# Digiday Awards Europe highlight innovations in modern marketing



The landscape of modern marketing continues to evolve, with significant emphasis placed on creativity, innovation, and collaboration, as demonstrated by the winners of this year's Digiday Awards Europe. The awards celebrated various campaigns that not only pushed the envelope in audience engagement but also utilised advanced technologies, including artificial intelligence (AI) and automation. The recognition highlights how these elements are redefining marketing standards and creating substantial business impacts.

One standout recipient was Epsilon’s collaboration with Currys for Samsung's TV campaign, which won the Best Use of Retail Media award. This campaign took a full-funnel approach, integrating display ads, online video, and connected TV (CTV) to reach tech-savvy consumers effectively. By harnessing Currys' first-party data alongside Epsilon’s CORE ID, the initiative successfully raised brand awareness and resulted in a notable 46% increase in conversions. The campaign also delivered a threefold return on investment (ROI) and boosted in-store sales by 20%, drawing in around 56,000 visitors to Currys' retail locations. This project set a benchmark for retail media, illustrating how targeted audience strategies can yield tangible sales results.

Another highlight was T Brand Studio, part of New York Times Advertising, which was awarded Editorial Team of the Year for its capacity to produce impactful branded content despite being a small team of just three. Achieving a 47% increase in global campaigns, they showcased their talents through various formats, including podcasts and video journalism, earning 11 industry accolades along the way. Their projects emphasised significant social issues, such as feminist and disability rights, and drew attention to pressing matters like health and climate change. Their podcasts for brands such as Audemars Piguet and L'Oréal gained traction, marking them as leaders in the global content landscape.

The partnership between Sela and Newcastle United exemplified innovation with its “Unsilence The Crowd” campaign, which garnered three awards: Best Collaboration, Best Event, and Best Use of Technology. This initiative introduced haptic technology in Newcastle United shirts, allowing deaf fans to experience stadium sounds through touch. The campaign debuted during a Premier League match and reached an estimated audience of over 5 billion, highlighting a significant development in sports accessibility, with similar commitments noted from major leagues.

In addition, Sela's “We Are One” event, which used 3D projection mapping, attracted more than 15,000 attendees and reached a global audience of 450 million, further solidifying Sela's position as an innovator in the field. These endeavors fostered deeper connections between the brand, fans, and the community, showcasing the power of cultural engagement in marketing.

As the Digiday Awards Europe showcased, the intersection of creativity and technology continues to shape industry practices, with winning campaigns reflecting not only the effectiveness of strategic partnerships but also the importance of inclusive and engaging storytelling. The emphasis on leveraging emerging technologies indicates a future where brands increasingly integrate AI and automation into their marketing efforts to enhance audience experiences and drive business performance.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://digiday.com/announcement/awards/bloomberg-media-mg-omd-um-and-woo-are-2023-digiday-awards-europe-winners/> - This URL provides information about the winners of the 2023 Digiday Awards Europe, highlighting campaigns that utilized new technologies and formats to engage audiences.
* <https://digiday.com/announcement/awards/pepsi-max-miq-gamelight-tripadvisor-and-netflix-are-2023-digiday-awards-europe-finalists/> - This URL lists finalists for the 2023 Digiday Awards Europe, focusing on tech innovations and brand partnerships.
* <https://resources.ogury.com/content-center/ogury-wins-best-use-of-data-at-the-digiday-awards-europe> - This URL discusses Ogury's win for Best Use of Data at the Digiday Awards Europe, highlighting their work with VISA.
* <https://www.noahwire.com> - This is the source of the original article, though it does not provide specific corroborating information for the claims made.
* <https://www.digiday.com/> - The Digiday website provides general information about marketing and media awards, though it does not specifically corroborate the claims about Epsilon, T Brand Studio, or Sela.
* <https://www.currys.co.uk/> - This URL is related to Currys, a retailer involved in a campaign mentioned in the article, but it does not provide specific details about the campaign.
* <https://www.nytimes.com/advertising/t-brand-studio/> - This URL is about T Brand Studio, which was mentioned as a winner for Editorial Team of the Year, though it does not provide specific details about their awards.
* <https://www.newcastleunited.com/> - This URL is related to Newcastle United, a partner in the 'Unsilence The Crowd' campaign, but it does not provide specific details about the campaign.
* <https://www.sela.com/> - This URL is related to Sela, though it does not provide specific details about their campaigns or awards.