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We Thrive Media Wins Gold at Sixth Annual Anthem Awards for Black Lives Matter Campaign

The Atlanta agency's Dreamers & Disruptors campaign earned Gold in an international social impact competition that drew more than 2,500 submissions from 43 countries.

ATLANTA, Nov. 6, 2026 — We Thrive Media won Gold at the sixth annual Anthem Awards in the Social Campaign category for the Human & Civil Rights theme. The award-winning Atlanta digital marketing agency was recognized for their *Dreamers & Disruptors: Turning an Anniversary Into a Movement of Recognition* submission, developed for the Black Lives Matter Global Network Foundation.

Created for Black Lives Matter's 13th anniversary, the five-week organic social media campaign invited people to nominate Black organizers, advocates, healers, culture builders and emerging leaders for recognition across seven award categories. We Thrive Media used Instagram, Facebook, Threads, X and the Black Lives Matter website to invite nominations and share honorees' stories.

"We wanted to use the anniversary to recognize people whose work is felt every day in their communities," said Noelle Jones Aladesuyi, founder and CEO of We Thrive Media. "The Black Lives Matter Global Network Foundation's Dreams and Disruptors Award gave people a way to say, 'I see what you're doing, and it matters.' That's what made the response to this campaign so meaningful to our team."

The campaign doubled its initial award nomination goal, and generated 1.7 million impressions, more than 20,000 engagements and 2,800 shares. Honorees helped extend the campaign's reach by creating and sharing their own content.

“The work of social impact doesn’t pause when conditions get harder, and this year’s Anthem Winners proved it,” said Patricia McLoughlin, general manager of the Anthem Awards. “Facing new challenges, they kept building, kept organizing, and kept delivering for the people and causes they serve. They set a new standard for good, one defined as much by persistence as by results.”

Members of the International Academy of Digital Arts and Sciences selected this year’s Anthem Award winners from more than 2,500 submissions from 43 countries, the largest field in the competition’s history.

About We Thrive Media

Founded in Atlanta in 2015, We Thrive Media is a marketing agency that develops culture-driven campaigns for brands and mission-driven organizations across entertainment, education, health care, technology, social impact and sports. The agency combines strategy, content and audience research to help clients reach and engage the communities they serve. Learn more at wethrivemedia.com.

About The Anthem Awards

Launched in 2021 by The Webby Awards, The Anthem Awards recognizes social impact work by brands, nonprofits and individuals. It honors work in seven areas, including Human & Civil Rights, Belonging & Inclusion, and Education, Art & Culture. Learn more at anthemawards.com.

About The Webby Awards

Established in 1996, The Webby Awards honors excellence on the internet across categories including websites, video, advertising, media and PR, social, podcasts, games, creators and AI. The International Academy of Digital Arts and Sciences presents the awards.

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