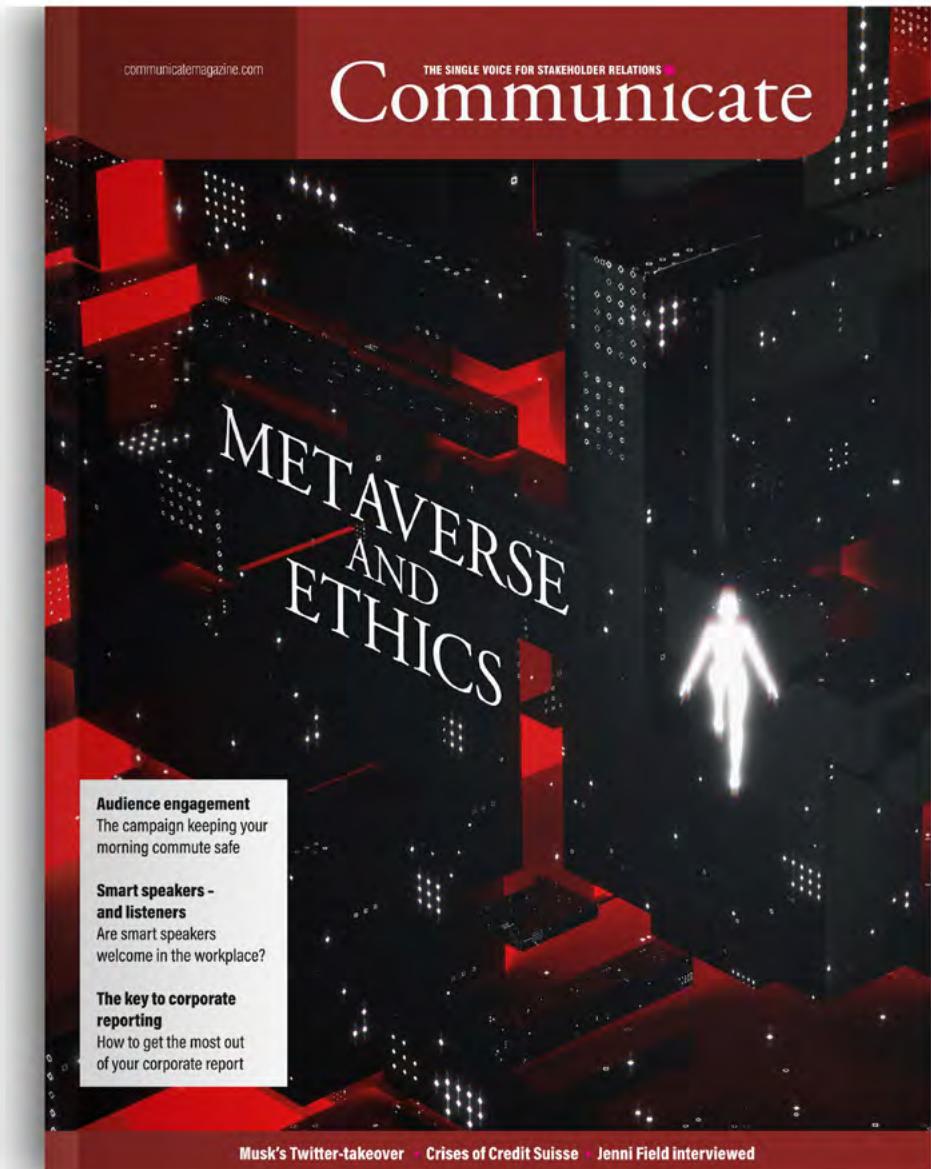


# DIGITAL IMPACT AWARDS

2023

**WINNERS BOOK**

# The UK's leading magazine for corporate communications and stakeholder relations



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This is the 14th year Communicate magazine has celebrated digital corporate communications. If you're reading these opening words of the Digital Impact Awards 2023 winners book then I am delighted to tell you that you have a real treat ahead of you.

At 72 pages it is one of the biggest winner's book we've published for the Digital Impact Awards. This is perhaps not surprising, this year was a record year for entries. It isn't the quantity of entries that makes this year's Digital Impact Awards stand out. The calibre of the work continues to vex, challenge and astound the Digital Impact Awards judging panel. I hope you enjoy reading about these outstanding projects as much as the judges enjoyed discussing them.

**Andrew Thomas**  
Publisher  
Communicate magazine

- 4 Judges
- 10 Winners

#### **DELIVERABLES**

- 14 Best corporate website
- 17 Best use of mobile and/or corporate app
- 18 Best digital communication as part of an integrated campaign
- 20 Best use of digital to aid a CSR campaign
- 21 Best corporate viral campaign
- 22 Best use of online video
- 24 Best use of audio
- 25 Best digital accessibility
- 26 Best digital rebrand
- 28 Best use of artificial intelligence
- 29 Best use of augmented reality or virtual reality
- 32 Best use of data
- 34 Best innovation

#### **SOCIAL MEDIA**

- 36 Best use of existing social media platforms: small budget <£20k
- 38 Best use of existing social media platforms: medium budget £20K-75K
- 39 Best use of existing social media platforms: large budget £75K+
- 40 Best community development

#### **BEST USE OF DIGITAL TO AN INTERNAL AUDIENCE**

- 41 Best intranet
- 42 Best digital employee communication

#### **BEST USE OF DIGITAL TO AN INVESTMENT AUDIENCE**

- 44 Best online annual report
- 46 Best use of digital to an investment audience

#### **BEST USE OF DIGITAL TO AID MEDIA RELATIONS**

- 47 Best online newsroom

#### **EVALUATION**

- 48 Best evaluation strategy

#### **BEST USE OF DIGITAL BY SECTOR**

- 49 Best use of digital by a charity, NGO or NFP
- 50 Best use of digital from the education sector
- 52 Best use of digital from the energy and utilities sector
- 53 Best use of digital from the engineering and manufacturing sector
- 55 Best use of digital from the extraction (oil, gas and mining) sector
- 56 Best use of digital from the financial services sector
- 58 Best use of digital from the food and beverage sector
- 59 Best use of digital from the healthcare and pharmaceutical sector
- 61 Best use of digital from the industrial and basic materials sector
- 62 Best use of digital from the professional services sector
- 64 Best use of digital from the property, construction and facilities management sector
- 65 Best use of digital from the public sector
- 66 Best use of digital from the retail sector
- 67 Best use of digital from the sports, travel, leisure and tourism sector
- 68 Best use of digital from the technology, media and telecommunications sector
- 69 Best use of digital from the transport and logistics sector

#### **GRAND ACCOLADE**

- 70 Grand prix



**Caroline Abomeli**  
**Director of communications,  
 digital and corporate strategy**  
 A2Dominion Group

Caroline has over 18 years' experience in communications, public relations and digital. A trained journalist with an MA in business management, she is responsible for the group's corporate communications, customer communications, digital, corporate strategy and planning functions. Caroline is also a non-executive director of Hertfordshire-based housing association B3Living, a trustee of the Ethical Property Foundation and is a member of the Chartered Institute of Public Relations.



**Suhail Adam**  
**Head of social media, UK and Europe**  
 TCS

Suhail has over 14 years of experience in digital marketing having worked for the Government Digital Service (GDS), British Council and Apple Retail. Based in London, he leads a team of five and is responsible for the development and implementation of TCS's UK and Europe social media strategies. Suhail focuses on driving strategic alignment with regional markets, growing communities, establishing new partnerships and enhancing brand reputation.



**Elizabeth Charlesworth**  
**Head of press and communications**  
 The Old Vic

Elizabeth is a multi-award-winning head of communications based in London who has worked across a range of creative industries including theatre, music and non-profit to grow brand awareness, drive sales and manage reputation. Through this, she has developed and implemented innovative, industry-leading communications strategies and campaigns across social, press, marketing and content, and acts as a trusted counsel through her leadership of ongoing horizon scanning and crisis communications. Elizabeth sits on the board of trustees for Book, Music & Lyrics, a musical theatre workshop organisation.



**Evlambios Christofi**  
**Head of digital communications**  
 Department for Work and Pensions (DWP)

Evlambios has over 14 years' experience in digital communications and currently heads up a diverse and talented in-house team split across social media, video production and graphic design, producing creative content for the Department for Work and Pensions (DWP). At DWP, Evlambios is responsible for bringing high profile policy areas to life and developing audience-focused strategies to over 20 million claimants and customers. Prior to joining DWP, Evlambios worked at Action Fraud within the City of London Police.



**Rachael Courtney**  
**Head of social and content**  
 Virgin Media O2

Rachael started out in PR and events, and now has over 17 years' experience running social media for big brands. Previous roles have included heading up social at Cineworld and Three, where she was responsible for a number of award-winning social campaigns. Rachael now heads up social and content at Virgin Media O2, leading the team to deliver on strategy and creative that meets brand and business objectives.



**Jérôme Dévé**  
**Director of external communications**  
 Pfizer

Jérôme is the head of external communications for Pfizer in France, a leading research-based biopharmaceutical company. He leads a team of professionals whose remit includes reputation, corporate communications, brand, PR, digital and social. As a professional with 20 years' experience in healthcare and life science, his experience spans markets worldwide with a rich blend of B2C and B2B experiences, marketing insights and global perspective.

**Mark Frankel**

**Former director of content operations**  
International SOS

Mark was the director of content operations for the global medical and security risk experts, International SOS. He spent nearly two decades as a journalist and editor for BBC News and has delivered numerous talks and published several studies on the use and misuse of social media and eyewitness media.

**Andy Gibbard**

**Global director of digital and brand**  
SGS

Andy is global director of digital and brand at SGS, the world's leading testing, inspection and certification company, with over 96,000 employees across a network of more than 2,600 offices and laboratories around the world. Having been at SGS since 2013, Andy has taken on various roles. Initially he specialised in web, but later moved through several different management positions. His current role covers the whole spectrum of digital marketing and brand communications. He previously spent time working in the creative agency sector in a career spanning more than 15 years.

**Andrea Gold**

**Head of channels and measurement**  
Rolls-Royce

Andrea is an experienced digital communications strategist with over 15 years of experience in delivering digital solutions. She is currently responsible for the global digital marketing and communications strategy for the Rolls-Royce external channels where she focuses on supporting a large network of internal and external stakeholders across all areas of the business. Previously she has worked at the IOPC and the Met Police. She started her career at the BBC. Andrea has an MA in digital culture and lives in North London with her partner and son.

**Adrian Harris**

**Head of communications and digital**  
Westminster Abbey

He is currently head of communications and digital at Westminster Abbey. Previously he was head of digital and digital at VisitBritain, overseeing a multi-million-pound digital transformation programme. Also, prior to this, he worked at the Church of England for five and a half years, setting up and running the digital team. Adrian previously oversaw the work of global digital teams at Tesco and Bupa, leading various digital change programmes and building integrated teams.

**Eloise Hecimovic**

**Director of digital and content**  
CVC

Eloise is a digital communications specialist, with 20 years of experience. She has worked with both consumer and digital but more recently has focused on corporate communications. This has included digital strategy, governance, ownership of online reputation and alignment of brand and marketing, across digital channels.

**Paul Mallaghan**

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

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



# GATHER

Creativity that connects

**We would like to thank all  
of our clients who have worked  
with us this year, exploring  
how to use digital to transform  
their businesses and build  
stronger brand connections.**

**Alex Delves-Broughton**  
Director of Growth and Business Development

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**Hannah Moss**  
**Head of digital engagement**  
Willmott Dixon

Hannah has worked in senior communications and marketing roles in industry-leading organisations such as Willmott Dixon. Hannah uses her extensive experience to lead thinking and influence change through marketing strategy, digital marketing systems, social strategy, people engagement, business integration and change management. In her current role as head of digital engagement, Hannah is leading and pioneering digital engagement teams, 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

Sarah-Jean, also known as SJ, is an accomplished promo producer turned social media campaign manager. She began her career in advertising in Singapore, working with clients like American Express Bank, GUESS? and KFC. She later earned recognition by winning two international PROMAX awards while producing on-air promos for Disney Channel Asia. SJ then transitioned to Virgin Media TV, where she spent seven years writing, producing, and directing various TV promo projects, including a campaign with Rose McGowan.



**Dawn O'Connor**  
**Marketing and digital manager**  
The Prince's Trust

Dawn is a marketing and digital specialist based in Manchester. Dawn currently works in the NFP sector at The Prince's Trust, a UK wide charity supporting young people. She has more than 11 years of experience in the industry, both in agencies and in-house.



**Eva Petrova**  
**Content and digital marketing manager**  
London's Air Ambulance Charity

Eva has 13 years of experience in marketing and communications, both in-house and global agency side. Following her time at Edelman working with FMCG clients based in Europe and the USA, Eva has dedicated 11 years to promoting and securing funding for London's helicopter emergency medical service. She has a 360-degree understanding of integrated marketing thanks to career growth across digital, content, PR, media, celebrity and influencer relations. Eva has an MA in media studies and holds an academic award in the field.



**Jodie Promod**  
**Director of communications**  
Grant Thornton UK LLP

Jodie is director of communications at Grant Thornton UK LLP. She has more than 20 years' communications experience in the financial services and automotive sectors in the UK and USA. She is passionate about employee engagement and the instrumental role of a well-crafted digital communication strategy. Jodie believes that great content deserves great channels. By striking the right blend of push and pull communication approaches and personalising content delivery, organisations can ensure their messages engage and resonate with employees.



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

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



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we going

if everywhere  
is open?



HSBC

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**Nick Rose**

**Head of brand, marketing and digital communications**

Linklaters

Nick is an experienced brand, digital and communications professional. He is responsible for the external communications across all Linklaters' websites and social media channels. He also owns the brand and drives implementation across the firm. Prior to joining Linklaters, the magic circle law firm, Nick spent 15 years at award-winning creative and communications agencies. He supported financial institutions, natural resource and media organisations in the UK and international markets with their corporate communications and brand campaigns.

**James Rowland**

**Director, media and automation**

London Stock Exchange Group

James is the director of media and automation for London Stock Exchange Group (LSEG), a leading global financial markets infrastructure and data provider. He leads a team of experts whose roles include marketing automation, demand generation, SEO, paid search, media buying, programmatic and technology enablement. A former winner of the Chartered Institute of Marketing's 'Marketer of the Year' prize, James has over 13 years of digital marketing experience working with top brands in agencies and managing large international teams in-house.

**Helen Wood**

**Head of content and publishing strategy**

Hill+Knowlton Strategies

Helen is the head of content and publishing strategy at global communications company, Hill+Knowlton Strategies. Prior to this, she was the senior account executive at Talk PR. Helen has more than 11 years of experience in strategy, social and content marketing. Helen has created integrated brand and product campaigns for clients such as Adidas, Canon, Huawei and Intel.

**Paolo Valenziano**

**Head of digital communications and content delivery**

Bank of England

Paolo is the head of digital communications and content delivery at the Bank of England, where he leads the strategic direction, user testing and content production for digital publications, website and social media. Paolo's background includes experience in graphic design, web development, digital marketing and branding. Paolo's career has bridged client-side and agency-side roles, and he has delivered successful campaigns and projects for diverse organisations, in both the private and public sector. Beyond his career, he nurtures a keen interest in exploring the possibilities of generative AI.

**Roeland van der Heiden**

**Senior director, commercial digital strategy**

AstraZeneca

Roeland leads the content strategy team in AstraZeneca's global commercial digital and innovation department, based in Cambridge, UK. Roeland joined AstraZeneca in 2008 as communications director in the Netherlands and has held the roles of communications lead for the Western Europe area, brand communications lead for the Europe region and director of digital communications in the global corporate affairs team, before he joined the global commercial digital and innovation team in 2021.

