

**2019**

**DIGITAL  
IMPACT  
AWARDS**



# The best stories are yet to be written

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



**Stéphanie Bonnet**  
**Head of digital communications**  
**and content**

**EDF Energy**  
 Stéphanie leads EDF Energy's digital corporate communications, driving the content marketing and social media strategy as well as managing the company-wide digital channels. She developed impactful corporate digital campaigns for the approval of the country's biggest infrastructure project, Hinkley Point C, the activation of purposeful brand programme Pretty Curious, encouraging girls to get into STEM careers and the engagement with the innovation ecosphere via the Pulse Awards.



**Charlotte Borthwick**  
**Global digital communications manager**  
**G4S**

Charlotte is global digital communications manager at G4S, the global, integrated security company, active in over 90 countries and with around 570,000 employees. Charlotte has been at G4S since 2010 and in her current roles she 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 intranets and social media. With over 10 years of experience in communications, Charlotte has previous experience in the security, construction and oil and gas markets.



**Amr Elrawi**  
**Director marketing strategy**  
**Oracle**

Amr is an award-winning commercially focused and data-driven marketer, with over 20 years of experience in the telecoms, technology, financial services and sports sectors. Amr is currently director of marketing strategy at Oracle, where he helps sports, telecoms and financial organisations to develop marketing strategies to drive growth and commercial value. Before joining Oracle, he was the head of acquisition for Tottenham Hotspur Football Club. He also spent four years at Barclaycard driving digital transformation programme.



**Andrea Gold**  
**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 the Rolls-Royce external channels where she focuses on supporting a large network of internal and external stakeholders across all areas of the business. Previously, she has worked at the IOPC and the Met Police. She started her career at the BBC. Andrea has an MA in digital culture.



**Chris Hamilton**  
**Editor, digital publishing**  
**BP**

Chris Hamilton is managing editor for digital publishing at BP, overseeing its global internet, social media, and internal channels. He was previously head of digital communications at No 10 and the Cabinet Office, and the first editorial director at creative ad agency McCann London. He started out as a journalist, and spent more than a decade at the BBC.



**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, as well as the BBC's corporate websites, blogs and social media activity.



**Ricardo Carvalho**  
**Vice president of digital transformation**  
**Fresenius Medical Care**

Focused and strategic VP, with vast expertise in global transformation across complex matrix organisations and diverse sectors, including consulting, medical and energy industries. Across his career to date, he has achieved proven success in positioning brands as market leaders and driving growth by leading traditional organisations into the digital age.



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

Amaris is the senior 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 creating relevant, quality content for the 21st century.



**David Hamilton**  
**Director of communications**  
**and marketing**  
**The Scouts**

David is director of communications and marketing for the Scouts, the largest co-educational youth organisation in the UK, with over 640,000 members. He has embarked on a strategy to modernise the movement's image, which has already seen record engagement. He is past chair of the PR and Communications Council and has been named as one of the UK's top charity communicators in the PRWeek Power Book. He is a winner of the 'PR director of the year' award and is a chartered fellow of the CIPR.



**Amy Howard**  
**Head of digital and social media**  
**Nestlé Global Business Services**

Amy has spent the last 20 years working in digital. For the last 13 years, she has worked at Nestlé's headquarters in Switzerland, supporting corporate and brand teams across the world to leverage digital and social media. After studying biomedical science at King's College London, Amy worked in television, publishing and consumer trends before joining Nestlé in corporate communications. She has a postgraduate diploma in communicating science and has always had an interest in human behaviour and flows of communication, transformed by digital today.



**Jennifer Lee**  
**Global head of editorial content**  
**for global communications**  
**HSBC**

Jennifer is the global head of editorial content for global communications at HSBC. Her teams are responsible for creating print, video and social media content and campaigns for the bank's internal and external global platforms. Prior to joining HSBC in 2015, Jennifer worked as a journalist for Bloomberg News, reporting and editing news stories for the media company's television channel and client terminals. Jennifer started her career in her hometown of Montreal, Canada and has since lived and worked in Hong Kong, Paris and now London.



**Stuart Duncan**  
**Editor in chief & regional market lead**  
**Microsoft News UK & Ireland**

Stuart currently runs Microsoft News in the UK and Ireland, leading a team charged with telling trusted, relevant, compelling and engaging news stories to over 26 million people each month. As editor-in-chief, Stuart focus on digital journalism and data-driven decision making, rapidly scaling audience and engagement since starting in 2016. Prior to Microsoft, Stuart held senior positions at Bauer Media where he worked on national and regional online and broadcast brands such as Kiss, Magic, Absolute Radio, Empire, Grazia & Heat, leading digital innovation and growth initiatives. Stuart is a member of the board of trustees at the Children's Society.



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

Penny has been a communications professional since 2000 and project managed her first site build in 2003, before taking on her first digital specialist role in 2004. She has since lead global digital strategy for a diverse range of organisations, from high-traffic charity campaigns, to investment banks, to a national awareness and behaviour change campaign in her current role. Prior to that she spent 8 years learning her craft in the dynamic world of advertising agencies.



**Jennifer 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, having worked for the BBC, various marketing agencies and Comic Relief. Jennifer specialises in social media strategy consulting and digital transformation. She is also passionate about mentoring for charities such as Centrepoin and the Media Trust.



**Hannah Moss**  
**Group communications manager**  
**Willmott Dixon**

Hannah is group communications manager at Willmott Dixon, a construction and interior fit-out company that's a three-time winner of the 'Queen's Award for Enterprise' and has recently been voted the 4th best company to work for in the UK by the Sunday Times. Hannah is responsible for internal and external communications across the group, managing its digital channels and campaigns to ensure the company's messages and values are felt across every aspect of the business.



**Graeme Noble**  
**Chief creative officer**  
**TMW Unlimited**

Graeme is chief creative officer at TMW Unlimited, one of the UK's leading digital agencies. Graeme has over 20 years of experience creating effective communications, with a particular focus on digital marketing and CRM. He has won many prestigious awards along the way for clients including Shell, Vodafone, Lynx, British Airways and Virgin Trains. He is responsible for a department of over 50 creatives and is a big champion of craft skills, remaining hands-on at a campaign level and ensuring all work produced by the agency is of an award-winning standard.



**Scott Shillum**  
**Founder**  
**Vismedia**

Scott founded award-winning visual communications agency VisMedia in 2001 after a 10-year career working as a picture editor on a number of UK national and international publications. He has directed global photography and video shoots and as managing director, he is currently responsible for the ongoing strategic direction of the business. He sits on the immersive council of the British Interactive Media Association. He is also an active member of the Virtual Reality/Augmented Reality Association and the co-founder of the Photography Movement.



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

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



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

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



**Louise O'Sullivan**  
**Tech and digital**  
**communications director**  
**GSK**

Louise has over 20 years of communications experience evenly split between agency and in-house roles. She is currently tech & digital communications director at GSK. This global role focuses on driving internal engagement for GSK's tech team and delivering impactful global digital projects for over 120,000 employees at GSK. Prior to joining the pharmaceuticals industry, Louise worked at L'Oréal, leading internal communications for the UK and Ireland. She also spent five years at Coca-Cola, working on internal communications across 38 markets in Europe. Before this, Louise held a variety of roles agency side, most recently with WPP group



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

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



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

Emma is communications and digital director at Dogs Trust. She started her career in publishing before moving into PR at what was then Breakthrough Breast Cancer (now Breast Cancer Now). She then had a 10-year stint at St John Ambulance where she led brand, campaigns, digital, internal comms and more, and played a key role in changing the image of the charity to the point where it was nominated for brand of the year by Marketing Week and is now the YouGov-ranked third most popular charity. While there, her proudest achievement was leading the 'Chokeables' campaign which has saved 54 lives so far.



**Adam Vincenzini**  
**Managing editor**  
**PMI Content Studio**

Adam has more than 18 years of experience in marketing and communications and is a thought leader on storytelling in the digital age. His professional highlights include founding one of Australia's leading independent content and digital agencies, driving award-winning work for Coca-Cola and Costa Coffee, and establishing his award-winning blog, AdamVincenzini.com. He is currently the managing editor of the PMI Content Studio which has been established to help Philip Morris International achieve its vision for a smoke-free future.



**Matt White**  
**Head of delivery**  
**Citizens Advice**

Matt works as head of delivery within the customer journey team at Citizens Advice. He leads the content design, data and delivery functions who work in multidisciplinary teams to design and deliver products and content that meets the needs of the public and advisers, reaching over 20m users a year. Prior to that, Matt worked in similar roles at Lloyds Banking Group and Cancer Research UK, and spent almost 10 years working in agencies on digital campaigns for entertainment, travel and financial services clients.



**Alex Wodzicki**  
**Group 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 pioneering digital projects across Europe. Previously, Alex spent over a decade in agencies as digital director at 360 Interactive.

## Deliverables

### BEST CORPORATE WEBSITE

**Gold – Harneys and Living Group**

Silver – WPP and Superunion

Bronze – British Nutrition Foundation (BNF) in partnership with the Agriculture & Horticulture Development Board (AHDB) and Mosquito Digital

Bronze – Landsec and MSL

Bronze – NS&I and The Team

Highly commended – Direct Line and Black Sun plc

Highly commended – Frontier Economics and MerchantCantos

### BEST CORPORATE APP

**Gold – Jaguar Land Rover and DRPG**

Silver – William Hill and Sequel Group

### BEST USE OF SEO FOR CORPORATE COMMUNICATIONS

**Gold – Refinitiv**

### BEST USE OF MOBILE AND PORTABLE DEVICES

**Gold – Global Forest Watch and 3 Sided Cube**

Silver – Bose and Media Com

Bronze – HelpMe Feed Foundation and Small World Social

### BEST USE OF DIGITAL TO AID A CSR CAMPAIGN

**Gold – Turkcell and Rafineri**

Silver – Archetype Agency GmbH

and Callaghan Consulting Solutions

Silver – Kiddylicious and Ready

Bronze – Unilever and AmazeRealise

### BEST DIGITAL REBRAND

**Gold – Harneys and Living Group**

Silver – Loterie Romande and ELSE

Bronze – British Nutrition Foundation (BNF) in partnership with the Agriculture & Horticulture Development Board (AHDB) and Mosquito Digital

Bronze – Spoka and Omobono

### BEST USE OF ONLINE VIDEO

**Gold – HSBC and MerchantCantos**

Silver – Facebook and Hope&Glory

Bronze – Turkcell

Bronze – Turkcell and Rafineri

Bronze – Worcester Bosch and DRPG

Highly commended – The Pokémon Company and Hope&Glory

Highly commended – UiPath and RAPP Worldwide Inc.

