

# VIEW

# CEROS



# NATIVE ADVERTISING AWARDS US WINNERS 2025



## STRATEGY & EFFECTIVENESS

### Best Strategy

**GOLD:** Campaign: Meal Culture Engine: A First-of-its-Kind, Data-Driven Content Ecosystem  
By: DotDash Meredith  
For: The Campbell's Company

**SILVER:** Campaign: Apartment Therapy's Custom Advertising Strategy  
By: Apartment Therapy Media  
For: Various

**BRONZE:** Campaign: Unlocking a culture of security  
By: The Guardian US  
For: Amazon Web Services

### Best Cross-Channel Program

**GOLD:** Campaign: SurveyMonkey Curiosity Awards  
By: Adweek Brand Studio  
For: SurveyMonkey

**SILVER:** Campaign: GLP-1 Campaign  
By: STAT News  
For: Real Chemistry

**BRONZE:** Campaign: Growth Agents  
By: Fast Company & Inc.  
For: SAP

### Best Small Budget Campaign

**GOLD:** Campaign: Las Jaras Wines x Rocco: Wine Fridge Launch  
By: Special Ops  
For: Las Jaras Wines, Rocco

**SILVER:** Campaign: Milk\_shake Incredibles Collection Launch  
By: The evoke Agency  
For: milk\_shake

**BRONZE:** Campaign: Care for All  
By: Special Operations Studios  
For: Jason Markk

### Best B2B Campaign

**GOLD:** Campaign: Reinventing the Fortune 500  
By: Fortune Brand Studio  
For: Fortune & Accenture

**SILVER:** Campaign: SurveyMonkey Curiosity Awards  
By: Adweek Brand Studio  
For: SurveyMonkey

**BRONZE:** Campaign: Growth Agents  
By: Fast Company & Inc.  
For: SAP

### Best B2C Campaign

**GOLD:** Campaign: Connected Journeys  
By: Insider Studios  
For: The Marriott Bonvoy Boundless® Card

**SILVER:** Campaign: USSF Guardians  
By: GET Creative  
For: United States Space Force

**BRONZE:** Campaign: Billie Jean King's Path To Parity  
By: Forbes Content & Design Studio  
For: Gainbridge

### Best Brand Awareness Campaign

**GOLD:** Campaign: Sheep Dog Impact Assistance Campaign  
By: Forbes Content & Design Studio  
For: Walmart Business

**SILVER:** Campaign: Billie Jean King's Path To Parity  
By: Forbes Content & Design Studio  
For: Gainbridge

**BRONZE:** Campaign: At your service  
By: The Guardian US  
For: Cathay Pacific

### Best Local Campaign

**GOLD:** Campaign: The Philly First Hub & Forum  
By: INQ Studio @ The Philadelphia Inquirer  
For: Inquirer.com

**SILVER:** Campaign: Suerte! Shot on iPhone  
By: TBWA\Media Arts Lab  
For: Apple

**BRONZE:** Campaign: Minneapolis-St. Paul Airport  
By: Studio MSP  
For: Metropolitan Airports Commission

## CONTENT & CREATIVITY

### Best Use of Storytelling

**GOLD:** Campaign: Impact Winter  
By: LA Times Studios  
For: Audible

**SILVER:** Campaign: Suerte! Shot on iPhone  
By: TBWA\Media Arts Lab  
For: Apple

**BRONZE:** Campaign: Wake Up: A Slingshot Story  
By: LA Times Studios  
For: Bleecker St

### Best Design

**GOLD:** Campaign: The Art & Science of Weather-wise Marketing  
By: Adweek branded content studio  
For: The Weather Company

