

**DIGITAL  
IMPACT  
AWARDS**  
EUROPE 2021

**WINNERS BOOK**



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Laura Wise,  
Online and On Campus student

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# WELCOME



**Andrew Thomas**  
Publisher  
*Communicate magazine*

The past year has seen phenomenal change in the online user experience and the way organisations interact with all their different audiences. The Covid-19 pandemic has meant for many, digital communications has been the only way employees, investors, communities, customers and other publics have maintained their brand relationships throughout the pandemic.

Digital has connected workforces, strengthened relationships with employees and kept citizens informed of crucial information amid a changing landscape. The results have been fantastic; as can be read here.

It is always so rewarding and illuminating to examine those setting the standard for excellence in strategic digital communications.

Congratulations to all of this year's very deserving winners!

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# JUDGES



**Magda Bulska**  
**Head of global digital communications**  
**Capgemini**

Magda leads a geographically dispersed team of digital marketers and content creators at Capgemini. In her current role, she is responsible for embedding digital thinking into all marcomms campaigns for Group's key offers, sectors and strategic partners, and in support of the corporate agenda, CSR and talent branding. Prior to joining Capgemini, she worked agency-side for various clients including Canon, Toshiba, AstraZeneca and Lloyds Banking Group.



**Lee Butler**  
**UK digital team lead**  
**Médecins Sans Frontières**

At MSF Lee heads up the UK digital team who bring the stories of MSF's work around the world to the right audiences at the right time. They aim to break through the news agenda by shining a light on seldom covered crisis, campaign for impactful change, raise vital funds and build user centric digital platforms and products. Lee also sits in MSF's international digital decision-making platform and previously promoted flower shows at the Royal Horticultural Society.



**Evlambios Christophi**  
**Head of digital communications**  
**Department for Work and Pensions**

Evlambios has over 14 years of experience in digital communications. He currently heads up an in-house team split across social media, video production and graphic design that produces creative content for the Department for Work and Pensions. Evlambios is responsible for bringing high profile policy areas to life and developing audience focused strategies to over 20 million claimants and customers. Evlambios previously worked at Action Fraud within the City of London Police, after starting his career at the charity Crimestoppers.



**Jérôme Dévé**  
**Head of communications**  
**Siemens France & Belux**

Jérôme has over 20 years of experience in advertising, public relations, brand & product promotion, social media and internal communications. In his current role, he leads a team of professionals whose remit includes corporate marketing, communications, brand, events, digital and social. Jérôme's experience spans across international markets with a rich blend of B2C and B2B experiences, marketing insights and global perspectives.



**Mark Frankel**  
**Head of global social media**  
**Philip Morris International**

Mark is helping to design and implement a social media content strategy for one of the world's largest tobacco companies as it seeks to affect a radical transformation towards a smoke-free future. He is responsible for PMI's global corporate social media accounts and the team publishing to these channels. Mark previously worked for BBC News for nearly two decades in TV and radio before becoming head of social media. Mark has an MSc in Political Theory from LSE and was a visiting fellow at Harvard University in 2018.



**Andy Gibbard**  
**Global director of digital and brand**  
**SGS**

Andy is global director of digital & brand at SGS, the world's leading inspection, verification, testing and certification company, with more than 89,000 employees across a network of more than 2,600 offices and laboratories around the world. Andy has been at SGS since 2013. Since initially specialising in web, he moved through several different management positions, and his current role covers the whole spectrum of digital marketing and brand communications.



**Andrea Gold**  
**Head of channels and measurement**  
**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 focusses on supporting a large network of internal and external stakeholders across all areas of the business. Andrea has previously worked at the IOPC and the Met Police.



**Polly Jones**  
**Digital marketing director**  
**Coats**

Polly is digital marketing director at Coats, the world's largest thread company. She previously spent 20 years in London's top digital marketing agencies, as global client partner at Wunderman Thompson, managing director at Partners Andrews Aldridge, and managing partner at Ogilvy. She has experience working for clients such as Shell, E.ON, BMW, Rolls-Royce Motor Cars, O2 and Virgin Media. Polly is a champion of creativity and innovation, having led teams that have won multiple high-profile awards.



**Sarah Khan**  
**Global communications manager**  
**Unilever**

Sarah is a communications professional with over 10 years of experience in the industry. She currently works for Unilever as global communications manager for supply chain, where she manages the communications strategy for key initiatives, including the company's environmental and social sustainability goals, employee safety and frontline employee engagement. Prior to Unilever, Sarah worked across a number of consumer-facing brands both in-house and agency.



**Neil Knowles**  
**Global campaign and content manager**  
**Tomme Tippee**

Neil leads campaigns and content for Tomme Tippee, producer of products for babies and toddlers. As global campaign and content manager, Neil supports the brand towards becoming the world's most loved baby brand. He has over 14 years of experience in marketing, having previously worked as digital brand communications manager at Creggs. Neil is passionate about authentically relevant marketing that puts the real people behind the face of consumers first.



**Paul Mallaghan**  
**Director and head of creative strategy**  
**We Are Tilt**

Paul heads up the creative strategy and content teams at We Are Tilt, an independent digital studio. After graduating from Bristol University, Paul started out in TV production and journalism. He later moved into digital production and copywriting, working on projects for dozens of brands including Pfizer, Penguin Random House, John Lewis, Bacardi and Kew Gardens. At We Are Tilt, Paul helps drive the agency to create award-winning projects for global clients, from Deloitte and Barclays to Diageo and BP.



**Ian Miller**  
**CEO**  
**Crafted**

As CEO, Ian delivers the growth strategy for Crafted. He leads the day-to-day operations of the business with over 75 staff across all functions, from technical development solutions, UX and enterprise design challenges, and international-scale search marketing campaigns. Ian has spoken on behalf of industry bodies such as the Chartered Institute of Marketing, Institute of Direct Marketing, and Institute of Directors. Ian believes that successful marketing comes from the right mix of creativity and data.

# JUDGES



**Ketna Mistry**  
**Head of social media**  
**Savills**

Ketna is a social media and digital professional with over 15 years of experience. She currently heads up social media at Savills, a global real estate organisation operating across B2B and B2C markets. She is responsible for elevating Savills' visibility and thought leadership. Her team manages the daily upkeep of the social media channels, customer service and videography services. With experience in the financial services and healthcare sector, she is focused on aligning the strategy to business objectives.



**Rav Punia**  
**VP marketing communications**  
**and digital**  
**Inmarsat**

Rav is VP of marketing communications & digital for Inmarsat, the world leader in global mobile satellite communications. He currently leads a team of professionals whose remit includes corporate marketing, communications, brand, events, digital and social. Rav has held a number of senior positions, both agency and client side. He enjoys designing, planning and implementing solutions that resolve business challenges and maximise opportunities.



**Christopher Roche**  
**Digital marketing manager**  
**London Stock Exchange**

Chris is digital marketing manager at London Stock Exchange Group, leading the paid search strategy for the business. Chris has over 10 years of international experience in B2B and B2C digital marketing, corporate communications and consulting in London, New York and Singapore. Prior to joining LSEG, Chris worked as digital marketing manager at Refinitiv and marketing operations manager at Thomson Reuters. He has worked in the travel, real estate and finance, and is an MBA graduate of Imperial College Business School.



**Supreet Thomas**  
**Head of communications**  
**TSB Bank**

Supreet has more than 14 years of experience in corporate affairs and communications. In her current role as head of communications at TSB Bank, Supreet is responsible for overseeing internal colleague comms, media relations and stakeholder management. Prior to joining TSB, Supreet led communications at one of Australia's largest banks, Westpac Banking Corporation where she was responsible for media relations across the business.



**Roeland van der Heiden**  
**Director, digital communications**  
**AstraZeneca**

Roeland leads the AstraZeneca global corporate affairs digital team. His team is responsible for corporate digital communications, including the corporate content strategy and editorial planning, corporate websites, corporate social media and the internal digital communication platforms. Roeland joined AstraZeneca as communications director in the Netherlands and has held the roles of communications lead for western Europe and brand communications lead for Europe before joining the global corporate affairs team in 2016.



**Alex Wodzicki**  
**Group digital marketing manager**  
**SEGRO**

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 worked on high profile multi-award winning projects including films such as 'Contraction', cutting edge AR and VR projects such as the '2020 SEGRO Centenary Digital Experience', the SEGRO corporate website and has driven high profile pioneering digital projects across Europe. Previously, Alex had spent over a decade in agency as digital director at 360 Interactive.

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# WINNERS

## Best corporate website

**Gold** – British Land and Investis Digital  
Silver – Reckitt and Emperor  
Bronze – Hausfeld and Living Group  
Bronze – Wentworth Resources plc and three thirty studio  
Highly commended – DigiPlex and Silver  
Highly commended – Pearson and Investis Digital

## Best use of mobile and/or corporate app

**Gold** – WWF UK with Rufus Leonard and Pocket App  
Silver – Samsung and Edelman  
Bronze – Philip Morris International and Play Retail  
Bronze – ShapeUp4Life: Solutions4health

## Best digital accessibility

**Gold** – Lloyds Banking Group and DRPG  
Silver – Kainos and Organic

## Best digital communication as part of an integrated campaign

**Gold** – Rinat Akhmetov Foundation  
Silver – Popal and Elevate Digital  
Bronze – Philip Morris International

## Best corporate viral campaign

Silver – JTC

## Best digital communications during Covid-19

**Gold** – Rinat Akhmetov Foundation  
Silver – LNER  
Silver – Xbox UK and Edelman  
Bronze – Ancestry and 1000heads  
Bronze – Child Poverty Action Group and Librios  
Highly commended – Accenture and Omobono  
Highly commended – Natures Menu and The Lucre Group

## Best use of online video

**Gold** – MRS Digital  
Silver – ENVEA and Next Rebel  
Silver – The Church of England  
Bronze – PRS and Next Rebel  
Highly commended – Philip Morris International

## Best use of audio

**Gold** – The Church of England  
Silver – Octopus Energy Limited and Audere Communications  
Bronze – Natures Menu and The Lucre Group

## Best digital rebrand

**Gold** – Hausfeld and Living Group  
Silver – Mitsubishi Chemical Advanced Materials and Omobono  
Bronze – Wentworth Resources plc and three thirty studio  
Highly commended – CPL Aromas and Battenhall

## Best use of data

**Gold** – KFC and Automated Creative  
Silver – State Street Global Advisors and Living Group  
Bronze – Carolina Herrera and Seedtag

## Best use of artificial intelligence

**Gold** – Jim Beam Peach and Automated Creative

## Best use of augmented reality or virtual reality

**Gold** – Nestlé Purina and Zenith Media  
**Gold** – The Church of England  
Silver – Wella and 1000heads  
Bronze – Random42 Scientific Communication

## Best innovation

**Gold** – Tencent - PUBG Mobile and Ranieri Agency  
Silver – Just Eat and Bridge  
Bronze – Unily Universe  
Bronze – Vakifbank and Papillon Istanbul  
Highly commended – DRPG  
Highly commended – Fidelity International and Vismedia

## Best use of existing social media platforms:

### Small budget <£20k

**Gold** – Weetabix and Frank  
Silver – Green Cola UK and OneFifty Consultancy  
Silver – Jim Beam Peach and Automated Creative  
Bronze – The University of Sheffield and Crunch Digital Media

## Best use of existing social media platforms :

### Medium budget £20k–7£5k

**Gold** – Specsavers and Tangerine Communications  
Silver – Ancestry and 1000heads  
Bronze – No.1 Millbrook and famille  
Highly commended – Aviva UK and Battenhall

## Best use of existing social media:

### Large budget £75k+

**Gold** – The Church of England  
Silver – Aunt Bessie's with Elvis and Zenith Media  
Bronze – Tencent: PUBG Mobile and Ranieri Agency

### **Best community development**

**Gold – Atoti and Made by Giants**  
**Gold – The North Face and 1000heads**  
Silver – Samsung and Edelman  
Bronze – Quick Sigorta

### **Best intranet**

**Gold – Transport for London and WM Reply**  
Silver – Travers Smith  
Bronze – SCC and Unily

### **Best digital employee communication**

**Gold – Nationwide Building Society and DRPG**  
Silver – The Church of England  
Silver – Transport for London and WM Reply  
Bronze – Philip Morris International  
Highly commended – LSEG and Bladonmore

### **Best online annual report**

**Gold – Centrica and Comprend**  
Silver – BT and Emperor  
Silver – Legal & General and Superunion  
Bronze – Coats and Emperor  
Highly commended – Anglo American and Investis Digital  
Highly commended – UK Power Networks and Instinctif Partners

### **Best use of digital to an investment audience**

**Gold – Ocado Group**  
Silver – CFA Institute and Living Group

### **Best online newsroom**

**Gold – DFS and PressArea**  
Silver – De Beers Jewellers and Epresspack

### **Best evaluation strategy**

**Gold – CFA Institute and Living Group**

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

**Gold – WWF UK with Rufus Leonard and Pocket App**  
Silver – Macmillan Cancer Support and Zenith Media  
Silver – Rinat Akhmetov Foundation  
Bronze – Cybersmile and Organic  
Bronze – Encephalitis Society  
Highly commended – Child Brain Injury Trust and 3 Sided Cube

### **Best use of digital from the education sector**

**Gold – University of Cambridge and Battenhall**  
Silver – Rinat Akhmetov Foundation  
Silver – The University of Sheffield and Crunch Digital Media  
Bronze – Mindful Education