**DELIVERABLES****BEST CORPORATE WEBSITE**

- Gold** – Hogan Lovells and Living Group  
**Silver** – Ariel Investments and Brunswick Creative  
**Silver** – RTW Investments and SampsonMay  
**Bronze** – BICS and Isoline Communications  
**Highly commended** – Anglo American and Investis Digital [iDX]  
**Highly commended** – GSK and Radley Yeldar

**BEST USE OF MOBILE AND/OR CORPORATE APP**

- Gold** – Karaca  
**Silver** – The Royal Navy and Great State  
**Bronze** – Letterprins, IJfontein and Vertigo 6

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

- Gold** – East Europe Foundation  
**Silver** – Shell China and BCW Beijing  
**Bronze** – Abbott Healthcare Pvt. Ltd.  
**Bronze** – Bloomberg  
**Highly commended** – Chums and Click Consult

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

- Gold** – East Europe Foundation  
**Silver** – Deloitte US and We Are Tilt  
**Bronze** – Schroder Investment Management (Singapore) Ltd  
**Highly commended** – JTI and Ignis

**BEST CORPORATE VIRAL CAMPAIGN**

- Silver** – Vodafone

**BEST USE OF ONLINE VIDEO**

- Gold** – Deloitte US and We Are Tilt  
**Gold** – Royal Air Force, Not Going To Uni and Content Marketing Pod  
**Silver** – Petrofac  
**Silver** – Philip Morris International – Japan beginning a smoke free era  
**Bronze** – DFDS and Battenhall  
**Bronze** – Philip Morris International – The future reimagined  
**Highly commended** – MSD Sharp & Dohme and Edelman

**BEST USE OF AUDIO**

- Gold** – Dyson and Vixen Labs  
**Silver** – PwC and the C-suite: The race for the future  
**Bronze** – International SOS  
**Bronze** – Royal Air Force, Not Going To Uni and Content Marketing Pod

**BEST DIGITAL ACCESSIBILITY**

- Gold** – EE (BT Group)  
**Silver** – HSBC with Hassell Inclusion and Reflex Arc  
**Bronze** – NatWest Group

**BEST DIGITAL REBRAND**

- Gold** – RTW Investments and SampsonMay  
**Silver** – BeFibre and The Bigger Boat  
**Bronze** – Govox and The Bigger Boat  
**Bronze** – The Intercooler and Treacle Media  
**Highly commended** – Anglo American and Investis Digital [iDX]  
**Highly commended** – Syncrona and three thirty studio

**BEST USE OF ARTIFICIAL INTELLIGENCE**

- Gold** – Koctas and Quin AI Audience Engine  
**Gold** – Tencent Video and Design Bridge and Partners

**BEST USE OF AUGMENTED REALITY OR VIRTUAL REALITY**

- Gold** – Karaca  
**Silver** – HSBC with Hassell Inclusion and Reflex Arc  
**Silver** – WILTOPIA Playmobil® and Sensory-Minds GmbH  
**Bronze** – PwC  
**Highly commended** – REGENXBIO and Random42 Scientific Communication

**BEST USE OF DATA**

- Gold** – Watchfinder & Co and OneFifty Consultancy  
**Silver** – Haleon and Economist Impact  
**Bronze** – Letterprins, IJfontein and Vertigo 6  
**Bronze** – Lloyds Banking Group and Performics @ Zenith UK  
**Highly commended** – Abbott Healthcare Pvt. Ltd.  
**Highly commended** – Sax Lift and MediaGroup Worldwide

**BEST INNOVATION**

- Gold** – iQ Student and OneFifty Consultancy  
**Silver** – PwC – With you in the Metaverse  
**Bronze** – Dell Technologies and Silver  
**Bronze** – Performics UK  
**Highly commended** – Appjexion and Freshheads  
**Highly commended** – PwC and the C-suite: The race for the future

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

- Gold** – The Royal Navy and Great State  
**Silver** – KPIT Technologies  
**Bronze** – Schroder Investment Management (Singapore) Ltd  
**Highly commended** – Aviva  
**Highly commended** – Harvester and OneFifty Consultancy

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

- Gold** – iQ Student and OneFifty Consultancy  
**Silver** – ASUS ROG Pantheon and Ranieri Agency  
**Bronze** – De'Longhi Eletta Explore Cold Brew Confessions and Ranieri Agency  
**Bronze** – Morgan Motor Company and Battenhall

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

- Silver** – Rockfon and MediaGroup Worldwide  
**Bronze** – Lloyds Banking Group and Performics @ Zenith UK

**BEST COMMUNITY DEVELOPMENT**

- Gold** – INEOS Grenadier and SHARE Creative  
**Silver** – YouTube and Battenhall  
**Bronze** – Julius Baer

**BEST USE OF DIGITAL TO AN INTERNAL AUDIENCE**

- BEST INTRANET**  
**Gold** – Biedronka and Cut2Code  
**Silver** – Education and Training Foundation OFED and Freshheads  
**Bronze** – Government's Policy Profession and Connect Internet Solutions

**BEST DIGITAL EMPLOYEE COMMUNICATION**

- Gold** – JTI and Ignis  
**Silver** – DWP  
**Bronze** – Bank Gospodarstwa Krajowego and LiveAge  
**Bronze** – KPMG and We Are Tilt  
**Highly commended** – ASOS and WM Reply

**BEST USE OF DIGITAL TO AID MEDIA RELATIONS**

- BEST ONLINE NEWSROOM**  
**Gold** – John Lewis Partnership and PressArea

**EVALUATION**

- BEST EVALUATION STRATEGY**  
**Gold** – Watchfinder & Co and OneFifty Consultancy

**BEST USE OF DIGITAL TO AN INVESTMENT AUDIENCE**

- BEST ONLINE ANNUAL REPORT**  
**Gold** – Banco Santander and Bestiario  
**Silver** – BT Group and Emperor  
**Silver** – Legal & General and Radley Yeldar  
**Bronze** – Aliaxis Group SA and Gather  
**Highly commended** – UK Power Networks and Instinctif Partners  
**Highly commended** – Workspace Group PLC and Gather

**BEST USE OF DIGITAL TO AN INVESTMENT AUDIENCE**

- Gold** – Schroder Investment Management (Singapore) Ltd  
**Silver** – Schroder Investment Management (Singapore) Ltd  
**Bronze** – Schroder Investment Management (Singapore) Ltd and antics@play

**BEST USE OF DIGITAL BY SECTOR****BEST USE OF DIGITAL BY A CHARITY, NGO OR NFP****Gold – East Europe Foundation**

Silver – Race Equality Matters and Edelman

Bronze – Croda Foundation and Bray Leino

Highly commended – Encephalitis Society

**BEST USE OF DIGITAL FROM THE EDUCATION SECTOR****Gold – National Film & Television School and Contra Agency**

Silver – MetFilm School and Contra Agency

Bronze – GMAC™ and Wardour

Bronze – WILTOPIA Playmobil® and Sensory-Minds GmbH

Highly commended – NUOVO Scholen and Elevate Digital

**BEST USE OF DIGITAL FROM THE ENERGY AND UTILITIES SECTOR****Gold – UK Power Networks Services and Instinctif Partners**

Silver – Shell China and BCW Beijing

Silver – UK Power Networks and Instinctif Partners

**BEST USE OF DIGITAL FROM THE ENGINEERING AND MANUFACTURING SECTOR****Gold – THALES UK and LEAP Create****BEST USE OF DIGITAL FROM THE EXTRACTION (OIL, GAS AND MINING) SECTOR**

Silver – Anglo American and Investis Digital [iDX]

**BEST USE OF DIGITAL FROM THE FINANCIAL SERVICES SECTOR****Gold – Schroder Investment Management (Singapore) Ltd**

Silver – Aviva

Silver – Legal &amp; General

Bronze – Ariel Investments and Brunswick Creative

Bronze – Lloyds Banking Group and Performics @ Zenith UK

Highly commended – Schroder Investment Management (Singapore) Ltd and [antics@play](mailto:antics@play)**BEST USE OF DIGITAL FROM THE FOOD AND BEVERAGE SECTOR**

Bronze – Papa Johns and Qumin

**BEST USE OF DIGITAL FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR****Gold – Haleon and Economist Impact**

Silver – RTW Investments and SampsonMay

Bronze – The Hearing Care Partnership and Bray Leino

**BEST USE OF DIGITAL FROM THE INDUSTRIAL AND BASIC MATERIALS SECTOR**

Silver – Renewi and Wardour

Bronze – Synthomer and Emperor

**BEST USE OF DIGITAL FROM THE PROFESSIONAL SERVICES SECTOR****Gold – PwC and the C-suite: The race for the future**

Silver – Hogan Lovells and Living Group

Silver – Publicis Sapient

Bronze – KPMG and We Are Tilt

Highly commended – Appjetion and Freshheads

Highly commended – PwC – With you in the metaverse

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

Silver – iQ Student and OneFifty Consultancy

Bronze – Derwent and Emperor

**BEST USE OF DIGITAL FROM THE PUBLIC SECTOR****Gold – The Royal Navy and Great State**

Silver – DWP

**BEST USE OF DIGITAL FROM THE RETAIL SECTOR****Gold – Education and Training Foundation OFED and Freshheads****BEST USE OF DIGITAL FROM THE SPORTS, TRAVEL, LEISURE AND TOURISM SECTOR****Gold – Civil Aviation Authority and AB Brand and Marketing**

Silver – Xbox and Edelman

Bronze – Outdoor Inns and Adaptable

**BEST USE OF DIGITAL FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR****Gold – BICS and Isoline Communications**

Silver – Tiviti and Adaptable

Bronze – Auto Trader Group and three thirty studio

Bronze – The Intercooler and Treacle Media

**BEST USE OF DIGITAL FROM THE TRANSPORT AND LOGISTICS SECTOR****Gold – Mr Clutch Autocentres and Click Consult**

Bronze – Bridgestone EMIA and Sequel Group

Highly commended – DP World and Economist Impact

Highly commended – mfdirect and Bray Leino

**GRAND ACCOLADE**

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**GRAND PRIX**

**Winner – The Royal Navy and Great State**

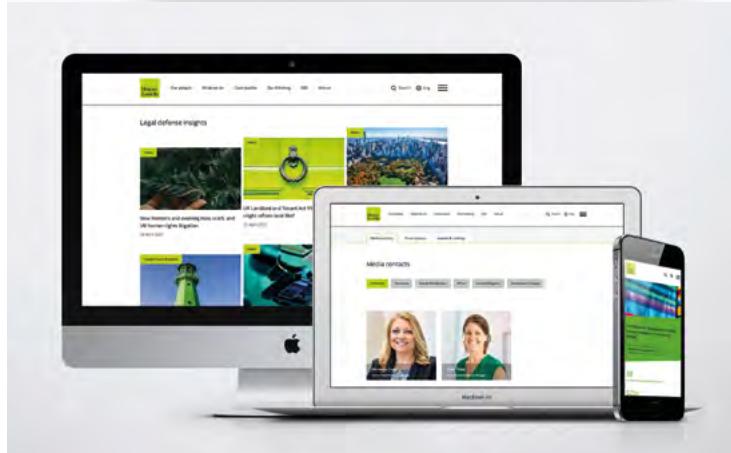
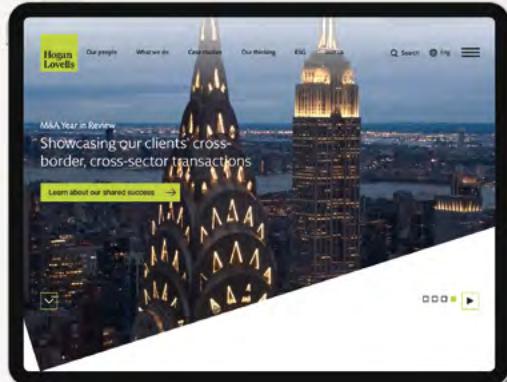
# BEST CORPORATE WEBSITE

## Hogan Lovells and Living Group

### Gold

Hogan Lovells' ageing website was plagued with a content management problem. Content – created by teams around the world – was poorly managed, implemented and marketed. The website also relied on an outdated grid structure that was hampering its ability to create an immersive brand world.

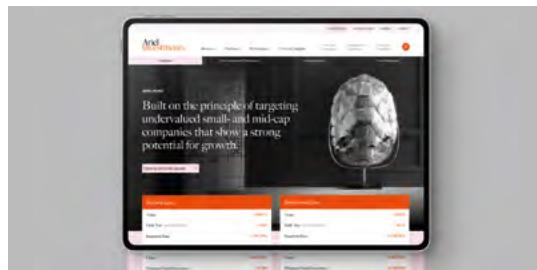
Living Group made content management the priority in developing the new site, stripping 45,000 pages down to 11,000, updating the UI, delivering a more personal, curated selection of content to users and implementing a clear navigational system that uses the brand's own messaging to direct users around the site. This stroke of genius united the UX with the brand's core objectives and purpose. One judge said this was "a really thorough and well-executed redesign with results to match."



## Ariel Investments and Brunswick Creative

### Silver

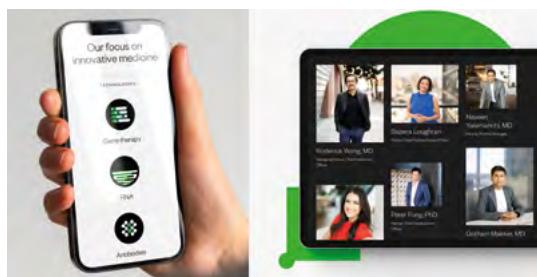
As part of Ariel Investments' rebrand, Brunswick Creative designed a stylish new site for the firm that facilitates a simpler user journey. The new site prioritises key financial information and valuable content while delivering a visual impact in line with the brand's personality. "This is an elegant brand, which is not easily achieved," said one judge.



## RTW Investments and SampsonMay

### Silver

Life sciences investment fund RTW Investments worked with SampsonMay to deliver a new site primed to support the company's expansion beyond its initial remit as a hedge fund. The new website was not only brought up to date, but rendered in a visually compelling style with clear graphic ties to the life sciences industry. "This was an excellent website refresh with plenty of evidence of detailed research and analysis and some impressive results overall," said one judge.





## **BICS and Isoline Communications**

### **Bronze**

B2B communications brand BICS worked with Isoline Communications to transform its site from a product catalogue to a more concept-driven, meaningful comms platform. The new site improved cut-through and saw an impressive uptick in leads and sales. Judges thought the results were proof enough, citing the careful tracking of the customer journey and audience persona identification as excellent strategies for success.

## **Anglo American and Investis Digital [iDX]**

### **Highly commended**

Investis Digital [iDX] simplified Anglo American's sprawling corporate website to put the user first, resulting in a more meaningful, clear communications mechanism.

## **GSK and Radley Yeldar**

### **Highly commended**

Radley Yeldar created a corporate site allowing GSK to state its overall mission and purpose, allowing its devolved local sites to communicate with audiences in a more specialised way.

Shortlisted for "Best corporate viral campaign"



# Vodafone creates WoW moments that matter

Digital Dexterity for innovation & customer delight. Delivered with excellence.

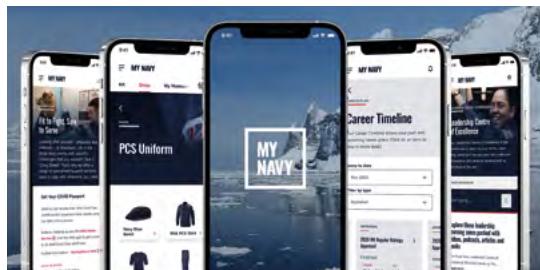


**Play-to-Win**  
Coupon awarding games inside  
Karaca's e-commerce mobile app

**Karaca  
Gold**

Turkish home and kitchen retailer Karaca wanted to engage with consumers through lifestyle gaming as a way to build a stronger connection with the brand. To do so, it developed a mobile shopping app that offered users rewards and coupons for playing games. As a result, a third of the app's purchases were made using game coupons.

This creative blend of lifestyle activities and online shopping positioned Karaca more firmly as the choice retailer for home and kitchen goods. One judge said, "I like this. It draws in the prospective customer with engaging content and shows a clear correlation with their conversion to revenue. Karaca showed strong creativity and innovation."



**The Royal Navy and Great State  
Silver**

To reverse the trend of attrition in the Royal Navy, Great State developed an app designed to support sailors' careers with key communications at crucial inflection points. The app is now widely used across the Navy, with a growing empowerment and confidence in career development seen as a result. Judges thought the research and insights behind the app led to a professional, strategic piece of digital communications.



