

WINNERS BOOK

The single voice for stakeholder relations



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WELCOME



Andrew Thomas
Founder
Digital Impact Awards
and Cravenhill Publishing

The challenges of the past year have been immense, as companies of all sizes have worked to mitigate the impact of the Covid-19 pandemic. Companies have needed to maintain their communication with all their stakeholders and have, naturally, turned to digital channels to do so. Having launched the Digital Impact Awards in 2009 in Europe, it has been extremely exciting to extend the awards programme in Asia.

The winners are incredibly deserving of their recognition. They have championed digital corporate communications in the most difficult of landscapes. And they have achieved great things. Our judges were amazed by the work crafted by organisations and their agencies across so many different sectors. They were impressed with the quality of the work as well as the thoroughness and effectiveness of the strategic processes. Each and every one of this year's inaugural Digital Impact Awards winners is helping to set the standard for excellence digital corporate communications. Congratulations to all, your success is well and truly deserved.

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JUDGES



Veronique Augier
Director, communications and
CSR – South East Asia, Japan
and South Korea
Accor

With over 20 years' experience in the hospitality industry, Veronique has been with Accor Asia Pacific for almost 10 years. In her current role, she oversees communications and corporate social responsibility for 1,200 Accor hotels. A graduate of the Ecole Hoteliere de Lausanne in Switzerland, Véronique started her career in Paris, in operational roles within luxury brands. She was also part of the FIFA Accommodation team for the prestigious sporting event, the 2010 FIFA World Cup in South Africa.



Linda Hu Head of Marketing (Study UK), China and NEA British Council

Linda has over 10 years of rich experience in the world's leading professional media agencies and internet companies. As a digital marketing pioneer, she has helped brands reach and influence audiences in a more targeted and efficient way. After joining the British Council in 2016, Linda has helped complete a successful digital transformation in the Chinese education market, while also driving East Asia marketing impact and leveraging market-proven methodology.



Ken Ip
Assistant general manager and group head of marketing
B.S.C Group

Ken is an award-winning marketing and brand communications strategist. He has held several senior roles, from corporate consulting to public affairs advisory for leading multinationals and conglomerates. In his current role at B.S.C. Group, Ken manages a portfolio of 200 lifestyle brands and oversees engineering, design, construction, wholesale and retail business. A regular speaker and columnist on martech and e-commerce, Ken is also an associate professor and the author of two best-selling titles.



Kris C.Y. Leung
Associate director, corporate
communications and client
relations
Vigers Group

Kris is responsible for corporate communications, marketing, research and client relationship management, in a surveyor firm based in Hong Kong. He has worked in marketing for over 10 years, after graduating from Northumbria University. Throughout his career, Kris has been responsible for developing brands and improving their relationships with the public. Kris is a member of the Chartered Institute of Marketing and the Hong Kong Public Relations Professionals' Association.



Tracy Lui
Senior assistant director,
marketing and communications
Mount Faber Leisure Group

Tracy Lui is currently the senior assistant director of marketing and communications at Mount Faber Leisure Group (MFLG), overseeing the functions of marketing, communications, guest relations and events and programming. Her key responsibilities involve driving awareness and revenue targets across a suite of leisure and lifestyle services. Prior to joining MFLG in July 2016, she brought over 20 years of experience in PR, both agency and in-house.



Cuili Ng
Director of communications
and public relations
Four Seasons Hotels and Resorts

From luxury hotels to government agencies and start-ups, Cuili has worked with corporate and local teams to transform businesses through brand building and communications. In 2020, she joined Four Seasons as communications and PR director at The Nam Hai. Passionate about the full spectrum of communications, Cuili has led PR events across Asia-Pacific, driving a multi-market brand refresh, revamping social media and content strategies.

JUDGES



Naushaba Salahuddin Director, global PR and communications Zilingo

As the global communications director for Zilingo, Naushaba heads PR, internal comms and social media teams across Zilingo offices in South Asia. Naushaba was instrumental in scaling Zilingo to become one of the largest tech ecosystems in SEA, and she works closely with the C-Suite on strategic and crisis communication to drive uniform global messaging. Prior to Zilingo, Naushaba worked with the Alibaba Group as head of PR and communications and as a consultant at the World Bank.



Kalle Siebring
Marketing communications
director
Topgolf Southeast Asia

Kalle is responsible for setting up and driving Topgolf's marketing and communications function across Southeast Asia. Kalle has more than 15 years of experience building brands and reputations across various continents, both in-house and at the agency. In his previous role, Kalle was responsible for driving Nissan's communication strategy across 20 markets in Asia and Oceania, overseeing reputation management, brand building and employee communications.

