



2019 PEARL IMPACT AWARDS WINNERS

www.thecontentcouncil.org

Best Content Agency	
Award	Company
Winner	Imprint

Best Advertising Agency	
Award	Company
Winner	mensemedia Gesellschaft für Neue Medien mbH

Best Publisher Content Studio	
Award	Company
Winner	WP BrandStudio, The Washington Post
Honorable Mention	AGORA S.A.

Best Brand Partnership		
Award	Company	Client
Winner	WP BrandStudio, The Washington Post	Optum
Honorable Mention	Publicis Machine (Narrative department)	Sanlam Reality

Best Branded Content Program B2B		
Award	Company	Client
Winner	IBM	(In house)
Honorable Mention	Manifest	CDW

Best Branded Content Program B2B2C		
Award	Company	Client
Winner	OppenheimerFunds	(In house)
Honorable Mention	mensemedia Gesellschaft für Neue Medien mbH	Daimler AG

Best Branded Content Program B2C		
Award	Company	Client
Winner	Imprint	T. Rowe Price "Insights"
Honorable Mention	Publicis Machine (Narrative content marketing division)	Sanlam Reality

Best Branded Experiential/Event Strategy		
Award	Company	Client
Winner	Ideon Media	29Secrets + Brand Partners (Joe Fresh, etc.)

Best Custom Advertising Strategy		
Award	Company	Client
Winner	EMI Strategic Marketing	Citizens Commercial Banking
Honorable Mention	mensemedia Gesellschaft für Neue Medien mbH	Daimler AG

Best Data-Driven Strategy		
Award	Company	Client
Winner	EMI Strategic Marketing	State Street Global Advisors
Honorable Mention	Manifest	CDW

Best Use of Innovative Technology		
Award	Company	Client
Winner	Seenit	Viacom
Honorable Mention	IBM	(In house)

Best Use of Social Media		
Award	Company	Client
Winner	Woolworths South Africa Agency	Woolworths South Africa
Honorable Mention	Publicis Machine (Narrative content marketing division)	Sanlam Reality

Best Use of Video		
Award	Company	Client
Winner	WP BrandStudio, The Washington Post	Destination Canada
Honorable Mention	Mayo Clinic	(In house)