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AWARDS**
2024

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NOTE FROM THE EDITOR



Rebecca Pardon
Editor
Communicate magazine

The digital communications landscape is one that undulates continually, as sectors evolve to adapt to new developments. Always dynamic, exciting and firmly at the fore of technological advancements, no year has felt the same since launching the Digital Impact Awards 15 years ago. Each year, we scour for the very best projects tackling the complex realm of digital communications and relish the creativity we unearth.

Each of Communicate magazine's awards programmes provides an invaluable window into the behind-the-scenes clockwork of various industries and allows us a taste of developing trends. If not only a chance to snoop on your peers' work, we hope the Digital Impact Awards is also an opportunity to gain inspiration and foster innovation. As you leaf through the pages of our winners' book, expect stunning campaigns and bold ideas that are keeping communications feeling fresh across industries. And, for a deeper analysis of the trends and challenges keeping communications professionals on their toes, why not subscribe to receive our quarterly magazine, too?

An enormous congratulations to all of our well-deserving winners this year!

MEET THE JUDGES



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

İnanç has extensive experience in the communications sector, encompassing media planning, project and campaign management, digital marketing, social media content and community management. He played a pivotal role in bringing Turkey's first international women's tennis tournament, the WTA Tour, to the country in 2005. İnanç has managed global brand strategies, advertising campaigns and interactive marketing communications for Turkish Airlines.



Alex Betti
Director of digital marketing
Pharmanovia

Alex is director of digital marketing at Pharmanovia, a global lifecycle management healthcare company. With over 20 years of experience in integrated communications, marketing and digital marketing, he has held various leadership roles across multiple multinational organisations. Alex has introduced new digital revenue streams and optimised marketing deliverables, supporting charitable initiatives worldwide. Notably, he delivered the first European facial recognition OOH campaign to raise awareness of discrimination against girls.



James Bradshaw
Head of digital technology
Formula 1

James is head of digital technology at Formula 1. He is responsible for platform and technology strategy and technical delivery of all consumer-facing digital products. James draws on a wealth of experience, spanning many industries in agencies, consultancies and directly for leading consumer brands.



Stuart Bryce
Digital marketing lead – Payments
NatWest

Stuart has worked in the digital marketing sector for 18 years. His passion is seeing tangible improvements in marketing performance from leading digital teams across paid and organic digital acquisition channels. Stuart currently leads the digital team at NatWest who are responsible for the tylbynatwest.com and payitbynatwest.com websites. Prior to NatWest, Stuart has held client-side digital marketing roles at Canon, O2 and Virgin Media and agency roles at MindShare and Unique Digital (WPP).



Crystal Carter
Head of SEO communications
Wix

Crystal is head of SEO communications at Wix. She is an SEO and digital marketing professional with over 15 years' experience working with SEO and marketing clients around the world, such as Disney, McDonalds, Tomy and more. As an SEO, Crystal identifies and implements tactics that help businesses optimise digital activity, drive sales, engagement and growth online. Crystal has contributed to events, webinars and publications from Google Search Central, Brighton SEO, Moz, Search Engine Land, Lumar, Women in Tech SEO and more.



David Chandler
Joint managing director
Great State

David is joint managing director at Great State with over 20 years' experience across various agencies, driving innovation and quality output that creates impact. He collaborates and challenges clients and internal teams to go beyond their comfort zone, engaging with them on a strategic level. David is passionate about leading an agency that delivers enhanced digital customer experiences and his main driver is to ensure the agency surpasses the award-winning standards that its clients have come to expect.

MEET THE JUDGES



Dan Cowley
Group head of digital
Drax

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



Melis Erdinç
Head of digital marketing
Arçelik Hitachi Home Appliances

Melis has over 12 years of experience in digital marketing, where she has cultivated a versatile skill set by contributing to various industries such as fashion, high tech, hospitality and home appliances. During her tenure at Beko Global, Melis held the pivotal role of overseeing global digital communications and influencer management for a vast network spanning over 140 countries for a period of four years. In her most recent professional chapter, she has been global head of digital for home appliance brand, Hitachi, for the last three years.



Ricardo Gato
Group communications and
marketing director
Icona Capital

Ricardo is a seasoned and award-winning marketing expert with over a decade of experience in the luxury and travel sectors. He has delivered significant growth and increased brand awareness for top-tier companies such as Ultima Collection, Cookson Adventures, Stratajet, Fly Victor and NetJets. Currently, as the group communications and marketing director at Icona Capital and Unica Capital, Ricardo has successfully developed and launched comprehensive brand identities and marketing strategies.



Andy Gibbard
Head of marketing and client success
EiQ, LRQA

Andy is the head of marketing and client success for EiQ at LRQA. Prior to this role, he was the group head of communications at SGS, the world's leading testing, inspection and certification company. He has also spent five years working as head of content for a creative agency, working with global B2B clients across multiple industry sectors.



Sarah Heming
Former director of communications
and digital marketing
Zoetis

Sarah was the director of communications and digital marketing at Zoetis, a leading animal health company. She has driven double-digit growth through innovative marketing strategies and digital transformation. With over a decade of leadership experience across global markets, Sarah excels in creating impactful digital campaigns and enhancing customer engagement. She is now a fractional CMO advising a variety of businesses.



Morgan Long
Defense Digital Foundry – Senior product
manager and talent lead
Royal Navy

Morgan has been in the Royal Navy for over 20 years, joining initially as a front-line trauma medic. He has served in Afghanistan, Iraq, Sierra Leone and around the Horn of Africa on land and at sea. Having completed the Defence Innovation Fellowship in October 2020, this accelerated Morgan's development and reputation to become a renowned digital and innovation leader within defence. He has just finished leading multiple product teams across new and existing features within the MyNavy and MyRAF applications.

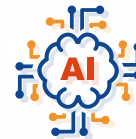
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MEET THE JUDGES



Emre Onar
Former head of digital marketing
Henkel

Emre was the head of digital marketing for Henkel UK and Ireland. Emre has over 10 years of digital marketing experience in FMCG and hospitality companies in both the UK and Turkey. Emre's experience has focused on elevating brand presence across various digital marketing areas, including SEO, performance marketing, influencer marketing, CRM and social media. Emre is also a content creator and digital broadcaster, with a weekly podcast series of over 75,000 subscribers on Spotify.



Adrian Pinder
Head of digital and data
DS Smith

Adrian joined DS Smith in June 2022 to lead and launch the digital and data hub, a new capability within DS Smith to drive a digital transformation. Before that, he held several digital and product management roles in the large engineering companies like Atkins, GE and Jacobs. Adrian started his career as a scientist in the UK Civil Service, where he worked for 10 years in a range of technology strategy roles.



Louise Pyman
Global head of digital channels,
content, editorial and social media
Haleon

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



Susan Quain
Former digital employee
experience director
Fidelity International

Susan is an award-winning digital director with over 25 years' experience using technology, data and communications to get the most for employees and clients. Previously, as the digital employee experience director at Fidelity International, she created a seamless digital experience for employees through streamlined processes and personalised communications, both considered important for hybrid working. Susan has successfully led digital channels teams on complex digital transformation projects.



Claudia Urquiola
Head of marketing and communications
Nauta Capital

Claudia is Nauta's head of marketing and communications. She oversees marketing and communications strategy, including managing the website, social media, media relations and email marketing activities. Previously, she spent over seven years at Grupo Santander, most recently as head of secure user experiences, focusing on cybersecurity. Claudia also worked at Finn Partners and Ogilvy Public Relations, developing strategies for various clients.



Patrick Von Sychowski
Digital marketing and
communications manager
CinemaNext

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

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Best of luck to all the shortlisted entries...

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MEET THE JUDGES

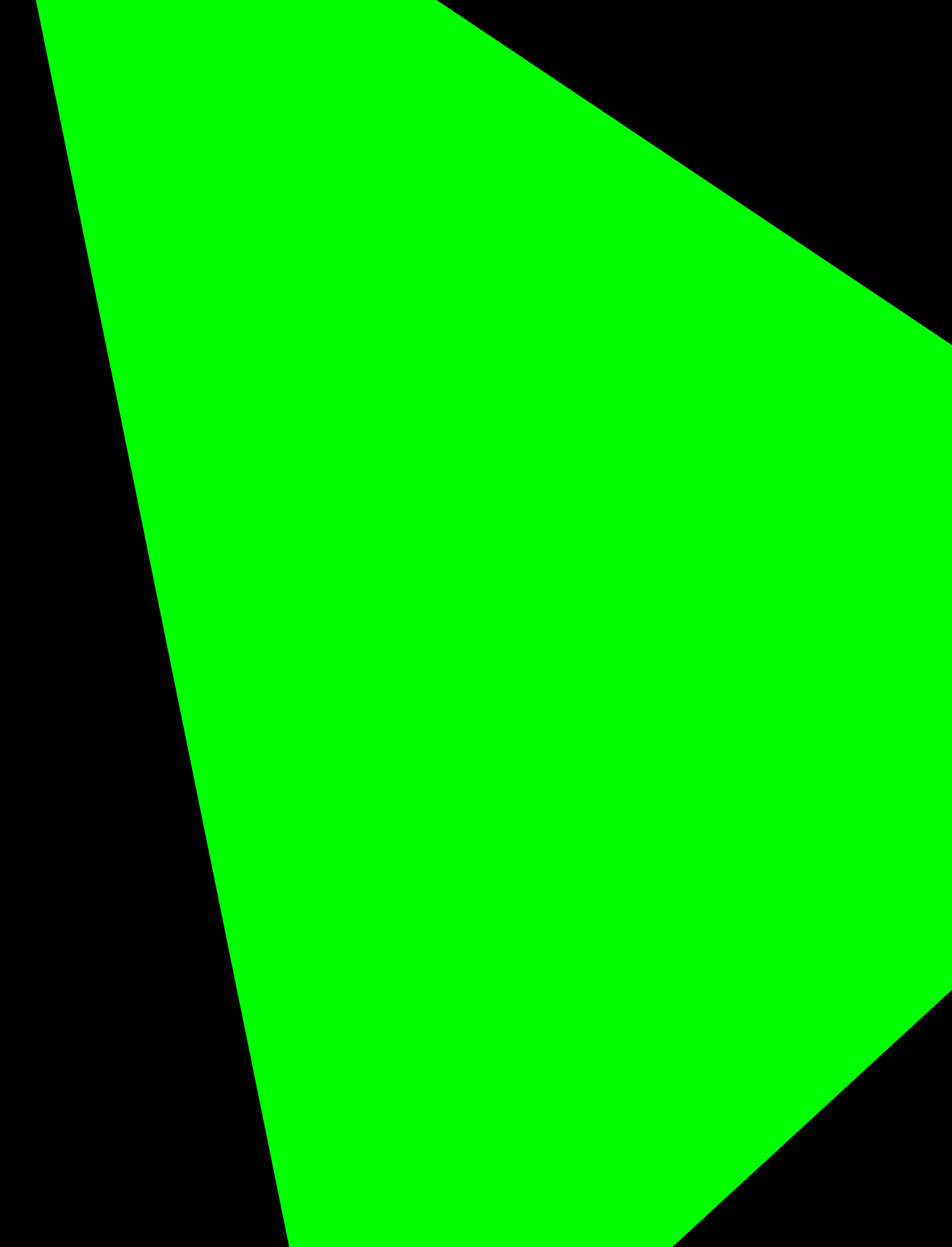


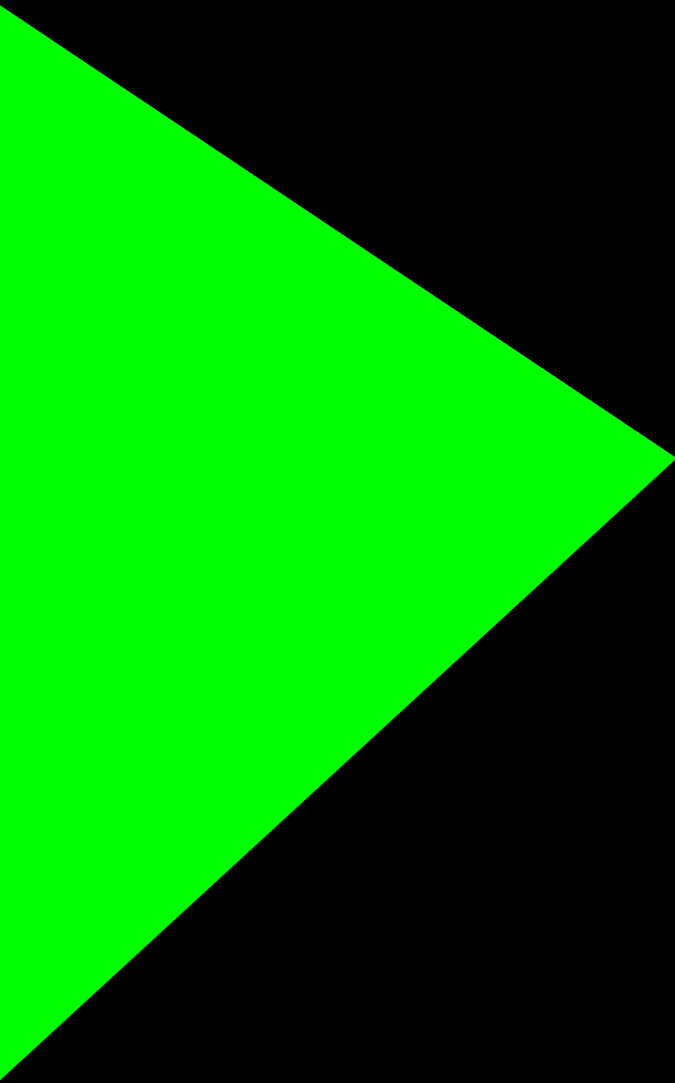
Zamir Walimohamed

Head of digital, marketing
and subscriptions

Motor Sport Magazine

Zamir is the head of digital, marketing and subscriptions at Motor Sport Magazine. Zamir plays a pivotal role in driving Motor Sport Magazine's digital expansion and marketing initiatives. With a keen eye for evolving media landscapes, Zamir spearheads strategies that amplify the magazine's online presence, increase subscriber engagement and maximise digital revenue streams. With a strategic and agile approach, Zamir leads the development and execution of cutting-edge digital strategies that captivate audiences and generate substantial revenue.





THE WINNERS

THE WINNERS

DELIVERABLES

BEST CORPORATE WEBSITE (FTSE 100)

Gold – Haleon and Black Sun Global

Silver – Centrica and Comprend

Silver – RS Group plc and SampsonMay

Bronze – Melrose Industries PLC and SampsonMay

BEST CORPORATE WEBSITE (OTHER)

Gold – Akin and Living Group

Gold – The Royal Navy and Great State

Silver – Global Infrastructure Partners and Radstone Group

Bronze – Merseyside Violence Reduction Programme and Connect Internet Solutions

Bronze – Stonewater

Highly commended – Priory

BEST USE OF SEO FOR CORPORATE COMMUNICATIONS

Gold – Mullis & Peake LLP Solicitors and Itineris

Silver – B&M and The Organic Agency

Bronze – Qlic IT For Charities and Vixen Digital

BEST USE OF MOBILE OR CORPORATE APP

Gold – Iris by Crocus.co.uk and Pocket App

Bronze – ITV and Candyspace

Bronze – Quick Insurance

BEST DIGITAL COMMUNICATIONS AS PART OF AN INTEGRATED CAMPAIGN

Gold – Shell China and Burson Beijing

Silver – caba and Bottle PR

Bronze – Allied Universal and G4S

Bronze – Mazars and Living Group

BEST USE OF DIGITAL TO AID A CSR CAMPAIGN

Gold – Shape History

Silver – caba and Bottle PR

Bronze – KiKa and Happy Horizon – EF2

BEST CORPORATE VIRAL CAMPAIGN

Gold – European Patent Office and 1000heads

Silver – Birds Eye UK

Bronze – Vodafone

BEST USE OF ONLINE VIDEO

Gold – The Royal Air Force with Not Going To Uni and Content Marketing Pod

Silver – Snapdragon and 1000heads

Bronze – Dentally and The Organic Agency

Bronze – Mazars and Living Group

Bronze – MRS Digital

Highly commended – Allen & Overy and TEAM LEWIS

BEST USE OF AUDIO

Gold – Financial Services Compensation Scheme and Hanover Communications

Gold – National Crime Agency

Silver – The Royal Air Force with Not Going To Uni and Content Marketing Pod

Bronze – PwC

BEST DIGITAL ACCESSIBILITY

Gold – ServiceNow with Hassell Inclusion

Silver – EE (BT Group)

Silver – Priory

Bronze – Banco Santander and Bestiario

BEST DIGITAL REBRAND

Gold – The Royal Navy and Great State

Silver – Akin and Living Group

Silver – KYC360 and Silver Agency

Silver – South West Water and true digital

Bronze – atNorth

Highly commended – iOnctura and three thirty studio

BEST USE OF ARTIFICIAL INTELLIGENCE

Gold – Fonteyn and Elevate Digital

Silver – Qlic IT For Charities and Vixen Digital

Bronze – İşbank

BEST USE OF AUGMENTED REALITY OR VIRTUAL REALITY

Gold – DeepWell DTx

Silver – KFC with Circus and I-AM

Bronze – Random42 Scientific Communication

BEST USE OF DATA

Gold – The Crown Estate's Marine Data Exchange and Radley Yeldar

Silver – Allied Universal and G4S

Bronze – Eurelectric

Bronze – LifeSearch and equimedia

Bronze – Three and Zenith

Highly commended – iHerb and antics@play

BEST INNOVATION

Gold – CooperVision and Bridge

Silver – EE (BT Group)

Bronze – LifeSearch and equimedia

Highly commended – Willmott Dixon and Tribus Digital

THE WINNERS

SOCIAL MEDIA

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

Gold – International Tree Foundation and famille

Silver – Electronic Arts and Happy Horizon – Vertigo 6

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

Silver – KARACA and SEM

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

Gold – Farrow & Ball and Mindshare Worldwide

Silver – Birds Eye UK

Bronze – European Patent Office and 1000heads

Bronze – Three and Zenith

Highly commended – G4S and durhamlane

BEST COMMUNITY DEVELOPMENT

Gold – Logitech G and Happy Horizon – Vertigo 6

Silver – The University of Manchester

Bronze – iQ Student Accommodation and TONG Global

BEST USE OF DIGITAL TO AN INTERNAL AUDIENCE

BEST INTRANET

Gold – Sevita and Oak Engage

Silver – Willmott Dixon and Tribus Digital

Bronze – Government Project Delivery and Connect Internet Solutions

BEST DIGITAL EMPLOYEE COMMUNICATIONS

Gold – Vodafone

Silver – Miele X

Bronze – Arcadis and Design Portfolio

BEST USE OF DIGITAL TO AN INVESTMENT AUDIENCE

BEST ONLINE ANNUAL REPORT

Gold – PPHE Hotel Group and Luminous

Silver – BT Group and Emperor

Silver – Oakley Capital Investments and Friend Studio

Bronze – Banco Santander and Bestiario

Bronze – Informa and Luminous

BEST USE OF DIGITAL TO AN INVESTMENT AUDIENCE

Gold – Oakley Capital Investments and Friend Studio

Silver – Julius Baer

Bronze – Schroder Investment Management (Singapore) Ltd and Schroders Singapore Marketing

