



**We are Comprend** combining more than 20 years of experience in digital corporate communications with a commitment to curiosity. Creativity and knowledge are at the heart of everything we do.

Creating award-winning websites for great clients, including





Since we launched the Digital Impact Awards in 2010, the digital communications landscape has changed dramatically. In 2010, Communicate magazine was writing about the slow uptake of social media, the challenges posed by technological development and the introduction of corporate apps. Winners in this year's Digital Impact Awards prove that digital has reached maturity.

Each of the evening's premier winners exemplifies this. Northern Rail shows that an app designed to sell train tickets can also be a game that people want to download. Omobono's work across several brands shows the integration of digital into the B2B communications toolkit. And Gatwick Airport proves that digital can truly revolutionise service and operations at a large, complex organisation.

It has been a joy to see communicators improve their digital strategies and enhance their capabilities because of digital communications over the years. This year is no different. For that reason, we are proud of each and every shortlisted company in tonight's Digital Impact Awards and extend our congratulations to all the winners!

**Brittany Golob**

*Editor, Communicate magazine*

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## The judges



**Kristina Blissett, head of communications, Coats**

Kristina is head of communications at Coats. The FTSE 250 listed company is the world's leading industrial thread manufacturer and a major player in the Americas textile crafts market. At home in some 60 countries, it employs 19,000 employees across six continents. Kristina is responsible for a range of external and internal communications activities. She has over 20 years of experience in communications and has previously worked at PwC, Freshfields Bruckhaus Deringer and the City of London Corporation as well as communications agencies.



**Sophie Brendel, director of marketing and communications, V&A**

Sophie was appointed director of marketing and communications at the V&A in October 2016. She is responsible for external communications for the V&A's audiences, visitors and stakeholders, and leads marketing, press, public relations and brand activity in the UK and internationally. Prior to joining the V&A, Sophie was head of digital communications at the BBC, where she led PR and communications for digital, technology, R&D and innovation across the BBC, as well as the BBC's corporate websites, blogs and social media activity. Sophie previously worked for Reuters' in New York and London.



**Alice Farrow, head of communications, Cobseo**

Alice is responsible for developing and implementing Cobseo's internal and external communications strategy, managing day to day communications between Cobseo and its 279 members (all organisations which exist to serve the military community) most of this is done utilising digital channels. Alice is also the main point of contact for all media enquiries and acts as an advisor and resource if members have crises. Alice has an agency background and her previous role was as head of the community and not for profit team at the PR Office.



**Nicola Foster, head of group communications, GKN plc**

Nicola joined GKN in 2011 and has responsibility for internal and external corporate communications at the FTSE 100 global engineering company. Much of her role is focused on developing the corporate profile of the group among its many stakeholders, creating engaging content to help build the GKN brand, delivered through a range of channels and tools. She previously spent six years working in corporate communications for a FTSE 250 finance company. She has a business and marketing degree and a CIM postgraduate diploma in marketing.



**Ewa Gebala, head of mining communications and corporate internal communications, ArcelorMittal**

Ewa has 13 years of experience in communications. Since 2010, she has been heading internal communications at ArcelorMittal, the world's leading steel and mining company, with operations in over 19 countries and business presence in 60 countries. Since 2014, Ewa has been heading mining communications. She also has experience in crisis communications, including leading communications of the Ebola Private Sector Mobilisation Group during the Ebola outbreak in West Africa. Ewa started her career in Poland and gained communications experience during the acquisition of Polish steel plants by Mittal Steel.



**Conall Gribben, head of corporate content, Virgin Media**

Conall is head of corporate content at Virgin Media, responsible for corporate digital communications. Prior to joining Virgin Media, Conall spent over four years at BT Group plc, most recently as head of brand and digital communications for Openreach. There he introduced consumer-facing communications, including the launch of a dedicated consumer website and a seven day customer service offering on social media. Originally from Northern Ireland, Conall is a law and French LLB graduate of Cardiff University. He volunteers at the Small Charities Coalition, using social media to support 8,000 plus charities.



**Lawrence Hall, head of communications, ZPG**

Lawrence is head of communications at ZPG plc (formerly Zoopla Property Group plc) which owns and operates some of the UK's most trusted home-related digital platforms including Zoopla, uSwitch, PrimeLocation, Hometrack and Property Software Group. Lawrence is responsible for corporate and consumer communications, social and content and was an early team member of ZPG. He has played a key role in a business that has floated on the London Stock Exchange, grown revenues from zero to £200m, attracts over 50m visits a month to its platform, works with 25,000 partners and is valued at nearly £2bn.



**John Horsley, founder, Digital Doughnut**

John is the founder of Digital Doughnut and Digital Marketing, LinkedIn's 5th largest group. He has over 15 years of digital marketing industry experience and has seen the industry grow from the early internet pioneers to today's bustling marketplace. John is highly influential in the world of marketing and regularly judges both marketing and technology awards. Both the British Interactive Media Association and Drum magazine have ranked John as one of the top 100 people in the UK's digital industry, while Fast Company listed John in its top 50 most influential people on the web.



**David Howell, digital marketing manager, Mace Group**

David is currently digital marketing lead for Mace, an international consultancy and construction company based in London, where he has been working on a digital marketing strategy for the past two years. This has included 'Mace World', an interactive digital city and, most recently, a new global website that has just been awarded 'innovation of the year' against competition from consultancy and construction projects around the world. David also works for Google's Squared Online programme – an award-winning digital marketing course developed to meet the need for high calibre digital talent and leadership.



**Jessica Latimer, head of technology communications, Sky**

Jessica is head of technology communications at Sky and is responsible for employee engagement within Sky's group technology function, as well as executive communications for Sky's group CTO and technology leadership team. Jessica is a strategic communications consultant specialising in executive and employees comms, PR and CSR. Prior to Sky, Jessica was VP of EMEA communications at SAP. A passionate advocate of women in technology, Jessica supports Sky's executive leadership team in championing a vision of a world where a career in technology is as attractive to women as it is to men.



**Stephen Marshall, head of digital communications, Sodexo**

Stephen is the head of digital communications for Sodexo UK & Ireland and has worked for over 15 years in digital roles across the public, charity and corporate sectors. He leads a team that manages, maintains and develops corporate internal and external web and social media platforms in the UK and Ireland. He is currently responsible for developing and delivering a global digital strategy to improve how Sodexo uses online channels to engage its remote workforce and a strategy to build brand awareness in the facilities management sector to current and prospective clients in the UK and Ireland.



**Gill McHattie, e-commerce manager, Allianz**

Gill is currently working as an e-commerce manager at Allianz, within Petplan insurance, the UK's leading pet insurer. She is responsible for Petplan's website and increasing sales by improving the customer journey to conversion. Before joining Petplan she managed performance acquisition at Barclaycard, led global digital marketing campaigns at Dow Jones to drive growth in the Wall Street Journal app, and web subscriptions across Europe. Formerly at Thomson Reuters in New York, Gill relocated to London and honed her skills working at AKQA with clients including Fiat Global and McLaren.



**Penny Mills, head of digital, Smart Energy GB**

An advertising professional since 2000, Penny has been a digital specialist since 2004. She has headed up global digital strategy for a diverse range of organisations, from highly trafficked, award winning charity campaigns to investment banks, and prior to that, spent several years working in digital advertising. Since joining Smart Energy GB, she has built the organisation's digital presence, strategy and team from a standing start. She loves the constant evolution of the digital space and thinking of ways to apply that evolution to digital marketing strategy.



**Paul Morgan, communications director, Premiership Rugby**

Paul is the communications director at Premiership Rugby, the umbrella organisation of Aviva Premiership Rugby. He moved to Premiership Rugby after more than 20 years as a sports and news journalist. He was editor of Rugby World magazine and the IRB World Rugby Yearbook. He ghost-wrote Year of the Tiger!: My 2004/05 Season Diary by Lewis Moody and 2011's Splashdown which covers an incredible year in the life of England Test rugby star Chris Ashton. These are just two of more than a dozen sports books he has written.



**Bob Morris, partner, Instinctif Partners**

Bob works in the film and motion team and has over 18 years of experience in the media. He initially worked as a journalist at the Press Association and a news editor at ITN. Bob joined Instinctif from World Television, where he advised clients on their digital strategy and produced engaging video content for both internal and external audiences. Prior to this he spent six years at a public relations consultancy.



**Liz Oakley, head of corporate communications, Compass Group UK & Ireland**

Liz is head of corporate communications at Compass Group UK & Ireland, part of Compass Group plc, a world-leading food and support services provider. Liz and her team look after the PR and media relations activity for the UK and Ireland business as well as its central internal and digital communications – including its social media presence, internal collaboration platforms and corporate website. Having worked in communications for over 15 years, Liz's experience spans a variety of different sectors – including food and drink, education and IT – across both the public and private sectors.

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**Nick Scott, head of digital, Unison**

Trade unions have been slow to embrace digital. Nick's vision is to change this in Unison, and inspire other unions to do the same. Since joining in 2014, he has kicked off a digital transformation programme, fostering improvements in data, the development of a new digital tools and services infrastructure and the creation of a budding digital leaders group. Before Unison, Nick worked at the Overseas Development Institute, winning 'Digital strategy of the year' at the 2012 Digital Communications Awards. He is also a founding member of WonkComms, a community of practice on the future of think tank communications.



**Stephen Spiers, intranet and digital channels manager, Barclays**

Stephen's main role is ensuring over 100,000 employees worldwide are supported with the tools to do their job. Stephen's experience lies in developing and delivering successful digital channels in large organisations. His last project, Barclays Now, won the IoC 'Best intranet' award and the Digital Impact Awards 'Best intranet' silver award in 2016. He's currently working on the next iteration of Barclays Now, a new company-wide video channel, a UGC app and improved colleague feedback tools. When not working on something digital, Stephen can be found playing the guitar or reading a book, usually not at the same time.



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

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



**Joe Tyler, internal communications channels editor, Virgin Trains**

A former newspaper reporter and digital content editor, Joe moved into internal comms in 2011 with Ladbrokes. After a brief stint at Crossrail, he's now in charge of digital content creation and publishing for the 3,500 people of Virgin Trains West Coast. Since joining, Joe helped launch and now community manages one of the most engaged enterprise social networks worldwide. He also edits the headline news app and corporate video series among other digital channels. In 2016, Virgin Trains won 'Company of the year' and 'Best use of digital' at the Employee Engagement Awards.



**Sue Winston, head of communications, Aviva plc**

Sue is head of corporate reputation and online communications at Aviva plc, the UK's biggest pensions, insurance and investments provider. Within the group communications team, Sue's role is to ensure that Aviva's corporate story is communicated well online – through Aviva's corporate website, annual report, corporate social media and film. She is also responsible for corporate reputation, crisis planning and corporate communications governance. Sue had previously worked in-house in the luxury goods and professional sectors, and at a small PR consultancy in the charity sector.



