

**DIGITAL
IMPACT
AWARDS**
2025

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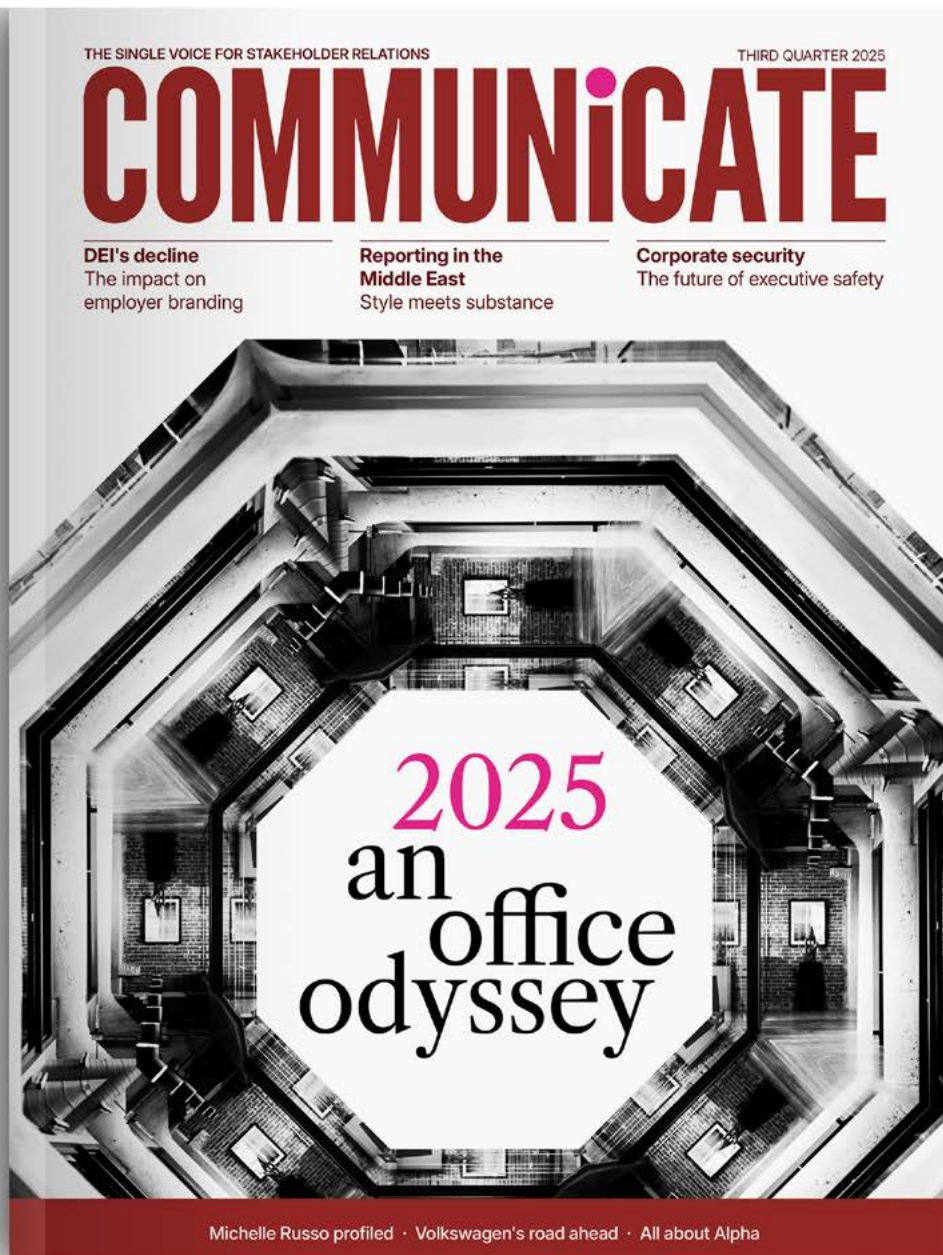
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NOTE FROM THE EDITOR



Rebecca Pardon
Editor
Communicate magazine

The digital communications landscape is in constant motion, shifting as sectors evolve to meet new technologies and changing expectations. Restless, inventive and consistently at the fore of change, this has meant no two years have ever felt the same since we first launched the Digital Impact Awards 16 years ago. Each year, we scour the UK for the most accomplished projects in this demanding field, and are continually impressed by the creativity and skill we uncover.

Communicate's awards programmes serve as an insider's lens, offering a glimpse into the careful mechanics of an industry and a preview to the trends shaping tomorrow's strategies. In addition to being an invaluable chance to snoop on competitors' work, the Digital Impact Awards also serves as a catalyst for borrowing ideas, sparking collaborations and inspiring new approaches.

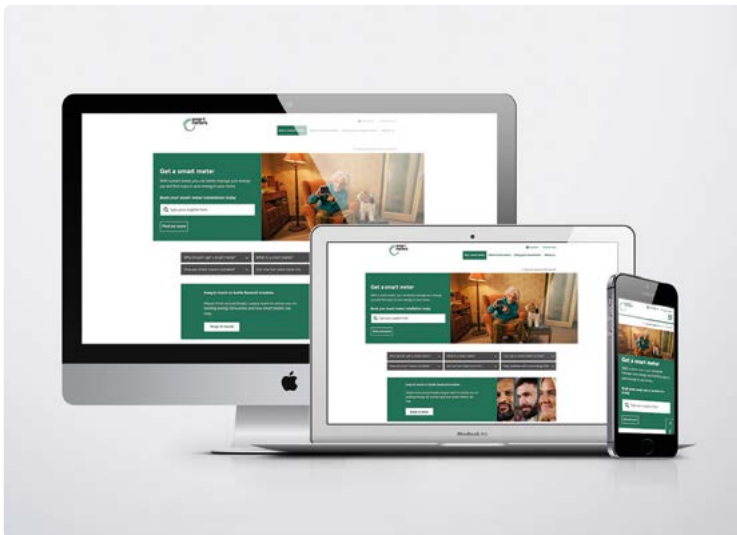
Within these pages, you will find innovative and daring campaigns that are keeping communications feeling fresh, purposeful and vital across sectors. A profound congratulations to this year's winners, who are both setting a benchmark for the industry and giving a glimpse of where it may head next.

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We specialise in innovation,
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About us

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- Accessibility and Performance
- Hosting

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MEET THE JUDGES



İnanç Emre Albayrak
Digital communications and
digital media planning manager
Turkish Airlines

İnanç has extensive experience in the communications sector, encompassing media planning, project management, digital marketing, social media content and community management. He managed global brand strategies, advertising campaigns and interactive marketing communications for Turkish Airlines. From 2020, İnanç led Akbank's digital communication and media-planning teams. Since 2024, he has been leading global digital communications and digital media planning at Turkish Airlines.



Charlotte Borthwick
Associate director, digital and
social – International
G4S

Charlotte is associate director, digital and social – international at G4S, the leading security and facility services company. She has been at G4S since 2010 and in her current role she leads and develops the digital marketing and communications strategy as part of the global marketing team. With nearly 20 years of experience in communications and marketing, Charlotte has previous experience in the security, construction and oil and gas markets.



Stuart Bryce
Digital marketing lead –
Corporate marketing
NatWest Group

Stuart has worked in the digital marketing sector for 18 years, having worked both agency and client-side. His passion is seeing tangible improvements in marketing performance from leading digital teams across paid and organic digital acquisition channels. He currently leads the digital team at NatWest. Prior to NatWest, Stuart held client-side digital marketing roles at O2, Canon, Virgin Media and Neilson Financial Services and agency roles at MindShare and Unique Digital (part-owned by WPP).



Emma Collins
Head of marketing and digital
The Original Factory Shop

An accomplished leader in digital loyalty, transformation and omni-channel marketing strategy, Emma brings a wealth of experience in driving innovation, customer engagement and business growth. She is the head of marketing and digital at The Original Factory Shop. Previously, as head of loyalty and engagement at Poundland & Dealz, Emma successfully spearheaded the launch of Poundland Perks, achieving more than 2 million downloads and strong commercial return in the first quarter.



Dan Cowley
Group head of digital
Drax Group

Dan is group head of digital at Drax, a FTSE 250-listed energy business with an international presence. He has worked in the industry for more than 15 years, mostly agency side, helping to initially deliver best-in-class digital projects and latterly developing digital strategies to enhance and improve digital corporate communications. In his role at Drax, he is responsible for the firm's global and branded websites as well as its corporate social media presence, managing content creation and day-to-day campaign management and site governance.



Jérôme Dévé
External communications director
Pfizer

Jérôme is a seasoned communicator with proven success leading corporate communications and marketing communications for global healthcare and pharmaceutical companies. He is currently external communications director at Pfizer France. His work experience includes roles at GE Healthcare, Siemens Healthineers and Walgreens Boots Alliance. Jérôme has lived and worked in the UK, Germany and China and commutes weekly between London and Paris.

MEET THE JUDGES



Chris Hamilton
Former head of global digital
communications
AstraZeneca

Chris is a digital innovation and communications consultant advising corporate affairs and comms leaders on the opportunities and challenges of AI. He has held senior roles at AstraZeneca, BP and 10 Downing Street and was the first editorial director at creative agency McCann London. A former BBC News journalist, Chris now helps comms teams adapt strategies, content and culture for a fast-changing digital landscape. His expertise spans AI, digital strategy, campaigns and internal comms.



Allen Hull
Client strategy director
1000heads

Allen is client strategy director at 1000heads in Europe. With a background in strategy, he spends the majority of his time with new clients at the beginning of their journey with 1000heads, helping them to set strategy and align services and deliverables with their vision, goals and ambition for their brands and businesses. Allen has worked for the agency since 2009 in strategy and account leadership roles with EMEA, global and UK marketing teams at some of the most famous brands in the world.



Eugene Mishchenko
President
E-Commerce & Digital Marketing Association

Eugene is a visionary leader with more than 20 years of experience in e-commerce, digital marketing and strategic transformation. As founder and president of the E-Commerce & Digital Marketing Association (ECDMA), he has played a key role in shaping industry standards, fostering innovation and building a global community of marketing professionals. Eugene's leadership journey includes senior roles at global companies such as METRO, Sanofi and L'Occitane en Provence, where he led digital transformation initiatives and developed data-driven marketing strategies.



Hannah Moss
Head of digital engagement
Willmott Dixon

Hannah has worked in senior communications, marketing and IT roles at industry-leading organisations, most recently at construction and interior fit-out company Willmott Dixon. She uses her extensive experience to lead and influence change through marketing and communications strategy, digital enablement and IT service strategy. In her current role as head of digital engagement, Hannah is leading a pioneering digital engagement team, driving transformative digital innovation and adoption, changing the way the business works to drive efficiency and support growth.



Sarah-Jean Ng
Social media manager
University of Cambridge

Known professionally as SJ, Sarah-Jean leads on social media content for the University of Cambridge. As social media manager, she co-ordinates a lively communications strategy, leads on social campaigns and creates content that gets people talking. Drawing on a foundation as an award-winning TV promo writer, director and producer, SJ is a creative powerhouse and loves working with other creatives to make stories fly.



Ravinder Punia
VP of marketing, EMEA
Pax8

Rav is VP of marketing (EMEA) at Pax8, a cloud commerce marketplace that simplifies how businesses buy, sell and manage cloud solutions. With a background spanning both agency and client-side roles, Rav has held senior leadership positions in global organisations, including Inmarsat, Viasat and Rio Tinto. He brings deep expertise within digital, marketing communications and brand. Rav is passionate about building high-performing teams and delivering creative, data-driven strategies that drive measurable business impact.

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At **WM Reply**, we specialise in creating **world-class** intranets that are **innovative, unique, and beautiful**. Our solutions help organisations:

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Employee Experience Award



2023 Partner of the Year

Finalist
Community Response Award

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Your intranet will be a bespoke **digital workspace** where employees can:

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 **Share ideas**

All from any **device, anywhere, at any time**.

MEET THE JUDGES



Louise Pyman
Global head of digital channels
Haleon

Louise is a corporate and brand communications professional and writer with more than 15 years of experience in global strategic corporate brand communications and reputation. She is currently global head of digital channels, content and editorial at FTSE 100 consumer health company Haleon, covering internal and external communications. Prior to that, Louise spent six years at luxury goods company Burberry in various roles across external communications, public relations, website and social media in London and northern Asia.



Nahidur Rahman
Communications lead
Ford Motor Company

Nahidur is a seasoned communications leader with experience spanning global technology, professional services and mobility sectors. He currently serves as communications lead for Ford of Europe, where he shapes strategic messaging, media relations and reputation management across key European markets. He has previously led high-impact campaigns and corporate PR functions at major organisations including HubSpot, DWF Group and KPMG. He is known for his ability to translate complex business narratives into compelling, audience-driven stories.



Sarah Roberts
Head of digital communications
*Cambridge University Hospitals
NHS Foundation Trust*

Sarah is a senior communications leader with more than 15 years' experience across digital, internal and strategic communications in healthcare and public service. A chartered practitioner and CIPR Fellow, she leads digital communications at Cambridge University Hospitals, one of the UK's largest teaching hospitals, with a focus on delivering improved staff and patient digital experiences through compelling, audience-led content and accessible platforms.



Ryan Taylor
Head of digital
City St George's, University of London

As head of digital at City St George's, University of London, Ryan leads the strategic development and delivery of digital experiences across web, social media and CRM. With a strong focus on user experience, data-driven decision-making and impactful storytelling, he plays a key role in shaping the university's digital presence following the merger of two leading institutions. Ryan has extensive experience in higher education marketing and communications, with a career spanning digital strategy, platform development, content and campaign delivery.



Tracy Truelove
Director, EMEA corporate communications
Canon

As corporate communications director for EMEA at Canon, Tracy leads a team responsible for communicating internally and externally about Canon's purpose and technology innovations and demonstrating the value of its products, services and solutions to businesses, consumers and broader society. Tracy brings extensive expertise to her role with more than 20 years of experience in corporate, brand and commercial marketing and communications.



Patrick Von Sychowski
Digital marketing and
communications manager
CinemaNext

Patrick is digital marketing and communications manager for CinemaNext, the largest cinema installer and integrator in Europe, MENA and North America. Prior to CinemaNext, he was a media analyst for Screen Digest and Celluloid Junkie, as well as heading business development for Deluxe UK and Unique Digital. He is the co-founder of Cultpix, a streaming service for cult films, and worked with the Screen Advertising World Association (SAWA) on its Cannes Lions show for 10 years.



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Cravenhill Publishing is a publishing and events business focused on corporate and brand communications.

Cravenhill Publishing is the publisher of Communicate magazine and Transform magazine.

Cravenhill Publishing's awards division organises a number of industry leading awards programmes that seek to benchmark and reward best practice in the fields in which they operate.

For further information about our awards and entry process please email:

Melanie at melanie.han@cravenhillpublishing.com

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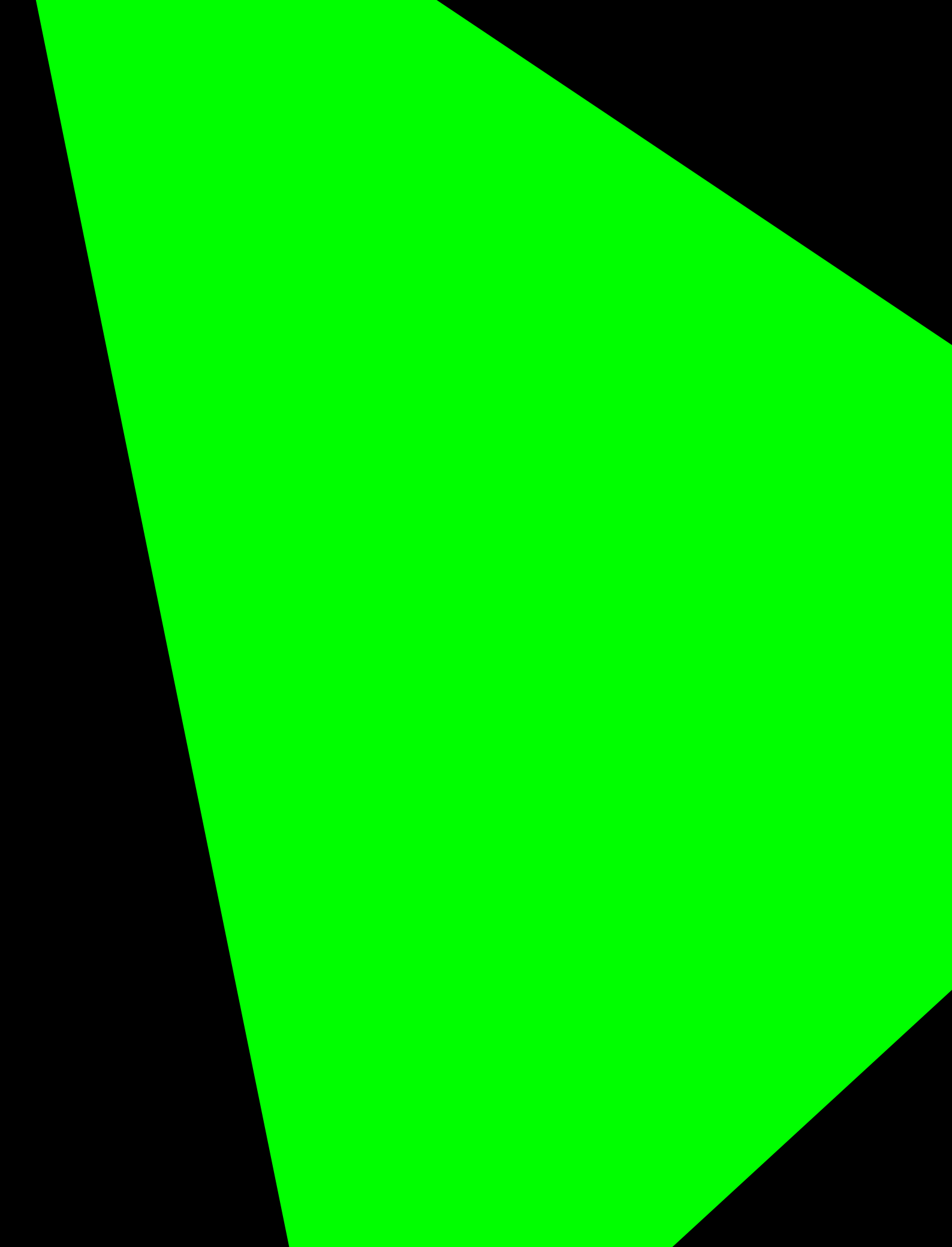
MEET THE JUDGES

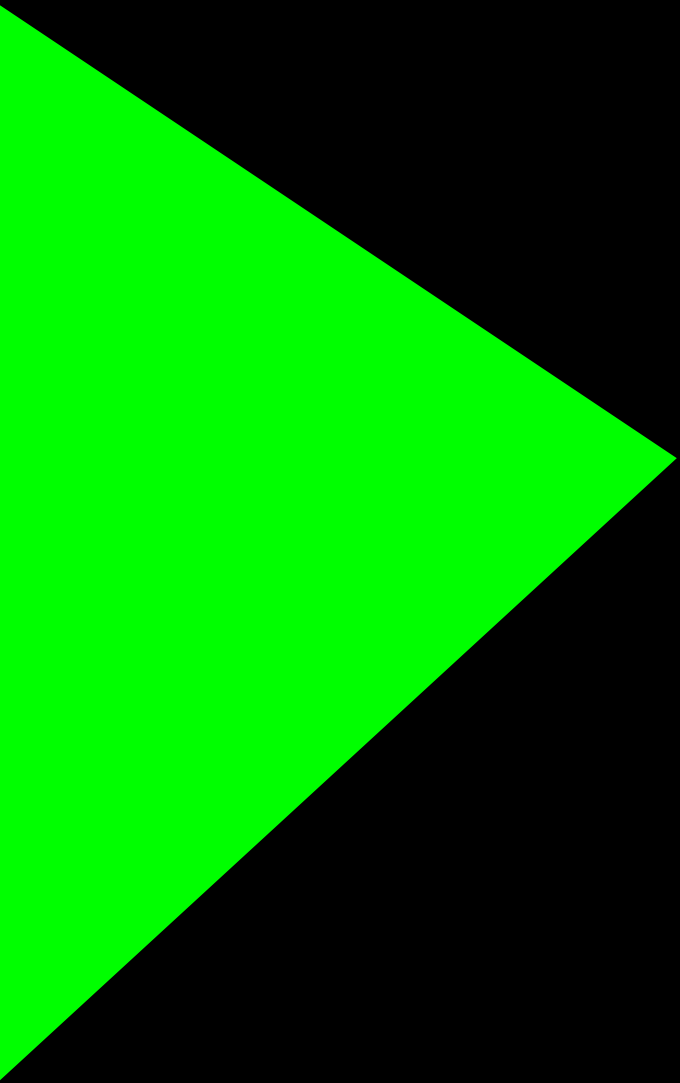


Alex Wodzicki

Associate director, group digital marketing
SEGRO plc

Since 2011, Alex has been responsible for the digital marketing channels used across SEGRO plc, the FTSE 100-listed real estate investment trust. As a digital board and AI committee member at SEGRO, he is innovating with cross-border strategic initiatives in AI adoption for digital marketing, hyper-personalisation, analytics and brand growth. Responsible for launching award-winning initiatives from VR experiences and ground-breaking films to global website platforms and AI-driven data-informed customer journeys, he believes in blending emerging tech with creative vision to drive measurable impact.





