

CYNOPSIS



**BEST OF THE
BEST AWARDS**



**RISING
STAR
AWARDS**

**VIRTUAL AWARDS
CEREMONY**

FEBRUARY 24, 2022

#BOTB2022 #CynRisingStars @cynopsismedia

CONGRATS!

TO ALL CYNOPSIS BEST OF THE BEST AWARD WINNERS

INCLUDING OUR OWN TEAM!

PREMION

WINNER OF

Best Ad Tech Solution

CYNOPSIS

BB
BEST OF THE
BEST AWARDS



Welcome to the 2022 Best of the Best and Rising Star Awards Program!

We are delighted to be celebrating your accomplishments over the past year—especially considering how challenging a year it was for so many. You deserve the praise, the spotlight, and the chance for you and your team to be honored.

Today we are presenting accolades to the Best of the Best in national TV programming, marketing campaigns, people, tech, and more. Also being recognized are the Rising Stars of our industry: stand-out performers, innovators and emerging leaders in the media space — 35 years old or younger – who have the passion, talent and creativity to take the industry to new heights. We thank you for being the change agents and inspirational voices who are carving new pathways.

What was evident to us, as we read your entries, was the effort that comprised the campaigns and content you put forward. It reminded me of a quote from Stephen King: “What separates the talented individual from the successful one is a lot of hard work.”

Whether you’re a winner or honorable mention, this is a group that has put in a lot of hard work. We look forward to cheering you on as you continue to excel in 2022 and beyond. Well done!



Robbie Caploe
VP, Group Publisher
Cynopsis Media

GREAT FEATS DEMAND GREAT HONORS

**Velocity congratulates our very own
Ashley Ako, Emily Burke, Katie Franc,
Jordan Levy and Brittany McKinnon
and all the Rising Star honorees.
You never cease to amaze.**



VIACOMCBS

2022 RISING STAR HONOREES



Ashley Ako

Paramount, Velocity



Natalie Beach

TLC



Danielle Bonnett

New York Jets



Seth Bradley

New York Jets



Chris Brady

WarnerMedia



Emily Burke

Paramount, Velocity



Colleen Cahill

Fox Corporation



Natalie Camarda

Paramount



Meei Chai

Wavemaker



Daniel Church

Beachfront Media



Lindsey Colven

Horizon Media



Brian Cook

Horizon Media



Renee Credendino

Fox News Media



Gina Cucci

Paramount



Padmini Dey

Wavemaker



Marie Dilemani

MSNBC



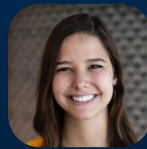
Erin Durbin

Paramount



Sam Edmiston

Scout Sports and
Entertainment



Katie Franc

Paramount, Velocity



Stephanie Gaynor

Mindshare

2022 RISING STAR HONOREES



Joe Gerbino
MTV Entertainment
Group



Brandon Gomez
CNBC



Kathryn Green
Effectv



Kerri Hayes
UP Entertainment



Lacey Heggem
WarnerMedia



Antonia Hylton
NBC News & MSNBC



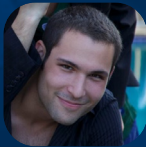
Megan Jones
Horizon Media



Shaina Rae Julian
Crown Media Family
Networks



Breena Kelly
Horizon Media



Jordan Levy
Paramount, Velocity



Brad May
Reach Agency



Sydni McCutchen
CSM Sport &
Entertainment



Anna McDonald
MTV Entertainment
Group



Robert McDougall
UP Entertainment



Kirsten McKenna
WarnerMedia



Brittany McKinnon
Paramount, Velocity



Gina Meza
Crown Media Family
Networks



Alana Milazzo
Horizon Media



Tania Paul
Horizon Media



Ricardo Perez-Selsky
FOX Sports

2022 RISING STAR HONOREES



Kirsten Polley
WWE



Ashley Robinson
TLC



Sahar Saleem
PepsiCo



Tom Scheuer
Horizon Media



Jill Schulz
Dotdash.



