



**DIGITAL  
IMPACT  
AWARDS**  
2020

**WINNERS BOOK**



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*"Right from the outset, Carta gained coverage in the national news and trade press."*  
**Alastair Pickering, Co-founder and Chief Strategy Officer, alva**



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**Chris Bo Shields, Co-founder, Binumi Pro**



*"Carta built awareness via new business meetings, combined with research-led news stories."*  
**George Theohari, Head of Content, Speak Media**

# WELCOME



**Brittany Golob**  
Editor in chief  
Communicate magazine

The past year has been nothing if not a heyday for digital communications. Amid the challenges and life-altering impact of the Covid-19 pandemic, digital communications have been a lifeline for many throughout the pandemic.

In some ways, that lifeline is very literal, as with the winners of this year's 'Best digital communications during Covid-19,' award. In other ways, digital has connected workforces, strengthened relationships with employees and kept citizens informed of crucial information amid a changing landscape. And the results are fantastic, for those organisations that have delivered Covid-19 communications and non-Covid-19 communications alike.

It is always so rewarding and illuminating to examine those setting the standard for excellence in strategic digital communications.

Congratulations to all of this year's very deserving winners!

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# JUDGES



**Joanna Bleasdale**  
Internal communications director  
GVC

A passionate communicator, with a mission for bringing purpose, products and possibilities to life, Jo grew up in PR, and now specialises in employee comms. She has extensive consumer brand and corporate communications leadership experience across a wide range of sectors, including telecoms, entertainment, personal finance and travel. Jo worked both in-house at BT, EE and Lloyds TSB, and agency-side with Red Consultancy and Consolidated before joining GVC.



**Kristina Blissett**  
Head of communications  
Coats

Kristina is head of group communications at Coats, the FTSE 250-listed company, with a workforce of 18,000 people across six continents. Kristina joined Coats in 2012 and leads the team responsible for external and internal corporate communications. Her award-winning team delivers creative, engaging, timely and relevant communications to diverse and globally disparate stakeholders using an increasing number of channels and tools. She has over 20 years of experience in a wide range of industries including manufacturing, professional and financial services.



**Charlotte Borthwick**  
Digital communications manager  
G4S

Charlotte is global digital communications manager at G4S, the global, integrated security company, active in over 90 countries and with around 570,000 employees. Charlotte has been at G4S since 2010 and in her current roles, she leads and develops the digital communications strategy as part of the global communications team. This broad role covers everything from website development and SEO to intranets and social media. With over 10 years of experience in communications, Charlotte has worked in the security, construction and oil and gas markets.



**Ricardo Carvalho**  
VP of digital transformation  
Fresenius Medical Care

Ricardo is the VP of digital transformation for Fresenius Medical Care where he oversees a company-wide digital strategy. Prior to this, he spent five years at Shell, where he held various roles including head of digital. Ricardo holds an executive MBA from Instituto de Empresa Business School. He is a member of Digital 50, part of the World 50 organisation, which is a global forum for the top 50 chief digital officers and heads of digital at major global organisations.



**Karan Chadda**  
Digital communications manager  
Ageas

Karan leads digital communications for Ageas Insurance, the UK's third-largest motor insurer. He is responsible for Ageas's online reputation. His wide ranging role incorporates everything from SEO to social media, and digital campaigns and customer contact. Prior to Ageas, Karan founded and ran Evolving Influence, a digital and brand consultancy providing strategic advice and building digital and messaging frameworks for a range of corporate clients. In 2015, he ran Poetry by Numbers, a well-regarded data poetry project.



**Matt Evans**  
Head of digital operation  
DRPG

Matt is head of digital at DRPG a global creative communications agency and winner of the 'Digital Agency of the Year' award at last year's Digital Impact Awards. He is responsible for leading a team of digital experts delivering creative solutions across a wide variety of platforms and technologies. Matt has worked with a number of top brands in the digital arena for almost 20 years where he has gained a vast knowledge and experience of digital channels and platforms, creating highly engaging user experiences.

# JUDGES



**Mark Frankel**  
**Head of social media**  
**Phillip Morris International**

Mark is helping to design and implement a social media content strategy for one of the world's largest tobacco companies as it seeks to affect a radical transformation towards a smoke-free future. He is responsible for PMI's global corporate social media accounts and the team publishing to these channels. Mark worked for BBC News for nearly 20 years in TV, radio and as head of social media. He produced a number of award-winning radio news programmes for BBC Radio 4 for which he won Webby and Online News Association awards.



**Andy Gibbard**  
**Global director of digital and brand**  
**SGS**

Andy is the global director of digital & brand at SGS, the world's leading inspection, verification, testing and certification company, with more than 94,000 employees across a network of more than 2,600 offices and laboratories around the world. Andy has been at SGS since 2013. He moved through several different management positions, and his current role covers the whole spectrum of digital marketing and brand communications. He previously spent time agency-side at Harleys.



**Andrea Gold**  
**Head of digital and social media**  
**Rolls-Royce**

Andrea is an experienced digital communications strategist with over 15 years of experience in delivering digital solutions. She is currently responsible for the global digital marketing and communications strategy for the Rolls-Royce external channels where she supports a large network of internal and external stakeholders across all areas of the business. Previously, she worked at the IOPC and the Met Police. She started her career at the BBC. Andrea has an MA in digital culture from the University of London.



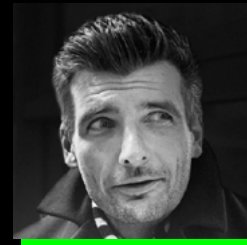
**Michael Keating**  
**Head of digital**  
**Art Fund**

Mike is the head of digital service at Art Fund, where he's setting up a team to help keep people connected with art, culture and the people who make it happen across the UK. Previously, he led the digital team at Samaritans, which runs the charity's digital marketing and supports its product and service design across fundraising, services and volunteering. Key projects included the new Samaritans website, its volunteer recruitment journey and supporting new services like online chat and self-help.



**Hilary Knight**  
**Digital director**  
**Tate**

Hilary is a senior digital leader and director, experienced in creating and delivering digital strategies and directing multi-platform projects to reach audiences at scale. Currently digital director at Tate, Hilary defines and leads the organisation's strategy for advancing Tate's mission to promote the public's understanding and enjoyment of art online. She holds responsibility for Tate's presence online and digital expression in the galleries. Previously at Film4, Channel 4 and the BBC, Hilary has delivered a wealth of multi-platform projects for public media and cultural organisations.



**Paul Mallaghan**  
**Director of creative strategy**  
**and content**  
**We Are Tilt**

Paul leads the creative strategy and content teams at We Are Tilt – an independent digital studio. After graduating from Bristol University, Paul started out in TV production and journalism, an experience taking him everywhere from Robot Wars for the BBC, to writing about Glastonbury for the Guardian. He later moved into digital production and copywriting, working on brands like Pfizer, Penguin Random House, John Lewis, Bacardi and Kew Gardens. At Tilt, Paul helps drive the agency to create award-winning projects for global clients, from Deloitte and Barclays, to Diageo and BP.

# JUDGES



**Karen McCabe**  
**Digital communications manager**  
**English National Opera**

Karen is the digital communications manager at the English National Opera, the nation's opera company founded on the belief that world-class productions should be accessible to all. After completing an MSc in marketing and writing a dissertation on strategies for broadening audiences of arts institutions, she moved to London to pursue her passion for introducing younger people to art forms such as opera and breaking down barriers to attendance. She is responsible for delivering the company's social media and digital content strategy.



**Penny Mills**  
**Head of digital**  
**Smart Energy GB**

A communications professional since 2000, Penny is currently head of digital at Smart Energy GB where she is supporting the organisation's drive to fit smart meters in homes across the country. She leads a team focused on marketing smart meters to Millennials, a programme for which she has won several awards. Prior to this, she held digital roles at Deutsche Bank, WWF, the Australian Red Cross and Wunderman.



**Rav Punia**  
**Digital director**  
**Inmarsat**

Rav is digital director for Inmarsat, the world leader in global, mobile satellite communications. His role includes the design and delivery of the group's digital marketing and social media strategy, as well as overseeing the production of engaging VR and AR content. Prior to joining Inmarsat Rav has held a number of senior positions, both agency and client side, including three years as head of digital at Rio Tinto and digital MD for e-learning brand AddingValue.



**Pete Richardson**  
**Digital manager**  
**London Fire Brigade**

Pete is a digital communications professional with over 10 years of experience. At London Fire Brigade, he is responsible for the digital marketing and communications of one of the largest fire and rescue services in the world. Through data driven digital strategies Pete is helping an organisation with over 150 years of lifesaving heritage to realise the potential of digital communications in its duty to serve and protect Londoners. Previously, he has delivered successful digital strategies with a range of charity organisations including the British Heart Foundation.



**Emma Shephard**  
**Communications and**  
**digital director**  
**Dogs Trust**

Emma is Dogs Trust's communications and digital director and has nearly 20 years of experience in the field. Starting her career in publishing, she moved into PR at Breakthrough Breast Cancer. Emma then spent 10 years at St John Ambulance, moving into internal comms, branding, marketing campaigns and introducing social media to the organisation. Emma led several award-winning campaigns, including 'The Chokeables,' which taught parents how to help a choking baby.



**Ryan Taylor**  
**Head of digital, City**  
**University of London**

Ryan is head of digital in the marketing and communications department of City, University of London. He leads a team that specialises in all aspects of digital marketing: online advertising, search marketing, social media, web content strategy, marketing and governance, CRM, e-commerce, analytics and performance. Ryan and his team are currently addressing the impact of the multi-device era on City's digital presence, messages and content across the customer journey.

# JUDGES



**Roeland van der Heiden**  
**Director, digital communications**  
**AstraZeneca**

Roeland leads the AstraZeneca global corporate affairs digital team. His team is responsible for corporate digital communications, including AstraZeneca's corporate content strategy and editorial planning, corporate websites, corporate social media and the internal digital communication platforms. Roeland joined AstraZeneca as communications director in the Netherlands and has held the roles of communications lead for western Europe and brand communications lead for Europe before joining the global corporate affairs team in 2016.



**Pantelis Zoupas**  
**Head of marketing,**  
**communications and digital**  
**Total UK**

Pantelis is head of marketing, communications and digital at Total UK, part of Group Total. With over seven years of commercial and marketing experience, Pantelis is currently leading Total's UK digital projects, marketing activities, internal and external communications, innovation and CSR. Pantelis holds an MSc in renewable energy science & technology from Ecole Polytechnique, Paris and an MEng in chemical engineering from NTUA, Athens. He is an ambassador for One Young World.

