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## Welcome

Good evening, and welcome to the seventh annual Digital Impact Awards, the UK's largest celebration of digital work in corporate communications. Creatively, it has been a fabulous year. The work honoured tonight is some of the best work we've seen over the last seven years.

It has been an interesting year for digital communications professionals. Digital communications is a field where the construct of boundaries is about segmentation rather than borders; where, effectively, geography has become history and where creative and strategic excellence is often stretched as a consequence of sharing experiences from different cultures rather than pooling the shared experience of a common one.

Yet we know that change is coming and we are supposed to blithely accept it. To those who own your own digital agencies or run agencies that are owned by larger companies, we at *Communicate* magazine and the Digital Impact Awards salute you. British design and communication firms are held in esteem throughout the world. For you, collaboration is a natural ability, not an annual tickbox exercise. Each and every one of the companies here today have proved they excel – reaching the shortlist already displays a competency over and above those who haven't made it. The challenge is going to be how your companies can highlight their creative differentials, how your companies can recruit and retain the best talent and work with the most influential clients.

These changes are yet to impact the Digital Impact Awards – in fact the submissions were fantastic and have perhaps made this year the most competitive of years. It will be interesting to see whether excellence will continue to shine as we move to next year and beyond.

### **Andrew Thomas**

Publishing editor,  
*Communicate magazine*

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## Meet the judges



**Sita Aley, director, head of employee digital channels, Coutts**

Sita joined Coutts in January 2012 with a mandate to implement digital technologies to improve ways of working for Coutts staff. This has been achieved by the successful roll out of Coutts Connected using SharePoint 2013 as the underlying platform, alongside a powerful workflow tool. Prior to this, Sita spent six years at Barclays Wealth, where she was initially responsible for communications for the UK Private Bank, and subsequently head of digital channels, responsible for both the internal and external sites and social media.



**Becky Ashley, head of search & digital acquisition, Barclays**

A global specialist in digital and cross channel optimisation, Becky worked across a range of ad agencies as part of the IPA digital school including VCCP and M&C Saatchi. She applied her unique understanding of digital transformation to the charity space, carving out a marketing strategy for successful national lottery funding. Eventually she moved client side to specialise in FTSE 250 trading and digital strategy for emerging markets with lg.com.



**Wedge Black, Kilobox Communiqué**

Wedge is an independent communications and intranet specialist and founder of the Intranet Now conference. Wedge started out in corporate communications and now helps larger organisations improve their intranets.



**Sophie Brendel, head of digital communications, BBC**

Sophie leads the BBC's digital communications & PR team, responsible for all external PR and communications for the BBC's digital, web, technology, R&D and innovations activity, as well as the BBC's 2015 Make it Digital and BBC micro:bit initiatives. Sophie also heads up the BBC's corporate web presence – the BBC Media Centre site. Sophie joined the BBC in 2009 as head of strategic communications, and was then appointed the BBC's first head of digital engagement. Prior to joining the BBC, Sophie worked for Thomson Reuters.



**Dean Clarke, head of group digital communications, BAE Systems**

Dean heads up global digital communications and marketing for BAE Systems as well as leading a global brand campaign. His role is to improve the company's reputation, deliver competitive advantage and drive cost efficiency.



**Francesco Corsi, marketing & communications director, Amec Foster Wheeler**

Francesco is Amec Foster Wheeler's marketing & communications director for the European environment & infrastructure business. His role covers internal and external marketing communications for the major global engineering and project management service provider. He developed his first digital campaigns in the late '90s while with the Financial Times, and has since honed these skills in the technical consultancy sector, and as a fellow of the Institute of Direct and Digital Marketing.



**Laura Earle, global communications manager, Dimension Data**

Laura is the global communications manager for Dimension Data, a South African technology company which is the official technology partner of the Amury Sports Organisation – owner of the Tour de France. Prior to Dimension Data, Laura held a number of communication roles at Cisco and successfully established two reverse mentoring programs and Cisco's inclusion and diversity blog. She has also worked in PR supporting EMC, Infosys and Orange. Laura holds an MBA in communication and leadership.



**John Filson, digital marketing manager, ITV Studios**

John is digital marketing manager at ITV Studios, a global production and distribution business, driving awareness of the ITV brand and programmes around the world. His role involves managing itvstudios.com, overseeing email marketing and executing digital and social plans to promote key titles. John has been heavily involved in many of ITV Studios' digital campaigns, including 'The Secret Life of MIPCOM' project, which was awarded two golds at last year's Digital Impact Awards.



**Andy Holford, global digital marketing manager, Hult International Business School**

As head of digital marketing for Hult International Business School's undergraduate programme, Andy leads the strategy and execution of all online acquisition, together with management of the corporate website and digital campaigns. Prior to this, Andy worked for agency startup New Brand Vision – now Decibel Digital – and spent four years at L'Oréal managing digital and CRM. He will soon embark on a new venture as a digital nomad combining freelance digital marketing consultancy with travel around South America.



**Rob Holtom, head of digital innovation, BT**

Rob is a marketing, product and business development professional. His focus has been on delivering innovative digital services, across online, interactive TV and mobile. Rob's career has spanned roles at Dun & Bradstreet, BSkyB and BT. At BSkyB, Rob was at the origin of the interactive TV industry, delivering many 'firsts' including the first integrated interactive TV viewing upgrade capability for Sky customers. He also oversaw the redevelopment of the end-to-end sales process for Sky online.



**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 industry experience and has seen the industry grow from the early internet pioneers to today's bustling marketplace. 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 in its top 50 most influential people on the web.



**Ben Jefferies, head of global digital communications, BP**

Ben has worked for BP for 18 years and is currently the head of global digital communications. He began his career in chemical engineering before progressing to marketing and commercial roles, most recently in the small group strategy team reporting to the CEO. In 2013, Ben began working in digital communications. He is currently responsible for creating and delivering a coherent digital comms strategy covering social media and websites both internally and externally for BP.



**Anna Lankester, digital communications and brand manager, BG Group**

As digital communications and brand manager for BG Group, Anna leads the strategy and execution for the group's external digital communications including corporate website and social media. During her time at BG Group, Anna has driven digital transformation, overseeing the build and relaunch of the multi-award winning bg-group.com and establishing a corporate presence across multiple social platforms. Prior to BG Group, Anna worked both in-house and agency-side in a variety of digital and communications roles.



**Holly Marshall, director of corporate affairs, Aldermore Bank**

Holly is director of corporate affairs at Aldermore Bank, one of the leading UK challenger banks set up in 2009. It was established as the banking crisis took hold to meet the pressing needs of underserved UK SMEs, homeowners and savers. Holly joined in January 2012 with responsibility for promoting and protecting the Aldermore brand. She directs the bank's press office, corporate communications, public affairs, corporate social responsibility and internal communications teams.



**Bob Morris, partner, Instinctif Partners**

A digital specialist at leading communications agency Instinctif Partners, Bob helps companies establish their digital voice and bring their stories alive through content-driven digital campaigns that encourage recipients to engage, interact and share.



**Nick Scott, digital manager, Unison**

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



**John Skinner, head of digital, Fuller, Smith and Turner**

John is head of digital at Fuller's. Having joined the business in 2011, he has been instrumental in bringing this traditional business into the digital age. Before Fuller's, John was delivering digital strategies and solutions to clients such as Sony, Jaguar and Travelodge within integrated agencies. He has 15 years of experience in the digital industry and specialises in customer experience, user experience, social media, CRM, e-commerce, integration and helping businesses use new technologies to solve old problems.



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## The winners

### Deliverables

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#### Best corporate website

Gold – Bostik and Freestyle Interactive

Silver – SEGRO plc and Investis

Bronze – AstraZeneca and DigitasLBi

Bronze – Provident Financial Group plc and Comprend

Highly commended – Alexander Mann Solutions and LEWIS purestone

Highly commended – Bupa

#### Best use of SEO for corporate communications

Gold – Expedia UK and Verve Search

Silver – GoCompare.com and Verve Search

#### Best use of mobile and portable devices

Gold – Škoda UK and Reading Room

Silver – SapientNitro

Bronze – Unilever and Opera Mediaworks

Highly commended – TfL and Avvio Reply Ltd

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

Gold – Lynx, Unilever, CALM and TMW Unlimited

Silver – Africa Progress Panel and Torchbox

Highly commended – SPRYLAB Technologies GmbH and British Red Cross

Highly commended – Turkcell and Pure New Media

#### Best digital rebrand

Gold – Wrexham County Borough Council and Connect

Silver – Atlantic Therapeutics and Bray Leino Yucca

Bronze – RPC and Reading Room

Bronze – Orrick and Living Group

#### Best use of online video

Gold – VisitDenmark and Expedia Media Solutions

Silver – Africa Progress Panel and Torchbox

Silver – DEWALT and Your Favourite Story

Bronze – Cathay Pacific and CNN International

Bronze – Turkcell and Pure New Media

Highly commended – Turtle Wax and Mosquito

#### Best corporate viral campaign

Gold – 14-18 NOW and the Cogency

Silver – Lynx, Unilever, CALM and TMW Unlimited

Bronze – Turkcell and Pure New Media

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

Gold – RS Components

Silver – English Heritage and Bray Leino Yucca

Bronze – Fitbit and FleishmanHillard Fishburn

Bronze – Royal College of Nursing

Highly commended – LinkedIn and Brands2Life

Highly commended – Nomura and Living Group

### Social media

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#### Best use of existing social media platforms – Small budget