WINNERS

Best corporate website

Gold – Stone and Style Co., Ltd. and Garden Eight Silver – HSBC HK and Grey Hong Kong

Best digital communication as part of an integrated campaign

Gold - Shell China and BCW

Silver – Eastspring Investments and antics@play Bronze – GRID Communications and antics@play

Best corporate viral campaign

Gold - Papa John's and Qumin

Best use of online video

Gold – **Eastspring Investments and antics@play** Silver – Schroders Singapore and antics@play

Best digital rebrand

Gold - Coherent and MerchantCantos Silver - SPIN and Aircord inc

Best use of data

Gold - AVEVA and Comms8 Ltd

Best digital employee communication

Silver – Becton Dickinson and SPAG

Best evaluation strategy

Silver – VMware Tanzu and MOI Global

Best use of digital by a charity, NGO or NFP

Bronze - ProVeg International

Best use of digital from the energy and utilities sector

Gold - Shell China and BCW

Best use of digital from the engineering and manufacturing sector

Gold - AVEVA and Comms8 Ltd

Best use of digital from the financial services sector

Gold – AXA and Prophet

Silver – Eastspring Investments and antics@play Silver – MB Bank and Prophet Bronze – Schroders Singapore and antics@play

Best use of digital from the food and beverage sector

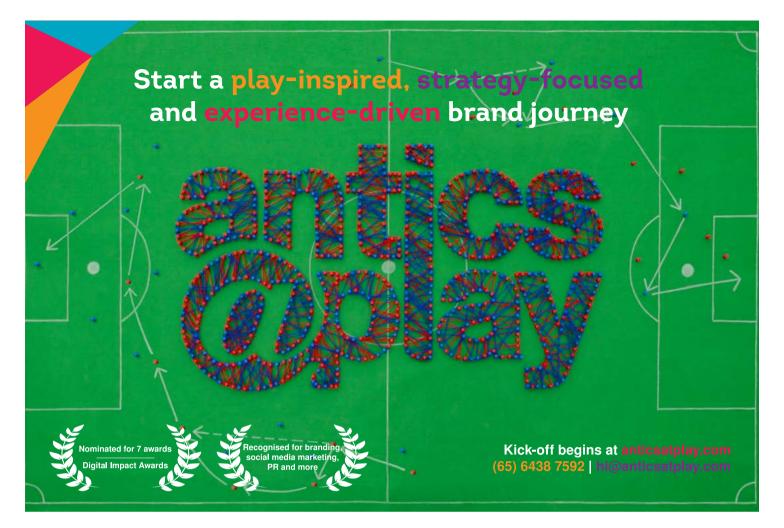
Gold - Papa John's and Qumin

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

Gold – GRID Communications and antics@playSilver – VMware Tanzu and MOI Global

Grand Prix

Winner - Shell China and BCW





BEST CORPORATE WEBSITE

Gold - Stone and Style Co., Ltd. and Garden Eight

This project began when the CEO of Bangkok-based, design-orientated solid surface importer and designer, Stone & Style, reached out to Garden Eight in search of a new and captivating, art-like website. As a brand renowned for its high-end materials and engineering, the corporate website needed to reflect these qualities of innovation, beauty and premium service.

The design visualises the brand's cross over between technology and art, focusing on aesthetics but also performance optimisation. The website embodies the Stone & Style brand story through the impressive use of 3D animation and visuals that show the cutting, shaping and polishing of stones throughout the website. One judge praised it as a "disrupting, cool idea that indeed stands out from the competition," while another said, "I can feel the passion from the agency and the client!"

Silver - HSBC HK and Grey Hong Kong

HSBC enlisted the help of Grey Hong Kong to help it reconnect with SMEs and millennials, who historically see the bank as being heavily focused large corporates. The website redesign aimed to reconnect and improve trust with these external audiences by using real human stories and embracing digital and social channels. The campaign radiated optimism, confidence and progress to demonstrate HSBC's commitment to supporting customers, businesses and communities.





BEST DIGITAL COMMUNICATION AS PART OF AN INTEGRATED CAMPAIGN







Gold - Shell China and BCW

Energy company, Shell, wanted to enhance its brand image as a key player in the Chinese energy transition market. The integrated 'Minds in Motion' campaign delivered engaging and visually appealing stories and assets across various channels, in order to reach its core target audience. Qualitative research provided a foundation of insights on which Shell and BCW could build this integrated campaign.