THE WINNERS

THE WINNERS

DELIVERABLES

BEST CORPORATE WEBSITE

Gold – Coca-Cola Europacific Partners and Conran Design Group

Gold – Zealand Pharma and SampsonMay

Silver – Gleeds and SampsonMay

Silver – Kier and Design Portfolio

Bronze – atNorth and Silver Agency

Bronze – Bregal Investments and Friend Studio

BEST USE OF MOBILE OR CORPORATE APP

Gold – Alconex Infrastructure and Solutions Limited

Silver – IAG Loyalty & AND Digital

Silver – Optime Group

Bronze – HEINEKEN and Sequel Group

BEST DIGITAL COMMUNICATIONS AS PART OF AN INTEGRATED CAMPAIGN

Gold – Shelter and Proper Good Films

Silver – L.O.L. Surprise! and

Happy Horizon – Vertigo 6

Bronze – Logitech G and

Happy Horizon – Vertigo 6

BEST USE OF DIGITAL TO AID A CSR CAMPAIGN

Gold – Project Nemo and Changemaker Studios

Silver – Care & Protect and Hanover Communications

BEST CORPORATE VIRAL CAMPAIGN

Gold – Kerrygold and 1000heads

Bronze – Vodafone

BEST USE OF ONLINE VIDEO

Gold – Pluto TV and Wilderness Agency

Silver – AstraZeneca and

Conran Design Group

Bronze – Church Commissioners for England and Wardour

BEST USE OF AUDIO

Gold – GE Aerospace and Gravity Global

Silver – Transport for London

Bronze – GIB Asset Management (GIB AM) and SEC Newgate

BEST DIGITAL ACCESSIBILITY

Gold – Santander and Hassell Inclusion

Silver – Muscular Dystrophy UK and Itineris

Bronze – Smart Energy GB and ClerksWell

Bronze – Unilever

BEST DIGITAL TRANSFORMATION

Gold – Capita for the British Army and Great State

BEST USE OF ARTIFICIAL INTELLIGENCE

Gold – Penti and Quin AI

Silver – Headspace and Monks

Bronze – Informa and Luminous

BEST USE OF AUGMENTED REALITY OR VIRTUAL REALITY

Silver – Flashgroup

Bronze – Galderma and

Random42 Scientific Communication

BEST USE OF DATA

Gold – DAS Import and Happy Horizon – Vortex Agency

Silver – Walibi Holland and Happy Horizon

Bronze – Civil Aviation Authority – ATOL and AB Brand and Marketing

Bronze – Northern Trains and Enjoy Digital

BEST INNOVATION

Gold – Airtel Africa and Friend Studio

Gold – Unilever

Silver – Oakley Capital Investments and Friend Studio

Bronze – The TDS Charitable Foundation and Pocket App Ltd

THE WINNERS

SOCIAL MEDIA

BEST USE OF EXISTING SOCIAL MEDIA PLATFORMS: SMALL BUDGET <£20K

Gold – West Midlands Police with AJB Media and The Cusp

Silver – Kerrygold and 1000heads

Bronze – Logitech and

Happy Horizon – Vertigo 6

BEST USE OF EXISTING SOCIAL MEDIA PLATFORMS: MEDIUM BUDGET £20K–£75K

Gold – Barilla and Bray Leino

Gold – Mazda UK and OneFifty Consultancy

Silver – Harvester and OneFifty Consultancy

Bronze – Kenco and Wilderness Agency

BEST USE OF EXISTING SOCIAL MEDIA PLATFORMS: LARGE BUDGET £75K+

Gold – BSH Hausgeräte GmbH (Gaggenau) and Mindshare

Silver – Unilever

BEST COMMUNITY DEVELOPMENT

Gold – POSCA and saintnicks

Silver – Kerrygold and 1000heads

Silver – MGA – Miniverse and

Happy Horizon – Vertigo 6

Bronze – Logitech G and

Happy Horizon – Vertigo 6

Bronze – Vodafone and WM Reply

BEST USE OF DIGITAL TO AN INTERNAL AUDIENCE

BEST INTRANET

Gold – Burger King UK and Oak Engage

Silver – American Airlines and Unily

Silver – Jefferson and Unily

Bronze – Hereford & Worcester Fire Rescue Service and DRPG

Bronze – ScS and Oak Engage

BEST DIGITAL EMPLOYEE COMMUNICATIONS

Gold – McDonald's UK & Ireland and Red Consultancy

Silver – Vodafone

Bronze – Jaguar Land Rover and DRPG

Bronze – Vodafone and WM Reply

BEST USE OF DIGITAL TO AN INVESTMENT AUDIENCE

BEST ONLINE ANNUAL REPORT

Gold – Airtel Africa and Friend Studio

Gold – Informa and Luminous

Silver – BT Group and Emperor

Silver – Centrica and Comprend

Bronze – Oakley Capital Investments and Friend Studio

Bronze – Playtech PLC and Jones + Palmer

BEST USE OF DIGITAL TO AN INVESTMENT AUDIENCE

Gold – Unilever

Silver – Airtel Africa and Friend Studio

Bronze – Oakley Capital Investments and Friend Studio

EVALUATION

BEST EVALUATION STRATEGY

Gold – Prominent International European Airport and Onclusive

Silver – Muséum national d'Histoire naturelle (MNHN) and Onclusive

THE WINNERS

BEST USE OF DIGITAL BY SECTOR

BEST USE OF DIGITAL FROM THE AUTOMOTIVE SECTOR

Gold – Mazda and OneFifty Consultancy

Silver – Cox Automotive Europe and Great State

BEST USE OF DIGITAL BY A CHARITY, NGO OR NOT-FOR-PROFIT

Gold – The National Forest

Silver – Royal Society of Arts, Manufactures and Commerce and Wardour

Bronze – The TDS Charitable Foundation and Pocket App Ltd

BEST USE OF DIGITAL FROM THE EDUCATION SECTOR

Gold – Anglia Ruskin University (ARU) Distance Learning and Itineris

Silver – Gates Cambridge and Wardour

BEST USE OF DIGITAL FROM THE ENERGY AND UTILITIES SECTOR

Gold – Alconex Infrastructure and Solutions Limited

Silver – SmartestEnergy and Emperor

BEST USE OF DIGITAL FROM THE FINANCIAL SERVICES SECTOR

Gold – ABI and PLSA, on behalf of the pensions industry and Third City

Silver – John Lewis Money and Fresh Egg

Silver – UK Finance and FleishmanHillard

Bronze – Aviva

BEST USE OF DIGITAL FROM THE FMCG SECTOR

Gold – L.O.L. Surprise! and Happy Horizon – Vertigo 6

Silver – MGA – Miniverse and Happy Horizon – Vertigo 6

Bronze – JTI and Sensory-Minds GmbH

BEST USE OF DIGITAL FROM THE FOOD AND BEVERAGE SECTOR

Gold – HEINEKEN and Sequel Group

Silver – Kerrygold and 1000heads

Bronze – Greene King and Sitecore

BEST USE OF DIGITAL FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR

Gold – Zealand Pharma and SampsonMay

Silver – Chia-Hsueh Lee and St. Jude Children's Research Hospital

Bronze – Coloplast and Emperor

BEST USE OF DIGITAL FROM THE HOSPITALITY SECTOR

Gold – Cripps Barn Group Ltd and Equimedia Ltd

Silver – Harvester and OneFifty Consultancy

BEST USE OF DIGITAL FROM THE INDUSTRIAL, ENGINEERING AND EXTRACTIVES SECTOR

Gold – SLB with FleishmanHillard and Omnicom Production

Silver – GKN Powder Metallurgy and Comprend

Silver – Hiperenergy and Radley Yeldar

BEST USE OF DIGITAL FROM THE PROFESSIONAL SERVICES SECTOR

Gold – Publicis Sapient

Silver – Chubb and Wardour

BEST USE OF DIGITAL FROM THE PROPERTY, CONSTRUCTION AND FACILITIES MANAGEMENT SECTOR

Gold – Willmott Dixon and Tribus Digital

Silver – Kier and Design Portfolio

Bronze – Gleeds and SampsonMay

Bronze – Norwegian Log Buildings Ltd and Equimedia Ltd

BEST USE OF DIGITAL FROM THE PUBLIC SECTOR

Gold – Capita for the British Army and Great State

Silver – Civil Aviation Authority – ATOL and AB Brand and Marketing

Silver – Historic England and Storm ID

Bronze – British Army and Cantarus

BEST USE OF DIGITAL FROM THE RETAIL SECTOR

Gold – Argos and The Organic Agency

Silver – Sligro and Happy Horizon – Vertigo 6

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

Gold – Premiership Rugby and Wilderness Agency

Gold – Walibi Holland and Happy Horizon

Silver – Civil Aviation Authority – ATOL and AB Brand and Marketing

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

Gold – SAP and 1000heads

Silver – atNorth

Silver – Africell and Radstone

Bronze – Logitech and Happy Horizon – Vertigo 6

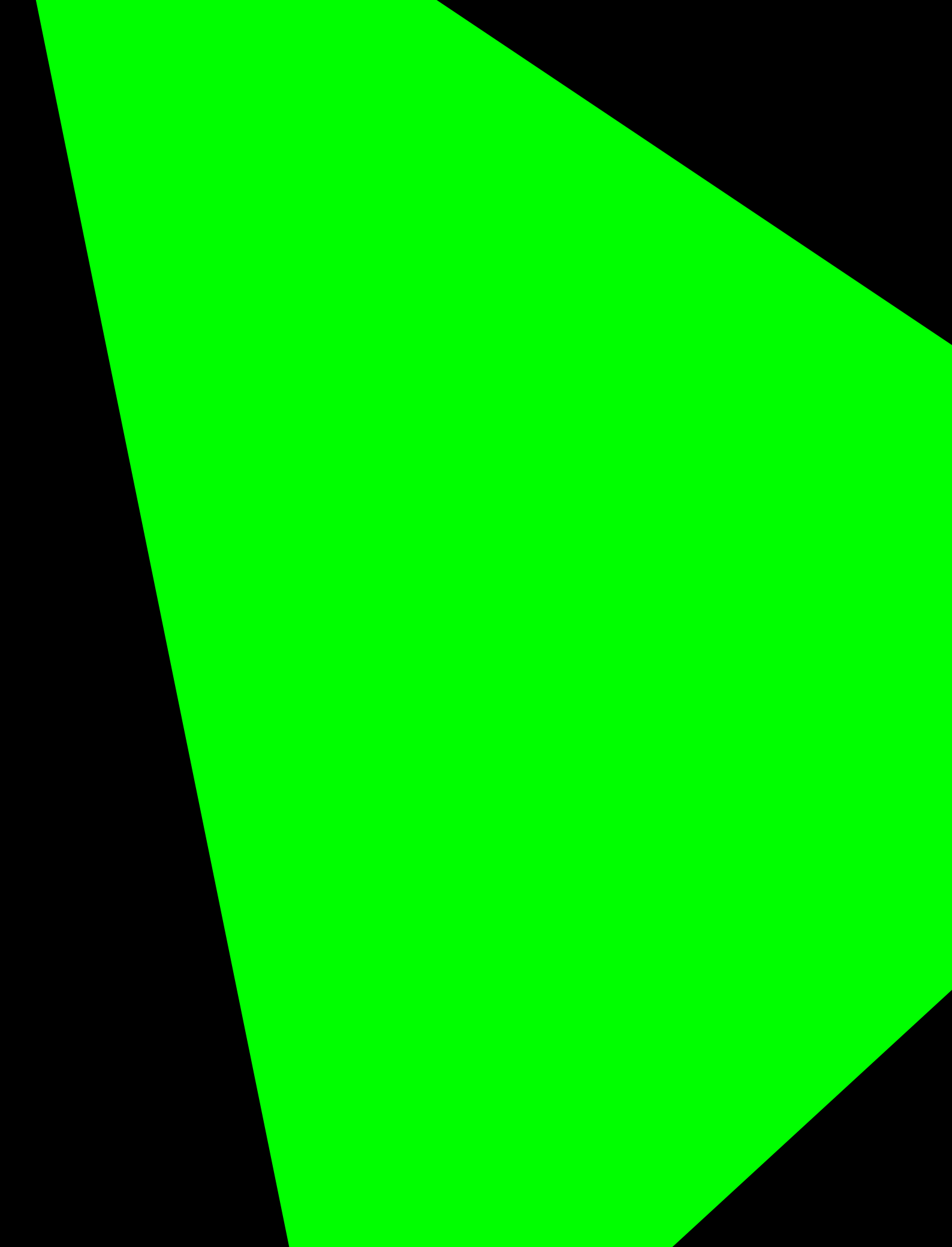
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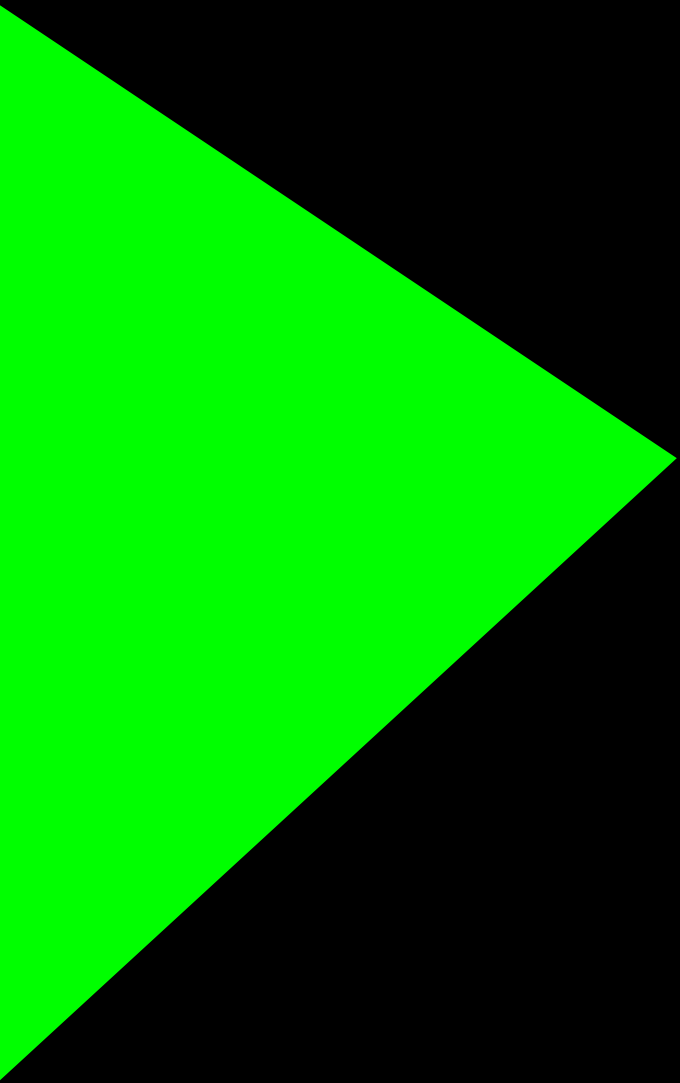
GRAND
ACCOLADE

GRAND PRIX

**Capita for the British Army
and Great State**

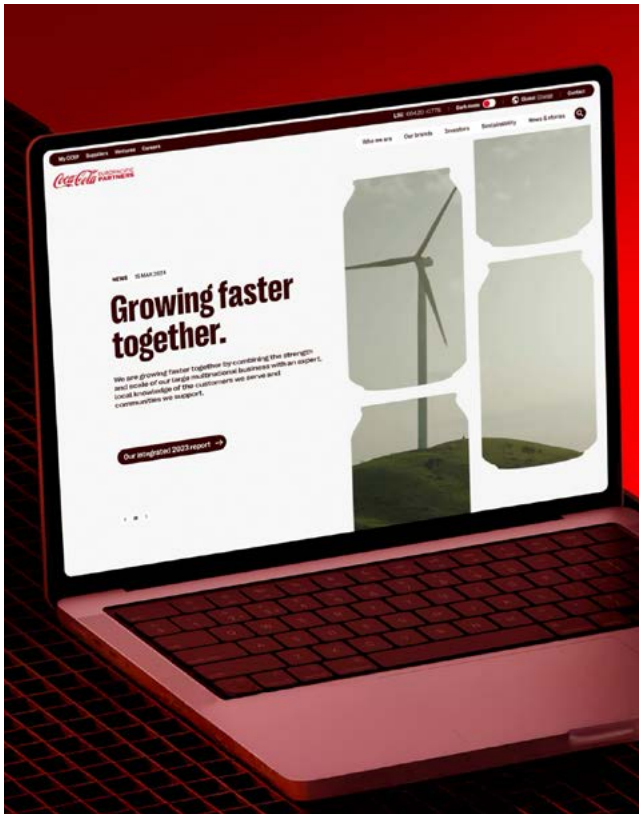
Winner





DELIVERABLES

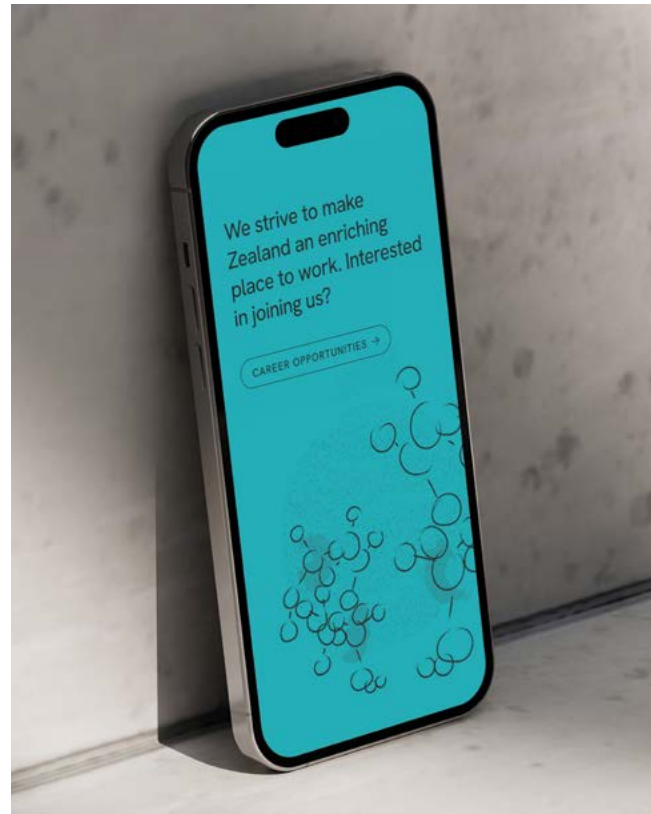
BEST CORPORATE WEBSITE



Coca-Cola Europacific Partners and Conran Design Group Gold

Coca-Cola Europacific Partners (CCEP) is the bottling partner for Coca-Cola. Its expansion beyond its traditional European stomping grounds meant that its website had to change to ensure continued relevance and awareness among its target audience of investors and businesses. It worked with Conran Design Group to improve its user experience, update its interactivity and incorporate the brand's new visual identity and ethos.

In doing so, CCEP managed to boost its user conversion rate by 81%, increase form submissions by 56% and improve page views by 14%. The new site is modern, effective and visually impactful, allowing CCEP to sit comfortably among other global FMCG manufacturing brands. One judge said, "Confident and polished, this global-ready platform smartly balances impact, accessibility and content clarity across multiple audiences." Another praised the balance of branding and messaging, saying, "The team borrowed from all the right places and managed to build a unique story."

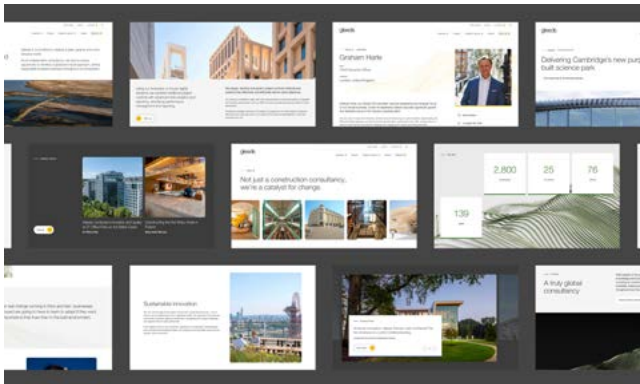


Zealand Pharma and SampsonMay Gold

Biotech firm Zealand Pharma stood out in a competitive category by focusing on delivering its scientific expertise, commercial ambition and human-centred mission through its corporate website. It worked with SampsonMay to refresh the visual look and feel, update the user experience and convey Zealand Pharma's scientific authority to a broad audience.

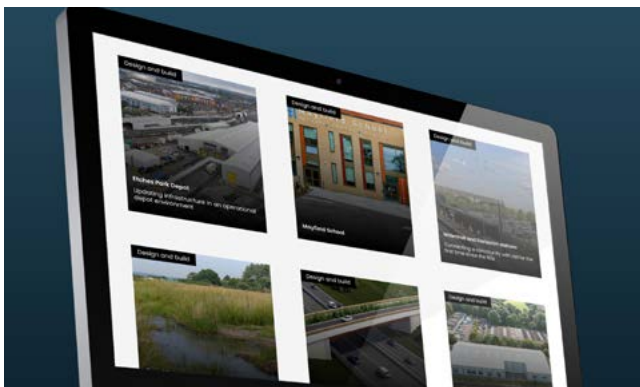
SampsonMay did away with the simple design of the old site and introduced vibrant graphics, a more engaging content flow and a more modern storytelling mechanism. The new site charted a 30% increase in active users, a 130% increase in organic search and a subsequent increase in time spent on site. One judge called it "a compelling, human-first site that balances brand storytelling and investor needs with strong strategic insight and creative distinction." Another praised the hand-drawn illustration style that brought "warmth and humanity to complex science; a brilliant solution that moves far beyond industry conventions."

BEST CORPORATE WEBSITE



Gleeds and SampsonMay Silver

Property and construction consultancy Gleeds worked with SampsonMay to better promote its expertise, sector leadership and ambition to a global audience. The new site is flexible and visual, it allows Gleeds' world-class projects to speak for themselves and allows users to quickly and clearly understand Gleeds' history and approach. Judges were blown away by the research into user behaviour and demographics, and the way that information was applied to deliver an effective, relevant and impactful website.



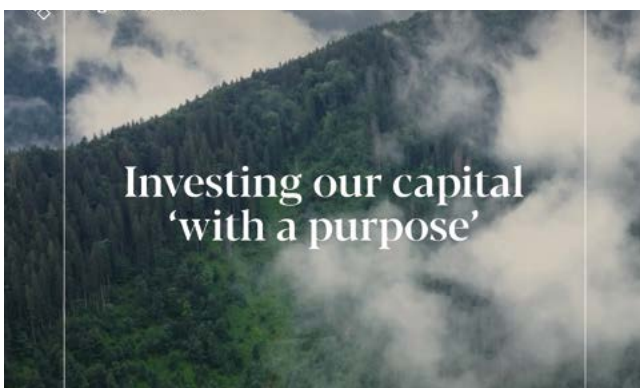
Kier and Design Portfolio Silver

Construction and infrastructure business Kier wanted its website to become a modern, user-focused platform that better reflected its people, projects and purpose. It worked with Design Portfolio to reduce the amount of content on the site, improve navigation and get users to the right information quickly and effectively. One judge called it "an enterprise website executed with precision, strategic clarity and strong results", while others praised the customer-centric insights and strategy that resulted in excellent conversion rates post-launch.



atNorth and Silver Agency Bronze

Sustainable data centre company atNorth worked with Silver Agency to develop a modern website primed for growth. It needed to compete in a crowded market and ensure its story was being told effectively. It used key data and insights to fuel its design, a strategy that paid off with a 67% increase in clicks and a 22% improvement in search ranking. One judge said it was "a sharp, modular B2B site underpinned by measurable SEO and UX performance, with a smart use of tools and audience understanding."



Bregal Investments and Friend Studio Bronze

Private equity firm Bregal Investments had several business strategies operating under one brand. It needed its website to present a united front to investors while still meeting the needs of the firm's diverse audiences. It worked with Friend Studio on a refined brand architecture and updated visual approach, combined with a more measurable, manageable backend. Judges called this an "excellent future-facing approach".

BEST USE OF MOBILE OR CORPORATE APP

- CREATIVITY & INNOVATION

The UtiliMate App

All systems & processes are live on our innovative **UtiliMate** app for both users and clients, including the ability to:



PLAN

Create the Starting Point



DO

Monitor and Report



CHECK

Monitor and Inspect



ACT

Raise Observations



UTILIMATE



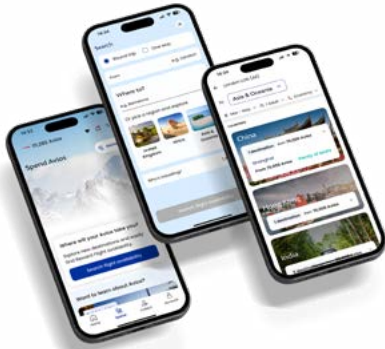
Alconex Infrastructure and Solutions Limited

Gold

Infrastructure company Alconex wanted to transform its traditional utilities-focused workforce into a digital, mobile-first team. It teamed up with Solutions Limited to create a custom app, UtiliMate, which was designed to improve efficiency, productivity, sustainability and safety. It created a paperless workplace for those working on-site or in-office.

Focus groups and employee participation were key to proving that not only would the app be useful, but it would also not be creating a Big Brother type of culture. Extensive trials and training sessions meant that the app's launch was successful. It has since resulted in a 10% increase in business efficiency and annual savings of £106,505 based on cost per hour. Judges praised this as a "standout app with a great ROI" and called it "transformational" for Alconex Infrastructure.

BEST USE OF MOBILE OR CORPORATE APP



IAG Loyalty & AND Digital Silver

Because of the pervasiveness of the loyalty currency Avios, many customers collect points without realising their value. IAG Loyalty sought to change perceptions of Avios and build stronger connections between points collection and travel aspirations. It worked with AND Digital to create a streamlined user experience that aligned Avios more closely with travel planning and booking. Judges thought the addition of geo-locational tools was groundbreaking and creative in this sector.



Optime Group Silver

Staffing solutions company Optime Group worked with Pocket App to create Elevate, an in-house app tailor-made to meet the demands of aviation staffing and shift management. It needed to be secure and serve pre-verified staff, replacing a number of third-party solutions. There has since been a 72% decrease in time committed to admin and manual shift management. One judge said, "Elevate demonstrates sophisticated understanding of complex operational challenges in aviation staffing, delivering efficiency gains across multiple stakeholder groups."



HEINEKEN and Sequel Group Bronze

The HEINEKEN Ireland pub management app, eazle, is a seamless integration of business CRM, operations, customer engagement and financial management. It has led to 90% of all HEINEKEN Ireland on-trade orders being placed through the app. One judge called it "a mature, customer-centric platform showing excellent engagement metrics and systematic approach to digital ordering transformation."

BEST DIGITAL COMMUNICATION AS PART OF AN INTEGRATED CAMPAIGN



Shelter and Proper Good Films

Gold

Shelter worked with Proper Good Films to create a legacy film that takes viewers on an emotional journey. It begins with the stark fact that every four minutes, a family in England becomes homeless. It delivers an urgent and emotive message that change and action are needed to ensure everyone has access to a safe home. The film is part of a campaign targeting Baby Boomers, as they will contribute to the biggest transfer of property and financial legacy in modern history.

The film reached more than 1.1 million people and contributed to a massive 140% increase in Shelter's YouTube views. Judges were impressed, with one saying, "The video treatment was powerful and creatively executed, with real emotional resonance that stayed with me long after viewing. The outcomes were impressive, exceeding several of the stated objectives, and there was a very strong uplift in farewell pledges. It is excellent to see work in this space delivered with such humanity and care, and it was telling that even a competitor acknowledged the creativity."

BEST DIGITAL COMMUNICATION AS PART OF AN INTEGRATED CAMPAIGN



L.O.L. Surprise! and Happy Horizon – Vertigo 6 Silver

L.O.L. Surprise! turned its target audience of young children from consumers of digital content to product creators. It encouraged kids to design their own hair clips, with the winners seeing their designs made into real-life accessories. The Happy Horizon campaign was designed to build awareness as well as instil in children a sense of pride in their own appearance and creativity. It was “clever and collaborative” and “very good at empowering the target audience,” judges said.



Logitech G and Happy Horizon – Vertigo 6 Bronze

Logitech's Race City was more than a pop-up: it was the centrepiece of a broader integrated campaign by Logitech G to reposition sim racing as a family-first, digital entertainment experience. Happy Horizon combined the physical experience with digital storytelling to create a memorable and interactive piece of 'retailtainment'. Judges thought this campaign was expertly targeted, delivered great visual storytelling and achieved strong outcomes.

BEST USE OF DIGITAL TO AID A CSR CAMPAIGN

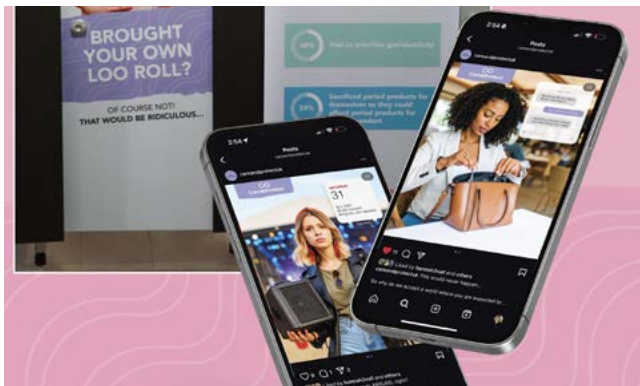


Project Nemo and Changemaker Studios Gold

Project Nemo, a 12-month pro bono initiative, launched in April 2024 to address disability exclusion in financial services. It worked with Changemaker Studios to create a film-based campaign that would show the financial barriers affecting disabled people. Each film also featured a UK organisation such as Deloitte, Royal National Institute of Blind People or Mencap, which helped amplify reach. It sought to build awareness while also shifting the industry culture across the UK's financial sector.

The campaign not only reached its target audience among the UK's financial services community, but also resulted in a partnership with HSBC to help fintech companies build more inclusive services. The banks featured in the films also used their clips to improve internal accessibility training. Moreover, the campaign built the foundations for a lasting conversation around accessibility, disability and inclusivity in British banking. One judge said, "This was quite simply an incredible entry."

BEST USE OF DIGITAL TO AID A CSR CAMPAIGN



Care & Protect and Hanover Communications Silver

The 'Bring Your Own' campaign by Care & Protect intended to confront the stigma and inaccessibility surrounding period care. It worked with Hanover on an authentic, punchy social media campaign that addressed head-on the challenges and inequality inherent in women being expected to always have period products with them. "This campaign must be lauded for its bold ambition of trying to shift expectations in terms of public facilities offered by retail outlets," one judge said.

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BEST CORPORATE VIRAL CAMPAIGN



Kerrygold and 1000heads Gold

After noticing fans were joking about getting Kerrygold-inspired tattoos, the beloved butter brand posted a cheeky tattoo post on Instagram asking fans to tag people who should get one. Little did they know, but the result was a viral social campaign that not only built Kerrygold's digital community, but also saw people share their love of butter via real-life ink.

The post created a cultural moment and garnered a cult following, resulting in massive engagement and the reinvention of an iconic brand for a modern audience. 1000heads worked with Kerrygold to spotlight the best tattoos and user-generated content, building greater conversation and engagement. "I was impressed at the boldness for a butter brand," said one judge. Another added that this was a "phenomenal understanding of fandom, tapping into passion."

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Upskill
Grow

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BEST CORPORATE VIRAL CAMPAIGN



Vodafone Bronze

To improve digital dexterity across the business and support employees with upskilling in new technologies, Vodafone launched the internal 'WoW Yourself' campaign. The multichannel programme delivered content about the future of work. WoW content has been incredibly popular across Vodafone's workforce, with 17,000 newsletter readers and 4,500 video views delivered, alongside a whopping 14,000 podcast listens. One judge called it a "strong internal campaign with great energy, personality and execution."

BEST USE OF ONLINE VIDEO

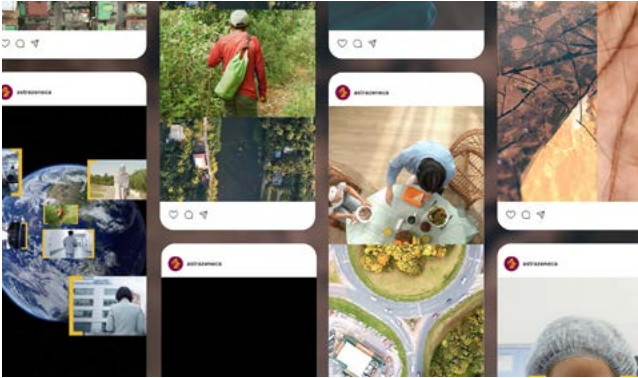


Pluto TV and Wilderness Agency **Gold**

Paramount's free streaming platform Pluto TV was helped along at launch by a viral success in the UK and Germany. But its unique blend of older viewing, reality favourites and low brand awareness meant that Pluto TV's social media was disjointed. Its team was unable to tap into key social trends and compete against ever-changing algorithms.

Wilderness Agency tapped into the wave of '90s nostalgia hitting social media with a marathon of video clips. It also created a 'new title discovery bible' offering social users the chance to be the first to discover the next big thing. This has transformed Pluto TV into a leading entertainment brand on TikTok. "This entry exemplifies how to transform seemingly outdated content into viral, culturally relevant moments that drive measurable business impact through agile, trend-focused video strategy. Hats off to it," said one judge.

BEST USE OF ONLINE VIDEO



AstraZeneca and Conran Design Group Silver

AstraZeneca needed to better tell its corporate story to its global audience. It worked with Conran Design Group on the 'What science can do' campaign, which used storytelling to connect with audiences and build a stronger understanding of healthcare and pharmaceuticals. The video garnered 1.5 million views and saw a 50% completion rate. Judges thought these results were astounding and praised the quality filmmaking and audience targeting.



Church Commissioners for England and Wardour Bronze

The Church Commissioners is a charitable body that manages the Church of England's endowment fund. It has to achieve returns to fund vital work, but also invest responsibly for the common good. It worked with Wardour to produce a documentary series, 'Faith in Our Future', to discuss how the Church Commissioners manages its funds. Judges liked this human approach, with one saying it was a "high-quality documentary approach that successfully addresses transparency challenges through authentic storytelling."

