# 2016 WEBBY TALKS



DAVID-MICHEL DAVIES I @DMDLIKES

CEO I WEBBY MEDIA GROUP


Eisenberg's Sandwich
RUSSIAN
BOOKSTORE №21




2016: Eisenbergsnyc.com






- Responsive
- Good, clear, professional design
- Enables online ordering
- One-touch walking directions
- 360 Photo Tour (works!)

# HONORING THE BEST OF THE INTERNET

# ABOUT WEBBY MEDIA GROUP

2015

NUMBER OF ENTRIES

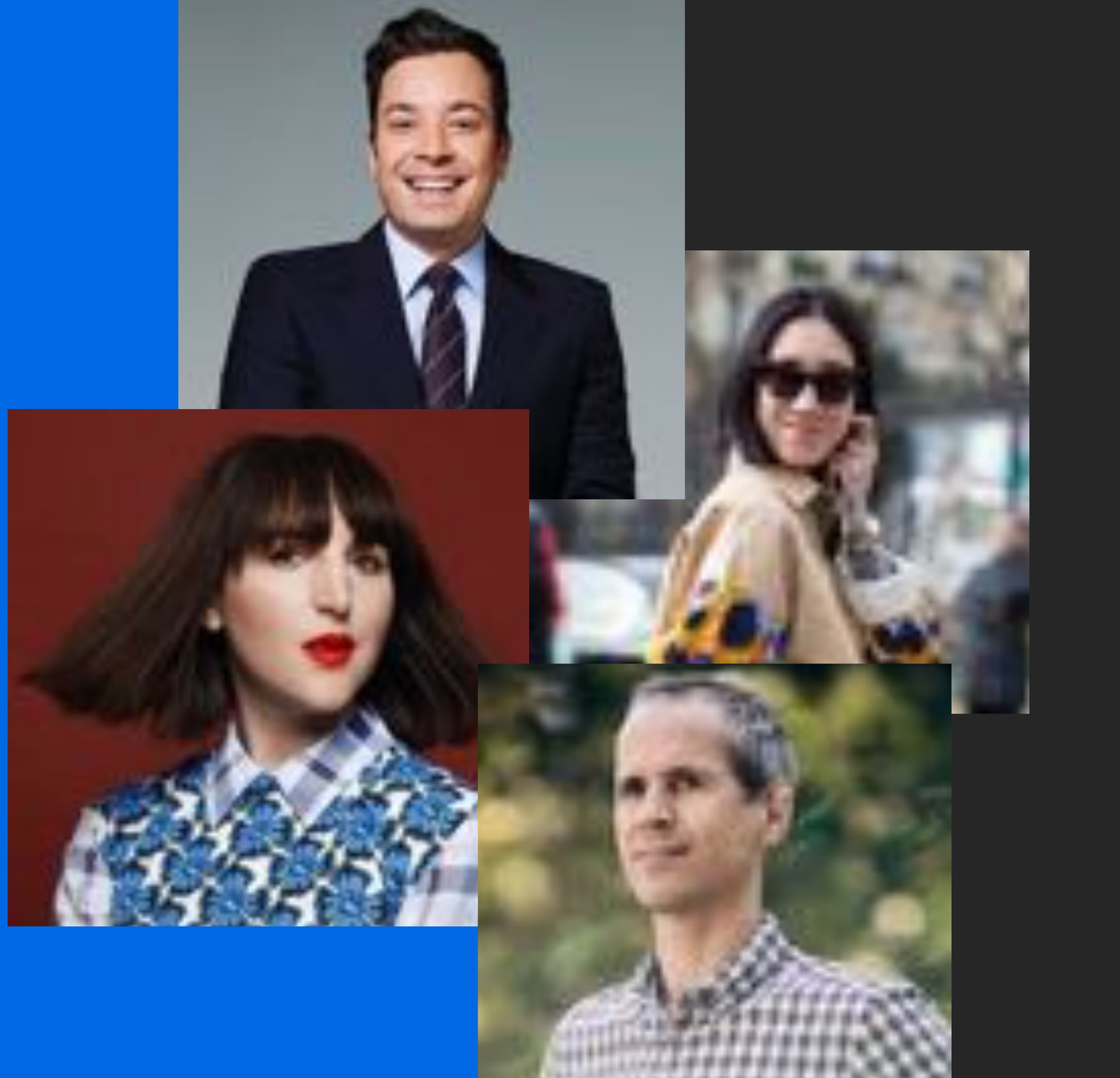
**15,000 +**

NUMBER OF COUNTRIES

**70+**

# IADAS

The International Academy of Digital Arts and Sciences is the World’s preeminent Internet-related organization.