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

**Gold – Yorkshire Water and CDS**  
Silver – Aggreko and Vismedia  
Silver – OVO Energy and Sequel Group  
Bronze – UK Power Networks and Instinctif Partners

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

**Gold – Mitsubishi Chemicals Advanced Materials and Omobono**  
**Gold – RS Components and Bridge**  
Silver – Worcester Bosch and DRPG  
Bronze – ENVEA and Next Rebel

### **Best use of digital from the extraction sector**

**Gold – Anglo American and Investis Digital**  
Silver – Wentworth Resources plc and three thirty studio

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

**Gold – Fidelity International and Vismedia**  
Silver – Direct Line Group and DRPG  
Silver – Paxful and Verve Search  
Bronze – Quick Sigorta

### **Best use of digital from FMCG sector**

**Gold – Weetabix and Frank**  
Silver – Green Cola UK and OneFifty Consultancy  
Bronze – Aunt Bessie's with Elvis and Zenith Media  
Bronze – Philip Morris International and Play Retail

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

**Gold – KFC and Automated Creative**  
Silver – Just Eat and Bridge  
Bronze – 44 Foods and 44 Digital

### **Best use of digital from the healthcare and pharmaceutical sector**

**Gold – Diaverum and MerchantCantos**  
Silver – Durex PH and Automated Creative  
Bronze – Clinigen and Omobono

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

**Gold – Mitsubishi Chemical Advanced Materials and Omobono**

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

**Gold – White & Case and Sequel Group**  
Silver – Accenture and Omobono  
Bronze – Hausfeld and Living Group

# WINNERS

## **Best use of digital from the property, construction and facilities management sector**

### **Gold – OneDome**

Silver – Willmott Dixon and Tribus Digital

Bronze – British Land and Investis Digital

Bronze – Countrywide and Three Whiskey

## **Best use of digital from the retail sector**

### **Gold – Specsavers and Tangerine Communications**

Silver – Carolina Herrera and Seedtag

Silver – Dixa and Design by Structure

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

### **Gold – Rinat Akhmetov Foundation**

Silver – Tencent: PUBG Mobile and Ranieri Agency

Bronze – Preferred Hotels & Resorts and Crafted

Highly commended – W Series and Organic

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

### **Gold – Kainos and Organic**

Silver – Atoti and Made by Giants

Silver – iSAW and Unily

Bronze – DigiPlex and Silver

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

### **Gold – Motability Operations Limited and Bray Leino**

Silver – LNER

## **Digital in-house team of the year**

The Church of England

## **Digital agency of the year**

Rufus Leonard

## **Grand prix**

University of Cambridge and Battenhall

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# Best corporate website

## Gold – British Land and Investis Digital

British Land made its corporate website a priority, being the first point of contact for a broad range of stakeholders. The homepage was fully reformatted to be more story-led. Meanwhile, 'News & Insights' section was added to the primary navigation to host all stories and insights, with improved tagging to allow for better cross linking between related topics and encourage readers to discover and browse more content.

"They have clearly looked at key metrics, thought about their users and drawn up a strategy to deliver a platform which delivers against these," said one of the judges. "The structure, content, design and UI are all well thought out and delivered." Another judge added, "I liked that they carried out stakeholder research and found that they needed to improve the user journey, bringing customers to the forefront and use data to drive choices."



## Silver – Reckitt and Emperor

With a new purpose-driven strategy for sustainable growth, RB wanted to demonstrate their transformation by relaunching their brand as 'Reckitt'. Coupled with a new logo, typography, iconography and photography, as well as rich media content, the new website helps to create a distinctive brand experience.



## Bronze – Hausfeld and Living Group

Every aspect of law firm Hausfeld's brand has been redesigned for digital and rolled out across a wide range of new business and marketing material, including the new website. This has successfully engaged current clients and also allows the firm to expand into new markets and engage with new audiences.



## Bronze – Wentworth Resources plc and three thirty studio

Produced in just three months, three thirty studio worked closely with the AIM-listed Tanzanian gas producer Wentworth, engaging its teams in both London and Dar Es Salaam – from IA and UX, to design and build, through to hosting and maintenance. The website launched just before its full-year results.



## Highly commended – DigiPlex and Silver

## Highly commended – Pearson and Investis Digital

## Best use of mobile and/or corporate app



### Gold – WWF UK with Rufus Leonard and Pocket App

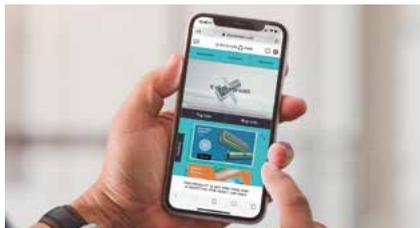
For conservationist group WWF UK, driving real world change at a faster pace meant understanding that people needed and wanted guidance on what they could do to make a difference. So it partnered with Rufus Leonard and Pocket App to develop My Footprint – a challenge-based app to engage supporters and non-supporters through tangible action and social sharing. Co-creation was essential, ensuring the app was inclusive and accessible but also relevant.

Feedback via usage data and the in-app direct allowed challenges to be optimised, while respecting the contextual impacts of Covid-19. “Loved the API functionality to allow other partners to contribute content,” said one judge. Others agreed, with one saying “Clear purpose, unique proposition and a well thought-through UX,” said one.



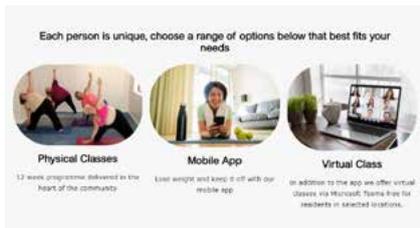
### Silver – Samsung and Edelman

Wildlife Watch is a customised live streaming experience that enables people worldwide to become virtual wildlife rangers, using upcycled Samsung phones on the African plains as surveillance devices. Samsung therefore, not only repurposed its own mobiles for an important cause – saving wildlife from poaching – but also highlighted its mobile capabilities.



### Bronze – Philip Morris International and Play Retail

Play Retail was approached by tobacco giant Philip Morris to develop a transformative digital retail strategy for the reduced risk heated tobacco brand, IQOS. ‘Discover IQOS’ is a mobile app that guides legal age smokers through a tailored educational journey, presenting information and engaging content to help answer questions.



### Bronze – ShapeUp4Life - Solutions4health

Through its award-winning ‘Innovations & AI’ division, weight management services provider S4H’s team of engineers, dieticians, nutritionists and behaviour change consultants designed, built, and launched its digital weight management platform ‘ShapeUp4Life’, which is available 24/7 on iOS and Android smart phones, and supports thousands of users across the UK.

# Best digital accessibility

## Gold – Lloyds Banking Group and DRPG

Lloyds Banking Group worked with DRPG to develop an interactive digital game to encourage young children to learn good financial behaviours from a young age.

The game was made available on Lloyds Bank Academy, an interactive learning platform that works to teach people new digital skills. Research from the Money Advice Service that found just 29% of young deaf or blind people are currently managing their money. The ‘Surprise Party for Peter’ game aimed to make financial education a simple, interactive and fun experience for children to learn from the buying decision-making process. The National Deaf Children’s Society, Young Enterprise, and teachers and parents of the deaf and blind, were consulted throughout the design to ensure true accessibility. Teachers, parents and individual users praised the game as “a delightful resource that teaches children to keep their money safe.”



## Silver – Kainos and Organic

Technology consulting firm, Kainos, wanted to update its website and merge existing sites into a new platform that would reflect a new brand positioning. Organic were brought in to create a user centred design and deliver an engaging customer experience for diverse audiences. The result was a cohesive and aesthetic website that successfully met the WCAG 2.1 AA accessibility compliance standards.



# Best digital communication as part of an integrated campaign



## Gold – Rinat Akhmetov Foundation

Rinat Akhmetov Foundation together with SCM Group, launched 'Fighting Covid-19 in Ukraine' to provide doctors with medical equipment. In addition to direct aid to hospitals, educational and awareness-raising activities were launched. The most successful case was the online series Digital Physical Education, a course of distance physical education lessons unique for Ukraine.

The lessons were conducted by the stars of the national football team and famous comedians. The football players showed children how to do physical exercises, and the comedians how not to do them. One judge praised, "A very worthy cause and a lovely integrated campaign that served children brilliantly during the pandemic. Another added, "Great campaign with fantastic impact on targeted and in need audiences at a time when it's needed most."



## Silver – Popal and Elevate Digital

Growth agency Elevate Digital and e-bike brand Popal joined forces to increase brand awareness, generating more traffic and maximizing revenue through all distribution channels, including e-commerce. The campaign included advertising through OOH and DOOH, video, display, social media and discovery – just in time for the bike season in The Netherlands.



## Bronze – Philip Morris International

In a bid to demonstrate its commitment to working toward a smoke-free future, tobacco giant Philip Morris created Unsmoke – a multi-year integrated campaign that provides accurate information and clarifies misinformation through online websites featuring informative content and downloadable educational fact sheets that can be used to spark one-on-one conversations.

## Best corporate viral campaign

### Silver – JTC

JTC delivered an impactful and uplifting campaign to connect with its internal and external stakeholders through the pandemic. Highlighting the shared ownership culture of the brand, JTC produced a creative Season's Greetings video featuring JTC employees singing 'You Gotta Be' by Des'ree. The campaign achieved positive responses from clients and intermediaries, with 58,000 views on Facebook and 14,000 on LinkedIn.



# Best digital communications during Covid-19



## Gold – Rinat Akhmetov Foundation

Rinat Akhmetov Foundation with the businesses of SCM Group, launched the project Fighting Covid-19 in Ukraine. In addition to direct aid to hospitals, educational and awareness-raising activities were launched.

The most successful case was the online series Digital Physical Education, created jointly with the Ministry of Digital Transformation of Ukraine and FC Shakhtar. This is a course of distance physical education lessons unique for Ukraine. The lessons were conducted by famous people popular among children – the stars of the national football team and famous comedians. “Good to see a totally new initiative entry in reaction to Covid with a positive message,” said one judge. Another added: “This was clearly a very powerful and worthwhile initiative involving multiple digital campaigns and partnerships.”



## Silver – LNER

In addition to ever-changing government advice and the need to keep services running for essential workers, rail operator LNER leveraged digital media to highlight key campaigns and support its communities through the pandemic. The social media team’s human touch allowed the brand to connect with customers and audiences about the impact of lockdown.



## Silver – Xbox UK and Edelman

Xbox needed an impressive platform to demonstrate the power, games portfolio and USPs of the Xbox Series X. It developed ‘Dreams Within’ – a 14ft tall monolithic canvas replicating the iconic design of the console, using four 4K projectors and in-camera holography to create a powerful audio-visual spectacle.



## Bronze – Ancestry and 1000heads

‘Ancestry Extra’ is a community-driven human centric programme of content that was designed to excite, entertain, and educate existing and potential customers through access to experts and hitherto paywalled historic records. The planned and reactive content was announced weekly through a line up poster, all crafted to make Ancestry’s community feel valued, heard, and engaged.



## Bronze – Child Poverty Action Group and Librios

‘AskCPAG’ is a new online information platform to help benefits advisers navigate the complexities of the social security system. It was launched just in time for lockdown when advisers were in desperate need of digital content and unable to access help resources and books from home.

## Highly commended – Accenture and Omobono

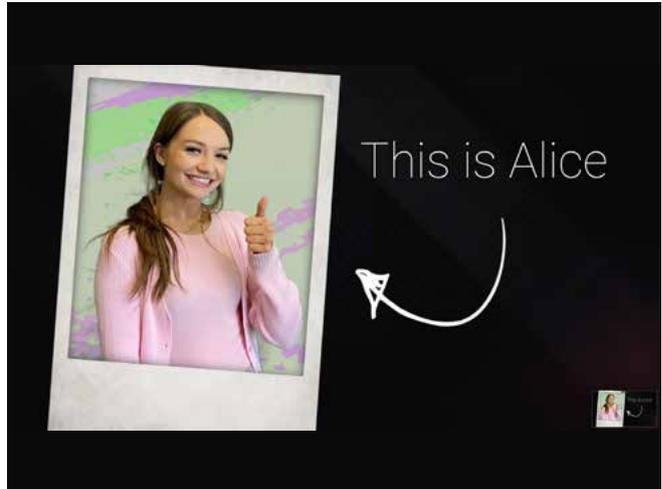
## Highly commended – Natures Menu and The Lucre Group

# Best use of online video

## Gold – MRS Digital

For digital marketing agency MRS Digital, a new approach was needed to counteract the loss of events and the shrinkage in businesses looking for a new marketing agency. It turned to hyper-personalised online video: its thinking was, when most sales comms amount to half-hearted plain text emails, what better way to show you're a passionate agency that understands your brand?

So, it tasked its team to identify certain businesses that they would love to work with, then reached out to them with bold, unforgettable personalised video messages. "Love this!" said one judge. "Such a great fightback during the pandemic, great to see the proactivity." Another particularly liked the "Hyper targeted video based on insight", saying "starting a conversation using video, whilst isn't new, was backed up well by their research."



## Silver – ENVEA and Next Rebel

Engineering company ENVEA supplies emissions monitoring products to the industrial and energy sectors. Next Rebel delivered a set of animated videos to help conversions by giving customers a top line overview of ENVEA's technologies, eliminating confusion and reducing the amount of research necessary for customers before they take next steps.



## Silver – The Church of England

The Church of England has 16,500 churches, many of which do not have the skills or capacity to create a weekly broadcast quality service. Its weekly, 30-minute online videos helped get Christians through Covid-19 and beyond, following the structure of an onsite service with prayers, hymns, readings and a short talk.



