

MACARONI ENTERTAINMENT CLAIMS DISTINCTION IN SEASON 1 OF THE 2025 VEGA DIGITAL AWARDS

*Macaroni Entertainment and Ela Road
Films Wins Platinum Vega Digital Award
for Their Innovative Doritos "Go Bold"
Campaign*

LOS ANGELES, CA, UNITED STATES, June
13, 2025 /EINPresswire.com/ -- The
Vega Digital Awards is proud to
announce the Season 1 Winners for

2025, marking a milestone as it celebrates its 10th anniversary. This season, the awards
witnessed an unprecedented response, with over 1,000 entries received from 26 countries
worldwide. The submissions featured work produced on behalf of prominent global brands,
setting new standards in digital storytelling. Among this season's winners is [Macaroni](#)



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[Entertainment](#) and Ela Road Films who earned a Platinum
award for their outstanding work created for Doritos. The
winning project stood out for its craftsmanship and digital
impact.

“Winning the [2025 Platinum Vega Digital Award](#) is a
tremendous honor for all of us at Macaroni
Entertainment,” commented [Christine Sclafani](#), Producer at
Macaroni Entertainment. “This recognition is not just a
celebration of creativity and storytelling -- it's a tribute to
the incredible team who pours heart and soul into every
project we produce. We're proud to stand alongside so

many visionary talents from around the world, and this award fuels our commitment to creating
content that connects, inspires, and uplifts.”

Three winning versions of the ad campaign were entered and can be viewed on the YouTube link
below.

As the Vega Digital Awards celebrates its 10th anniversary, this milestone reflects a decade-long

commitment to recognizing the transformative power of digital innovation and storytelling. Over the years, Vega has consistently acknowledged the individuals and teams shaping the future of digital content and experiences.

"We are incredibly proud to recognize the outstanding achievements showcased in this season's awards," said Thomas Brandt, spokesperson of International Awards Associate. "As we celebrate our 10th anniversary, the winners set a new benchmark in digital storytelling. We are excited to see how these creative voices will shape the future of global branding."

Grand Jury Panel

A rigorous and transparent judging process was carried out by a panel of international experts, each a recognized leader within the digital industry. This season's jury featured an accomplished lineup of professionals from renowned organizations, including Klaus Sommer Paulsen, CEO and Founder of AdventureLAB; Olivia Santilli, Partner at Cummins & Partners; Aleksandr Volodkovich, UX/UI Product Designer at T-Bank; Kushal Birari, Creative at Mother New York; Xiaobi Pan, Lead Designer at Amazon; and others. Their combined expertise ensured that every entry was assessed with insight, precision, and integrity.

All submissions were evaluated using industry benchmarks, with an emphasis on a merit-based approach and the overall impact of the work. Blind judging ensured that each entry was assessed objectively, upholding a fair and impartial competition.

"This season's winners stand out not just for what they've created, but for the clarity and conviction behind it," added Thomas. "They've brought purpose to digital execution and the results speak for themselves."

About Macaroni Entertainment

Macaroni Entertainment is a boutique entertainment company founded by producer and actress Christine Sclafani. Dedicated to shaping the future of global storytelling, the company is guided by core values of diversity, inclusion, and innovation. Macaroni Entertainment curates bold, culturally resonant content that reflects the richness of the human experience. With a hands-on, artist-first approach, the company creates a dynamic platform where stories transcend boundaries and connect with audiences around the world.

About Ela Road Films

Ela Road Films is the creative home of award-winning filmmaker Colin Francis Costello. Founded with a vision to tell bold, emotionally resonant stories across genres, the company specializes in narrative features, short films, branded content, and high-impact commercials. Whether it's a gripping psychological thriller, a heartfelt coming-of-age drama, or a boundary-pushing ad campaign, Ela Road Films brings a cinematic eye and a storyteller's heart to every project. With a slate that spans festival darlings and viral branded work, Ela Road continues to build a reputation for distinctive, compelling, and culturally relevant storytelling on screens big and small.

About Vega Digital Awards

The Vega Digital Awards is an international platform dedicated to honoring digital excellence across various categories, including websites, apps, video, social campaigns, and beyond. For the past decade, it has inspired and acknowledged creative talent that leverages digital platforms to redefine brand communication and storytelling worldwide.

Christine Sclafani

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