BEST USE OF AUDIO



GE Aerospace and Gravity Global **Gold**

GE Aerospace's 'Sound of Flight' campaign is an industry-first project designed to inspire people with the audio landscape of jet engines. It brought to life three different engine soundscapes in 360° spatial sound technology across YouTube and Spotify. Focusing on aerospace enthusiasts, industry professionals and senior leaders, the campaign achieved thousands of engagements and millions of video plays with a very strong view rate.

The campaign was designed to set GE Aerospace apart from competitors and showcase its innovation and engineering. The videos were brought to life with product information and key messages supporting the brand's positioning. Judges thought this was an innovative way to use sound to make a strong impact on a brand's reputation and awareness. One judge said, "By literally making its products' sounds the hero of the campaign through cutting-edge spatial audio technology, it created something genuinely unprecedented while achieving remarkable commercial results."

BEST USE OF AUDIO



Transport for London Silver

It feels only apt that TfL has launched a consumer-facing podcast – Mind the Gap – to take listeners on an immersive journey through the transport network. The podcast explores celebratory anniversaries, human interest stories, behind-the-scenes information, architectural hidden gems and TfL trivia. It's a brilliant way to connect with transport fans on a medium primed for use on the very network it is talking about. Judges loved this fun and on-brand way to build stronger ties between TfL and its audience.



GIB Asset Management (GIB AM) and SEC Newgate Bronze

GIB Asset Management worked with SEC Newgate to produce the 'Women in Climate' podcast series after hearing that no women were initially appointed to the COP29 climate committee. The six-part series featured leading women in climate roles, showcasing world-changing leadership and initiatives by strong, working women. Judges thought this was a great way to bring together a range of speakers with extraordinary expertise in one impressive podcast series.



Are you harnessing the power of digital accessibility?

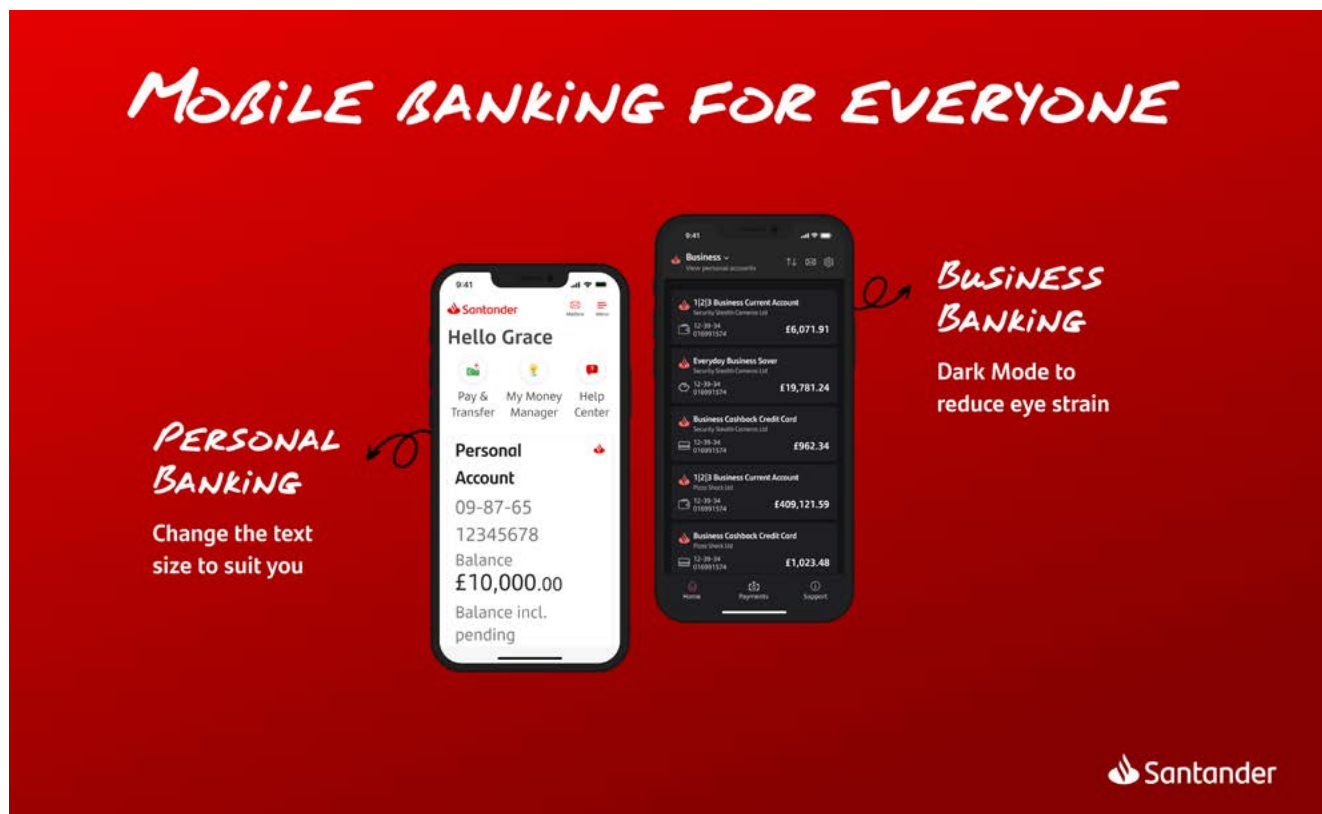
Hassell Inclusion are delighted to support **Santander** in their accessibility maturity journey.

Best of luck to them and all finalists in the Best Digital Accessibility category

Find out where you are
on your journey by taking
our Digital Accessibility
Maturity Scorecard



BEST DIGITAL ACCESSIBILITY



Santander and Hassell Inclusion Gold

Digital accessibility in finance is a crucial issue as inaccessible sites effectively cut people off from access to their finances. So Santander worked with Hassell Inclusion to rebuild its mobile app with accessibility in mind. It worked with its internal disability networks as well as consultants to understand the challenges users face when navigating banking apps.

From there, it shaped a new accessible app that included features such as dynamic text resizing, plain language content, simplified screens and more. This not only delivered better digital service to customers, but also decreased the need for in-branch visits or customer service calls by those with accessibility needs. “Santander wins for combining genuine innovation with massive scale impact. The discreet mode feature alone represents the kind of creative problem-solving that advances the entire field,” said one judge.

BEST DIGITAL ACCESSIBILITY

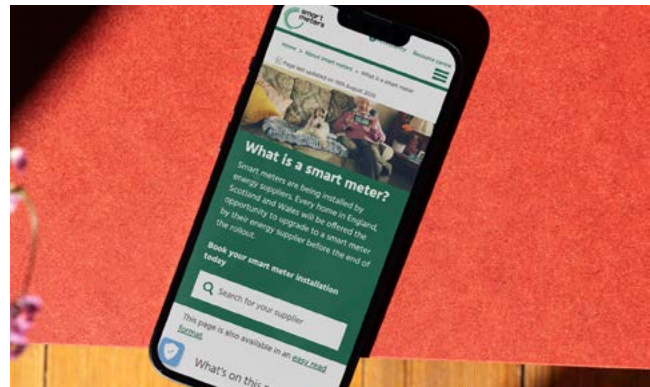
Muscular Dystrophy UK and Itineris Silver

Muscular Dystrophy UK's audience is diverse and widespread. The unique needs of people living with muscular dystrophy meant accessibility was key to the organisation's digital accessibility. It worked with Itineris to create an accessible site that encouraged fundraising, engagement and support. "The end-to-end focus on accessibility across the user journey is to be commended. The results show the success of this project both internally and in terms of lead generation," said one judge.



Smart Energy GB and ClerksWell Bronze

Smart Energy GB aimed to make its digital content as accessible as possible, particularly considering the needs of those with learning difficulties, visual impairment or hearing impairment. It worked with ClerksWell on a site that integrates accessible tools while also delivering a more seamless, clearer experience to all users. One judge said there was outstanding work in the "innovative use of British Sign Language and Easy Read, especially the latter for people with learning disabilities."

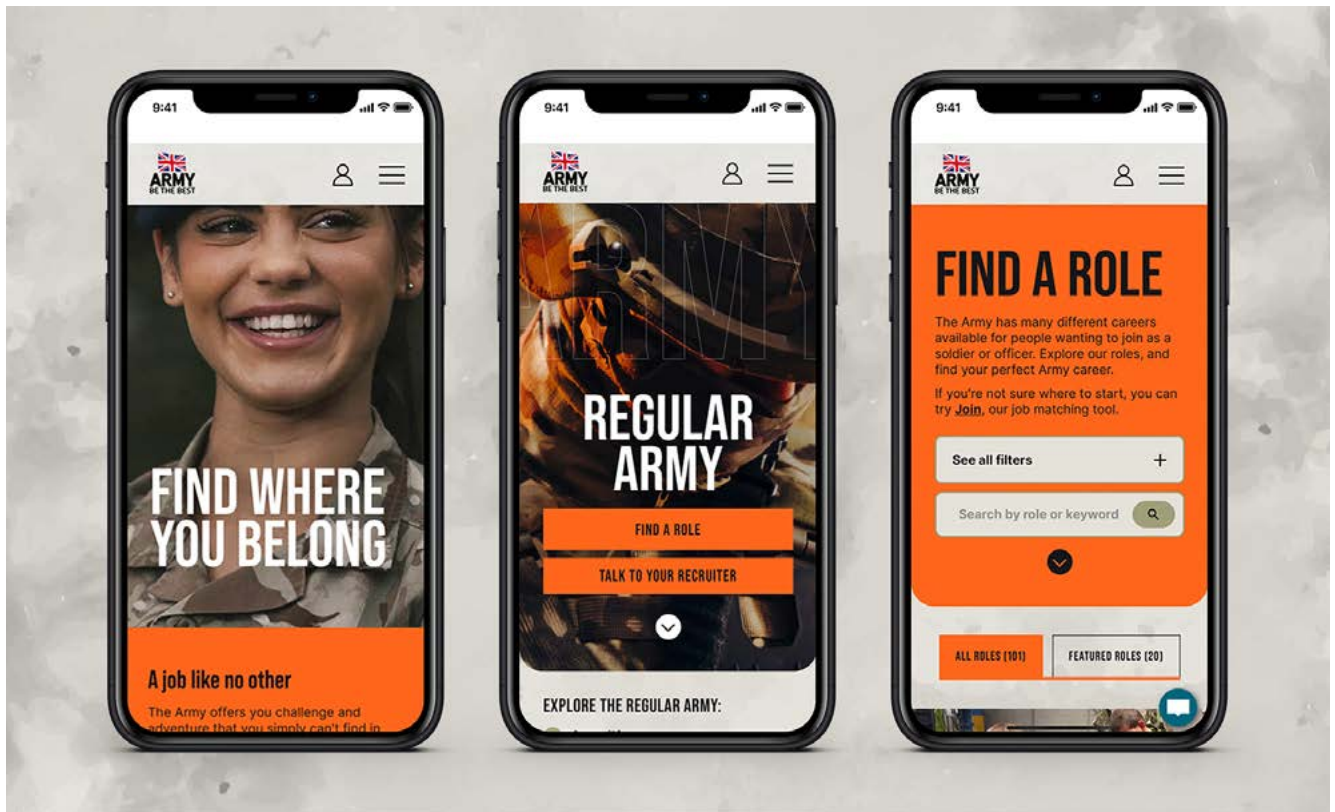


Unilever Bronze

Unilever's new centralised SharePoint platform had to suit the needs of employees around the world. It delivered multichannel, worldwide communications about accessibility that both harnessed feedback from employees about the SharePoint hub and delivered change to improve its accessibility. One judge praised the use of AI, saying, "The innovation here with the use of AI for self-service accessibility guidance at scale was the standout element."



BEST DIGITAL TRANSFORMATION

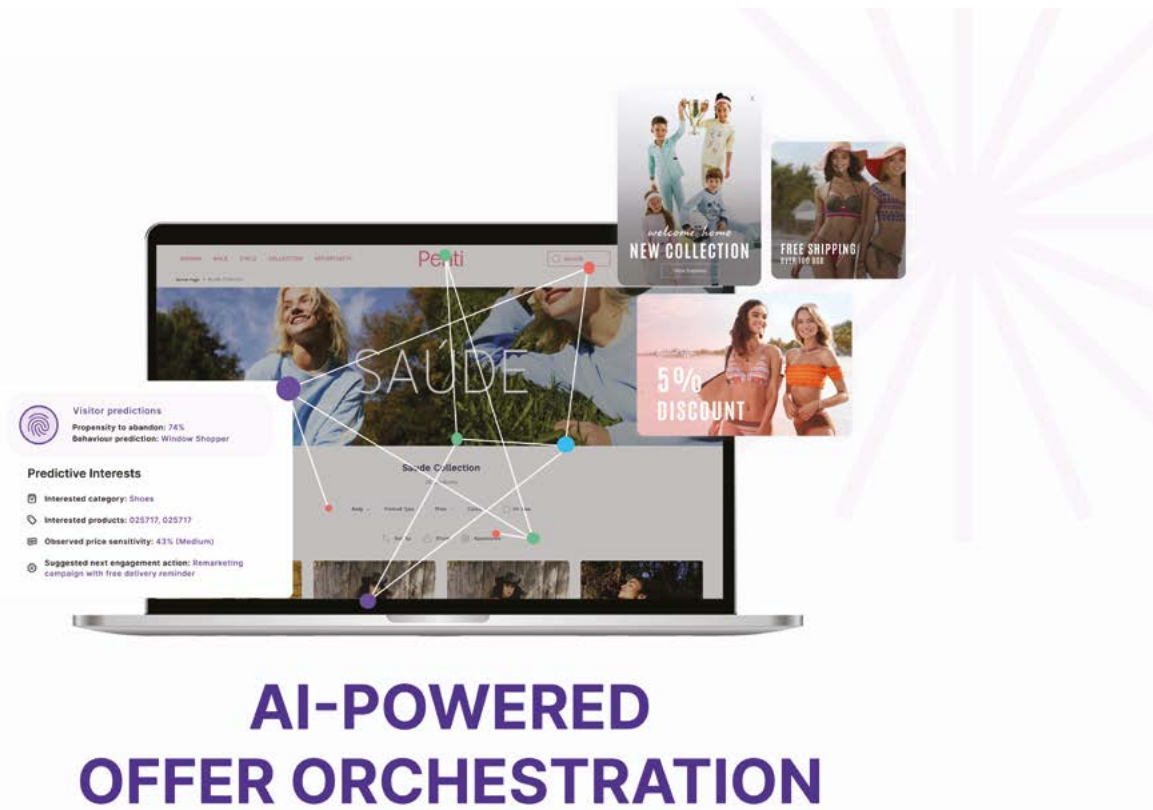


Capita for the British Army and Great State Gold

The British Army and its recruitment partner Capita wanted to ensure its recruitment site was relevant and engaging for its target audience of 16 to 24-year-old digital natives. It worked with Great State to advance its digital offering and build a streamlined recruitment portal that educates users, informs them about job opportunities and prepares them for the application and onboarding process.

Research had shown that the previous site's outdated look and feel was deterring potential army hopefuls. But the new mission-driven storytelling and simple user experience have led to a 98% increase in registrations and a 97% increase in applications via mobile. Moreover, the renewed chat function has a conversion rate of 50% from virtual chat to full application. "Executed with military precision," said one judge. Another added, "The British Army demonstrates great strategic alignment, innovative thinking and terrific results that clearly advance organisational objectives."

BEST USE OF ARTIFICIAL INTELLIGENCE



AI-POWERED OFFER ORCHESTRATION

Penti and Quin AI Gold

Fast fashion brand Penti needed a way to grow without sacrificing its margins or relying on deep discounts. Instead of site-wide sales, it worked with Quin AI to adapt to real-time user behaviour and deliver the right offer to the right person at the right moment. By using data to analyse consumer behaviour, Penti could identify how sensitive consumers were to price, when they shopped and at what point in the journey they dropped off.

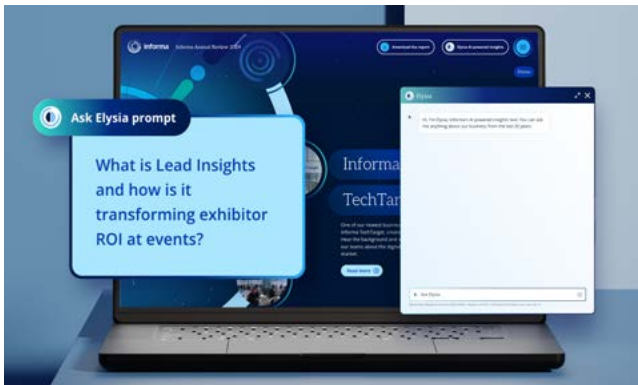
To achieve greater conversions, Quin AI identified user intent and then classified different consumers into groups to deliver a customised user journey and potential discount model. As a result, Penti saw a 186% increase in conversions and a 20% reduction in campaign costs. Judges called this “an outstanding and definitive example of AI applied to create immense commercial value” and “a campaign all marketers would dream to deliver.”

BEST USE OF ARTIFICIAL INTELLIGENCE



Headspace and Monks Silver

Mental health service Headspace worked with Monks to use AI to deliver personalised mental health support at scale. The campaign ran during the winter holidays and used AI to identify the many different needs people had during that period. There was a 62% conversion rate and a 13% increase in sign-ups, in addition to the improved mental health users potentially saw as a result of joining the community. One judge called this “a very strong case study in using AI to scale a marketing campaign with speed and emotional nuance.”



Informa and Luminous Bronze

Elysia is Informa’s AI-powered search tool, which allows users to explore its digital reporting suite – packed with more than 20 years of information – with ease. Luminous integrated Elysia into Informa’s annual report to enhance interactions, understanding and consumption of the report. This “highly innovative” concept impressed judges who thought that “using a proprietary AI trained on 20 years of data to create a conversational interface is a genuinely forward-thinking idea.”

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ENGAGEMENT
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Awards

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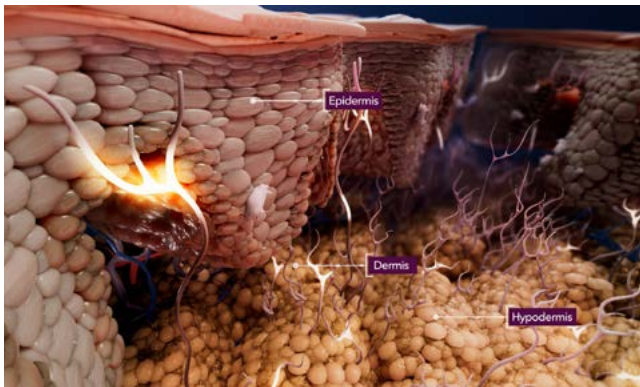
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BEST USE OF AUGMENTED REALITY OR VIRTUAL REALITY



Flashgroup Silver

Flashgroup developed a mixed reality training programme called Academy to provide simulated training experiences for firefighters. It delivers authentic, frontline experiences through innovative technology all while remaining accessible to the fire services. This game-changing solution is well tailored to its target audience and is a “great example of real-life transformative impact through this technology – which in this case could mean a life saved,” according to one judge.



Galderma and Random42 Scientific Communication Bronze

Galderma and Random42 built a virtual reality experience that simulates the experience of having a debilitating skin disease. Designed to show the impact of Galderma’s revolutionary treatments, it had a big impact on its target audience. One judge called it “a creative way to build empathy for what it feels like to experience an itch by taking viewers deep under the layers of the skin. I found it informative, and I imagine it would have been immersive as an experience.”

BEST USE OF DATA



DAS Import and Happy Horizon – Vortex Agency Gold

Happy Horizon created a scalable, data-driven funnel for DAS Import that matched user intent with personalised creative at every stage. In addition to raising brand awareness, DAS Import wanted to increase understanding of the import process by appealing to the brand loyalty customers have for particular car manufacturers.

Vortex used dynamic ad content to tailor messaging and content to specific users. They used an always-on funnel with a live reporting campaign dashboard to combine Meta and Google data and ensure smart budget allocation. Budgets shifted automatically to focus on the channels most successfully delivering quote requests. One judge said, “The project effectively turned a data feed into a high-performance creative engine, personalising ads at scale.”

BEST USE OF DATA



Walibi Holland and Happy Horizon Silver

Walibi Holland, a family-friendly theme park, switched to a dynamic-pricing model designed to connect ticket data with dynamic ads. This delivered personalised price messaging in a clear way and encouraged visitors to book tickets on less-crowded days for lower prices. One judge said, “This project demonstrates a masterful use of data by turning a core business mechanic – dynamic pricing – into a real-time, fully automated advertising engine.”



Civil Aviation Authority – ATOL and AB Brand and Marketing Bronze

The Civil Aviation Authority worked with AB Brand and Marketing on ‘Trusted Friend’, a campaign designed to promote awareness of the ATOL holiday protection scheme. A conservative budget meant a data-driven campaign was crucial to maximise spend. As a result, 13,800 people checked their ATOL status, far outstripping the CAA’s target of 7,000. One judge said this was “an innovative, integrated campaign with careful consideration of the audiences mapped into meaningful personas.”



Northern Trains and Enjoy Digital Bronze

Northern Trains wanted to reverse a decline in perception and passenger numbers. It worked with Enjoy Digital to improve web conversion rates. Simple but utterly effective changes to the site’s usability and design led to a 33% increase in online revenue. Judges thought the excellent research the team did into the site’s user experience resulted in a project that had an amazing ROI – and made a real difference to customers.

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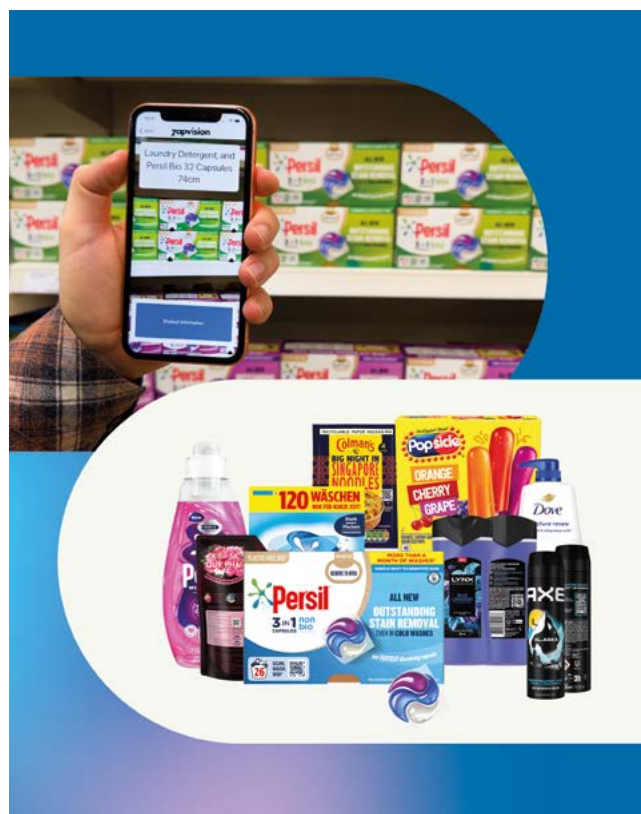
BEST INNOVATION



Airtel Africa and Friend Studio Gold

The transition to iXBRL reporting is a huge challenge because it requires companies to adhere to strict digital accessibility guidelines while also ensuring their information is AI-friendly and digitally readable. But along the way, the corporate report has lost some of its communicative power. To change that, Airtel Africa worked with Friend Studio on a report that is compliant and interactive.

It brings to bear the power of fully digital reporting alongside the ease of communication common in well-designed corporate reports. Judges were blown away. One said, "This project details a fundamental process and technology innovation, not merely a creative one. The creation of a single-source, digital-first iXBRL reporting system tackles a systemic industry problem, moving the entire process away from print-based software. It revolutionises the workflow for mandatory corporate communications to deliver a truly digital-native, fully compliant and multi-format output. This represents a paradigm shift for corporate reporting."



Unilever Gold

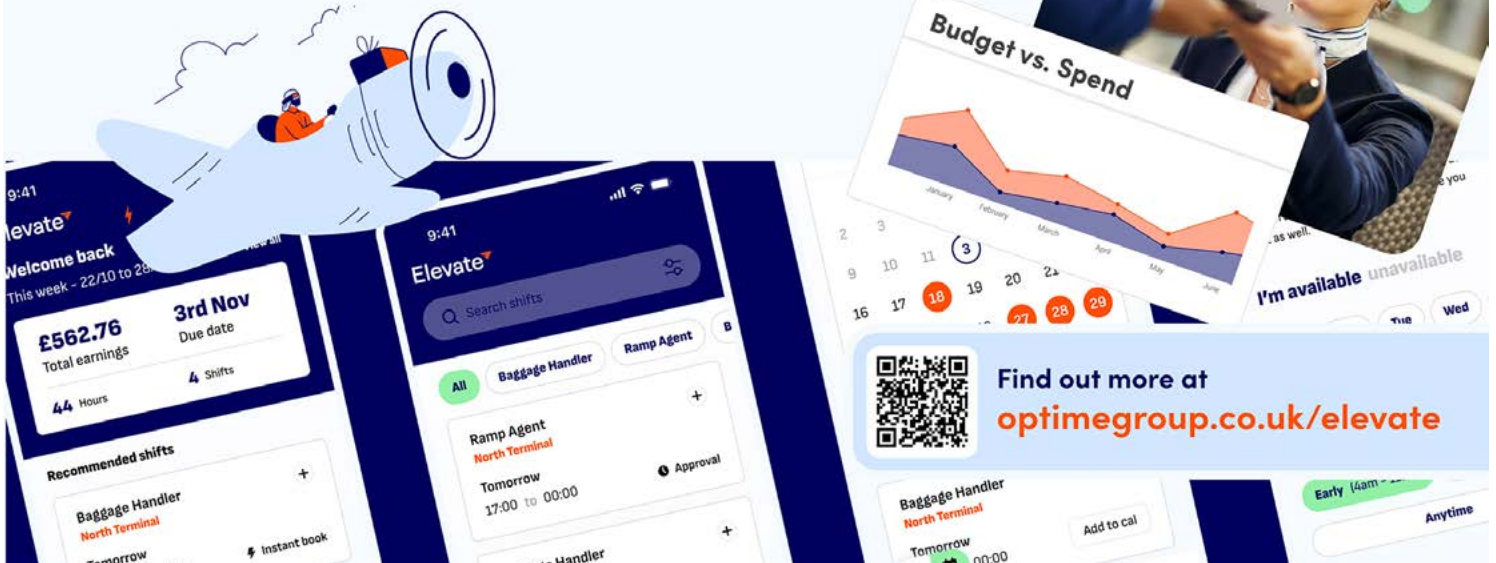
Unilever has a global mission and audience: its consumers span all demographics. But it found that its products weren't accessible to people with moderate to severe visual impairments and set out to change this. It developed an accessible QR (AQR) code alongside Zappal and the Royal National Institute of Blind People. The AQR could be scanned to read out product information. It has been rolled out to 58 brands in 25 markets thus far.

This is a huge step forward for product accessibility around the world. One judge said, "An exceptional piece of work. The objective to solve a real-world problem for millions of visually impaired consumers is powerful. The innovation here is genuine and profound: Unilever didn't just build an app, it re-engineered a ubiquitous piece of digital infrastructure – the QR code itself – to be accessible."

Elevate

by Optime

Workforce management solution
built for the aviation industry



The image shows a collage of the Elevate app interface. On the left, a smartphone screen displays a 'Welcome back' message, 'This week - 22/10 to 28', '£562.76 Total earnings', '3rd Nov Due date', '44 Hours', and '4 Shifts'. Below this, it lists 'Recommended shifts' for 'Baggage Handler North Terminal' tomorrow. In the center, a tablet shows the 'Elevate' app with a search bar, filters for 'All', 'Baggage Handler', and 'Ramp Agent', and a shift listing for 'Ramp Agent North Terminal' tomorrow from 17:00 to 00:00. On the right, a woman in a flight attendant uniform smiles while holding a smartphone. Above her is a 'Budget vs. Spend' line graph showing data from January to June. Below the graph is a calendar view with dates 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31. A QR code is visible in the bottom right corner of the collage.

