

**BRANDED
CONTENT
AWARDS
WINNER LIST
2026**



**GLOBAL
EDITION**

STRATEGY & EFFECTIVENESS

Best Strategy

GOLD

Jížák, Finally the City of Dreams

By: Seznam Brand Studio

For: FINEP

SILVER

Both Feet in the Ground

By: Ads & Data Brand Studio

For: OVAM – Openbare Vlaamse

Afvalstoffenmaatschappij – Flemish Government

BRONZE

Coolie Next Level AI Expert

By: Synaptix

For: Podravka

Most Effective Campaign

GOLD

An Iced Coffee Date with Nescafé and Turfy Gang

By: StudioM (a WPP Media Brand)

For: NESCAFÉ

SILVER

Singapore Dreamin'

By: SPH Content Lab

For: Singtel

BRONZE

&C x Viennetta: Unforgettable Delicious

By: &C

For: Viennetta (The Magnum Ice Cream Company)

Best Data-Driven Campaign

GOLD

Terveystalo – Breaking the Silence Around Menopause with Data-Driven Content and Societal Impact

By: Sanoma Content Studio

For: Terveystalo

SILVER

From Transcript to Targeting: Growing CMO Voices with TrustmediaIQ

By: Trustmedia, part of Mediafin

For: United Brands Association Belgium

BRONZE

From Gut Feeling to Data-Driven Gold

By: Berlingske Media

For: DSB Erhverv

Best Cross-Channel Campaign

GOLD

The Number One – Reframing Gun Violence as a Health Crisis

By: WP Creative Group

For: The Ad Council

SILVER

Better Choices, Better Health

By: Mediacorp Brand Studio

For: Singapore Health Promotion Board

BRONZE

Speak Up About Money

By: CTA komunikacije

For: Addiko Bank

Best Small Budget Campaign

GOLD

The Joy of Staying in with Sky

By: The Irish Times Content Studio

with Starcom Ireland

For: Sky Ireland

SILVER

Tired of Winging It? The End of Improvisation for SMEs

By: NewsBar

For: Addiko Bank

BRONZE

Does the World Expect You to be a Superwoman?

By: Seznam Brand Studio

For: Dacia

Best B2B Campaign

GOLD

AI Frontiers

By: Reuters Plus

For: KPMG

SILVER

Unlocking the Grid

By: T Brand Studio

For: Siemens Energy

BRONZE

Stories That Inspire

By: G.lab (Editora Globo, Brazi)

For: Itaú Empresas

Best B2C Campaign

GOLD

A Cup of Art – illy x Eurowoman

By: Story Lab – an Egmont Agency

For: illy

SILVER

Terveystalo – Breaking the Silence Around Menopause with Data-Driven Content and Societal Impact

By: Sanoma Content Studio

For: Terveystalo

BRONZE

&C x Viennetta: Unforgettable Delicious

By: &C

For: Viennetta (The Magnum Ice Cream Company)

GLOBAL
EDITION

Best Brand Awareness Campaign

GOLD

Girls on Ice

By: Seznam Brand Studio

For: Czech Ice Hockey Association

SILVER

How Got2b Gave Gen Z the Confidence to Express Themselves Offline

By: StudioM (a WPP Media brand)

For: Got2B (a Henkel-owned brand)

BRONZE

Defending the Future of Sweden

By: Schibsted Brand Studio

For: Försvarsmakten

Best Local Campaign

GOLD

An Iced Coffee Date with Nescafé and Turfy Gang

By: StudioM (a WPP Media Brand)

For: NESCAFÉ

SILVER

Manifesto of Sustainable Tourism

By: Seznam Brand Studio

For: E.ON

BRONZE

A Cup of Art – illy x Eurowoman

By: Story Lab – an Egmont Agency

For: illy

Best Long-Term Program (min 12 months)

GOLD

The AH-story, told by Ms. Dijkstra

By: Ads & Data Brand Studio

For: AH – Albert Heijn – AHOLD Group

SILVER

The Exponential Era

By: Bloomberg Media Studios

For: Nokia

BRONZE

Fighting the Stigma – Karo Healthcare Against Embarrassing Topics

By: Sanoma

For: Karo Healthcare

CONTENT & CREATIVITY

Best Use of Storytelling

GOLD

Suicide Prevention: Openness and Hope

By: Aller Creative Norway

For: Helsedirektoratet (Norwegian Directorate of Health)

SILVER

Girls on Ice

By: Seznam Brand Studio

For: Czech Ice Hockey Association

BRONZE

Nordisk Film: No Comment

By: Schibsted Partnerstudio

For: Nordisk Film...