Gold – 20th Century Fox Home Entertainment and Wilderness

Gold – Tesco and Bookmark

Silver – Zoflora and Mosquito

Bronze – Aviva plc and Portland Communications

Bronze – Liverpool ONE and Liquid Agency

Highly commended – Africa Progress Panel and Torchbox

#### Best use of existing social media platforms – Medium budget

Gold – British Heart Foundation

Silver – The Royal Navy and e3

Bronze – Boehringer Ingelheim and Ogilvy Healthworld

Highly commended – Gemalto and Brands2Life

#### Best use of existing social media platforms – Large budget

Gold – Amobee

Silver – LinkedIn and Brands2Life

#### Best community development

Gold – Harley-Davidson and SapientNitro

Silver – Lynx, Unilever, CALM and TMW Unlimited

Bronze – Digital Doughnut and Communitize

Highly commended – IBM and Impertion

### Best use of digital to an internal audience

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#### Best intranet

Gold – Phoenix Group and ClerksWell

Silver – Barclays

#### Best digital employee communication

Gold – Johnson & Johnson and Omobono

Silver – AstraZeneca and Ruder Finn

Highly commended – Gemalto and Brands2Life

Highly commended – Laing O'Rourke and Wardour

### Best use of digital to an investment audience

---

#### Best online annual report

Gold – Old Mutual plc and MerchantCantos

Silver – F. Hoffmann-La Roche AG and Virtual Identity AG

Bronze – ArcelorMittal and Investis

Bronze – BBVA, SA and Comprend

Highly commended – Vodafone and Radley Yeldar

Highly commended – Weatherford International plc and

Oakwood Agency

Highly commended – WPP plc and Addison Group

### Best use of digital to aid media relations

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#### Best online newsroom

Gold – Euro NCAP and TheNewsMarket

Silver – KIA Motors Corporation and TheNewsMarket

## Sector

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

Gold – 14-18 NOW and the Cogency

Silver – Royal College of Nursing and Torchbox

Bronze – UK Sepsis Trust and Ruder Finn

Highly commended – British Nutrition Foundation and Mosquito

Highly commended – British Medical Association

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

Gold – Royal Dutch Shell and MediaCom Worldwide

Silver – Smart Energy GB and ClerksWell

Bronze – British Gas and Centrica Connected Home

Highly commended – Royal Dutch Shell and Radley Yeldar

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

Gold – RS Components

Bronze – DEWALT and Your Favourite Story

Bronze – Western Global and Bray Leino

Highly commended – Škoda UK and Reading Room

### Best use of digital from the extractives sector

Gold – Anglo American and Investis

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

Gold – Royal Bank of Scotland and SapientNitro

Silver – PayPal and LEWIS purestone

Bronze – GoCompare.com and Verve Search

Bronze – RSA Group and MSLGroup

Highly commended – Lloyds Banking Group and MSL Group

Highly commended – Zurich Insurance and FTI Consulting

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

Gold – Coca Cola Hellenic Bottling Company and Radley Yeldar

Bronze – Enterprise Inns and Black Sun

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

Gold – Galderma UK and Ruder Finn

Silver – AstraZeneca and DigitalLBI

Silver – GE Healthcare

Bronze – LloydsPharmacy Online Doctor and Click Consult

Bronze – London Travel Clinic and Converted

Bronze – Royal College of Nursing and Torchbox

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

Gold – Alexander Mann Solutions and LEWIS Purestone

Silver – PwC UK

Silver – SearchFlow and Industry

Bronze – Ignition Law and Wardour

Highly commended – DMCC and Omobono

Highly commended – RPC and Reading Room

### Best use of digital from the property sector

Gold – Wagstaffs, GIA and Vertex Modelling

Silver – L&Q and Shoot Media

Bronze – haart and RedWeb

Highly commended – SEGRO plc and Investis

### Best use of digital from the public sector

Gold – London Elects (Greater London Authority)

Silver – UK Space Agency and Connect

Bronze – Arts Council of England and Reading Room

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

Gold – Double Robotics and Atomic212

Silver – HTC and SapientNitro

Silver – ITV and Rawnnet

Bronze – Turkcell and Pure New Media

Highly commended – Accenture and Omobono

Highly commended – Computacenter and LEWIS purestone

### Best use of the digital from the travel & leisure sector

Gold – Expedia UK and Verve Search

Bronze – American Airlines and MediaCom Worldwide

Highly commended – Cathay Pacific and CNN International

Highly commended – Dubai Corporation of Tourism & Commerce Marketing, Emirates and Expedia Media Solutions

## Special awards

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### Digital agency of the year

Winner – SapientNitro

### Digital in-house team of the year

Winner – RS Components

### Digital campaign of the year

Winner – Lynx, Unilever, CALM and TMW Unlimited

# DELIVERABLES

## Best corporate website

### Bostik and Freestyle Interactive

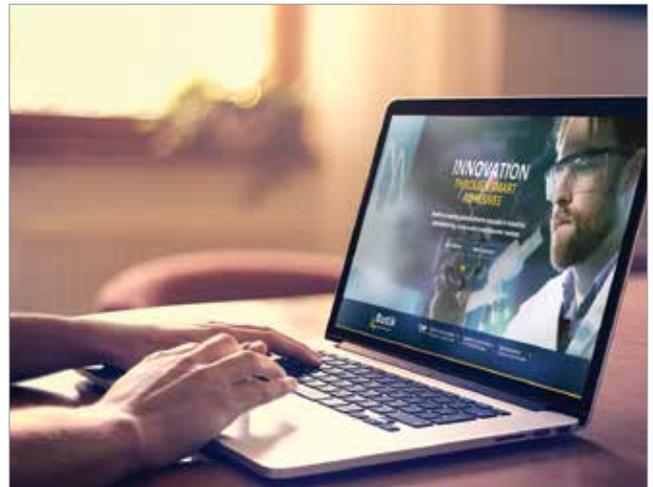
#### Gold

Freestyle Interactive planned, designed and built a dynamic digital ecosystem for Bostik, giving it full reign over its online brand, marketing and communications – all from a central hub. The Bostik Smart Web Estate is a powerful customer acquisition tool, informed by in-depth research and driven by a strategy with the customer at its heart.

The website content was streamlined through a programme of auditing and repurposing, resulting in a 150-page pool of centralised content that is audience-focused, search optimised and qualified by extensive interviews with Bostik specialists. Further enhancing its appeal, the site's architecture, navigation and content is designed to target specific customer groups across industries, ensuring visitors always find what they want.

Just as impressively, the digital ecosystem model allows individual country websites to target their customers with tailored content, delivered through the digital channels most relevant to their markets.

Our judges praised the clear focus of the site, its engaging and well-designed content and the authoritative research that informed its design.



### SEGRO plc and Investis

#### Silver

With its existing website failing to cope under the weight of ever-growing content, SEGRO needed a new online platform that could do justice to the strength of its portfolio. Designed to align with the company's new purpose statement, 'Creating spaces that enable extraordinary things to happen,' the new site, built by Investis, is an innovative hybrid, both highlighting SEGRO's work and reflecting the latest best practice.



### AstraZeneca and DigitasLBI

#### Silver

AstraZeneca's new site, crafted by DigitasLBI, is a fitting testament to the leading global pharmaceutical organisation's commitment and approach to excellence. The site boasts intuitive navigation, engaging content and eye-catching design among its many strengths.



### Provident Financial Group plc and Comprend

#### Bronze

Noticing an increasing number of visitors on mobile devices and recognising the age of its current site, Provident Financial embarked on an innovative website makeover. Condensing its complex work into a straightforward site layout and easy to consume content wasn't simple, but design agency, Comprend, proved more than able.



**Highly commended** – Alexander Mann Solutions and LEWIS purestone

**Highly commended** – Bupa



**Congratulations to our clients BBVA and  
Provident Financial on being short-listed  
for the Digital Impact Awards 2016**

# DELIVERABLES

## Best use of SEO for corporate communications

### Expedia UK and Verve Search

#### Gold

Expedia UK teamed up with Verve Search for an innovative, brand-boosting SEO campaign based around the unique accents of the United Kingdom. Targeting both UK nationals looking for a staycation and international visitors who might not consider travel outside of London, the partnership created an interactive accent map of the British Isles featuring 56 accents, all the way from Glaswegian to Cornish.

With two game modes, play and explore, users were empowered to discover Britain's variety of voices in their own time, as well as test themselves to find out if they're an accent ace or a dialect dummy.

Strong promotion across SEO channels, including assistance from key influencers, made the campaign an objective-smashing success, generating a huge surge in traffic for Expedia UK. Fun, shareable, brand-building and engaging all at once, it's no wonder one judge described the accent map simply as, "A great use of SEO."



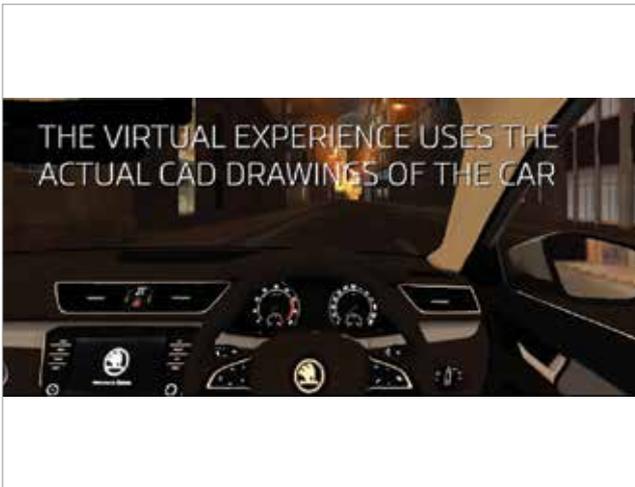
### GoCompare.com and Verve Search

#### Silver

Verve Search crafted a light-hearted, informative and eminently shareable campaign for GoCompare.com with the Billionaires League, an in-depth look at the lives of the well and truly loaded. Including everything from how they found their success to if they wear glasses, the league generated unprecedented numbers of views and a wealth of coverage across the media.



**Best use of mobile and portable devices**



**Škoda UK and Reading Room**

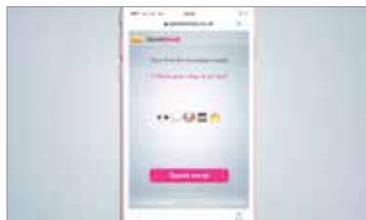
**Gold**

To support the 2015 relaunch of its flagship executive model, the Superb, Škoda worked with Reading Room to hit upon an experiential campaign to corner the company car market. Targeting fleet managers, who are often too busy to consider adding new vehicles to their lists, the partnership developed a truly in-your-face solution with the aid of virtual reality.

The campaign started traditionally enough, with a direct mail out to fleet managers, but added an impressive twist. By including a flat-packed Google Cardboard viewer, a simple VR headset that's easy to build, Škoda invited recipients to literally jump inside a Superb and experience the 'love at first sit' phenomenon for themselves.

Using the actual CAD designs the car is built from and allowing the user to sit in either the front or the back, the VR experience offered fleet managers a totally new perspective on the car's style and space.

The campaign was a hit, earning high praise from both busy fleet managers and our judges, who described it as, "Impressive, innovative and intriguing."



**SapientNitro**

**Silver**

While emojis may have cast a spell over youth everywhere, for those over the age of 15, they remain something of a mystery. That's why SapientNitro developed SpeakEmoji, the world's first emoji translator as an app for iOS, Android and Chrome. By harnessing the emoji buzz, SapientNitro delivered a brand-boosting campaign, as well as a much-needed boon for befuddled parents.

