



**DIGITAL
IMPACT
AWARDS**
EUROPE 2022

WINNERS BOOK



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WELCOME



Andrew Thomas
Publisher
Communicate magazine

That we face uncertain times may well be the only certainty we know. Inflation, interest rates, talent attraction; the obstacles seem ever increasing. One would hope that our politicians are able to rise to the enormous challenges we face, but on recent evidence...

Perhaps what we need is for organisations to play a stronger role in supporting their customers, their employees and the communities in which they operate.

It seems that the winners tonight are aware of these responsibilities and have stepped up to the plate. They've taken on board the obligations organisations have to their stakeholders and looked at how digital communications can strengthen and improve those relationships. Our agency of the year, Hill+Knowlton Strategies, helped HSBC make a real difference to the working life of its disabled employees while this year's Grand prix winner, We Are Tilt worked with Diageo to face up to its responsibilities to tackle the challenges of underage drinking.

Like all the winning projects this year they can justifiably take credit for creating a strong digital impact.

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JUDGES



Suhail Adam
Head of social media,
UK and Europe
Tata Consultancy Services

Suhail has over 14 years of experience in digital marketing, having worked for the Government Digital Service (GDS), British Council, and Apple Retail. Based in London, he leads a team of five and is responsible for the development and implementation of TCS's UK and Europe social media strategies, focusing on driving strategic alignment with regional markets, growing communities, establishing new partnerships, and enhancing brand reputation.



Lee Butler
UK digital team lead
Médecins Sans Frontières

At Médecins Sans Frontières (MSF), Lee heads up the UK digital team that brings the stories of MSF's work around the world to the right audiences at the right time. MSF aims to break through the news agenda by shining a light on seldom covered crises, campaigning for impactful change, raising vital funds and building user-centric digital platforms and products. Lee also sits in MSF's international digital decision-making platform and previously promoted flower shows at the Royal Horticultural Society.



Evlambios Christophi
Head of digital communications
Department for Work and Pensions

Evlambios has over 14 years' experience in digital communications and currently heads up a diverse and talented in-house team split across social media, video production and graphic design, producing creative content for the Department for Work and Pensions (DWP). At DWP Evlambios is responsible for bringing high profile policy areas to life and developing audience-focused strategies to over 20 million claimants and customers. Prior to joining DWP, Evlambios worked at Action Fraud within the City of London Police.



Amaris Cole
Head of digital
Church of England

Amaris is head of digital for the Church of England, developing the Church's digital platforms and campaigns to meet the organisation's needs and reach new audiences. She is passionate about purpose-driven digital innovation and leading ambitious teams. In the last year, the award-winning digital team has worked on virtual reality church services, on-demand daily reflection content, voice projects on Alexa and Google Home and trained 8,000 local churches to use digital to grow their communities.



Yvette Dore
Communications Lead (Interim),
Natural History Unit
BBC Studios

Yvette is a communications and public relations expert with experience spanning a range of media, digital and technology organisations from complex global businesses to industry associations and trade bodies, including NBC Universal, ITV, FACT, Celador, Sony Pictures Entertainment and Radiocentre. Previously at Digital Radio UK (DRUK), Yvette led the communications strategy helping support the growth of digital listening in the UK to 70%. In 2021, alongside her role at DRUK, Yvette project managed the UK government and industry Digital Radio & Audio Review policy initiative.



Mark Frankel
Director of content operations
International SOS

Mark is director of content operations for the global medical and security risk experts, International SOS. He spent nearly two decades as a journalist and editor for BBC News and has delivered numerous talks and published several studies on the use and misuse of social media and eyewitness media.

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JUDGES



Andy Gibbard
Global director of digital and brand
SGS

Andy is global director of digital and brand at SGS, the world's leading testing, inspection and certification company, with over 96,000 employees across a network of more than 2,600 offices and laboratories around the world. Andy has been at SGS since 2013. Since initially specialising in web, 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 working in the creative agency sector in a career spanning more than 15 years.



Andrea Gold
Head of channels and measurement
Rolls-Royce

Andrea is an experienced digital communications strategist with over 15 years' 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 focuses on supporting a large network of internal and external stakeholders across all areas of the business. Previously, she worked at the IOPC and the Met Police.



Charlie Gregory
Senior design director
Battenhall

Charlie is senior design director at Battenhall and has led their creative and design arm since 2018, seeing it undergo huge growth from a small team to one that leads digital communications for brands such as YouTube, DC Comics & GoPro. With a recent expansion into the US, Charlie's focus is creative campaign strategy, brand and film, with a core specialism in social media. Prior to joining Battenhall, he cut his teeth in the world of corporate communications in both print and digital.



Tamira Hamam
Head of brand and digital
communications
Oxford University Press

Tamira is a Level C-certified brand strategist, leading brand communications, marketing, and management as the head of brand and digital communications at Oxford University Press. In September 2021, Tamira led the Press to its first rebrand in its 500-year long history. Tamira began her career in magazine publishing, before moving to print publishing at Oxford University Press in 2013.



Eloise Hecimovic
Director of digital and content
CVC

Eloise is a digital communications specialist, with 20 years' experience. She has worked with consumer and digital, but more recently has focused on corporate communications. This has included digital strategy, governance, ownership of online reputation and alignment of brand and marketing, across digital channels.



Bronwyn Huband
Head of communications
Gatwick Airport

Bronwyn is an award-winning corporate communications professional, with 12 years' experience in digital communications, social media, public relations, employer brand and internal communications. With a background in journalism, Bronwyn is passionate about using corporate storytelling and ensuring leaders are telling the same story internally and externally with a genuine and honest approach.

Congrats to everyone!

We've kept the headline short so we have room to tell you about a brilliant organisation that we work with.

Stemettes engage, inform and connect the next generation of women and non-binary people into Science, Technology, Engineering, Arts and Maths (STEAM) by showcasing a diversity of people working in STEAM.



JUDGES



Neil Knowles
Senior global content manager
Tomme Tippee

Neil leads campaigns and content for Tomme Tippee, working towards becoming the world's most-loved baby brand. Neil has over 14 years' experience in marketing and is passionate about authentically relevant marketing that puts the real people behind the face of 'consumers first'.



Penny Mills
Former head of digital
Smart Energy GB

A communications professional since 2000, Penny was formerly the 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.



Sarah-Jean Ng
Social media manager
University of Cambridge

Sarah-Jean is an award-winning promo producer-turned-social media campaign manager. She cut her advertising teeth in Singapore on clients like GUESS?, American Express Bank and KFC. She has also produced on-air promos for Disney Channel Asia, where she won two international PROMAX awards. She remained at Virgin Media TV for seven years, writing, producing and directing a variety of TV promos. Sarah-Jean runs social media campaigns and is the campus social media expert, advising on content strategy and creation.



Sandro Petterle
Chief technology officer
Rufus Leonard

Sandro has been successfully delivering complex innovative digital experiences for over 25 years. As chief technology officer at Rufus Leonard, he takes lead across clients, harnessing technology to create extraordinary experiences that will improve customers' lives in meaningful ways. His ability to deliver efficiently robust, innovative cross-platform solutions has been critical to clients, such as Stagecoach and London Business School. He has played a role in Rufus getting recognised as a top ten design and build agency in Econsultancy's Top 100 Digital Agencies Report.



Marina Plessas
Head of digital
Rio Tinto

As head of digital at Rio Tinto, Marina is responsible for the company's external digital presence, with a special focus on riotinto.com. In her 14 years at Rio Tinto, Marina relaunched the corporate website twice, and continues to be uncompromising about evolving user experience, design and content. In her previous role, she was also responsible for Rio's social media channels. Prior to joining Rio Tinto, Marina spent five years as head of digital at a private health fund in Sydney, where she was responsible for internal and external digital channels.



Rav Punia
Vice president marketing
communications and digital
Inmarsat

Rav is vice president of marketing communications & digital for Inmarsat, the world leader in global mobile satellite communications. He currently leads a team of professionals whose remit includes corporate marketing, communications, brand, events, digital and social. Rav has held a number of senior positions, both agency and client side. He enjoys designing, planning and implementing solutions that resolve business challenges and maximise opportunities.

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JUDGES



Christopher Roche
Marketing manager
London Stock Exchange Group

Chris is a marketing manager at London Stock Exchange Group (LSEG), leading global marketing campaigns for Customer & Third-Party Risk solutions. Chris has over ten years of experience in Digital Marketing, Corporate Affairs and consulting, working in London, New York and Singapore. He has worked in the Travel, Real Estate and Finance sectors, and is an MBA graduate of Imperial College Business School.



David Shriver
Director of communications
Ocado Group

David is director of communications at Ocado Group, a FTSE 100 technology and retail company, and has served as a member of the Supervisory Board of SDAX-listed online retailer zooplus AG. He was formerly managing partner of Tulchan Communications LLP, a leading international financial PR firm. Before that, he served as strategic adviser to the chief executive and director of Group Financial Communication at Groupe Carrefour in Paris. David also spent 16 years as a top-rated food retail analyst at Credit Suisse First Boston and NatWest Securities.



Roeland van der Heiden
Content strategist
AstraZeneca

Roeland leads the content strategy team in the AstraZeneca Global Commercial Digital & Innovation department, based in Cambridge, UK. Roeland joined AstraZeneca in 2008 as communications director in the Netherlands and has held the roles of communications lead for the Western Europe Area, brand communications lead for the Europe region and director of digital communications in the global corporate affairs team before he joined the global commercial digital and innovation team in 2021.



Alex Wodzicki
Group digital marketing manager
SEGRO

Alex has been responsible for the digital marketing channels used across SEGRO plc, the FTSE 100-listed Real Estate Investment Trust. During his time at SEGRO, he worked on high profile multi-award-winning projects including films such as 'Contraption' and cutting-edge AR and VR projects such as the '2020 SEGRO Centenary Digital Experience'. The SEGRO corporate website and has driven high profile pioneering digital projects across Europe. Previously, Alex had spent over a decade in agency as digital director at 360 Interactive.

WINNERS

Best corporate website

Gold – North West Air Ambulance Charity and Connect Internet Solutions

Silver – Güntner and Freestyle

Silver – Pearson and Investis Digital

Bronze – Damen and iO

Bronze – Unite Group and Bladonmore

Highly commended – Legal & General

Best use of mobile and/or corporate app

Gold – DHL

Silver – Škoda UK and Tribal Worldwide

Best use of SEO for corporate communications

Gold – Freshminds and Clarity

Silver – Petrofac

Best digital accessibility

Gold – HSBC

Silver – Open Inclusion

Silver – Spid and Cultur-e

Best digital communication as part of an integrated campaign

Gold – Astonish and Mosquito Digital

Silver – UCB and DRPG

Bronze – Embraer and Gravity Global

Highly commended – bp

Best use of digital to aid a CSR campaign

Gold – Diageo with We Are Tilt and Collingwood Learning

Silver – Mitsubishi Chemical Group Advanced Materials and Demand Exchange

Bronze – The Co-operative Bank

Highly commended – HP and Edelman

Best corporate viral campaign

Gold – Canon Europe and TINT

Silver – Legal & General and Cicero/amo

Bronze – IFS

Best digital communications during Covid-19

Gold – bp

Silver – Look Good Feel Better and me&you

Bronze – HW Fisher and Cognito

Best use of online video

Gold – Diageo with We Are Tilt and Collingwood Learning

Silver – Embraer and Gravity Global

Silver – Redrow and DRPG

Bronze – DWP

Highly commended – HSBC and Hill+Knowlton Strategies

Highly commended – LNER

Best use of audio

Silver – Cygnet Health Care with Content Marketing

Pod Ltd, podcastr and Studio29

Highly commended – Pearn Kandola

Best digital rebrand

Gold – Housekeep and Onwards

Silver – ofi and Bray Leino

Silver – TLT and Living Group

Bronze – NS&I and The Team

Highly commended – Cooke Optics and Sagittarius

Highly commended – Shaw & Co and Design By Structure

Best use of data

Gold – National Grid and Edelman

Silver – State Street Global Advisors and Living Group

Bronze – Performics

Highly commended – Mazda UK and OneFifty Consultancy

Best use of artificial intelligence

Gold – DAZN and Seedtag

Best use of augmented reality or virtual reality

Gold – Degree and AMVxOpen

Silver – Soap & Glory and Hill+Knowlton Strategies

Bronze – WePlay Esports

Best innovation

Gold – CIMSPA and Freestyle

Silver – SEGRO

Bronze – Mitsubishi Chemical Group Advanced Materials and Demand Exchange

Highly commended – Canon Europe and TINT

Highly commended – Three Whiskey

Best use of existing social media platforms:

Small budget <£20K

Gold – FELGTB and Edelman

Silver – Specsavers and Tangerine Communications

Bronze – The Content Studio at Philip Morris International

Best use of existing social media platforms:

Medium budget £20K-75K

Gold – Vileda and Mosquito Digital

Silver – Mazda UK and OneFifty Consultancy

Bronze – Goodyear and Bottle PR

Highly commended – Countryside and SEC Newgate

Best use of existing social media platforms:

Large budget £75K+

Gold – Astonish and Mosquito Digital

Silver – Rimmel and Performics at Zenith

Bronze – Airbnb and OneFifty Consultancy

Highly commended – Xiaomi and Battenhall

Best community development

Gold – Soap & Glory and Hill+Knowlton Strategies

Silver – Vileda and Mosquito Digital

Bronze – YouTube and Battenhall

Best intranet

Gold – Virgin Media Ireland and Sequel Group

Silver – Telecoming

Bronze – JTC

Highly commended – Philip Morris International

Best digital employee communication

Gold – DWP

Silver – National Grid and Ruder Finn

Bronze – Co-op and WM Reply

Best online annual report

Gold – Banco Santander and Bestiario

Silver – BT and Emperor

Bronze – Lenzing Group and GW+CO

Bronze – UK Power Networks and Instinctif

Highly commended – Centrica and Comprend

Highly commended – House of HR and Brunswick Creative

Best use of digital to an investment audience

Gold – Unite Group and Bladonmore

Silver – Ocado Group and Jones and Palmer

Best online newsroom

Silver – Belmond and Epresspack

Bronze – Studiekeuze123 (Studychoice123)

Bronze – MyPostcard.com GmbH

Best evaluation strategy

Gold – CFA Institute and Living Group

Silver – Mitsubishi Chemical Group Advanced

Materials and Demand Exchange

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

Gold – UNFPA and Edelman

Silver – SignHealth and nrg digital

Bronze – Cancer Care Map and OneFifty Consultancy

Bronze – Look Good Feel Better and me&you

Highly commended – North West Air Ambulance Charity and Connect Internet Solutions

Best use of digital from the education sector

Gold – The University of Sheffield and

Crunch Digital Media

Silver – Avado and Itineris

Silver – Royal Society Summer Science Exhibition and Contra Agency

Bronze – Homerton College and Contra Agency

Highly commended – Unite Group and Bladonmore

Best use of digital from the energy, utilities and extraction sector

Gold – UK Power Networks and Instinctif

Silver – Anglo American and Investis Digital

Bronze – bp

Best use of digital from the engineering and manufacturing sector

Gold – Mitsubishi Chemical Group Advanced Materials and Demand Exchange

Silver – Embraer and Gravity Global

Bronze – Damen and iO

Best use of digital from the financial services sector

Gold – etika and Made By Giants

Silver – Banco Santander and Bestiario

Bronze – HSBC and Hill+Knowlton Strategies

Highly commended – GoCardless and Big Button

Highly commended – Legal & General

Best use of digital from the FMCG sector

Gold – Soap & Glory and Hill+Knowlton Strategies

Bronze – Nestlé and Sequel Group

Best use of digital from the food and beverage sector

Gold – Diageo with We Are Tilt and Collingwood Learning

Silver – Horlicks and Mosquito Digital

Best use of digital from the healthcare and pharmaceutical sector

Gold – CMR Surgical and Bridge

Bronze – Testing For All and Contra Agency

Best use of digital from the professional services sector

Gold – EY

Silver – TLT and Living Group

Bronze – Bristows and Itineris

Highly commended – Shaw & Co and Design By Structure

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

Gold – Helical plc and SampsonMay

Gold – Willmott Dixon and Tribus Digital

Silver – SEGRO

Bronze – Turkcell

Best use of digital from the retail sector

Gold – Specsavers and Tangerine Communications

Silver – Turnbull & Asser and Crafted

Bronze – Chums and Click Consult

Highly commended – Xiaomi and Battenhall

Isn't there something beautifully ironic about a print ad for a digital impact award?

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But seriously, we know how to stand out for the right reasons.

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theTeam.

WINNERS

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

Gold – Fred. Olsen and ELSE

Silver – iFIT and Brunswick Creative

Bronze – Airbnb and OneFifty Consultancy

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

Silver – CGI and LEAP Create

Bronze – WePlay Esports

Highly commended – etika and Made By Giants

Best use of digital from the transport and logistics sector

Gold – DHL and Crunch Digital Media

Gold – Mazda UK and OneFifty Consultancy

Silver – DHL

Silver – Embraer and Gravity Global

Bronze – LNER

Digital agency of the year

Hill+Knowlton Strategies

Digital in-house team of the year

DWP

Grand prix

Diageo with We Are Tilt and Collingwood Learning

Best corporate website

North West Air Ambulance Charity and Connect Internet Solutions

Gold

The North West Air Ambulance Charity (NWAA) needed its website to help it raise awareness, garner donations and encourage people to play its signature 'lift off lottery.' To achieve this, it worked with Connect Internet Solutions on a site that brings fun graphics together with intelligent user design and third-party integration.

The new site integrates patient stories and the human impact of its services into the narrative. It has increased one-off donations by 52%, garnered 50% more volunteer signups and reduced bounce rate by 88%. "I love this site and this project. It's super easy to find out what NWAA does and how my involvement makes a real difference," said one judge. Another added, "A joy to navigate!"



Güntner and Freestyle

Silver

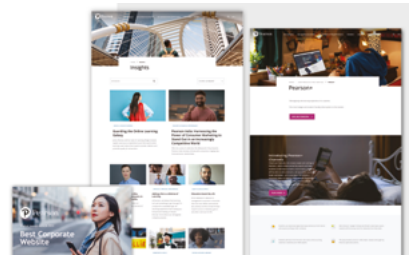
Munich-based industrial heating and cooling company Güntner needed its site to connect with users and do more than act as a catalog of products. It worked with Freestyle to deliver a story-driven site that has seen a 73% increase in new visitors to the site. One judge called it "a great use of graphic design to lift it out of a 'sea of sameness.'"



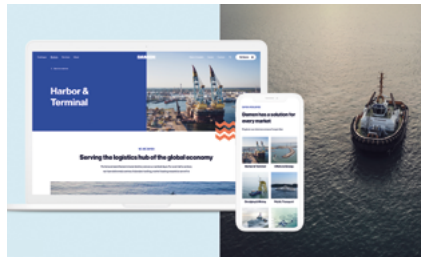
Pearson and Investis Digital

Silver

A period of growth combined with the introduction of a new CEO meant Pearson's website was out of date and ill-fit for purpose. It turned to Investis Digital for a new strategy that would communicate its momentum and growth. Judges thought the UX was well-designed and the results – one of which saw a 38% increase in return users – were impressive.



Best corporate website



Damen and iO

Bronze

Maritime logistics company Damen had a fragmented digital landscape. To better communicate with its many stakeholder groups, it worked with iO on a website that could deliver the right message to the right visitor, anchored by a single visual identity. "I really like the website; the UI and UX are great, including the design. It oozes quality and is easy to navigate," said one judge.



Unite Group and Bladonmore

Bronze

Unite Group worked with Bladonmore to improve its site's appeal to investors and industry partners. In doing so, it has seen a 77% increase in time spent on site. Judges thought this redevelopment had a clear vision and charted impressive results. One said, "I like the navigation and the easy-to-find content that aligns to the objective."

Legal & General

Highly commended

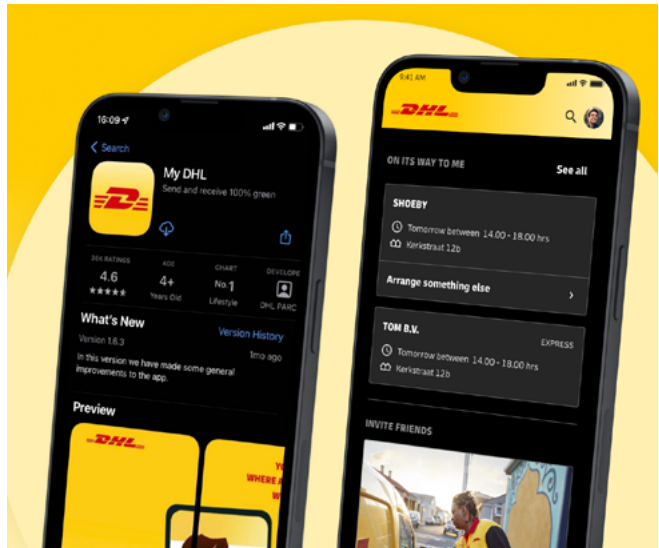
Legal & General's new site saw it chart an impressive showing in terms of SEO, site engagement and social media reach, alike.

Best use of mobile and/or corporate app

DHL Gold

The pandemic has changed customer needs with regards to delivery, tracking and parcel management. To retain its competitive edge, DHL wanted to create an app that would be intelligently designed, easy to use and tell customers what they needed to know. The simple design interface achieves this while ensuring customers are kept informed.

Instead of delivering a fully native app, DHL took a hybrid approach, allowing users to receive the same user experience across web and mobile. The app has received 1.7m downloads to overwhelmingly positive reviews and was even named the number one free app in the App Store for several weeks. "The clear objectives and research process led to a successful launch, with issues that the team quickly overcame," said one judge.

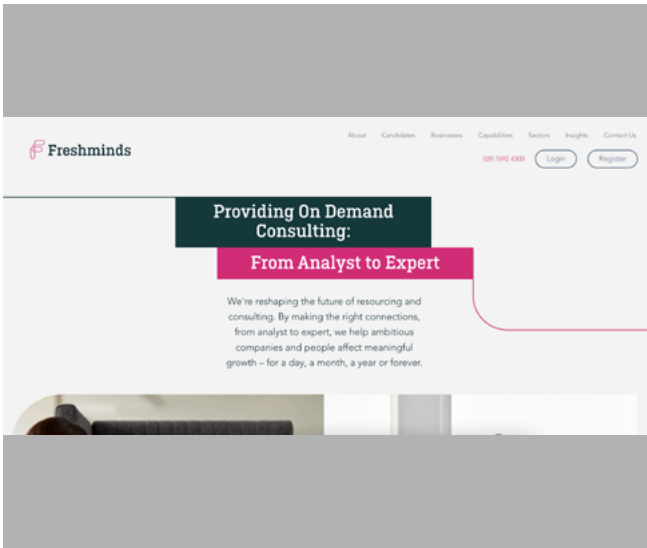


Škoda UK and Tribal Worldwide Silver

To support its sales associates, Škoda worked with Tribal Worldwide on the Škoda Digital Assistant App which facilitated the sales process and improved customer experience. The app also proved an unexpected boon during Covid-19 when showrooms were closed. Judges praised the innovation, strategy and competitive edge gained through the use of the app.



Best use of SEO for corporate communications

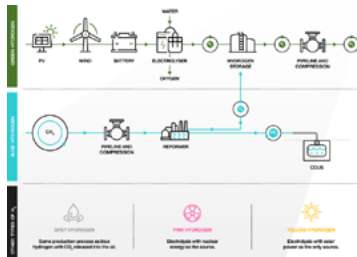


Freshminds and Clarity

Gold

As part of its shift in positioning from a recruitment firm to a consultancy business targeting the private equity sector, Freshminds needed a content and SEO strategy that would help it stand out. It worked with Clarity on a comprehensive content rollout that ensured it would achieve more on search.

Freshminds has since moved up the target keyword rankings by thousands of positions. And, the company has seen a 156% increase in leads since the implementation of the new strategy. Judges called these “tremendous results,” with one adding, “It seems that this is a complete campaign that has been really successful for the client and has helped it move the needle.”



Petrofac

Silver

Following the UK government’s commitment to greener industry, Petrofac sought to improve its search rankings for terms like ‘green hydrogen’ and ‘blue hydrogen,’ capitalising on its market leading hydrogen production capabilities. Using just a single piece of content, it achieved massive results in terms of Google and readership. “Very good niche targeting,” said one judge. Another added, “Good results and long-term thinking.”

Best digital accessibility

HSBC Gold

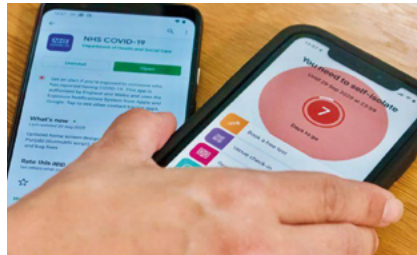
With the aim of being a global leader in digital accessibility in the financial services sector, HSBC has worked with employees to embed accessibility at the heart of its communications. To do so, it launched the 'Accessibility Awareness' e-learning module to upskill employees. Using the lived experiences of people with disabilities to make the module authentic and utile, the module's soft launch has paved the way for a massive rollout in future.

Judges thought the creative execution delivered in the module was outstanding. "It really hit the brief of accessibility without compromising on the creativity or execution," said one judge. Another added, "The creative execution is unique," as it addressed accessibility challenges strategically and engagingly.



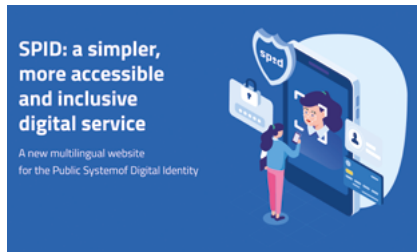
Open Inclusion Silver

Open Inclusion worked with Zühlke Engineering to ensure the NHS Covid-19 app was accessible. Throughout the fast-paced rollout, Open Inclusion tested and adapted the app to deliver a service that could serve the needs of the UK population. Judges praised the speed at which this was implemented and the in-depth research that supported the app development.



Spid and Cultur-e Silver

Italy's Public System of Digital Identity (SPID) worked with Cultur-e to create an app that would make government services accessible to everyone. The resulting service is clean, with an easy-to-use design that has opened the gateway for public services in Italy. Judges thought the research and strategic approach stood out for SPID.



Best digital communication as part of an integrated campaign



Astonish and Mosquito Digital

Gold

After a successful 2020 TV campaign and a packaging rebrand, Astonish needed its digital rebrand to achieve the same astonishing results. Mosquito Digital needed to unify the brand's messaging, rather than rely on fragmented product-based marketing. It used 'that cleaning feeling' as the emotional hook to capture people's attention.

The message was delivered across multiple channels, using influencers and events, to great effect. Mosquito capitalised on the rebrand by splashing the brand's funky and distinctive colour palette across social feeds. "Incredible reach and increase in sales from this campaign for a fraction of the cost of the last one," praised one judge. Sales doubled in just six months and orders increased 215% compared to the preceding half year.