BEST USE OF DIGITAL TO AID MEDIA RELATIONS

BEST ONLINE NEWSROOM

Gold – Automobili Lamborghini S.p.A. and TheNewsMarket

Silver – Renault Group and epresspack

Bronze – Marriott International EMEA and PressArea

Highly commended – Nationwide and Onclusive

EVALUATION

BEST EVALUATION STRATEGY

Gold – TELUS and Onclusive

Silver – Three and Zenith

Bronze – iHerb and antics@play

THE WINNERS

BEST USE OF DIGITAL BY SECTOR

BEST USE OF DIGITAL BY A CHARITY, NGO OR NFP

Gold – Women's Aid and Hurricane Media Ltd

Silver – caba and Bottle PR

Silver – European Patent Office and 1000heads

Bronze – Climate Safe Lending Network (CSLN) and SEC Newgate UK

Bronze – KiKa and Happy Horizon – EF 2

Bronze – Smart Energy GB and ClerksWell

BEST USE OF DIGITAL FROM THE EDUCATION SECTOR

Gold – The University of Manchester

Silver – Cambridge University Press & Assessment and Somersault

BEST USE OF DIGITAL FROM THE ENERGY AND UTILITIES SECTOR

Gold – Everyone's Energy and Contra Agency

Gold – South West Water and true digital

Silver – Centrica and Comprend

Silver – Centrica plc and durhamlane

Bronze – UK Power Networks and Instinctif Partners

Bronze – Utilita Energy and Adaptable

BEST USE OF DIGITAL FROM THE ENGINEERING, MANUFACTURING, INDUSTRIAL AND BASIC MATERIALS SECTOR

Gold – Melrose Industries PLC and SampsonMay

Gold – RS Group plc and SampsonMay

Silver – Autoliv and IDX

Bronze – AtkinsRéalis and IDX

BEST USE OF DIGITAL FROM THE FINANCIAL SERVICES SECTOR

Gold – Octopus Money and Burson

Silver – Ageas and Fresh Egg

Silver – Julius Baer

Bronze – LifeSearch and equimedia

Bronze – Tikehau Capital and IDX

BEST USE OF DIGITAL FROM THE FMCG, FOOD AND BEVERAGE SECTOR

Gold – St Austell and true digital

Silver – Coca-Cola Europacific Partners and Bridge

Bronze – Birds Eye UK

Bronze – Milliways and

Headland Consultancy

BEST USE OF DIGITAL FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR

Gold – Bupa and Hurricane Media Ltd

Silver – CooperVision and Bridge

Silver – Haleon and Black Sun Global

Bronze – Genmab and Brunswick Group

Bronze – iOnctura and three thirty studio

Highly commended – Incyte and Random42 Scientific Communication

BEST USE OF DIGITAL FROM THE PROFESSIONAL SERVICES SECTOR

Gold – PwC

Silver – Hudgeell Solicitors and Contra Agency

Silver – Mullis & Peake LLP Solicitors and Itineris

Bronze – Akin and Living Group

Bronze – Allen & Overy and TEAM LEWIS

Bronze – MBL Seminars and Contra Agency

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

Gold – Willmott Dixon and Tribus Digital

Silver – G4S and durhamlane

Bronze – Legal & General Investment Management and Radley Yeldar

Bronze – Native Residential and SampsonMay

BEST USE OF DIGITAL FROM THE PUBLIC SECTOR

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

Bronze – Merseyside Violence Reduction Programme and Connect Internet Solutions

BEST USE OF DIGITAL FROM THE RETAIL SECTOR

Gold – Farrow & Ball and Mindshare Worldwide

Silver – Iris by Crocus.co.uk and Pocket App

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

Gold – Snapdragon and 1000heads

Silver – OnePlus and Happy Horizon – Vertigo 6

Bronze – Exponentia.ai

Bronze – Prosus and IDX

Bronze – Vodafone

**THE
WINNERS**

**GRAND
ACCOLADES**

DIGITAL AGENCY OF THE YEAR

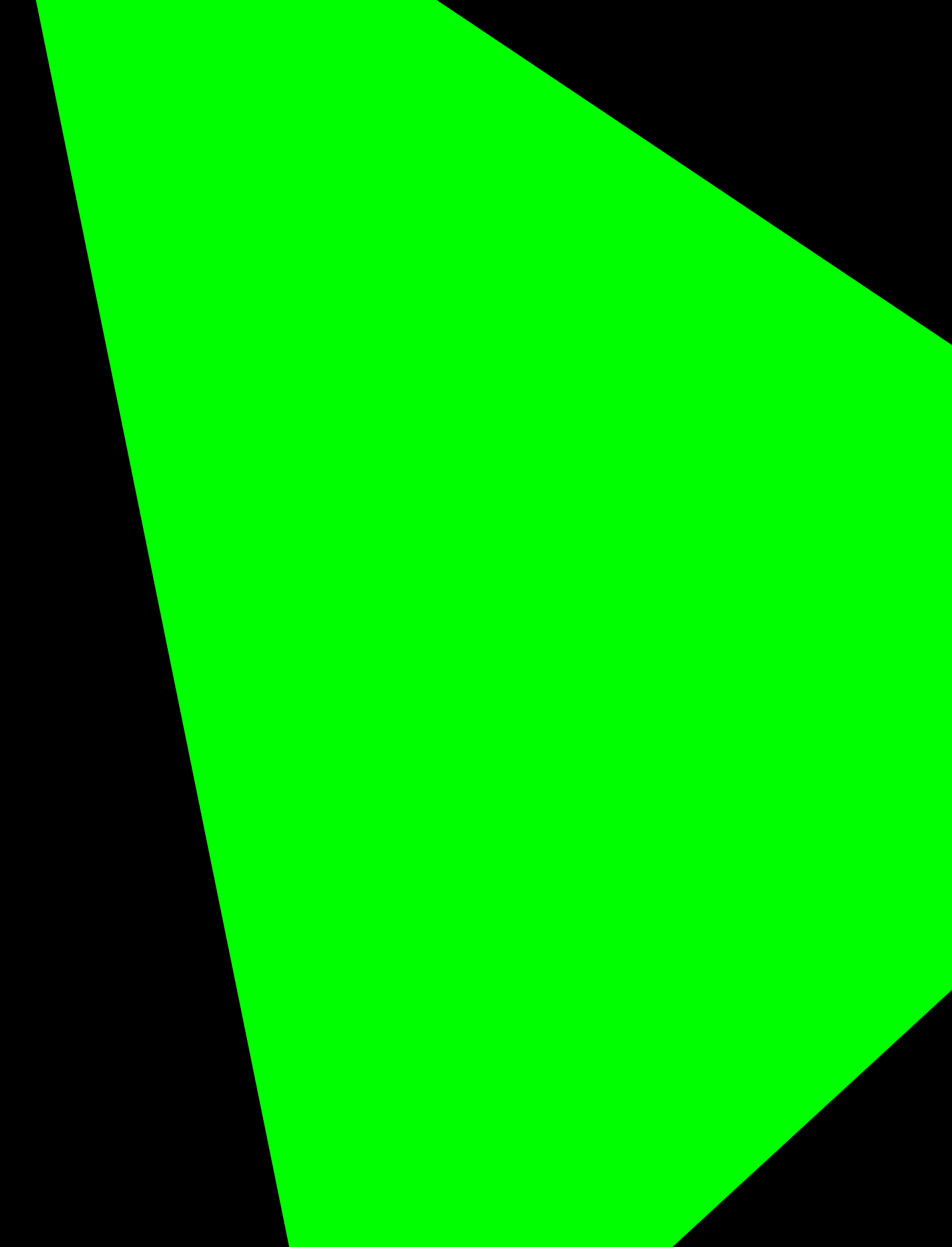
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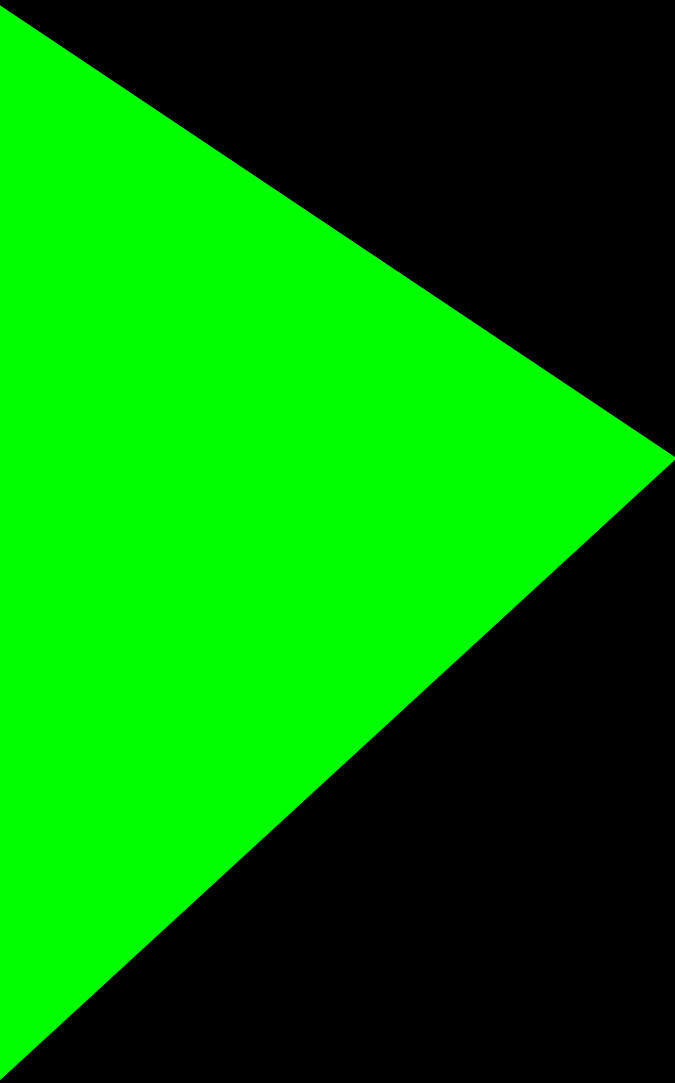
Winner

GRAND PRIX

**Farrow & Ball and
Mindshare Worldwide**

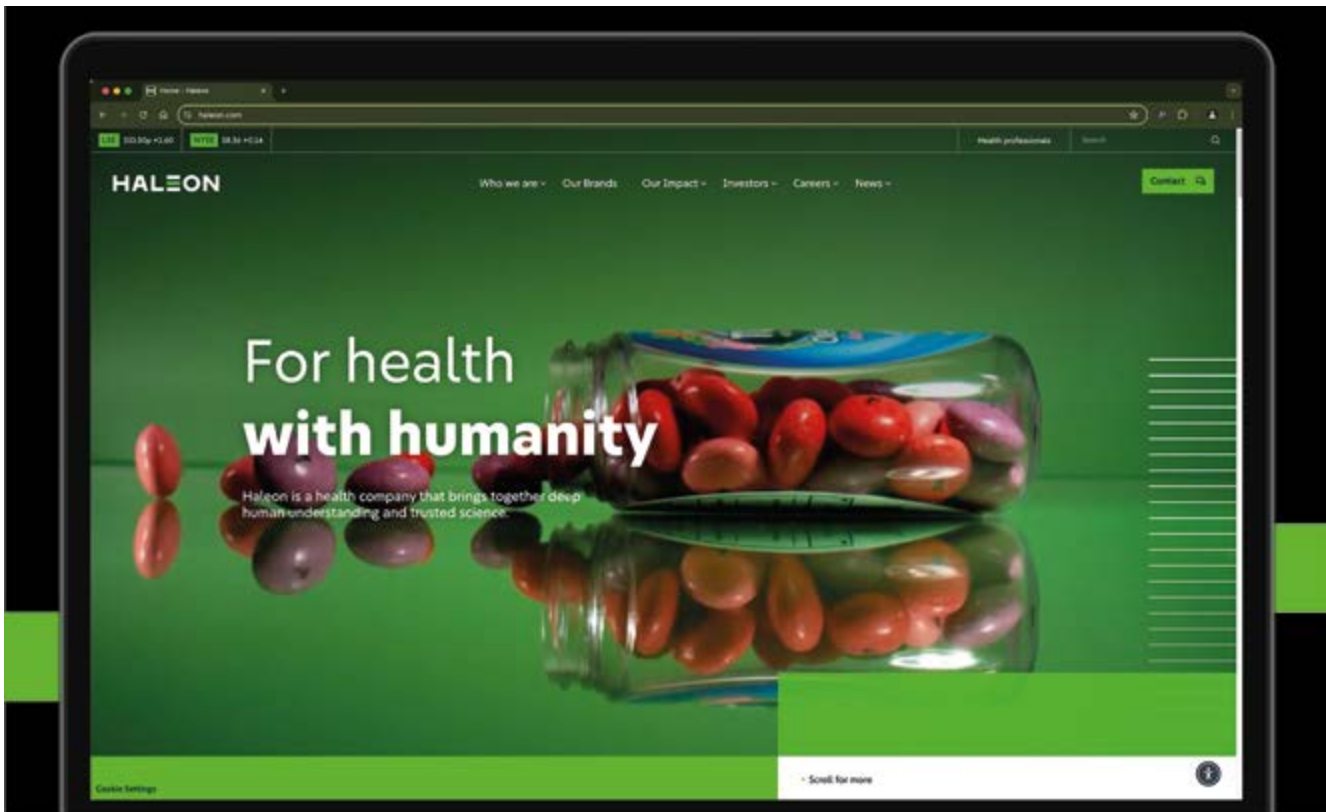
Winner





DELIVERABLES

BEST CORPORATE WEBSITE (FTSE 100)

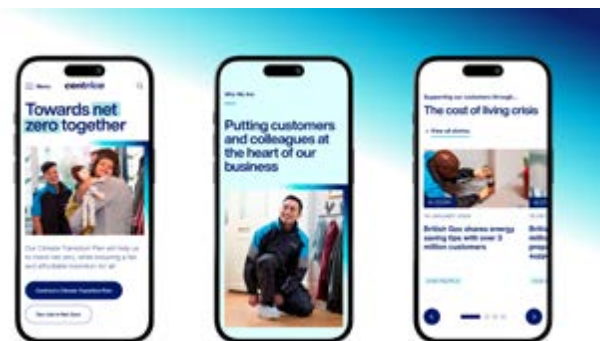


Haleon and Black Sun Global Gold

Haleon is a FTSE 20 health company which spun out of GSK in 2022 with a purpose to deliver better everyday health with humanity. Haleon worked with Black Sun Global to create a corporate website that would educate users and help connect the Haleon name with its big brands. Specially created photos and videos were used throughout the website to bring Haleon's identity to life. The homepage video banner identified 9 'power brands' in action and the online annual report pages featured a reversible scroll with images including toothpaste being applied to a toothbrush.

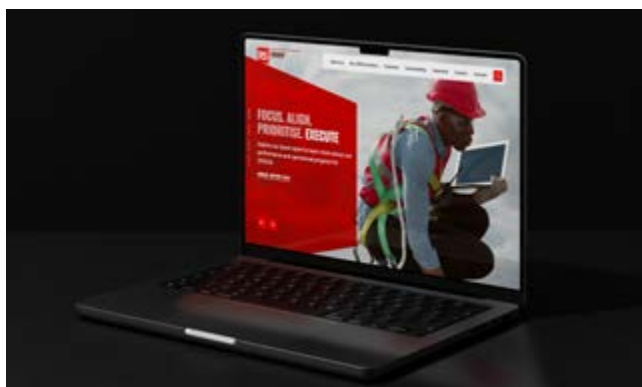
The fully accessible site used consistent visual storytelling and resulted in a 46% increase in dwell time as stakeholders engaged more fully with the brand's purpose and stories. "Effectively bridges the gap between their globally recognised brands and the corporate identity," said one judge.

BEST CORPORATE WEBSITE (FTSE 100)



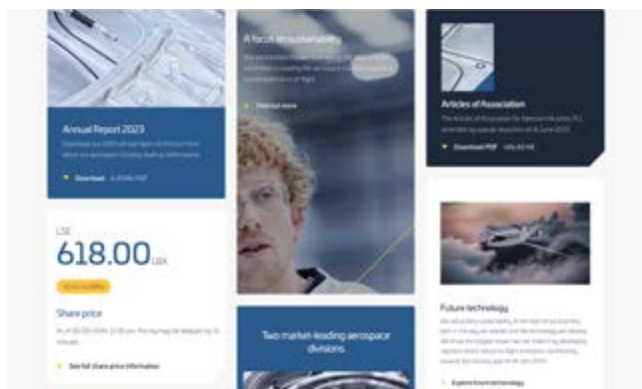
Centrica and Comprend Silver

Centrica worked with Comprend to deliver a full website refresh to improve usability and unify its visual identity. The design was informed by research and a user interface audit. The new website resulted in the reduction of website components, increased performance score and level AA accessibility rating. The judges described this as “a solid and well executed redesign.”



RS Group plc and SampsonMay Silver

After an extensive rebranding exercise, RS Group plc worked with SampsonMay to create a new website that would meet the needs of all its stakeholders, from investors and talent, to ESG focused audiences and more. Traffic has increased by 780% in seven months since launch. “Excellent repositioning from product distribution to solutions provider, with very clear and easily navigated website,” said one judge.



Melrose Industries PLC and SampsonMay Bronze

Melrose Industries PLC wanted to build an overarching technology system that would enable all group websites to be managed in one CMS. SampsonMay designed three websites and separated the investor focused Melrose website from the B2B focused GKN brand websites. Results included a 6.1% increase in email alert sign-ups. “Functional and visually appealing corporate website that supports the business goal,” said one judge.

BEST CORPORATE WEBSITE (OTHER)



Akin and Living Group Gold

Akin worked with Living Group to create a new website that would reflect the international law firm's progressive and innovative identity while also appealing to a global target audience. A combination of Living Group's annual research and stakeholder interviews helped to identify brand gaps in the market that would help Akin to stand out against its competitors.

The website brought the brand to life with an eye-catching user interface that delivered bite-sized content for a time-pressured target audience. Since launching in March 2023, Akin's new website has seen a 54% increase in visitors and a 47% increase in time spent on the website. "Extensive research and user feedback were incorporated into a well-defined digital campaign, resulting in significant increases in inquiries and positive feedback," said one judge.

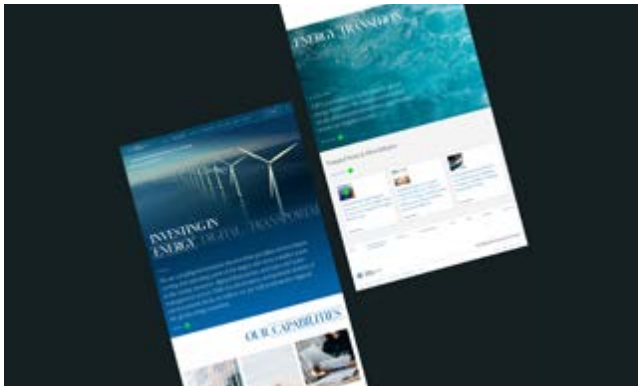


The Royal Navy and Great State Gold

The Royal Navy requires a steady flow of new recruits, but user research revealed that its existing website wasn't cutting through to the digital savvy Gen Z audience who expect digestible content and consistent user journeys. Together with Great State, The Royal Navy rebooted its website and focused on simplifying the information available.

User-generated content gave insights into Navy life and told human stories that would connect with potential candidates. The job search tool was gamified to match users with suitable roles and content audits helped to refine information and remove duplication. Continuous user testing and applied insights ensured a smooth user journey for candidates accessing the site from campaigns and social media. "They did their research, understood their audience and captured the interest of a new generation," praised one judge.

BEST CORPORATE WEBSITE (OTHER)



Global Infrastructure Partners and Radstone Group Silver

Global Infrastructure Partners worked with Radstone Group to create a modern user-centric corporate website that would effectively communicate its brand identity and offerings. The contemporary design included interactive features and digital integration to unify the brand experience. “Extensive research and a strategic approach led to increased visibility, user engagement and strong positive feedback from industry peers,” commented one judge.



Merseyside Violence Reduction Programme and Connect Internet Solutions Bronze

Merseyside Violence Reduction Programme (MVRP) is part of a national network aiming to tackle homicide, knife and gun crime. Connect Internet Solutions built a new website to help raise awareness of MVRP and clearly showcase its achievements and intervention activities alongside signposting to support. Judges were impressed by the “extensive research and innovative use of digital tools.”



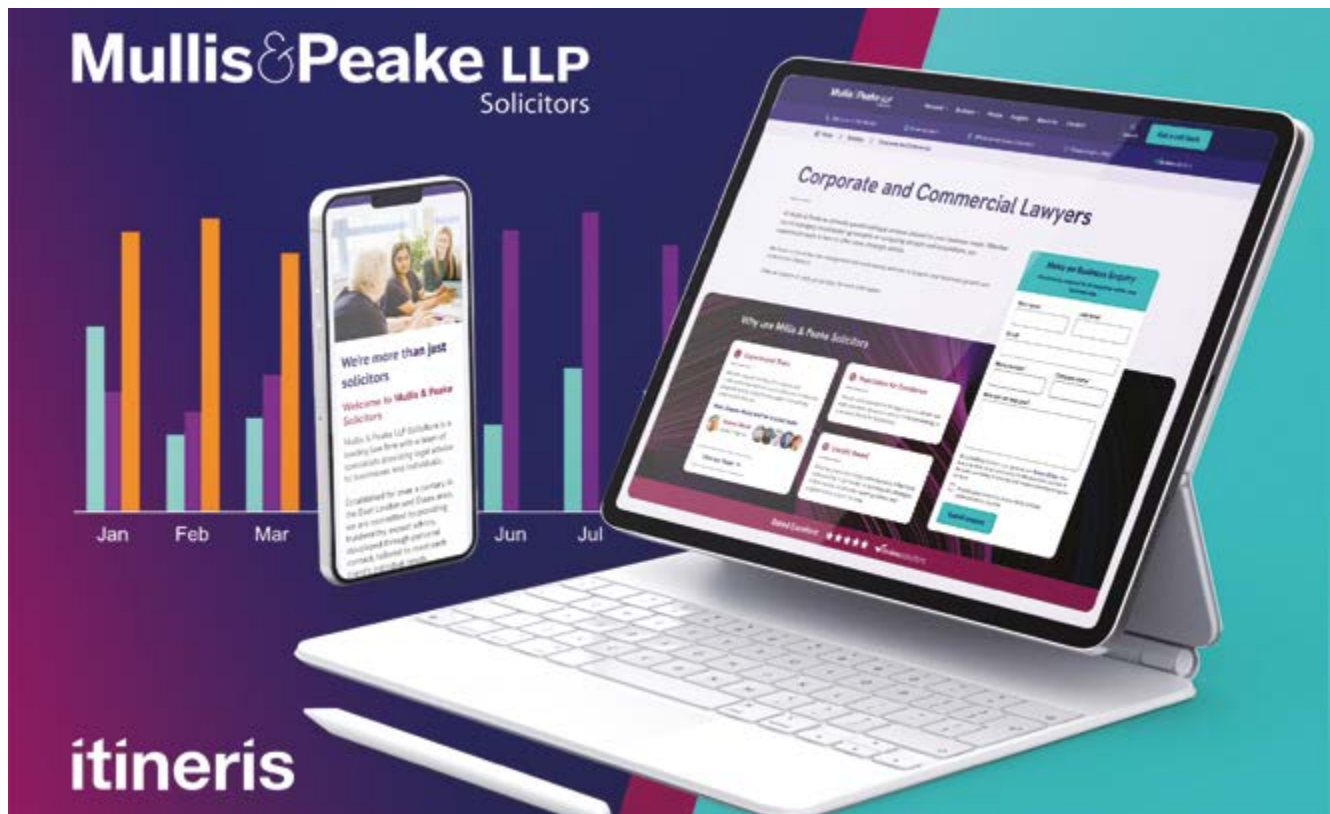
Stonewater Bronze

Stonewater redeveloped its website to improve customer experience and boost its corporate reputation. An extensive research phase identified existing issues and informed the design, while a communications campaign was launched to ensure all stakeholders were engaged in the process. The website design blended emotional impact with functionality, resulting in a 63% engagement increase. One judge said the website “changed perception and drove results.”

Priory Highly commended

The Priory website transformation reflects its mission of delivering exceptional care to people who need it most.

BEST USE OF SEO FOR CORPORATE COMMUNICATIONS



Mullis & Peake LLP Solicitors and Itineris

Gold

Mullis & Peake LLP Solicitors worked with Itineris to strengthen its digital presence and overcome challenges presented by heavy competition. Itineris looked at data to research the law firm's buyer personas and identify the factors influencing user clicks. Organic content was then created to target users, such as a conveyancing fee calculator for budget conscious clients.

Existing content was repurposed into new content that would drive better performance. After pooling new content ideas, Itineris linked the topics into clusters for cross-posting and SEO optimisation to boost conversation rates. Landing pages were adapted to include key words, call to actions were strengthened and the FAQs section harnessed long-tail keywords to improve relevance. The result was an increase of 78% in organic visibility and over 1418% in leads. "Impressive achievement," said one judge, "outstanding impact," said another.

BEST USE OF SEO FOR CORPORATE COMMUNICATIONS



B&M and The Organic Agency Silver

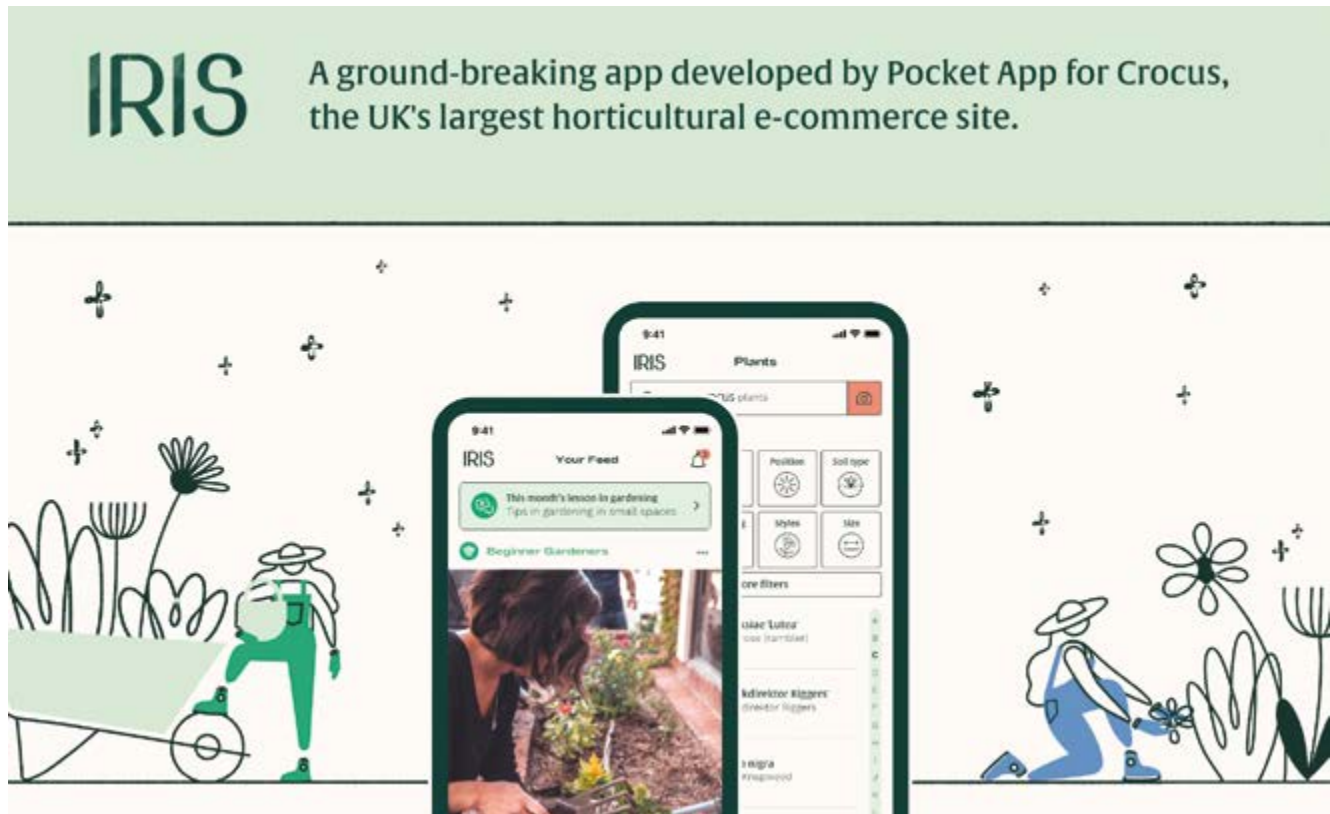
B&M wanted to leverage SEO and drive footfall into its physical stores. The Organic Agency carried out in-depth research to identify a strategy that would boost sales in the run up to Christmas. Brand store searches increased by nearly 400% as a result. “Excellent results and a diligent approach to working out what levers could be pulled to ultimately drive sales,” said one judge.



Qlic IT For Charities and Vixen Digital Bronze

Qlic IT For Charities worked with Vixen Digital to drive organic traffic and generate high-quality leads within the charity IT sector. AI-supported customised SEO strategies were tailored to the non-profit market and were continuously adjusted based on data insights. Organic traffic increased by 74% and conversations increased by 39% within six months. “Good campaign and impressive ranking results,” said the judges.

BEST USE OF MOBILE OR CORPORATE APP



Iris by Crocus.co.uk and Pocket App Gold

Iris was created by Pocket App for Crocus.co.uk, the UK's largest horticultural e-commerce site. The app aimed to make gardening more accessible to a younger generation using AI-driven plant identification and plant care data. To engage with the target audience, Pocket App presented the content in a social media format with elements of gamification to create a sense of digital community and encourage active participation.