**SILVER:** Campaign: The Anatomy of An Icon  
By: Vox Creative  
For: Grey's Anatomy/ABC

**BRONZE:** Campaign: Suerte! Shot on iPhone  
By: TBWA\Media Arts Lab  
For: Apple

### Best Creative Campaign

**GOLD:** Campaign: Suerte! Shot on iPhone  
By: TBWA\Media Arts Lab  
For: Apple

**SILVER:** Campaign: An Advertising Tail  
By: Insider Studios  
For: Amazon Ads

**BRONZE:** Campaign: Moved to Create  
By: Atlantic Re:think  
For: Cathay Pacific

### Best Series of Sponsored Articles

**GOLD:** Campaign: Restoring Hope  
By: INQ Studio @ The Philadelphia Inquirer  
For: Jefferseon

**SILVER:** Campaign: The Better Work Project  
By: Business Insider and Insider Studios  
For: Indeed

**BRONZE:** Campaign: Local Eats  
By: Vox Creative  
For: Pepsi

### Best Series of Sponsored Videos

**GOLD:** Campaign: Seattle Bookmarked: Banned  
By: Atlantic Re:think  
For: Visit Seattle

**SILVER:** Campaign: Perception Box: BigThink + Unlikely Collaborators  
By: Freethink Creative Studio  
For: Unlikely Collaborators

**BRONZE:** Campaign: BBC StoryWorks: USA Through Film  
By: BBC StoryWorks  
For: Brand USA & GoUSA TV

### Best Use of Text

**GOLD:** Campaign: It's a Miu Miu World, We're Just Living In It  
By: Vox Creative  
For: Miu Miu

**SILVER:** Campaign: The Christian College Guide (CCG)  
The Perfect Vehicle for Native Ads  
By: CT Creative Studio  
For: Multiple US Universities, Colleges and Seminaries

**BRONZE:** Campaign: The Texas Draw  
By: Fortune Brand Studio  
For: The Texas Economic Development and Tourism Office of the Governor

### Best Use of Video

**GOLD:** Campaign: An Advertising Tail  
By: Insider Studios  
For: Amazon Ads

**SILVER:** Campaign: Reinventing the Fortune 500  
By: Fortune Brand Studio  
For: Fortune & Accenture

**BRONZE:** Campaign: Suerte! Shot on iPhone  
By: TBWA\Media Arts Lab  
For: Apple

### Best Podcast

**GOLD:** Campaign: Most Interesting Thing in A.I.  
By: Atlantic Re:think  
For: PwC

**SILVER:** Campaign: Data-Driven Finance: The Financial Intelligence Podcast  
By: Brand Content Studios, LLC.  
For: Yodlee

**BRONZE:** Campaign: The Member Engagement Show  
By: Brand Content Studios, LLC.  
For: Higher Logic

### Best Print Publication

**GOLD:** Campaign: The Texas Draw  
By: Fortune Brand Studio  
For: The Texas Economic Development and Tourism Office of the Governor

**SILVER:** Campaign: The Christian College Guide (CCG)  
The Perfect Vehicle for Native Ads  
By: CT Creative Studio  
For: Multiple US Universities, Colleges and Seminaries

**BRONZE:** Campaign: In Pursuit of Home  
By: Studio MSP  
For: Housing First Minnesota

## CHANNELS

### Best Use of Social Media

**GOLD:** Campaign: Through a New Lens  
By: Condé Nast Creative Commercial team  
For: W Hotels / Marriott

**SILVER:** Campaign: Meal Culture Engine: Translating Trends Before They Peak  
By: DotDash Meredith  
For: The Campbell's Company (featuring Campbell's Condensed, Pace, Pacific Foods, Prego, and V8 brands)

**BRONZE:** Campaign: milk\_shake Incredibles Collection Launch  
By: The Evoke Agency  
For: milk\_shake® Hair

## INNOVATION & EMERGING TRENDS

### Best Interactive Campaign

**GOLD:** Campaign: An Advertising Tail  
By: Insider Studios  
For: Amazon Ads

**SILVER:** Campaign: The Movement of Design  
By: Condé Nast  
For: Samsung Galaxy

**BRONZE:** Campaign: USSF Guardians  
By: GET Creative  
For: United States Space Force

### Best Use of AI

**GOLD:** Campaign: The Home Depot's AI Personalized Mood Board Generator  
By: Apartment Therapy Media  
For: The Home Depot