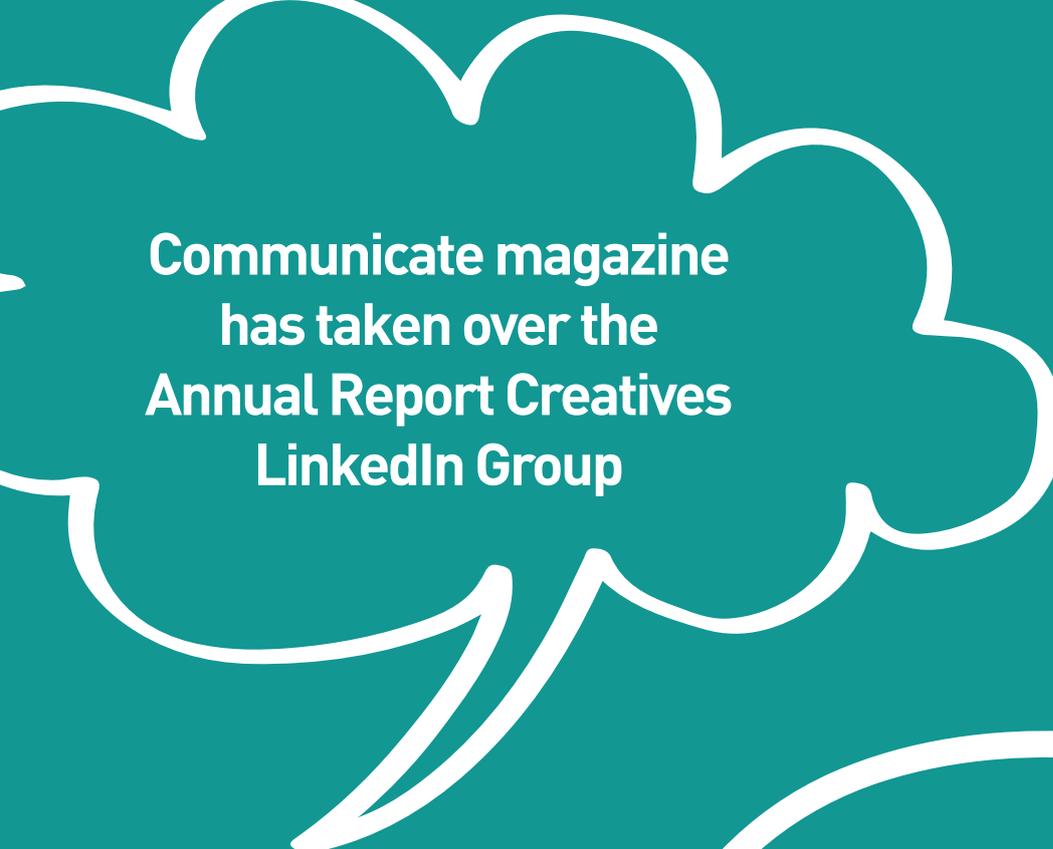


**Unilever and Opera Mediaworks**

**Bronze**

Unilever partnered with Opera Mediaworks to reposition its well-known deodorant brand, Lynx, allowing it to grow up alongside the young men who use it. Inspiring and emotive, the digital campaign found success through empowering men to be themselves.

**Highly commended** – TfL and Awio Reply Ltd



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**ANNUAL  
REPORT  
CREATIVES**

## Best use of digital to aid a CR campaign



Lynx, Unilever, CALM and TMW Unlimited

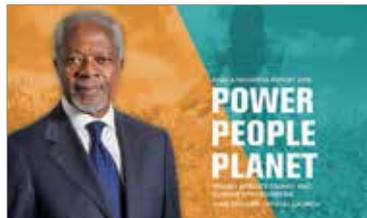
### Gold

While the UK has one of the highest rates of male suicide in the world, men are often told to 'man-up' instead of seeking the help they need. To combat this alarming trend and encourage open discussion of suicide, both on the streets and in Parliament, male grooming expert, Lynx, teamed up with UK charity, CALM, to raise awareness.

The partnership delivered #BiggerIssues, a digital effort that harnessed social listening to fuel a reactive, provocative campaign which highlighted the many trivial things people are happy to talk about, and the one thing they are not.

Spanning social, online banners and digital billboards, the campaign drew upon whatever inane subject was monopolising newsfeeds – from emojis, to cat memes, superfoods to Christmas ads – and juxtapose them with the issue of male suicide.

The attention-grabbing campaign found great success, increasing knowledge of male suicide by 45% over its run, and generating 20,000 online mentions of #BiggerIssues.



Africa Progress Panel and Torchbox

### Silver

The Africa Progress Panel, which promotes equitable and sustainable development in Africa, partnered with digital agency, Torchbox, to deliver an engaging multi-channel social media video campaign. Promoting the release of the 2015 Africa Progress Report, the campaign harnessed Twitter and Facebook to drive awareness and interest, using slick video production to capture and hold attention.

**Highly commended** – SPRYLAB Technologies GmbH and British Red Cross

**Highly commended** – Turkcell and Pure New Media

# DELIVERABLES

## Best digital rebrand

### Wrexham County Borough Council and Connect

#### Gold

In 2016, Wrexham County Borough Council, on behalf of the Pontcysyllte Aqueduct and Canal Visitor Management Steering Group, appointed Connect to rebrand its existing digital platform and enable it to run in tandem with five digital kiosks located at various tourist hotspots throughout the county. Connect deployed a comprehensive planning and delivery approach, cleverly incorporating key design principles and focusing on interactive features. This methodical approach was vital in informing usability, navigation, information architecture and feature development.

Given the diverse range of visitors attracted to the World Heritage Site, it was essential to remove any barriers to entry. Connect delivered an intuitive and accessible experience, making use of well-designed templates to ensure information was both relevant, streamlined and succinct, with exploration encouraged by simplified navigation.

Now finished, the platforms provide the perfect opportunity to showcase to visitors the area's natural beauty and the inspiring activities that take place throughout the county and beyond.



### Atlantic Therapeutics and Bray Leino Yucca

#### Silver

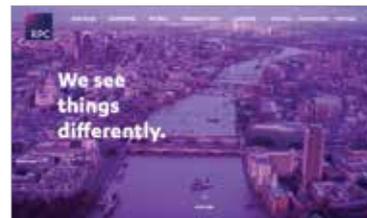
When it came to rebranding Atlantic Therapeutic's Femifree, a unique device for treating incontinence caused by pelvic floor weakness, agency, Bray Leino Yucca, knew it would need a bold strategy to hit the mark. The rebranded product, INNOVO, was launched on the digital marketplace strongly supported by a new logo, strapline and graphics, as well as an engaging website and innovative app to support users post-purchase.



### RPC and Reading Room

#### Bronze

Reading Room harnessed its digital expertise to produce a stand-out web experience for law firm, RPC. Breaking the mould of standard banner-and-spotlight box layouts, the new site features compelling design incorporating video and striking photography.



### Orrick and Living Group

#### Bronze

Living Group delivered a transformative, global, firm-wide rebrand for international law firm, Orrick, helping the legal expert communicate its prowess, supporting and amplifying its brand objectives. A new website was the centrepiece of the programme, conveying a confident, client-centric focus.



**Best use of online video**



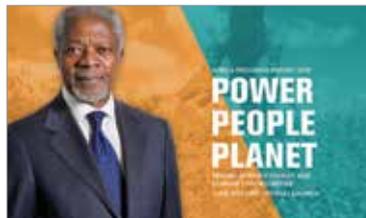
**VisitDenmark and Expedia Media Solutions**

**Gold**

With the European summer tourism market growing ever more competitive, the destination marketing organisation for Denmark partnered with Expedia Media Solutions to cut through the noise. They delivered a holistic creative campaign, boosting awareness and inspiring international travellers to visit Copenhagen and Aarhus during the busy summer season.

The campaign focussed on informing visitors of the rich experiences available, offering entertaining and informative content across microsites on the two cities. For Copenhagen, the microsite also featured an interactive first-person video, allowing users to choose a customised path through the city, planning their route as though they, themselves, were travelling through it on bicycle.

Users could then easily share their video on social media, or even download a personalised itinerary and book their trip. The interactive nature of the experience, as well as its innovation and engaging format, leveraged huge results for the partnership – capturing the imaginations of travellers across Europe and the world.



**Africa Progress Panel and Torchbox**

**Silver**

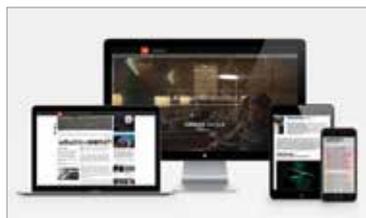
The Africa Progress Panel, an organisation which helps to promote equitable and sustainable development in Africa, teamed up with Torchbox to produce a slick video to support the release of the Africa Progress Panel report of 2015. The video was engaging and informative, narrated by APP chairman, Kofi Annan, and communicated the organisation's findings on climate change, food production and energy supply.



**DEWALT and Your Favourite Story**

**Silver**

Power tools pro, DEWALT, engaged Your Favourite Story to produce a suite of videos to promote its products to tradesmen. The result was a series of six day-in-the-life films that highlighted how DEWALT tools can enhance and aid the work of construction professionals, particularly highlighting the power and convenience of new cordless products.



**Cathay Pacific and CNN International**

**Bronze**

CNN International filmed a three long-format videos for airline, Cathay Pacific, to support its new campaign. Following architect and designer, Usman Haque, as he travelled from London to Hong Kong, the videos proved authentic, meaningful and imbued with the 'Life Well Travelled' spirit.



**Turkcell and Pure New Media**

**Bronze**

Turkcell and Pure New Media teamed up to produce a touching tribute to those who fell at Gallipoli in 1915. The highlight was an emotive and moving video, featuring letters sent in by the public, written to lost soldiers.

**Highly commended** – Turtle Wax and Mosquito

## Marketing the Arts for over 17 years



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SKATE  
Somerset House



Poppies: Weeping Window, Caernarfon  
Poppies Tour

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## Best corporate viral campaign



### 14-18 NOW and the Cogency

#### Gold

The Cogency supported a moving public art performance to commemorate the Battle of the Somme. The piece, masterminded by Turner Prize-winning artist Jeremy Deller and Rufus Norris, director of the National Theatre, and 14-18 NOW, saw 1,400 soldiers in world war one-era uniforms appear unexpectedly across the UK, silently handing out cards to the public with the name of a soldier who died at the Somme and the hashtag #wearehere.

Capitalising on the power and the emotion of the event, without compromising its secrecy was no easy task, and the digital strategy needed to be both immediately engaging and newsworthy, while also conveying the seriousness of the performance. Synchronised online posts by all participants, as well as social advertising targeted to those who shared the hashtag, created an instant buzz – increased by an exclusive report by the BBC on the News at 6:30 p.m.

Digital Impact Awards judges were overwhelmed with positivity, one described it as a, “Stunningly powerful campaign, executed superbly, with an enormous impact.”



### Lynx, Unilever, CALM and TMW Unlimited

#### Silver

Lynx, Unilever, CALM and TMW Unlimited joined forces to create a confronting and emotive campaign to emphasise the important, but often undiscussed, issue of male suicide. By juxtaposing popular yet mundane trending topics with the seriousness of male suicide, the campaign highlighted the unspoken nature of the issue, raising valuable awareness and support.



### Turkcell and Pure New Media

#### Silver

Turkcell and Pure New Media delivered a sincere and moving tribute to those who fell at Gallipoli in 1915. The campaign called on the public to submit replies to the many unanswered letters written by brave soldiers who didn't make it home.