# WINNERS

## Best corporate website

**Gold** – Octapharma AG and Sensory-Minds GmbH

Silver – Refinitiv

Bronze – RB plc and Emperor

Bronze – Travers Smith and Living

Highly commended – Reed and Beyond

## Best corporate app

**Gold** – Anglo American and Wyzetalk

Silver – Workspace and Future Platforms

## Best use of SEO for corporate communications

**Gold** – Refinitiv

Silver – ukbreakaways and The SEO Works

Bronze – BT and EE

## Best use of mobile and portable devices

**Gold** – Sinch and Edelman

Silver – Domino's Pizza and Future Platforms

Bronze – Anglo American and Wyzetalk

## Best use of digital to aid a CSR campaign

**Gold** – Sinch and Edelman

## Best digital rebrand

**Gold** – Travers Smith and Living

Silver – Twill by Maersk and Havas Group UK

Bronze – Ascot Lloyd and Clickingmad Ltd

Bronze – Aviva Investors and Jellyfish

Highly commended – Octapharma AG and Sensory-Minds GmbH

## Best use of online video

**Gold** – Vodafone and We Are Tilt

Silver – SEGRO

Silver – The Church of England

Bronze – Ageas UK

Highly commended – Anglo American and Investis Digital

## Best corporate viral campaign

**Gold** – Vodafone and WM Reply

Silver – SEGRO

Bronze – ILO Global Business and Disability Network (GBDN) and Radley Yeldar

## Best digital communication as part of an integrated campaign

**Gold** – Vodafone WM Reply

Silver – Zoflora and Mosquito Digital

Bronze – Abu Dhabi Government Media Office and MerchantCantos

Bronze – UniCredit with Bladonmore and FinElk

Highly commended – NatWest Group and Sequel Group

## Best use of artificial intelligence

**Gold** – Solutions 4 Health

Silver – Strelka KB

Bronze – GSK Biotène and Automated Creative

Bronze – Covonia Thornton and Ross with Bray Leino

Highly commended – Quick Sigorta

## Best use of data

**Gold** – Refinitiv

Silver – Arcus FM and DRPG

Bronze – Lexus and Kin + Carta Connect

Highly commended – London Borough of Sutton

## Best use of augmented reality or virtual reality

**Gold** – SEGRO

Silver – Random42

## Best innovation

**Gold** – Quick Sigorta - Agency not an agent

Silver – SEGRO

Bronze – B2B Marketing and Vismedia

Highly commended – Quick Sigorta - Surety Bond

## Best digital communications during Covid-19

**Gold** – Valtech

Silver – NHS and 4 Roads

Silver – Young Gamers & Gamblers Education Trust and me&you creative

Bronze – Sport England and Cyber-Duck

Highly commended – Smart Energy GB and Gravity Road

## Best use of existing social media platforms – small budget <£20K

**Gold** – Vileda and Mosquito Digital

Silver – Metanium and Mosquito Digital

Bronze – Specsavers and Tangerine Communications

Highly commended – Zoflora and Mosquito Digital

## Best use of existing social media platforms – medium budget £20k-75k

**Gold** – Royal Society of Chemistry and Mobas

Silver – Zoflora and Mosquito Digital

Bronze – Dorchester Collection

Bronze – MELoh Style and kovald Digital

Marketing Strategies

## Best use of existing social media platforms – large budget £75k+

**Gold** – Redwood Software and LEWIS Communications



# WINNERS

## **Best development of proprietary social media platform and tools**

**Gold – SOsell and Agent 3**

## **Best community development**

**Gold – Diageo and Smarts**

Silver – Specsavers and Tangerine Communications

Bronze – Vileda and Mosquito Digital

Highly commended – Metanium and Mosquito Digital

## **Best intranet**

**Gold – Nestlé and Hill+Knowlton Strategies**

Silver – HSBC

Bronze – Refinitiv

Highly commended – Commonwealth Care

Alliance and Unily

## **Best digital employee communication**

**Gold – Vodafone and We Are Tilt**

Silver – HSBC

Bronze – Unicredit with Bladonmore and FinElk

Highly commended – Implats mining and Wyzetalk

Highly commended – JTI and Ignis

Highly commended – Post Office and WEBVID

## **Best online annual report**

**Gold – Coats Group and Emperor**

Silver – UK Power Networks and Instinctif Partners

Bronze – LeasePlan and Investis Digital

Bronze – Legal & General and Superunion

Highly commended – Rentokil Initial plc

and Carr Kamasa Design

## **Best use of digital to an investment audience**

**Gold – Aviva Investors and Jellyfish**

## **Best online newsroom**

**Gold – London Luton Airport and PressArea**

Silver – Dove (Unilever) and Epresspack

## **Best evaluation strategy**

**Gold – Ageas UK**

Silver – Birds Eye (Nomad Foods) and Zenith Media UK

## **Best use of digital by a charity, NGO or NFP**

**Gold – Médecins Sans Frontières and Crafted**

Silver – British Heart Foundation and Wardour

Bronze – The World Resources Institute and

3 Sided Cube

Bronze – Young Gamers & Gamblers Education Trust and me&you

Highly commended – Tempus Novo and Zeal

Highly commended – The Church of England

Highly commended – Wellbeing of Women and

NU Creative

## **Best use of digital from the education sector**

**Gold – Swansea University and Crunch Digital Media**

Silver – Young Gamers & Gamblers Education Trust and me&you

Bronze – North Warwickshire & South Leicestershire

College with Creative 62 and Unity : Made in Digital

Highly commended – Cambridge Trust and Sookio

## **Best use of digital from the energy and utilities sector**

**Gold – British Gas and Publicis Sapient**

Silver – Smart Energy GB and That Lot

Bronze – UK Power Networks Services and

Instinctif Partners

Highly commended – Energy Networks Association

and SEC Newgate UK

## **Best use of digital from the engineering and manufacturing sector**

**Gold – Third Dimension and Dirty Design**

Silver – Chelpipe Group and AERO

## **Best use of digital from the extraction (oil, gas and mining) sector**

**Gold – Anglo American and Investis Digital**

Silver – Anglo American and Wyzetalk

## **Best use of digital from the financial services sector**

**Gold – Ageas UK**

Silver – HSBC

Bronze – Quick Sigorta

Bronze – Legal & General and Wardour

Highly commended – PIMFA and Cicero/AMO

Highly commended – UniCredit and Bladonmore

and FinElk

## **Best use of digital from the FMCG sector**

**Gold – Horlicks and Mosquito Digital**

Bronze – Kagool

Bronze – Nestlé and Hill+Knowlton Strategies

## **Best use of digital from the food and beverage sector**

**Gold – Horlicks and Mosquito Digital**

Silver – Diageo and Smarts

Bronze – Nomad Foods and Sequel Group

## **Best use of digital from the healthcare and pharmaceuticals sector**

**Gold – Zava and Third City**

Silver – Random42

Bronze – Octapharma AG and Sensory-Minds GmbH

Highly commended – Chemist Direct and

Global Search Marketing

Highly commended – Tissue Regenix and

Jones and Palmer

# WINNERS

## **Best use of digital from the professional services sector**

**Gold – Gowling WLG and DRPG**  
**Gold – KPMG and Audere Communications**  
Silver – Travers Smith and Living  
Bronze – SGS

## **Best use of digital from the property, construction and facilities management sector**

**Gold – SEGRO**  
Silver – Willmott Dixon and Tribus Digital  
Silver – Wintringham Partners LLP with Urban&Civic and The Nuffield Trusts  
Bronze – qlinker and One Shoe  
Bronze – Yourkeys

## **Best use of digital from the public sector**

**Gold – Social Work England and CDS**  
Silver – College of Policing  
Bronze – Government Finance Function and Connect Internet Solutions

## **Best use of digital from the retail sector**

**Gold – BT and EE**  
Silver – Whirli and Hex Digital  
Bronze – Tile Choice and Global Search Marketing  
Highly commended – Pronovias and Three Whiskey

## **Best use of digital from the sports, travel, leisure and tourism sector**

**Gold – Eurotunnel Le Shuttle and Crafted**  
Silver – Stage Entertainment and One Shoe  
Bronze – Puglia Tourism Board and Expedia Group Media Solutions

## **Best use of digital from the technology, media and telecommunications sector**

**Gold – Vodafone and We Are Tilt**  
Silver – BT and EE  
Bronze – B2B Marketing and Vismedia  
Highly commended – Redwood Software and LEWIS Communications  
Highly commended – Zendesk and Vismedia

## **Best use of digital from the transport and logistics sector**

**Gold – Twill by Maersk and Havas Group UK**  
Silver – FirstGroup and Future Platforms  
Silver – Greater Anglia  
Bronze – Our Future Skies and Emperor

## **Digital in-house team of the year**

Refinitiv

## **Digital agency of the year**

Crafted

## **Grand Prix**

Vodafone and We Are Tilt

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# BEST CORPORATE WEBSITE

## Gold – Octapharma AG and Sensory-Minds GmbH

Family-owned pharmaceutical company Octapharma develops and produces high-quality human proteins from human plasma and cell lines, from which it manufactures life-saving medication. Its goal was to develop an online presence centred around its patients and to showcase its health solutions. Octapharma enlisted Sensory-Minds to develop an international, patient-centric website. It had to be easy to maintain, user-friendly and outstanding in the health care market.

As well as strengthening the overall brand image of Octapharma worldwide, the main goal was to carve out the 'Octa DNA' by creating different solutions that help target groups with their core problems and needs. The website thus became a 'partner in life' with a personalised assistant that helps users configure it to their own personal preferences.



## Silver – Refinitiv

Formerly the Financial and Risk business of Thomson Reuters, Refinitiv rebranded as a new financial data company in 2018, with a new corporate website, Refinitiv.com. Since launch, it attained a 50% increase in brand awareness as well as a growth in digital revenue of 48% across Q4 of 2019.



## Bronze – RB plc and Emperor

Health, hygiene and home products producer RB's old website was holding it back from connecting with people. It enlisted Emperor to deliver a website that brings the company and its brands to life, while better serving the breadth and depth of its audiences in a useful and intuitive way, with a focus on speaking to real users and delivering creative impact.



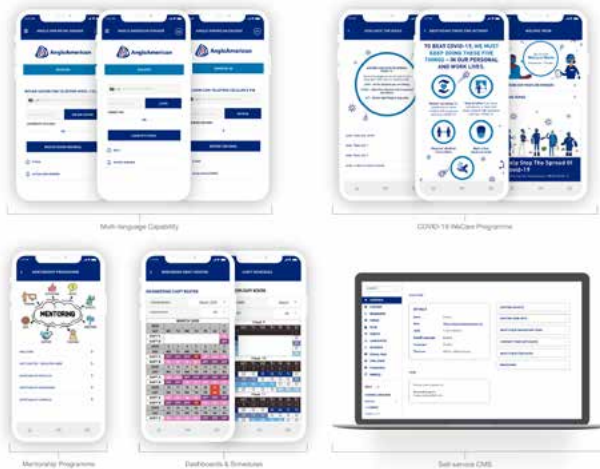
## Bronze – Travers Smith and Living

Law firm Travers Smith worked with Living to develop its website and online brand. It created a striking, minimalist visual language that emulated the straightforward, impactful advice delivered by the lawyers alongside a smarter messaging system. Since launch, there has been a 106% increase in visitors compared with the same period, year-on-year.



## Highly commended – Reed and Beyond

# BEST CORPORATE APP



## Gold – Anglo American and Wyzetalk

Anglo American is a global mining company with over 90,000 frontline employees and contractors spanning 13 countries. When the pandemic shut down operations, it took weeks for them to resume, and then Anglo American needed to comply with safety guidelines and keep abreast of changing regulations.

In 2019, it had begun to roll out Engage, a global employee experience solution from Wyzetalk, as a digital means of communicating with its frontline workforce. It worked with Wyzetalk to expand the reach of Engage to contractors as well as employees. It started with personalised messages to employees to return to work and incentivised those who worked through the shutdown. Anglo American put in place a business continuity framework to minimise losses and get production up and running quickly while caring for the health and wellbeing of its workforce.



## Silver – Workspace and Future Platforms

Commercial property company Workspace provides office space for more than 3,000 businesses throughout London. It needed to overhaul its booking system and worked with Future Platforms to create a bespoke app that made room booking easier, quicker and more user-friendly and cultivated a community experience for the businesses that use Workspace.

# BEST USE OF SEO FOR CORPORATE COMMUNICATIONS

## Gold – Refinitiv

Refinitiv, the former Financial and Risk business of Thomson Reuters, officially launched as Refinitiv in October 2018. In 2019, the team had a significant SEO challenge: to migrate from a highly authoritative domain that generated three straight years of strong growth in organic traffic to a new one, Refinitiv.com, while continuing to improve SEO performance at a global scale.

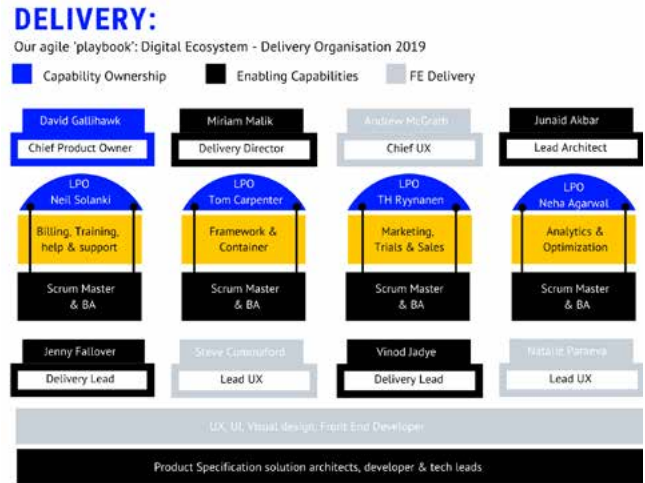
It managed the migration using SEO champions for each team and part of the business. This improved the communication about SEO priorities. Its best practice centred on an intranet complete with resources, tools and guidelines. Initiatives included SEO workshops, an internal blog to promote SEO resources and forms for stakeholders to discover content gaps. Judges said it was an excellent response to a significant challenge, with demonstrable results.

## Silver – ukbreakaways.com and The SEO Works

Short break provider ukbreakaways.com has a target audience primarily comprising women over 60. The SEO Works conducted in-depth keyword research on how this audience searched and identified a gap in this highly competitive space. It created content for each location to show the quality of the website, resulting in a 134% year-on-year increase in organic traffic.

## Bronze – BT and EE

In a busy 12 months for BT's mobile brand EE, it introduced the UK's first 5G network, launched 5G smartphones, reinforced its relationship with Apple and dealt with the impact of coronavirus. Its SEO strategy emphasised the small changes that make big impacts when coupled with detailed analysis of search performance, trends and behaviours.



