Advertising, Media, PR Nominees Revealed for 24th Annual Webby Awards

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The International Academy of Digital Arts & Sciences Tuesday revealed the advertising, media and public-relations nominees for the 24th Annual Webby Awards.

The ceremony was originally scheduled for May 11 in New York, but it was canceled because of the ongoing coronavirus pandemic.

Instead, voting will be open here from now through Thursday, May 7, at 11:59 p.m. (PT), and the winners will be honored with a special internet celebration Tuesday, May 19, WFH: Webbys From Home. Their five-word acceptance speeches will be available via the Webby Awards site.

The IADAS said it received nearly 13,000 entries for the 24th Annual Webby Awards from all 50 states and 70 countries worldwide, and fewer than 10% of those made it to the nominee stage.

The nominees were chosen by IADAS members including: Ana Balarin, executive creative director, Mother London; Linda Boff, chief marketing officer, GE; Christine Cattano, co-founder and global head of virtual reality, Framestore; Kristen Cavallo, CEO, The Martin Agency; Rick Gomez, CMO, Target; Abbey Klaassen, president, 360i; Nick Law, vice president of marketing communications integration, Apple; and John Maeda, chief experience officer, Publics Sapient. They

will also select the winners.

The IADAS said the contenders for its Agency of the Year award, in order of number of nominations, are: BBDO New York (21), Droga5 (18), R/GA (13), McCann New York (12), Basic (10), Wieden + Kennedy (nine), Denkwerk (nine), Goodby Silverstein & Partners (nine) and TBWA\Media Arts Lab (eight).

The academy added that organizations receiving the most nominations were: Condé Nast (27), Google (24), National Geographic (23), The Washington Post (19), the BBC (14), HBO (12), Spotify (12), Luminary Media (10), Vox Media (10), NASA (nine), Al Jazeera Media Network (seven), Comedy Central (seven), Tastemade (five), Complex Networks (five), Facebook (four) and Netflix (four).

All nominees are eligible to win the two most prestigious awards: The Webby Award, chosen by the IADAS, and The Webby People's Voice Award, determined via internet voting.

The full nominee list is available via the Webby Awards site, and highlights follow:

Best Web Personality/Host (Video):

- The Daily Show With Trevor Noah, Desi Lydic Womansplains, Comedy Central
- Joe La Puma, Complex's "Sneaker Shopping," Complex Networks
- Amazon Studios, Little Late Night, The Foundry @ Meredith
- Dave on TikTok, The Washington Post
- Does it Fart?, Yellow Bear Studios

Best Writing (Video):

- The Lift: & Co./NoA
- #MoviePosterMovie "In the Time It Takes to Get There," Black Dog Films

- The Truth Is Worth It, Droga5
- Aftershow: An App to Help Cowardly Politicians Talk About Gun Control, Kelly&Kelly
- National Alliance on Mental Illness—Naughty Or, Wieden + Kennedy

Art and Experimental (Video):

- Epoch, Artist
- A$AP Rocky "The Kids Turned Out Fine," Happy Place
- Serious Klein—The Seed (Short Film), Iconoclast Germany
- Brothers, Memory
- Post Malone | Circles, Powster

Comedy Shortform (Video):

- The Daily Show With Trevor Noah—Trump's Best Words 2019, Comedy Central
- Billy on the Street With Chris Evans, Funny Or Die
- Making It: Nick Offerman and Amy Poehler Pun-Off, NBC Entertainment Marketing and Digital
- Icelandagram, The Mystery Hour
- Full Frontal With Samantha Bee's "Historians Roast the President," Warner Media

Fashion and Beauty (Video):

- Meet Silvia Fendi, the Woman Who's Stepped Into Karl Lagerfeld's Shoes, CNN Worldwide
- Juno Birch Breaks Down Her Alien Queen Beauty Routine | Extreme Beauty | Vogue, Condé Nast Entertainment
- Vogue—Simon: a Survivor's Story, Good Company
- How Japanese Denim Is Made, Mr Porter
- Shady, Micam Refinery29

Music Video (Video):

- DAE—"Where We're Going" (Official Video), DAE
- Cellophane, Object & Animal/FKA Twigs
- Bon Iver—Naeem, Park Pictures

- Earth, Ryot/Lil Dicky
- Agoria—Call of the Wild, Soldats Films

Variety (Video):

- The Late Show With Stephen Colbert: Stephen Has a Story, CBS Interactive
- Behind the Scenes of Aladdin Crosswalk the Musical w/ Will Smith, CBS Interactive
- Leonardo DiCaprio and Quentin Tarantino Break Down Once Upon a Time in Hollywood's Main Character, Condé Nast Entertainment
- Best Interview Ever—Gaten Matarazzo, IMDb
- If I Could Tell You Just One Thing, Sundog Pictures

Viral (Video):

- Best Ever Food Review Show
- Billie Eilish Watches Fan Covers on YouTube | Glamour, Condé Nast Entertainment
- Sleeping Beauty Proposal: Friends at Work
- Motherly: I Was Going to Fold the Clothes But Instead I Held You, Motherly
- La Noria (Short Film), NightWheel Pictures

Branded Entertainment, Comedy (Video):

- CollegeHumor/Universal Pictures: "Sneaking Into Your Own R-Rated Movie," CH Media
- Now That's a Cardiac, Kovert Creative
- Adidas Originals "Donald Glover Presents," Mamag Studios
- Make It With Idris Elba, Squarespace
- Lyft—Giving Strangers a Lyft in Miami ft. Will Smith, Tool

Best Overall Social Presence—Media/Entertainment (Social):

- HBO, Engine
- National Geographic Social Media, National Geographic
- The New Yorker on Social Media, The New Yorker

