



# DIGITAL IMPACT AWARDS 2018



WE ARE COMPREND COMBINING MORE THAN 25 YEARS OF EXPERIENCE IN DIGITAL CORPORATE COMMUNICATIONS WITH A COMMITMENT TO CURIOSITY. CREATIVITY AND KNOWLEDGE ARE AT THE HEART OF EVERYTHING WE DO.

WELCOME



This year's Digital Impact Awards did not disappoint in terms of creativity. Each of the winners exhibited a willingness to go beyond simply employing digital strategies with efficacy. Instead, they approached digital communications with a sense of inventiveness and imaginativeness. They pushed the boundaries of what has been achieved in corporate digital communications thus far.

In the legal sector, winners exhibited sector-transcending content. In the extractives sector, an emotional pull was used instead of a scientific one. In the third sector, the newest digital technologies were exploited for the good of others. It was truly a joy to read about these projects and to see the impact they have had on their respective businesses.

For Shell UK – whose health and safety film offers a human-centric approach to a practical issue and helped TMW Unlimited take home the 'Digital agency of the year' award – it is already deploying a similar strategy in other regions. For the Church of England, working with the latest technologies to reach more parishioners than ever before helped it toward winning the 'Best in-house team of the year' prize. And digital photography and immersion allowed Cory Riverside Energy craft a better-than-real-life experience for important stakeholders, winning it the 'Digital campaign of the year' award.

To these and all of the winners at the 2018 Digital Impact Awards, congratulations!

**Brittany Golob**  
Editor, Communicate magazine

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

Kristina is head of group 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 more than 50 countries, it employs 19,000 employees across six continents. Kristina has been at Coats for six years where she leads the team responsible for external and internal corporate communications. She has over 20 years of experience in a wide range of industries including manufacturing, professional and financial services and has held roles in-house as well as with agencies.



**Charlotte Borthwick, global digital communications manager, G4S**

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



**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 for the V&A 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. Sophie joined the BBC in 2009 as head of strategic communications, and previously worked for Reuters' media and global news divisions.



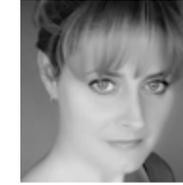
**Karan Chadda, head of digital communications, Ageas**

Karan leads digital communications for Ageas Insurance, the UK's third largest motor insurer. He is responsible for Ageas' online reputation. His wide-ranging role incorporates everything from SEO to social media, digital campaigns and customer contact. Prior to Ageas, Karan founded and ran Evolving Influence, a digital and brand consultancy providing strategic advice and building digital and messaging frameworks for a range of corporate clients. In 2015, he ran Poetry by Numbers, a data poetry project. Karan has been managing websites since the early 2000s.



**Amaris Cole, digital communications and content manager, Church of England**

Amaris is the digital communications and content manager for the Church of England, working operationally and strategically with the digital team to deliver a range of projects, including video and audio, social media, website creation and digital communications. She is passionate about the church's creation of relevant, quality content for the 21st century.



**Sara Fawcett, managing director, That Comms Place Ltd**

A communications professional for 12 years, Sara has been managing director of That Comms Place Ltd since 2011, supporting businesses across a wide variety of sectors with both internal and external communications. Most recently she managed the multi-award-winning 'Buy Before You Board' campaign for train operator Northern, winner of the 'Best digital communications as part of an integrated campaign' and 'Best digital campaign of the year' awards at last year's Digital Impact Awards.



**Laura Earle, senior internal communications manager of global communications, Experian**

Laura is the senior internal communications manager of global communications at Experian. She has spent nearly 10 years working in corporate communications for technology and financial services industries and one of her career highlights is leading the strategic communication programme for Dimension Data's technology partnership with the Tour de France. Laura holds a MBA in communications and leadership from the Quadriga University, Berlin. In 2012, Laura was awarded everywoman's 'Rising Star' award, given to a woman under the age of 26 who is excelling in her technology career.



**Andrea Gold, interim head of digital and social media, Rolls-Royce**

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



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

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 media 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 fifth-largest group. He has over 15 years of digital marketing 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 the Drum magazine have ranked John as one of the top 100 people in the UK's digital industry, while Fast Company listed John among its top 50 most influential people on the web.

JUDGES



**David Howell, digital marketing lead, 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.



**Jenny Minard, head of digital engagement, The Royal Household**

Jennifer is currently head of digital engagement at the Royal Household and has 12 years of experience in digital and journalism roles. She has worked for the BBC, for various marketing agencies and at Comic Relief. Jennifer specialises in social media strategic consulting and digital transformation. She is passionate about mentoring for charities such as Centrepoint and the Media Trust.



**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 and was editor of Rugby World magazine and the IRB World Rugby Yearbook. Paul ghost wrote 'Year of the Tiger!: My 2004/05 Season Diary' by Lewis Moody and, in 2011, 'Splashdown' which covers a year in the life of England Test star Chris Ashton. As freelance rugby union writer for the Mail on Sunday, he was a regular contributor to Five Live, BBC Radio Wales, CNN and has appeared on a number of television programmes.



**Bob Morris, managing partner, Instinctif Partners**

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



**Jonathan Palmer, global head of strategy, Omobono**

Jonathan leads the global strategy and UX teams at Omobono, delivering strategic thinking for global brands such as Johnson & Johnson, Shell and JLL. He has over 20 years of experience in digital technology and communications and a history of delivering award-winning work across both the B2B and B2C space. With a career starting in the FMCG sector, he has also worked in broadcast design, interactive TV, mobile and digital commerce.

JUDGES



**Colin Robertson, managing director, Blumilk**

Colin is founder and managing director of brand, positioning and campaigns agency Blumilk, which he formed over 20 years ago. He is also founder of employee engagement, document management and crisis management software platform Enyware, which is set to revolutionise communication within the NHS. Colin's background in business growth management, commercialisation and brand building has helped over 500 companies commercialise and position themselves in an ever-changing commercial landscape.



**Suzie Robinson, intranet manager, WSH Limited**

Suzie is the intranet manager for WSH Limited, a holdings company for nine different businesses, including Benugo, BaxterStorey, Searcys and Monica Galetti's restaurant Mere. She started the role in September 2017 and has been making plans and subsequent changes to the intranet, the Vine, since. Previously, Suzie worked for Waterstones, where she completely reworked its intranet and won the 'Best intranet award' at the Digital Impact Awards 2017.



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

Stephen's main role is ensuring over 100,000 colleagues worldwide are supported with the tools to do their jobs. Stephen's experience lies in developing and delivering successful digital channels in large organisations. His last project, Barclays Now, won the IoIC 'Best intranet' award and the Digital Impact Awards' 'Best intranet' silver award in 2016. He is currently working on the next iteration of Barclays Now, a new company-wide video channel, a user generated content app and improved colleague feedback tools.



**Alex Wodzicki, global 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 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.

**DELIVERABLES****Best corporate website****Gold – Diageo and Superunion****Gold – The Church of England**

Silver – Clinigen and Emperor

Bronze – Glencore and Conran Design Group

Bronze – Linklaters and LEWIS Global Communications

Highly commended – Currie &amp; Brown and SampsonMay

**Best corporate app****Gold – The Church of England**

Silver – Debenhams and Publicis.Sapient

Bronze – Nationwide Building Society and Sequel Group

Bronze – Numis and LEWIS Global Communications

**Best use of SEO for corporate communications****Gold – PartyCasino and Verve Search****Best use of mobile and portable devices****Gold – Lynx, Unilever and TMW Unlimited**

Silver – Numis and LEWIS Global Communications

**Best use of digital to aid a CSR campaign****Gold – Turkcell and the Gang Agency****Best digital rebrand****Gold – Kasowitz Benson Torres and Living Group**

Silver – Greensill and Omobono

Bronze – Little Tikes and the Bigger Boat

Bronze – PegasusLife and Freestyle

**Best use of online video****Gold – Kasowitz Benson Torres and Living Group**

Silver – Captain Morgan and 1000heads

Silver – Kinder Bueno, Ferrero and TMW Unlimited

Bronze – Octapharma AG and Luminous

Highly commended – NATS and Emperor

**Best corporate viral campaign****Gold – Shell Retail UK and TMW Unlimited**

Silver – Turkcell and the Gang Agency

Bronze – NOW TV and Fever PR

**Best digital communication as part of an integrated campaign****Gold – Marie Curie and Hope&Glory**

Silver – Zoflora (Crufts) and Mosquito Digital

Bronze – SEGRO plc

Bronze – Zoflora (RHS Flower Show) and Mosquito Digital

Highly commended – Direct Line and drp

Highly commended – Resilience Direct and CDS

**SOCIAL MEDIA****Best use of existing social media platforms:****small budget – <£20k****Gold – The Church of England**

Silver – Tour de Yorkshire and Welcome to Yorkshire

Silver – Zoflora and Mosquito Digital

Bronze – Argos and Hope&amp;Glory

Bronze – Warner Bros. UK and Wilderness Agency

**Best use of existing social media platforms:****medium budget – £20–k£75k****Gold – Iceland Foods and Tangerine Communications**

Silver – Dock &amp; Bay and Born Social

Bronze – Marie Curie and Hope&amp;Glory

Bronze – Marriott International and ignis

**Best use of existing social media platforms:****large budget – £75K+****Gold – Chilly's Bottles and Born Social****Best community development****Gold – Gumtree and 1000heads**