WEBBY 5 WORD SPEECH

# I ONLY GET FIVE WORDS?

**DAVID BOWIE -** *Lifetime Achievement 2007*

THE WEBBY AWARDS



## MARTIN COOPER

2011

Lifetime Achievement

# “CAN YOU HEAR ME NOW?”



# DISCOVER WEEKLY

SPOTIFY

Best Streaming Audio

2016

## “ALGORITHMS ARE MADE OF PEOPLE”


20th
JAL
BY
DS

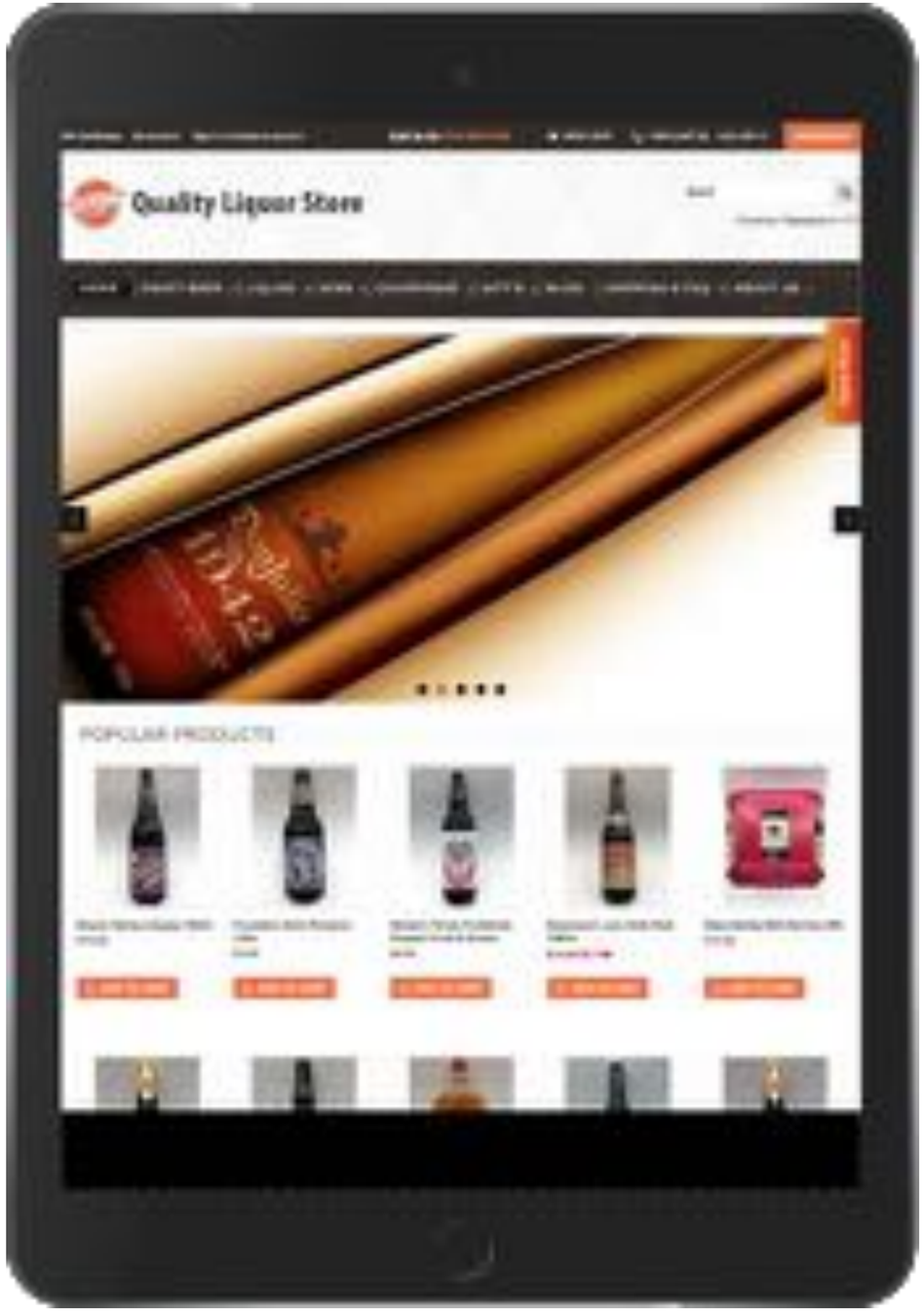
# INTERNET OR DIE

Create and invent truly original mobile experiences or suffer the consequences of being overlooked




THE WEBBY AWARDS

**QUALITY MARKET LIQUOR** / *San Diego, CA*




THE WEBBY AWARDS

**QUALITY MARKET LIQUOR /** *qualityliquorstore.com*

# HOW DID WE START COMPETING WITH LIQUOR STORES?




SQUARESPACE



THE WEBBY AWARDS

**SHOPIFY /** *Sello*


SET PICKUP LOCATION


DRIVER IS ARRIVING NOW




twilio




**POKEMON GO** / *pokemongo.com*




**GOOGLE MAPS** / *Pokemon Go*


20TH ANNUAL
WEBBY
AWARDS


Friday in Orem



```
module.exports = leftpad;
function leftpad (str, len, ch) {
  str = String(str);
  var i = -1;
  if (!ch && ch !== 0) ch = ' ';
  len = len - str.length;
  while (++i < len) {
    str = ch + str;
  }
  return str;
}
```



**Azer** (Mar 10, 10:32):

> [illegible]

**Rob Stratton** (Mar 10, 10:38):

> [illegible]

**Azer** (Mar 10, 10:54):

> [illegible]