Best Design

GOLD

Unlocking the Grid

By: T Brand Studio

For: Siemens Energy

SILVER

TikTok Ad Awards 2026

By: Fortune Brand Studio

For: TikTok For Business

BRONZE

24 Moments of Harmony

By: Insider Studios

For: The House of Suntory

Most Creative Campaign

GOLD

Lichtgeveelig – een Nieuwe Musical Over Dementie

By: Plotfish Entertainment

For: Alzheimer Liga Vlaanderen

SILVER

24 Moments of Harmony

By: Insider Studios

For: The House of Suntory

BRONZE

Life On A Train

By: T Brand Studio

For: Belmond

Best Series of Sponsored Articles

GOLD

Nordisk Film: No Comment

By: Schibsted Partnerstudio

For: Nordisk Film

SILVER

Agents of Agility

By: WP Creative Group

For: AWS

BRONZE

The Cup Is Alive: And So Are the Fans – The Danish Cup

By: Brand Stories

For: The Danish Cup (Divisionsforeningen)

Best Series of Sponsored Videos

GOLD

Connected Journeys

By: Insider Studios

For: The Marriott Bonvoy Boundless® Card

SILVER

Doritos x Anghami: Behind the Triangles

By: DMS – Anghami Studios

For: Saudi Snack Foods Co. – Doritos, an OMD client

BRONZE

Heartbeat of a Destination

By: South China Morning Post, Morning Studio

For: Luxury Group by Marriott

GLOBAL
EDITION

Best Use of Text

GOLD

Connection Beyond Barriers: Real Stories, Real Bonds

By: 24sata

For: HT

SILVER

Thinking Ahead, Out of Care for Those Who Remain

By: Integrate by DPG Media

For: Dela

BRONZE

Denker – Platform for Digital Responsibility

By: REPUBLIC Marketing & Media Solutions

For: Deloitte

Best Use of Video

GOLD

The Essentiality of Beauty

By: T Brand Studio

For: L'Oréal Groupe

SILVER

Get Hyped: Two Futures

By: Big Think Creative / Big Think Media

For: A16z

BRONZE

Lipton Ice Tea x Anghami: Change for the Better

By: DMS – Anghami Studios

For: Pepsi Lipton International, an OMD client

Best Use of Infographic

GOLD

Money or Misconceptions

By: Seznam Brand Studio

For: XTB

SILVER

Unlocking the Grid

By: T Brand Studio

For: Siemens Energy

BRONZE

When Everything Snaps into Place – Translating Gen Z Culture into Business Impact

By: Axel Springer Brand Studios (Media Impact)

For: Snapchat

Best Branded Podcast

GOLD

EUROP ASSISTANCE

By: CairoRCS Studio

For: EUROP ASSISTANCE

SILVER

Resilient Edge Season 2

By: BBC StoryWorks

For: Deloitte

BRONZE

This Is Not a Beauty Podcast Season 2

By: T Brand Studio

For: L'Oréal Groupe

Best Print Publication

GOLD

World of Sabato & ING Private Banking: Crafted print, Curated experiences

By: Trustmedia, part of Mediafin

For: ING Private Banking

SILVER

Time for Pause – DNA & Donald Duck

By: Sanoma Media Finland

For: DNA

BRONZE

Gürtelrose – Nervenerkrankung im Schatten

By: REPUBLIC Marketing & Media Solutions

For: GlaxoSmithKline GmbH & Co. KG

Best Use of Social Media

GOLD

tportal Sport Social: Real-Time Football, Real Engagement

By: Tnative Studio

For: tportal sport

SILVER

Winning the Visual Economy on Social

By: FT Commercial

For: Canva

BRONZE

GENERALI

By: CairoRSC Studio

For: GENERALI

Best Use of Online Media

GOLD

Coolie Next Level AI Expert

By: Synaptix

For: Podravka

SILVER

Prime Time Police – Warner Bros. Discovery

By: Brand Stories

For: Warner Bros. Discovery

BRONZE

Festival on the Ring cleared the road for a sustainable partnership CUPRA x Audio Obscura