Silver – Unforgettable and Born Social

Bronze – Zoflora and Mosquito Digital

**BEST USE OF DIGITAL TO AN INTERNAL AUDIENCE****Best intranet****Gold – Espria and One Shoe**

Silver – Unilever

**Best digital employee communication****Gold – Shell Retail UK and TMW Unlimited****Gold – Worcester Bosch and drp**

Silver – Legal and General and VideoSmart

Bronze – HSBC

Highly commended – AstraZeneca and Ruder Finn

**BEST USE OF DIGITAL TO AN INVESTMENT AUDIENCE****Best online annual report****Gold – Octapharma AG and Luminous**

Silver – UK Power Networks and Instinctif Partners

Bronze – Henry Boot plc and Jones and Palmer

Highly commended – BT Group plc and Emperor

Highly commended – N Brown Group plc and SampsonMay

**BEST USE OF DIGITAL TO AID MEDIA RELATIONS****Best online newsroom****Gold – Bacardi Global Brands and TVC Group**

Silver – Amnesty International and 93digital

**EVALUATION****Best evaluation strategy****Gold – The Clean Space and Digital Clarity**

Silver – Smart Energy GB with Hall &amp; Partners,

Google Brand Lab and Annalect

**BEST USE OF DIGITAL BY SECTOR****Best use of digital by a charity, NGO or NFP****Gold – Encephalitis Society and the Distance****Gold – The Church of England**

Silver – Wellcome Collection

Bronze – British Heart Foundation

Bronze – Harrison's Fund with Orbital Media and DoubleMe

Highly commended – Breast Cancer Now

and Crunch Simply Digital

**Best use of digital from the education sector****Gold – Cognita Schools and Converted**

Silver – High Speed 2 and Bray Leino

Bronze – The Royal Hospital School and Briscoe French PR |

Media | Digital

Bronze – Wellcome Trust

Highly commended – Clayesmore School and Rooster Marketing

**Best use of digital from the energy and utilities sector****Gold – Smart Energy GB and AMV, PHD and PD3**

Silver – UK Power Networks and Instinctif Partners

Bronze – npower and 1000heads

Highly commended – IBERDROLA

**Best use of digital from the engineering and manufacturing sector****Gold – Cory Riverside Energy and Vismedia**

Silver – RS Components

Bronze – Worcester Bosch and drp

Highly commended – WinGD and Oakwood

**Best use of digital from the financial services sector****Gold – Lloyds Banking Group plc and Sequel Group**

Silver – Direct Line and drp

Bronze – Chill Insurance and Click Consult

Bronze – Royal London and Wardour

Highly commended – Numis and LEWIS Global Communications

Highly commended – The Investment Association

and Cicero Group

**Best use of digital from the food and beverage sector****Gold – Captain Morgan and 1000heads****Gold – Thomas Ridley Foodservice and NetXtra**

Silver – Greggs and Taylor Herring

Bronze – Appletiser and Brands2Life

**Best use of digital from the healthcare and pharmaceuticals sector****Gold – Covonia and Bray Leino**

Silver – AXA PPP healthcare and Bottle

Highly commended – NHG and One Shoe

**Best use of digital from the mining and extractives sector****Gold – Fugro and Bray Leino**

Silver – Cairn Energy plc and Emperor

**Best use of digital from the professional services sector****Gold – Kasowitz Benson Torres and Living Group**

Silver – Accenture and Omobono

Bronze – Linklaters and LEWIS Global Communications

**Best use of digital from the property sector****Gold – Willmott Dixon mjdigital with Tribus Digital and MadeByPi**

Silver – Countrywide and Three Whiskey

Silver – SEGRO plc

Bronze – Ashcourt Student Accommodation

and Sonin App Development

**Best use of digital from the public services sector****Gold – Sefton Metropolitan Borough Council and Rocktime****Best use of digital from the retail sector****Gold – Carphone Warehouse and 1000heads**

Silver – Bose Corporation and MediaCom Worldwide

Silver – Greggs and Taylor Herring

Bronze – Lenstore and Verve Search

**Best use of digital from the technology, media and telecommunications sector****Gold – Sky and Digitas**

Silver – Gemalto and Wardour

Silver – Turkcell (61Cell) and The Gang Agency

Bronze – Tatlin and Sonin App Development

Highly commended – Turkcell (#EngelTanimayanlar)

and the Gang Agency

**Best use of digital from the transport and logistics sector****Silver – DHL Parcel and One Shoe****Best use of digital from the travel, leisure and tourism sector****Gold – Virgin Trains**

Silver – lastminute.com and Builtvisible

Bronze – PartyCasino and Verve Search

Bronze – Small Luxury Hotels of the World and Emperor

Highly commended – Kwik Fit and Click Consult

**Digital campaign of the year****Winner – Cory Riverside Energy and Vismedia****Digital agency of the year****Winner – TMW Unlimited****Digital in-house team of the year****Winner – The Church of England**

## Best corporate website

### Gold – Diageo and Superunion

Diageo is the world's largest premium drinks company and custodian of some of the most iconic beverage brands in the world, including Johnnie Walker, Guinness and Smirnoff. Despite this remarkable stable of brands, Diageo's own identity was failing to reflect the company's purpose or engage effectively with its stakeholders. Diageo developed a new brand identity, positioning itself as a global leader in beverage alcohol and telling a compelling narrative of rich heritage, rapid innovation, strong performance and robust corporate values.

Alongside this powerful new brand, Superunion developed and built a new corporate website for the brand in just three months, bringing the new identity to life and presenting it in a confident, dynamic style that sets the business apart from its peers. Featuring a bold, content-led approach facilitated through a robust technical platform and image-led design, the new site delivers a satisfying, memorable experience to users. "Vibrant and compelling – a stand-out entry," said one judge.



### Gold – The Church of England

In October 2017, the Church of England launched its new website – its first update in 12 years. While the previous site received 10m page views annually, it was failing to serve those visitors, represented by a bounce rate of over 50%. In fact, in one survey, a participant described it as "an overcrowded intranet from the 1990s." Following a 10-week research project, the new site was built from the ground up, capitalising on the many insights gained throughout the fact-finding exercise.

The new site features simple navigation, an easy-to-use search engine, improved accessibility and a mobile-first, clean design. Updated sections, including 'Our faith' and 'Prayer and worship,' offer visitors streamlined yet engaging information, supported by downloadable resources and videos. The site now also features over 250 professional images, shared by local churches and taken nationally, bringing the breadth of the church's activities to life. Our judges sung out in praise, describing the church's new site as "genuine, inspiring, content-driven and comprehensively researched."



### Silver – Clinigen and Emperor

Global pharmaceutical and services company Clinigen brought clarity back to its digital estate with a new corporate website by Emperor. Preferring simplicity and clarity over stock images of science, healthcare and patients, the new site speaks directly to Clinigen's professional audience in a language it understands.



### Bronze – Glencore and Conran Design Group

Conran Design Group delivered a holistic digital estate redesign for natural resources company Glencore, consolidating and refreshing its corporate and regional websites with an elegant, content-led and user-focused strategy.



### Bronze – Linklaters and LEWIS Global Communications

As a member of the Magic Circle of law firms, Linklaters is one of the most prestigious businesses of its type in the world. Lewis Global Communications delivered a fresh corporate website to match that reputation, based around the firm's dual philosophies, 'quietly brilliant' and 'delightfully simple.'



Highly commended – Currie & Brown and SampsonMay

## Best corporate app

### Gold – The Church of England

While many have suggested giving up digital for Lent, the Church of England put online activity at its heart with its 2018 campaign #LiveLent. Designed to connect with parishioners and increase the number of people taking up Lent, the campaign offered its audience a wealth of daily reflections, social media graphics, resources for churches and user-generated content.

At the campaign's heart was an Apple and Android app which delivered content to users in a simple, easy-to-digest and inspiring way. As well as delivering daily reflections and prayers (in both text and audio), the app linked users to the 'A Church Near You' page to help them find an Easter service to attend.

Each week, the app explored a new theme with questions for reflection and links to free discussion materials, encouraging its users to consider questions of faith throughout the Lenten period. The app, which was downloaded more than 11,000 times, also inspired our judges. "A very strong submission which harnesses the power of technology to reach audiences in new ways," one said.



### Silver – Debenhams and Publicis.Sapient

Debenhams' progressive web app was a true first for European retail. It delivered customers all the usability benefits of an app without the need to download a thing. This customer-centric experience, devised by Publicis.Sapient, demonstrates how digitally progressive, corporate apps can have a real and remarkable impact on customer experience and business results.



### Bronze – Nationwide Building Society and Sequel Group

Nationwide consolidated their approach to apps with My Events. Developed by Sequel Group, the app has transformed from a "nice to have" social channel into an integral part of how Nationwide communicates with event organisers and customers alike.



### Bronze – Numis and LEWIS Global Communications

Investment banking firm Numis partnered with Lewis to deliver a powerful, easy-to-use app which enables its users to quickly access a wealth of valuable information on stocks and investment.



## Best use of SEO for corporate communications

### Gold – PartyCasino and Verve Search

Verve Search proved that content is still king, helping PartyCasino boost its organic SEO rankings and traffic through compelling, data-driven storytelling. The key to the strategy was finding the right approach to delivering top-tier links and coverage by engaging with a topic that had immediate value to high-level publications. They set their sights on Hollywood, a perennial favourite for media around the world – all they needed was an angle.

Fittingly for a campaign designed for an online casino business, money emerged as the missing ingredient. Verve Search ran the numbers to discover Hollywood's most profitable actors, directors and studios, crafting a bespoke page around their results that found immediate traction across entertainment media. The story achieved coverage across some of the most authoritative sites in the world, including Yahoo, AOL, Forbes and NME, rocketing PartyCasino up the organic search rankings. "Clever, creative and completely effective," said one judge. "The results really speak for themselves."