The app leverages over 20 years of horticultural expertise from Crocus.co.uk to deliver content that would appeal to a broad audience of new and existing customers. Iris has a seamless user experience, with creative features including care calendars and expert-written content. The app has achieved over 105k downloads and has 61k user accounts. Judges said that "the creative is spot on" and praised the "excellent targeting of non-expert gardener audience."

BEST USE OF MOBILE OR CORPORATE APP



ITV and Candyspace Bronze

After the successful launch of ITVX at the end of 2022, the focus for ITV was digital transformation. Candyspace launched a number of new features to the ITVX app, including live events, a news category page and improved personalised recommendations. Since launch, ITVX has seen over three billion streams with over 40 million registered users. “Impressive results,” said one of the judges.



Quick Insurance Bronze

The Quick Insurance mobile app targets B2C customers and offers a range of insurance products, alongside additional features such as an ‘Ask a Doctor’ button. The user-friendly interface has a modern design and is continuously improved based on user feedback which has increased user satisfaction and loyalty. Judges said this was a “nice app with good interface.”

BEST DIGITAL COMMUNICATION AS PART OF AN INTEGRATED CAMPAIGN



Shell China and Burson Beijing Gold

The 'We are the Changemakers' campaign aimed to reintroduce audiences to the Shell China Eco-marathon, a worldwide engineering programme for STEM students. Together with Burson Beijing, Shell China created a people-centric campaign using a combination of digital assets. Micro-documentaries and Instagram reel-style videos allowed students to share authentic stories.

Capitalising on AI's popularity, Shell China also created an AI online car-building game replicating the on-track construction process. The programme was broadcasted live in a reality show style series with livestreaming chat rooms and a Shell China news bureau capturing the key moments. Audiences offline were also targeted with 3D advertisements being shown across airports and locations in the key markets. The livestream was viewed over 31.6 million times and achieved over 328k Weibo topic discussions. "Excellent cross channel use resulting in a well-executed campaign covering all touchpoints," praised one judge.

BEST DIGITAL COMMUNICATION AS PART OF AN INTEGRATED CAMPAIGN



caba and Bottle PR **Silver**

The 'Cash Conversation' campaign aimed to improve perceptions of caba, the occupational charity for the ICAEW, amongst young accountants and students. Bottle PR created an integrated campaign that addressed personal money management with a podcast which ranked in the top 25% in its launch week, TikTok videos and blog-style content. "Really strong delivery of results against a good objective," said one judge.



Allied Universal and G4S **Bronze**

Allied Universal and its international business G4S commissioned the first-ever World Security Report sharing groundbreaking research surveying Chief Security Officers worldwide. The integrated campaign featured a global media launch with exclusive interviews, social media content achieving over 1.9 million impressions and an interactive microsite showcasing the data with videos and analysis. One judge commented, "really well researched and strong wide-ranging coverage."



Mazars and Living Group **Bronze**

Mazars worked with Living Group to launch an employer branding campaign encouraging young people to consider a career in audit. The integrated campaign shared video content of employees on social media and a dedicated campaign webpage. In just six weeks, the content achieved over four million impressions on LinkedIn and 73% of webpage visitors applied. "Strong coverage and impact achieved," praised one judge.

BEST USE OF DIGITAL TO AID A CSR CAMPAIGN



Shape History Gold

The Wazzii campaign from social impact communications agency, Shape History, aimed to create a trusted resource providing free sexual health information to young people in rural and urban Kenya. The Wazzii brand was co-created with Kenyan girls and women on the Girl Effect's Youth Advisory Panel, to ensure the product would address the needs of its users.

Together they created logos, social media visuals and designed the chatbot's casual tone. To increase accessibility, Wazzii also provided offline resources via radio and events. During the pilot, Wazzii reached five million youths online and 550,000 offline. The chatbot had 42,000 users and facilitated 12,700 connections with health professionals. Users of Wazzii were 25% more likely to seek sexual health services compared to non-users. Judges praised, "clear innovator in this emerging market" and "a fantastic way to use digital!"

BEST USE OF DIGITAL TO AID A CSR CAMPAIGN



caba and Bottle PR **Silver**

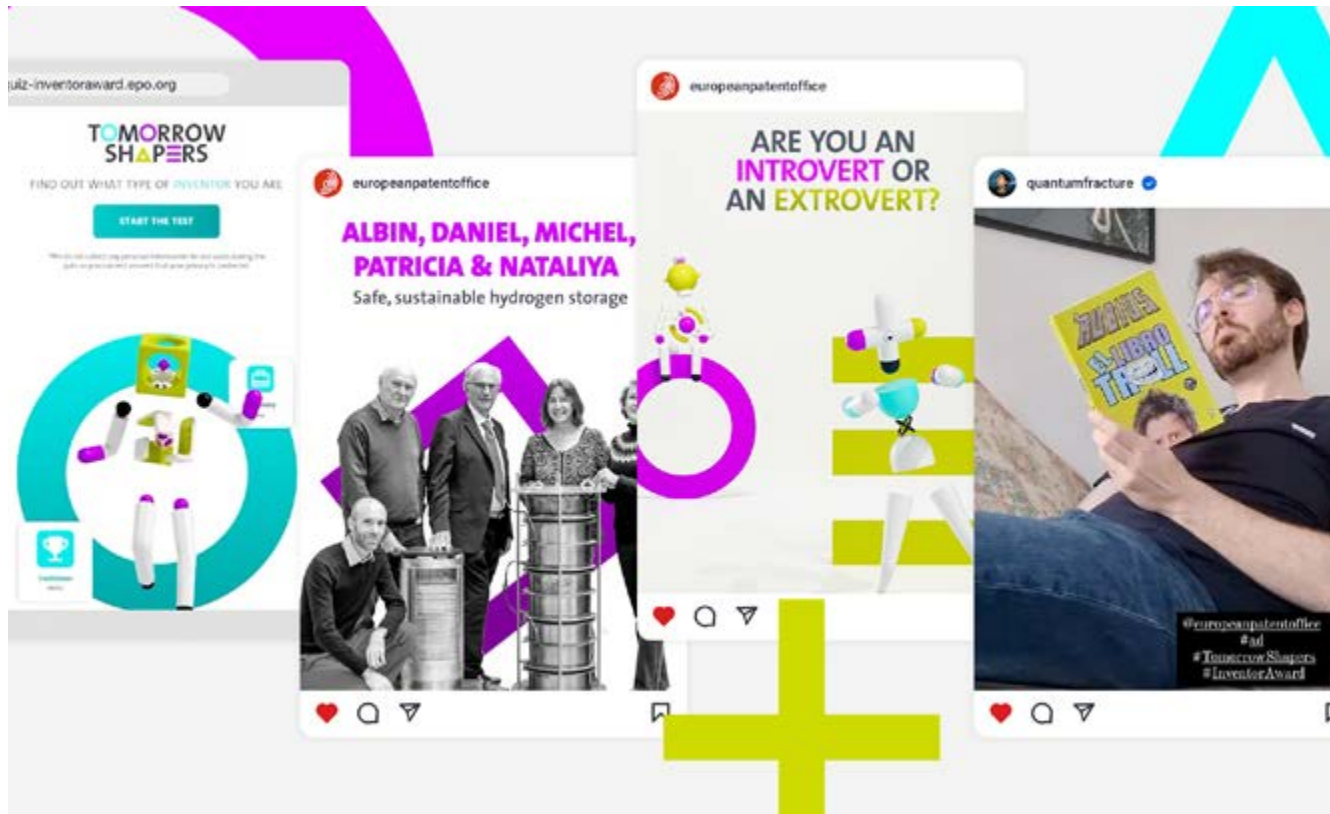
Research and social listening amongst the Institute of Chartered Accountants in England and Wales (ICAEW) members identified that 49% of people under 30 years old said financial security is a regular point of worry for them. As the occupational charity for the ICAEW, caba worked with Bottle PR to create a digital campaign that would reach young people and address their concerns. Judges praised the “clear audience and channel use.”



KiKa and Happy Horizon – EF2 **Bronze**

KiKa, a non-profit focused on childhood cancer partnered with EF2, part of Happy Horizon, to create a new website. The design focused on improving user experience, showcasing the charity’s marketing efforts and improving SEO. The new site has led to a 48% increase in donations since launching. “Co-ordinated and well executed campaign with content developed to highlight human stories,” said one judge.

BEST CORPORATE VIRAL CAMPAIGN



European Patent Office and 1000heads

Gold

The European Inventor Awards, honours inventors whose research and products have solved some of the world's biggest challenges. European Patent Office worked with 1000heads to deliver an event campaign that would expand the target audience and increase recognition of the institution. The digital campaign included a brand communications platform 'Tomorrow Shapers' celebrating the stories and achievements of researchers and inventors worldwide.

The integrated social-first approach included a refreshed visual identity for the event, a 'Hero Film' highlighting one inspirational inventor's journey and an interactive quiz. International influencers interviewed inventors and created exclusive video content for the campaign's social media channels. The campaign achieved more than 483k engagements on social media, 11,000 website visitors and 12.1 million video views. Judges said this was a "highly integrated and innovative campaign with strong engagement metrics and effective storytelling."

BEST CORPORATE VIRAL CAMPAIGN



Birds Eye UK Silver

Birds Eye UK wanted to connect with a younger audience on TikTok. The 'Back to School' campaign created new assets and produced a mix of influencer and branded content that tapped into well-known formats to boost engagement. The result was a 12.5% lift in brand recall and a 6% increase in revenue. "Great viral campaign leading to real results," said one judge.



Vodafone Bronze

Vodafone's Digital Workplace Ways of Working Reloaded campaign is a global multi-channel internal communications and learning campaign that inspires employees to engage with its digital workplace toolkit. Podcasts were viewed over 20,000 times and tailored sessions designed for teams to enhance productivity reached 600 users. Judges said, "the campaign effectively promoted digital activations," and was "highly effective within its internal audience."

Vodafone creates WoW moments that matter

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BEST USE OF ONLINE VIDEO



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

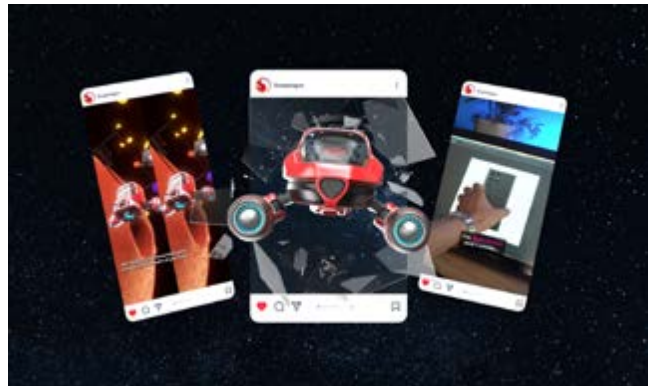
The Royal Air Force collaborated with Not Going To Uni to connect with young people and showcase the RAF apprenticeship opportunities. The partners leveraged the existing RAF careers concept, 'Find Your Force' and created a number of high-quality videos with Content Marketing Pod. The immersive 'Adventure Training' series achieved 14,000 views and the 'Cookalong' series generated over 10,600 clicks through to the RAF profile.

Over 12 months, the programme produced 120 videos and distributed content across the Not Going To Uni websites, emails and social media accounts. The video content was adapted to suit different platforms and promoted through paid social media resulting in a reach of over 24 million people in the target audience and over 20,000 applications on the Not Going To Uni platform. "Strong execution and clever strategy for leveraging the non-university platform," praised one judge.

BEST USE OF ONLINE VIDEO

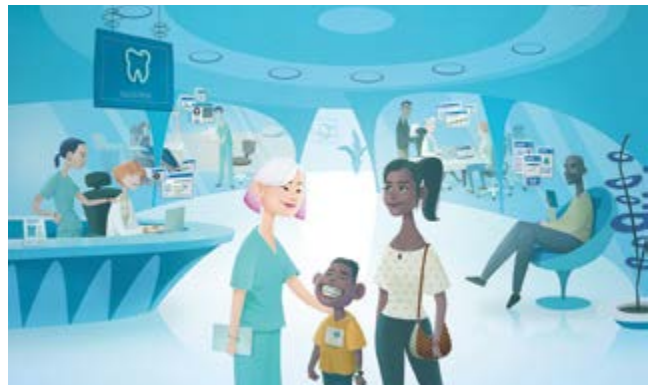
Snapdragon and 1000heads Silver

1000heads executed a social first creative campaign designed to demonstrate the power Snapdragon technology brings to the new Samsung Galaxy S23 smartphone. The campaign delivered 28 social videos, each capturing the audience's attention in a different way, including gamification, visual illusions and creator tutorials. The videos were viewed 6m times and generated 54,000 social engagements. "Innovative and dynamic," said the judges.

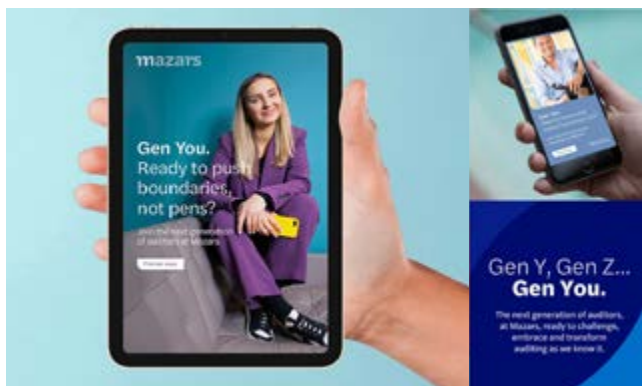


Dentally and The Organic Agency Bronze

Dentally offers cloud-based practice management software for dentists. The Organic Agency created a series of videos to help the brand better communicate its product benefits. The animated videos addressed customer needs in a colourful and engaging way. The hero brand video was viewed over 415,000 times in just 12 months. "Well executed, innovative and delivered in terms of results," said one judge.



BEST USE OF ONLINE VIDEO



Mazars and Living Group Bronze

Mazars worked with Living Group to create a series of videos aimed at the next generation of auditors. A cast of nine Mazars employees were selected to discuss the challenges and opportunities in an authentic visual format. The video achieved more than 2,388,700 video views. The judges said the campaign was “natural and fresh” and “a great way to change perceptions of a topic.”



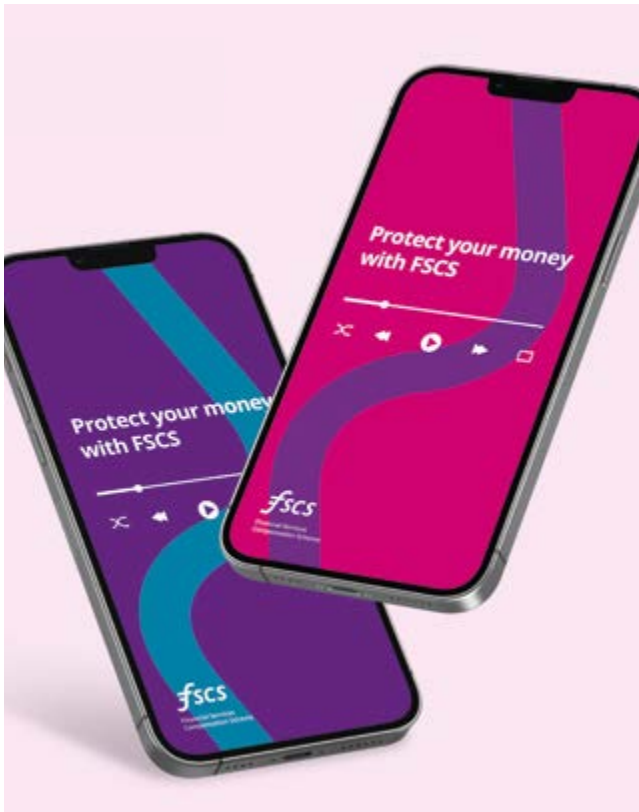
MRS Digital Bronze

MRS Digital originally created its ‘Meet The Team’ video as a recruitment tool. The content also became a window into the agency ethos for new clients. The video features unconventional questions and unfiltered responses to showcase the camaraderie at MRS Digital. Since launching, the video has been mentioned by 60% of new clients during the onboarding processing. “Heartwarming, genuine and enjoyable,” said the judges.

Allen & Overy and TEAM LEWIS Highly commended

This stylish video from TEAM LEWIS showcased the future disputes anticipated by Allen & Overy.

BEST USE OF AUDIO



Financial Services Compensation Scheme and Hanover Communications Gold

'Protect Your Money with FSCS' is the Financial Services Compensation Scheme's podcast aiming to communicate its compensation service to new audiences. Hanover Communications helped to create an engaging podcast that would present complex financial topics in an accessible and informative format.

The audio campaign enabled the personality of the organisation to shine through and showcase the diverse employees and operations behind the scheme. Episodes featured interviews with FSCS employees and industry experts on topics such as money and mental health, scams and cryptocurrency. Milestone episodes celebrated the podcast's anniversary and a 'Best Bits' playlist featured favourite episodes chosen by the FSCS's CEO. With 40 available episodes and over 4.4k listens to date, the podcast has used audio to educate consumers and accelerated FSCS's visibility and reputation. "Very well executed and great results," praised the judges.



National Crime Agency Gold

'Underworld: Behind the Scenes of the NCA' is the National Crime Agency's podcast. The eight-part series invited the public to hear firsthand accounts of the intelligence capabilities and investigative expertise used to bring some of the UK's most dangerous criminals to justice. Hosted by investigative journalist Ellie Flynn, each episode focused on a different operation over the last 10 years and featured direct accounts from NCA employees.

The podcast has been downloaded over 100,000 times since launching in October 2023, peaking at number four on Spotify's True Crime Podcast Chart. The podcast successfully raised the NCA's public profile and digital presence while also resulting in a 42% uplift in visits to the NCA's careers page during the three-month launch. Judges said this campaign was "truly impressive in how much it achieved."

BEST USE OF AUDIO



The Royal Air Force with Not Going To Uni and Content Marketing Pod Silver

The Royal Air Force created Season three of the 'Find Your Force' in collaboration with Not Going To Uni and Content Marketing Pod. The seven-episode podcast featured stories from within the RAF and focused on how sport can help young people find their career potential. "Strong visual brand" and "great use of people and tangible motivating content which led to some impressive figures," said the judges.



PwC Bronze

PwC's 'Take on Tomorrow' global podcast explores topics such as generative AI, nature-positive business practices and the skills first hiring approach. The podcast provides insights into the intersection of business, societal issues and features rich discussions from diverse perspectives. The latest season's listenership increased tenfold and achieved a 72% consumption rate. "Well presented and clearly thought through campaign," said the judges.



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BEST DIGITAL ACCESSIBILITY



ServiceNow with Hassell Inclusion Gold

ServiceNow is a cloud-based platform that helps organisations automate, organise and modernise work across their enterprise and ecosystem. Lack of accessibility can prevent companies from providing fully inclusive workplace experiences. To better support its customer and employee base, ServiceNow created the Accessibility Centre of Excellence and established the core values behind its four-year strategy.

Together with Hassell Inclusion, it created thoughtful and innovative accessible features including an 'Inclusive by Design' process throughout the product development lifecycle. A neurodiversity initiative informed features such as customizable designs and a Dyslexia Chrome plugin. Through utilising GenAI, it has also enabled a 'Voice Assist' feature. ServiceNow's accessibility efforts have benefited an estimated 4.8m employees of ServiceNow customers with access needs. Judges described this as a "holistic project," that "demonstrated a comprehensive, innovative and impactful approach to digital accessibility."

BEST DIGITAL ACCESSIBILITY

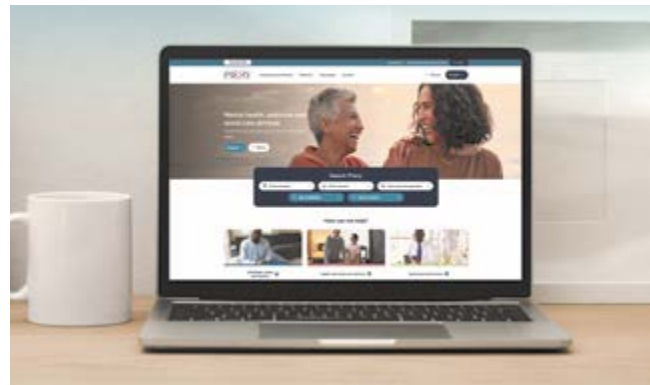
EE (BT Group) Silver

EE (BT Group) created its Digital Accessibility Programme to embed accessibility into its corporate culture and operations. Key initiatives included collaborations with industry giants and gamified accessibility courses. As a result, the EE (BT Group) app has achieved 85% compliance and 81% on the EE (BT Group) website. The judges said, “EE pioneered digital accessibility with innovative training, strong partnerships and significant compliance improvements.”



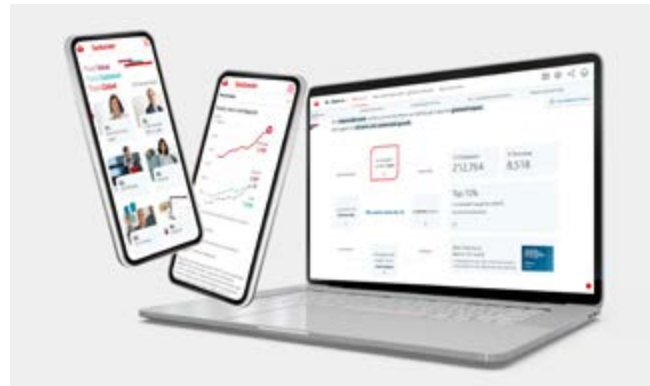
Priory Silver

To enhance accessibility and user experience, the Priory completely redesigned its digital website. The new format consolidated the existing six websites into one central platform with improved functionality. In the first month since going live, there was a 38% increase in the number of engaged sessions. “A major overhaul that significantly improved user experience and accessibility,” said one judge.

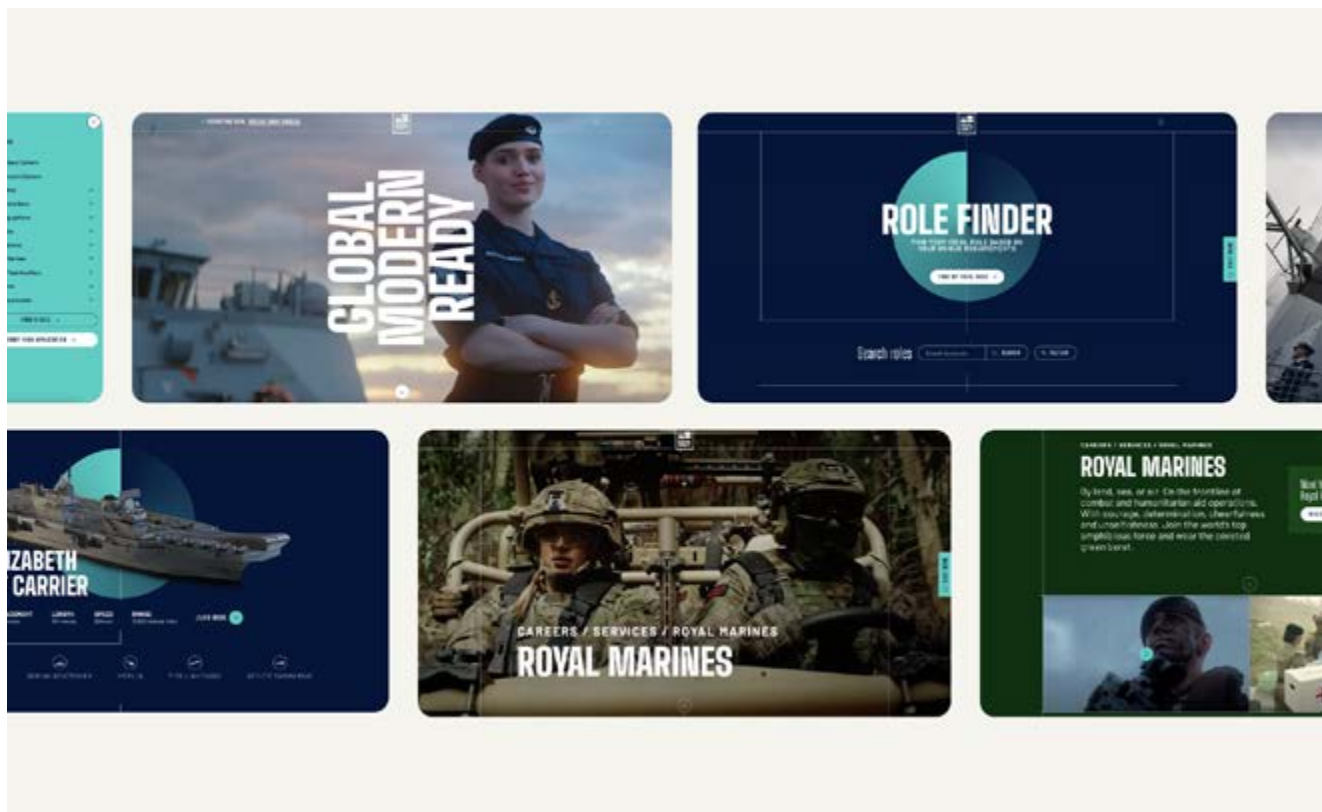


Banco Santander and Bestiario Bronze

Banco Santander worked with Bestiario to create its first digital Annual Report. Qualitative and quantitative research informed the report design, which was divided into six main sections with self-descriptive subsections tailored to the requirements of the user. The report achieved 20k unique users in its first month. Judges praised the “interactive and digestible information,” and “innovative accessibility features.”



