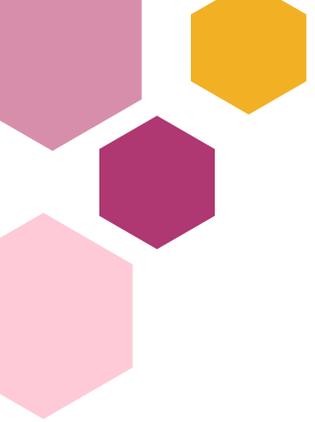




2017

IMAGINATION  
AWARDS 2017

FINALISTS  
AND WINNERS



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## IMAG BOARD OF DIRECTORS

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IMAG Chair | Chief Operating Officer  
AFAR Media

MICHELA O'CONNOR ABRAMS  
Media Executive

TOM BEUSSE  
Chief Executive Officer  
F+W Media, Inc.

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Chief Operating Officer  
MIT Technology Review

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Chief Revenue Officer  
Domino Media Group

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Chief Operating Officer  
Rodale Inc.

ANDREW CLURMAN  
President and Chief Executive Officer  
Active Interest Media, Inc.

SCOTT DICKEY  
Chief Executive Officer  
TEN: The Enthusiast Network

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Vice President, Consumer Marketing  
Scientific American

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President and Chief Operating Officer  
Hoffman Media, LLC

DONNA KESSLER  
President  
Morris Media Network,  
Morris Communications Company

JOE LANDRY  
Executive Vice President and Group Publisher  
Here Media

SIMON LESLIE  
Joint Chief Executive Officer  
Ink Global

DAVID LUSTERMAN  
Publisher  
Stringletter

DAN McCARTHY  
President and Chief Executive Officer  
The Taunton Press

DAVID NUSSBAUM  
Chairman and Chief Executive Officer  
America's Test Kitchen

ERIN O'MARA  
President  
The Nation

JEFF PARO  
President and Chief Executive Officer  
OSG a Division of KSE Media Ventures

PHILIP PENNY  
Chief Operating Officer  
Belvoir Media Group LLC

DONALD B. PESCHKE  
Founder  
August Home Publishing

RYAN SHEA  
Publisher and Chief Executive Officer  
Entrepreneur Media

JAMIE TROWBRIDGE  
President  
Yankee Publishing, Inc.

BRYAN WELCH  
Chief Executive Officer  
B The Change Media

AMY P. WILKINS  
Chief Revenue Officer,  
Smithsonian Media  
Smithsonian Enterprises

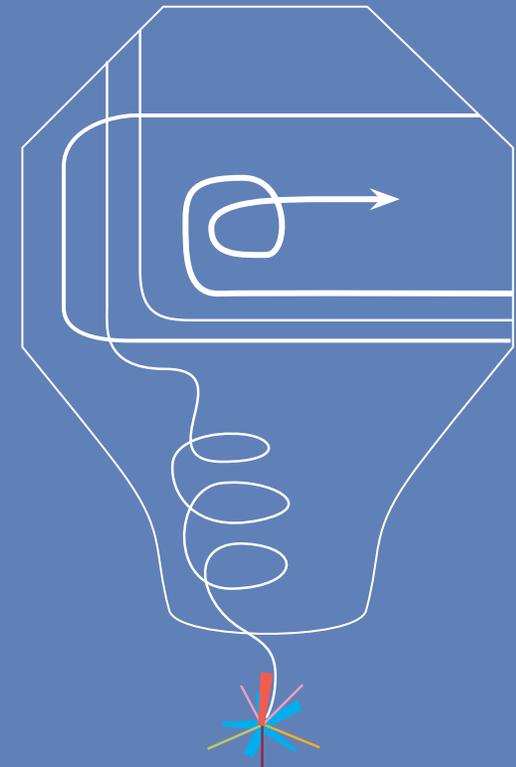
ERIC ZINCZENKO  
Chief Executive Officer  
Bonnier Corporation

ELIZABETH TIGHE  
Vice President, Marketing  
MPA and IMAG Staff Liaison

Launched in May 2016, the Imagination Awards honor the work of independent magazine media companies and brands. These awards recognize projects and teams that capture the essence of a brand and demonstrate innovative thinking and imaginative tactics, well-defined business objectives and successful execution and results.

## HOW ARE THE IMAGINATION AWARD WINNERS CHOSEN?

Panels of judges composed of senior executives from independent magazine media brands in the areas of audience, content, digital, events, leadership and revenue review entries in their respective areas of expertise. No judge reviews the work of his or her own brand or corporate entity. Entries are judged on the goals, elements and impact of the program.



# THANK YOU TO OUR JUDGES...

## DOOREEN ADGER

Senior Vice President,  
Marketing Consumer Revenue  
MIT Technology Review

## PAULA BACKER

Senior Vice President, Consumer Marketing  
The Taunton Press

## JOHN BOLAND

Senior Vice President and Publisher  
Fine Cooking

## ELIZABETH BRAMSON-BOUDREAU

Chief Operating Officer  
MIT Technology Review

## BETH BRENNER

Chief Revenue Officer  
AFAR Media

## DEREK BUTCHER

Chief Technology Officer  
AFAR Media

## ALEC CASEY

Chief Marketing Officer  
Trusted Media Brands, Inc.

## TRACY CHO

Executive Director of Marketing,  
Growth and Analytics President, Content  
Domino

## JONATHAN DORN

Chief Innovation Officer  
Active Interest Media

## TERRY DORNER

Vice President, Events and Entertainment  
Bonnier Corp.

## CHAS EDWARDS

Co-Founder, President and Publisher  
Pop-up Magazine Productions

## VINCE ERRICO

Chief Digital Officer  
Trusted Brand Media, Inc.

## BROOK HOLMBERG

Publisher  
Yankee Magazine

## SAMIR HUSNI

Founder and Director  
Magazine Innovation Center

## RENEE JORDAN

Senior Vice President and Group Partner  
The Taunton Press

## BRYAN KINKADE

Vice President, Publisher  
AFAR Media

## AMY LAMMERS

Senior Vice President,  
Events and Strategic Partnerships  
MIT Technology Review

## BECKY LANG

Editor in Chief  
Discover Magazine

## DONNA LINDSKOG

Publisher, Taste of Home  
Trusted Media Brands

## LYZY LUSTERMAN

Chief Revenue Officer  
Stringletter

## TOM MCKENNA

Editor  
Fine Woodworking

## ERICA MOYNIHAN

Director, Consumer Marketing  
The Taunton Press

## ROB OBERHEIDE

Digital Marketing Director  
Kalmbach Publishing Co.