## Best use of mobile and portable devices

### Gold – Lynx, Unilever and TMW Unlimited

Proximity tech expert Landmrk helped put Lynx back on the map with an influencer-led, geo-targeted smartphone hunt. The campaign centred around the brand's first limited edition product in six years, Lynx YOU Anthony Joshua, the culmination of Lynx's partnership with the famous boxer. Using a bespoke interactive web app, the 'AJ Lynx Drop' sent users across the UK on a gamified, smartphone treasure hunt for the ultimate prize: tickets to Anthony Joshua's upcoming fight.

As well as five grand prize-winning golden, signed deodorant cans, an additional 850 limited edition cans were also hidden, ensuring that even those who didn't get to see the fight in-the-flesh were exposed to the product. The campaign proved a knock-out punch for Lynx, garnering 4.4m impressions and over 50,000 organic reach. More than 36,000 boxing fans took up the hunt, driving impressive awareness of the product in the brand's target market as well as reaching out to new audiences.



### Silver – Numis and LEWIS Global Communications

Numis set the notoriously traditional industry of investment banking on its head, delivering an informative and engaging app pitched at its increasingly large client base of digital natives. The new app enables users to quickly and easily access consolidated information based on personal preferences and includes features such as the ability to set push notifications to alert users to specified share price fluctuations or trading volume activity.



## Best use of digital to aid a CSR campaign



### Gold – Turkcell and the Gang Agency

Turkcell crafted an authentic and heartfelt campaign to promote its mobile applications specifically designed to help deaf and blind people live their lives without boundaries. The centrepiece of the campaign was a real life film in which the two main characters, Harun, who is blind, and Ayşenur, who is deaf, were taught to tango before putting on a special performance to mark the International Day of Disabled Persons.

By casting real people with real disabilities in the roles, Turkcell made the inspired move of ensuring its target audience could not only immediately identify with the film, but would be able to engage in a genuine and profound way. Likewise, the universal human element of the story provided a powerful hook for those who have not personally experienced disability. The response was immediate. The campaign reached 9m people, with the film garnering more than 11m views. It was referenced in 12 newspapers and featured on 131 different news sites. "Inspiring, emotive and engaging," said one judge.



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[www.churchofengland.org](http://www.churchofengland.org)

Bringing people to the Christian faith | Growing people's Christian faith |  
 Sharing the good work of local churches

## Best digital rebrand

### Gold – Kasowitz Benson Torres and Living Group

Living Group pulled out all the stops to deliver an exquisitely on-point digital rebrand for law firm Kasowitz Benson Torres, crafting a punchy digital experience every bit as creative, aggressive and relentless as the firm itself. To ensure the new site hit the mark, Living Group undertook a rigorous discovery phase, interviewing senior partners and clients, conducting digital workshops with marketing and practice area teams, an in-depth competitor review, an online all-employee survey and an audit of the firm's current digital footprint.

The diligence more than paid off, inspiring a bold, assertive and uncompromising digital brand. From the sharp lines of the new brand mark to the aggressive imagery of combative sports, dangerous animals and sharp-edged tools, and the abrupt, straightforward copy, the entire digital estate exudes competence, power and tenacity. As one of our judges said, "Dynamic, striking and unapologetic. I'd hire them!"



### Silver – Greensill and Omobono

Omobono helped Greensill shrug off their outdated, uninspiring and bland online estate, delivering a digital rebrand worthy of the UK's leading fin-tech and second-biggest provider of supply chain finance in the world. Featuring beautiful bird's-eye-view imagery, the new site demonstrates the breadth of industries and lives Greensill touches through its projects, as well as its unique perspective and approach.



### Bronze – Little Tikes and the Bigger Boat

The Bigger Boat delivered such a spectacularly successful digital rebrand for the UK division of Little Tikes that it is now being taken onboard by the international arm of the business.



### Bronze – PegasusLife and Freestyle

PegasusLife partnered with Freestyle to transform its traditional, brochure-heavy website into a digitally-led, engaging and inspiring site that could connect with its dual audiences of internet-savvy older people and their key influencers: their adult children.



## Best use of online video

### Gold – Kasowitz Benson Torres and Living Group

As part of the digital estate overhaul for prestigious law firm Kasowitz Benson Torres, agency Living Group produced a series of engaging and bold films to sit with pride of place among the new suite of digital brand assets. Filmed in the firm's own New York office over two days, the content features 12 lawyers in one-on-one interviews with the director, shot against a stark white backdrop. Two cameras were used, capturing the lawyers from different perspectives and proximities simultaneously, shifting positions to take cut-away shots showing detailed movements and expressions.

An equally inspired editing process saw the footage cut into four films, creating a distinct synergy between them while also giving each its own distinct flavour. Our judges were overwhelmed with the power and impact of the films, praising their insight, execution and creativity. "I hope I never face them in court," said one.



### Silver – Captain Morgan and 1000heads

Captain Morgan and 1000heads harnessed the power of music to deliver an important message about drinking responsibly through their #LIVELIKEACAPTAIN campaign. With popular grime star Lady Leshurr on board, the partnership developed and deployed a fun, light-hearted, yet crucial, online campaign, based around the simple message, 'Fun that isn't remembered, isn't fun.'



### Bronze – Kinder Bueno, Ferrero and TMW Unlimited

TMW Unlimited helped Kinder pitch its Bueno bars to an older audience with the 'Now That's Adulting' online film, an anthem to all those struggling to adapt to their lives as grownups.



### Bronze – Octapharma AG and Luminous

Octapharma AG demonstrated the journey from plasma donor to patient with a series of documentary-style video stories, created by Luminous, that shed a light on how employees deliver life-changing medicines.



Highly commended – NATS and Emperor

# Digital matters.

We help organisations communicate their messages, position their brands, market their products and services, and serve their audiences effectively online.

So effectively that we've picked up five nominations this evening. Great for us, even better for our clients.

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## Best corporate viral campaign



### Gold – Shell Retail UK and TMW Unlimited

Following an increase in robberies and serious safety incidents across its sector, Shell Retail UK had to find a new way of talking about health and safety that got staff to reconnect with the topic. Research demonstrated that staff who thought about safety issues from the point of view of their loved ones took it more seriously. Shell worked with TMW to find a way to share the health and safety message in a more personal way.

A hero film and supporting assets that showcased human stories of safety from Shell's own staff were developed under the campaign title 'Go Home Well' – a subtle reworking of their public-facing brand line 'Go Well.' The film was launched across digital channels including internal Facebook groups, the intranet and internal email, and Shell quickly found itself inundated with positive responses and a groundswell of frontline workers sharing their own experiences. "Really emotive, creative and brilliantly executed," said one judge.



### Silver – Turkcell and the Gang Agency

Turkcell worked with the Gang Agency to deliver an authentic and heartfelt campaign to promote its pair of mobile apps, My Dream Partner and My Sign Language, which were designed to help deaf and blind people take on a life without boundaries. The cornerstone of the campaign was an inspiring and true-to-life film in which a pair of dancers, one deaf and one blind, were taught to tango before performing a special show on the International Day of Disabled Persons.



### Bronze – NOW TV and Fever PR

NOW TV and Fever PR enlisted the aid of grime star Bugzy Malone to promote the release of season eight of the Walking Dead, mashing up music and zombies in an authentic and engaging viral campaign.

## Best digital communication as part of an integrated campaign

### Gold – Marie Curie and Hope&Glory

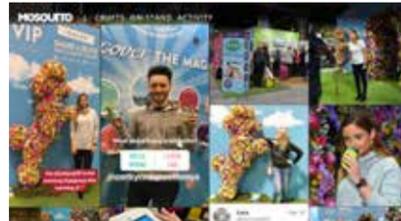
Given its mission to care for those living with terminal illness and their families, Marie Curie rarely has a traditionally 'happy story' share. But for Christmas 2017, it turned that all around with a heart-warming appeal to the nation, centred around one of the season's most iconic images. The Marie Curie Memory Tree, a 50 foot installation in the heart of London's South Bank, captured the hearts of people across the UK with a simple, yet truly sincere and heartening premise: to 'light up Christmas.' For every message shared about someone who would be missed at Christmas, the lights would glow a little brighter.

The response to the two-week, Hope&Glory created campaign was immediate and impactful, with Facebook, Twitter and Instagram users taking the opportunity to get involved. Our judges were won over as well. "A wonderfully emotional and creative campaign that hit the mark in so many ways," one said.



### Silver – Zoflora (Crufts) and Mosquito Digital

As the main sponsor of Crufts, the world's largest and most famous dog show, Zoflora was perfectly positioned to prove its new range of pet-centric Fresh Home products were best in show. Zoflora worked with Mosquito Digital to engage the audience digitally with a multichannel campaign, inviting influential Instagrammers to act as brand ambassadors and share a wealth of curated content through their own social accounts.



### Bronze – SEGRO plc

Segro introduced its first substantial foray into the UK's big box property market, the Segro Logistics Park East Midlands Gateway, with a multifaceted campaign featuring an animation, a 360 degree immersive fly-through video and a 3D modelled, smartphone-enabled app.



### Bronze – Zoflora (RHS Flower Show) and Mosquito Digital

Zoflora launched its partnership with the Caudwell Children Charity through its efforts at the RHS Flower Show – supported by Mosquito Digital – with a woodland garden, showcasing how an accessible and inclusive wild space can reconnect children with nature.