## DELIVERABLES

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

#### RS Components

##### Gold

RS Components is a global distributor of electronics, automation, control components and tools for engineers, serving over one million customers across the globe. To support the February launch of Raspberry Pi 3 (RPi3), a credit-card sized, single-board computer, RS Components' product marketing team formulated its biggest in-house multichannel campaign.

This was RS Components' first multichannel campaign to use all available digital and social platforms, including live streaming through Periscope and video content on Vine. Coordinating such a complex and multifaceted campaign was no small feat, requiring precision planning and cross-team and cross-market collaboration every step of the way.

Fortunately, clear strategy, messaging, objectives and targeting delivered exceptional success, raising the bar for what can be achieved in-house on a global scale. Judges praised the campaign for its, "Clear and measurable objectives, intrinsically linked to the company's mission," and RS Components for its, "Strong research, geared toward key challenges," and, "Creative, integrated activities."



#### English Heritage and Bray Leino Yucca

##### Silver

English Heritage called on Bray Leino Yucca to produce a memorable campaign that could express the breadth of the English Heritage and stand apart from its already strong brand advertising. The result, 'Access All Eras,' proved a powerful call to action, boosting membership and driving awareness of the many diverse locations under the care of English Heritage.



#### Fitbit and FleishmanHillard Fishburn

##### Bronze

To support its sponsorship of Sports Relief 2016, Fitbit devised 'Steps for Good,' an ambitious campaign that called on Fitbit users to exercise for a good cause. A charity drive, celebrity ambassadors and strong digital communication combined to make the campaign a runaway success.



#### Royal College of Nursing

##### Bronze

To celebrate Nurse's Day and its own centenary, the Royal College of Nursing delivered a moving digital campaign around the hashtag, #thankanurse. Supported by hundreds of events across the UK, the campaign drew wide-ranging support from the public and highlighted the essential care provided by nurses.



**Highly commended** – LinkedIn and Brands2Life

**Highly commended** – Nomura and Living Group

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## SOCIAL MEDIA

### Best use of existing social media platforms Small budget

#### 20th Century Fox Home Entertainment and Wilderness

##### Gold

Wilderness showcased the power of its storytelling methodology in creating the world's first Instagram personality game, promoting the release of film Paper Towns, for 20th Century Fox Home Entertainment.

Actively encouraging fans to participate with the narrative of the film through a series of tagged accounts, the game matched fans with the personalities of the film's characters.

The experiential social media campaign quickly engaged young fans through clever and witty marketing, mimicking the themes and tone of the film, driving interest and awareness in the film and encouraging strong participation in the release.

By weaving the narrative of the film into the marketing, and inviting fans to take part themselves, Wilderness demonstrated the value of its strategy, building a self-sustaining platform from which to promote the film.

As our judges succinctly said, "A powerful and innovative campaign, with a clear focus and creative execution."



#### Tesco and Bookmark

##### Gold

To help take the strain off parents over Christmas, Tesco partnered with Bookmark to deliver 'Helping you outshine Santa.' The inspiring campaign was launched to support the release of Tesco's new range of affordable baby gifts – as well as encouraging parents to join the Tesco Baby Club to receive free parenting advice, discounts and rewards.

By identifying key channels, such as Facebook and Instagram, and major influencers, such as Annabel Karmel, Bookmark delivered a targeted approach that immediately captured the attention of Tesco's market.

Supported by festive Facebook advertising, as well as a fun, daily prize draw, the campaign was a huge success, generating thousands of entries and a massive increase in membership of the Tesco Baby Club.

Our judges praised the partnership's results, as well as its clear objectives and creative thinking, and were particularly delighted by the daily draw, which ensured engagement remained strong throughout the campaign's run.



#### Zoflora and Mosquito

##### Silver

Hygiene specialist, Zoflora, embraced digital gamification to promote the launch of its new pink grapefruit fragrance, calling on Mosquito to build an entertaining and informative Facebook app. The GrapeFruit machine, while simple in concept, harnessed bold iconography to engage users, delivering fun as well as strong marketing messages.



#### Aviva plc and Portland Communications

##### Bronze

Aviva plc and Portland Communications came together to craft a diverse, but targeted bank of digital content, designed to appeal to a range of customer segments, including everything from jargon busters to infographics and video.



## Best use of existing social media platforms Small budget



Liverpool ONE and Liquid Agency

**Bronze**

Liquid Agency created a series of 'Magical Moments' on social media to surprise and delight shoppers at Liverpool ONE, a leading retail and leisure destination in the heart of Liverpool's city centre.

**Highly commended** – Africa Progress Panel and Torchbox

## Best use of existing social media platforms Medium budget



British Heart Foundation

**Gold**

While the British Heart Foundation (BHF) performs immensely valuable work in its mission to win the fight against cardiovascular disease, times are increasingly tough for charities in a more conservative financial climate.

To reach its investment targets, BHF launched an ambitious and hard-hitting three-year communication strategy, centered around the sudden and unexpected devastation of heart disease on families.

Working with its creative agency, the foundation developed a suite of content to be shared across multiple channels, telling the story of sudden devastation and exposing nine million people to their vital message.

Through innovative use of its existing Facebook, Twitter and YouTube channels, with an emphasis on placement of native content and highly-detailed targeting plans, the British Heart Foundation leveraged immense value from its budget. Engagement, viewing rates and online donations all exceeded expectations, proving that the campaign, built around the consequences of cardiovascular disease, had cut to the heart of the issue to deliver exceptional results.



The Royal Navy and e3

**Silver**

To combat its struggle to entice clued-up engineers into the ranks, the Royal Navy took a mobile-first approach to attracting new recruits, serving up bite-sized content to recruit graduates. By focusing the campaign around engineers as individuals, the campaign struck a strong personal chord with budding graduates.



Boehringer Ingelheim and Ogilvy Healthworld

**Bronze**

To drive awareness of idiopathic pulmonary fibrosis (IPF), Boehringer Ingelheim and Ogilvy Healthworld delivered an emotive social media campaign. The initiative cut through the noise of online communications, bringing the personal stories of people with IPF to life.

**Highly commended** – Gemalto and Brands2Life

## SOCIAL MEDIA

### Best use of existing social media platforms Large budget

#### Amobee

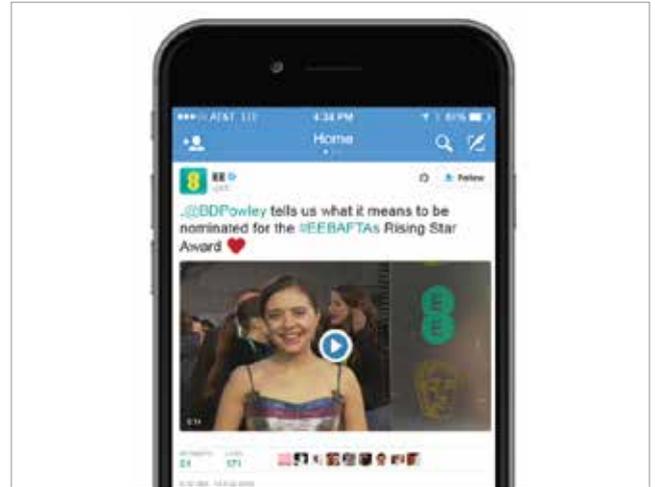
##### Gold

The BAFTAs is one of the most prestigious and glamorous events in the British awards calendar, with millions of viewers tuning in live to watch the high-profile ceremony and its A-list celebrity attendees.

As the title sponsors of the 2016 BAFTAs, EE sought to enhance its digital brand presence by hosting a live war room on Twitter during the ceremony. To gain an additional edge, EE and media agency MEC, partnered with Amobee, to harness its live data and insight powered by the patented marketing technology platform, Brand Intelligence.

The campaign, which exemplified data creativity and real-time marketing on Twitter, captured unique moments and trends during the ceremony to promote content and leverage higher engagement.

The results, praised strongly by our judges, were not only impressive but also cost efficient – generating exceptional exposure for EE along with tens of thousands of mentions of the hashtag, #EEBAFTAs.



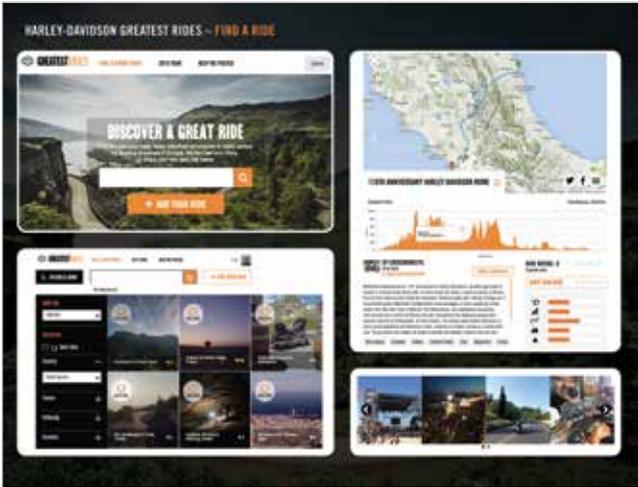
#### LinkedIn and Brands2Life

##### Silver

LinkedIn and Brands2Life delivered an engaging campaign to forge an emotional connection between the professional networking site and its users during its 'Bring In Your Parents' day. The campaign, focussed around the valuable advice parents could offer if they only knew more about their children's work, found great success, shifting LinkedIn from the purely professional towards the personal.



### Best community development



#### Harley-Davidson and SapientNitro **Gold**

Faced with the challenge of targeting competitor touring bike owners to reappraise the Harley-Davidson Touring range, SapientNitro developed an innovative campaign that tapped into the unique joy of riding a Harley.

'Greatest Rides,' which saw Luis Castilla travel across 15,000km over 20 countries in search of the top 10 rides, showcased the joy of riding a Harley and the exceptional experience its motorcycles offer. As well as sharing Castilla's journey, the campaign inspired other riders, building a community for them to discover and share their own greatest rides.

Not only was the campaign a resounding success, boosting Harley's brand and leading to an impressive surge in test rides and sales, it clearly demonstrates how the power of community can be harnessed for amazing results. By engaging with consumers in an authentic and interactive manner, Greatest Rides became more than a mere marketing exercise, transforming into a powerful and lasting testament to the distinctiveness of the Harley-Davidson brand.



#### Lynx, Unilever, CALM and TMW Unlimited **Silver**

Lynx, Unilever, CALM and TMW Unlimited captured the hearts and minds of the community with an emotive and hard-hitting campaign to support awareness of the often-unspoken issue of male suicide. By drawing attention to the meaningless things people talk about, and the one thing they don't, the #BiggerIssues campaign made a powerful impact to drive engagement with this vital issue.



#### Digital Doughnut and Communitize **Bronze**

Digital Doughnut revitalised its image and brand with an ambitious relaunch, highlighting the value of its offering as the world's biggest community for digital and marketing professionals.