Meredith Porscha Scott
Wavemaker



Marisa Silversmith
Fox Corporation



TJ Smith
Tubi



Dan Szpakowski
New York Jets



Aisha Ude
Xandr



Danielle Wager
MTV Entertainment Group



Stephanie Wiernik
ENGINE



Allison Wolfe
TLC



Jiachuan Wu
NBC News Digital



Laura Wu
Beachfront Media



Kimmy Yam
NBC Asian America



Shanique Yates
UP Entertainment



Saif Zureikat
Google

NEW & NOTEWORTHY

BEST ADVENTURE REALITY SERIES/SPECIAL

The Great Food Truck Race
Food Network

BEST APP FOR KIDS

HappyKids
Future Today

BEST AVOD SERVICES

Crackle Plus

BEST AWARENESS CAMPAIGN: CHILDREN-FOCUSED

Nick Stands - Vision Board for America
Nickelodeon

BEST BRANDED INTEGRATION FOR DIGITAL PLATFORM

NHL & KHL on Portable.TV
T&R Productions

BEST BUSINESS/FINANCE-BASED REALITY SERIES/SPECIAL

Money Court
CNBC

BEST COMPETITION-BASED REALITY SERIES FEATURING KIDS

Kids Baking Championship
Food Network

BEST COVID AWARENESS CAMPAIGN

Wavemaker x DoorDash Open For Delivery
Wavemaker

BEST DIRECT-TO-CONSUMER CAMPAIGN

Top Gear America on MotorTrend
MotorTrend Group

BEST FAMILY-FOCUSED REALITY SERIES/SPECIAL

Jay Leno's Garage
CNBC

BEST GEN Z SERIES

MTV's Following: Bretman Rock
MTV Entertainment Group, Paramount

BEST MULTIPLATFORM BRANDED CAMPAIGN

MLB at Field of Dreams presented by GEICO
Scout Sports and Entertainment

BEST MULTIPLATFORM CAMPAIGN FOR A CONSUMER PRODUCT

Anheuser-Busch Throwback NBA Can Launch - Battle of the Cans
Scout Sports and Entertainment

BEST PROGRAMMING COMPANION APP

Nickelodeon's Screens Up App
Nickelodeon

BEST SOCIAL GOOD PARTNERSHIP

ATTN: x TikTok For Good
ATTN:/TikTok

BEST SOCIAL GOOD SERIES

Mastercard Five
R&CPMK

NEW & NOTEWORTHY

BEST SOCIAL JUSTICE AWARENESS CAMPAIGN

THE CROWN ACT, Dove and JOY Collective
Joy Collective

BEST SOCIAL JUSTICE DOCUMENTARY SERIES

Growing Up Black
MTV Entertainment Group, Paramount

BEST SOCIAL JUSTICE PROGRAMMING

Forgotten Genocides: The Sin of Silence
RT AMERICA

BEST SPORTS-RELATED DOCUMENTARY SPECIAL

Big House, The Pearl, and The Triumph of Winston-Salem State
CBS Sports

BEST SVOD SERVICES

UP Faith & Family
UP Entertainment

BEST TIK TOK CAMPAIGN

Trending: VMAs
MTV Entertainment Group, Paramount

BEST TRUE CRIME REALITY SERIES/SPECIAL

Super Heists
CNBC

COMPANY WITH THE BEST WORK-FROM-HOME STRATEGY

Work From Anywhere
NVE Experience Agency

BEST OF THE BEST 2022 FINALISTS

CONTENT

BEST BROADCAST-FROM-HOME PROGRAMMING/SPECIAL

- » **Camp TV**, The WNET Group
- » **Season 4 of Getting Younger - Your Younger After Show**, Paramount
- » **The Lockdown Awards**, LiveXLive

BEST CHEF-BASED FOOD REALITY SERIES/SPECIAL

- » **Barefoot Contessa: Modern Comfort Food**, Food Network
- » **Delicious Miss Brown**, Food Network
- » **Girl Meets Farm**, Food Network
- » **The Kitchen**, Food Network
- » **The Pioneer Woman**, Food Network

BEST COMPETITION-BASED REALITY SERIES/SPECIAL

- » **BBQ Brawl**, Food Network
- » **Beat Bobby Flay**, Food Network
- » **Guy's Grocery Games**, Food Network
- » **The Pit Stop (RuPaul's Drag Race Season 13 + All Stars 6)**, MTV Entertainment Group, Paramount
- » **Worst Cooks in America**, Food Network

BEST COVID-RELATED PROGRAMMING

- » **Restaurant Hustle 2020: All on the Line**, Food Network
- » **Roll Up Your Sleeves Presented by Walgreens, Produced by ATTN: and NBC**, ATTN:
- » **SiriusXM and NYU Langone Health "Doctor Radio Reports: Coronavirus"**, SiriusXM
- » **Verywell COVID-19 Vaccine Sentiment Tracker**, Dotdash.Meredith

BEST FOOD REALITY SERIES/SPECIAL

- » **Bobby and Giada in Italy**, discovery+
- » **Cocktails and Tall Tales With Ina Garten and Melissa McCarthy**, discovery+
- » **Diners, Drive-Ins and Dives**, Food Network
- » **Luda Can't Cook**, discovery+
- » **Well Done with Sebastian Maniscalco**, discovery+

BEST HOLIDAY/STUNT PROGRAMMING

- » **Chocolate Meltdown: Hershey's After Dark**, Food Network
- » **Halloween Baking Championship**, Food Network
- » **Halloween Wars**, Food Network
- » **RuPaul's Drag Race LGBTQ Herstory Month**, Paramount
- » **You'll Be Home For Christmas**, Glass Entertainment Group and Crybaby Media