**Alex Wodzicki, digital marketing manager, SEGRO plc**

Since 2011, 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 launched its multi-award winning corporate website and has driven high profile pioneering digital projects across Europe. Previously, Alex spent over a decade as digital director at 360 Interactive. He then moved client-side with a role as the global internet manager at Rolls-Royce plc before taking up his current position at SEGRO plc.

## The winners

### Deliverables

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#### Best corporate website

Gold – Barclays and Speak Media

Gold – Unilever and Amaze

Silver – InterContinental Hotels Group and Addison Group

Bronze – Anglo American and Investis

Bronze – SAP

Highly commended – GKN plc and Excite Communications

Highly commended – Mace Group and Radley Yeldar

#### Best corporate app

Gold – Gatwick Airport

#### Best use of SEO for corporate communications

Gold – Staysure and Builtvisible

Silver – Expedia.no and Verve Search

Bronze – GoCompare and Verve Search

#### Best use of mobile and portable devices

Gold – adidas Football and IRIS/POSSIBLE

Silver – Gatwick Airport

#### Best use of digital to aid a CSR campaign

Gold – IKEA Foundation and Kindred

#### Best digital rebrand

Gold – Salomon and 1000heads

Silver – British Steel and Moirae Creative Agency

Silver – Knect365, an Informa business and Nalla

Bronze – Lewis Silkin and Living Group

#### Best use of online video

Gold – Durex and TMW Unlimited

Silver – HSBC

Bronze – PLAYMOBIL UK and OneChocolate

Bronze – Sarson's and UM London/Reprise

Highly commended – adidas Women and Hope&Glory

Highly commended – Virgin Active and Hope&Glory

#### Best digital communication as part of an integrated campaign

Gold – Northern and Blumilk

Silver – Tata Consultancy Services

Silver – Zoflora and Mosquito

Bronze – Vileda and Mosquito

Highly commended – Comic Relief

Highly commended – Gemalto and Brands2Life

### Social media

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#### Best use of existing social media platforms: small budget - <£20k

Gold – Ritter Sport UK and CreativeRace

Silver – IKEA Germany and SapientRazorfish Frankfurt

Silver – Welcome to Yorkshire: Tour de Yorkshire

Bronze – Sony Pictures Home Entertainment and Wilderness

Highly commended – Aviva plc and Portland

Highly commended – Turkcell

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

Gold – Greggs and Splendid Communications

Silver – Covonia and Bray Leino

Silver – The Royal Marines and e3

Bronze – Fuller's London Pride and UM London/Mediabrands

Society/The Corner

Highly commended – The FIA and Addison Group

Highly commended – Vodafone and Vidsy & Mischief PR

#### Best use of existing social media platforms: large budget - £75K+

Gold – adidas Women and Hope&Glory

Silver – SAP

Bronze – Sky and SapientRazorfish London

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

Gold – Turkcell

Silver – Tesco and Addison Group

#### Best community development

Gold – STRIPPD and Hope&Glory

Silver – IKEA Foundation and Kindred

Silver – Magic Light Pictures and Wilderness

Bronze – Gatwick Airport

Highly commended – SapientRazorfish London

### Best use of digital to an internal audience

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#### Best intranet

Gold – Waterstones Booksellers Ltd

Silver – South West London and St George's Mental Health NHS Trust

Bronze – British Steel and Moirae Creative Agency

Highly commended – Metropolitan Police Service and CDS

Highly commended – Principality Building Society and EasySharePoint

#### Best digital employee communication

Gold – HSBC

Silver – Vodafone Group Enterprise Operations

Bronze – Unilever and Amaze

Highly commended – Barclays and Wardour

Highly commended – Laing O Rourke and Wardour

### Best use of digital to an investment audience

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#### Best online annual report

Gold – Pfizer and Addison Group

Silver – ArcelorMittal and Investis

Silver – Weatherford International plc and Oakwood

Bronze – Anglo American and Investis

Bronze – City Football Group and Emperor

Highly commended – BT and Emperor

Highly commended – Henry Boot plc and Jones and Palmer

### Best use of digital to aid media relations

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#### Best online newsroom

Gold – Automobili Lamborghini and TheNewsMarket

#### Best evaluation strategy

Gold – SAP

Highly commended – LED Aesthetics and Moirae Creative Agency

## Best use of digital by sector

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

Gold – The Church of England

Silver – National Union of Teachers and Outlandish Co-operative

Bronze – The FIA and Addison Group

Highly commended – Oxfam and Click Consult

Highly commended – Royal College of Nursing

### Best use of digital from the education sector

Silver – ACCA

Bronze – Partners in Learning and Moirae Creative Agency

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

Gold – Smart Energy GB and AMV BBDO

Silver – UK Power Networks and Instinctif Partners

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

Gold – Coats and Omobono

Bronze – Norican Group and Mando

### Best use of digital from the extraction sector

Gold – Anglo American and Investis

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

Gold – Capita Asset Services and Space

Silver – Chill insurance and Click Consult

Silver – GoCompare and Verve Search

Bronze – Aviva plc and Portland

Bronze – Aviva plc and SapientRazorfish London

Highly commended – The People's Trust and Wardour

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

Gold – STRIPPD and Hope&Glory

Silver – Greggs and Splendid Communications

Silver – Sarson's and UM London/Reprise

Bronze – Chicken Society and Wilderness

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

Gold – Durex and TMW Unlimited

Silver – GSK and the EarthWorks

Bronze – Octapharma AG and Luminous

Bronze – Royal College of Nursing

Highly commended – LloydsPharmacy Online Doctor and Click Consult

Highly commended – Spire Healthcare and Draw Group

### Best use of digital from the industrial and basic materials sector

Gold – British Steel and Moirae Creative Agency

Silver – Mondi and MerchantCantos

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

Gold – Accenture and Omobono

Silver – CMS and TLGG and ETECTURE

Bronze – EY and Living Group

Bronze – Lewis Silkin and Living Group

Highly commended – SapientRazorfish London

### Best use of digital from the property sector

Gold – SEGRO plc

Silver – Crest Nicholson and Kolab

Bronze – HiP Property

Highly commended – JLL Capital Markets and Omobono

Highly commended – Open Door Property Ltd and Moirae Creative Agency

### Best use of digital from the public sector

Gold – The Royal Navy and e3

Silver – Metropolitan Police Service and CDS

Bronze – Go Ultra Low and Kindred

Bronze – We Are Doncaster and Moirae Creative Agency

### Best use of digital from the retail sector

Gold – adidas Football and IRIS/POSSIBLE

Silver – IKEA Germany and SapientRazorfish Frankfurt

Bronze – adidas Women and Hope&Glory

Bronze – Zoflora and Mosquito

Highly commended – Antalya Migros Shopping Center and Cosmic Creative

Highly commended – Vileda and Mosquito

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

Gold – Tata Consultancy Services

Silver – Turkcell

Bronze – SAP

Highly commended – Gemalto and Brands2Life

Highly commended – Sky and SapientRazorfish London

### Best use of digital from the transport and logistic sector

Gold – Go Ultra Low and Kindred

Silver – Lease Car and Zazzle Media

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

Gold – American Airlines and MediaCom Worldwide

Gold – Virgin Active and Hope&Glory

Silver – Expedia.no and Verve Search

Bronze – VisitBritain and Expedia Media Solutions

Highly commended – Gatwick Airport

Highly commended – Map My Future

## Special awards

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### Digital campaign of the year

Winner – Northern and Blumilk

### Digital in-house team of the year

Winner – Gatwick Airport

### Digital agency of the year

Winner – Omobono

# DELIVERABLES

## Best corporate website

### Barclays and Speak Media

#### Gold

Barclays corporate website acts as a shop window into the bank's global operations, values and culture. It receives over five million visitors a year and provides a valuable tool to communicate with and inform customers, clients, investors, career seekers, the press, regulators and financial analysts. Though recognised at launch as one of the best corporate websites of its time by research and consultancy group Bowen Craggs, by 2016, Barclays web presence was beginning to show signs of age. To remedy this, Barclays embarked on a thorough programme of refining and redesigning its site, with Speak Media, to reclaim the best-in-class crown.

The transformed site features an all-new and innovative homepage and news section, while an improved editorial process has allowed the Barclays team complete control of each piece of content it delivers.

Our judges loved the clean, methodical approach to the redesign, as well as Barclays' use of a strong narrative style to highlight the human in the bank's business.



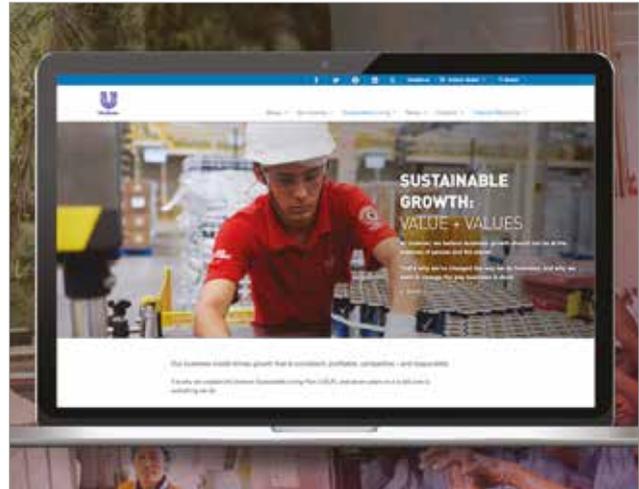
### Unilever and Amaze

#### Gold

Unilever set out to prove that corporate websites don't have to be stuffy, sterile and niche as it transformed its online experience for the more than 23 million annual visitors to the business's 48-strong global corporate website network. Together with agency partner Amaze, Unilever took on the immense task of weaving together a powerful and inspiring sustainability story that could both demonstrate the business's diverse operations yet celebrate its united culture.

The team reworked a remarkable 900 plus pages of site content, reforging previously utilitarian and siloed information into a dynamic, user-friendly, magazine-style hub. It also worked hard to ensure that the website was accessible to all of Unilever's employees and customers, across 28 languages and 92 countries.

Despite the enormity of the task, the partnership succeeded with aplomb, producing an engaging and innovative website that our judges described as, "An outstanding site with strong content, a clear vision and great results."



### InterContinental Hotels Group and Addison Group

#### Silver

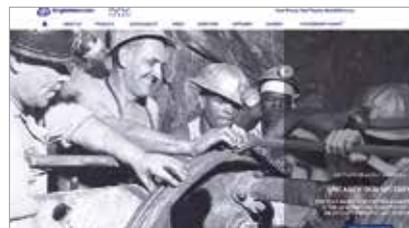
In just seven months, Intercontinental Hotels Group (IHG) radically refocused its corporate website to better serve multiple audiences. Once cluttered, confusing and unresponsive, the new site, by Addison Group, is now elegant and functional, with the new look and feel reflecting IHG's clear-sighted and seamless business strategy.