**Highly commended** – IBM and Impertion

living group 

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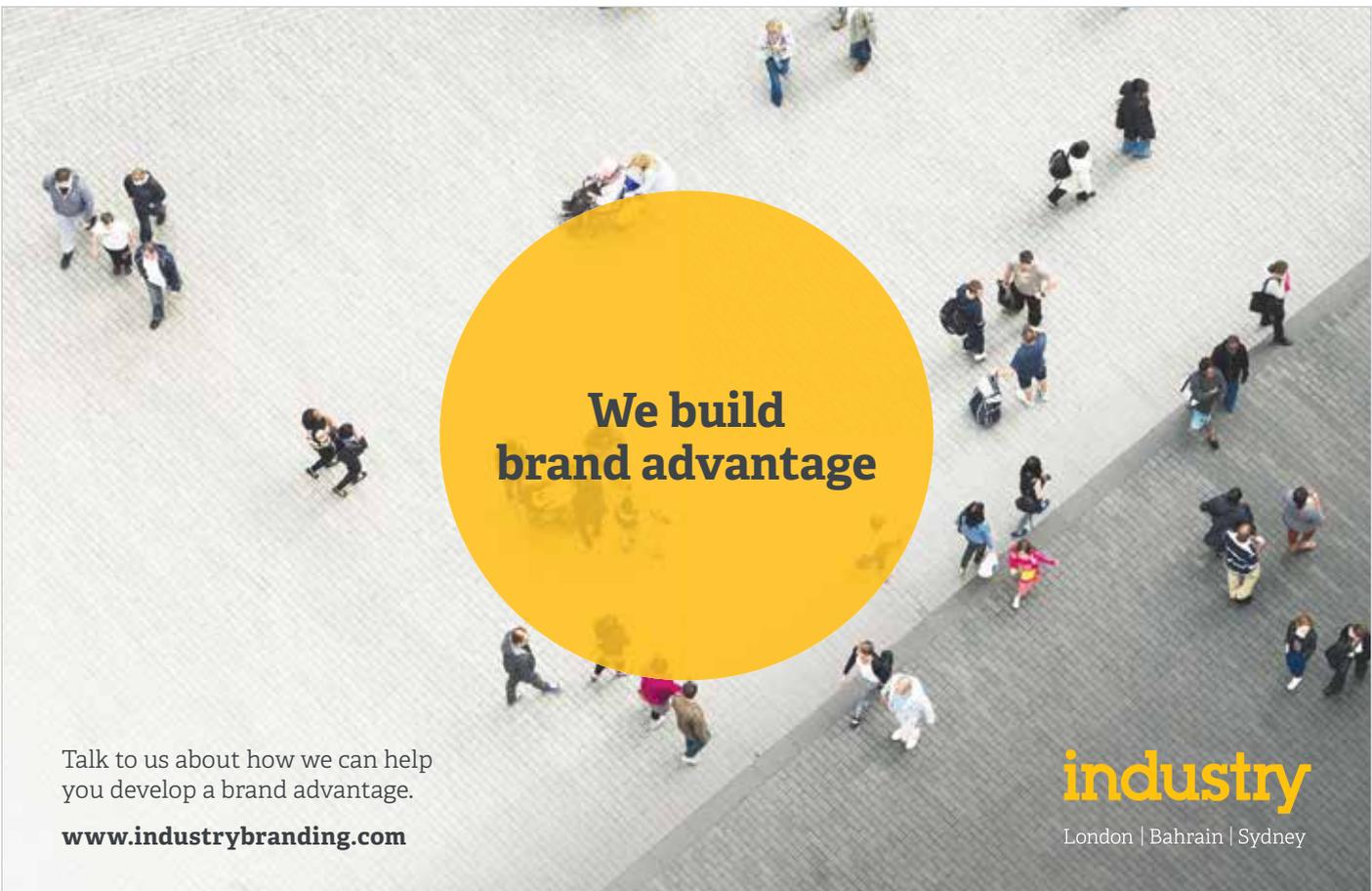
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# BEST USE OF DIGITAL TO AN INTERNAL AUDIENCE

## Best intranet



### Phoenix Group and ClerksWell

#### Gold

Phoenix Group is a life assurance fund consolidator that specialises in the management and acquisition of closed life and pension funds. As the largest UK consolidator of closed life assurance funds, employing over 700 employees across two main UK locations, having an effective intranet is crucial to maintaining a solid communications strategy.

Jointly developed with ClerksWell, Phoenix Hubs is a complete transformation of the group's intranet. With a focus on improving communication between the business and its staff and driving collaboration, the new intranet is both functional and accessible. The intranet features three main hubs: 'Me at Phoenix,' which centres on personal experiences, feeds and interactions; 'Phoenix News,' which collates corporate and social updates; and 'This is Phoenix,' an information repository.

The response from staff has already been impressive. By focusing on collaboration and communication, Phoenix has empowered its staff to work in new ways, while also staying abreast of broader developments within the group.



### Barclays

#### Silver

Barclays has redefined the way its employees work through Barclays Now, a bespoke intranet service specifically designed to cater to every one of its 130,000 staff. A customisable homepage, a hierarchical news section, targeted notifications and accessible company information are just a few of the ways Barclays is now helping its staff to work more productively and easily.

## BEST USE OF DIGITAL TO AN INTERNAL AUDIENCE

### Best digital employee communication

#### Johnson & Johnson and Omobono

##### Gold

As a LinkedIn Top 15 Most InDemand Employer, Johnson & Johnson see employee referrals as a crucial element in its talent acquisition strategy. However, with their existing employee referral programme (ERP) hard-to-use and generating little uptake, something had to change.

Enlisting Omobono to help, Johnson & Johnson delivered a compelling new user experience for its ERP site, enabling users to easily search for jobs, refer contacts, track progress and set up personalised email alerts.

By keeping both referrers and candidates in the loop at every stage, the new ERP proved both inspiring and engaging, encouraging employees to actively bring Johnson & Johnson 'one person closer' to improving billions of lives. Alongside the new ERP, the partnership also produced an impressive suite of content, capturing the personal impact of the work performed by Johnson & Johnson's teams.

Our judges were impressed with the emotive campaign, which connected employees with Johnson & Johnson's ambition, as well as the powerful and accessible messaging. In their words, "Brilliantly executed."



#### AstraZeneca and Ruder Finn

##### Silver

Since 2013, global biopharmaceutical company, AstraZeneca has communicated with and inspired its 57,500 employees through Heartbeat, a monthly video-led global newsletter. Last year, with the aid of agency, Ruder Finn, Heartbeat received a powerful upgrade, migrating to the company intranet, Nucleus, and benefitting from a host of visual and functional improvements.

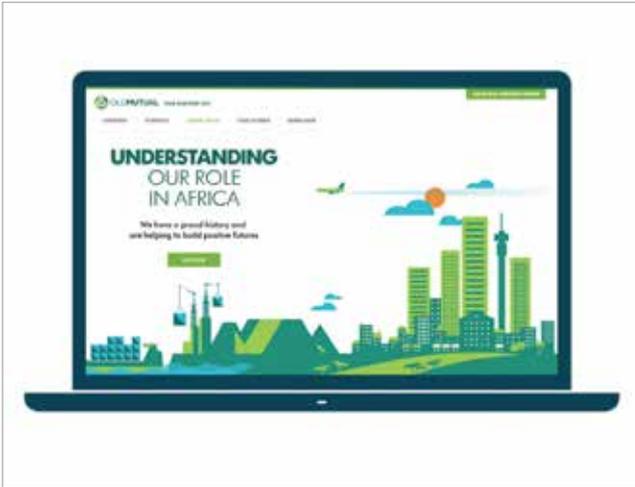


**Highly commended** – Gemalto and Brands2Life

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

# BEST USE OF DIGITAL TO AN INVESTMENT AUDIENCE

## Best online annual report



### Old Mutual plc and MerchantCantos

#### Gold

Following a pivotal year for Old Mutual, which saw the arrival of a new CEO and a high-profile strategic review, the banking group knew that its online report would be a vital channel through which to communicate its future direction.

Influenced by strong, analytical evidence, the MerchantCantos-developed report was designed as a visual storytelling platform, able to reach and engage a wide, geographically-dispersed range of stakeholders. A mix of video, animation and infographics, used to articulate the key messages for each area of the report, made a powerful impact in bringing the company, its customers, its leadership and its strategy to life.

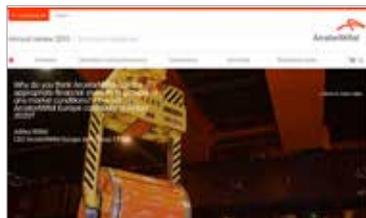
Comprehensive social media amplification ensured the report found its audience – from the UK to Africa – and saw a significant uplift in traffic compared to previous years. Creative assets from the report have also been used throughout Old Mutual's digital estate, establishing a consistent look, feel and messaging to all communications.



### F. Hoffmann-La Roche AG and Virtual Identity AG

#### Silver

F. Hoffman-La Roche AG, founded in 1896, is a leader in research-focused healthcare and the world's largest biotech company. To meet the challenge of communicating with its wide audience of stakeholders, Roche worked with Virtual Identity to deliver its report through an innovative split-screen system, allowing users to easily switch between the big picture (highlights) and the deeper information (details).



### ArcelorMittal and Investis

#### Bronze

To communicate with a large and sometimes competing audience, ArcelorMittal, the world's leading steel and mining company, opted for a digital-first approach to its annual reporting, with a fully-responsive microsite at the core of the Investis-developed report.



### BBVA, SA and Comprend

#### Bronze

As part of its ongoing ambition to become a fully digital bank, BBVA, SA took the step of putting digital first in its annual report. It worked with Comprend to create a visually engaging, online gateway that links to the more in-depth HTML content.

**Highly commended** – Vodafone and Radley Yeldar

**Highly commended** – Weatherford International plc and Oakwood Agency

**Highly commended** – WPP plc and Addison Group

# BEST USE OF DIGITAL TO AID MEDIA RELATIONS

## Best online newsroom

### Euro NCAP and TheNewsMarket

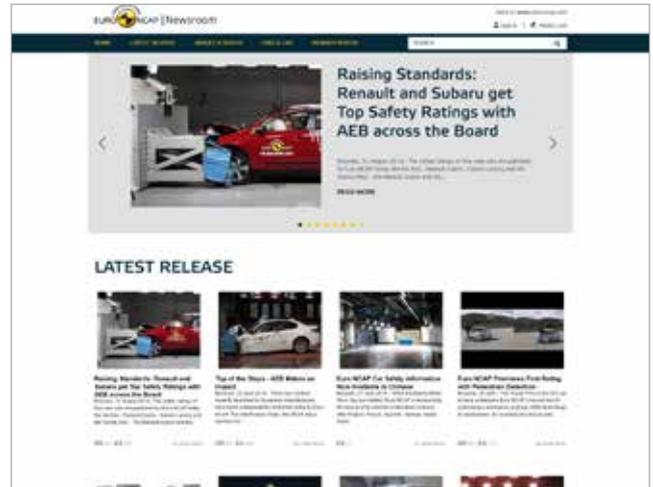
#### Gold

The European New Car Assessment Programme (Euro NCAP) is a European organisation that runs a vehicle safety assessment programme and rating system, and is backed by the European Commission and motoring consumer organisations in every EU country. Carrying out extensive research to advance car safety, Euro NCAP is the main source of European crash test content for members and journalists.