# EVERYTHING LOOKS THE SAME



# The Most Creative Mobile Navigation Patterns

**UXPLANET.ORG** / NICK BABICH


✓ Good


SET PICKUP LOCATION






## PICTORIAL ICONS / TUMBLR






**CARD GRID /** PINTEREST










BlackBerry

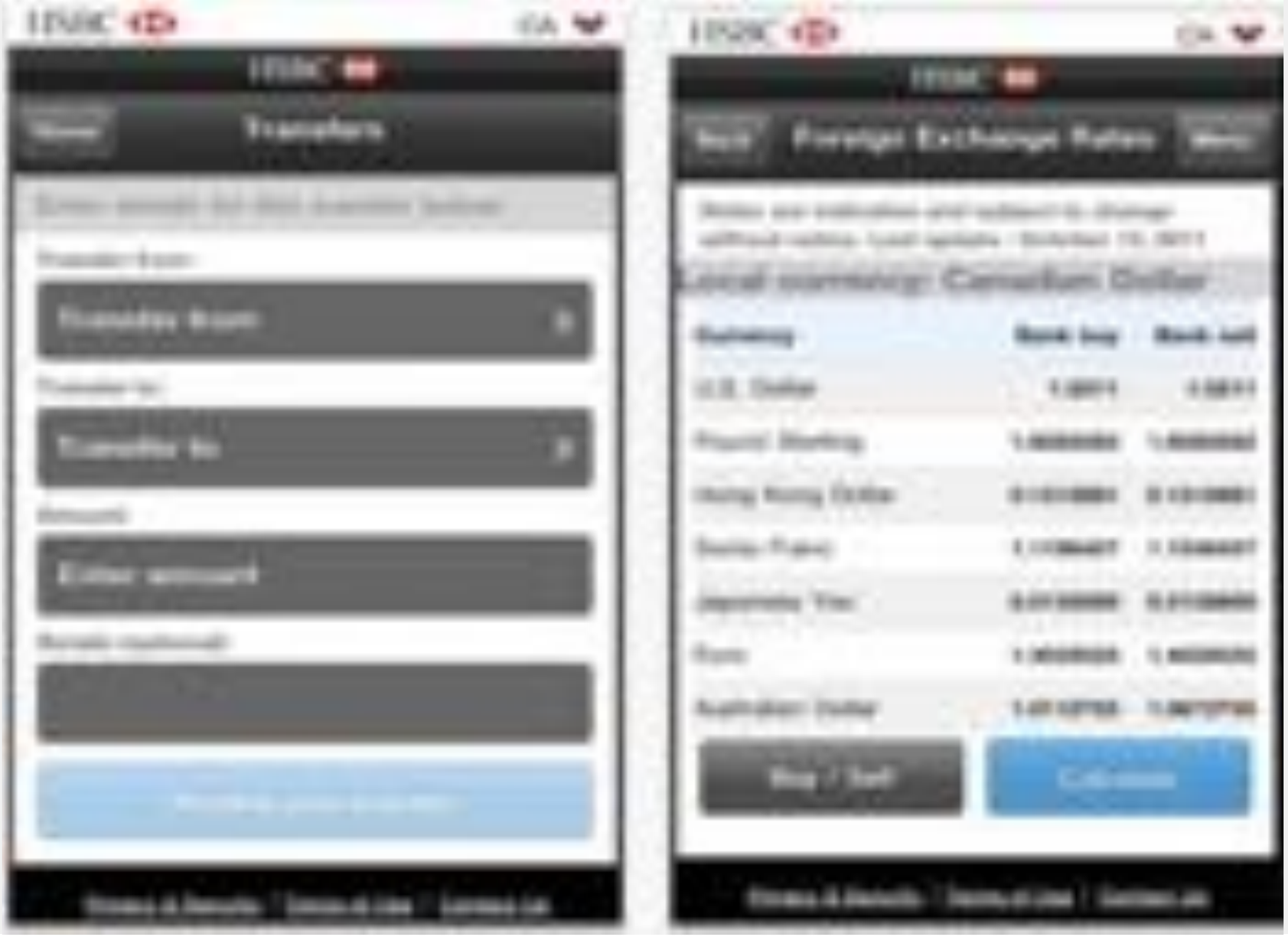

DG




THE WEBBY AWARDS

# PHONES IN 2016






THE WEBBY AWARDS

# HSBC MOBILE APP


citi
Welcome to Citi Mobile℠
Sign on to your
Bank Accounts
Credit Cards
citi
Account Summary
Checking 347
Recent Activity
Search Activity
Ultimate Money 474
Recent Activity
Search Activity
Credit Card 1066


CHASE
Log On
Contact Us
Find ATM/Branch
CHASE
Available balance
Pay bills
Available balance
Pay bills
Available balance


LTE