# BEST USE OF MOBILE AND PORTABLE DEVICES



## Gold – Sinch and Edelman

Swedish cloud communications platform Sinch provides B2B technological solutions tasked Edelman with building a campaign that would put some good back into the online world, thereby rebuilding positive sentiment around online technology and increasing brand awareness at the same time.

Edelman created 'Text for Humanity,' the world's first texting switchboard, where anyone can send a positive text to a stranger and receive one in return. Launched in partnership with Mental Health America, 'Text for Humanity' autogenerates text artworks to turn messages into beautiful social-friendly visuals, to encourage sharing. Influencers and media exclusives helped to get the campaign out to the public, highlighting the positive impact of technology. Judges said it was innovative, refreshing and had results to match.



## Silver – Domino's Pizza and Future Platforms

Domino's Pizza enlisted Future Platforms to revamp and revive its apps for iOS and Android, which were heavily fragmented and varying in terms of UX and functionality. It aligned them with the desktop and mobile websites, creating a seamless, multichannel experience to help improve customer experience.



## Bronze – Anglo American and Wyzetalk

Global multinational mining company Anglo American had to address its digital employee communications as Covid-19 shut down operations, leaving frontline workers uncertain and fearful for their health. The Wyzetalk mobile solution, Engage, gave a direct, regularly updated channel of communication to the workforce via a company branded mobile site and mobile app.

# BEST USE OF DIGITAL TO AID A CSR CAMPAIGN

## Gold – Sinch and Edelman

Sinch is a Swedish cloud communications platform offering B2B technological solutions that sit behind the texting and calling functions for clients such as Facebook, WhatsApp and Google. With various studies investigating possible links between social media and smartphone use and poor mental health, Sinch wanted to increase its brand awareness in a way that would make people feel positive about the technology.

Edelman created 'Text for Humanity,' the world's first texting switchboard, where anyone can send a positive text to a stranger and receive one in return. 'Text for Humanity' was launched through media exclusives and influencers in several countries. Autogenerated text artworks turned messages into social-friendly visuals, to encourage sharing. A message-checking gateway ensured that only positive messages were sent. During the campaign, more than 70,000 positive messages were sent, with more than 50,000 social engagements. Sinch saw a 300% increase in new business enquiries and a 176% increase in traffic to its website.





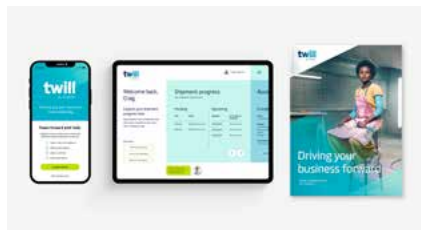
# BEST DIGITAL REBRAND



## Gold – Travers Smith and Living

For more than 200 years, law firm Travers Smith had been acting on behalf of publicly listed and private companies, financial institutions and private equity clients worldwide. However, the brand no longer reflected the firm and the talent within.

Travers Smith tasked Living with redeveloping its website and brand to highlight the personality of its legal experts, create a simple user journey and establish a digital experience that would stand apart from the competition. It developed a striking, minimalist visual language that emulated the straightforward, impactful advice delivered by the lawyers alongside a smarter messaging system that brought the firm's voice to life.



## Silver – Twill by Maersk

Twill, a logistics service provider for SMEs founded in 2017 by Maersk, needed to further establish its brand in a competitive industry. It created a new visual identity and site depicting a dynamic business that never stops moving; a catalyst for change that drives progress. Since April, cumulative signups are up by over 626% and the new customer ratio has seen a 550% increase.



## Bronze – Ascot Lloyd and Clickingmad

Independent financial advice firm Ascot Lloyd worked with Clickingmad on a complete redesign of its website to reinforce its brand positioning in the sector. The new site uses bold imagery and layout combined with easy to use functions supporting the firm and enabling it to expand its core clients, engage with stakeholders and strengthen its brand.



## Bronze – Aviva Investors and Jellyfish

Aviva Investors tasked Jellyfish with launching a global digital brand refresh to clearly articulate what differentiates Aviva and why clients and potential employees should choose the firm. The aim was to connect with clients on both a functional and emotional level, resulting in a brand experience that is visually stimulating, engaging and compelling.

## Highly commended – Octapharma AG and Sensory-Minds GmbH

# BEST USE OF ONLINE VIDEO

## Gold – Vodafone and We are Tilt

Vodafone wanted its employees to understand the importance of the design thinking process. However, this goal soon expanded to encompass accessibility, inclusion and the huge impact design can have on people's everyday lives. Vodafone wanted to improve the design culture of the organisation, seeing design as a competitive advantage in a crowded market when it comes to innovation, accessibility and efficiency.

We are Tilt created 'Design is the Difference,' a series of videos following an international team of Vodafone designers and developers as they take on design challenges. 'Design is the Difference' expanded Vodafone's accessibility capabilities while also increasing awareness around accessibility, disability and inclusivity. Judges praised the explanatory and revelatory content, as well as the supporting campaign.



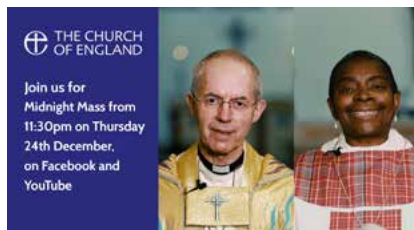
## Silver – SEGRO

SEGRO is an owner, asset manager and developer of warehousing and light industrial property. Together with Big Button it created a corporate video, 'Contraption,' to celebrate its centenary. It took the form of an elaborate Rube Goldberg machine. The result was the first-ever viral video in the property sector, reaching more than 500,000 views in just four days.



## Silver – The Church of England

When coronavirus hit the UK, the Church of England closed all its buildings for public worship and private prayer, which affected the one million people that typically visit its sites. To support its community digitally, it put together online services each Sunday to reach regular churchgoers and newcomers, alike. The virtual services have been viewed more than 4.8m times.



## Bronze – Ageas UK

The objective for the film 'Carguments' was to raise awareness of Ageas as the 'easiest' car insurer in the UK market. It chose to use humour in brief online videos to reach consumers online and raise brand awareness. The social-first film brings to life the more trying moments that driving brings to people every day, and reached nearly three million people, with 4.5m impressions made.



## Highly commended – Anglo American and Investis Digital

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# BEST CORPORATE VIRAL CAMPAIGN

## Gold – Vodafone and WM Reply

Vodafone embarked on a strategic transformation. It worked with WM Reply on a global change campaign. The campaign personified key pain points as fictional heroes and villains to celebrate those Vodafone employees who engaged in the campaign. Taking inspiration from classic comic books, pop art and superheroes, a video introduced the villains and heroes, using the hashtag #SuperTeams.

Every week, new calls to action encouraged staff engagement through the sharing of victories across Vodafone's social channels. The campaign had 50,000 views across Vodafone's social platforms, while the company has seen marked improvement in the adoption of the new ways of working. Judges said it was an engaging way to communicate content that would usually be considered dull.



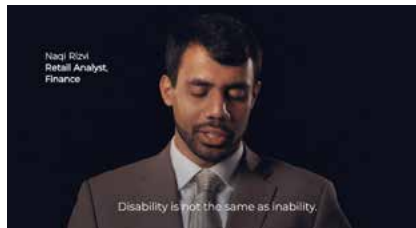
## Silver – SEGRO

Property brand SEGRO worked with Big Button to produce a corporate video with a difference. Produced to celebrate SEGRO's centenary, 'Contraption' is a creative, engaging view inside the impact SEGRO's offering has on businesses large and small. Filmed in one continuous take, it became the first viral video in the property sector.



## Bronze – ILO Global Business and Disability Network (GBDN) and Radley Yeldar

ILO GBDN is an employer-led initiative that promotes the inclusion of people with disabilities in the workplace. With Radley Yeldar, it delivered a campaign to combat the stereotypes and stigma still faced by people with disabilities, and developed a film focusing on people's talent. It asked viewers to confront misconceptions they might inadvertently have toward people with disabilities in the workplace.



# BEST DIGITAL COMMUNICATION AS PART OF AN INTEGRATED CAMPAIGN



## Gold – Vodafone and WM Reply

Vodafone focused on shaping its employees' digital skills, with the objective of introducing new ways of working and driving the change through using social platforms and a simple, shareable message. It aimed to create a global multichannel, integrated communications campaign that would inspire engagement with its new ways of working.

The resulting #SuperTeams campaign took inspiration from classic comic books, pop art and a superhero theme, with a video that introduced the villains and heroes, using the hashtag #SuperTeams. Every week, new calls to action encouraged staff engagement across Vodafone's social channels. #SuperTeams saw marked improvement in the adoption of the tools and new ways of working.



## Silver – Zoflora and Mosquito Digital

With the onset of coronavirus, disinfectant brand Zoflora needed to educate a rapidly growing audience about product usage and efficacy. Mosquito created a strategy that delivered advice from medical experts, emphasising Zoflora's assets and engaging users in fun social content. The #Zoflora has had 4.9m views to date.



## Bronze – Abu Dhabi Government Media Office and MerchantCantos

Abu Dhabi is one of the fastest developing cities in the world. MerchantCantos created 'Find Wonder,' a campaign depicting Abu Dhabi as more than a tourist destination. It positioned Abu Dhabi as a city of possibilities within which to live and support the growth of technology businesses.



## Bronze – UniCredit with Bladonmore and FinElk

The coronavirus pandemic posed two urgent comms needs to UniCredit: to share information with its 85,000 employees and to boost employee morale. Bladonmore and FinElk created One UniCredit, a microsite with essential information related to its Covid-19 response and stories from across the bank's network, maintaining a regular channel of communication.

## Highly commended – NatWest Group and Sequel Group

# BEST USE OF ARTIFICIAL INTELLIGENCE

## Gold – Solutions4Health

Solutions4Health, a provider of smoking cessation services in England, created the Bella AI robot to develop an evidence base for AI delivery of stop-smoking support. It was designed with input from stop smoking advisors and national clinical experts, evidence-based Nice and NCSCT guidance and tested with users. Bella offers a personalised quitting journey.

Since launch, more than 3,000 people have stopped smoking using Bella. With a similar efficacy to in-person services, the AI offers an accessible alternative for those who can't attend face-to-face services, high risk groups and those who want to quit on their own. The results show the cost per quitter is much lower with Bella compared with usual traditional services. Judges said it was an excellent use of technology to support medical and behavioural change goals.



## Silver – Strelka KB

Strelka.ai is the in-house AI department at Strelka KB, a Russian consultancy in comprehensive urban development. Its citizen engagement platform improves the quality of urban projects by empowering citizens to participate in the decision making process via digital tools. It is a valuable platform for communication between city residents and local governments.



## Bronze – GSK Biotène and Automated Creative

Biotène is a product that provides relief for the largely unrecognised but prevalent condition of dry mouth that affects one in four adults. Automated Creative built a campaign using machine learning to continuously optimise the creative assets, discovering the best performing strategic themes, visuals, copy, overlay and formats to improve quality as the campaign progressed.



## Bronze – Covonia Thornton & Ross with Bray Leino

Using data from various different sources, Covonia and Bray Leino created Alm, an AI tool to predict UK regions suffering from cough outbreaks and then deliver highly targeted digital and social media advertising to those regions. It increased the effectiveness and relevance of Covonia's attitudinally driven brand advertising, resulting in an increase in sales and market share.

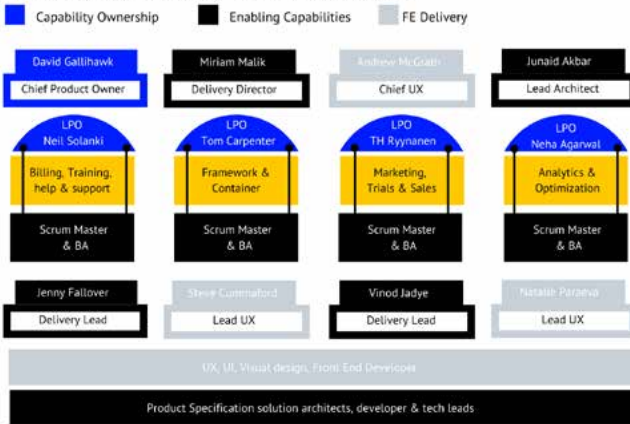


## Highly commended – Quick Sigorta

# BEST USE OF DATA

## DELIVERY:

Our agile 'playbook': Digital Ecosystem - Delivery Organisation 2019



### Gold – Refinitiv

With a rebrand and restructure in the works, Refinitiv had to focus on its communications in order to retain its existing audience and capitalise on its corporate changes. An SEO strategy was designed to retain the company's authoritative positioning in search rankings while also encouraging employees to engage with SEO-friendly tactics. Working across internal and external communications, Refinitiv's data development, and analysis enabled it to achieve a successful transformation.