UCB and DRPG

Silver

To transform a live trade exhibition into a digital event in the midst of Covid-19, UCB turned to DRPG for the launch of its Virtual Immunology Summit. The event captured the spirit of the traditional event through audience engagement and interactivity. Judges thought the creativity shown in the face of adversity was commendable. "A smart and effective virtual event," one judge added.



Embraer and Gravity Global

Bronze

Embraer recognised a need in the aerospace industry for a more sustainable option. Thus, it launched its Profit Hunter aircraft with the support of Gravity Global. Using VR, video, social and AR in the midst of a wider campaign, Embraer achieved a 107% increase in share of voice. Judges thought the campaign was "interesting, fun and eye-catching."

bp

Highly commended

Using a range of digital touchpoints, bp communicated its renewed partnership commitment with M&S Food to internal and external audiences.

Best use of digital to aid a CSR campaign

Diageo with We Are Tilt and Collingwood Learning

Gold

To tackle the challenge of underage drinking on a global scale, Diageo partnered with We Are Tilt and Collingwood Learning for an ambitious educational programme called Smashed Online. It created an e-learning experience that used video, interactive chats and language that resonates with young people to address the issues related to underage drinking.

Smashed Online is localised for each country in which it has been implemented. The films were shot locally with local talent and the content is tailored to each learning environment. As a result of the programme, 95% of participants said they were less likely to drink. "Getting people not to use your product is bold and brave," said one judge. Others praised the authentic feel and teen-friendly content development.



Mitsubishi Chemical Group Advanced Materials and Demand Exchange

Silver

Mitsubishi's Growth Garage seeks and supports small businesses working in plastics recycling. It worked with Demand Exchange to extend its reach by taking a community-based approach for outreach and targeting. Judges thought this strategy was a unique and fitting one that delivered excellent entrants to the Growth Garage.



The Co-operative Bank

Bronze

The Co-operative Bank's DigiGirls 'get women and girls buzzing about jobs in tech and digital.' Its Digital Bees initiative works with students, customers and small businesses to plug the understanding and skills gaps when it comes to technology and digital work. Judges liked the series of digitally focused events and strong commitment the bank is showing to digital skills development



HP and Edelman

Highly commended

HP worked with Edelman to promote its sustainable plastic ink cartridges and encourage people to select responsible plastic products when printing.

Best corporate viral campaign



Canon Europe and TINT

Gold

With the modern photography landscape dominated by mobiles, Canon Europe had to think creatively to leverage its extensive photography heritage in a way that would connect with young photographers. It worked with TINT on the #FreeYourStory campaign, which encouraged photographers to enter photos into a contest focusing on 'mirror selfie' and 'forced perspective' categories.

The campaign saw 22,000 entries pour in, with 67% of entrants under the age of 30. It was engaging enough that 43% opted into future marketing from Canon, as well. Judges thought this campaign was delivered successfully, reaching the target audience at scale and delivering strong results in the process. "Well done to the team!" said one judge simply.



Legal & General and Cicero/amo

Silver

Legal & General worked with Cicero/amo to reinforce its commitment to investing in the UK's built environment and to the levelling up agenda. To achieve this, it launched an integrated campaign that saw massive reach on social media and online content views. Judges thought this campaign helped Legal & General on its way to becoming a household name.

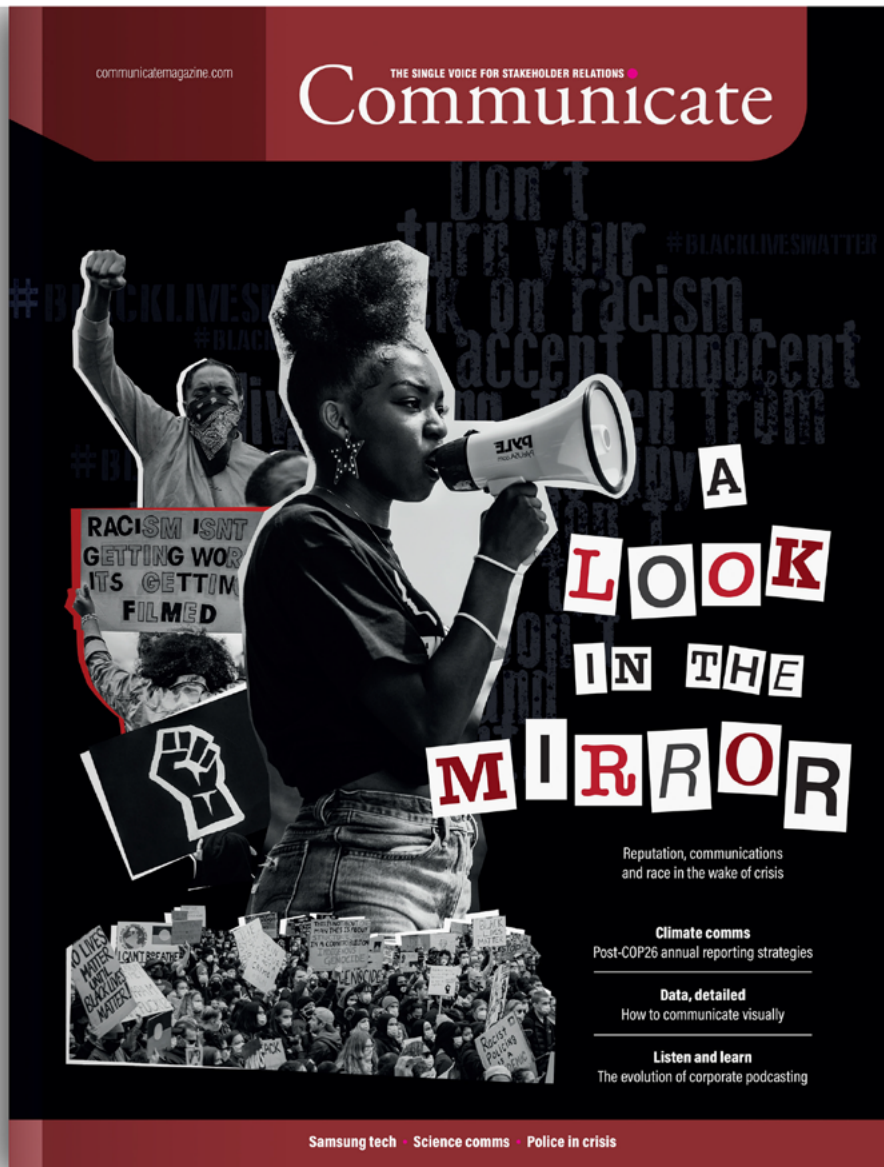


IFS

Bronze

The IFS Change for Good Awards launched in 2021 to showcase sustainability commitments by IFS and its customers. The winners' stories made an impact on social media, taking IFS' sustainability objectives to the wider public. "Great impactful purpose and objective with a good attempt at raising awareness of the awards," said one judge.

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Best digital communications during Covid-19



bp Gold

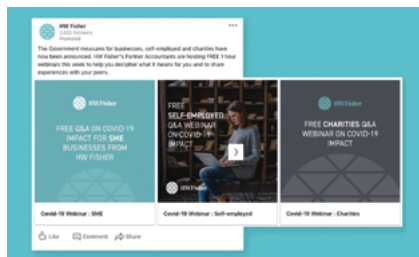
Recognising early on that the Covid-19 pandemic would disrupt the way bp employees worked and interacted with the company, its communications department set up a team to handle Covid-19 communications. It launched an online portal, #InThisTogether, designed in the style of news outlets' own Covid hubs to share news about how the company was handling the pandemic.

The informative hub also sourced photos from employees to help bring its stories to life. The hub saw 6,000 page views in the first month alone and helped bp retain a vital connection with its workforce throughout the pandemic. "This brought the wider community together really effectively, demonstrating bp's response supporting its own people, its customers and beyond," said one judge. Another added, "A well-executed campaign that delivered on employee engagement at speed and shared messaging in a subtle way."



Look Good Feel Better and me&you Silver

Cancer support organisation Look Good Feel Better worked with me&you to launch digital services that not only replaced in-person support but deepened connections with its community. Judges thought this was an excellent example of an organisation using its Covid-19 response to spur a long-term digital transformation across the business.



HW Fisher and Cognito Bronze

Accountancy and finance firm HW Fisher launched a content-focused campaign to tackle the challenges and questions its stakeholder groups might be facing due to Covid-19. Alongside Cognito, it reached thousands through webinars, social media and written content. "A great demonstration of an organisation reacting swiftly to use its specialism to help its customers in a very direct and constructive way during a time of need, while highlighting the value of its services," one judge said.

**You have
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to change it.**

Tilt creates big, emotional digital experiences
that make a positive impact on the world.

Best use of online video



Diageo with We Are Tilt and Collingwood Learning

Gold

Diageo was looking to connect with young people around the world. To do so, it wanted to speak to them where and how they were accustomed. To achieve this, it worked with We Are Tilt and Collingwood Learning on a video-based e-learning programme designed to explore the perils of underage drinking. The global scale meant each video series had to be tailored to the local audience in terms of language, talent and filming location.

The Smashed Online film series has reached half a million young people in over 17 countries. Results indicate that the messaging is getting across and young people are less likely to drink as a result. Judges thought the campaign was crafted to a high standard and the localisation was authentically done. One judge called it “a brilliant and ambitious concept, highlighting an important issue with appeal to its target audience on a global scale.”



Embraer and Gravity Global

Silver

Film was at the heart of Embraer’s digital strategy to promote its new sustainable aircraft, the Profit Hunter. To launch the new plane, Embraer worked with Gravity Global on a strategic film campaign that reached across multiple touchpoints to a well-crafted audience of industry insiders. Judges called it “a well-executed, professional campaign that delivered great results with really clear objectives.”



Redrow and DRPG

Silver

Using an innovative filming technique to promote Redrow’s premium offering, DRPG’s ‘A better way to live’ yielded 200,000 views and over 100,000 clicks. To bring the brand story to life, a drone was used to film footage in a single shot. Judges thought the creative execution was impressive, with the simplicity of the campaign belying the difficulty of the filming technique.



DWP

Bronze

To inspire people back into work after the pandemic, the Department for Work and Pensions started a recruitment campaign for 13,500 ‘work coaches.’ To do so, it used social video to connect with users across multiple platforms. One judge called it “a fantastic, simple campaign that used the ‘day-in-the-life methodology to connect with people and really bring the job to life.’

HSBC and Hill+Knowlton Strategies

Highly commended

HSBC worked with Hill+Knowlton Strategies on a feature video with a female rugby commentator as part of its women’s equality programme.

LNER

Highly commended

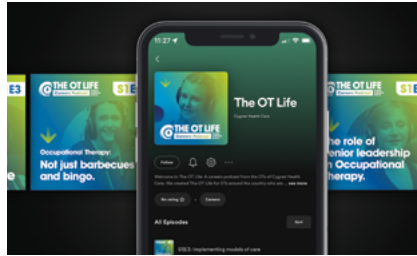
LNER’s virtual rides videos were a hit during the pandemic, when people felt a longing for railway travel in the midst of quarantine.

Best use of audio

Cygnets Health Care with Content Marketing Pod Ltd, podcastr and Studio29

Silver

Cygnets Health Care delivered a podcast series with Content Marketing Pod Ltd, podcastr and Studio29 focusing on the benefits of careers in mental health care to inspire Cygnets's internal audience. Judges praised the employee engagement adding that the series would likely support the company's employer brand strategy.

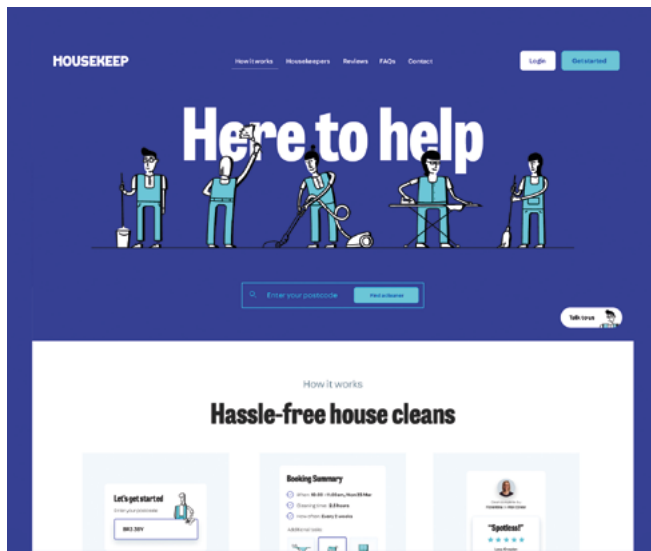


Pearn Kandola

Highly commended

Pearn Kandola's 'Making the world fairer' podcast on diversity and inclusion helped the company achieve more with its content strategy.

Best digital rebrand



Housekeep and Onwards

Gold

A unique platform that connects cleaners with residents, Housekeep needed a more premium digital product. Its site had to be accessible to non-native English speakers and avoid comparisons to gig economy marketplaces, of which it is not. Housekeep worked with Onwards to update its tone of voice and writing style to move away from sales-driven language and establish stronger, more knowledgeable relationships with customers.

The logo and typography were shined to perfection with subtle cleaning-related easter eggs. The new site delivers a more trustworthy, simple and personable experience. "A really lovely rebrand," said one judge. "A lot of thought was put into it to deliver the right combination of human and technology. I really love the use of illustrations."



ofi and Bray Leino

Silver

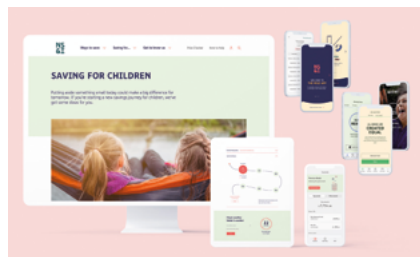
The launch of ofi out of the Olam International wanted to put its long-term sustainable business model at the forefront of its brand. Bray Leino's digital implementation focuses on raw ingredients, real food and the power of sustainability in the food business. One judge called it "a hugely impressive and integrated rebrand. It's challenging, engaging and clearly highly productive."



