



DIGIDAY
MEDIA
AWARDS



Community, changemakers, collaboration and inclusivity emerged as thematic highlights in this year's Digiday Media Awards, with a roster of winners that paint a picture of 2020 as a year of big ideas. The competition was fierce, and the programs were robust.

Throughout, the Digiday judges saw business-to-business and business-to-consumer programs shine, with diversity and equity, access and empowerment leading the charge. Innovation and big ideas expanded the playing field for many of the winners, even in a year when quarantines limited where and how people could work

— and play. Partnerships blossomed. Customers and audiences reaped the rewards.

In this guide to the Digiday Media Awards, each entry unpacks the programs and insights that our winners brought to the media conversation. They are examples of how media companies survived — and thrived — throughout a challenging year, and each stands as an example of excellence for leaders and teams in the months and years ahead.

Best Story

In The Know – 'Where You Can Still Find Household Essentials'



Program

To help In The Know readers find and purchase critical supplies they needed during the COVID-19 pandemic, when many physical stores were experiencing shortages, the publisher created a guide to online retailers where readers could procure necessities. Identifying multiple websites and retailers carrying everything from toilet paper and paper towels to disinfectants and hand soap, the guide became one of In The Know's top-visited pages for several months.

Insights

In the Know's guide wasn't only timely and of great value to its readers, it was also a tactical feat in the face of persistent inventory issues – many products were selling out as they raced to get the guide on the publisher's pages. And that hurdle didn't vanish after publication: The In the Know team had to ensure for months to follow that readers looking for these critical items could find them at multiple online retailers. As a work of service journalism, In the Know owned the story in 2020.



Best Editorial Package

NRK – 'Your Climate Future'



Program

Tackling the topic of climate change, publisher NRK produced a story that started with a form field: Users typed in the name of their municipality and so began a journey toward 2100, highlighting how climate would play out in the reader's region over the years. Featuring never-before-published material, 'Your Climate Future' showed how climate change will alter almost every aspect of Norwegians everyday lives – from rain torrents to glaciers, to bad news for the local fisheries. The 356 different data-generated stories were fully illustrated and animated.

Insights

Although the new editorial package was based on complicated science, and all the stories together came to more than 800,000 words, NRK created a seamless reading experience across each module. Packed with extras, 'Your Climate Future' proved an interactive, immersive and aesthetic triumph.

i Norskehavet er den lille raudåta hovedpersonen. Denne
ringsrike hoppekrepsen gir sultne rovfisker vann i munnen, og
forskerne det blir mer av den.



blir det full buffet for makrell, sild, torsk og sei utenfor Molde!

Best
Newsletter

TODAY Digital –
'Read with Jenna'



Program

'Read with Jenna' is a newsletter from Today Digital host Jenna Bush Hager's book community to monthly book recommendations. Featuring Jenna in videos and including links to purchase, the newsletter spotlights indie bookstores, book-discussion questions and more. The goal is to introduce new, diverse stories and authors. Of the 14 picks so far, four were written by debut authors, 10 were written by female authors and seven were written by people of color. Moreover, since the newsletter launched in 2020, 12 out of Jenna's 14 featured picks have become New York Times bestsellers.

Insights

Books are a business in which word of mouth can account for colossal outcomes, and Jenna Bush Hager's newsletter is highlighting what happens when that approach goes right. The new program is taking a personal, thoughtful approach to content, delivering authentic value to book lovers and also dovetailing with affiliate opportunities. That's a bookend of results that will continue to support the authors and audiences with which Jenna is connecting.



Hi Readers! I hope everyone has been enjoying our January pick, "Black Buck." Mateo Askaripour's novel is a story about a fresh start and making positive change, one that I hope will resonate even more as our country

Best Brand Partnership – B2B

The New York Times and Verizon – The 5G Journalism Lab



Program

Verizon and The New York Times announced a collaboration dedicated to delivering immersive storytelling using 5G. The goal was to invent new journalistic tools that demonstrate the power of Verizon 5G to Times readers, consumers, business decision-makers and the world. Featuring environmental photogrammetry, a built-for-5G technology developed by the Times's R&D team in The 5G Journalism Lab, the new-to-journalism format stitches together thousands of photographs into one 3D model, allowing readers to travel through time in NYC's Chinatown or tour a gamer mansion in Los Angeles.

Insights

Timed with the launch of Apple's first 5G iPhone and Verizon's Nationwide 5G rollout, Verizon and the Times demonstrated the power of technology and storytelling in a content program that delivered legitimate value to the Times readership without intruding on the publisher's editorial independence. The program also showcased the high-impact change that Verizon's stake in 5G tech brings to the table, and it succeeded in ticking a number of audience boxes – from early tech adopters to established 5G device users – a mix of meaningful product and powerful marketing.