In 2016, the organisation relaunched its online newsroom, revitalised to provide an accessible, easy-to-use and journalist-friendly press site to share news and multimedia content with its wide media audience.

Designed to make navigation and engagement as simple and intuitive as possible, and built from a base of journalist feedback and TheNewsMarket's ongoing research, the new platform is both functional and effective.

Since its launch, there has already been a significant increase in media engagement, views and downloads, and the site has become a staple reference site for both journalists and other stakeholders.



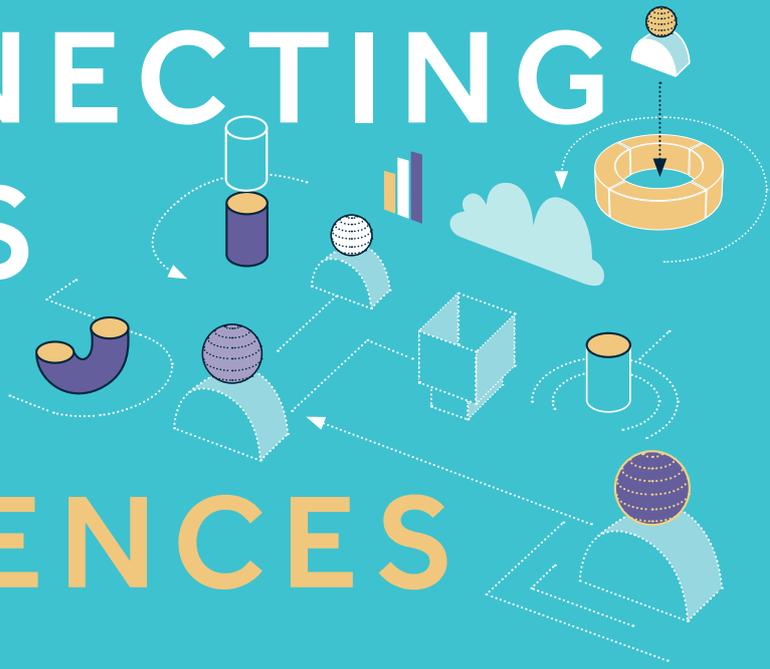
### KIA Motors Corporation and TheNewsMarket

#### Silver

Leading car manufacturing brand, KIA Motors, teamed up with TheNewsMarket to produce the Kia Motors Global Media Center, a user-friendly news platform open to both journalists and influencers. Designed with effective curation in mind, due to the high volume of content that KIA produces, the newsroom is powerfully positioned to encourage media engagement and user interaction.



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## BEST USE OF DIGITAL BY SECTOR

### Charity, NGO or NFP

#### 14-18 NOW and the Cogency

##### Gold

To commemorate the Battle of the Somme, Turner Prize-winning artist Jeremy Deller and Rufus Norris, director of the National Theatre, worked with 14-18 NOW to create a moving public art performance on a national scale.

On 1 July 2016, a century after the first day of the battle, 1,400 soldiers in world war one-era uniforms appeared unexpectedly across the UK, silently handing out cards to the public with the name of a soldier who died at the Somme and the hashtag #wearehere.

To capitalise on the strength and emotion of this event, while still ensuring its secrecy, the supporting digital strategy needed to be both eminently shareable and newsworthy, as well as almost immediately viral.

Synchronised online posts by all participants, as well as social advertising targeted to those who shared the hashtag, created an instant buzz – increased by an exclusive report by the BBC on the News at 6:30 p.m. Our judges were overwhelmed with positivity, describing it as a, “Stunningly powerful campaign, executed superbly, with an enormous impact.”



#### Royal College of Nursing and Torchbox

##### Silver

The Royal College of Nursing partnered with Torchbox to produce its first digital campaign, a powerful effort to communicate the benefits of joining the body and drive membership following the release of the Cavendish Review findings. An innovative strategy, which allowed the partnership to optimise the campaign as it continued, led to great success and delivered extraordinary value for budget.



#### UK Sepsis Trust and Ruder Finn

##### Bronze

The UK Sepsis Trust and Ruder Finn teamed up to craft an engaging multi-channel digital strategy to support Cycle for Sepsis, a charity cycle race raising both money and awareness of this serious health issue.



**Highly commended** – British Nutrition Foundation and Mosquito

**Highly commended** – British Medical Association

Energy & utilities



Royal Dutch Shell and MediaCom Worldwide

Gold

Shell engaged MediaCom Worldwide to develop a winning, evidence-based approach for the extractives giant's B2B lubricants sales, both reducing cost per action and boosting lead volume. The main goal was to generate more well-qualified leads from contact form submissions and ensuring those leads were followed up effectively.

With a scope that covered five markets across the globe, each presenting their own unique challenges, the partnership developed a hyper-localised approach to ensure that the approach in each situation was tailor-made for success.

By leveraging historical data from past campaigns, the partnership identified key areas for improvement and optimisation, refining the process to capture leads and ensuring the right customers got the right messaging at just the right time.

Through their granular approach and deep commitment to detail and data, Shell and MediaCom delivered a successful campaign that delivered far beyond the expected results.



Smart Energy GB and ClerksWell

Silver

As part of its mission to encourage the public to welcome smart meters into their homes and reduce their energy consumption and bills, Smart Energy GB engaged ClerksWell to develop a clear and accessible website and digital campaign that could engagingly challenge consumers to change their behaviour.



British Gas and Centrica Connected Home

Bronze

Centrica Connect Homes took on the challenge of relentlessly refreshing the my energy proposition for smart meter-equipped British Gas customers while also bending the laws of physics to supply many of the same benefits to those with traditional energy meters.

Highly commended – Royal Dutch Shell and Radley Yeldar

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**BEST USE OF DIGITAL** By Charity, NGO or NFP | **BEST USE OF ONLINE VIDEO**

**BEST USE OF EXISTING SOCIAL MEDIA PLATFORMS** Small budget

## Engineering & manufacturing



### RS Components

#### Gold

RS Components is the leading high-service distributor for engineers across Europe and Asia-Pacific, with more than 60 websites around the world, the majority of which are in local languages. Given 75% of product search and selection takes place on web and mobile, providing a world-class digital user experience is key to RS Component's success in the marketplace.

Despite a massive 500,000-strong product range, its six agile teams have delivered an impressive number of leading changes to the end-to-end online experience, including search filtering and relevancy, stock visibility, quote functionality and SEO. Each of these improvements has been underpinned by extensive customer research, drawn from online surveys, internal forums, lab testing and a global customer advocacy network, implemented through a strong focus on collaboration and innovation.

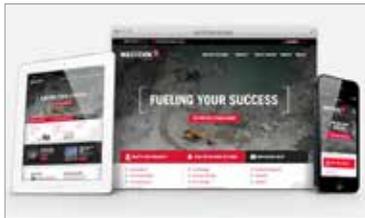
RS Components' results speak for themselves. The company's ambitious programme of continual improvement has generated impressive growth in online sales, as well as improving its net ease score far beyond the original target.



### DEWALT and Your Favourite Story

#### Bronze

DEWALT enlisted Your Favourite Story to showcase its vision of a completely cordless jobsite, and the digital agency delivered in spades. Six day-in-the-life films drilled down into the benefits of DEWALT tools, creating a strong narrative to highlight the powerful products.



### Western Global and Bray Leino

#### Bronze

Bray Leino delivered an impressive and engaging multi-region corporate lead generation platform for Western Global, welding an unwieldy, fragmented and inconsistent group of regional country websites into a single, coherent and functional site.

**Highly commended** – Škoda UK and Reading Room

## BEST USE OF DIGITAL BY SECTOR

### Extractives

#### Anglo American and Investis

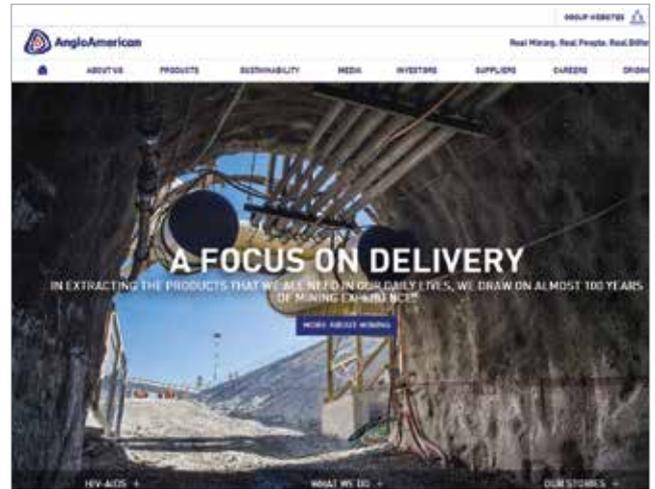
##### Gold

Anglo American is a global and diversified mining business, headquartered in London with operations in southern Africa, North and South America and Australia. The world's largest producer of platinum group metals, it is also a major producer of diamonds, copper, nickel, iron ore and metallurgical and thermal coal.

As a forward-thinking, progressive company, Anglo American is committed to keeping its digital estate in a constant state of evolution to both engage stakeholders and reflect current activities within the business.

The most recent raft of website updates includes a revamped investors section and new annual reporting design, an improved mobile experience, greater use of video across the site, a redesigned homepage and navigation, a more intuitive map of operations and launch landing pages for each section.

The updated site has been a hit with users, especially the annual reporting section, and strong interest from a number financial institutions has been particularly gratifying.





Investing in a good employer brand means investing in a good reputation

The awards programme exists as the true benchmark of the employer brand management process. Metrics such as retention and cost per hire go so far, but, until now, there has been nothing that compares and contrasts the different aspects of successful employer branding, nothing that fully rewards excellence and celebrates the campaigns and the organisations that excel in this field.

