



A small group of advertising industry insiders have developed a novel campaign for this year's ad awards season — nominating Russia's misinformation and manipulation efforts for an award.

According to [a report in *The New Yorker*](#), these ad insiders have already put the case study they made for Russia's election interference — "[ProjectMeddle.com](#)" — up for a [Webby Award](#).

The Webbys is an award ceremony that purports to provide accolades and acknowledgement to "the best of the internet".

The submission video itself is something to see.

The campaign also notes that the Russian-backed campaigns tried to exploit popular apps like Pokemon Go and social media blogging platforms to create "news" to advance their agenda.

A.R. GAMING STRATEGY

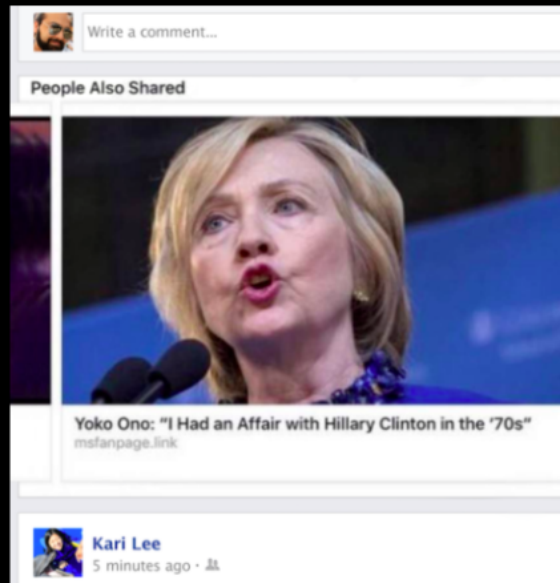
Russia exploited trendy apps to reignite existing tensions. With the lure of capitalist gift cards, they used the latest in augmented reality to resurface old anger.



Source

REAL-TIME NEWSROOM

To sway opinions, Russia wrote articles against the other candidates. If the articles weren't performing, they simply wrote new ones.



Source

The decision to submit the campaign to awards organizations was made to confront the industry with its own hypocrisy. And ideally encourage executives to take action.

“My hope is that, of all the powerful people sitting in that room, at least a few of them go, ‘What am I doing to make sure that nothing like this ever happens again?’”, one of the participants told *The New Yorker*.