The New York Times

Best Brand Partnership – B2C

Complex Networks, United States Army, Fluent 360 / OMD – ‘Jobs Unlisted’



Program

Complex Media host Speedy Mormon went on the hunt for aspirational and unexpectedly cool professions that aren't regularly found in an online job search. Partnering with the U.S. Army, the series tied unique jobs to opportunities in the military, with an emphasis on careers in sectors such as the space industry (Speedy learned what it takes to become an astronaut). 'Jobs Unlisted' further focused on science, technology, engineering and mathematics, fashion, design and e-sports.

Insights

In a year when jobs and whole careers evaporated, 'Jobs Unlisted' turned the narrative around. Focusing on the nature of the search and the adventure of a career that doesn't fall squarely on the beaten path, host Speedy Mormon helped position the U.S. Army in a net positive way – as a gateway to next steps for ambitious learners.



Best Branded Content Program – B2B

Atlantic Re:think and Amazon Web Services – 'Disrupting Within'

Atlantic Re:think

Program

Atlantic Re:think worked with Amazon Web Services to create 'Disrupt Within,' a video series showcasing iconic companies undergoing significant transformation, highlighting how even legacy brands can be nimble, as long as they have the right combination of insight and technology. Each video featured the leaders behind the companies reconsidering, redesigning and recharging their brand's services – ultimately empowering their organizations to better serve customers.

Insights

All of Atlantic Re:think's uplifting stories of technology-fueled transformation relied on Amazon's cloud-based solutions. Innovation and change during a time of crisis was the focus as well, with a special sixth episode of 'Disrupt Within' showing how the company's technology supported a swift transition to remote work, helping to soften the blow of a worldwide corporate shutdown.



Best Branded Content Program – B2C

Madwell and Visible – ‘Red Rocks Unpaused’



v's'ble

Program

In September 2020, Denver's iconic Red Rocks Amphitheatre roared back to life, even if audiences had to stay home. Partnering with Madwell, the phone company Visible helped bring artists such as Phoebe Bridgers and Megan Thee Stallion to the legendary stage in a virtual broadcast that included innovative features such as virtual audience cheering, encore-song voting and interactive lighting.

Insights

As artists often do, performers in 2020 reinvented themselves as digital presences in people's homes. Visible and Madwell took the new concert experience one step further with a two-way channel to the stage at Red Rocks. As a community-driven brand, Visible's message was on point, and the thrill of live music became synonymous with their brand on the world stage.



Best
Virtual
Event

Refinery29
Unbothered -
'Wash Day'

Program

Refinery 29's Unbothered franchise unveiled 'Wash Day,' an annual virtual retreat hosted on Facebook Live and focusing on the beauty and mental health needs of Black women. A roster of haircare influencers, mental-health experts and Unbothered editors hosted virtual sessions, blending hair routines and tutorials with timely social topics. Building on the recent launch of Unbothered's private Facebook Group for its most engaged followers and the platform's streaming capabilities, the franchise hosted four sessions on Sunday, aligning with the time women commonly set aside for their wash days.

Insights

Since launching in 2017, part of Unbothered's mission has been to create a safe space where Black women can feel seen and be heard. In the case of 'Wash Day,' that mission was tied to the visual identity and concept of "a love letter to the salon," inspired by '70s and '90s beauty and culture magazines. Unbothered and its parent, Refinery 29, continue to create innovative and meaningful approaches to the fast-growing platform, a serviceable, joyful, uniquely Black virtual community that reanimated the IRL salon experience that its audience missed during the pandemic.



Best Virtual Event Series

The Wall Street Journal – Future Of Everything



Program

Every May for the past three years, the Wall Street Journal has welcomed thousands of attendees to the Future of Everything Festival at Spring Studios for three days of unscripted interviews, interactive master classes, networking, live demos and sponsored activations. The program highlights emerging trends in science, business, sports and the arts. In 2020, the WSJ transformed the in-person event into an eleven-part virtual series spanning eight months and featuring speakers such as Hasan Minhaj, Maria Sharapova, Dr. Vivek Murthy, Gov. Gretchen Whitmer, Rep. Ro Khanna, Renee Montgomery and Arne Sorenson.

Insights

Content is king and in 2020 the world learned that the king can rule from many different castles. What had always been a world of in-person conferencing, learning – and deal-making – transformed into an ecosystem of conversations no longer anchored to hotels, halls and amphitheatres. The Future of Everything Festival proved that visionary ideas catch the eyes and ears of people on the other side of screens and over a sustained period of time as well. As successful pivots go, the WSJ helped move the needle for events of the future.