Employees were brought along on the transformation journey by a series of workshops, guides, blogs and in-house champions. It eventually improved its search ranking and drove greater engagement with its content as a result. Judges praised the process, project development and data-driven results. "The results demonstrate a tangible difference to the business," said one judge.

### Silver – Arcus FM and DRPG

Arcus FM is a specialist facilities management provider. It tasked DRPG with creating a visual dashboard that could simplify complex data and be easily accessible by a multitude of users. The result was Helix, a continuously moving interface with carefully planned content and graphical features, allowing users to gain a snapshot of the performance of a particular service.



### Bronze – Lexus and Kin + Carta Connect

Lexus enlisted Kin + Carta Connect to launch and implement Koko, a Europe-wide customer experience optimisation programme. Data was gathered and carefully analysed to improve the Lexus website across every page. The Koko programme led to a 49% increase in test drive leads and a customer satisfaction rating of 4.7 out of 5.0.



### Highly commended – London Borough of Sutton

# BEST USE OF AUGMENTED REALITY OR VIRTUAL REALITY

## Gold – SEGRO

Property brand SEGRO teamed up with VMI Studio to create a virtual reality experience to celebrate its centenary. It wanted to portray a journey into the company's past, present and future that would show how it has lived up to its brand purpose, 'we create the space that enables extraordinary things to happen.' A historian examined SEGRO's archived material.

SEGRO extracted the best stories and images, then VMI brought them to life through VR. It created two films of different lengths, which covered the needs of various audiences: employees, local communities in which SEGRO operates, school and university students, customers, agents, investors and the media. A first for both SEGRO and the industrial property sector, the high production values tell SEGRO's rich story over 100 years in an immersive, compelling way.



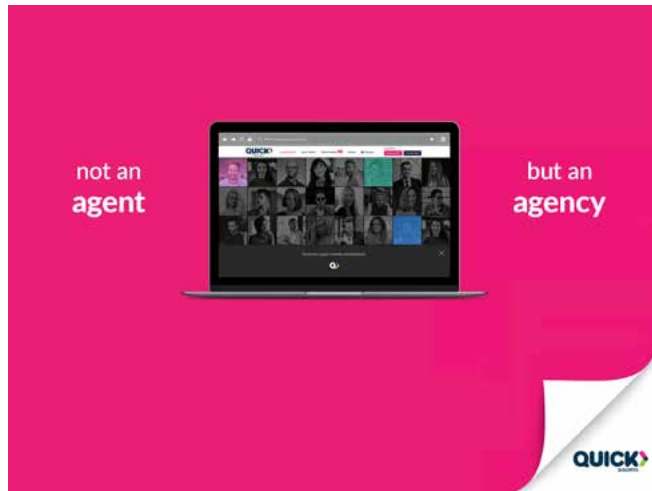
## Silver – Random42

Pharmaceutical company Helene Stem Cell Clinic wanted to convey its medical technology combining stem cell and genetic therapies to its target audience. Random42 created a VR animation that explained to patients and investors the potential of stem cell treatments in regenerative therapy, using an immersive experience to allow the user to discover more about this emerging field of healthcare technology.





# BEST INNOVATION



## Gold – Quick Sigorta - Agency not an agent

Turkish insurance company Quick Sigorta had to act fast to counter the economic and logistical effects of the Covid-19 lockdown. With its policy holders and agents stuck at home, it launched a new application, called 'Agency, not an agent,' that would bring together the insured and the agency online without anyone having to leave their homes.

Quick Sigorta used machine learning to provide an uninterrupted end-to-end customer experience. This combined the convenience of digital insurance with the traditional agency trust in the insurance experience. Before the implementation of 'Agency, not an agent,' only 12% of users were converted, compared with 68% after the app was launched.



## Silver – SEGRO

To celebrate its centenary, property developer SEGRO teamed up with VMI Studio to create a virtual reality experience covering SEGRO's past, present and future that shows how the company has lived up to its brand purpose. The high production values are akin to a computer animated movie, telling SEGRO's story to a diverse audience in an immersive, compelling way.



## Bronze – B2B Marketing and Vismedia

Every June, B2B Marketing holds its key industry event, Ignite London, at the Business Design Centre. When the Covid-19 crisis hit it had to opt for a digital event. It appointed Vismedia to create a 360 degree CGI version of the Business Design Centre with video content, podcasts and blogs, and virtual booths for sponsors.

## Highly commended – Quick Sigorta - Surety Bond

# BEST DIGITAL COMMUNICATIONS DURING COVID-19

## Gold – Valtech

When the Covid-19 pandemic hit, the NHS was left with the herculean task of responding to this century's biggest health crisis. To ensure its vital, life-saving communications were delivered to people across the UK, NHS Digital teamed up with Valtech and NHS Business Services Authority, NHS 111 and NHS X to deliver the Covid-19 text messaging service in only 10 days.

The time pressure meant the service had to break convention with long-term feedback processes built into the public sector. It changed behaviours across the NHS in order to deliver a functioning, effective service. Not only was the time scale impressive, but so too was the scale of delivery. The NHS text messaging service has improved the healthy and safety of the UK public throughout the pandemic.



## Silver – NHS and 4 Roads

To better facilitate communications within hospitals and deal with the massive influx of patients during the Covid-19 crisis, 4 Roads developed a secure, mobile messaging service for the NHS. Achieving two years of transformation work in just two weeks, the bespoke solution is a game-changer for hospital communications.



## Silver – Young Gamers & Gamblers Education Trust and me&you creative

The Young Gamers & Gamblers Education Trust recognised the challenges the Covid-19 pandemic would pose to its service users. To avoid risk to its audience, it teamed up with me&you creative to deliver online services and constant communications that created a safer environment for young people online.



## Bronze – Sport England and Cyber-Duck

Sport England responded to the pandemic by engaging with people across the country and encouraging them to find ways to stay active. Cyber-Duck delivered key research into the audience before delivering an inclusive suite of content that united physical and mental fitness and reaching over 600,000 people in only a few weeks.



## Highly commended – Smart Energy GB and Gravity Road

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# BEST USE OF EXISTING SOCIAL MEDIA PLATFORMS: SMALL BUDGET <£20K

## Gold – Vileda and Mosquito Digital

When the UK was in lockdown, cleaning solutions specialist Vileda challenged Mosquito to deliver engaging content for both new and existing followers that was not only practical and relevant, but also sensitive to the topic. Mosquito brought Vileda together with Marigold in a cleaning brand partnership. The campaign sparked a feeling of togetherness and community, sharing positive messages in the face of isolation and fear during lockdown.

It created the #TeamCleanCommunity and harnessed the power of influencers to encourage people to share their stories. Each week, an Instagram Live Q&A connected influencers with fans. One user said it was “like having a cuppa with a friend.”



## Silver – Metanium and Mosquito Digital

Metanium nappy cream was a cult product among parents, but it had little to no online presence. Mosquito's campaign provided parents with a 'show and tell' mechanic to share #MyParentingFirst posts, from the first gruelling nappy change to first steps. During the campaign month, Metanium achieved £82,000 in incremental sales.



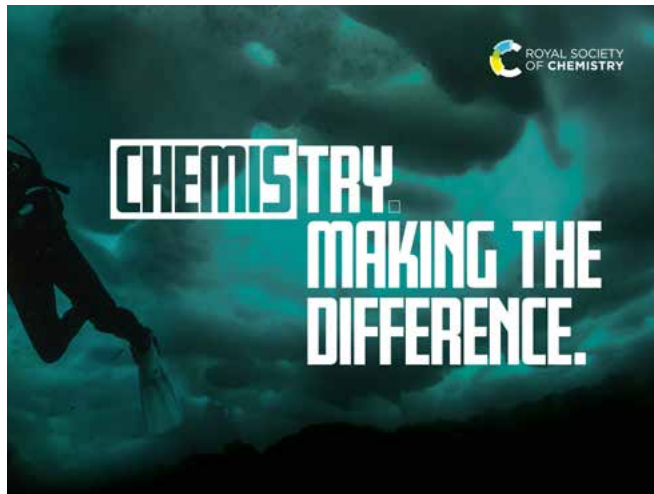
## Bronze – Specsavers and Tangerine Communications

Specsavers and Tangerine set up in-game social media commentary during the Ashes, using their own photographer to provide ownable content. This activated the sponsorship through brand warmth, resulting in over 200 pieces of media coverage, 13.9m impressions and 200,000 engagements.



## Highly commended – Zoflora and Mosquito Digital

# BEST USE OF EXISTING SOCIAL MEDIA PLATFORMS: MEDIUM BUDGET <£20K-75K



## Gold – Royal Society of Chemistry and Mobas

The 'Chemistry – Making the Difference' (MTD) campaign was created with Mobas to fill a gap in the Royal Society of Chemistry's (RSC) communications. It wanted to reach the next generation of chemists and reverse the trend of declining applications to study chemistry at university. As a not-for-profit organisation that has made 'advancing excellence in the chemical sciences' its goal, the RSC wanted to evolve an existing creative campaign to engage a Gen Z audience.

The 'Chemis-try' campaign plays on the inclusion of the word 'try' within the word 'chemistry.' Conceived as a call to action, it challenges the audience while showcasing the problem solving benefits of studying and understanding chemistry.



## Silver – Zoflora and Mosquito Digital

Zoflora team had to act fast to create a campaign that would resonate with consumers during the pandemic. TV medical personality Ellie Cannon and Zoflora's head of home hygiene, Sarah Fozzard, provided advice in Q&A videos across YouTube, the website and social channels. The content team complemented this with bacteria and virus-themed social content.



## Bronze – Dorchester Collection

Luxury hotel group Dorchester Collection created #DCmoments Food Guides – city guides that take readers on a gourmet journey – as an innovative extension to guests' hotel experience. The campaign achieved impressions of 464,861, an audience reach of 223,302 and 49,241 social media interactions across its main social platforms.



## Bronze – MELoh and kovald Digital Marketing Strategies

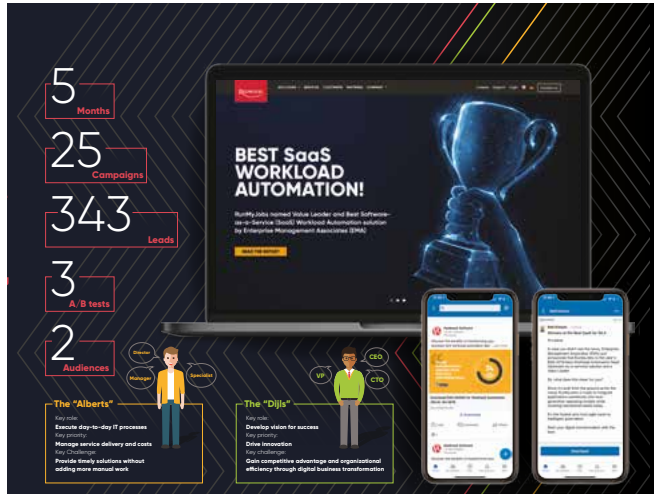
Greek fashion company MELoh built its campaign around real people, not models. It used social to present its new plus-size collection, highlighting how fashion can be friendly to the average woman. The Instagram stories were the most successful, resulting in a rapid increase in sales, especially during lockdown.

# BEST USE OF EXISTING SOCIAL MEDIA PLATFORMS: LARGE BUDGET <£75K+

## Gold – Redwood Software and LEWIS Communications

Redwood Software specialises in automating mission-critical business and IT processes, with more than 3,000 customers worldwide, installations in more than 150 countries and over 25 years of automation experience. It tasked Lewis with building a campaign for RunMyJobs, one of Redwood's core products, which eliminates the challenges businesses face with siloed and disconnected IT processes. The 2019 EMA Research report named RunMyJobs as a value leader and best SaaS workload automation tool.

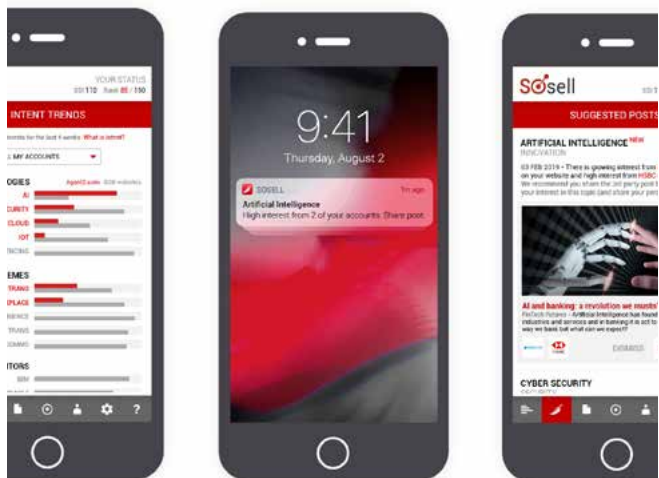
The main goals were to generate 100 first responder leads using the report, increase lead generation month on month and reduce cost-per-lead. Over a five-month period, Lewis helped Redwood structure the angles of its campaigns and conducted an in-depth test phase using LinkedIn as the primary tool for lead generation. The messaging and creatives positioned Redwood as the best SaaS workload automation tool. The campaign generated 343 leads, exceeding the target by 243.