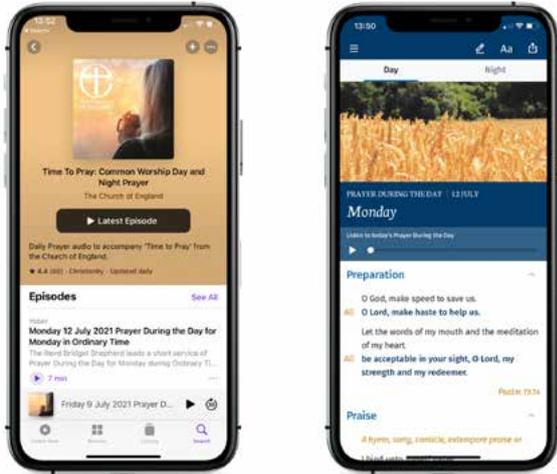
## Bronze – PRS and Next Rebel

During Covid-19, member-owned music royalties firm PRS required an important vote on its governance model. A huge digital push was required, including an animated video to help members to understand the changes quickly, using intricate illustration and fun, flowing animation to vividly bring to life an otherwise difficult-to-grasp corporate message.



## Highly commended – Philip Morris International

# Best use of audio



## Gold – The Church of England

Many Christians take time for mediation each day, reading the Bible and praying. The Time To Pray audio app helps listeners to do this with the Church of England's Prayer During the Day podcast – a short, simple service of prayers, psalms and readings that can be done anywhere, anytime.

During summer 2020, the team partnered with BBC Radio 4, which used the daily prayer content in their service and linked listeners to the podcast. The Church also ran a social media campaign using audiograms, creating a joined-up campaign across a broad audience base. "Excellent visuals in the submission, clearly aligned to the overall strategy and partnerships," said one of the judges. Another added, "A simple idea enabled by technology and aided by necessity; overall a great use of audio and tech to meet the demands of an audience."



## Silver – Octopus Energy Limited and Audere Communications

Octopus Energy partnered with Audere Communications to launch its 10-episode podcast series 'Inside Octopus', bringing listeners a real insight into the brand's DNA. Its team explores everything from Octopus' products and services to the technology that sits behind them and the culture that is driving us all to a cheaper, greener energy.



## Bronze – Natures Menu and The Lucre Group

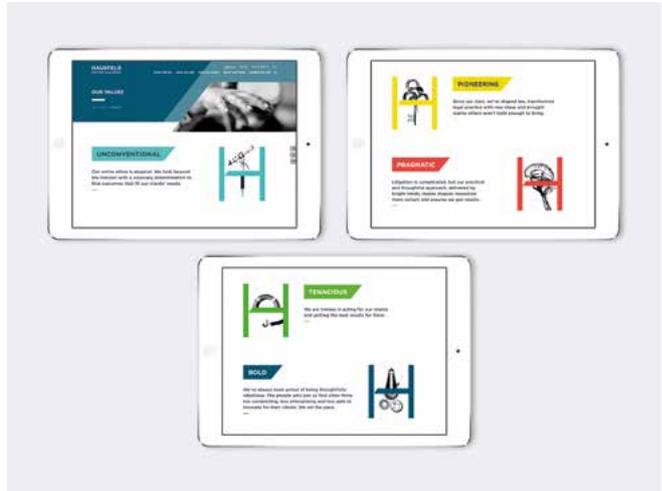
Puppy purchases became a thing during lockdown, but those pups would soon be reaching the tricky adolescent stage of their development. Lucre developed a five-episode podcast called 'The Pupcast' that delved into the most searched topics, while giving pet-food producer Natures Menu a new platform to reinforce nutritional advice.

# Best digital rebrand

## Gold – Hausfeld and Living Group

When analysing Hausfeld's ethos, Living Group heard the phrase 'thoughtfully rebellious' – two opposing characteristics that it brought to life in the law firm's visual brand. Its focus then turned to creating a progressive new website, which would capture the target audiences' imagination and authentically express the firm's personality.

Every aspect of law firm Hausfeld's brand has been redesigned for digital and rolled out across a wide range of new business and marketing material, including the new website. This has successfully engaged current clients and also allows the firm to expand into new markets and engage with new audiences. "A thorough piece of work that lifted the materials with intelligent thinking and the work involved to really understand the brand shone through in the outputs," praised one judge.



## Silver – Mitsubishi Chemical Advanced Materials and Omobono

Mitsubishi CAM tasked Omobono with creating a digital-first relaunch of its innovative KyronMAX product. The rebrand included a microsite and media campaign targeting ambitious engineers to specify and prototype the product. The creative idea centred around challenging customers to defy inertia and 'break the mold'.



## Bronze – Wentworth Resources plc and three thirty studio

Produced in just three months, three thirty studio worked closely with the AIM-listed Tanzanian gas producer Wentworth, engaging its teams in both London and Dar Es Salaam – from IA and UX, to design and build, through to hosting and maintenance. The website launched just before its full-year results.



## Highly commended – CPL Aromas and Battenhall

# HEARTS & MINDS

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# Best use of data

## Gold – KFC and Automated Creative

Automated Creative partnered with fast food franchise KFC to use their adtech, existing KFC creative assets and digital media spend to dig deeper into consumer behaviour. Essentially, it used a blend of social listening, AI and traditional ad creative to generate new consumer insights from campaign data. Machine learning tested the hypotheses gathered by the data, validating or challenging instincts and testing creative decisions that had previously been made blind. And using data in this way, KFC was able to stop guessing what customers want from ads. “An imaginative use of combining data tools with other disciplines to provide excellent results... a splendid piece of work,” commented one judge. Another said, “A very well executed campaign. It was well targeted with a clear focus on actionable insights and use of relevant technology.”



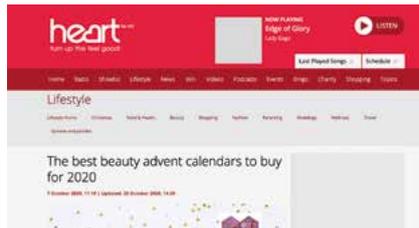
## Silver – State Street Global Advisors and Living Group

Living Group helped the asset management arm of State Street Corporation turn a mass of complex asset allocation target date fund information into an engaging data-driven online tool. This has since opened up a host of client conversations and opportunities for SSGA's sales and marketing teams across the world.



## Bronze – Carolina Herrera and Seedtag

Contextual advertising company Seedtag's advertising platform allows its ads to be served without the use of cookies. Its contextual advertising can be accurate without the need for third party data. While a growing number of privacy regulations threaten the future of behavioural advertising, contextual AI can continue to accurately target consumers without concern.





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# Best use of artificial intelligence

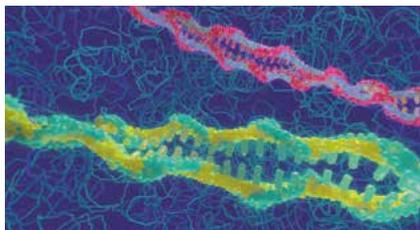
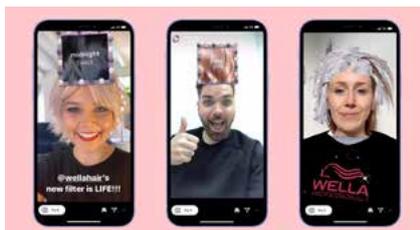
## Gold – Jim Beam Peach and Automated Creative

Jim Beam used artificial intelligence to inform the launch of its new product Jim Beam Peach in select ASDA stores. Automated Creative was brought in to deliver an AI powered campaign with automated ads to create a targeted social media strategy.

Devised through the pandemic, Automated Creative used its proprietary tool, Creator, to generate all the ads from scratch using old brand asset banks, package shots and repurposed influencer-shot videos. It utilised AI image recognition and tagging to help classify the most impactful language style, visuals, and creative formats. Automated Creative also developed an optimisation strategy that tested each element within the ads with consumers. The result was a targeted social campaign that saw a 42% uplift in engagement within the brand's targeted geographies using AI assisted technology.



## Best use of augmented reality or virtual reality



### Gold – Nestlé Purina and Zenith Media

Nestlé tasked Zenith with creating a campaign that continues to blur the boundaries between the real and virtual worlds. To achieve this Zenith partnered with Poplar, an augmented reality platform that specialises in creating interactive experiences. Zenith developed an AR filter, which brought Felix directly into the homes of consumers. On opening up the dynamic creative, Felix the cat appears and users are invited to make him roll over, paw or jump across the screen.

Through increased engagement with the character, users were encouraged to share their content on their Facebook and Snapchat, leading to phenomenal increases in ad recall and a real sense of brand affinity. "A ground-breaking campaign," praised one judge. "A great use of the character and AR technology to create a fun and interactive experience," agreed another judge.

### Gold – The Church of England

Christians usually attend church services on Ash Wednesday, the first day of Lent. However, Covid-19 restrictions in March 2021 meant this was not possible. The Church of England's in-house Digital Team worked with a freelancer to create an innovative virtual reality Instagram filter enabling people to be marked with an ash cross virtually.

The team's rapid response showed their agility and creativity, overcoming a real-world challenge with a digital initiative, and enabled many to mark the day who would not have been able to otherwise. "Nice entry, clear objectives and challenge," said one judge. Another added, "A clever and simple use of VR to bring church-goers together. Thought has been given to avoiding the campaign being seen as a fad and to ensuring that a range of people are included."

### Silver – Wella and 1000heads

Hairdressing was hard-hit by Covid-19, so based on a deep dive into community behaviours and trends, alongside an emerging thirst for educational content among the target audience to make the most of the free time they were suddenly faced with, hairdressers were desperate for moments of virtual entertainment to break the monotony of lockdown.

### Bronze – Random42 Scientific Communication

Random42 provided digital scientific communication solutions to the pharmaceutical, biotechnology and medical device industry. It transformed complicated science into concise documentaries and digital solutions to clearly articulate core messages behind pharmaceutical products and research pipelines, specialising in cutting-edge and visually engaging digital solutions.

# Best innovation

## Gold – Tencent: PUBG Mobile and Ranieri Agency

For gaming client, Tencent, Ranieri created the PUBG Mobile Star Challenge Europe: a live event across seven countries and 54 players, locally streamed on YouTube, with pro PUBG Mobile players and macro influencers. Countries battled it out, with influencer audiences supporting and cheering their local team across social and the live YouTube chat, mimicking the European Football Championship.

Ranieri contracted 12 influencers to create content across multiple platforms in the lead up, during, and post event, with 10 taking part in the tournament, also supported by a digital campaign across social, sports media pages and Google Ads within the three markets. As one judge summed up: “Excellent use of channels and also a brilliant level to expand target audience – using an event outside of your core interest group to pull in others.”



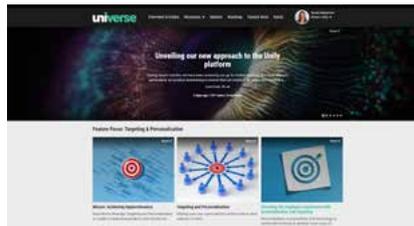
## Silver – Just Eat and Bridge

Just Eat worked with Bridge to reimagine a critical part of its customer experience. The result is an innovative account management toolkit that takes the form of an app running within the sales platform, Showpad. It pushes and pulls data from Salesforce, Tableau, and a data lake to serve up a conversational set of dashboards that result in meaningful post-meeting actions.



## Bronze – Unily Universe

Universe is a community platform that informs a global customer base about Unily, an employee experience platform. The hub helps users discover more about the unique employee experiences offered by Unily in an innovative and engaging way. The platform successfully showcases Unily's capabilities while also improving external awareness of the brand and its products.



## Bronze – Vakifbank and Papillon Istanbul

As part of the Vakifbank campaign, instead of running advertisements in-between videos, it was decided to insert advertisements into its videos in a way that avoided being annoying. It partnered with PuhuTV, whose audience figures increased by 104% during the pandemic. Thanks to this, it has been able to run its ads without interrupting the viewing experience.



## Highly commended – DRPG

## Highly commended – Fidelity International and Vismedia

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**Alex Wright**

Business Development Manager  
at Ranieri Agency



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

### Gold – Weetabix and Frank

Weetabix recalibrated the ever-popular conversation starter – unusual food combinations – by injecting controversy and humour, suggesting on Twitter, that Heinz Baked Beans atop its golden biscuits was a perfect breakfast pairing. The campaign was timed to perfection as lockdown Britain looked for a reason to laugh. The resulting storm drove a 15% spike in sales, 10-point uptick in Weetabix's overall Attention scores and rapid accumulation of 20,000+ new social fans.

Ultimately, it's a story of how one tweet sparked a social media furore, 600-brand pile on, 1,000+ media mentions, TV breakfast show live trial, House of Commons debate and Saturday night primetime TV mention – all within just a few days. And the judges loved it. "Perfect viral campaign, creating clear brand traction for an incumbent brand," said one.



### Silver – Green Cola UK and OneFifty Consultancy

As the UK looked to improve health during lockdown, Green Cola's 21 Day Challenge aimed to help people kick the aspartame habit (an artificial sweetener found in other diet colas). It galvanised 140 influencers on Instagram who created 150 pieces of content in return for product over payments, driving over 2.5m in reach.



### Silver – Jim Beam Peach and Automated Creative

Whiskey brand Jim Beam's challenge to Automated Creative was to drive offline sales using only an online social media campaign. A new product, Jim Beam Peach, was launched via a bespoke social media campaign using AI-powered automated ads, based on little more than an influencer and an image bank.