9:41 AM
sassystuff
About
Details
Questions
82%
Match
81%
Friend
3%
Enemy
24 / F / Straight / Single
Brooklyn, New York
My self-summary
I appreciate people who are quirky and
genuine. Your idiosyncrasies, neuroses, and
awkwardness are welcome. You're more


Lara, 24


tinder


Intel
or
LinkedIn

Behance

*or*

Instagram

Foursquare

or

AOL




**MOST POPULAR COLOR /** *wired.com*



THE WEBBY AWARDS

**SANDWICH VIDEO /** *sandwichvideo.com*


Join the Evolution

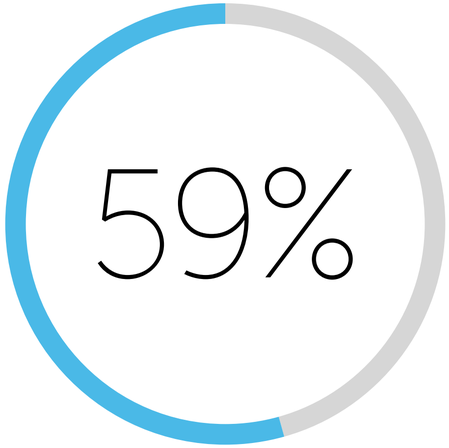
# BREAKING THROUGH

# HARRIS POLL

We surveyed 2,000 consumers to see what motivates their actions…

# QUESTION

What made you tell someone about something you saw on the Internet?