Highly commended – Direct Line and drp  
Highly commended – Resilience Direct and CDS

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

### Gold – The Church of England

The Church of England crafted an inspiring and compelling campaign to encourage people to engage with the church over the Lent and Easter period, harnessing the power of social media and mobile apps. Alongside a full-colour printed book '#LiveLent: Let Your Light shine,' the church delivered an app for Android and iOS, social media graphics for Twitter, Facebook and Instagram, email and text reflections to enrolled users and additional downloadable resources for churches.

Targeted promotion proved a key element of the campaign, with the church using Facebook audiences crafted from persona research to reach those who hadn't yet liked the Church of England's Facebook page, but might be interested in its content. Once they were engaged, the church's multichannel approach allowed users to receive content in the way that suited them best, ensuring the audience was able to engage easily. Our judges were full of praise, commending the church for its comprehensive approach, clear objectives, strategy and inspired use of a range of digital media.



### Silver – Tour de Yorkshire and Welcome to Yorkshire

Welcome to Yorkshire stepped up its social media game in support of the Tour de Yorkshire, expanding its social media strategy far beyond its previous scope. Alongside all-important race updates, the social media blitz included a quiz featured on Instagram, and #TourTuesdays, which showcased one of the tour's eight host towns each week. The campaign inspired people to not just follow the race, but to discover the wealth of activities, culture and communities on offer in Yorkshire.



### Silver – Zoflora and Mosquito Digital

Following a gold-winning garden at the 2016 RHS Hampton Court Palace Flower Show, Zoflora upped its green-thumbed game in 2017, with the help of Mosquito Digital. Digital experts, PR people and garden designers captured the attention of Zoflora's audience with a multichannel campaign featuring a groundbreaking 3D garden accessible through VR technology.



### Bronze – Argos and Hope&Glory

Hope&Glory pulled out all the stops to help Argos make the most of Black Friday sales with a digital and consumer-first strategy. Rather than stoking stress, the partnership delivered MewTube, streaming calming cat videos to overwhelmed online shoppers.



### Bronze – Warner Bros. UK and Wilderness Agency

Wilderness Agency helped Warner Bros. UK cut through the festive fuzz around Christmas with a fun, new social account on Twitter, the Warner Bros. Elves, which helped confused gift buyers find the perfect present for movie-obsessed friends.



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

### Gold – Iceland Foods and Tangerine Communications

Tangerine was on side to help Iceland Foods stay ahead of the digital curve with an ongoing social media blitz that saw the brand hit the mark again and again. When KFC ran out of chicken, Iceland was quick to respond, using the finger lickin' good famine as an opportunity to boost its own brand with a quick-fire series of tweets. Even Iceland's brand ambassador Peter Andre was drawn into the fray, increasing awareness of the online banter to off-the-charts levels.

Iceland's social media was just as quick off the mark when it came to Christmas with its #ReasonstoBeJolly influencer event. It captured online attention with a wide range of content, including everything from Facebook Live cooking streams to online polls where social media users could vote for their festive favourites. "Iceland's ongoing approach to social is fantastic," said one judge. "It has demonstrated just how crucial being responsive can be to a campaign, driving awareness and additional value well beyond expectation."



### Silver – Dock & Bay and Born Social

Born Social proved that creativity is still king, driving conversions for Dock & Bay's quick-drying microfibre towels with a carefully refined, creative campaign. It honed the content to a razor-sharp point through 40 plus iterations, crafting the perfect mix of product benefit, reason to believe and call to action.



### Bronze – Marie Curie and Hope&Glory

Marie Curie and Hope&Glory reached over 20m people across the UK with their heart-warming Memory Tree campaign, which saw a 50 foot Christmas tree on London's South Bank grow ever brighter as people tweeted in memory of those they'd miss during the festive season.



### Bronze – Marriott International and ignis

Marriott International and ignis harnessed the notion of an 'experience economy' to drive awareness of its rewards programme, leveraging a partnership with the NFL to give one lucky Marriott Rewards member an all-expenses paid trip to the Super Bowl.



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

### Gold – Chilly's Bottles and Born Social

Born Social helped Chilly's Bottles capture the reusable water bottle market with an explosive social media spending strategy. Key to the agency's approach, and vital for avoiding the classic 'scale versus efficiency' conundrum, was a comprehensive strategy that was simple, yet cleverly calculated. They created assets that focused both on the product and on Chilly's brand, eliminating the choice between brand building and direct response, while allowing Facebook's algorithm to do the hard yards, feeding it data to enhance targeting.

The creative was snappy and social first, rather than big-budgeted and overwrought, and backed-up by 15 micro-influencers to engage the audience from multiple angles. Born Social also used the power of social proof, concentrating on a few key bottle designs as eye grabbers before taking people down the funnel. "I love the campaign, the strategy and the product," said one of our judges.



## Best community development

### Gold – Gumtree and 1000heads

Facing an array of challenges, including increased competition and a perception that the platform was somehow unsafe or untrustworthy, Gumtree launched a new community building comms platform, #GotItOnGumtree. It worked with 1000heads to surface amazing and emotive stories – such as the bride-to-be who sourced the chairs for her wedding on Gumtree and the drummer who wanted to buy a cymbal but instead joined a band – and harnessed their power to spread positive conversation about the brand. Perhaps the highlight of the campaign was Eërtmug (that's Gumtree backwards), a Scandi-inspired pop-up store featuring hundreds of items sourced on Gumtree that successfully subverted people's expectation of Gumtree listings.

With creativity like that, it's little surprise that Gumtree found resounding success, reaffirming its place as the number one online classifieds brand. And our judges were just as impressed, praising the fantastic use of user-generated content, multi-platform approach and bold, uncompromising creativity.



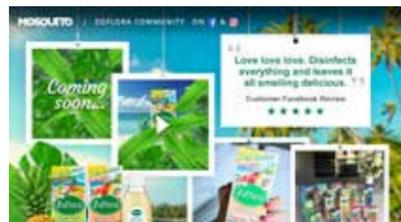
### Silver – Unforgettable and Born Social

Born Social went back to basics to craft a genuine community for Unforgettable, a unique marketplace of products and services for dementia and memory loss. The campaign harnessed Facebook's closed groups feature to bring together people living as caregivers for loved ones with dementia and Alzheimer's, allowing them a private, safe place to connect. In an inspired move, the group was left to grow organically, providing Unforgettable with endless insights on how to better engage its audience.

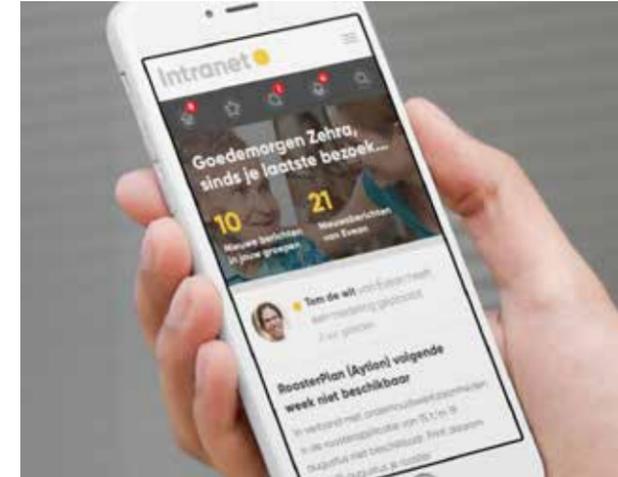


### Bronze – Zoflora and Mosquito Digital

Zoflora tapped into the power of social media to engage with its audiences, by working with Mosquito Digital to reposition the brand's Instagram account as a platform for exclusive fragrance releases, behind the scenes content and user-generated content.



## Best intranet



### Gold – Espria and One Shoe

Creative and digital agency One Shoe redefined how Espria, one of the largest healthcare organisations in the Netherlands, works with an empowering new intranet service. With the business consisting of over 12 brands and with 18,000 employees – including nursing staff, practitioners, doctors, purchasers, policy advisors, client service managers and team leaders among others – creating a one-size-fits-all intranet was no small ask.

But, One Shoe more than came through with the goods, delivering 'Digital Work Space,' a truly transformative tool. It offers employees a social media-style timeline with content intelligently tailored to specific business units, self-service and tooling for everything from declaring expenses to accessing payslips and digital protocols, employee-created information-sharing groups, and a 'Who is who' page built to encourage engagement among staff. Best of all, it's all accessible anywhere at any time through a cross-platform app for smart phones and tablets. "Transformative, practical and with impressive uptake," said one judge.



### Silver – Unilever

Unilever reengaged its employees with a powerful intranet update, shifting the focus from global to local. The key to the approach was keeping content relevant, harnessing employees' Unilever profiles to tailor their homepages to each market, function and workplace. Launched in only eight months, the new homepage has lowered bounce rate, increased average session duration and increased both mobile visits and readership of local news.

## Best digital employee communication

### Gold – Shell Retail UK and TMW Unlimited

Shell Retail UK captured the hearts and minds of its employees with an inspired safety campaign centred around a very personal message. 'Go Home Well,' a subtle spin on the business's public facing strapline 'Go Well,' used the stories of real staff and their loved ones to help Shell's employees connect emotionally with the issue of safety. Launched with TMW Unlimited at Shell's annual conference, with the film screening to an audience of hundreds of frontline staff, retailers, management and head office staff, the campaign had an immediate impact. Employees were asked to write down their own reasons for 'Going Home Well' on whiteboards, creating a powerful, visible proof point to represent the company's cultural shift.

