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Atlanta's We Thrive Media Earns Shorty Awards Finalist Spot for ONE Musicfest Campaign

ATLANTA, April 7, 2026 — Atlanta-based, We Thrive Media, has been named a finalist in the 18th Annual Shorty Awards for its ONE Musicfest campaign, "The Family Reunion That Became a Year-Round Cultural Channel," in the Campaign by Diverse-Owned Business category.

"ONE Musicfest: The "Family Reunion" That Became a Year-Round Cultural Channel" was created to increase ticket discovery, sustain positive brand growth and grow digital performance and engagement by 50% across ONE Musicfest's online platforms. We Thrive Media treated ONE Musicfest's social channels as a year-round cultural media brand, not a seasonal promo tool, to reach nearly 550,000 across its digital community and prove social as both a cultural engine and a performance driver.

Using an always-on strategy, the agency kept ONE Musicfest relevant well before the festival weekend and sustained audience attention after it ended, turning social media into a tool for both community-building and business results.

"Brands earn stronger results when they show up as part of a community, not just as advertisers," said Noelle Jones, founder and CEO of We Thrive Media. "With ONE

Musicfest, we built a year-round digital presence rooted in culture, audience trust, and consistency — and that made social media work harder for both engagement and ticket growth."

"In our 18th year, 'Claim Your Era' is more than a theme, it's a declaration of adulthood, a reflective question and a call to action to digital storytellers," says Junmian Sun, managing director of Shorty Awards. "This season's finalists moved past the 'rented attention' and algorithmic chasing. They claimed the era of creativity with gravity, by building community, investing in their craft, and entering conversations that people actively choose to return to rather than scrolling by."

Winners are selected by the Real Time Academy, including industry leaders from notable brands and organizations like Walt Disney Company, NFL, Digitas, Meta, Amazon, Google, Apple, Netflix, PETA, Bobbie, and more. They will be recognized during the Shorty Awards ceremony on May 19 in New York City.

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About We Thrive Media

Founded in Atlanta in 2015, We Thrive Media is a marketing agency specializing in culture-driven campaigns for brands and mission-driven organizations across entertainment, education, healthcare, technology, social impact, and sports. The agency combines strategy, content, and audience insight to help clients grow visibility, engagement, and brand relevance.

About the Shorty Awards

The Shorty Awards (also known as "The Shortys") honor the most innovative work in digital and social media by brands, agencies and organizations.

Founded in 2008, the Shortys' notable previous winners include Malala Yousafzai, Trevor Noah, Michelle Obama, Conan O'Brien, Lady Gaga, Lizzo, and brands such as MTV Entertainment Studios & Paramount, Digitas, HBO, Meta, Airbnb, Honda, UNICEF, and PepsiCo.

The Shortys' mission is to celebrate, inspire and push the boundaries of excellence in digital storytelling. Entries are judged on the merits of creativity, strategy, and engagement by the Real Time Academy, a body of hand-selected industry experts and leaders. The public can also weigh in and select their favorite Shorty Awards contenders during Audience Honor Voting.

Currently, the Shortys have two annual competitions, the flagship Shorty Awards and Shorty Impact Awards, dedicated to honoring the best work with a positive social impact.

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