TLT and Living Group

Silver

Law firm TLT was lagging behind competitors in terms of its communications and digital acumen. It turned to Living Group for a rebrand that would position the firm as a valued advisor, with in-depth industry knowledge. "I really like this site. Its aim was to not feel like the norm in the legal world and it has achieved that. Bold, sharp, stands out," said one judge.



NS&I and The Team

Bronze

To emotionally connect with an audience of young savers and deliver content designed to aid people in their financial lives, NS&I worked with The Team on a digital rebrand. The creatively beautiful and versatile site impressed judges, who praised the "lovely execution," and, "creative approach," with one adding, "Love what they did with the font."

Cooke Optics and Sagittarius

Highly commended

Camera lens brand Cooke Optics worked with Sagittarius on a luxe new website that prioritises photography and artistic creation.

Shaw & Co and Design By Structure

Highly commended

Corporate finance company Shaw & Co turned to Design By Structure for a digital rebrand that would help it disrupt the staid sector.

Best use of data

National Grid and Edelman

Gold

National Grid has a commitment to delivering cleaner energy to Britain's homes and businesses. As part of this drive, it saw a way to help consumers live more sustainably, by using its extensive data about the energy grid. It worked with Edelman to create the Green Light Signal, a lightbulb that glows green when the energy supply is cleanest, allowing consumers to decide when to run heavy-usage appliances.

The solution is an elegant way to empower customers to use the data at the heart of the National Grid to enact meaningful change. Edelman's campaign reached millions, delivering key messages about sustainable living and renewable energy in the process. One judge said this was "a really innovative idea and a great way to increase people's understanding of how they can help with climate change." Another added, "A wonderful idea and great initiative."



State Street Global Advisors and Living Group

Silver

State Street Global Advisors uses data and analytics to help clients achieve their investment goals. With the support of Living Group, it turned a mountain of data into a usable online data tool. Judges thought the simplification of the complex data landscape was impressive. One said, "This is a hugely sophisticated tool that gives the user so much rich data at their fingertips."



Performics

Bronze

Performics' 'intent based planning' framework uses data and insights as the foundation for brand campaigns. It seamlessly categorises Google keywords and tackles complex SEO problems, enabling companies to make better decisions about their digital communications. "I can see how this intelligence is extremely valuable to clients," said one judge.

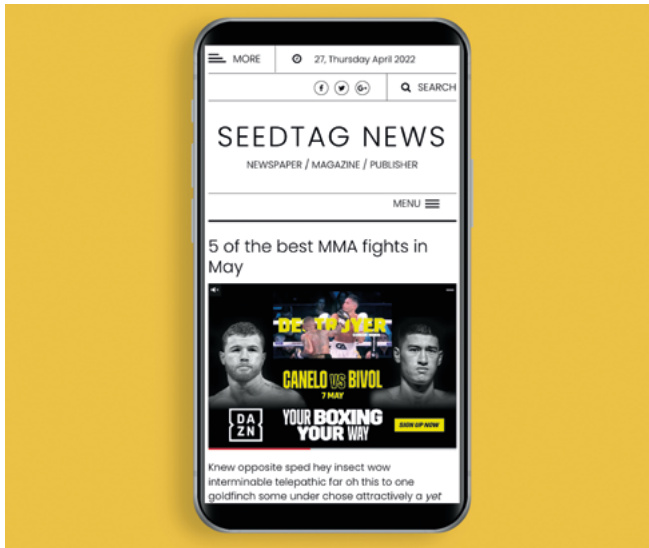


Mazda UK and OneFifty Consultancy

Highly commended

Mazda UK worked with OneFifty Consultancy to improve its brand awareness in the UK through a data-led influencer campaign.

Best use of artificial intelligence



DAZN and Seedtag Gold

Sports streaming service DAZN worked with Seedtag on the 'Your Boxing. Your Way' campaign to drive awareness of DAZN's boxing coverage and increase subscriptions to the platform. To achieve this, Seedtag used AI to analyse the triggers and motivations behind consumers of DAZN's boxing content. It then optimised the campaign around these triggers, leading to a 15% increase in on-site engagement.

The campaign resonated with the target audience, in which greater awareness of DAZN was fostered. The brand charted a 460% increase in unaided brand awareness of DAZN streaming services during a major boxing match and a 118% increase in purchase intent.

Best use of augmented reality or virtual reality

Degree and AMVxOpen

Gold

Deodorant brand Degree worked with AMVxOpen to create a more inclusive marathon experience through the metaverse. Focusing on underrepresented groups, the agency ensured the VR experience would be accessible and suitable to all. The 24-hour 'metathon' prioritised equality and accessibility, allowing everyone to take part together.

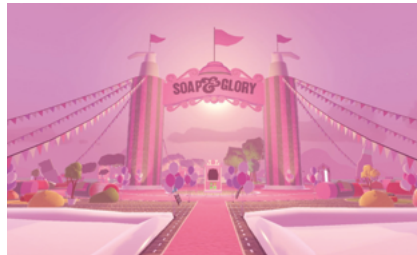
Engagement rates were high, with an average user time of over two hours, a 350% increase on the metaverse platform's next most popular event. The event also sparked a conversation about inclusivity in the metaverse, with 98% of the community voting to make the platform more inclusive. One judge called it "a brilliant concept and a great way to spark lasting change without being preachy." Another said, "This was an awesome, purpose-driven campaign and event."



Soap & Glory and Hill+Knowlton Strategies

Silver

Soap & Glory Land was a game changer for the beauty company, enabling it to reach a new demographic in a community-driven way. The metaverse experience, supported by Hill+Knowlton Strategies focused on community building as a means of engaging the audience and ensuring the experience would resonate. "A brilliant campaign. The results speak for themselves," said one judge.



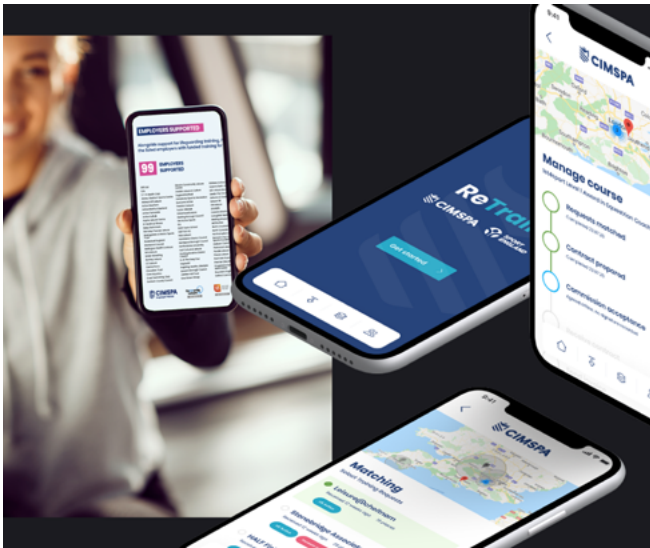
WePlay Esports

Bronze

To integrate an engaging AR experience into its offline esports events, WePlay Esports used an anime theme to connect with its audience. It charted over 37.3m hours watched worldwide. Judges loved the creative development that went into this experience, with one adding, "A very sumptuous and high quality virtual event." Another said, "This was well implemented with great results."



Best innovation



CIMSPA and Freestyle

Gold

The Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) faced a massive challenge in the pandemic when gyms and leisure activities were closed. It needed a way to ensure employees were able to upskill and remain engaged in the leisure sector. To achieve this, CIMSPA worked with Freestyle on a six week development process before delivering 18,000 qualifications during lockdown and engaging with 99 employers who upskilled their workforces during the pandemic.

The digital education strategy was a game changer for the industry at a time when it was facing its biggest ever challenge. Judges thought the speed at which the programme was developed, the audience researched and the training delivered were outstanding. One added, "A really smart tool to tackle a huge challenge. It was incredible how quickly they turned it around and the results it had."



SEGro

Silver

After postponing an event in 2020, SEGRO delivered a showstopping 2021 birthday event that used the Royal Horticultural Hall in London as a giant canvas for digital film and visuals. Projection mapping key moments from SEGRO's history onto the walls of the iconic space led to a highly impactful and engaging live event. "Really amazing execution," said one judge. "A high standard of visuals."



Mitsubishi Chemical Group Advanced Materials and Demand Exchange

Bronze

Mitsubishi Chemical Group Advanced Materials' Growth Garage accelerator programme worked with Demand Exchange to improve participation in its innovation challenges. The campaign made an impact on the target audience, which participated in strong numbers in the programme. Judges called this "excellent and innovative."

Canon Europe and TINT

Highly commended

Canon Europe worked with TINT to change the narrative around photography. Its competition focused on Canon's technology and its role in helping young people make art.

Three Whiskey

Highly commended

Three Whiskey recognised a need among its clients for greater page speed. It launched Speedmine to speed up loading times and capture meaningful user data along the way.

Best use of existing social media platforms: Small budget <£20k

FELGTB and Edelman

Gold

In many countries around the world, LGBTQ+ individuals are still persecuted and living at risk. To support this global community, FELGTB worked with Edelman on a TikTok campaign that would bring voices to the silenced. It transformed the lip sync video filter into a tool for expression, allowing social users in one part of the world share video dubbed by LGBTQ+ people in other countries.

The #RealVoicesofPride campaign yielded 3.7m views during its official run during Pride. But, its resonance with the community was such that it is still alive organically on TikTok. "A wonderful purpose-driven campaign," said one judge. Another added, "A clever use of TikTok. Good research and impressive results."



Specsavers and Tangerine Communications

Silver

With Specsavers working with a smaller budget and not being an official sponsor of the 2020 Euros, they've connected their brand to one of England's most unifying moments by launching a key piece of content online at the right moment. Tangerine Communications' work impressed judges, one of whom said, "A clever way to maximise the marketing opportunities of a large event without referencing the event."



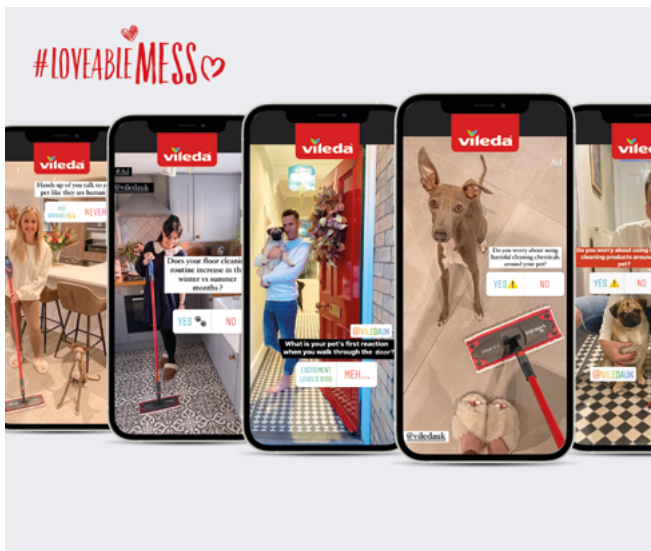
The Content Studio at Philip Morris International

Bronze

Philip Morris International's commitment to a smoke free future saw it unveil its carbon-neutral factory in a digital storytelling platform. The online tool enabled its regional markets to customise content for the local audience and start online conversations about the company's objectives. "This is a great way to produce standardised assets that can be tweaked and used across different regions," said one judge.



Best use of existing social media platforms: Medium budget £20k-£75k



Vileda and Mosquito Digital Gold

'Love your pet, but hate their mess?' asked Vileda of its social media followers. That was the start of a pet-related cleaning campaign that allowed pet owners to share content, interact with Vileda and understand more about its product suite in a fun way. Inquisitive cats, lazy dogs and even the likes of chickens, rabbits and hamsters filled the Vileda social feed with pet-related cleaning content.

The #LoveableMess campaign, developed by Mosquito Digital, resulted in a 306% sales boost month-on-month. Because of the impressive results, the campaign was extended to the Christmas period, with a festive twist. "By far the standout for me in terms of creativity, strategy and execution. And incredible results to back it up," said one judge.



Mazda UK and OneFifty Consultancy Silver

Targeting families with young children, Mazda UK worked with OneFifty Consultancy to capitalise on the 2021 theme of staycations and road trips. Influencers were able to take a two-day mini break with a Mazda, the content from which was shared through social channels. Judges thought the use of data, which enabled Mazda to pivot its content and strategy was a crucial contributor to the campaign's success.



Goodyear and Bottle PR Bronze

To get people to stop scrolling and engage with its all-year tyre, Goodyear worked with Bottle PR on a campaign that would capture the imaginations of a female audience. Using Britain's obsession with talking about the weather and Countdown's linguist Susie Dent, the content was thoroughly engaging. "The creativity of the implementation was a fun and engaging way to bring the message back to the brand," said one judge.

Countryside and SEC Newgate Highly commended

Countryside worked with SEC Newgate on a campaign that would align its brand voice and content strategy while reaching customers in 18 different regions.