### Anglo American and Investis

#### Bronze

To mark its centenary, mining giant Anglo American launched an inspiring new web presence, with Investis, at once a celebration of the business' impressive history and a proud statement of its plans for the future.





**SAP**

**Bronze**

SAP overhauled its career site to fit in with the rest of a newly updated web estate. It crafted a one-stop shop where potential employees can find everything including the brand's values, information about applying for a role and getting the most out of a career with SAP.

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**Highly commended** – GKN plc and Excite Communications

**Highly commended** – Mace Group and Radley Yeldar

**Best corporate app**



**Gatwick Airport**

**Gold**

Gatwick Airport has transformed the way it does business by developing an industry-first application designed to keep the entire airport's workforce in tune. Traditional ways of sharing data between organisations and their employees have proved complex, expensive and time-consuming, especially in a fragmented ecosystem like an airport. Over 200 organisations operate at Gatwick, including airlines, ground handlers, concessionaires, retailers, restaurants, fuel companies, caterers, hotels and government agencies.

Gatwick's solution, the Airport Community app, is a remarkable innovation, making it possible to share information across the airport's complete workforce in real time. The app has really taken off and now has more than 8,000 users, with the number increasing every month. It has become a crucial aspect of improving operational efficiency, ensuring no time is wasted and the airport runs smoothly and on schedule.

Our judges agreed, praising Gatwick's success in bringing so many competitors together as collaborators – an ambitious and impressive feat.

# Outlandish<sup>®</sup>

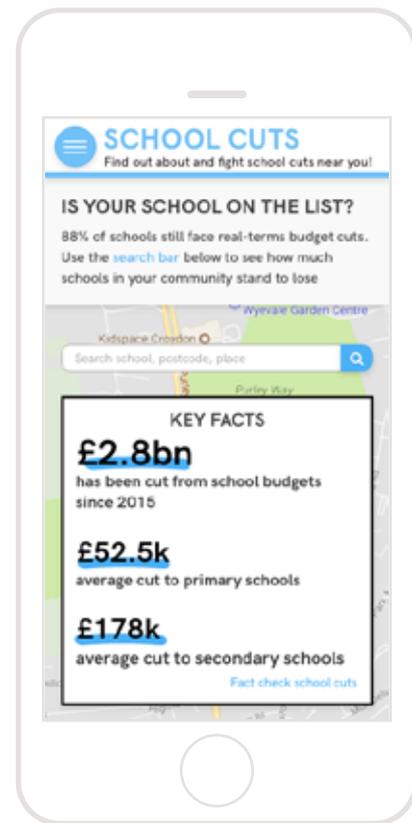
We're a tech co-op. We build tools, websites & data-driven campaigns that help make the world a better place.

*"Working with Outlandish has been a joy. They have such high standards and are full of energy and ideas - as a result the work excels and makes a difference."*

Andrew Baisley — National Union of Teachers



[outlandish.com](http://outlandish.com)



To all nominee's in this year's awards from  
**Principality Building Society**

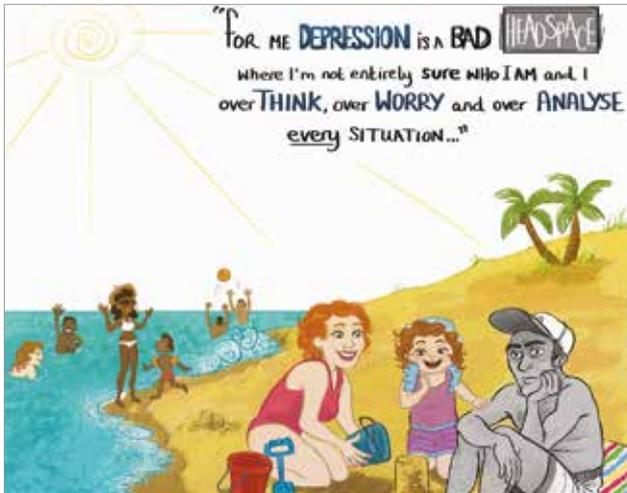
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Best use of SEO for corporate communications



Staysure and Builtvisible

**Gold**

It isn't common for a revenue-generating campaign to capture the hearts and minds of a global audience – especially when the source is a niche insurance brand for over-50s. But that's exactly what Staysure did with its 'travelling with mental illness' initiative, tripling the brand's visibility, doubling revenue and building awareness with a worldwide audience.

The campaign, by Builtvisible, centred around a series of interviews with people who had personal experience of travelling with a range of mental illnesses. An illustrator – who herself had experienced mental health difficulties – then used her skills to capture the essence of each interview.

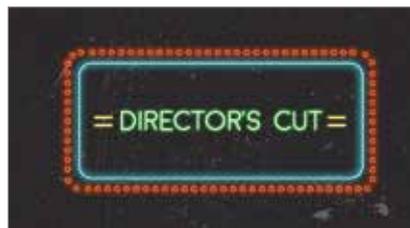
The resulting SEO-driven campaign caused a phenomenon, sparking media coverage from the BBC and Huffington Post and acclaim – and shares – from a host of prominent mental health charities. Perhaps most positively, a huge number of people with mental health issues of their own added their voices, some saying the campaign had given them the confidence to speak out for the first time.



Expedia.no and Verve Search

**Silver**

To mark the 75th anniversary of Norway's Flåm Railway, Expedia.no, Verve Search and Visit Flåm came together to create the first ever 360° video of one of the world's steepest and most spectacular journeys. The hugely successful campaign has redefined how travel companies work with destinations to create the future of travel and is an inspiring exemplar of SEO done right.



GoCompare and Verve Search

**Bronze**

GoCompare worked with Verve Search to engage film buffs from around the world with its 'Director's Cut' campaign – an unusual but effective initiative that promoted life insurance by tracking the highest death counts in the world of cinema.

## DELIVERABLES

### Best use of mobile and portable devices

#### adidas Football and IRIS/POSSIBLE

##### Gold

When sportswear star adidas launched its new football boot, GLITCH, it confounded expectations with a truly unique marketing campaign, by IRIS/POSSIBLE. The boots weren't available in stores. They weren't even available online. Instead, adidas reached out to customers where they spend most of their time – on their phones.

Rather than being open to all, the fitting and purchase functions in the app were locked and invite-only, with key influencers receiving the initial set of codes. As they slowly filtered into the community, the buzz and exclusivity of access meant the codes quickly became a commodity in and of themselves, a sort of social currency that could be exchanged through social media and word-of-mouth.

The remarkable campaign generated a massive online response and a demand that reached the point of codes being sold on eBay. It also turned an industry upside down, creating a completely new relationship between adidas and its hard to reach audience.



#### Gatwick Airport

##### Silver

Gatwick Airport's Airport Community app is an innovative and industry-first solution to keeping one of the busiest places in the UK flying high. Allowing real-time information sharing between businesses across the airport, the app features a remarkable range of functionality to increase operational efficiency.



### Best use of digital to aid a CSR campaign

#### IKEA Foundation and Kindred

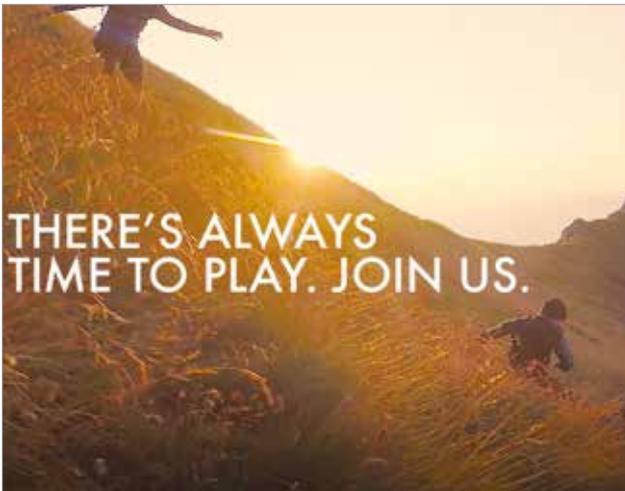
##### Gold

The IKEA Foundation is the charitable arm of the Stitching INGKA Foundation, the owner of the IKEA Group, and is one of the largest charitable foundations in the world. In 2016 alone, it donated €140m to partners including Unicef, Save the Children and the UNHCR. The IKEA Foundation funds holistic, long-term programmes in some of the world's poorest communities to address children's fundamental needs: home, health, education and a sustainable family income, while helping communities fight and cope with climate change.

To help its employees understand the full scope of the foundation's impacts, IKEA worked with Kindred to develop IWitness, a programme that puts IKEA staff at the heart of charitable initiatives firsthand. The experiences are recorded, allowing the creation of compassionate campaigns, inspiring both colleagues and customers. This advocacy proved to be a hit with our judges, who described it as, "A meaningful way for IKEA to both include more employees in its charitable efforts and improve morale throughout the organisation."



**Best digital rebrand**



**Salomon and 1000heads**

**Gold**

Salomon and agency partner 1000heads delivered a vibrant rebrand for the sportswear sultan, relaunching the brand under the banner 'time to play.' The fresh direction, heavily influenced by Salomon's own corporate culture, seemed the perfect match to its customer base of active, dynamic people who want to have fun and live life to the full.

In order to maximise the campaign's impact, Salomon and 1000heads chose Facebook as their focus as it would allow them to target the right audience, engage with multiple sports and deliver their message in "playful" ways. The core of the campaign was Salomon's 'time to play' brand film, an inspiring montage of people taking part in all sorts of outdoor activities while expressing their joy. Viewers were encouraged to remix the video, filming themselves doing something amazing and submitting their footage to be blended into the original film.

The campaign captured Salomon's audience's imagination, catapulting the brand to new heights of engagement and visibility. Results were overwhelming, reaching 55m and generating more than 13m views.



**British Steel and Moirae Creative Agency**

**Silver**

Moirae Creative built on tradition to deliver a dynamic rebrand for British Steel, once Tata's Long Products Europe. Bold imagery and a vibrant colour-scheme, offset by the brand's rich heritage, reformed British Steel, making the way for a new chapter in the iconic brand's history.



**KNect365, an Informa business and Nalla**

**Silver**

With such a diverse range of business and academic event brands under its umbrella, Informa's KNect365 needed to bring cohesion to its broad offering. Nalla stepped in to help, delivering a modular identity system that allowed each to have their own brand while still maintaining consistency with the core business.



**Lewis Silkin and Living Group**

**Bronze**

Living Group designed a vibrant kaleidoscope-style brand for law firm Lewis Silkin. Cutting through the noise of competitors, the new brand features bold colours which represent the firm's distinctly un-lawyerlike personality.



living group 

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 **SPLENDID**

Best use of online video



**Durex and TMW Unlimited**

**Gold**

Durex’s ‘Do Not Disturb’ online film is without doubt the most ambitious creative project ever undertaken by the brand. With 22 hidden cameras positioned around a beautiful resort, Durex and TMW Unlimited attempted to discover just how much personal devices like phones are getting in the way of relationships.