**Categories include:**

Best short-term or one-off employer brand campaign

Best communication of the employer brand

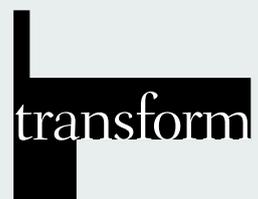
Best diversity brand

Best digital communications of the employer brand

Best ongoing commitment to employer brand management

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# BEST USE OF DIGITAL BY SECTOR

## Financial services

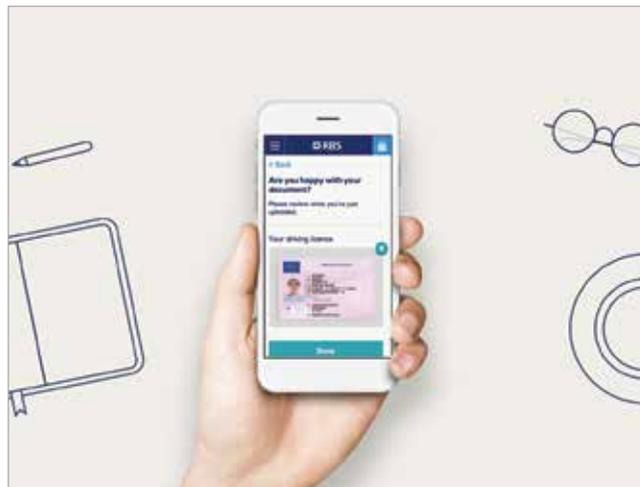
### Royal Bank of Scotland and SapientNitro

#### Gold

Understanding the frustration that comes with applying for a loan online, RBS and SapientNitro partnered up to help take the pain out of the equation. It was obvious the process could be improved: RBS research revealed that what should be a seamless self-service journey actually generates over 150,000 calls to RBS contact centres every year, causing many applicants to give up all together.

The solution, DigiDocs, is a cloud-based system that connects customers directly to the credit underwriter, with a simple and easy-to-use portal that works on mobile, tablet and desktop.

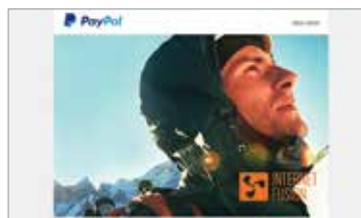
By empowering users to apply for loans quickly, without the hassle of complicated processes and checks, loan application times have been reduced from an average of 11 days to under 48 hours. Even better, the reduced dependency on a manual paper process has reduced errors and increased efficiency, allowing branch and contact centre staff to get on with what they do best – helping customers.



### PayPal and LEWIS purestone

#### Silver

To fight the perception of its business as, "Little more than a button on a website," PayPal engaged LEWIS purestone to devise an innovative lead nurture strategy that could educate and showcase the quality and range of PayPal's products. The campaign exceeded targets, boosting revenue and new merchant signup.



### GoCompare.com and Verve Search

#### Bronze

Verve Search boosted GoCompare.com's brand and media coverage with the Billionaires League, a light-hearted yet intelligent and informative look at the lives of the world's well off.



### RSA Group and MSLGroup

#### Bronze

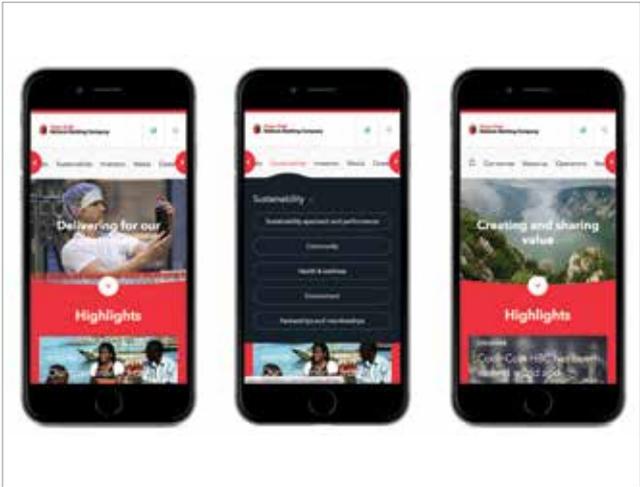
Underlining its commitment to putting customers first, as well as strengthening its brand, RSA's newly refreshed site, by MSL Group, is designed to cater to its audience with strong content and great functionality.



**Highly commended** – Lloyds Banking Group and MSL Group

**Highly commended** – Zurich Insurance and FTI Consulting

Food & beverage



**Coca-Cola Hellenic Bottling Company and Radley Yeldar**  
**Gold**

Coca-Cola Hellenic Bottling Company (HBC) is one of the largest bottlers of Coca-Cola products in the world, listed on the FTSE 100 and with operations in 28 countries on three continents. With a huge array of stakeholders, including investors, media, governments, communities and NGOs, it's essential that its corporate website is accessible, informative and functional.

Coca-Cola HBC turned to Radley Yeldar to help, commissioning the agency to design a site that not only reflected the breadth of their operations, but engaged stakeholders with the many initiatives taking place across the entire organization. Following extensive research, the agency set to work, building a new digital estate that not only embodies Coca-Cola HBC's values but articulates them in a powerful and emotive way.

The new site is a refreshing and inspiring change, featuring rich photography, clear language and a strong narrative that highlights stories from around the world. Of particular note is the improved user experience, empowering visitors to easily access information and engage on a deeper level with the company.



**Enterprise Inns and Black Sun**  
**Bronze**

Enterprise Inns updated its web presence, alongside Black Sun, with a suite of three powerful sites designed to engage its audience and empower publicans to run great pub businesses. Each site has its own identity while still staying consistent with Enterprise Inns' powerful and distinctive brand.

## BEST USE OF DIGITAL BY SECTOR

### Healthcare & pharmaceuticals

#### Galderma UK and Ruder Finn

##### Gold

Rosacea is a progressive, long-term condition, characterised by facial redness and flushing. It can lead to bumps and pimples and, in severe cases, facial disfiguration if left unmanaged. It can have a significant emotional impact for sufferers, and many develop depression, embarrassment and low self-esteem.

Approximately 10% of the UK population is affected by rosacea, but low levels of public awareness means that sufferers can go many years without seeking treatment. To remedy this, as well as encourage those with rosacea to share their experiences and support fellow sufferers, dermatological experts Galderma UK partnered with Ruder Finn to develop 'Experience My Rosacea.'

A unique, authentic and sympathetic platform, Experience My Rosacea empowers those affected by the condition to reach out and find advice and support in a safe and comfortable environment. In less than two months, the campaign hub has received 28 blogs and amassed 1,098 sessions from 718 users.



#### AstraZeneca and DigitasLBi

##### Silver

AstraZeneca, a leading global pharmaceutical organisation, engaged DigitasLBi to develop a new site that would demonstrate its ambition and set it apart in the industry's sea of sameness. Strong visuals and real-life, mixed-media stories of scientific success create an engaging and powerful narrative.



#### GE Healthcare

##### Silver

GE Healthcare deployed a comprehensive 360 degree communications campaign to build buzz and position itself as a thought leader in the biopharmaceutical manufacturing sector. A multichannel social media push delivered engaging and exciting content, quickly generating wide awareness of GE Healthcare's innovative offering.



#### LloydsPharmacy Online Doctor and Click Consult

##### Bronze

Having previously relied on PPC to drive online traffic and sales, LloydsPharmacy enlisted Click Consult to develop an organic search campaign for its Online Doctor brand, using an innovative keyword targeting algorithm to boost visibility and sales.



Healthcare & pharmaceuticals



**London Travel Clinic and Converted**  
**Bronze**

London Travel Clinic enhanced its brand awareness and conversion with a customer-focused digital overhaul from Converted. A new modern website, streamlined customer journey, updated mobile experience and refreshed, relevant content all provided big boosts to the bottom line.



**Royal College of Nursing and Torchbox**  
**Bronze**

The Royal College of Nursing enlisted Torchbox for its first ever digital campaign – cutting through to its target audience to deliver a powerful digital experience that strongly promoted the benefits of joining the organisation.

# BEST USE OF DIGITAL BY SECTOR

## Professional services

### Alexander Mann Solutions and LEWIS purestone

#### Gold

The acquisition of talent industry has long remained firmly wedded to the pre-digital commercial world, where personal relationships and word of mouth remain centre stage. But, as a global leader in the industry, Alexander Mann Solutions sought to innovate, placing digital at the forefront of how it markets to and communicates with its customers and investors.

To do so, Alexander Mann Solutions challenged agency, LEWIS purestone, to develop a new corporate website that not only engaged with a broad spectrum of target users, but also functioned across mobile devices, seamlessly handled third party integration and delivered a highly scalable technical and CMS solution.

LEWIS purestone met the challenge head-on, delivering a powerful, fully-responsive site that can be used to serve content to all audiences – both internal and external to the business. Generating impressive results across the board, from page views and CTA conversion to SEO and social shareability, the new site is a solid foothold in digital and a clear vindication of Alexander Mann Solution’s online strategy.



### PwC UK

#### Silver

PwC Corporate Communications, which provides expert communications strategy and support, showed the strength of their own skill, transforming its internal and external communications to fit with a commitment to digital innovation. This transformation included the company’s first-ever fully digital annual report, a new internal digital communication platform, and a move away from press releases to social media and content channels.



### SearchFlow and Industry

#### Silver

SearchFlow reaffirmed its position as the market-leading conveyancing search provider with a rapid three-month transformation of its digital estate. Industry delivered a refreshed brand identity and strategy as well as a website that is interactive, educational and appeals to both legal professionals and consumers.



### Ignition Law and Wardour

#### Bronze

Ignition Law is a firm with a difference; innovative and agile, they’re an entrepreneurial law firm for entrepreneurs. The new site, developed by Wardour, fits this image to a tee – stylish, functional and visually distinctive.



**Highly commended** – DMCC and Omobono  
**Highly commended** – RPC and Reading Room

Property



Wagstaffs, GIA and Vertex Modelling

Gold

VULCITY, the first fully-interactive 3D digital model of London, is a joint venture between digital communications agency, Wagstaffs, 3D modelling agency, Vertex Modelling, and GIA, an independent firm of chartered surveyors, specialising in rights of light.

All three are pioneers in the use of digital in planning and property, and brought their expertise together to produce something truly new and unique. Currently covering 160sq km of London, and expanding at a rate of 5-8sq km every month, VULCITY is a revolutionary tool that transforms the planning and communication around new development and infrastructure projects. Developed with state-of-the-art process and technology, VULCITY works as both a macro borough and London-wide tool, allowing for integrated demographic data and property prices – enabling users to see immediately where investment is required and when.

VULCITY has already secured buy-in from a number of boroughs, as well as towns and cities across the UK and the world, and London developers and surveyors.



L&Q and Shoot Media

Silver

L&Q is one the UK's leading housing associations and one of London's largest residential developers. It partnered with ShootMedia to deliver PricedIn, an educational campaign to help people get onto the property ladder through shared ownership. Through strong creative strategy and a diverse range of online content, the partnership successfully turned the phrase 'priced-out' on its head.



haart and RedWeb

Bronze

RedWeb partnered with haart to deliver a suite of new sites for the Spicehaart estate agency group, capturing its success and growth and bringing an expansive digital presence onto a single, seamless platform designed around user journey.

Highly commended – SEGRO plc and Investis

# BEST USE OF DIGITAL BY SECTOR

## Public

### London Elects (Greater London Authority)

#### Gold

London Elects was an engaging and inspiring campaign from the Greater London Authority (GLA), encouraging Londoners to vote in the Mayor of London and London Assembly 2016 elections.