Using AI and AR technology, BCW created an immersive experience and digital platform that provided information for people interested in a low-carbon future. The data-driven strategy and consistent use of social engagements across owned, earned and paid media meant the campaign stories gained viral and widespread attention. Judges were impressed by the excellent results, with particular praise for the "clear strategy and implementation," and "strong connection with the target audience."

Silver - Eastspring Investments and antics@play

Retail asset manager, Eastspring, set out to improve its brand awareness with retail investors. This campaign from antics@play used the idea that parents need to be good financial role models for their children. Incorporating informative materials, online quizzes and tailored content, this campaign connected with a niche audience and positioned Eastspring as an enabler to financial education.

Bronze - GRID Communications and antics@play

B2B telecommunications company, GRID Communications, launched a consumer sub-brand, Grid Mobile. It called in antics@play to help the brand reposition the product back into the hands of the customer and achieve cut through in a crowded market. Together, the teams built an emotive loyalty program and digital campaign that reconnected with consumers and resonated with a millennial audience.

BEST CORPORATE VIRAL CAMPAIGN

Gold - Papa John's and Qumin

For this campaign, Papa John's wanted to increase brand awareness during the Christmas period in China and connect with Gen Z. Qumin, the China-focused digital marketing agency, conducted research which found 200k of Shanghai's Covid-19 volunteers were from Gen Z. Using this insight, the Qumin team designed the 'Share a Slice' campaign, which pledged to donate a slice of pizza to charity for every short video created and shared by pizza lovers. The result was an influx of over 150k unique videos, and over 10k slices of pizza being donated to 3 charities. The interactive campaign enabled users to personalise their videos using custom filters, frames and sounds.

By harnessing the data insight and building a video-based campaign on Doyin, China's most popular smartphone social media platform among Gen Z, the #ShareASlice campaign quickly went viral, reaching 133m views. Cash prizes also incentivised people to like, share and comment on other posts, further fuelling widespread engagement.



BEST USE OF ONLINE VIDEO





Gold - Eastspring Investments and antics@play

Eastspring Investments is the Asian asset management business of Prudential plc. Together with antics@play, it created the '#MoneyParenting' online video campaign, as part of its long-term goal to cultivate a money-savvy future generation. The video aimed to build brand awareness and perceived competence through the topic of financial parenting. Comical video clips showed parents testing the theory that children blindly follow and replicate their parents' actions. Being based on a clear foundation of insight ensured the social experiment successfully engaged with audiences outside the financial sector. However after grabbing the viewers' attention, the video recontextualises the content to align with the brand's longterm goal to encourage parents to think about their child's financial future. Judges said the campaign, "feels genuine" and "delivers a single message in a clever way."

Silver - Schroders Singapore and antics@play

With ESG commitments at the forefront of the global agenda, Schroders, the B2B asset manager, set out to increase external awareness of its sustainability efforts. It wanted to move beyond investment and tell authentic and inspirational stories, featuring national athletes who constantly push human limits. The #MakingAnImpact campaign encouraged investors to consider sustainable investments while also positioning Schroders as an enabler and pioneer in this space.

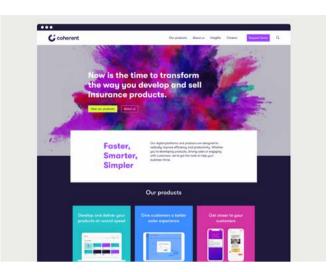
BEST DIGITAL REBRAND

Gold - Coherent and MerchantCantos

Hong Kong based insurtech company, Coherent, wanted to create a unique, bold and defining rebrand to position itself as an energetic and purpose driven company. Together with global communications agency, MerchantCantos, it developed a new brand strategy, identity and design system. MerchantCantos conducted extensive research to identify three key insights: 'simplicity reigns supreme', 'partnerships are paramount', and 'independence is at the core of the brand'. The rebrand then utilised these concepts to create a consistently smooth new platform based on the idea of "clear thinking in a complex world." The fresh and modern design successfully embodied Coherent's unique B2B offering and positioned the brand as a creative innovator. One judge praised the campaign's "strong brand story," and "use of bright colours with simple content to cut through complex information."

Silver - SPIN and Aircord inc

Aircord inc, a creative studio and developer of digital content, decided to renew its brand identity and focus on internal communications following Covid-19. London-based design studio, SPIN, helped develop a new identity for the brand, fusing together analog and digital designs. The renewed website and identity successfully increased inquiries from creators and established Aircord as a global cultivator of collaboration and communication.