The campaign has proven so successful at engaging staff that it is already being rolled out across Europe as well as Thailand and South Africa. Little wonder that our judges described it as "emotional, engaging, genuine and an exemplar of effective employee communication."



### Gold – Worcester Bosch and drp

Leading UK heating and hot water product manufacturer Worcester Bosch transformed the way its accredited installers work through an innovative app solution. Previously, essential processes such as registering guarantees and appointment bookings had been completed via poorly designed portals linked to several external systems and databases. But, after a year of hard work and a partnership with drp, Worcester Bosch produced a solution that seamlessly integrates its website and allows installers to complete a huge range of tasks through a single app.

As well as being invaluable on the job, the app is also a powerful communications tool, offering users a calendar and knowledge base, providing instant and up-to-date information and cutting down on hours of now unnecessary admin.

Since launch, over 95% of Worcester Bosch's accredited installers have downloaded the app and feedback has been nothing short of excellent. Our judges described the entry as "the perfect example of user-friendly, time-saving and innovative design, benefiting both employees and the business bottom line."



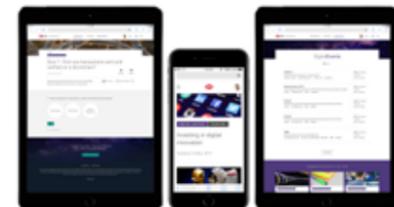
### Silver – Legal and General and VideoSmart

VideoSmart deployed its expertise in personalised and interactive videos to help Legal and General's employees get a handle on their pension benefit statements. The videos – unique to each employee – condensed a 16-page policy document into a concise 90-second video, articulating employees' pension data in an easy-to-understand format, supported by personalised text, audio, scenes and subtitles for optimum accessibility.



### Bronze – HSBC

HSBC helped keep its employees up to speed with a rapidly changing industry through DigitalDownload, an educational platform that allows the bank's experts and specialists to share their knowledge.



Highly commended – AstraZeneca and Ruder Finn

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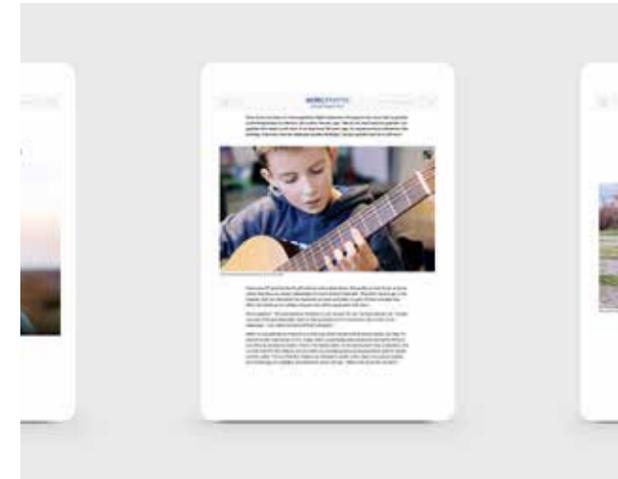
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## Best online annual report



### Gold – Octapharma AG and Luminous

Crafting an award-winning annual report once, let alone two years in a row, is no mean feat, but that’s exactly what Octapharma – the world’s largest privately-owned manufacturer of human proteins developed from human blood plasma and cell lines – have done with the help of agency Luminous.

Last year’s report was all about Octapharma’s patients and its purpose, but 2017’s focused on the ones who make it all happen: Octapharma’s own people. The new theme, ‘From donor to patient,’ demonstrates the complexity of Octapharma’s processes while highlighting the passion of the global team. The report reflects the profound connection between the daily work of employees, the ‘hidden heroes’ of the organisation, and patients.

The report features 18 employees and one special donor-to-patient family story, brought to life through case studies and video stories, combining to present a united and diverse team working together to deliver Octapharma’s vision of providing new health solutions to advance human life. “The future of all annual reports,” said one judge.



### Silver – UK Power Networks and Instinctif Partners

Praised by a wide range of stakeholders, UK Power Networks’ latest online annual review is a showcase of how a consumer-facing organisation should communicate. Packed with rich media and interactive elements, the digital document, designed by Instinctif Partners, delivers an inspiring narrative of success that establishes the business as a thought leader in its industry.



### Bronze – Henry Boot plc and Jones and Palmer

Jones and Palmer helped Henry Boot capture the essence of its united by culture business group with an authentic annual report brought to life by engaging animations, informative videos and a cohesive narrative.

Highly commended – BT Group plc and Emperor  
Highly commended – N Brown plc and SampsonMay

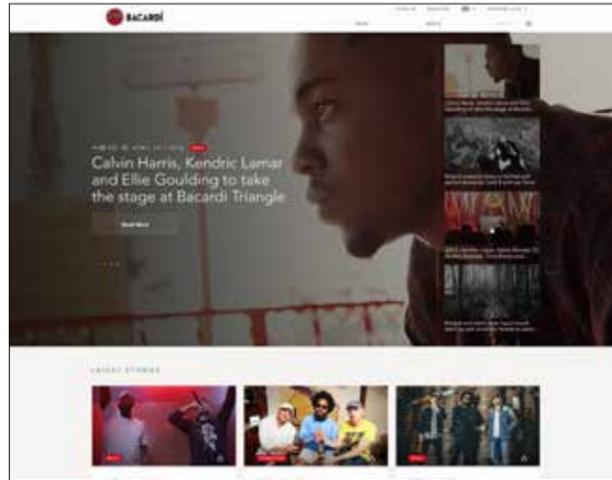
## Best online newsroom

### Gold – Bacardi Global Brands and TVC Group

The media landscape has changed dramatically over the last few years with the rise of new technologies, new platforms and new ways of consuming information. As traditional titles scale back and resources get pumped into digital channels, journalists and publishers face enormous pressure to adapt to a 24/7 news economy.

With the aid of TVC Group, Bacardi took the bold leap to communicate with this new audience and its channels, crafting the most advanced online media centre in the drinks industry – capable of feeding journalists and influencers news and content anytime and anywhere, which can be used across any platform or channel.

The Bacardi 'Super Media Centre' puts journalists at the heart of the action, offering a specially designed and built app that gives access to multi-brand, multi-language content. Though only soft-launched at this stage, the media centre has already proven its worth, driving a 39% increase in visitors to the site and empowering the brand to tell its stories with immediacy and impact.



### Silver – Amnesty International and 93digital

Amnesty International worked with 93digital to rebuild the human rights NGO's online newsroom in a more user-friendly and engaging manner. The impact was almost instant, transforming Amnesty International's newsroom from a nearly unused platform to one visited by hundreds of journalists every month.



## Best evaluation strategy

### Gold – The Clean Space and Digital Clarity

Digital Clarity helped commercial cleaner the Clean Space impressively expand its business with a highly focused PPC strategy. The agency built the strategy from the foundations up, first working to understand from where the Clean Space's leads originate and what kind of businesses they were, as well as understanding how large businesses and organisations were searching for their cleaners.

From there, Digital Clarity developed a bespoke qualification process, ensuring it engaged with only the correctly sized businesses in the right locations, preventing wasted budget. Further, the strategy went as granular as possible, using postcodes to target audiences only within the areas the Clean Space could serve, expanding this area as the business grew.

Meanwhile, the agency was also busy tracking every unique enquiry – from keyword search all the way through to contact – constantly optimising its PPC approach to suit the incoming data. "Smart, reasoned and successful," said our judges. "An empowering approach to PPC with real results for the client."



### Silver – Smart Energy GB with Hall & Partners, Google Brand Lab and Annalect

Smart Energy GB harnessed the power of popular culture, social media and celebrity influencers to get 21-28 year-olds excited about smart meter technology with the campaign. To ensure its success, Smart Energy GB worked with agency partners to deploy a bespoke digital measurement framework, not only allowing it to prove the strength of its campaign results but empowering the company to make real-time decisions to optimise it throughout.



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

### Gold – Encephalitis Society and the Distance

The Encephalitis Society partnered with developer the Distance to create BrainWalk, an innovative, engaging and first-of-its-kind app, specially designed for those living with the life-threatening brain condition. The app supports healthier living by incorporating a global step challenge, encourages brain stimulation through games and activities, and brings together those whose lives have been affected by encephalitis through a social media style newsfeed.

Thanks to its ingenuity, inherent value and ability to engage, the app caused an immediate impact, generating significant interest among stakeholders, the news media and supportive celebrity influencers. Even more importantly, through its capacity to reduce social isolation and encourage a community around encephalitis, the app gave people with brain injuries the vital sense that they were part of something larger. "Strong uptake and engagement," said our judges. "A novel approach with a clear vision for a truly worthy cause. Great results and justly so."



### Gold – The Church of England

The Church of England brought the voice of faith into its parishioners' homes with an inspired new skill for Amazon's Alexa. While the church already connects with millions each month through its churches, community groups and services, the organisation identified the increasing ubiquity of Alexa-enabled devices as a new and exciting way to connect with those who couldn't physically make it to church or were only beginning their journeys into faith.

As well as offering basic but essential services such as readings of daily prayers and locations of nearby churches, the skill also allows users to engage with more abstract issues such as how to become a Christian and what it means to believe in God. As well as being featured internationally in a range of major media outlets, the skill has won strong praise from everyday parishioners as well. Our judges were equally enthusiastic, commending the church for harnessing digital technology to share its faith in a new and personal way.



### Silver – Wellcome Collection

The Wellcome Collection brought a new sense of cohesion and clarity to its online events calendar with 'What's On,' crafting an outstanding user-centric experience to drive increased use of its content and services. The new site has empowered visitors to easily plan their visits to the museum, providing key information at a glance and offering peerless navigation and usability.



