



## Cosmo5 Triumphs at the European Digital Mindset Awards 2026 with its Black Friday Strategy

The awards, presented as part of DES 2026, recognized the Spanish Data Protection Agency, Genially WEB, Spain DC, Cosmo5, the AIRE Association and the startup MiFood

These are the most prestigious awards in the technology sector, recognizing organizations that are implementing AI and other exponential solutions with the greatest impact

Madrid, June 15, 2026. – Innovation took center stage at the **European Digital Mindset Awards 2026**, an awards program held as part of [DES – Digital Enterprise Show 2026](#) that recognizes organizations leading the way in integrating exponential technologies and AI, with measurable results. In this edition, the awards received more than 310 project submissions that exemplify best practices in the use of digital tools, highlighting the adoption of AI agents to maximize competitiveness and a responsible approach.

The **Best Marketing Campaign, sponsored by Cadena Ser** went to **Cosmo5** for the communication strategy it developed in collaboration with the Ghd brand for Black Friday, which combined social media, advertising and Google platforms with the goal of guiding users from discovery to purchase. Thanks to this approach, they managed to significantly increase sales, traffic and reach without compromising the brand's premium positioning. Also shortlisted in the category was **StackAdapt**, for the Urban Sports Club B2B campaign, which successfully reached professionals on their commutes to work through digital out-of-home ads and targeted online advertising, increasing website traffic by 50%; and **Fotocasa**, for redefining real estate marketing by integrating AI with human creative direction, positioning the home search as a stress-free experience.

The **Best Technology Transformation Enterprise, sponsored by Zoho** has been awarded to **Genially WEB** for its AI-powered platform that enables educators, businesses and individuals to transform static content into dynamic and interactive formats, creating more visual experiences. The finalists in this category were **Moeve**, for scaling industrial AI in energy operations through the progressive deployment of new machine learning models; and **AEDAS Homes**, for its GenAI ecosystem that combines internal automation and AI agents, executing more than 15,000 complex tasks for 270 employees, increasing sales and driving operational excellence.

For its part, **Spain DC** won the **Best Inspiring Journalistic Work, sponsored by Holved**, thanks to its strategy that has elevated data centers in Spain from a technical issue to a national strategic priority. **Disruptores** came close to winning the award for its report warning how artificial intelligence can reproduce and amplify gender inequalities when trained with biased historical data; and **Fotocasa**, for offering independent, real-time data journalism on the real estate market in Spain.

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Meanwhile, the **Best Tech Innovation, Public Sector, sponsored by T-Systems** was presented to the **Spanish Data Protection Agency** for its strategy to implement AI within the agency, driving technological development while fully safeguarding fundamental rights. The finalists in this category were the **Benarrabá City Council**, for its pioneering smart tree that integrates hydroponic systems, renewable energy, connectivity, AI-powered assistance and real-time environmental sensing; and **Kyndryl** for its predictive platform powered by AI, 5G, and IoT that monitors environmental conditions and firefighters' vital signs in real time.

Efforts to reduce climate impact were also recognized through the **Best Digital Project Oriented Towards ESG, sponsored by Orange Business Award**, which was awarded to the **AIRE Association (Alliance for Strategic Regenerative Innovation)** for the creation of María Monstera, an AI agent that acts as a smart gardener by monitoring the health of the vertical green space at the Hotel Mariposa in Málaga. The finalists included the **Ministry of the Presidency, Justice and Relations with the Regional Parliaments** for the implementation of the New Civil Registry, whose digitization has simplified procedures and reduced energy consumption associated with transportation; and **Repsol**, for its digital tool that optimizes water use in hydraulic fracturing operations, promoting its reuse, among other benefits.

Finally, the **Best Digital Disruptive Startup, sponsored by Google** was presented to **MiFood** for its agricultural robots, equipped with sensors, computer vision, and AI, which harvest fruits and vegetables while reducing food waste and labor costs by 50%. Also among the finalists were **Trak Clinic**, recognized for its AI-assisted, data-driven clinical platform that replaces case-by-case injury management with personalized recovery plans; and **Talentoo** for its digital recruitment marketplace that eliminates upfront costs and inefficiencies while bringing efficiency and quality to the selection process.

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**[About DES | Digital Enterprise Show \(June 9-11, 2026, FYCMA, Malaga\)](#)**: DES – Digital Enterprise Show is an event organized by Nebext – Next Business Exhibitions in collaboration with Malaga City Council and the Regional Government of Andalusia. Over nine editions, it has become the largest European professional event on exponential technologies and one of the world's leading events, offering senior management the latest solutions and products to accompany large corporations, SMEs, and European public administrations towards digital transformation. Over three days, we combine technology and innovation with digital leadership, technological solutions to improve customer and employee experience, optimization of operational processes and the identification of new business models, services and products from all industries.

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