### Bronze – The University of Sheffield and Crunch Digital Media

The aim was to support the University of Sheffield in their targeting and reach of prospective students to drive January applications for 2021, based on video views, audio listens, impressions and website clicks. The use of specific media sources was developed upon identifying each target audience, and their consumption of specific media.



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



### Gold – Specsavers and Tangerine Communications

Specsavers reacted to the mood of the nation with its 'It's Coming Home' billboard after the last 16 win over Germany capitalising on the nation's only talking point at the time. And far from being a one-hit wonder, this viral tweet was thanks to the always-on creative reactive strategy: a team of social comedy writers and creatives, delivering a steady stream of social media fame and kudos.

"Undoubtedly one of the best campaigns in recent times," said one of the judges. "Their ability to skilfully tie the brand creatively to the nation's mood is masterful. Their use of social to test early ideas is a testament to their expert use of social media." Another judge added: "Really clever use of social to stay relevant in a way that still feels authentic to the brand... Like that it has an element of organic virality, as well as memorability to it."



### Silver – Ancestry and 1000heads

'Ancestry Extra' is a community-driven human centric programme that was designed to excite, entertain, and educate existing and potential customers through access to experts and paywalled historic records. The planned and reactive content was announced weekly through a line up poster, all crafted to make Ancestry's community feel valued, heard, and engaged.



### Bronze – No.1 Millbrook and famille

Instagram and Facebook have been active channels for No.1 since 2018 with the first town houses launching in September 2019. Social has continued to play a strong role in being one of the main drivers of traffic to the website, with 8 new home occupiers saying it's the leading channel driving their enquiry.

### Highly commended – Aviva UK and Battenhall

# Best use of existing social media platforms: Large budget £75k+

## Gold – The Church of England

The Church of England has 16,500 churches, many of which do not have the capacity to create a broadcast. Its weekly, 30-minute online videos helped get Christians through Covid-19, following the structure of an onsite service with prayers, hymns, readings and a short talk.

'Comfort and Joy' was the Church's 2020 Christmas multi-channel campaign, running from October – December 2020. The theme held together the hope that Christmas would bring joy and celebration after a uniquely difficult year. The campaign spanned websites, apps and email campaigns, inviting audiences to actively engage with the Church of England and their local parish church. "A really brilliant campaign with huge success, very impressive," praised one of the judges. Another added, "Great central support for local deployment, print aspect to reach digitally hard-to-reach audiences."



## Silver – Aunt Bessie's with Elvis and Zenith Media

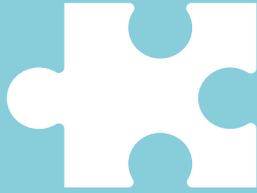
Aunt Bessie's used social media channels to deliver content which focused on highlighting the emotion surrounding the roast dinner occasion – showing real people enjoying genuine moments of care. The creative strategy employed brand ambassadors for the first time ever on digital and the activity delivered some good results for the brand.



## Bronze – Tencent: PUBG Mobile and Ranieri Agency

For gaming client, Tencent, Ranieri created the PUBG Mobile Star Challenge Europe: a live event across seven countries and 54 players, locally streamed on YouTube, with pro PUBG Mobile players and macro influencers. Countries battled it out, with influencer audiences supporting and cheering their local team across social and the live YouTube chat, mimicking the European Football Championship.





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# Best community development

## Gold – Atoti and Made by Giants

Atoti is a free Python library that professionals in data teams can use. The task was to design a social engagement strategy for organic and paid influencers to build a new community from scratch. And it's gone from zero followers to a close-knit 4000-strong following.

All of its community activations have led to 16,000 product downloads of the Atoti platform to date. Posts use innovative graphics, such as incorporating live Python notebooks with quirky, eye-catching gifs to capture the curiosity of its audiences. And knowing that its audience is wary of flashy, product-led messaging, its creative eschews corporate speak for a playful, friendly tone of voice. "Very strong strategy, implementation and results – great content as well," said one judge. Another added, "Highly impressive start-up comms campaign using a wide range of well thought-out influencer tactics."



## Gold – The North Face and 1000heads

The North Face's brief to 1000heads in late 2019 was to take the brand's social game to the next level. 1000heads introduced non-product content pillars, aligned to audience interests and brand comms objectives. It also recommended a tone-of-voice shift to align with the new content strategy, plus it implemented a new hyper-personal and attentive approach to community management on Instagram, Twitter, Facebook, YouTube and TikTok.

The 2020 social strategy saw an unprecedented year of growth and engagement for The North Face EMEA's social presence, fostering a truly community centric outdoor brand. As one judge put it, "Clearly demonstrates how they grew a community and expanded their reach across markets and demographics. Great use of research and strategy to underpin the activities."



## Silver – Samsung and Edelman

Wildlife Watch is a customised live streaming experience that enables people worldwide to become virtual wildlife rangers, using upcycled Samsung phones on the African plains as surveillance devices. Samsung therefore not only repurposed its own mobiles for an importance cause – saving wildlife from poaching – but also highlighted its mobile capabilities.



## Bronze – Quick Sigorta

Theaternet is Turkey's most comprehensive online performing arts platform. Quick Sigorta launched a home theatre campaign in cooperation with Tiyatronet to support its customers who stayed at home during the pandemic, and the art sector that suffered, and to encourage everyone to stay home.



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# Best intranet

## Gold – Transport for London and WM Reply

Transport for London set out to transform the employee experience, combining three dated intranet sites into one modern SharePoint site. The new platform gave employees a way to customise their homepages to be relevant to them by allowing them to choose from over 80 digital launchpad links of business tools and applications. Search was improved, along with an upgraded home directory for people to manage their profiles and easily find people.

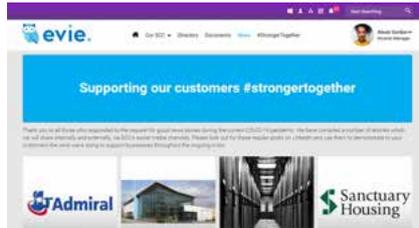
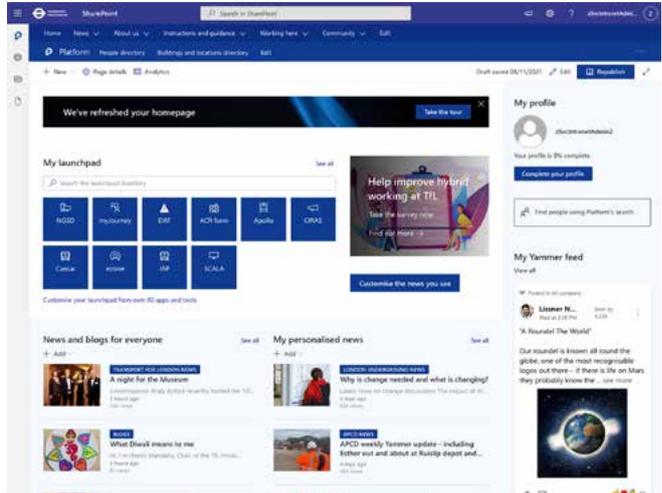
Crucially, for the frontline workforce in particular, the intranet needed to be accessible anywhere, on any device, with content that also met accessibility needs. As one of the judges put, “Impressive result and tailored the digital design to the users through interviews, very employee focused. Very quick turn around with a clear objective through the pandemic.”

## Silver – Travers Smith

Travers Smith’s ‘Next Gen Hub’ project to deliver a new intranet began in July 2019. SharePoint Online fitted the law firm’s strategy to move to Microsoft 365 and access to The Hub ‘on the go’ could be realised via the SharePoint mobile app. Key to its success was engaging comms on launch, including videoed interviews with the project team.

## Bronze – SCC and Unily

As an IT solutions provider, leveraging digital channels to generate unparalleled results is part of SCC’s DNA. Internally, the enterprise sought to enhance every employee’s digital experience by debuting a next-generation intranet. Project leaders aimed to create a modern, dynamic platform that would allow employees to better engage with both the business and their peers.



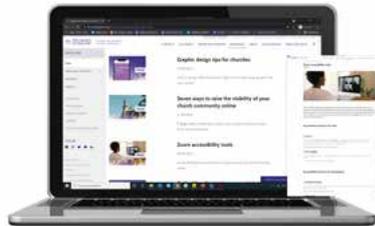
# Best digital employee communication



## Gold – Nationwide Building Society and DRPG

Having previously worked with the savings providers, DRPG helped to bring 1,500 Nationwide colleagues together in a virtual world, uniting the best elements of a live event with the endless possibilities of digital. Held across two days, the experience included a physical pack sent to delegates containing VR goggles, a 'paint your own piggy' piggybank and supplementary information to enhance interactivity, and a bespoke downloadable app.

“An excellent example of digital adaptation with a really innovative approach to engage employees in a virtual world, thought-through from pre-promotion right to final execution,” said one judge. Another praised, “Really nice to see all the investment that went into utilising different mediums such as motion graphics and AR.” Another added, “It looks like an event that has been meticulously thought out.”



## Silver – The Church of England

In March 2020, during the first week of lockdown, Digital Labs launched a new series of live webinars to provide digital solutions for the unique challenges church leaders faced with the closure of church services, presentation skills, online community management and communications strategies.



## Silver – Transport for London and WM Reply

TfL set out to transform the employee experience, combining three dated intranet sites into one modern SharePoint site while also leveraging existing investments in Digital Workplace tools such as Microsoft 365. The new platform gave employees a way to customise their homepages to be relevant to them.



## Bronze – Philip Morris International

In a bid to demonstrate its commitment to working toward a smoke-free future, tobacco giant Philip Morris created Unsmoke – a multi-year integrated campaign that provides accurate information and clarifies misinformation through online websites featuring informative content and downloadable educational fact sheets that can be used to spark one-on-one conversations.

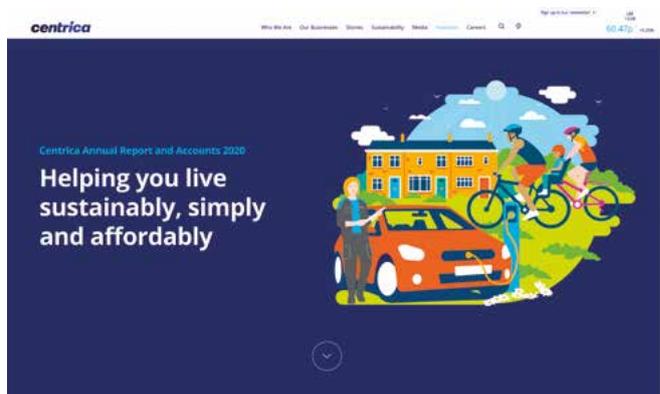
## Highly commended – LSEG and Bladonmore

# Best online annual report

## Gold – Centrica and Comprend

British Gas owner Centrica used its 2019 online annual report to study user behaviour and website traffic in Google Analytics. The findings were used to develop the content strategy for its new online report. The FTSE 250 company also worked closely with the print agency. In this way, it could avoid overlaps and discrepancies between the two versions.

Its approach was to go big and bold with the design, while cutting down on textual content. The idea was to reflect its new simplistic approach by highlighting a few, selected key messages rather than going into detailed descriptions. And compared to 2019's report, lower-level page views doubled, and case studies page views increased by 32% on average. As one judge put it: "I like that it's part of the website rather than something living in a silo – that's difficult to achieve, so well done."



## Silver – BT and Emperor

Telecoms giant BT aimed to take a story-led approach to its online review. Online reporting often replicates the strategic report section of an annual report, but Emperor wanted to use the digital space to showcase the impact of BT's strategy in the context of their purpose in a way that would resonate with a broader audience.



## Silver – Legal & General and Superunion

The objective of L&G's online annual report is to provide tailored information to retail and employee shareholders. The FTSE 100 asset manager built on 2019 feedback that the business model could be simplified and presented graphically. The report summarises key content in one location and provides links to further detail.



## Bronze – Coats and Emperor

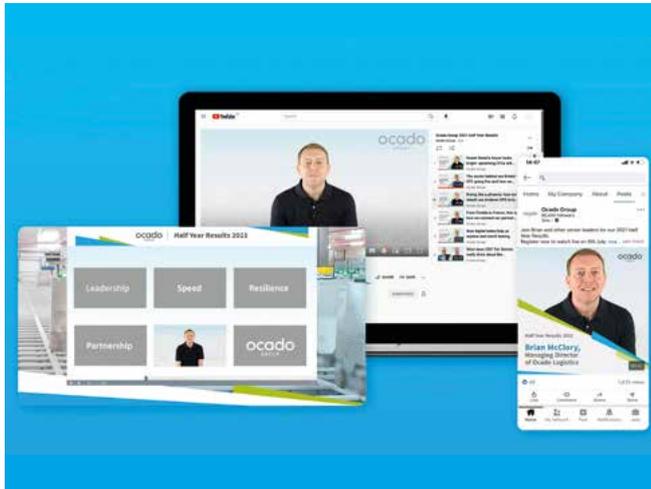
Coats, the FTSE 250 industrial thread maker, expanded its online report this year to include a teaser video which walks the viewer through its business with a focus on new product developments, collaborations and innovations. The storytelling focuses on sustainability, innovation and digital work across its global site.