## RYAN PAYNE

Senior Vice President  
TEN: The Enthusiast Network

## GEORGE SASS

Vice President, Managing Director,  
Catapult Creative Labs  
Active Interest Media Group

## JEREMY SAUM

Executive Editor  
AFAR Media

## MELISSA STROME

Publisher  
Yoga Journal

## ASHLEY TEN-HOEVE

Director, Digital Products  
The Taunton Press

## JAMIE TROWBRIDGE

President and CEO  
Yankee Publishing

## ROB YAGID

Editorial Director  
The Taunton Press

# FINALISTS

AUDIENCE  
DEVELOPMENT

For work in targeting, building and  
engaging an audience

The Economist Experiential Campaign "Discomfort Food"  
**THE ECONOMIST**

Take Action  
**THE NATION**

Science News in High School  
**SOCIETY FOR SCIENCE & THE PUBLIC**

Dew Tour  
**TEN: THE ENTHUSIAST NETWORK**

Motor Trend on Demand  
**TEN: THE ENTHUSIAST NETWORK**

WINNER

AUDIENCE  
DEVELOPMENT

The Economist Experiential Campaign  
“Discomfort Food”  
The Economist

**PLATFORMS:** Events

**ELEMENTS:** Food trucks, food items, subscriptions

**ENTRY DESCRIPTION:** The Economist understood that the way to a new audience is through its stomach! Tasked with finding new subscriptions, the Economist circulation team sent food trucks across the globe, offering curious pedestrians snacks that aligned with an article written on future food sources. Meant to shed light on global dietary trends, these treats, which they refer to as “discomfort foods,” included insects, biodiesel coffee and ugly fruit. Those who were given a free sample were encouraged to sign up for their 12 weeks for \$12 subscription—an introductory offer that gives people access to all of their content at a discounted price for three months.

**ENTRY IMPACT:** Described by judges as unexpected, relevant and highly memorable, the campaign was one of the most successful experiential initiatives that the Economist has ever run, garnering over 2,100 new subscriptions and 18,500 pedestrian interactions.

**MORE INFORMATION:**

[www.youtube.com/watch?v=euTBQOrpOmM&feature=youtu.be](https://www.youtube.com/watch?v=euTBQOrpOmM&feature=youtu.be)

[www.economist.com/node/21561884](http://www.economist.com/node/21561884)

[www.economist.com/node/13056077](http://www.economist.com/node/13056077)

AUDIENCE  
DEVELOPMENTTake Action  
The Nation

**PLATFORMS:** Website, email advertising

**ELEMENTS:** Partnerships with leading nation organizations

**ENTRY DESCRIPTION:** Readers want to engage, and The Nation made it easy. In response to reader requests for actionable solutions to the political abuse and corruption they read about in the news, The Nation created the “Take Action” program directing readers to literally take action on a range of critical issues. Providing easy resources, The Nation “Take Action” website encourages readers to sign petitions, join protests, support local organizations and write to representatives on a range of political issues.

**ENTRY IMPACT:** Since its inception, “Take Action” has put creative and impactful tools into the hands of the readers and developed a larger audience in the process. Judges applauded the program’s ability to measure the impact of content in growing readership. In 2016, the program generated 72,203 new email addresses. Currently over 6,500 people on the Take Action list donate to the magazine and almost 1,400 people subscribe.

**MORE INFORMATION:**  
[www.thenation.com/take-action](http://www.thenation.com/take-action)

AUDIENCE  
DEVELOPMENTScience News in High School  
Society for Science & the Public

**PLATFORMS:** Print magazine, digital resources, email campaign, Facebook, e-newsletter

**ELEMENTS:** Recruitment, database management, sponsorship, print magazine content, educational content, Facebook group, email campaigns

**ENTRY DESCRIPTION:** In an effort to promote science literacy among young people, The Society for Science & the Public created an educational initiative to bring science education to high schools around the world. In this program, participating classrooms gain access to sciencenews.org and receive 10 copies of Science News magazine each year. Teachers are given educational guides which offer useful tips to incorporate the articles into their lesson plans. They're also invited to join a teachers-only Facebook group, a digital space to encourage idea-sharing.

**ENTRY IMPACT:** In 2016, the Society expanded by enrolling 4,000 more public high schools and adding 40,000 new subscriptions. Today, 4,230 high schools across 50 states, Washington D.C., Australia and the United Kingdom participate in the program, reaching more than 4 million future scientist students and 5,300 passionate teachers.

**MORE INFORMATION:**

[www.societyforscience.org/science-news-high-schools](http://www.societyforscience.org/science-news-high-schools)

[www.sciencenews.org](http://www.sciencenews.org)

[www.sciencenews.org/sites/default/files/images/SNHSguide\\_4\\_091716.pdf](http://www.sciencenews.org/sites/default/files/images/SNHSguide_4_091716.pdf)

AUDIENCE  
DEVELOPMENTDew Tour  
TEN: The Enthusiast Network

**PLATFORMS:** Print, digital, social media, experiential, events, custom content, concert, competition

**ELEMENTS:** A complete re-imagination of the brand/experience — including, print, digital, social media, experiential, events, custom content, concert, competition, advertising campaigns across multi-platforms, editorial content, PR, broadcast TV, live stream webcast.

**ENTRY DESCRIPTION:** Charged with engaging 18-24 year olds, TEN reimagined the Dew Tour experience by reinventing the competition format and creating an “always on” year-round multi-platform strategy. This new format promoted high levels of social engagement to create community among Mountain Dew’s key consumer group.

**ENTRY IMPACT:** Successfully engaging millennial enthusiasts, TEN’s strategy resulted in a more than two thousand percent year-over-year increase in social impressions, over 170 percent year-over-year increase in live stream views, and a 73 percent increase in attendance.

**MORE INFORMATION:**

[www.youtube.com/watch?v=q4b5pbxcjkM](http://www.youtube.com/watch?v=q4b5pbxcjkM)

[www.youtube.com/watch?v=HcHNvu-vnpg](http://www.youtube.com/watch?v=HcHNvu-vnpg)

AUDIENCE  
DEVELOPMENTMotor Trend on Demand  
TEN: The Enthusiast Network

**PLATFORMS:** SVOD, YouTube, Chromecast, Roku, Apple TV, iOS, Android, Amazon TV, PlayStation, Xbox, Google Play

**ELEMENTS:** Motor Trend on Demand is the world's premier all-automotive subscription video on-demand service (SVOD) with 1,500-plus hours of live and original video content that can be viewed anytime and on any device.

**ENTRY DESCRIPTION:** Building an audience beyond traditional brand platforms and across franchises, Motor Trend on Demand is the world's premier all-automotive subscription video on-demand service. With 1,500-plus hours of live and original video content that can be viewed anytime and on any device, gearheads can watch their favorite shows such as Roadkill, Dirt Every Day and Hot Rod Garage plus live streams of their favorite motorsports events.

**ENTRY IMPACT:** Since launching, Motor Trend on Demand has had more than 100,000 users sign-up and has been successful at leveraging Motor Trend's 4.8 million YouTube subscribers. Judges said the on-demand service drove subscriber acquisition, revenue and engagement in a way that feels fresh and unique.

**MORE INFORMATION:**

[www.motortrendondemand.com](http://www.motortrendondemand.com)

[www.youtube.com/channel/UCsAegdhiYLEoaFGuJFVrqFQ](http://www.youtube.com/channel/UCsAegdhiYLEoaFGuJFVrqFQ)

# FINALISTS



## CONTENT

For quality and innovation in creating and distributing content across platforms.