### Bronze – British Heart Foundation

The British Heart Foundation harnessed the power of digital targeting to help its new blood pressure campaign cut through, cleverly identifying and funneling its audience segments to personalised pages specifically designed to capture their attention.



### Bronze – Harrison's Fund with Orbital Media and DoubleMe

Harrison's Fund, a unique charity which raises awareness around the debilitating effects of Duchenne Muscular Dystrophy, struck home with a heartwarming campaign that used holographic, VR and AR technology to inspiring and amazing effect.

Highly commended – Breast Cancer Now and Crunch Simply Digital

## Best use of digital from the education sector

### Gold – Cognita Schools and Converted

Converted helped Cognita Schools reach record-breaking pupil enquiry numbers with a bespoke digital strategy fit for each of its 29 UK schools. With such a broad scope, the first step was to ensure an on-point strategy. Converted undertook rigorous research, analysing school catchments and local competitors, undertaking digital marketing and tracking audits, performing a group-wide investigation into terminology and examining UX and conversion rate optimisation.

From these insights, Converted developed a holistic plan that had an immediate impact, driving up pupil inquiries through targeted paid-advertising, improved SEO practices, marketing workshops, and an overhauled content strategy. This comprehensive approach quickly bore fruit, delivering uplifts in organic traffic across Cognita's schools, as well as a significant increase in web enquiries. Our judges gave the partnership top marks, praising the foundational approach, clear objectives, detailed research and exceptional results.



### Silver – High Speed 2 and Bray Leino

As well as delivering the future of high speed rail travel in the UK, HS2 is helping to inspire a new generation of engineers, scientists and designers through engaging and interactive career exhibitions. HS2 teamed up with Bray Leino to create a host of digital games and experiences, delivered face-to-face to young people across the UK.



### Bronze – The Royal Hospital School and Briscoe French PR | Media | Digital

The Royal Hospital School weighed anchor with Briscoe French PR to raise awareness of the Greenwich Hospital's Seafarers' Bursary, a charity which supports seafaring families, through video-based social media content.



### Bronze – Wellcome Trust

The Wellcome Trust reframed science for primary school teachers through Explorify, a completely free online resource that helps teachers make science a regular, exciting and engaging part of everyday learning.



Highly commended – Clayesmore School and Rooster Marketing

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

### Gold – Smart Energy GB with AMV, PHD and PD3

With the unenviable challenge of getting 21-28 year-olds excited about smart energy meters, Smart Energy GB had no choice but to think creatively and find a way to connect to its audience on home ground. The result was 'The Power of 10p,' a series in which Britain's finest content creators from beauty, gaming, comedy, food and beyond embarked upon a test within their field of expertise, but with a twist – they could only use 10 pence worth of energy and would rely on a smart meter to track their usage. Smart Energy GB launched an all-out social media assault, bringing the campaign to life across Facebook, Instagram, YouTube and Snapchat. It quickly took hold, aided on targeting strategies that saw bespoke creative content pitched based on interests and behaviour. Views exceeded 56m, with 58k likes and abundant evidence of active engagement – not just passive consumption. "A strong entry with a creative and engaging strategy," said one judge.



### Silver – UK Power Networks and Instinctif Partners

Instinctif Partners harnessed digital to bring UK Power Networks' online annual review to life, using a combination of rich media and interactive elements to engage audiences. The bespoke introduction video, 'Transforming Power Delivery' proved the perfect way into the report, making an immediate impact on viewers and drawing them into the inspiring and informative microsite.



### Bronze – npower and 1000heads

Energy company npower enlisted 1000heads to help it make the most of its sponsorship of Team England's Commonwealth Games efforts, revealing the people and experiences behind Team England's success and rallying the nation to show the 'power of support.'



Highly commended – IBERDROLA

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

### Gold – Cory Riverside Energy and Vismedia

Vismedia was commissioned to create an immersive experience showcasing the business of Cory Riverside Energy, a London-based waste management firm which operates several sites across London, including a municipal recycling centre in Wandsworth and an energy from waste (EfW) facility at Belvedere in east London.

Cory's objective was to develop something that showcased the highly technical and innovative aspects of its business and to appeal to a wide range of stakeholders, including employees, MPs, local councillors and potential investors across the world. Vismedia achieved just that, bringing Cory's business to life through a groundbreaking immersive VR experience that gave audiences unprecedented access to the entire process, from waste collection all the way through to the creation of the renewable energy that powers London's homes.

The experience was so successful that Cory was recently sold to a consortium of investors, thanks in part to its new understanding of the business's value and strengths. "Excellent execution of a great idea with clear objectives and results," said a judge.



### Silver – RS Components

RS Components rejuvenated its brand identity through an inspiring digital awareness campaign. Launched in 2017, the campaign concentrated on teacher-turned-inventor Ben Ryan and his quest to help create a prosthetic arm for his son using resources donated by RS Components. This invention led him to help other children around the world through his company, Ambionics.



### Bronze – Worcester Bosch and drp

Leading heating and hot water manufacturer Worcester Bosch revolutionised the way it communicates with its accredited installers through the My Worcester app, a powerful tool which has vastly improved efficiency and work life experience.



Highly commended – WinGD and Oakwood

## Best use of digital from the financial services sector

### Gold – Lloyds Banking Group plc and Sequel Group

Lloyds needed to communicate essential content with an audience of 650 time-poor and hard-to-reach investment bankers. That's when the banking firm was presented with the 'MY MARKETS' app, a new portal targeted specifically at the investment audience. Instead of relying on financial content, and little else, the app ensured that the Lloyds vibrant brand permeated throughout the digital platform. The bank has subsequently expanded its scope by releasing more content than expected, to great impact. Since launch, almost 2,000 unique devices have accessed the information and almost all of its target audience visited the key content, each from three different devices. Our judges were equally enamoured, praising Lloyds' strong objectives, clear ties to business strategy and impressive ease-of-use.



### Silver – Direct Line and drp

Direct Line inspired and engaged its UK employees to become better brand ambassadors with a mobile game centred around its most recent campaign, 'Claim Not Your Fault.' The game, developed by drp, was launched during a two-week roadshow around all nine of the business's main sites, reaching 80% of employees and generating impressive engagement with the campaign.



### Bronze – Chill Insurance and Click Consult

Click Consult helped Chill Insurance cement its place at the top of Ireland's insurance industry with an impressive display of search marketing savvy, using unique, creative and shareable content to boost lead generation and improve organic search rankings.



### Bronze – Royal London and Wardour

Wardour helped Royal London craft a closer, more personal relationship with customers through a multifaceted digital communications strategy including the 'My Update' microsite and a quarterly segmented emailer campaign.



Highly commended – Numis and LEWIS Global Communications  
Highly commended – The Investment Association and Cicero Group

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



**Gold – Captain Morgan and 1000heads**  
 Captain Morgan worked with 1000heads to reach out to its audience with an authentic and inspiring message about drinking responsibly with its #LIVELIKEACAPTAIN campaign. The campaign was inspired by the target audience of 18-24 year-olds' passion for music, specifically, the popular UK rap genre, grime. Captain Morgan partnered with Lady Leshurr, a grime star, known for her honest lyrics and sense of humour, and a social influencer in her own right, with an audience of 1.9m.  
 The centrepiece of the campaign was a music video featuring Leshurr, showing the pitfalls of a night of drinking to excess followed by a replay of the evening with more positive choices. It was optimised for social sharing, cut into short, snackable edits. Alongside the film, there was an online hub for the campaign, offering a quiz and a competition for tickets to see the grime star in concert. "A very creative idea with a high standard of execution," said our judges. "Great research and strong, clear objectives."



**Gold – Thomas Ridley Foodservice and NetXtra**  
 NetXtra were on hand to help Thomas Ridley Foodservice usher its business into a new digital age, masterminding significant growth for the business's new e-commerce site. As well as proving a powerful new asset for branding and positioning, the site has transformed how Thomas Ridley interacts with its customers online. It offers an upgraded ordering experience, available on all devices, 24 hours a day, and empowers users to easily replicate orders, search intuitively and filter by nutrition and allergens.  
 It has also opened up Thomas Ridley's business to B2C customers, allowing users to place orders as guests, and has harnessed the local market by launching a supplementary 'click and collect' service. The results have been nothing short of staggering, driving a huge surge in digital revenue and improvements in a whole host of metrics including newsletter sign ups, mobile traffic, bounce rate and session duration.

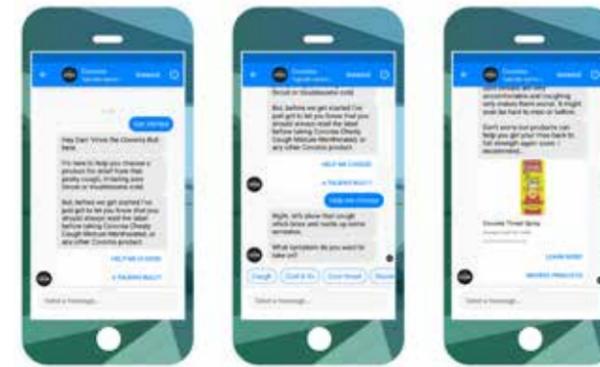


**Silver – Greggs and Taylor Herring**  
 Quintessential high street baker Greggs supersized awareness of its range of healthier options with a clever campaign courtesy of Taylor Herring. The campaign centred around 'Minimise Me,' a mini-documentary in the vein of Morgan Spurlock's McDonald's-only diet, in which four members of the public ate nothing but Greggs for 30 days.