**Letterprins, IJsfontein and Vertigo 6  
Bronze**

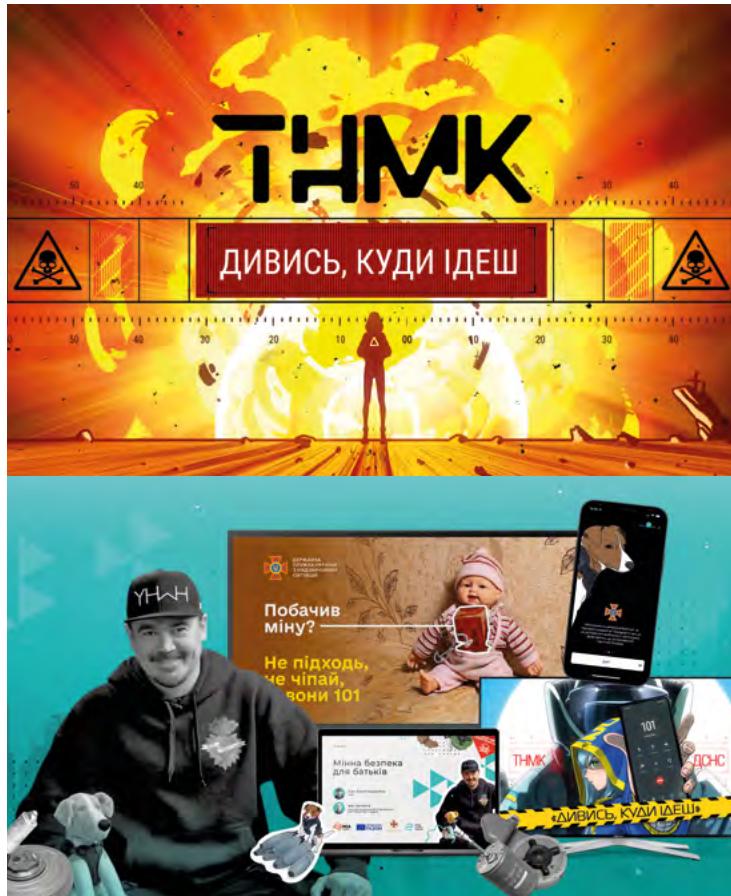
Letterprins worked with IJsfontein and Vertigo 6 to create an app that would help improve literacy and inspire a lifelong love of reading in Dutch children. The app not only gamifies reading, it customises tasks to users, allowing them to learn and explore at their own pace. The excellent design work and social purpose made a mark on judges, who found Letterprins' work exemplary.

## East Europe Foundation

Gold

To save lives at risk from land mines in Ukraine, the East Europe Foundation developed an omnichannel digital campaign designed to raise awareness of the risk of mines and help people recognise and avoid them. Through online learning, advertising, a mine-locating mobile app and a child-focused theme song and board game, the 'Watch Your Step!' campaign has reached over eight million people.

Not only is this campaign saving life and limb, but it is an excellent demonstration of the power digital communications can have when strategically well-developed and aligned across multiple channels. Judges praised the "insight-driven creative" and "strong integration of all the elements across the campaign."



## Shell China and BCW Beijing

Silver

Shell China's flagship STEM education programme, the Shell Eco-Marathon, encourages students to design, build and operate energy-efficient vehicles. To improve communications around this programme, BCW Beijing crafted a campaign designed to build awareness, strengthen the community of participants and encourage STEM education in China. "I think they did a great job getting young people talking about and looking at building energy-efficient vehicles. The results were really impressive," said one judge.



# BEST DIGITAL COMMUNICATION AS PART OF AN INTEGRATED CAMPAIGN

## Abbott Healthcare Pvt. Ltd.

### Bronze

After the pandemic, Abbott Healthcare Pv. Ltd. wanted to improve parents' understanding of child nutrition and eating needs. They worked on the 'Grow Right 2.0' charter under its #Backtогrowth campaign. Designed to change perceptions and behaviours, the campaign reached millions of mothers across India. Judges loved the use of bloggers and influencers as a means to amplify the campaign's messages and reach more parents.

## Bloomberg

### Bronze

In its first-ever marketing campaign of the iconic Bloomberg Terminal, the news and data providers positioned itself as a crucial partner in achieving success in the money markets. With massive reach and incredible click-through rates, the campaign yielded excellent returns. Judges praised the "bold and strong creative," and one said, "Tapping into the fear of missing out was genius."

## Chums and Click Consult

### Highly commended

Chums worked with Click Consult to develop a more impactful social media strategy designed to reach a younger demographic.



**East Europe Foundation**

**Gold**

Due to the ongoing conflict in Ukraine, the country is now the most mine-contaminated territory in the world, ahead of even Afghanistan and Syria. With up to 40% of Ukraine's land affected by mines, people are readily being injured and killed by tragic missteps. The East Europe Foundation delivered the 'Watch Your Step!' campaign to raise awareness of the risk of mines and bombs hidden in and around everyday places, appliances and objects.

The multichannel campaign used online video, a digital course offering, a mobile app documenting the locations of suspicious items, OOH advertising, a child-focused 'mine safety anthem' and a board game. Reaching over eight million people, the campaign is making Ukraine safer, one step at a time. Judges were impressed with the reach, comprehensiveness and efficacy of the campaign, with one adding, "This is the standout for me. The scale of effort and ingenuity of the East Europe Foundation team is incredible."



**Deloitte US and We Are Tilt**

**Silver**

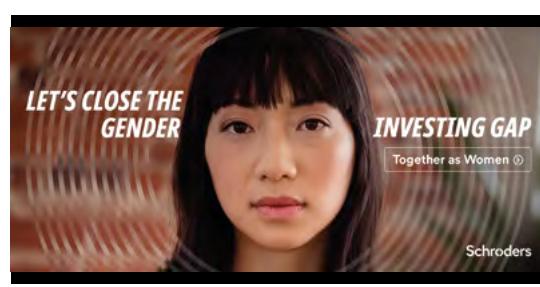
Deloitte US worked with We Are Tilt on a series of films designed to make people think about the ways in which their actions and words have an impact on the people with whom they interact. To inspire attitudinal change around DEI and reach a broad audience across Deloitte US, the films made emotional connections through quality cinematography, scriptwriting and storytelling. One judge said, "The overall campaign is based on a very clever premise."



**Schroder Investment Management (Singapore) Ltd**

**Bronze**

Schroder Investment Management (Singapore) Ltd wanted to inspire Asian women to build their confidence around investing. It worked on 'Together As Women,' a digital advertising campaign designed to bust myths around the gender investing gap. One judge said, "I love this campaign. They sought to understand the reasons why women are unlikely to invest and took steps to make it easier and more appealing for them to do so."



**JTI and Ignis**  
**Highly commended**

JTI worked with Ignis to develop the JTI Human Rights e-Learning Portal, a mobile-first web app with a gamified approach that would facilitate greater learning around diversity, equality and inclusion.

## BEST CORPORATE VIRAL CAMPAIGN



### Vodafone Silver

Vodafone's #wowmoment campaign was designed to inspire employees worldwide to work collaboratively and efficiently with the company's digital workplace tools. The campaign ran for several months, allowing different activities and communications – including video, newsletters and town halls – to reach Vodafone's massive employee network. Judges thought the breadth of the internal comms campaign's reach was complemented by a strong strategy and engaging creative.

**Deloitte US and We Are Tilt****Gold**

Deloitte US wanted to encourage its employees to think differently about diversity and inclusion. Instead of showcasing diverse stories as a kind of case study, Deloitte US instead flipped the script. It worked with We Are Tilt on a video series asking people to consider how they impact the lives of others. By examining their own actions and how they affect the people around them, viewers can gain a more empathetic view of diversity and inclusion.

One judge said this had a “clear purpose, approach, story and strong objectives. It was extremely well done; engaging from start to finish.” The emotional storytelling had an impact on Deloitte US’ staff, reaching almost its entire audience and introducing a shift in the way people were approaching diversity, equality and inclusion in the workplace.

# Deloitte.

**Royal Air Force, Not Going To Uni and Content Marketing Pod****Gold**

The Royal Air Force (RAF) wanted to address the large population of young people in the UK pursuing apprenticeships or alternative career paths to university. To do so, it partnered with Not Going To Uni and Content Marketing Pod on a video and podcast series that would demystify RAF careers, build young peoples' confidence around their career options and improve the diversity of candidates applying to the Royal Air Force.

The ‘Find your Force’ series involved a year-long digital campaign with key content delivered at crucial moments in time to both young people and their parents. The well-curated series made an impact on the target audience, influencing over 18,000 click-throughs to the RAF careers site. Further, 25% of applicants were from BAME backgrounds and 40% were female.





## Petrofac Silver

To improve perceptions of energy services company Petrofac as an employer, it released the 'People make Petrofac' film. The in-house production was craftily created, strategically promoted and enthusiastically received by the target audience. "Impressive, simple but effective," said one judge of the employer brand communications.



PHILIP MORRIS INTERNATIONAL



## Philip Morris International – Japan beginning a smoke free era Silver

Philip Morris International (PMI) is leading the way in delivering a smoke-free future, but confusion reigned in Japan around the benefits of heated tobacco and smoke-free alternatives. Using a documentary to tackle this gap in understanding, PMI has opened the conversation around smoking reduction in Japan. The success of the film has seen other markets clamour for local adaptations as well.



## Philip Morris International – The future reimagined Bronze

As part of Philip Morris International's (PMI) mission to change the future of tobacco and reduce smoking worldwide, it launched 'The future reimagined.' The film offered a different perspective on PMI's science and technology acumen, its purpose-driven strategy and the new opportunities it offers as an employer. Judges thought this was an interesting, well-researched and expertly presented documentary.

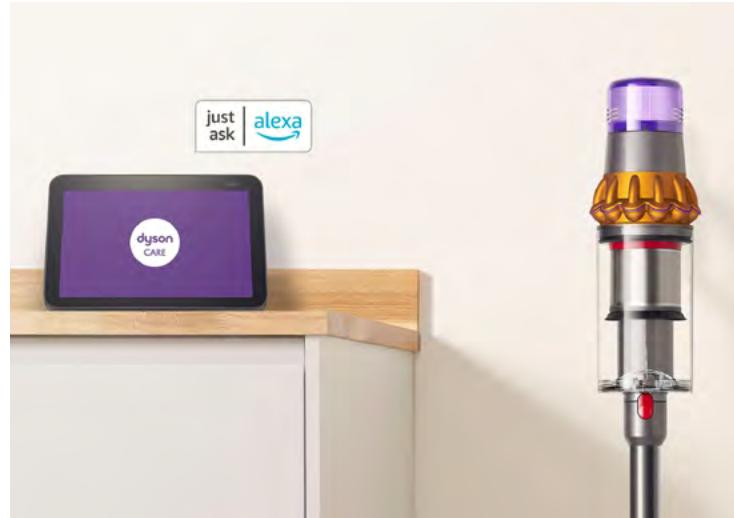
## MSD Sharp & Dohme and Edelman Highly commended

MSD Sharpe & Dohme worked with Edelman on a film and digital campaign tackling preconceptions around cancer treatments and life after cancer.

**Dyson and Vixen Labs****Gold**

Dyson needed to take pressure off its customer service teams by integrating an effective use of technology in a customer-friendly way. It worked with Vixen Labs to debut a troubleshooting Alexa skill that enables customers to easily and quickly diagnose their products' problems. It's been a hit with customers, most of whom have given the skill four or five stars in the Amazon skill store. And users are increasing each month, prompting Dyson to explore the geographical expansion of the skill as well.

Judges thought this was a smart solution to a clear business challenge and praised the innovative strategy for reducing call times and congestion on the customer service phone lines. The positive uptake by customers caught the notice of judges as well, who said this new service has had a clear positive impact on Dyson's customer base.

**PwC and the C-suite: The race for the future****Silver**

PwC launched the 'Take on tomorrow' podcast to answer the question of how businesses can solve some of society's biggest challenges. C-suite speakers and business-critical topics like ransomware, climate change, AI and blockchain saw the podcast resonate with the target audience of business leaders. Judges thought this was an excellent example of a project with great insight into the target audience and a product designed to clearly meet its needs.

**International SOS****Bronze**

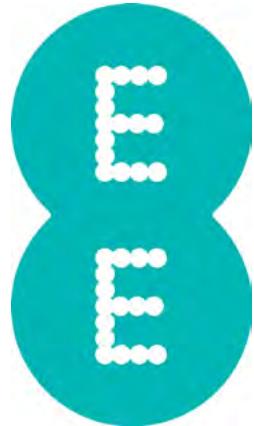
International SOS' role as an advisor to businesses operating in conflict zones enabled it to deliver a fresh, business-oriented view on the Ukraine-Russia conflict via podcast. The three-part series was so effective, a further podcast was issued to discuss the catastrophic earthquake in Turkey earlier this year. Judges thought this timely, purpose-driven podcast series delivered digestible, vital news and relevant insights to a clearly defined audience.

**Royal Air Force, Not Going To Uni and Content Marketing Pod****Bronze**

The Royal Air Force worked with Not Going to Uni and Content Marketing Pod on a podcast targeting Gen Z. The content was designed to provide careers advice, build confidence and demystify the Royal Air Force. The series was listened to over 1,200 times and influenced a high number of female candidates to apply. Judges thought this content was expertly developed and hit the mark.



# BEST DIGITAL ACCESSIBILITY

A photograph of a man with a beard and sunglasses, smiling and holding a smartphone. Below the image is a yellow banner with text.

Progress over Perfection

Embedding Accessibility throughout the whole life cycle of our websites and app, through a robust process that encourages constant build, measure and learn.

BT Group E

Build, Measure, Learn

## EE (BT Group)

### Gold

BT Group's vision that 'digital is for all' inspired its drive to improve accessibility across its digital apps and platforms. As part of this, the EE app was reimaged with accessibility in mind. A team of accessibility specialists addressed every aspect of the app, from the positioning of the navigational buttons to the colour palette and screen reader facility.

The resulting customer experience is a more seamless, usable and accessible app for all. But the development isn't stopping there. The team is currently addressing additional features like multiple orientations for wheelchair mounts and those with dexterity issues. Judges loved the ongoing commitment BT has made towards the disabled community. They praised the research and development of the EE app as well as the overall drive to improve accessibility across BT Group.



## HSBC with Hassell Inclusion and Reflex Arc

### Silver

To continue on its mission to become the world's most accessible bank, HSBC worked with Hassell Inclusion on a VR tool designed to help those without disabilities empathise with those who have them. This has helped HSBC's employees change the way they perceive disability and accessibility. This creative use of technology impressed judges, one of whom praised the "really innovative idea and great research and planning."



NatWest  
Group



## NatWest Group

### Bronze

NatWest Group wanted to improve its digital accessibility to better meet the needs of its massive customer base. To do so, it implemented an internal team dedicated to digital accessibility which has been examining and redeveloping digital assets across the group's portfolio. Judges thought this was an example of an excellent commitment to improving digital access and transforming the business from the inside out.

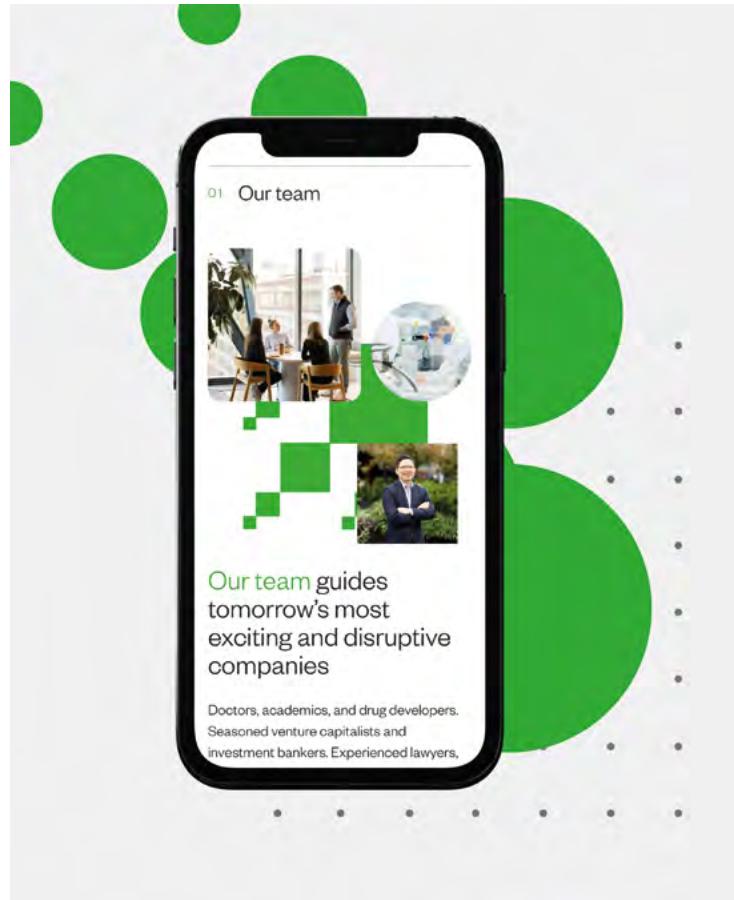
# BEST DIGITAL REBRAND

## RTW Investments and SampsonMay

### Gold

RTW Investments had outgrown its hedge fund status and needed a new website to replace its outdated, impersonal platform. They worked with SampsonMay on a digital rebrand that would put the life back into the brand, infusing it with personality, clarity and forward motion.