BEST DIGITAL REBRAND



The Royal Navy and Great State Gold

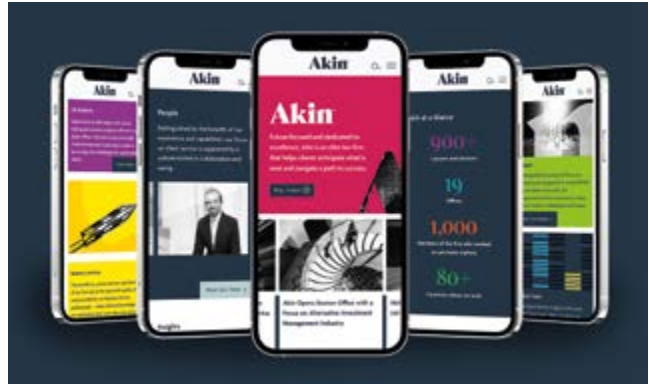
The Royal Navy placed the recruitment of Gen Z at the top of its agenda, but in order to cut through the overcrowded career market it needed to modernise its digital brand. Research revealed that Gen Z are looking for a sense of purpose and are most responsive to simple, compelling visual content. Great State tailored each element of the design to the target audience with emphasis on the user experience.

The website was designed to be mobile-first and opted for a bold primary typeface with a simple colour palette of navy, gunmetal grey and vivid turquoise. Human stories were delivered in a vertical scrolling format with insights and interactive content. The rebrand successfully modernised the Royal Navy's digital presence and engaged with Gen Z to achieve significant recruitment results. Judges praised the "comprehensive understanding of Gen Z values and innovative use of interactive content."

BEST DIGITAL REBRAND

Akin and Living Group Silver

Akin worked with Living Group to deliver a digital rebrand that would reflect its modern and progressive personality. Living Ratings research and stakeholder interviews informed the website design. The rebrand resulted in a 47% increase in time spent on the website. “Comprehensive and strategic rebrand that effectively positioned Akin as a modern, innovative law firm” said one judge.



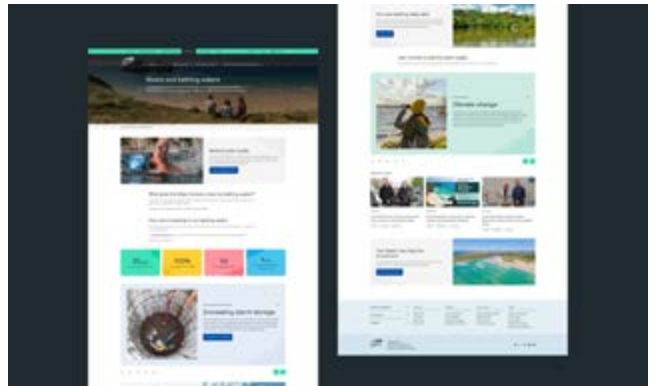
KYC360 and Silver Agency Silver

Originally called RiskScreen, KTC360 underwent a complete rebrand aiming to encapsulate the end-to-customer lifecycle management solutions offered. The rebrand led by Silver Agency, focused on highlighting compliance as something that should empower businesses. The sleek new website design resulted in a 16% surge in traffic. “Strategic rebrand that repositioned KYC360 as a leading compliance platform, driving market interest and engagement,” commented one judge.



South West Water and true digital Silver

South West Water wanted to demonstrate its commitment to continue improving its services and address environmental concerns. With support from true digital, it launched a redesigned website communicating the new and improved brand strategy. There has been a positive shift in brand perception since the digital rebrand. “Effective use of research to inform redesign and humanise the brand through storytelling,” said one judge.



BEST DIGITAL REBRAND



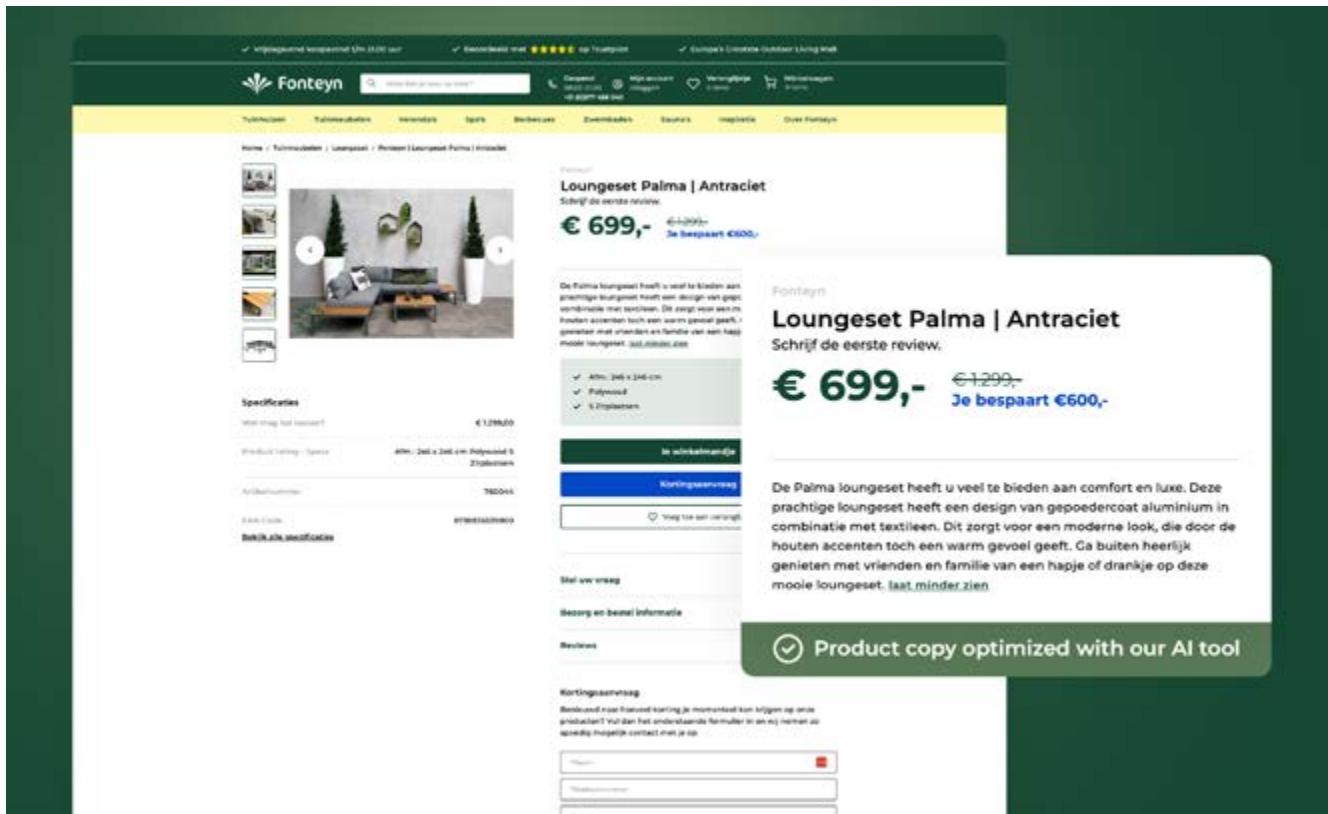
atNorth **Bronze**

To leverage its Nordic advantages, atNorth underwent a complete rebrand highlighting the environmental benefits of its location and infrastructure. The digital communications strategy included powerful thought leadership pieces and global media coverage. Business revenue rose as a result and positioned atNorth as a key player in the data market. Judges described this as “a successful rebrand highlighting sustainability and innovation.”

iOnctura and three thirty studio **Highly commended**

three thirty studio created a fresh digital identity for oncology biotech company iOnctura based on ‘The Ripple Effect.’

BEST USE OF ARTIFICIAL INTELLIGENCE



Fonteyn and Elevate Digital Gold

Fonteyn used artificial intelligence to enhance its online presence in the garden furniture market. Together with Elevate Digital it created the Dynamic AI SEO tool to increase revenue, organic traffic and showroom visits. The tool enhances product descriptions to increase discoverability and conversion rates on Google. The language maintains the persuasive and engaging writing style of Fonteyn's content creators, while also optimising SEO data to hit keywords.

The method has minimal impact on the end user but leads to incredible results, with an increase of 12,400 visitors per month through organic traffic and a 32% rise in showroom revenue. The method is applied every three months and the tool continues to learn and improve based on previous performance. Judges praised the "fantastic outcomes" and said this was "a great showcase for what can be done."

BEST USE OF ARTIFICIAL INTELLIGENCE



Qlic IT For Charities and Vixen Digital Silver

Qlic IT For Charities partnered with Vixen Digital to create an AI-driven SEO campaign that would drive traffic and generate high-quality leads. The unique content workflow combined AI assistance with human oversight to ensure high-quality output. Organic traffic increased by 74% as a result. “Good showcase of how AI can be used to leverage small operations and campaigns,” commented one judge.



İşbank Bronze

The ‘World Farmers’ Day’ video from İşbank highlighted the significance of technological advancements in agriculture using a video created entirely by AI. The video was strategically showcased at a significant event by İşbank for farmers, where it received high audience engagement and positive feedback. “Great effort for a cost-effective solution” and “well-executed,” said the judges.

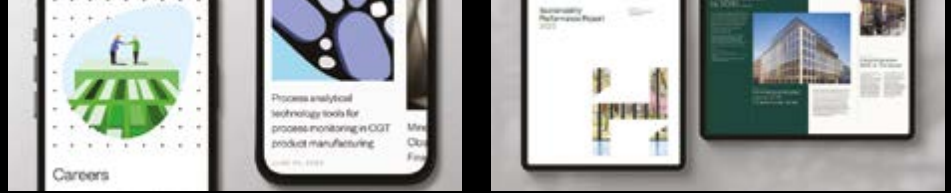
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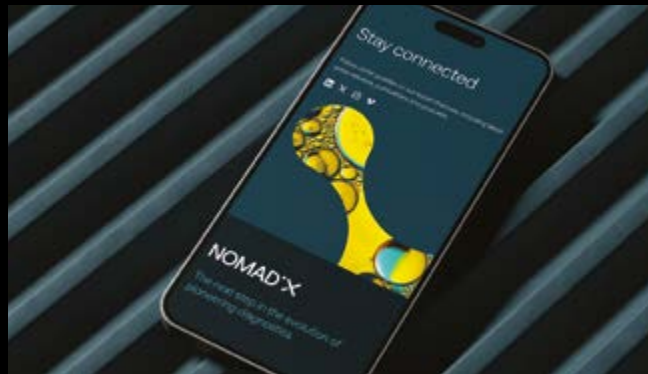


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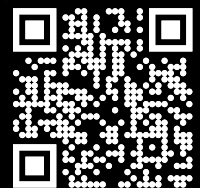


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BEST USE OF AUGMENTED REALITY OR VIRTUAL REALITY



DeepWell DTx Gold

DeepWell DTx is a publisher and developer of games that can treat health conditions with medical science. Zengence is the first action video game specifically designed to benefit mental health. The action shooter game uses biofeedback mechanics to reduce stress and enhance resilience. Players use a unique breathing mechanic which involves making sounds in patterns and positive statements to enhance their capabilities during play.

Motion, precision and rhythm are used to personalise the game, reducing rumination and increasing endorphin release while managing overstimulation. DeepWell worked with the FDA to release Zengence as a general wellness over-the-counter therapeutic. The game was made available in the Meta game store and has a current rating of 4.4 out of 5.0. "A fantastic extension of existing technologies to align on a core challenge," praised one judge.

BEST USE OF AUGMENTED REALITY OR VIRTUAL REALITY



KFC with Circus and I-AM **Silver**

KFC worked with immersive agency Circus and design agency I-AM to develop a virtual reality experience envisioning the 'KFC of the Future'. Existing solely in the virtual space, the immersive experience features a futuristic drive-thru and a rooftop garden with drones for remote orders. Judges described this as “a great experience” and “good use of VR to transform hospitality.”



Random42 Scientific Communication **Bronze**

This immersive VR experience from Random42 Scientific Communication focuses on the mechanism of action of a product indicated for the treatment of metastatic breast cancer. Aimed at an audience of healthcare professionals and key opinion leaders, the experience offers an engaging and interactive tool for medical communication. “Clear storytelling,” and “very solid use of the medium,” said the judges.

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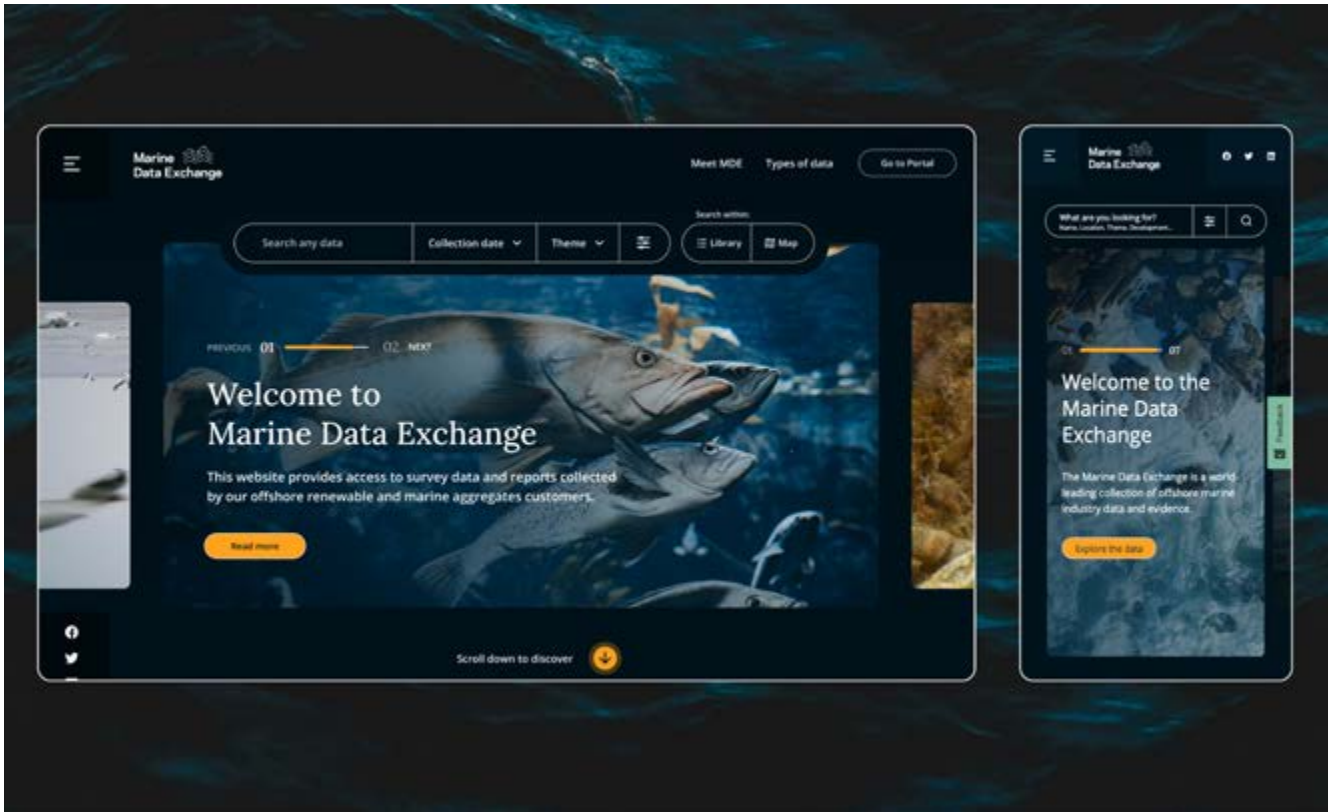
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BEST USE OF DATA



The Crown Estate's Marine Data Exchange and Radley Yeldar **Gold**

Launched in 2013 by The Crown Estate's Marine Data Exchange is the world's largest repository for marine industry survey data freely available to the public. With support from Radley Yeldar, The Crown Estate wanted to revamp its Marine Data Exchange platform which holds over 260 terabytes of data. Research uncovered a crucial demand for an enhanced user experience.

The new design presents vast and complex datasets in an accessible and engaging format. New features included a suggestive, keyword-driven search functionality alongside a refined tagging system to enhance discoverability. The data was designed to appeal to both generalist and specialist audiences. Analytics have shown a 16% increase in active sessions from September to November 2023. Judges loved this visual campaign and said it was "clear and transparent" and "a well-executed campaign with a great objective."

BEST USE OF DATA

Allied Universal and G4S Silver

Allied Universal and its international business partner G4S commissioned the first 'World Security Report' surveying Chief Security Officers at large, global companies. The data-driven insights provide actionable intelligence to help organisations proactively address security challenges. The innovative and interactive microsite showcased the data using interactive graphics and charts. Judges praised the “clever analysis of data” and “excellent research and planning.”



Eurelectric Bronze

Elda is the Electricity Data Assistant from Eurelectric, providing credible data on the European power sector from 2018 onwards. Elda was developed inhouse and simplifies access to valuable data through a user-friendly and freely accessible interface. The tool also provides updated key data information at various time intervals. “Great objectives and campaign with clear website and interesting data,” commented one judge.

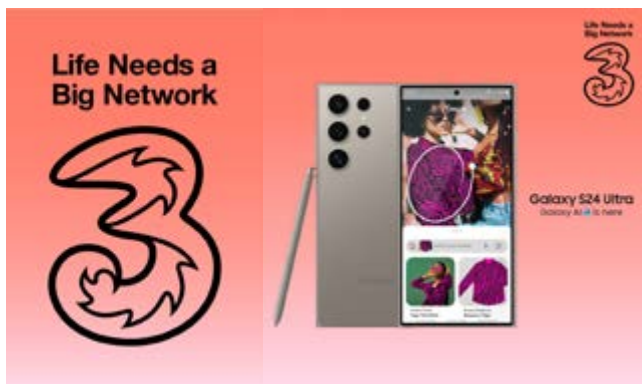


LifeSearch and equimedia Bronze

To help LifeSearch identify and convert high-quality customers, equimedia analysed the life insurance brokers' data to identify its customer base. The data was analysed and used to build on existing customer segment personas. The test-and-learn methodology delivered conversions at a competitive cost which resulted in 33,000 high-quality leads. “Well delivered strategic change that was supported by data throughout,” said one judge.



BEST USE OF DATA



Three and Zenith Bronze

Three and its long-term media partner, Zenith, embarked on an ambitious project to transform its search strategy using innovative data and insights. The strategy was informed by the Modern Search Maturity Framework and successfully transformed the strategy via huge developments in privacy-first measurement, leveraging AI and ad tech. “Intelligent use of data to support and inform paid campaign,” said one judge.

iHerb and antics@play Highly commended

iHerb and antics@play delivered a data-driven campaign to improve its brand recognition and growth in Singapore.

BEST INNOVATION



CooperVision and Bridge Gold

As part of its global initiative to combat market challenges facing the contact lenses industry, CooperVision kickstarted a project to fundamentally change the way its Account Managers engage with opticians. With support and specialist expertise from Bridge, it launched a four-month discovery period to understand the optician inertia that surrounds contact lenses.

The subsequent findings fuelled a sales enablement strategy and development of 'Advantage,' a digital toolkit providing account managers and customers with a framework to collaboratively build out joint business plans and review against the real-world performance of opticians. By February 2024, 86% of opticians included in the pilot 'strongly agreed' it was a better way to work. By April 2024, the toolkit contributed to 20% growth in CooperVision contact lens category sales across the UK. Judges praised the "clear objectives and clever innovation."

BEST INNOVATION



EE (BT Group) Silver

EE (BT Group) developed an initiative aimed to ensure everyone that they can participate in the digital economy with dignity and independence. Gamified digital accessibility training was given to all EE (BT Group) employees. Disabled users participated in EE (BT Group)'s hackathon events to ensure all solutions were inclusively designed. The EE (BT Group) app now has a 85% compliance rating. "Amazing campaign objective" and "focus on digital accessibility," said the judges.

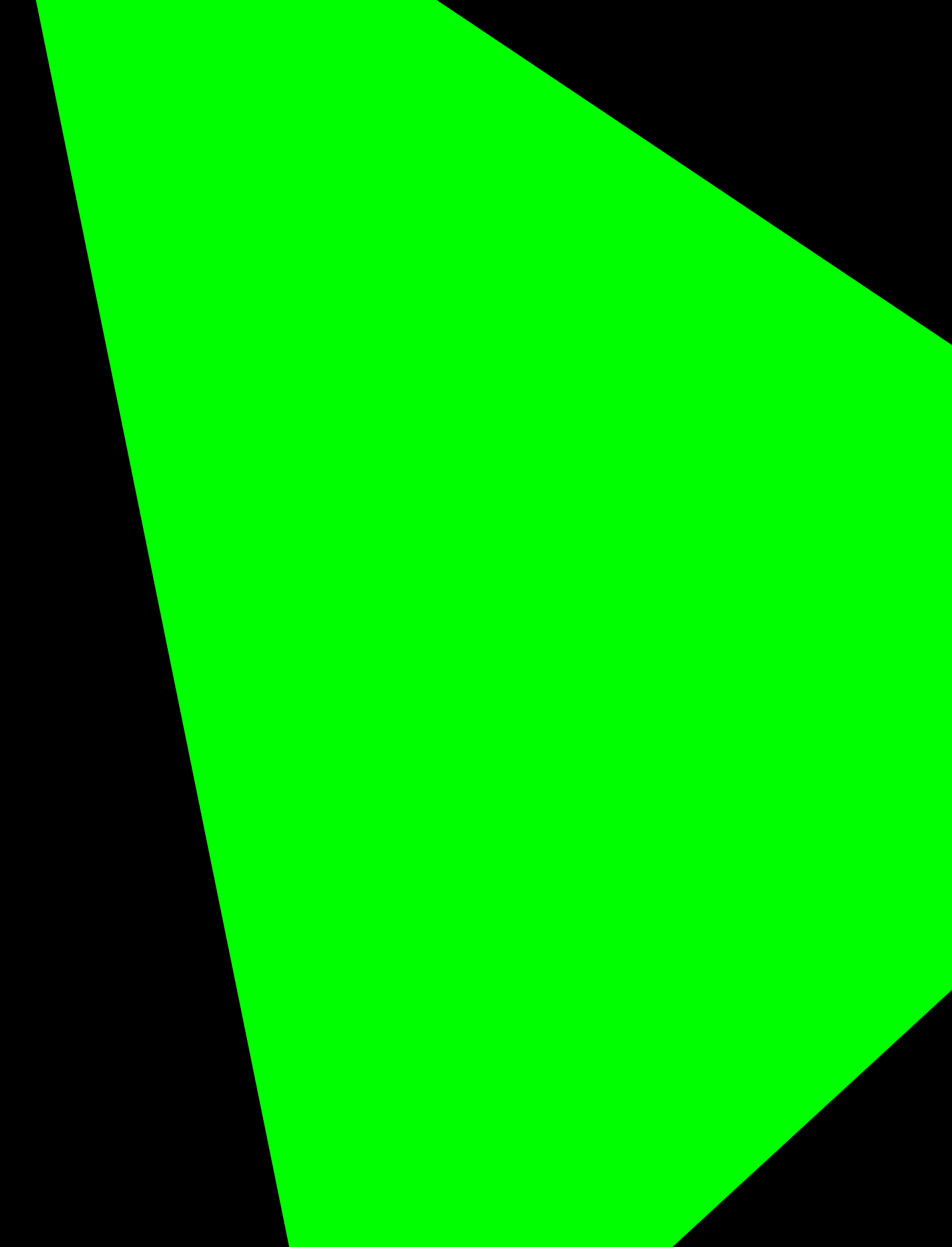


LifeSearch and equimedia Bronze

LifeSearch and equimedia developed a new methodology to convert the best quality customers at the lowest possible price. The comprehensive strategy included extensive customer research and bespoke programmatic algorithms. The innovative approach led to reduced costs and improved lead quality and overall ROI across all digital channels. One judge described this as, "an excellent campaign with great execution."