## Highly commended – Anglo American and Investis Digital

## Highly commended – UK Power Networks and Instinctif Partners

## Best use of digital to an investment audience



### Gold – Ocado Group

Ocado Group wanted to create an impactful Half Year Results financial presentation that would engage with an investment audience. Social media was used in a variety of formats to attract sign ups prior to the event, generating close to 600 registrations from individuals and 193 companies, 86 of them from a non-investor space. The digital presentation was produced in-house and carried from planning to execution in just six weeks. At the heart of strategy was a 'no-frills' approach, which worked to deliver the core information without jargon to appeal to both investment and non-financial audiences. This varied and strategically planned event resulted in the smooth delivery of Ocado Group's financial results with positive reception and feedback from investors. The financial results were viewed more than 2,000 times with 60,000 impressions across social.



### Silver – CFA Institute and Living Group

CFA Institute, a global non-profit association for investment professionals, worked with Living Group to build the personal brand of its CEO and President. The campaign was focused building her online profile, strengthening the brand's digital intelligence and building a more engaging digital community with CFA members. The result was an impressive +736% increase in the number of LinkedIn followers.

## Best online newsroom

### Gold – DFS and PressArea

DFS built an online newsroom to clearly highlight their brand objectives and partnerships. PressArea helped to reimagine the DFS front-facing press office as a modern and engaging platform that would enable media to access and download images and press releases with ease. The platform streamlined existing workflow to ensure the press office could run smoothly and consistently without additional resources from the internal DFS team. The design was aesthetic and easy to navigate, while clearly showing the breadth of the DFS range. The platform also incorporated a back office to handle media enquiries, position statements and track engagement with content and audiences. Judges were impressed with the sleek design and various methods to streamline workflows. “Clear objectives that will drive long-term results,” said one judge.



### Silver – De Beers Jewellers and Epresspack

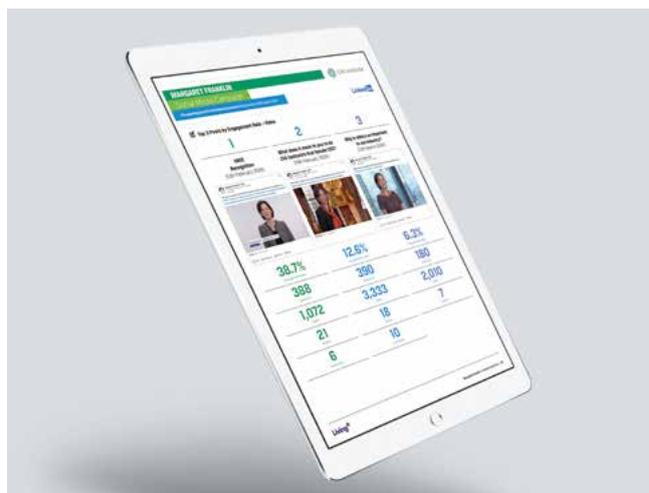
Epresspack designed a new platform for De Beers Jewellers exclusively targeted at approved journalists and influencers. It focused on delivering informative content about brand news, collections and the wider diamond industry alongside its ethical commitments. The platform successfully enabled De Beers Jewellers to host live events, manage editorial content and track audience engagement.



## Best evaluation strategy

### Gold – CFA Institute and Living Group

Global non-profit association for investment professionals, CFA, worked with Living Group to promote the online profile of its CEO and president, and improve engagement with its members throughout the pandemic. The strategic campaign focused on LinkedIn and Twitter as the most impactful social platforms to target financial advisors and their investing clients. Research into existing video materials combined with CFA interviews helped to identify the correct tone of voice. As an ongoing campaign, the evaluation strategy was key to ensuring consistent and sustainable impact. Living Group tracked, managed and reported on every aspect of the campaign, including the results and activity, which then informed next step tactics and adjustments to maximise return on investment. “Strong objectives that are backed by a solid strategy and implementation plan,” said one judge.



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



### Gold – WWF UK with Rufus Leonard and Pocket App

For conservationist group WWF UK, driving real world change at a faster pace meant understanding that people needed and wanted guidance on what they could do to make a difference. So they partnered with Rufus Leonard and Pocket App to develop My Footprint – a challenge-based app to engage supporters and non-supporters through tangible action and social sharing.

Co-creation was essential, ensuring the app was inclusive and accessible but also relevant, while 'test and learn' was mindfully baked into its full product design process. Feedback via usage data and the in-app direct allowed challenges to be optimised, while respecting the contextual impacts of Covid-19. All the judges were rather impressed. "It's the winner for me," said one, while another praised, "The entry and overall strategy is well thought out."



### Silver – Macmillan Cancer Support and Zenith Media

Macmillan and Zenith knew that hosting a traditional coffee morning would not be possible in 2020. Pivoting to a virtual coffee morning, there was no indication whether this new message would land with consumers, and drive conversions. Zenith flipped the script on previous campaign strategy, introducing a brand line, testing framework and bespoke process.



### Silver – Rinat Akhmetov Foundation

Rinat Akhmetov Foundation and SCM Group launched the project Fighting Covid-19 in Ukraine to provide doctors with medical equipment. In addition to direct aid to hospitals, educational and awareness-raising activities were launched, the most successful of which was an online series created jointly with the Ministry of Digital Transformation of Ukraine and FC Shakhtar.



### Bronze – Cybersmile and Organic

Organic worked pro bono to design and build a new website for Cybersmile's annual campaign Stop Cyberbullying Day. It applied human-centred thinking to establish who would be using the site and how their experience could be improved. It built wireframes iteratively, while implementing a design system that ensured the new site remained on-brand.



### Bronze – Encephalitis Society

The society wanted to find smart, cost-effective, audience-friendly digital solutions so it could continue to provide information and support to our stakeholders and ease the burden on its support team. It introduced a podcast featuring health professionals, Zoom meetings for its membership, online peer-to-peer support groups, digital events and more YouTube resources.

### Highly commended – Child Brain Injury Trust and 3 Sided Cube

# Best use of digital from the education sector

## Gold – University of Cambridge and Battenhall

Battenhall was tasked with creating a campaign that would drive interest from UK Pakistani and Bangladeshi students in applying to Cambridge. Through harnessing voices from students and launching an innovative series on Snapchat and TikTok, it drove over 12,000 visits to the university site – a record high, and 165% higher than our target.

The end result was that this campaign helped to double the proportion of applications coming from UK Pakistani and Bangladeshi students. “A good, well researched campaign that really managed to get to the hard to reach audiences with great results,” praised one of the judges. Another added: “Targeting and retargeting done well on channels suitable for the audience. Very good result that fulfilled the brief.”



## Silver – Rinat Akhmetov Foundation

The online series Digital Physical Education, created jointly with the Ministry of Digital Transformation of Ukraine and FC Shakhtar, was conducted by the stars of the national football team and famous comedians popular among children. The football players showed children how to do physical exercises, and the comedians how not to do them.



## Silver – The University of Sheffield and Crunch Digital Media

The aim was to support the University of Sheffield in their targeting and reach of prospective students to drive applications for 2021, based on video views, audio listens, impressions and website clicks. The use of specific media sources was developed upon identifying each target audience, and their consumption of specific media.



## Bronze – Mindful Education

Mindful aims to bring learning to life using film, motion graphics and animations, coupled with market-leading technology platforms. It uses a bespoke platform to host the learning and teaching content and inform tutors of any intervention requirements during classes. All solutions are designed for busy part-time students and apprentices with life and work commitments.



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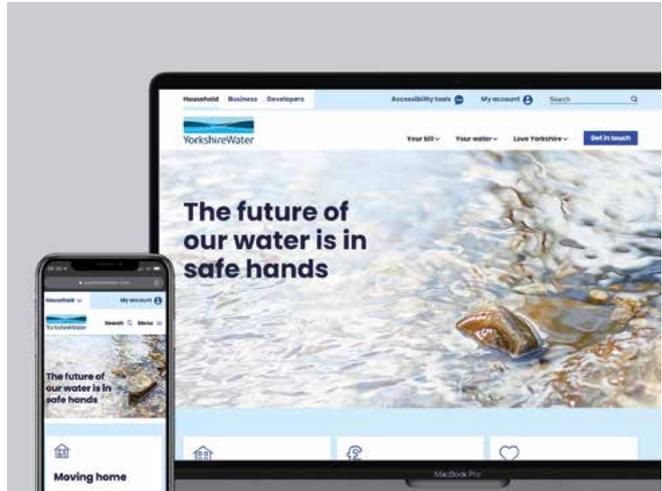
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# Best use of digital from the energy and utilities sector

## Gold – Yorkshire Water and CDS

Yorkshire Water's digital platform begun with customer research that combined its existing analytics and data sources with primary research generated by three days of one-to-one sessions. This insight was used to create the detailed 'service design' recommendations which underpinned the ideation, information architecture, content strategy, wireframes and user stories created by its user experience (UX) and user interface (UI) designers as part of the delivery of the new digital platform.

The judges were impressed by the service design approach to making the site genuinely useful for customers. "Good website with a solid communication basis behind it, based on high quality and practical UX research," said one. Another judge added, "Very strong submission with clear objectives and strong strategy with clear understanding of the customer and CX."



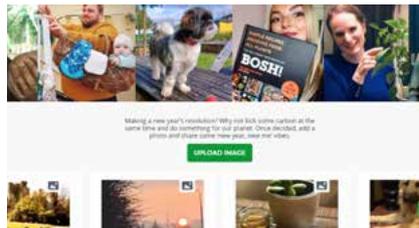
## Silver – Aggreko and Vismedia

Vismedia's virtual 360° interactive experience took energy company Aggreko's audience through an intricate power grid deep within the Australian desert. Aggreko was keen to showcase its innovative microgrid system at one of the biggest mining industry events, but due to Covid-19 travel restrictions, the event was moved online, and they needed to engage their audience virtually.



## Silver – OVO Energy and Sequel Group

Energy company OVO wanted a digital format to connect with its people and share good wishes, fostering community spirit among disparate employees. Its 'Wall of Things' platform, where people could post photos and videos about the ways they were helping to protect the environment, came from an earlier employee appreciation campaign.



## Bronze – UK Power Networks and Instinctif Partners

Instinctif created engaging and easy to navigate microsites for UK Power Networks' annual review and strategic plan report that provided quick access to content and became a platform for expanded information around key topics. It also produced a flipbook for its energy scenarios report, increasing impact using animations and videos.



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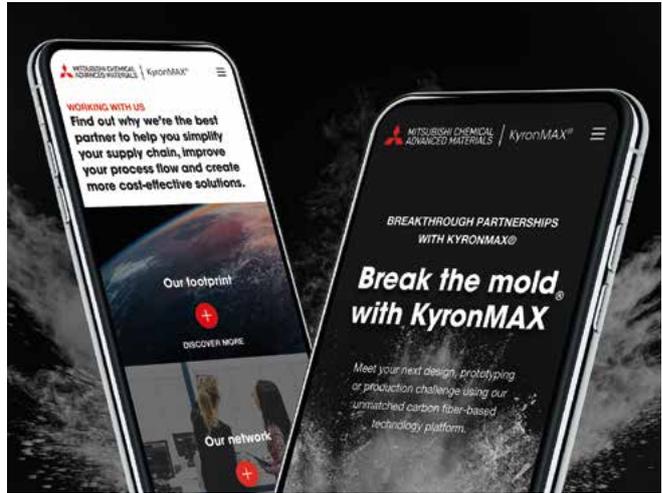
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# Best use of digital from the engineering and manufacturing sector

## Gold – Mitsubishi Chemicals Advanced Materials and Omobono

Global thermoplastics manufacturer Mitsubishi CAM tasked Omobono with creating a digital-first relaunch of its KyronMAX product. The rebrand included a microsite and media campaign targeting ambitious engineers to specify and prototype the product. The idea centred around challenging customers to defy inertia and 'break the mold'. Omobono recognised there is a new generation of engineers that want a flexible, open and collaborative approach. It also observed that younger, millennial business buyers are accustomed to seamless purchasing journeys online. "Very attractive and clear tangible results in terms of lead generation," said one judge. Another commented, "Brilliant submission, nice pairing of strategy and research with strong visuals, design and concepts."



## Gold – RS Components and Bridge

Until recently the way in which RS Components sold its 500,000+ products and services was typical for the sector. The impact of Covid-19 demanded a more consultative led approach – one that centred on the needs, wants and aspirations of the buyer before a product or service is offered up.

Significant investments were made in the leading sales enablement platform, Showpad, supported by a set of custom-built, 'guided selling' apps. The sales enablement agency, Bridge, led the custom tooling and app development and worked for nine months in collaboration with RS to conceive and develop this Showpad based toolkit. "A great digital product and solution with great results," said one judge. "Very good outcome," agreed another. "Clear objectives, strategy and approach with tangible results," added another.



## Silver – Worcester Bosch and DRPG

The challenge for DRPG was to provide a new, supercharged front-end interface for all heating manufacturer Worcester Bosch's installers, which was clear and easy to use. The revamped website introduced an entirely new loyalty scheme structure that put the installers in the driving seat, progressing them up the loyalty ladder.



## Bronze – ENVEA and Next Rebel

Engineering company ENVEA supplies emissions monitoring products to the industrial and energy sectors. Next Rebel delivered a set of animated videos to help conversions by giving customers a top line overview of ENVEA's technologies, eliminating confusion and reducing the amount of research necessary for customers before they take next steps.



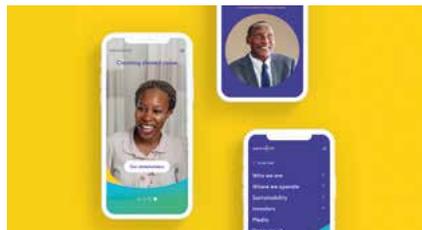
## Best use of digital from the extraction sector



### Gold – Anglo American and Investis Digital

Together with Investis Digital, Anglo American created the FutureSmart Mining digital platform, to communicate its future vision for sustainability and engage with a variety of stakeholders. Aside from restructuring the Sustainability section, Investis Digital also elevated the company's Covid-19 response, with a centralised information hub, a personal blog from the CEO and safeguarding measures for employees.