An improved illustration style, animation elements and simpler navigation all aid in the user journey. Visitors have already seen the benefits, with the number of page views up 17% and the bounce rate down a whopping 41%. Judges loved the subtle nods to the sciences in the design work, as well as the new, coherent visual identity. One judge said, "This rebrand has really taken into account what a difficult industry this could be to understand, from an outsider's perspective, and it has managed to breakdown any healthcare jargon and ensure key messages are digestible and easy to understand."

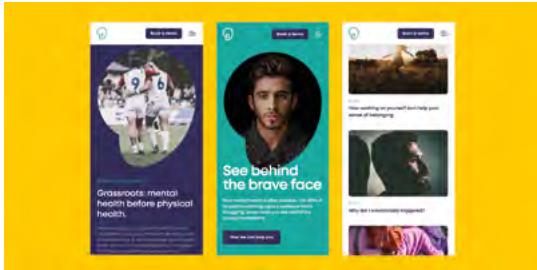


## BeFibre and The Bigger Boat

### Silver

BeFibre needed a brand that would support its independent spirit and ability to fulfil its promises to customers. The Bigger Boat developed a brand that focused on the enlightening moment when the internet connection simply works. A simple, irreverent copy style and bright colour palette bring the brand to life. One judge said this was an "excellent brand, both in its stated purpose of addressing a very real trust issue and in visuals and language."





## **Govox and The Bigger Boat** **Bronze**

To support Govox's mission of connecting people with mental health needs to support providers, the Bigger Boat crafted a rebrand full of intensely personal portrait photography. The new brand look encourages users to take a deeper look and engage with Govox for the betterment of themselves or others in need. Judges thought the online and offline versions of the brand were complementary and integrated with excellent product design and communications.



## **The Intercooler and Treacle Media** **Bronze**

Digital car magazine, the Intercooler worked with Treacle Media to create a website that would reflect the brand's position at the heart of the automotive industry. The new site eschews tired publishing industry design styles in favour of a more lifestyle-like focus on the cars themselves. Judges loved the updated photography style, excellent understanding of the target audience and beautiful new site design.

## **Anglo American and Investis Digital [iDX]** **Highly commended**

Anglo American worked with Investis Digital [iDX] on a rebrand of its global site, building a more cohesive, simplified communications platform for the vast mining business.

## **Syncona and three thirty studio** **Highly commended**

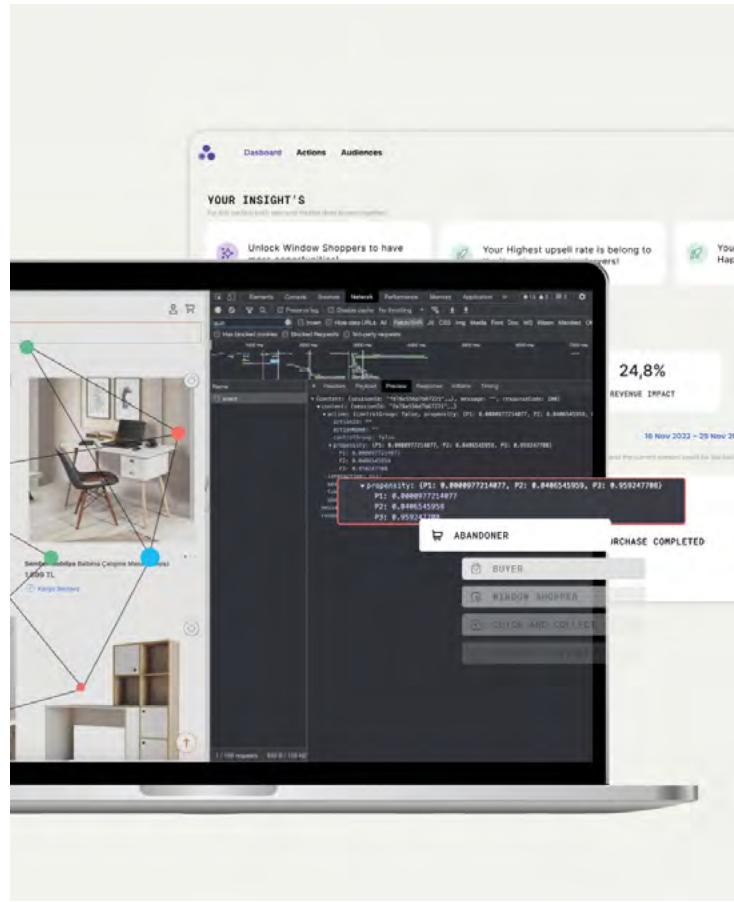
Syncona worked with three thirty studio to infuse its drab brand and website with a transformative spirit and people-first ethos.

## Koctas and Quin AI Audience Engine

**Gold**

Massive Turkish retailer Koctas, a Kingfisher subsidiary, was missing out on at least 30% of purchases because of a high abandonment rate and low-impact of relevant on-site offers. Instead of relying on traditional demographic data from third parties and market research, it needed tech that could help predict buyer intent using real-time behavioural data.

Quin AI Audience Engine provided just that, delivering rich data and reacting to customers on-site with real-time offers, relevant communications and better product recommendations. The company has since seen an 18% increase in conversion, a result which judges thought was impressive. The new approach is making an impact on customers too, who are now less likely to abandon their carts and more likely to increase their basket size.



## Tencent Video and Design Bridge and Partners

**Gold**

Tencent Video is home to China's number one streamed animated fantasy programme, Land of Warriors. To create an immersive brand world for this dedicated audience infused with communications around the show's focus on protecting endangered species, Design Bridge and Partners developed an AI-enabled multisensory experience in Shanghai.

The immersive experience used AI to render 3D images of forest plants. Each visit began with a visitor quiz linking their answers with the plants surrounding them in the exhibition. This "absolutely stunning use of AI" created a "truly magical masterpiece," according to judges. One called it a "mind-blowing exhibition," while another judge said, "Wow. I want to visit that experience. Nicely done and relevant."





**Karaca  
Gold**

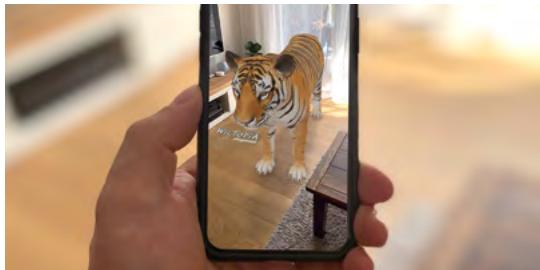
Home retailer company Karaca found that customers were perpetually interested in how their products would look at home. To address this need, it developed an AR tool through its mobile app allowing customers to view products in their own homes. The deceptively simple strategy has not only been made for a better customer experience, it has resulted in fewer returns and increased purchases.

One judge called this “an excellent concept, cleverly constructed and marketed.” Judges thought Karaca’s approach to the use of this was extremely well executed, particularly through its mobile app. The easy-to-use tool has inspired a conversion rate double the value from before its implementation.



**HSBC with Hassell Inclusion and Reflex Arc  
Silver**

To improve employees’ understanding of accessibility needs, HSBC worked with Hassell Inclusion on an VR-enabled e-learning tool. The programme allows users to experience HSBC’s digital platforms in the way that those with accessibility needs would. The ambitious project has led to a more inclusive, aware workforce aligned to HSBC’s overall goals of improving its accessibility across its communications.



**WILTOPIA Playmobil® and Sensory-Minds GmbH  
Silver**

Playmobil®’s mission of enriching children’s lives through play was brought to life through AR by Sensory-Minds GmbH and the WILTOPIA app. The app allows kids to use AR alongside their physical toys to enter a rich, digital world full of animal facts, information and play. The app is “simple and meaningful,” “educational and sustainable,” and “highly inclusive,” according to judges.

# Heed the call.

On any great adventure,  
people come back transformed...

[studio@wearetilt.com](mailto:studio@wearetilt.com)

*tilt*

## BEST USE OF AUGMENTED REALITY OR VIRTUAL REALITY



### PwC Bronze

PwC cleverly deployed VR and Metaverse technology to unite its sustainability, transformation and technology expertise for staff and clients alike. The 'With you in the Metaverse' programme offered an immersive, branded experience that positions PwC squarely at the heart of corporate ESG transformation and digital expertise.

### REGENXBIO and Random42 Scientific Communication Highly commended

REGENXBIO worked with Random42 Scientific Communication to create a VR experience allowing users to better their understanding of how gene therapy treatments work.

## Watchfinder & Co and OneFifty Consultancy

**Gold**

Watchfinder & Co knew that watch enthusiasts were out there, but it had yet to identify and engage with them. OneFifty Consultancy deployed a network mapping strategy to identify fine wine enthusiasts and the influencers who engaged with them. This audience was identified to be a part of the demographic inspired by luxury watch collection and gifting. Influencer videos and Instagram ads helped get the message across.

The result has been elucidating. Watchfinder & Co has now been able to identify a new audience demographic and see positive results through its communications with them. Judges thought this clever approach and excellent use of audience mapping and targeting was an inspired way to build a stronger brand through digital data.



## Haleon and Economist Impact

**Silver**

The Health Inclusivity Index (HII) by Haleon and Economist Impact is a first-of-its-kind index that assesses the state of health inclusivity in 40 countries. Brought to life via an interactive data-visualisation tool and whitepaper, it includes findings about health inclusivity globally, allows users to make country comparisons and concludes with a series of actions that state and/or non-state actors can take to improve health inclusivity. With seamless design and UX at its core, it uses innovative data design to help audiences understand the existing landscape and inform future decisions.





## **Letterprins, IJsfontein and Vertigo 6**

### **Bronze**

The Letterprins app is designed to help children improve their literacy skills. But, it has the dual benefit of harnessing crucial data about literacy development for scientific research. Analysis has shown that the IJsfontein and Vertigo 6-designed app is improving literacy while also advancing the long-term study of children's reading competency. Judges loved the way this app captures data and contributes it to further its own long-term purpose.

## **Lloyds Banking Group and Performics @ Zenith UK**

### **Bronze**

In the midst of the cost of living crisis, Lloyds Banking Group needed to retain the customer engagement and data it had harnessed through Meta platforms. It worked with Performics @ Zenith UK to implement a creative data strategy that would ensure continued reporting and allow the group to refine its communications based on crucial data insights in the future. One judge called this "an impressive way to meet the challenge."

## **Abbott Healthcare Pvt. Ltd.**

### **Highly commended**

Abbott Healthcare Pvt. Ltd. used a breadth of quantitative research into toddler nutrition and eating challenges to create the #Backtогrowth campaign.

## **Sax Lift and MediaGroup Worldwide**

### **Highly commended**

Sax Lift and MediaGroup Worldwide improved PPC on digital ads to ensure "absolutely phenomenal results based on very clear objectives," according to judges.

**iQ Student and OneFifty Consultancy****Gold**

To capture the attention of iQ Student's valuable pool of prospective university students, OneFifty Consultancy delivered a three-point digital strategy. First, it would engage with content creators to attract notice, then it would direct those who engaged with influencer content to a shareable TikTok personality quiz. Finally, it would harvest the data and insights from those who participated, creating a warm pool of potential customers.

The #Gettoknow quiz was a stroke of genius in the campaign. It tapped into the cultural zeitgeist, worked within TikTok's functionality and spoke to students in an authentic way to get them to think more deeply about their accommodation needs. One judge said it was "excellent to see the focused research that went into their audience and the quiz is a great way to generate leads." They also praised the "excellent engagement rate and good reach."

**PwC – With you in the Metaverse****Silver**

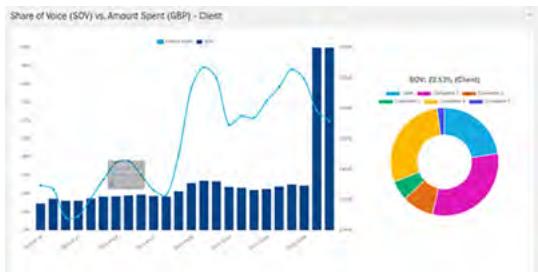
To change perceptions around PwC's tech consulting capabilities, it created a Metaverse experience aligned around Earth Day to bring its corporate function together with its wider purpose. With an average in-experience time of 26 minutes, the campaign hit the mark with the target audience. Judges thought the way PwC tied the Metaverse product to its objectives as a business made its experience relevant, interesting and innovative.





## Dell Technologies and Silver Bronze

To replace its vital in-person tours, Dell Technologies worked with Silver to launch virtual factory tours during the pandemic. The immersive, interactive online tour directly contributed to delivering over \$31m in new leads globally, 413% higher than Dell's initial target. Judges thought the way this virtual tour pushed the capabilities of the tech to their limits made for an innovative new take on online tours.



## Performics UK Bronze

To tackle the need for better data and insights around social media ads, Performics UK developed the 'social intelligence' tool. Using algorithmic models, Performics can reap formerly inaccessible data, allowing companies to create and shape more effective social media ads. Judges thought this was an interesting, innovative idea that would make a real difference to brands.

## Appjection and Freshheads Highly commended

Freshheads developed the Appjection site to enable Dutch drivers to take control of their parking fines. Appjection does the hard work to determine if the fines are valid or not, saving drivers time and money.

## PwC and the C-suite: The race for the future Highly commended

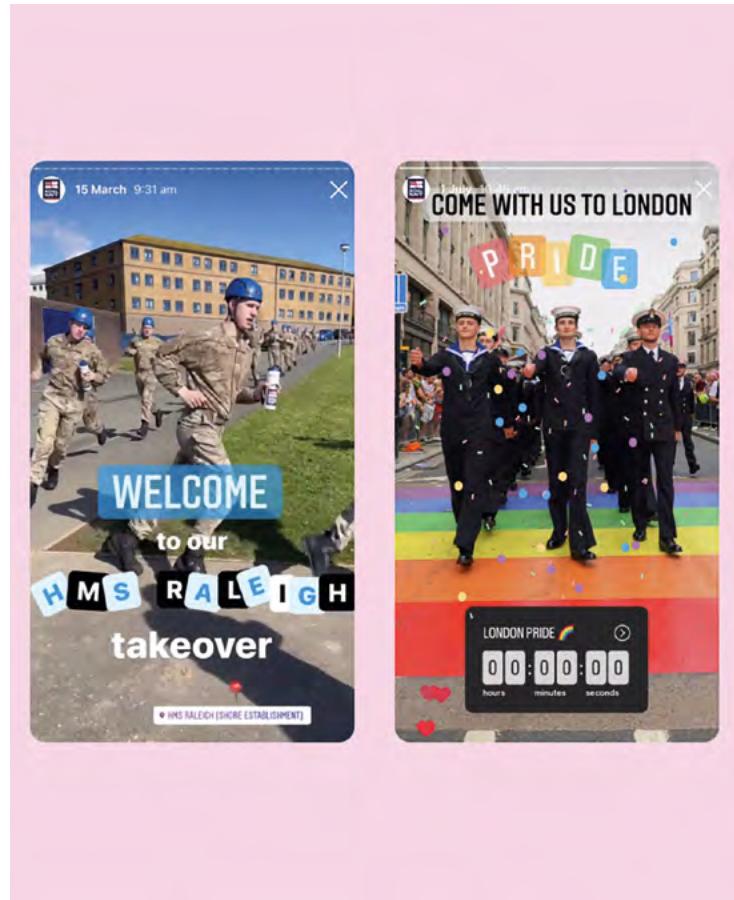
PwC redeveloped its technology and transformation offer to better communicate its ability to equip businesses for the demands and challenges of the future.

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

## The Royal Navy and Great State Gold

The Royal Navy wanted to connect with a Gen Z audience in a meaningful way. To do so, it worked with Great State on a social media campaign focusing on boosting awareness of Navy careers and showcasing diversity and inclusion. A comprehensive Instagram campaign used the app's full functionality to provide an interactive, authentic brand voice for the Royal Navy. As a result, engagement rates jumped from 1% to 12.4% and applications to the Navy improved by 109% year-on-year.

