Adweek’s 2022 Experiential Awards: Celebrating the Best Innovative Activations

Last year, it was a bit of a struggle to honor innovative and breakthrough IRL campaigns, given that the world was still largely hunkered down during the pandemic. But for our fourth annual Experiential Awards, there was no shortage of outstanding activations to highlight as consumers began to adapt to the new normal—and were champing at the bit to once again embrace out-of-home offerings.

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