Anglers Journal

**ACTIVE INTEREST MEDIA**

AFAR Travel Guides

**AFAR MEDIA**

Fine Homebuilding ProHOME Content Series

**FINE HOMEBUILDING**

Gravitational Waves Special Report

**SCIENCE NEWS**

Lowrider Roll Models

**TEN: THE ENTHUSIAST NETWORK**

## CONTENT

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## Gravitational Waves Special Report Science News

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**PLATFORMS:** Print, website, video, e-book, Facebook, Twitter, e-newsletter

**ELEMENTS:** Essay, news stories, video explainer, print infographic, archived content, e-book, education guide

**ENTRY DESCRIPTION:** Albert Einstein's theory of general relativity predicted gravitational waves over a century ago, but not until February of 2016 did a team of researchers report finding these ripples in the fabric of space-time. Science News prepared for the big announcement in an unprecedented way: a digital-first special report on breaking news coverage. The brand covered the discovery across platforms with a news story, a historical essay, a landing page that tapped into Science News' 90-year-old archive, an educator guide and in-depth video and "digital explainers" answering questions like "What are gravitational waves?" and "Where do they come from?".

**ENTRY IMPACT:** The discovery of gravitational waves was the biggest science news story of the year. The digital explainer garnered nearly 140,000 unique page views, making it one of the top five most-viewed stories in 2016. On YouTube, the explainer has more than 55,500 views and the day-of news story had more than 75,000 unique visitors, landing it in the top 25 stories of the year for Science News.

**MORE INFORMATION:**

[www.sciencenews.org/article/gravity-waves-black-holes-verifyeinsteins-prediction](http://www.sciencenews.org/article/gravity-waves-black-holes-verifyeinsteins-prediction)

[www.sciencenews.org/article/long-road-detecting-gravitywaves?mode=pick&context=168](http://www.sciencenews.org/article/long-road-detecting-gravitywaves?mode=pick&context=168)

[www.sciencenews.org/article/gravitational-waves-explained](http://www.sciencenews.org/article/gravitational-waves-explained)

[www.youtube.com/watch?v=HwC5IYw5uAE](http://www.youtube.com/watch?v=HwC5IYw5uAE)

[www.sciencenews.org/editors-picks/gravitationalwaves?mode=pick&context=163](http://www.sciencenews.org/editors-picks/gravitationalwaves?mode=pick&context=163)

## CONTENT

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**Anglers Journal**  
**Active Interest Media**

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**PLATFORMS:** Print, website, Facebook, TV

**ELEMENTS:** TV sponsorships, native advertising

**ENTRY DESCRIPTION:** When editors at Active Interest Media were trying to understand how they might create a different fishing magazine, the answer came in Anglers Journal, an award-winning quarterly that celebrates the best storytelling and photography in the field. The innovative spirit behind Anglers Journal enabled the brand to grow to include a robust website, an e-newsletter and a television show on Destination America. From capturing the Americana on a party boat with a polaroid camera to filming a television show from a yet-to-be-built resort on the Sea of Cortez, the brand consistently strives to create a product that is one-of-a-kind.

**ENTRY IMPACT:** Compelling content has allowed them to make a significant impact in their niche with a 30,000-issue print run. In less than a year, the website has an average of 10,000 unique visitors and 80,000 page views a month, and Anglers Journal TV—now in its second season — is delivered to an audience of 65 million.

**MORE INFORMATION:**

[www.anglersjournal.com/people/catching-the-horizon](http://www.anglersjournal.com/people/catching-the-horizon)

[www.waypointtv.com/#!/anglersjournaltv](http://www.waypointtv.com/#!/anglersjournaltv)

## CONTENT

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**AFAR Travel Guides**  
**AFAR Media**

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**PLATFORMS:** Website

**ELEMENTS:** New digital product

**ENTRY DESCRIPTION:** In September of 2016, AFAR went live with one of their most ambitious and comprehensive undertakings to date: newly revamped and redesigned travel guides to 183 destinations around the globe. Carefully created and curated by editors and local experts, AFAR Travel Guides provide savable lists with pertinent travel information including best hotels, restaurants and sites, along with relevant articles that inspire and enable their highly discerning readers to have better travel experiences.

**ENTRY IMPACT:** Described by judges as visually snappy, modern and easy-to-navigate, AFAR Travel Guides are a must for anyone planning a fulfilling, culturally-driven vacation. Before launch, AFAR users spent an average 3 minutes and 20 seconds on their travel guides. Today, they spend an average of 4 minutes and 13 seconds.

**MORE INFORMATION:**

[www.afar.com/travel-guides/](http://www.afar.com/travel-guides/)

[www.afar.com/travel-guides/united-states/california/san-francisco/guide](http://www.afar.com/travel-guides/united-states/california/san-francisco/guide)

[www.afar.com/travel-guides/france/paris/guide](http://www.afar.com/travel-guides/france/paris/guide)

[www.afar.com/travel-guides/mexico/guide](http://www.afar.com/travel-guides/mexico/guide)

[www.afar.com/travel-guides/thailand/bangkok/guide](http://www.afar.com/travel-guides/thailand/bangkok/guide)

## CONTENT

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## Fine Homebuilding ProHOME Content Series

### Fine Homebuilding

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**PLATFORMS:** Print and digital articles, blogs, videos, live events, social media, sweepstakes and resource guide.

**ENTRY DESCRIPTION:** Developed to educate designers, builders and industry insiders on the best practices of building and remodeling, Fine Homebuilding's ProHOME fills a critical gap in the construction and shelter industry. This demonstration home and content series delivers over 40 pages of print content, 120 digital articles and blogs, nearly a dozen videos and a robust social presence. ProHOME showcases quality craftsmanship and high-performance building techniques through a comprehensive, multimedia learning experience.

**ENTRY IMPACT:** This program generated 2 to 6 million impressions depending on the product category and garnered postings on 285 news sites with a total visitor reach of more than 90 million.

**MORE INFORMATION:**

[www.finehomebuilding.com/prohome](http://www.finehomebuilding.com/prohome)

[www.finehomebuilding.com/section/prohome?taxonomy=section&term=video](http://www.finehomebuilding.com/section/prohome?taxonomy=section&term=video)

<http://nesea.org/be-event/finehomebuildings-zne-teaching-home>

[www.finehomebuildingmediakit.com/reel.html](http://www.finehomebuildingmediakit.com/reel.html)

## CONTENT

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## Lowrider Roll Models

### TEN: The Enthusiast Network

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**PLATFORMS:** Print, digital, social, YouTube, events/experiential

**ELEMENTS:** Lowrider Roll Models is an ongoing custom content/native advertising video series created in partnership with Shell Lubricants (Quaker State.)

**ENTRY DESCRIPTION:** Lowrider, the world's leading Hispanic automotive lifestyle brand, launched the Lowrider Roll Models program, to dispel myths about the cars and show the culture in a more accurate light. Using a series of short video segments to combat the misconception that lowriders are only for gangsters, the series highlights everyone from doctors to veteran activists who show off their rides while simultaneously making a difference in their communities.

**ENTRY IMPACT:** Launched in March of 2016, the videos have already generated over 3.9 million views and over 325,000 likes, comments and shares. Each video receives an average of 400,000 views and more than 20,000 engagements per episode.

