the-click learning.

Insights

Using Nucleus data, News UK crafts targeted campaigns, maximizing audience engagement and viewability while minimizing waste. By expanding Nucleus' capabilities into marketing and editorial domains, News UK tailors messaging, personalizes campaigns and creates content aligned with audience preferences. This commitment to quality, transparency and innovation fosters media-first achievements and enhances user experience, solidifying News UK's position as a leader in data-driven marketing solutions.



DISCOVER.
PLAN.
MEASURE.

THE TIMES
THE SUNDAY TIMES

THE Sun

talkSPORT

TALK TV

Virgin RADIO

TIMES RADIO

news.co.uk/nucleus
nucleusplatform@news.co.uk

Best Influencer Collaboration

Sushi + Jollibee

SUSHI

Background

In July 2023, Jollibee, a much-loved Filipino chain of fast-food restaurants, orchestrated a heartwarming surprise for influencer AJ Clementine, known for her TikTok prowess and transgender activism, during her recovery from voice feminization surgery. The restaurant chain corporation wanted to nurture its relationship with this significant influencer, foster a reputation for the brand in the UK as an agile, endearing organization, and contribute to Jollibee's ongoing support of minority groups in the UK. The iconic Jollibee mascot delivered a bouquet of Chickenjoy, marking the first-ever home delivery in Europe.

Insights

By leveraging AJ Clementine's Filipino heritage and TikTok following, Jollibee aimed for a viral video at a nominal cost. The surprise visit garnered 13.8 million views, amplifying brand visibility and achieving a 50.5% uplift in Q3 UK sales. This gesture drove awareness and resonated with local consumers, fostering goodwill and affirming Jollibee's commitment to diversity.