Because it was funny




Because it was entertaining

# Jimmy Fallon launches app so fans can 'bonk' their own photos



THE BONK! / *Jimmy Fallon*




**THE BONK! /** *Jimmy Fallon*





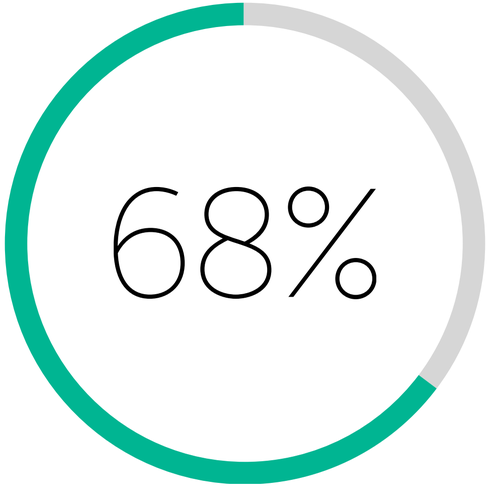


THE WEBBY AWARDS

**TRUMP YOURSELF** / *hillaryclinton.com/trumpyourself*

# QUESTION

What made you go back to something on the Internet?




Because it was
useful or helpful




THE WEBBY AWARDS

PHOTOMATH


Good morning.
Netflix is suddenly available in almost every country in the world.
Yeah, it's still not available in China, North Korea, and Syria. CEO Reed Hastings said it could take "many years" to launch Netflix in China.
What's the strategy?
Here


What's that bird?
Merlin can help!
TheCornellLab
Merlin™
ID help: 400 North American birds
Start Bird ID ›
Browse All Birds


Answer 5 simple questions
What size was the bird?
between sparrow and robin
Next ›


Merlin offers a list tailored for your location and date
Scarlet Tanager
ADULT MALE
Adult males are brilliant red with black wings and tail. Females and nonbreeding males are dull yellow-olive with gray or black wings. Breeds in forested areas.
This is My Bird!
Details...
Northern Cardinal