### BEST CORPORATE VIRAL CAMPAIGN

**Gold – The Pokémon Company and Hope&Glory**

Silver – Turkcell and Rafineri

### BEST DIGITAL COMMUNICATION AS PART OF AN INTEGRATED CAMPAIGN

**Gold – Simple Skincare and TMW Unlimited**

Silver – Church of England

Bronze – Horlicks and Mosquito Digital

Highly commended – Facebook and Hope&Glory

Highly commended – Harneys and Living Group

### BEST USE OF ARTIFICIAL INTELLIGENCE

**Gold – Three Whiskey**

Bronze – Eyekandy Ltd

### BEST USE OF DATA

**Gold – EY and Living Group**

**Gold – Worcester Bosch and DRPG**

Silver – UK Finance and Bladonmore

Bronze – Sony PlayStation and Media Com

Highly commended – UK Power Networks

## Social media

### BEST USE OF EXISTING SOCIAL MEDIA PLATFORMS:

#### SMALL BUDGET

**Gold – NHS Leeds Clinical Commissioning Group and Zeal**

Silver – Turkcell

Silver – Vileda and Mosquito Digital

Bronze – Zoflora and Mosquito Digital

Highly commended – SAP

### BEST USE OF EXISTING SOCIAL MEDIA PLATFORMS:

#### MEDIUM BUDGET

**Gold – Guide Dogs and Zone**

Silver – Church of England

Bronze – Horlicks and Mosquito Digital

Bronze – Sony and Hope&Glory

### BEST USE OF EXISTING SOCIAL MEDIA PLATFORMS:

#### LARGE BUDGET

**Gold – Birds Eye and Zenith**

**Gold – Wella Professionals and 1000heads**

Silver – Dock & Bay and Born Social

Bronze – Facebook and Hope&Glory

### BEST DEVELOPMENT OF PROPRIETARY

#### SOCIAL MEDIA PLATFORM AND TOOLS

**Gold – Nationwide Building Society and Sequel Group**

### BEST COMMUNITY DEVELOPMENT

**Gold – Wella Professionals and 1000heads**

Silver – Vimto and Tangerine Communications

## Best use of digital to an internal audience

### BEST INTRANET

**Gold – Travelex and Interact Software**

Silver – Barclays

Bronze – FSB, The Federation of Small Businesses

and Interact Software

Highly commended – Midland Heart and Interact Software

Highly commended – Unilever

### BEST DIGITAL EMPLOYEE COMMUNICATION

**Gold – AstraZeneca and Ruder Finn UK**

Silver – Deloitte and We Are Tilt

Silver – Royal Bank of Scotland Group and The Team

Bronze – Heathrow Airport and MSL

Highly commended – Action Against Hunger and Brandworkz

Highly commended – Travelex and Interact

Highly commended – Turkcell

## Best use of digital to an investment audience

### BEST ONLINE ANNUAL REPORT

**Gold – Ocado Group plc and Jones and Palmer**

Silver – Rentokil Initial plc and Carr Kamasa Design

Bronze – Pfizer and Superunion

Bronze – XP Power Ltd and Jones and Palmer

Highly commended – Schroders and Black Sun plc

Highly commended – UK Power Networks and Instinctif Partners

## Best use of digital to aid media relations

### BEST ONLINE NEWSROOM

**Gold – Aston Martin Digital Newsroom and Epresspack**

Silver – adidas and TheNewsMarket

## Evaluation

### BEST EVALUATION STRATEGY

**Gold – Harneys and Living Group**

Bronze – Birds Eye and Zenith

## Best use of digital by sector

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

**Gold – Church of England**

Silver – UNHCR and Great State

Silver – Westminster City Council and TMW Unlimited

Bronze – Publicis Sapient

Highly commended – British Heart Foundation and Wardour

Highly commended – Loterie Romande and ELSE

Highly commended – Samaritans and Torchbox

### BEST USE OF DIGITAL FROM THE EDUCATION SECTOR

**Gold – Studiekeuze123 and One Shoe**

Silver – Alan Turing Institute and Contra Agency

Bronze – Newcastle University and Wardour

Bronze – WhiteHat

Highly commended – Tate with UXB London and A New Direction

Highly commended – Wolfson College Cambridge

and Contra Agency

### BEST USE OF DIGITAL FROM THE ENERGY AND UTILITIES SECTOR

**Gold – Worcester Bosch and DRPG**

Silver – Wales and West Utilities and Crunch Simply Digital

Bronze – UK Power Networks and Instinctif Partners

### BEST USE OF DIGITAL FROM THE ENGINEERING AND MANUFACTURING SECTOR

**Gold – Worcester Bosch and DRPG**

Silver – Coats Group plc and VisMedia

Silver – Jaguar Land Rover and DRPG

Bronze – Salini Impregilo and BizUp

Highly commended – JD Pipes and Selesti Ltd

### BEST USE OF DIGITAL FROM THE FARMING AND AGRICULTURE SECTOR

**Gold – COFCO International and SampsonMay**

### BEST USE OF DIGITAL FROM THE FINANCIAL SERVICES SECTOR

**Gold – Chill Insurance and Click Consult**

Silver – Baker Tilly International and ClerksWell

### BEST USE OF DIGITAL FROM THE FMCG SECTOR

**Gold – Birds Eye and Zenith**

Silver – Simple Skincare and TMW Unlimited

Bronze – Horlicks and Mosquito Digital

Bronze – This Works and Media Com

Highly commended – Zoflora and Mosquito Digital

### BEST USE OF DIGITAL FROM THE FOOD AND BEVERAGE SECTOR

**Gold – Horlicks and Mosquito Digital**

### BEST USE OF DIGITAL FROM THE HEALTHCARE AND PHARMACEUTICALS SECTOR

**Gold – Publicis Sapient for Amplifon**

**Gold – SXT Health CIC and Bit Zesty**

Silver – Syncona and SampsonMay

Bronze – Incyte Biosciences and OPEN Health

Bronze – Weldricks Pharmacy and The SEO Works

### BEST USE OF DIGITAL FROM THE PROFESSIONAL SERVICES SECTOR

**Gold – Deloitte and We Are Tilt**

Silver – Publicis Sapient

Bronze – EY and Living Group

Bronze – Harneys and Living Group

Bronze – Pearn Kandola and Bottle

Highly commended – Frontier Economics and MerchantCantos

Highly commended – The Knowledge Academy

and Reboot Online Marketing

### BEST USE OF DIGITAL FROM THE PUBLIC SECTOR

**Gold – Westminster City Council and TMW Unlimited**

Silver – Mayor's Office for Policing And Crime (MOPAC)

and DPP with CDS

Silver – The Greater London Authority

Bronze – DVLA Personalised Registrations

and Connect Internet Solutions

Bronze – NHS Property Services

Highly commended – Sandwell Metropolitan Borough Council

and Rocktime Software Development

### BEST USE OF DIGITAL FROM THE RETAIL SECTOR

**Gold – Publicis Sapient for Bang & Olufsen**

Silver – Liverpool ONE and Click Consult

Silver – Sony and Hope&Glory

Bronze – Zoflora and Mosquito Digital

Highly commended – Vileda and Mosquito Digital

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

**Gold – The Pokémon Company and Hope&Glory**

Silver – Google UK and 1000heads

Bronze – Facebook and Hope&Glory

Highly commended – Vodafone and TMW Unlimited

### BEST USE OF DIGITAL FROM THE TRANSPORT AND LOGISTICS SECTOR

**Gold – Click4Reg and Reboot Online Marketing**

**Gold – MyUS.com**

Bronze – Publicis Sapient and RelaxNews for Groupe Renault

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

**Gold – The FA with Zone and Cognizant**

Silver – Brand USA and Expedia Group Media Solutions

Bronze – England's Historic Cities and Hex Digital

Highly commended – American Airlines and Media Com

Highly commended – Kwik Fit and Click Consult

Highly commended – LeadingCourse Mobile App and One Shoe

### DIGITAL CAMPAIGN OF THE YEAR

**Winner – Deloitte and We Are Tilt**

### DIGITAL AGENCY OF THE YEAR

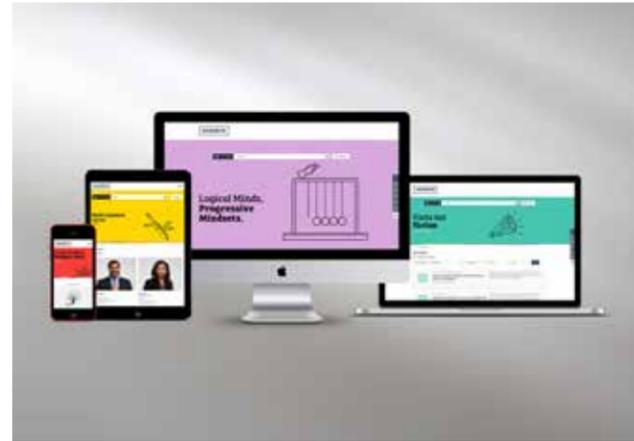
**Winner – DRPG**

## Best corporate website

### Gold – Harneys and Living Group

Living Group's mission was to transform law firm Harneys' corporate website into a more energetic, personable and human digital experience. It developed an identity system that centred on the work of London based illustrator Matt Blease. Living Group established a hierarchy of illustrations to work strategically across Harneys' brand communications both in print and online. Five key illustrations were animated for primary banners on the website with a top level brand message.

"Very good use of animation and strong research ahead of the project," said one of the judges. Another added, "Great looking, really feels as though they have stuck to their un-corporate objective throughout the entire site." One judge went further, "An excellent entry that was clear, well laid out and answered the requirements. It was interesting to include valuable industry context, and the images of discussion meetings and so on really brought the process to life."



### Silver – WPP and Superunion

The main aim for Superunion was to balance the strategic and creative elements in a way that enhanced rather than diluted or confused the WPP brand. As one judge said, "Looks beautiful and a good experience overall. They do have lots of imagery to draw upon but, nevertheless, very well executed."



### Bronze – British Nutrition Foundation (BNF) in partnership with the Agriculture & Horticulture Development Board (AHDB) and Mosquito Digital

Mosquito was tasked with redesigning the BNF's flagship website 'Food – a fact of life' to support food and nutrition education for schools across the UK for the next three years. As one judge noted, "This is a great site that really works for the target audience for a very tight budget."



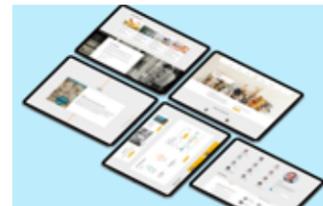
### Bronze – Landsec and MSL

As the first communication of the new Landsec brand, formerly commercial property giant Land Securities, MSL had to integrate three well known websites into one truly 'mobile first' site. "Love the navigation," said one judge. "One clear, bold call to action on each landing page at the top, and creativity both in navigation and storytelling."



### Bronze – NS&I and The Team

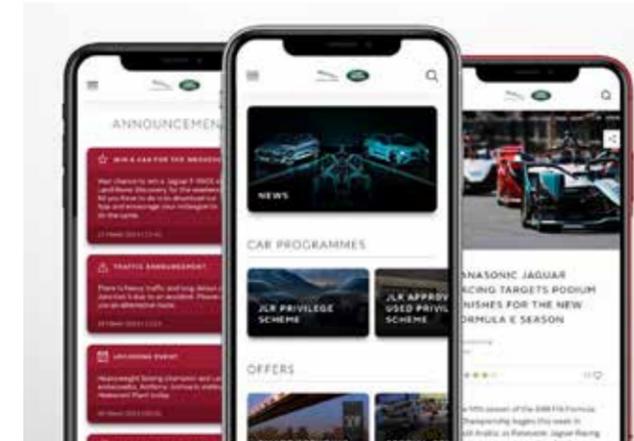
The Team's ambitious target was to tell the story of NS&I, the UK's largest savings organisation, showcasing its unique heritage while engaging multiple audiences, providing a flexible interface and a range of content types. "A well-executed, methodical redevelopment that provides a simple and clear experience for website users," said one judge.



### Highly commended – Direct Line and Black Sun plc

Highly commended – Frontier Economics and MerchantCantos

## Best corporate app



### Gold – Jaguar Land Rover and DRPG

Jaguar Land Rover (JLR) is the UK's largest automotive manufacturer. Following feedback from its workforce of a disconnected experience, JLR was keen to resolve this issue with a tool that would re-engage its employees and create a better experience for them all, wherever they were located around the world.