- Vogue, Vogue
- Miracle Workers Social Campaign, Warner Media

Best Social Video Series (Social):

- Under a Minute, All Arts
- 60 Second Docs, Indigenous Media
- Golden Globes Elevator Series, InStyle
- NFL Draft Letters, NFL
- Apple—@apple—Experiments, TBWA\Media Arts Lab

Best Influencer (Social):

- #Transform Ur Dorm, 360i
- #twoistoofew, Lyft
- Women Worth Watching, mcgarrybowen
- NASA Names ‘Rolling Stones Rock’ on Mars, NASA Jet Propulsion Laboratory
- Nike—PLAYlist, R/GA

Arts and Entertainment (Social Video):

- Oscars First Call, Academy of Motion Picture Arts and Sciences
- BMI’s Emoji That Track, Broadcast Music Inc.
- A Holiday Reunion, Goodby Silverstein & Partners
- Best Advice, Hoff Productions
- #NiceTweets With Tom Hanks

Celebrity/Fan (Social):

- Comments By Celebs, Comments By Celebs
- The Ellen DeGeneres Show, Ellen Digital Network
- Jennifer Garner Instagram Account (specifically the Pretend Cooking Show series), Jennifer Garner
- The Tonight Show Starring Jimmy Fallon, The Tonight Show Starring Jimmy Fallon
- Variety’s Power of Young Hollywood, Variety

Experimental and Innovation (Social):

- Let’s Get Consensual: Consent Drop, Heat
- Lucky Bastards, Lucky Generals
- Baby Blocker, McCann Manchester
- Vogue Non Issue—AR experience, McCann Paris
- Celine Dion: Album Scavenger Hunt Across Instagram and Spotify, WMA/Weller Media Agency

Fashion and Beauty Social Content Series and Campaigns (Social):

- Red, White, and You Do You, Billie
- e.l.f. Cosmetics #eyeslipsface TikTok Campaign, e.l.f. Beauty
- Adidas Originals Archive video series, Havas New York
- eos “Make It Awesome,” Mekanism
- Beauty Mark, Digitas

Best Host (Podcasts):

- Under the Skin with Russell Brand, Luminary Media
- The Catch and Kill Podcast With Ronan Farrow, Pineapple Street Studios
- Mobituaries, Simon & Schuster
- ZigZag Stable, Genius Productions
- Second Life, Who What Wear

Best Miniseries (Podcast):

- The Dropout, ABC News
- The Shrink Next Door
- Dolly Parton’s America, OSM Audio
- The Catch and Kill Podcast with Ronan Farrow, Pineapple Street Studios
- Mob Queens, Stitcher

Best Writing (Podcasts):

- Fool Me Twice, Auscast Network
- Bear and a Banjo, Jingle Punks
- The Dream, Little Everywhere

- Fiasco, Luminary Media
- The Only Podcast Left—Daybreak, Netflix

Television and Film (Podcasts):

- Here to Make Friends, HuffPost
- Masterpiece Studio, Masterpiece
- Behind the Scenes Netflix, Netflix
- Office Ladies, Stitcher
- Vanity Fair's Little Gold Men, Vanity Fair

Entertainment (Apps, Mobile and Voice):

- The Star Wars App, Lucasfilm
- Marvel Unlimited, Marvel Entertainment
- NFL Mobile App, National Football League
- Reelgood, Reelgood
- Apollo's Moon Shot AR, Smithsonian Channel

Health, Fitness and Lifestyle: Voice (Apps, Mobile and Voice):

- Red Cross Blood Donation Voice Skill, American Red Cross
- Corti: Audio to Augment Medical Professionals, Corti
- Bedtime Explorers, Kinderling Kids Radio
- Silent Whistle, Leo Burnett
- Ten Percent Happier, Ten Percent Happier

News and Magazines (Apps, Mobile and Voice):

- Consumer Reports, Consumer Reports
- The Guardian App for iOS and Android, Guardian News and Media
- National Geographic, National Geographic
- The New Yorker Today App, The New Yorker
- The Washington Post App for Smart TVs: The Washington Post

Public Service and Activism (Apps, Mobile and Voice):

- Pre-Check, Colenso BBDO

- Call Me Out, Commonwealth-McCann
- Global Citizen Mobile App, Global Citizen
- Malaria Must Die Voice Petition, R/GA
- .comdom, Wunderman Thompson Belgium

Best Influencer Endorsement (Advertising, Media and PR):

- Giving Songs, De La Cruz and Associates
- It’s bubly!m Goodby Silverstein & Partners
- Bring on Winter, Host/Havas
- Wrangler on My Booty, Mother New York
- Oreo x Wiz Khalifa, The Martin Agency

Best Branded Editorial Experience (Advertising, Media and PR):

- Miss Vogue, Condé Nast Creative Studio Spain
- Google Year in Search 2019, Google Brand Studio
- Watchmen x The Atlantic: The Massacre of Black Wall Street, HBO
- Puma: Run My Way, MediaMonks
- Allbirds | The View From Above, T Brand

Best Cause-Related Campaign (Advertising, Media and PR):

- Walk Like a Woman, Cummins&Partners
- Heart the Hate, Facebook
- Project Understood, FCB
- Covering Climate Now, TBWA\Chiat\Day
- UNICEF Backpack Graveyard, UNICEF

Best User Interface (Websites):

- Basic Culture Manual, Basic
- Welcome to Bron Bron Land, ESPN
- Haus website, Haus
- Astro ID, Logitech
- Safe Cities 2019, The Economist Group

https://www.adweek.com/digital/advertising-media-pr-nominees-revealed-for-24th-annual-webby-awards/