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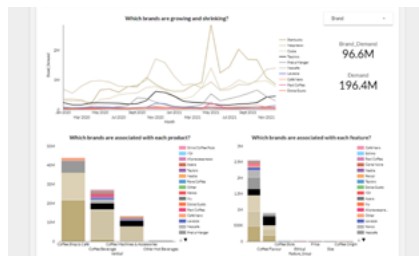
Best use of existing social media platforms: Large budget £75k+



Astonish and Mosquito Digital Gold

Astonish's communications had high standards to live up to. Their 2020 TV campaign reached millions of people while its rebrand was already making an impact on shelves. Digitally, it had to overachieve with only a fraction of the budget. Mosquito Digital developed #ThatCleaningFeeling to transform the company's messaging.

Instead of focusing on an array of individual products, the campaign capitalised on the emotive nature of a clean house. It worked with influencers and took advantage of short social videos to expand its reach. Not only did the company's social footprint expand, but its online sales nearly doubled. "Astonishing results," said one judge. "This met the core objective while matching the reach of the TV campaign. Great creative, especially in the development of the single brand message."



Rimmel and Performics at Zenith Silver

Rimmel worked with Performics at Zenith to put creativity and talent at the heart of its TikTok strategy. The month-long #DiscoverMe campaign encouraged talented people to become the newest Rimmel creators. The well-targeted campaign yielded 20,000 videos on TikTok. "This shows deep knowledge of the channel and audience, and the results speak for themselves," said one judge.



Airbnb and OneFifty Consultancy Bronze

In response to changing travel patterns after Covid-19, Airbnb needed to improve its City Break content, inspiring people to visit the world's best urban centres. It worked with OneFifty Consultancy to engage 13 influencers in different places around the world to generate inspiring travel-related content. "A great use of influencers in the travel space, delivering great results," said one judge.

Xiaomi and Battenhall Highly commended

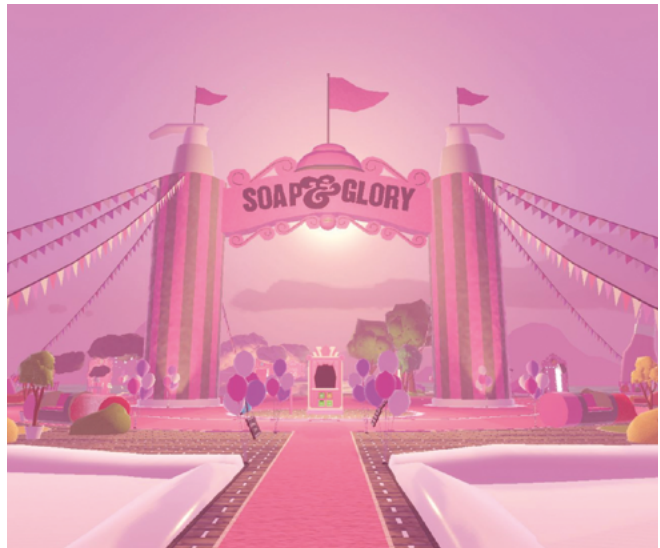
Xiaomi worked with Battenhall on a stylish, video-driven campaign to support the launch of its latest smartphone to the UK audience.

Best community development

Soap & Glory and Hill+Knowlton Strategies Gold

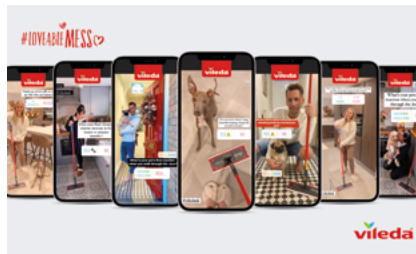
To reach a younger audience during the pandemic, Soap & Glory eschewed its typical product launch strategy. Instead it worked with creators in RecRoom, a metaverse gaming platform to develop an immersive branded game. The company wanted to avoid an inauthentic branded intrusion into a gaming space, so it worked closely with gamers and fans to deliver an experience on par with non-branded games.

Soap & Glory Land landed the beauty brand the number one spot on RecRoom, globally and yielded 70,000 players in the first month alone. Judges loved the Hill+Knowlton Strategies work. One said, "This is an innovative campaign setting trends and surprising the industry." Others praised the way the brand worked with the community to create something that resonated with them, empowering people and engaging them at the same time.



Vileda and Mosquito Digital Silver

To capture the imaginations of pet owners, Vileda worked with Mosquito Digital on 'Love your pet, but hate their mess?' The social campaign deployed user's photos of their pets alongside cleaning paraphernalia to align Vileda with the community. "A very engaging campaign with fantastic results," said one judge. "Good use of influencers and social tools."



YouTube and Battenhall Bronze

YouTube worked with Battenhall on the UK Creators Engagement Programme to inspire new creators in the UK to capitalise on the opportunities offered by the platform. The campaign was aligned to the YouTube brand and delivered a positive community response. "Excellent research and implementation," said one judge. "Great work!"



Best intranet



Virgin Media Ireland and Sequel Group Gold

Virgin Media Ireland's intranet was outdated, clunky and difficult to use, for employees and content managers alike. It turned to Sequel Group for an update, based in SharePoint, to unite the company's Microsoft 365 capabilities with its communications strategy. The implementation brought together the IT and IC teams, alongside a 'champions' group of employees from across the business, to ensure a unified approach.

The new intranet, Loop, received over 80% positive sentiment for the 12 months following its creation. Email open rates are upwards of 70% and the volume of internal communications made over email is down 52%. "It was really great to see the site simplified and made it easy for users to get to the right content," one judge said. Another added, "A great demonstration of IT, HR and IC teams working together to create a solution for the post-Covid-19 environment and to transform their workplace and working practices."



Telecoming Silver

Telecoming adapted its intranet to focus on the most crucial company news, key dates and audiovisual content. This simple strategy has allowed for more impactful communications and higher engagement levels. "This was bright and nicely designed with the user experience in mind. It coupled design with communications features in a balanced way," said one judge.



JTC Bronze

To invest more in its workforce, JTC updated its intranet, improving the site's accessibility, user experience, design and data capture. The evolved site was a success, capturing employees' imaginations across the company. It also saw 22% of users personalising the intranet to suit their needs. "Great to see two-way communication was a key focus of this intranet," said one judge.

Philip Morris International Highly commended

'One PMI' helped Philip Morris International bring together its massive, global workforce inside a single, relevant intranet.

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Best digital employee communication



DWP Gold

To increase pride in the DWP's work and share information about its Afghan Resettlement Scheme, the department filmed an interview with an Afghan family in the UK. It worked across multiple departments within government to ensure a sense of ownership and improve the reach of the content.

Not only was the film produced to a high quality and engaged with heavily across internal social channels, but civil servants left personal messages on the video. It has also been shared at senior leadership meetings and across the intranets of a number of government departments. "It was great to see employees were inspired to share their own stories, resulting in a more impactful campaign that reignited pride in the work these people do," said one judge. Another added, "A truly impressive, well-researched campaign with an important objective."



National Grid and Ruder Finn Silver

As part of its support of COP26, National Grid worked with Ruder Finn on a multichannel campaign designed to increase awareness of the organisation's climate commitments and improve employee pride in their work. One judge said, "A great example of an integrated internal engagement campaign delivering an important message and enabling employees to understand and feel included in an important initiative."



Co-op and WM Reply Bronze

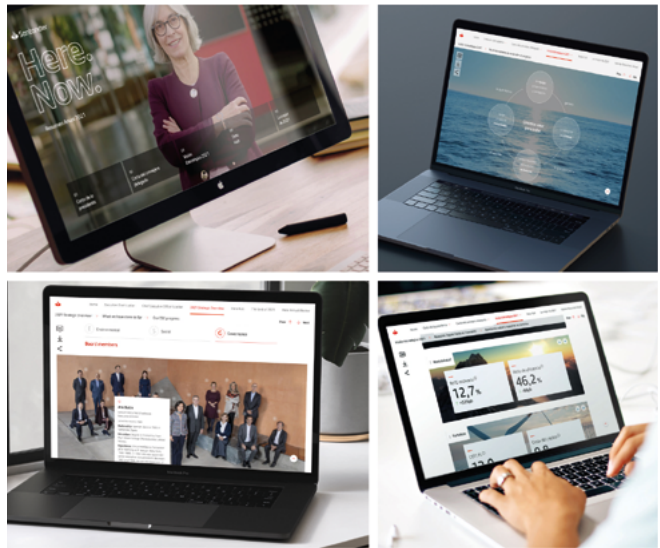
Co-op wanted to improve its internal digital skills and inspire 'citizen developers' throughout the organisation to improve the Co-op's work. It tasked WM Reply with creating a digital strategy that would help the company achieve its goals. One judge said, "A strong execution of a campaign with a training initiative at its core which needed to prompt proactive action from its audience."

Best online annual report

Banco Santander and Bestiario Gold

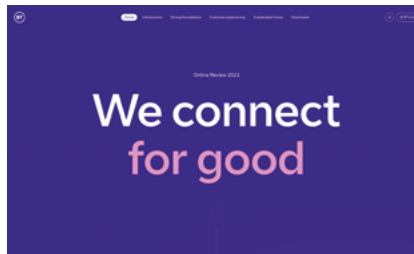
To reflect its digital-first approach to banking, Banco Santander worked with Bestiario on a digital annual report with a focus on digital storytelling. The previous iterations of its online report were busy, with a lack of content hierarchy. Instead of rehashing the report, Bestiario redeveloped it from the ground up.

The new site focuses on only the most important data and information, allowing users to explore deeper at their own leisure. Interactive elements were added and audiovisual assets brought the bank's story to life in a richer way. Stakeholders were pleased with the results, rating it highly for usefulness, ease of access and innovation. Judges were unanimous in their praise of the implementation, design, creativity, results and data storytelling.



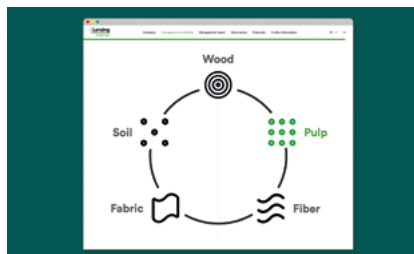
BT and Emperor Silver

BT worked with Emperor to see its 2022 annual report focus on video and deliver key messages to stakeholders in a simple way. Engagement with the new report was up 113% year-on-year. Judges liked the way the report's design featured a graphic navigational device guiding the user journey.



Lenzing Group and GW+Co Bronze

Sustainable fibre brand for the health and hygiene sectors, Lenzing Group worked with GW+Co on an annual report that would focus on its sustainable commitments. Using 'linear to circular' as the theme of the report allowed the creative to help tell the brand story. Judges praised the integrated design and impressive results, with one adding commendation for the interactive web design.



UK Power Networks and Instinctif Bronze

UK Power Networks worked with Instinctif on an annual report that would reach its wide audience of stakeholders through interactive content delivered in a consistent way. "A clear and easy-to-use report with nice interactivity," said one judge of the result. Another added, "Great objectives all the way through to strategy and implementation."



Centrica and Comprend Highly commended

Centrica worked with Comprend on an annual report that would more effectively communicate its key messages to stakeholders through a redeveloped design approach.

House of HR and Brunswick Creative Highly commended

House of HR's digital annual report was designed by Brunswick Creative to express the company's bold, ambitious style.

Best use of digital to an investment audience



Unite Group and Bladonmore Gold

Unite Group wanted to connect with its investment audience, communicating its brand narrative and ensuring clarity of understanding about its purpose. To do so, it worked with Bladonmore on its 2021 annual report and sustainability reporting. The strategy put users first. Bladonmore researched the investment audience, understanding what would resonate with it and developing the report in line with those findings.

The design was also overhauled to ensure consistency, dynamic animation and movement throughout the site and a clear hierarchy of content. Judges thought the research put into this report was bar none. One said, “The stakeholder research was thorough, leading to a clear pathway to develop the strategy, creative and outputs. This was a successful redesign of the Unite Group’s site.”



Ocado Group and Jones and Palmer Silver

Ocado Group worked with Jones and Palmer to turn its investment proposition and messaging into a collection of six short stories and videos. The creative approach communicated the company’s key themes in an accessible way. Judges thought the reach and engagement levels with the content were impressive.

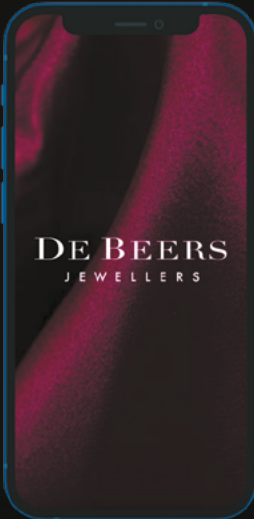
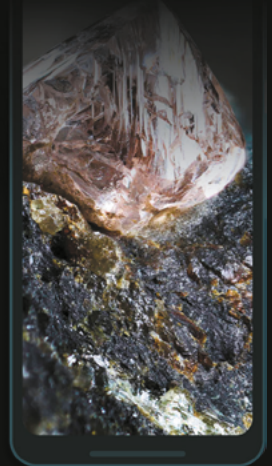
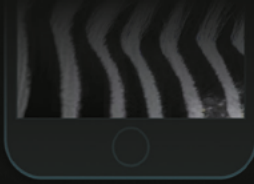
We work with award winning brands



DE BEERS
JEWELLERS



 BELMOND



**Epresspack, the best European
PR software & newsroom provider**



 epresspack

Best online newsroom



Belmond and Epresspack **Silver**

The Belmond media hub, designed by Epresspack, intended to simplify the user experience without distracting from the brand's premium content. The updated newsroom is relevant across multiple countries and aligns the company's brand with its public relations content. Judges praised the newsroom's global unified approach which was contrasted by its adaptable, regional localisation.