This digital project clearly worked to combine technology, digitisation and sustainability in a visually captivating and accessible way. The digital project resulted in a 44% increase in users on the website and a 97% increase in the amount of time spent on the FutureSmart Mining page. One judge said, "Clearly articulated and guaranteed to stand out among competitors in this space."



### Silver – Wentworth Resources plc and three thirty studio

Wentworth Resources wanted to find a new digital identity that would accurately reflect its personality and pride as a leader in Tanzania's energy transformation. three thirty studios were brought in to create a vibrant, digital-first brand identity in just three months. The new website complete with a sustainability section resulted in an impressive 25% increase in average daily users.

# Best use of digital from the financial services sector

## Gold – Fidelity International and Vismedia

Asset management company, Fidelity International, sought the help of Vismedia to devise a digital response to the pandemic and drive engagement. Together they created the Virtual Pension Centre, a browser-based digital destination to help users understand their pensions better. Interactive digital events ensured the company could maintain communication with its members, with a focus on topics like financial wellbeing.

Within the virtual world, members could access a Virtual Pension Fair and Webinar Platform with incredibly detailed graphics to closely reflect face-to-face client meetings. The Virtual Roadshow attracted 250 visitors and answered 500 post-event questions. “Clearly understood the barriers and overcame them in an inventive and technologically advanced format - very good strategy and execution,” commented one judge.



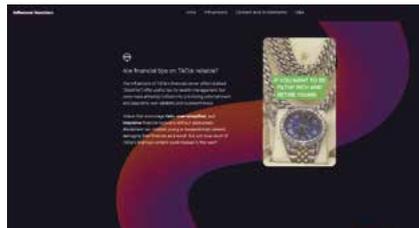
## Silver – Direct Line Group and DRPG

Direct Line Group ran an internal campaign to remind colleagues of the importance of risk management and the issues facing their customers. DRPG developed an interactive infinite scroll game, Risky Road, for the employees to learn about risk management in an innovative way. It achieved impressive uptake, with 650 users and 1,200 plays in the first 48 hours post launch.



## Silver – Paxful and Verve Search

Verve Search worked with crypto currency platform, Paxful, to create the 'Influencer Investor' campaign, highlighting the danger of misleading advice on TikTok. This grew Paxful's organic traffic by creating compelling content analysing social media's role in providing financial advice to young people, while also positioning the brand as a trustworthy voice in the investor space.



## Bronze – Quick Sigorta

Quick Sigorta founded Quick Insurance, a social insurance company that uses digitalisation in all its business processes. This campaign aimed to break into an existing market by focusing on the user experience and simplifying it with technology. Automated data resources and integrations enabled easy application authentication and processing. Since launching, Quick Insurance has attracted 40% of agencies in Turkey.



## Best use of digital from FMCG sector



### Gold – Weetabix and Frank

Weetabix recalibrated the ever-popular conversation starter – unusual food combinations – by injecting controversy and humour, suggesting on Twitter, that Heinz Baked Beans atop its golden biscuits was a perfect breakfast pairing. The campaign was timed to perfection as lockdown Britain looked for a reason to laugh, the resulting storm drove a 15% spike in sales, 10-point uptick in Weetabix’s overall Attention scores and rapid accumulation of 20,000+ new social fans.

Ultimately, it’s a story of how one tweet sparked a social media furore, 600-brand pile on, 1,000+ media mentions, TV breakfast show live trial, House of Commons debate and Saturday night primetime TV mention – all within just a few days. “This is one of the best, most successful campaigns I have seen,” gushed one of the judges. “Clever use of humour encouraged engagement.”



### Silver – Green Cola UK and OneFifty Consultancy

As the UK looked to improve health during lockdown, Green Cola’s 21 Day Challenge aimed to help people kick the aspartame habit (an artificial sweetener found in other diet colas). It galvanised 140 influencers on Instagram who created 150 pieces of content in return for product over payments, driving over 2.5 million in reach.



### Bronze – Aunt Bessie’s with Elvis and Zenith Media

Aunt Bessie’s used social media channels to deliver content which focused on highlighting the emotion surrounding the roast dinner occasion – showing real people enjoying genuine moments of care. The creative strategy employed brand ambassadors for the first time ever on digital and the activity delivered some good results for the brand.



### Bronze – Philip Morris International and Play Retail

Play Retail was approached by tobacco giant Philip Morris to develop a transformative digital retail strategy for the reduced risk heated tobacco brand, IQOS. ‘Discover IQOS’ is a mobile app that guides legal age smokers through a tailored educational journey, presenting information and engaging content to help answer questions.

# Best use of digital from the food and beverage sector

## Gold – KFC and Automated Creative

Automated Creative partnered with KFC to use their adtech, existing KFC creative assets and digital media to dig deeper into consumer behaviour. Essentially, it used a blend of social listening, AI and traditional ad creative to generate new consumer insights from campaign data. Machine learning tested the hypotheses gathered by the data, validating or challenging instincts.

Using data in this way, KFC was able to stop guessing what customers want from ads. “Fantastic use of social listening, and more generally being customer focused, with clear, demonstrable results,” praised one judge. Another judge said, “Results tally clearly with the objectives. Use of relatively novel automated ad approach scores points for creativity and innovation, while the social listening approach was a great way to understand what people really want.”



## Silver – Just Eat and Bridge

Just Eat worked with Bridge to reimagine a critical part of its customer experience. The result is an innovative Account Management toolkit that takes the form of a web app running within the sales enablement platform, Showpad. It pushes and pulls data from Salesforce, Tableau, and a data lake to serve up a conversational set of dashboards that result in meaningful post-meeting actions.



## Bronze – 44 Foods and 44 Digital

Developed in partnership with 44 Digital, 44foods.com is the culmination of many different aspects of the project: strategic planning and focus groups, project planning and budgeting, best-practice business processes, website design and development, customer journey mapping, brand design, customer-centric content and editorial, customer communication, digital marketing, PR, radio, and photography and video.





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# Best use of digital from the healthcare and pharmaceuticals sector

## Gold – Diaverum and MerchantCantos

Diaverum's corporate website was the first step in transforming the business through digital, and the first incarnation of Diaverum's new brand and digital strategy. The website is organised around a flexible, fully responsive, modular, digital design system with shared components and code libraries using an Atomic Design methodology.

This ensured visual consistency for new content and the flexibility needed to provide the best possible user experience. The judges were clinical. "The winner for me," said one. Another added, "One of the best website submissions I've seen, clearly laid out, with great goals and additions of nods to AA guidelines for their user base." "This campaign ticks all the boxes", commented another judge, going on to say, "I was particularly pleased to see the focus on accessibility for patients."



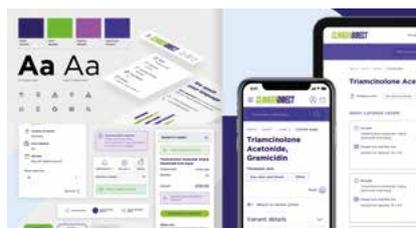
## Silver – Durex PH and Automated Creative

When Reckitt wanted to run a consumer CRM programme for Durex in the Philippines, it decided to take an unusual approach and create empathetic ads at massive scale. Working with AI tech platform Automated Creative, Reckitt created ads to respond to every single niche of online conversation about sex, sexuality and relationships in the Philippines.

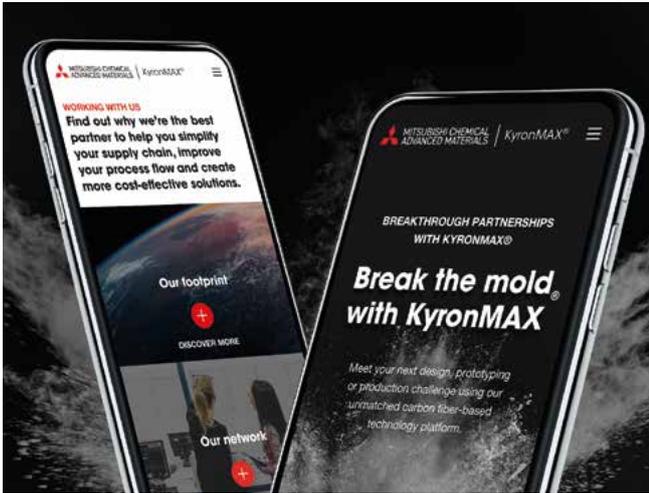


## Bronze – Clinigen and Omobono

Speciality pharma company Clinigen needed to create a seamless digital experience where healthcare professionals could source, place and track orders of life-saving medicines. Omobono was tasked with helping them to achieve this via Clinigen Direct, a dedicated service that needed to amalgamate myriad product databases, differing global regulatory requirements and specific logistics requirements.



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



### Gold – Mitsubishi Chemical Advanced Materials and Omobono

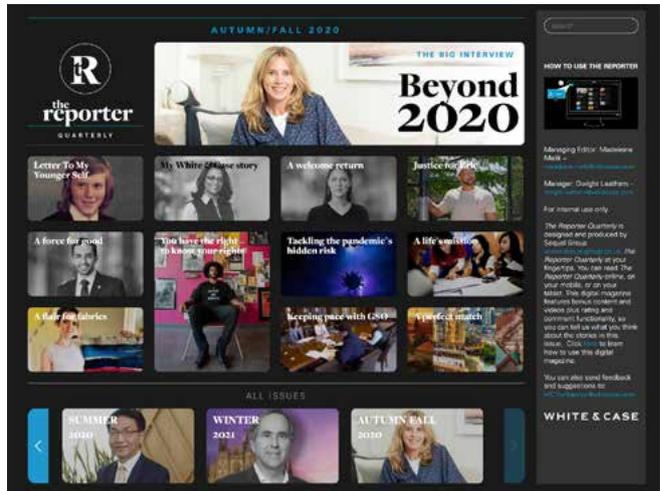
Mitsubishi Chemical Advanced Materials is a global manufacturer of high-performance thermoplastic materials. Omobono was briefed to deliver a digital-first launch of KyrionMAX, a key product within the MCAM portfolio. The campaign included distinct sub-brand messaging, a new visual identity, and microsite and media content. Devised in just ten weeks, the multi-channel campaign used B2B buyer insights to communicate the purpose and offering of the product. Omobono conducted research into the target audience of engineers that challenge the status quo and want to see a more flexible approach to the sector. It also identified that B2B buyers are increasingly similar to B2C consumers. It then used this insight to reposition MCAM as an innovator working to 'Break the mold' of the manufacturing sector. The digital campaign successfully generated 110 leads and resulted in a 10x increase in digital interaction with the brand.

# Best use of digital from the professional services sector

## Gold – White & Case and Sequel Group

The Reporter Quarterly is a flagship quarterly publication for the employees of international law company White & Case. The goal is to bring stories, topical issues and strategy to life, helping to inform employees while giving them a chance to contribute.

One of the most important aspects of Sequel Group's design approach is to elevate the magazine via video, audio and animation to deliver an immersive experience. Each article opens with a full screen combination of dynamic typography and rich, arresting imagery which, with a swipe or scroll of a mouse, slides away to reveal the full article. "Bringing stories to life in an innovative way," said one of the judges. "No page created the same was really cool and creative to see too – and that 94% of readers loved the design was great feedback from users."



## Silver – Accenture and Omobono

Technology Vision is Accenture's premier thought leadership program. Its yearly live event would typically be face-to-face with around 120 attendees. Because of Covid, it would become a virtual event and an approach to both the virtual interface, attendee digital experience and content format had to be developed in rapid time.

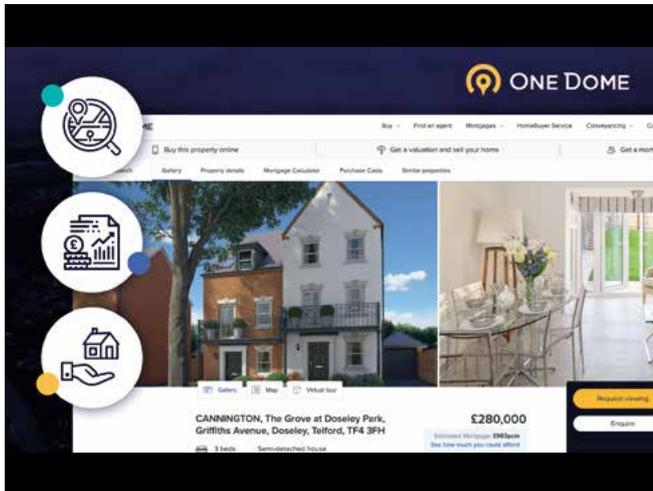


## Bronze – Hausfeld and Living Group

Every aspect of law firm Hausfeld's brand has been redesigned for digital and rolled out across a wide range of new business and marketing material, including the new website. This has successfully engaged current clients and also allows the firm to expand into new markets and engage with new audiences.

