



**Media Contacts:**

Jenny Chang, [jenny@pkpr.com](mailto:jenny@pkpr.com)

Patrick Kowalczyk, [patrick@pkpr.com](mailto:patrick@pkpr.com)

PKPR, 212.627.8098

**VICE, CONDÉ NAST, RYOT, GREAT BIG STORY, COMPLEX NETWORKS, RADICALMEDIA,**

**AND BUZZFEED AMONG NEXT GENERATION OF MULTI SCREEN PRODUCERS**

**RECOGNIZED AS 39TH ANNUAL TELLY AWARD WINNERS**

*Winners reflect year long Telly initiative to honor groundbreaking work “across all screens.”*

**New York (May 22, 2018) -- Marc Jacob’s “A-Z of Music”, ESPN’s Celtics/Lakers: Best of Enemies “30 for 30”, National Geographic’s “Breaking 2”, Thrillist’s “No Leftovers” and Litton’s “Henry Ford’s Innovation Nation,”** were all announced as 39th Annual Telly Award Winners today, alongside a new suite of Telly Gold winners that include **HBO, Partizan, Tree VR, and Viacom Velocity.**

View all of winners of the 39th Annual Telly Awards winners at [www.tellyawards.com/winners](http://www.tellyawards.com/winners).

Today’s winner’s announcement caps a year-long initiative by the Telly Awards to rebuild the honors for the multi-screen era. Throughout 2017-2018 the Tellys refashioned their categories to honor the type of work being made by leading producers, including branded content, social video and animation, as well as working with industry experts to identify important industry categories where technology was playing an impactful role in the ways stories are now being told: Virtual Reality, Interactive and 360 Video.

To judge all this new and innovative work, the Tellys recruited over 200 new judges, from companies such as **Vimeo, Duplass Productions’ Donut, ustwo, Discovery Networks, VaynerMedia** and **Framestore** to join the Telly Award Judging Council.

“It is exciting to see how perfectly this year’s winners capture the innovation and energy of the rapidly changing video and television industry that we rebuilt the Telly Awards to recognize,” said Tellys managing director Sabrina Dridje, who was tapped last year to lead the revitalization of the awards. “They are an exciting culmination to an ambitious year-long effort that has re-established The Telly Awards as a trusted benchmark for the industry.”

This year's Telly Branded Content winners included "Truly Haunting Tales," an online series inspired by the **Amazon Prime** show "Lore," and "Culture in Motion," a series of films created by **WSJ Custom Studio** for Alpha Romeo.

Social Video winners included the **San Francisco Giants'** "Choose-Your-Own-Ending," a series of interactive films that gave fans a critical decision to make at the peak of each story via YouTube's clickable video players, and the viral hit "This Panda is Dancing" by poet **Max Stossel**.

**Condé Nast** which won 4 Gold Tellys, won in the Animation suite of categories for "A Brief history of Emo," a short, quirky romp through the emotional side of music. "The Invention of Together," a beautifully animated branded video made for Tinder by **Buck**, chronicling man and womankind's eternal struggle to couple also brought home a Telly in Animation.

Winning a Telly Gold in VR, "**Tree**" is a VR film created for The Rainforest Alliance which enables a viewer to experience the life of a rainforest tree from a seedling to its final fate.

**Mercedes-Benz's** "The Largest 360 Video in the World," created specifically for the 1100-foot-long and 58-foot-tall wrap-around screen at Atlanta's new Mercedes-Benz Stadium, won six Telly Awards, proving that video is truly made for all screens.

**Additional 39th Annual Telly highlights from this year's Gold Winners and new categories include:**

- **Branded Content**

- **Condé Nast** won in Campaign: Social
- **T Brand Studio** won in General-Social Responsibility
- **Framestore** won in Craft-Use of VR
- **Tastemade** won in General-Food and Beverage
- **Viacom Velocity** won in General-Public Interest and Awareness
- **Bravo TV** won in General-Lifestyle
- **Atomic Kid Studios** won in Campaign:Promotional
- **Nickelodeon Creative Advertising** won in Campaign: Commercials
- **SoulPancake** won in General-Public Interest and Awareness

- **Online Series/Shows/Segments**

- **Made To Measure** won in Craft-Art Direction
- **Vice+** won in Web-series: Non-Scripted
- **CBS Interactive** won in General: Documentary - Individual
- **Great Big Story** won in Series-Webseries: Documentary
- **Apartment Therapy Media** won in Craft-Fully Animated Piece
- **Jukin Media** won in Series -Documentary Series

- **Television Series/Shows/Segments**

- **RadicalMedia** won in General-Public Interest

- **HBO Latin America** won in Craft-Directing
  - **Hearst Television/ Matter of Fact** won in General-News or News Feature
  - **PBS** won in General-Entertainment
  - **Viacom Velocity** won in Bumper/Sting/Interstitial
  - **ITVS** won in General-Culture
  - **Litton Entertainment** won in General-Education
  - **Sesame Street** won in General-Children
- 
- **Social Video**
    - **Seeker** won in Craft-Use of 360
    - **Ranger & Fox** won in Craft-Motion Graphics
    - **Baker Street Advertising** won in General-Media & Entertainment
    - **Tastemade** won in Culture & Lifestyle

#### Website

[www.TellyAwards.com](http://www.TellyAwards.com)

#### Social Media

Facebook     [/TellyAwards](https://www.facebook.com/TellyAwards)  
Twitter        [@TellyAwards](https://twitter.com/TellyAwards)  
Instagram     [@TellyAwards](https://www.instagram.com/TellyAwards)  
YouTube       [/TellyAwards](https://www.youtube.com/TellyAwards)

#### About The Telly Awards

The Telly Awards is the premier award honoring video and television across all screens. Established in 1979, The Telly Awards receives over 12,000 entries from all 50 states and 5 continents. Entrants are judged by The Telly Awards Judging Council—an industry body of over 200 leading experts including advertising agencies, production companies, and major television networks, reflective of the multiscreen industry The Telly Awards celebrates. Partners of The Telly Awards include NAB, StudioDaily, Stash Magazine, and Digiday.