BEST LIFESTYLE REALITY SERIES

- » **MTV's Lifestyles of the Biggest Standoms**, Paramount
- » **Out of the Closet (Season 4)**, MTV Entertainment Group, Paramount
- » **Sparking Joy with Marie Kondo**, Netflix

BEST NATURE DOCUMENTARY SERIES/SPECIAL

- » **Botswana: The Last Wildlife Paradise, Family Central Explorer**, CONDISTA
- » **Fear on the Savannah, Family Central Explorer**, CONDISTA
- » **Return of the Wolves, Family Central Explorer**, CONDISTA

BEST OF THE BEST 2022 FINALISTS

BEST PODCAST

- » **Art Bust: Scandalous Stories of the Art World**, Universal Studio Group
- » **Artifactual**, 1895 Films
- » **Close to Death**, USG Audio a division of Universal Studio Group
- » **Do You Know Mordechai?**, Universal Studio Group
- » **The Followers: Madness of Two**, Universal Studio Group

BEST PRESCHOOL SERIES

- » **Blue's Clues & You**, 9 Story Media Group
- » **Ryan's Mystery Playdate**, pocket.watch and Sunlight Entertainment
- » **The Day Henry Met on Kids Street**, CONDISTA
- » **Wissper on Kids Street**, CONDISTA
- » **Word Party**, The Jim Henson Company

BEST SERIES FOR KIDS 5-11

- » **Bobby & Bill on Kids Street**, CONDISTA
- » **Club Mundo Kids**, Exile Content Studio
- » **Impossible Science**, WonderFirst and Sony Pictures Television
- » **NBC Nightly News: Kids Edition**, NBC News
- » **Ryan's Mystery Playdate**, pocket.watch and Sunlight Entertainment

BEST SHORT FORM CONTENT (5-15 MINUTES)

- » **A Face For Her People**, CBS Sports
- » **Byrdie Crowned**, Dotdash.Meredith
- » **Meaning in Music**, Paramount
- » **RuPaul's Drag Race S13 Live Finale Reaction**, Paramount
- » **Younger: Written on Water**, Paramount

BEST SHORT FORM CONTENT (UP TO 5 MINUTES)

- » **Fix Me a Plate**, Food Network Digital
- » **Nation's Oldest Park Ranger Remembers World War II Heroines**, AccuWeather TV Network
- » **Reaching Beyond Basketball**, CBS Sports
- » **The Juneteenth Menu**, Food Network Digital
- » **VMAAnimation**, MTV Entertainment Group, Paramount

BEST SOCIAL JUSTICE DOCUMENTARY SPECIAL

- » **144**, ESPN Films/ESPN
- » **Forgotten Genocides: The Sin of Silence**, RT AMERICA
- » **With One Voice: Fighting Hatred Together**, Produced by ATTN: and MTV, ATTN:

BEST SPORTS-RELATED DOCUMENTARY SERIES

- » **#EmpowHER New York Jets High School Girls Flag Football Docuseries**, New York Jets
- » **In the Current**, Tampa Bay Buccaneers
- » **One Jets Drive Season 4**, New York Jets

BEST OF THE BEST 2022 FINALISTS

MARKETING

BEST AD TECH SOLUTION

- » Beachfront
- » Gamut
- » Innovid
- » Premion
- » Xandr Curate

BEST BRANDED CAMPAIGN FOR BROADCAST/CABLE TV

- » **2021 Kids' Choice Awards**, Nickelodeon
- » Family Central Explorer Re-Brand, CONDISTA
- » **Love It Like the First Time**, beIN Sports
- » **Tunnel to Towers Memorial Day Special**, Fox News Media
- » **Visible**, R&CPMK

BEST BRANDED CAMPAIGN FOR DIGITAL PLATFORM

- » **CW WALKER: The Real Texas Rangers**, Fox News Media
- » **NHL Campaign on Portable.**, TVT&R Productions
- » **#OldtheMovie Influencer Campaign**, Universal Pictures/Open Influence
- » **Tanqueray Sevilla Orange x Joe Jonas - 'Today's Forecast: Sunshine in a Glass'**, NVE Experience Agency

BEST BRANDED INTEGRATION FOR BROADCAST/CABLE TV

- » **"Christmas in Evergreen" Nestle Tollhouse Integration**, R&CPMK
- » **Love It Like the First Time**, beIN Sports
- » **Tunnel to Towers Memorial Day Special**, Fox News Media

BEST DIVERSITY AWARENESS CAMPAIGN

- » **Convos with CEOs**, TARGET/YouTube / Open Influence
- » **Hulu x ATTN: Mom and Pop Stories**, ATTN:
- » **LGBTQ Vignettes**, CBS Sports
- » **Nick Stands - Vision Board for America**, Nickelodeon
- » **Onyx Family Dinner**, Pocket.Watch