The campaign's clear objectives and strategic use of Instagram's platform enabled the Royal Navy to make a positive impact on its tricky target demographic. Judges thought this approach was well-crafted and delivered impressive, clearly identifiable results.



## KPIT Technologies

### Silver

KPIT Technologies turned to LinkedIn to deliver an employer brand strategy and digital campaign that would improve applications, reduce attrition and help it secure the top tech talent. A comprehensive communications strategy allowed KPIT to present its employer brand in an authentic way, resulting in stronger sentiments among the recruitment audience. Judges called this "a good, structured approach to content creation."



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



### Schroder Investment Management (Singapore) Ltd

#### Bronze

Research showed investment firm Schroder Investment Management (Singapore) Ltd that women lack confidence around investing. To tackle this, it worked on the 'Together As Women' campaign. The online communications sought to close the gender investing gap by starting a conversation between women. Judges thought the breadth of creative use of channels was impressive.

### Aviva

#### Highly commended

Aviva put CEO Amanda Blanc in front of the camera as part of a social media campaign showcasing Aviva's yearly financial results.

### Harvester and OneFifty Consultancy

#### Highly commended

Harvester and OneFifty Consultancy reinvented an icon with their social media communications around the return of Harvester's much-loved self-serve salad bar.

## iQ Student and OneFifty Consultancy

### Gold

Not only did iQ Student and OneFifty Consultancy tap into the student accommodation provider's target demographic on TikTok, but they did so in an authentic way that used key cultural content formats and influencers to great effect. The campaign used influencers to start a conversation about roommate horror stories, then delivered a targeted roommate personality quiz to encourage students to pursue a more positive housing experience.

The creative, highly targeted and skilfully strategic campaign delivered a 22-fold return on investment for iQ Student. Judges loved the thoughtful way this campaign used TikTok to reach audiences through genuine content. "There was an in-depth approach to creating a strategy and testing on TikTok before activating the campaign," said one judge. Others praised the impressive commercial results and smart use of mid-campaign insights.



## ASUS ROG Pantheon and Ranieri Agency

### Silver

To find 15 new brand ambassadors for the ASUS Republic of Gamers, Ranieri Agency developed a game to identify and confirm the potential influencers. Using a gamified selection process was a stroke of genius, ensuring the group of ambassadors was representative of the gaming community. One judge said, "This was a really clever idea. By creating this competition they generated a real buzz in their target audience while at the same time finding some great new influencer talent."



## De'Longhi Eletta Explore Cold Brew Confessions and Ranieri Agency

### Bronze

To market the Eletta Explore Cold Brew machine to Gen Z, De'Longhi worked with Ranieri Agency on 'Cold Brew Confessions.' The campaign used Love Island stars to amplify the product's capabilities while sharing a chat with the celebs over a cuppa. Judges thought the influencer engagement was excellent, as the influencers went beyond the call by amplifying the message and format.



## Morgan Motor Company and Battenhall

### Bronze

Vintage-style luxury and bespoke car manufacturer Morgan Motor Company worked with Battenhall to build brand awareness through a multi-platform social media campaign. The magazine-style photography and aspirational messaging created a rich brand world that resonated with the target audience and with judges who praised the strategic, phased approach to the campaign.



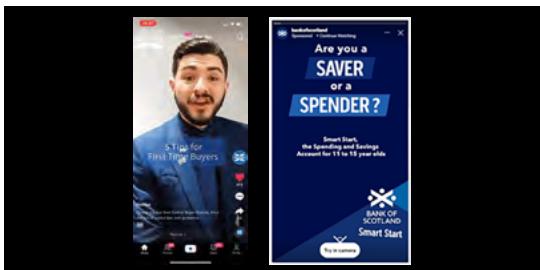
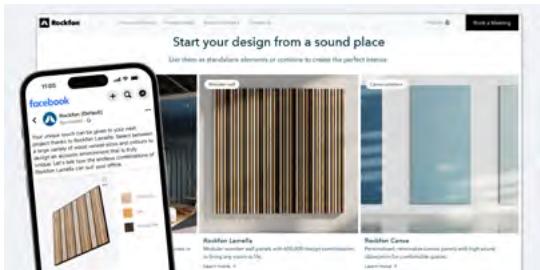
## BEST USE OF EXISTING SOCIAL MEDIA PLATFORMS: LARGE BUDGET £75K+

### Rockfon and MediaGroup Worldwide Silver

Danish acoustic design company Rockfon worked with MediaGroup Worldwide on a social media campaign focusing on Meta, LinkedIn and Pinterest communications. The content was crafted around interior design sensibilities and Rockfon's capabilities to deliver an impactful impression. One judge said, "I like this entry as it showed good composure, platform mix and use of industry metrics."

### Lloyds Banking Group and Performics @ Zenith UK Bronze

Lloyds Banking Group and Performics @ Zenith UK broke the bank's social media mould by moving away from its hyper-focus on Meta's platforms to enter the world of TikTok. As a result, ad recall based on TikTok videos was excellent and the bank is now broadening its social media channel focus for future campaigns.



## INEOS Grenadier and SHARE Creative

### Gold

To support the five year long development and launch of its Grenadier 4x4 vehicle, INEOS wanted to build a community of dedicated enthusiasts. INEOS worked with SHARE Creative on a social content strategy that was designed to push user generated content (UGC) content further. Instead of simply reposting UGC, content was created to further the online conversation around the brand and vehicle. The result of this 'community-powered content' was a massive improvement in engagement, follower growth and impressions on social media. Further, over 1,000 users applied to be one of the three customers with the unique opportunity to collect their Grenadier in the Atlas Mountains.

"I thought they really brought the car to life on social media and used that online community to really drive engagement," said one judge. "It was a clever use of social listening to get audiences to talk about colours, car option builds and voting through the community, all while growing their audience."



## YouTube and Battenhall

### Silver

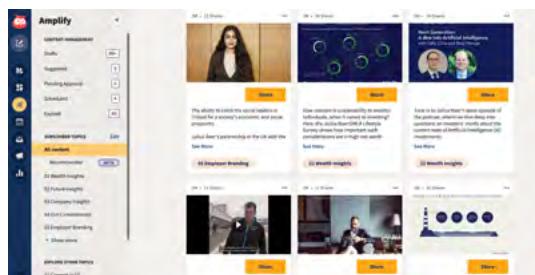
YouTube and Battenhall deployed the brand's first-ever 'global reaction room' to facilitate a community around the Women's World Cup. Instant reactions, engagements and content creation saw hundreds of content creators get involved, yielding hundreds of thousands of overall engagements throughout the tournament. Judges were impressed with the authentic engagement of the Gen Z audience, particularly across multiple countries and languages.

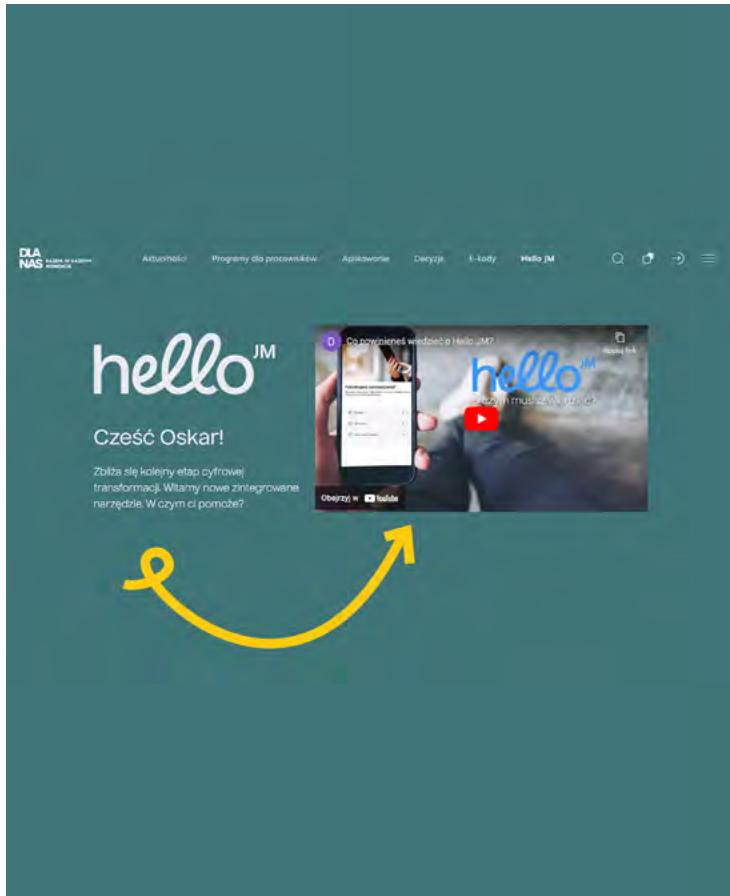


## Julius Baer

### Bronze

Wealth management group Julius Baer built a LinkedIn community of its global staff to create stronger employee advocacy and improve trust through first-hand accounts of careers with the Swiss company. Employees have shared over 7,400 posts, yielding over 20,500 click-throughs since the community's launch. "It was great to see how they managed to get a wide range of ambassadors talking about the key messages that led to increased leads," said one judge.



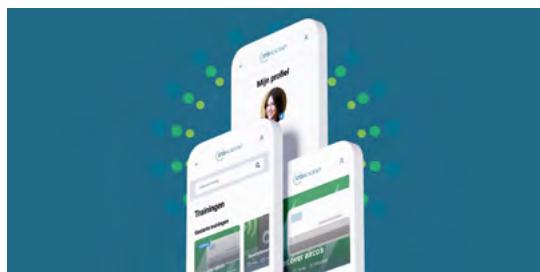


## Biedronka and Cut2Code

### Gold

Polish supermarket chain Biedronka knew that 95% of its intranet users were employees working in stores and warehouses making their intranet the most valuable source of company information. But the intranet needed updating to improve the user experience, accessibility and mobile friendliness. The new site developed with Cut2Code delivers interconnected content on the same page, to encourage users to stay on the site. Similarly, notifications and messages are more clearly signposted and have improved functionality.

Though the update may seem straightforward, it has made a real impact on Biedronka's workforce. There has been a 20% increase in page views year-on-year, and an increase in users spending more time on the site. The better-connected company impressed judges, who called this "the intranet to end all intranets." One said, "Communications with non-desk-based employees is always a challenge using traditional digital tools. Biedronka took the right approach with a very robust research phase that allowed them to really understand the needs of employees and administrators."



## Education and Training Foundation OFED and Freshheads

### Silver

The Education and Training Foundation OFED, collaborated with Freshheads to develop a digital learning platform aimed at fostering knowledge-sharing within the electronics retail industry in the Netherlands. The site is adaptable and customisable, while delivering development and skills training. One judge said, "A challenging objective to meet, the team has worked robustly to find the best solution."



## Government's Policy Profession and Connect Internet Solutions

### Bronze

Government's Policy Profession worked with Connect Internet Solutions on an intranet that would connect over 30,000 government workers and embed the Policy Profession Unit (PPU) brand. The comprehensive intranet has already seen nearly a third of the PPU's workforce register. Judges believed the strategic thought, planning and considered addition of intranet capabilities made this an excellent intranet launch.

## BEST DIGITAL EMPLOYEE COMMUNICATION

### JTI and Ignis Gold

Because of JTI's vast and global supply chain, it puts human rights at the centre of its ESG strategy. To communicate this to employees and engage them around the topic of international human rights, the tobacco company worked with Ignis on a digital e-learning portal. The portal was designed to raise awareness of human rights, discuss JTI's stance and actions regarding protecting them and inspire employees to do so as well.

The interactive, modular learning portal facilitated a global rollout, paved the way for expansion and ensured accessibility across all user needs. Not only was the project itself well-implemented, but employees responded, with staff spending upwards of eight minutes on the portal per session. Judges thought this was a well-considered, strategically developed e-learning portal that clearly resonated with JTI's global workforce.



### DWP Silver

The Department for Work and Pensions (DWP) has been heavily involved in helping the Ukrainian refugees settling in the UK find livelihoods. To support Eurovision 2023, the DWP's Merseyside office ran a series of events for employees and for Ukrainians themselves to examine the work the organisation is doing with Ukrainians in the UK. This heartwarming and well-aligned project made a big impact on DWP staff and judges alike.



## BEST DIGITAL EMPLOYEE COMMUNICATION



### **Bank Gospodarstwa Krajowego and LiveAge Bronze**

Bank Gospodarstwa Krajowego, a Polish development bank worked with LiveAge to implement BGK TV. The internal comms channel was designed to reach and engage the bank's national employee audience and include employees in the creative development of the television channel. Staff turned out in droves to watch, but crucially, the bank ensured there were simple ways for people to get involved, making the channel an employee-owned internal comms asset.



### **KPMG and We Are Tilt Bronze**

KPMG wanted to inspire its time-strapped deal advisory team to pursue KPMG-offered professional learning opportunities. It worked with We Are Tilt on an inspiring short film celebrating the joy of curiosity. The video spurred over 16,000 site visits to the deal advisory business school, double the number of users compared to the previous year.

### **ASOS and WM Reply Highly commended**

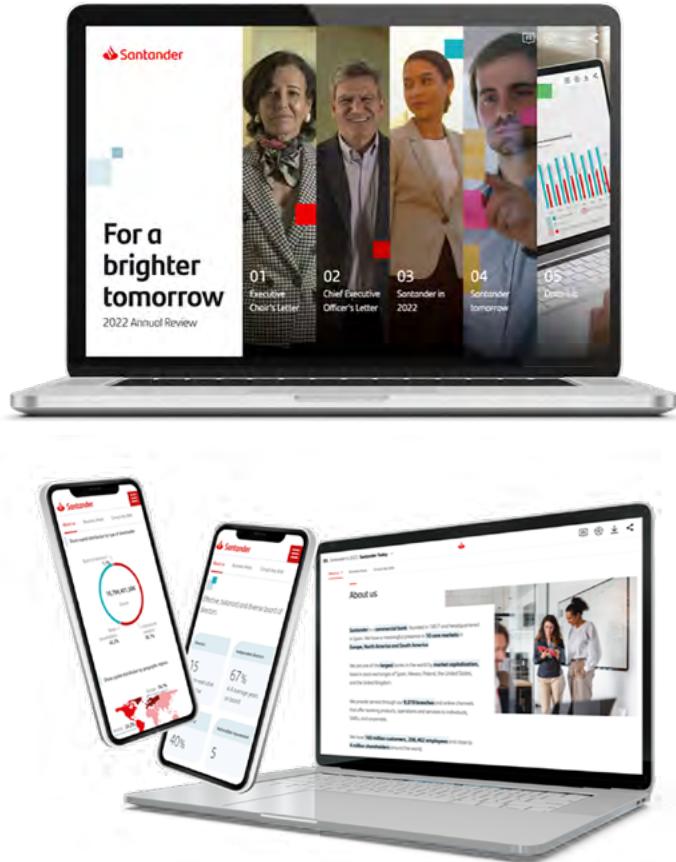
ASOS worked with WM Reply to better embed Microsoft 365's suite of products across the business, thereby facilitating more efficient and collaborative working practices.

## Banco Santander and Bestiario

### Gold

Banco Santander's online annual report received an excellent update last year, meaning this year's edition needed to improve where it could and achieve a similar impact upon investors. Bestiario simplified the communications platform to ensure maximum clarity. It also enriched the online data hub, allowing interactivity across many categories. The 2022 report delivers excellent communications with the same visual flair and style as the 2021 iteration, thus establishing a signature reporting style for Banco Santander in the process.

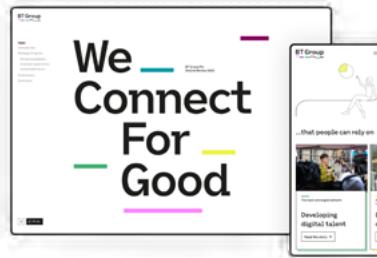
Judges loved the digital design, particularly in the data hub, praising the distinctive homepage, clarity of the report's key messages and subtle animations. "The research and implementation were very thorough," said one judge, with another praising it simply as a "fantastic website."



## BT Group and Emperor

### Silver

BT Group's new brand helped Emperor deliver a tale of connectivity, allowing BT's mission to keep Britain running during the pandemic and beyond to shine through its communications. The report is sparsely designed to great effect, allowing key messages to resonate. Judges liked the "fresh, bold design," and, "clean and effective way to deliver information."