**MORE INFORMATION:**

[www.youtube.com/playlist?list=PL2vSoLDZa8Mkfn-P5dBwDKAGTD-Wpz3e](http://www.youtube.com/playlist?list=PL2vSoLDZa8Mkfn-P5dBwDKAGTD-Wpz3e)

# FINALISTS



## DIGITAL

For work on digital platforms, including web, mobile apps, mobile web, digital editions and more.

AIM Studios Educational Video Initiative  
**ACTIVE INTEREST MEDIA**

The Atlantic's Life Timeline  
**THE ATLANTIC**

The Economist on Snapchat Discover  
**THE ECONOMIST**

FineScale Modeler Parody Video  
**FINESCALE MODELER**

5 Things With Hilton Dresden  
**OUT**

Lowrider Roll Models  
**TEN: THE ENTHUSIAST NETWORK**

Motor Trend on Demand  
**TEN: THE ENTHUSIAST NETWORK**

## DIGITAL

## The Atlantic's Life Timeline The Atlantic

**PLATFORMS:** Website

**ENTRY DESCRIPTION:** Engaging audiences by helping them understand where their lives fall within the arc of history, The Atlantic Timeline draws upon the brand's 160-year archive to create a personal and shareable story. Users enter their birthday online and the Life Timeline gives a brief rundown of events, from delightful to tragic, including world-changing milestones and lesser known moments, all through the lens of The Atlantic's reporting and storytelling. At the end of each timeline, each reader gets a personalized share card to post on Facebook or Twitter.

**ENTRY IMPACT:** Within ten days of the Timeline's launch, the project received nearly 350,000 page views from 135,000 monthly unique visitors. They also saw steady engagement and response on social media, as readers discovered their own timelines and shared the results with followers.

**MORE INFORMATION:**

[www.theatlantic.com/timeline](http://www.theatlantic.com/timeline)

[www.theatlantic.com/notes/2017/02/how-is-your-life-situated-in-history/517914/](http://www.theatlantic.com/notes/2017/02/how-is-your-life-situated-in-history/517914/)

<https://medium.com/building-the-atlantic/sprinting-at-the-atlantic-c5b0a6fa59c4#.qmnmi0dcs>

## DIGITAL

## The Economist on Snapchat Discover The Economist

**PLATFORMS:** Snapchat Discover

**ELEMENTS:** Video, graphs, animations, Snaps, swipe ups

**ENTRY DESCRIPTION:** How do you translate the voice of a brand founded in 1843 for a 21st century messaging app? The Economist cracked the code on Snapchat Discover with informative, pithy and humorous stories, condensed to appeal to the app's young, forward-thinking audience. Topics have focused on The Economist's role as an advocate for social change. Examples include marijuana legalization, Kim Jong-Un's autocratic rule in North Korea and discrimination against Muslims in France.

**ENTRY IMPACT:** The Economist's weekly editions on Snapchat Discover have led to the broadest and most diverse audience in the publication's 173-year history.

**MORE INFORMATION:**

[http://media.economist.com/sites/default/files/sponsorships/snapchat/CITIES\\_edition\\_Snapchat.mp4](http://media.economist.com/sites/default/files/sponsorships/snapchat/CITIES_edition_Snapchat.mp4)

[http://media.economist.com/sites/default/files/sponsorships/snapchat/DRUGS\\_edition\\_Snapchat.mp4](http://media.economist.com/sites/default/files/sponsorships/snapchat/DRUGS_edition_Snapchat.mp4) [http://media.economist.com/sites/default/files/sponsorships/snapchat/NORTH\\_KOREA\\_edition\\_Snapchat.mp4](http://media.economist.com/sites/default/files/sponsorships/snapchat/NORTH_KOREA_edition_Snapchat.mp4)

## DIGITAL

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**AIM Studios Educational Video Initiative**  
**Active Interest Media**

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**PLATFORMS:** Video created for AIM's online education programs AIM Healthy U and AIM Adventure U

**ELEMENTS:** This entry focuses on the unique type of video the AIM Studios team created to support the explosive growth of the company's initiative to grow online learning in 2016.

**ENTRY DESCRIPTION:** Active Interest Media established a team to focus on video for their burgeoning online education programs, AIM Healthy U and AIM Adventure U. Mastering a new style conducive to visual learning, the team created over 60 hours of footage featuring courses on yoga, nutrition, hiking, skiing, first aid and more. Taught by top wellness and outdoor experts, the online education program gives students the opportunity to take courses on their phones, laptops or tablets—anywhere they have internet.

**ENTRY IMPACT:** AIM's educational video initiative brings virtual learning to life in a way that makes webinars, charts and quizzes seem obsolete. Powered by their video content, their online education business had a blockbuster year in 2016, more than doubling in revenue to over \$2 million, making it one of AIM's fastest-growing post-print initiatives.

**MORE INFORMATION:**

<https://vimeopro.com/user45737402/aim-studios-online-education-initiative>

[www.aimhealthyu.com](http://www.aimhealthyu.com)

[www.aimadventureu.com](http://www.aimadventureu.com)

## DIGITAL

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**FineScale Modeler Parody Video**  
**FineScale Modeler**

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**PLATFORMS:** Originally a segment of a longer new product rundown video (posted on YouTube and embedded on FineScale.com), later posted as a stand-alone video on Facebook.

**ENTRY DESCRIPTION:** The scale modeling industry is often associated with serious military subjects and artistic perfection, so FineScale Modeler decided to shake things up and put fun back into the hobby. Bringing the craft into the 21st century, the team created a series of parody videos inspired by pop culture fixtures such as infomercials, PSAs and movie trailers. The first video, "Save Unbuilt Kits," uses dramatic music and a pleading tone to rescue unbuilt scale models from dark places. Other popular videos include a sentimental thriller resembling Casablanca and a spoof of an infomercial.

**ENTRY IMPACT:** Originally part of a new product overview on YouTube and fineScale.com, the parodies were later posted as stand-alone videos on Facebook. "Save Unbuilt Kits," became an instant hit, receiving over 63,000 views and shared 1,000 times. The FineScale Modeler Facebook page gained 300 likes in 24 hours and 600 people clicked on the "Subscribe to the magazine" link located within the post.

**MORE INFORMATION:**

[www.facebook.com/FineScaleModeler/videos/1398516396843856/](http://www.facebook.com/FineScaleModeler/videos/1398516396843856/)  
[www.facebook.com/FineScaleModeler/videos/1423742257654603/](http://www.facebook.com/FineScaleModeler/videos/1423742257654603/)  
[www.facebook.com/FineScaleModeler/videos/155635287726873/](http://www.facebook.com/FineScaleModeler/videos/155635287726873/)

DIGITAL

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## 5 Things with Hilton Dresden Out

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**PLATFORMS:** Video, Instagram, Twitter, Facebook, web

**ELEMENTS:** Video Series

**ENTRY DESCRIPTION:** Five Things with Hilton Dresden is a weekly comedic web series taking five news stories from Out Magazine's website and offering feedback and jokes on each. Dressed in over-the-top fashion, Dresden takes a decidedly resistant political stance on the issues and educates viewers on how to get involved in local politics.