Studiekeuze123 (Studychoice123) **Bronze**

The Dutch Ministry of Education, Culture and Science delivered Studychoice123, designed to better communicate about the value of higher education and the practicalities of undertaking it. Judges thought the audience targeting was excellent, with a nicely designed newsroom acting as a crucial hub for user engagement.



MyPostcard.com GmbH **Bronze**

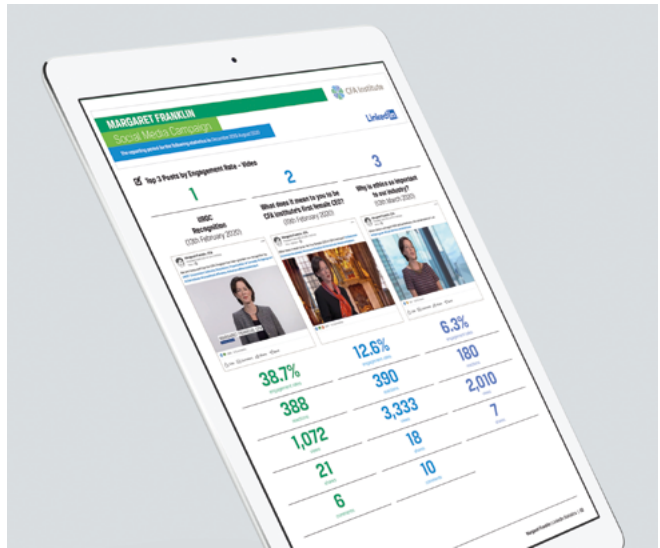
MyPostcard's online newsroom had to put its content first. The online newsroom is delivered in line with the brand's cheerful persona and clearly communicates the company's key messages. "A well-executed newsroom that is easy to navigate," said one judge.

Best evaluation strategy

CFA Institute and Living Group Gold

CFA Institute has worked with Living Group over the past few years to reposition the organisation during a period of leadership change. Its wide-ranging digital communications boosted the profile of its CEO and improved the understanding of the chartered financial analyst designation.

To evaluate its success, Living Group created evaluation dashboards that tracked the campaign's success across multiple metrics. Not only did this enable the institute to examine its impact, but it indicated the content to be developed with key KPIs in mind, enabling the organisation to meet its key campaign objectives. "A brilliant campaign, well conceived and superbly executed," said one judge.

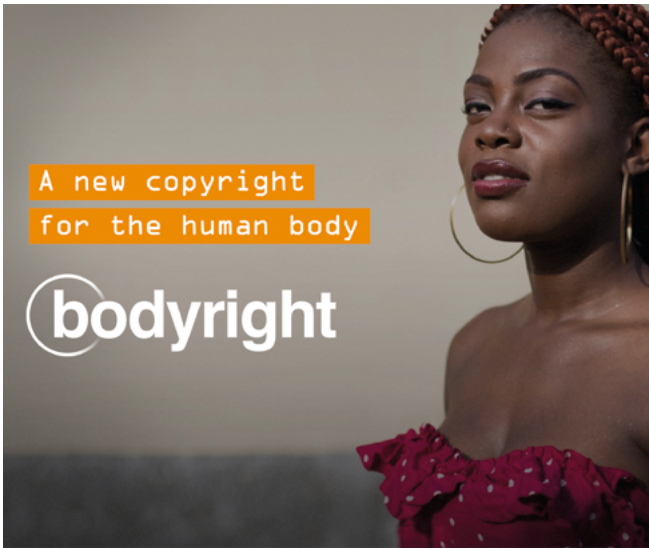


Mitsubishi Chemical Group Advanced Materials and Demand Exchange Silver

Mitsubishi Chemical Group Advanced Materials worked with Demand Exchange to amplify its engineering challenges programme. In doing so, it was able to determine which of the 84 entrants to the challenges were sourced from the communications outreach. "A good initiative that showed excellent results an an under-budget cost," said one judge.



Best use of digital by a charity, NGO or NFP



UNFPA and Edelman

Gold

Responding to the rising numbers of images that are used without their subjects' consent online, the United Nations Population Fund (UNFPA) worked with Edelman to raise awareness and make change. It launched the Bodyright campaign, which coined a new trademark 'b' symbol to build an understanding of the rights people have over their own bodies in reality and online. The campaign was designed to pressure governments and tech companies to take action against nonconsensual image use and online violence.

Using a mix of social and PR efforts, Edelman engaged with UNFPA influencer Ashley Judd, whose post inspired a number of other celebrities to get involved in the campaign, spreading the message far and wide. As a result, the campaign reached a global audience and saw 2.2m visits to the UNFPA website. One judge said the campaign had "great cut-through, delivered well against its objectives and had very impressive creative."



SignHealth and nrg digital

Silver

SignHealth worked with nrg digital to launch 'Deaf Thunder', a video promoting understanding of deaf people's ability to call 999 services for the first time. A comic book style made a visual impact and got the video in front of SignHealth's target audiences. "Brilliant creative execution delivering a smart solution for the target audience."

Discover the **Cancer**
Services You May Never
Have Thought Of...



Cancer Care Map and OneFifty Consultancy

Bronze

The Cancer Care Map was designed to help those with cancer and their loved ones find support services. During the Covid-19 period, the map worked with OneFifty Consultancy to get its services into the hands of people who needed it the most. Judges thought the results – including the 145,000 people who found support services – were impressive, particularly during the challenging pandemic period.



Look Good Feel Better and me&you

Bronze

Cancer support charity Look Good Feel Better worked with me&you to digitise its services during the pandemic. The result was a full-scale digital transformation that has prepared the organisation to operate more effectively and efficiently in the future. "A great example of implementing digital tools to transform an organisation's services and reach," said one judge. "Transformational."

North West Air Ambulance Charity and Connect Internet Solutions

Highly commended

The North West Air Ambulance Charity worked with Connect Internet Solutions on a new website that streamlined its user experience and resulted in higher engagement and fundraising.

Best use of digital from the education sector

The University of Sheffield and Crunch Digital Media

Gold

With a need to engage both students and parents undertaking the Clearing journey, the University of Sheffield worked with Crunch Digital Media on a digital communications campaign. The three-pronged approach first built connections with parents and students through engaging film and visual content. It then ensured they would begin to consider the university by serving more detailed content. Finally, it worked to convert those interested into taking Clearing places by refining the channel mix and capitalise on the trust built with users throughout the campaign.

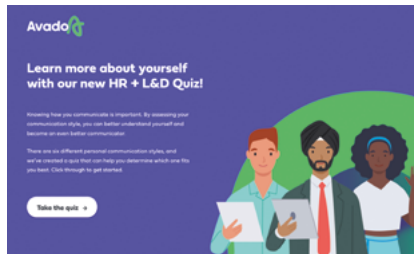
The results were excellent with the university receiving 863 Clearing calls – compared to 443 prior to the campaign – and spending only £3.40 per conversion. Judges thought the results were outstanding, compared to pre-Clearing numbers. Others praised the extensive research, thorough strategy and impressive audience engagement and targeting.



Avado and Itineris

Silver

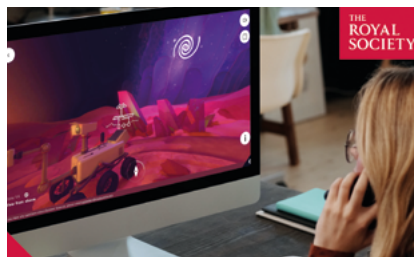
Commercial education provider Avado worked with Itineris to expand its reach in a changing market. To do so, it reaffirmed its industry-best thought leadership to take a content-driven approach. Using an interactive quiz as its campaign's centrepiece, Avado achieved over 20,000 engagements and saw a 25.84% completion rate, compared to the sector average 13.58%. "Some great content in this campaign."



Royal Society Summer Science Exhibition and Contra Agency

Silver

The Royal Society's 243 year-old Summer Science Exhibition needed to face the unprecedented challenge of Covid-19. To do so, the society worked with Contra Agency on a digital experience that was accessible to children of all ages. The stunning, interactive exhibition impressed judges for its apt targeting and impressive engagement levels.



Homerton College and Contra Agency

Bronze

Homerton College, Cambridge worked with Contra Agency to showcase its modern approach in the traditional setting of Cambridge. The dynamic, agile new website put a new lens on Homerton College, leading to a 25% increase in applications. Judges thought the shift in positioning was an excellent approach, that clearly paid off. "Quite a transformation!" one judge said.



Unite Group and Bladonmore

Highly commended

Unite Group worked with Bladonmore on an annual report that would inspire its investors and stakeholders to believe in its purpose.

Best use of digital from the energy, utilities and extraction sector



UK Power Networks and Instinctif **Gold**

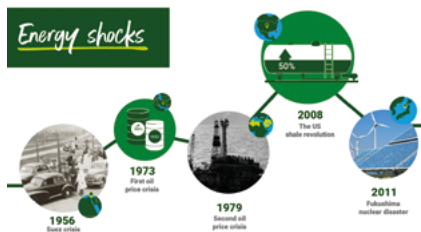
Energy distributor UK Power Networks wanted to communicate its ESG positioning while communicating its purpose and objectives to business and consumer stakeholders. It worked with Instinctif on a suite of digital communications that went behind the scenes of the UK's energy infrastructure. The detailed content was made simple through interactive graphics, clear language and a straightforward UX.

As a result, page views increased by 270% and there was a jump in unique users, page views and social media engagement. Judges thought the consistency of the design across the many pieces of content helped to present a clear positioning and message to the brand's stakeholders. They also agreed that the strategic foundation for the digital communications was well-conceived.



Anglo American and Investis Digital **Silver**

As part of its FutureSmart Mining communications, Anglo American worked with Investis Digital to communicate its global decarbonisation commitments. The comprehensive digital campaign crossed print, video and social, to reach a broad audience. The strong readership and engagement results were proof enough of the mining company's strategy.



bp **Bronze**

In its annual 'Statistical Review of World Energy' report, bp examined Covid-19's impact on global energy usage. To support the launch, its press campaign and audience engagement strategy yielded a massive audience across bp's channels.

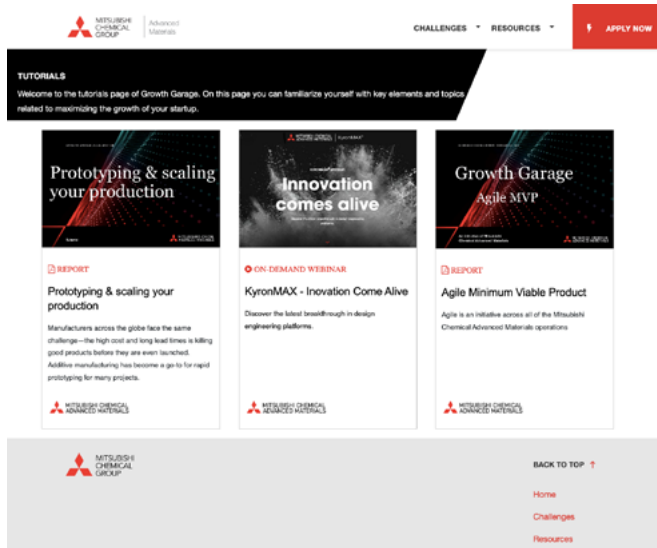
Best use of digital from the engineering and manufacturing sector

Mitsubishi Chemical Group Advanced Materials and Demand Exchange

Gold

Mitsubishi Chemical Group Advanced Materials runs a business accelerator programme designed to inspire innovation and engage small businesses in a creative way. The Growth Garage challenges could lead to a cash bonus for winners. Demand Exchange worked with Mitsubishi Chemical Group Advanced Materials to expand its reach and ensure greater engagement in the programme.

By targeting specific, niche audiences with well-developed content, the digital campaign delivered 47 of the programme's 66 entrants. Not only that, but the target cost per entry of £1,000 was vastly diminished to just £226 by the successful campaign. Judges thought the campaign took an interesting approach to the challenge, with the quality of the work leading to excellent results.



Embraer and Gravity Global

Silver

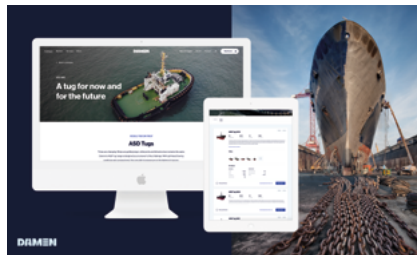
Embraer's Profit Hunter launch was delivered by Gravity Global. The campaign took flight with a series of social videos and targeted online content that captured the imaginations of the aerospace industry at a time in which sustainability is a crucial topic. "This is a great campaign," said one judge. "It communicates really well."



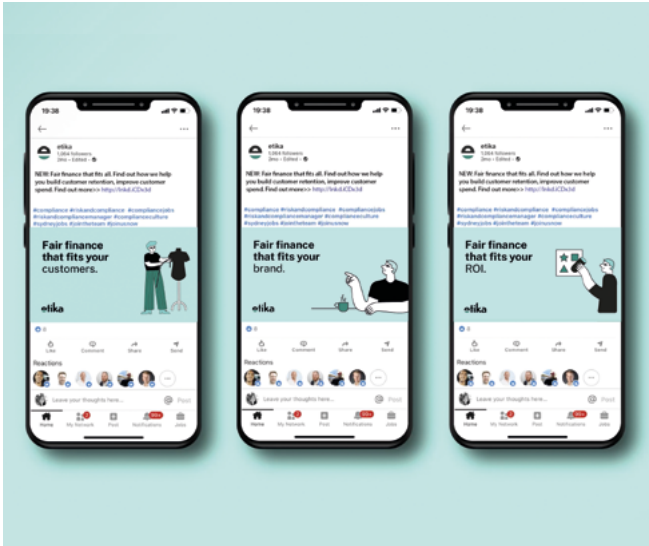
Damen and iO

Bronze

To align Damen's digital landscape and clarify its shipbuilding and logistics messaging, iO created a simpler, more cohesive website. The user journey was clarified and experiential elements woven into the new site. Judges thought the use of technology – which could allow content to be adapted for use across different channels – was an excellent addition to the company's communications arsenal.