From 1,000s of hours of footage of six couples on holiday in Sri Lanka – three with phones, three without – Durex created an engaging and eye-opening film to spearhead a campaign encouraging couples to turn off their phones and tablets and turn to each other instead. The film had instant viral appeal, generating over 24m views on YouTube and garnering press and editorial attention, totalling over 1.3bn PR impressions. Even more surprisingly, search traffic for “digital detox holidays” increased by 40% during the campaign period versus the preceding month.

Our judges were astounded by Durex’s innovation, particularly in the way it managed to position itself not just as an authority on sex, but on relationships in general.



**HSBC**

**Silver**

HSBC shone a light on its diverse and inclusive culture with a remarkable film about Jennifer Chang, an HSBC employee who faced rejection from her family to marry her girlfriend, Sam. In a particularly touching moment, HSBC Taiwan’s CEO stepped in to help on the big day, walking the bride down the aisle in her father’s absence.



**PLAYMOBIL UK and OneChocolate**

**Bronze**

Playmobil UK became the first ever toy brand to develop a partnership with the London Fire Brigade (LFB), launching an educational video to help engage and inspire children around the country. The video has been so well received that the LFB is now using it itself in schools, spreading Playmobil’s reach even further.



**Sarson’s and UM London/Reprise**

**Bronze**

Sarson’s, the UK’s bestselling vinegar brand, partnered with UM London to find a way to get the condiment out of cupboards and back into the kitchen. Pickling proved the perfect pitch, playing to the new demographic of Millennials and under-45s taking up the DIY food trend.

**Highly commended** – adidas Women and Hope&Glory

**Highly commended** – Virgin Active and Hope&Glory

## DELIVERABLES

### Best digital communication as part of an integrated campaign

#### Northern and Blumilk

##### Gold

To help prevent the surprisingly common occurrence of passengers not buying a ticket before they board a train, Northern hatched an ingenious plan to both engage its customers and help them enjoy an easier journey.

The solution was 'Queue Jumper,' an online game that highlighted the benefits of buying before boarding by having players leap across platforms collecting tickets as they go. To make the game available to as many players as possible, Blumilk built it using open-source technologies including PHP and Javascript, meaning the game could be played in the user's web browser on any device or platform.

The game proved hugely popular, dramatically lowering the number of passengers travelling without tickets and the number of fines issued by Northern. Our judges were all aboard, praising Northern for its simple, clear and cohesive campaign and its ingenuity in tackling a problem that affects almost all train services across the globe.



#### Tata Consultancy Services

##### Silver

As part of its commitment to harness the power of digital to create a fairer, more inclusive society, Tata Consultancy Services used its strategic partnership with the World Economic Forum to create [digitalempowers.com](http://digitalempowers.com), an inspiring microsite which highlights the human side of technology.



#### Zoflora and Mosquito

##### Silver

Iconic and characterful disinfectant brand Zoflora celebrated its proud Yorkshire heritage of over 90 years by sponsoring a garden at the RHS Hampton Court Flower Show. But the brand brought its sweet smell to the digital as well, partnering with expert agency Mosquito to build an immersive 3D version of the garden that could be explored from anywhere through VR technology.



#### Vileda and Mosquito

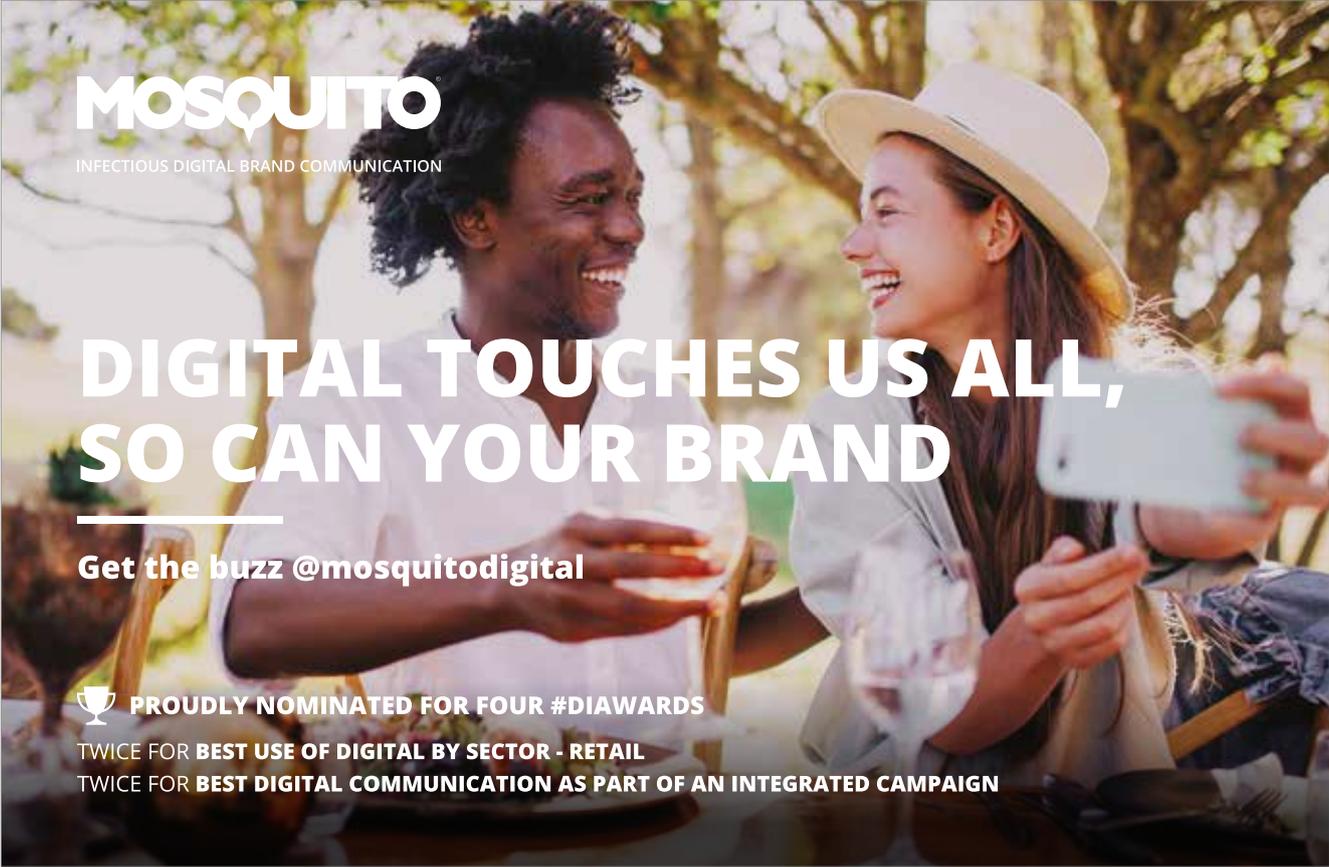
##### Bronze

Vileda and Mosquito developed a dynamic multichannel online launch for new product 'Windo-matic,' cleaning up with a campaign that included YouTube ads, a blogger outreach programme and an addictive game.



**Highly commended** – Comic Relief

**Highly commended** – Gemalto and Brands2Life



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TWICE FOR **BEST USE OF DIGITAL BY SECTOR - RETAIL**

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## SOCIAL MEDIA

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

#### Ritter Sport UK and CreativeRace

##### Gold

Ritter Sport sells its signature square chocolate bars across hundreds of countries and the brand is a household name in Germany and most of Europe, but the business wanted to break into the UK. To do so, it knew it would need a strong strategy that wouldn't break the bank but could capture the imagination of chocoholics across Britain.

After eight months of awareness-building and profile-raising, Ritter Sport's agency partner CreativeRace delivered Unicorn Chocolate – an eye-catching campaign that used social media to give Ritter Sport's following a chance to win their own bar of multicoloured Ritter Sport Unicorn.

The chance to win a taste of the limited edition treat proved too much for customers across the UK, and the campaign was picked up across social media and press across the globe. Our judges were just as excited, saying, "It's remarkable how Ritter transformed its brand, getting real bang from every buck in the budget."



#### IKEA Germany and SapientRazorfish Frankfurt

##### Silver

IKEA Germany brought its own brand of comedy to social media with 'Manual Memes,' a humorous look at the world, popular culture and the news through the lens of facetious IKEA instruction images. The campaign, by SapientRazorfish, was a huge hit, outperforming other social media offerings by close to half.



#### Welcome to Yorkshire: Tour de Yorkshire

##### Silver

Welcome to Yorkshire promoted the new international cycle race, the Tour de Yorkshire, with an engaging, media-rich campaign featuring a vast range of content. From interviews with route designers and official photographers, to films highlighting the challenging terrain the racers would face, there was something for every cycling enthusiast.



#### Sony Pictures Home Entertainment and Wilderness

##### Bronze

To help Sony Pictures Home Entertainment promote its new film, A Street Cat Named Bob, Wilderness delivered a dynamic social campaign that got its claws into cinema-goers everywhere.



**Highly commended** – Aviva plc and Portland

**Highly commended** – Turkcell

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



**Greggs and Splendid Communications**

**Gold**

Greggs teamed up with Splendid Communications for a cracker of a campaign, harnessing Snapchat and WhatsApp to drive conversation and sales during the busy Christmas period. Greggs' Festive Bake is a British institution, but the challenge was to find a way to help differentiate the popular product from the other limited edition, seasonal offerings on the market.

The partnership launched Greggs' first WhatsApp group, dedicated to fans of the Festive Bake. Tens of thousands applied to become one of the 250 exclusive members, causing a cascade of social posts and engagement across Greggs' audience.

The bakery chain also relaunched the now-famous #PastySanta selfie campaign, encouraging followers to send Santa Face Swap selfies over Snapchat while bonding over their fondness for Festive Bakes.

When it came to results, the proof was in the pudding. Greggs saw a 6.4% increase in Christmas sales year-on-year, a 10.2% increase in Festive Bake sales, and a 41% increase in mentions.



**Covonia and Bray Leino**

**Silver**

Covonia cemented its position as the second biggest brand in the cough medicine market with a bold, no-nonsense campaign, alongside Bray Leino. At its core was the 'Covonian spirit' – the idea that nobody should be kept captive by a cough – which proved the perfect pitch to customers who, sick or not, just want to get on with their lives.



**The Royal Marines and e3**

**Silver**

The Royal Marines used social media to challenge a generation of young, enthusiastic and adventure-seeking potential recruits, capturing their attention with bold imagery, inspiring taglines and a content-rich campaign. Over the three-month campaign by e3, more than 22m impressions were generated on Instagram, opening up an entirely new audience.



**Fuller's London Pride and UM London/Mediabrands Society/  
The Corner**

**Bronze**

London Pride brought some cheer to rainy days with a campaign by Fullers and partners UM London, Mediabrands Society and the Corner, that offered a free pint of Pride to those who tweeted in when the heavens started opening.