**ENTRY IMPACT:** Described by judges as unique and edgy, the videos build on Out's content and enhance the brand voice and spirit. Spurring cultural conversation about LGBT visibility and the power of comedy in a dark political time, 5 Things with Hilton Dresden has already garnered hundreds of thousands of views on Facebook and Instagram alone.

**MORE INFORMATION:**

<http://bit.ly/2kAFibs>

<http://bit.ly/2m3Mg7S>

<http://bit.ly/2jO2WOT>

<http://bit.ly/2eAfE1M>

DIGITAL

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## Lowrider Roll Models TEN: The Enthusiast Network

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**PLATFORMS:** Print, digital, social, YouTube, events/experiential

**ELEMENTS:** Lowrider Roll Models is an ongoing custom content/native advertising video series created in partnership with Shell Lubricants (Quaker State.)

**ENTRY DESCRIPTION:** Lowrider magazine introduced "Roll Models," an original video content series to share the true nature of lowrider culture. Roll Models opens the eyes of car lovers around the world, dispelling stereotypes and portraying the true nature of lowrider owners. It also points to the new direction of the Lowrider brand, appealing to a diverse and ever-growing audience.

**ENTRY IMPACT:** Launched in March of 2016, the videos have already generated over 3.9 million views and over 325,000 likes, comments and shares. With the help of cross-platform promotion via a one-page profile in the print magazine, each video receives an average of 400,000 views and more than 20,000 engagements per episode.

**MORE INFORMATION:**

[www.youtube.com/playlist?list=PL2vSoLDZa8Mkjfn-P5dBwDKAGTD-Wpz3e](http://www.youtube.com/playlist?list=PL2vSoLDZa8Mkjfn-P5dBwDKAGTD-Wpz3e)

## DIGITAL

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**Motor Trend on Demand**  
**TEN: The Enthusiast Network**

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**PLATFORMS:** SVOD, YouTube, Chromecast, Roku, Apple TV, iOS, Android, Amazon TV, PlayStation, Xbox, Google Play

**ELEMENTS:** Motor Trend on Demand is the world's premier all-automotive subscription video on-demand service (SVOD) with 1,500-plus hours of live and original video content that can be viewed anytime and on any device.

**ENTRY DESCRIPTION:** As a significant new revenue stream for The Enthusiast Network, Motor Trend on Demand cracked the code on creating, distributing and monetizing unique video for car-lovers around the world. Viewers can watch original video content and live streams of their favorite motorsport events on MotorTrendOnDemand.com and through the app on iPhone, iPad, Android, Roku, Apple TV and Xbox devices.

**ENTRY IMPACT:** The success of the on demand platform has played an integral role in increasing brand awareness, reaching a broader audience and solidifying TEN as the number one automotive network in the world.

**MORE INFORMATION:**

[www.motortrendondemand.com](http://www.motortrendondemand.com)

[www.youtube.com/channel/UCsAegdhiYLEoaFGuJFVrqFQ](http://www.youtube.com/channel/UCsAegdhiYLEoaFGuJFVrqFQ)

# FINALISTS



## EVENTS

For work on branded live events. These events may be regional, national or international in scope, and either ongoing or one-of-a-kind.

Catapult Creative Labs Experiential Event Series

**ACTIVE INTEREST MEDIA**

AFAR Experiences New Orleans

**AFAR MEDIA**

Smithsonian Magazine's Museum Day Live!

**SMITHSONIAN MAGAZINE**

Dew Tour

**TEN: THE ENTHUSIAST NETWORK**

Roadkill Nights

**TEN: THE ENTHUSIAST NETWORK**

## EVENTS

## Dew Tour

## TEN: The Enthusiast Network

**PLATFORMS:** Print, digital, social media, experiential, events, custom content, concert, competition

**ELEMENTS:** A complete re-imagination of the brand/experience — including, print, digital, social media, experiential, events, custom content, concert, competition, advertising campaigns across multi-platforms, editorial content, PR, broadcast TV, live stream webcast

**ENTRY DESCRIPTION:** Bringing millions of action sports enthusiasts together, Dew Tour is an extreme competition circuit featuring the world's best skateboarders, snowboarders and skiers. When presented with the opportunity to take over Dew Tour operations, TEN: The Enthusiast Network amplified social media use and delivered a completely new competition format, innovative course design and on-site entertainment including art exhibits, concerts and public skateparks.

**ENTRY IMPACT:** Described as impressive and impactful, judges applauded TEN's ability to tap into multiple touchpoints and creative executions to engage the audience 24/7, 365 days a year. Because of the reimagined format and innovative use of television and social media, event attendance, social impressions and live stream views increased substantially from the year before.

**MORE INFORMATION:**

[www.youtube.com/watch?v=q4b5pbxcjkM](http://www.youtube.com/watch?v=q4b5pbxcjkM)

[www.youtube.com/watch?v=HcHNvu-vnpk](http://www.youtube.com/watch?v=HcHNvu-vnpk)

## EVENTS

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**Catapult Creative Labs Experiential Event Series**  
**Active Interest Media**

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**PLATFORMS:** Events, content, digital and video

**ELEMENTS:** Experiential event series

**ENTRY DESCRIPTION:** Catapult Creative Labs was challenged by Four Seasons Costa Palmas to create a unique way to bring their brand alive while also providing a significant return on their investment. Undaunted, the Catapult team launched an innovative, stand-alone experiential series. The first event, "Spoiled in Red," had guests who were picked up by car service, then treated to a sunset yacht tour, a private concert and a luxurious outdoor dinner. The second event, a Super Bowl viewing party in Houston, was a celebrity-studded affair. Both events allowed the Costa Palmas team to host potential property investors while treating them to a memorable experience.

**ENTRY IMPACT:** Costa Palmas has commissioned Catapult to continue these events throughout the US for the next year. For the Costa Palmas brand, these events provided a significant return on investment with multiple attendees considering \$3 million-plus real estate property investments.

## EVENTS

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**AFAR Experiences New Orleans**  
**AFAR Media**

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**PLATFORMS:** Event, print, digital, content, email, social

**ELEMENTS:** Three-night/two-day event in New Orleans, print advertising and custom content, digital ad campaign, social media strategy, email series, attendee survey

**ENTRY DESCRIPTION:** In May of 2016, AFAR Experiences achieved exceptional success with its three-night, two-day adventure in New Orleans. A sold-out event, 75 travelers convened to explore the history, heritage and culture of this lively American city. Programming included an opening reception at the renowned jazz institute, intimate meals hosted by locals including James Carville and Mary Matalin, and presentations by some of the city's most revered experts.

**ENTRY IMPACT:** Judges applauded AFAR for providing an upscale, immersive experience that truly matches the brand's identity. Bringing together like-minded global citizens who share a passion for traveling and culture, AFAR Experiences is a leader in experiential travel by creating extraordinary educational and cultural programming for its attendees.