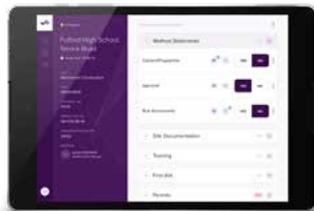


# Best use of digital from the property, construction and facilities management sector



## Gold – OneDome

OneDome's revolutionary online digital platform has simplified the home buying process by placing all functions in one place and speeding up lengthy procedures by 50%. Its systems enable the home buying process to be completed digitally as an end-to-end property purchase. From searching for properties to liaising with solicitors, estate agents and mortgage brokers, OneDome enables all of these functions under one roof. Consumers can even search for properties by preference, for example, good schools, transport links and low-crime areas (OneDome remains the only UK website that enables customers to search with their preferences). "Fantastic objective and disruption of a market that needs an overhaul," agreed another. One judge praised, "Ground-breaking and innovative, and I will personally be using this service in the near future!"



## Silver – Willmott Dixon and Tribus Digital

For many years, Tribus Digital and UK contractor Willmott Dixon have been pioneering digital innovation together, setting the industry benchmark within the construction sector. Revolutionising the current auditing process was a natural progression in their mission to digitise and transform all Willmott Dixon's data reporting.



## Bronze – British Land and Investis Digital

British Land made digital a priority, including adding a single section to its new website's primary navigation to host all stories and insights, called News & Insights, with improved tagging to allow for better cross-linking between related topics and encourage readers to discover and browse more content.



## Bronze – Countrywide and Three Whiskey

As the UK's largest estate and letting agent group, Countrywide has over 60 different brands and websites, and 800 branches. When it decided to centralise its platform, Three Whiskey helped to embed best practices at a scale that would protect and increase its SEO visibility and build an advanced, scalable tracking template.

# Best use of digital from the retail sector

## Gold – Specsavers and Tangerine Communications

You must have seen this ad over the summer? If not, maybe you should have gone to...

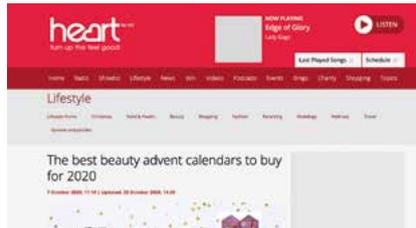
Specsavers reacted to the mood of the nation with its 'It's Coming Home' billboard after the Last 16 win over Germany capitalising on the nation's only talking point at the time. And far from being a one-hit wonder, this viral tweet was thanks to the always-on creative reactive strategy: a team of social comedy writers and creatives, delivering a steady stream of social media fame and kudos.

The judges' focus was clear about who the winner was in this category. "The perfect combination with stellar results – the highlight of the day," praised one. "A brilliant campaign with really clever use of humour to close the gap in budget," said another.



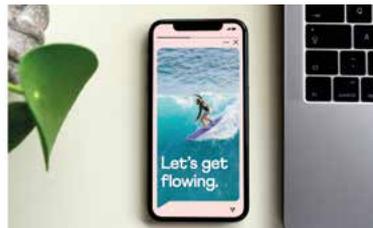
## Silver – Carolina Herrera and Seedtag

Contextual advertising company Seedtag's advertising platform allows its ads to be served without the use of cookies. Its contextual advertising can be accurate without the need for third party data. While a growing number of privacy regulations threaten the future of behavioural advertising, contextual AI can continue to accurately target consumers without concern.



## Silver – Dixa and Design by Structure

Dixa is on a mission to make customer service more personal, intelligent, and data-driven. Its website restructured and redesigned to reflect customers' needs and challenges, making it easier to navigate and surface relevant content. It also features an efficiency calculator that crystallises the operational savings to clients, as well as improved customer benefits.



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



## Gold – Rinat Akhmetov Foundation

Rinat Akhmetov Foundation with the businesses of SCM Group, launched the project Fighting Covid-19 in Ukraine to provide doctors with medical equipment. The most successful case was the online series Digital Physical Education, created jointly with the Ministry of Digital Transformation of Ukraine and FC Shakhtar. This is a course of distance physical education lessons unique for Ukraine.

The lessons were conducted by famous people popular among children – the stars of the national football team and famous comedians. The football players showed children how to do physical exercises, and the comedians how not to do them. As one judge put it: “Great campaign empowering school children at a vital time. Gamification and collaboration being the right approach for the channels and audience.”



## Silver – Tencent: PUBG Mobile and Ranieri Agency

For gaming client, Tencent, Ranieri created the PUBG Mobile Star Challenge Europe: a live event across seven countries and 54 players, locally streamed on YouTube, with pro PUBG Mobile players and macro influencers. Countries battled it out, with influencer audiences supporting and cheering their local team across social and the live YouTube chat.



## Bronze – Preferred Hotels & Resorts and Crafted

Covid pushed the independent hotel chain to follow closely how restrictions in different US regions would change overtime. It then created localised campaigns to drive bookings for a collection of properties located in the same state or region. Conversion activity focused on members of its loyalty scheme, but it also planned awareness activity using video.

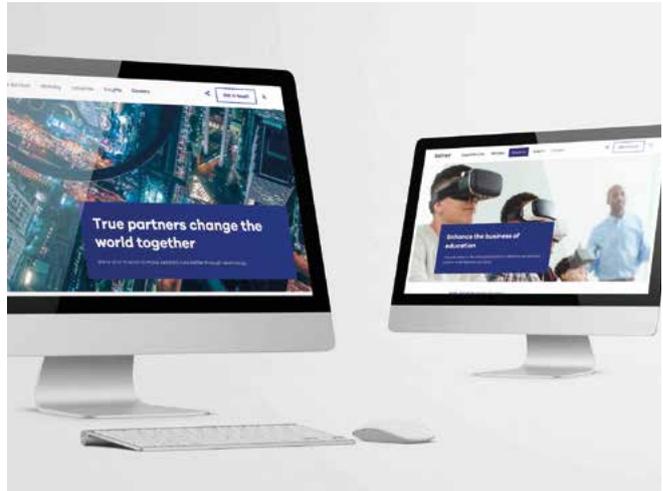
## Highly Commended – W Series and Organic

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

## Gold – Kainos and Organic

Organic led a largescale website transformation project for Kainos, which needed to update its website and merge several existing sites into one that supported its new brand positioning of 'One Kainos'. The project presented a huge challenge as each site and service had a distinct set of customer types with varying needs.

Extensive workshops, user research, and human-centred design processes delivered a site that shifted the focus from the business to the customer. "This looks like a really strong web project and result," said one judge. Another added, "What a mammoth task to consolidate those sites while making it visually appealing, user friendly and meeting accessibility requirements," praised another judge. The site looks fantastic and it's a great use of digital to shift the focus to the customer."



## Silver – Atoti and Made by Giants

Atoti is a free Python library that data professionals can use to analyse data and share insights. The task was to design a social engagement strategy for organic, paid and influencers that would build an entirely new community from scratch. Since last year they have gone from zero followers this time last year, to a close-knit, 4000-strong following.



## Silver – iSAW and Unily

International Smart Advancing Women (iSAW) aims to harness the power of technology to contribute to narrowing the gender equality gap. Its platform creates a digital experience for users, including multi-lingual capabilities that present content in 30 languages, ensuring women around the world can consume content that has the potential to help them make a difference.

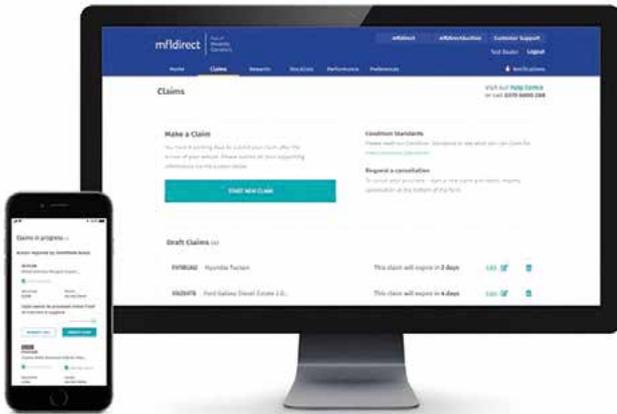


## Bronze – DigiPlex and Silver

Silver delivered a fresh new brand for Scandinavian data infrastructure provider DigiPlex. Brand guidelines, toolkits and key content were produced, while a slick, reliable and fit-for-purpose website was crafted, which remained true to DigiPlex's current and future self that effectively targets key audiences via IP targeting and content segmentation.



# Best use of digital from the transport and logistics sector



**Gold – Motability Operations Limited and Bray Leino**  
mfdirect is the vehicle remarketing division of Mobility Operations supporting people with different capabilities to achieve greater independence through access to affordable motoring. Bray Leino was brought in to help streamline the scheme's claims management process.

It implemented a digital tool to integrate with the platforms and data to make the process more effective for end users. This campaign focused on audience insight, user centred design and digital innovation. The app was redesigned based on the notion of being 'Powerful but Simple' with a customer driven approach supported by research and testing. The digital project improved customer satisfaction ratings and decreased the percentage of claims requiring additional manual input from 40% to 27%. Judges were impressed with the consistent use of feedback to inform the design strategy.



## Silver – LNER

During the pandemic, LNER leveraged digital media to stay connected with its stakeholders and communicate current travel restrictions and safety measures with its customers. From a comprehensive social media strategy to a wider communications campaign, including the real time Virtual Drivers' Cab Rides videos and a humerious #GooseCam.

## Digital in-house team of the year



# THE CHURCH OF ENGLAND

### **Winner – The Church of England**

The Church of England has demonstrated incredible innovation and initiative in its adoption of digital tools to support the Christian community through the pandemic. From online services and a multi-channel Christmas campaign to apps and virtual reality Instagram filters.

The Church of England consistently developed digital tools to solve problems facing the community. The digital in-house team demonstrated rigor and creativity as it built its various projects on a vast foundation of research, as with the multi-channel Christmas campaign, in which the team met with regional comms officers to identify the current mood and challenges. Equally, the team demonstrated agility and efficiency as it produced digital solutions to immediate problems. The team successfully produced a weekly online service to run every Sunday at 9am since the start of UK lockdowns in March 2020.

Where initial research was not possible, the in-house team more than made up for it with comprehensive evaluation strategies. Alongside the seasonal campaigns, it also built a long-term training platform, Digital Labs, to equip church leaders with digital communications skills. Judges were consistently impressed with the Church of England's digital solutions, supported by meticulous research and evaluation, with tangible results that translated to real community impact.