ANDREW BOSWORTH

FACEBOOK REALITY LABS VP

COLUMNIST



FIDJI

HEAD OF T

Best Use of Social

AARP, Grey, Kenshoo and Flatiron Collective



Program

At the height of the pandemic, the AARP turned to its own coverage to create a library of more than 2,200 pieces of social-media content geared to audiences over the age of 50 – a collection of articles, videos and graphics focused on news, education and lifestyle. Videos explained how to prevent the spread of the virus, tips helped caregivers take critical steps and digital town halls brought health experts to audiences everywhere.

Insights

In a time of crisis, the AARP and its partners proved that publishers have the power to change – and save – lives. AARP's robust content strategy earned a spot within Facebook's COVID-19 Information Center alongside UNICEF, the CDC, Doctors Without Borders and local health departments. AARP was the only publisher to earn this coveted position and their accomplishment in 2020 was not only a testament to how a program can serve as a lifeline, it was an unquestionable success in elevating the organization's profile for the long-term.



Best Use
of Video

TV 2 Denmark



Program

TV2.DK, the leading daily news website in Denmark, owned by the leading Danish TV station, explored the idea of video and still photography in a touching story about one of Denmark's great ballet prodigies, Victoria Bell. The dancer is one of the few who completed an elite education at the Royal Theatre's Ballet School, despite not having the physique most commonly associated with success in the art.

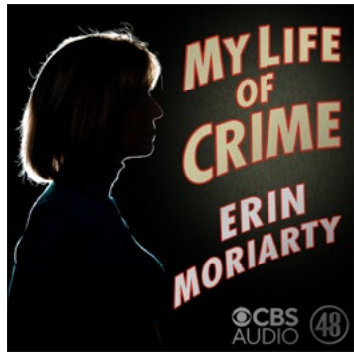
Insights

Victoria Bell began dancing at the age of four and she and her family moved to Copenhagen when she was admitted to the Royal Danish Ballet School at age 12. Victoria managed to do all of this despite not having the "open hips" preferred by the school. Even though some may have told her she wasn't built for ballet, she studied and practiced hard, not willing to give up her dream. Focusing on this positive and inspiring story proved powerful for TV2.DK and the series of stills provided a new perspective on a classic.

TV2.DK

Best Podcast

CBS News – “My Life of Crime with Erin Moriarty”



Program

The portfolio of CBS News podcasts is an extension of its characteristically high-quality programming and includes some of the nation’s most notable brands, such as ‘48 Hours,’ ‘60 Minutes’ and ‘Face the Nation.’ The ‘My Life of Crime’ podcast takes listeners through murder investigations step-by-step, focusing on the voices of those most affected by the case and crime — deeply researched, reported and produced.

Insights

Host Erin Moriarty brings almost three decades of experience as a lawyer and reporter involved in murder cases to the ‘My Life of Crime’ podcast, leading to narratives that went beyond the dichotomy of perpetrator and victim. Erin’s fresh take resonated with listeners by emphasizing the voices of the people involved, creating room for empathy, understanding and nuance beyond sensational headlines.



Best Site
Design

Bustle Digital Group

BDG

Program

BDG embarked on a mission to revamp all nine of its sites by 2021 to reflect how the modern readers are consuming content today. Across Bustle Digital Group's portfolio of brands — Bustle, Elite Daily, Inverse, Input, Mic, NYLON, Romper, The Zoe Report and W Media — internal engineering and product teams partnered with creative agency Code & Theory to transform logos, typography, iconography, article and sections designs, imagery and creative direction. Kicking off with NYLON in 2020, the entire project is slated to complete in 2021. Despite the roadblocks that came with the pandemic in 2020, BDG relaunched NYLON, Bustle and Romper and completed TZR and W Media in Q1 2021.

Insights

Throughout its redesign, BDG created new and innovative ways to work with top ad partners in terms of how they share stories, including the implementation of BDG Card Stories, attracting interest from tech and luxury advertisers including Samsung, Genesis and Cartier.

Bustle

BUTTER BY KEBA'S
BATH SALT SCRUB
10/10
Recommend



Best Use of Audience Insights



Pfizer, Inc. – Pledge to #StandWithScience

Program

Throughout its R&D process for the COVID-19 vaccine, Pfizer sought to confront questions about methodology by initiating a pledge across several pharmaceutical players, reinforcing their commitment to being led only by science. Pfizer launched this campaign via a Twitter handshake, tagging GlaxoSmithKline and asking for their commitment to join the pledge. The company then tagged J&J and so on. In all, nine CEOs signed the pledge and coined the hashtag #WeStandWithScience, making it clear the well-being of the soon-to-be-vaccinated individuals were the top priority.

Insights

As news of COVID vaccine progress and success rolled out, the public needed to know that despite the hastened timeline the vaccine was safe. Pfizer helped to instill public confidence in the research and development process by highlighting industry collaboration as well as a coordinated promise. This bold, multi-tweet movement helped to show the public that these pharmaceutical companies were adhering to strict scientific and regulatory standards even with the high-stakes, and a fluid, politically charged environment.



