

# Foundry 360, Meredith's Custom Content Studio, Named Industry's Best

**NEW YORK, October 1, 2021 – Foundry 360**, Meredith Corporation's content marketing agency for clients' owned and operated channels, has been named Content Marketing Agency of the Year (fewer than 100 employees) by the Content Marketing Institute. The annual award is the world's largest and longest-running international content marketing awards program.



"We are humbled and proud that our work has been recognized as the industry's best, particularly during a year of disruption caused by the pandemic," said Matt Petersen, Meredith's Senior Vice President, Foundry 360. "We go the extra mile for our clients, and I'm constantly inspired by our team's passion, creativity, professionalism, and hard work. It is a new era for Foundry 360, and we couldn't be more excited about the future and our ongoing evolution."

Foundry 360 creates award-winning branded content for clients' owned and operated channels to drive business goals for companies across all industries. Foundry 360 is backed by Meredith, which has data-driven relationships with approximately 190 million American consumers across media platforms via the media industry's most iconic brands, including PEOPLE, Better Homes & Gardens, Allrecipes, and Southern Living.

The Content Marketing Institute's Agency of the Year award, one of the industry's most prestigious, is presented to the agency that has distinguished itself through projects, performance, and consistent demonstrations of innovation across media platforms.

"Once again I'm blown away by the quality of content marketing work we've seen in this year's Content Marketing Award entries," noted Stephanie Stahl, general manager Content Marketing Institute. "This year's contenders showcase some of the most innovative, creative, and successful work I've seen. It's beyond exciting to see how the content marketing industry has grown over the last 10-plus years."

In addition to being named the top agency, Foundry 360 earned three additional awards and three finalist recognitions by the Content Marketing Institute:

## **WINNERS:**

### **Strategy – Best Content Marketing Program in Healthcare**

Proto's 2020 Hospital Pandemic Response – Foundry 360 – Massachusetts General Hospital

### **Distribution – Best Use of a White Paper (One or a Series)**

Health Trends Report 2020 – Foundry 360 & CVS Health

### **Editorial – Best Overall Editorial – PRINT**

Proto's 2020 Hospital Pandemic Response – Foundry 360 – Massachusetts General Hospital

## **FINALISTS:**

### **Distribution – Healthcare/Medical Publication**

Proto's 2020 Hospital Pandemic Response – Foundry 360 – Massachusetts General Hospital

### **Strategy – Best Content Marketing Program in Financial Services**

Local Impact – Foundry 360 – Bank of America

## **Strategy – Integrated Content Marketing Program (Print/Digital Integration)**

Proto's 2020 Hospital Pandemic Response – Foundry 360 – Massachusetts General Hospital

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### **ABOUT FOUNDRY 360**

Foundry 360 is an award-winning content marketing agency for clients' owned and operated channels. With a "brand as publisher" mindset we combine rich content marketing expertise and Meredith's publishing resources, data and acumen—all in the service of your brand. Unlike conventional content shops, Foundry 360 has access to intel about where and how Meredith's 190 million users are consuming content across all of Meredith's channels, allowing us to capture trends and cultural insights in real time. Our staff has decades of experience in the content marketing industry, which means we know how to use content to meet or exceed your business goals, whatever they are—from driving awareness to retaining existing consumers, acquiring new ones, increasing sales, changing perceptions and so much more. Foundry 360 works with clients of all sizes, from Fortune 500 companies to start-ups across all industry sectors.

### **ABOUT MEREDITH CORPORATION**

**Meredith Corporation** (NYSE: MDP) is a multi-platform media and marketing company that provides information and inspiration to women's lives daily through our trusted brands, including PEOPLE, Better Homes & Gardens, Allrecipes, Southern Living, and REAL SIMPLE. We create content and experiences focused on entertainment news, house and home, food, style, health, fitness, travel and luxury, and parenting – priority topics for our largely female audience.

With our long history of demonstrated integrity, editorial excellence, and deep consumer insights, we have earned relationships with 190 million Americans across media platforms, including digital, magazines, performance marketing, and brand licensing. Our rich proprietary data and sophisticated technology platform provide unparalleled insights and best-in-class advertising and performance marketing solutions.

Meredith's Local Media Group portfolio includes 17 television stations concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 markets, including Atlanta, Phoenix, St. Louis, and Portland. Meredith has agreed to sell its Local Media Group to Gray Television Inc., in a transaction that is expected to close in the fourth quarter of calendar 2021.

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