Best Launch Campaigns

John Lewis + MG OMD

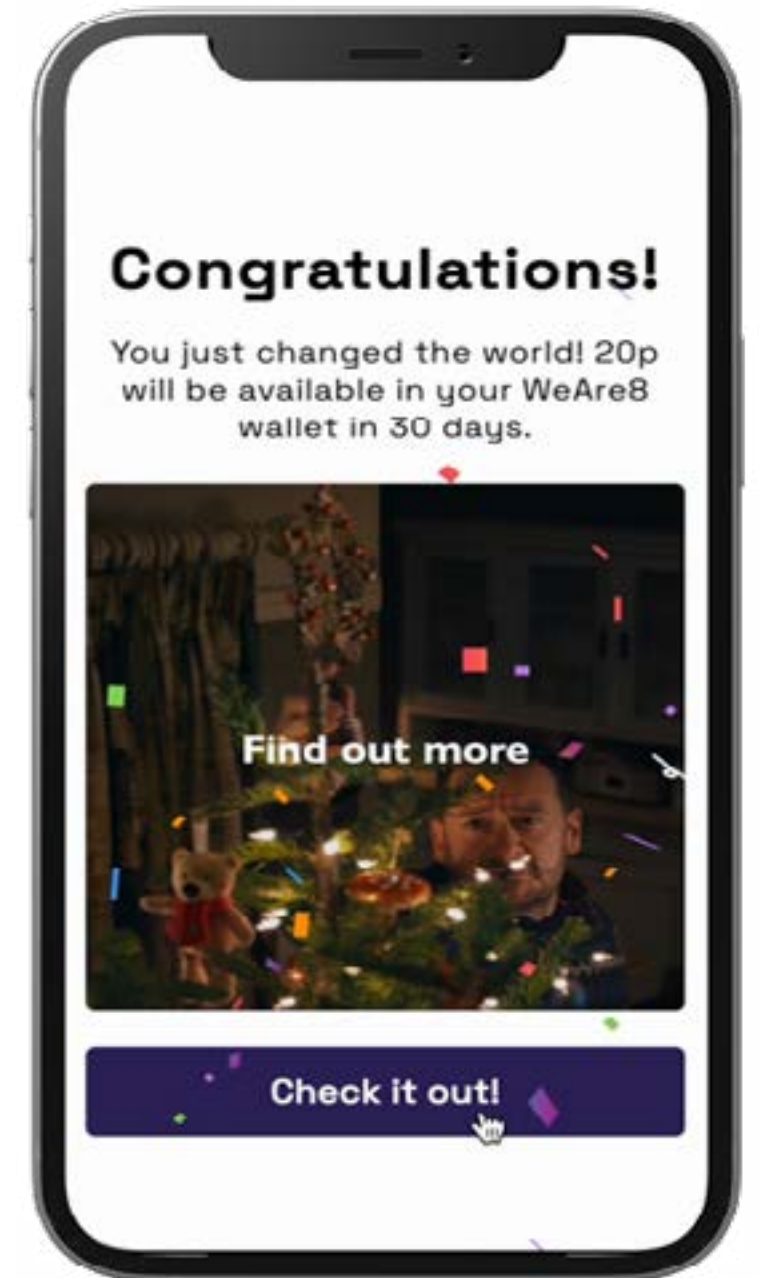


Background

John Lewis & Partners launched its iconic Christmas ad, aiming to entertain while highlighting its commitment to supporting young people in care. The brand teamed up with MG OMD to develop an AV strategy that addressed TV inflation, World Cup disruption and stiff retail competition while delivering an emotionally engaging holiday video ad. The ad, a hallmark of the festive season, aimed to create memorable moments and showcase John Lewis as a brand for all life's occasions.

Insights

John Lewis and MG OMD prioritized social media, leveraging data and innovation. The ad garnered 36.6M video views, a 55% YoY increase, with the paid TikTok campaign driving a surge of 9,000 followers in mere days. The campaign raised awareness about supporting young people in care, with 72% agreeing that John Lewis cares about family and community and 80% indicating they'd choose the brand over competitors when associating a brand with community purpose.



Best Multi-Platform Campaign



Background

Who Gives A Crap (WGAC) partnered with PMG to elevate its global brand awareness, aligning with its mission of sustainable impact. The pair used media to reach consumers in the UK and Australia to help them understand that even small decisions, such as choosing an eco-friendly toilet paper product, can make a significant impact. WGAC's 'Uncrap The World' brand platform motivates these consumers to take action and contribute to a better world. The campaign aimed to connect with eco-conscious consumers through impactful media while staying top of mind.

PMG + Who Gives A Crap

Insights

To 'cut through the crap,' the pair sought to get noticed with high-impact, attention-grabbing media. Through broadcast environments, OOH and local events like the London Naked Bike Ride, the campaign leveraged key sustainability dates. The linear TV placements exceeded ratings targets by as much as 74%, with the team securing over £500,000 in added value. Between the social creator content and paid social amplification, WGAC saw 54.2 million video views on TikTok alone, with over 609,000 engagements and 12,000 new followers across the UK and Australia. PMG was able to help WGAC evolve through its first-ever global brand campaign and inspire change in consumers' attitudes and behaviors.



Best Podcast | **Qualitest**

QUALITEST™

Background

Qualitest, a leading AI-powered quality engineering company, launched 'The Testing Show,' a podcast delving into software testing. 'The Testing Show' keeps listeners updated on what's relevant to their role, what's trending in the industry and how they can acclimate accordingly. Via monthly episodes, the show analyzes tried-and-true methodologies and practices against on-trend and emerging topics with a range of guest contributors and industry experts while positioning Qualitest as a thought leader in quality engineering.

Insights

Since 2019, the show has garnered over 2,100 monthly listeners, achieving recognition from prestigious platforms such as FeedSpot, Software Testing Pipeline, Welp magazine and Test Project. Through popular podcast platforms, such as Apple Podcasts, Google and Spotify, Qualitest effectively disseminated industry knowledge and solidified its position as a key player in quality engineering. The podcast has also received recognition from Welp, FeedSpot, and more.



Best Publisher Platform

Outbrain



Background

Outbrain, a leading advertising platform, saw an opportunity to support publishers needing a mobile-first approach to enhance user experience. In response, Outbrain launched Smartfeed in 2018, revolutionizing recommendations on mobile devices and helping publishers transform their cluttered pages. While Smartfeed transforms recommendations, Smartlogic is a new serving logic powered by AI and machine learning that delivers next-level personalization where no two feeds are the same. The technology represents a first for the industry where a feed solution can personalize the content and user experience.

Insights

Outbrain's Smartlogic drove significant results for its publisher partners, with a 25% average lift in audience engagement and a 40% revenue increase. Smartlogic streamlines trade-off decisions by automating the optimal blend of paid and editorial content for publishers. It also enables publishers to optimize engagement and monetization and select the best format for each user. Intelligent design features enhance user engagement through UI customization to ensure personalized presentation and optimize recommendations continuously. Success stories include Euronews, El Economista, FUNKE Digital, Prisma Media and Bizportal, showcasing remarkable improvements in RPM and CTR across various platforms.

