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The 21st Annual w3 Awards Winners Are Announced
Honoring the Best Digital Experiences, Content and Creativity

New York, NY (September 30, 2026) – The Winners of the 21st Annual w3 Awards have been announced by the jury in the Academy of Interactive and Visual Arts (AIVA). Receiving thousands of entries annually from across the globe, the w3 Awards honors outstanding Websites, Video, Online Marketing, Podcasts, Social Media, Creator Content, AI, Immersive, Software and Mobile Apps. Best in Show, Gold and Silver winners are featured in the Winners Gallery.

This season's Winners include **Bank of America, Cisco, Pfizer, Royal Caribbean Group, GoFundMe, Work & Co (part of Accenture Song), Havas Chicago, BBC StoryWorks, Hakuhodo I-Studio, Duke University, Savannah College of Art and Design, J. Paul Getty Trust** and many more. See all of the 2026 Winners.

"Digital creativity is constantly exploding in new directions, and the definition of excellence is evolving right alongside it," said AIVA General Manager Josh Campbell. "This season's Winners show what boundary-breaking digital work looks like. For the first time, that includes creators on social media and innovative digital platforms. None of this recognition happens without the AIVA jury. They poured their time, expertise and care into evaluating each entry, and their commitment is what gives these Awards real weight. We're honored to spotlight Winners whose work was truly **Built to Win**."

Every entry in the w3 Awards is evaluated on its own merit against a standard of excellence set by the AIVA. Jurors consider the work as a whole, using criteria specific to each category type, such as creative, technical and strategic achievement. The entire AIVA jury conducts an initial round of evaluations, and the Executive Jury conducts a final round.

Each entry is reviewed by multiple jurors, scored by a rubric of criteria using a ten-point scale. The average score across all Jury reviews becomes the entry's final score, which determines the award level honored. Scores of 9 or above typically earn Gold, while scores of 7 to 8.9 earn Silver. Best in Show, the platform's highest mark of distinction, is given only to the top 1% of all work entered.

This season's Best in Show Winners represent an impressive group of brands, agencies, institutions, organizations and creators of all sizes, including:

AI, Immersive & Software
"IBM Concert Platform" by IBM
AI, Immersive & Software – AI Applications & Platforms: AI Chatbot & Conversational AI

"Playspace: Instrument's growing suite of AI-powered tools" by Instrument
AI, Immersive & Software – AI Applications & Platforms: Generative AI Application

"Cracking the date of Google I/O 2025" by Left Field Labs
AI, Immersive & Software – AI Creative Innovation: Game Design

Marketing
"Wake Up with CrAIg" by West BBDO & Critical Mass
Marketing – Integrated Marketing: B2B Integrated Campaign

"Mattel Brickshop 'Little Listings'" by Thinkerbell
Marketing – Integrated Marketing: Product Launch Campaign

"Emotional Baggage" by 2045 Agency
Marketing – Marketing Features: Best Data-Driven Marketing

Mobile
"CoMove" by Yifei Chen
Mobile – Mobile Apps & Sites: AI-Powered App

"Reinventing Joe & The Juice's digital experience, from transactions to connections" by EPAM Systems
Mobile – Mobile Apps & Sites: Food & Beverage

"A More Intuitive OURA App" by Instrument
Mobile – Mobile Features: Best User Interface

Podcasts
"One in Ten" by National Children's Alliance
Podcasts – General Series: Associations

"Stan Druckenmiller: Invest, Then Investigate (Hard Lessons)" by Morgan Stanley
Podcasts – Individual Episodes & Specials: Financial Services & FinTech

"The Living Corpse" by Now Media, LLC
Podcasts – Individual Episodes & Specials: History & Biography

Social & Creators
"The GRAND NATIONAL Breakdown Part 1: wacced out murals" by unRapped
Social & Creators – Creators: Best Short-Form Creator

"The Longest Runway" by 2045 Agency
Social & Creators – Creators: Creator/Brand Collaboration

"The Re-Rebrand" by Razorfish
Social & Creators – Social Campaigns: Arts, Culture & Entertainment

Video
"Should We Be Worried About AI Slop?" by AARP
Video – General Video: Cause Awareness

"University of Rochester: Wonderful Combinations Brand Anthem Video" by University of Rochester
Video – General Video: Schools & Universities

"Omaha Central Library: Find Your Place Through Art" by Story Sellers Group
Video – Video Series: Cultural Institutions

Websites
"Bucks Sauce — Small-Batch BBQ Sauce E-Commerce Website" by Buzzworthy Studio INC.
Websites – General Websites: Food & Beverage

"Joby Aviation" by TinyWins
Websites – Website Features: Best Structure & Navigation

"The Boys Season 5: Vought Experience" by Light Sail VR
Websites – Website Features: Best User Experience

Additional information about the w3 Awards:
Since 2005, the w3 Awards has honored the best digital content, design and experiences, recognizing brands, agencies, institutions and independent creators who set trends, break boundaries and shape the digital landscape.

The w3 Awards is evaluated by the Academy of Interactive and Visual Arts, an assembly of industry leaders from acclaimed brands, institutions and agencies like **Google, Netflix, Microsoft, The Walt Disney Company, Monks, McCANN, Dentsu, the National Gallery of Art, the Smithsonian and Stanford University**, among many others.

For more information about the w3 Awards, please visit www.w3award.com, email the w3 Awards at customerservice@w3award.com or call (212) 675-4890.