Willmott Dixon and Tribus Digital Highly commended

The Knowledge Hub from Tribus Digital is a web-based knowledge library covering William Dixon's latest work.





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good luck to all
our fellow
shortlisters!**

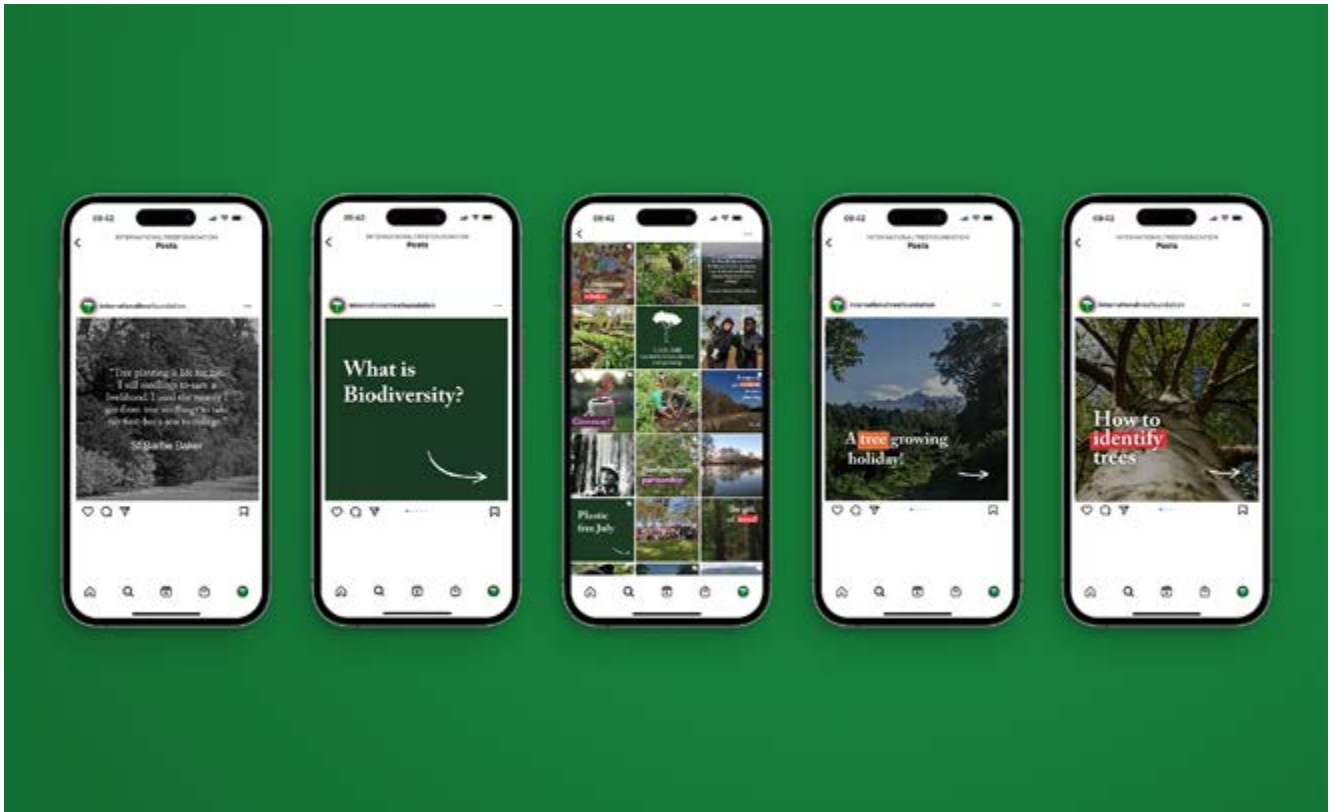


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BEST USE OF EXISTING SOCIAL MEDIA PLATFORMS: SMALL BUDGET <£20K



International Tree Foundation and famille

Gold

The International Tree Foundation has inspired communities to plant, protect and promote trees for the people and planet since 1922. The charity operates worldwide, with a focus on Africa and the UK. famille supports the International Tree Foundation's communication team with mentoring and content creation on a voluntary basis. To maximise content impact and achieve a greater return on investment, the partners developed a structured and efficient approach to content planning.

famille considered the existing and potential audiences then tailored campaigns to deliver information and actionable causes, without triggering anxiety or alarm. The collaboration resulted in specialised Instagram grid and Facebook guidelines and styles. The charity communications team gained confidence in content planning and Instagram interactions were up by almost 500%. Judges said this campaign "successfully enhanced the social media presence and significantly increased engagement."

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

Electronic Arts and Happy Horizon – Vertigo 6 Silver

To promote the launch of 'The Sims 4 For Rent Expansion Pack' Electronic Arts worked with Happy Horizon – Vertigo 6 to creatively engage its audience via TikTok. Popular content creators filmed videos showcasing different features, leading to maximum reach and interaction with a broad audience. One judge praised, "a highly successful campaign that leveraged TikTok's popularity and creative content to achieve remarkable engagement and cost-efficiency."



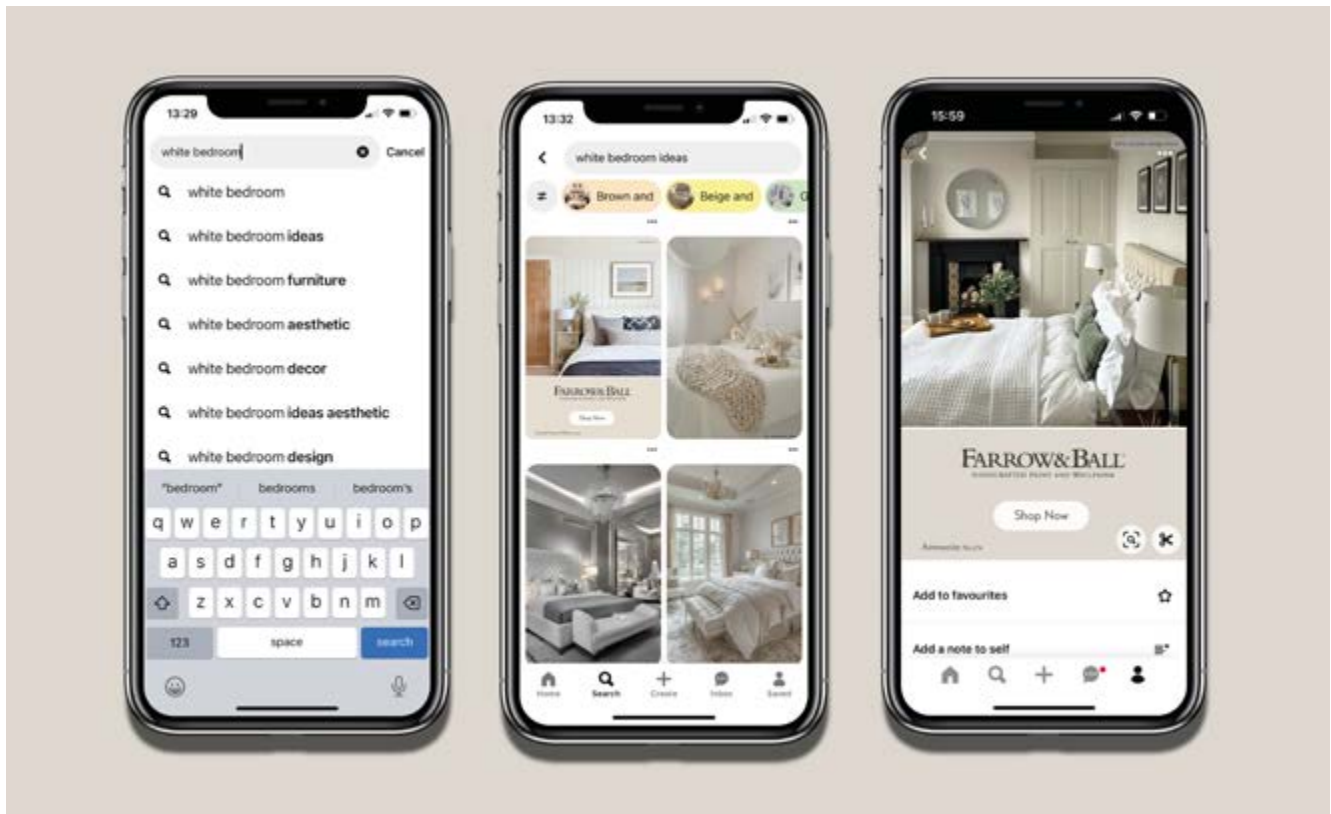
BEST USE OF EXISTING SOCIAL MEDIA PLATFORMS: MEDIUM BUDGET £20K-75K



KARACA and SEM **Silver**

Household and kitchenware retailer KARACA, harnessed the power of social media to increase customer awareness during its expansion process in Germany. With support from SEM, the team launched several new campaigns and used machine learning to plan content across various platforms. The campaign achieved a 64% increase in META returns on ad spends. Judges praised the “clear objective” and “amazing results.”

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



Farrow & Ball and Mindshare Worldwide Gold

Farrow & Ball partnered with Mindshare Worldwide to revolutionise their Pinterest strategy. Recognising that consumers only buy paint and wallpaper when they have an active need, the strategy targeted audiences seeking decorative inspiration. Pinterest was identified as the perfect medium and the campaign mirrored the algorithm to supply relevant advertising according to specific searches, such as 'blue living room'.

The content was segmented into room and colour combinations. Assets were created for each combination and designed to reflect real homes and lifestyles. Pinterest has now become the most efficient, highest traffic driving source for Farrow & Ball. The campaign resulted in a 96% reduction in cost per click and a staggering 467% increase in click-through rate. Website transactions also increased by an impressive 6821%. "Outstanding campaign, clear objectives, execution and results," praised one judge.

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



Birds Eye UK Silver

Birds Eye UK wanted to connect with a younger audience and increase its presence on TikTok. The Back to School campaign focused on creating TikTok first content with creator and influencer led videos. The authentic and personalised videos connected with audiences and achieved a reported revenue increase of 6%. "Excellent use of medium and impressive uplift for legacy brand," said one judge.



European Patent Office and 1000heads Bronze

As the lead digital creative agency of the European Patent Office, 1000heads was tasked with designing and executing the communication campaign for the European Inventor Award. The digital campaign used social media to amplify storytelling from researchers and inventors around the world. The social media campaign reached 28.2 million people. One judge described this as a "360 campaign" with "an engaging creative."



Three and Zenith Bronze

Three and Zenith created a social media strategy that championed a social-first approach to capitalise performance. The partners built a proprietary paid social planning tool to deliver maximum reach and brand impact. Meta performance activity was transformed with AI-led buying and advanced shopping campaigns were delivered with dynamic ads and signal-based targeting to boost efficiency and conversions. "Strong innovation," said one judge.

G4S and durhamlane Highly commended

GS4 and durhamlane built a social media strategy to boost brand awareness in North America.

BEST COMMUNITY DEVELOPMENT

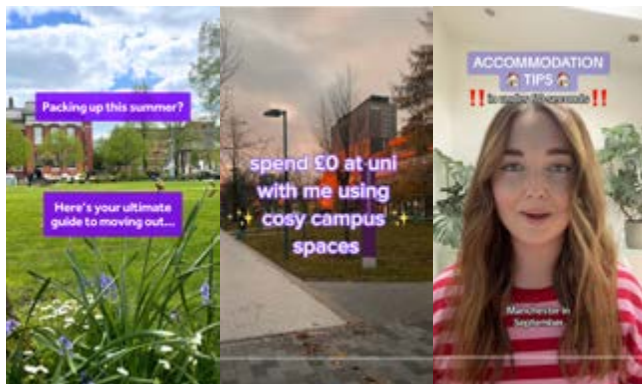


Logitech G and Happy Horizon – Vertigo 6 Gold

The Logi PLAY Masterclass from Logitech G aimed to unite creators from the Netherlands and Belgium, encouraging knowledge exchange on various topics. Developed in partnership with Happy Horizon – Vertigo 6, the event was held at the Walibi Holland theme park. Creators were invited to connect with a young audience in a fun and unique way.

Nearly 60 creators participated in the Masterclass, which was also live streamed to maximise community reach. The Masterclass resulted in two million organic impressions during the event and on livestream via Twitch and YouTube Live. The Logi PLAY Masterclass made a significant impact on the creator landscape and their communities through the sharing of knowledge and human connection. The project also contributed to a major uplift in sales, with a 42% year on year increase in the first week.

BEST COMMUNITY DEVELOPMENT



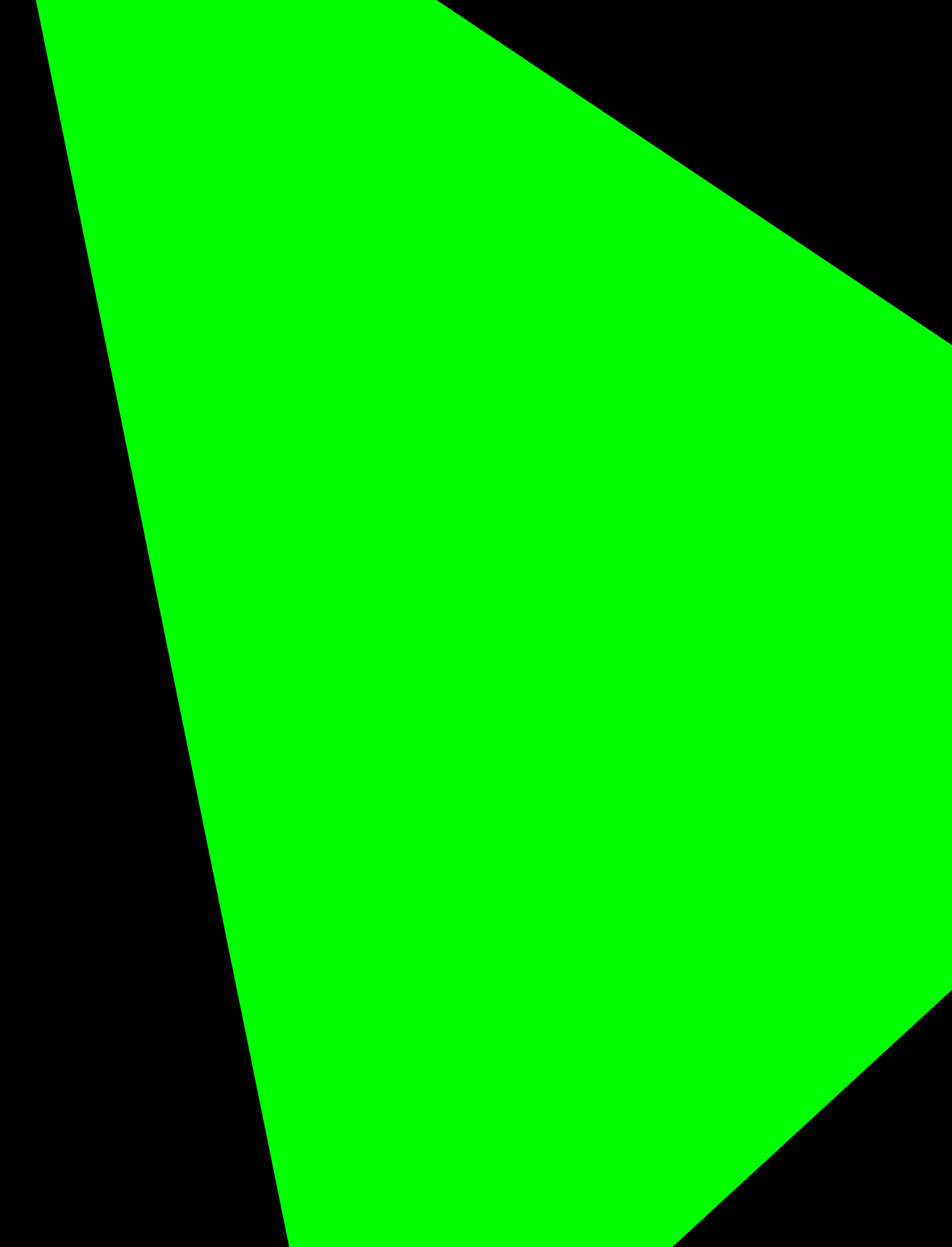
The University of Manchester Silver

The social team at The University of Manchester wanted to improve communications and engagement with its students. The transformational project refocused the social channels with content made by students, for students. Instagram story surveys were used to ensure content remained relevant and engaging. The TikTok channel grew by more than 850% and its videos were viewed over 13 million times in the 2022/23 academic year.



iQ Student Accommodation and TONG Global Bronze

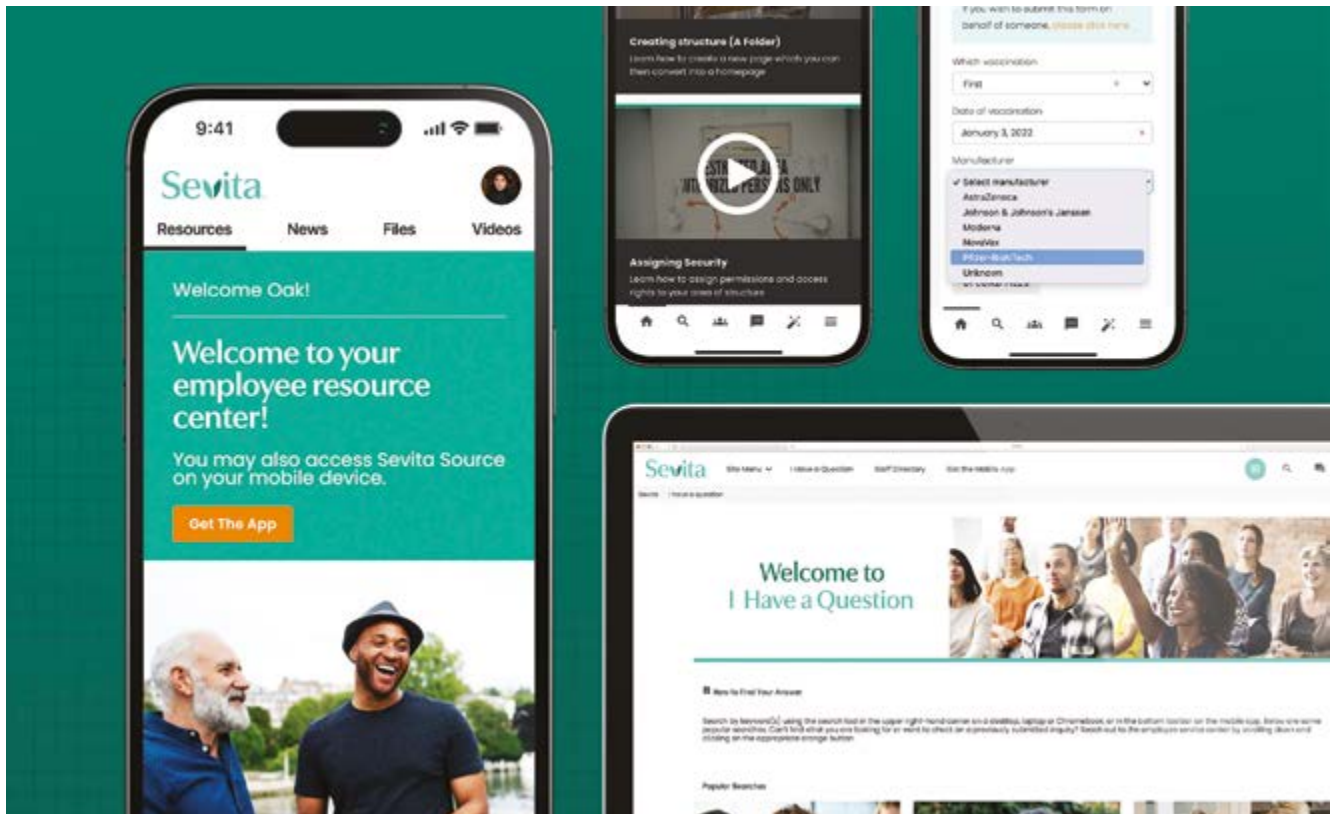
The Chinese Students Social Club project, launched by iQ Student Accommodation in partnership with TONG Global, was designed to create a supportive community for Chinese students in the UK. The project has welcomed 5,000 members since 2019, delivered innovative social activities to meet the needs of Chinese students and positioned iQ at the forefront of cultural relations between the two countries.





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

BEST INTRANET



Sevita and Oak Engage Gold

Sevita is a healthcare provider based in the United States with over 42,000 employees. Using the Oak Engage platform and team support, Sevita delivered an intranet named Sevita Source. The user-friendly intranet delivers an exceptional search functionality and acts as a one-stop resource centre and communication platform. Oak Engage were selected by Sevita during the Covid-19 pandemic and tasked with delivering a platform that would provide tailored health information based on the varied state requirements.

Sevita Source now serves as the central hub for employees with role-specific news updates, a regularly updated company directory and an interactive question page. Accessibility has improved from 20% of employees on the outdated intranet, to 84% on the new platform. Judges praised the “exceptional innovation and comprehensive solution addressing multiple needs with significant positive impact on employee engagement and compliance.”

BEST INTRANET



Willmott Dixon and Tribus Digital **Silver**

The Knowledge Hub created by Tribus Digital is a web-based library providing the latest information on Willmott Dixon's work. The intranet brings together business-wide datasets and testimonials from business experts. Since launching, 94% of users reported improved efficiency and 81% said it reduced time locating content. One judge said, "highly efficient knowledge management system with substantial time savings and improved employee well-being."



Government Project Delivery and **Connect Internet Solutions** **Bronze**

The Infrastructure and Projects Authority approached Connect to refresh its existing Umbraco Government Project Delivery Hub intranet to a WordPress installation. The remodelled hub intranet now sits in its own virtual server in Connect's dedicated data centre. Sustainability was improved with reduced email traffic and time spent searching and sourcing information. "A well-rounded and impactful intranet solution," said one judge.

BEST DIGITAL EMPLOYEE COMMUNICATION



Vodafone Gold

The Vodafone Digital Workplace Ways of Working reloaded campaign capitalised on the previous campaign's success to increase service adoption and employee digital dexterity. To reignite interest in the campaign, Vodafone focused on making the content more personal and encouraged the use of existing Digital Workplace tools.

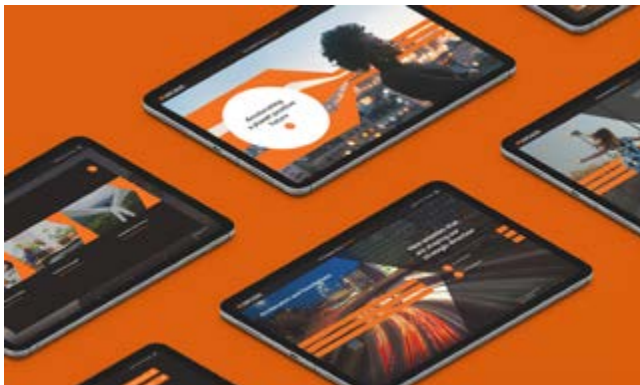
The global multi-channel, fully integrated communications campaign involved collaboration from Vodafone's Office IT, internal communications and learning and development teams. The campaign introduced monthly discussion topics with engaging teaser videos inviting users to watch podcast episodes. An updated newsletter and short how-to videos helped employees to navigate the Digital Workplace apps and services. The Ways of Working podcast episodes were viewed 20,000 times and the newsletter reached 30,000 employees. Judges praised the "clear continuation of the campaign," and "great research to clearly identify strategy."