**Bronze – Appletiser and Brands2Life**  
 To engage its target audience of women aged 25-44, Appletiser bypassed picture-perfect social media 'champagne moments' and crafted a campaign based on real-to-life, everyday celebrations between friends.

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



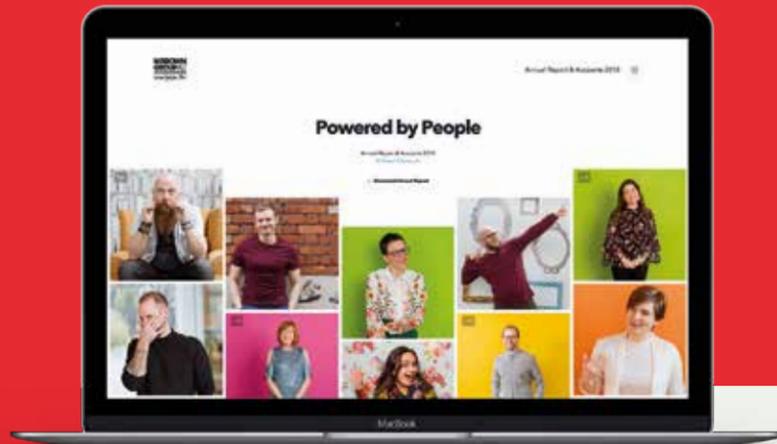
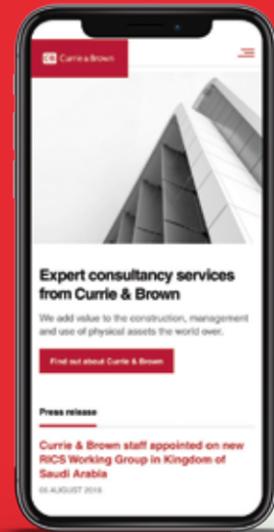
**Gold – Covonia and Bray Leino**  
 Bray Leino was onside to help Thornton & Ross's Covonia corner the cough syrup market with a bold and brash digital strategy. Instead of playing it safe and following the traditional, comforting 'hug in a mug' approach, Bray Leino instead took inspiration from Covonia's polarising taste and no-nonsense attitude towards coughs, positioning the brand as the choice of those who plough on without seeking pity for a cold.  
 Alongside a chatbot, Vince the Covonia bull, that let cough-sufferers engage with the brand icon directly, Bray Leino helped Covonia charge into viral stardom with a cheeky video response to Theresa May's calamitous coughing fit at the Conservative Party Conference. This straightforward, on-brand approach proved immediately memorable to consumers, improving Covonia sales by 30% year-on-year and making it the only brand to grow in the declining, yet still fiercely competitive, cough medicine category. "A brilliant display of building on brand personality to drive results and awareness," said one judge.



**Silver – AXA PPP healthcare and Bottle**  
 Bottle dreamed up an impressive, content-led campaign for private medical insurance provider AXA PP Healthcare, centred around how to get a good night's sleep. Steering away from mainstream, much-peddled tips, Bottle delved into alternative sleep techniques that not only resonated with AXA PPP's audience but attracted significant media attention as well.

Highly commended – NHG and One Shoe

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SECTOR

## Best use of digital from the mining and extractives sector



### Gold – Fugro and Bray Leino

Fugro is a world-leading specialist in geo-intelligence and asset integrity, supplying mapping and surveying equipment and services to identify and mitigate risks for large construction, infrastructure and natural resources projects. Operating in a highly technical industry where marketing is dominated by massive trade shows, it was crucial that Fugro made a major impact at Oceanology International, the largest industry show.

Fugro enlisted Bray Leino to help, eschewing the traditional scale models and printed brochures that dominate trade shows, instead crafting a bespoke augmented reality experience, bringing thousands of tons of deep sea mapping machinery right onto the show floor. This proved a unique point in Fugro's favour at the show, drawing visitors to the stand in droves. Even better, the AR experience is already being used as a sales tool by Fugro's staff and can be easily updated as new technology and innovations emerge.



### Silver – Cairn Energy plc and Emperor

Emperor transformed Cairn Energy's digital presence through an engaging and up-to-date website which showcases the business's brand story and portfolio. Basing its design on extensive interviews with operational, communications, HR, sustainability and IT employees, Emperor built a rounded proposition for content, structure and user journey, centred on providing the information that matters most to Cairn's stakeholders.

## Best use of digital from the professional services sector

### Gold – Kasowitz Benson Torres and Living Group

Since 1993, Kasowitz Benson Torres has carved itself a reputation as one of New York’s most creative and aggressive litigation firms, constantly ready for trial and with an ardent philosophy of ensuring clients’ goals are met.

The firm contracted, UK based, Living Group to craft a digital estate to match that personality, charging the agency with developing an online presence that was every bit as powerful, relentless and dynamic as the firm itself, and one that would set Kasowitz apart from its contemporaries and disrupt the typical, bland legal brand landscape.

Living Group more than delivered on the brief, fashioning a digital estate that screams competence, aggression and a razor-sharp knowledge of litigation. Featuring dynamic imagery, hard-hitting and straightforward copy and bold digital assets, the site has ushered in a new era of confidence for Kasowitz’s brand. “Bold, striking and unapologetic,” said our judges. This site captures Kasowitz’s brand effortlessly thanks to Living Group’s comprehensive understanding of its client and its industry.”



### Silver – Accenture and Omobono

Omobono delivered the digital goods to help Accenture make the most of its eagerly awaited thought leadership piece, ‘Technology Vision.’ To help engage Accenture’s time poor c-suite audience, the report was produced on paper, in a stripped-back, responsive, mobile-first digital version and, for the first time, as an audiobook.



### Bronze – Linklaters and LEWIS Global Communications

Lewis Global Communications put digital at the heart of Linklaters’ business with an ambitious new website which seamlessly blends the firm’s global reach with its extensive regional expertise and services.



## Best use of digital from the property sector

### Gold – Willmott Dixon mldigital with Tribus Digital and MadeByPi

Since 2013 and the rollout of its transformative platform milproject, major construction contractor Willmott Dixon has been at the forefront of digital advancements in the construction industry. In 2017, the business took things a step further, engaging its external agencies, Tribus Digital and MadeByPi, to build on its existing success and expand the scope of milproject even further.

The result was mldigital, an innovative, web-based software system, currently made up of five platforms, that empowers the business and its stakeholders to access remarkable detail in reports, information and project tracking. The system has been so successful and transformative that it is now being licensed to a range of other major UK contractors, including Robertson, Fortem, Lendlease and Wates.

Our judges were overwhelmed by the strength of this entry, its execution and its results. One said, “This is an excellent example of addressing an industry ‘problem’ with a digital first approach. This product demonstrates a real desire to think more broadly and transform the property sector, with data at the heart of the story.”



### Silver – Countrywide and Three Whiskey

Three Whiskey supercharged Countrywide’s PPC performance with a dynamic digital strategy that proved the power of using technology to meet business needs. Through bespoke integration of Marin’s award-winning PPC ad management software, TTNC’s “enterprise” telephony solutions, and Google Analytics’ online reporting, the agency empowered Countrywide’s online marketing efforts.



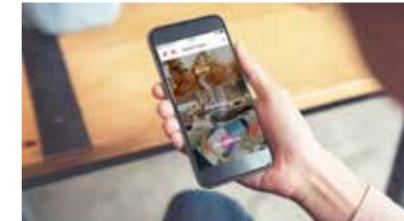
### Silver – SEGRO plc

Segro made inspiring and innovative use of digital to promote its first substantial foray into the UK big box property market, the Segro Logistics Park East Midlands Gateway. Segro deployed an integrated and highly targeted B2B campaign, featuring a range of impressive elements including a 360 degree virtual fly-through, 360 degree ‘Le Mans’ style video and a 3D modelled app.



### Bronze – Ashcourt Student Accommodation and Sonin App Development

Sonin App Development transformed how Ashcourt Student Accommodation communicates with its student tenants, crafting an app that allows instant access to services like payments, maintenance issues and student resources.



## Best use of digital from the public services sector

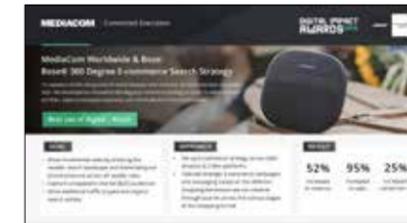
**Gold – Sefton Metropolitan Borough Council and Rocktime**  
 Rocktime helped Sefton Metropolitan Borough Council drastically reduce the amount of time required for its houses of multiple occupancies licensing with an innovative digital solution. Traditionally, like most councils in the UK, Sefton had run its private sector housing schemes using bulky, paper-based application forms, prone to incompleteness, errors and illegible handwriting. By introducing an automated, seamless and paperless process through a cloud-based licence application and workflow management system called verso, Rocktime immediately cut out most of the major administrative time sinks. Even better, thanks to verso's bespoke configuration options, Rocktime was able to mirror Sefton's existing processes, rather than forcing the council to modify its licensing systems to fit the software. The system has been praised extensively not only by the council's licensing officers for its successful rollout, but also for its UX by local landlords who have used the software to apply for or renew their HMO licences. "Impressive," said our judges. "Automation done right."