Pfizer Inc. 
@pfizer

We are committed to developing a **#COVID19** vaccine that is both safe & effective, but success goes beyond that. Our teams will continue to work urgently, but we will never compromise our high standards in the pursuit of a safe vaccine: on.pfizer.com/2FhT4wm

#WeStandWithScience

We Stand With Science

"Today, Pfizer and several other leading biopharmaceutical companies are sending a clear and united message that we will not compromise the integrity of science nor the scientific process as we each move forward with urgency to deliver safe and effective vaccines that we hope will change the course of this pandemic."

Albert Bourla, Chairman and CEO



Best Custom Advertising

Brit + Co and Office Depot – Selfmade



Program

The founder and CEO of Brit + Co, Brit Morin, wanted to be able to empower women in 2020 and beyond to follow their dreams, helping them to create and grow their own businesses from their homes. Selfmade, a 10-week virtual startup school sponsored by Office Depot, is designed to cover all the business bases, from finding your passion, how to get out of your comfort zone and of course, how to start. Brit teamed up with Office Depot for the Fall 2020 session to sponsor scholarships for 200 female entrepreneurs with a passion to start or grow their business through the Selfmade course.

Insights

The economic impact of the COVID-19 pandemic deeply affected women – specifically mothers and women of color – exacerbating extant gender and racial equity gaps. The Selfmade course, hosted by Brit and other successful women in business, such as Joy Cho (founder of Oh Joy!), Bozoma Saint John (CMO of Netflix) and fashion designer Rebecca Minkoff, set a goal – its participants being able to start their own company, actively bringing in revenue, at the end of the 10 weeks. The inspiring and diverse group of women hosting Selfmade, along with leading female investors, spotlighted participants who otherwise might not have accessed such impactful resources, especially during a global pandemic.



BRIT + CO

Best Ad
Tech
Platform

TripleLift



Program

TripleLift launched a television division in an effort to make TV ad experiences that catered to all types of viewers. The platform combined AI technology with dynamic video insertion in post-production to deliver a seamless and relevant brand integration – and more compelling storytelling experiences. TripleLift introduced a new advertising model for ad-supported TV as well, delivering a branded experience in-show, bought and sold in real time.

Insights

Relying on in-show ad technology empowered networks and streaming services to optimize revenue-per-stream and increase monetization, without having to rely on commercial breaks to generate revenue. Studios and creators were also able to benefit from incremental revenue opportunities, and brands could take advantage of the agility of real-time in-show insertion.



Best Video
Platform

Stringr



Program

Stringr is an SaaS video platform that offers capabilities including footage, hosting, editing, app-based shooting and upload and transcription tools. These tools are connected to a proprietary network of more than 120,000 independent videographers, who can be mobilized instantly to get footage, interviews and livestreams. Stringr's clients include the Associated Press, Reuters, CNN and NBC.

Insights

Stringr is proving that having a robust database of videographers helps with the efficiency of producing broadcast news. This is essential during a time when people demand quality video stories about the state of the world. The company's on-call nature enables seamless production workflows and the platform is also able to identify best-in-class videographers, assigning special requests directly from clients.



Best Publisher Platform

The Globe and Mail – Sophi.io

Program

The Globe and Mail, which has heavily invested in data science since 2012, places nearly 100% of content across its digital properties using Sophi, an AI platform trained by editors to understand what belongs where on websites. Every 10 minutes, the program selects valuable stories that warrant increased promotion and updates the publisher's digital pages. Sophi also runs a real-time, personalized paywall; it considers the content a reader has consumed (and other behaviors), understanding when to ask a reader for money versus an email address – and when to leave them alone.

Insights

AI is an essential technology for helping publishers add authentic value to stories – extending their measure of success beyond page views and virality. For example, Sophi is able to provide data on how much each article on The Globe and Mail contributes to subscriber retention, acquisition, registration potential and advertising dollars. Additionally, to effectively deploy machine learning, around 10% of The Globe and Mail's workforce is now data scientists and engineers, hired to develop Sophi and grow the strategy even further.



Best First-Party Data Strategy

Criteo



Program

Commerce media platform Criteo offers first-party data solutions for companies on the supply and demand sides of the advertising ecosystem. Using Criteo's massive commerce dataset, network members can onboard their first-party data to create addressable and anonymous audiences — be it for contextual or cohort targeting — and reach them in channels using commerce-friendly formats at scale. Specifically, Criteo collects datasets and unifies them within the Criteo Identity and Shopper Graph, augmenting the datasets by connecting them through its larger data network through durable IDs. The platform also uses AI to ensure data informs privacy-compliant digital marketing campaigns.