**Highly commended** – The FIA and Addison Group

**Highly commended** – Vodafone and Vidsy & Mischief PR

## SOCIAL MEDIA

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

#### adidas Women and Hope&Glory

##### Gold

Adidas teamed up with Hope&Glory to engage and inspire its female audience with a community-minded social media campaign centred around empowerment, fitness and positivity. A focus on Facebook – the primary channel used by adidas’ female, exercise-oriented audience – allowed the brand to target the right people, offering snackable content to be consumed on-the-go.

Capturing the support of key influencers helped push the campaign to the next level, as they came onside to offer fitness tips and workouts while also promoting the brand to audiences of faithful followers.

The campaign proved a runaway success, creating a lasting connection between adidas and fitness-focused women that has already translated into increased social media engagement. Our judges described the campaign as “well-planned, well-positioned and well-thought out,” while praising the strong proof-of-concept that underpinned adidas’ execution.



#### SAP

##### Silver

SAP shrugged off its unearned reputation as a dull, bureaucratic software company, engaging potential recruits and current employees with the ‘Life at SAP’ campaign. By highlighting the human side of the business, SAP showed the world that there’s more to it than bits and bytes.



#### Sky and SapientRazorfish London

##### Bronze

Sky and SapientRazorfish rallied an army of Game of Thrones fans to convert their close friends and families to the show, leveraging the fantasy’s feverish popularity to dramatic effect.





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## SOCIAL MEDIA

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

#### Turkcell

##### Gold

To help people enjoy its concert series 'Turkcell Yıldızlı Geceler' without being lost in their phones and cameras, leading Turkish technology company Turkcell came up with an ingenious solution.

It developed Yeter Çektigin, a bespoke platform to host professional photos and videos that concertgoers could share simply by logging on. Fans were also given the chance to enter a raffle to meet one of their favourite artists, further encouraging the audience to take advantage of the wealth of content on offer.

Thanks to the platform, 500 people were given the opportunity to truly live in the moment and watch the show in person instead of through their screens. Our judges called for an encore, praising Turkcell for its clever use of technology and innovation in solving a problem that is universal to almost all live shows across the world.



#### Tesco and Addison Group

##### Silver

To help Tesco manage its impressive range of social channels, Addison Group designed and delivered a cutting-edge site that could bring cohesion to the business' diverse content offerings. The new site is a triumph of form and function, allowing users to get an at-a-glance overview of what's going on across Tesco's channels.



**Best community development**



**STRIPPD and Hope&Glory**

**Gold**

Launched into a category packed with big names, new female-focused, fitness supplement brand STRIPPD needed to quickly establish its own identity and audience. After identifying its target market – 21-35 year-old women interested in but not obsessed with fitness – STRIPPD and agency Hope&Glory, came up with just the right approach to hit home.

Rather than adopting the standard ‘shedding and shredding’ tone of its competition, STRIPPD eschewed endless images of bodybuilders and before-and-after pictures and took a cue from the world of beauty.

The brand took on an aspirational but accessible, visually arresting persona, relying on word-of-mouth advocacy from a core of key influencers to build excitement and engagement. Instead of giant tubs of whey, it flooded social channels with luxurious ways of using STRIPPD to create healthy dishes and its benefits for fitness, beauty and weight management.

The ingenious approach proved more than fit-for-purpose, with STRIPPD swiftly becoming Boots’ number two sports nutrition brand.



**IKEA Foundation and Kindred**

**Silver**

To help promote its impressive range of charitable initiatives to support children, the IKEA Foundation and Kindred Agency created iWitness. The programme gives IKEA employees the opportunity to take a first-hand look at how their employer helps communities, while also providing a platform to share their experiences.



**Magic Light Pictures and Wilderness**

**Silver**

Magic Light Pictures and Wilderness came together to promote the studio’s new film Stick Man. The partnership used Facebook to offer activity packs, puzzles and games to parents that they could play with their kids and build excitement for the film’s Christmas TV broadcast.



**Gatwick Airport**

**Bronze**

Gatwick Airport lifted off with an ingenious app to create a community out of competitors, uniting a host of organisations and retailers with an app that allows the real-time sharing of airport information.

**Highly commended** – SapientRazorfish London

# INTERNAL AUDIENCE

## Best intranet

### Waterstones Booksellers Ltd

#### Gold

Waterstones employees are unanimously united by their love of books – the business is the last remaining chain of specialist bookshops on the high street – but the company needed to update its intranet to help colleagues connect and create a sense of cohesion across the business.

A year of store workshops and testing later, Waterstones launched Watson, a bespoke new site that encouraged Waterstones colleagues to share content and start conversations. As well as posting pictures to the gallery, users could also contribute to the forums, asking for help with customer recommendations or even pointing out misprints in published books.

The site also offers news stories and resources for stores, allowing them to tailor their offerings to their communities and develop individual identities. The new site is so successful that Watson is now referred to like an unseen member of staff, helping colleagues to not just do their jobs, but to enjoy them too.



### South West London and St George's Mental Health NHS Trust

#### Silver

With more than 800 pages on a staggering range of issues, South West London and St George's Mental Health NHS Trust's intranet was unwieldy and under-utilised. The organisation radically reformed the site, turning a once-passive tool into a useful, relevant and proactive channel for staff engagement.



### British Steel and Moirae Creative Agency

#### Bronze

With uncertain times looming, British Steel contracted expert agency Moirae Creative to energise its employees with a new intranet that was both exciting and engaging.



**Highly commended** – Metropolitan Police Service and CDS

**Highly commended** – Principality Building Society and EasySharePoint

Best digital employee communication



**HSBC**  
**Gold**

Following a billion dollar fine in 2012 for failing to prevent customers from laundering money and breaching sanctions, HSBC has made it a priority to ensure criminals are kept out of the banking system. A particular focus of this effort has been on internal communications, and in 2016, the bank's global comms team was challenged to produce video content to demonstrate why stopping criminal activity at HSBC is everybody's job.

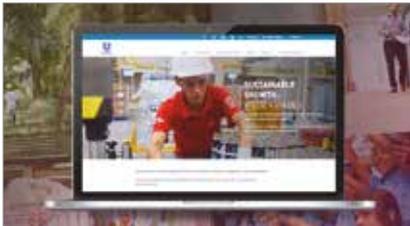
Rather than talking-head experts or interviews with senior bank staff, the videos centred on convicted financial criminals, asking the simple question, "How could we have stopped you?" The team even tracked down a human trafficker who revealed, on camera, how he used the banking system to enslave his victims.

The films yielded a dramatic and positive response from HSBC employees, with many drawn in by the films' honesty, transparency and shock value. Thanks to the films, HSBC is also reforming its policies to help protect those affected by a range of financial crimes.



**Vodafone Group Enterprise Operations**  
**Silver**

Vodafone energised its frontline staff with an inspiring campaign, creating an internal culture worthy of the critical work employees perform within the business. Dubbed 'The Red Line,' the campaign was bold and empowering, featuring rousing copy and vivid imagery that put staff at the front and centre.



**Unilever and Amaze**  
**Bronze**

Unilever transformed its internal IT support service, with Amaze's help, by combining physical interaction with virtual experiences to deliver a system that offers almost instant, always-on help for any issue.

**Highly commended** – Barclays and Wardour  
**Highly commended** – Laing O Rourke and Wardour

## INVESTMENT AUDIENCE

### Best online annual report

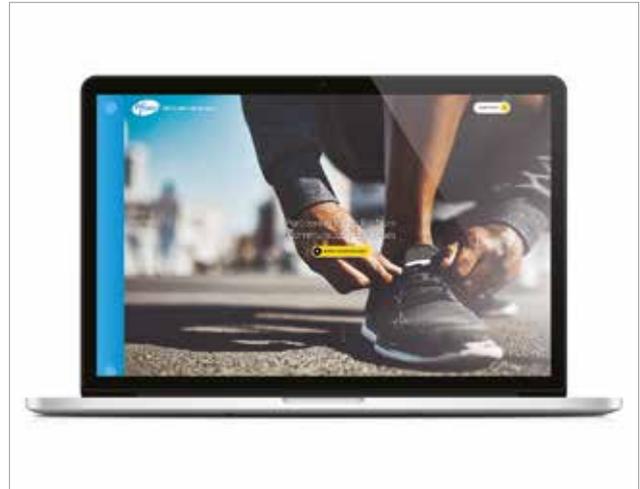
#### Pfizer and Addison Group

##### Gold

With the aid of Addison Group and GCI Health, Pfizer realised its ambition of producing a truly impactful and engaging 2016 online integrated annual report. The team significantly improved on previous years' structure, design and user experience, as well as the highly complex, time-pressured process required to deliver the report.

Key goals included enhancing reporting transparency and balance, aligning the report with the UN's recently launched Sustainable Development goals, delivering a mix of multimedia content that would attract and engage users, and integrate information about business and scientific success with case studies on the company's public health impact.

Pfizer and its agencies succeeded on all counts, crafting the business's most innovative and creative report to date. By making content engaging and easily accessible, Pfizer energised its audience into action, and repeat visits to the report site increased by more than 100% over last year.



#### ArcelorMittal and Investis

##### Silver

As the world's leading steel and mining company, investors look to ArcelorMittal for leadership in its industry. Following some turbulent times for the steel sector, the company produced an innovative digital-led integrated report, with Investis, that set the standard in the field, demonstrating the businesses' improving results and strong focus on sustainability.



#### Weatherford International plc and Oakwood

##### Silver

Weatherford International plc is one of the largest multinational oilfield service companies providing innovative solutions, technology and services to the oil and gas industry. For its 2016 online annual report, Weatherford and Oakwood delivered a fully-responsive experience with cutting-edge content and functionality on every platform, whether users were at work, in the field or at home.



#### Anglo American and Investis

##### Bronze

Anglo American rejuvenated its online reporting programme with a new focus on engagement and ease-of-use. As well as enhanced navigation and design, the 2016 online annual report, designed by Investis, also featured a host of improvements including a more straightforward, on-brand tone with improved functionality on mobile devices.



#### City Football Group and Emperor

##### Bronze

City Football Group, owner of Manchester City Football Club, partnered with Emperor to produce an online annual report that both told the inspiring story of the club's year and provided investors with key financial data.



**Highly commended** – BT and Emperor

**Highly commended** – Henry Boot plc and Jones and Palmer

# winner winner

Congratulations to all of tonight's winners.  
Here's hoping our clients are among them.