## Best use of digital from the retail sector



**Gold – Carphone Warehouse and 1000heads**  
 Inspired by the insight that Carphone Warehouse's social audience holds a special place in their hearts for fried chicken, 1000heads cooked up a finger lickin' good campaign for Carphone Warehouse's launch of the Samsung Galaxy S8. It partnered with Elijah Quashie, AKA 'the chicken connoisseur' and star of the Pengest Munch, who reviewed the phone on film in his natural habitat – a chicken shop. Through collaborative scriptwriting with Quashie, the agency crafted a video that showcased the phone's features in an authentic way, washing burger sauce off the phone demonstrated its water-resistance and checking the price of chicken with voice assistance technology. Promoted across Carphone Warehouse's own social channels and targeted paid ads, the video immediately grabbed the attention of the brand's audience, garnering over 5.5m views and 59,000 engagements. Our judges thought the campaign was cooked to perfection. "Fun, innovative, hilarious and timely. A real triumph of influencer-led advertising," said one.



**Silver – Bose Corporation and MediaCom Worldwide**  
 When research revealed a staggering upswing in Bose product purchases from reseller websites, the audio expert partnered with MediaCom Worldwide to unleash an impressively effective 360 degree e-commerce search strategy. Harnessing insights gained from the various stages of the shopping funnel, the partnership tailored campaigns and messaging to suit each platform, maximising online presence and supercharging sales.



**Silver – Greggs and Taylor Herring**  
 Greggs and Taylor Herring cooked up a campaign catering to those hungry for weight loss, harnessing the digital to deliver it fresh and piping hot to online audiences. Minimise Me, which saw members of the UK public take up a carefully designed Greggs-only diet, proved a sweet success, boosting Greggs' brand and increasing awareness of the bakery's range of healthy choices.



**Bronze – Lenstore and Verve Search**  
 Verve Search brought newfound online visibility to optical expert Lenstore with a multifaceted SEO campaign which included a raft of technical improvements and a range of creative sight-, vision- and perception-related content pieces.

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

### Gold – Sky and Digitas

Facing off against increasing competition from BT, Virgin and Netflix, Sky needed to reaffirm its place as one of the world's most exciting and comprehensive content providers. In partnership with Digitalis, it reimagined its retail experience with a hyper-immersive 4D VR activation, boosting both brand perception and increasing footfall and sales.

The innovative and inspiring activation used a combination of storytelling devices, VR, binaural sound design and 4D production elements, creating a truly unforgettable experience that put people at the heart of the brand's biggest stories. This strategy immediately hit home with customers, who quickly began to associate the thrill of their favourite shows and sporting events with the Sky brand itself. Our judges were overwhelmed with praise. "An innovative, striking and immersive use of technology that was head and shoulders above the rest. Creative, well thought out and leveraging the true potential of digital as a customer engagement medium," said one.



### Silver – Gemalto and Wardour

Gemalto, the world's leading digital security company, launched itself into the burgeoning sector of connected cars and autonomous vehicles with a compelling new content programme and digital estate. Featuring copy that is rich in links and downloadable content, high-impact video and eye-catching image galleries, the campaign immediately caught visitor attention, garnering more than 65,000 page views in only a few months.



### Silver – Turkcell (61Cell) and the Gang Agency

Turkcell found the back of the net with a heartwarming video campaign to promote its area code services, exploring the link between a football team, Trabzonspor, and its fans. In an inspired move, Turkcell cast the team's actual supporters in the film, bringing authenticity and genuine emotion to the story.



### Bronze – Tatlin and Sonin App Development

Sonin App Development brought the art world into the digital age with a bespoke app for Tatlin. The app, which connects art exhibitors with collectors, allows users to follow their favourite artwork, discover exhibitions and even initiate purchases.



Highly commended – Turkcell (#EngelTanımayanlar) and the Gang Agency

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

### Gold – DHL Parcel and One Shoe

The transport and logistics sector relies on digital communications to achieve logistical success. For DHL, Parcel, digital has become increasingly important as more of its operations have shifted online. To better serve its customers, DHL Partner wanted to streamline the shipping process and put more control into the hands of its users.

To do so, DHL Parcel partnered with One Shoe to streamline its parcel service into one easy package: an app. My DHL Parcel makes sending packages as simple as sending an email, is designed for every sort of business – small to enterprise – and offers a raft of sought after features delivered through a state-of-the-art and future-proofed single page design.

In just four months DHL Parcel recorded a 12% growth in shipments and saw a 25% drop in support queries. That streamlined process led to a significant change in the duration it took to send a parcel – cutting that time in half.



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SECTOR

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



### Gold – Virgin Trains

While digital ticketing is taken for granted when it comes to many forms of travel, providing such a solution for rail travel has proved difficult. Tickets issued by one operator can be valid on services by another, meaning revenues need to be allocated accurately for different legs of the same journey. Virgin Trains overcame this hurdle, embracing the future with an inspired solution to the digital ticketing issue. It worked alongside independent digital rail and coach platform Trainline, creating an industry-first new e-ticket for advance travel, rendered effectively on mobile devices to enable paperless travel.

Rail travellers immediately embraced the new ticketing system and Virgin Trains is already hard at work to increase awareness of the digital solution. Our judges were also onboard with Virgin's efforts, saying, "Interesting problem solving with a creative approach, delivering results that have changed Virgin's business. Top marks."



### Silver – lastminute.com and Builtvisible

Lastminute.com struck back against its SEO competitors with the aid of agency Builtvisible. As well as scoring some quick wins through search-focused updates to the existing web estate, the online travel and leisure retailer released a series of content marketing campaigns that tackled some of the most common conundrums in travel.



### Bronze – PartyCasino and Verve Search

PartyCasino boosted its organic SEO profile with a compelling, data-driven campaign that tracked the money side of the movie industry to discover Hollywood's most profitable actors, directors and studios.



### Bronze – Small Luxury Hotels of the World and Emperor

Small Luxury Hotels of the World reengaged with its members through an inspiring and elegant web estate redesign, capturing users' attentions with daily updates, an app-style interface, powerful data visualisation and full integration with CRM and related business management applications.

Highly commended – Kwik Fit and Click Consult

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Making a positive difference

## Digital campaign of the year



### Winner – Cory Riverside Energy and Vismedia

Vismedia crafted an innovative and engaging immersive experience to showcase the work of Cory Riverside Energy (Cory). Based in London, Cory operates several sites across the city, including a municipal recycling centre in Wandsworth and an energy from waste facility at Belvedere, east London. This facility is not only the largest of its kind in the UK, but also an industry leader in efficiency and carbon emissions. The business also operates a unique river-based infrastructure, transporting London's waste on its fleet of barges before transforming it into reliable, sustainable energy.

With the business undergoing a sales process, it was crucial for Vismedia to demonstrate the value inherent in Cory's work, as well as the intricacies of its operations to potential investors and the media. Given Cory's scope, the obvious solution would have been an extensive series of site tours, allowing stakeholders the opportunity to see the operations first-hand. But such a process proved logistically impossible, especially given the time commitment from staff and senior management required and the host of health and safety considerations.

Instead, Cory enlisted immersive visual communications agency Vismedia to help, charging it with using digital skills to showcase Cory's assets in a way that could appeal to the company's huge range of stakeholders. Vismedia did just that, harnessing the power of modern web browsers and specialist software to create a seamless user journey that used 360 degree photography with blended video and animated overlays alongside traditional 2D 360 video, drone footage and infographics.

Accessible via desktop, tablet and mobile – as well as through VR headsets via a specially created app – Vismedia's immersive experience brings users unprecedented access to Cory's business. It follows the entire process from collection of waste all the way through to the creation of the energy that powers London's homes.

The Cory business was recently sold to a consortium of investors and the immersive experience was a key element in the ability to tell the Cory story. Our judges couldn't get enough of this entry, commending Vismedia and Cory for creativity, innovation and impressive attention to detail.

## Digital agency of the year

### Winner – TMW Unlimited

Customer engagement agency TMW Unlimited has had a remarkable run of late, developing and delivering a host of high-flying campaigns for some of the world's most recognisable and influential brands. In this year's Digital Impact Awards, the agency distinguished itself with three award-winning projects, demonstrating exceptional creativity, ingenuity and innovation.

Alongside Shell Retail UK, TMW Unlimited delivered 'Go Home Well,' capturing hearts and minds of employees with an inspired and personal safety campaign. The agency harnessed the power of narrative, giving Shell Retail staff the opportunity to tell their own stories of safety at work, going beyond the traditionally negative tropes to craft something much more emotional and authentic. Launched at Shell's annual conference – with the film screening to an audience of hundreds of frontline staff, retailers, management and head office teams – the campaign had such an immediate and extraordinary impact that it is now being rolled out across Europe as well as Thailand and South Africa.

On a lighter – and more chocolatey – note, TMW Unlimited worked with Ferrero's bestselling brand Kinder Bueno, helping to pitch the tasty treat to an older audience. The 'Now That's Adulthood' film proved an anthem to all those struggling to adapt their lives as grownups, arresting the attention of an audience that may have mortgages, bills and proper jobs, but also craves something slightly less 'adult.' Described as "fun, simple and snackable" by our judges, the campaign proved the power of understanding the audience, delivering astounding results and opening up the brand to a new age group of chocolate-lovers.

TMW Unlimited also stepped into the ring with Unilever's Lynx, working in partnership with proximity tech experts Landmrk to craft 'The AJ Lynx Drop,' a gamified, smartphone treasure hunt that sent young guys across the UK on a mission to win tickets to see the famous boxer's next fight. The compelling campaign successfully tapped into the excitement of legions of adoring Anthony Joshua fans, exposing Lynx's brand to new audiences.

These successes and creative strategic approaches to digital communications makes TMW Unlimited a worthy winner of 2018's 'Agency of the year' award.

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