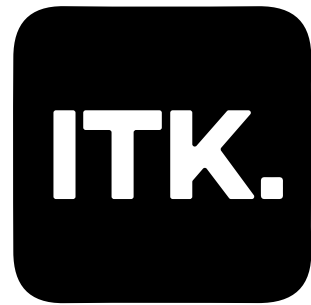
Insights

With third-party cookies being phased out in 2022, first-party data has become — and will continue to be — a crucial tactic for publishers and buyers approaching ID resolution. Currently, most of Criteo's advertiser and publisher members are integrating their first-party data in an effort to activate cookieless solutions. Criteo is providing a key path forward for marketers and publishers, which will increasingly have to rely on their first-party data to achieve scale, while protecting consumer privacy.

The Criteo logo, consisting of the word "CRITEO" in a bold, orange, sans-serif font.

Best
Commerce
Partner

In The Know and
Our Place



Program

Gen Z- and millennial-focused media platform In The Know partnered with kitchen essentials brand Our Place. The collaboration featured Our Place products in on-site articles, social placements and email newsletters. Furthermore, the partnership aligned with In The Know's mission to spotlight businesses owned by women and BIPOC; Our Place was founded by Pakistani social entrepreneur Shiza Shahid.

Insights

To achieve a successful commerce partnership, publishers must seek out brands that align with their company mission and values – as well as brands that offer products that provide value to its subscribers. Because of Shahid's profile and the draw of Our Place's Always Pan – a must-have kitchen item for many – Our Place's products became one of In The Know's top-sellers for 2020, outperforming more established, traditional cookware brands.



NOW, THE INDEPENDENT BRAND IS
COLORWAY TO THE PAN'S THREE S
(CHAR, STEAM AND SPICE) IN CELE

Best Subscription or Membership Product

Audible – Audible Plus



Program

In fall 2020, Audible debuted Audible Plus, a membership service that gives subscribers access to the brand's collection of original series, audiobooks and podcasts; a catalog that includes more than 11,000 titles and 68,000 hours of content. Audible Plus includes access to new Audible Originals, which range from documentaries and audio dramas to sleep programs produced by the brand.

Insights

Launching a membership product similar to those of music and TV streaming platforms has created a new revenue stream for Audible, proving all-access subscription models can work within the audiobook and podcast space. A main draw of Audible Plus is that it gives customers more freedom around how they stream content. Listeners can engage online or download programs for offline listening, and they also have the option to stream on Alexa-enabled devices and Amazon Fire tablets.



Best Digital
Product
Innovation

Fabrik

FabrikSM

Program

Online portfolio website Fabrik combines the control and flexibility of a robust CMS with advanced advertising technology, which helps publishers boost speed, organic growth, syndication and monetization. The platform is a modern CMS built for publishers looking to take control of their site and optimize it for the user experience.

Insights

In today's media landscape, content management systems are built with a focus on editorial, and ad tech platforms are focused on monetization. This results in publishers being burdened by siloed technologies, one for each goal. Fabrik's product bridges that gap and, in turn, puts publishers in a better place to improve their user experience and grow their revenue opportunities.

QUALITY TV NEWS STYLE ROYALS COUPLES PHOTOS VIDEOS TRUE CRIME SUBSCRIBE



s is
His
rns

LOOKING FOR MR. RIGHT! JENNIFER GARNER 'HASN'T RULED OUT WALKING DOWN THE AISLE AGAIN,' DISHES SOURCE



Best Revenue Diversification Strategy

Blockworks



Program

Less than three years after Blockworks debuted, the financial media brand has expanded its content strategy with podcasts, webinars, newsletters, events and branded content. On the podcast front, the brand now has 20 separate series and has become the fourth largest investor-focused podcast network in the world.

Insights

In order for a revenue diversification to be successful, publishers must have a purpose-led strategy for each new content channel. Blockworks has modeled each new content arm based on its launch as an in-person events brand in 2018. The company launched events with the goal of helping investors better understand the emerging digital asset and crypto industry.

The Blockworks logo, featuring the word "Blockworks" in a bold, black, sans-serif font. The letter "B" is stylized with a blue-to-purple gradient.

Editorial
Team of
the Year

AccuWeather



Program

AccuWeather's media content group includes journalists, producers, editors and meteorologists who create content for the company's digital platforms, social media accounts, the AccuWeather TV Network and partners. Throughout the pandemic, the team effectively covered a record hyperactive 2020 hurricane season and pivoted to an equally historic winter. While AccuWeather's forecasting team oversees the platform's hyperlocal forecast, the editorial team brings that data to life through unique storytelling that encompasses the entire lifecycle of important weather events.

Insights

Ahead of a historic hurricane season, 95% of AccuWeather's team was forced to begin working remotely due to the pandemic. Despite that shift, the editorial team managed to produce even more content than in 2019. Their quick pivot to a new remote model also enabled Accuweather to increase user engagement across all platforms.