Best use of digital from the financial services sector



etika and Made By Giants

Gold

Consumer loans brand etika wants to bring fairer, clearer finance to UK businesses and consumers. To do so, it worked with Made By Giants on the 'Fair Finance that Fits' campaign to build a brand presence in the UK from the ground up. To achieve this, it found that retailer credit offerings were confusing and damaging to the retail brand if applicants were rejected.

The campaign then targeted sales managers to communicate the value of etika's quick and transparent application process. "This campaign was grounded in strong research which leads directly to strong messaging," said one judge. Others praised the campaign style and tone of voice as well as its intelligent targeting of organisational decision makers to get its message across.



Banco Santander and Bestiario

Silver

Banco Santander worked with Bestiario on its digital annual report 2021. The report took a simpler approach than in years past, delivering primary messaging but allowing users to explore deeper into the content. Mixing film, interactive data and written content helped embed the company's messaging. One judge said, "An impressive annual report site that is easy to navigate with good content."



HSBC and Hill+Knowlton Strategies

Bronze

HSBC capitalised on its brand partnerships to help embed its new brand purpose and values. As part of this mission, Hill+Knowlton Strategies developed a video with female rugby commentator Danielle Waterman to spark conversation around equality, inclusion and authenticity. Judges were impressed with the level of awareness achieved by the campaign as well as the high-quality documentary style film produced.

GoCardless and Big Button

Highly commended

GoCardless collaborated with Big Button on a video series designed to inspire and empower its global sales and marketing teams.

Legal & General

Highly commended

Legal & General rebuilt its group-wide online presence to better communicate its key messages to audiences around the world.

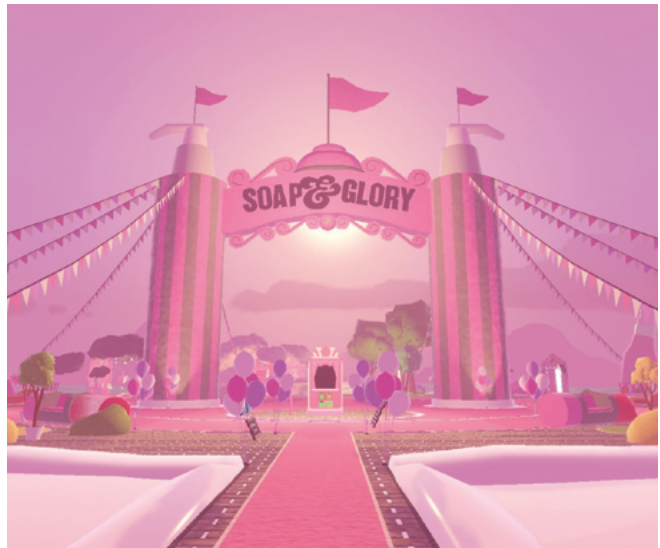
Best use of digital from FMCG sector

Soap & Glory and Hill+Knowlton Strategies

Gold

Needing to connect with young people during the pandemic, Soap & Glory eschewed its traditional media engagement strategy in favour of a social gaming platform developed alongside Hill+Knowlton Strategies. Before launching the game, Soap & Glory connected with players and built a brand community, which enabled the game to feel authentic to its target audience. The company developed a gaming world that was co-created with users, allowing brand interaction to fuel invention.

The brand achieved over 70,000 players in its first month, far outstripping its target of 10,000. "Definitely an innovative use of digital technologies," said one judge. "The most outstanding entry!" The approach also resonated with traditional media outlets, which covered the gaming experience, resulting in an even wider reach.



Nestlé and Sequel Group

Bronze

To celebrate employee contributions and successes, Nestlé worked with Sequel Group on the Nestlé Gazette, a quarterly title designed to connect employees with Nestlé's corporate purpose and with each other. Judges thought this was an excellent strategic internal communications initiative. One said it "demonstrated an excellent understanding of user needs."



Best use of digital from the food and beverage sector



Diageo with We Are Tilt and Collingwood Learning

Gold

Diageo worked with We Are Tilt and Collingwood Learning to launch Smashed Online, a digital responsible drinking tool for children aged 11-13. The education platform was designed to reach young people who might be on the cusp of engaging with alcohol in order to communicate about peer pressure, family relationships and the dangers of underage drinking.

The platform uses filming techniques familiar to young people and is adaptable to different languages and cultures. Of viewers, 95% said they were less likely to drink underage after using Smashed Online. Judges thought this communications platform would help Diageo make positive change among young people. One judge praised it as an “excellent, purpose-driven global campaign with really impressive results. Well done!”



Horlicks and Mosquito Digital

Silver

Part of its shift in positioning from a bedtime drink to an anytime food product, Horlicks worked with Mosquito Digital to focus on ‘sharing moments’ and reach a younger audience. ‘Time for a Horlicks’ used images of modern mishaps to connect with people emotively. One judge called it a “strong campaign with good creative and clear business results.”

Best use of digital from the healthcare and pharmaceutical sector

CMR Surgical and Bridge

Gold

Surgical robotics brand CMR Surgical wanted to shift its sales process away from fixed collateral towards a more experiential set of assets. Bridge worked with CMR Surgical on a 3D experience that would captivate time-poor surgeons from the get go. The app also had to suit remote selling scenarios and be able to perform in settings as varied as a personal device to an exhibition screen.

The resulting app is immersive, compelling and informative. The company also charted a 29% uptick in sales as a result of implementation. Judges called this “excellent work,” with one praising the “clear identification of the problem – surgeon’s time – getting the rich content in front of them, and getting them to the next stage in the buying process.”



Testing For All and Contra Agency

Bronze

To launch its below market rate testing services, Testing For All worked with Contra Agency on a comprehensive SEO and content strategy. The digital advertising campaign resulted in low conversion rates and higher levels of brand awareness. “They worked diligently to solve problems, such as Google’s limitations, to deliver banging results,” said one judge.



Best use of digital from the professional services sector



EY Gold

EY's 'World Entrepreneur of the Year' competition has been running for over 20 years, with the programme typically culminating in a signature live event. But, with Covid-19 changing the game for events, the competition had to pivot to a digital-first approach. The actual event was reported on in broadcast style, to ensure engagement at a time when video meetings were the norm.

But, EY also wanted to continue the conversation about the entrepreneurialism event after the competition had closed. It unleashed 'The Unstoppables' film series onto the world, which explored the stories of three competition winners. Not only did the campaign yield a huge number of viewers and interactions, it led to 90% of people saying they would think differently about EY as a result. "It was fantastic to see the longevity of the campaign to ensure continuous engagement."



TLT and Living Group Silver

Law firm TLT had grown massively in a short period of time. To reaffirm its advisory, disputes and transactional expertise, it worked with Living Group on a website that would help it stand out. Judges called the result a "genuine transformation." One said, "It was a well-thought out project delivering impactful results to expand the brand and reposition its people as experts. It demonstrated impressive client growth."



Bristows and Itineris Bronze

Bristows wanted to communicate its life sciences legal services to an audience of senior business decision makers. It worked with Itineris on targeted LinkedIn ads, a lead generation white paper and summit event. "This was a great use of digital to share innovation messaging in a way that was completely appropriate to the audience," one judge said.

Shaw & Co and Design By Structure Highly commended

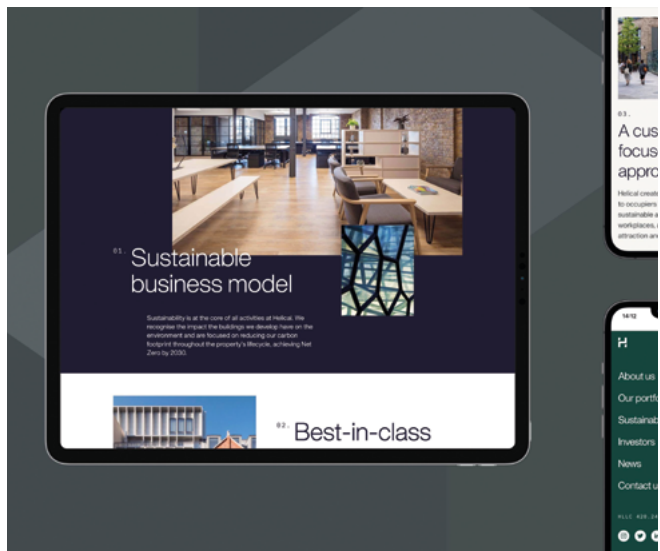
Shaw & Co worked with Design By Structure on a web redesign to better stand out and communicate its commitment to transparent, effective corporate finance.

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

Helical plc and SampsonMay Gold

Sustainable workplace brand Helical worked with SampsonMay on a brand refresh and new website that would better communicate its sustainable credentials and compete with the larger companies that make up the marketplace. The new site had to communicate with new audiences like end users interested in sustainability while also imbuing the whole site with the brand's sustainability messaging.

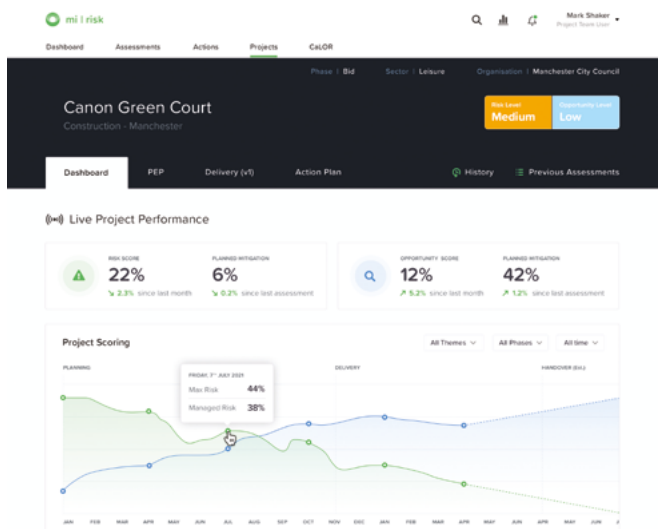
The new site is simple, beautiful and easy to use. It has resulted in increased session durations and improved pages per session while also encouraging downloads of key assets. "A strong outcome," said one judge. "The rebrand delivers on its promises and solves some key challenges faced by the brand." Another added, "A very well researched digital refresh with clear signs of success."



Willmott Dixon and Tribus Digital Gold

Risk mitigation is crucial in large-scale construction projects. To communicate its commitment to safe, sustainable construction, Willmott Dixon created the mi | risk tool. It tracks risks and sustainability obligations throughout a construction project's lifecycle, empowering decision makers with vital information and data. To make this data accessible, Tribus Digital consolidated health, safety and environmental data and information into a single platform, allowing easier access and streamlining the analysis process.

As a result, companies have been empowered to take action to mitigate risk in construction projects, limiting liability and ensuring efficient progress is made. This unique, environmentally focused risk management tool was a winner with judges. One of whom said, "It's practical and adaptable. An interesting and innovative way to track risks and processes."



SEGRO Silver

To update its website and refresh its content strategy, SEGRO undertook research to better understand the limitations of its current site and cater to the needs of its audiences. The new design puts AI to use in determining an audience's interests, translating content and filtering content to surface the right information. New users have flooded the website, leading to a 172% increase in direct enquiries from the site.



Turkcell Bronze

To support its massive R&D centre, Turkcell needed a digital strategy that could act as a 'digital corporate memory,' allowing users to access and engage with the company's content no matter the location. The new platform is easy to use, versatile and eminently functional. "A good tool with a lot of information to help search and report," said one judge.



Best use of digital from the retail sector



Specsavers and Tangerine Communications Gold

Specsavers saw an opportunity to reach the UK public through a key national moment. By analysing online sentiment around the men's Euros, it decided to use its typical humour and communications style to connect with people. Working with Tangerine, Specsavers created a Snellen eye test-style billboard featuring the words 'It's coming home.' Because the eye care brand was not an official sponsor of the tournament, it had to time its unveiling perfectly to ensure people connected the brand with the Euros, without breaking sponsorship rules.

When the final whistle blew after the England versus Germany match, Specsavers released its billboard, reaching 225.5m on social media and through its PR campaign. That yielded a 20.1% increase in positive sentiment toward the brand for the week. "Genius," said one judge. "Memorable and funny on a modest budget, packing well above its weight."



Turnbull & Asser and Crafted Silver

British shirtmaker Turnbull & Asser wanted to expand its reach without cheapening its premium product. It worked with Crafted to get its story in front of the right audiences in the right way. This "incredibly strong strategic campaign," was based on audience research and a long-term commitment to improving the brand's storytelling across digital channels.



Chums and Click Consult Bronze

Mail order clothing brand Chums worked with Click Consult on an SEO and PPC campaign that saw a 62% increase in new customer revenue and a 47% increase in new customer transactions, year-on-year. One judge praised the "great use of a good SEO strategy and knowledge to boost its online presence." Others thought the use of blogs with timely, relevant content helped deliver results.