# BEST DEVELOPMENT OF PROPRIETARY SOCIAL MEDIA PLATFORM AND TOOLS

## Gold – SOsell and Agent3

With social media becoming a key component of many sales strategies, it has become harder to be heard above the noise. Agent3 set out to create a social media tool that would get results for salespeople by using the data it had available. SoSell is a social selling platform that uses AI to trawl through the intent signals that Agent3 is gathering for client accounts and calculates what information a particular account is looking for at a given time. Content is tagged so that SoSell can match it to each account's requirements. It then serves it up in an intelligent way, so the user can post and share it at the click of a button. A team of analysts supports the AI by trawling through all sources to find, approve and tag content before sharing it in the system. The user can therefore be certain they are posting content that the target audience is known to be interested in at exactly the right time.



# BEST COMMUNITY DEVELOPMENT



## Gold – Diageo and Smarts

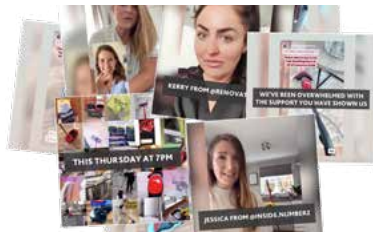
When the pandemic hit, drinks giant Diageo wanted to support its employees through a particularly difficult time for the hospitality industry in which bartenders were unable to work. It enlisted Smarts to find a way to bring its community together during the pandemic, resulting in a virtual bartender training programme, Diageo Bar Academy.

It used social media to offer support, motivation and inspiration, with content ranging from tutorials and live webinars to pub quizzes and 'bar skills' challenges. With innovative and fluid platform usage, it delivered key messaging and built relationships with its audience, tackling uncertainty and isolation related to the pandemic. Diageo Bar Academy more than doubled its reach among bar staff, including a year-on-year uplift in reach on Facebook of 846%.



## Silver – Specsavers and Tangerine Communications

During lockdown, Specsavers closed its 900 stores, except for urgent and essential care, but people still needed advice and guidance. With Tangerine, Specsavers launched the Facebook community group 'Ask The Expert.' Within two months it had more than 1,100 members and answered nearly 500 questions.



## Bronze – Vileda and Mosquito Digital

Mosquito created a coronavirus-related campaign for cleaning brand Vileda, bringing it together in partnership with Marigold. The campaign sparked a feeling of togetherness and community, presenting a positive message in the face of isolation and fear. #TeamCleanCommunity used influencers to encourage people to come together and share their stories.

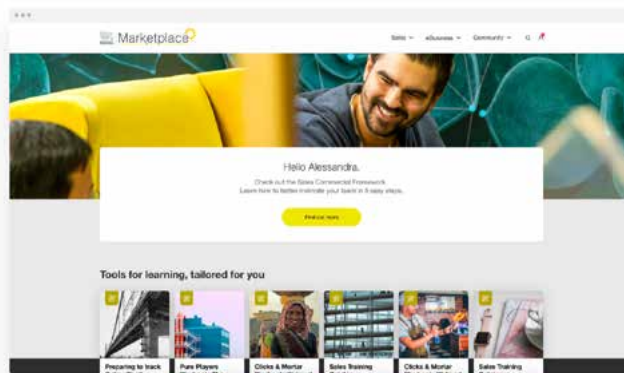
## Highly commended – Metanium and Mosquito Digital

# BEST INTRANET

## Gold – Nestlé and Hill+Knowlton Strategies

Nestlé Marketplace is the brand's e-learning and content platform for over 50,000 employees, providing tools for its global e-business and sales teams to plan, work and sell better. However, the knowledge sharing site was outdated, so Nestlé tasked Hill+Knowlton Strategies with refreshing it, to make it the go-to mobile-first resource for the staff – and future audiences.

With a diverse audience of more than 50 markets, split across categories and disciplines, there were complex models, frameworks, and tools to review. This was the first internal platform to integrate with Nestlé's new Workplace channel; a first for the global IT and Facebook team from a technical and collaborative perspective. Following the redesign, the channel saw a 112% increase in page views and a 75% increase in users.



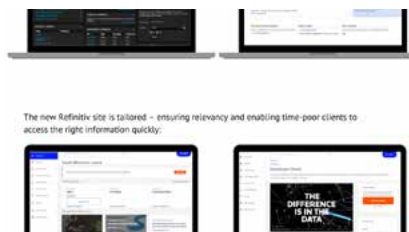
## Silver – HSBC

HSBC took almost a year to research, define, map user journeys, design, build and test create.hsbc, a new intranet home for its brand and design system. Applying the brand's customer experience principles to filter decision making, it was shaped by an industry review and feedback from HSBC's global creative community. After launch, unique visitors were up by 119%.



## Bronze – Refinitiv

Formerly the Financial and Risk business of Thomson Reuters, Refinitiv launched as a new financial data company in 2018. It needed to design, deliver and deploy a new intranet, Connectiv, unifying five comms platforms and migrating more than 1m pieces of content. Since launch, it has achieved a 38% reduction in time spent searching for content.



## Highly commended – Commonwealth Care Alliance and Unily



# BEST DIGITAL EMPLOYEE COMMUNICATION



## Gold – Vodafone and We Are Tilt

Vodafone wanted to help its employees better understand the design thinking process. The aim was to raise awareness the benefits and better outcomes of partnerships with designers. This would create a cultural and behavioural shift towards human-centred design. Vodafone wanted to enable its people to upskill, reskill and build their expertise.

We are Tilt engaged with the target audience by framing the process as a quest, with Vodafone's people overcoming a challenge. 'Design is the Difference' is a series of videos following a team of designers and developers as they tackle design challenges. It increased awareness around employee accessibility, disability and inclusivity, and collaboration with design teams.



## Silver – HSBC

Having launched a massive digital transformation across the business, HSBC's digital teams and relationship managers struggled to find information about the bank's new product solutions. Marketplace was born – an internal knowledge sharing tool for the bank's digital product solutions. It has successfully engaged employees around the world.



## Bronze – Unicredit with Bladonmore and FinElk

European bank UniCredit faced an unprecedented challenge during the pandemic: many of its 85,000 employees were forced to work from home and had to be communicated with. With Bladonmore and FinElk, it created a microsite to share important information about the business and to boost morale.

**Highly commended – Implats mining and Wyzetalk**

**Highly commended – JTI and Ignis**

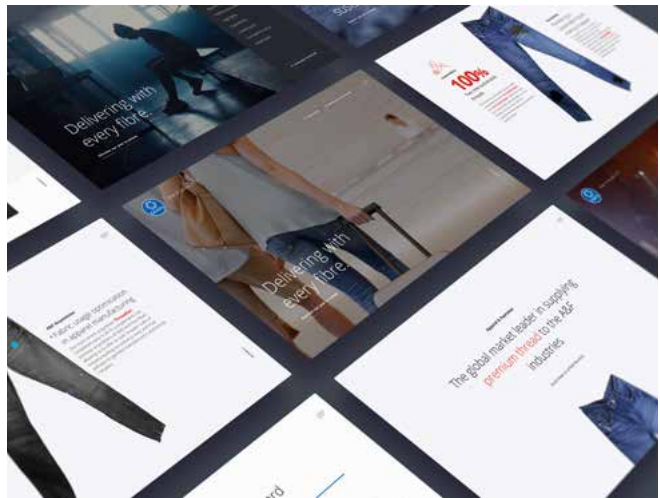
**Highly commended – Post Office and WEBVID**

# BEST ONLINE ANNUAL REPORT

## Gold – Coats Group and Emperor

Coats is the world's leading industrial thread company. In 2019, Coats partnered with Emperor on its reporting communications. The 2019 annual report enabled readers to understand how the company adds value for all its stakeholders. The 'Delivering with every fibre' strapline spoke of a renewed focus on delivering enhanced value to customers while referencing premium threads and the design and supply of high-performance technical threads in a range of industries.

The report demonstrates Coats entered 2020 having made significant progress including towards its 2022 sustainability targets. Coats' reporting is digitally led and required an online summary of its annual report that effectively captured key messages from the fuller printed report in a succinct and engaging fashion. The summary delivered an on-brand, digital-first experience.



## Silver – UK Power Networks and Instinctif Partners

UK Power Networks is the UK's biggest electricity distributor. Its annual report is sent to key stakeholders including Ofgem, government ministers and local authorities. It introduced a storytelling structure in its online report, emphasising the company's public purpose. The report presents complex information creatively and brings to life the excitement of the sector.



## Bronze – Leaseplan and Investis Digital

LeasePlan is one of the world's largest fleet management and vehicle finance companies. It tasked Investis Digital with creating its annual report, which had to convey its core message of delivering 'any car, any time, anywhere' as well as further enhancing the customer journey through the development of new, data driven digital products and services.



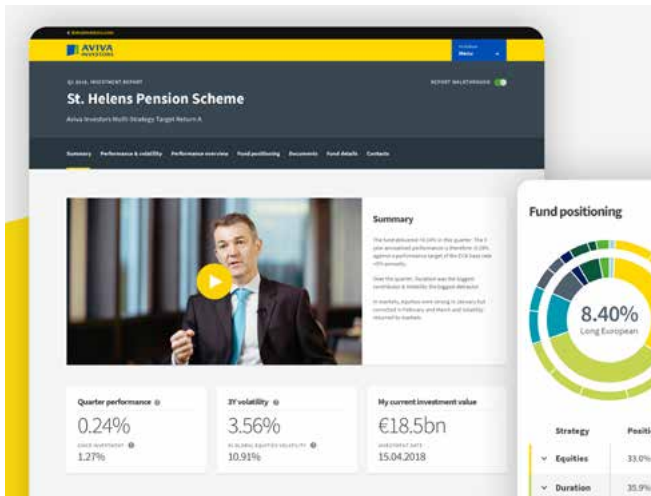
## Bronze – Legal & General and Superunion

Legal & General's online report, its 'Annual Results Quick Read 2019,' does the work for the user by summarising key content into one location, while providing links to further detail. Its focus was to provide evidence to demonstrate how Legal & General improves lives through inclusive capitalism in a compelling way, leveraging the new brand.



## Highly commended – Rentokil Initial plc and Carr Kamasa Design

# BEST USE OF DIGITAL TO AN INVESTMENT AUDIENCE



## Gold – Aviva Investors and Jellyfish

Investment reports are renowned for being unremarkable. Their generic formats inhibited communications and resulted in fund managers requesting additional content and meeting time. To reinvent this relationship, Aviva Investors worked with Jellyfish on a different approach to investor relations. It transformed its reports into personalised, digestible formats that resulted in more efficient, effective communications

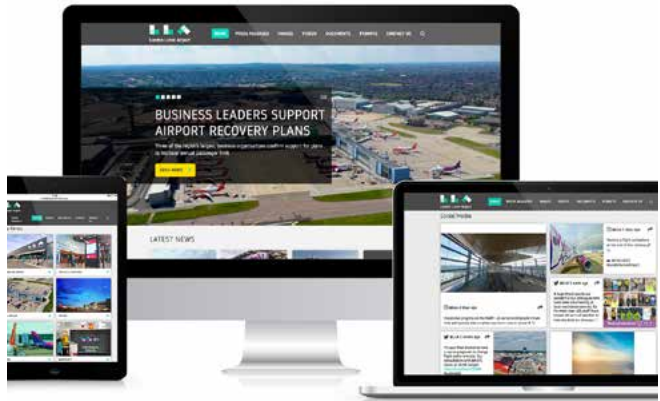
In the process, Aviva Investors changed the way investor reports were conceived of and delivered, forcing the industry to embrace progress. Integrating snapshot reporting information, video and bespoke bite-sized content enabled customers to save time in receiving and understanding the communications as well. The new reports resulted in a 50% reduction in time spent on client reporting by fund managers. Judges thought this approach was innovative and delivered on business objectives.

# BEST ONLINE NEWSROOM

## Gold – London Luton Airport and PressArea

London Luton Airport is one of the UK's busiest airports and wanted its online newsroom to represent that. PressArea addressed the streamlining of its internal workflow and discovered that there was no way of knowing how many inbound press enquiries had been made and there was limited data on asset downloads.