Best Search Campaign

SpecsTech by MG OMD

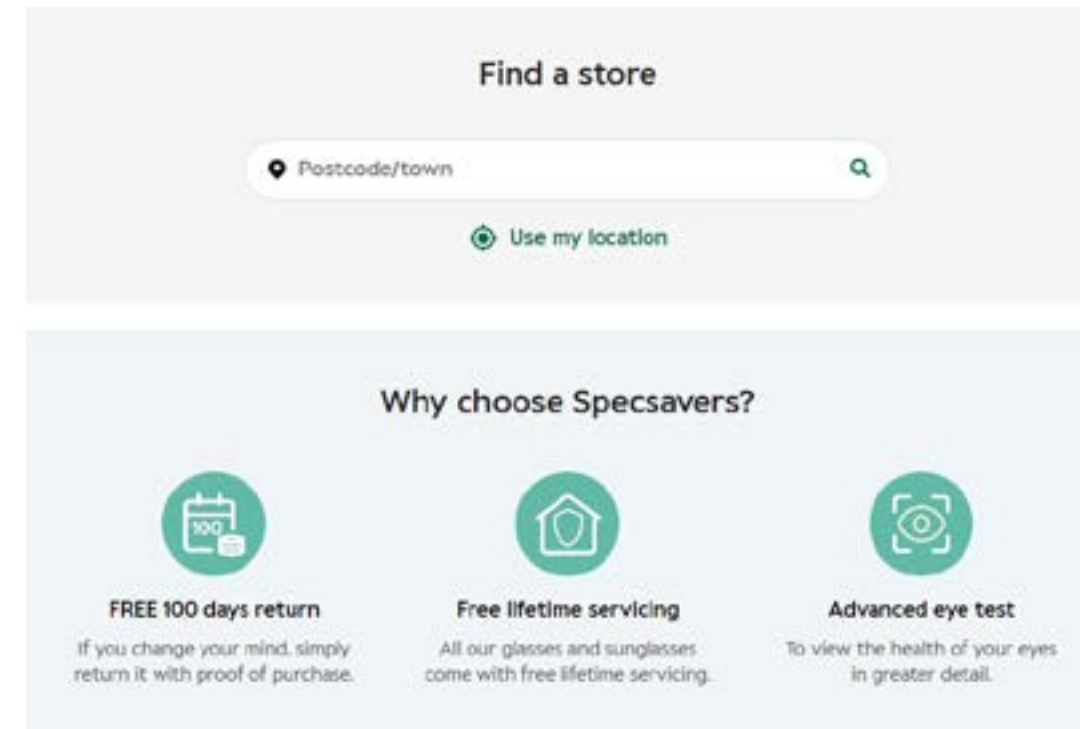


Background

Specsavers faced the challenge of standing out in the eyecare space in a competitive digital landscape, especially with search engines expanding access and discovery. MG OMD proposed SpecsTech, leveraging business data and custom tools to enhance advertising capabilities beyond traditional platforms. To help the company stand out and help deliver on the desire for incremental eye tests, SpecsTech utilized first-party appointment data to optimize ad investment in areas with available appointments, maximizing ROI.

Insights

MG OMD analyzed measurement data and ensured brand visibility while mitigating competitor threats by dynamically adjusting PPC campaigns. Specsavers used weather signals to tailor paid search campaigns for products like sunglasses based on real-time weather conditions, increasing relevancy and engagement.



NEW

Best Use of AI

Gamelight



Background

Gamelight, the leading AI-powered mobile marketing platform, partnered with a major RPG mobile game publisher to scale one of their titles in the US. With a \$3 million budget, Gamelight aimed to deliver 100,000 installs and achieve substantial ROAS targets. To accomplish its partner's goals, Gamelight utilized its AI algorithm to create user profiles to identify intersections between highly engaged game users and potential new users to whom they can introduce the game.

Insights

Gamelight has exclusive access to valuable data sets that allow the company to enhance its algorithm through machine learning techniques. Gamelight's AI platform predicted sustained engagement for its client and exceeded their goals. The company delivered 100,000 installs and doubled ROI targets, achieving up to 79.8% ROI within 30 days, surpassing other channels. Automation reduced campaign management time, optimizing budget utilization and maximizing returns, which is crucial for a saturated market.

Case Study

Gamelight: \$3M/month AI Campaign for a Top Grossing Mobile Game

Overview

Gamelight's AI Platform is the 1st mobile marketing platform that relies solely on **AI Algorithms and Mechanics to optimise marketing campaigns**. The algorithm is able to self-adapt and optimizes marketing campaigns without any human intervention, redefining the way mobile marketing campaigns are handled.

Gamelight's AI Algorithm analyses vast amounts of data, including users' app usage data, demographic data and behavioural patterns to drive high engagement and monetization to partner games.

Goals

We partnered with one of the largest **RPG mobile game** publishers globally, with multiple titles in the **Top 100 Grossing** charts in the US.