Publishing
Executive
of the Year

Mike Federle,
CEO, Forbes

Forbes

Program

Since Mike Federle was appointed CEO in 2017, he has accelerated Forbes' digital transformation efforts, leading to three of the most successful years in the brand's 104-year-old history. When the pandemic began, Mike pledged to keep teams intact, grow the company's audience and diversify revenue. Under his leadership this past year, Forbes launched ForbesOne, a first-party data strategy that enables marketing partners to engage audiences based on behavioral and demographic data; in-house independently-created For(bes) The Culture — a news source for Black and brown entrepreneurs — and created an unlimited-access subscription model.

Insights

Mike Federle's commitment to supporting staff throughout the pandemic and launching new initiatives tied to social and political issues was crucial in driving growth for Forbes during a challenging year. In 2020, the company launched BrandVoice EQ, a space for business and nonprofit leaders from underrepresented groups to share stories on Forbes' website for free. The company also used its platforms for social change, donating premium space for NAACP's #WeAreDoneDying campaign and Vote.org's voter-registration drive. Additionally, Mike introduced '5 Days of Action,' a benefit encouraging employees to support causes they care about.



Best New Vertical or Brand



Program

Harvard Business Review's team of global editors launched Ascend, a sub-brand providing content for young people — college and graduate students to first-time managers — trying to navigate work-life balance. The team created the brand with the objective of providing ideas for readers to discover who they are at work and outside of work. Ascend covers the areas of work, health, money and identity, with content ranging from infographics and listicles to personal essays and an advice column.

Harvard Business Review – Ascend

Insights

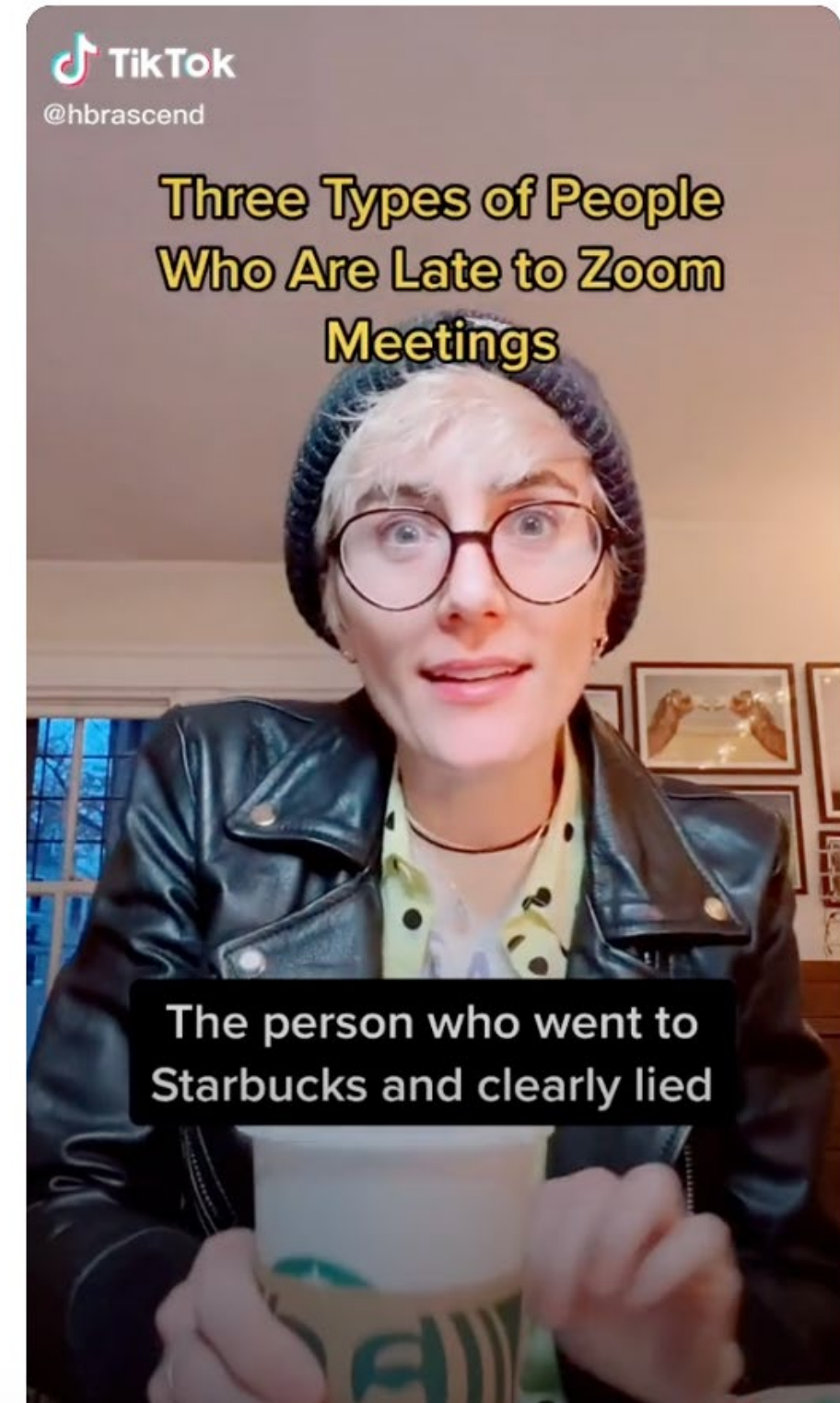
To build a younger audience, Harvard Business Review's editors experimented with content on platforms popular among the demographic, including TikTok and YouTube. Ascend is also successful because its content delves deeply and personally into topics with which its audience identifies. Each newsletter includes a personal story written by an editor about a particular topic and links to published articles on that topic; coverage includes how to manage anxiety, building a personal budget and applying to jobs during the pandemic.