Find out more at
optimegroup.co.uk/elevate

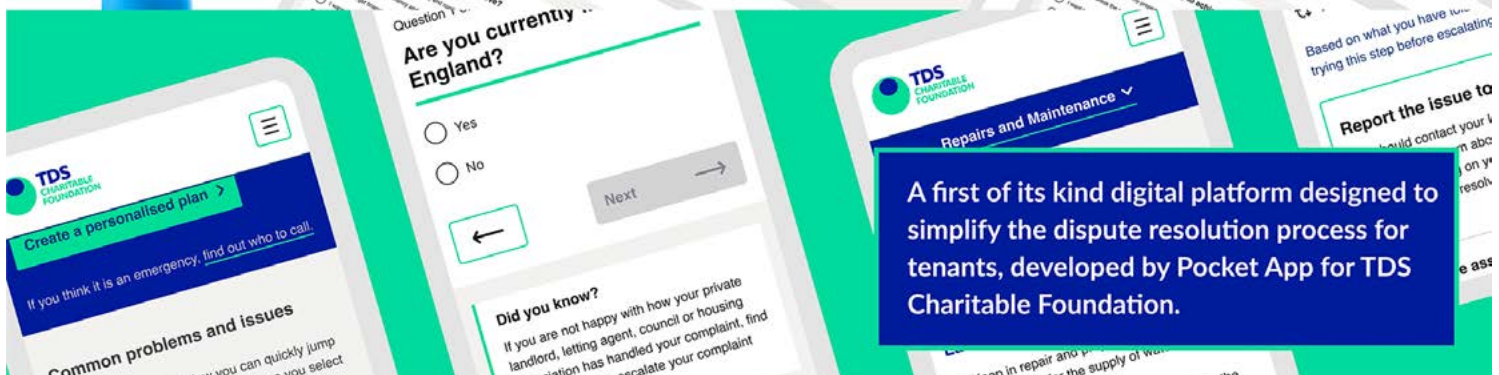


Presents

MY HOUSING ISSUE GATEWAY



Find out more at
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The image shows several screenshots of the 'My Housing Issue Gateway' app. One screen displays the question 'Are you currently in England?' with 'Yes' and 'No' radio button options and a 'Next' button. Another screen shows a 'Did you know?' section with text about private landlords and housing associations. A third screen shows a 'Report the issue to' section with a dropdown menu for 'Repairs and Maintenance'. A fourth screen shows a 'Common problems and issues' section with a 'Create a personalised plan' button. A QR code is visible in the bottom right corner of the collage.

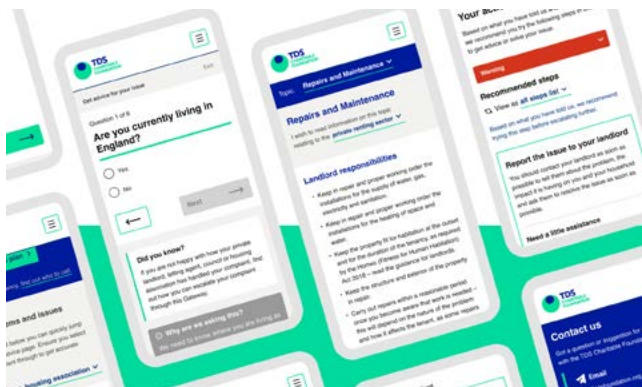
A first of its kind digital platform designed to simplify the dispute resolution process for tenants, developed by Pocket App for TDS Charitable Foundation.

BEST INNOVATION



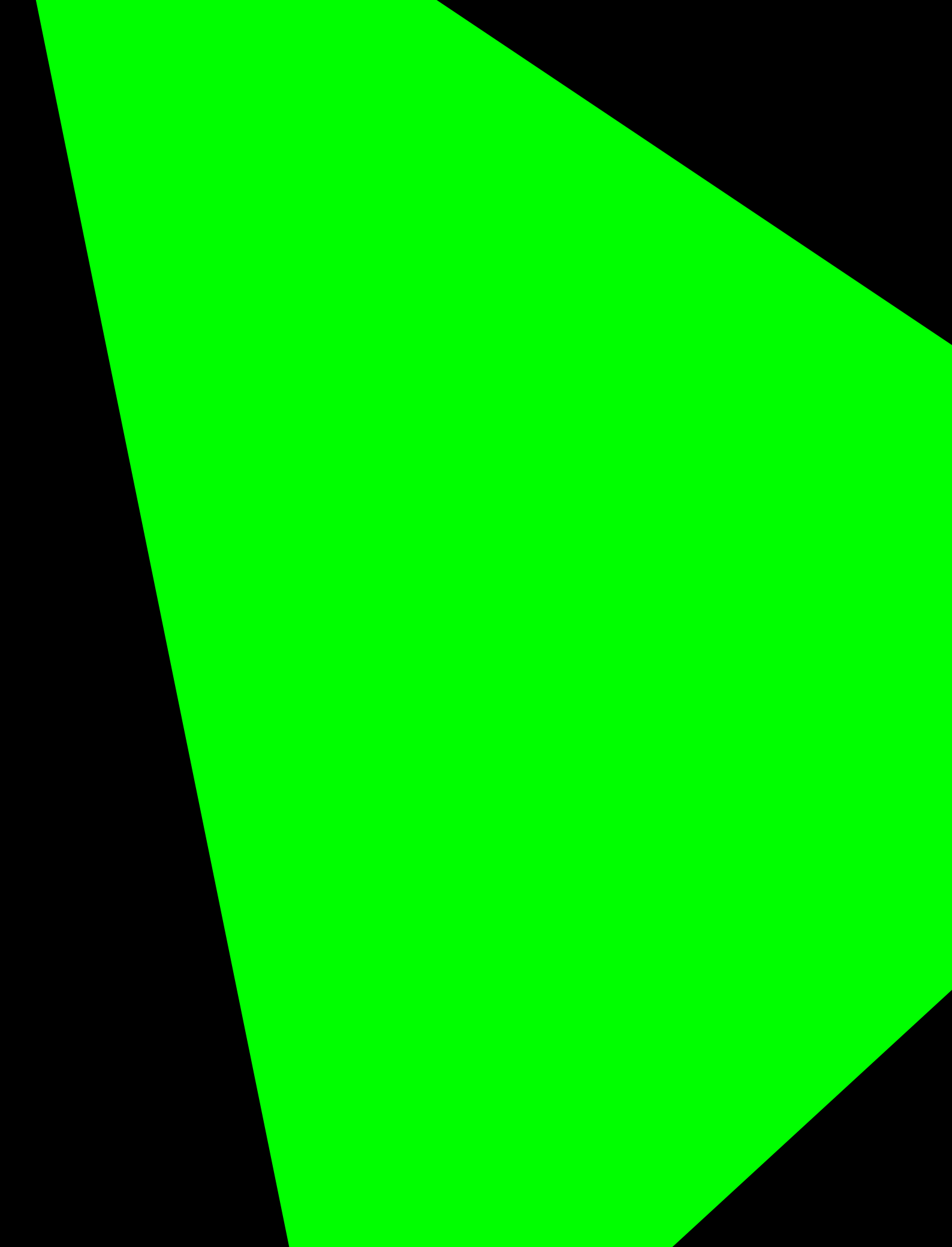
Oakley Capital Investments and Friend Studio Silver

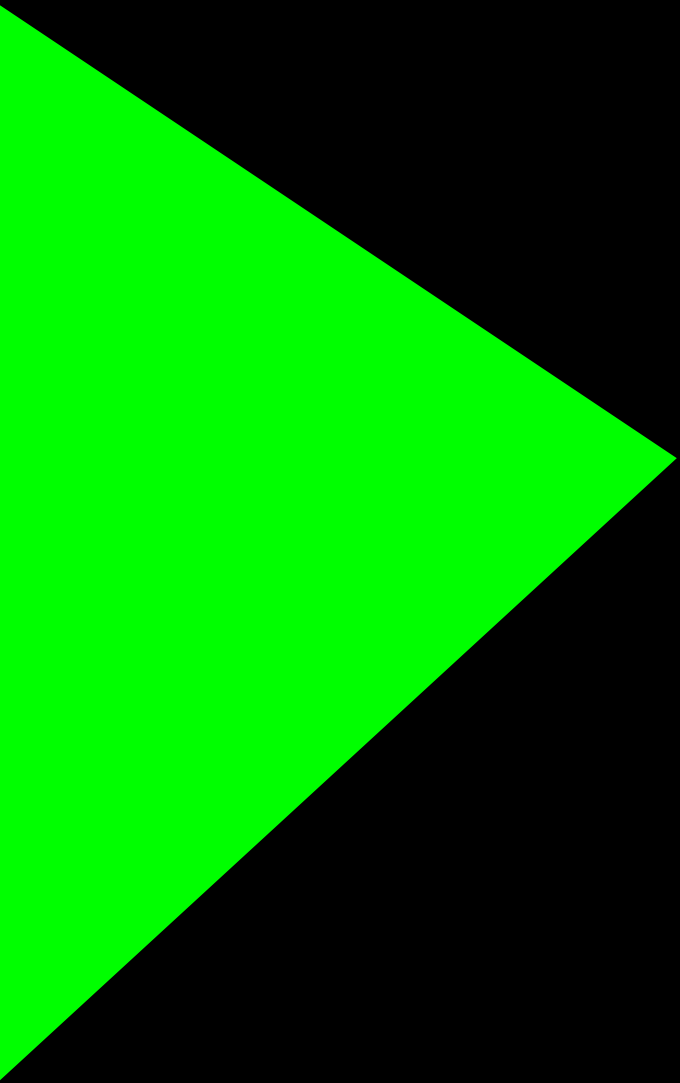
Oakley Capital Investments and Friend Studio delivered the first digital-first iXBRL report. The team spearheaded the change away from print-first design and development and introduced new processes and outputs for reporting along the way. “The innovation lies in creating a digital-first iXBRL process that allows for a fully interactive, web-native report, solving significant compliance and usability problems,” said one judge.



The TDS Charitable Foundation and Pocket App Ltd Bronze

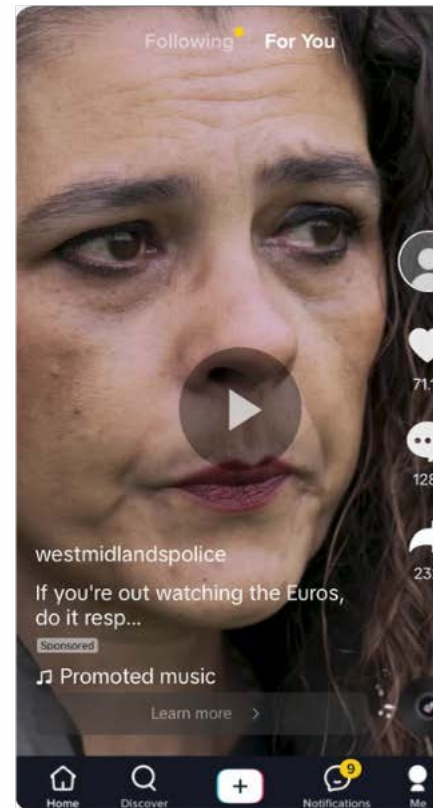
The TDS Charitable Foundation worked with Pocket App to create the UK’s first central point for rental issues and challenges. It centralised communications, provided 24/7 support and care, and ensured renters had access to crucial information about their accommodation and finances at all times. “The concept is brilliant – a single, adaptive digital tool to navigate a fragmented and intimidating real-world problem is true social innovation,” said one judge.





SOCIAL MEDIA

BEST USE OF EXISTING SOCIAL MEDIA PLATFORMS: SMALL BUDGET <£20K



West Midlands Police with AJB Media and The Cusp Gold

The West Midlands Police worked with AJB Media and the Cusp on a campaign to prevent drink-driving during the Euro 2024 football tournament. It wanted to influence fan behaviour and encourage responsible activity on the roads during the competition. A modest budget required expert targeting of a key demographic in the West Midlands Police's service area.

The organisation scheduled creative 'burst windows' before and after matches, focusing on Meta platforms and complementing them with TikTok and YouTube ads to maximise reach. Attention-grabbing 15 to 30-second videos were crafted to reach men and women across age groups. The campaign was a huge success, reaching far more than the expected audience and delivering vital, life-saving messaging during a critical time. One judge said this was a campaign that had a "small budget with potential big impact. Well-thought-out and implemented."

BEST USE OF EXISTING SOCIAL MEDIA PLATFORMS: SMALL BUDGET <£20K



Kerrygold and 1000heads Silver

Kerrygold capitalised on a good bit of audience insight to spark a cultural moment. A post cheekily dared someone to get a Kerrygold tattoo. And, in turn, thousands of people shared creative work, engaged with posts, got butter-themed tattoos and came together through a love of food. It resulted in more than a year's worth of social engagement in just one moment. Judges thought the 1000heads campaign was an excellent way to create an impactful buzz and develop a community on social media.



Logitech and Happy Horizon – Vertigo 6 Bronze

Logitech worked with Happy Horizon to launch a keyboard with smart action keys. It worked with influencers and creators to showcase the impact of the new action keys on workflow and efficiency. A multifaceted campaign deployed agile creative across different platforms to solidify Logitech as a key brand in lifestyle and workplace tech.

BEST USE OF EXISTING SOCIAL MEDIA PLATFORMS: MEDIUM BUDGET £20K-£75K



Barilla and Bray Leino Gold

Morrisons is Barilla's major retail partner in the UK, but low sales volumes for some products put the firm at risk of delisting. Barilla needed to gain stronger traction among British consumers and compete more successfully against own-brands. Barilla worked with Bray Leino to create a contest game inspired by slot machines. A winning match between a pasta and sauce would result in a free pack of pasta and jar of sauce – essentially a full meal – which is not only exciting for contestants, but also a boon in a period when the cost of living is high.

Creative targeting of Morrisons shoppers within the key demographic meant the audience was receptive and apt to take part. There was a resulting 97% increase in product sales in just one month. Ads supporting the campaign also saw a 77% conversion rate for competition entries. "This campaign represents the gold standard for performance-driven social media marketing in the FMCG space. The combination of innovative targeting technology, clear business problem-solving and exceptional results makes it a standout winner," said one judge.



Mazda UK and OneFifty Consultancy Gold

To launch its seven-seater SUV in the UK – as a decided underdog in the market – Mazda UK needed to do something different to make an impact. It worked with OneFifty Consultancy on 'The Canvas of Your Life' campaign. The centrepiece film focused on conversations between three generations of one family, showcasing the capacity of the Mazda CX-80 while also positioning it as central to family life.

As a result, it increased website traffic by 40%, decreased cost-per-lead by 27% and generated over 1,500 test-drive requests. Judges praised Mazda for the partnership with influencer Simon Hooper – aka Father of Daughters – anchoring the creative around the concept of 'three rows, three generations, three conversations'. One judge said, "The campaign successfully challenged automotive marketing conventions while delivering measurable business results."

BEST USE OF EXISTING SOCIAL MEDIA PLATFORMS: MEDIUM BUDGET £20K-£75K



Harvester and OneFifty Consultancy **Silver**

Harvester needed to remain relevant with a young audience beyond being a nostalgic favourite. It partnered with Oli Paterson – or Elburritommonster – to create TikTok content, an in-restaurant activation, menu innovation and a burrito battle. OneFifty Consultancy ensured the content remained authentic to each brand's tone of voice to create a warm, effective partnership. And with a 140% uplift in awareness among 18 to 24-year-olds, judges were incredibly impressed with the campaign's efficacy and impact.



Kenco and Wilderness Agency **Bronze**

Kenco worked with Wilderness Agency to brew a social media campaign from the ground(s) up. It focused its attention on supporting Parkrun on 21 June, the 'longest morning' of the year. Content creators and runners used this moment to start the Kenco conversation online. "The link between the longest day, coffee and Parkrun was clear and creative" and indicated a "smart cultural moment capitalisation," according to judges.

BEST USE OF EXISTING SOCIAL MEDIA PLATFORMS: LARGE BUDGET £75K+



BSH Hausgeräte GmbH (Gaggenau) and Mindshare

Gold

Gaggenau, BSH's luxury kitchen appliance brand, targets an exclusive audience of 'those who know'. To reach this audience, it worked with Mindshare on a LinkedIn campaign designed to reach a high-net-worth audience and consumers of luxury goods. The company's MD, Dr Peter Goetz, spoke directly to these potential consumers about the craftsmanship, quality and innovation behind every Gaggenau endeavour.

Not only did this campaign achieve excellent click-through rates, but it also helped define Gaggenau's LinkedIn strategy and pave the way for a long-term brand presence on the platform. Judges praised the excellent thought-leadership content and well-targeted campaign that clearly achieved its objectives. One said that this was "an innovative approach with focused audience targeting."

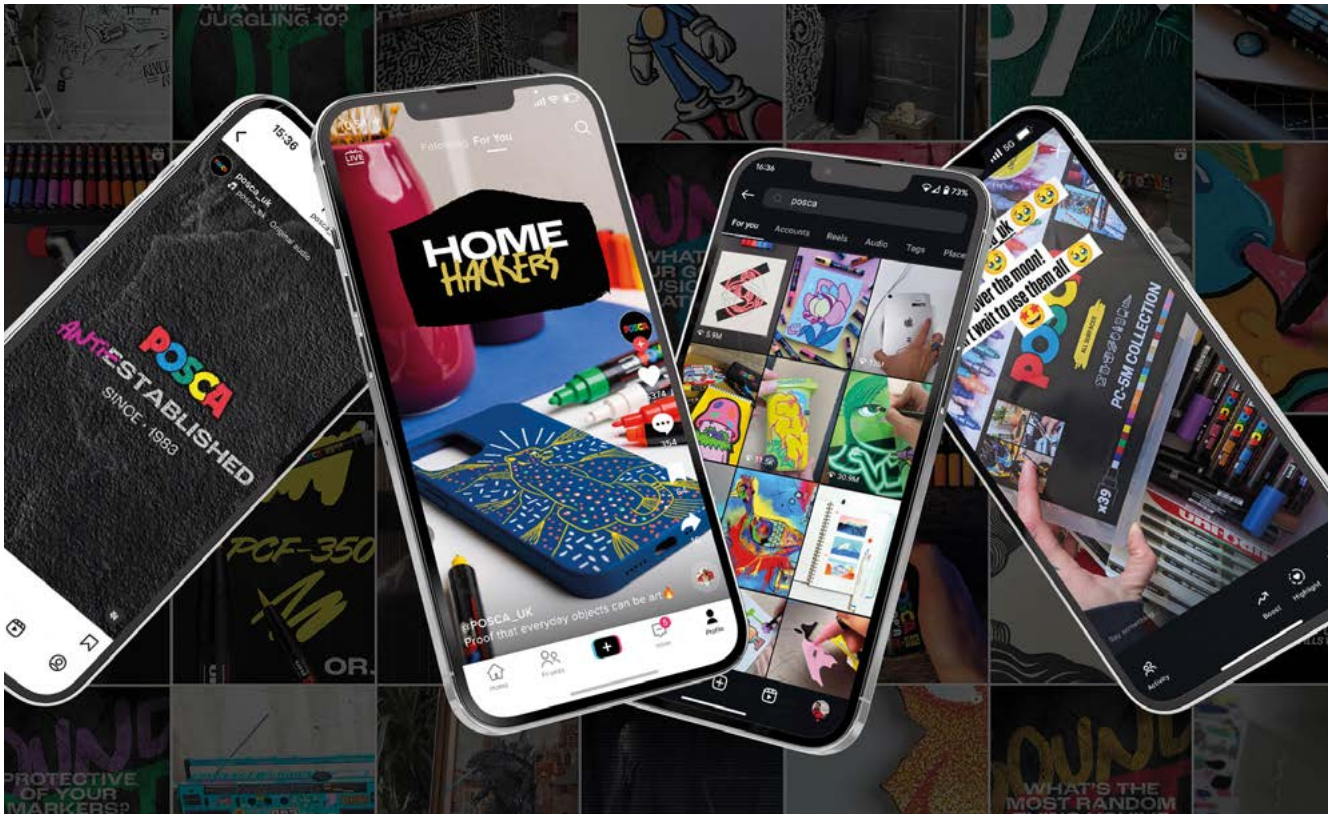
BEST USE OF EXISTING SOCIAL MEDIA PLATFORMS: LARGE BUDGET £75K+



Unilever **Silver**

Unilever launched a strategic social media campaign designed to reaffirm its leadership in sustainability. In response to negative media about its sustainability values, Unilever showcased its initiatives in short, visually engaging posts. It tapped sustainability experts and programme leaders to deliver authentic, engaging video content. The videos were well watched and organic search numbers increased during the campaign, indicating a broad reach and foundation for perception change.

BEST COMMUNITY DEVELOPMENT



POSCA and saintnicks Gold

POSCA markers have a devoted core fan base, but suffer from poor market awareness in the UK. POSCA's small social media community was missing opportunities to connect with Britain's artists. It worked with saintnicks on the 'Anti-Established since 1983' positioning and social strategy. Inspired by street art and rebellious self-expression, the campaign showcases the best of POSCA's products and the counter-culture heritage it boasts.

This made a big impact on the target audience, who began engaging by the thousand. User-generated content has come flooding in and the brand has seen a 20% rise in engagements from its community. Judges thought this was an impressive rebuilding of a brand on social media. One said, "Outstanding creativity. It has literally created its own community!! It's edgy and I loved how it used giveaways to create momentum and conversation."

[illegible]

Kerrygold and 1000heads created butter-mania with a series of smart social strategies that turned a beloved family brand into a modern cultural icon. It inspired butter-themed tattoos, rebuilt its content strategy, tapped into current cultural trends and movements and built an exclusive – and aspirational – Butter Club, complete with hat and tote bag. This brilliant shift in strategy has made a big impact on sales, brand love, social engagement and community.



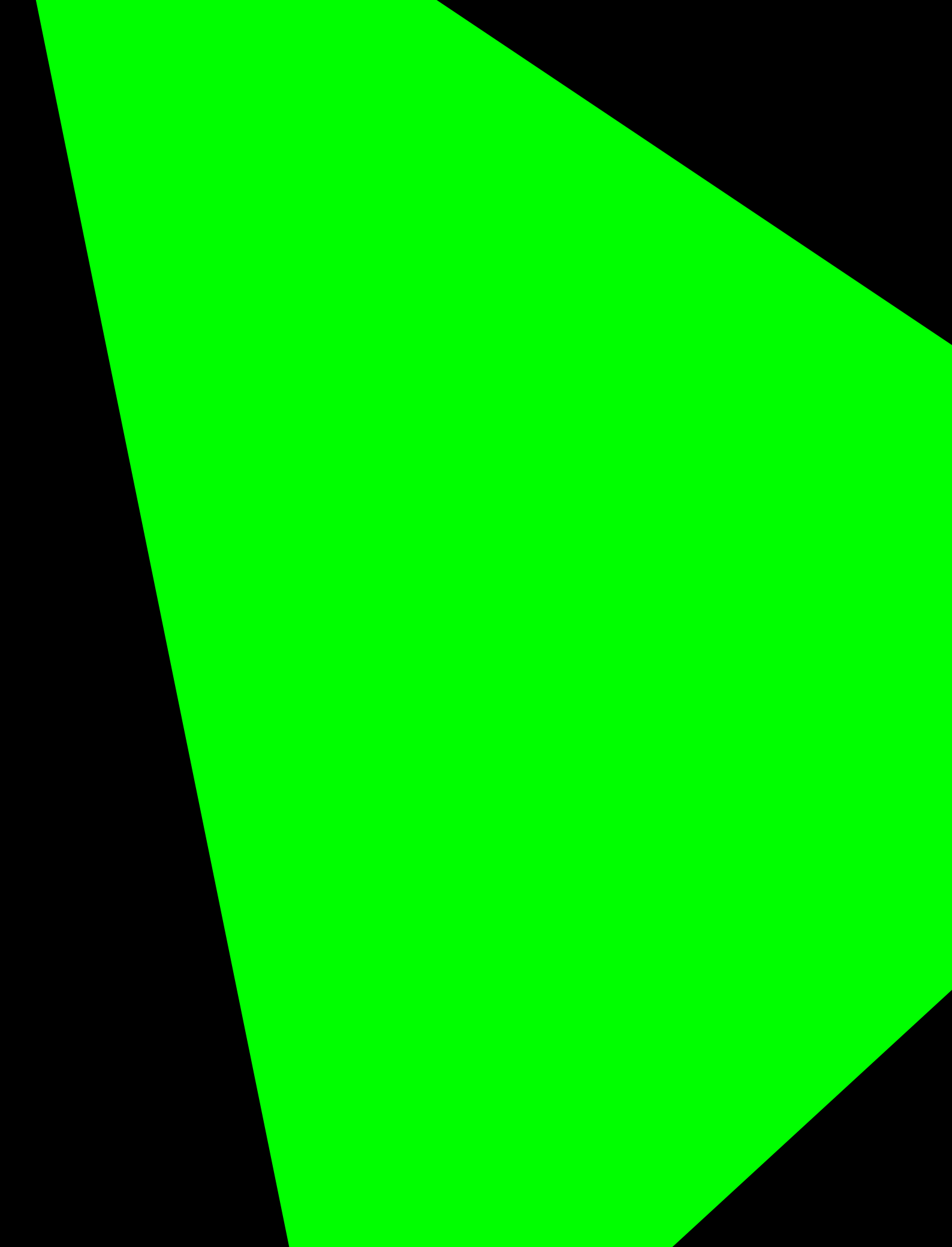
MGA Entertainment wanted to transform its brand from kid-focused to a cult favourite, sparking collectible buzz among kids and adults. It worked with Happy Horizon on a physical and digital campaign that brought the Miniverse to life. Judges thought this really did spark a cultural movement and repositioned the brand as representing a multi-generational group of toy enthusiasts.

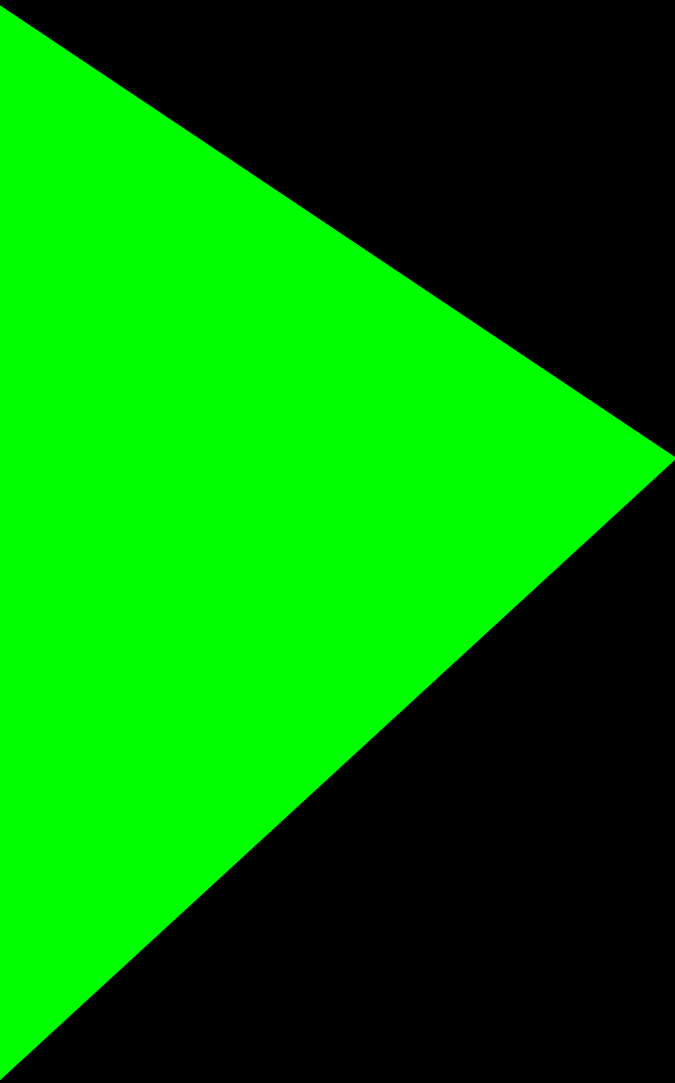


Logitech G wanted to reaffirm its positioning at the heart of the esports community. It worked with Happy Horizon to integrate Logitech G products into the Netherlands' Esports Talent Center, showcasing the breadth and benefits of the company to the community. As a result, Logitech noted an increase in sales growth year-on-year, and strong brand awareness developed among the target demographic.