In just five weeks, it created a new press office that brought everything under one roof, streamlined processes and brought more structure to operations. Press releases, images and videos are now easy to download in a one-stop shop for the media and London Luton Airport internal comms team. There is a document upload facility for public liability insurance or any other relevant issues. The media enquiry form contains fewer fields but enables the comms team to deal with enquiries in as organised and timely manner as possible.



## Silver – Dove(Unilever) and Epresspack

Dove created its online newsroom with Epresspack, to spread Dove's voice, embody its vision and increase its influence. It emphasised new products, while strengthening the brand's position as a defender of self-acceptance. The agility of the platform allows Dove to adapt to each market and deliver its message worldwide, providing access to influencers as well as journalists.



# BEST EVALUATION STRATEGY



## Gold – Ageas UK

Car insurance specialist Ageas wanted to raise awareness of its brand as the 'easiest' car insurer in the market. 'Carguments,' its social-first campaign, uses humour in brief online videos that bring to life the more trying moments of everyday driving. Ageas planned the campaign with a clear objective and evaluation plan.

'Carguments' places Ageas and the audience on the same side through relatable moments that are framed humorously but believably, highlighting that Ageas understands the difficult moments, which is why it seeks to make their lives easy. By testing snippets cut from the main film, Ageas could gauge audience receptiveness. It used two six-second films and two lasting 15 seconds, which it A/B tested. Then it used Facebook paid media targeting. 'Carguments' reached nearly three million people, with 4.5m impressions made.



## Silver – Birds Eye (Nomad Foods) and Zenith Media UK

Frozen food giant Birds Eye wanted to safeguard its market share against competitive own brands. Zenith carried out a sales impact study, looking at two different buying strategies to understand what was driving the maximum offline sales for Birds Eye. The results proved that reaching fewer people but with a higher frequency and duration led to greater sales.

# BEST USE OF DIGITAL BY A CHARITY, NGO OR NFP

## Gold – Médecins Sans Frontières and Crafted

Médecins Sans Frontières (MSF), provides medical aid where it is needed most across the world. Its expert medical teams act fast to save people's lives in conflict zones, natural disasters and epidemics. The MSF UK team partnered with Crafted to enhance its digital strategy. The first challenge was to communicate MSF's lifesaving work at a crucial time for the charity's fundraising, during November to January.

Its Christmas campaign got the message across using display, social, audio, video and paid search while integrating with TV, radio, press and direct mail. It used digital channels to tell the story of the MSF Emergency desk to drive new user donations, direct debit sign-ups and awareness for longer term impact. The campaign invoked storytelling tactics and made a huge impact.



## Silver – British Heart Foundation and Wardour

The British Heart Foundation's digital channel, Heart Matters, is a collaboration with Wardour. It contains engaging stories, videos, animations and in-depth content supporting people with heart conditions through the pandemic. In surveys from June 2020, 90% of users said the Heart Matters coronavirus hub helped them manage their condition.



## Bronze – The World Resources Institute and 3 Sided Cube

The World Resources Institute is a global research organisation that turns ideas into action to support the environment, economic opportunity and human wellbeing. It partnered with 3-Sided Cube to build TerraMatch, an app and web platform that connects investment funding with environmental initiatives.



## Bronze – Young Gamers & Gamblers Education Trust and me&you

It was vital that the Young Gamers & Gamblers Education Trust's work didn't cease during lockdown. Together with me&you, it transformed its practitioner workshops into virtual classrooms, launched a new parent hub website and participated in an online event for the betting and gaming industry.



## Highly commended – Tempus Novo and Zeal

## Highly commended – The Church of England

## Highly commended – Wellbeing of Women and NU Creative

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# BEST USE OF DIGITAL FROM THE EDUCATION SECTOR

## Gold – Swansea University and Crunch Digital Media

When the global pandemic took hold, the brief for the Swansea University virtual open days campaign changed from advertising the on-campus open days to encouraging signups to virtual open days instead. Crunch Digital Media created a campaign that delivered across Facebook, Instagram and YouTube.

Images of the Swansea Bay campus highlighted the draw of Swansea's beachside location, and a short video used images of the campus to succinctly describe the format of the virtual open day. On Facebook and WhatsApp, the campaign achieved 362% of its target for messaging conversations started; on YouTube it achieved 153% of its target impressions for the applicant audience. The campaign was also featured on BBC Breakfast because of its great results in spite of the challenges posed to open days by the pandemic.



## Silver – Young Gamers & Gamblers Education Trust and me&you

When the UK went into lockdown, it was vital that the Young Gamers & Gamblers Education Trust support for young people and their families didn't cease. With me&you it launched a new parent hub website and exceeded its target by 103% for the number of practitioners trained in its workshops.



## Bronze – North Warwickshire & South Leicestershire College with Creative 62 and Unity: Made in Digital

Open events are a key element of North Warwickshire and South Leicestershire College's marketing strategy, but the coronavirus lockdown meant that physical open events were cancelled. It worked with Unity and Creative 62 to create a personalised virtual open event for Year 11 students.



## Highly commended – Cambridge Trust and Sookio



# BEST USE OF DIGITAL FROM THE ENERGY AND UTILITIES SECTOR



## Gold – British Gas and Publicis Sapient

British Gas is facing challenges within the household energy market. No longer able to rely on its inherited customer base, it needed to rapidly transform the customer experience and demonstrate user value through its digital channels. It formed dedicated, integrated teams that included key experts from across Centrica's UK home business.

Alongside Publicis Sapient, British Gas created a new customer app launched with a two-click tariff change, Apple and Google Pay (a first for an app in the UK energy market), real-time smart meter data visualisation and the booking and management of service appointments. New customer segments are added on a regular basis to extend the app's reach and relevance.



## Silver – Smart Energy GB and That Lot

Smart Energy GB is the campaign to help people understand smart meters. Negative online opinions and damaging myths were gaining momentum, so it created an integrated digital campaign that directly addressed the myths and acted as a catalyst for positive conversations around smart meters. It gained 4.1m impressions and 1.3m views in the first month.



## Bronze – UK Power Networks Services and Instinctif Partners

UK Power Networks Services is an energy infrastructure provider; installing, managing and maintaining electricity supply to clients like Heathrow Airport. It launched a new website, driving traffic with a content-led marketing campaign on LinkedIn. It smashed its initial target of attaining 3,000 LinkedIn followers by almost 100%.

## Highly commended – Energy Networks Association and SEC Newgate UK

# BEST USE OF DIGITAL FROM THE ENGINEERING AND MANUFACTURING SECTOR

## Gold – Third Dimension and Dirty Design

Third Dimension makes non-contact precision feature measurement tools for the aerospace, automotive and energy sectors worldwide. It tasked Dirty Design with updating its website to give it a compelling new look that would make it more user-friendly, therefore increasing the conversion rate.

Each product range is supported by a distinctive colour, photography and icons. A key feature of the design is the use of laser cut lines on the pages, inspired by Third Dimension's precision measurement tools. The website went live in July 2020, and in the first week after the relaunch, 100% of surveyed visitors said it was easy for them to find what they were looking for, and 80% said the new design was very appealing.



## Silver – Chelpipe Group and Aero

The Chelpipe warehouse complex is a trade division of Chelpipe Group. Aero redesigned its website to improve the client experience and reduce the time between searching for a product and placing an order. Following the redesign, order processing time decreased by 10-15%, while turnover in Chelpipe's e-commerce channel increased more than two-fold, year-on-year.



# BEST USE OF DIGITAL FROM THE EXTRACTION(OIL, GAS AND MINING) SECTOR



## Gold – Anglo American and Investis Digital

Headquartered in London with mining operations in southern Africa, North and South America and Australia, Anglo American had 12 corporate websites, managed independently by stakeholders within each region, its messaging was inconsistently delivered. It tasked Investis Digital with building a new corporate website that would cater to the needs and expectations of a broad audience: investors, local communities around the world and potential employees.

It created a central group website through which versions could then be replicated and tailored to fit local country and business needs. Anglo American's commitment to sustainability was reaffirmed with a newly restructured section.



## Silver – Anglo American and Wyzetalk

When the pandemic shut down Anglo American's operations, frontline workers were sent home, uncertain when they would be able to return and fearful for their health and future. Using Wyzetalk's Engage, a global employee experience solution, it was able to communicate with all staff and contractors and get production up and running again while caring for the health and wellbeing of its workforce.

# BEST USE OF DIGITAL FROM THE FINANCIAL SERVICES SECTOR

## Gold – Ageas UK

Car insurer Ageas wanted to raise its profile and appeal to a younger audience not traditionally associated with the financial services market. Many of these are digital natives who instinctively turn online for resources and information. The hypothesis behind Ageas's online video campaign, 'Carguments,' was that increased brand awareness would lead to an increase in searches.

The social-first campaign uses humour in brief online videos that demonstrate the everyday frustrations related to driving. It helped Ageas to make financial services a more familiar topic for its target audience. 'Carguments' reached nearly three million people, with 4.5m impressions. More than 50,000 people were able to recall the advert, largely among the target audience. Brand awareness increased by 9% as a result.



## Silver – HSBC

Following HSBC's brand and design system redevelopment in early 2018, it needed a single internal source for its brand and design standards, and so it launched create.hsbc. The intranet houses HSBC's creative assets, guidelines and toolkits, and also fosters creative community engagement, inspiration and collaboration, greatly improving page visits and use.



## Bronze – Legal & General and Wardour

Pensions and life assurance specialist Legal & General wanted to boost brand awareness in a crowded sector, so Wardour created a campaign that focused on its social purpose. It included a year-long integrated campaign in the Telegraph, an online hub and a vibrant social strategy including video, animation and written articles.



## Bronze – Quick Sigorta

When the Covid-19 pandemic arrived, Turkish insurance specialist Quick Sigorta launched a new app, 'Agency, not an agent,' to bring together the insured and the agency online. Using machine learning to provide an uninterrupted end-to-end customer experience, the number of transactions has increased by 154% since the app was launched.



## Highly commended – PIMFA and Cicero/AMO

## Highly commended – UniCredit and Bladonmore and FinElk

# BEST USE OF DIGITAL FROM THE FMCG SECTOR



## Gold – Horlicks and Mosquito Digital

An iconic brand for more than 140 years, Horlicks has a rich history. However, as part of a declining hot malted drinks category, coupled with an ageing audience and strong connotations as a sleep aid, Horlicks had seen a fall in sales. It brought in Mosquito to shift perceptions of the product and reach a younger audience.

‘Moments to Share’ was a multichannel campaign focusing on uniting Horlicks with the foodie community. It collated a recipe book inspired by the public, thereby expanding the scope of product use. Mosquito incorporated food-based posts on the brand’s social channels, which drove engagement and new followers from the target audience. The cookbook demonstrated the versatility of the product, which resonated with a younger audience. Now, under-44s now make up 71% of Horlicks’ Instagram and 55% of its Facebook audiences.



## Bronze – Kagool

Kagool is a digital agency working with enterprise-level businesses. It created an integrated marketing campaign to ensure that Kagool is front of mind in FMCG websites or digital marketing searches. Tactics included telemarketing, content marketing, email marketing, search marketing and display across earned, owned and paid media.



## Bronze – Nestlé and Hill+Knowlton Strategies

Nestlé Marketplace is the commercial content platform for 50,000 employees, providing tools for its global marketing, e-business and sales teams to plan, work and sell better. Hill+Knowlton was tasked with refreshing the knowledge sharing site. Based on research findings, it made transformative changes to drive the longer-term vision, creating a personal, mobile-first and user-friendly version of Marketplace.

# BEST USE OF DIGITAL FROM THE FOOD AND BEVERAGE SECTOR

## Gold – Horlicks and Mosquito Digital

Horlicks is a traditional household favourite within the hot drinks category, but as part of a declining hot malted drinks subcategory, coupled with an ageing audience and strong connotations as a sleep aid, it had seen a decline in sales performance. Mosquito Digital was challenged to bring Horlicks back to front-of-mind, shift perceptions of the product and reach new audiences.

It developed 'Moments to Share,' a multichannel campaign featuring a recipe book inspired by the public, positioning Horlicks as an ingredient to be used in sweet and savoury recipes. Mosquito collaborated with 12 food influencers who created their own Horlicks recipes. Following Moments to Share, Horlicks' Instagram and Facebook audiences grew greatly.



## Silver – Diageo and Smarts

Diageo wanted to do something for the bartenders unable to work during the pandemic. Smarts brought its global bartender training online and brought the community together, using social media to offer support, motivation and inspiration, with content ranging from tutorials and live webinars on to pub quizzes and 'bar skills' challenges.



## Bronze – Nomad Foods and Sequel Group

Nomad Foods has 4,600 employees, both office- and factory-based. Sequel had to update 'Our Way,' Nomad's in-house newsletter. It improved the content, production and accessibility, relaunching it as a monthly SharePoint publication and rolling news platform, improving cross-team communication.