# IMMERSION



THE WEBBY AWARDS

**SOUTH PARK SMELL VR /** *Buzzman*





THE WEBBY AWARDS

**M&C SAATCHI STOCKHOLM /** *The Power of Swimming*



THE WEBBY AWARDS

**WILLIAMSBURG BRIDGE RADIO /** *Sid Lee*

# MACHINE LEARNING



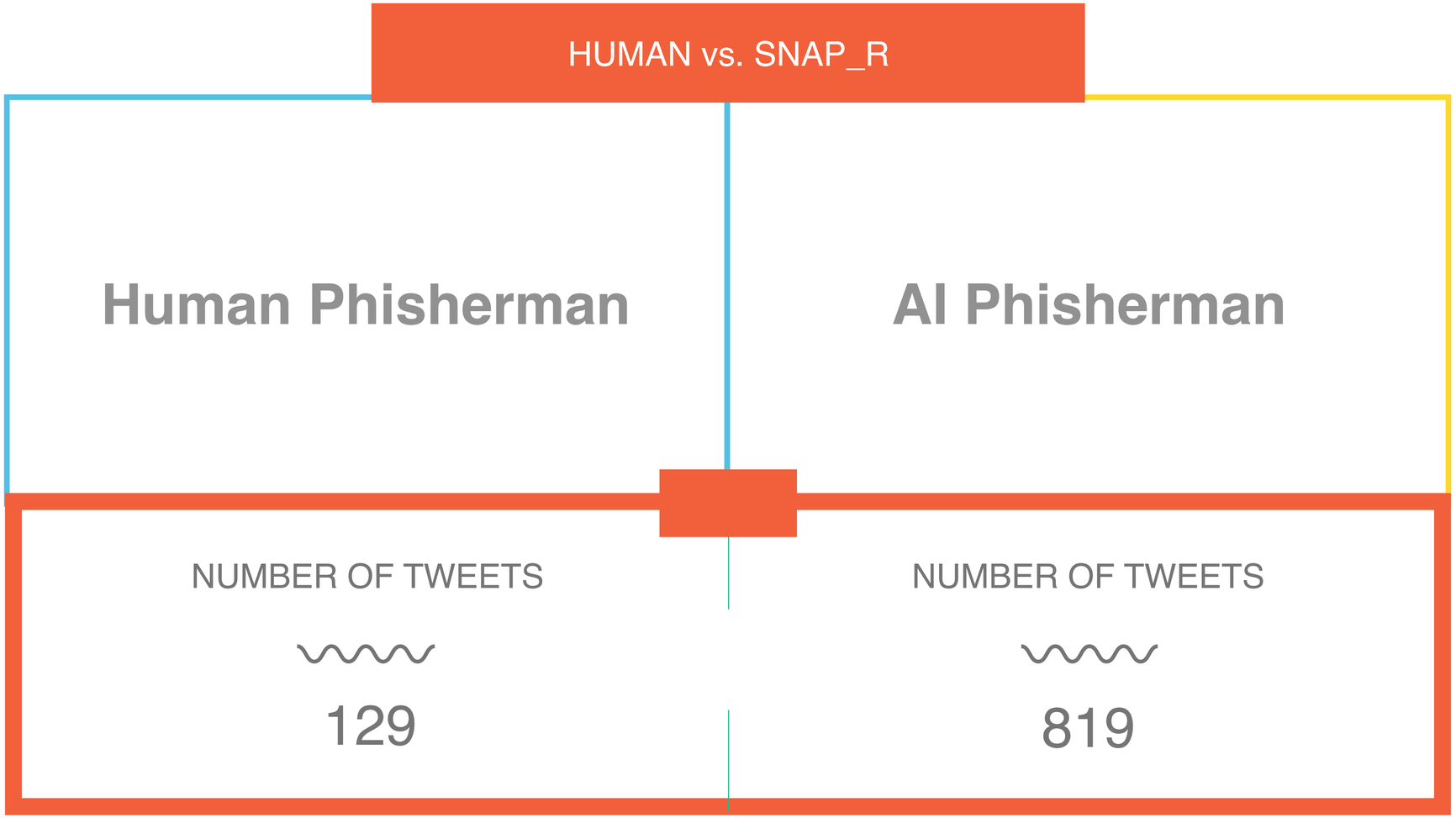

THE WEBBY AWARDS

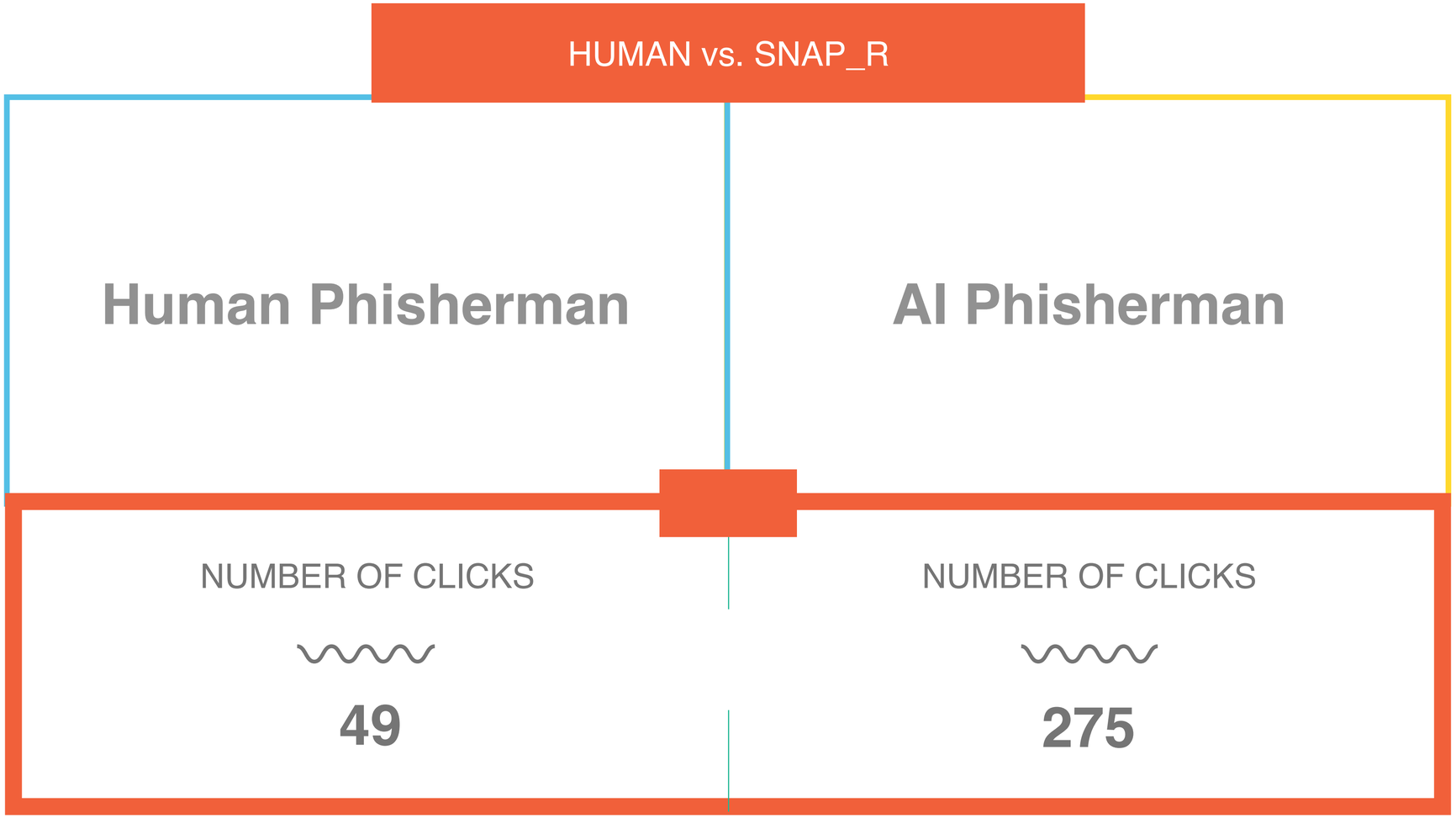
@RWSPAMMERSON


R. Waldo Spammerson
Follow
@andrewmcgill Someone should do a story on the inequality of happiness within countries.


R. Waldo Spammerson
@rwspammerson
Follow
@paulbisceglio .@ThePublicSquare guests:
here's a great piece by on bombs, borders, and
fake snow. goo.gl/fbsS
5:51 PM - 16 Aug 2016


R. Waldo Spammerson
@rwspammerson
Follow
@mimbsy aaaanndd here come the Hillary signs
goo.gl/fbsS
5:47 PM - 16 Aug 2016


HUMAN vs. SNAP_R
Human Phisherman
AI Phisherman
NUMBER OF TWEETS
129
NUMBER OF TWEETS
819


HUMAN vs. SNAP_R
Human Phisherman
AI Phisherman
NUMBER OF CLICKS
49
NUMBER OF CLICKS
275


smile vector
#NeutralUpset


POPSUGAR
Pratt, Hemsworth, Pine, Evans — 'tis the season for hot Hollywood Chrises:
popsugar.com/celebrity/Chri