The publisher allocated a **\$3M budget** and wanted to scale one of their titles in the US on Gamelight's game recommendation platform, receive 150,000 installs within a month and reach short-term and long-term ROAS goals below:

ROAS D7: 12%

ROAS D30: 23%

Execution

To achieve the partner's goals, **we utilized our AI algorithm** to create user profiles to identify intersections between highly engaged users of the game and potential new users whom we can introduce to the game. We predict that audiences with significant overlap will exhibit positive behavior within the game, leading to sustained engagement.

The algorithm's objective is to deliver the highest possible performance by maximizing ROAS, ARPU, Engagement rate, and Retention rate for promoted titles.

Results

We delivered **150,000 installs during March 2023 in the US** reaching partner's advertising budget for the campaign. We not only met partner's ROAS goals, but exceeded them significantly by landing at

ROAS D7: 15.5%

ROAS D30: 28.7%

With the power of our advanced AI algorithm, **we have surpassed our partner's ROAS targets by a significant margin**, while delivering substantial volumes of new users to the promoted title.

Furthermore, we achieved a remarkable **410% increase in ARPU and 490% increase in ARPPU** compared to what the partner typically achieves on

Best Use of Audio

Gala Bingo + AMA



Background

Gala Bingo is an online gambling and casino offering and home to the U.K.'s largest selection of bingo games. The platform offers users innovative new games and more than 20 rooms full of promotions and prizes. For its 'Match 5' game, Gala Bing wanted to create an ad that celebrated the joy of discovering five things in a row while tying the creative to culturally significant events taking place that summer. Dynamic audio was used to create thousands of iterations of the ad, relating to vital cultural events across the summer – from the coronation of King Charles to Eurovision – ensuring that listeners heard a different version each time.

Insights

Gala Bingo's campaign aimed to capitalize on crucial events over the summer to create a strong connection with consumers, increase intent to sign up and play online bingo and uplift brand perception. In the online gaming space, central to Gala Bingo's brand is creating a sense of belonging by emphasizing a community feeling. The Match 5 campaign successfully met all of its objectives. Overall, there was a notable uplift among listeners who played bingo 2–3 times a week, converting to Gala Bingo.

Best Use of Data - Advertiser

VISA + Ogury



Background

As a sponsor of the 2022 FIFA Men's World Cup, VISA was looking for a technology partner that could deliver a campaign to democratize mobile payments during one of the most important sporting events of the year. Advised by its agency Starcom, VISA called on longtime partner Ogury to engage users during the tournament. Using Ogury's Personified Advertising technology – which delivers targeting based on personas and the destinations where they consume content rather than individual users – VISA was able to engage with its audiences at scale on the websites and apps they use the most.

Insights

The campaign aimed to cut through the noise with two engaging films imagined by VISA and delivered using Ogury's Personified Advertising technology. Ogury identified three critical personas for the campaign: football addicts, sports fans and sports bettors. The two films were delivered using Ogury's flagship proprietary video formats, Thumbnail Ad and Header Ad, which offer a less intrusive approach for consumers than traditional formats. VISA's campaign with Ogury achieved an 81% fully on-screen rate for 50% duration – with 100% of the ad surface in-view for at least half of the video duration – a 78% video completion rate and 93% viewability rate.



Thumbnail Ad

Header Ad

Best Use of Data - Advertiser

Aspectus Group

Aspectus

Background

Aspectus is a global branding, marketing and communications agency working across financial services, capital markets, energy, technology and industrials. The agency has worked with the U.K. branch of global consultancy firm Ayming for several years, developing a group-wide piece of research. The International Innovation Barometer is now one of the most significant pieces of research into international innovation, with the most recent report surveying almost 900 business/innovation leaders. Aspectus managed an end-to-end campaign from the survey drafting to the launch release. As part of its efforts, the agency developed an extensive media relations campaign offering interviews and thought leadership to top-tier U.K. publications.

Insights

The overarching goal was to develop two strong, research-led reports covering both sides of Ayming's business: the U.K. Innovation Barometer report and the U.K. HR Barometer report. Each report provided highly relevant and timely information for each audience, providing actionable insights they could take forward to improve their business practices and operations and overcome challenges. Aspectus developed a six-month marketing plan to use the two assets in other marketing activities. The vast amount of coverage generated from the campaign came down to the success of the media story and the relevancy and importance of the findings for the audience.



Best Use of Emerging Technology

UM + Barbie



Background

Launched by Mattel in 1959, Barbie has more than a billion units, diversifying its range to inspire and represent girls everywhere. As the toy market became increasingly competitive, media agency UM leveraged excitement ahead of the Barbie feature film to remind parents and girls that Barbie remains the leading girl empowerment brand. To illustrate how Barbie can empower girls ages 6–9, UM and Mattel created an immersive experience within the gaming metaverse platform Roblox. By partnering with Superbiz, a Roblox expert with 6 million monthly gamers, UM launched innovative DOOH ads on the platform spotlighting Barbie dolls that inspire girls to envision limitless possibilities.