JLR's pulse employee satisfaction survey showed that while it's at the forefront of technology and innovation in its consumer products, it needed to adopt the same approach with its internal comms to empower employees the way its vehicles empower its customers.

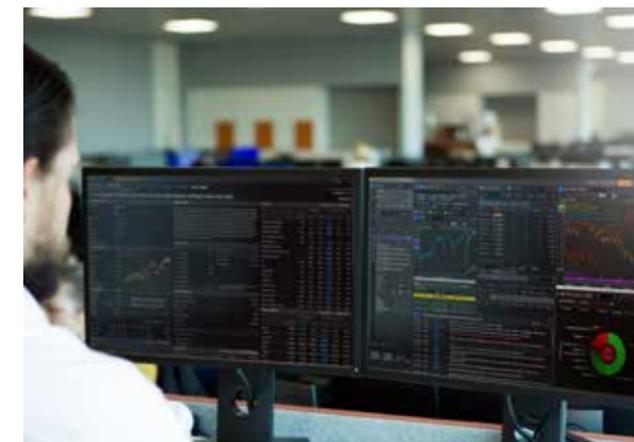
DRPG worked on revitalising and refreshing the 'Your JLR' app, adding a host of resources that employees could draw upon to keep up to date on company and location-specific news. It's the first port of call for exclusive company discounts, current vacancies, wellbeing sites and employee assistance.



### Silver – William Hill and Sequel Group

When bookmaker William Hill's digital division acquired online gambling company Mr Green it needed to create an onboarding experience that both welcomed the new and informed the old. The new digital tool had to be accessible through multiple website platforms until the teams could be fully integrated.

## Best use of SEO for corporate communications



### Gold – Refinitiv

Formerly the financial and risk business of Thomson Reuters, Refinitiv was reborn as a financial data company in 2018, uniting over 160 years of Reuters' heritage with the latest technology.

Due to high levels of existing website traffic, it was assumed that a strong SEO strategy was already in place, yet nobody understood how to attribute the traffic to different marketing and search efforts.

Amid the development of a new team and budget focused on SEO strategy, the company then faced a potential corporate buyout. This added deadlines for when the team had to switch everything digitally. Among other challenges, they needed to consolidate 1,000 websites, each with an average of 1,000 pages, all pointing to one brand.

The overall site approach was built from customer stories, bringing stakeholders together to review existing customer pain points and creating customer journey maps to supplement insight. This helped to show the team where the best SEO opportunities were.

## Best use of mobile and portable devices

### Gold – Global Forest Watch and 3 Sided Cube

The Forest Watcher app empowers users to monitor forests easily, access deforestation alerts and detect changes using near real time data and mapping tech. Thousands of people around the world use the platform every day. Anyone can contribute and create new knowledge, helping to stop illegal deforestation and fires and prevent any unsustainable activity.

The app uses visualisation software, mapping and tracking alerts to help prevent deforestation, report illegal logging and help organisations to maintain an ethical supply chain. Indeed, the team at 3 Sided Cube were so ardent about the cause it provided the initial discovery stage of the project free of charge to Global Forest Watch.

"A passionate team addressing a sustainability issue with the added difficulty of delivering an app to be accessed in areas with low connectivity," commented one of the judges. "I particularly liked the 'Tech for wood' strapline."



### Silver – Bose and Media Com

By expanding the reach of search from an entirely online channel into a proven footfall driver in bricks and mortar stores, Bose managed to drive revenue through in-store sales. All the judges agreed that this was a solid entry and a sound campaign. "Good, sound commercial offering and results," one judge remarked.



### Bronze – HelpMe Feed Foundation and Small World Social

HelpMe Feed is an app for health professionals that supports a new generation of parents with breastfeeding, featuring high quality video resources and in-app comms tools. As one judge noted, "The reasons for development seemed to focus on addressing data security rather than convenient access to expert advice, support and so on, which was refreshing."



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- Running digital campaigns
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## Best use of digital to aid a CSR campaign

### Gold – Turkcell and Rafineri

In a bid to publicise Rafineri's #BirKalpMama project, which helps stray animals, Turkish telecom giant Turkcell placed a bowl of food and water in front of its 1,400 shops throughout the country as well as launching promotional films. The whole initiative spread organically via social media, becoming a top trending topic on Twitter and resulting in 1,400 kennels for the animals.

With its project films, Rafineri reached 16.5 million people, and its #BirKalpMama hashtag was ranked third and first on Twitter's world and Turkey's trending topics, respectively. As for social media, organic support from influencers was followed by positive feedback among users and media alike. "Good results for a campaign that in many countries might be somewhat controversial," summarised one of the judges.



### Silver – Archetype Agency GmbH and Callaghan Consulting Solutions

Archetype Agency ran a CSR campaign to support German mental health charity ZehnZehn using the Goodplay CSR video promotion platform developed by CCS. This campaign leveraged video and social media in a new and innovative way to promote donations and raise awareness for the charity.



### Silver – Kiddylicious and Ready

Kiddylicious specialises in fun and tasty snack products for babies and toddlers. For its 2018 Christmas campaign, Ready created a simple yet powerful digital activation to enable its customers to donate competition prizes to two wonderful charities.

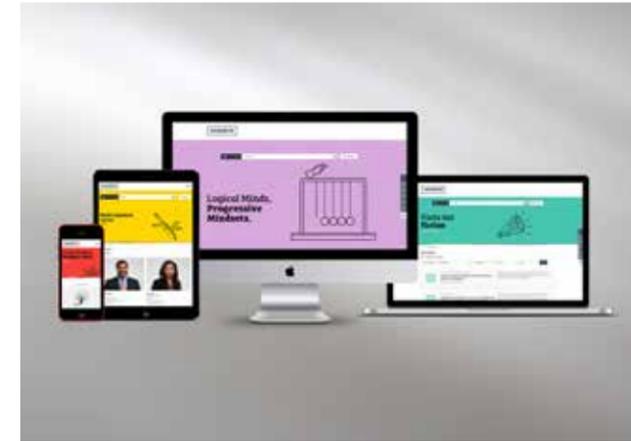


### Bronze – Unilever and AmazeRealise

The content within Unilever's Take Action hub aims to unlock opportunities for young social entrepreneurs. In turn, this builds Unilever's reputation with a future pipeline of consumers and employees. Most importantly it makes this audience start to feel part of something, to feel empowered, to get involved and to take action.



## Best digital rebrand



### Gold – Harneys and Living Group

Living Group's mission was to transform law firm Harneys' online brand into a more energetic, personable and human digital experience. It developed an identity system centred on the work of London based illustrator Matt Blease. Living Group established a hierarchy of illustrations to work strategically across Harneys' brand communications both in print and online. Five key illustrations were animated for primary banners on the website with a top level brand message.

The judges were impressed with the bravery and attention to user experience. One said, "Really great rebrand in what I imagine is a tricky sector – it looks innovative, fun and certainly differentiates the brand." Another observed, "Brave designs that will set this business apart from competitors. It felt fresh and a true redesign across its designed assets."

"An excellent submission demonstrating a rebrand focused on a number of digital channels, positioning the firm as a challenger in the market," noted a third.

### Silver – Loterie Romande and ELSE

Loterie Romande is the lottery provider for the six French-speaking Swiss Cantons; an estimated 63% of this population play it. Yet the existing online offer was outdated and in need of a wider rethink and redesign. One judge commented, "A clearly written submission with results that prove the success of this rebrand."



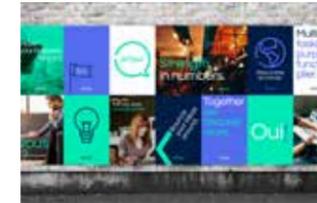
### Bronze – British Nutrition Foundation (BNF) in partnership with the Agriculture & Horticulture Development Board (AHDB) and Mosquito Digital

Mosquito was tasked with redesigning the flagship website 'Food – a fact of life', to support food and nutrition education for schools across the UK for the next three years. One judge commented, "It's clear to see how this site saw the increase in hits and sustained usage of the site."



### Bronze – Spoka and Omobono

Cloud communications provider Arkadin wanted to appeal to small to medium-sized businesses, but its proposition was too corporate and complex. It therefore needed to create an entirely new look and feel and a fresh customer experience. "Great looking rebrand and cleverly used associated materials," said one judge. "Good research that drove insight led decisions."



## Best use of online video

### Gold – HSBC and MerchantCantos

In preparation for World Autism Awareness Day 2019, HSBC Now made two films to celebrate neurodiversity at the bank. The first was for internal audiences, in which neurodivergent colleagues spoke about how their condition helps them in their role and the benefits that different thinkers bring to their business. The second was a shorter film that concentrated on autism specifically and would be published on external channels for World Autism Day.

All the judges loved it. "Effective visualisation of how people see the world and typical of the human storytelling HSBC does so well," said one. Another went further, "I really like this one. Just reading the entry made me want to watch the videos – they are well created and tell a real story that engages you until the end. Plus, there's the added bonus of clear explanation of the different nervous system conditions. It delivers more than a video, providing a true change of perception."



### Silver – Facebook and Hope&Glory

Facebook wanted to recreate 'Facebook Groups' in real life, by taking the people behind the groups offline and bringing them together in a gallery show. As one of the judges described it, "by focusing on the human factor the videos showed how Facebook is integral to our daily lives and real world social connections".



### Bronze – Turkcell

Part of Turkcell's young talent recruitment efforts asked employees to write and sing a recruitment rap song. It shot a homemade music video at Turkcell HQ, with real Young Talent employees from its 2018 recruitment. "Fun and adapted to the target audience," summarised one of the judges.



### Bronze – Turkcell and Rafineri

Turkish telecom giant Turkcell's video aimed to help publicise the #BirKalpMama project, which helps stray animals that are living in difficult conditions. The video helped the project become a top trending topic on Twitter. As one of the judges put it, "Really great subject tugging at people's heart strings and a well made video."



### Bronze – Worcester Bosch and DRPG

Rather than simply updating its old model, Worcester Bosch's new range is more powerful, more connected and more intelligent than any other domestic boiler available today. "Subtle creative nods to Dr Who, Intel Inside and mobile phone advertising completely repositions the image of a boiler," commented one of the judges.



Highly commended – The Pokémon Company and Hope&Glory

Highly commended – UiPath and RAPP Worldwide Inc.

# 10

## One thing is certain this year Webranking results will be out in October

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## Best corporate viral campaign

### Gold – The Pokémon Company and Hope&Glory

The brief for Pokémon Planet, the latest in the mobile game sensation, was to create a buzz amongst lapsed players of Pokémon GO as a new generation of creatures was introduced. Research had shown that, for regular GO players, finding a new creature in the game and successfully capturing it was akin to a naturalist finding an entirely new species in the wild. Thus, the idea was sparked of a content led campaign to appeal to both engaged and lapsed Pokémon players.

A two-minute film perfectly replicated scenes from BBC's Blue Planet II (which had just come out) and Planet Earth, with real creatures replaced by Pokémon ones. By paying homage to the familiar wildlife documentaries, the film was watched over 30 million times organically and was shared over 200,000 times. The campaign generated over 150 pieces of coverage in the UK alone, with over 700 pieces worldwide.



