

PRESS RELEASE

FOR IMMEDIATE RELEASE

January 14, 2026

UNIFY GLOBAL WINS PLATINUM AND GOLD AWARDS AT THE 2026 AVA DIGITAL AWARDS

Austin, TX – *Unify Global*, a North American digital marketing agency with offices in Austin, Texas and Toronto, Ontario, has been named a **winner at the 2026 AVA Digital Awards**, earning both **Platinum and Gold awards** for its search-led performance marketing campaigns.

The **AVA Digital Awards** recognize outstanding achievement in digital creativity, branding, and strategy, with winners selected from several thousand entries submitted from around the world across more than 200 categories.

Unify Global received the following awards:

- **PLATINUM** – Scaling Revenue Through a Search-Led SEM Campaign for Singer,
Category: SEM Campaign
- **GOLD** – Search-Led Growth: An Integrated SEM Campaign for Rythmia,
Category: SEM/Paid Search Campaign

“These awards are a strong validation of the performance-driven work our teams deliver every day,” said **Jason Sikora, Senior Vice President at Unify**. “To be recognized by industry judges in a global competition speaks to the strength of our strategy, execution, and the measurable impact we’re creating for our clients.”

Award-Winning Campaigns That Set the Benchmark

For **Singer**, Unify Global executed a scalable, revenue-focused SEM campaign built to support sustained growth. By prioritizing intent-driven keyword expansion, ongoing testing, and disciplined performance optimization, the campaign achieved strong commercial results and was awarded Platinum, the AVA Digital Awards’ highest level of recognition.

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The winning submission can be viewed on the AVA Digital Awards website:

<https://enter.amcpros.com/ava/entry/scaling-revenue-through-a-search-led-sem-campaign-for-singer/>

For **Rythmia Life Advancement Center**, Unify Global developed an integrated, search-led SEM strategy designed to capture high-intent demand while improving efficiency and lead quality. Through continuous optimization, keyword restructuring and data-driven creative testing, the campaign delivered meaningful gains in conversion performance and cost efficiency – earning Gold recognition in the SEM / Paid Search category.

The winning submission can be viewed on the AVA Digital Awards website:

<https://enter.amcpros.com/ava/entry/rythmia-exponential-growth-through-performance-marketing/>

About Unify Global

Unify Global is a North American digital marketing agency with offices in Austin, Texas and Toronto, Ontario. The agency brings together media, design, data, and technology to deliver meaningful growth for brands. Specializing in performance marketing, paid media, SEO, UX, and web development, Unify partners with clients across North America to drive measurable results. Learn more at www.unifyglobal.com.

About Singer

Singer is a globally recognized sewing brand and part of the SVP Worldwide portfolio, alongside iconic brands including Viking® and PFAFF®. Founded in 1851, Singer has been synonymous with sewing innovation for more than 170 years, pioneering industry firsts from the original practical sewing machine to modern electronic and digital sewing solutions. Today, Singer serves sewists of all levels across fashion, home décor, embroidery, and quilting, with a mission to be the leading global authority in sewing while continuing to evolve its digital presence to support inspiration, performance, and scalable growth worldwide. Learn more at www.singer.com.

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About Rythmia Life Advancement Center

Rythmia Life Advancement Center is a world-renowned medically licensed luxury resort in Costa Rica that specializes in combining modern therapies with ancient healing practices. Offering transformative wellness experiences rooted in personal growth and holistic healing, Rythmia has guided more than 15,000 guests toward life-changing breakthroughs. Through its integrative approach—including plant medicine ceremonies, yoga, breathwork, and workshops—Rythmia continues to set the global standard for transformational retreats focused on mind, body, and spiritual well-being. Learn more at www.rythmia.com.

About the AVA Digital Awards

The AVA Digital Awards recognize excellence among creative professionals involved in the concept, direction, design, and production of digital media that continues to shape the evolution of digital communication. Categories span audio, video, web-based production, and interactive digital experiences.

Sponsored and judged by the Association of Marketing and Communication Professionals (AMCP), the competition is evaluated by industry professionals who identify work that exceeds a high standard of excellence and serves as a benchmark for the industry. Learn more at www.avaawards.com.