

Chris Ward

From: Event Marketer <awards@om.eventmarketer.com>
Sent: Wednesday, April 27, 2022 11:41 PM
To: Chris Ward
Subject: Ex Awards Winners Unveiled—Riot Games, Redrock Entertainment Score the Grand Ex



At a glittery gala fitting of a 20th anniversary milestone year, the industry gathered to honor the winners of the 2022 Ex Awards, the oldest and most prestigious recognition program for excellence in experiential marketing. The lively affair took place the evening of April 27 at the Experiential Marketing Summit in Las Vegas.

The Ex Awards Gala, referred to over the years as the “event industry’s Golden Globes,” featured a full-course dinner, drinks, live music, mirrored costumed artists, table drops, cheer contests, and 30 categories of inspiring work and winners from some of the biggest brands in the world.

Riot Games and Redrock Entertainment, with partners We Are Collider and VTProDesign, took home the highest honor, the Grand Ex award, for “RiotX Arcane.”

“This new era of experiential calls on us all to ‘challenge the norm,’ and Riot Games did just that—reimagining a one-off premiere event as a story that kept unfolding over multiple weeks across digital, gaming and immersive in-person events,” says Rachel Boucher, head of content at Event Marketer. “Accessible, multichannel, a microcosm of industry talents and services, this campaign represents the bridge from pre-pandemic to post-pandemic experiential marketing.”

Check out the full list of Ex Winners and Gold and Silver honorees [here](#). Congratulations to all.

Follow #EMSLive for all the action from EMS.

Best B-to-B Conference or Event

Client: Cisco Webex
Campaign: WebexOne
Agencies: Freeman, George P. Johnson

Best B-to-B Roadshow

Client: Spectrum
Campaign: Spectrum Reach
Neighborhood Tour
Agency: Factory 360

Best Buzz Marketing Influencer Program

Client: 7-Eleven
Campaign: Delivery Live
Agency: Propac Agency

Best Campus Marketing Program

Client: McDonald's
 Campaign: Puertas Doradas
 Agency: Loud and Live

Best Cause or Community Program

Client: Warner Media
 Campaign: Cartoonito Mobile Tour
 Agency: The XD Agency

Best Entertainment Activation

Client: Riot Games
 Campaign: RiotX Arcane
 Agencies: Redrock Entertainment, We Are Collider, VProDesign

Best Esports/Gaming Experience

Client: Omen by HP
 Campaign: The Omen Challenge: Video Game Show
 Agency: Infinity Marketing Team

Best Event on a Budget (\$500K or Less)

Client: Grey Goose
 Campaign: Martini Moments
 Agency: Hawkeye Agency

Best Event on a Budget (\$500K to \$1 Million)

Client: The LEGO Group
 Campaign: LEGO x adidas at ComplexCon
 Agency: Jack Morton Worldwide

Best Fair/Festival Activation

Client: McDonald's
 Campaign: BTS's Permission to Dance
 Agency: IW Group

Best Hybrid Event Program

Client: Riot Games
 Campaign: RiotX Arcane
 Agencies: Redrock Entertainment, We Are Collider, VProDesign

Best Mobile Marketing Tour

Client: Ipsy
 Campaign: Destination Ipsy
 Agency: PMG

Best Mobile Marketing Vehicle

Client: President Cheese
 Campaign: Pint-Sized Pub
 Agency: CLAMOR Experiential

Best Multichannel Event Campaign

Client: FX Networks
 Campaign: AHS Night Bites Bakery
 Agency: NVE Experience Agency

Best Multicultural Event Campaign

Clients: Revolt TV, AT&T
 Campaign: Revolt Summit x AT&T
 Agency: Superfly

Best Outdoor Activation

Client: The Daily Show with Trevor Noah
 Campaign: Heroes of the Freedomsurrection
 Agency: THA Experiential

Best P.R. Stunt

Client: adidas
 Campaign: Liquid Billboard
 Agency: Jack Morton Worldwide

Best Pandemic-era Campaign

Client: State Farm
 Campaign: #TeamStateFarm Football Find
 Agency: Infinity Marketing Team

Best Pandemic-era Pivot Strategy

Client: Honda
 Campaign: 2021 Virtual Honda Civic Tour
 Agency: Live Nation

Best Pop-Up Experience

Client: Visible
 Campaign: Shatter the Family Drama
 Agency: Madwell

Best Press or Launch Event

Client: Ford
 Campaign: Ford F-150 Lightning Launch
 Agency: Imagination

Best Production of an Event (B-to-B)

Client: Dell Technologies
 Campaign: Dell Technologies World
 Agency: InVision Communications

Best Production of an Event (Consumer)

Client: Netflix
 Campaign: Money Heist: The Experience
 Agency: JJLA

Best Sampling Campaign

Client: Sun-Maid
 Campaign: The Raisin House
 Agency: quench

Best Single-Market Event

Client: The Space Needle
 Campaign: T-Mobile New Year's at

Best Sports Activation

Client: Michelob Ultra
 Campaign: Michelob Ultra x NBA

Best Trade Show Environment

Client: Salesforce

the Needle
Agency: Lightspeed Design

Jam Boom Shaka Laka's
Agency: 160over90

Campaign: Salesforce at AWS
Agency: Sparks

Best Use of Events for Content
Client: Mtn Dew x Ruffles
Campaign: The Block
Agency: Motive

Best Use of Technology
Client: Diageo
Campaign: Johnnie Walker Princes
Street
Agency: BRC Imagination Arts

Best Virtual Event or Experience
Client: EY
Campaign: EY Transformation
Realised Oceania
Agency: Jack Morton Worldwide

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