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We Thrive Media Wins Silver at 22nd Annual Davey Awards for ONE Musicfest Campaign

Atlanta-based agency recognized for its creative social media strategy and audience engagement work

ATLANTA — Oct. 26, 2026 — We Thrive Media, an award-winning, Atlanta-based social media and digital marketing agency, has earned a Davey Award for its work on ONE Musicfest's 2025 social media campaign. The recognition is part of the 22nd Annual Davey Awards, which honor outstanding creative work from smaller agencies and independent creators.

The award recognizes We Thrive Media's work to build excitement around ONE Musicfest, engage its online community and extend the festival's reach through social media. The agency's approach combined creative storytelling with an understanding of the culture and community surrounding the festival.

The results were significant:

- 48.9 million social media impressions
- 183% increase
- 41.7 million media views
- 2.6 million engagements, up 258%
- 17,000+ organic ticketing click-throughs

“Working on the ONE Musicfest campaign gave our team an opportunity to bring the energy of the festival to life through social media while finding creative ways to engage

its audience," said Noelle Jones Aladesuyi, founder and CEO of We Thrive Media. "This recognition means a lot because it celebrates the creativity and intentional work our team puts into building meaningful relationships between brands and their audiences. I'm incredibly proud of what we accomplished together and the results we were able to deliver."

Presented by the Academy of Interactive & Visual Arts, the Davey Awards celebrate creative excellence among smaller agencies, firms and independent creators. Entries are evaluated against established standards of excellence across categories including advertising, design, digital media and social media.

For We Thrive Media, the recognition reflects the agency's commitment to helping brands connect with audiences through creative content, thoughtful strategy and community engagement.

"Winners this season showed us that big ideas can come from teams of any size," said AIVA General Manager Josh Campbell. "Congratulations to every one of them, and a heartfelt thank you to the AIVA Jury, whose time and dedication made this celebration possible. We're honored to spotlight work that proves the creativity coming from small shops truly has no limits."

The winning campaign is featured in the official Davey Awards winners gallery. View the award-winning entry here.

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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.