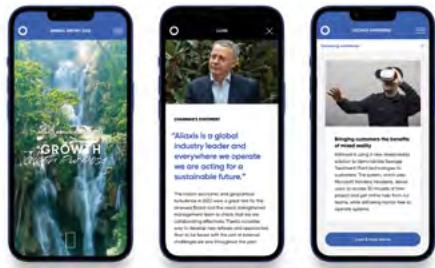


## Legal & General and Radley Yeldar

### Silver

Legal & General's mission of delivering 'inclusive capitalism' shines through in its 2022 online annual report as its design structure builds on successes of years past. Radley Yeldar's stunning illustrations and simple design language offer an effective foundation for investor communications. "The interactive video is great and the page is laid out well," one judge said. Another added, "This is a beautifully designed site with clear information hierarchy and an ease of viewing key information."





## Aliaxis Group SA and Gather **Bronze**

Water and energy company Aliaxis Group SA worked with Gather to build a stronger understanding of the world's water challenges, the company's role in solving them and its objectives for growth. Gather used video to great effect in telling this story in a relatable and understandable way. One judge said there was "really fresh, bright and engaging design that is perfectly matched to the brand," praising the "nice creative approach to making the annual report appealing."

## UK Power Networks and Instinctif Partners **Highly commended**

UK Power Networks and Instinctif Partners used well-crafted graphics and a signature photography style to unite the sprawling network and tell the organisation's story in a creative way.

## Workspace Group PLC and Gather **Highly commended**

Workspace Group PLC worked with Gather to deliver a confident, on-brand annual report that brings the company's character and mission to life in an accessible way.

**Schroder Investment Management (Singapore) Ltd****Gold**

The growing shift toward sustainable investing strategies means it's no longer a question of 'should' but of 'which' firm to partner with. Schroder Investment Management (Singapore) Ltd wanted to ensure that it was communicating its sustainable investing nous with interested audiences. It worked to develop personalised gamified ESG modules as part of its 'UOB-Schrodgers Sustainable Investing Master Class.'

The education hub provided interesting, relevant content targeted at ESG investors while also allowing for a deeper understanding of the impact ESG investing can have on a portfolio. Delivered both to the internal and external audience, this programme not only improved awareness of ESG investment strategy, but positioned Schrodgers as the ESG leader in the Asian market.

# Schrodgers

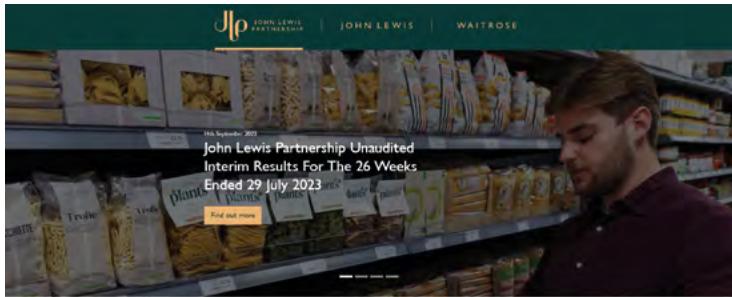
**Schroder Investment Management (Singapore) Ltd**  
**Silver**

Data shows women don't tend to invest as much as men. But investments are crucial to a strong financial future. Schroder Investment Management (Singapore) Ltd developed the 'Together as Women' campaign which addresses the gender investment gap and opens conversations around investing with confidence. Judges called this a "smart campaign with an excellent mix of digital deliverables that clearly paid dividends."

**Schroder Investment Management (Singapore) Ltd**  
and antics@play**Bronze**

As part of its B2B client events, Schroder Investment Management (Singapore) Ltd traditionally offered 'premiums' like Lego sets or USB chargers to attendees. Although as part of its ESG strategy, it wanted to reduce its carbon footprint. It worked with antics@play to introduce NFT premiums that both engaged attendees and supported its brand purpose. One judge said, "This seems like something genuinely new for that industry, an innovative way to engage clients."

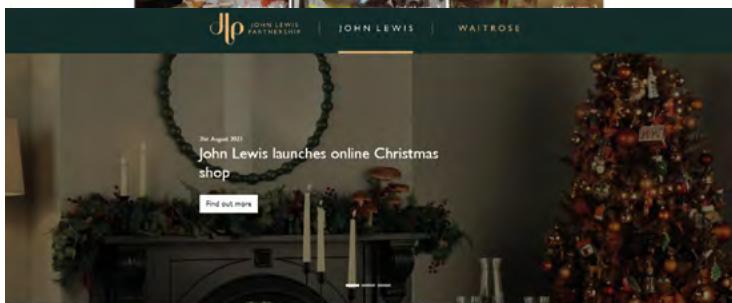




## John Lewis Partnership and PressArea Gold

PressArea had to unite the John Lewis and Waitrose newsrooms under the John Lewis Partnership umbrella while allowing the individual brands to flourish. However, it was a challenge to align the brands as one newsroom site as the three brands are distinct from each other. PressArea used a tab menu system to allow users to direct their queries with ease.

Beyond that, a cohesive grid system allowed the three brands to sit together with ease, while still allowing room for their unique photography styles, tone of voice and messaging to be shared. “This is a great website redesign,” said one judge. “I think the outcome is very successful.” Another commented that this was “a clean, clear and well-organised newsroom that successfully navigated the challenge of combining three brands in one space. The content is accessible, appealing and easy to share.”



## Watchfinder & Co and OneFifty Consultancy

### Gold

Watchfinder & Co had traditionally focused on its older, male audience, but knew watch enthusiasts of different demographics were out there. To identify and reach them, OneFifty Consultancy used network mapping techniques to find these groups and better understand their online behaviour, interests and demographical information. This led to a grouping system providing insight into the best possible groups for receiving Watchfinder's communications.

An online video was then targeted to these newly identified groups, resulting in the company reaching 65% of its new audience.

Further, almost 50 people actively moved watches into their online shopping carts – a great impact for a digital campaign. One judge called this “an excellent, innovative and well-executed campaign with fantastic results. The way they looked to target those people who are not naturally interested in watches but are keen on other luxury products was very clever and paid dividends.”



**WATCHFINDER&Co.**  
THE PRE-OWNED WATCH SPECIALIST

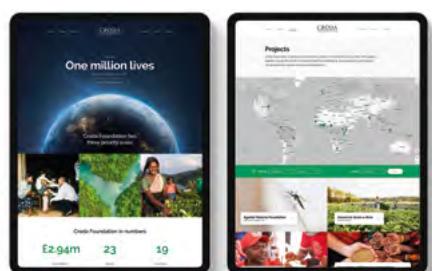
## BEST USE OF DIGITAL BY A CHARITY, NGO OR NFP



### East Europe Foundation Gold

With an area, one and a half times the size of England now covered in land mines in Ukraine, the situation is now affecting the lives and safety of millions in the conflict-affected state. To make citizens aware of the dangers and ensure their safety around land mines, the East Europe Foundation launched the 'Watch Your Step!' campaign.

The multichannel digital strategy was designed to reach children and adults through different communications styles, thus reducing the danger of landmines for all. Half a million Ukrainians participated in the e-learning course while the campaign's main video has been viewed over a million times. One judge called this "a great example of using creative and digital to do something with real impact." Another said, "This is a hugely important campaign and it's great to see how successful it was. The team chose exactly the right format to achieve the best results."



### Race Equality Matters and Edelman Silver

An unexpected form of racism affects people in the UK everyday when their names are mispronounced. To encourage greater understanding between ethnicities, Race Equality Matters and Edelman delivered the #mynameis campaign which used a phonetic filter to highlight inequality while also ensuring people could share the correct pronunciation of their names. Judges loved this creative and useful innovation in social sharing.

### Croda Foundation and Bray Leino Bronze

Chemicals company Croda worked with Bray Leino to craft a standalone website for the Croda Foundation, an organisation tackling healthcare needs, hunger and environmental loss. The new style elegantly displays content while shining a spotlight on the overall positive impact the foundation has had. Judges loved the design of the site and were unanimously impressed by the increase in readership, time on site and engagement.

### Encephalitis Society Highly commended

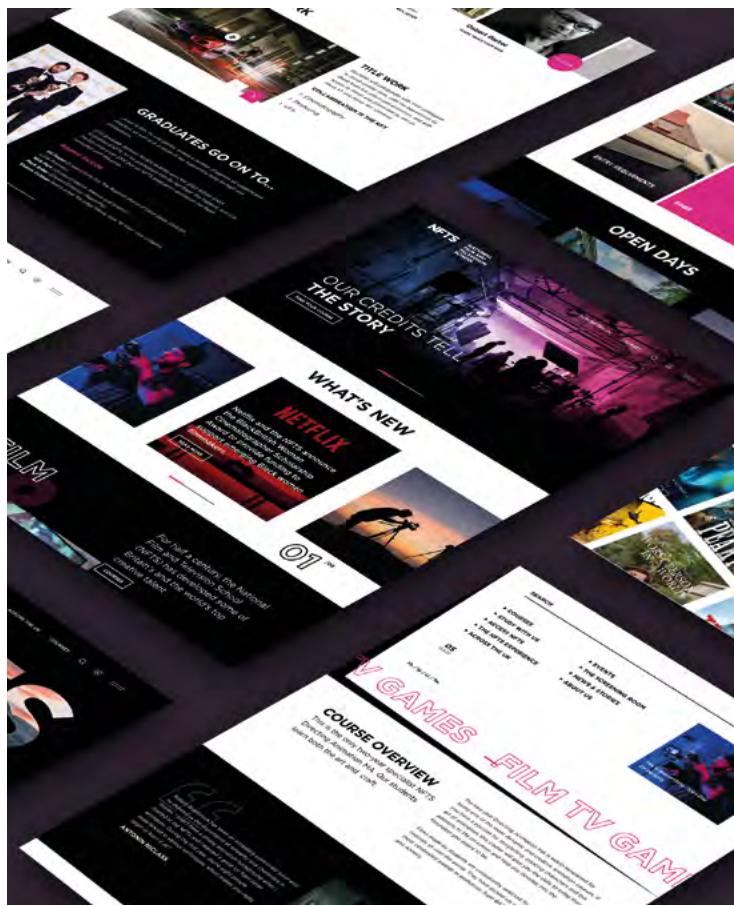
The Encephalitis Society used a creative and effective animation to better communicate the issue of encephalitis to a broader audience.

## National Film & Television School and Contra Agency

### Gold

The National Film & Television School's new website had to become a more effective communications portal enabling its individual hubs to shine, facilitate the school's growth and reduce internal admin around applications in the process. Contra Agency developed an 'intakes' system that consolidated courses on a single page with shared information but allowed for customisation based on different times and locations.

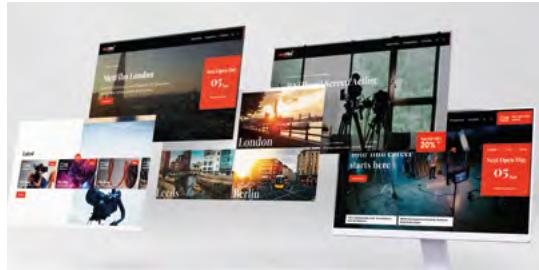
This simplified the course search process and led to an 11% increase in applications. The newly refined user experience was AI-enhanced, allowing for the best content to arise at the right time in the user's journey. Judges praised the "clear, golden thread throughout the project," that made this website "a fantastic example of well-considered strategy and execution with users at its heart."



## MetFilm School and Contra Agency

### Silver

MetFilm School wanted to amplify its real-world experience-based learning through a site that would emphasise the career focus and personal nature of the school itself. The new site benefits from personal, empowering messaging with film-inspired puns, resulting in a 20% increase in new leads. In this tough category, judges thought this was a standout, with one praising the "attention to messaging with the audience needs and aspirations in mind."



## BEST USE OF DIGITAL FROM THE EDUCATION SECTOR



### GMAC™ and Wardour **Bronze**

GMAC™'s landmark exam needed a global website to support its expansion and worldwide rollout. Wardour developed a site that encouraged aspiring graduate students to prioritise the GMAT Focus Edition exam. A lovely graphic language and clear site formatting style impressed judges who said "the team should be proud of their work."



### WILTOPIA Playmobil® and Sensory-Minds GmbH **Bronze**

The WILTOPIA Playmobil® app uses AR to unite physical toys and play with online experiences and educational information about wildlife. Sensory-Minds GmbH focused on non-verbal storytelling to ensure children could engage with the app. Unexpectedly, the app is not store-enabled, making WILTOPIA a purely educational, fun environment for play.

### NUOVO Scholen and Elevate Digital **Highly commended**

NUOVO Scholen worked with Elevate Digital to improve communications around its 15 schools in the Utrecht area, creating a cohesive digital brand in the process.

## UK Power Networks Services and Instinctif Partners

### Gold

UK Power Networks Services provides the energy infrastructure to other infrastructure providers, like the London Underground and Heathrow Airport. To strengthen brand awareness among its target audience of major businesses, it needed a more impactful LinkedIn presence. Instinctif Partners developed a content strategy using empowering copy, impressive case studies and personal profiles.

The campaign resulted in more social followers and web visits from key audience groups. One judge called this “a fantastic campaign with a clear, considered approach and coherent objectives.

Deceptively simple!” Another praised the “clear objective, strategy and implementation. Worthy winners.”



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## Shell China and BCW Beijing

### Silver

The STEM-focused Shell Eco-Marathon (SEM) in China needed to work within the constraints posed by Covid-19. It worked with BCW Beijing to shift to a digital programme, which led to a wider audience, higher engagement levels and immersive digital content usable across Shell's channels. “I think they did a great job getting young people talking about and looking at building energy-efficient vehicles,” said one judge, praising the year-on-year results.



## UK Power Networks and Instinctif Partners

### Silver

UK Power Networks' online annual report was developed by Instinctif Partners to be an inspiring, interactive piece of investment communications. Using big ideas to tell the story of power dissemination across the UK, the report is easy to read, navigate and visually pleasing to boot. Judges thought this was a “clear and well-written report,” with excellent animation, video and imagery.



# THALES

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## THALES UK and LEAP Create Gold

To build a stronger employee experience and firmly embed its corporate culture, THALES UK worked with LEAP Create on a digital HR portal. Using an empowering tone of voice to infuse employees with a can-do spirit, meant that a culture of engagement and ownership over their careers has swept across the THALES workforce.

The new HR portal was creatively developed to improve consistency and ease of understanding, replacing a complicated preceding site. Supporting the launch of the new HR tool, a comprehensive internal comms campaign communicated the change to employees across the business. As a result, THALES has charted a 54% increase to the average daily number of visits to the portal and reached a quarter of the workforce in just three weeks.

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## BEST USE OF DIGITAL FROM THE EXTRACTION (OIL, GAS AND MINING) SECTOR



### **Anglo American and Investis Digital [iDX] Silver**

Anglo American's corporate website was redeveloped by Investis Digital [iDX] to link its business objectives to its purpose. Infusing the site with the brand's renewable and sustainable mission, helped to better embed this purpose among Anglo American's audiences. One judge said, "The website is fresh, clear and colourful. The images used reflects the topics well and it's great to see they are humanising their industry by using images of real people, rather than stock imagery."

## Schroder Investment Management (Singapore) Ltd

### Gold

Research shows that a gender gap exists when it comes to investments. Women cite a lack of confidence and understanding in the market as barriers to entry. But investments are crucial to long-term financial success. Investment firm Schroder Investment Management (Singapore) Ltd wanted to empower Asian women to take control of their financial futures. It worked on the 'Together as Women' campaign. The purpose-driven and eye-catching messaging used easily accessible information and interactive content to allow women to ease into investing.

Judges loved the content mix – especially the addition of a Spotify playlist – as well as the well-targeted messaging and easy-to-understand information. One judge called it “a smart and timely campaign with an excellent mix of digital deliverables that clearly paid dividends.”