Insights

To extend the impact of the Roblox campaign, UM integrated custom 3D characters of Barbie, bringing the dolls to life on the platform and further elevating the doll's presence with girls. Both the 3D characters and DOOH ads were media-first in the U.K. A virtual Dreamhouse playset was also introduced on Roblox, marketing the iconic playset's 60th anniversary. The Barbie and Roblox collaboration achieved immense success, engaging 2.7 million young girls with a cumulative dwell time of more than 28 million seconds, equivalent to 30 days. The in-game video DOOH ads and 3D characters outperformed, achieving high dwell times with an average of 15 seconds, surpassing the 10-second benchmark, while 3D characters boasted an impressive 15% engagement rate.



Best Use of Native Advertising/Sponsored Content



Commercial Vehicles

Background

In the U.K., light commercial vehicles constitute a significant portion of car sales, especially with the burgeoning interest in electric models due to environmental concerns and urban regulations. Volkswagen tapped Haymarket Automotive Studio to launch its all-electric van, 'ID. Buzz.' The campaign targeted small businesses looking to adopt eco-friendly solutions amid rising costs. Partnering with Haymarket's 'What Car?' YouTube channel Volkswagen leveraged the existing brand and platform to reach a substantial small business audience, crucial for reshaping perceptions and driving adoption.

Haymarket Automotive Studio

automotivestudio

Insights

Utilizing a blend of storytelling and partnerships, Volkswagen showcased the capabilities and sustainability features of the 'ID. Buzz.' The branded content videos featured Volkswagen alongside fashion brand Rapanui and technology company Pavagen to illustrate shared values of style and sustainability. Another stop-motion video offered an engaging way to answer consumers' questions about the functions and capabilities of the van. By focusing on quality engagement rather than sheer numbers, Haymarket Automotive Studio and Volkswagen achieved high engagement rates and increased consideration among the target audience, surpassing industry norms and yielding substantial returns on investment.



Best Use of Social

OneFifty + iQ

ONE / FIFTY

Background

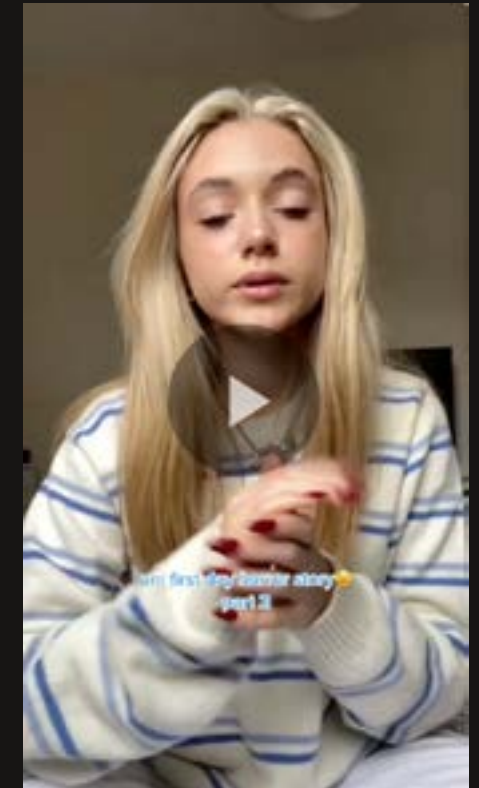
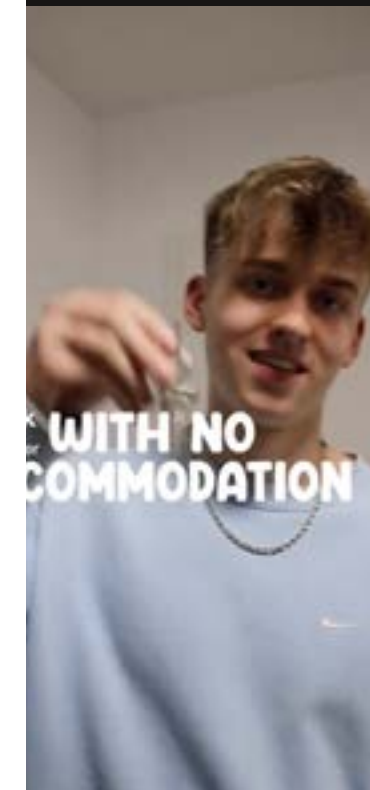
iQ Student, the U.K.'s leading private student accommodation provider, sought to revolutionize the student living experience with its "Best Year Yet" campaign in partnership with social and digital marketing consultancy OneFifty. Focused on the October-December 2022 period, the campaign aimed to drive early bookings for the upcoming academic year –2023–24– by showcasing iQ's superior offerings and fostering engagement among current and prospective residents.