**MORE INFORMATION:**

<http://afarexperiences.com/past-experiences/nola>  
[www.flickr.com/photos/afarexperiences/albums/72157669334904716](http://www.flickr.com/photos/afarexperiences/albums/72157669334904716)  
[www.flickr.com/photos/afarexperiences/albums/72157668566381420](http://www.flickr.com/photos/afarexperiences/albums/72157668566381420)  
[www.flickr.com/photos/afarexperiences/albums/72157669335587576](http://www.flickr.com/photos/afarexperiences/albums/72157669335587576)



## EVENTS

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### Smithsonian Magazine's Museum Day Live! Smithsonian Magazine

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**PLATFORMS:** Print, digital, Facebook, Twitter, mobile, live events

**ELEMENTS:** Live event in 1200+ museums around the country, live event with Taiwan Tourism Board in Grand Central Terminal, custom website, branded ads, newsletters, dedicated email blasts, print promotion, dedicated Facebook and Twitter pages

**ENTRY DESCRIPTION:** Mobilizing the masses in the name of culture, Smithsonian offered consumers the opportunity to discover and engage in America's dynamic heritage and museum resources. Smithsonian Magazine's Museum Day Live is an annual partnership and celebration that gives ticket holders free admission to over 1,200 museums and cultural institutions across the country.

**ENTRY IMPACT:** Promoted via print, newsletters, social media, and a joint event with the Taiwan Tourism Bureau, Museum Day Live garnered nearly 1.3 billion media impressions, increased social media engagement by 10 times and drove up site traffic. Over 200,000 tickets were downloaded and over 96% of ticket holders said they would participate in Museum Day Live in 2017.

**MORE INFORMATION:**  
[www.smithsonian.com/museumday](http://www.smithsonian.com/museumday)

## EVENTS

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**Roadkill/Roadkill Nights**  
**TEN: The Enthusiast Network**

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**PLATFORMS:** Print, digital, SVOD, YouTube, Chromecast, Roku, Apple TV, iOS, Android, Amazon TV, PlayStation, Xbox, Google Play

**ELEMENTS:** Roadkill is a 360-degree media brand that encompasses online video, web content, a print magazine, social and an events business.

**ENTRY DESCRIPTION:** Roadkill started as a side project for two editors at Hot Rod magazine, a 65-year-old legacy title owned by TEN: The Enthusiast Network, and has gone from a web series to a digital property to a full-fledged print magazine.

**ENTRY IMPACT:** The event activation and scale challenged even the most seasoned pros, including the first-ever drag race on Woodward Avenue in Pontiac where hundreds of racers dueled on the storied pavement. From celebrity hosts to gearheads to buffs, Roadkill Nights provided a premium experience for participants and sponsors

**MORE INFORMATION:**

[www.youtube.com/watch?v=k9QPR9lo1gc](http://www.youtube.com/watch?v=k9QPR9lo1gc)

[www.youtube.com/playlist?list=PL12C0C916CECE3BC](http://www.youtube.com/playlist?list=PL12C0C916CECE3BC)

# FINALISTS

LEADERSHIP

For work on defining, building and evolving the magazine media brand or company.

*Addition by Subtraction: AIM's Big Digital Bet*  
**ACTIVE INTEREST MEDIA**

*The Economist Social Media Team*  
**THE ECONOMIST**

*Motor Trend on Demand*  
**TEN: THE ENTHUSIAST NETWORK**

## LEADERSHIP

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## Addition by Subtraction: AIM's Big Digital Bet Active Interest Media

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**PLATFORMS:** 60+ websites affected

**ELEMENTS:** All aspects of AIM'S website infrastructure, CMS platforms and digital ad ops

**ENTRY DESCRIPTION:** As the task of keeping up with technology and building more sophisticated websites became complex and expensive, the team at Active Interest Media established a new paradigm. Forging a partnership with Say Media, a company known for building fast, viewable sites for publishers, they would migrate over 50 AIM sites to the Tempest platform at no cost, in return for a portion of the monthly ad impressions.

**ENTRY IMPACT:** Before migrating, AIM tested the new initiative with Climbing.com, and the results were staggering. Traffic increased by almost 40% and the site became more than 50% faster, with load times at 3 to 5 seconds. AIM's decision to focus on content and leave coding to the experts created what they believe to be the next generation model for media companies —a symbiotic allegiance of content and technology that allows each party to focus on their core competencies.

**MORE INFORMATION:**

[www.climbing.com](http://www.climbing.com)

## LEADERSHIP

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**The Economist Social Media Team**  
**The Economist**

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**PLATFORMS:** Social media

**ELEMENTS:** Ad units, Snapchat video, call outs, digital fact cards

**ENTRY DESCRIPTION:** Pumping up the volume on efforts across platforms for The Economist meant leveraging social media to effectively deliver editorial content, drive subscriptions and increase awareness of the brand. The social media team identified two platforms to reach new audiences: LINE, a Japanese messaging app, to deliver content to a lesser-reached Asian market; and Snapchat, to deliver content to millennials. They also created new initiatives on Facebook with their “Fact of the Day” series and interactive “What do you think?” questions on LinkedIn.

**ENTRY IMPACT:** The Economist’s new social strategy has been effective. In 2016 alone, their social followers grew by over 25% to 45 million users worldwide. Responding to disruptive forces in the industry, the company has embraced digital migration, focusing on building and retaining its subscriber base and attracting new audiences.

**MORE INFORMATION:**

[http://media.economist.com/sites/default/files/sponsorships/snapchat/DRUGS\\_edition\\_Snapchat.mp4](http://media.economist.com/sites/default/files/sponsorships/snapchat/DRUGS_edition_Snapchat.mp4)



## LEADERSHIP

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### Motor Trend on Demand TEN: The Enthusiast Network

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**PLATFORMS:** SVOD, YouTube, Chromecast, Roku, Apple TV, iOS, Android, Amazon TV, PlayStation, Xbox, Google Play

**ELEMENTS:** Motor Trend On Demand is the world's premier all-automotive subscription video on-demand service (SVOD) with 1,500-plus hours of live and original video content that can be viewed anytime and on any device.

**ENTRY DESCRIPTION:** Motor Trend's ability to build an audience on YouTube and successfully migrate it back to the brand's wholly-owned and monetized distribution outlet is a feat that sets the bar for content creators and packagers.

**ENTRY IMPACT:** Judges were impressed with Motor Trend on Demand's sheer volume of content creation and the significant technology lift it required. They commended TEN for understanding their brands and their audience so well, and called them "a trailblazer in on-demand services."

**MORE INFORMATION:**

[www.motortrendondemand.com](http://www.motortrendondemand.com)

[www.youtube.com/channel/UCsAegdhiYLEoaFGuJFVrqFQ](http://www.youtube.com/channel/UCsAegdhiYLEoaFGuJFVrqFQ)

# FINALISTS



REVENUE  
ADVERTISING

For work on driving new or incremental revenue from traditional ad sales, integrated marketing programs, sponsorships, programmatic initiatives and more.