BEST DIGITAL EMPLOYEE COMMUNICATION



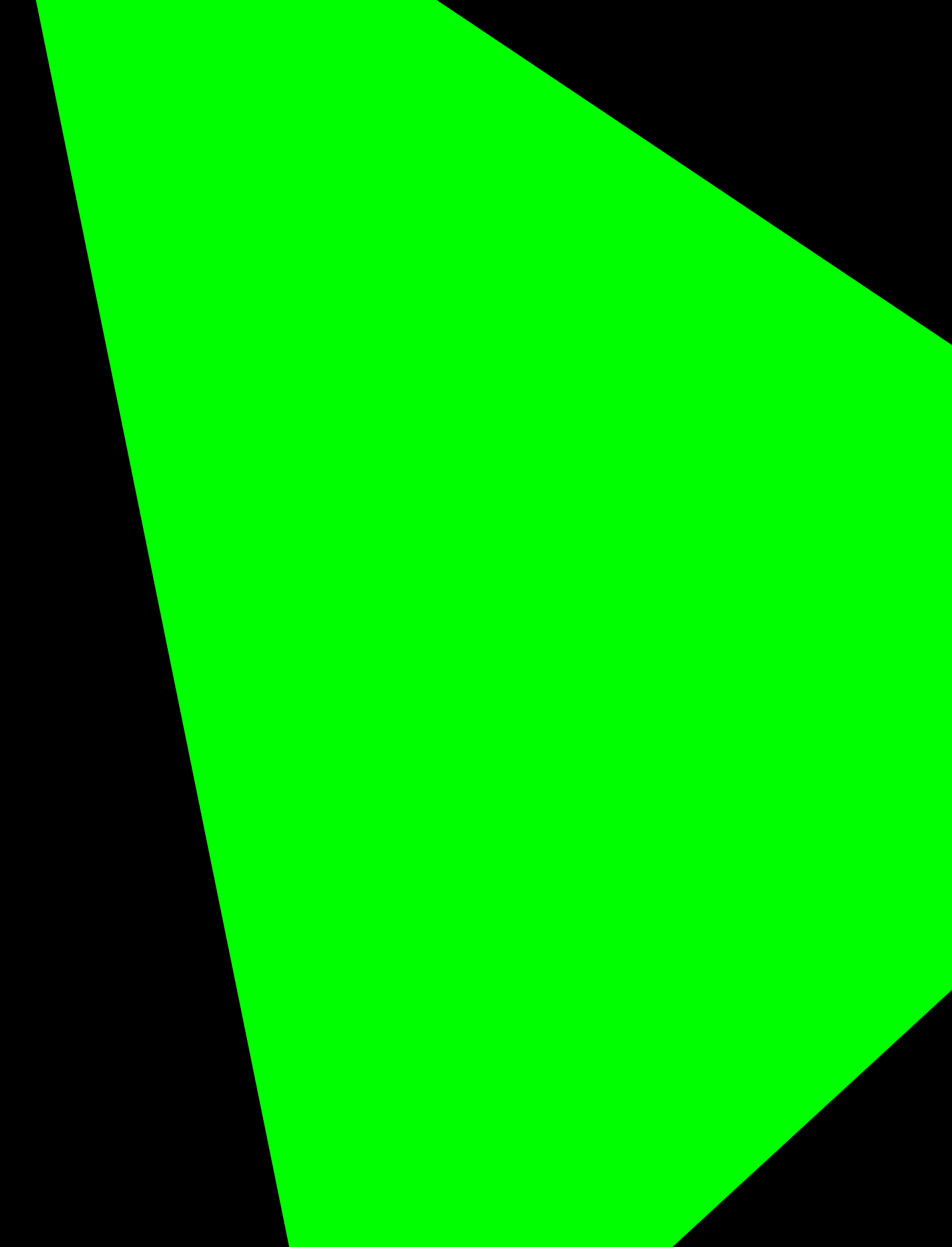
Miele X Silver

Skillbook is Miele X's knowledge-sharing and learning platform for marketing and e-commerce. The platform ensures relevant knowledge is shared with employees to enhance productivity, improve efficiency and enable growth. Video newsletters offer condensed 30-second news roundups, alongside the more detailed written newsletter providing new content and training updates. "Lovely way to build a community among employees while driving learning and development," commented one judge.



Arcadis and Design Portfolio Bronze

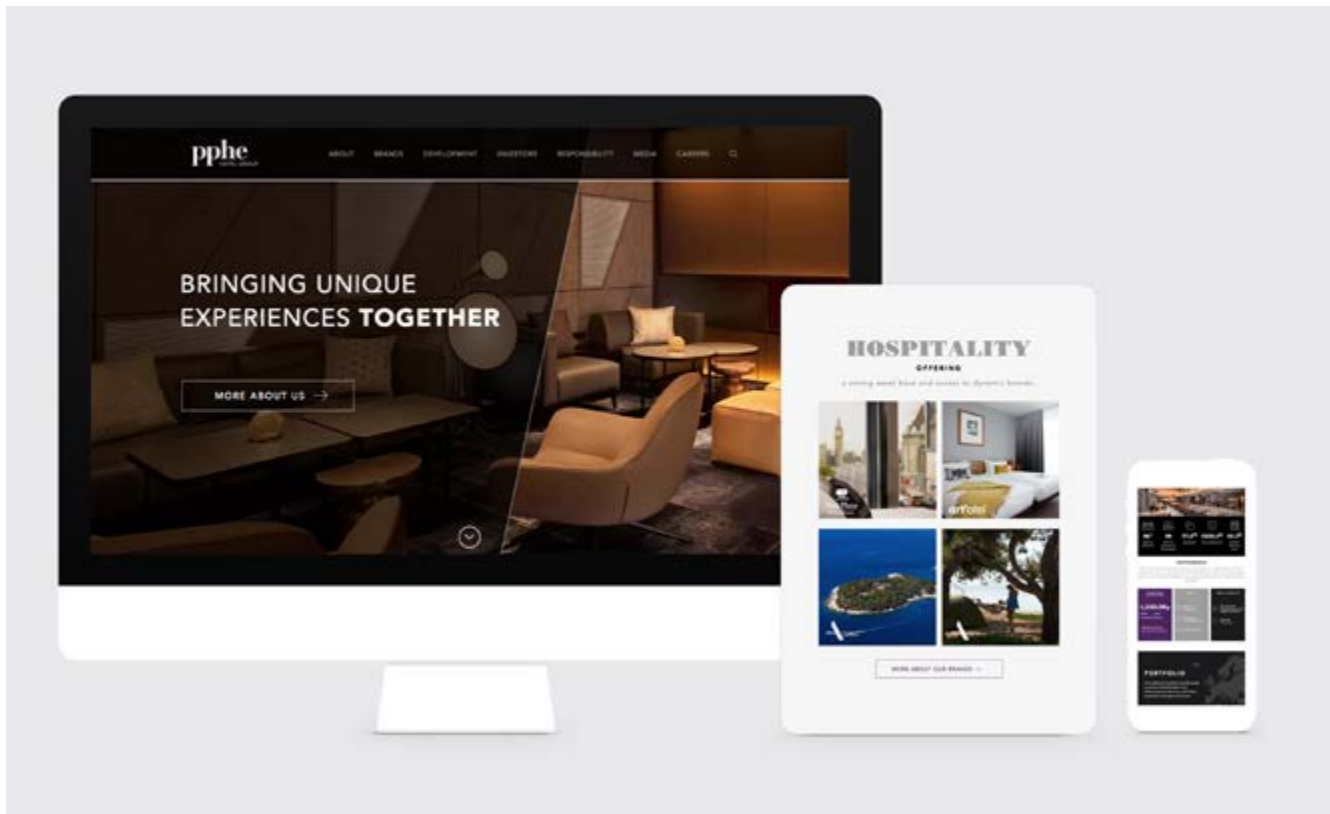
Arcadis worked with Design Portfolio to create an educational global strategy microsite and knowledge platform. The hub featured an interactive storytelling experience about the company's new strategy and a manager's hub to support integral stakeholders. To maximise engagement, a gamified experience was developed using a weekly quiz to test knowledge. "Great use of gamification with significant impact and results," said one judge.





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

BEST ONLINE ANNUAL REPORT

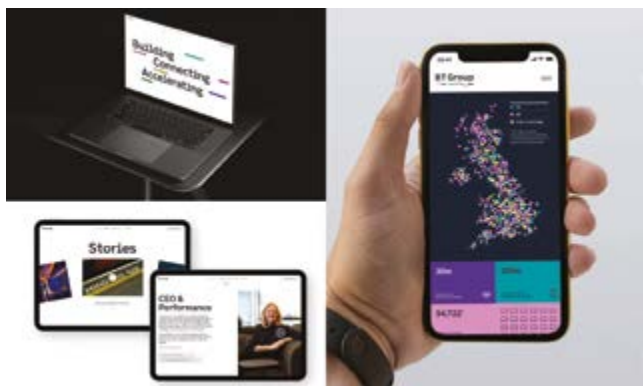


PPHE Hotel Group and Luminous Gold

Luminous has been working on PPHE Hotel Group's reporting suite for over a decade. In 2023 they wanted to leverage digital techniques that would engage audiences with a superior user experience. Long-form content from the print edition was condensed into short impactful highlights and KPIs using bold video animation to bring the report to life.

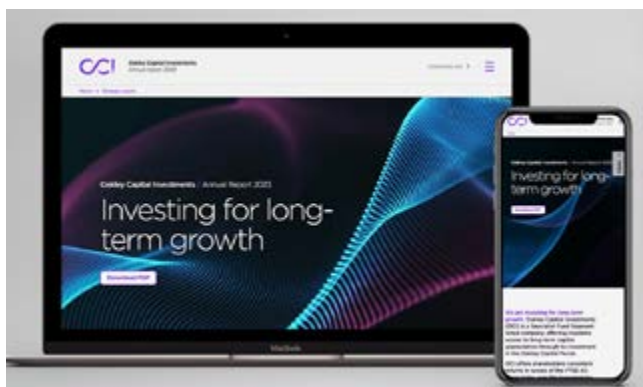
To increase audience engagement, the site was presented as a single scrolling interface that draws the user through a summary of PPHE's hotel, restaurant and bar developments. After evolving the online experience for its stakeholders, the new vibrant and interactive online annual report resulted in a 69% increase in engagement since 2022. Judges loved the innovative use of parallax scrolling and said this was a "fantastic overview and expression of the company," that "aligned with the luxury and exclusive identity."

BEST ONLINE ANNUAL REPORT



BT Group and Emperor Silver

The BT Group Online Annual Review aimed to transform stakeholder engagement by offering a digital, interactive platform that communicates its strategy and performance under the new CEO. The report enhanced accessibility, featured CEO video messaging and balanced data with human stories, resulting in a 15% increase in downloads. Judges praised the “innovative approach to storytelling,” and “effective use of brand elements and interactivity.”



Oakley Capital Investments and Friend Studio Silver

Oakley Capital Investments 2023 online report created by Friend Studio transformed the iXBRL functionality of the mandatory ESEF report into a user-friendly interactive format. The report addressed problems surrounding iXBRL and delivered enhanced engagement, better user experience and improved accessibility, resulting in 1,100 downloads in three months since launch. “A very deep report that showcased key content,” and “impressive use of new technology,” said the judges.



Banco Santander and Bestiario Bronze

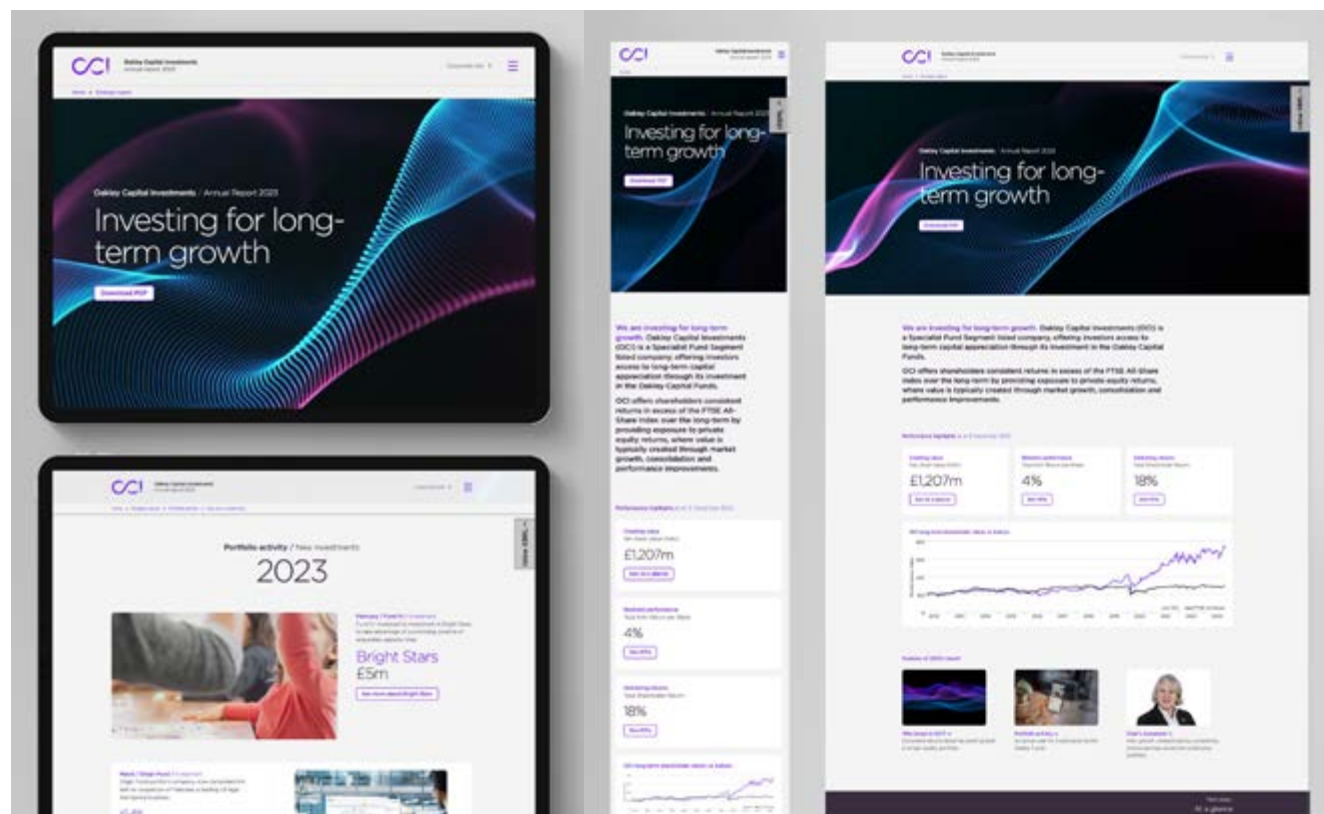
Banco Santander’s digital annual review presented Santander’s new corporate structure, focusing on the scope, strengths and people responsible for each of the global businesses. The report developed with support from Bestiario, featured four subsections: financial results, shareholder remuneration, progress on investor day targets and progress on responsible banking. “Strong reimagining of what annual reports can and should be,” said one judge.



Informa and Luminous Bronze

Luminous collaborated with FTSE 100 client Informa, to create an online experience with engaging rich-media content providing insight into the company’s past year. The result was an engaging microsite with a visual user experience that adapts key infographics into animated interactive features. “Brilliantly presented content through video and animation,” said one judge, another praised the “fresh approach to showcase key business information.”

BEST USE OF DIGITAL TO AN INVESTMENT AUDIENCE



Oakley Capital Investments and Friend Studio Gold

Oakley Capital Investments is a listed private equity vehicle trading on the LSE. Together with Friend Studio, Oakley Capital Investments aimed to become a market leader in high quality stakeholder communications and embrace the digital opportunity to improve reporting. ESEF regulation requires a full HTML report with XBRL tags (iXBRL).

The Oakley Capital Investments 2023 report tackled the challenges presented by the implementation of mandatory iXBRL reporting. This digital first report became the world's first fully interactive online ESEF report with all the functionality of the web, maximising the engagement potential of the new digital iXBRL format. The 2023 online report received 7,385 page views in just three months, compared to 134 in 2022. "Being the first to tackle this legislated requirement is impressive and the execution is strong," praised one judge.

BEST USE OF DIGITAL TO AN INVESTMENT AUDIENCE



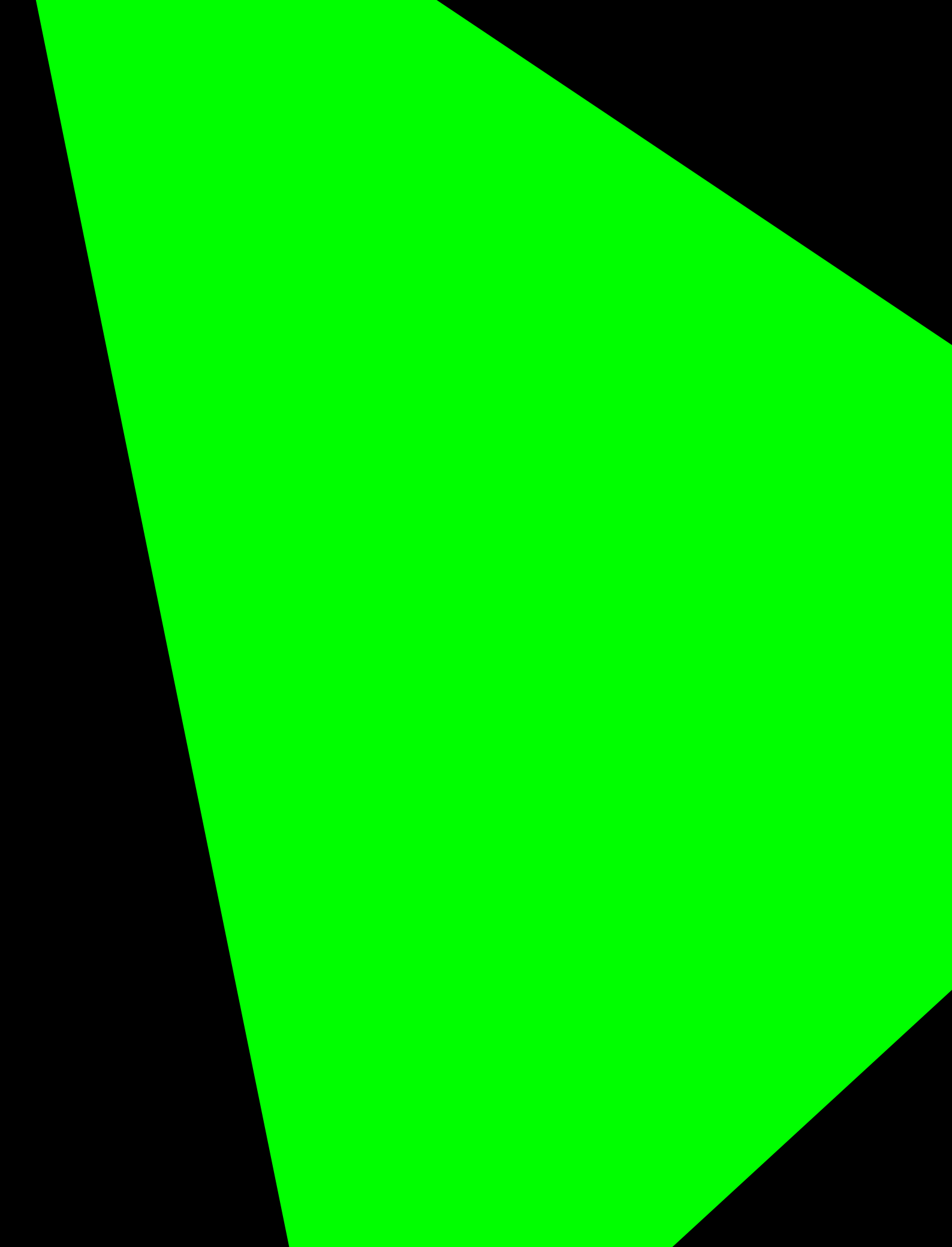
Julius Baer **Silver**

The 'How to Invest' series from Julius Baer covers a monthly financial topic to address the gap in financing literacy with online articles and videos. The series provides access to investment experts for a wide audience and creates a digital community to share relevant and sound financial information. "Clever use of video" and "interesting way to engage the audience," said the judges.

Schroders

Schroder Investment Management (Singapore) Ltd and Schroders Singapore Marketing **Bronze**

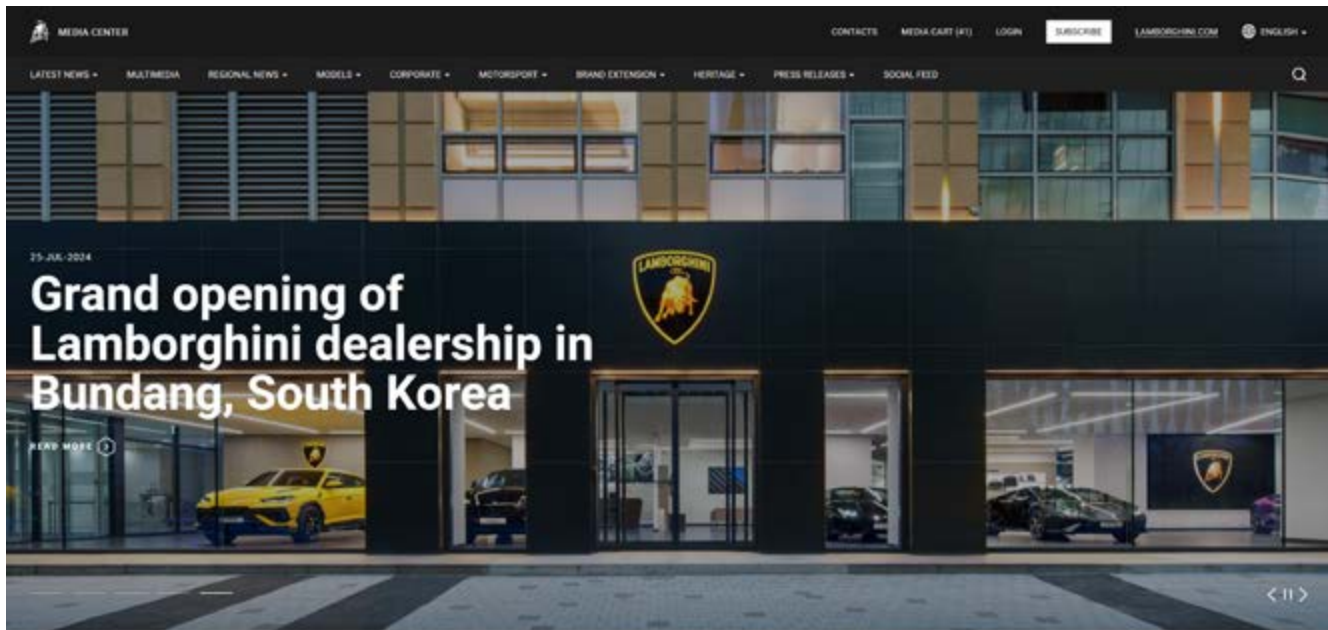
Schroder Investment Management (Singapore) Ltd's Schroders Asia More+ campaign wanted to expand its reach to a wider range of Singaporean investors with diverse financial goals. The campaign, executed by Schroders Singapore Marketing, leveraged digital channels and storytelling with videos featuring relatable Singaporean personalities. The campaign focused on flexible messaging to reach targeted investor groups with relevant content. "Good segmentation" and a "nice way of engaging the audience," said the judges.





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

BEST ONLINE NEWSROOM



LATEST NEWS

FILTER BY ALL NEWS 



Automobili Lamborghini S.p.A. and TheNewsMarket

Gold

Automobili Lamborghini S.p.A.'s Lamborghini Global Media Center was developed by online newsroom specialist, TheNewsMarket. After more than 10 years of partnership, the brand wanted to further support its communications strategy with an updated and innovative newsroom. The Lamborghini Global Media Center launched in 2023, introducing a secure private area for embargoed content. Responding to the rise in social media, the newsroom integrated its social activity into the Media Center, creating one platform for all comms.

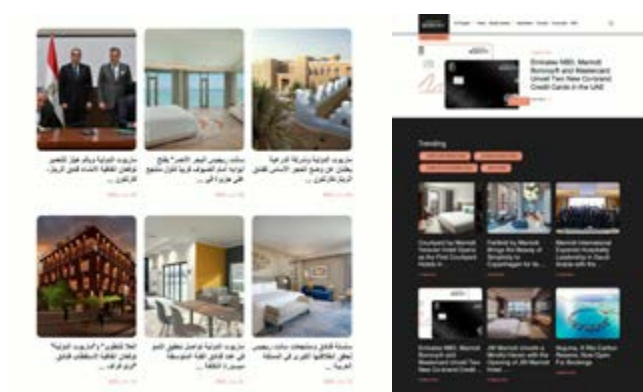
The newsroom operates in three languages and is designed to perform seamlessly across all devices. Lamborghini integrated their own media contacts into the Media Center, creating one master database via the platform. User figures for the newsroom increased by 75% compared to the previous database. "Fantastic look and feel," and "clear, measurable and concise objectives," said the judges.