# Schrodgers



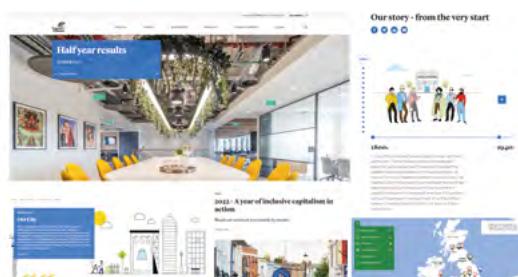
### Aviva Silver

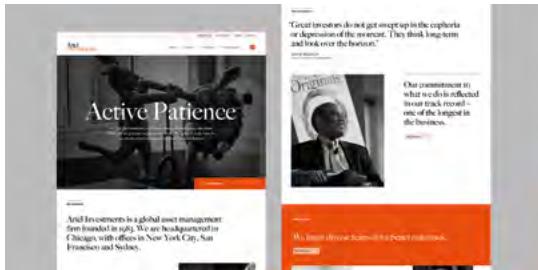
Aviva used the communication of its yearly financial results as an opportunity to engage with consumers in a strictly regulated insurance market. The video interview with the group CEO was an excellent way to deliver positive news with a personal touch, all while relating directly to the company's customers. “I loved what they did by humanising their brand,” said one judge. “It showed a real understanding of the audience.”



### Legal & General Silver

Following its digital rebrand in 2021, Legal & General delivered a strengthened SEO and social strategy in 2022. Through rich content, a confident localisation strategy and engaging storytelling, the company is firmly embedding its ‘inclusive capitalism’ ethos throughout its brand communications. “The team’s commitment comes through,” agreed the judges. “An excellent website and great work making it engaging and easy to use.”





## Ariel Investments and Brunswick Creative Bronze

Ariel Investments worked with Brunswick Creative to bring its new brand to life online. An elegant, stylish site focused on surfacing key information, data and insights quickly for every user. One judge called it “bang on brand. I loved the initial pause on the loading page. I loved how they rejuvenated the website.”



## Lloyds Banking Group and Performics @ Zenith UK Bronze

Changing software meant Lloyds Banking Group’s social strategy wasn’t yielding conversions – or valuable insights – where it had before. To tackle this, it worked with Performics @ Zenith UK on a rigorous testing strategy and conversions API. Judges thought this showed an excellent understanding of the technological needs behind a digital campaign and praised the implementation of an effective new strategy.

## Schroder Investment Management (Singapore) Ltd and antics@play Highly commended

Schroder Investment Management (Singapore) Ltd and antics@play collaborated on the introduction of digital ‘premiums’ – like NFTs – for event attendees that united the company’s sustainability messaging with its business strategy.

## Papa Johns and Qumin

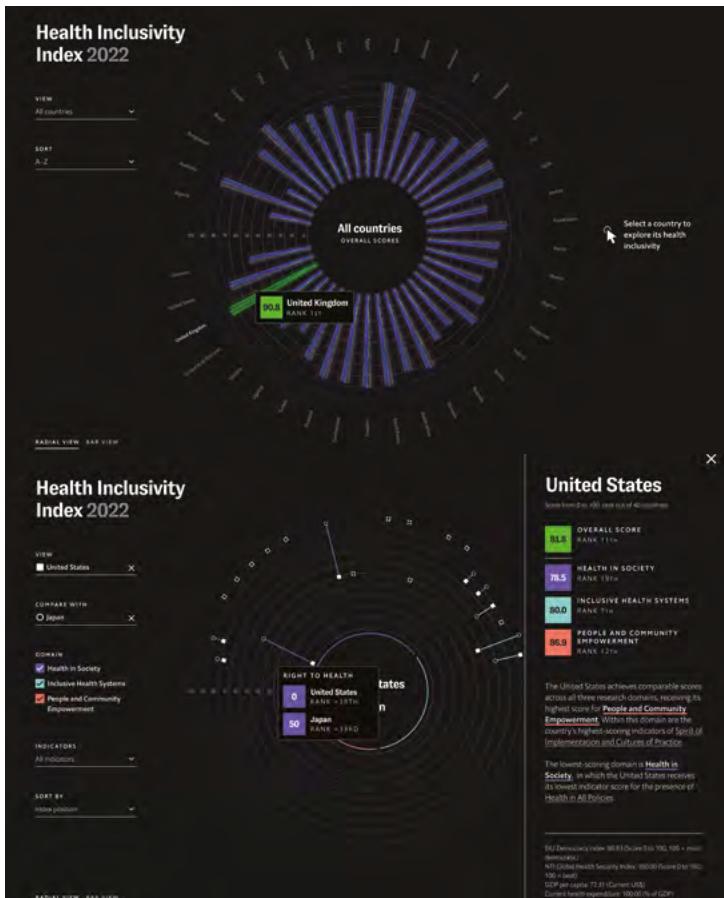
### Bronze

Chinese New Year is a prime opportunity for brands to engage with a broad swathe of consumers. Papa Johns used the celebrations to promote its Pizza Bank initiative in which people can donate pizzas to orphanages. Qumin's social campaign led to 9.4m content views and, crucially, over 13,000 slices of pizza donated.

**PAPA JOHNS**  
Better Ingredients. Better Pizza.



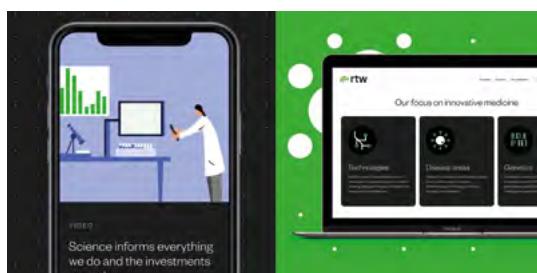
# BEST USE OF DIGITAL FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR



## Haleon and Economist Impact Gold

The Health Inclusivity Index (HII) is a first-of-its-kind index that assesses the state of health inclusivity in 40 countries by analysing data scored against 37 indicators organised across three domains: health in society, inclusive health systems, people and community empowerment. Brought to life via an interactive data-visualisation tool and whitepaper, it includes findings about health inclusivity globally, allows users to make in-depth country comparisons and concludes with a series of actions that state and non-state actors can take to improve health inclusivity.

With seamless design and UX at its core, it uses innovative data design to help audiences understand the existing landscape and inform future decisions. Judges thought the Haleon and Economist Impact project was “a really fascinating piece of work with great impact.” One praised the “brilliant journey through data with detailed and credible research, thoughtfully delivered.”



## RTW Investments and SampsonMay Silver

RTW Investments worked with SampsonMay on a digital rebrand designed to emphasise its prowess in life sciences investing. The result is a beautiful, highly usable new site that deploys subtle science-related visual cues and allows for a flexible variety of branded communications. Judges claimed this was “a bold, distinctive and appealing rebrand that clearly delivered tangible results.”



## The Hearing Care Partnership and Bray Leino Bronze

The Hearing Care Partnership worked with Bray Leino to take the stigma out of hearing loss. A digital rebrand helped put listening at the heart of the problem, focusing not on age and loss, but on the benefits hearing care can offer people. Judges praised the well-developed strategic foundation for this rebrand and the beautifully designed brand and website.

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[cravenhillpublishing.com](http://cravenhillpublishing.com)

## BEST USE OF DIGITAL FROM THE INDUSTRIAL AND BASIC MATERIALS SECTOR



### Renewi and Wardour Silver

To onboard new employees and engage existing ones, Renewi worked with Wardour on the 'Ride with Renewi' game. The game offers an engaging way for employees to explore Renewi's sustainable values and purpose. The resulting uplift in employee engagement and employee mood has impressed judges who called it "an interesting and fun way to build engagement and understanding."



### Synthomer and Emperor Bronze

Chemicals company Synthomer worked with Emperor on a new corporate website ahead of its capital markets day in 2022. The new site had to reach the investment, recruitment and customer audiences. Emperor achieved this with simple, clear navigation and communications alongside multipurpose content that could tell the Synthomer story effectively.

**PwC and the C-suite: The race for the future****Gold**

PwC noted that CEOs around the world are worried about the state of their businesses, the challenges those businesses will face in the future and the uncertainty in today's corporate landscape. To unite its mission of supporting businesses with its internal expertise in leadership strategy, PwC rebranded its C-suite thought leadership by redeveloping its leadership content. It launched 'The Leadership Agenda' a microsite serving as a hub for leadership content, rebranded its strategy-business team, introduced new products and revamped its Global CEO Survey to remain relevant to today's business challenges.

Judges thought this was a "great way to take traditional thought leadership to the next level." One judge said, "Pivoting and planning content that users will read and listen to, has proved amazing results for PwC. A podcast is an innovative way to reach current users, and new ones, alongside giving the platform a voice. It feels like this campaign has very much stuck to being digital-first and the results show this has paid off."

**pwc****Hogan Lovells and Living Group****Silver**

Hogan Lovells worked with Living Group to transcend the tropes of the legal sector and eschew the constraints of its website's grid format. The new site offers a lens into the personality and personas within Hogan Lovells. "Hogan Lovells and Living Group have redefined a modern and fresh digital look and feel for their industries," said one judge.

**Publicis Sapient****Silver**

Publicis Sapient's 'Never Done' documentary showcases the way its products and services can help improve businesses and change people's lives. The production has gained acclaim for the quality of its filmmaking and storytelling while judges said, "In an environment of heightened tension, connecting with audiences through pieces that showcases creativity and emotional sensitivity is essential. Publicis Sapient did just that. I really felt that through great story telling the film was bringing humanity to technology and true meaning to the work."





## KPMG and We Are Tilt

### Bronze

KPMG worked with We Are Tilt to inspire its deal advisory team to maintain their curiosity and impetus to learn. The film prompted greater uptake of KPMG's career development and e-learning offering as a result. One judge said, "Really creative and different. I can see how this could grab the attention of even the very time-poor because it is fun and makes you take a moment to stop and think."

## Appjection and Freshheads

### Highly commended

Appjection's unique proposition was brought to life by Freshheads in a clean, accessible website that encourages people to take control of their legal options.

## PwC – With you in the metaverse

### Highly commended

PwC's entry into the Metaverse made an impact on its employees, who engaged with the company's ESG messaging and customer-centric purpose as a result.

### iQ Student and OneFifty Consultancy

#### Silver

iQ Student worked with OneFifty Consultancy to not only improve its reach among prospective residents, but to engage with existing student residents and create a stronger iQ community. Over 70% of residents have been involved in the online community, creating brand ambassadors out of residents and inspiring more rebookings. One judge called this “a really great campaign. I liked all the different retention strategies and the results were impressive.”



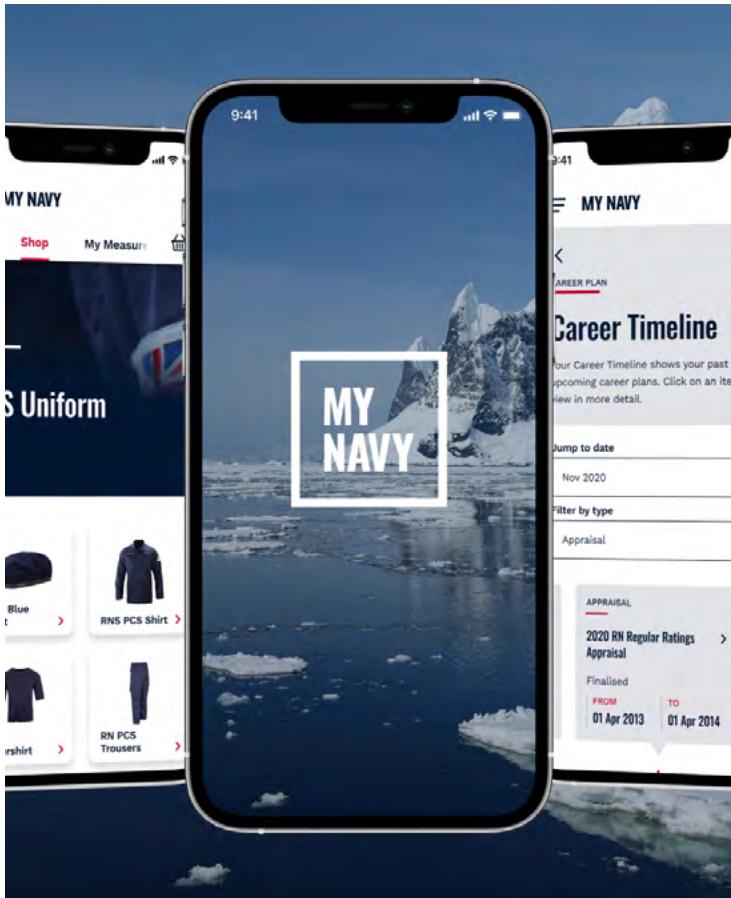
### Derwent and Emperor

#### Bronze

Derwent's online responsibility report improved the online user experience, streamlined the formatting and allowed users to surface key messages more clearly. Emperor's redevelopment of the report has led to a more readable, clear piece of investor communication and a 23% increase in engaged sessions, year-on-year. Judges thought the new report excelled in its content communications and stylish rebrand.



## BEST USE OF DIGITAL FROM THE PUBLIC SECTOR



### The Royal Navy and Great State Gold

Despite the Royal Navy's long history of pride in service, it was struggling to retain its workforce. It needed to deliver a sense of empowerment to its people, allowing them to control their careers and feel greater confidence in their lives within the Navy. Great State introduced MyNavy, a digital tool that would transform feelings of uncertainty, powerlessness and a lack of support into an empowered, confident force.

In-depth research allowed Great State to understand the key inflection points in a sailor's career, delivering crucial digital communications at those points to create a stronger connection between the organisation and its people. As a result 75% of the Royal Navy have become monthly users. One judge said, "I really love this. It shows how detailed data and research-led transformation can improve the working lives of many people."



### DWP Silver

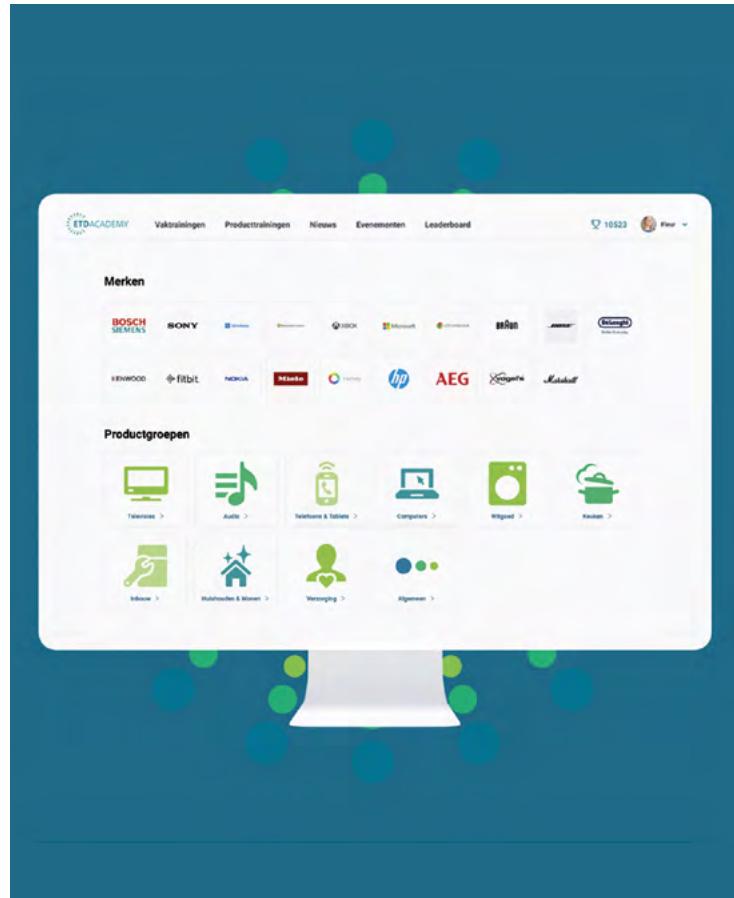
To celebrate the 10th anniversary of the pension auto-enrolment programme, the Department for Work and Pensions (DWP) delivered a social campaign designed to target employers and showcase the DWP's support for businesses as they navigate their pension needs. Judges thought this was a great example of a well planned, creative and strategic campaign that was delivered at a meaningful moment.