### Silver – Turkcell and Rafineri

In a bid to help publicise and help Rafineri's #BirKalpMama project that aims to help stray animals living in difficult conditions, Turkish telecom giant Turkcell's promotional activities included a launch video and the whole initiative spread organically via social media, becoming a top trending topic on Twitter.



## Best digital communication as part of an integrated campaign

### Gold – Simple Skincare and TMW Unlimited

To launch its Little Mix range, Simple partnered with the world's biggest girl bands to create bite-sized, fun and engaging content that would help the brand be more relevant to 16–24 year olds. The campaign included a skincare quiz in which the four band members each shared their own skincare routines. With over 40 content executions across social, digital out of home and video on demand, the campaign was everywhere from concert screens to underground.

"I loved this entry," gushed one of the judges. "Yes, they had a healthy budget, but they made it work hard. Their objective was clear, they tapped into insights to help define their audiences and they produced some exciting online content. Most of all, the results were amazing – well done." Another added, "Fantastic campaign that successfully uses social media and celebrity to boost brand image. Great understanding of target audience and their interests and behaviours."



### Silver – Church of England

The Church's #FollowTheStar Advent and Christmas campaign centred on two key assets: video content, including its full length Christmas advert with eight targeted social cut downs; and its daily reflections, which it turned into social graphics. One judge commented, "A really authentic, targeted campaign that showed innovation and creativity on a low budget."



### Bronze – Horlicks and Mosquito Digital

Faced with a declining hot malted drinks category, an aging audience and connotations of the product being a sleep aid, Mosquito was tasked with injecting new life into the brand. As one judge summarised, "The videos were a little cheesy, but showed very impressive campaign results with a really meaningful impact to the business."



Highly commended – Facebook and Hope&Glory

Highly commended – Harneys and Living Group

## Best use of artificial intelligence

### Gold – Three Whiskey

Keyword research is a way of managing the search complexity. It underpins insights and reveals the gaps and opportunities for sectors, audiences and companies. Three Whiskey uses it to categorise its client's competitor landscape and plot a path towards growing its client's digital presence.

However, its SEO team had been manually classifying thousands of keywords a month on average. It had to find a way to make search more efficient. Its research, analytics and data teams were certain they could find a time saving solution using machine learning. Hence Classy was born.

Over a relatively short time, using open source code and with no cost other than its data analyst's time, the team was able to create a solution that will save hundreds of days' work over the next year. Classy is a great example of how innovative agencies can be with new technologies like machine learning to better serve their teams and clients, day to day.



### Bronze – Eyekandy Ltd

In June 2018, Eyekandy launched the ground breaking augmented reality (AR) app Point and Place, enabling brands to sell more and enhancing the customer experience. Eyekandy spent six months developing the app as a shopping platform, producing and hosting the largest collection of high-quality, AR product experiences available in the industry.



## Best use of data

### Gold – EY and Living Group

Big four accounting firm EY's proprietary research data held immense potential value for its investor and corporate clients. But how to unlock it? In the Profit Warnings Console, Disruption Index and Capital Confidence Barometer, Living Group created three tools to liberate that potential, empowering both clients and EY's people.

Working closely with Transaction Advisory Services, Living Group scoped out the data EY's clients needed, conducted workshops and interactive sessions to gain insights into how best that data could be presented, then developed lively, flexible digital formats to bring it to life in an engaging way.

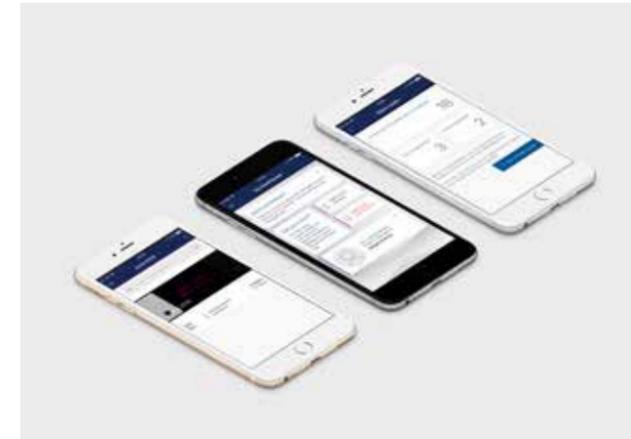
All the judges were very impressed. "A brilliant example of how the internet can help customers access data in an easy to digest format," said one. Another judge added, "Great data is only as good as those who access and manage it. EY's team has managed to create a world class platform meeting the stretching objectives set."



### Gold – Worcester Bosch and DRPG

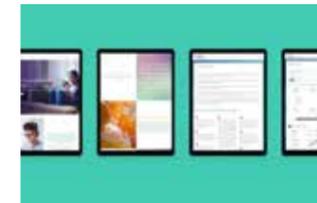
Worcester Bosch is a UK-based domestic heating and hot water products manufacturer. Having experienced strong growth, the company required centralisation of data to enable amends to be made only once and in one place, with a large KPI dashboard of live activity from across the site, providing a stream of data on aspects such as sales, visitors, call times and income raised by the website and its dedicated Worcester Accredited Installers (WAI) app, MyWorcester.

DRPG developed a bespoke CMS solution with a mission control analytics centre, which processes a continual stream of live data. The judges were particularly impressed the user friendliness of the data interface. "A super example of taking a traditional existing process and bringing it to life using data, digital and analytics," summarised one. Another judge added, "This is a brilliant example of making sense of the wealth of data digital activities created, as well as making sensible marketing decisions off the back of it."



### Silver – UK Finance and Bladonmore

When Storm Doris hit in 2017, it highlighted major deficiencies in UK Finance's system capabilities. Its new platform needed to pull data directly from its business back end systems and push to its front end website. As one judge commented, "Nice digitalisation of a quite bureaucratic process but not much has been done, which actually is innovative from a data perspective."



### Bronze – Sony PlayStation and Media Com

Trawling through Sony's CRM data, Media Com found that past game buyers had five times greater propensity to buy a future title. "Great example of the power of PPC when used correctly," said one judge. "This medium is often an afterthought in the marketing mix, but this proves it should be given strategic priority."



### Highly commended – UK Power Networks

## Best use of existing social media platforms: small budget

### Gold – NHS Leeds Clinical Commissioning Group and Zeal

NHS Leeds CCG wanted to raise staff morale from across the NHS, Leeds City Council and community and voluntary organisations during the busy winter period. The Big Thank You social media campaign was created to provide an opportunity for the people of Leeds to show their appreciation for the city's "winter heroes". The second element of the campaign was to encourage people to become winter heroes themselves with social content driving sign-ups and winter pledges.

All the judges were impressed by the authenticity of message, the sheer breadth of research and the results achieved on such a small budget. "Great use of social influencers, really helping spread the winter heroes message – the amount of research and strategy to make the campaign a success was impressive," said one. Another added, "Excellent use of research and social media on a low budget, to drive awareness, increase in traffic to the campaign website and help lift morale at a difficult time. Good pure social campaign."



### Silver – Turkcell

Part of Turkcell's young talent recruitment efforts asked employees to write, sing and film a recruitment rap song. "Good use of target audience and the people involved seemed genuinely happy to be there," said one judge. "Fun and authentic video that you can't help but remember," added another.



### Silver – Vileda and Mosquito Digital

The Never Ending Laundry Line Challenge, a website-launched competition to increase the awareness around Vileda's laundry care range, encouraged digital consumer product interaction. "Visually this looked great, seemed well considered and fun," commented one judge. "It also restored a depleted data list following GDPR in a clever way."



### Bronze – Zoflora and Mosquito Digital

Instead of amplifying Crufts, the dog show, to existing digital audiences, Mosquito was tasked with converting wider visitors into long term digital fans. As one judge put it, the campaign was "a really good use of the influencers strategy and demonstrates the power of building relationships early on to reap benefits later".



Highly commended – SAP

## Best use of existing social media platforms: medium budget



### Gold – Guide Dogs and Zone

Guide Dogs wanted people to get intimate with sight loss; to emotionally connect with the disability itself, and to see how the charity helps visually impaired people live life to the full. The team wanted to engage with younger people on social media, particularly men, as Guide Dogs' audience was skewed heavily towards women aged 35 and above.

So it travelled around the UK to create a series of five videos showing how visually impaired people play sport. These fun, vibrant videos focus on the person and their sporting ability than their visual impairment, exploring their story, what adaptations are made to enable them to play and how their guide dog supports them.

"This campaign had a clear and well thought through objective that delivered results," said one of the judges. "They seemed as clear on what they did not want as what they did want, and this clarity of thought and purpose seemed to pay off."

### Silver – Church of England

The Church's #FollowTheStar Advent and Christmas campaign centred on two key assets: video content, including its full length Christmas advert with the eight, targeted, social cut downs; and its daily reflections, which it turned into social graphics. As one judge succinctly put it, "Clear objectives, solid research, and very well executed."



### Bronze – Horlicks and Mosquito Digital

Faced with a declining hot malted drinks category, an aging audience and connotations of the product being a sleep aid, Mosquito was tasked with injecting new life into the brand. As one of the judges commented, "this was a campaign that did deliver very good business results".



### Bronze – Sony and Hope&Glory

Competition in the high end camera market has grown. To maintain its lead, Sony Alpha Universe was developed. It's an editorially driven website with copy, imagery and video featuring professionals who use Sony equipment. One judge summarised, "They understood the goal and audience well, adapting the plans during the campaign itself."



## Best use of existing social media platforms: large budget

### Gold – Birds Eye and Zenith

Data science has underpinned the evolution of the Birds Eye Fish Finger social media effort. It has focused on partnering with third parties to measure the results of social campaigns, working with platforms, such as Facebook. And with each campaign it has ingrained the learnings within its marketing culture. In 2018 alone, Birds Eye was able to deliver over half a billion digital impressions across content, with Fish Fingers taking a large share of this.

“An excellent, all round representation of using social media,” summarised one of the judges. “The agile nature of the processes undertaken were really clear, and I was really impressed by the execution and bravery of this campaign.” Another added, “Birds Eye have taken a well known brand and taken it up a gear with insight driven, well planned, creative activities.” One judge put it thus, “The campaign put social at its heart – both own channels and related – in a strategic way.”



### Gold – Wella Professionals and 1000heads

Wella wasn't doing anything out of the ordinary to help the brand talk to the hairdressing community – its key target audience. The content it was producing seemed like leftovers from other campaigns, rather than content that considered social first. Based on deep learning and insight, 1000heads identified that the key opportunity for Wella lay in enlisting the help of a small army of content savvy hairdressers, destined for the Wella social channels' limelight.

“Great creative, impressively executed,” commented one of the judges. “Also great to see some good results demonstrated.” As another put it, the campaign had “great use and understanding of Instagram which met several objectives. Loved the use of the hairdresser, rather than paid influencers”. One judge commented, “A truly social first campaign that gave the hairdressers the campaign – this didn't feel tokenistic, you could see how the target audience benefited from the campaign and the results should be of benefit for Wella.”



### Silver – Dock & Bay and Born Social

Born Social worked with Dock & Bay to build its brand and creative into the existing social platforms. “Brilliantly written pitch, showing a deep understanding of what drives consumer behaviour,” said one of the judges. “All the judges are off to buy one of the towels now!” added another.



### Bronze – Facebook and Hope&Glory

Facebook wanted to recreate Facebook Groups in real life, by taking the people behind the groups offline and bringing them together in a gallery show. Its films were shared over 200 times by editorial channels including Time Out, BBC London and Hypebae, with over 8 million organic views on Facebook and Instagram.



