



NEWS RELEASE

Bullish receives Webby recognition

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We're very proud to have been named twice as an honoree in the Internet's most respected recognition program—The Webby Awards.

In the 26th Annual Webby Awards, **bullish.com** was named a Webby Honoree in "**Websites and Mobile Sites - Best Visual Design - Aesthetic.**"

Bullish is also a Webby Honoree in the Social category for "**Best Use of Video.**" The honor recognizes our "Meet Bullish" video trailer, introducing the exchange's unique benefits, which was featured in a 2021 Twitter **post.**

These are the first corporate recognitions we've received since launching late last year—and they make us particularly proud since, as a newcomer, we beat out many established brands. Only the top 20% of all of the work entered for the 2022 awards, which attracted more than 14,300 projects, are recognized as honorees.

Webby winners are chosen by The International Academy of Digital Arts and Sciences, which was founded in 1998 to help drive the creative, technical, and professional progress of the internet and evolving forms of interactive media.

The Bullish teams behind the success are part of the Marketing Department, whose members are spread across the United States and in Hong Kong. Working with an agency, the Creative team led by Molly Snowberger designed the **bullish.com** website. "We are so excited to be recognized as a Webby Honoree in our first year out of the gate as a brand. We set high standards for ourselves at Bullish, and are just thrilled that our hard work and applied expertise has truly made an impact. It's a total group effort, as so many are involved in the cultivation of our visual brand and presence on the web. I couldn't be more proud," Molly said.



Creative agency AKQA partnered with the Bullish team to make the "Meet Bullish" video trailer.

"It is a tremendous achievement for a young brand like ours and a result of hard work, collaboration and deep imagination," said Chris Briseno, Head of Marketing for Bullish.