BEST MARKETING CAMPAIGN FOR A TV SERIES, SPECIAL OR MOVIE

- » **2021 Kids' Choice Awards**, Nickelodeon
- » **AHS Night Bites Bakery**, NVE Experience Agency/FX
- » **Countdown to Christmas**, Hallmark Channel/Crown Media Family Networks
- » **Ultimate Cowboy Showdown Season 2**, INSP
- » **VH1's RuPaul's Drag Race Season 13**, Paramount

BEST SOCIAL GOOD AWARENESS CAMPAIGN

- » **FlyQuest Creates MeQuest to Build Positive Mental Health Habits**, FlyQuest
- » **Kid of the Year Campaign**, Nickelodeon
- » **Stand-Up for Your Mental Health**, Comedy Central/MTV Entertainment Group, Paramount

BEST OF THE BEST 2022 FINALISTS

BEST SOCIAL MEDIA CAMPAIGN

- » **2021 Kids' Choice Awards**, Nickelodeon
- » **Countdown to Christmas**
- » Hallmark Channel/Crown Media Family Networks, **NBA's First-Ever Creator House**
- » NVE Experience Agency/NBA, **RuPaul's Drag Race All Stars 6- Queen RuVeal**, Paramount
- » **Wild 'N Out**, Paramount

BEST USE OF VIDEO/SOCIAL PROMOTION

- » **2021 Kids' Choice Awards**, Nickelodeon
- » **JoJo Siwa: Over the RainBOW at Walmart**, Paramount
- » **Tanqueray Sevilla Orange x Joe Jonas - 'Today's Forecast: Sunshine in a Glass'**, NVE Experience Agency
- » **The Challenge x Cameo Campaign**, Paramount
- » **The Real World Opening Credits Generator, 8908** Paramount

PEOPLE

BEST DIVERSITY & INCLUSION PRACTICES

- » **AccuWeather Inclusive Journalism Taskforce**, AccuWeather TV Network
- » **MTV's Following: Bretman Rock**, MTV Entertainment Group, Paramount
- » **NBCU News Group Coffee Chats**, NBCU News Group
- » **Wavemaker's Ildi Conrad for Best Diversity & Inclusion Practices**, Wavemaker

BEST TV/VIDEO HOST FOR COMPETITION-BASED REALITY SERIES

- » **Alex Guarnaschelli**, Food Network
- » **Anne Burrell and Carla Hall**, Food Network
- » **Bobby Flay**, Food Network
- » **Guy Fieri**, Food Network
- » **Trixie Mattel (RuPaul's Drag Race The Pit Stop Season 13 + All Stars 6)**, Paramount

BEST TV/VIDEO HOST FOR HOLIDAY/STUNT/SPECIAL

- » **Devyn Simone: The Challenge Aftermath Live**, Paramount
- » **Eddie Jackson and Ree Drummond**, Food Network
- » **Hanna Dickinson: Stand-Up for Your Mental Health**, Comedy Central/MTV Entertainment Group, Paramount
- » **Jeff Ross**, LiveXLive
- » **Sunny Anderson**, Food Network

BEST USE OF AN INFLUENCER

- » **Convos with CEOs**, TARGET/YouTube / Open Influence
- » **IKEA's Four Weeks of Wonder**, Wavemaker
- » **Love, Diana**, pocket.watch
- » **Spring Shopper Program**, Nickelodeon/ Paramount
- » **Under the Influence of Sven Johnson**, Comedy Central, Paramount

CYNOPSIS MEDIA

We invite you to join us at our events and awards ceremonies taking place throughout the year, to learn from and celebrate industry insiders paving the way in media, sports and esports.

PROGRAM	DATE	LOCATION
Best of the Best Awards	February 24, 2022	Virtual
OTT Virtual Conference	March 8, 2022	Virtual
Finally: End-to-End Media Workflow Solutions Debunked!	March 24, 2022	Virtual
Sports Media Awards	April 19, 2022	The New York Athletic Club
Esports Newfronts	May 4, 2022	Virtual
Esports CMO Summit	May 24, 2022	Virtual
Measurement and Data Conference	June 7, 2022	Edison Ballroom, New York City
Big TV Conference	September 29, 2022	Edison Ballroom, New York City
Top Women in Media Awards	October 11, 2022	Tribeca 360
Esports Business Summit	November 1, 2022	MGM Grand, Las Vegas
Tempest Awards	November 2, 2022	MGM Grand, Las Vegas
Digital Model D + It List	TBC November	New York City

*Dates subject to change

To learn more about our events and awards programs, please visit <https://www.cynopsis.com/awards-events/>