## Best development of proprietary social media platform and tools



### Gold – Nationwide Building Society and Sequel Group

Nationwide is the largest building society in the world and one of the top three savings providers and mortgage lenders in the UK. In the past, Nationwide purchased a new app for individual events, but quickly found they clogged up devices and displayed out of date information.

The comms team saw little value in repeating the purchase and app set up process for each event or having to repeatedly wade through all the up front communications and technical work. Nor did they want users to have to waste time signing in to each new app and creating a profile every time, plus, multiple apps would soon become too costly and unwieldy for the system.

What the team wanted was a flexible, multi-user, multi-event app that was mobile and desktop responsive and could be used again and again, with minimal effort on the part of organisers and users alike. And that's exactly what Sequel's My Events app provided.

## Best community development

### Gold – Wella Professionals and 1000heads

Wella wasn't doing anything out of the ordinary to help the brand talk to the hairdressing community, its key target audience. The content it was producing seemed like leftovers from other campaigns, rather than content that considered social first.

Based on deep learning and insight, 1000heads identified that the key opportunity for Wella lay in enlisting the help of a small army of content savvy hairdressers, destined for the Wella social channels' limelight – the Wella Passionistas.

The team paired a new tonal direction, based on dynamic, hypnotising formats and crafted a community of some of the world's up and coming hairdressers to arm Wella with hairdresser created, user generated content. This UGC set them apart from their competitors and fuelled a content hungry platform, Instagram, with 7 posts every day.

These hairdressers added authenticity to the feed, moving Wella away from its dated, campaign-led creative to a more up to date, always on approach.

### Silver – Vimto and Tangerine Communications

How do you market a soft drink in a crowded space, to young teens, that don't want to listen? In early 2018, Tangerine was tasked with developing a PR and social media response to this question, and to support Vimto's wider multimedia campaign, 'I SEE VIMTO IN YOU'.



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## Best intranet

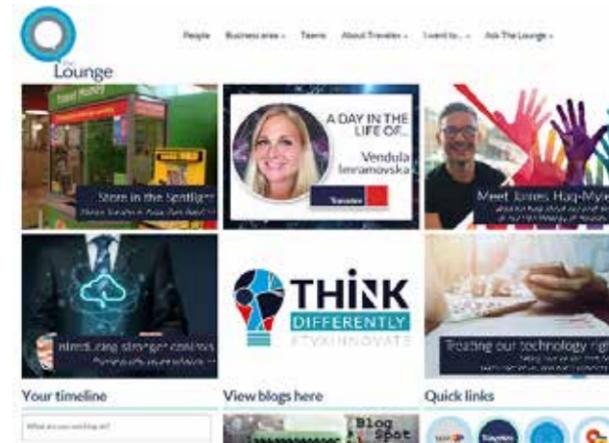
### Gold – Travelex and Interact Software

For a dispersed workforce in a decentralised organisation, Travelex bridges the gap through The Lounge – its socially enabled interactive intranet.

Every employee is able to post freely on topics of their choice – work, or non-work related – and it all adds to the community feel. It is used up and down the leadership ladder, allowing senior leaders to engage directly and problem solve with colleagues around the business they may not previously have had the chance to meet.

“A best practice example of what an intranet should be and do,” remarked one of the judges. “Really nice design and good use of blogs to create a community,” added another.

“Really amazing stories and the first time I see technology in a company really bringing that connection piece to life,” said one judge. Another observed, “Problem solving, employee needs and concerns, humour and community are at its core, while it’s a good name too, signalling the intent and setting the tone.”



### Silver – Barclays

The Barclays Now intranet is used by over 80,000 bank staff worldwide. The digital team was tasked with creating a digital workplace fit for all colleagues whatever their location or role. “An ambitious project... executed very well, with great results,” said one judge. “And with such an enormous amount of data, it’s impressive.”



### Bronze – FSB, The Federation of Small Businesses and Interact Software

The myfsb intranet is externally accessible and mobile friendly, which ensures that its users, the majority of whom are field-based, can log in at any time from any location. “Great thinking and adaptation to each group’s needs with good results despite a low budget,” said one impressed judge.



### Highly commended – Midland Heart and Interact Software

### Highly commended – Unilever

## Best digital employee communication

### Gold – AstraZeneca and Ruder Finn UK

How could this global pharmaceutical company, with a workforce of more than 64,000 spread across 100 countries, actively involve all its employees as it embarked on the next phase of its journey?

In May 2018 it launched AZ2025, a global digital programme designed to engage employees in AstraZeneca’s future by giving them a forum and a voice. It centred on a landmark three week crowdsourcing campaign, hosted on Workplace, which brought together employees from around the world in a series of online discussions. The 30 best employee ideas were presented to management and the board, then taken forward.

“Very clear objectives and I liked the use of live events,” said one judge. “All the supporting materials brought the project to life.” Another added, “Crowd sourcing and hackathons are all buzz words in internal comms, so hats off to AZ for delivering an outstanding campaign that has generated great buzz, positioned it as a modern employer and generated strategic ideas.”



### Silver – Deloitte and We Are Tilt

‘Discover Deloitte’ is an innovative digital onboarding resource that supports young joiners from the point of job offer, through their first 90 days at the firm and beyond. “A good example of how to tackle a difficult challenge – introducing young employees to a complex company – and doing it in a user-centric way,” said one judge.



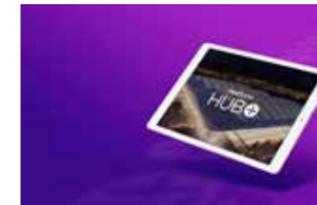
### Silver – Royal Bank of Scotland Group and The Team

Using entertainment as a hook, The Team turned to gamification and developed a multi-platform application to educate, engage and reassure colleagues, and collect data on audience understanding of ring-fencing. As one judge commented, “This submission impressed by combining a noble challenge with a fun approach that is visually appropriate to a global audience.”



### Bronze – Heathrow Airport and MSL

HUB+ is a digital workspace, information hub and water cooler for Heathrow employees. With interactive content, animations and online tools, all employees can stay up to date, anywhere, anytime. The judges were impressed with the diversity of the personas. “I liked the idea of digital mentors to help people onboard onto the tool,” said one.



### Highly commended – Action Against Hunger and Brandworkz

### Highly commended – Travelex and Interact

### Highly commended – Turkcell

## Best online annual report

### Gold – Ocado Group plc and Jones and Palmer

Significant retail partners signed up to use online grocery retailer Ocado's proprietary technology in 2018. Its annual report therefore needed to discuss the global opportunity to offer the world's retailers a unique, scalable, customised e-commerce and fulfilment solution. As an online business, Ocado also wanted to achieve a timely and comprehensive digital solution for the project, with the full report published digitally on the day of announcement.

The judges were impressed by three things: the storytelling, easy navigation and clear objectives. "I think this was an excellent submission," said one. "The Ocado website clearly portrayed the strategy and business objectives in a clean and crisp design. It was also great to see some good results."

"Creative and bold digital offering, with good use of imagery and graphics, and easy to navigate, said another judge. Another added, "Clear to see the corporate goals from this report. It was released quickly, and the site was engaging."



### Silver – Rentokil Initial plc and Carr Kamasa Design

For pest control leader Rentokil's annual report, innovations included the creation of a digital wrapper to add impact and quick access to the content, and a new culture index that was created with FRC guidance in mind. "Great website," noted one judge. "Easy to navigate with good mix of graphics, video and photography."



### Bronze – Pfizer and Superunion

Superunion has been working with Pfizer since 2015 to enhance its approach to integrated reporting. In 2018, the focus was on creating simple, intuitive user experiences to bring Pfizer's stories into sharp, vivid focus. "I liked the focus on stories and the multi-channel approach, allowing readers options on how to consume the content," said one judge.



### Bronze – XP Power Ltd and Jones and Palmer

XP Power's report needed to be clear and engaging. An online version in full HTML was chosen to elevate the content in a digital format making it accessible for wider stakeholder groups. As one judge pointed out, the "thorough results included dwell time – an important measure to assess the success of both design and content".



### Highly commended – Schroders and Black Sun plc

Highly commended – UK Power Networks and Instinctif Partners

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## Best online newsroom

### Gold – Aston Martin Digital Newsroom and Epresspack

Iconic car brand Aston Martin hired Epresspack to help it build an online newsroom for expanding its media content globally, enabling it to coexist with its current platforms. It filled it with new information and made it more user friendly for journalists.

The project uses a customised backend office, allowing Aston Martin to effortlessly add and circulate content without needing any external IT support or tech expertise. An analysis tool allows Aston Martin to monitor site traffic to further re-evaluate its targeted source of traffic so that it can better engage with its audience.

Journalists from around the world can access the content on a single platform. Information can be distributed amongst multiple PR audiences, and interest groups can be targeted more effectively, helping Aston Martin to communicate specific stories with the press, engage with the public or share on social network.



### Silver – adidas and TheNewsMarket

Sport fashion brand adidas required an online editorial destination for journalists to equip them with the tools to understand what the brand is up to and why. The aim was to create an immersive 'in the moment experience' that offers content to media users in a fast and efficient way.



## Best evaluation strategy

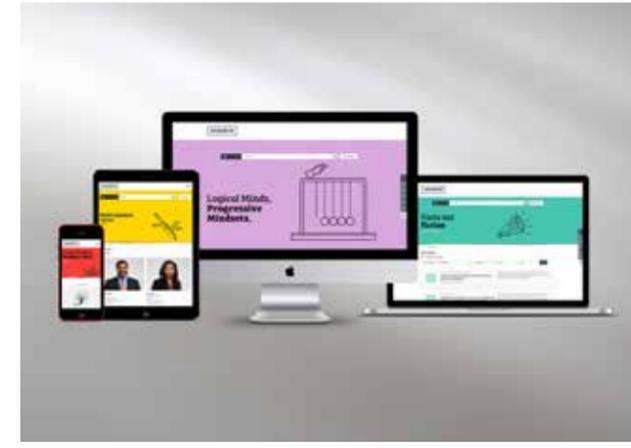
### Gold – Harneys and Living Group

Harneys is a leading international offshore law firm. It was established in 1960, and now has a global spread across 12 locations, including London. It turned to Living Group to transform a brand and digital presence that was no longer relevant and lacked real engagement.

Living Group's mission was, first, to rejuvenate the corporate website into a more energetic, personable and human digital experience. It developed an identity system that pivoted around the work of London based illustrator Matt Blease.

A hierarchy of illustrations was established to work strategically across Harneys' brand communications both in print and online. Five key illustrations were animated for primary banners on the website with a top-level brand message.

Having transformed the Harneys brand and digital presence, Living Group then launched a marketing campaign that raised awareness of the firm's brand and capabilities globally – monitoring, measuring, adjusting and evaluating each and every aspect.



### Bronze – Birds Eye and Zenith

Data science has underpinned the evolution of the Birds Eye Fish Finger social media effort. It has focused on partnering with third parties to measure the results of social campaigns, working with platforms such as Facebook. With each campaign it has ingrained the learnings within its marketing culture.



# CORPORATE CONTENT AWARDS 2020



**Entry deadline:**  
**25 October 2019**

**Late entry deadline\*:**  
**8 November 2019**

\*A late entry surcharge of £125 will be applied to every entry submitted after 25 October. Call us on +44 (0)20 3950 5356 to receive a special booking code and waive the late booking fee.

