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Thnks Announces Winners of the 2026 Applied Gratitude in Business Awards

Annual awards recognize the people and companies who turn gratitude into real business results

[Nashville, TN] — September 22, 2026 — Thnks, the platform that helps businesses build stronger relationships through gratitude, today announced the winners of its 2026 Applied Gratitude in Business Awards. Held each year in honor of World Gratitude Day, the awards recognize the leaders and organizations who prove that gratitude is not a nicety in business. It is a driver of results.

Winners were chosen in two steps. A Thnks executive panel reviewed every nomination and named the finalists. The public then decided the winners through four weeks of open voting.

The 2026 winners

Applied Gratitude Award, Individual: Brittany Keovorabouth, Senior Account Manager, ATRA

Brittany wins because she listens. She pays attention to what clients mention in passing, remembers it, and follows up, not to get something from the relationship, but to put something into it. That habit is what turned her hardest account into her strongest. Early on, the client scrutinized every fluctuation in performance and needed constant reassurance. Brittany invested in the people and the business behind the numbers, and earned enough trust that the client expanded the engagement again and again, growing its monthly retainer by 54 percent. As the client wrote to ATRA's leadership: "I trust you guys. You have surely proven yourselves." The gestures she's known for are just proof she was paying attention. The trust is what kept the business.

Applied Gratitude Award, Organization: Chicory

Chicory, a contextual advertising platform for grocery and CPG brands, built gratitude into how its team keeps relationships warm all year. Sellers use it to reopen quiet accounts, stay close to clients between the big moments, and show people they're remembered, not once a year at the holidays, but whenever it matters.

The results are concrete. One Chicory seller reached out to a client who had gone silent after two deals fell through. The reply came the same day. That single reconnection reopened the relationship and grew into six figures of new pipeline. And it isn't luck:

across the team, 88% of Chicory's gestures get opened and 72% get redeemed. This is what it looks like when gratitude stops being one person's habit and becomes how a team works, turning quiet accounts back into active conversations, again and again.

Why Thnks runs these awards

Most people file gratitude under manners. Thnks built its business on the opposite idea: that appreciation, done genuinely and consistently, is one of the most reliable ways to win, keep, and grow business relationships.

"People hear 'gratitude' and think soft. Nice-to-have. Something you do after the real work is done. Brittany and Chicory are proof of the opposite. This isn't about sending stuff. It's about paying enough attention to someone that a small, genuine gesture reopens a dormant account or grows a retainer by half. That's not a warm feeling. That's a number you can take to a board meeting. We created these awards to put that kind of work in the spotlight, because it's exactly what we built Thnks to do," said Brendan Kamm, Co-Founder and CEO of Thnks.

The Applied Gratitude in Business Awards exist to recognize that work in public. Not the most polite person in the room, but the account manager who grew a relationship through genuine attention, and the company that made appreciation part of how it sells and serves. This year's nominations came from across industries, and the winners represent gratitude applied where the business actually happens: in client relationships, in the sales cycle, and in the moments that decide whether a relationship holds.

About the awards

Anyone can nominate an individual or a company, and nominees do not need to be Thnks customers. Each year, finalists are selected by a Thnks executive panel and winners are determined by public vote, announced in honor of World Gratitude Day.

About Thnks

Thnks helps businesses build and strengthen relationships through gratitude. People do business with people who make them feel remembered, and Thnks makes it easy to do that consistently: to open a conversation, keep a client, and turn everyday appreciation into lasting business relationships. Small gestures. Big results.

To learn more about the Applied Gratitude in Business Awards, visit <https://thnks.com/applied-gratitude-business-awards-winners/>

Media inquiries contact: Robert Birdsong rbirdsong@thnks.com