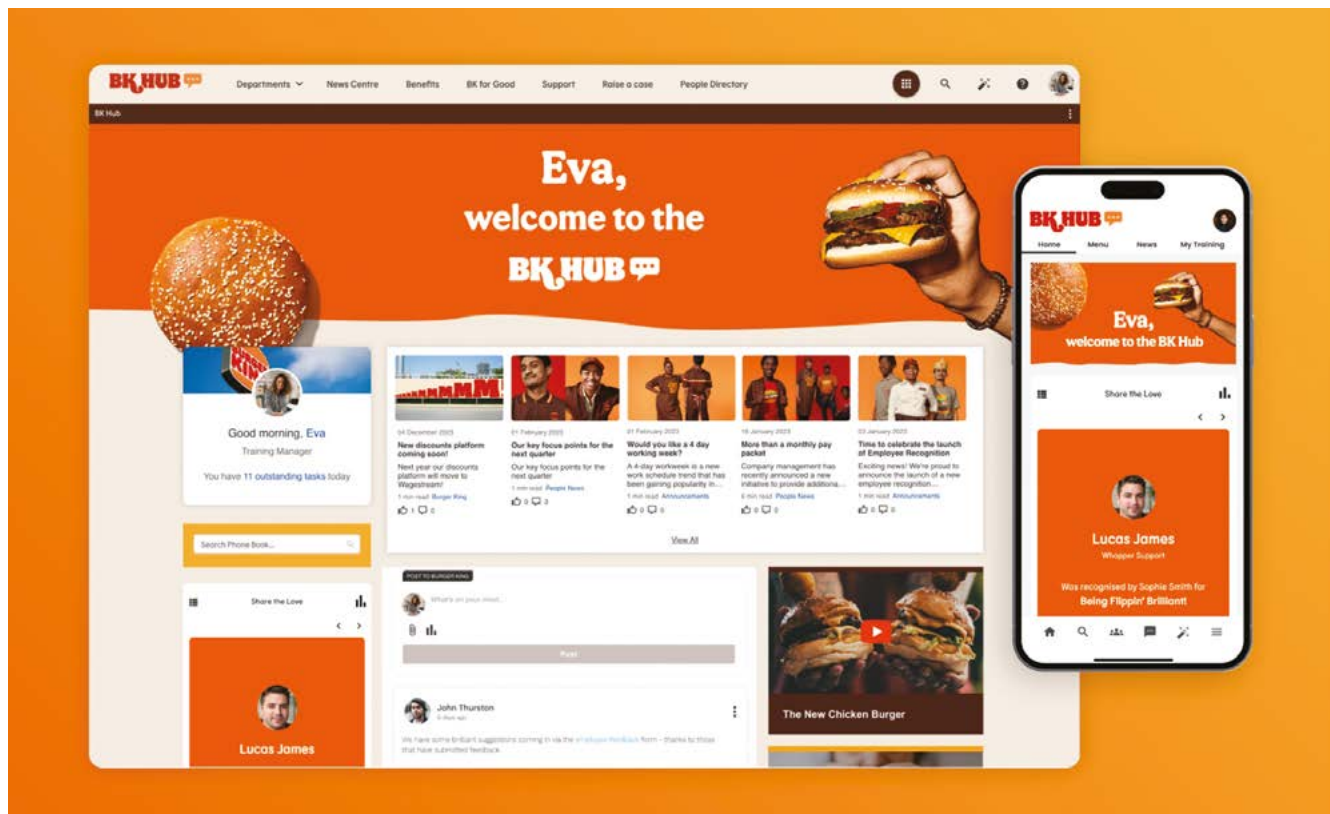
Vodafone used internal brand ambassadors to help support the launch of Microsoft Copilot across the business. This champions community consisted of Copilot super-users who helped colleagues embrace AI and build efficiencies in their workflows. The WM Reply campaign resulted in more than 80% of Vodafone's employees receiving onboarding and foundational training in the use of Copilot.





BEST USE OF DIGITAL TO AN INTERNAL AUDIENCE

BEST INTRANET

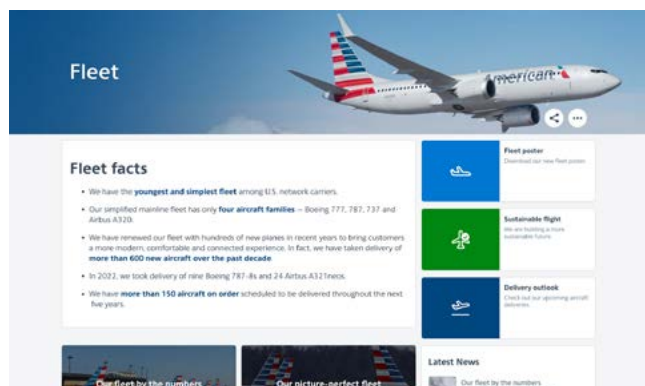


Burger King UK and Oak Engage Gold

With 6,000 employees working across the UK in a largely on-site setting, many of them speaking English as a second language, Burger King had a challenge when it came to developing an intranet. Additionally, half of the workforce is under 22 years of age. Oak Engage crafted the BK Hub, a branded mobile app designed to transform employee communications and reduce churn.

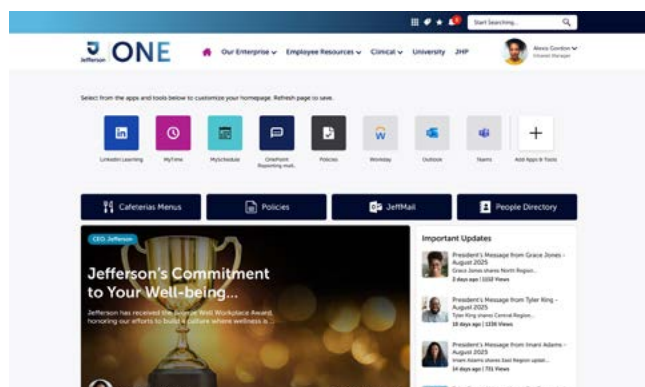
The news roundup on the new app kept messages simple and relevant, avoiding bombarding users with information. Now 70% of the workforce is enrolled onto the BK Hub and the app sees 98% of that group engaging with it monthly. Moreover, turnover of hourly staff dropped from 123% in February to 91% in May and the new-starter dropout rate has reduced by 40%. One judge called this exceptional project “a high-impact, user-driven platform tailored to a complex, often-overlooked frontline workforce.”

BEST INTRANET



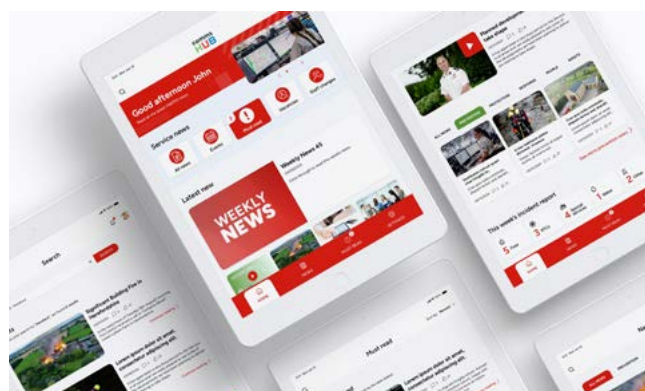
American Airlines and Unily Silver

American Airlines' existing intranet was outdated and fragmented, slowing down work and driving up support costs. It worked with Unily to launch Jetnet, a platform accessible on desktop and mobile, and integrated with the company's existing software. There has been 98% adoption since launch. "The focus on frontline workers with mobile-first design and personalisation shows strong strategic alignment. The integration challenges of such a massive, complex organisation were handled excellently," said one judge.



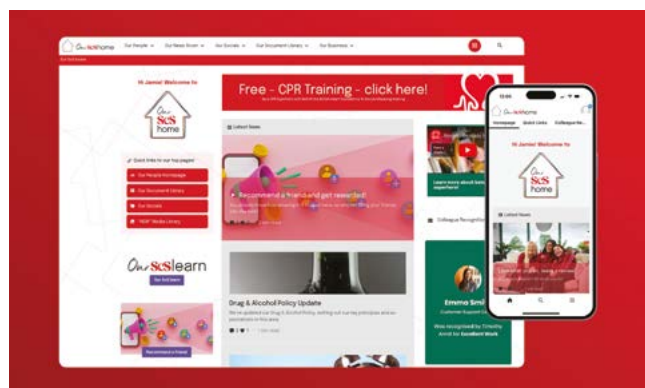
Jefferson and Unily Silver

Academic healthcare delivery system Jefferson had grown through nine acquisitions in 10 years, resulting in a mish-mash of intranets and communications styles. Unily changed that with a single platform designed to provide a clear, unified stream of information and communication to employees. With almost 100% of the workforce as active users, it has been a huge success. One judge called it "a transformation at enterprise scale that demonstrates leadership, research depth and measurable success."



Hereford & Worcester Fire Rescue Service and DRPG Bronze

The Hereford & Worcester Fire Rescue Service worked with DRPG to move its internal communications past a weekly newsletter. It built a new iPad-friendly site that would be accessible at all stations. The new CMS allows for effective scheduling, targeting and tracking of content. One judge said there was "outstanding engagement (99.54%) and a perfect fit for the emergency services context."



ScS and Oak Engage Bronze

Sofa specialist ScS needed to engage desk-based, distribution and frontline workers in a way that tailored information to each group's specific needs. Instead of a one-size-fits-all newsletter, the new Oak Engage-powered intranet allows for personalisation of content and social sharing. One judge said, "There was thoughtful personalisation and a welcome ability to recognise and celebrate colleagues. The results were strong, with good levels of engagement shown."

BEST DIGITAL EMPLOYEE COMMUNICATION



McDonald's UK & Ireland and Red Consultancy

Gold

McDonald's UK & Ireland wanted to find a way to connect with its resoundingly Gen Z audience, many of whom are frontline staff. It worked with Red Consultancy to create an engaging internal TV series that meets the needs of a young viewership while also delivering key messages along the way. McDonald's staff act as presenters while The Wrap deploys social video techniques and a youth-centred visual identity.

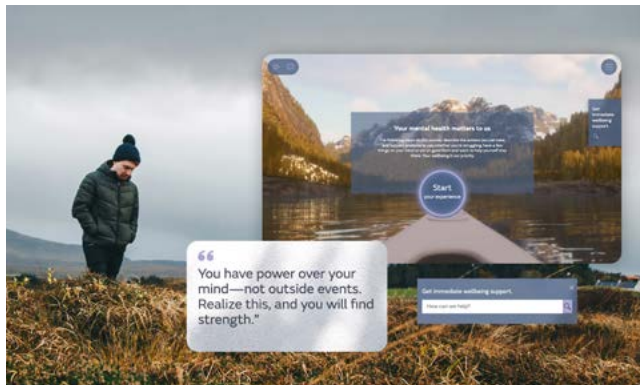
As a result, the company has seen more than 4,500 employees engage with the TV programme and charted a huge interest in participation. The Wrap has created a vibrant community within the business, with many employees now aspiring to be a part of it each year, alongside their existing roles. One judge said, "It felt like a genuine innovation in creating an entirely new internal communication format, authentic peer-to-peer content creation and measurable career development outcomes that extended far beyond traditional communication metrics."

BEST DIGITAL EMPLOYEE COMMUNICATION



Vodafone Silver

Vodafone's 'WoW Yourself' campaign is designed to improve employee confidence and proficiency with digital tools. It aligns personal progress with real-world impact. The multichannel programme was designed to meet stated employee needs and upskill the workforce in an interactive way. One judge said, "It signals not just communication but also a cultural transformation. The main goal is a digital workplace strategy, aiming to establish a culture of self-driven excellence. It impacts business objectives and increases employee communication."



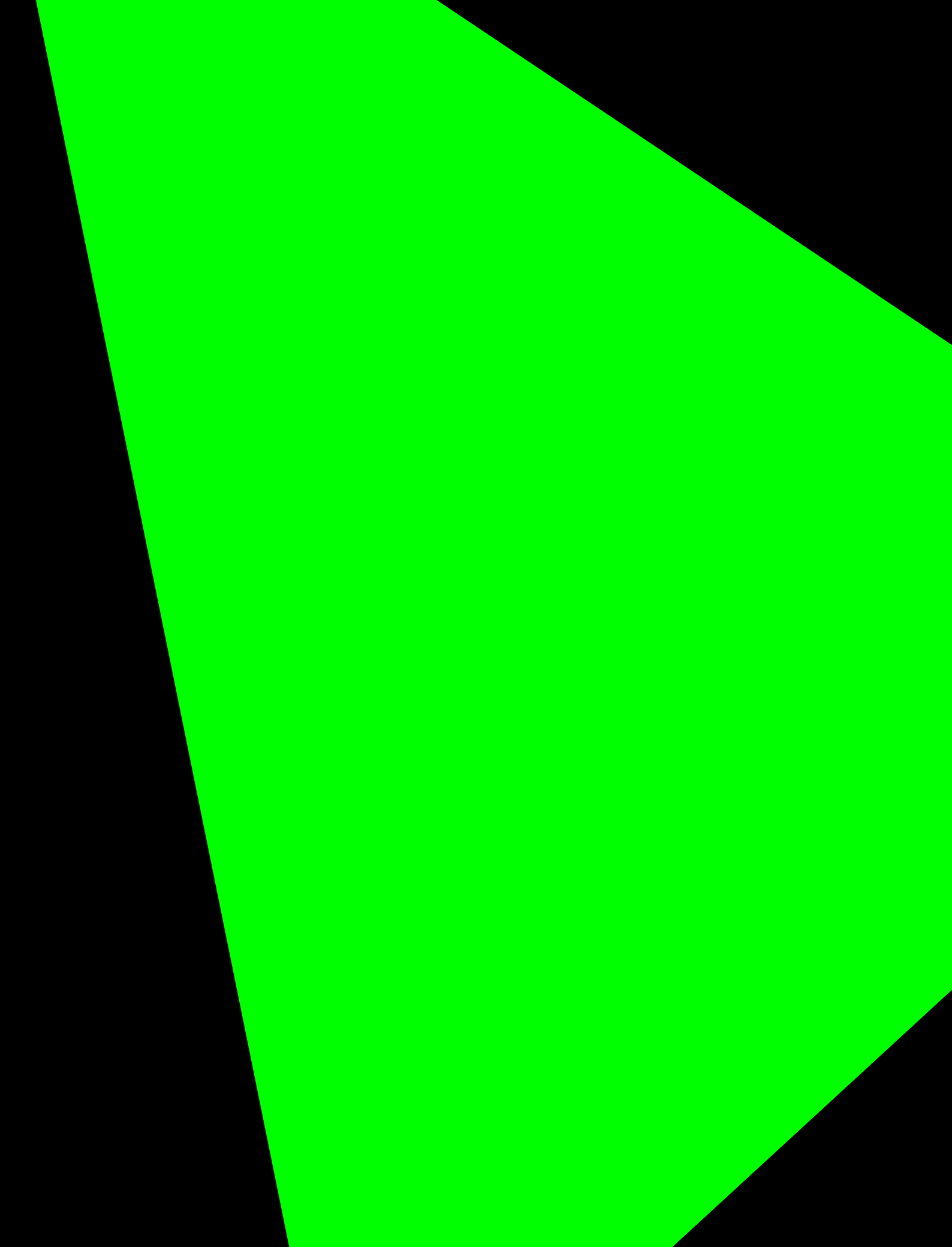
Jaguar Land Rover and DRPG Bronze

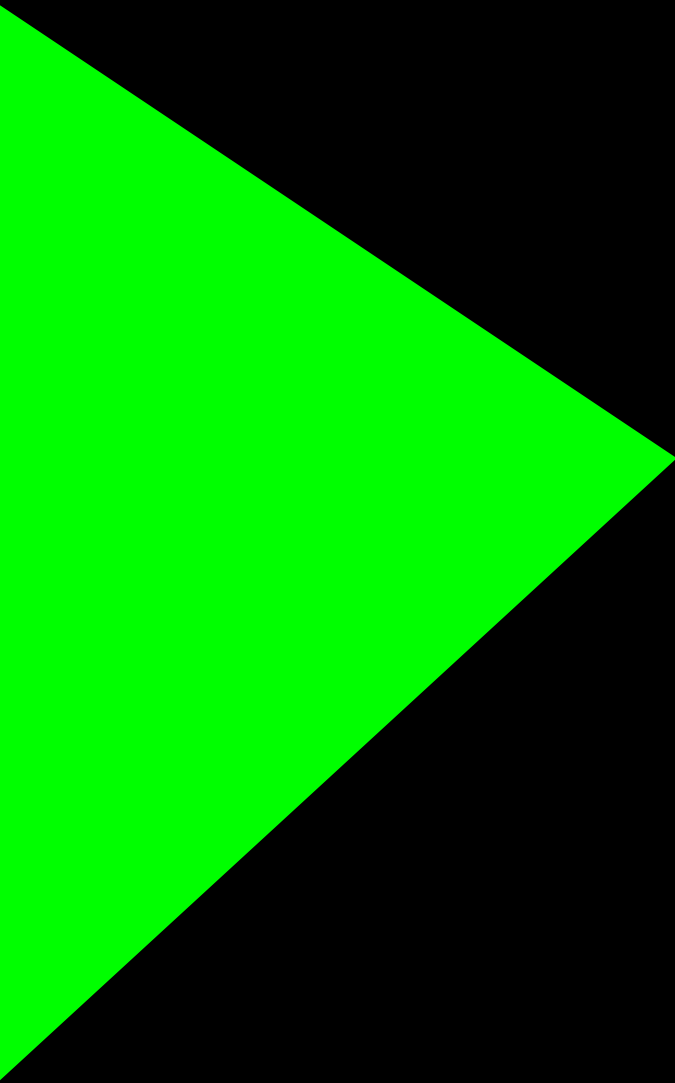
Jaguar Land Rover worked with DRPG to update its internal wellbeing offering through a new website and a 'culture-shifting' digital experience. It was designed to encourage interactivity and inspire a culture of wellbeing at JLR. Judges called this "a sophisticated digital transformation that successfully shifted organisational culture around wellbeing and showed a company putting its employees at the heart of the project."



Vodafone and WM Reply Bronze

The Vodafone Copilot project, delivered by WM Reply, wanted to revolutionise employee communications by introducing the M365 Copilot, an AI-powered assistant designed to enhance productivity and engagement. It informed employees about the benefits of Copilot and discussed the ways in which it could be integrated into everyday workflows. Judges loved the visual identity, communication strategy and the way the campaign championed the use of business AI.





BEST USE OF DIGITAL TO AN INVESTMENT AUDIENCE

BEST ONLINE ANNUAL REPORT



Airtel Africa and Friend Studio Gold

It's one thing to come up with an online annual report that is accessible, interactive and navigable. It's quite another to reinvent the way annual reports are developed for digital media entirely. The introduction of iXBRL regulations means annual reports have to be digitally native – essentially making them searchable, analysable and accessible. But most reports are still developed using print-first technology. Friend Studio and Airtel Africa changed all that.

The Airtel Africa report was developed through digital design software, crafted to ensure that every single asset and piece of communication is both engaging and compliant. The result is a new era for annual reporting. "A true benchmark. The objective to create a fully digital, single-source iXBRL report is genuinely revolutionary for this sector," said one judge. "The strategy of abandoning print-first software to create multiple compliant and user-friendly formats from one HTML source is a paradigm shift. This is not just a redesign; it is a reinvention of the reporting process itself."

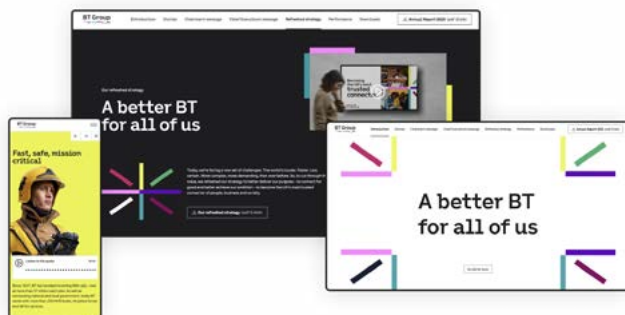


Informa and Luminous Gold

Informa's 2024 annual report is a meta-report that deploys Informa's own proprietary AI search and chat function to help investors navigate and explore the data. Luminous and Informa built dynamic, engaging content through videos, infographics, quizzes and photos. This helped bring the year to life in a more imaginative, rich way than static PDFs or standard web pages do.

It's innovative because the use of AI is not only transformative to the user experience, but also representative of Informa's own value as a business. One judge called it "a truly out-of-box WOW experience, so much to see and explore. Digital creativity unleashed!" Others said it "was a unique and highly interactive approach" and that "the innovation here is truly remarkable."

BEST ONLINE ANNUAL REPORT



BT Group and Emperor Silver

BT Group worked with Emperor on a critical reporting year in which it needed to inspire belief in a new direction, internally and externally, while reflecting BT's refreshed strategy. The sideways scrolling interface is full of animations, responsive design and interactivity, marking a break from the typical reporting format. One judge said it was "beautifully crafted and user-friendly. The horizontal scroll and brand storytelling bring energy to the content."



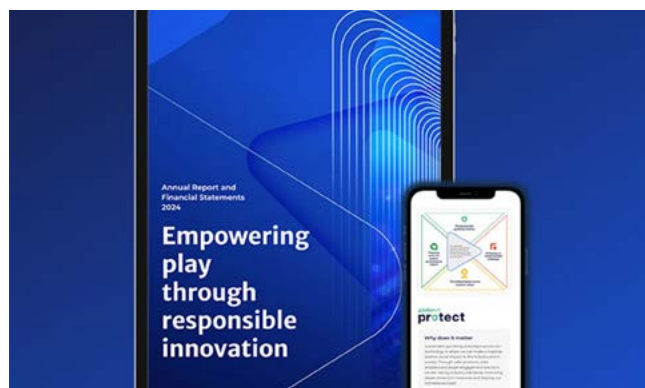
Centrica and Comprend Silver

Centrica needed to enhance both usability and engagement, so it worked with Comprend on an annual report that delivers a dynamic, investor-focused experience that reflects the new brand and business objectives. Simple navigation and excellent storytelling bring the Centrica story to life visually. Judges liked the "clear, powerful, impactful visuals and data presentation. It does not overwhelm and focuses on the most critical data points."



Oakley Capital Investments and Friend Studio Bronze

Oakley Capital Investments and Friend Studio delivered the world's first digitally developed, iXBRL-compliant annual report. It transformed the development process to ensure that this key piece of investor communications was as engaging, interactive and accessible as it could possibly be. This unique new process allows the report to contain metadata tagging throughout, while retaining an engaging investor interface.



Playtech PLC and Jones + Palmer Bronze

Intended to bring something new to the digital table with its annual report, Playtech worked with Jones + Palmer on an engaging, interactive and easily navigable digital report. It made a big impact on investors and resulted in a 47% increase in dwell time year-on-year, and a 32% increase in unique visits. Judges thought there was "thoughtful research with people who actually consume the annual report, and this clearly fed into the UX and digital storytelling approach."

BEST USE OF DIGITAL TO AN INVESTMENT AUDIENCE



Unilever Gold

Unilever worked with That Lot to launch a digitally innovative investor communications campaign to build confidence among investors. The LinkedIn campaign used real-time storytelling, Unilever scientists and CEO thought leadership to connect with investors and regain narrative control. Seeking to rebuild trust, Unilever delivered succinct, clear content with financial proof points and authoritative leadership communications designed to authentically tell the story of Unilever's work.

The LinkedIn campaign saw 3.34% engagement, compared with a benchmark of 0.4%. Unilever's investor site also charted a uptick in views and an increase in session duration, quarter-on-quarter. One judge called this "a creative, emotionally resonant campaign that turns investor relations into something modern, bold and engaging."

BEST USE OF DIGITAL TO AN INVESTMENT AUDIENCE



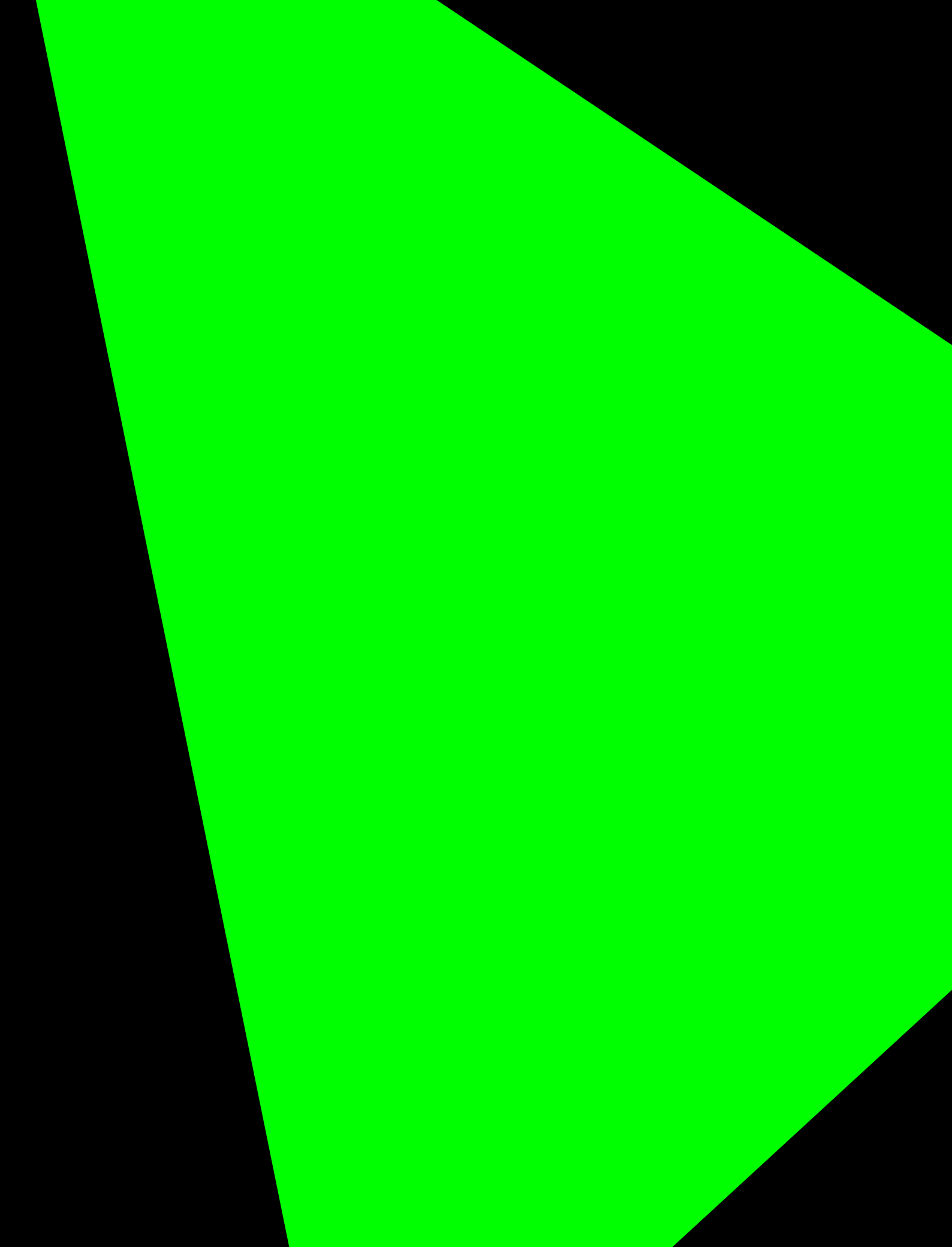
Airtel Africa and Friend Studio **Silver**

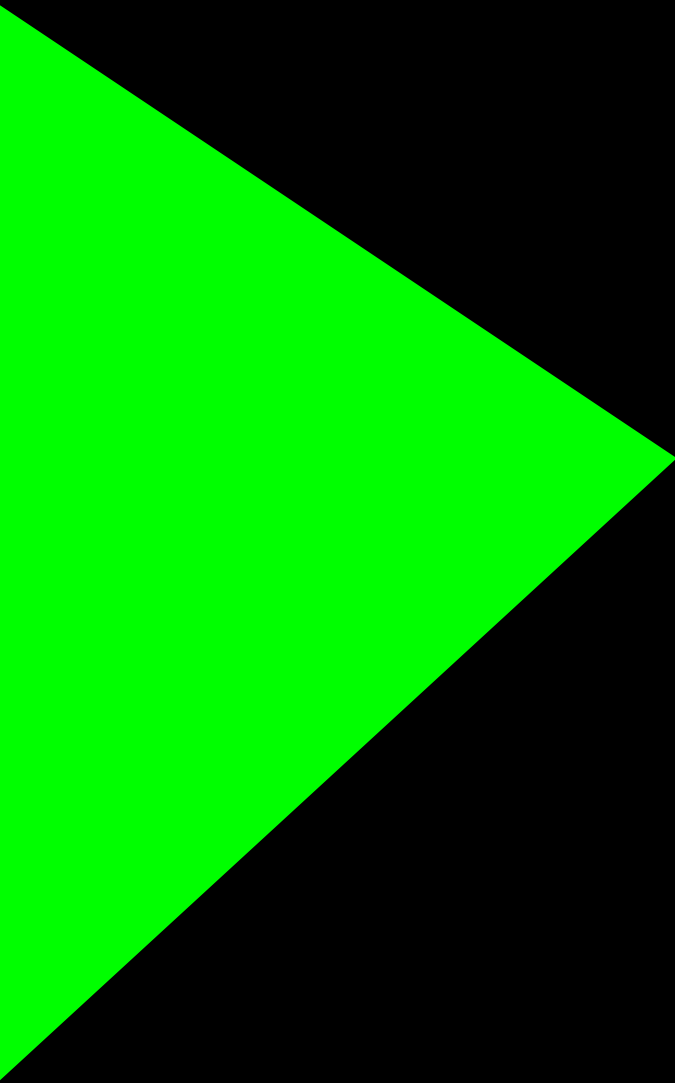
Airtel Africa worked with Friend Studio to create a single electronic format annual report that is responsive, compliant and engaging. Friend Studio's bespoke tool for creating iXBRL reports helped Airtel Africa to tell its corporate story in a compelling, effective way, while also delivering digitally compliant, accessible content to investors. One judge called this "a fantastic piece of work that sets the benchmark in regulatory reporting through bold execution, technical excellence and strategic foresight."