hbrascend ✓ HBR Ascend · 2-3

Which one are you? #joblife #goodmorning #videocall #zoom

🎵 CHINESE DANCE - Ed Hartman



Best Content Studio

T Brand at The New York Times

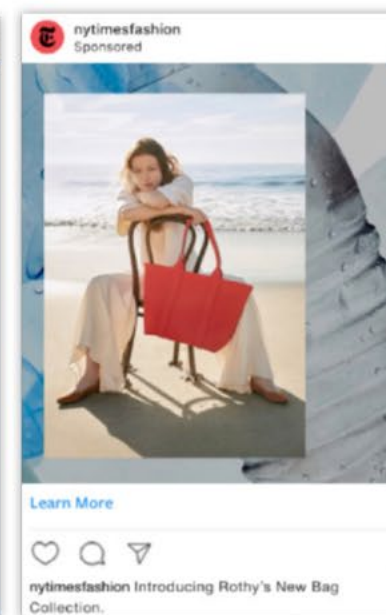
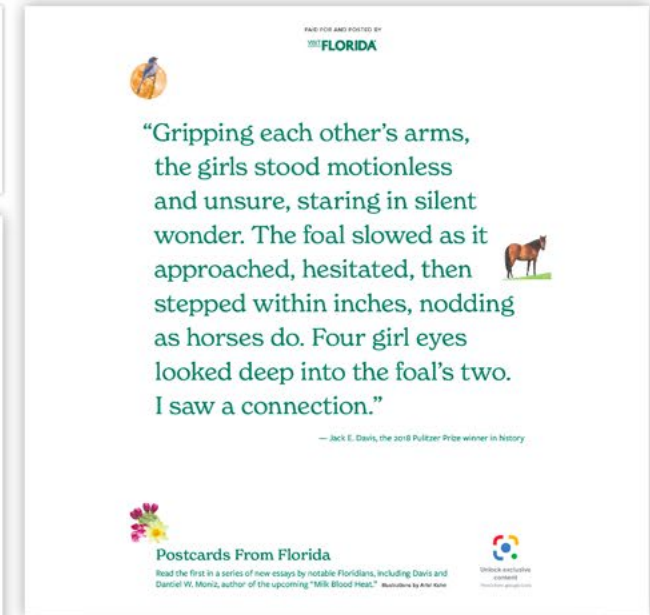
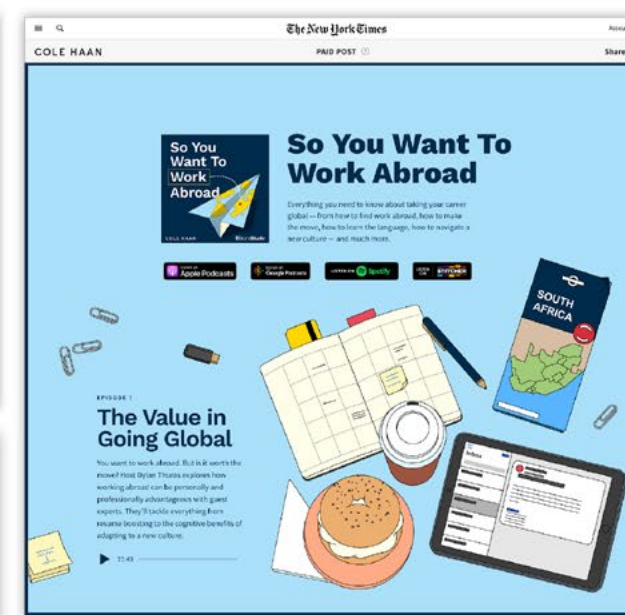
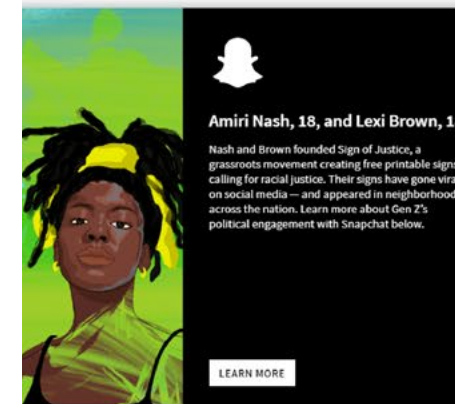
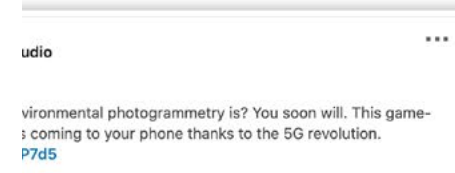
The New York Times