BEST USE OF DATA



Gold - AVEVA and Comms8 Ltd

AVEVA is the global leader in engineering and industrial digital transformation, enabling more than 20k companies worldwide to harness the power of information through artificial intelligence. This global brand campaign was devised by marketing agency partner Comms8, with the aim to raise awareness of the brand on digital channels and target three core verticals: energy, infrastructure and manufacturing. The omnichannel campaign specifically targeted niche expert audiences in China, using data and programmatic advertising.

A copious amount of data was utilised across search behaviour, purchase history, browsing history and location-based information, to build a multi-layer targeting proxy. AVEVA used the audience data via DSP and Baidu Feed to target specific individuals on WeChat and drive quality traffic to its website. Comprised of three phases, this campaign delivered unique and targeted visuals and messaging, specifically designed to create impact in different core industries. The impressive statistics for this use of data speak for itself, with Comms8 delivering over 15m impressions throughout the campaign duration.

BEST DIGITAL EMPLOYEE COMMUNICATION

Silver - Becton Dickinson and SPAG

Following a 2018 survey, Becton Dickinson identified some cultural gaps within its internal culture, the global medical technology company joined forces with PR and integrated marketing agency, SPAG to overcome these problems. The 'Culture Connect' campaign was devised to build a culture of innovation, inclusiveness and feedback, and the result was an impactful and expansive digital comms story that helped employees feel supported, empowered and engaged through the pandemic.



BEST EVALUATION STRATEGY

Silver - VMware Tanzu and MOI Global

VMware is a global B2B Tech company that works to streamline digital transformation. After launching a new set of services in the Tanzu product, the challenge was to increase awareness within the Asian market. The omnichannel campaign used a huge range of tactics, from leveraged organic social, SEM, and paid social to a webinar series and virtual c-level roundtables. The result was a focused and multidimensional campaign that continually evaluated its strategy to deliver consistent responses.



BEST USE OF DIGITAL BY A CHARITY, NGO OR NFP



Bronze - ProVeg International

ProVeg International is a non-profit organisation on a mission to reduce global animal consumption. This campaign used digital tools to connect with major food and beverage organisations and educational facilities across Asia. ProVeg then employed a website and social media strategy to target young people and raise awareness about plant-based diets. Not only did this campaign overcame the challenges of the pandemic, it also exceeded the brand's initial goals of reach and impact.

BEST USE OF DIGITAL FROM THE ENERGY AND UTILITIES SECTOR



Gold - Shell China and BCW

Shell China opted for a data-driven approach when looking to enhance its brand image and establish its position as a key player in sustainable energy transition. As is the case for many brands in the energy and utilities sector, Shell China lacked visually appealing content that would deliver engaging content for consumers. To overcome this issue, it enlisted the help of BCW to launch the digital driven IMC campaign, titled "Minds in Motion." Focusing on social engagements through various campaign phases, allowed Shell China to strengthen its digital presence over time.

Enhancing the brand image also worked to support the Shell Eco Marathon, a global energy efficiency competition for STEM students. Overall, this campaign played to the brand's strengths as an active champion for ESG progress within the energy and utilities sector, while also raising brand awareness among future talent and educating consumers on the benefits of sustainable energy. Judges praised, "The results are excellent," and "clearly showed the journey of audience mindset."

BEST USE OF DIGITAL FROM THE ENGINEERING AND MANUFACTURING SECTOR

Gold - AVEVA and Comms8 Ltd

AVEVA launched its first global branding campaign in China to raise brand awareness and stand out against its competitors. Comms 8 worked to drive engagement across B2B targeted industries, including manufacturing, infrastructure and energy c-suite or technology decision makers. Using various data streams, AVEVA targeted local corporates and industry specific audiences that would maximise successful targeting capacity.

This three-phase campaign used different dynamic and localised creatives that would resonate with specific niches within the engineering and manufacturing sector. Over the eight-month period in which the campaign ran, it achieved impressive results that outperformed both the initial brand awareness and commercial objectives. It worked to improve the ROI of different channels and facilitate the brand's long-term growth in the market. Together, both AVEVA and the Comms8 created and implemented a campaign strategy that set an industry benchmark for digital comms.



BEST USE OF DIGITAL FROM THE FINANCIAL SERVICES SECTOR









Gold - AXA and Prophet

As one of the world's leading insurance companies, AXA was keen to grow its business in Asia. AXA partnered with integrated consulting agency, Prophet to develop an Asia-specific solution that would enhance the brand experience, create a new digital platform and drive engagement.

