

DIGIDAY AWARDS

Salesforce, TIME and Fortune Media are among this year's Digiday Media Awards winners

By [Digiday Awards](#) · May 14, 2024 · [f](#) [t](#) [in](#) [g](#)



This year's Digiday Media Awards winners celebrate new technologies and the power of partnerships throughout their digital media campaigns. Themes across 2024's winners include leaning into a surge in short-form video content as consumption for the format increases, implementing more interactive storytelling and tech like VR and AR, as well as harnessing collaborations for impactful and innovative campaigns.

Salesforce and Fortune Brand Studio secured the award for both B2B and B2C Best Branded Content Program categories with their groundbreaking series "The Ecopreneurs." The 11-part documentary-style series has stunning cinematography and profiles global entrepreneurs driving climate action. The campaign surpassed benchmarks, becoming Salesforce+'s flagship show, leading in viewership and engagement metrics. Notably, it generated significant brand uplift, with double-digit increases in awareness, familiarity, affinity, purchase intent and recommendation intent. "The Ecopreneurs" also drove tangible impacts for featured organizations, including increased awareness, followers, volunteers and monetary investments. This multifaceted success underscores the power of storytelling to drive meaningful change and engagement.

Another company to secure two wins this year is TIME for Content Studio of the Year and Media Brand of the Year, signifying a year of remarkable achievement and innovation. Red Border by TIME's unparalleled success in driving digital revenue, fostering partnerships and crafting compelling branded content epitomizes excellence. Through initiatives like TIME100 partnerships, the content studio demonstrated a multifaceted approach to engaging audiences and driving brand success, such as driving over 72% of TIME's digital revenue with a 15% year-over-year increase.

Concurrently, TIME's broader brand strategy, marked by revenue growth, audience expansion and editorial innovation, solidifies its status as a premier media entity. Removing the digital paywall and expanding global events underscored TIME's commitment to reaching diverse audiences, with notable achievements including successful podcasts and record-breaking sales of its issue featuring Taylor Swift. These wins underscore TIME's enduring legacy and unwavering commitment to relevance and impact in an ever-evolving media landscape, setting a high standard for the industry.

Fortune Media clinched the Best Editorial Package award with "Inside Elon's Universe," a groundbreaking investigative digital edition exploring the enigmatic world of Elon Musk. The piece dove into six companies shaping Musk's empire to provide exclusive insights, including revelations on the Boring Co.'s challenges, Solar City's struggles within Tesla and Musk's AI ambitions. The investigation captivated audiences with over 100,000 unique pageviews on Fortune.com and 50,000 on Apple News+, driving over 1 million pageviews overall. Through meticulous reporting, Fortune shed light on Musk's unconventional business methods, offering readers an unprecedented glimpse into the mind of the world's richest man.

Explore all the 2024 Digiday Media Awards winners below:

Best Ad Tech Platform

- AdTheorent

Best Brand Partnership – B2C

- Maren Morris x Visible – Dancing with Myself

Best Branded Content Program – B2B

- Salesforce & Fortune Brand Studio present THE ECOPRENEURS

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Best Commerce Strategy

- theSkimm's Industry-Leading Commerce Business

Best Contextual Targeting Offering

- Seedtag

Best Custom Advertising

- The Hershey Company & Chalice – Sweet Success

Best Design – NEW

- The Outlaw Ocean Project – China: The Superpower of Seafood

Best Digital Product Innovation

- WellSaid Labs Collaborated on First AI Voice Radio Editorial

Best Editorial Package

- Fortune Media – "Inside Elon's Universe"

Best Event

- The Wall Street Journal's Future of Everything Festival 2023

Best First-Party Data Strategy

- AccuWeather x Lowe's Feels Like Spring

Best Newsletter

- AI-powered "Best of" Newsletters at Germany's WELT

Best Podcast

- IllumiNative – American Genocide Podcast

Best Story

- The Brazilian Report – Hacking the chief electoral justice

Best Subscription or Membership Product

- Pvolve x Jennifer Aniston – A Strength that Sets You Free

Best Use of AI-Generated Content -NEW

- Astrology.com.com's Spiritual AI

Best Use of Audience Insights

- Premion: CTV Outcomes with Unmatched Audience Insights

Best Use of Emerging Tech

- Altitude, Gamefam, Havas & Livewire – Promoting Talk to Me on Fortnite

Best Use of Livestreaming – NEW

- Tastemade on Amazon Live

Best Use of Social

- DailyMail.com – The Largest News Publisher on TikTok

Best Use of TikTok – NEW

- OLAPLEX OLADUPÉ Campaign

Best Use of Video

- Sela x Newcastle United – We're Back

Best Video Platform

- EX.CO Online Video Platform (OVP) for 1XL

Best Website – NEW

- HBR.org

Content Studio of the Year

- Red Border by TIME

Editorial Team of the Year

- Punchbowl News – The Source for Power, People and Politics

Media Brand of the Year

- TIME

Media Company of the Year

- The Volume

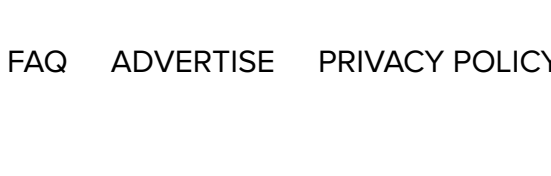
Most Committed to Sustainability – NEW

- Vodafone Sustainable Media

Most Engaged Community

- Bob Does Sports (Doing Things)
- First Media Brands – Blossom, So Yummy, Blusher & Babyfirst
- The Crazy Coupon Lady

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