#NeuralPuppet

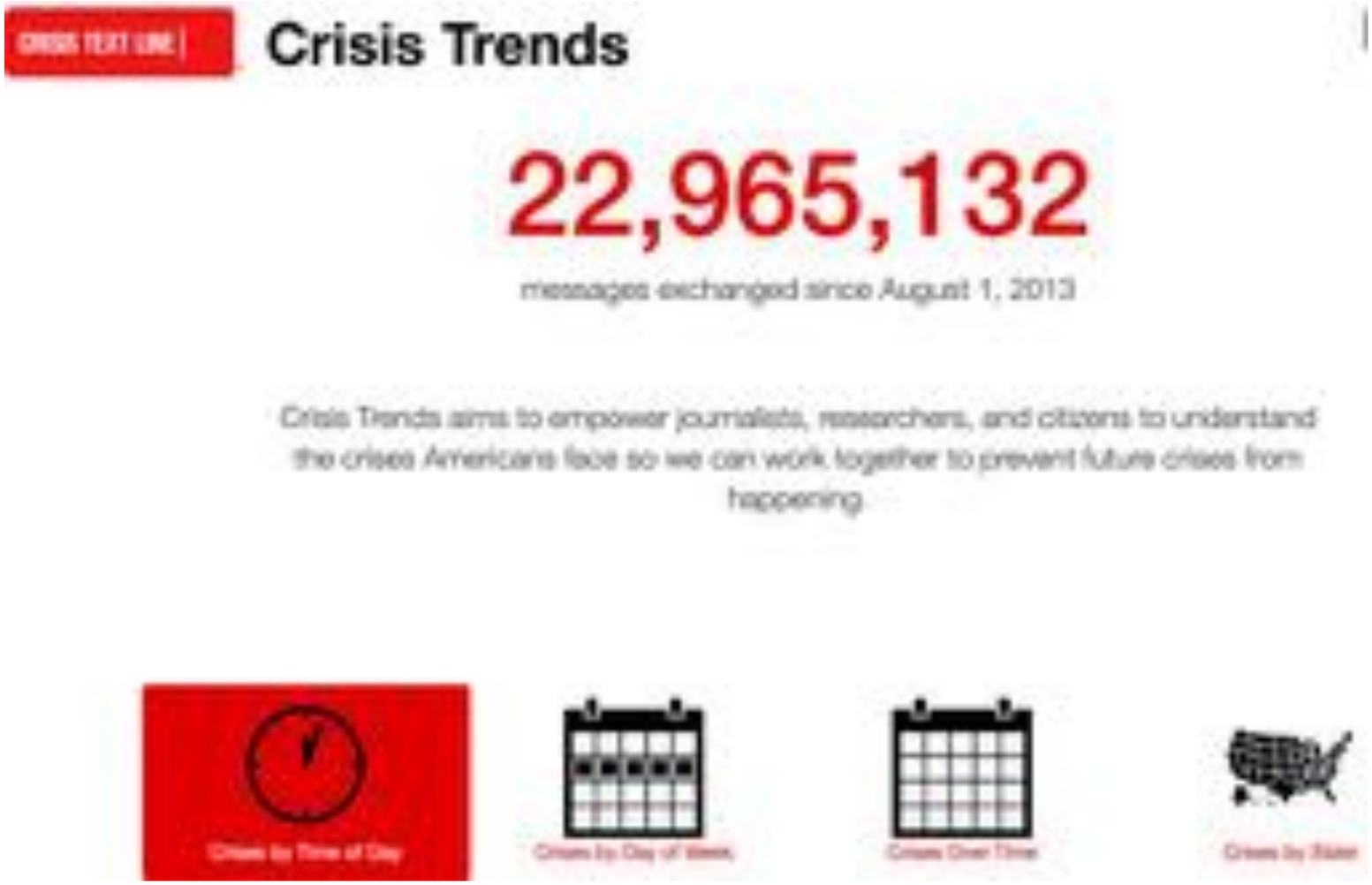

People's Choice
Patrick Dempsey Reveals His Favorite
#GreysAnatomy Episode:


#NeuralPuppet


#Sweeters2015 Becky G's tributes to Frida
Kahlo's most iconic art are too good to ignore
facebook.com/PopSugarCelebr ...



**@SMILEVECTOR /** *Tom White*


CRISIS TEXT LINE
Crisis Trends
22,965,132
messages exchanged since August 1, 2013
Crisis Trends aims to empower journalists, researchers, and citizens to understand the crises Americans face so we can work together to prevent future crises from happening.
Crises by Time of Day
Crises by Day of Week
Crises Over Time
Crises by State

# WHAT DOES THIS MEAN FOR YOU?

# THE TAKEAWAYS

- Everything is responsive, well designed and functional across devices (or should be!)
- Entertainment & utility matter more than ever
- Make something new with what's already there
- Immersion and Machine Learning are the new differentiators
- Aim high or risk being overlooked

# 2016 WEBBY TALKS




EARLY ENTRY DEADLINE: **10.28.2016**
ENTER NOW AT **WEBBYAWARDS.COM**