Together over the course of two days, AXA and Prophet created 'Emma,' the brand's first humanised user interface. Emma was meticulously designed to be an empathetic navigator for AXA customers, as a non-regionally specific individual helping to provide solutions to wellbeing needs. In terms of strategy, Emma enabled AXA to address its fundamental business and brand strategy to bridge the gap between digital engagement and financial advisor partners. One judge applauded, "A very outstanding assistant - Emma comes out to solve all the difficulties for customers, anytime and anywhere! Amazing!"

Silver - Eastspring Investments and antics@play

This campaign aimed to increase overall brand awareness of Eastspring Investments, as one of Asia's largest retail asset managers. The fun and engaging video successfully brought the financial services sector to life, using humorous and authentic parent and child relationships. This smoothly translates into a lesson in investment and stimulate songoing engagement with the brand.

Silver - MB Bank and Prophet

MB Bank is one of the largest financial groups in Vietnam, but ahead of new competitors, the bank wanted to become digital-first and customer-centric. Prophet designed the customer experience, focusing on the new digital interface, MB SmartBank. Through its use of signature experiences and operational tools, this campaign firmly positioned MB as a pioneer in the Vietnamese digital banking space.

Bronze - Schroders Singapore and antics@play

B2B asset manager, Schroders, appointed antics@play to raise awareness of its sustainability efforts in the sector. This campaign reached beyond sustainable investment and incorporated human stories into its narrative. Through a partnership with Sport Singapore, the brand used three athletes, to guide the content and produce a far more impactful and human campaign within the finance sector.

BEST USE OF DIGITAL FROM THE FOOD AND BEVERAGE SECTOR

Gold - Papa John's and Qumin

Like many Western food brands operating in Asia, Papa John's is challenged to compete against regional and local cuisines, so it needed to find an innovative way to reach its target audience. Pizza is one of the most sociable foods, and together Papa John's and Qumin played on this creative idea with its "Share A Slice" campaign.

The brand focused on the specific concept of Christmas and analysed what this meant for Chinese people. Insight revealed that Christmas in China is seen as a social time and an opportunity to exchange gifts, spend time with loved ones and eat food. The "Share a Slice" campaign combines all these popular activities while adding in a charitable social cause, as for each video created by customers as part of the campaign, Papa John's donated a slice of pizza to a charity. The novel campaign idea was based on solid research and comprehensive audience analysis, and the result was a stand-out digital campaign in the food and beverage sector.



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





Gold - GRID Communications and antics@play

The telecommunications industry in Singapore has become an increasingly crowded marketplace in recent years, specifically with the rise of mobile virtual network operators. As a result, brands within this sector are constantly competing for consumer attention and GRID Communications is no exception.

Following the launch of its consumer sub-brand and mobile virtual network operators, Grid Mobile, the company needed to create a refreshed and compelling proposition. This campaign began by building an emotional connection with customers and made the decision to opt out of the impossibly competitive price game. Instead, it focused on the millennial audience and targeted social, programmatic and influencer communications channels.

Silver - VMware Tanzu and MOI Global

To support the launch of its new Tanzu product, VMware worked with MOI Global to raise awareness with a niche audience. The B2B tech company targeted a specific group of IT decision makers and those with relevant job titles in relevant industries. The omni-channel campaign utilised a range of digitally driven tactics, to acquire top level leads.

GRAND PRIX



Winner - Shell China and BCW

As a leading global energy company, Shell set out to enhance its market reach within China. The main challenge presented to BCW, was to create new appealing content that would successfully land on the appropriate digital channels and reach the target audience of energy engaged customers. The launch of its digital driven IMC campaign, 'Minds in Motion,' reflected a change in creative strategy for the energy provider. Through the creation of its virtual platform, Shell China was able to interact, inspire and collaborate with consumers and stakeholders to create a lower-carbon future. Remarkable AI and AR technology enabled BCW to design and produce compelling assets which collectively worked to enhance the brand image over time. The objectives fuelling this campaign were clear from the outset, supported by a foundation of informal qualitative research.

Each of the three phases demonstrated creativity and innovation, and achieved widespread media exposure on various state-owned, major news and trade media channels. Not only did this campaign work to improve external awareness of Shell within the Chinese market, but it also showcased the company's awareness of environmental issues facing the industry and positioned the brand as an active player in the market transition towards a lower-carbon future. Statistically, the campaign achieved an impressive reach of over 13m live-streaming video views, and a 57% increase in followers on Weibeo and WeChat. Judges were more than impressed by the strong planning and execution of this campaign, combined with the clear impact and results in terms of ROI and brand image improvement.



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