

Check Out the 2016 Shorty Award Winners for Best Brands on Social Media Winners announced on Snapchat By Christine Birkner

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Diageo's "My Tales of Whisky Yule Log" won for Best Influencer and Celebrity Campaign. [YouTube](#)

The Shorty Awards announced its 2016 winners today, once again recognizing individuals and organizations that produce great content on Snapchat, YouTube, Instagram and every other social platform.

In addition to crowning winners in each category, the awards honored high-scoring entries with gold, silver and bronze honors. The ceremony will be held on April 11 at the [TimesCenter](#) in New York.

A record number of brands entered the competition this year, said Gregory Galant, co-founder of the Shorty Awards and CEO of [Muck Rack](#). "Academy members told us they were astounded by the quality of work entered, as well as the new and innovative ways our entrants are using social media," he added. "This year's winning entries show that brands and agencies are eager to give back, raise awareness and promote social-good campaigns. The winners were bold—not afraid to jump on new platforms while still telling powerful stories."

Check out the list of winners below, and check out the [Shorty Awards](#) Snapchat account to see the full awards announcement.

Best Use of an Emerging Platform

Winner

Mr. Robot: Debt Deletion

produced by ISL and USA Network

Gold Honor

Ex Machina Tinder Turing Test

produced by Watson Design Group Inc.

Bronze Honor

Selfie Induced Horror

produced by Agency OMD/Ignition Factory

Best Influencer and Celebrity Campaign



Winner

My Tales of Whisky Yule Log

submitted by Hunter Public Relations produced by Diamond Docs for Diageo