Insights

OneFifty's strategic approach utilized TikTok influencers to authentically engage with the student audience, sharing relatable content and tapping into their housing needs. The influencer videos alone generated 6.4 million views. The innovative #GetToKnow quiz encouraged interaction, capturing valuable data for personalized follow-ups. Leveraging retargeting and lookalike audiences optimized paid media, resulting in a remarkable ROI of 22x, with 73 bookings totaling £707,000 and 560 leads for the sales team.

of existing social media platforms: Medium budget £2

FIRST CLASS STUDENT PERFORMAN



Best Use of Technology

AIR PARFUM by Puig



Background

In the realm where art meets technology, Puig's AIR PARFUM initiative embarked on a mission to elevate cultural encounters. Its innovative campaigns merged olfactory experiences with visual stimuli, redefining the boundaries of interaction at the Museo del Prado in Madrid and the Mobile World Congress in Barcelona. By integrating AirParfum's cutting-edge technology, they aim to democratize access to art, pioneer olfactory engagement, and revolutionize cultural experiences in the digital age.

Insights

Puig's campaigns ingeniously blend art and technology, offering visitors at Museo del Prado and Mobile World Congress immersive sensory experiences. At the museum, AirParfum devices accompanied Brueghel and Rubens' masterpiece, engaging over 91,000 visitors and garnering global media attention. At the Congress, attendees traversed virtual Barcelona, experiencing iconic scents. With more than 286,000 olfactory interactions and 3,800 engaged visitors, Puig's pioneering approach captivated and reshaped the cultural landscape, affirming the potential of olfactory technology in public spaces.