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



### Gold – Church of England

The Church of England's digital team was established in October 2016 to harness the considerable reach and recognition that a social and digital presence brings. Its #FollowTheStar Advent and Christmas campaign centred around two key assets: video content, including its full-length Christmas advert with the eight, targeted, social cut-downs; and its daily reflections, which it turned into social graphics.

The judges agreed that this was an authentic, targeted campaign that showed innovation and creativity on a low budget. They also felt it was based on solid research and clear objectives, that were executed immaculately.

"Excellent concept," said one of the judges. Another commented: "This entry really impressed from a data cleansing perspective. Many digital platforms fall down at the huge, dirty, data hurdle and it is clear that this work involved sustained heavy lifting to achieve its goals. Also it's nice to see mince pies and mulled wine in an awards submission entry!"



### Silver – UNHCR and Great State

The UNHCR strives to improve the lives of refugees. Its multi-lingual website allows supporters to 'donate' their travelled miles to match the 2 billion kilometres covered by refugees each year. "In a digital world of endless requests for charitable donations, this campaign is refreshing in its approach to connecting a global trend with a crisis," said one judge.



### Silver – Westminster City Council and TMW Unlimited

For the 2018 Armistice centenary, Westminster Council filled London's Piccadilly screens with the sight and sound of relentless marching boots – each pair representing a soldier who died in the war. "A great single idea implemented with empathy and dignity, using the latest technology to evoke emotion from a wide audience," commented one judge.



### Bronze – Publicis Sapient

Publicis' 'Sending Machine' is a digital vending machine that doesn't dispense food but sends it straight to the food bank. One judge said: "This submission is a great example of how technology can be a force for good. Innovative and inspiring, this system makes it easy for people to make a positive difference."

Highly commended – British Heart Foundation and Wardour

Highly commended – Loterie Romande and ELSE

Highly commended – Samaritans and Torchbox

## Best use of digital from the education sector

### Gold – Studiekeuze123 and One Shoe

In the Netherlands, more than 30% of the students who begin an area of study will drop out in the first year, costing Dutch society an estimated €7 billion a year. The ability to choose the right study is therefore of increasing importance.

The Dutch Ministry of Education, Culture and Science, together with students and higher education institutions, initiated the Studiekeuze123 platform. With One Shoe's help, a complete digital landscape overhaul now supports students in their study orientation and study choice process.

"A clear example of digitally solving a problem in a way that showcases how digital works," said one of the judges. "Simple to understand, great design and a clear objective throughout. Good job."

Others agreed. "A well designed, thought out, useful and sleek website that provides individual resources and help to students," said one. Another added: "Addressed a real and identified need in students. Had some nifty features like the skills match. Great, lively visuals."



### Silver – Alan Turing Institute and Contra Agency

The Alan Turing Institute is the UK national institute for data science and artificial intelligence. The institute needed a full-service web design company to improve their online presence. As one judge put it: "Beautifully designed and thought out site. Great use of HTML5. A clever website reflecting a very clever and important man."



### Bronze – Newcastle University and Wardour

Wardour was commissioned to communicate a new vision for the university, putting the spotlight on the vibrancy of the organisation and showcasing the true strengths of its research and teaching. "Creative way of telling stories that they took time to make as engaging as possible," said one judge.



### Bronze – WhiteHat

As a tech start-up, WhiteHat aims to transform apprenticeships and create credible alternatives to even the best universities by developing high quality education and training that supports the needs of both employers and young people. One judge commented: "Really like the idea of encouraging apprenticeships, and a good tie-up with partners like TaskRabbit."



**Highly commended – Tate with UXB London and A New Direction**  
**Highly commended – Wolfson College Cambridge and Contra Agency**

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

### Gold – Worcester Bosch and DRPG

Worcester Bosch is a UK-based domestic heating and hot water products manufacturer. Having experienced strong growth, the company required centralisation of data to enable amendments to be made only once, and in one place, with a large KPI dashboard of live activity from across the site, providing a stream of data on aspects such as sales, visitors, call times and income raised by the website and its dedicated Worcester Accredited Installers (WAI) app, MyWorcester.

DRPG developed a bespoke CMS solution with a 'mission control' analytics centre which processes a continual stream of live data. The judges were particularly impressed by the user friendliness of the data interface. "Taking boiler installations online must have been a tough challenge, and I'm impressed by how they handled it," commented one of the judges. Another added: "Creatively strong, providing a clear use case with strong calls to action."



### Silver – Wales and West Utilities and Crunch Simply Digital

This consultancy campaign needed clear reach and objectives for Wales & West Utilities to reach homeowners across South Wales and the West of England, getting them to answer a series of surveys for the organisation. "Great results and an interesting route into customer conversation," said one judge



### Bronze – UK Power Networks and Instinctif Partners

UK Power Networks is a utility company with a commitment to have open and transparent communication and engagement with customers. This starts with its online annual review – a comprehensive microsite detailing its strategy and performance against its stated objectives. "A really lovely user experience," said one judge.



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

### Gold – Worcester Bosch and DRPG

Worcester Bosch is a UK-based domestic heating and hot water products manufacturer. Having experienced strong growth, the company required centralisation of data to enable amends to be made only once, and in one place. DRPG helped the company create a large KPI dashboard, collating live activity from across the site and providing a stream of data on aspects such as sales, visitors, call times and income raised by the website and its dedicated Worcester Accredited Installers (WAI) app, MyWorcester.

"Really liked the approach here to what sounds like a nightmare challenge," said one of the judges. "An excellent submission with clear objectives and good explanation of process and implementation," agreed another. The judges were particularly impressed with the app. "A fantastic use of an app, that's a no brainer for fitters to download," said one. Another added: "The video demonstrating the app was fantastic and really brought to life its effectiveness."



### Silver – Coats Group plc and VisMedia

Vismedia was tasked with creating an interactive web experience, augmented reality and 3D CG animation. The innovations allow key customers and stakeholders to peel back the outer layers of a bespoke model car. "Great use of new digital technology to bring an invisible product to life," said one of the judges.



### Silver – Jaguar Land Rover and DRPG

Following feedback from its workforce of a 'disconnected experience', Jaguar Land Rover was keen to resolve this issue with a tool that would re-engage its employees, wherever they were located around the world. "Clearly a lot of hard work has gone into this complex problem," said one of the judges.



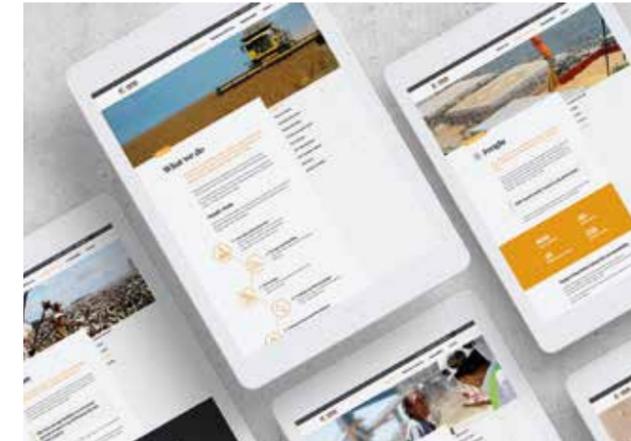
### Bronze – Salini Impregilo and BizUp

Following the growth of its 'We Build Value' digital magazine, a structured marketing plan was needed to exploit the brand's potential and confirm Salini Impregilo as a communication change-maker in the infrastructure sector. One of the judges commented: "This is an attractive online magazine that's easy to navigate with eye-catching fonts."



### Highly commended – JD Pipes and Selesti Ltd

## Best use of digital from the farming and agriculture sector



### Gold – COFCO International and SampsonMay

COFCO is the overseas agriculture business platform for COFCO Corporation. With 11,000 people across 35 countries, it is China's largest food and agriculture company. COFCO is focused on becoming the leader in the global grains, oilseeds and sugar supply chains, with assets across the Americas, Europe and Asia-Pacific. It trades with over 50 nations, while providing farmers unique direct access to the growing Chinese market.

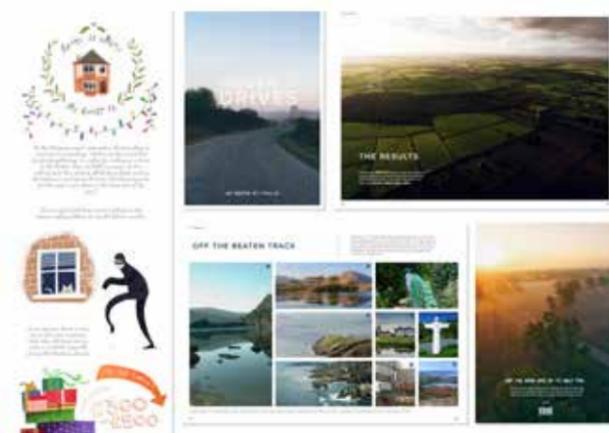
Within its operating market, COFCO is growing at pace with an ambition to build a world-class global agri-business committed to providing the food the world needs in a responsible way. With a basic corporate website providing limited content and no consistency across its broader digital communications, SampsonMay's brief was to overhaul all aspects of the brand and digital communications, leading with the corporate website and related digital channels and content.

## Best use of digital from the financial services sector

### Gold – Chill Insurance and Click Consult

When Chill Insurance, one of Ireland's largest, and certainly the fastest growing, insurance brokers, came to Click Consult for its search marketing services, they did so with a large budget and an even larger sense of expectation. The insurance market and, indeed, many of the financial markets are highly competitive. As a result Click had to come up with a campaign that would garner the greatest ROI as well as one which hit the targets given to it.

Click had to make sure that all of the on-page content was fully optimised and keyword rich, and that it appealed to different audiences geographically. The assets had to focus on those travelling to Ireland and gaining insurance but it had to write also for an international audience and encourage them to visit. And it had to run a full disavow strategy to clean the existing backlink profile.



### Silver – Baker Tilly International and ClerksWell

Accountants Baker Tilly International needed a clear and accessible website which would be engaging and provide key information to users as well as directing them to its member firms across the globe using the worldwide directory. The website was built by ClerksWell and is an essential tool to Baker Tilly International's success.



## Best use of digital from the FMCG sector



### Gold – Birds Eye and Zenith

Data science has underpinned the evolution of the Birds Eye Fish Finger social media effort. It has focused on partnering with third parties to measure the results of social campaigns, working with platforms such as Facebook.

The judges were won over by the sheer bravery and creativity. One commented: "The brand took risks and, in the process, reinvented itself from a product you used to buy to something that you'd consider adding to your basket today. Taking on the Daily Mail is a pleasingly yet ballsy move, and the clever application of this gave the campaign a new edge and a viral feel. A clear winner for this category."

Another said: "Very creative, and really well done for reacting to the negative press in such a brave and innovative way – the marketing team must be brilliant and very agile to get this out in a quick enough time to take advantage of the moment."

### Silver – Simple Skincare and TMW Unlimited

To launch its Little Mix range, Simple partnered with the world's biggest girl bands to create bite-sized, fun and engaging content that would help the brand be more relevant to 16–24 year olds. One judge said: "Fantastic campaign across multiple platforms with tangible results. Great understanding of target audience."



### Bronze – Horlicks and Mosquito Digital

Faced with a declining 'hot malted drinks' category, an ageing audience and connotations of the product being a sleep aid, Mosquito was tasked with injecting new life into the brand. "A well implemented campaign, building on audience values," said one of the judges.



### Bronze – This Works and MediaCom

MediaCom was able to bring audience insights to life in its search to be creative with skincare brand This Works. This campaign resulted in a significant increase in traffic and conversions, despite the small budget. One judge commented: "Extremely simple but hugely effective. They tapped into audience insight to drive new traffic."