By: Brandstudio of DPG Media

For: CUPRA

Best AFP (Broadcast & Online)

GOLD

Festival on the Ring cleared the road for a sustainable partnership CUPRA x Audio Obscura

By: Brandstudio of DPG Media

For: CUPRA

SILVER

Nordea x Dragon's Den Finland: The 7th Dragon – Funding the Entrepreneurs Who Don't Get a Deal

By: Sanoma Media Finland

For: Nordea

GLOBAL
EDITION

BRONZE

Pasta of the Day – From Radio Conversation to Market Shelves

By: BAD Agency
For: Saarioinen

Best Influencer Partnership

GOLD

DOVE x ELLE: Change the Compliment

By: Aller Media Creative Studio
For: Dove

SILVER

Doritos x Anghami: Behind the Triangles

By: DMS – Anghami Studios
For: Saudi Snack Foods Co. – Doritos, an OMD client

BRONZE

&C x Viennetta: Unforgettable Delicious

By: &C The BrandStudio
For: Viennetta (The Magnum Ice Cream Company)

Best Event (In-person & Virtual)

GOLD

Icons Off The Runway: A Celebration of Style and Sport

By: Studio at People Inc.
For: Delta Air Lines

SILVER

How a festival helped a brand to blossom

By: Brandstudio of DPG Media
For: A.Vogel

BRONZE

Gastro Awards – An event celebrating Danish gastronomy

By: Story Lab – an Egmont Agency
For: Gastro Magazine

Best Interactive Campaign

GOLD

Norwegian championship in recycling

By: Amedia Innholdsbyrå
For: Grønt Punkt Norge

SILVER

New Zealand's Favourite Sounds of Summer

By: Harakeke Creative Studio at Stuff LTD
For: Triton Hearing, New Zealand

BRONZE

When Everything Snaps into Place – Translating Gen Z Culture into Business Impact

By: Axel Springer Brand Studios (Media Impact)
For: Snapchat

Best AI-Powered Campaign

GOLD

Don't Sleep On it: How Publisher AI Became a Brand Expert

By: Axel Springer Brand Studios (Media Impact)
For: Samsung

SILVER

Coolie Next Level AI Expert

By: Synaptix
For: Podravka

BRONZE

TrustmediaIQ: Tailor-made Campaign Targeting the Speed of Conversation

By: Trustmedia, part of Mediafin
For: United Brands Belgium

Best Industry Research

GOLD

Making Government Communication Work

By: Trustmedia, part of Mediafin
For: Governance Clients et al.

SILVER

From Gut Feeling to Data-Driven Gold: How 50.000

Editorial Articles Decoded the DNA of Branded Content

By: Berlingske Media
For: DSB Erhverv

BRONZE

This Is Not a Beauty Podcast Season 2

By: T Brand Studio
For: L'Oréal Groupe

Best Sustainability Program

GOLD

The Green School Playground

By: Ads & Data Brand Studio + Dallas Antwerp
For: Aveve – Part of Arvesta Group

SILVER

Norwegian championship in recycling

By: Amedia Innholdsbyrå
For: Grønt Punkt Norge

BRONZE

Staying Power

By: Fortune Brand Studio
For: Iberdrola

Best Political Program

GOLD

Vox Media x The European Commission: Of The Future

By: Vox Media
For: The European Commission

SILVER

Double Jeopardy

By: The Podcast Guys
For: Double Jeopardy

BRONZE

The Circular Shift – Turning an EU Regulation Debate Into a Public Conversation

By: Trustmedia, part of Mediafin
For: ExxonMobil

**GLOBAL
EDITION**

SECTOR-SPECIFIC EXCELLENCE

Best Financial Services Program

GOLD

FinQuiz: Creating masters of finance

By: 24sata & Večernji list

For: UMFO

SILVER

Nordea x Dragon's Den Finland: The 7th Dragon – Funding the Entrepreneurs Who Don't Get a Deal