Best Use of Digital in the Charity, NGO or NFP Sector  
**The FIA**

Best Use of Existing Social Media Platforms: Medium Budget  
**The FIA**

Best Corporate Website  
**InterContinental Hotels Group**

Best Online Annual Report  
**Pfizer**

Best Development of Proprietary Social Media Platform and Tools  
**Tesco**

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## MEDIA RELATIONS

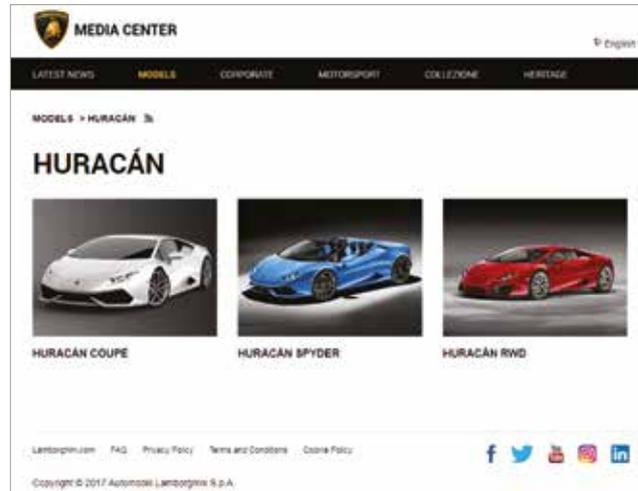
### Best online newsroom

#### Automobili Lamborghini and TheNewsMarket Gold

With the drive to deliver a resonating story, iconic luxury car manufacturer Automobili Lamborghini relaunched its online media centre with the aid of long-time partner TheNewsMarket. The core of the brief was to deliver an accessible, easy-to-use, journalist-friendly press site through which the company could share news and multimedia content with a wider audience.

Unlike the previous media centre, Lamborghini wanted to ensure the new site was completely open and available, not just to accredited journalists but other influencers such as bloggers and fans. The new site included a range of optimisations informed by journalist feedback and TheNewsMarket's ongoing research projects. One particular highlight was the 'media cart' tool which allows journalists to browse the site, select content on-the-go and save assets in a basket.

Since launch, the new Lamborghini media centre has seen improvements in metrics across the board and the response has been tremendously positive.



### Best evaluation strategy

#### SAP Gold

To support the launch of its new employee value proposition and brand message, 'Bring everything you are. Be everything you want,' SAP launched brand new assessments to help it get to know recruits and innovatively enhance the experience of candidates. It includes an online assessment, taken at the time of application, a Facebook app and a recruitment game.

The online, interactive nature of these assessments mean candidates receive immediate feedback, giving them a strong first impression of SAP's brand. Meanwhile, their assessment results also go to the hiring manager, allowing for tailored interview questions to the candidate to ensure a more streamlined interview process.

The new assessment process has been a great success for SAP, engaging potential candidates quickly and drastically cutting down on the time required to hire new staff. Our judges praised SAP for its innovative use of technology and the strength of its investment in both existing and potential employees.



**Highly commended** – LED Aesthetics and Moirae Creative Agency



**Discuss investor relations and reporting**



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**ANNUAL  
REPORT  
CREATIVES**

## SECTOR

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

#### The Church of England

##### Gold

The Church of England launched its transformative three-year digital and social media programme with a resonating Christmas campaign in 2016. Using social media and the power of digital to attract more people to God and the church over the holiday season, it was an extension of the organisation's strategy to develop conversational and user-generated content. The #JoyToTheWorld campaign consisted of four videos, watched by 750,000 people. The films saw four members of the clergy share moments of joy at Christmas, including Gogglebox vicar Kate Bottley and 'Becoming Reverend' author reverend Matt Woodcock. The church encouraged followers to share their own moments of Christmas joy, which were collated across multiple social media platforms.

More than 1.5m people saw the church's content over the festive period, and some churches reported that attendance was up by as much as 25%. One judge called it, "A strategic and dynamic approach which involved a complete rethink in communications strategy. A very smart campaign with clear objectives backed up by good results."



#### National Union of Teachers and Outlandish Co-operative

##### Silver

The National Union of Teachers joined forces with Outlandish Co-operative to promote the issue of school funding. They mobilised teachers, parents, guardians and students in national and local campaigns across the country. These initiatives were underpinned by a powerful digital presence, including viral video content and a targeted email campaign directed at election candidates.



#### The FIA and Addison Group

##### Bronze

The Fédération Internationale de l'Automobile, the governing body in the world of motor sport, partnered with Addison Group to deliver a hard-hitting global campaign highlighting road safety, aided by a host of celebrity ambassadors.



**Highly commended** – Oxfam and Click Consult

**Highly commended** – Royal College of Nursing

## Best use of digital from the education sector



### ACCA

#### Silver

The Association of Chartered Certified Accountants (ACCA), the global body for professional accountants transformed its online presence with a new, rich-media focused digital strategy. The organisation engaged their audience with bite-sized content, such as infographics and animations, that could be easily understood and shared.



### Partners in Learning and Moirae Creative Agency

#### Bronze

Doncaster's leading inclusive teaching alliance, Partners in Learning, teamed up with agency support Moirae Creative to reimagine its brand identity to be more professional and approachable while building on its reputation as a force in educational improvement.

## SECTOR

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

#### Smart Energy GB and AMV BBDO

##### Gold

In 2014, Great Britain embarked upon the biggest national infrastructure project of our lifetime: rolling out 53m smart meters in 30m homes, ensuring accurate energy bills for all. Despite this, public awareness of energy metering was consistently lower than expected, which proved no small problem for Smart Energy GB, the independent body tasked with engaging the nation in the rollout.

The organisation rose to the challenge, partnering with agency AMV BBDO to develop the instantly popular Gaz and Leccy characters. The campaign kickstarted a national conversation about energy wastage and smart meters, with the social-first focus encouraging people to drop hints to family and friends about wasteful energy habits.

By tapping into an existing consumer conversation, Smart Energy GB was able to cut through nationwide energy indifference to increase conversations on energy wasting behaviour by 600%, drive awareness of smart meters as the solution and hopefully change some bad habits along the way, too.



#### UK Power Networks and Instinctif Partners

##### Silver

Last year, UK Power Networks (UKPN), the electricity network operator for south east England, launched an overhauled communications and engagement strategy with an increased focus on digital, with the help of Instinctif Partners. The evolution was positively received by stakeholders and saw UKPN rise from fifth place on energy regulator Ofgem's league table to second.



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



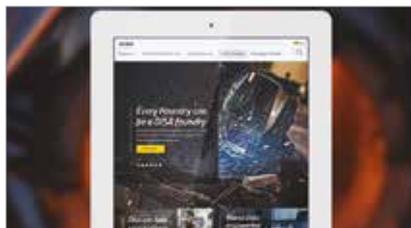
### Coats and Omobono

#### Gold

With a rich heritage dating back more than 250 years, Coats is the world's leading industrial thread business. While Coats is already ahead of the game in the apparel and footwear segment, management recognised an opportunity to grow the business within emerging and growing high street brands. Coats contracted Omobono to reposition the brand within the fashion sector and support the sales and account management teams in deepening relationships with key partners in the industry.

Omobono delivered 'The House of Coats,' an installation in an east London art gallery featuring exhibits related to different aspects of Coats' fast fashion offering. The agency enlisted the power of Google Street View, photographing and uploading the space so users could explore and learn more about Coats via interactive hotspots.

The campaign quickly captured attention, generating more than 1,000 website views from a highly targeted audience of 79 people. Our judges praised the "great use of off- and online marketing to move into a new market while maintaining the company's traditions and values."



### Norican Group and Mando

#### Bronze

Customer experience agency Mando transformed manufacturer Norican Group's web presence with a new site that provides all users with a personalised experience and ensures they are optimally served with relevant content.

## Best use of digital from the extraction sector



### Anglo American and Investis

#### Gold

Anglo American is a global and diversified mining business, headquartered in London with mining operations in southern Africa, North and South America and Australia. It is the world's largest producer of platinum group metals.

To mark its centenary, Anglo American launched an inspiring new web presence, at once a celebration of the business's impressive history and a proud statement of its plans for the future. The new site was developed strategically to serve all audiences, balancing simplicity of navigation with advanced interactive features including parallax scrolling design. To communicate in a straightforward manner, video and imagery is used extensively and covers every aspect of the company, from the latest mining equipment to interviews with employees in local operations.

In a single year, the website saw more than 4m sessions, with over 12m page views. The strategy of deploying new content and features regularly has also proved successful, with an increase in sessions of 78% against last year and increase in page views by 38%.

## SECTOR

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

#### Capita Asset Services and Space

##### Gold

Capita Asset Services (CAS) provides the infrastructure, services and expertise through which assets are secured or deployed. It offers over 200 services to its business customers around the world, from accounting and shareholder services through to VAT, and just about everything in between.

CAS customer research and tracking analytics had established that the company's multi-layered website was confusing, difficult to navigate, and didn't meet the ever-increasing mobile usage needs of its users. Its configuration was also based on the company's own internal structure rather than customer needs.

To remedy this, Capita Asset Services enlisted Space to transform its web presence and craft a site that focused on external offerings not internal business structure. The new site fulfilled those needs and more, with Space delivering a platform that has already generated huge improvements in lead generation, views and organic search traffic.



#### Chill insurance and Click Consult

##### Silver

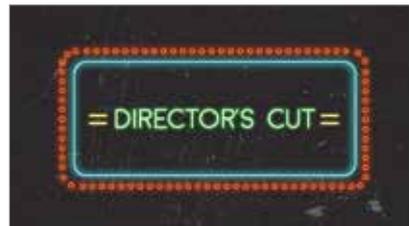
When Chill insurance – one of Ireland's largest and fastest-growing insurance brokers – came to Click Consult for its search marketing services, the agency knew it would have to deliver something special to cut through the competitive market. It did just that, crafting an organic search campaign that led to nearly 200% more conversions for the insurance brand.



#### GoCompare and Verve Search

##### Silver

Insurance broker GoCompare highlighted its life insurance services with a surprisingly lighthearted campaign tracking the death counts in popular movies. The campaign, by Verve Search, took on a life of its own on social media and news outlets, receiving widespread coverage on some of the biggest media sites in the world.



#### Aviva plc and Portland

##### Bronze

By focusing on social media presence, Aviva and Portland grew strong followings across all of Aviva's channels, using engaging and inspiring content to bring out the business's personality and show the human side of its work.



#### Aviva plc and SapientRazorfish London

##### Bronze

Aviva and SapientRazorfish partnered up to save the day with a financial personality profiler, enabling users to find the right Aviva product and unleash their inner savings super hero.



**Highly commended** – The People's Trust and Wardour

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



### STRIPPD and Hope&Glory

#### Gold

New female-focused brand STRIPPD and Hope&Glory worked quickly to build a community around its protein-packed products, cutting through a category crowded with big names by developing its own engaging and unique style.

Instead of endless images of bodybuilders, before-and-after pictures and enormous tubs of whey, the brand took on an aspirational but accessible tone, building on word-of-mouth advocacy from a core of key influencers to build excitement and interest.

Tasty recipes featuring STRIPPD and tips for fitness, beauty and weight management, ensured there was something to everyone's taste.