Fine Cooking Magazine & *Moveable Feast* with *Fine Cooking* media platform

**FINE COOKING**

Fine Homebuilding's ProHOME Sponsorship Program

**FINE HOMEBUILDING**

Roadkill/Roadkill Nights

**TEN: THE ENTHUSIAST NETWORK**

REVENUE  
ADVERTISING

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*Fine Cooking Magazine & Moveable  
Feast with Fine Cooking media platform*  
Fine Cooking

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**PLATFORMS:** Broadcast TV, print (magazine and book), video, DVD, Facebook, Instagram

**ELEMENTS:** Moveable Feast with Fine Cooking broadcast episodes (14), Fine Cooking Magazine editorial features and promotional extensions: recipe development, in-book impact unit (custom booklet), pdf download mini-magazine (custom content), video vodcasts (custom), product integrations (broadcast and video), event activations, experiential sweepstakes.

**ENTRY DESCRIPTION:** Celebrating and elevating regional bounty, Fine Cooking leverages an expansive media platform which includes the magazine, website, a massive social media community and the award-winning PBS television series, "Moveable Feast with Fine Cooking." Using Moveable Feast TV as the hub along with soft product integration, custom content and more, Fine Cooking provides partners with compelling and relevant content that lives on after the program, including mini-episodes, custom recipe booklets, VIP dinner series, vodcasts and a sweepstakes program to win a spot on the show.

**ENTRY IMPACT:** With 2016's successful Season 4 of "Moveable Feast with Fine Cooking," revenue grew over 250% and the number of participating brands grew from three in season 2, to 18 in season 4 and the television audience going from 800,000 to 1.78 million in season 4. As a result of this growth, Fine Cooking has seen two straight years of advertising growth.

**MORE INFORMATION:**

<https://youtu.be/-nJza74FwYY>



REVENUE  
ADVERTISING

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## Fine Homebuilding's ProHOME Sponsorship Program Fine Homebuilding

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**PLATFORMS:** Print, web, video, email, social, event

**ENTRY DESCRIPTION:** As a high-impact teaching tool for builders and designers, Fine Homebuilding's ProHOME is a demonstration home project that incorporates advertiser products in the building process. Between January and April 2016, selected sponsors participated through product donation, incremental advertising and media spend across Fine Homebuilding media platforms. Value included brand mentions in content across print editorial, promotion pages, blogs, videos, email and social posts throughout the eight-month build process.

**ENTRY IMPACT:** Fine Homebuilding's ProHOME has proven to be even more effective than ever imagined, increasing ad revenue by 21% year-over-year with 24 sponsor brands participating. Their average lift in brand awareness increased 34%, brand favorability averaged 27% and intent-to-purchase measures increased an average of 26%.

**MORE INFORMATION:**

[www.finehomebuilding.com/prohome](http://www.finehomebuilding.com/prohome)

[www.finehomebuilding.com/section/prohome?taxonomy=section&term=video](http://www.finehomebuilding.com/section/prohome?taxonomy=section&term=video)

<http://nesea.org/be-event/finehomebuildings-zne-teaching-home>

[www.finehomebuildingmediakit.com/reel.html](http://www.finehomebuildingmediakit.com/reel.html)

REVENUE  
ADVERTISINGRoadkill/Roadkill Nights  
TEN: The Enthusiast Network

**PLATFORMS:** Print, digital, SVOD, YouTube, Chromecast, Roku, Apple TV, iOS, Android, Amazon TV, PlayStation, Xbox, Google Play

**ELEMENTS:** Roadkill started as a side project for two editors at Hot Rod magazine, a 65-year-old legacy title owned by TEN: The Enthusiast Network, and has gone from a web series to a digital property to a full-fledged print magazine. Roadkill is a 360-degree media brand that encompasses online video, web content, a print magazine, social and an events business.

**ENTRY DESCRIPTION:** As YouTube's most-viewed automotive original series, Roadkill has remained ahead of the curve in the automotive world and developed the single most relevant resource for auto enthusiasts. Hosted by David Freiburger and Mike Finnegan, Roadkill delivers entertaining, authentic content on everything from hot rods to junkyard vehicles to performance cars.

**ENTRY IMPACT:** In 2016, Roadkill grew, amassing over 216 million total views and 2.4 billion minutes watched, with a highly engaged audience contributing to 1.17 million likes, 210,000 comments and over 186,000 shares. Not to mention must-attend drag race events in multiple cities. As The Enthusiast Network's most promising growth opportunity from a single brand standpoint, Roadkill and Roadkill Nights represent a significant seven-digit contribution to the company.

**MORE INFORMATION:**

[www.youtube.com/watch?v=k9QPR9lo1gc](http://www.youtube.com/watch?v=k9QPR9lo1gc)

[www.youtube.com/playlist?list=PL12C0C916CECE3BC](http://www.youtube.com/playlist?list=PL12C0C916CECE3BC)

# FINALISTS



REVENUE  
NATIVE

For work customized and created by the host magazine's media brand, the client or the agency partner to drive new or incremental revenue.

AFAR + Aruba Tourism Authority Instagram Adventure  
**AFAR MEDIA**

The Great Rewrite  
**FORBES WITH KPMG**

Worlds Together  
**FORBES WITH THE MACALLAN**

REVENUE  
NATIVE

## The Great Rewrite Forbes with KPMG

**PLATFORMS:** Desktop, mobile, video and print

**ELEMENTS:** Multimedia series that explored changes transforming six different industries via documentary storytelling and custom print magazine spreads

**ENTRY DESCRIPTION:** Forbes and KPMG developed The Great Rewrite, a custom, multi platform native advertising program, to showcase KPMG's deep expertise across industries. Through a 6-month partnership between entrepreneur Leonard Brody, Efran Films, Forbes Brand Productions and KPMG, The Great Rewrite included thought leadership content surrounding the changes that could transform different industries such as industrial manufacturing, energy, security and autonomous vehicles. The monthly, documentary-driven series was distributed and promoted on the Forbes BrandVoice digital platform and expanded with co-branded content ads in the magazine.

**ENTRY IMPACT:** The program earned 1.1 million page views, 144 million brand impressions and 19 million via its print extensions. KPMG also achieved 96,000 video views and was the #1 Forbes BrandVoice campaign for content shares on Facebook in 2016.

**MORE INFORMATION:**

[www.forbes.com/kpmg/the-great-rewrite/#/](http://www.forbes.com/kpmg/the-great-rewrite/#/)

<https://forbes.app.box.com/s/oxs7matpetksz2apiq3n1006eog043z1>

REVENUE  
NATIVE

## AFAR + Aruba Tourism Authority Instagram Adventure AFAR Media

**PLATFORMS:** Instagram/social media, website, email, print

**ELEMENTS:** Print, Instagram, influencers, editorial, web, sweepstakes, targeted email and social media support

**ENTRY DESCRIPTION:** As consumers increasingly turn to social media for travel inspiration, AFAR sought to develop a unique virtual activation. Partnering with the Aruba Tourism Authority, AFAR created a first-to-market Instagram adventure, offering followers an interactive platform to tap their way along a nine-section map of Aruba. The program allowed Instagram users to explore hundreds of curated videos and photos while immersing themselves in Aruban culture

**ENTRY IMPACT:** AFAR supported the program launch through print, email, social media and their ambassador network of top travel bloggers and influencers to spread the word. Over the course of the campaign period, AFAR and Aruba Tourism saw over 23,000 direct consumer actions taken and over 138 hours spent on Aruba's content on Afar.com. The platform received over 90 million impressions across all channels and exceeded impressions and the CTR benchmark.