Xiaomi and Battenhall Highly commended

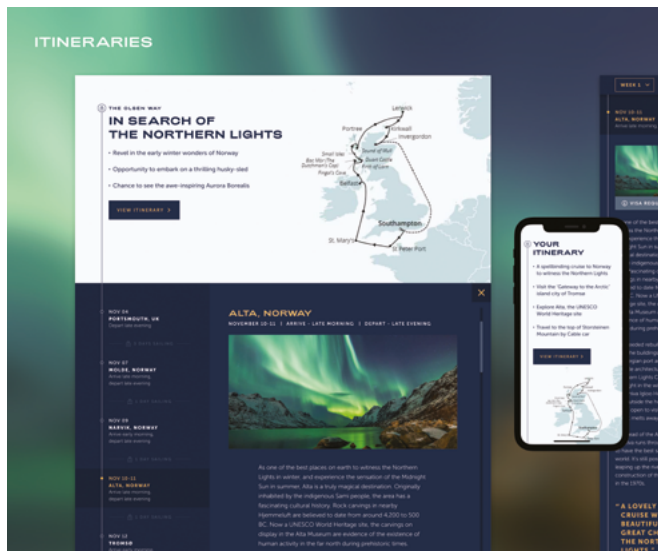
Xiaomi worked with Battenhall to launch its new smartphone using a video-first campaign called #OwnYourStyle.

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

Fred. Olsen and ELSE Gold

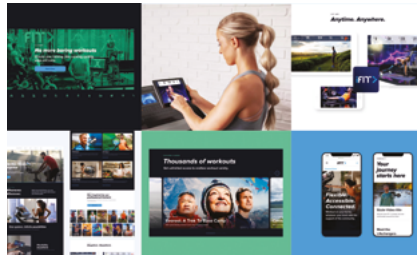
Fred. Olsen cruises offered a more personal experience than the bigger ship owners, but it was not making an impact online. It worked with ELSE on a content and SEO strategy that would elevate Fred.Olsen's crucial points of differentiation. One way it achieved that was through an innovative itinerary page for each cruise, showcasing the benefits of the smaller liner's trips.

Search had to improve, as did SEO, as well, yielding a 23% decrease in bounce rate as a result. Online cruise bookings benefitted too, from the coherent digital strategy. Judges thought the detailed and methodical approach was a key driver of the company's digital success story. One said, "The strategy was implemented with care and attention." Another judge added, "It created a much better experience to drive traffic and sales online, especially for an industry so hit by Covid-19."



iFIT and Brunswick Creative Silver

iFIT needed a new website to unite its proprietary fitness software, training content and interactive hardware. It worked with Brunswick Creative on a digital transformation that would connect with customers and reflect the changing needs users have in the fitness and wellbeing space. Judges praised the smooth user experience of the new site and its frictionless customer journey.

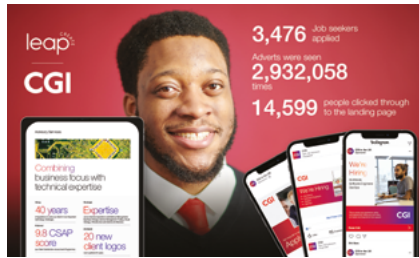


Airbnb and OneFifty Consultancy Bronze

Airbnb wanted to raise the profile of its iconic City Breaks after the disruption of the pandemic. It worked with OneFifty Consultancy on an influencer-driven content campaign designed to inspire tourists to consider the world's most exciting urban centres. Judges thought the use of influencers yielded positive results, with engagement rates reflecting the renewed interest in city travel.



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



CGI and LEAP Create Silver

CGI worked with LEAP Create to overcome the skills gap in tech careers. Targeting candidates with two-thirds of the required skills, who might have otherwise not applied or not been considered, allowed CGI to take a more holistic approach to hiring. “Recognising that talent gets away and then flipping it to turn it into a campaign to engage with wider audiences is something other organisations can aspire to,” said one judge.



WePlay Esports Bronze

WePlay Esports launched the WePlay AniMajor digital event which was a visual feast of anime-inspired graphics designed to catch the attention of a targeted audience. The high production quality of the VR experience impressed judges, who commended the company for understanding its audience and their needs.

etika and Made By Giants Highly commended

Finance brand etika worked with Made By Giants to build brand awareness among UK business decision makers and encourage different thinking about retail consumer finance.

Best use of digital from the transport and logistics sector

DHL and Crunch Digital Media

Gold

Logistics companies faced a challenging period during the pandemic when drivers were at a premium. To recruit more drivers, DHL worked with Crunch Digital Media on a campaign that sought to broaden jobseekers' minds and introduce the prospect of a career in logistics. By identifying the individuals who were seeking employment, and then delivering content that discussed DHL's role as an employer, the campaign was able to generate impressively high clickthrough rates to the DHL recruitment site.

Throughout the campaign, different channels were used to reinforce the messaging and ensure jobseekers were exposed to DHL's recruitment drive. This led to an 8% clickthrough rate on Google and 4.68% clickthrough on Facebook. Judges called it "a really good end-to-end campaign using the available channels cleverly to gain good results."



Mazda UK and OneFifty Consultancy

Gold

Mazda UK suffered from low brand penetration, with only a 2% market share among British consumers. To change perceptions and support the launch of the Mazda CX-30, the brand's new family vehicle, OneFifty Consultancy delivered a high-profile multichannel campaign.

Mazda engaged with influencers to film their experiences driving Mazda vehicles and share that content through their own channels. Meanwhile, PR and TV communications supported the digital strategy. The impactful campaign received millions of views and led to 110 test drive requests and 116 car configurator users. Not only that, but it was Mazda's most cost-effective campaign in terms of generating web visitors.



Best use of digital from the transport and logistics sector



DHL **Silver**

DHL's delivery app had to work across desktop, mobile and native applications. Its simple functionality and clean UX enabled it to stay ahead of changing customer needs. Judges thought DHL's ability to provide end-to-end communications and customer service was commendable, particularly considering the challenge of market fragmentation in delivery and logistics.



Embraer and Gravity Global **Silver**

Embraer's Profit Hunter launch allowed it to communicate with an aerospace industry needing sustainable solutions. Gravity Global's film-first campaign enabled impactful graphics and simple messaging to tell the story of Embraer's commitment to lower-carbon travel. "The results are impressive against bigger rivals," said one judge, as it uses sustainability to offer a valuable point of differentiation.



LNER **Bronze**

At a time when railway travel was all but nonexistent during the pandemic, LNER wanted to maintain engagement with its brand. To do so, it unveiled Virtual Drivers' Cab Rides videos which put viewers in the front seat of the company's trains. "This displays good knowledge of the audience and what they want to see. The campaign was very successful because of that," said one judge.

Digital agency of the year



Hill+Knowlton Strategies

Hill+Knowlton Strategies

Winner

This year, judges praised the innovation of two Hill+Knowlton Strategies' campaigns. Soap & Glory was struggling to connect with younger consumers and had relied on traditional product launches and PR activities to raise brand awareness. They wanted to take a more relatable approach. Hill+Knowlton Strategies worked on a social game built in the metaverse, Soap & Glory Land. To do so in an authentic way, they collaborated with young creators who knew how to connect with users. The engagement of the online community in the development of the game was crucial for the judges. "We have a winner," said one judge.

With HSBC, Hill+Knowlton Strategies highlighted the company's commitment to diversity, equality and inclusion by bringing to life the story of a groundbreaking female rugby commentator. By engaging with an influencer, HSBC was able to ensure employee attention, and build connections between the workforce and the company's D&I strategy. The video made an impact internally, but also saw massive audiences outside the business, which helped build HSBC's brand reputation. Judges found the HSBC campaign to be "Wonderful, creative and strategic with compelling results." Another said it "didn't shy away from difficult questions which validated the content discussion."

These two successful projects helped Hill+Knowlton Strategies to impress judges and corporate stakeholders alike, making it a deserving winner of this year's 'Digital agency of the year' prize.

S

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SampsonMay.com



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Michelle at michelle.manton@communicatemagazine.co.uk (for Communicate events)
Lauren at lditcher@transformmagazine.net (for Transform events)

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Digital in-house team of the year



DWP Winner

The Department for Work & Pensions (DWP) had a tough challenge. Not only did it have to manage the resettlement of thousands of Afghan refugees coming to the UK after the war, but it had to communicate its activities in supporting them to the department and across the civil service.

To achieve this, it crafted a film that highlighted the Afghan experience, using emotive interviews documenting the refugee journey. The DWP worked across Whitehall to engage other relevant departments and ensure the content was signed off by key stakeholders within the Foreign, Commonwealth & Development Office, Ministry of Defence, Cabinet Office and within government.

The resulting film was a huge success internally; 12,800 people across the DWP watched the film, with complete rates at 74%. Not only that, the video was shared across the civil service, garnering personal messages and advocacy as it went.

The in-house team truly shone in the development of this ambitious piece of video communication. One judge said, "It's incredible that this was created without agency support and on a shoestring budget. It is so emotive and affecting that it obviously really resonated with people." Another judge added, "This was a truly impressive, well-researched campaign with an important objective. The subject matter is sensitively handled to deliver a compelling and impactful message."

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Grand prix



Diageo with We Are Tilt and Collingwood Learning

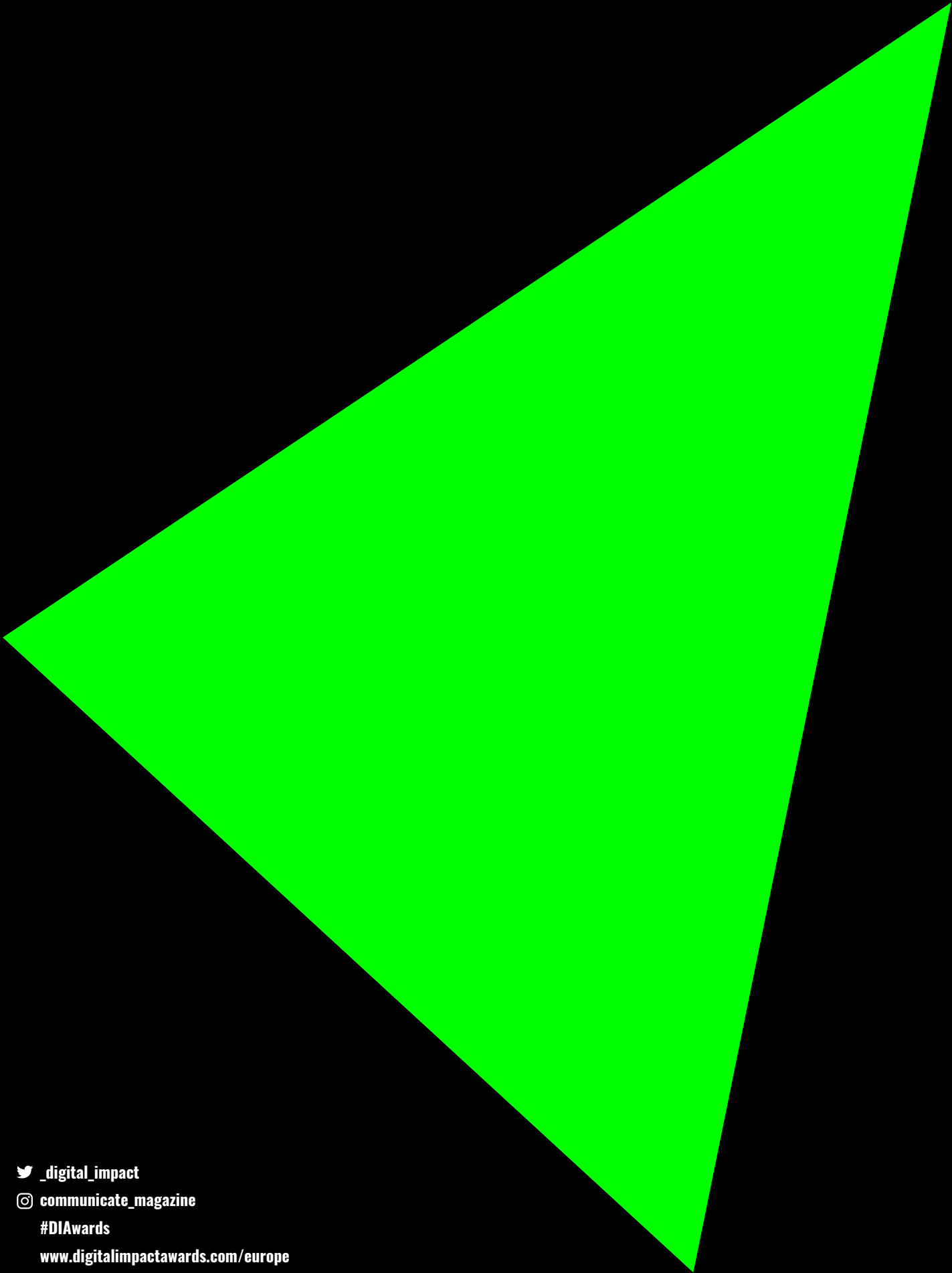
Winner

Drinks brand Diageo wanted to tackle the emerging problem of underage drinking. But, it had to do so without seeming to glorify young people engaging with alcohol or promoting its products in any way. It collaborated with We Are Tilt and Collingwood Learning to create the global e-learning platform Smashed Online.

Smashed Online takes teens through a series of online videos, interactive activations and educational content to first introduce the perils of underage drinking and then communicate in an educational setting about drinking responsibly or abstaining from drinking. Because of the difficult audience, the films had to resonate with local audiences around the world, feel authentic to the teen experience and be filmed in an immersive way.

The resulting programme has reached over half a million young people worldwide since launch. Judges thought the strategic approach behind the campaign was outstanding, with the localisation of the content a key factor leading to its success.

One judge said, "This is a great, purposeful programme. It changed a lot of people's [minds] globally and made some real change." Another added, "I felt the creative team really understood the target audience and the way it interacts with digital. A standout piece of work."



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