### Highly commended – Zoflora and Mosquito Digital

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

### Gold – Horlicks and Mosquito Digital

Faced with a declining 'hot malted drinks' category, an ageing audience and connotations of the product being a sleep aid, Mosquito was tasked with injecting new life into the brand.

It launched #MyHorlicksMoment as a multidisciplinary, multi-channel campaign targeted at a wide audience demographic ranging from younger (student) audiences to professionals, parents and mature consumers. The campaign encouraged people to discuss the meaningful moments of enjoyment with Horlicks, and the special people they like to share it with.

The purpose of carrying out a 'malty-channel' campaign (pun intended!) was to engage and connect a variety of different audiences. #MyHorlicksMoment aimed to carve a space for Horlicks throughout a consumer's day and make the product relevant for all.

As one of the judges commented, "this was a campaign that delivered very good business results". Another said: "The videos were a little cheesy, but they showed very impressive campaign results with a really meaningful impact to the business."



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

### Gold – Publicis Sapient for Amplifon

Amplifon asked Publicis to design a service to help its customers get comfortable with their hearing aids, learn how to use them quickly and simply and get the maximum benefit to ensure continued use. The world-first Amplifon Companion app works with some of the major brand Bluetooth-enabled hearing aids. It learns about user needs and behaviour patterns, in order to give support and advice exactly when needed, no matter the time or place.

“Excellent film which brought across the diversity of those affected. Not just ‘grey oldies’ – also mums of young children,” said one of the judges. Another commented: “Great looking app, good, natural use of diversity. Great innovation means really using digital to improve people’s lives.” Another judge said: “Great, clear entry – objectives, research and results all clear. The films gave an everyday, relatable insight into the problem and the app appears easy to use and learns as it goes.”



### Gold – SXT Health CIC and Bit Zesty

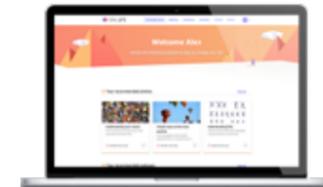
Each year around 500,000 people in the UK are diagnosed with a Sexually Transmitted Infection (STI). The major challenge is getting diagnosed patients to notify their sexual partners – a conversation nobody wants to have. One organisation attempting to address this problem is SXT, a Community Interest Company. It engaged Bit Zesty to create a digital service that allows clinicians and patients to notify their previous sexual partners anonymously. Partners receive an SMS message telling them that they need to get tested and helping them find a clinic nearby.

“Fantastic idea based on solid research that takes advantage of digital functionalities – texts, geolocation – while respecting the desire for privacy and anonymity,” said one of the judges. “Good match for the Tinder generation and great results for the society – a truly public service.” Another judge agreed: “Truly innovative, revolutionary and harnesses advantages of digital: anonymity, speed and link to local clinic. Cannot argue with hours of work of health care professionals saved.”



### Silver – Syncona and SampsonMay

Syncona’s focus is wholly on investing in healthcare companies and it adopts a partnership approach with its portfolio companies. SampsonMay’s brief was to overhaul all aspects of its digital communications, leading with the corporate website and related digital channels. “Good, successful corporate website redesign with great video content and innovations,” said one judge.



### Bronze – Incyte Biosciences and OPEN Health

Responding to early market research, Incyte gave the green light to OPEN Health to make CML Life above brand and co-create all content in partnership with patients, patient advocacy groups and doctors, delivering a truly patient-driven product. One judge said: “Great research and an engaging platform for patients.”



### Bronze – Weldricks Pharmacy and The SEO Works

Weldricks tasked The SEO Works to deliver a sharper level of growth through online channels. Its main concern was that its site didn’t generate enough revenue through current digital channels, organic search and paid search. “Interesting read, the results look good, and they covered a lot of touchpoints,” said one of the judges.

## Best use of digital from the professional services sector

### Gold – Deloitte and We Are Tilt

'Discover Deloitte' is an innovative digital onboarding resource that supports young joiners from the point of job offer, through their first 90 days at the firm and beyond. It is designed to work across devices.

The experience is tailored to an individual's job role, while personal profiles allow for saved content, notifications and to-do items. DD also includes bite-sized, emotionally engaging content designed to reduce a new joiner's time to competence. One judge commented: "Great idea and executed well, based on some solid research about this audience. Very impressive, particularly the hours it saved instead of face to face training."

"I thought this was excellent," added another. "It understands the target market very well and is built with them in mind. As such, very good adoption and the creativity in the app was compelling." Another said: "I loved the way the app and site thought about the target audience, ensuring it was developed with them in mind."



### Silver – Publicis Sapient

'Databloom' is a live data art installation, bringing to life a radical new data-driven future for consumers and business. Users grow a unique databloom based on their biometric data, then share it. One judge commented: "I loved the idea of visualising data. The supporting digital channels seem very successful too. It's a real differentiator."



### Bronze – EY and Living Group

Big four accounting firm EY's proprietary research data held immense potential value for its investor and corporate clients. But how to unlock it? One judge said: "Clear research, planning and implementation. Looks very clean and easy on the eye, the dark tones making blue-light viewing much better."



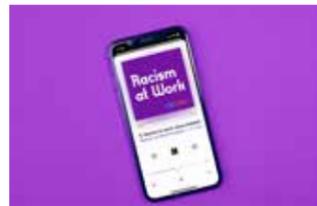
### Bronze – Harneys and Living Group

Living Group's mission was to transform law firm Harneys' corporate website into a more energetic, personable and human digital experience. "Really fresh feel for the sector, the vision looks to have continued throughout the entire site – very well executed," said one judge.



### Bronze – Pearn Kandola and Bottle

Bottle's brief was to raise the authority and profile of senior partner Binna Kandola over a six-month campaign, adapting content from his latest book, 'Racism at Work: The Danger of Indifference'. "A tightly focussed campaign, well researched and executed with tangible results," said one judge.



Highly commended – Frontier Economics and MerchantCantos

Highly commended – The Knowledge Academy and Reboot Online Marketing

## Best use of digital from the public sector

### Gold – Westminster City Council and TMW Unlimited

For the 2018 Armistice centenary, Westminster Council filled London's Piccadilly screens with the sight and sound of relentless marching boots – each pair representing a soldier who died in the war. During the hour, it also featured 11 haunting stories of people from, or with connections to Westminster, who had served in the war. These simple stories, the result of extensive research, helped those watching remember that behind every pair of boots was a real person, with a unique personal story. As the last pair of boots marched off screen, the screens faded to black.

"Highly creative campaign which achieved its objectives by using cutting edge technology to evoke emotion," said one of the judges. "Brilliant experiential idea and hugely poignant and effective," agreed another. One judge commented: "This was an innovative and well executed campaign – out of the box." Another added: "This really stood out, a very thoughtful campaign and clearly excellent results."



### Silver – Mayor's Office for Policing And Crime (MOPAC) and DPP with CDS

CDS has helped the onboarding processes police forces and associated police bodies across the UK. It has merged existing offerings into a single platform, with new cutting-edge core services that in turn has provided strategy, leadership and key delivery services, 24/7. "Very user friendly," said one judge. "One of those tech upgrades that, once finished, now seem like a no brainer."



### Silver – The Greater London Authority

Created by The Mayor of London, Sadiq Khan, to reduce gender inequality at work, Our Time offers a free digital guide for organisations to introduce the scheme in their workplaces and close their gender pay gap. "Good results for an engaging video and its promotion on Facebook and LinkedIn," summarised one of the judges.



### Bronze – DVLA Personalised Registrations and Connect Internet Solutions

During a review of the website's analytics, the DVLA determined that a stronger focus on response rates was required, with the number of visitors browsing via mobile and tablet devices rapidly increasing. "Love the before and after of the new interface: decluttering a home page is a sure sign of strong user experience," commented one judge.



### Bronze – NHS Property Services

NHS Open Space enables the booking of NHS space (both clinical and non-clinical), by the hour/day, on a pay-as-you-go basis. One judge commented: "Impressive integrated campaign to drive much needed efficiency for NHS resources. Clever big room planning created a vision to help drive a complex multi-site project."



Highly commended – Sandwell Metropolitan Borough Council and Rocktime Software Development

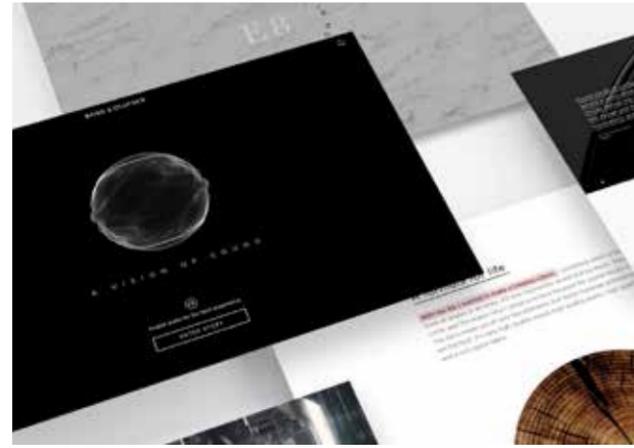
## Best use of digital from the retail sector

### Gold – Publicis Sapient for Bang & Olufsen

Publicis defined a solid foundation on how better to express Bang & Olufsen's brand across the entire customer experience. The Bang & Olufsen Brand Experience transforms the way users interact with a conventional retail website by portraying its content and purpose in a way that speaks to the users as well as enhances their full shopping experience.

"Impressive results over a short timeframe," praised one judge. "It was great to see such deep analysis and research ahead of development. The creative was really clean and clear and targeted to the audience – it was great to see that the site was not overdesigned but showed real product value as well. The results clearly showed the impact of the designs, which was fantastic to see."

One of the judges commented: "Wonderful story telling in 'slow commerce'. Great research and strong results." Another added: "A beautiful and slick design. The tech wasn't that innovative, but the storytelling and presentation was."



### Silver – Liverpool ONE and Click Consult

Liverpool ONE wanted Click to generate as much actual footfall to the shopping district by improving the 'digital footfall' of the site through SEO and Inbound Marketing. "Lots of impressive results, clearly thinking about their customer at the heart of their campaign," said one judge.



### Silver – Sony and Hope&Glory

Competition in the high-end camera market has grown. To maintain its lead, Sony Alpha Universe was developed. It's an editorially driven website with copy, imagery and video featuring professionals who use Sony equipment. One judge commented: "Really like this, putting the customer in the spot light and letting brand ambassadors tell the story."



### Bronze – Zoflora and Mosquito Digital

Instead of amplifying Crufts, the dog show, to existing digital audiences, Mosquito was tasked with converting wider visitors into long-term digital fans. "I think this was a really strong entry, demonstrating a range of campaign touchpoints," commented one of the judges.



### Highly commended – Vileda and Mosquito Digital

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



### Gold – The Pokémon Company and Hope&Glory

The brief for Pokémon Planet, the latest in the mobile game sensation, was to create a buzz amongst lapsed players of Pokémon GO as a new generation of creatures was introduced. A two-minute film perfectly replicates scenes from BBC's Blue Planet II (which had just come out) and Planet Earth, with real creatures replaced by Pokémon ones.

"I really liked this entry," commented one judge. "I think the creativity really showed through." Another said: "Very cute – I can see how this would be popular. Clever play on Planet Earth." One judge praised: "Stunning creative, which tapped into discovered insights on gamers liking to explore new characters. Results were phenomenal."