## Education and Training Foundation OFED and Freshheads

### Gold

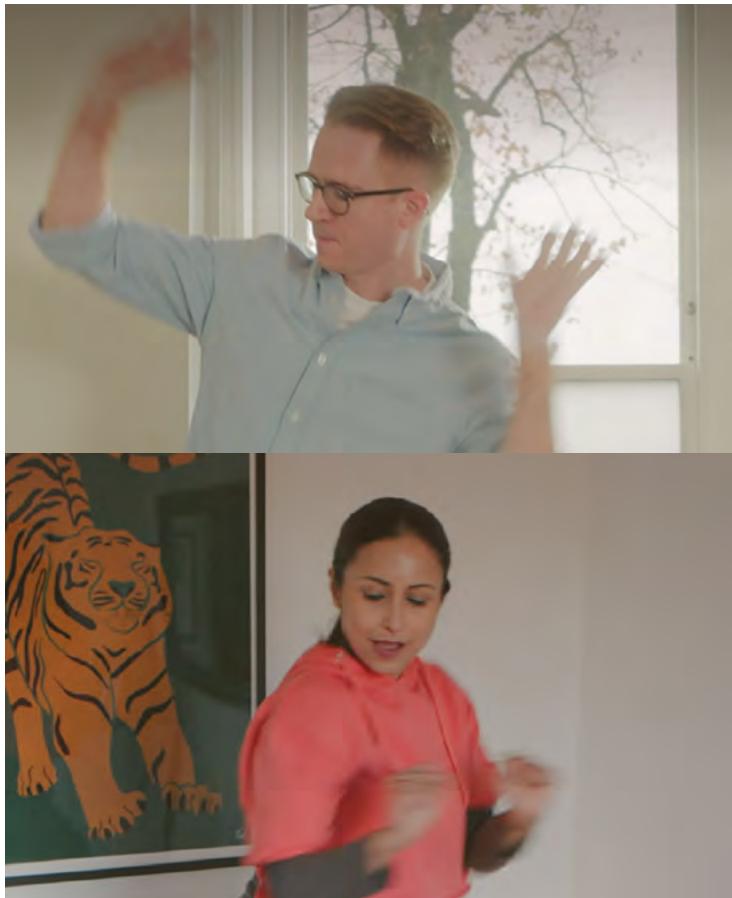
The Education and Training Foundation OFED works across businesses to offer electrotechnical retail training and e-learning to employees across the Netherlands. Its digital learning platform had to be accessible and inspire a culture of knowledge sharing within the tech retail sector. To deliver this, the ETD Academy – developed by Freshheads – tackled key sector challenges, like high turnover and online shopping with well-targeted upskilling and learning tools.

Judges loved this approach to cross-sector collaboration. One judge said, “Upskilling and training is probably one of the biggest challenges in this digital age to keep employees engaged and productive. In addition to this, OFED and Freshheads had to manage the complexity of a multi-stakeholder environment but did a fantastic job of keeping the focus on the end users.”



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

67



## Civil Aviation Authority and AB Brand and Marketing Gold

The now-familiar line of 'ATOL protected' has become constant across travel and tourism ads in the UK. But understanding of the ATOL scheme – which protects holidaymakers' money – hadn't taken flight. Similarly, the post-pandemic slowing of travel bookings needed to be addressed. The Civil Aviation Authority used a campaign of social videos to target low income, urban and middle class rural and suburban-dwellers.

The films, developed with AB Brand and Marketing, discussed the value of an ATOL-protected holiday and taught viewers how to recognise scams and falsehoods in the travel and tourism sector. Judges were impressed with the way a simple concept was delivered in such a strategic, effective manner. Excellent click-throughs and a 93% increase in impressions ensured the crucial message was received by the target demographics.



## Xbox and Edelman Silver

As part of its Minecraft expansion, Xbox worked with Edelman to merge real-life with gaming at Devon's Corfe Castle. The activation tapped into key aspects of the Minecraft brand while communicating with gamers about the value of cultural conservation. According to one judge this creative collaboration "captured the zeitgeist and leaned into cultural moments, delivering a brilliant marriage of history and the metaverse."



## Outdoor Inns and Adaptable Bronze

To support rural pubs and tackle the need for better accommodation in Areas of National Beauty, Outdoor Inns and Adaptable introduced a new mobile booking app. Combining eco-tourism with modern tech, the app is a simple, accessible way to encourage holidaymakers to make a positive impact on the places they visit. One judge called it, "A website that I would use," adding that it was "a beautiful website that professionalises accommodation booking for outdoor activities."

## BICS and Isoline Communications

### Gold

B2B communications services company BICS needed to better communicate with companies across several industries, many of whom were unfamiliar with BICS. It worked with Isoline Communications on a new website that more clearly communicates BICS' points of difference. The new communications approach also required the internal audience to change their behaviours and attitudes around selling.

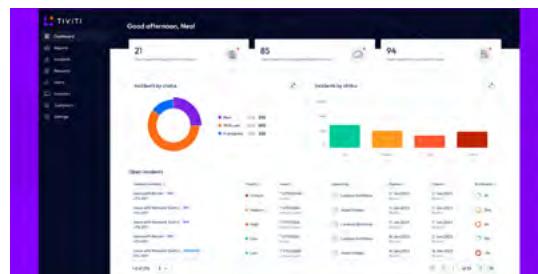
The programme was a success, seeing a 166% increase in qualified leads and 278% increase in the value of deals secured. The fantastic results impressed judges who thought the redevelopment of BICS' digital communications was a clear success. Not only that, but it has proved that a willingness to change on the part of key stakeholders within the business was a clear driver of the efficacy of the new strategy.



## Tiviti and Adaptable

### Silver

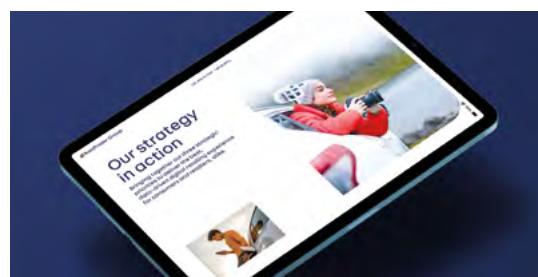
By consolidating LAN and WAN to one provider, and delivering via a flexible, pay-per-user monthly subscription, Tiviti has been able to take the complexity and cost out of managing a network. The groundbreaking connectivity-as-a-service tool, developed with Adaptable, has seen companies across several sectors reduce their dependence on IT troubleshooting and improve their visibility and control over their technology.



## Auto Trader Group and three thirty studio

### Bronze

Auto Trader Group's website was failing to keep up with the needs of mobile users and present a modern face to younger consumers. It worked with three thirty studio on a clean, more communicative new corporate website, annual report and digital communications strategy. Judges loved the new look and praised the effective strategic foundation behind the redevelopment.



## The Intercooler and Treacle Media

### Bronze

The Intercooler worked with Treacle Media to shake off the outdated publishing industry visual cues on its old website and introduce a new look blending a lifestyle-esque graphic language and glossy, intimate photography of the cars themselves. The new site offers an aspirational, premium feel for readers that cherish being in the know.



# Mr Clutch Autocentres

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## Mr Clutch Autocentres and Click Consult

### Gold

Mr Clutch Autocentres had over 700 ad campaigns running across the web, contributing to a lack of cohesion, focus and brand impact. It turned to Click Consult to simplify its PPC strategy and achieve better cut-through with its digital ads. Click Consult used a location-based strategy to target ads while also improving ad copy.

The result was a massively improved PPC strategy, with more effective ads delivering better ROI. Judges thought the results were impressive as they showed a clear connection between the development of the PPC strategy and customer engagement. One judge thought this would have a great impact in the long-term, making Mr Clutch a clutch player in the auto services sector.

## Bridgestone EMIA and Sequel Group

### Bronze

Bridgestone EMIA worked with Sequel Group on an internal campaign championing its newly defined sustainability objectives. The digital campaign not only served key messaging to employees, but it inspired action on their part to improve Bridgestone and make a positive impact in the world. "I love the interactive element," said judges. "Really creative branding of Active8 and strong results."

## DP World and Economist Impact

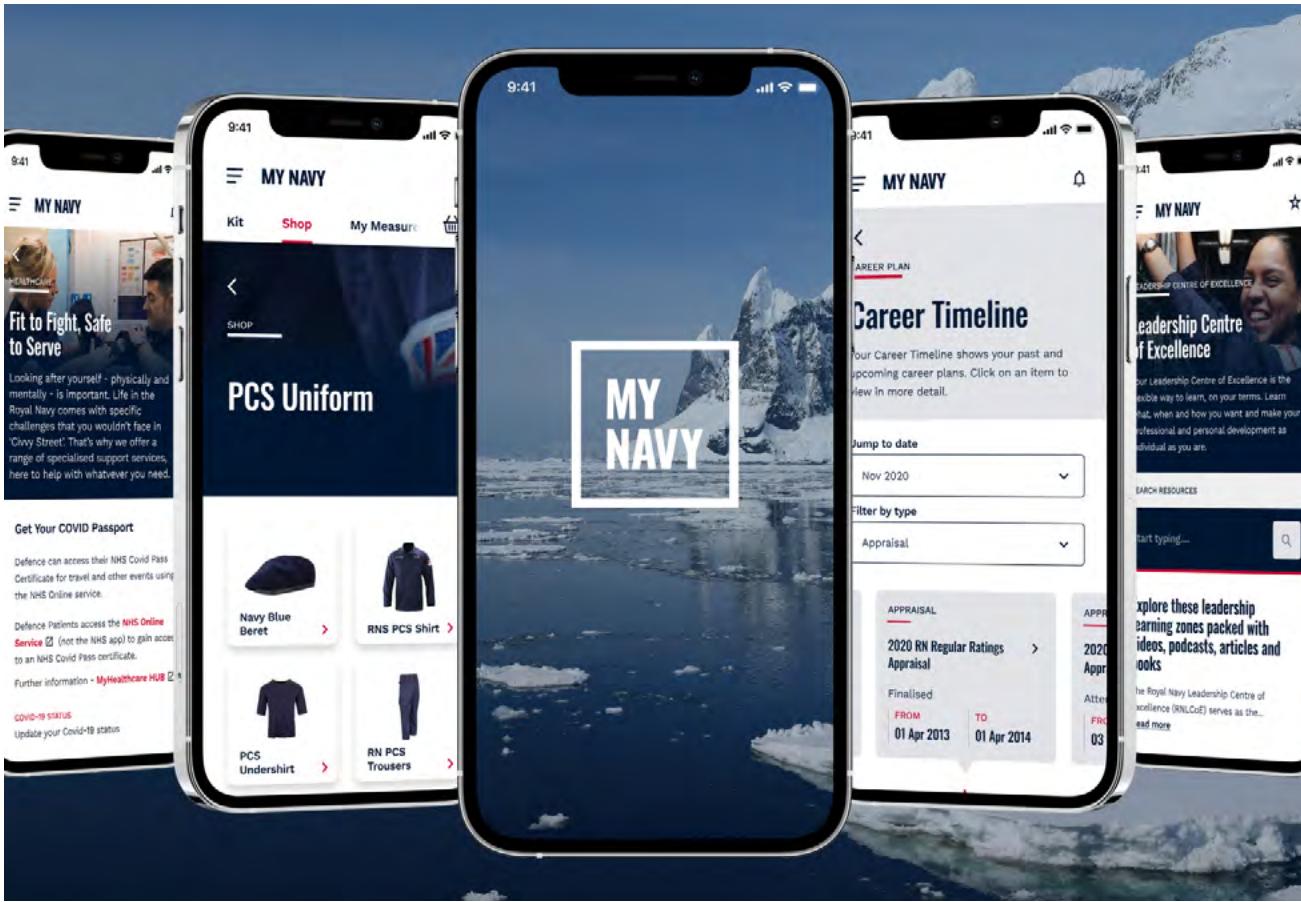
### Highly commended

DP World, a global logistics business, worked with Economist Impact to leverage its long-standing expertise to become a complete, end-to-end logistics service provider while highlighting its cutting-edge digital capabilities.

## mfldirect and Bray Leino

### Highly commended

Bray Leino partnered with mfldirect to redevelop the latter's website and ensure better access to the Motability scheme for all users.



## The Royal Navy and Great State

### Winner

The Royal Navy had a careers problem: it was leaking employees. Not only did attrition have a cost impact on the Navy, but it could potentially lead to geopolitical weakness in the event of global instability. It needed to reengage with existing employees and empower them to take control of their careers in a way they had never been able to before. So it took the bold step into previously uncharted waters of the digital realm.

Alongside Great State, the MyNavy app was developed. Great State mapped out naval careers, identifying key points at which employees might feel disengaged or disempowered. It then built key actions into the app, like the ability to order new kit, to make those pain points more palatable. The research proved to be crucial as naval employees swiftly adopted the app as a crucial partner in navigating their careers with the Royal Navy. Now, over 75% of the Royal Navy uses the app monthly. This bold step into digital access and careers support has transformed the Navy from the inside out.

Judges were unanimous in their praise for this work. They lauded the Royal Navy's ability to consider the digital needs of its users, the way the app fit seamlessly into naval life, the thoroughness of data and research that sat behind the digital transformation and most importantly, the massive benefits the app is now having on the lives of those who serve and protect the United Kingdom.

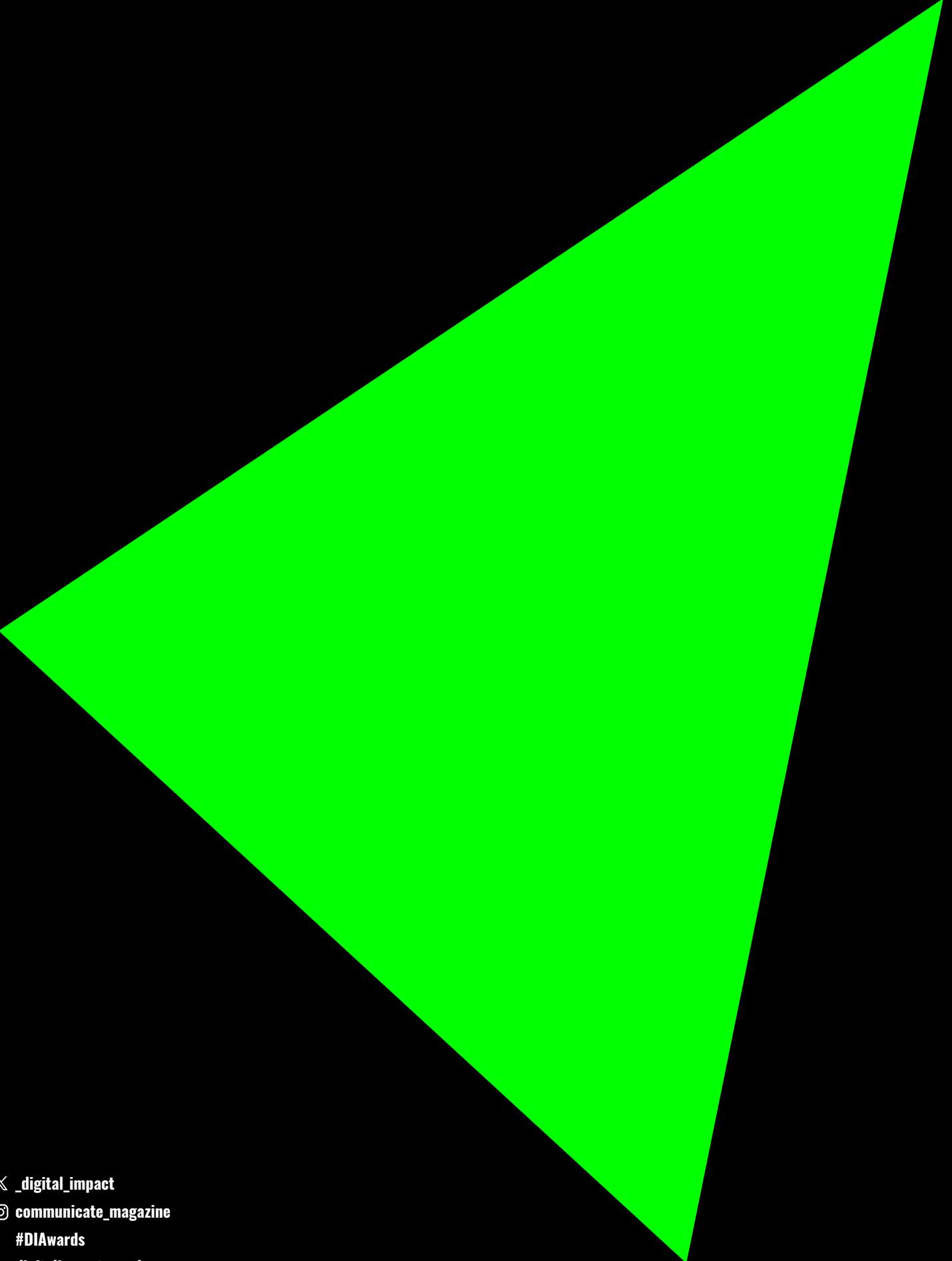
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