BEST ONLINE NEWSROOM



Renault Group and epresspack Silver

Renault Group and epresspack used API-driven PR software technology to develop a suite of 22 interconnected newsrooms in seven languages, each with dedicated URLs and tailored back-offices for six countries. The online newsrooms serve as the digital backbone of the group, connecting all internal operations and ensuring content synchronisation. “Clear wide scope and objective,” with “innovative and great implementation,” said the judges.

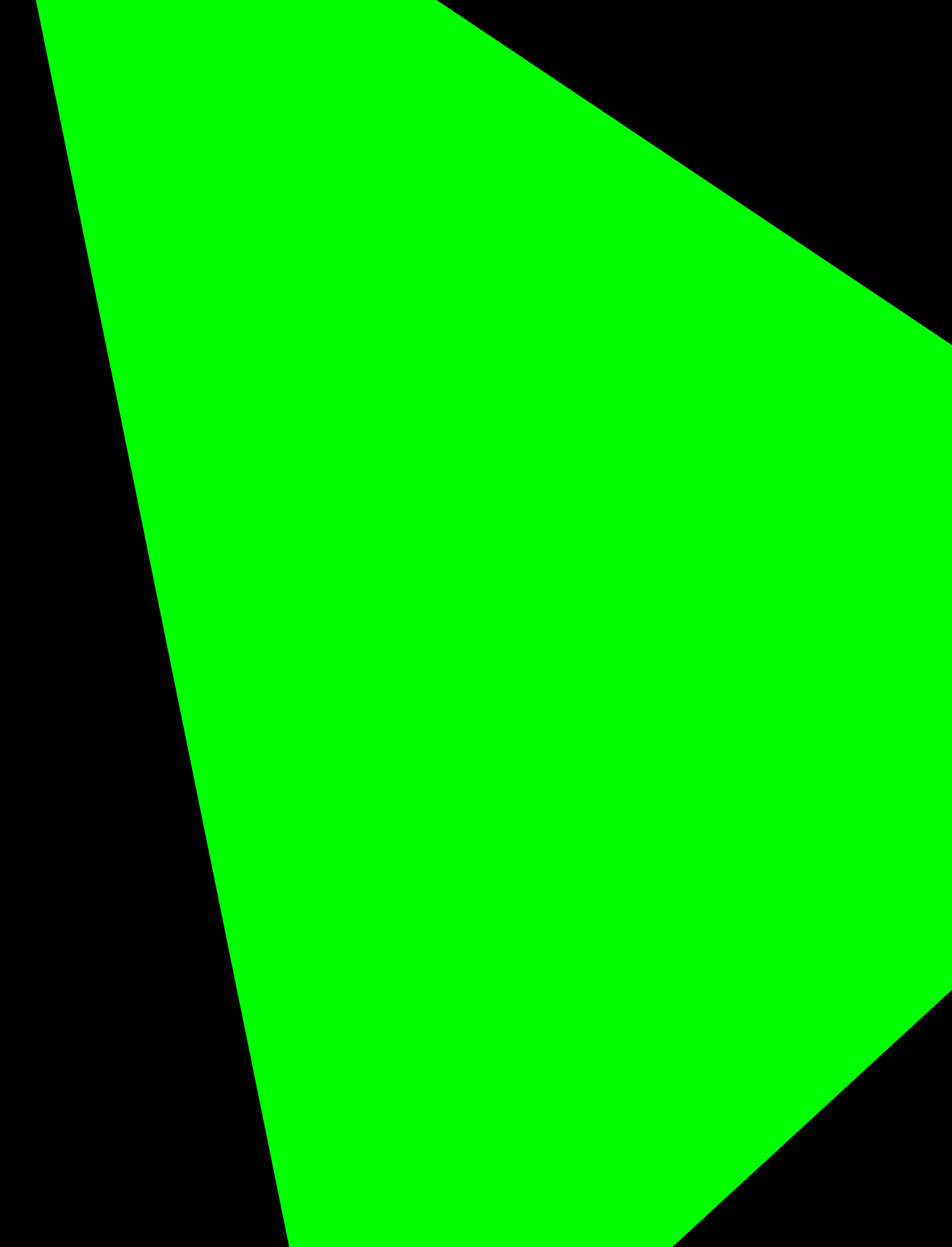


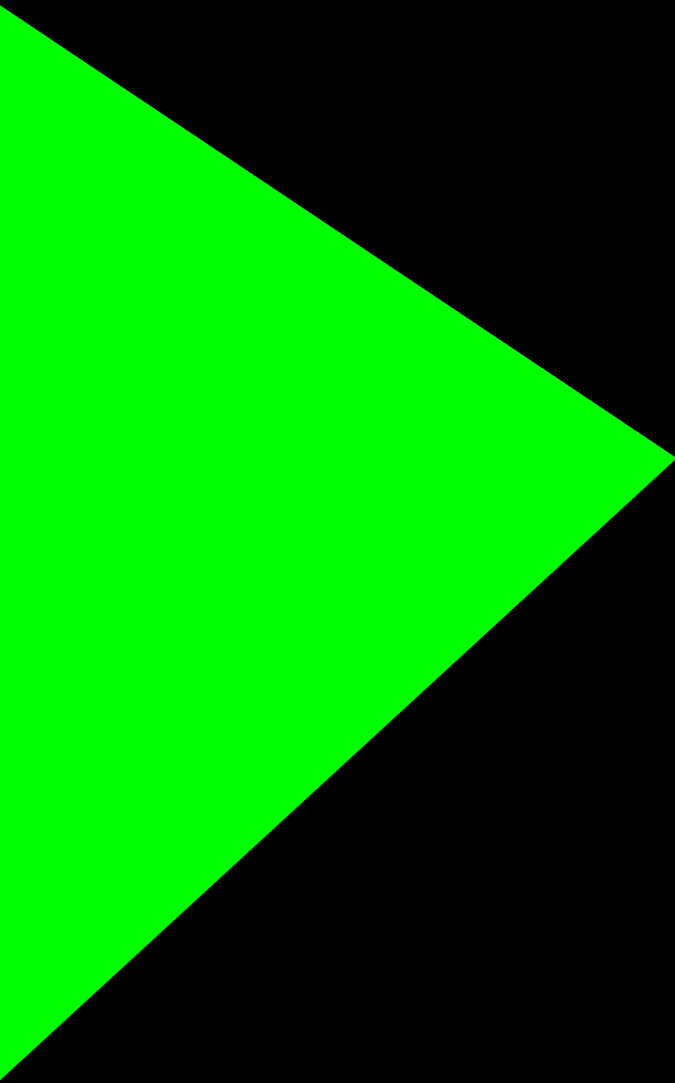
Marriott International EMEA and PressArea Bronze

In 2022 PressArea created a new online newsroom for Marriott International EMEA’s press team. The site catered to PR teams and media in six languages across Europe and The Middle East. The site provides a consistent look across the territories and enables media to access news, images and videos for each language. “Complex design,” and “great results,” said the judges.

Nationwide and Onclusive Highly commended

The Nationwide online newsroom from Onclusive provides journalists with the latest news and industry insights.





EVALUATION

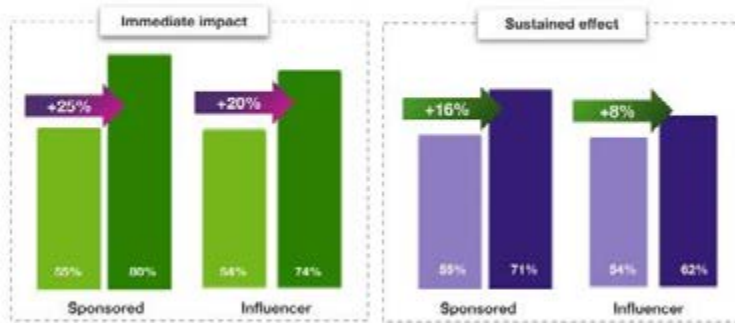
BEST EVALUATION STRATEGY

Brand Lift

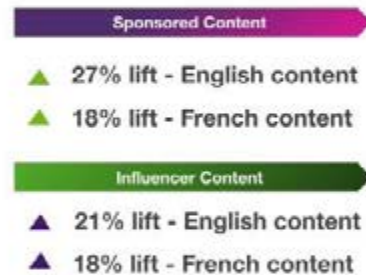


Exposure to TELUS content resulted in positive impact on both perception and consideration

PERCEPTION



CONSIDERATION



* Non-TELUS Customers



Overall, TELUS content made respondents feel more positively towards TELUS

TELUS and Onclusive Gold

TELUS engaged Onclusive to develop a new integrated measurement ecosystem. The Canadian telecoms, health and agriculture business previously used a mix of evaluation resources before contracting with Onclusive, who then delivered both tactical and strategic measurements providing a holistic view of communications impact. Extensive sentiment analysis and a multi-stakeholder perception tracker allowed TELUS to assess key narratives and responses to communications. This approach allowed TELUS to demonstrate the power of communications to drive awareness and reputation and to make evidence-based decisions.

The partners co-created a bespoke impact scorer to track the effectiveness of all types of PR activity. Onclusive created a TELUS branded dashboard reporting format to deliver meaningful metrics and segmented outputs across social and mainstream media. Judges were impressed by the creative use of sentiment analysis. "Excellent reporting programme" said one judge.

BEST EVALUATION STRATEGY



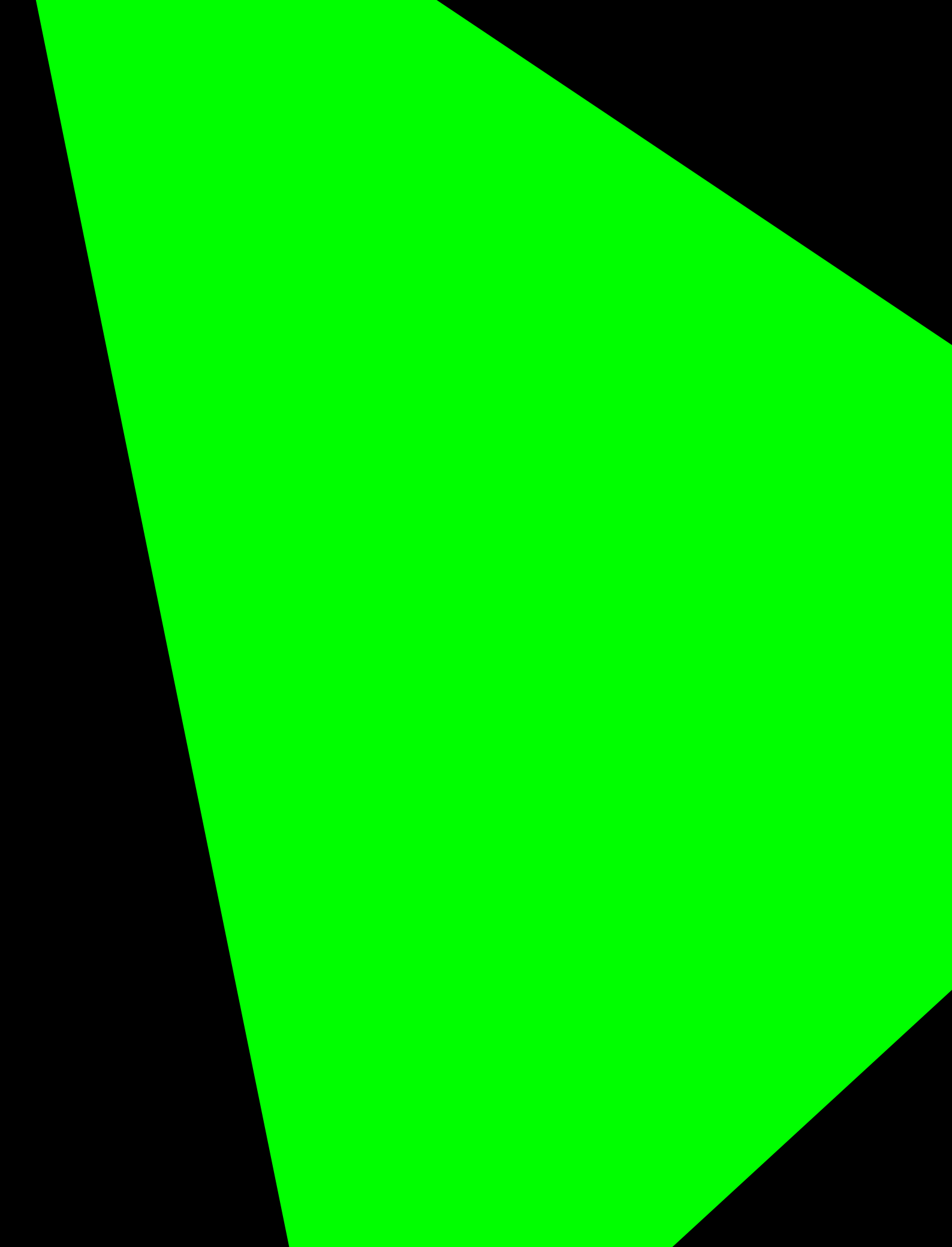
Three and Zenith Silver

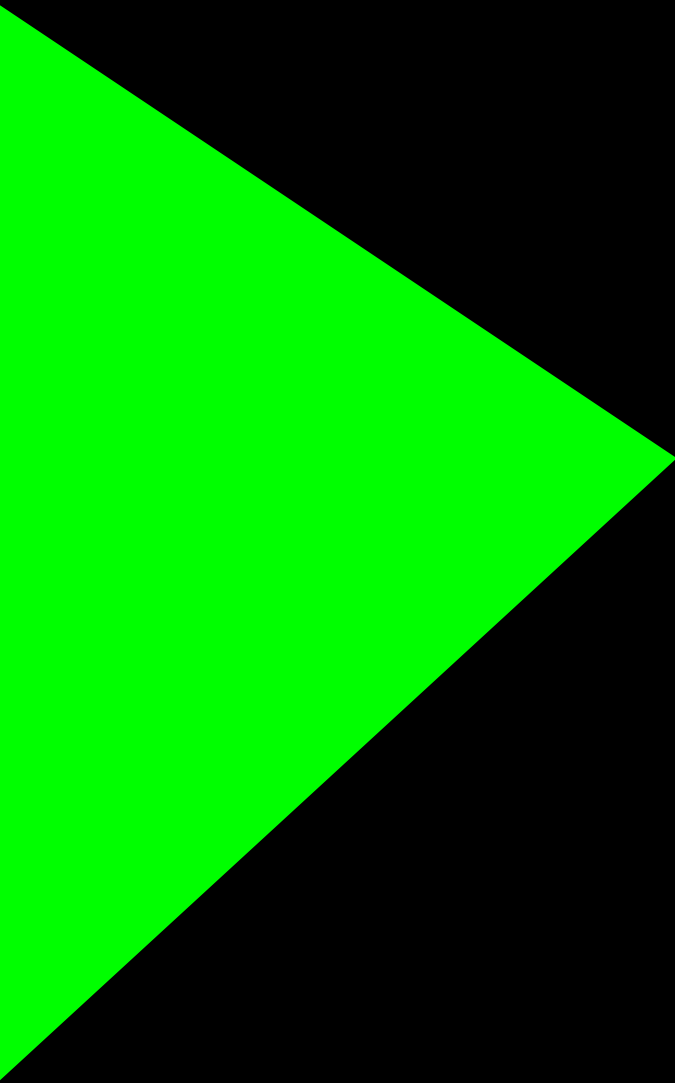
Three and Zenith embarked on a project to transform Three's search strategy using a maturity framework equipped to capitalise on new data opportunities and drive efficient sales in years to come. The Modern Search Maturity Framework tool was used to audit Three's digital maturity and uncover insights vital to the strategy formation. "Strong execution against objectives," said one judge.

iHerb and antics@play Bronze

iHerb partnered with antics@play to reposition themselves as a trusted and relevant brand in the Singaporean market. The initial research phase delved into desk research and customer data analysis, providing a foundation for understanding the Singaporean audience and tailoring the approach. Evaluation was ongoing as market changes, trends in health and wellness and performance metrics informed the strategy and ensured continuous optimisation.

iHerb®





SECTOR

BEST USE OF DIGITAL BY A CHARITY, NGO OR NFP



Women's Aid and Hurricane Media Ltd Gold

Women's Aid and Hurricane Media Ltd created two 90-second films to authentically portray the experiences of women who have benefitted from the charity's services. Each film focused on one survivor's story, using real audio interviews overlaid with visuals of actresses. This creative strategy enabled the women to maintain anonymity while still preserving the emotional impact of their stories.

The films were designed to drive donations, raise awareness of the Women's Aid app and increase user engagement with the charity's services. Shorter social edits were created to share the films with a wider audience across digital platforms. The powerful social media campaign not only built awareness but also drove engagement and donations. The films doubled the fundraising target and attracted 30% new donors. Judges said this was an "impressive" and "powerful campaign that raised awareness."

BEST USE OF DIGITAL BY A CHARITY, NGO OR NFP



caba and Bottle PR Silver

caba is the occupational charity for The Institute of Chartered Accountants in England and Wales. This integrated communications campaign from Bottle PR, targeted young accountants with relatable advice and guidance on personal money management. A mix of short and long-form content was shared across multiple channels including Spotify and TikTok. “Surpassed clear objectives and excelled beyond expectations,” praised one judge.



European Patent Office and 1000heads Silver

As the lead digital creative agency of the European Patent Office, 1000heads was tasked with designing a communications campaign that would reach new audiences. The integrated social-first approach included a new identity and interactive challenges. The campaign reached 28.2m people via social channels. Judges said this was a “delightfully bold and creative approach,” with “great execution and development of key content.”



Climate Safe Lending Network (CSLN) and SEC Newgate UK Bronze

Climate Safe Lending Network (CSLN) is an international network of senior leaders and policy experts working to accelerate decarbonisation in the banking sector. Together with SEC Newgate UK, it launched the Climate Finance Catalyst Contest, the world’s first global event searching for breakthrough financial ideas to help lending institutions reach net zero. “Wonderful, vibrant campaign which really connected with a palpable challenge,” commented one judge.



KiKa and Happy Horizon – EF2 Bronze

KiKa, a nonprofit focused on childhood cancer partnered with Happy Horizon – EF2 for a new website. Enhanced user experience, rejuvenated marketing efforts and improved SEO, resulted in a 48% increase in donations, a 203% boost in campaign traffic and a 4% rise in top keyword rankings. One judge described this as an “important campaign that delivered concrete results.”

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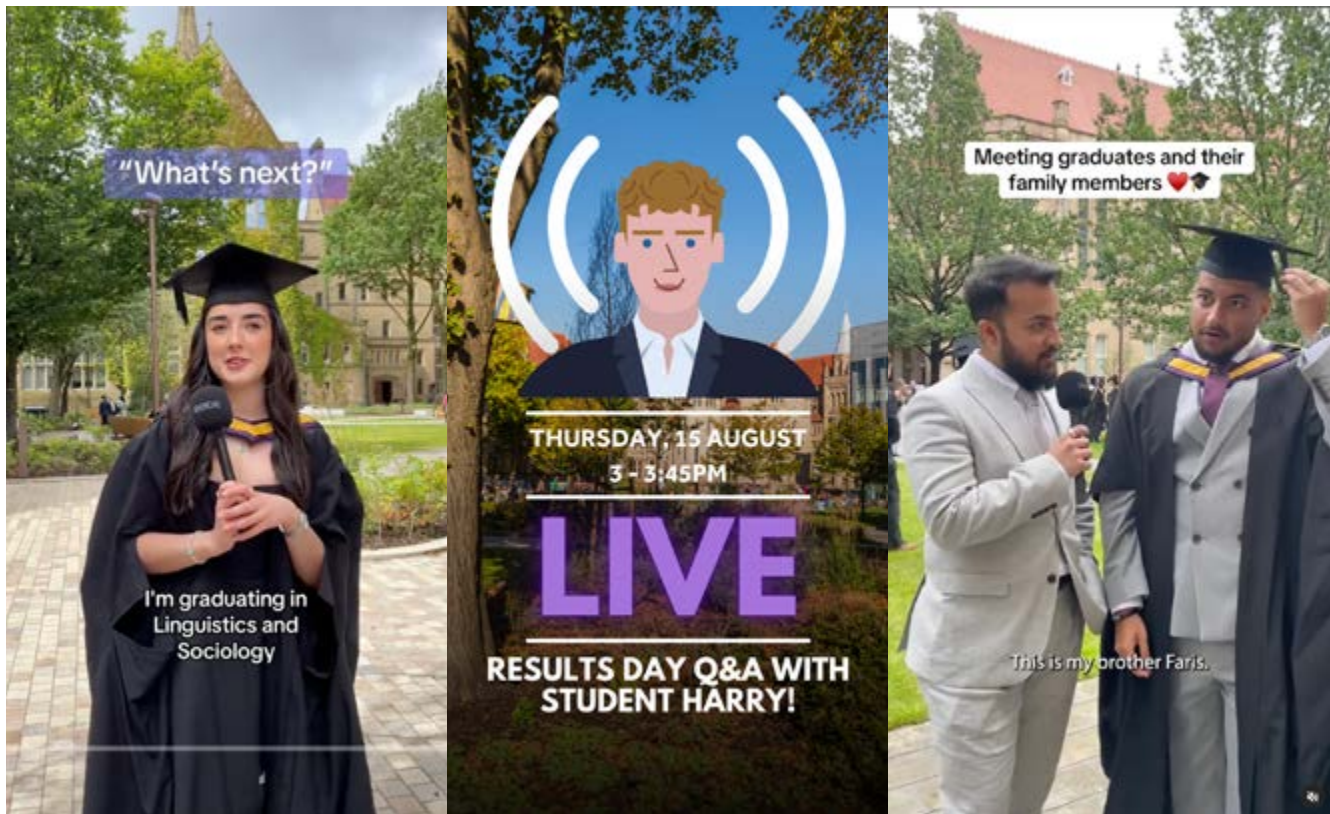
BEST USE OF DIGITAL BY A CHARITY, NGO OR NFP



Smart Energy GB and ClerksWell Bronze

Smart Energy GB is the independent non-profit government backed organisation helping households and small businesses across Great Britain to understand the benefits of smart meters. To create a conversion-optimised website for Smart Energy GB, ClerksWell conducted extensive research, user testing and innovative design solutions to improve user experience and drive conversions. “Clear focus, research and implementation,” said one judge.

BEST USE OF DIGITAL FROM THE EDUCATION SECTOR



The University of Manchester Gold

The University of Manchester has faced several challenges over the past few years, from regional Covid restrictions to accommodation issues. The social team wanted to improve communications and engagement with its students. Over the last 18 months, the team transformed the University social media from a set of corporate channels to a flourishing online student community.

Research gathered student perspectives and highlighted key content topics. The content creator programme recruited a selection of students from a variety of backgrounds and study levels to work flexibly in a paid freelance capacity, pitching ideas and developing content for the digital channels. The University TikTok channel has grown by more than 850% and its videos have been viewed 13 million times in the 2022/23 academic year. "Brilliant execution with strong reach and value for money across multiple channels," praised one judge.

BEST USE OF DIGITAL FROM THE EDUCATION SECTOR



Cambridge University Press & Assessment and Somersault Silver

Cambridge University Press & Assessment worked with Somersault to create a film highlighting the profound impact of English language learning on the global school community. A series of films followed teachers from seven countries to help viewers understand what English means to them and their communities. The main hero film generated over half a million views. “Really strong narrative campaign,” and “slick production of the storytelling,” said the judges.