The campaign brought local democracy to life: raising awareness of the election, educating voters about what the mayor and London Assembly do and why voting matters, driving Londoners to the polls on voting day, and explaining the results in a clear and informative manner.

Digital was at the heart of the campaign, with the GLA sharing quality content to drum up interest, publicising the date of the vote through social media, and improving its polling station finder to be more accessible and easy-to-use.

After the election, the campaign website also featured a live count feed, while candidate acceptance speeches were shared across Vine and webcasting. By working collaboratively with Londoners, the GLA pushed the boundaries for an often-cautious public sector, providing honest, open and transparent service to generate impressive levels of engagement.”



### UK Space Agency and Connect

#### Silver

The UK Space Agency partnered with Connect to deliver a dedicated campaign website and cross-functional visual identity for British astronaut Tim Peake’s Principia mission. With a particular focus on educational awareness and the cultural and scientific impact of the mission, the site is now a powerful conduit for the agency’s concerted engagement plan.



### Arts Council of England and Reading Room

#### Bronze

Reading Room teamed up with the Arts Council of England to provide a new website, combining abstract design with a simple and effective user experience, as part of their new digital strategy.



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## BEST USE OF DIGITAL BY SECTOR

### Technology, media & telecommunications

#### Double Robotics and Atomic212

##### Gold

Marketing an almost entirely new product is no small challenge: developing a communications strategy around an item the public has virtually no awareness of is no small task. But for Double Robotics, creator of the 'Telepresence Robot,' and agency Atomic212, it meant limitless opportunities to unleash innovation and creativity.

To introduce Double Robotics' creation, a remotely operated, video and audio-equipped robot, to the Australian market, the partnership joined forces to develop a unique and experiential launch event. With the upcoming release of the new iPhone 6s, they hit upon the idea of having the robot join the queue for the phone, outside the Sydney CBD Apple store.

The robot was operated by Atomic representative, Lucy Kelly, giving the campaign a tangible human element, while piggybacking on the release of the new iPhone meant almost instant exposure and buzz.

The results were remarkable, both by Australian and global standards, and have set new benchmarks for true, genuine viral media campaigns.



#### HTC and SapientNitro

##### Silver

When HTC enlisted SapientNitro to launch its new Desire smartphone to Millennials, it had to come up with something special. Enter the HTC Mood Player, an app that uses facial recognition to detect your mood, and suggests a Spotify playlist to match.



#### ITV and Rawnet

##### Silver

ITV Studios and Rawnet partnered up to get international TV format buyers to fall head-over-heels with 'Love Island' by giving them their very own romantic experience. Through personalised email exchanges, the partnership had participants take part in a 'best match' competition with a fictional character, revealing the winners at the MIP media show.



#### Turkcell and Pure New Media

##### Bronze

Turkcell and Pure New Media delivered a powerfully emotive and experiential campaign in which users responded to unanswered letters, written by soldiers who fell at Gallipoli in 1915.



**Highly commended** – Accenture and Omobono

**Highly commended** – Computacenter and LEWIS purestone

Travel & leisure



Expedia UK and Verve Search

Gold

When it came to encouraging UK nationals and overseas visitors to look further afield than London during the holiday season, Expedia UK and Verve Search decided that the clearest call to action might come with a Cornish accent.

The partnership created an interactive accent map of the British Isles, featuring 56 accents, all the way from Glaswegian to Thames Estuary. With two game modes, play and explore, users were encouraged to discover the variety of voices that populate Britain, and test their own ears with an accent-guessing game.

Supported by multichannel promotion, with additional assistance from key influencers, the map proved an objective-smashing success, generating a huge surge in traffic for Expedia UK. Fun, brand-building and shareable, it's no wonder that the map proved to be as charming and interesting as the accents it showcased.



American Airlines and MediaCom Worldwide

Bronze

American Airlines and MediaCom Worldwide proved the power of geo-targeting with a campaign that harnessed the technology to deliver relevant ad copy on location and locality to specific airports. By ensuring that travellers were served with content that actually responded to their location, American Airlines generated double digit increases in performance.

Highly commended – Cathay Pacific and CNN International

Highly commended – Dubai Corporation of Tourism & Commerce Marketing, Emirates and Expedia Media Solutions

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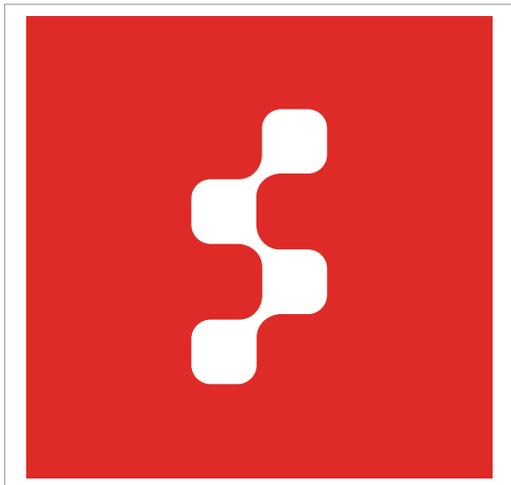
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## Digital agency of the year



### SapientNitro

#### Winner

This year, SapientNitro affirmed its position as one of the premier agencies when it comes to digital, with a sterling performance across a wide range of projects. From mobile to motorbikes and beyond, SapientNitro showed that there is still plenty of room for innovative thinking in the digital industry.

Its campaign for Harley-Davidson, 'Greatest Rides,' wasn't just remarkable for its scope – it covered 15,000km over 20 countries – but also for the way it harnessed community to build a brand. By encouraging riders across the world to get away from their keyboards and onto a Harley, SapientNitro created a phenomenon that swept the motorbiking world, boosting sales and engagement across the board.

Equally empowering, SapientNitro teamed up with RBS to take the pain out of applying for loans online with DigiDocs, a cloud-based system that connects customers directly to the credit underwriter. Simple and easy-to-use, DigiDocs has proved a boon for both customers and contact centre staff, impressively speeding up the loan process to save time and money.

Perhaps most impressively, SapientNitro demystified the secret language of emoji. SpeakEmoji, the world's first emoji translator, for iOS, Android and Chrome, allows users to create emoji messages by simply speaking into a smartphone. Named as one of the best new apps by Mashable and Digital Spy, the translator reached over 10,000 downloads a day across 139 countries.

But SapientNitro didn't forget the Millennials either. When HTC asked the agency to help launch its new smartphone, Desire, with a focus on personalisation, SapientNitro released HTC Mood Player, an app that uses facial recognition software to detect your mood and suggest a Spotify playlist to match. Music to any young trendsetter's ears.

Across all of their projects, SapientNitro proved its commitment to innovation, excellence and exceeding expectations. It demonstrated its ability to deliver digital solutions that don't just do the job, but create memorable experiences and moments to build brands and communities.

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Digital in-house team of the year



**RS Components  
Winner**

While many companies rely on external agencies to do their digital work for them, RS Components demonstrated the power of its in-house team with a stellar year of successful projects. As the leading high-service distributor for engineers across Europe and Asia, it put its money where its mouth is, proving that when it comes to technology solutions, it's well ahead of the game.

With more than 60 websites across the world, the majority in local languages, and 75% of product search and selection taking place on web and mobile platforms, building a world-class digital user experience was a clear necessity.

Despite a massive 500,000-strong product range, RS Components' six agile teams have delivered a truly remarkable number of leading changes to the end-to-end online experience, including search filtering and relevancy, stock visibility, quote functionality and SEO. Each of these improvements has been underpinned by extensive customer research, drawn from online surveys, internal forums, lab testing and a global customer advocacy network, and implemented through a strong focus on collaboration and innovation.

On a more granular level, the launch of the Raspberry Pi 3 (RPi3), a credit-card sized, single-board computer, was equally impressive. In fact, the launch, headed by its own product marketing team, was their biggest-ever in-house multichannel campaign, and the first to use all available digital and social platforms, including live streaming through Periscope and video content on Vine.

Although coordinating such a complex and multifaceted task was a significant challenge, RS Components' teams proved equal to the task, demonstrating their precision planning and collaborative expertise to ensure the launch went off without a hitch.

RS Components has done a tremendous job this year. Its focus on innovation, research and strategy have raised the bar for what can be achieved in-house on a global scale – and the results and successes speak for themselves.

## SPECIAL AWARDS

### Digital campaign of the year

Lynx, Unilever, CALM and TMW Unlimited

#### Winner

While cultural pressures have resulted in the UK having one of the highest male suicide rates in the world, the issue is rarely discussed, either in private, public or in Parliament, and men are often told to “man-up” rather than seek support or professional help. Suicide is now the single biggest killer of young men in the UK.

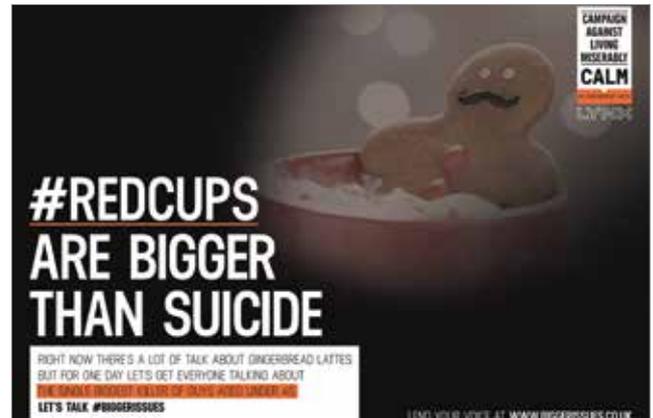
To combat this alarming trend, male grooming brand Lynx, partnered with UK charity CALM and TMW Unlimited to develop and deliver the #BiggerIssues campaign, with the objective of increasing awareness of male suicide.

The centrepiece of the campaign was a host of provocative and engaging messages, spread across social media, online banners and digital billboards, juxtaposing a popular, but ultimately inane, issue with the very real problem of male suicide.

Live social listening powered the campaign, cleverly tracking what was trending – from cat memes and fad diets to rock band comebacks and new emojis – ensuring the content was always on topic and relevant. Indeed, it was the relevance of the content being compared to male suicide that gave the campaign its true gravitas: there are all sorts of things people will talk about, flash-in-the-pan fashions and over-before-they-begin crazes, but they often leave the things that truly matter undiscussed.

By highlighting this paradox, and delivering content in such an engaging and powerful manner, Lynx, Unilever, Calm and TMW Unlimited produced an eminently transformative campaign that forced people to reconsider their own thoughts and prejudices and reach out to those in need. Or, perhaps more importantly, consider reaching out for help themselves.

Backed up by strong graphics, and aided by the recognisability and influence of the Lynx brand among young men, the partnership ensured the #BiggerIssues campaign would be seen by the demographic most vulnerable to suicide but least willing to talk about it.



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# DIGITAL IMPACT AWARDS<sup>2016</sup>

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