By: Sanoma Media Finland

(Brand Partnerships & Content Solutions)

For: Nordea

BRONZE

A private bank, a cultural world: where wealth meets craft, a new model for earning trust

By: Trustmedia, part of Mediafin

For: ING Private Banking

Best Healthcare Program

GOLD

Terveystalo – Breaking the Silence Around Menopause with Data-Driven Content and Societal Impact

By: Sanoma Content Studio

For: Terveystalo

SILVER

Better Choices, Better Health

By: Mediacorp Brand Studio

For: Singapore Health Promotion Board

BRONZE

Mediahuis Ireland x Laya : We are one. Always

By: Mediahuis Ireland

For: Laya Healthcare

Best Travel & Tourism Program

GOLD

From the Court to the Runway – Delta x InStyle

By: Studio at People Inc.

For: Delta Air Lines

SILVER

Sister Cities: Nashville and Chengdu

By: Blue Chalk Media & USA TODAY Studios

For: USA TODAY Studios, China Intercontinental Communication Center (CICC)

BRONZE

Life On A Train

By: T Brand Studio

For: Belmond

Best Retail Program

GOLD

The World's Most Exclusive Chips – KiMs

By: Brand Stories

For: KiMs

SILVER

The AH-Podcast story, told by Ms. Dijkstra

By: Ads & Data Brand Studio

For: AH – Albert Heijn – AHOLD Group

BRONZE

IKEA: Proof Over Promise

By: Schibsted Partnerstudio

For: IKEA

Best Automotive Program

GOLD

A Three-Course Culinary Journey

By: Studio at People Inc.

For: Lexus

SILVER

The Highway Rave

By: Brandstudio by DPG Media

For: CUPRA

BRONZE

Does the World Expect You to be a Superwoman?

By: Seznam Brand Studio

For: Dacia

Best IT & Tech Program

GOLD

The Exponential Era

By: Bloomberg Media Studios

For: Nokia

SILVER

Don't Sleep On It: How Publisher AI Became a Brand Expert for Samsung

By: Axel Springer Brand Studios (Media Impact)

For: Samsung

BRONZE

Business Briefs

By: Guardian Labs / The Guardian

For: Amazon Web Services

Insights & Research Excellence

GOLD

Speak Up About Money

By: CTA komunikacije

For: Addiko Bank

SILVER

Schibsted Content Review

By: Schibsted Brand Studio

For: Schibsted Brand Studio

BRONZE

Bridging the Trust Gap: Redefining Trust as a Strategic Asset

By: FT Commercial

For: IPA

GLOBAL
EDITION

Creative Technology Excellence

GOLD

Content GO

By: Schibsted Partnerstudio
For: Schibsted Partnerstudio

SILVER

Vev: Enabling Scalable, Interactive Branded Content Through Creative Technology

By: VEV
For: Russmedia

BRONZE

The Circular Shift – Turning an EU Regulation Debate Into a Public Conversation

By: Trustmedia, part of Mediafin
For: ExxonMobil

Branded Content Marketer of the Year

GOLD

Caroline Swärd,

Head Of Operations
at Bonnier News Brand Studio

SILVER

Tom Michiels,

Director De Tijd | L'Echo Connect,
Trustmedia

BRONZE

Justin Cross,

Senior Vice President, Studio
at People Inc.

INDUSTRY RECOGNITION

Branded Content Tech Partner of the Year

GOLD

Teads

SILVER

Dianomi

BRONZE

PressReader

Branded Content Agency/Studio of the Year

(under 20 employees)

GOLD

Ads & Data Brand Studio

SILVER

Insider Studios

BRONZE

Story Lab - an Egmont Agency

Branded Content Agency/Studio of the Year

(over 20 employees)

GOLD

Sanoma Content Studio

SILVER

People Inc.

BRONZE

CairoRCS Studio



GLOBAL
EDITION