Another judge added: "This was modern and timely and developed a beautiful piece of content. This was a clever use of the characters and captured the essence of environmental issues which are topical. This was highly shareable content."



### Silver – Google UK and 1000heads

Through 1000heads' engagement strategy, Google partnered with change-makers, at the forefront of culture, who embody the Google ethos and now feature the Pixel 3 at the heart of their everyday content. "This entry showed good research and clear objectives," said one judge. "The details around metrics was really refreshing to see and aligned to the great results achieved."



### Bronze – Facebook and Hope&Glory

Facebook wanted to recreate 'Facebook Groups' in real life, by taking the people behind the groups offline and bringing them together in a gallery show. As one of the judges described it, "by focusing on the human factor the videos showed how Facebook is integral to our daily lives and real-world social connections".

### Highly commended – Vodafone and TMW Unlimited

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

### Gold – Click4Reg and Reboot Online Marketing

Click4Reg is one of the UK's leading private number plate companies, with extremely competitive search volumes and high levels of organic visitors. The necessity to continuously outperform its competitors is vital.

Over the last two years, it has successfully run various digital marketing campaigns. Each campaign applies a unique content and outreach approach ensuring it keeps up with changing laws and conversations surrounding British motorists, helping it naturally tap into a large-scale market of adults aged 17 and over.

Reboot's objective for these campaigns was to increase organic traffic, build brand awareness, drive organic PR which elevates Click4Reg's expertise in a demanding field, and above all, deliver authoritative organic backlinks and placements.

The brief was therefore versatile and flexible as it was down to Reboot's creative flair to produce insightful campaigns which married up the goals and objectives. "A well-researched and executed campaign, with results to match," said one of the judges.



### Gold – MyUS.com

For more than 20 years, MyUS has led the cross-border shipments industry. As the world becomes more connected the company knew it was necessary to inform itself about hyper-local nuances of its audiences.

In January 2018 its marketing team began strategically planning for expansion into underperforming markets, with the goal to increase new members and shipments. The project involved in-depth research to identify the markets ripe for growth. It then used this research and data to target latent markets with digital content specific to each country.

The content included landing pages, email, PPC ads, influencer outreach campaigns, videos, contests, blogs, infographics, social posts and paid social ads. Creating highly audience-specific digital content allowed the business to grow while maintaining its leadership position in the industry. As one of the judges commented, "this was a creative campaign with a strong call to action".

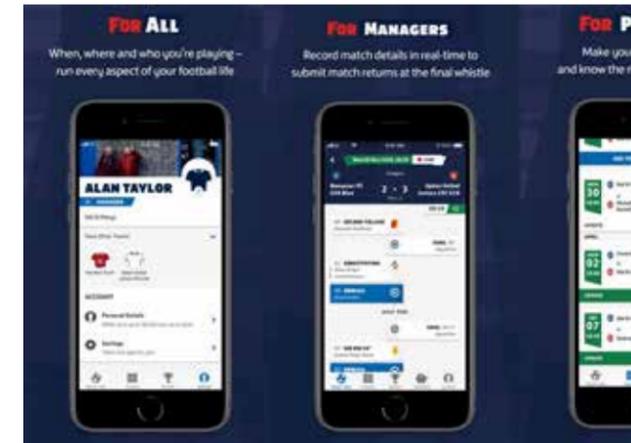


### Bronze – Publicis Sapient and RelaxNews for Groupe Renault

AEX (Augmented Editorial Experience) is an exclusive technological offer making every journey an opportunity to learn and grow. A concept combining mobility, on-board experience, and quality editorial content. "Impressive use of technology in a digital marketing context," commented one of the judges.



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



### Gold – The FA with Zone and Cognizant

When it comes to commercial league operators in the grassroots domain, the Football Association (FA) operates in a very competitive landscape, with the likes of Power League having made digital platforms a key part of their proposition.

Cognizant's brief was simple: how could it use digital technology to make organising and participating in amateur football easier and more rewarding? The resulting product was FA MatchDay, a native mobile application that makes it easy for managers, players and parents to organise and participate in grassroots affiliated football.

"The winner for me," praised one of the judges. "A great use of technology that goes over into the real world and really helps people's lives." Another added: "A great app that will benefit real, grassroots football players, managers and organisers in general. Paypal integration is a real plus. Seems a simple idea, but there is so much potential for it to fall over with such a wide and vocal audience."



### Silver – Brand USA and Expedia Group Media Solutions

The 'Sound Travels' campaign promoted international travel to the US. It was housed on a custom microsite, which exposed users to 3D audio content via an interactive quiz where they were asked to select different sounds based on their preferred travel activities and experiences. "Powerfully realises the role of sounds in our experiences and memories," said one of the judges.

### Bronze – England's Historic Cities and Hex Digital

Hex created an augmented reality app which was launched to the public in November 2018 and designed to attract visitors to various heritage cities and attractions across the UK. One judge commented: "This is a great campaign and uses the resource of the heritage interpretation expert really well."

### Highly commended – American Airlines and Media Com

### Highly commended – Kwik Fit and Click Consult

### Highly commended – LeadingCourse Mobile App and One Shoe

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## Digital campaign of the year



### Winner – Deloitte and We Are Tilt

'Discover Deloitte' is an innovative digital onboarding resource that supports young joiners from the point of job offer, through their first 90 days at the firm and beyond. It is designed to work across devices.

The experience is tailored to an individual's job role, while personal profiles allow for saved content, notifications and to-do items. Discover Deloitte also includes bite-sized, emotionally engaging content designed to reduce the time it takes a new joiner to reach competence.

Many of the judges agreed that introducing young employees to a complex company in a user-centric way was certainly a difficult challenge, and one that We Are Tilt had tackled excellently for Deloitte.

One judge commented: "Great idea and executed well, based on some solid research about this audience. Very impressive, particularly the hours it saved instead of face to face training."

"I thought this was excellent," added another. "It understands the target market very well and is built with them in mind. As such, very good adoption and the creativity in the app was compelling."

Another said: "I loved the way the app and site thought about the target audience, ensuring it was developed with them in mind."



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**Winner – DRPG**

DRPG has had a fantastic year, garnering a total for six awards for its outstanding work for Jaguar Land Rover and Worcester Bosch, leading to it receiving the Grand Prix.

The agency enabled the UK's largest car manufacturer, Jaguar Land Rover (JLR), to re-engage its employees, many of whom felt disconnected. JLR's pulse employee satisfaction survey showed that while it's at the forefront of technology and innovation in its consumer products, it needed to adopt the same approach with its internal comms to empower employees.

DRPG delivered an engaging reimagining of the Your JLR app, adding a host of resources and making it the first port of call for exclusive company discounts, current vacancies, wellbeing sites and employee assistance.

The JLR client delivers high praise indeed for DRPG's work. Customer insight senior manager (programmes, features and brands) Steve Hill says, "The portal is key to us empowering the business...Engagement so far has been brilliant, way higher than our previous sites and we've only use begun. As we fine-tune the site and understand how our internal customers are interacting with it, we believe it will become an invaluable tool for everyone in the company.

DRPG scooped four golds, a silver and a bronze award for its work for Worcester Bosch, the domestic heating and hot water products manufacturer. The agency created a consumer website, an app for engineers, online video and a KPI dashboard, all of which have been individually recognised.

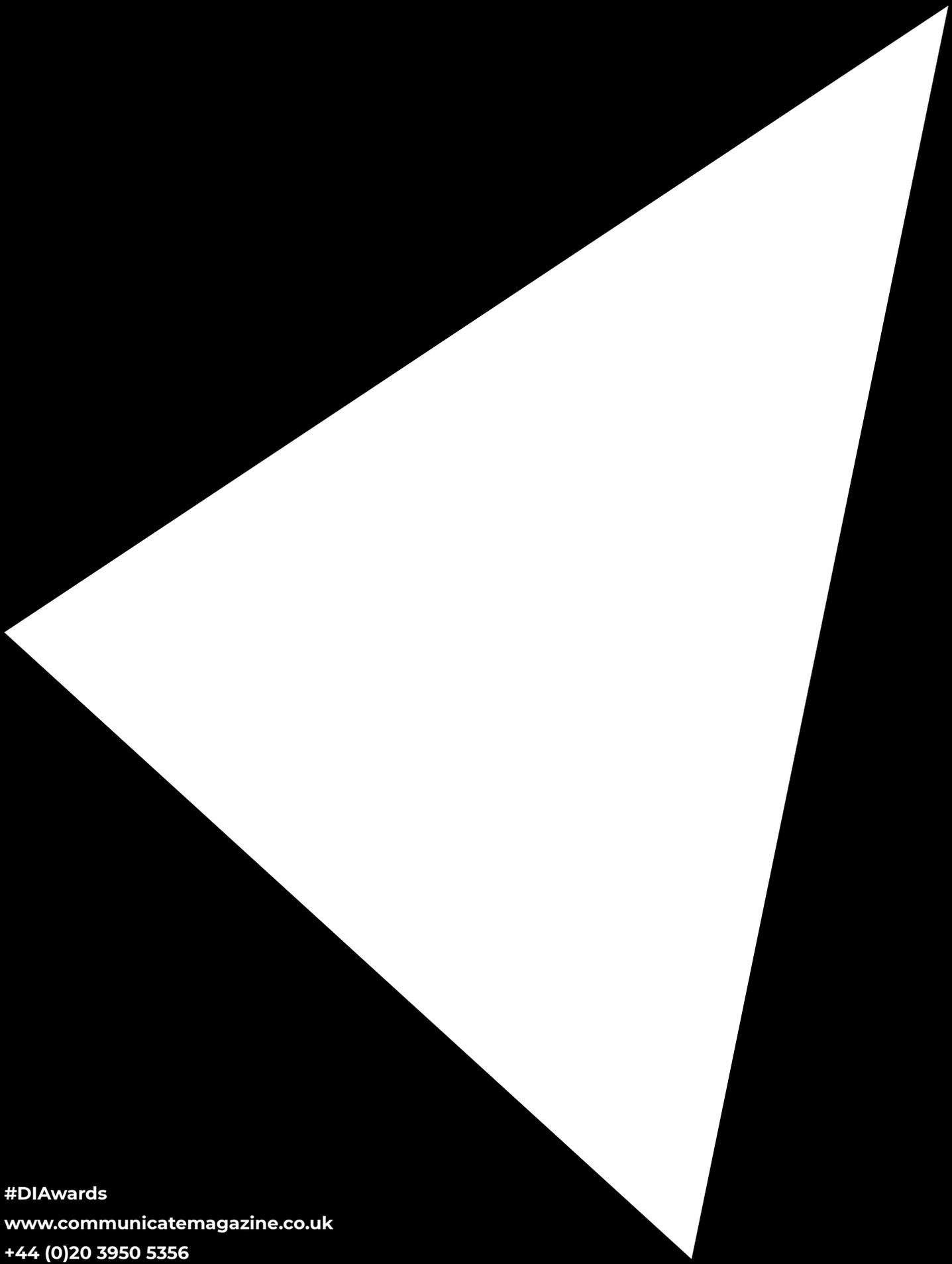
DRPG's work impressed the judges on many counts. Here's a selection of their comments, "a brilliant example of making sense of the wealth of data digital activities created, as well as making sensible marketing decisions off the back of it". "A super example of taking a traditional existing process and bringing it to life using data, digital and analytics". "Brilliant idea strongly executed". Creatively strong providing a clear use case with strong calls to action".

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