NEW

Best Use of TikTok

The Goat Agency + ODEON

goat

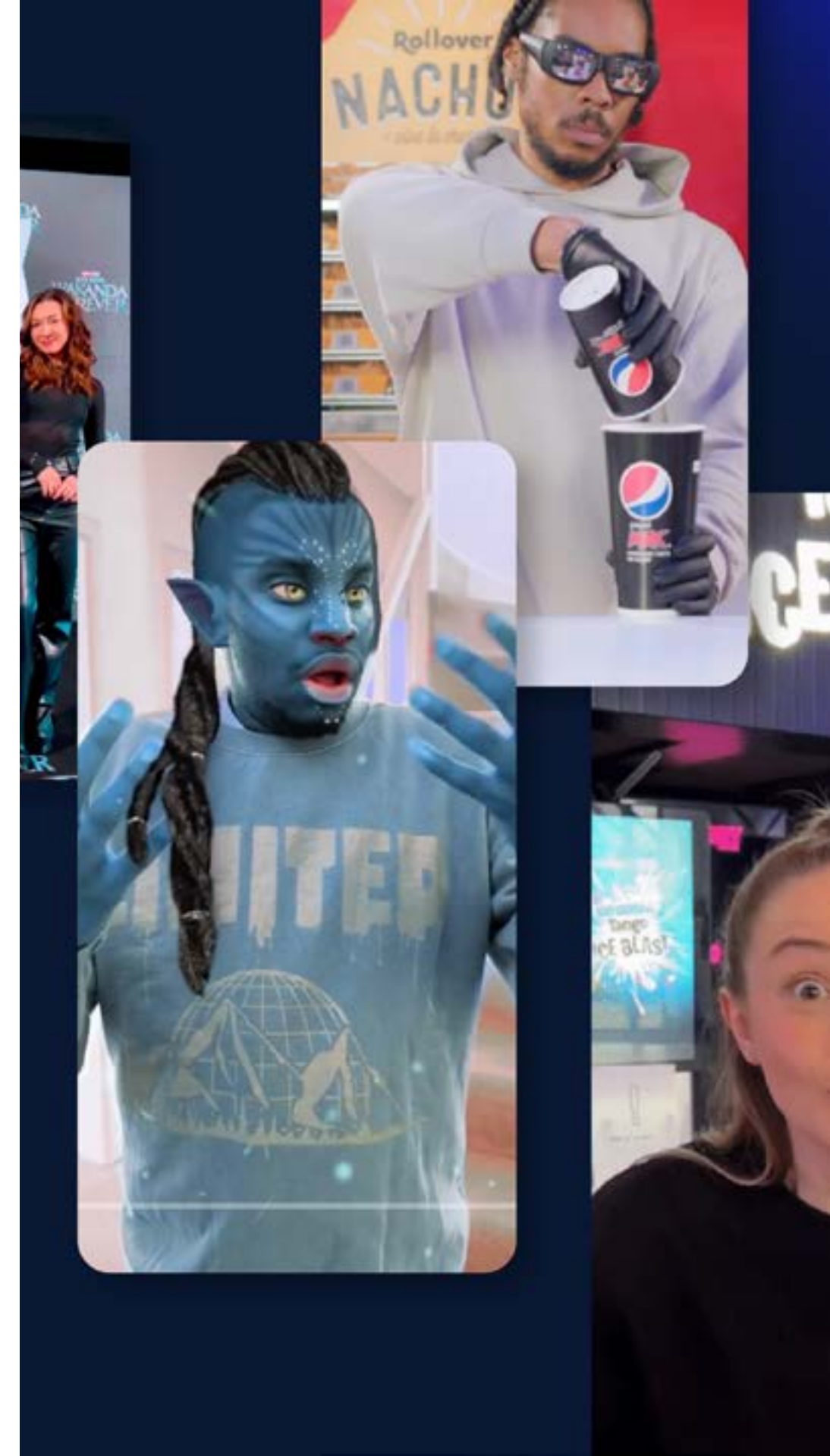
ODEON

Background

In response to shifting consumer habits towards streaming platforms post-pandemic, ODEON sought to revitalize interest in its cinema experiences through TikTok. Partnering with The Goat Agency, the movie theater brand aimed to foster authenticity and capture the essence of the cinema experience, leveraging the platform's creative potential. Embracing a strategic approach of excite, engage and educate – 'Excite. Engage. Educate.' – the campaign emphasized "immersive content creation, themed playlists and brand challenges to rekindle interest in cinematic outings.

Insights

The Goat Agency orchestrated ODEON's TikTok journey, swiftly propelling its follower count from 4,000 to 100,000 within six months. Strategic content initiatives and paid media amplification yielded exceptional engagement rates and impressions. Notably, the campaign achieved a remarkable return on ad spend (£14.70) and demonstrated TikTok's efficacy in driving awareness and revenue. By infusing creativity with performance-driven tactics, ODEON successfully revitalized its brand presence, reaffirming TikTok's prowess as a dynamic acquisition channel for businesses beyond mere brand awareness.



Best Use of Video | Woo



Background

Woo, a pioneering media brand, embarked on a groundbreaking mission to redefine wellness for Gen Z. By curating immersive audio-visual experiences, provocative programming and fluid editorial content, Woo aimed to challenge traditional wellness norms and foster a culture centered around feeling good. With a platform-agnostic approach, Woo engaged audiences across social channels, digital communities and mainstream platforms like ITV Hub, leveraging unexpected cultural icons to amplify its message and create a new sub-culture dubbed “wooness.”

Insights

Woo’s innovative approach disrupted the wellness landscape, generating over 863 million impressions and driving 16 million video views. By subverting wellness tropes and collaborating with influential figures like Halle Bailey and Kathryn Newton, Woo exceeded engagement benchmarks, surpassing brands like Vice, I-D, and Dazed. Through award-winning original shows and immersive experiences, Woo challenged perceptions and fostered emotional and physical well-being, exemplifying the transformative power of storytelling and media in shaping cultural narratives.

Most Effective/ Measurable Campaign

College of Legal Practice + TEAM LEWIS

The College of Legal Practice

TEAM LEWIS

Background

In response to changes in legal education qualifications, the College of Legal Practice, in collaboration with global marketing agency TEAM LEWIS, undertook a strategic campaign to challenge misconceptions surrounding legal careers and promote its SQE-focused courses. Recognizing the need for accessible, personalized learning, the College – established in 2019 as a U.K. subsidiary of The College of Law in Australia – aimed to engage potential students and dispel myths about traditional pathways to legal qualification.

Insights

The campaign strategically targeted prospective legal students, emphasizing the flexibility and inclusivity of the College's offerings. Leveraging social listening and industry insights, the campaign addressed common misconceptions and provided insider mentorship through 'Secrets to SQE Success' guides. An integrated content marketing strategy spanning organic and paid channels nurtured leads through the awareness, engagement and consideration stages, resulting in significant website traffic increases, form completions and lead conversions. By empowering aspiring solicitors with knowledge and resources, the campaign positioned the College as a leader in modern legal education.