REVENUE  
NATIVE

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## Worlds Together Forbes with the Macallan

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**PLATFORMS:** Desktop, mobile, print, and virtual reality video

**ELEMENTS:** Multi-media feature with video, original photography and text; back-cover magazine execution; and original virtual reality video with live spoken word performance

**ENTRY DESCRIPTION:** To drive millennial brand awareness around their “Two Worlds, One Macallan” campaign, The Macallan Whisky company partnered with Forbes’ BrandVoice to develop Worlds Together, a custom, multi-platform program showcasing innovators from different fields coming together to create something extraordinary. Macallan leveraged Forbes’ reach to millennials through a Worlds Together back cover in the Forbes 400, a digital custom feature and a virtual reality spoken word performance by one of the stars of Hamilton at the Forbes under 30 Summit.

**ENTRY IMPACT:** Through Worlds Together, The Macallan was able to reach their desired audience at scale. Over 2,200 luminaries from the Forbes Under 30 list attended The Macallan VIP lounge. The campaign had over 806,000 page views and more than 66,000 social referrals.

**MORE INFORMATION:**

[www.forbes.com/themacallan/worlds-together](http://www.forbes.com/themacallan/worlds-together)

<https://forbes.app.box.com/s/d92wl5ja38uht250cqn6j1ckgcjnb9qq>

# FINALISTS



REVENUE  
GENERAL

For work on driving new or incremental revenue from partnerships, integrated programs, licensing, e-commerce, classes and courses, products and more.

Catapult Goes to Cabo: The best marketing services assignment ever!

**ACTIVE INTEREST MEDIA**

AFAR Destination Guides for Holland America Line

**AFAR MEDIA**

Redefining Revenue Streams

**DOMINO**

Nation Travels

**THE NATION**

Dew Tour

**TEN: THE ENTHUSIAST NETWORK**

REVENUE  
GENERALRedefining Revenue Streams  
Domino

**PLATFORMS:** Print ad sales, digital ad sales, e-commerce, licensing, experiential, retail commerce, design services

**ELEMENTS:** Real estate staging, design services, licensing, book sales, events, pop-up shops

**ENTRY DESCRIPTION:** Pushing its omni-channel revenue model to the next level, Domino launched a series of programs to build new businesses beyond their print, digital advertising and e-commerce efforts. In a rapid-fire test and learn mode, Domino's program included a licensing deal with The Company Store, a partnership to offer Domino Design service, a staging business with a real estate developer and marketing agent, a second book, and the launch of their first-ever Pop-Up Shop in partnership with Target.

**ENTRY IMPACT:** Although it's too soon to report full revenue implications from the programs that were launched late in 2016 and early in 2017, these five collaborations will collectively contribute between \$250-500K in incremental revenue and have all ignited new business channels.

**MORE INFORMATION:**

<http://domino.com/domino-and-the-company-store-collection>

<https://editoratlarge.com/articles/6605/behind-the-domino-and-company-store-collaboration>

REVENUE  
GENERAL

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**Catapult Goes to Cabo:**  
The best marketing services assignment ever!  
Active Interest Media

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**PLATFORMS:** Video, print, custom content, email campaigns, ad creative, events, lead generation

**ENTRY DESCRIPTION:** When looking for a full-service storytelling, experiential and data services agency, property developers from Costa Palmas—a 5-star resort project— turned to Catapult Creative Labs to locate and nurture qualified leads. For six months, the Catapult team traveled to Baja to film, photograph, write and meet prospects. They also hosted VIP yachting events and a Super Bowl soiree in Houston.

**ENTRY IMPACT:** Thrilled with the results of their partnership and the leads generated, Costa Palmas became AIM's single largest client, tapping Catapult do all of their media buying, event planning and video production. In Catapult's first full-year of operation, revenue grew to \$1.5 million and the agency matured as a partner who can meet clients' specific ROI demands.

**MORE INFORMATION:**

<https://vimeopro.com/user45737402/costa-palmas-videos>

REVENUE  
GENERALAFAR Destination Guides for Holland America Line  
AFAR Media

**PLATFORMS:** Digital content for HollandAmerica.com, in printed guides distributed to Holland America guests, and through visual presentations on Holland America ships

**ELEMENTS:** Travel Guides for over 500 Holland America ports, cruises, and regions

**ENTRY DESCRIPTION:** Seeking to market travel insights to potential and existing guests, Holland America partnered with AFAR to produce travel guides and itineraries for their cruise destinations around the world. Each guide includes stunning images, insider knowledge, and top recommendations of places to see, eat and shop.

**ENTRY IMPACT:** Described by judges as a win/win partnership, the campaign increased engagement and bookings on HollandAmerica.com, bolstered overall guest satisfaction, and substantially expanded content libraries for both Holland America and AFAR. The program grew content for AFAR platforms by 25% and strengthened their global network of top travel writers and photo editors.

**MORE INFORMATION:**

<http://destinationguides.hollandamerica.com>

REVENUE  
GENERALDew Tour  
TEN: The Enthusiast Network

**PLATFORMS:** Print, digital, social media, experiential, events, custom content, concert, competition

**ELEMENTS:** A complete re-imagination of the brand/experience — including, print, digital, social media, experiential, events, custom content, concert, competition, advertising campaigns across multi-platforms, editorial content, PR, broadcast TV, live stream webcast

**ENTRY DESCRIPTION:** In 2016, TEN: The Enthusiast Network upped their stake in the Dew Tour, becoming PepsiCo's official strategic partner of this action sports competition featuring the world's best skateboarders, snowboarders and skiers.

**ENTRY IMPACT:** Reimagining the competition format, TEN delivered an innovative course design and a digitally-led and social-amplified content development and distribution strategy, thus engaging audiences throughout the year via social media and enthusiast media outlets. TEN's reinvented Dew Tour was an enormous success, representing a high seven-digit piece of business with significant growth potential.

**MORE INFORMATION:**

[www.youtube.com/watch?v=q4b5pbxcjkM](http://www.youtube.com/watch?v=q4b5pbxcjkM)

[www.youtube.com/watch?v=HcHNvu-vnpk](http://www.youtube.com/watch?v=HcHNvu-vnpk)



REVENUE  
GENERAL

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Nation Travels  
The Nation

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**PLATFORMS:** Website, print, email advertising

**ELEMENTS:** Travel to Cuba, Iran and Russia

**ENTRY DESCRIPTION:** The Nation Travels creates specially curated itineraries featuring local economists, educators, sociologists and journalists for politically sophisticated adventurers. In 2016, the group's insider experiential travel program expanded with trips back to Cuba, Iran and Russia.

**ENTRY IMPACT:** Affirming their editorial commitment to open dialogue and productive engagement with the citizens of the world, the expansion proved to be very effective: In 2016 alone, the program earned over \$2 million in revenue—a dramatic increase of 51% over the prior year. Participation grew by 55% and nearly 400 travelers experienced the world through the distinctive lens of the Nation.

**MORE INFORMATION:**  
[www.thenation.com/travels](http://www.thenation.com/travels)



MPA THE ASSOCIATION OF  
MAGAZINE MEDIA