With an unconventional tone and inspiring identity, STRIPPD quickly became a fitness sensation, proving that in a packed marketplace, it can pay to do things a little differently.



### Greggs and Splendid Communications

#### Silver

Greggs and Splendid Communications put together a cracker of a Christmas WhatsApp-focused campaign to celebrate and promote the baker's Festive Bake, clearing through the clutter of competitor's yuletide treats by harnessing Britain's love for the iconic seasonal snack.



### Sarson's and UM London/Reprise

#### Silver

UM London helped Sarson's take its vinegar out of the cupboard and into the kitchen by promoting pickling as a popular new way to use the product. Leveraging a growing love for DIY food, the campaign became an instant hit.



### Chicken Society and Wilderness

#### Bronze

Wilderness served up a succulent campaign for poultry purveyor Chicken Society, ensuring the restaurant's launch was a hit with a campaign across Facebook, Instagram and Twitter.

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



### Durex and TMW Unlimited

#### Gold

In its most ambitious campaign to date, Durex set out to prove that the technology that connects us might also be keeping us apart.

'Do Not Disturb' saw six couples sent on a luxury resort holiday on Sri Lanka – but only three were allowed to hold onto their phones and tablets. From 1,000s of hours of hidden camera footage, agency TMW Unlimited edited together an eye-opening film to spearhead a campaign encouraging couples to turn off their phones and turn to each other.

The film was an instant hit with viral appeal, capturing over 24m views on YouTube alone and generating press and editorial attention totalling over 1.3bn PR impressions. And it was clear that Durex's audience were taking heed; during the campaign, 'digital detox holidays' search traffic increased by 40% from the previous month.

By engaging its audience with content that was both brand building and meaningful, Durex not only affirmed its reputation as an authority on sex, but built its credibility as an authority on relationships too.



### GSK and the Earthworks

#### Silver

GSK proved its passion to put patients at the fore, working with the Earthworks to develop an app that could help asthma sufferers manage their symptoms in real time. Along with a host of other helpful functions, the app lets users know about air pollution, pollen and weather so they can better plan their lives.



### Octapharma AG and Luminous

#### Bronze

Octapharma AG inspired its audience with an annual report themed entirely around patient stories. The films, by Luminous, bring to life Octapharma's wider societal purpose, helping to tell a heartwarming story that is too often left unheard.



### Royal College of Nursing

#### Bronze

The Royal College of Nursing recognised the superhuman efforts of its members with an empowering digital campaign that celebrated them as heroes and demonstrated the crucial work they perform every day.

**Highly commended** – LloydsPharmacy Online Doctor and Click Consult  
**Highly commended** – Spire Healthcare and Draw Group

## SECTOR

### Best use of digital from the industrial and basic materials sector

#### British Steel and Moirae Creative Agency

##### Gold

During uncertain times in the UK steel industry, British Steel wanted to reengage with its employees and local community, helping the business to stand out in the marketplace and become known, once more, as a leader in steel production. With development opportunities such as the Heathrow expansion requiring 370,000 tonnes of steel to build the new terminals alone, it was time to strike while the iron was hot.

To help provide the unity the business would need to reach its goals, it enlisted longtime partner Moirae Creative to deliver a new online presence that could capture British Steel's ambitious and aspirational ethos.

Moirae reformed British Steel's online identity, crafting a digital estate that both reflects the business' history and heritage while also positioning it as an industry leader with a strong plan for the future. In the words of our judges, "Great, great, great."



#### Mondi and MerchantCantos

##### Silver

Mondi and MerchantCantos partnered up to set live a new, freshly designed corporate and consumer-facing website which offered completely overhauled content, structure, positioning, communication of the brand and design. The new site demonstrates Mondi's credibility and trustworthiness, positioning it as a premier packaging and paper group.



## Best use of digital from the professional services sector



### Accenture and Omobono

#### Gold

Leading global professional services firm, Accenture, affirmed its position as a top technology strategist with 'Technology Vision,' the brand's most influential and eagerly awaited thought leadership piece.

Designed to inform clients, existing and prospective, of the five key technology trends that will impact business in the next three-to-five years, the document is immensely important to Accenture's business but has historically also been remarkably dense.

To help ensure the report hit home, and to add some extra excitement, Omobono stepped in, delivering a digital campaign that cut across social media channels. By optimising the report's structure and content, moving away from the corporate and into the creative, the agency ensured an enthralling read that was a hit both on Accenture's site and social media.

Our judges were just as impressed, describing 'Technology Vision' and the surrounding campaign as proof that digital can turn the static into the stupendous.



### CMS and TLGG and ETECTURE

#### Silver

TLGG and ETECTURE crafted a new corporate web presence for CMS legal that truly reflected the firm's expertise, replacing an outdated, off-brand and cluttered site with a dynamic tool for corporate communication and conversion. The new site features a future-proofed content management system and a vibrant, magazine style, engaging users with bold imagery and inspiring copy.



### EY and Living Group

#### Bronze

For the latest edition of EY's landmark annual fraud survey, agency partner Living Group made a courageous creative leap, culling written content to a minimum and focusing on infographics to deliver a visually stimulating and swifter reading experience.



### Lewis Silkin and Living Group

#### Bronze

Living Group's rebrand of Lewis Silkin's global firm-wide website is a triumph of user experience with an engaging brand journey, offering enhancements in both design and functionality.

**Highly commended** – SapientRazorfish London

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## Best use of digital from the property sector



### SEGRO plc

#### Gold

SEGRO plc is a leading owner, manager and developer of modern warehouses and light industrial property. It owns or manages a colossal 69m square feet of space, valued at £8bn, with properties located in and around major cities and transport hubs across Europe.

To showcase five of its properties in the Thames Valley, Segro unleashed a dynamic digital campaign, which premiered at a private event held in London's Science Museum. Over 100 guests from the property industry attended, learning more about SEGRO's business through several bespoke digital channels.

Along with a mixed reality device and a 360° film, guests were also invited to enjoy two separate applications which allowed users to interact with digital 3D models of two properties and explore the space in detail, down to watching the forklifts move on the floor.

Both our judges and SEGRO's stakeholders were wowed, with 97% of attendees saying that the digital experience was innovative and engaging.



### Crest Nicholson and Kolab

#### Silver

Crest Nicholson's Paintworks site in Bristol was acquired by Verve in 2006 and regenerated into a creative quarter in which residents can live and work. Recently, it has been given a bold online rebrand by Kolab, along with an all-new website and social media strategy. The launch was supported with a powerful social media campaign underpinned by the hashtag #PaintworksLiving, building a buzz worthy of the project.



### HiP Property

#### Bronze

HiP Property is helping to revolutionise the housing market, harnessing the power of digital technology to create opportunities by creating an open cycle of wealth.

**Highly commended** – JLL Capital Markets and Omobono

**Highly commended** – Open Door Property Ltd and Moirae Creative Agency

## SECTOR

### Best use of digital from the public sector

#### The Royal Navy and e3

##### Gold

The Royal Navy enlisted e3 to create a world-class careers experience that could attract better-informed, better-prepared and better-enabled candidates, offering a seamless journey maximising the quality, quantity and diversity of future recruits.

The agency delivered, tirelessly researching and refining ideas to craft content that could not only attract the specific people required for each role but cut across social boundaries to ensure maximum reach. Agency e3 also engaged its analytical side, determining what sort of content could best hit home and generate the excitement required for top-class recruits.

The campaign was a clear success, boosting visits to the 'Get Ready to Join' page by 90% and more than doubling time spent on the 'The Role at a Glance' page. Our judges saluted the Royal Navy and e3 for their efforts, praising the campaign's impact, both on recruiting numbers and the Navy's bottom line.



#### Metropolitan Police Service and CDS

##### Silver

The Metropolitan Police Service partnered up with CDS to deliver new public engagement platform for communication and online services including crime reporting and local neighbourhood policing. The new platform is effectively the largest operational police station in London, if not the world, and supports a police service that covers over 620 square miles and supports a population of more than 7.2m.



#### Go Ultra Low and Kindred

##### Bronze

Go Ultra Low and Kindred have been charged up, working to improve public opinion about electric vehicles. To cut through, they developed a campaign to help drivers build a clear connection between quiet engines and relaxing driving.



#### We Are Doncaster and Moirae Creative Agency

##### Bronze

Moirae Creative delivered a transformative rebrand for We Are Doncaster, previously known as Business Doncaster, an organisation that educates the public about the many benefits of living in and visiting the South Yorkshire town.



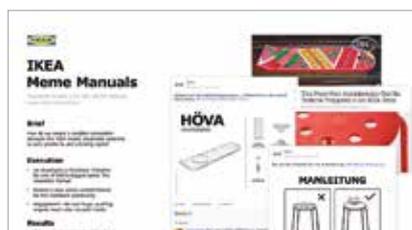
## Best use of digital from the retail sector

**adidas Football and IRIS/POSSIBLE****Gold**

Adidas got the launch of its new football boot, GLITCH, off to a running start with an expectation-confounding campaign by IRIS/POSSIBLE that turned the traditional retail model on its head.

Rather than making the boots available in stores, they were instead offered to customers via a locked app, with only key influencers receiving the initial set of codes. As more codes slowly filtered into the community, the exclusivity factor ensured that they quickly became a hot commodity in and of themselves, a sort of social currency that could be exchanged through social media and other online communities.

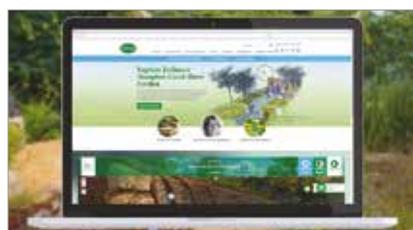
This innovative campaign generated a remarkable online response, with demand reaching such a fever pitch that codes were being sold on eBay. Truly revolutionary, adidas turned an industry upside down, creating a remarkable relationship between its products and its audiences through community development and influencer engagement.

**IKEA Germany and SapientRazorfish Frankfurt****Silver**

IKEA and SapientRazorfish assembled a clever and eye-catching campaign to convert more customers with IKEA Manual Memes, a series of humorous lampoons of pop culture, politics and other trending topics created with modified IKEA instruction pictures. IKEA's fans loved the campaign, with 'Manual Memes' posting days outperforming others by almost 40%.

**adidas Women and Hope&Glory****Bronze**

Adidas Women and Hope&Glory got off to a sprinting start with a digital campaign to form a community around adidas sportswear and women who are passionate about exercise and fitness.

**Zoflora and Mosquito****Bronze**

Zoflora celebrated its Yorkshire heritage with a sweet-smelling digital initiative, sponsoring a garden at the RHS Hampton Court Flower show and then recreating it in virtual reality.