Publisher of the Year

Telegraph Media Group

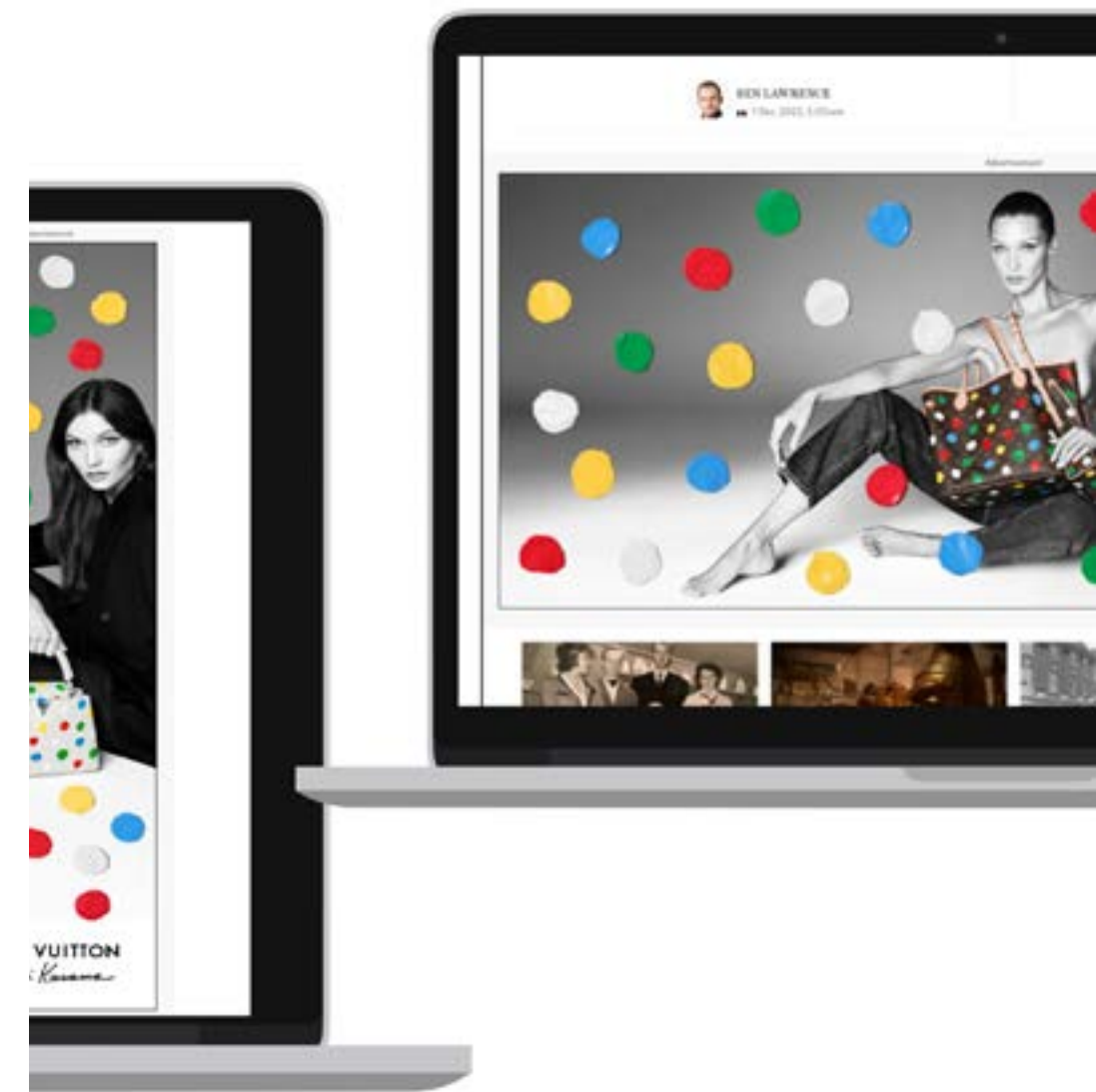
TELEGRAPH MEDIA GROUP

Profile

Telegraph Media Group, renowned for its premium journalism, embarked on a groundbreaking journey to redefine the relationship between advertising and subscriber experience. With a focus on aligning brand messages with reader values, the new U.K. brand aimed to integrate advertising seamlessly into its subscriber-first environment while enhancing brand effectiveness. By prioritizing brand safety and non-intrusive ad placements, Telegraph Media Group boosted ad bookings and enhanced ad effectiveness without diminishing the reader experience.

Impact

Telegraph Media Group's success stemmed from meticulous attention to reader preferences and advertiser needs. Innovations like the Skyrise ad format and comprehensive metrics reporting showcased TMG's commitment to driving tangible results for brands. The introduction of ads in the app – the brand's most premium, subscriber-only product – expanded inventory and provided premium exposure to high-value readers. Through initiatives like Compass, TMG established itself as a leader in leveraging first-party data for business insights, fostering revenue growth and industry recognition. These achievements underscore Telegraph Media Group's dedication to delivering quality journalism while maximizing advertising impact in a subscriber-centric ecosystem.





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