Our passion drives us to provide new health solutions advancing human life.

Headquartered in Lachen, Switzerland, Octapharma is one of the largest human protein manufacturers in the world, developing and producing human proteins from human plasma and human cell lines.

Octapharma employs more than 9,000 people worldwide to support the treatment of patients in 118 countries with products across three therapeutic areas: Haematology, Immunotherapy, and Critical Care.

Octapharma has seven R&D sites and six state-of-the-art manufacturing facilities in Austria, France, Germany, Mexico and Sweden, and operates more than 160 plasma donation centres across Europe and the USA.

Countries in which patients are treated with our products

118

Employees worldwide

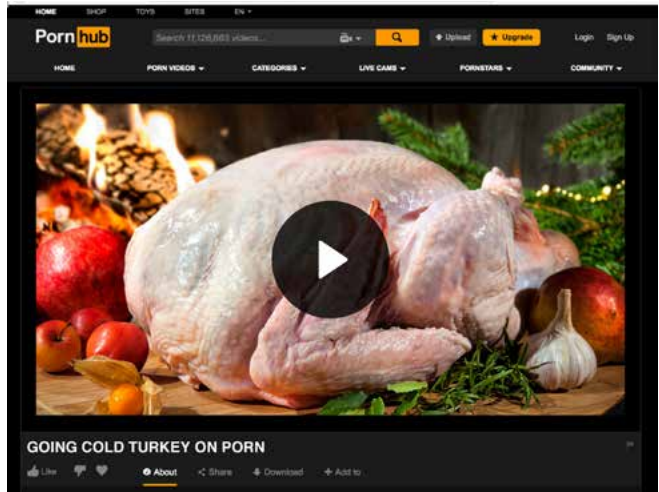
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# BEST USE OF DIGITAL FROM THE HEALTHCARE AND PHARMACEUTICALS SECTOR

## Gold – Zava and Third City

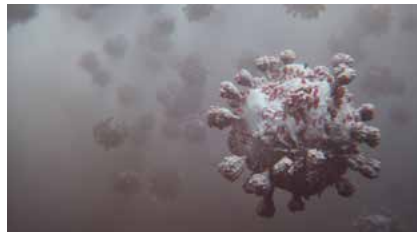
Online doctor and Viagra retailer Zava is a startup and needed to establish itself in the market. It tasked Third City with creating an innovative campaign to punch above its weight. With December identified as a key time for porn consumption, and with growing research revealing a link between excessive porn consumption and erectile dysfunction, it launched a campaign to encourage men to go cold turkey on porn at Christmas.

Zava flooded porn sites with videos of turkeys and racy, clever tags. The videos had thousands of organic views in just days, driving people to a hub for more information on porn-induced erectile dysfunction. It also provided a 'pub chat' function to facilitate discussion. In less than a month, the campaign reached 1.1 million people on social media, while brand awareness of Zava increased by 31% in December.



## Silver – Random42

Random42 consists of scientists, artists, animators and programmers, who collaborate to produce scientific imagery, stories and interactive experiences. It created an animation to educate viewers on the coronavirus outbreak. The format brought intricate messages to life, allowing the viewer to gain a deeper understanding of the science behind coronavirus.



## Bronze – Octapharma AG and Sensory-Minds GmbH

Octapharma develops and produces human proteins from which it manufactures medication. It tasked Sensory-Minds with creating a user-friendly website that was patient-centric and strengthened the overall brand image. The result was a fully responsive website that emphasises Octapharma's commitment to its patients and scientific communities around the world.

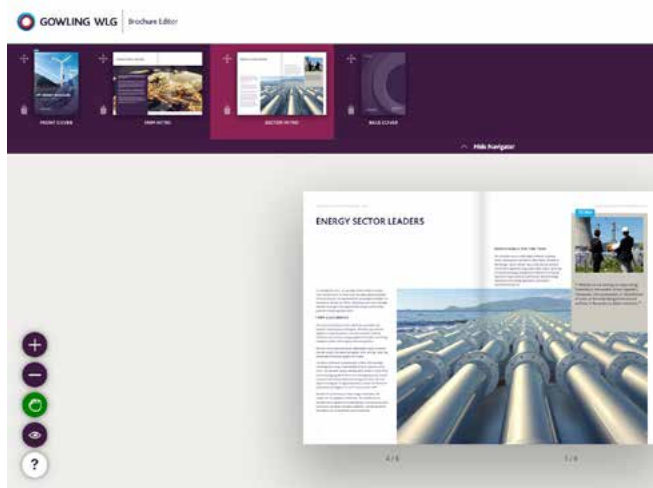


## Highly commended – Chemist Direct and Global Search Marketing

## Highly commended – Tissue Regenix and Jones and Palmer



# BEST USE OF DIGITAL FROM THE PROFESSIONAL SERVICES SECTOR



## Gold – Gowling WLG and DRPG

Gowling WLG is an international law firm with partners all over the world, dedicated business support teams and over 1,400 legal professionals. To aid the internal comms and business development activities, Gowling appointed DRPG to develop a productivity tool that would give legal partners the ability to create bespoke business development brochures in a simple and timely manner which they can share with clients.

The result was 'Go:Create,' a web application that can create tangible and digital outputs, supporting the development of print and digital brochures. 'Go:Create' has proven to be quick and easy to use, reducing the amount of business development related workload, as legal partners no longer need to go back and forth with the comms and design teams to define appropriate content and case studies.



## Gold – KPMG and Audere Communications

KPMG wanted to increase its share of voice around Brexit. However, it lacked a mechanism to respond to fast-moving events. It had to find a vehicle that reflected not only the strength and depth of its in-house expertise but also the interesting and varied personalities behind it. KPMG worked with Audere Communications to create bespoke podcasts.

As KPMG operates in a highly regulated sector, the production process had to tread carefully, while ensuring the content would be engaging and incisive. 'The Business of Brexit' podcast launched in January 2019 and enabled KPMG to maintain regular market presence and build its voice on Brexit as well as develop relationships with external experts who have been guests on the show. It has also led to several instances in which the firm has won new business.



## Silver – Travers Smith and Living

Law firm Travers Smith had a long, successful history going back more than 200 years. But by 2018 its brand was no longer an accurate reflection of the firm and its talented lawyers. Living created a new website and brand that successfully highlighted the personality of the firm, with strong visuals and a stand-out digital experience for the user.



## Bronze – SGS

SGS provides inspection, verification, testing and certification services to a variety of sectors, from hospitality to oil and gas. When the Covid crisis hit, SGS created Next Normal Solutions - an identity and campaign that brought together all relevant aspects of its diverse offering under one single banner, providing news and information on a range of services to help its customers respond effectively to the pandemic.

# BEST USE OF DIGITAL FROM THE PROPERTY, CONSTRUCTION AND FACILITIES MANAGEMENT SECTOR

## Gold – SEGRO

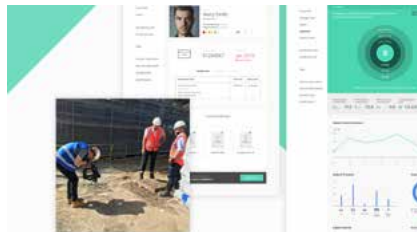
SEGRO is an owner, asset manager and developer of warehousing and light industrial property. Together with Big Button it created a video, 'Contraption,' to celebrate its centenary. It took the form of an elaborate Rube Goldberg machine, filmed in one take. By filming in one of SEGRO's own properties, 'Contraption' quite literally shows that the company creates the space in which extraordinary things happen.

By using customer products in the machine, SEGRO was able to showcase its their huge variety of customers in terms of size, sector and geography. The very nature of Rube Goldberg machines is that one thing touches another, so 'Contraption' also visually alludes to the company's 100-year history.



## Silver – Willmott Dixon and Tribus Digital

Construction contractor Willmott Dixon needed to shake up its approach to health and safety training. The biggest opportunity to reduce onsite accident frequency rates (AFRs) was during the induction process. With Tribus Digital it created the digital platform mi | pre-enrolment to replace traditional health and safety materials, reducing onsite AFRs by 50%.



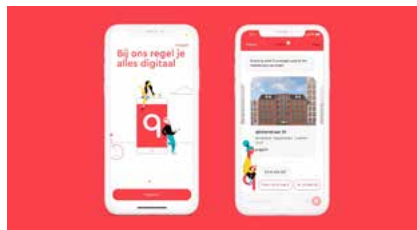
## Silver – Wintringham Partners LLP with Urban&Civic and The Nuffield Trusts

Urban&Civic's new Cambridgeshire development, Wintringham featured a digital communications campaign establishing it as a place brand in its own right. This told the site's visual story during the construction stage and has been adapted into a full-scale media campaign across paid, owned and earned channels alike.



## Bronze – qlinker and One Shoe

Dutch housing association Mitros wanted to digitise as many rental processes as possible in a user-friendly mobile app for tenants. With qlinker, tenants can log in, browse through available properties and apply immediately. All paperwork and repairs are carried out via the app, making life easier for tenants and better fulfilling the social mission of the housing corporation.



## Bronze – Yourkeys

Yourkeys is a platform that streamlines the buying process for new build properties. It has created greater transparency, consistency and cost savings throughout the entire purchase and conveyancing process, removing a lot of the traditional frustration endured by househunters during the process.



# BEST USE OF DIGITAL FROM THE PUBLIC SECTOR



## Gold – Social Work England and CDS

Social Work England (SWE) is a non-departmental public body. It believes in the power of collaboration and in sharing a common goal with those it regulates, to protect the public, enable positive change and improve people's lives. It enlisted CDS to create a public-facing website, which needed to be adaptable enough to act as an online portal, case management system and mobile solution for social workers.

CDS developed SWE's website while seamlessly and securely migrating 32m legacy data entries and some 400,000 documents to the new platform. It ensured Government Digital Service standards were met, and that quality standards are auditable and adhere to legislation. SWE's digital transformation frees up time for social workers to help those who need it most.



## Silver – College of Policing

The Crime Reduction Toolkit was developed by the What Works Centre for Crime Reduction at the College of Policing. It provides digital access to research and evidence on what works to reduce crime. With open access for anyone with a role in reducing crime, it provides ready access to the evidence about each intervention's impact on crime.



## Bronze – Government Finance Function and Connect Internet Solutions

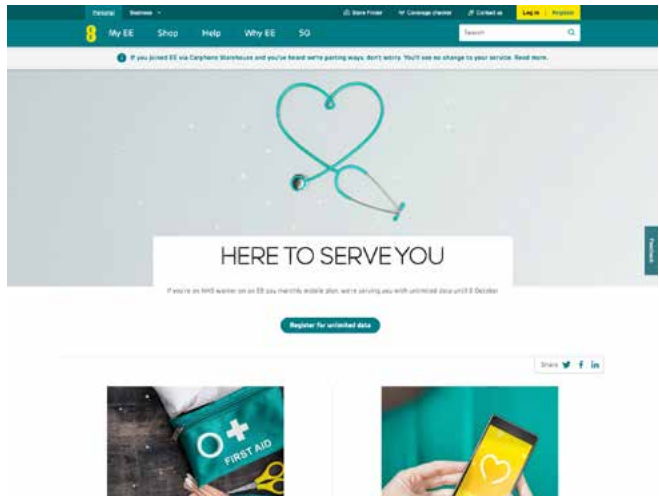
The Government Finance Function, part of the Civil Service and HM Treasury, exists to enable the delivery of high-quality public services, and to ensure that public money is spent efficiently and effectively. Connect created OneFinance, a new intranet platform for its 10,000 plus members to share knowledge, develop new ideas, learn from others and fulfil their respective roles in a secure, unified community.

# BEST USE OF DIGITAL FROM THE RETAIL SECTOR

## Gold – BT and EE

BT's mobile brand EE concentrated on small updates to its SEO strategy which were coupled with a detailed analysis of search performance, trends and behaviours to affect greater change. This drove click-through rates, improved on-page optimisation and helped EE become the most visible 5G provider.

It quickly adapted to the onset of the Covid-19 pandemic by using real-time SEO dashboards with 15-minute check-ins to flag potential errors. For launches, EE was constantly available. And, for store openings, it used Google My Business features to create a richer preview. EE delivered an appreciation offer for NHS customers, resulting in an amazingly successful SEO campaign that saw over 253,000 NHS workers benefit.



## Silver – Whirli and Hex Digital

Toy subscription startup Whirli enables parents to choose a plan which gives them a token allowance to spend on toys. Toys can be redistributed to other users in a circular model. Hex worked with Whirli to transform its concept into a fully functional product with paying customers in just over eight months.



## Bronze – Tile Choice and Global Search Marketing

Tile Choice's PPC campaign, created by Global Search Marketing had to increase tile sample orders, the number of returning visitors and sample buyers. It targeted new users via search ads for key terms with a high purchasing intent. It resulted in a 37% increase in new tile sample buyers and a 47% increase in transactions.