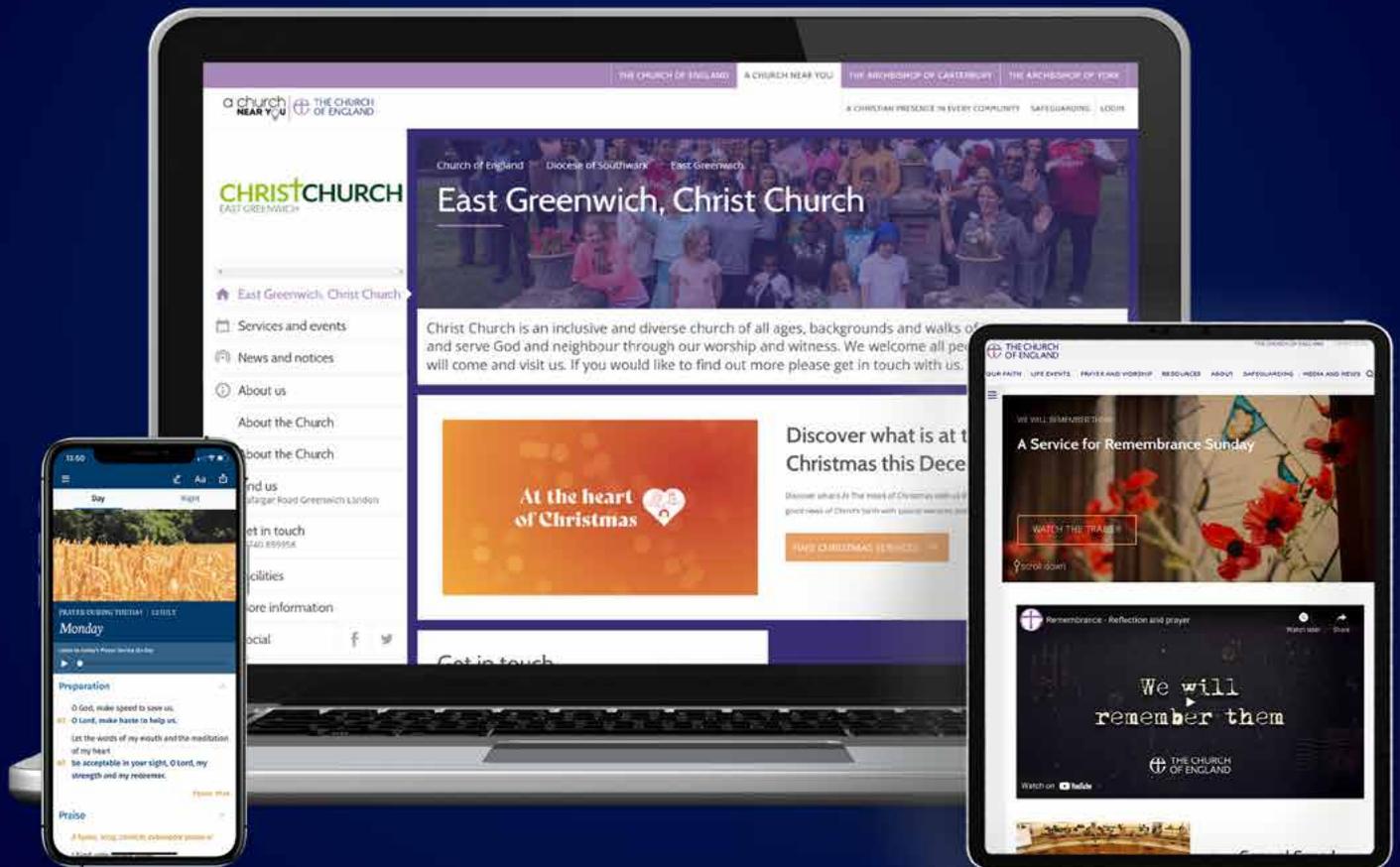
## The Church of England's Digital Team

Managing national websites

Running digital campaigns

Training our 16,500 churches to use digital

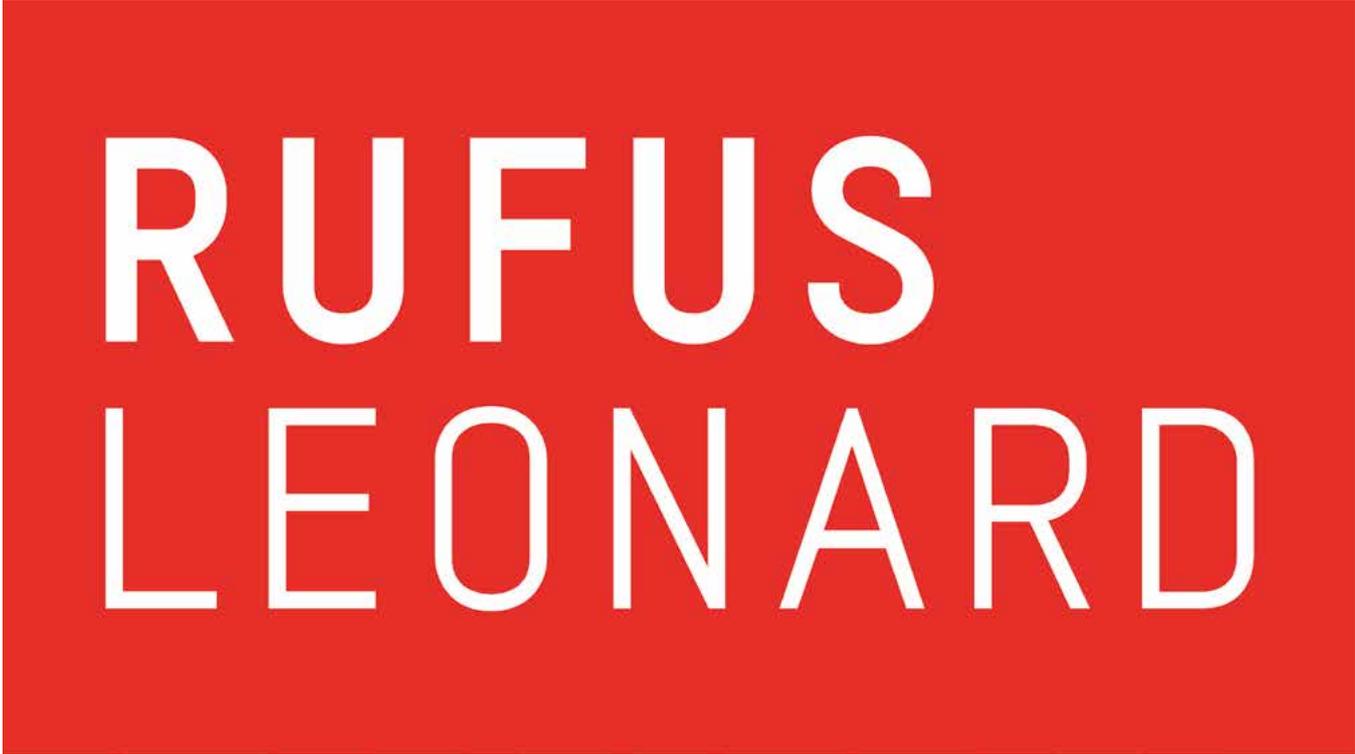
Creating resources for both regular churchgoers and those exploring faith



Find out more about our work and campaigns at  
[www.churchofengland.org](http://www.churchofengland.org)

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

## Digital agency of the year

The logo for Rufus Leonard is displayed on a solid red rectangular background. The text 'RUFUS' is on the top line and 'LEONARD' is on the bottom line, both in a large, white, bold, sans-serif font. The letters are widely spaced, creating a clean and modern aesthetic.

# RUFUS LEONARD

### **Winner – Rufus Leonard**

Independent digital experience agency, Rufus Leonard, aim to engineer a meaningful difference to its client's customers. Over the past year, Rufus Leonard were fundamental to the creation of the My Footprint app, which worked to engage with supporters and non-supporters of the independent conservation organisation, WWF. It created an app-experience that went beyond the immediate gain, instead working to affect macro decisions through mass micro-behavioural change.

The agency demonstrated originality in its approach to gamify new habits and combine storytelling and social sharing to amplify the need for long-term behavioural change. The agency proved its agility with a fast launch to market in order to align with the latest David Attenborough documentary and maximise engagement. The ambitious campaign was built on a clear purpose, but it was brought to life by extensive research into the transgenerational audience.

The agency conducted regular testing with internal stakeholders, user testing and direct user feedback capabilities. These detailed audience insights enabled Rufus Leonard to ensure its digital solutions were inclusive, accessible and able to deliver long-term impact for its client. Judges described the agency's work as "Smart, timely and expertly executed" and "A worthy winner of digital agency of the year accolade."

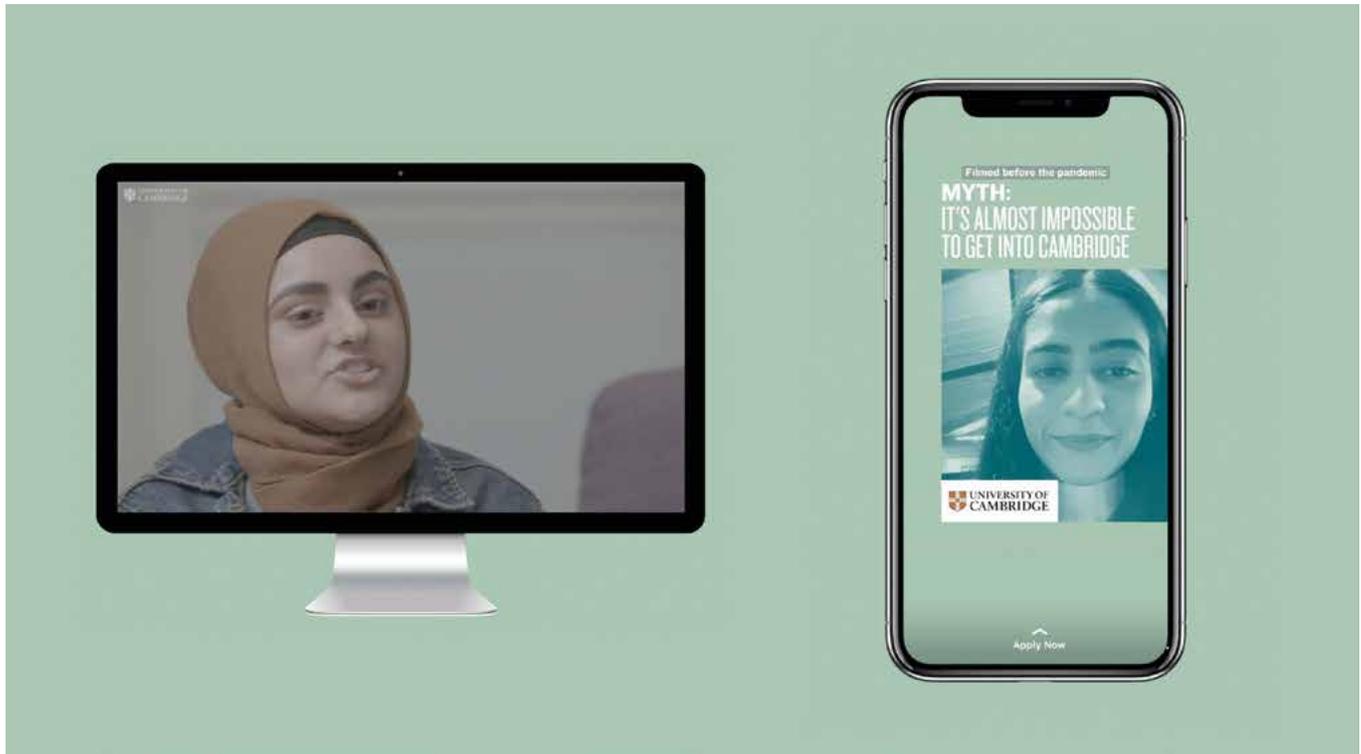
# The single voice for stakeholder relations



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## Grand prix



### Winner – University of Cambridge and Battenhall

Communications agency, Battenhall, worked with the University of Cambridge to challenge existing perceptions of the institution as an exclusively white middle-class university. The campaign aimed to directly reach UK Pakistani and Bangladeshi communities, and drive applications for undergraduate degrees.

Battenhall applied its expertise in social media to launch an innovative visual series on Snapchat and TikTok which utilised the voice of real-life students. The result was a powerful and authentic campaign that delivered outstanding results. Battenhall drove a record number of visits to the university website, with 12,000 visitors and an additional 530,000 impressions, all from the target audience of UK Pakistani and Bangladeshi communities. The success did not stop there, as the campaign ultimately led to double the number of university applications from UK Pakistani and Bangladeshi communities.

The campaign was meticulously designed to be culturally sensitive and was based on solid human research. The application of social media across multiple channels and asset types was a new approach for the University of Cambridge, but with the expertise of Battenhall, this innovative campaign delivered real and tangible results. Judges were thoroughly impressed with the campaign engagement with hard to reach audiences. One simply stated, "Truly excellent use of digital from idea to implementation!"

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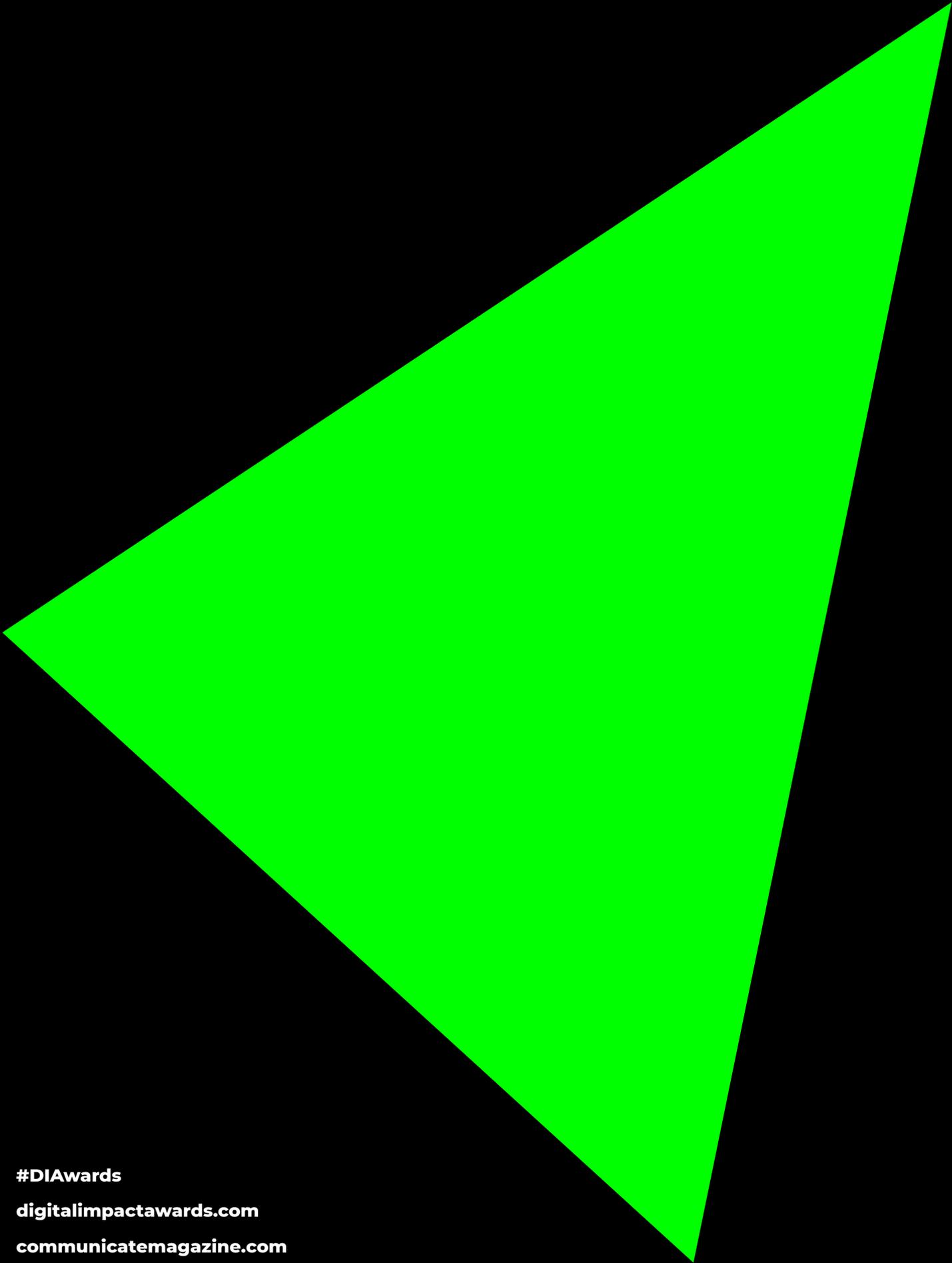
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