**SILVER:** Campaign: Campbell's Dinner Inspiration: AI-Fueled Content Creation  
By: The DotDash Meredith in Partnership with Spark Foundry (Publicis Group)  
For: The Campbell's Company (featuring Campbell's Condensed, Pace, and Pacific Foods brands)

**BRONZE:** Campaign: The Art of the Possible: Generative AI  
By: BBC StoryWorks US  
For: AWS

## SECTOR-SPECIFIC EXCELLENCE

### Best Financial Services Program

**GOLD:** Campaign: Payments, Explained  
By: Vox Creative  
For: J.P. Morgan Payments

**SILVER:** Campaign: Connected Journeys  
By: Insider Studios.  
For: The Marriott Bonvoy Boundless® Card

**BRONZE:** Campaign: Billie Jean King's Path To Parity  
By: Forbes Content & Design Studio  
For: Gainbridge

### Best Healthcare Program

**GOLD:** Campaign: Closing the mental health gap among rural youth in the US  
By: GET Creative  
For: Pfizer & Rural Minds

**SILVER:** Campaign: Oracle's Research in Action  
By: Brand Content Studios LLC  
For: Oracle Life Sciences

**BRONZE:** Campaign: Blood Biomarkers in Dementia: From Research to Clinical Use,  
By: STAT Brand Studio  
For: Quanterix

### Best Travel & Tourism Program

**GOLD:** Campaign: Through A New Lens  
By: Condé Nast  
For: W Hotels / Marriott

**SILVER:** Campaign: BBC StoryWorks: USA Through Film  
By: BBC StoryWorks & GoUSA TV  
For: BBC StoryWorks & GoUSA TV

**BRONZE:** Campaign: Paint the Town Pink  
By: DotDash Meredith  
For: Bermuda Tourism

### Best Retail Program

**GOLD:** Campaign: Tequila With A 'Hart  
By: Forbes Content & Design Studio  
For: Fran Coramino

**SILVER:** Campaign: The Mindy From Emily in Paris Campaign  
By: Vox Creative  
For: Google x The Cut

**BRONZE:** Campaign: Thrill Seekers, Season 2  
By: Vox Creative  
For: HomeGoods

### Best Automotive Program

**GOLD:** Campaign: Range Rover Sport  
By: BBC StoryWorks - North America  
For: Jaguar Land Rover

**SILVER:** Campaign: Harmony in Healdsburg  
By: DotDash Meredith  
For: Mazda

**BRONZE:** Campaign: The Ford Explorer custom videos  
By: Apartment Therapy Media  
For: Ford Explorer

### Best IT & Tech Program

**GOLD:** Campaign: Generative AI Explorer's Guide  
By: The Washington Post  
For: AWS

**SILVER:** Campaign: Reinventing the Fortune 500  
By: Fortune Brand Studio  
For: Fortune & Accenture

**BRONZE:** Campaign: The Art of the Possible: Generative AI  
By: BBC StoryWorks  
For: Amazon Web Services

## INDUSTRY RECOGNITION

### Native Advertising Agency/Studio of the Year (over 20 employees)

**GOLD:** DotDash Meredith  
**SILVER:** BBC StoryWorks - USA  
**BRONZE:** Forbes Content & Design Studio

### Native Advertising Agency/Studio of the Year (under 20 employees)

**GOLD:** Fortune Brand Studio  
**SILVER:** Apartment Therapy  
**BRONZE:** STAT Brand Studio

### Native Advertising Platform/Network of the Year

**GOLD:** MediaGo  
**SILVER:** CEROS  
**BRONZE:** Outbrain

### Native Advertising Marketer of the Year

**GOLD:** David Lennon, SVP & Head of Fortune Brand Studio  
**SILVER:** Jesse McQuarters, Editor of STAT Brand Studio  
**BRONZE:** Becky Vinter, Executive Director of Content at Business Insider