



8x8's "The Power of You" wins Gold at The Drum Awards for Marketing Americas

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Competing against Google, Adobe, and JBL, The Power of You claimed the top AI prize by leading with people over product

CAMPBELL, Calif.--(BUSINESS WIRE)--Jun. 9, 2026-- [8x8, Inc.](#) (NASDAQ: EGHT) won Gold in the AI category at [The Drum Awards](#) for Marketing Americas for its "[The Power of You](#)" brand campaign. The award was presented June 4, 2026, and marks the eighth industry recognition for the campaign since its August 2025 launch – and one of the highest honors in global marketing. 8x8 won the Gold in a category that included finalists Google, JBL, Adobe, and others.

Prior recognitions include Platinum honors from the Pinnacle Marketing & Comms Award, AVA Digital Awards, and MarCom Award, along with Gold, Winner, and Award of Distinction recognitions across the Muse Creative Awards, Hermes Creative Awards, IAC Awards, and Communicator Awards.

In a category where many vendors lead with product features and AI roadmaps, the IT leaders, contact center managers, and CX professionals actually accountable for outcomes had never been the protagonist. *The Power of You* is 8x8's answer to that gap, putting real 8x8 customers at the center, using cinematic visuals and generative AI production to [bring their work to life](#) at a scale that wasn't previously possible in B2B marketing.

In December 2025, *The Power of You* reached its clearest proof point. [8x8 brought Genelle Chamberlain](#), a Service Desk Manager at [PrimeSource and Dimora Brands](#), to Times Square, where her film ran on one of the world's largest screens in front of approximately [220,000 daily visitors](#). Her husband was there. Members from her Brooklyn office came out to watch. She cried tears of joy.

"This is another strong signal that what we're building at 8x8 is genuinely unique," said [Bruno Bertini](#), Chief Marketing Officer at 8x8, Inc. "Our brand is built on a real purpose. Putting the spotlight on the leaders who actually do the work, and using modern AI to tell their stories through cinematic scenes. *The Power of You* is the connective tissue of our strategy. It connects our customers, our partners, our employees, and our analysts around a brand that's actively supporting our company's transformation and growth."

The campaign was developed in partnership with the creative agency [Optimism BH](#). More can be found at [8x8.com/thepowerofyou](#).

About 8x8, Inc.

8x8, Inc. (NASDAQ: EGHT) connects people and organizations through seamless communication on one of the industry's most integrated platforms for Customer Experience – combining Contact Center, Unified Communications, and CPaaS solutions. The 8x8® Platform for CX integrates AI to enable personalized customer journeys, drive operational excellence and insights, and facilitate team collaboration. As a business communications leader, the company helps customer experience and IT leaders around the world become the heartbeat of their organizations, empowering them to unlock the potential of every interaction. For additional information, visit [www.8x8.com](#), or follow 8x8 on [LinkedIn](#), [X](#), and [Facebook](#).

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