Oakley Capital Investments and Friend Studio **Bronze**

Oakley Capital is the first company to produce an iXBRL report that is ESEF-compliant, user-friendly, accessible across mobile devices and uses multimedia communications to connect with investors. Friend Studio's reporting format resulted in twice as much time spent with the digital report than in years past. "A high-quality, iterative improvement on an already successful model that is technically sharp, credible and well executed," said one judge.





EVALUATION

BEST EVALUATION STRATEGY

The logo for Onclusive features a large, dark blue letter 'O' on the left. The top-left portion of the 'O' is replaced by a bright green circular segment. To the right of the 'O', the word 'nclusive' is written in a dark blue, sans-serif font, completing the brand name 'Onclusive'.

Prominent International European Airport and Onclusive

Gold

Onclusive worked with a prominent international airport to develop an integrated measurement system to track the attitudes of key stakeholders over time. As the airport is important, and often the centre of debate, it needed to understand its reputation, stakeholder perception and role in the media. A single, impactful survey was deployed, alongside a score tracker analysing the airport's activities. Countless data points and factors fed into the dashboard from sources as wide-ranging as the media, passengers, employees and politicians.

The result is a carefully crafted, easily understood analysis of the airport's overall reputation. This has given the airport not just a reassuring sense of its place in the world, but also strong points of action it can take to improve its standing in the eyes of its audiences. One judge called this "an exemplary evaluation strategy. The project went beyond simple media monitoring to create a single, unified reputation score by integrating disparate survey data and weighted stakeholder opinions. This is a genuinely innovative and sophisticated approach to a complex problem."

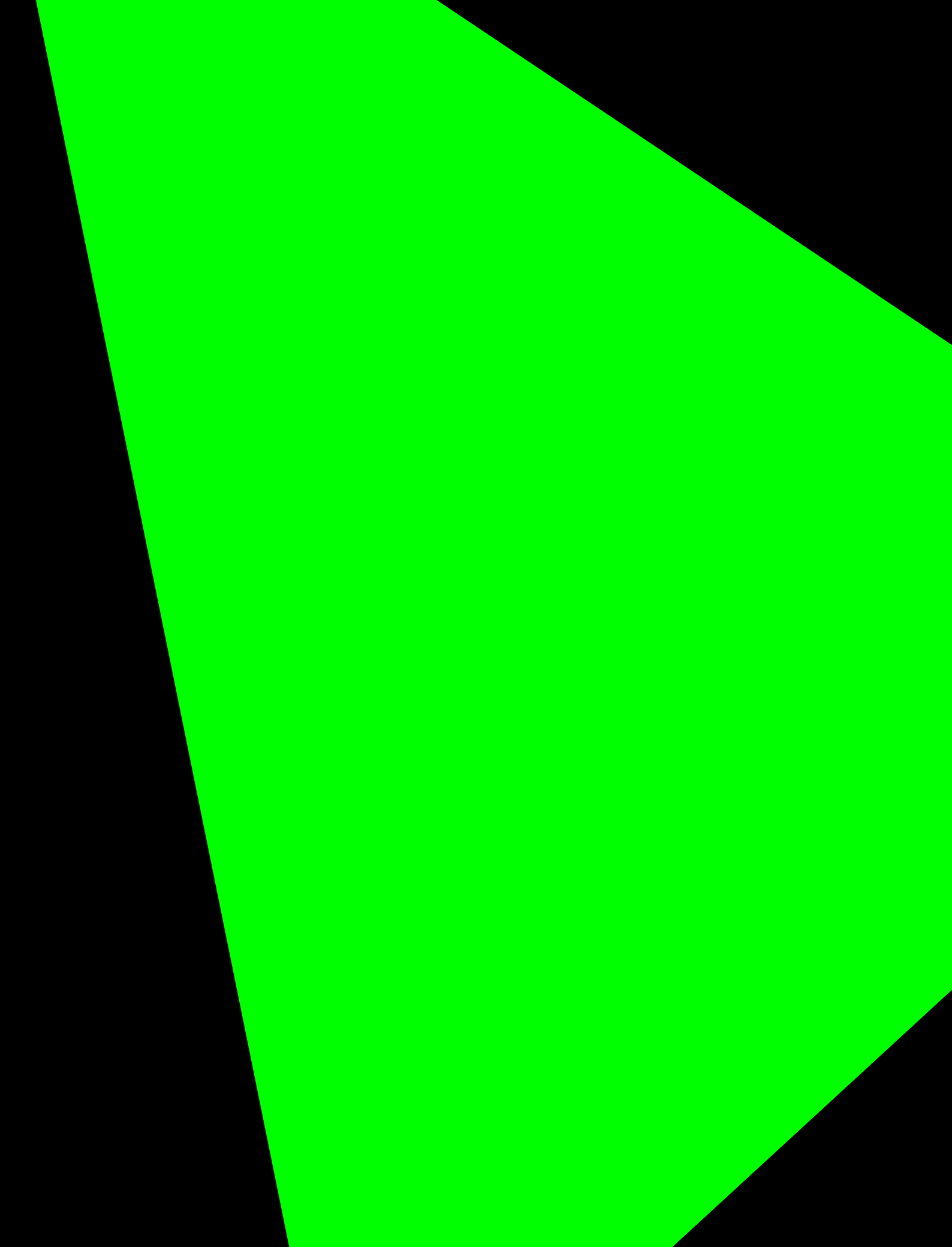
BEST EVALUATION STRATEGY

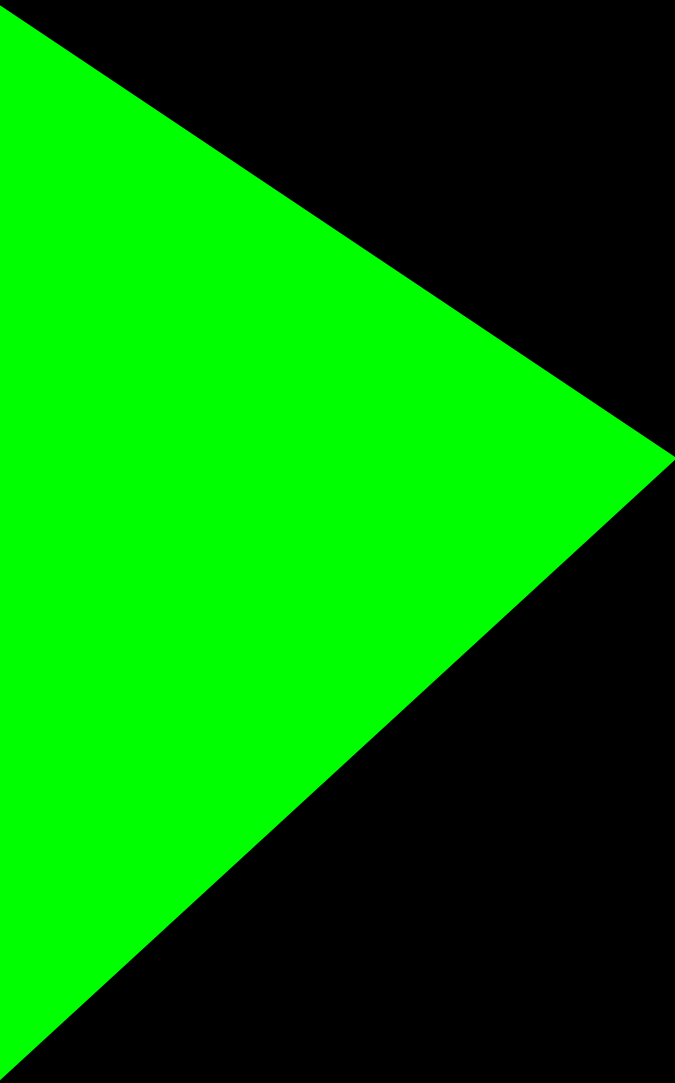
Onclusive

Muséum national d'Histoire naturelle (MNHN) and Onclusive

Silver

The Muséum national d'Histoire naturelle in Paris launched a new, immersive way of presenting its 38 feline species to bring the public closer to its scientific content and raise awareness of species preservation. It worked with Onclusive to deliver a well-crafted, integrated evaluation framework that would measure the impact of communication initiatives on engagement and museum visits. One judge said the “focus on channel attribution and the efforts to solve the data challenges is clear and well thought out.”





SECTOR

BEST USE OF DIGITAL FROM THE AUTOMOTIVE SECTOR



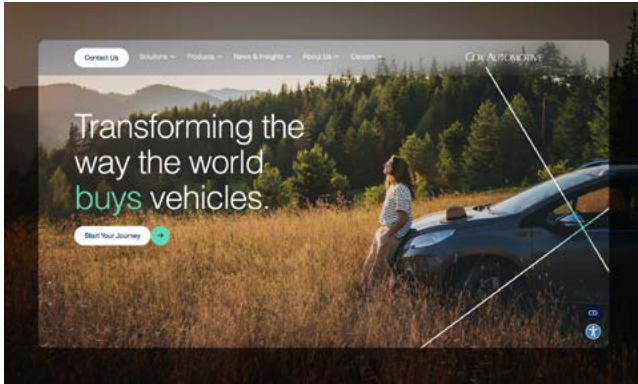
Mazda and OneFifty Consultancy

Gold

Mazda's small market share in the UK meant that the launch of its new SUV, the CX-80, had to punch above its weight in terms of communications impact. It worked with OneFifty Consultancy to build an influencer collaboration that resulted in a warm, authentic film with a lot of heart. Working with Simon Hooper – also known as Father of Daughters – Mazda focused on a strategy of 'three rows, three generations, three conversations'. It showcased three generations of Hooper's family chatting in the CX-80.

The centrepiece film talked about growing up as a woman, the things that matter most in life and intergenerational hopes and dreams. It acts as a statement about modern parenting, positioning Mazda at the heart of British family life. "An excellent example of a sharp, effective digital campaign," said one judge. "The innovation came in intelligently bridging emotional, influencer-led storytelling with a ruthlessly efficient performance marketing funnel. This campaign knew exactly what it needed to do and used digital channels to achieve it, turning engagement directly into measurable commercial results on a tight budget. Nearly 1,500 leads generated proves its success."

BEST USE OF DIGITAL FROM THE AUTOMOTIVE SECTOR



Cox Automotive Europe and Great State Silver

Cox Automotive worked with Great State to unite its sub-brands beneath one digital umbrella, redefining how Europe buys cars. It revived its user experience, updated its mobile site and transformed its digital brand to create a usable, appealing new digital experience. There has been a 62% increase in views and a 24% increase in users as a result. Judges thought that the new digital branding was excellent and well founded in research, delivering impressive results for Cox Automotive.

BEST USE OF DIGITAL BY A CHARITY, NGO OR NOT-FOR-PROFIT

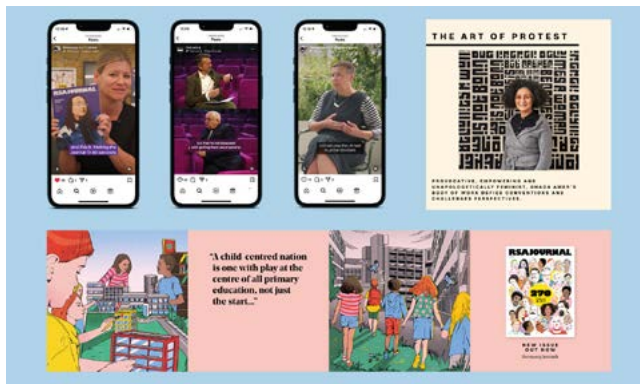


The National Forest Gold

The National Forest Company (NFC) is an environmental charity working on the vast, ambitious project of rewilding 200 square miles of post-industrial Midlands into a sustainable forest landscape. But it needed a digital platform that could support its growth, community outreach, fundraising needs and partnership engagement.

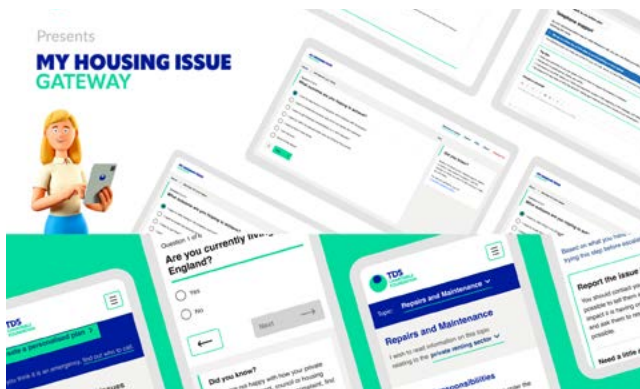
The new site clearly tells the story of the NFC's commitment to forest regeneration. It brings to life the mission visually and emotively, in an appealing, accessible way. As a result, organic traffic has risen 73% year-on-year and a 22% increase in signups has also delivered £53,000 in e-commerce sales. "The project stands out for its holistic approach – not just creating a website, but reimagining how an environmental charity can engage diverse audiences," said one judge. Another said, "This is a masterclass in how to use digital not just to communicate, but also to overhaul a core business model and drive measurable financial returns."

BEST USE OF DIGITAL BY A CHARITY, NGO OR NOT-FOR-PROFIT



Royal Society of Arts, Manufactures and Commerce and Wardour Silver

The RSA worked with Wardour to transform its quarterly print journal into a high-quality digital prospect with exceptional video, bold storytelling and a strong social media presence. The digital output uses the themes from each quarter's journal issue to ensure an alignment of content and create consistent visual and tonal storytelling. Judges called this "brilliant visual branding" and praised the way it led to a vast uptick in engagements, views and impressions across the RSA's channels.



The TDS Charitable Foundation and Pocket App Ltd Bronze

The TDS Charitable Foundation worked with Pocket App to create My Housing Gateway, a landmark digital proposition that created a single point of engagement for tenants in privately rented accommodation across Britain. It provides clear guidance and support for those who need it and helps people get the tangible tenancy letters and action plans needed to tackle problems with their landlords. Judges were impressed by this groundbreaking, purpose-driven tool that is already making change for people across the country.

BEST USE OF DIGITAL FROM THE EDUCATION SECTOR



Anglia Ruskin University (ARU) Distance Learning and Itineris Gold

Anglia Ruskin University's Distance Learning division provides career-enhancing flexible undergraduate and postgraduate programmes to learners worldwide. It wanted to ensure that its curriculum and digital portal were competitive against some of the biggest names in the global higher education space. It worked with Itineris to boost student numbers and promote ARU as a leader in digital learning.

The entire digital advertising and marketing setup was reimaged, ensuring ARU's storytelling led directly to clicks, views and conversions. Impressive results made this campaign a standout in the category, as well as making the university a major player in the global distance learning landscape. One judge said this was a "great example of what a modern, data-led campaign should look like." Another praised the "exceptional performance marketing campaign that sets the standard for the category."

BEST USE OF DIGITAL FROM THE EDUCATION SECTOR



Gates Cambridge and Wardour Silver

The Bill and Melinda Gates Foundation supports Gates Cambridge to build a global network of future leaders committed to improving the lives of others. It worked with Wardour to celebrate its 25th anniversary with the 'Ripple Effect' campaign, designed to show the global impact Gates scholars have on the global community. The videos and storytelling were compelling and Wardour exhibited an agility in rolling out the campaign to build strong views and engagements.

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BEST USE OF DIGITAL FROM THE ENERGY AND UTILITIES SECTOR

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PLAN

Create the Starting Point



DO

Monitor and Report



CHECK

Monitor and Inspect



ACT

Raise Observations



Alconex Infrastructure and Solutions Limited

Gold

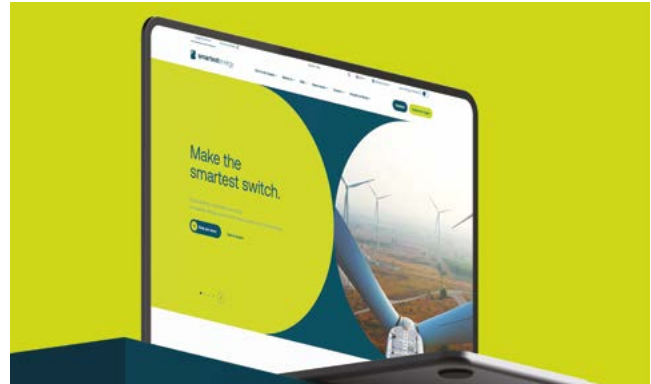
Connection provider Alconex wanted to transform its traditional utilities workforce into a digital, mobile-first team. It did so alongside Solutions Limited by unveiling a custom app, UtiliMate, designed to digitise the company and improve efficiency, productivity, sustainability and safety. The new app has integrated key workflows and behaviours into the app to ensure it is relevant, easy to use and instantly effective in the real world.

As a result, Alconex increased business efficiency by almost 10% and saw a 500% increase in health and safety reporting, thereby making the workplace safer for all. “An excellent example of a genuine digital transformation project in a traditionally analogue sector. The creation of a bespoke app to digitise the entire workflow of an older, non-digital native workforce is a significant and ambitious undertaking,” said one judge. “This is more than just a digital tool; it’s a new way of operating.”

BEST USE OF DIGITAL FROM THE ENERGY AND UTILITIES SECTOR

SmartestEnergy and Emperor Silver

SmartestEnergy helps businesses transition to net zero. It worked with Emperor to roll out a new digital presence to ensure its messaging was clear to all audiences. As a result, more people are coming to SmartestEnergy in the first place, through social reach and organic engagement, and more people are viewing key brand information. “This is a competent, large-scale corporate website project. The consolidation of multiple brands and websites into a unified digital estate is a significant undertaking,” one judge said.



BEST USE OF DIGITAL FROM THE FINANCIAL SERVICES SECTOR



ABI and PLSA, on behalf of the pensions industry and Third City **Gold**

Ahead of Pension Awareness Week, the ABI and PLSA run a PR campaign each year to spotlight key issues people facing retirement have with their pensions. In 2024, however, the brief expanded beyond this demographic to include 35 to 55-year-old women. It wanted to improve the pension gap, make pensions more understandable and transform them into a topic of conversation for middle-aged women.

Third City used a creative, satirical take on cosmetics campaigns and brought in beauty influencer Gemma Collins to talk about an 'anti-ageing' solution – namely, pensions. Massive reach led to a 30% campaign recall and thousands of women taking action to better understand their pensions. One judge said, "The 'Face Forward' campaign particularly exemplifies how creative insight, when properly executed, can deliver transformational business results in the traditionally conservative financial services sector."

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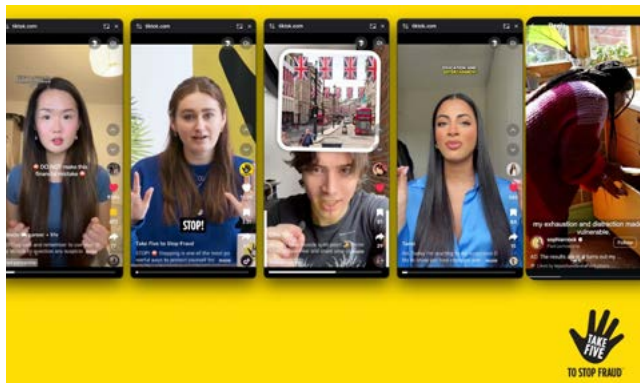
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BEST USE OF DIGITAL FROM THE FINANCIAL SERVICES SECTOR



John Lewis Money and Fresh Egg Silver

John Lewis Money partnered with Fresh Egg to transform its home insurance quote journey to improve efficiency and the user experience. An e-commerce-style 'sticky basket' helped improve visibility of the insurance purchasing journey. This led to a 12.5% uptick in conversions and a 15% uplift in mobile. One judge said this was a "simple but highly effective user experience solution addressing real friction points with excellent measurable business results."



UK Finance and FleishmanHillard Silver

UK Finance's national behaviour change campaign, 'Take Five to Stop Fraud', intended to tackle the rise in scale and complexity of fraud in the UK. A creative, multichannel strategy raised awareness about the ways people can spot fraudulent activity and scams. Focusing on behaviour change, the campaign reached around 58% of the British public, encouraging broad awareness of this key issue. One judge said this was "a digitally savvy, insight-led fraud prevention campaign that uses the right platforms, tools and tone to activate behaviour change at scale."



Aviva Bronze

The Aviva Creators programme was designed to bring a sense of the authentic company culture to bear on the company's social media channels. Creators' videos have helped increase the Aviva following by 14% and resulted in a 388% increase in engagement. "The creators' programme is a really interesting way to use employee advocacy to showcase the organisation's culture and challenge misconceptions about the industry," said one judge.

BEST USE OF DIGITAL FROM THE FMCG SECTOR



L.O.L. Surprise! and Happy Horizon – Vertigo 6 Gold

L.O.L. Surprise! hair accessories aim to give young kids a chance to personalise their appearance and explore body-positive fashion choices. To launch a new product, the company tapped its most valuable resource – the creativity of its young fans. Instead of just rolling out new lines, it asked kids to send in their designs, with the chance for the winners to see their designs brought to life.

L.O.L. Surprise! worked with Happy Horizon to amplify this contest and build awareness of the new hair beads across digital and through in-store activations. The blend of real-world engagement with digital reach meant the campaign resulted in an increase in units sold during the marketing period. One judge said, “A strong and engaging campaign with a smart central concept. The co-creation idea, turning passive consumers into active designers, is a genuinely innovative approach in the toy sector. The integrated digital-to-physical strategy was well executed, successfully translating online buzz into retail excitement and sales.”

BEST USE OF DIGITAL FROM THE FMCG SECTOR



MGA – Miniverse and Happy Horizon – Vertigo 6 **Silver**

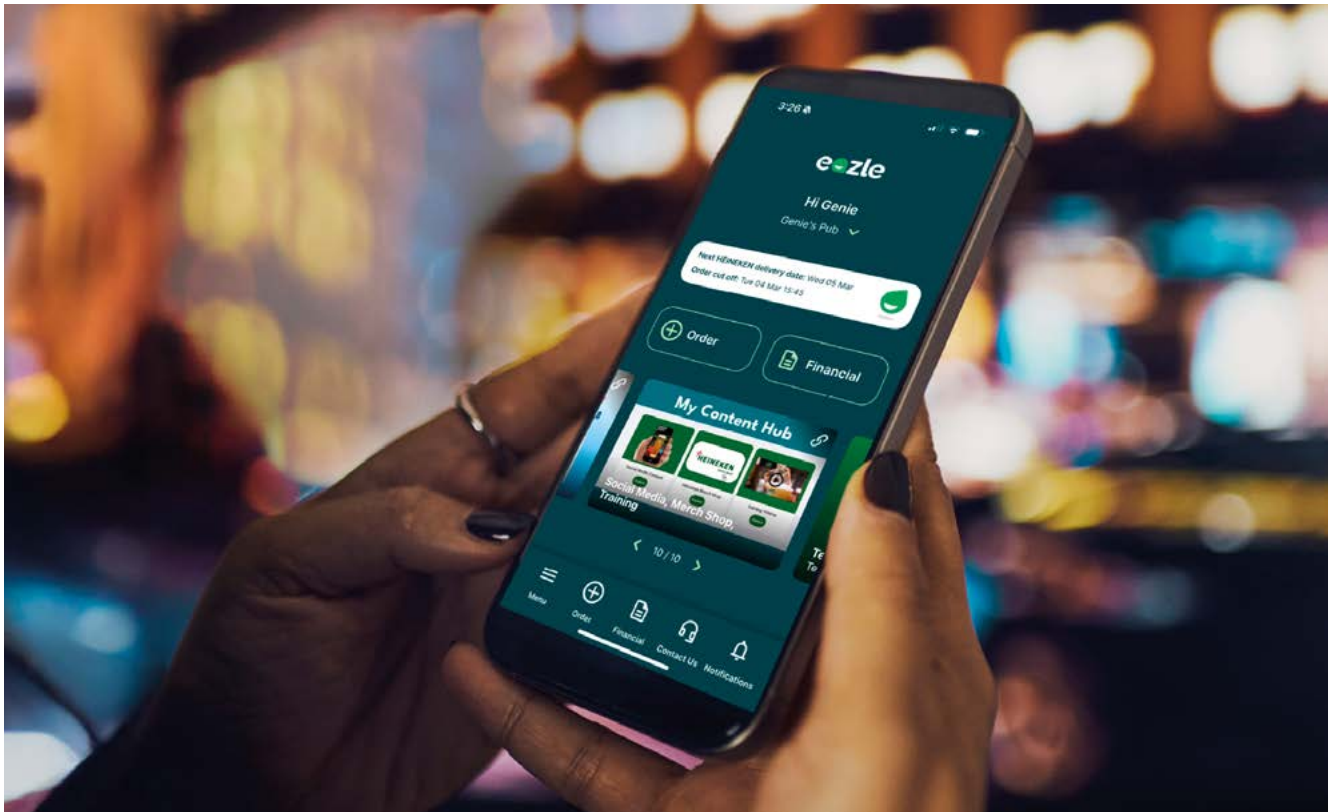
MGA Entertainment set out to expand the position of Miniverse, a collectible DIY toy brand, from a children's product to a cultural must-have for kids and adults alike. It worked with Happy Horizon to create a cross-generational brand experience. "The innovation here lies in genuine, authentic community building – moving beyond simple influencer posts to co-create experiences and conversation starters that resonated deeply. The results are phenomenal," said one judge.