**Highly commended** – Antalya Migros Shopping Center and Cosmic Creative

**Highly commended** – Vileda and Mosquito

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



**Tata Consultancy Services**

**Gold**

Tata Consultancy Services (TCS) affirmed its commitment to harnessing the power of digital to create a fairer, more inclusive society, with a people-focused campaign about the benefits of technology. As one of the world's leading technology companies, and a strategic partner of the World Economic Forum in Davos, TCS had a unique opportunity to provide a meaningful contribution to communities across the globe and grasped it with both hands.

The result, [digitalempowers.com](http://digitalempowers.com), is a digital storytelling platform that amplifies the human side of technology. Under each theme, the site hosts a variety of articles, contributed by TCS executives, partners, leaders from the worlds of tech, health, equality and youth education.

The site's launch was promoted in Davos, drawing widespread acclaim and lending the event a palpable sense of positivity about the future of technology.



**Turkcell**

**Silver**

Turkcell helped people enjoy its concert series 'Turkcell Yıldızlı Geceler' by removing the distraction of mobile devices, offering easily downloadable photo and video content for audiences to share at their leisure. Turkcell's bespoke platform allowed hundreds of concertgoers to enjoy the show without a single phone in sight.



**SAP**

**Bronze**

SAP transformed its reputation with a brand new employee value proposition, creating an engaging and innovative candidate experience to help its future employees become the best SAP people they can be.

**Highly commended** – Gemalto and Brands2Life

**Highly commended** – Sky and SapientRazorfish London

## SECTOR

### Best use of digital from the transport and logistic sector

#### Go Ultra Low and Kindred

##### Gold

Equally funded by the Department for Transport and eight leading car manufacturers including Audi, BMW, Hyundai and Volkswagen, Go Ultra Low exists to champion electric vehicles (EVs) and educate consumers about their benefits.

This benefits-led focus proved the key to a new digital strategy, culminating in EV Listening, a campaign which – with the help of singer and songwriter Cerys Matthews – saw jazz track 'Float On Down to Monte Carlo' recorded in four moving EVs.

The campaign, by Kindred, worked from every angle – the feat was uniquely achievable in EVs because quieter engines are more conducive to recording sound and video content would show off the aesthetic appeal of electric cars. Likewise, consumers were immediately struck by the benefits of an EV – a quieter driving experience and a more relaxing journey.

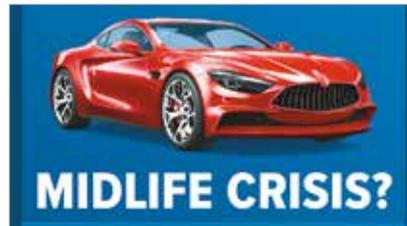
Music to their ears, our judges described the initiative as, "A creative, clever concept that puts consumer experience at its heart."



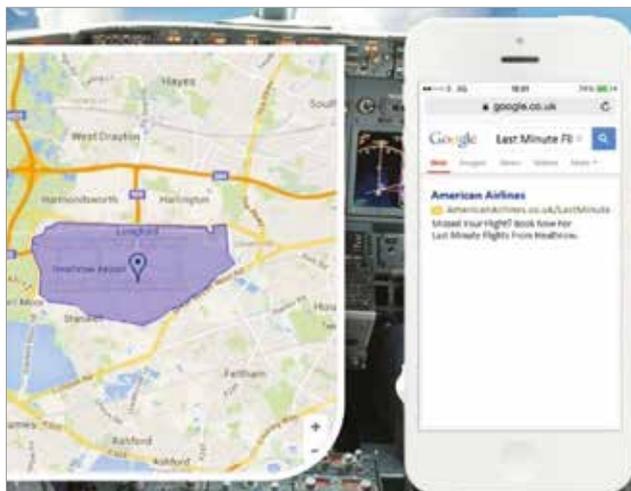
#### Lease Car and Zazzle Media

##### Silver

Zazzle Media helped Lease Car hop into the driver's seat of a new SEO strategy, enabling it to cut through the saturated car leasing market with content that was both factual and highly engaging. Zazzle's strategy was so successful that the partnership has continued, driving Lease Car's visibility to pole position.



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



### American Airlines and MediaCom Worldwide Gold

American Airlines is all about innovation. It was the first airline to introduce the Business Class lounge, the first airline to introduce the frequent flyer programme and it reinvented transcontinental service with a private-jet like experience. American enables customers to travel to over 350 destinations across the globe, on more new planes than any other airline.

But in a competitive market with over 100,000 flights a day, American Airlines has turned its innovative eye to digital, partnering with MediaCom to revise its one-size-fits-all advertising efforts into more targeted and effective campaigns. By focusing its marketing initiatives by location, demographic and keyword, American Airlines and MediaCom were able to drastically improve engagement and conversion, applying key user insights to further refine and revise.

The now-globally implemented strategy has helped the airline fly high, and is, as our judges put it, "A simple, powerful example of using deep research and focus to improve the bottom line."



### Virgin Active and Hope&Glory Gold

While most gyms target the 10% already committed to leading a healthy lifestyle and exercise Virgin Active and Hope&Glory hit upon the idea of instead reaching out those who wanted to step it up a notch.

Virgin Active recognised that these customers don't care about working out – rather, they work out as a means to an end – so the fitness provider focused on what they do care about. Whether that was London Fashion Week, Easter chocolate, Wimbledon, dad bods or Pokémon, Virgin had a workout for everything, offering customers the chance to tailor their gym experience to enhance their lives.

This customisable approach was a breath of fresh air in the normally aspiration focused industry, with Virgin's audience quickly responding, both on social media and by turning up to one of its gyms.



### Expedia.no and Verve Search Silver

Expedia.no helped to celebrate the 75th anniversary of the famous Flåm Railway, partnering with a range of agencies to produce the first ever 360° video of one of the world's steepest and most spectacular journeys. The campaign steamed to success, both locally and globally, garnering news coverage from across the world.



### VisitBritain and Expedia Media Solutions Bronze

Visit Britain partnered with Expedia Media Solutions to help encourage tourists to the UK to get out of London and enjoy what the whole country has to offer.

**Highly commended** – Gatwick Airport  
**Highly commended** – Map My Future

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## Digital campaign of the year



### Northern and Blumilk

#### Winner

To help tackle the perennial problem of passengers on trains without tickets, Northern helped put travellers on the right track with 'Buy Before You Board,' a clever digital campaign.

The core of the campaign was centred around encouraging Northern's customers to think ahead, with the initiative not just highlighting the legal requirement for passengers to purchase tickets prior to boarding but also the advantages of doing so, such as convenience and saving time.

As well as a host of digital assets, Northern also deployed a wide range of more conventional channels, including live roadshows at key stations, posters, leaflets, train and station audio-visual announcements and regional press releases.

To support this impressive array of assets, Northern also launched 'Queue Jumper,' an online game that added an air of excitement and fun to the otherwise relatively educational campaign. Built using ubiquitous open-source technologies such as PHP and Javascript and available across web browsers and mobile devices, the game was compelling, mechanically simple and designed to be as accessible as possible to a huge swathe of Northern customers.

Likewise, its combination of easy-to-enjoy action – leaping across platforms to collect tickets – and its clear message, meant the game immediately started generating engagement, with users competing to top each other's high scores on social media for a chance to win rail vouchers.

Northern was rewarded for its ingenuity and the campaign has already found success in getting customers on board. Since launch, the number of passengers travelling without tickets has dropped, as has the number of fines handed out, while the number of purchases made through Northern's app has significantly increased.

Northern's employees have also benefited; passengers are now much less likely to need to purchase a ticket once already on board, train staff have more time to serve other customers and are able to get on with the job of ensuring a smooth journey for all.

Our judges also thought the campaign was just the ticket, praising Northern for their use of digital to create a positive change in their customers' behaviour. But our judges weren't just thrilled with Northern's results – from planning to execution, 'Buy Before You Board' proved to be truly first class.



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## Digital in-house team of the year



### Gatwick Airport

#### Winner

Gatwick Airport's in-house digital team has transformed the way onsite organisations and brands do business with an industry-first app, designed to keep the entire airport's workforce on track for takeoff.

With over 200 organisations operating out of the airport – from airlines, retailers and restaurants to fuel companies, hotels and government agencies – traditional methods of data sharing have historically proved complex, expensive and time consuming, particularly when many of these organisations actually compete for business.

Gatwick's solution, the Airport Community app, is a truly revolutionary platform, enabling organisations across the airport to share information and data in real time. Hotel staff can become heroes in front of passengers, responding to enquiries easily with searchable flight and contact information; police can monitor staff levels and passenger volume to deploy resources more efficiently; and pilots, ground handlers and airfield staff can stay ahead of flight times with up-to-date operational information and schedules.

With such a large number of organisations operating at once, getting them all on board was no small challenge. Fortunately, Gatwick's internal team was up to the task, and energised the airport's stakeholders with an engaging campaign of emails, leaflets, newsletters and presentations. The app now has more than 8,000 voluntary users across the airport – an enviable success in an industry which has long struggled with ensuring accurate and on-time communications.

Gatwick has not rested on its laurels however. The app is already being updated with user feedback, boosting its already impressive functionality with custom features designed to further increase operational efficiency throughout the airport – a first wave readiness checklist for easyJet for instance, delivering a smooth start to each day's early check-ins.

Our judges thought the app, and Gatwick's teams, were first class, praising the airport's ambition in bringing together so many disparate organisations and utilising the power of digital technology to improve every aspect of the airport's operation.

## SPECIAL AWARDS

### Digital agency of the year

#### **Omobono**

#### **Winner**

Global agency Omobono proved its digital expertise with a stellar year of campaigns and content, supporting a huge range of business brands across a selection of sectors and industries. By harnessing the agency's exceptional knowledge of brand building and digital, Omobono proved the power of digital, particularly when it comes to engaging audiences and repositioning businesses for future success.

The agency delivered a truly transformative digital campaign for specialist corporate real estate firm JLL, crafting the brand's first engagement and awareness-driving initiative in 11 years. Only three months after launch, Omobono's efforts proved successful beyond expectation, rewriting the rules for real estate communications and generating remarkable increases across all of JLL's online metrics.

And when it came time for Coats, already an industry leader in apparel and footwear, to expand its business further into the high street, Omobono was on hand to help. The agency delivered 'The House of Coats,' an experiential east London art gallery installation that was accessible both in person and online through the power of Google Street View.

The agency also supported Accenture in the production and launch of the professional services firm's impressively influential 'Technology Vision' report, a thought leadership piece that highlights upcoming trends in technology and business. As well as helping the report to hit home with an engaging digital campaign, the agency also optimised the report's structure to move away from the corporate and into the creative.

Omobono provided an equally extraordinary makeover of DMCC's web estate, aiding the world's most interconnected Free Zone in its mission to connect and trade with businesses across Dubai, the UAE and the world. Designed with clear messaging to inspire engagement, excitement and conversion, the new site has already boosted DMCC's lead generation rate as well as enhancing relationships with stakeholders and prospective investors.

Overall, Omobono have had an outstanding year, demonstrating a true understanding of how digital can work to boost brands and enhance how their clients do business.



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