## Highly commended – Pronovias and Three Whiskey

# BEST USE OF DIGITAL FROM THE SPORTS, TRAVEL, LEISURE AND TOURISM SECTOR



## Gold – Eurotunnel Le Shuttle and Crafted

Eurotunnel Le Shuttle is just one way of getting between Europe and the UK, so competition in the industry and across SEO terms can include everyone from ferry operators to airlines and travel agents. With a core customer base of leisure travellers looking for driving holidays, Eurotunnel identified an opportunity for gains across leisure-themed content.

Eurotunnel identified target audiences including affluent families, older people who were 'kid-free and carefree' and silver surfers seeking gentle or cultural pursuits. Crafted developed a prioritised content strategy. Travel inspiration content on site was restructured to improve the user experience and SEO potential. Revenue increased by 30% year-on-year.



## Silver – Stage Entertainment and One Shoe

Stage Entertainment is the largest producer of musicals in Europe and needed to provide a consistent, engaging and seamless user experience where customers could discover shows and book tickets. It worked with One Shoe on a global platform replacing local websites, going from product-driven to customer-driven and building a digital-first mindset.



## Bronze – Puglia Tourism Board and Expedia Group Media Solutions

Expedia Group Media Solutions and the Puglia Tourism Board launched 'Puglia Travel Flavors,' an interactive campaign that featured a quiz pairing food with exclusive videos. These showcased Puglia's many assets and generated customised travel itineraries that facilitated greater online exploration of the region.

# BEST USE OF DIGITAL FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR

## Gold – Vodafone and We Are Tilt

Vodafone places great importance upon design in a competitive market. Design decisions affect how people use its services, how employees carry out their work, and ultimately affect profits. The goal was to help Vodafone employees to understand the importance of using design in problem solving.

We Are Tilt created 'Design is the Difference,' a mobile-responsive website and series of three films following a team of Vodafone designers and developers as they take on a design challenge in a day – to help a visually impaired colleague to use Vodafone digital tools. The project resulted in expanded Vodafone accessibility capabilities, increased awareness around employee accessibility and inclusivity and sign-off from senior leaders to create Vodafone's first design conference.



## Silver – BT and EE

BT's mobile brand EE launched a campaign across non-corporate channels including social media, the press, SMS and TV. The campaign focused the NHS appreciation offer of free, unlimited data through October 2020. Total visits to the NHS landing page reached 1.2m, and the total number of NHS workers with free unlimited data was 252,948.



## Bronze – B2B Marketing and Vismedia

When Covid-19 scuppered plans for B2B Marketing's annual event, Ignite London, at the Business Design Centre, it wanted to ensure the event still delivered. Vismedia created a 360 degree CGI version of the venue with interactive content, videos, podcasts, blogs, and virtual booths. Over 3,000 delegates attended the digital event, compared with the 1,300 usual attendees.



## Highly commended – Redwood Software and LEWIS Communications

## Highly commended – Zendesk and Vismedia

# BEST USE OF DIGITAL FROM THE TRANSPORT AND LOGISTICS SECTOR



## Gold – Twill by Maersk

Twill is a logistics service provider for SMEs, by Maersk. Although Twill had been trading for over three years, the traction it was getting among its target audience was limited, due to several factors, including insufficient trade lanes and the lack of an established brand. It created a new visual identity and site depicting a dynamic, progressive business.

The creative idea, 'You'll be the rockstar, we'll be the roadie,' demonstrates that Twill's customers remain the heroes, and that Twill offers the strongest supportive role for SME logistics. The campaign was designed to encourage on-site signups. Communications focused clearly and convincingly on communicating Twill's benefits. Since April 2020, cumulative signups are up by over 626% and the new customer ratio has seen a 550% increase.



## Silver – FirstGroup and Future Platforms

FirstGroup's First Bus operation is one of the largest in the UK, with a fleet of 6,200 buses. Future Platforms rebuilt the First Bus app to enable greater passenger functionality including accessing live bus times, ticket purchasing and journey favouriting. The bus route screen has been overhauled to address the current challenges the public is facing due to the pandemic.



## Silver – Greater Anglia

When train operator Greater Anglia saw passenger numbers plummet during the pandemic, its media team delivered posts, blogs and videos on social media to communicate key safety and information messages and show the efforts its staff was making to keep the railway open and safe for key workers. Facebook video views increased by 451% with engagement up 187%.



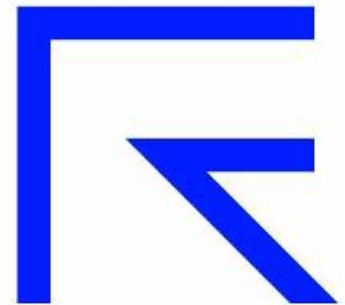
## Bronze – Our Future Skies and Emperor

Our Future Skies brings together a group of aviation industry stakeholders to raise awareness of the national programme of airspace change. Emperor was tasked with creating a website that would appeal to policymakers, politicians, business advisors, trade associations and the aviation industry alongside the general public. The end result is a site with lots of attention to detail, micro-interactions and page movements, making the user experience fun and satisfying.

## DIGITAL IN-HOUSE TEAM OF THE YEAR

# REFINITIV<sup>TM</sup>

## DATA IS JUST THE BEGINNING



### Winner – Refinitiv

Refinitiv was facing a considerable challenge. Formerly part of Thomson Reuters, its establishment as an independent business required it to rebrand without sacrificing any of its market-leading positioning and authority. To achieve this, its communications team worked across brand, internal and external communications on a comprehensive, data-driven communications programme.

Its intranet would form the foundation for this transformation. The company's 18,500 employees were engaged in the digital and brand transformation through the implementation of Office 365, the development of a new digital workplace and the integration of SEO-focused strategies into their working practices. SEO was a key focus as Refinitiv worked to ensure its search rankings would be fostered from within. By delivering content and excellent online communications Refinitiv was able to improve its search authority.

Judges were impressed with this team's work across the board. They consistently called it impressive with one citing, the "ambitious, highly organised and very successful" programme. Another judge added, "Impressive scale with a well thought-out plan and strategy. Very impressive results." One called it an "excellent response to a significant challenge, with demonstrable results." Refinitiv notched two gold awards in the 'Best use of SEO for corporate communications,' 'Best use of data,' a silver in the 'Best corporate website' and a bronze in the 'Best intranet' categories. This success makes Refinitiv a worthy winner of this year's 'Digital in-house team of the year' award.



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## DIGITAL AGENCY OF THE YEAR

# Crafted®

### Winner – Crafted

Working across social media, content and SEO, Crafted has delivered excellence at every turn. Its work with Eurotunnel Le Shuttle and Médecins Sans Frontières impressed judges for its thoroughness, strategy and problem solving. It won gold in both its categories, taking the top prize in 'Best use of digital by a charity, NGO or NFP,' with Médecins Sans Frontières and 'Best use of digital in the sports, travel, leisure and tourism' sector with Eurotunnel Le Shuttle.

With Eurotunnel Le Shuttle, Crafted had to improve the understanding of the rail provider and its competitive benefits while improving its SEO and cut-through with key audience groups. To do so, it worked with data analysts and content writers to build a stronger search position based on effective corporate content.

In its work with Médecins Sans Frontières, Crafted delivered an impactful campaign that harnessed the impactful nature of the NGOs work, while improving awareness of the organisation's often-misunderstood mission and activities. Its digital campaign was delivered across multiple channels and used an aligned content strategy that deployed complementary content to each audience. This improved awareness and achieved cut-through, while also meeting in operational targets in the process.

Crafted's work has been deemed "strategic," "amazing," and "very thorough." Judges praised the agency's problem-solving, use of creative communications and impactful content to achieve excellent results. It is a deserving recipient of the 'Digital agency of the year' prize at this year's Digital Impact Awards.

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# GRAND PRIX



## Winner – Vodafone and We Are Tilt

Vodafone wanted to engender a cultural and behavioural shift towards human-centred design. It sought to encourage employees to think empathetically when considering every problem. To do so, it developed a programme showcasing the power of collaboration with designers and integrating design skills and expertise into every level of the business.

We Are Tilt delivered a challenge to an international design team that was then filmed and delivered to employees in a series of three episodes. The project addressed accessibility challenges within Vodafone and examined the design team as it worked to solve those problems. This had the dual effect of communicating how 'design is the difference' in collaborative problem solving while also improving Vodafone's inclusivity and accessibility.

Supported by a comprehensive internal communications campaign, 'Design is the difference' caught judges' attention as well. One called it a "really fascinating, creative campaign," while another praised the "top-class submission and brilliant project." It won golds for work in employee communications and online video and took the top prize in the 'Best use of video by the technology, media and telecommunications,' sector. The campaign was "fun," "creative," and "a simple way to be effective," making it a worthy recipient of the 'Grand prix' award for excellence in digital communications.

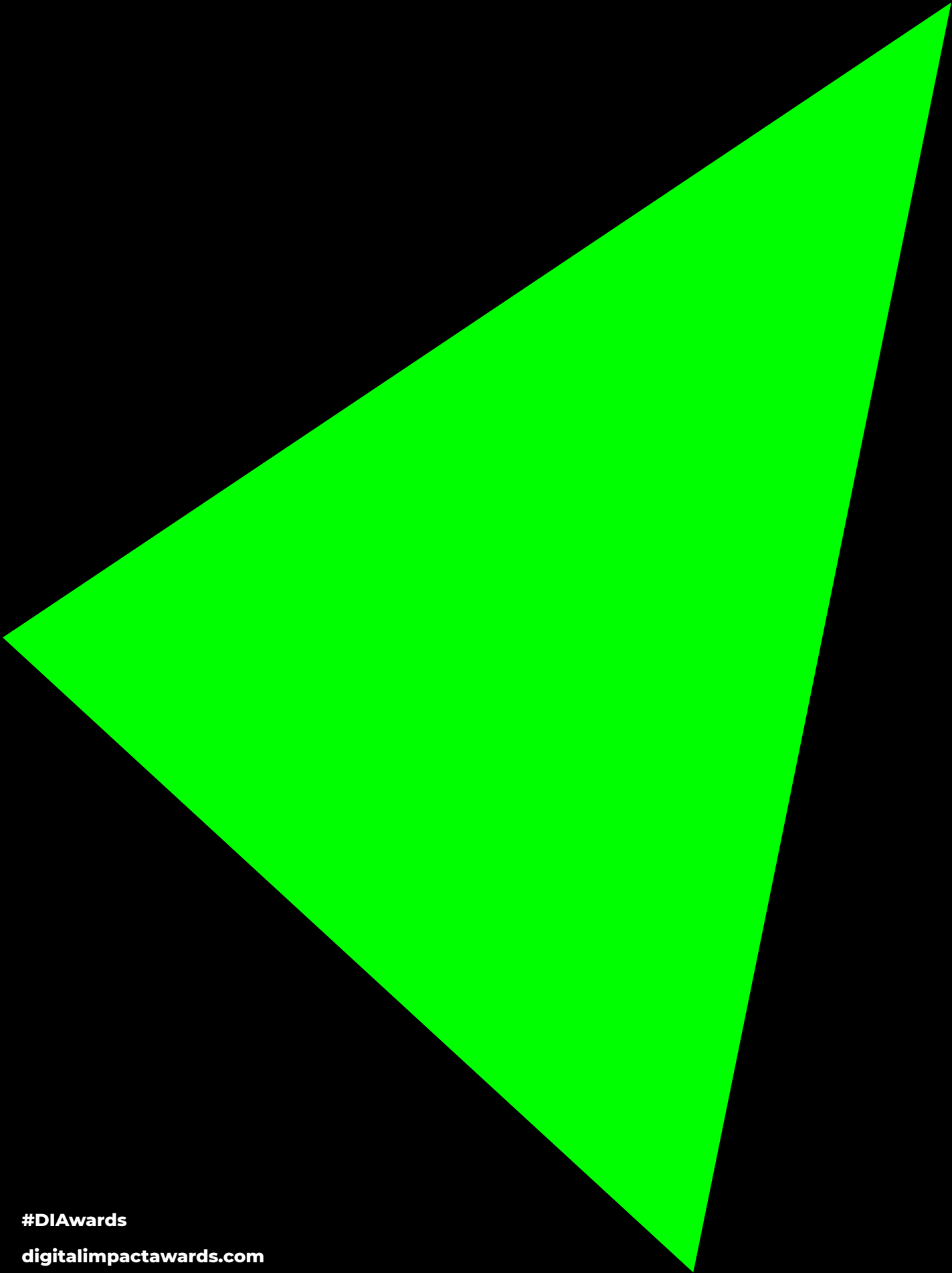


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