JTI and Sensory-Minds GmbH **Bronze**

JTI worked with Sensory-Minds to create 'Plant Buddy', a Tamagotchi-inspired game that sought to revamp a donations-based loyalty system that simultaneously benefits the community and the environment. It transformed game play into points that were then donated to local environmental organisations. Judges thought this was an innovative and interesting way to build engagement with sustainable objectives. One called it "an innovative and creative campaign grounded in solid audience feedback."

BEST USE OF DIGITAL FROM THE FOOD AND BEVERAGE SECTOR

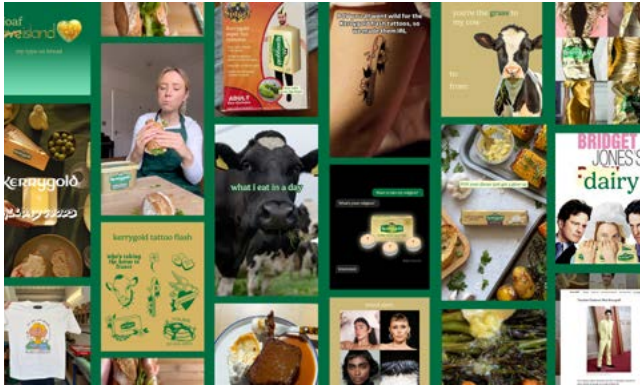


HEINEKEN and Sequel Group Gold

HEINEKEN's pub management app, eazle, needed to ensure that Irish hospitality managers could easily buy, communicate and collaborate with HEINEKEN and its many brands. Working with customers, it has developed new tools to help them grow their businesses. These include a clearer, more intuitive ordering journey, smooth integration with the business' CRM, and better security, flexibility, user tools and accessibility.

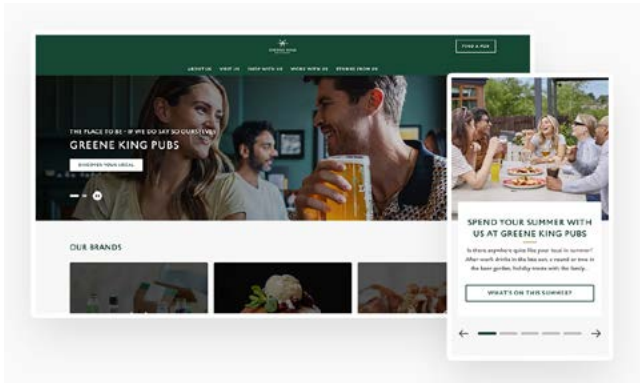
The app is now the primary – nearly unanimously used – tool for placing orders with HEINEKEN across Ireland. Sequel Group ensured that things like round-the-clock access would align with hospitality managers' working patterns and ensure constant, uninterrupted service. Judges called this an "innovative B2B concept with a community-focused digital product that has a real digital impact."

BEST USE OF DIGITAL FROM THE FOOD AND BEVERAGE SECTOR



Kerrygold and 1000heads Silver

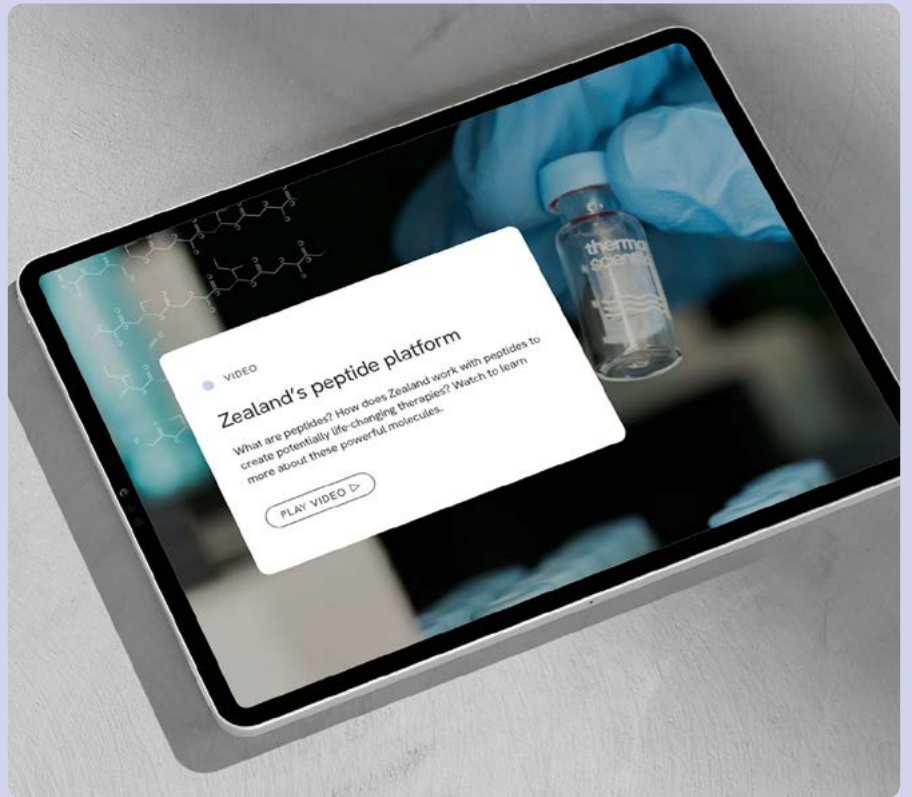
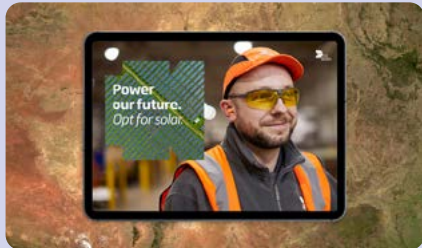
Kerrygold has massively transformed its social media following, presence and strategy, alongside 1000heads, in the past year. It has tapped into key conversations and sparked cultural moments, all harnessing the love of butter. A number of fun, impactful campaigns impressed judges who loved the “high-quality, bold, cut-through creative” and praised the “bold initiative” the brand took in stepping outside its comfort zone.



Greene King and Sitecore Bronze

Digital experience software Sitecore modernised Greene King’s digital platform to respond to a shift in how the hospitality sector engages with customers online. It gave Greene King the foundations to rapidly build tailored websites that align with its branding and achieve a big uptick in web visits and engagements. One judge said this exhibited an “impressive execution of a complex technical project with clear client satisfaction.”

SampsonMay



WHAT WE DO:

- DIGITAL STRATEGY
- BRAND DESIGN
- DIGITAL EXPERIENCE DESIGN
- CONTENT & CAMPAIGN DESIGN
- TECHNOLOGY & AI

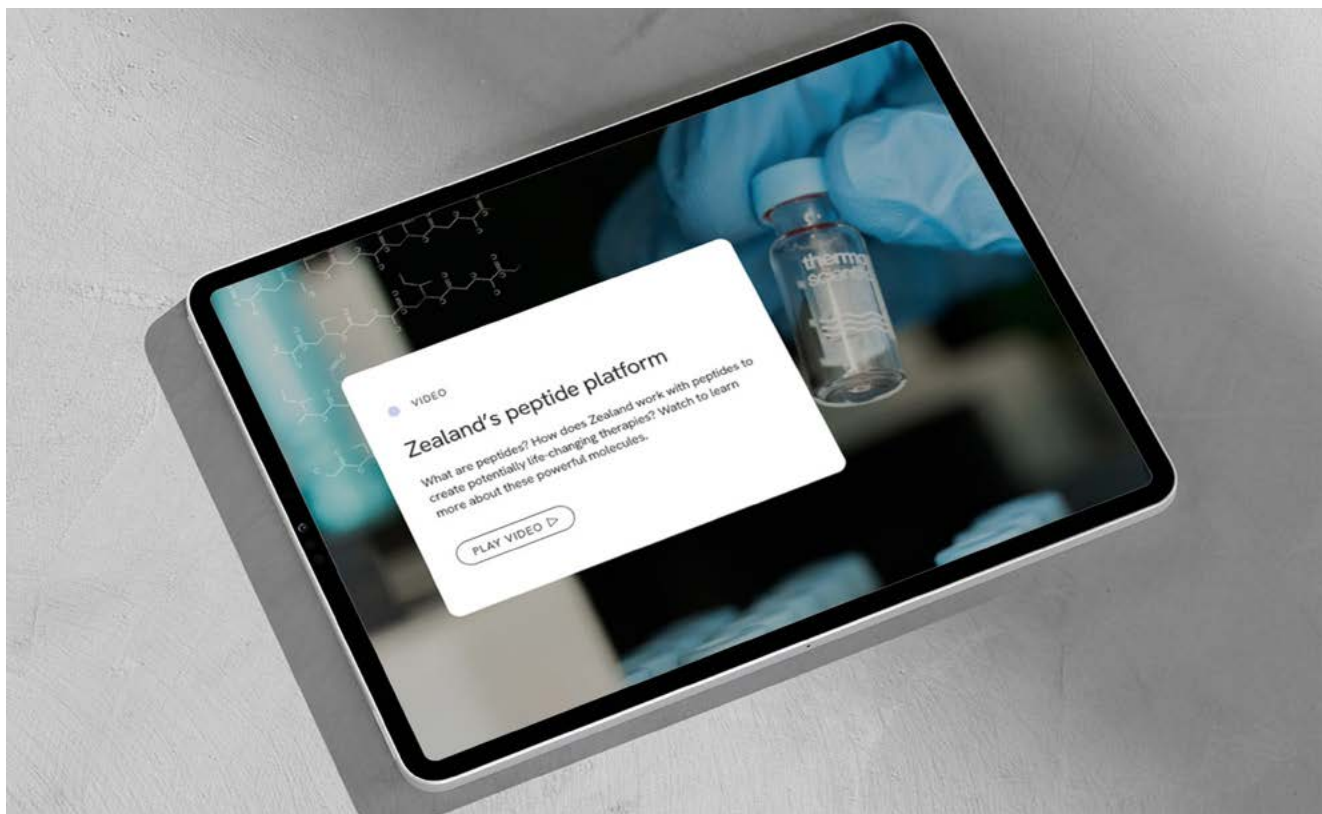
Strategic by design

We build websites, shape brands and craft digital campaigns for listed and private global businesses, driving engagement, solving complexity and delivering long-term growth.

sampsonmay.com



BEST USE OF DIGITAL FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR



Zealand Pharma and SampsonMay Gold

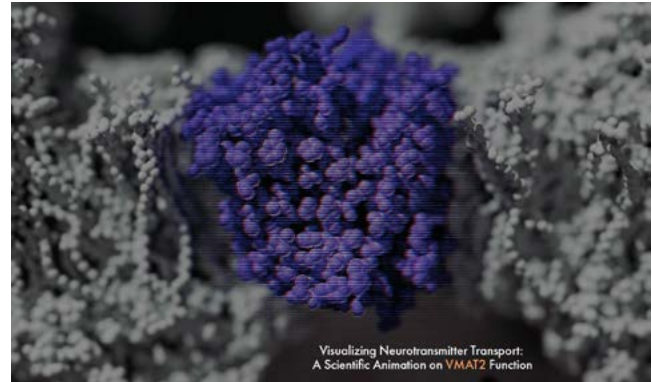
Zealand Pharma's development of innovative peptide-based medicines have transformed the lives of those with chronic diseases all over the world. It needed a website that could reflect this achievement while also better reflecting the company's scientific expertise, commercial ambition and human-centred mission. It worked with SampsonMay to infuse its site with storytelling flair and bring its new visual identity to bear.

The updated website is more modern, interactive and interesting. Shorter bursts of content are illuminated with clever illustrations, making key messages stand out. And it's been a huge success. There has been a 30% increase in active users year-on-year, and a 130% increase in visits from organic search. One judge said, "The research and planning were very robust, with discovery workshops and thoughtful wireframe architecture. Overall, this was a well-delivered piece of work with clear outcomes."

BEST USE OF DIGITAL FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR

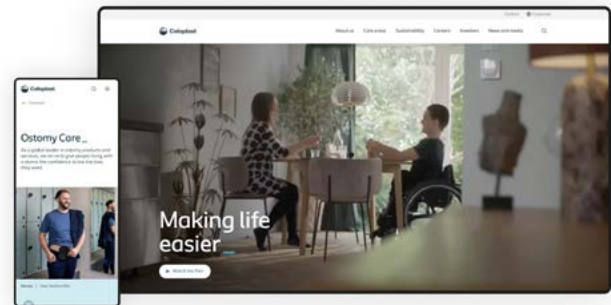
Chia-Hsueh Lee and St. Jude Children's Research Hospital Silver

A scientific animation designed to translate a landmark neuroscience discovery into compelling digital communications allowed the St. Jude Children's Research Hospital to showcase its leadership in paediatric medicine. Chia-Hsueh Lee's research and animation have successfully taken a complex scientific topic and translated it into an understandable piece of communication. Judges were impressed with the way the team was able to achieve this, praising the excellent design work.



Coloplast and Emperor Bronze

Global medical device company Coloplast streamlined its vast digital ecosystem into one single, impactful site. It worked with Emperor to accurately communicate the brand's positioning and strategy to a global audience through clear communications and people-first messaging. One judge said, "This was a sensitive subject very well understood and a very well-crafted submission that truly explained the benefits of the project."



BEST USE OF DIGITAL FROM THE HOSPITALITY SECTOR



Cripps Barn Group Ltd and Equimedia Ltd

Gold

Cripps Barn Group owns 10 luxury wedding venues in England. But increased competition and limited digital advertising experience led it to Equimedia for a push to increase paid digital activity, boost bookings and improve advertising reporting. Equimedia developed a campaign targeting engaged couples within a 50-mile radius of two venues through the power of Google Ads and Meta.

Through clever testing and a strategic use of spend to improve search rankings, the campaign resulted in 200 couples attending venue viewings and 44 confirmed bookings. One judge said this was “so well thought through, with testing, practical targeting and keywords, budget-conscious spends and excellent ROI on both platforms”, noting that this audience is difficult to convert due to the highly costly and emotive decision-making involved in weddings. This meant the additional bookings were not only a good campaign result, but also an excellent boost to the company’s bottom line.



A one-day conference exploring the power of video in corporate communications. Focusing on how brands use video, short films, animation and visual communications to reach their stakeholders, drive engagement and build reputation.

This is a must-attend event for comms and brand professionals who want to stay ahead in an increasingly visual world. Whether you're exploring new formats, building a video-first strategy or navigating the latest production technologies, LensLive is the event for you.

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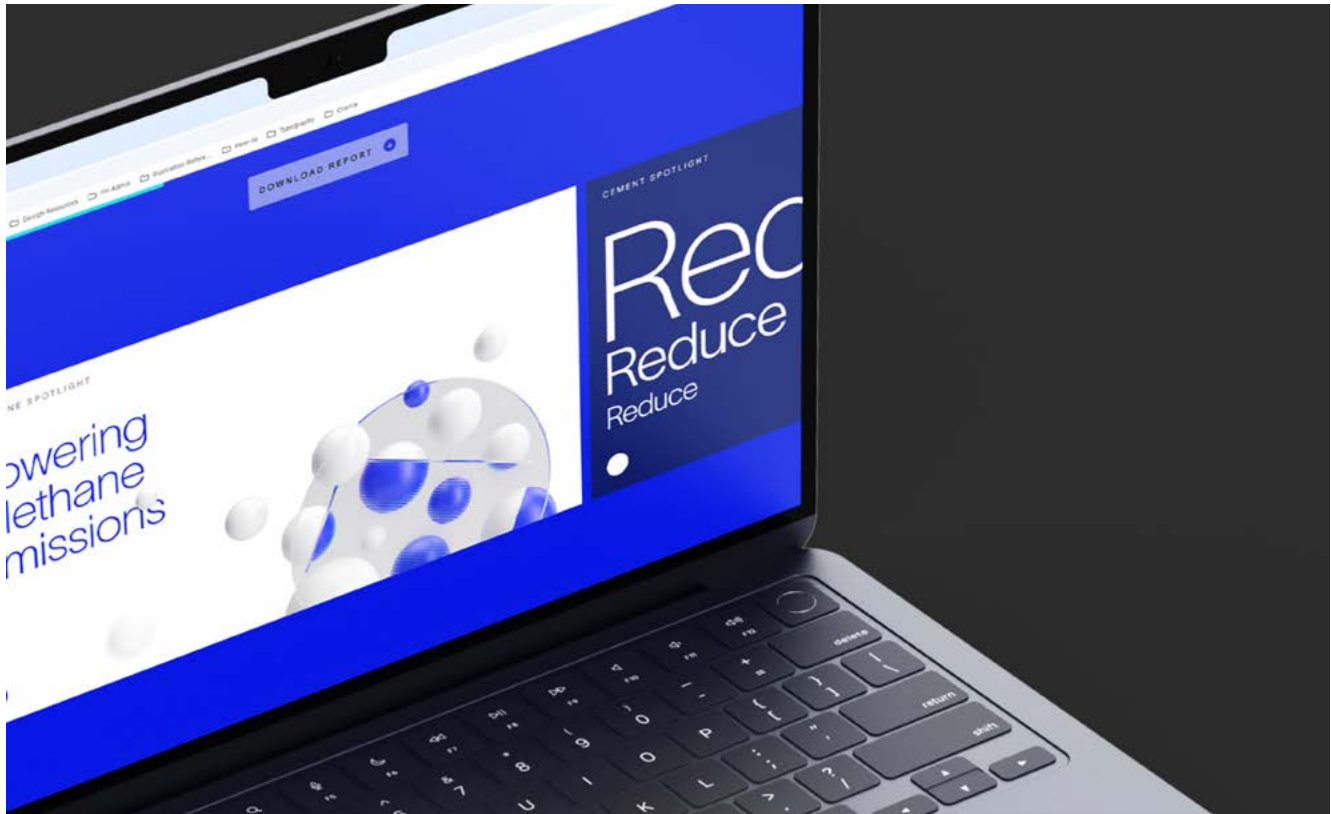
BEST USE OF DIGITAL FROM THE HOSPITALITY SECTOR



Harvester and OneFifty Consultancy **Silver**

Harvester wanted to boost favour with younger people, who might view its offering through a nostalgic lens. To create buzz among Gen Z, the company worked with OneFifty Consultancy on an influencer campaign that combined a familiar restaurant setting with exciting taste and cultural cachet. The result was a massive increase in bookings and footfall to Harvester restaurants, as well as a 140% uplift in awareness among 18 to 24-year-olds.

BEST USE OF DIGITAL FROM THE INDUSTRIAL, ENGINEERING AND EXTRACTIVES SECTOR



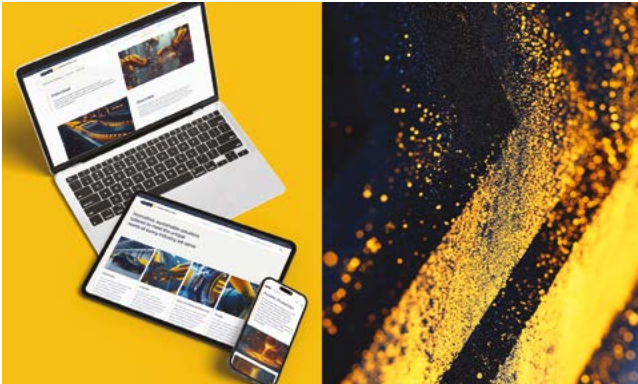
SLB with FleishmanHillard and Omnicom Production

Gold

To demonstrate how SLB is reducing emissions while continuing to meet the world's growing energy needs, FleishmanHillard reimagined its annual sustainability report as an immersive digital experience. SLB is repositioning itself as a leader in global green energy technology and its annual sustainability report sets out this positioning clearly while aiming to set a benchmark for sustainability communications in the sector.

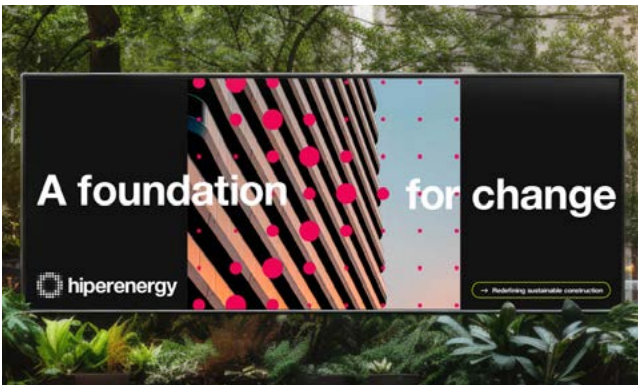
Surveying other reports in the sector, SLB found that visual accessibility and emotional resonance were lacking. To combat this, it offered both bite-sized content and optional deep dives based on insights from within SLB's team. The report saw a 632% increase in page views year-on-year, and a 211% increase in engaged sessions.

BEST USE OF DIGITAL FROM THE INDUSTRIAL, ENGINEERING AND EXTRACTIVES SECTOR



GKN Powder Metallurgy and Comprend Silver

GKN Powder Metallurgy worked with Comprend to declutter, simplify and revamp its corporate website with usability in mind. It needed to reflect the company's industry-leading position and convey optimism, confidence and customer care. The new site uses the beauty of manufacturing equipment and metallurgy tools in stunning imagery. This creates an immersive, ownable brand world for GKN Powder Metallurgy.



Hiperenergy and Radley Yeldar Silver

Keltbray launched Hiperenergy, a new subsidiary aiming to transform the UK's thermal energy market. It worked with Radley Yeldar on a website to support the new brand. Heat transfer is illustrated through gradients that are overlaid on real-life scenes. This allows the site to easily convey the brand's purpose visually and immediately, to great effect.

BEST USE OF DIGITAL FROM THE PROFESSIONAL SERVICES SECTOR



Publicis Sapient **Gold**

Publicis Sapient has unveiled a series of documentaries in its Impact Films series. The latest, Doc Albany, highlights the healthcare challenges faced by rural Americans and focuses on the need for structural reforms to ensure equal access to healthcare. The film illustrates how Publicis Sapient's innovative digital work with HRSA (Health Resources and Services Administration) is improving healthcare delivery in underserved regions, offering a creative and powerful example of technology's role in solving real-world problems.

Not only was the film well received by the industry, garnering film plaudits along the way, but it also contributed to the partnership with the HRSA in which outdated systems were revamped and operations streamlined. This resulted in a 400% increase in the number of doctors serving patients in rural areas. One judge said, "Excellent. A standout project. Bold, brave and creative. A worthy endeavour, compelling story and creative execution."

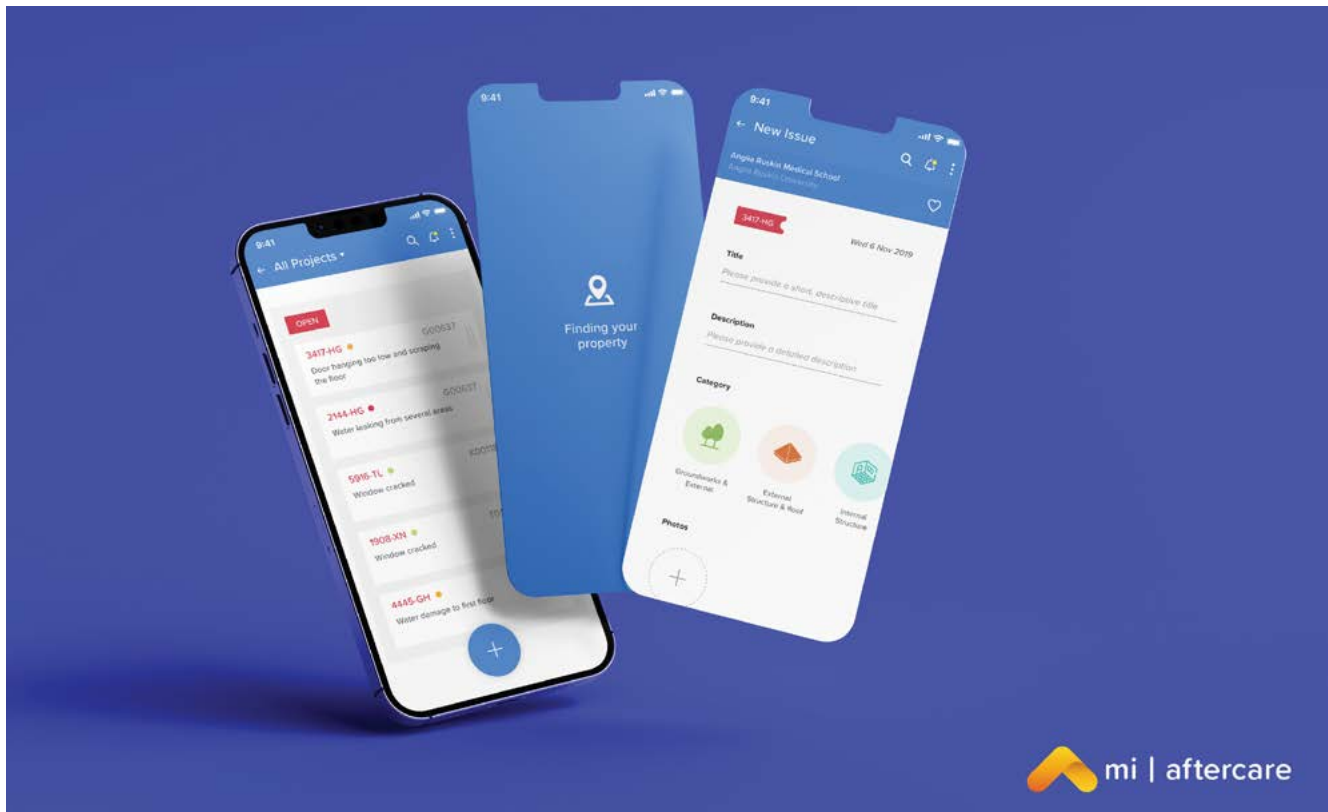
BEST USE OF DIGITAL FROM THE PROFESSIONAL SERVICES SECTOR



Chubb and Wardour Silver

Chubb wanted to enhance its industry-specific insurance services through personalised web content and clear communications. It worked with Wardour on a beautifully illustrated brand that would build a clear identity for Chubb's Industry Practices. Judges thought the use of a single thread of clear messaging was an effective way to grab viewers' attentions and break through a crowded marketplace. B2B click-through rates were outstanding across multiple markets as a result.

BEST USE OF DIGITAL FROM THE **PROPERTY, CONSTRUCTION AND FACILITIES MANAGEMENT** SECTOR



Willmott Dixon and Tribus Digital **Gold**

Mi Aftercare is a bespoke digital platform developed by Willmott Dixon to revolutionise defect management in the property, construction and facilities management sector. The new approach uses power BI tools to better analyse data and improve outcomes for customers. The Tribus Digital-designed platform has also improved customer engagement and delivered an annual saving of more than half a million pounds, driven largely by an average 85-minute saving per defect.

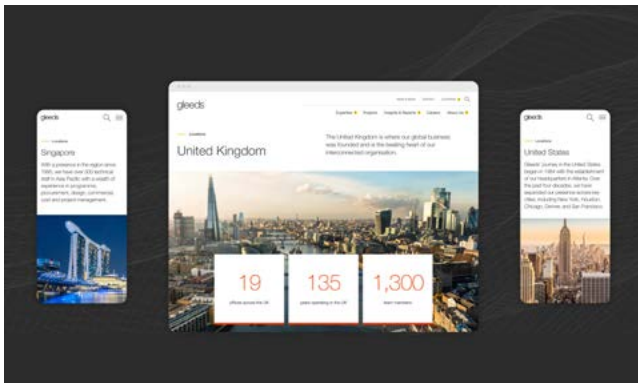
By logging defects in real time, Mi Aftercare is a powerful tool connecting Willmott Dixon with its customers and ensuring satisfaction long after a site is complete. It has also streamlined workflows for Willmott Dixon itself, resulting in efficiencies and cost savings. "This submission demonstrates exceptional innovation and strategic thinking that genuinely transforms how the construction industry approaches post-construction defect management. Mi Aftercare represents the gold standard for digital innovation in this sector," said one judge.