Program

During a year defined by remote work, T Brand at The New York Times produced successful and important content and programs for major clients such as Tide, Dropbox, Snap and Citi. The studio's programs for Tide and Dropbox helped readers navigate changes in daily life and business, while campaigns for Snap and Citi promoted racial literacy in classrooms and supported initiatives designed to close the racial wealth gap. Additionally, T Brand worked pro bono for the NYC Mayor's Office on messaging about the importance of masks and social distancing during the summer.

Insights

Swiftly transitioning to a remote model and touching base with clients early in the pandemic was important in shaping their campaigns for the rest of the year. T Brand advised numerous clients on their response to the pandemic with a consultation entitled "The Business Acts, The Brand Speaks," designed to give clients confidence to reenter the market. T Brand also found success with delving into the podcast space. The studio created an original podcast with Invesco that ranks among Apple's top finance podcasts.



Most Engaged Brand Community

OVERTIME

Program

Sports network Overtime approaches its content with an audience-first mindset, prioritizing its community aptly known as The OT Fam. To keep its community in 2020, Overtime used its platform to facilitate connection through a variety of programs amid challenging times. The brand's efforts included Zooms and Instagram Lives featuring its audience's favorite athletes and personalities, a virtual OT summer camp, at-home workouts and pizza parties.

Overtime – The OT Fam

Insights

Building an engaged community goes beyond just producing content and making it available for fans to watch across channels. The key to keep fans tuned in is to create interactive entertainment anchored by conversation. Content that invites fans to participate will drive engagement. In Overtime's case, its variety of interactive programs is a primary reason for why audiences continue to associate with the brand – and throw up its signature "O" hand symbol.



Media
Brand
of the Year

DAZN



Program

DAZN is leading the way in the sports streaming age while remaining affordable and accessible in all of its 200+ markets with a robust combination of exclusive sporting events – from Bundesliga in Germany, Serie A in Italy, J.League in Japan, to championship prizefighting globally – paired with world-class original programming. The media brand expanded globally in 2020 from nine to more than 200 countries and territories with a growing portfolio of rights and a burgeoning slate of original programming.

Insights

DAZN was founded on the fundamental belief that sports should be democratic – meaning they should be available to be enjoyed by anyone, anywhere and at any time. As the world evolves, the way fans interact with sports is also evolving and DAZN is helping to accelerate that transformation. As the first dedicated sports OTT platform on the market, DAZN is rivaling legacy media brands in the race to deliver quality, volume, affordability and accessibility.



Publisher
of
the Year

Harvard Business Review

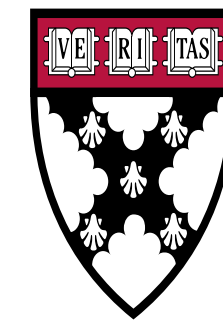


Program

HBR showcased range, purpose and determination, in 2020, training the 'HBR lens' on society's greatest challenges. The publisher introduced "Race at Work," hosted by Porter Braswell, a podcast offering candid conversations about the role race plays in everyone's careers and lives. Furthermore, HBR incorporated timely conversations about the pandemic and about race, power and equity into many of its other HBR podcasts, including "HBR IdeaCast," "Dear HBR" and "Women at Work." And its new video series, "Christine vs Work," takes a modern approach to navigating classic workplace dilemmas.

Insights

In Harvard Business Review's 99-year history, the publisher has continually increased its relevance among a wide and growing audience. In 2020, HBR strove to be a source of understanding and inspiration at a time when the world ricocheted from crisis to crisis. Among its responses to that scenario, HBR produced "That Discomfort You're Feeling is Grief," an interview with David Kessler published in the earliest days of the pandemic and also "How to Promote Racial Equity in the Workplace," by the Kennedy School's Robert Livingston. HBR was busy this year focusing on producing quality content that would truly hit home with its wide audience.



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