BEST USE OF DIGITAL FROM THE **PROPERTY, CONSTRUCTION AND FACILITIES MANAGEMENT** SECTOR



Kier and Design Portfolio **Silver**

Kier's corporate website was redesigned to attract more leads, improve back-end functionality and better meet stakeholders' needs. Design Portfolio also crafted an audience intelligence platform that tracks content engagement across the site. After the launch, more than 14,000 companies were identified as leads with more than 12,000 submitting contact form queries. Judges called this "a well-executed digital transformation with strong strategic alignment and impressive results."



Gleeds and SampsonMay **Bronze**

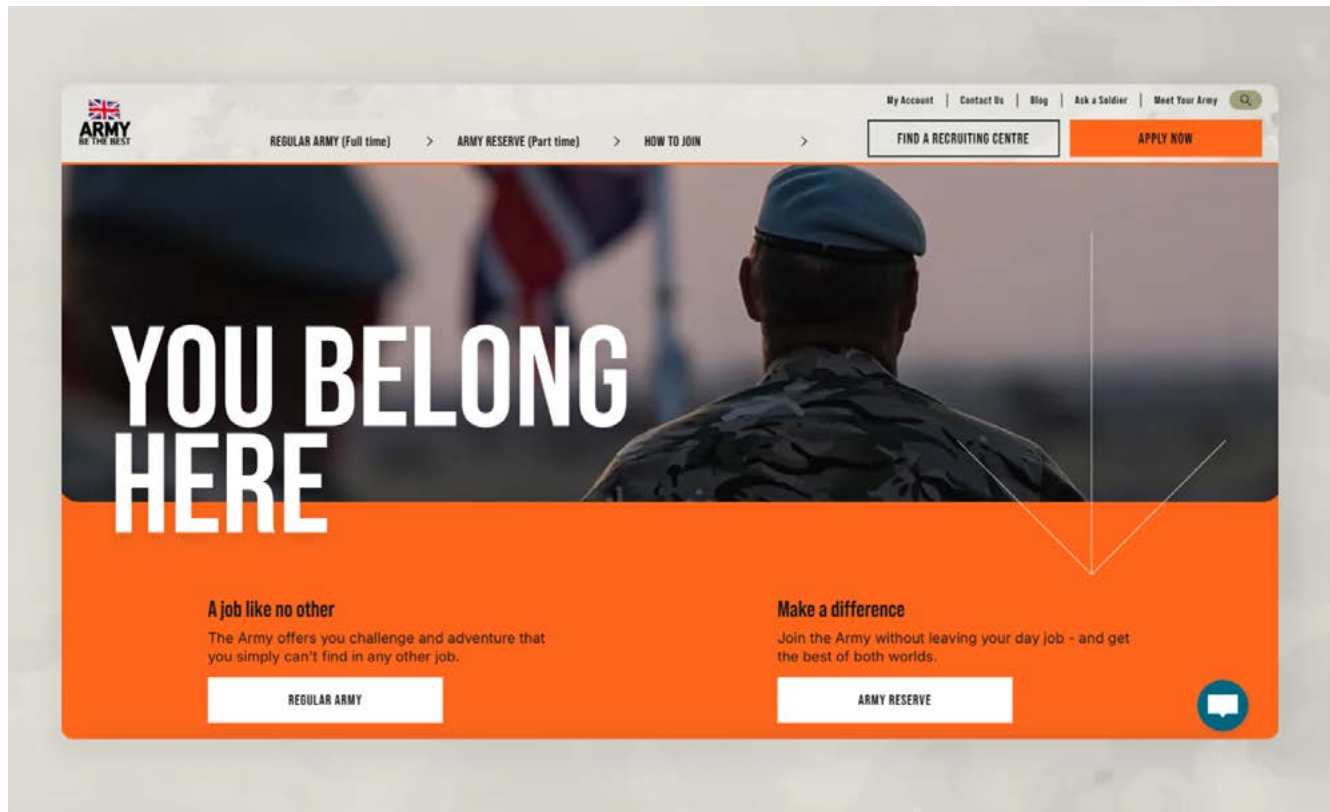
Global property consultancy Gleeds needed a site that better reflected its heritage, reach and strength of offer around the world. It worked with SampsonMay to bring its ambitious strategy to life through clear, project-driven content and location-specific information. There has been a 14% increase in engagement over the 12 months since launch. Judges called it "competent, well researched and well planned."



Norwegian Log Buildings Ltd and Equimedia Ltd **Bronze**

Norwegian Log Buildings faced challenges with the cost-of-living crisis, as construction costs grew significantly. It worked with Equimedia to tap into the growing trend for multigenerational households and generate greater conversion rates on its website. One judge said this was "a great campaign that helped engage with an older digital audience across a multichannel approach."

BEST USE OF DIGITAL FROM THE PUBLIC SECTOR



Capita for the British Army and Great State

Gold

The strength of the British Army's recruitment lies in both its people and its communications, but its website was becoming outdated and outmoded. Gen Z audiences were switching off and the British Army was struggling to convert visits into applications. It turned to Great State to revamp its online recruitment presence, putting a fresh, modern face on the institution and delivering a user experience in line with what young people today are accustomed to online.

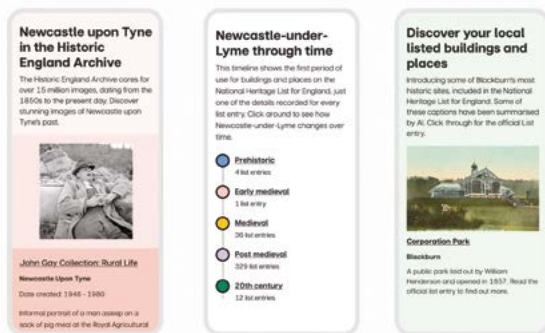
The new site is educational, immersive, informative and interactive. And it has seen a 97% increase in mobile applications, a 50% conversion rate to full applications from the virtual chat and a 98% increase in registrations through the website. These outstanding results have given the Army a new foundation from which to build a stronger future. One judge called it "a standout impressive campaign for recruitment across multiple digital contact points allowing them to align with Gen Z audiences."

BEST USE OF DIGITAL FROM THE PUBLIC SECTOR



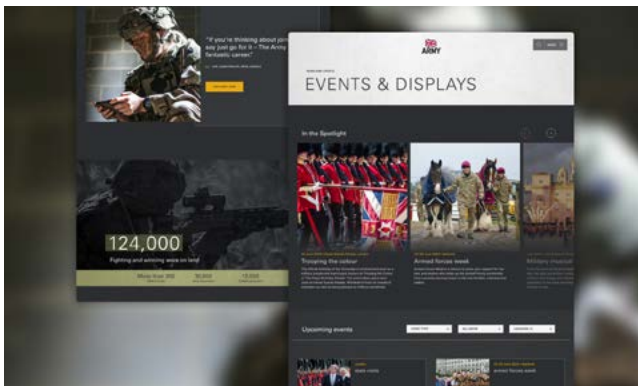
Civil Aviation Authority – ATOL and AB Brand and Marketing Silver

The Civil Aviation Authority worked with AB Brand to get people to take action and check whether their holiday packages were covered by ATOL. To do so, it delivered a high-impact campaign during the peak travel season, targeting four different key demographics. Its engaging content paid off, as more than 13,000 people checked their holiday protection, against a target of 7,000. One judge said, “The persona-based approach and multichannel strategy show good planning.”



Historic England and Storm ID Silver

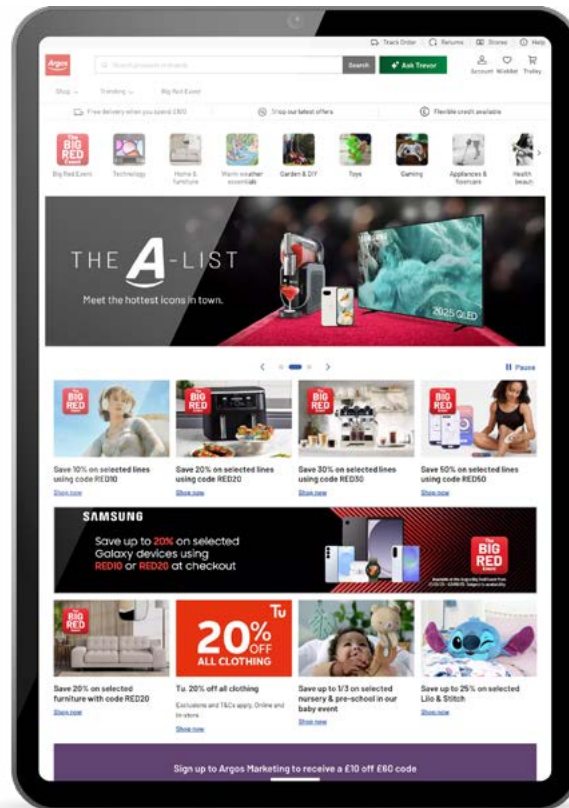
Historic England worked with Storm ID on a digital platform designed to transform how heritage, cultural and historic content is accessed and engaged with across Britain. Huge amounts of local historical information was inaccessible in fragmented archives or analogue formats, preventing engagement and a digital cultural record. Historic England created an accessible, engaging and enduring digital platform to change that. Judges thought this project was impressive, genuinely innovative in the sector and “very worthy”.



British Army and Cantarus Bronze

The British Army needed to update its primary website in order to better engage with modern audiences and better communicate about the organisation’s role in British society. The new site uses visual storytelling to bring the Army’s mission to life through interactive and dynamic elements. Judges thought the research Cantarus did into the existing site’s pain points and challenges allowed it to create a new platform that is usable for all the Army’s audiences.

BEST USE OF DIGITAL FROM THE RETAIL SECTOR



Argos and The Organic Agency Gold

Argos suffered a 45% drop in organic search visibility between September 2023 and March 2024 after a Google algorithm update. This stratospheric shift required Argos to rethink its search strategy and improve its visibility quickly. It worked with The Organic Agency to identify the root causes behind the decline and counter them. It examined Argos' content strategy, its keywords and metadata, and its SEO approach. This research revealed the need for improvements in technical implementation, optimisation and content strategy as well as highlighting a skills gap in SEO best practice internally.

The Organic Agency rebuilt Argos' search strategy and upskilled the internal team, leading to a 61% increase in visibility, outperforming its major competitors in the process. Judges called this a "well-run SEO campaign that delivered strong SEO performance", and praised the "systematic and detailed research and planning that led to solid results."

BEST USE OF DIGITAL FROM THE RETAIL SECTOR



Sligro and Happy Horizon – Vertigo 6 Silver

Dutch wholesaler Sligro worked with Happy Horizon on a spring campaign to make a big impact on social media. The fun, engaging content increased brand awareness, boosted footfall in store and solidified Sligro's positioning as a trusted partner for the culinary sector. Judges loved the way the TikTok-focused campaign actually resulted in more footfall through creative content and well-crafted messaging.

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



Premiership Rugby and Wilderness Agency

Gold

Premiership Rugby launched a new brand ahead of the 2025-2026 season. It targeted young people in a bid to build a strong fan culture among the Gen Z audience. Wilderness Agency ensured that the organisation's social media accounts weren't just full of content aimed at existing fans, but built to engage even casual viewers of those new to the sport. Using social video, it made rugby accessible and exciting to new fan groups. Tapping into social trends and conversation made the premiership relevant to people who might never have been to a game or watched the league on TV.

The season sold out with six weeks remaining to the final, the fastest sell-out on record: 85% more tickets were sold in 2025 than in 2024. And YouGov findings indicate that the campaign resulted in 1 million new fans aged 18-34, introducing a new era for Premiership Rugby. "Loved this. Creative. Technically strong. Clear objective, really agile, standout results," said one judge.



Walibi Holland and Happy Horizon

Gold

Dutch theme park Walibi Holland is a hugely popular family destination. But it wanted to encourage people to visit the park throughout the year, not just on peak days, and reach price-sensitive demographics such as young families. It worked with Happy Horizon on a flexible, dynamic-pricing campaign designed to showcase pricing options and planning to target audiences.

The campaign's use of real-time data to change pricing allowed visitors to book their visits on the days that most suited them, considering the dynamic price. A multi-day format allowed people to forecast different prices while also capitalising on impulse buy and the fear of missing out. More visitors attended on non-peak days, thereby spreading admission throughout the year. One judge called this an "innovative use of price in a digital marketing context."

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



Civil Aviation Authority – ATOL and AB Brand and Marketing Silver

The Civil Aviation Authority (CAA) worked with AB Brand on a peak campaign designed to get holidaymakers to check the ATOL status of their holiday providers. It hoped to spark both awareness of the ATOL protection scheme and behaviour change in holiday planning. Clever segmentation and excellent targeting delivered bang for the CAA's buck and resulted in a 170% increase in ATOL checks.

SAP's technology underlies so much of modern digital life. But while it has pervasive technology, expert knowledge and business influence, its social media presence was too reserved to make an impact. It undertook a social transformation to bring out the best of SAP for the public. 1000heads found that most of the engagement on SAP's posts actually came from employees, meaning SAP was largely speaking to itself.

114 SECTOR

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



Africell and Radstone Silver

Fast-growing African telecoms brand Africell worked with Radstone to redevelop its corporate website and communicate more effectively with the global investment community. The new site had to be culturally relevant and communicate Africell's corporate positioning clearly through visuals and written content. Judges liked the culturally sensitive approach. One said, "The new design reflects the new corporate goals and the website looks fresh and appealing to multiple audiences."



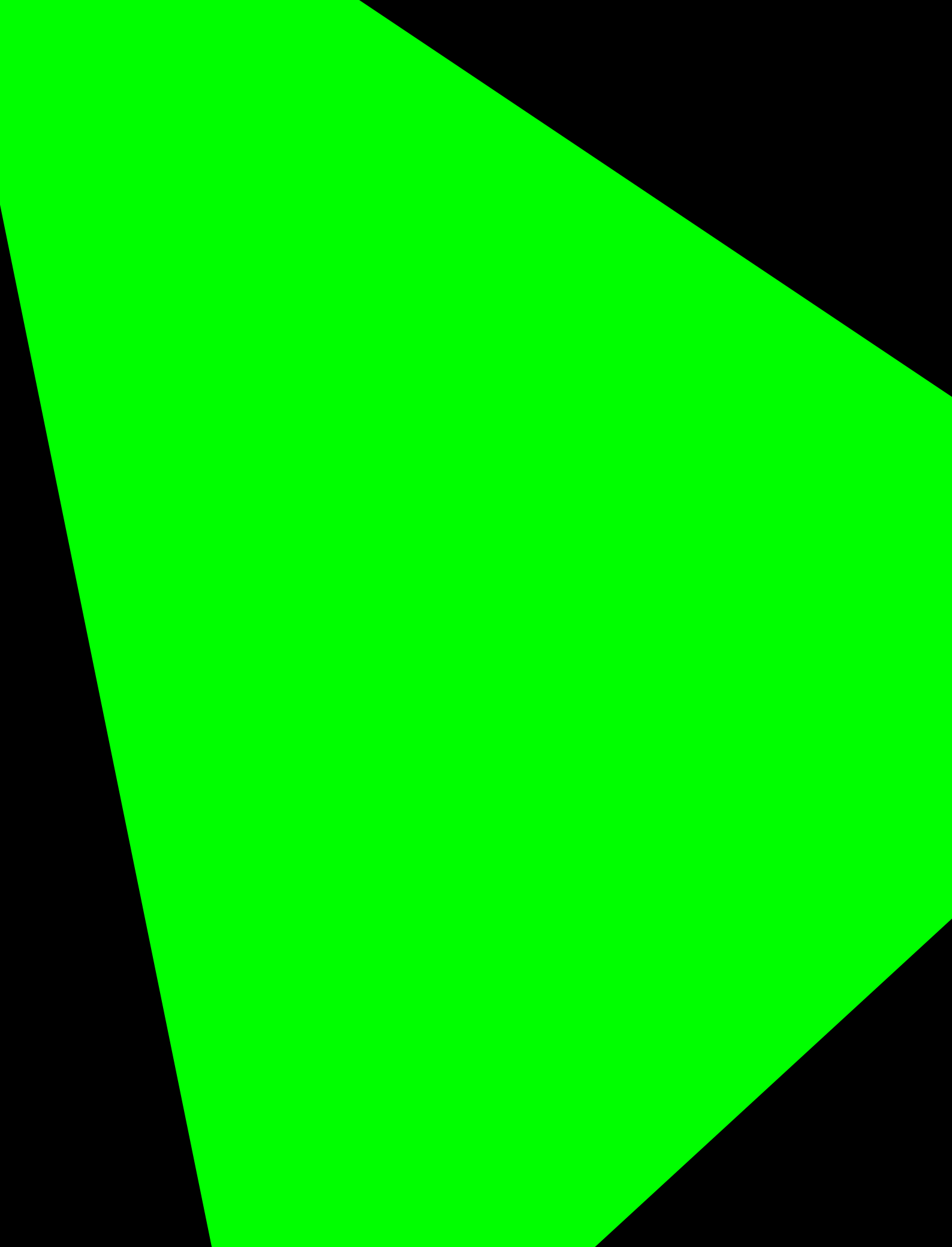
atNorth Silver

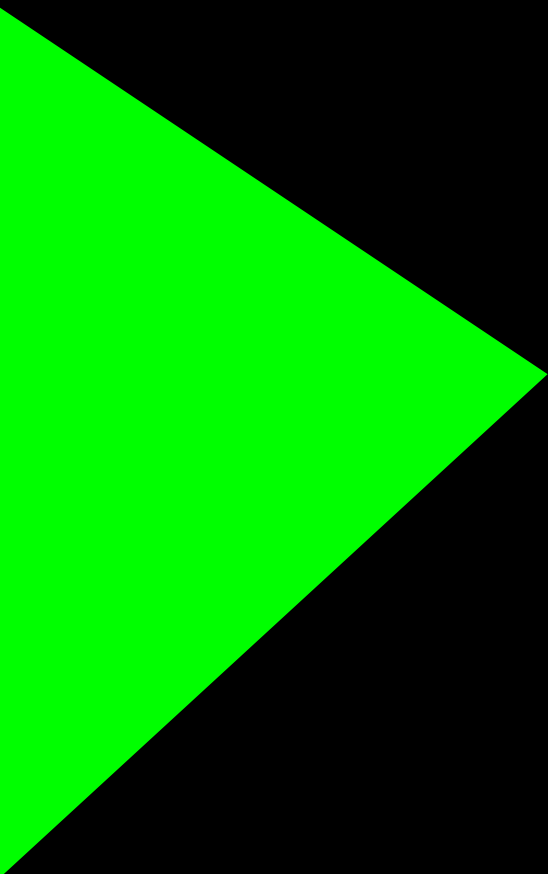
Data centre provider atNorth sought to tap into the cultural conversation around AI by linking AI use with climate change. It explored how the data-intensive nature of AI can be offset through sustainable data centres like atNorth's Nordics-based sites. It achieved a 40% increase in media share of voice as a result. One judge called this "a prime example of using digital to drive significant business value."



Logitech and Happy Horizon – Vertigo 6 Bronze

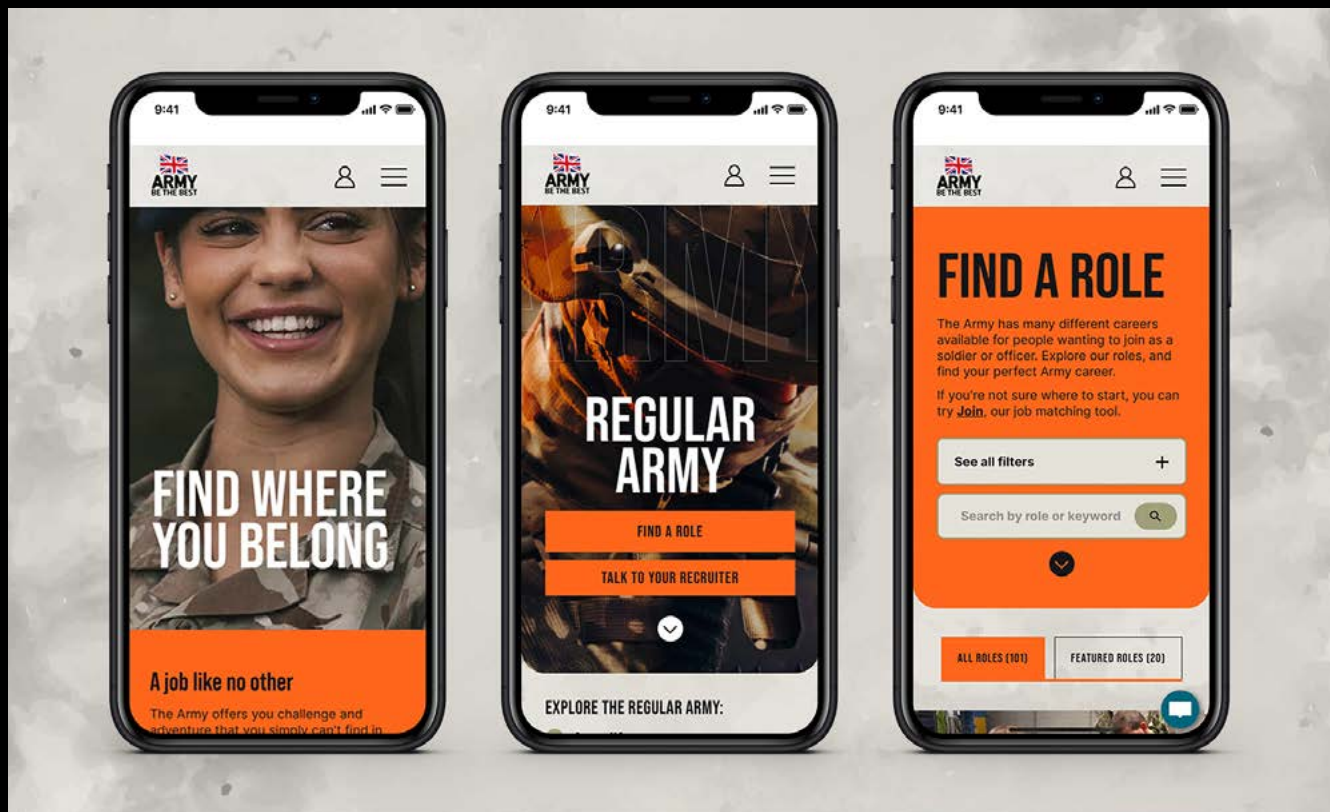
Logitech launched LogiWork Days, an employer brand initiative designed to inspire and motivate hybrid workers after the holiday period. It aimed to invigorate workers both at home and in the office and refresh their commitment to the Logitech brand. Judges thought this was a brilliant way to link Logitech's brand purpose and its products to the corporate culture in a positive way.





GRAND ACCOLADE

GRAND PRIX



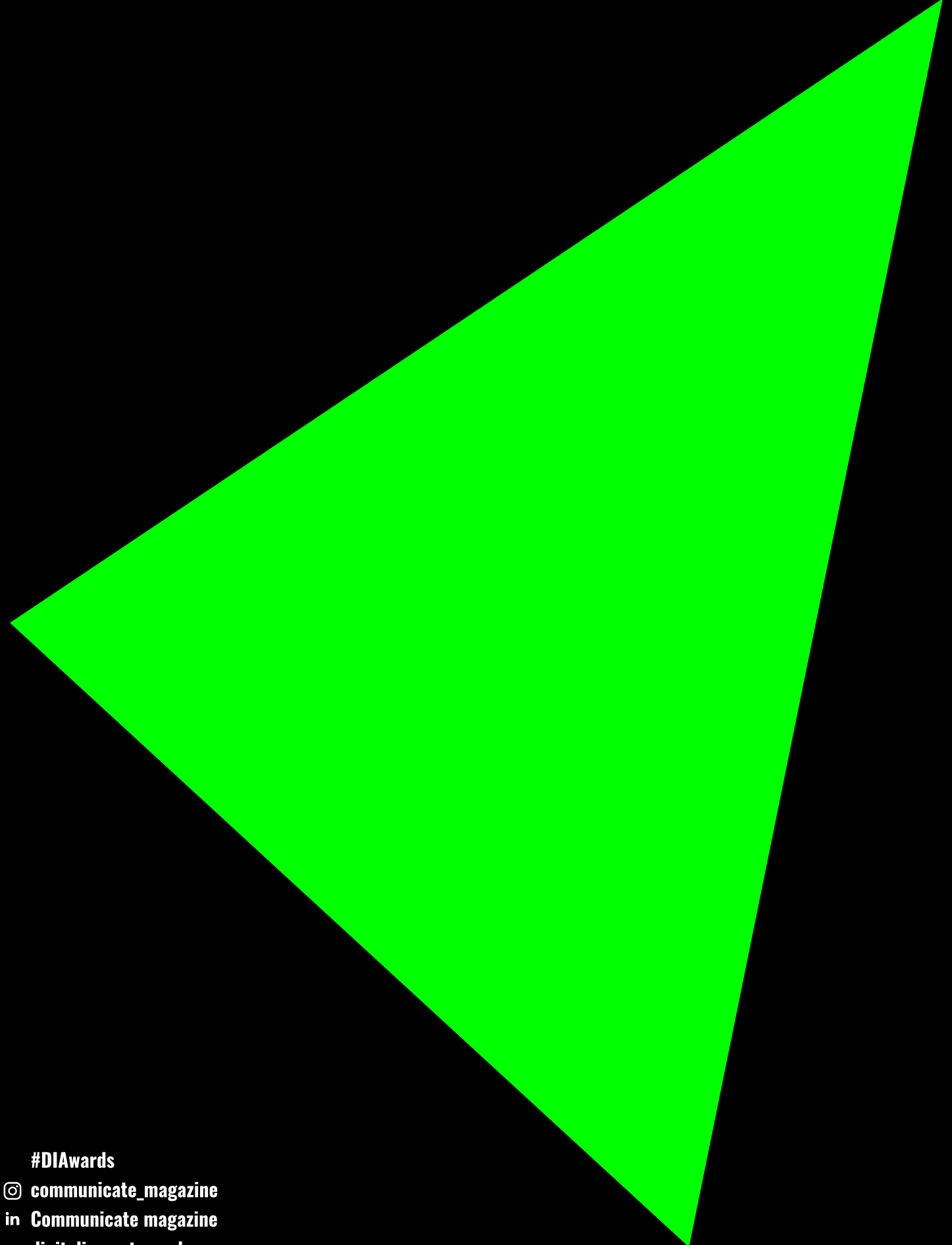
Capita for the British Army and Great State Gold

The British Army must achieve excellence in its recruitment mission in order to attract quality entrants who will become the guardians of British safety and security well into the future. This objective is vital to the very fabric of British society. So when the Army's recruitment website – run by Capita – was no longer connecting with its target audience of people as young as in their teens, it was time for a rethink.

Great State had to transform the user experience in just 12 weeks. The new site needed to reflect the way consumer sites work to appeal to Gen Z recruits. It also had to demystify army life, present a clear roadmap of career opportunities and deliver compelling communications that inspire people to join. The new website is mobile-friendly in the first instance. Its updated user journey guides visitors towards the content that is best suited to their personal interests. The tone also shifted from imposing and somewhat institutional to welcoming and inspiring.

And the results have been astounding. There was a 97% increase in mobile applications and a 98% increase in applications via the website. The newly updated virtual chat function saw a 6% boost and a 50% conversion rate from chat to application. One judge said this was “executed with military precision”. Another said, “The British Army demonstrates great strategic alignment, innovative thinking and terrific results that clearly advance organisational objectives. The comprehensive documentation and impressive metrics make this a standout example of digital transformation excellence.”

It is a worthy winner of this year's Grand Prix award.



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