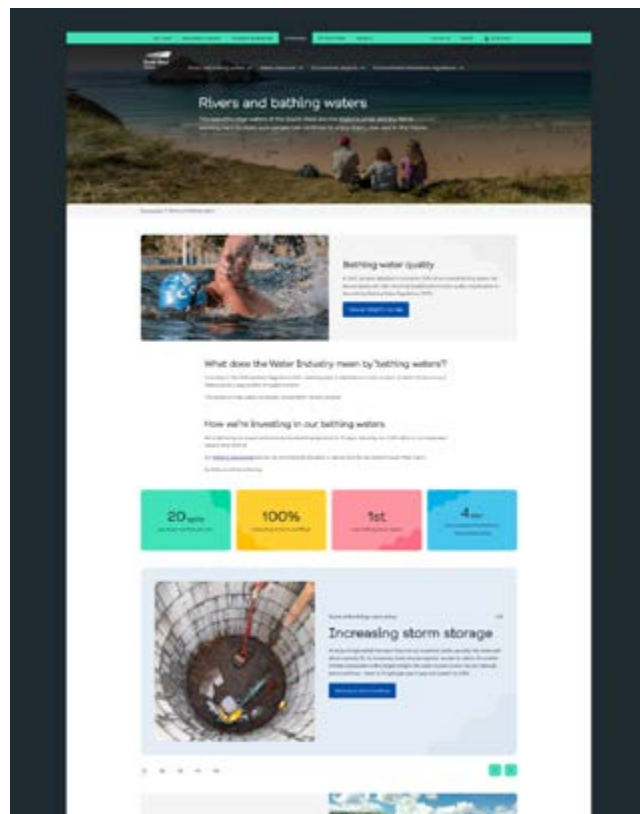
BEST USE OF DIGITAL FROM THE ENERGY AND UTILITIES SECTOR



Everyone's Energy and Contra Agency Gold

Everyone's Energy offers modern and forward-thinking energy solutions, but it needed a website refresh to reflect its brand identity. Contra Agency created an entire marketing strategy that included a fresh brand identity and website design. Internal stakeholder interviews aimed to understand the brand ethos and what it means to customers. This informed the website design, alongside keyword research and buyer persona profiles.

The SEO-focused content strategy was supported by a new CRM and marketing automation platform. Webpage copy, meta titles and descriptions were optimised with key terms used by prospective customers. The bold and dynamic design included embedded animation and informative blog posts. The new website achieved an 84% increase in organic new users. Judges were impressed by the "excellent use of SEO and marketing automation," and described this as "a comprehensive and innovative digital transformation."

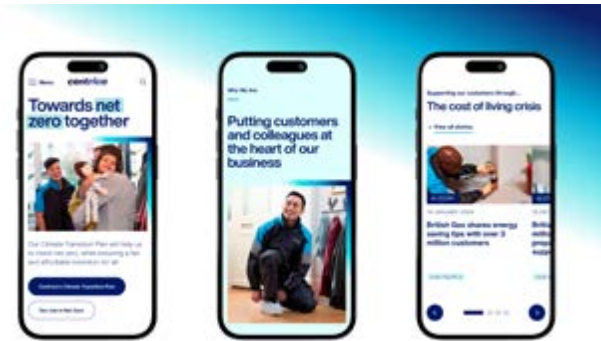


South West Water and true digital Gold

South West Water wanted to rebuild trust amongst its customers after nationwide wastewater pollution incidents saw trust in the industry reach historic lows. With support from true digital, South West Water aimed to create a modern and human brand identity that put digital channels at the heart of its communication strategy.

Focused on improving customer satisfaction and brand perception, the strategy began with the identification of user groups and workshops to understand their needs. The bright and engaging design celebrated South West Water's employees and emphasised their role in the community. New features included a WaterFit Live map and a triage tool. The result was a 20% increase on the new site design, positively shifting brand perception amongst users. Judges praised the "strong focus on user experience and trust-building with impressive engagement metrics and solid results."

BEST USE OF DIGITAL FROM THE ENERGY AND UTILITIES SECTOR

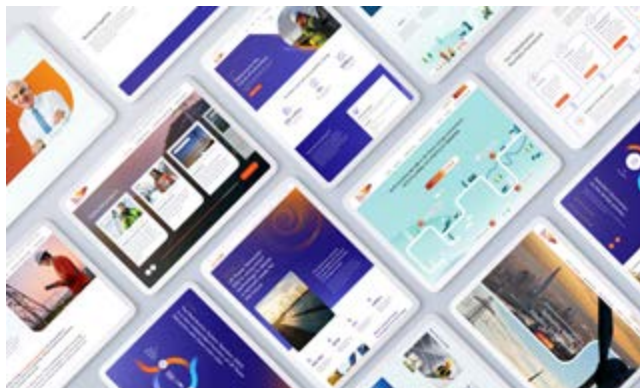


Centrica and Comprend Silver

Centrica needed a new website to reflect its identity as a cutting-edge business in tech, digital and the energy transition. The website, designed by Comprend, was simplified to deliver a smooth user experience and brand story. Stakeholder satisfaction performance score increased from 87 to 92, with over 100 fewer components. “The website refresh effectively simplified and enhanced the user experience, achieving high performance and accessibility,” said one judge.

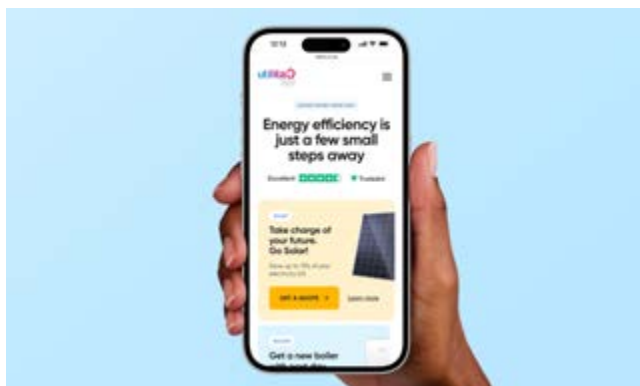
Centrica plc and durhamlane Silver

Multinational energy and services company Centrica plc approached durhamlane to support the expansion of British Gas by focusing on large-scale business accounts. After refining its target audiences and messaging strategies, Centrica plc achieved record-breaking revenue growth and expanded the account management team from two to seven. Judges were impressed by the “innovative consultative approach” and “strong lead conversion.”



UK Power Networks and Instinctif Partners Bronze

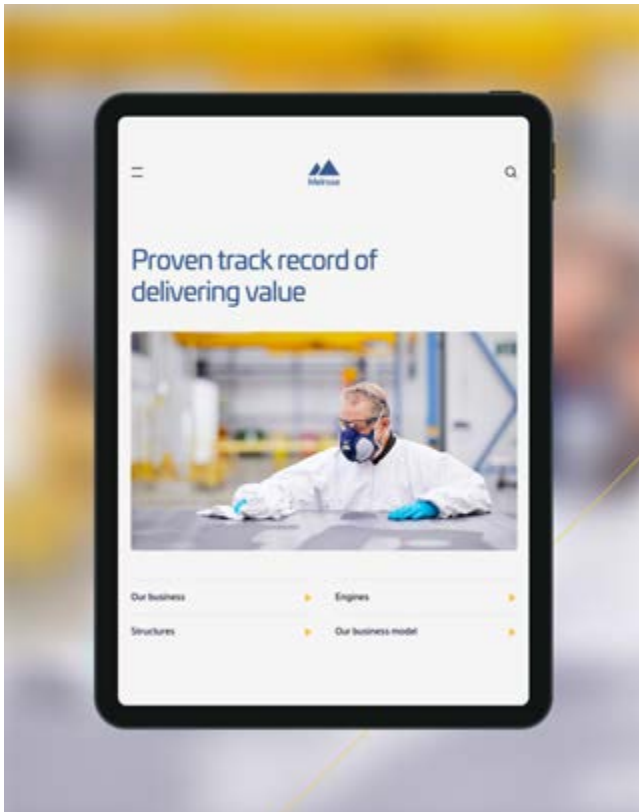
Instinctif Partners were appointed by UK Power Networks to produce a number of websites to communicate its activities and initiatives across various business areas. The websites focused on brand consistency with tailored features addressing the specific requirements of each target audience. The Annual Review microsite used distinct visual language and illustrations. “Clear presentation of complex information,” said one judge.



Utilita Energy and Adaptable Bronze

Utilita Energy approached Adaptable to design and develop a seamless customer join journey for its core offerings as a Pay As You Go energy supplier. The marketing website and integrated digital products enabled users to access self-service quick quotes and book virtual surveys or boiler installations. One judge said, “the project created an efficient customer journey with innovative technical solutions.”

BEST USE OF DIGITAL FROM THE ENGINEERING, MANUFACTURING, INDUSTRIAL AND BASIC MATERIALS SECTOR



Melrose Industries PLC and SampsonMay Gold

After buying GKN Automotive and Aerospace divisions in 2018, Melrose Industries PLC spun-off its automotive division to focus on becoming a pure-play aerospace business in 2023. In line with this strategy, SampsonMay supported Melrose Industries PLC to maintain an investor focused narrative on its website.

The new digital design created linkage between Melrose Industries PLC and the GKN brand while also retaining some individuality and referencing the heritage of both brands. A simple but effective back-end architecture enabled module optimisation and content sharing across the brand ecosystems. The new Melrose Industries PLC website resulted in a 71% increase in engagement across the site and a 40% increase in document downloads. Judges described this as “a unified and efficient digital ecosystem.” One judge said, “excellent alignment with business strategy and operational improvements.”



RS Group plc and SampsonMay Gold

With a portfolio of disparate operating brands, originally under the Electrocomponents plc parent brand, the Group implemented a rapid but extensive global rebranding exercise. This resulted in a name change to RS Group plc, but also a new strategy, architecture, visual identity and brand activation roll-out. SampsonMay delivered a digital transformation of RS Group plc’s corporate website to meet the needs of all stakeholders from investors and talent, to ESG focused audiences and more.

Workshops identified user personas and content audits informed the strategy plan. The sleek new design used specific typography to provide impact and modernity. In seven months since launching, the website achieved a 780% increase in traffic and 223% increase in user engagement time. Judges praised the “effective rebranding and digital transformation,” with “comprehensive research and innovative design leading to exceptional results.”

BEST USE OF DIGITAL FROM THE ENGINEERING, MANUFACTURING, INDUSTRIAL AND BASIC MATERIALS SECTOR



Autoliv and IDX Silver

Autoliv partnered with IDX to create two new corporate websites for the automotive safety supplier in Japan and China. Comprehensive and transparent information is presented to investors in an easily digestible format. The websites include improved SEO and UX on product pages with a consistent visual design. Judges commented on the “strong performance in UX and compliance,” and “significant boost in user engagement.”



AtkinsRéalis and IDX Bronze

To rebuild its reputation in the engineering and construction space, SNC-Lavalin worked with IDX to launch its new brand, AtkinsRéalis. The website used engaging content to highlight the company’s transformation and elevated thought leadership articles. The result was a 44% increase in ESG page views and a 32% decrease in bounce rate. “Good website and great results,” said one judge.

BEST USE OF DIGITAL FROM THE FINANCIAL SERVICES SECTOR



Octopus Money and Burson Gold

Octopus Money briefed Burson to create a bold and creative communications campaign that would drive brand awareness within consumer media. To cut through the noise of traditional investing and financial advice, they developed the 'Act Your (Money) Age' campaign to uncover the gap between how financially prepared people are compared to their age.

The campaign engaged users with a Money Age tool on the Octopus Money website which provided an opportunity to calculate how financially prepared someone is (their money age). The website then provides helpful tips and information depending on the results. The campaign demonstrated a new way to talk about financial planning, reaching 157 million people through earned media outside the traditional investment and financial advice space. "Excellent idea, excellent strategy, great execution and fantastic results," praised one judge.

BEST USE OF DIGITAL FROM THE FINANCIAL SERVICES SECTOR



Ageas and Fresh Egg Silver

Ageas worked with Fresh Egg to reignite its experimentation programme and drive an increase in conversion. Data was used at the heart of this campaign through qualitative and quantitative research. Fresh Egg delivered targeted, data-driven marketing strategies, resulting in a 3% increase in conversion rate to sale. Judges said this was “an interesting use of data,” with “good impact.”



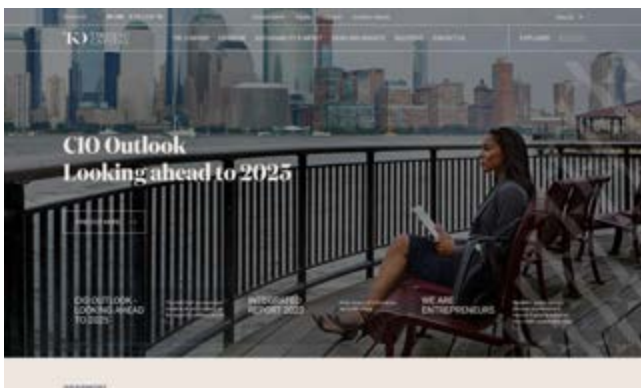
Julius Baer Silver

Julius Baer created the ‘How to Invest’ digital series in partnership with journalist, Hannah Wise. The series delivered easy to consume advice aiming to fill the knowledge gap in financial literacy. The content was shared on various digital channels to maximise audience reach while also building a supportive online community. “Good strategy and strong execution,” said one judge.



LifeSearch and equimedia Bronze

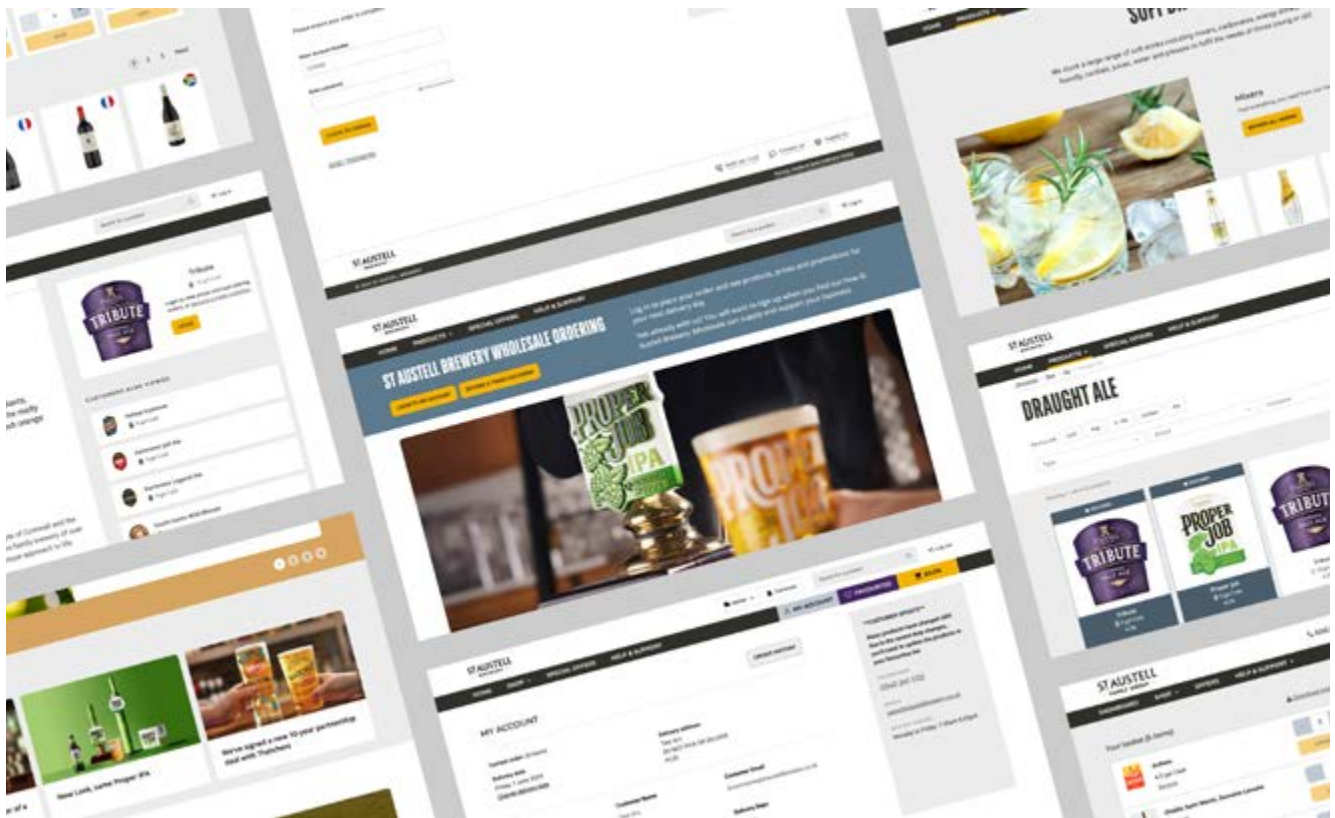
Independent life insurance broker, LifeSearch, wanted to identify and convert the best quality customers at the lowest possible price. equimedia used LifeSearch data to build on existing audience personas and behaviours. After restructuring the LifeSearch PPC account, equimedia delivered targeted social and video campaigns for customers at different key life stages. “Shows an interesting use of data,” said one judge.



Tikehau Capital and IDX Bronze

Tikehau Capital worked with IDX to reposition the company's leading brand as an alternative asset manager. The campaign told Tikehau Capital's story of growth and expansion through a digital experience on its corporate website. Since launch, views on the site have increased 125% compared to the previous three months. “Good visual impact,” and “nice design,” said the judges.

BEST USE OF DIGITAL FROM THE FMCG, FOOD AND BEVERAGE SECTOR



St Austell and true digital Gold

St Austell Brewery in the South West of England transitioned from a traditional catalogue-based system to create a fully functional e-commerce platform. The website designed by true digital, significantly enhanced the customer experience and opened new avenues for sales and marketing initiatives. User research and a major technology integration project informed the project design.

Cross-departmental discovery sessions between IT, procurement, finance and marketing resulted in a product roadmap. Then followed the cultural transformation, as pubs in rural areas were shown the advantages of adopting the digital-first approach. There have been over 1,000 successful onboarded users and 38,000 transactions in 15 months. The e-commerce platform has been well-received by users and clients, with no lower than a four out of five customer rating. "Great execution of a new website with thorough research and development," said one judge.

BEST USE OF DIGITAL FROM THE FMCG, FOOD AND BEVERAGE SECTOR



Coca-Cola Europacific Partners and Bridge Silver

The Data & Insights team at Coca-Cola Europacific Partners kickstarted a project to improve the dissemination of information generated by centralised functions to field-based teams. Enablement experts, Bridge, facilitated a 3-month discovery exercise and launched the IQ application. The custom-built platform provides easily accessible and rapid access to data and insight for the team at Coca-Cola. “Excellent technical solution and adoption,” praised one judge.



Birds Eye UK Bronze

Birds Eye UK utilised TikTok’s creative exchange offering by working directly with a creative production agency to create new TikTok-first assets, alongside turning existing content into fit for purpose TikTok videos. Content was strategically deployed across various placement offerings within the platform to maximise reach. “Great initiative that used TikTok really well to drive awareness,” said one judge.



Milliways and Headland Consultancy Bronze

Milliways worked with Headland Consultancy to deliver an integrated marketing and PR campaign that would disrupt the chewing-gum market. The digital-first campaign used a mix of paid and organic media that integrated with the brand’s broader purpose-based initiatives. Social traffic increased by more than 1130% as a result. “Very smart content creation,” with “huge impact and a quirky creative approach,” commented the judges.

BEST USE OF DIGITAL FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR



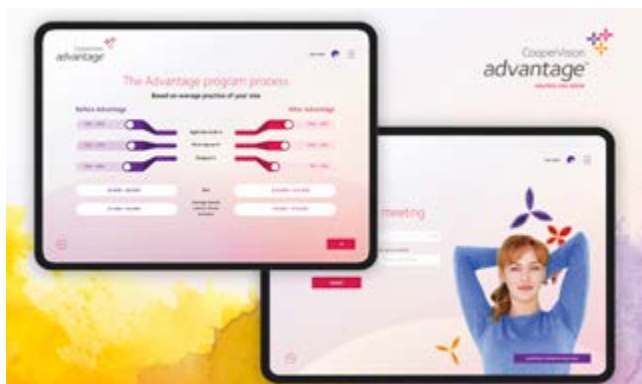
Bupa and Hurricane Media Ltd

Gold

Bupa's wellbeing campaign 'Better Us. Better World' aimed to showcase its commitment to supporting employee wellbeing and fostering a healthy workplace. Hurricane Media Ltd leveraged social and digital platforms to deliver a series of videos, social media tools and written content to align with a six-month social plan.

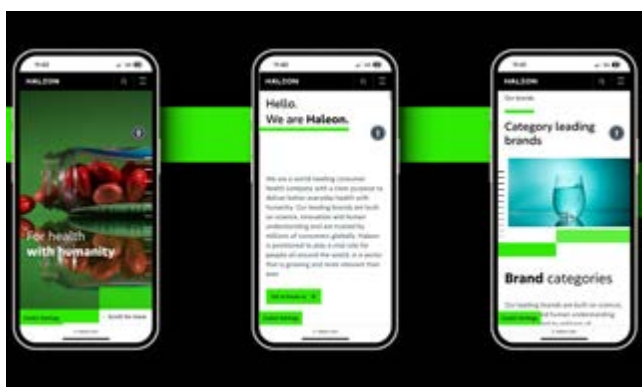
The topics were selected by Bupa's Clinical Health Team and audience profiles were built to ensure content appealed to internal and external stakeholders. Videos included user-generated content, inspirational interviews and podcast style episodes. Longform versions were shared on YouTube and key conversation snippets were shared on social media to maximise reach. The campaign also included carousel posts and polls, guided meditations and written articles. The campaign achieved over 21m impressions and 8m video views. "Solid and thoughtful campaign with tangible results for an important topic," praised one judge.

BEST USE OF DIGITAL FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR



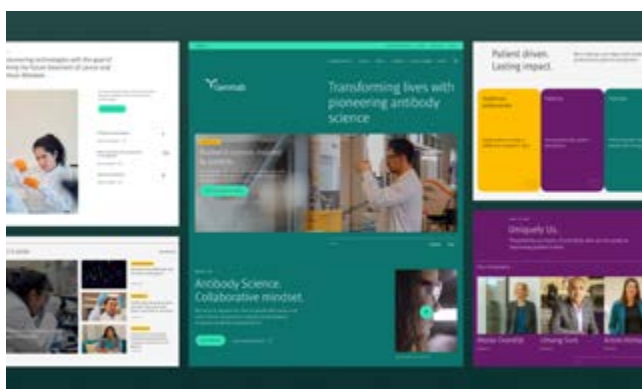
CooperVision and Bridge Silver

CooperVision and Bridge delivered a digital toolkit to provide account managers with a framework to build and review business plans against real-time optician performance. The toolkit covered the key phases of account development, visualised data and allowed account managers to rapidly create relevant and curated follow up materials and trainings. Judges said this was a “well targeted niche campaign” with “impactful messaging.”



Haleon and Black Sun Global Silver

Haleon wanted to educate users of its corporate website and increase association with some of its big-name brands. Black Sun Global delivered specially created photos and videos to feature throughout Haleon’s digital channels. The seamless scroll design invited users to explore the brand photographs in an engaging and interactive way. “Impactful fun campaign that carried visual impact,” said one judge.



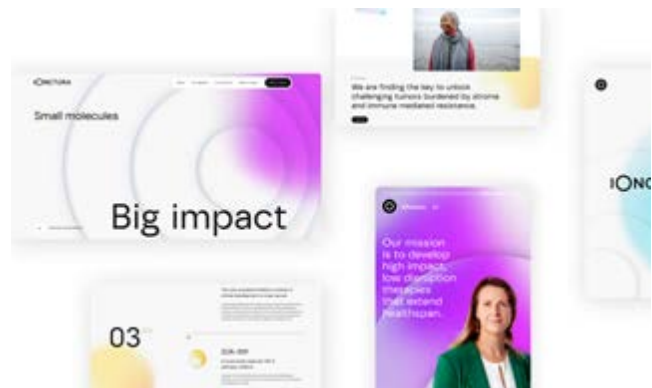
Genmab and Brunswick Group Bronze

International biotech company, Genmab, worked with Brunswick Group to build a new website that would support its communication strategy with stakeholders. Content experts helped the team to tell stories about science in an accessible way. The bold design was supported with a simple but clear social media and press strategy. “Thorough design,” and “good use of storytelling,” said the judges.

BEST USE OF DIGITAL FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR

iOnctura and three thirty studio **Bronze**

iOnctura capitalised on the announcement of its successful Series B funding round, with a complete overhaul of its visual identity. In just three months, three thirty studio delivered an impactful and interactive 'Ripple Effect' website for the oncology biotech company. The website increased the number of daily users threefold. "Good brand creation and link to the research," said the judges.



Incyte and **Random42 Scientific Communication** **Highly commended**

Incyte and Random42 Scientific Communication used animation to educate patients about vitiligo's mechanism of disease.

BEST USE OF DIGITAL FROM THE PROFESSIONAL SERVICES SECTOR



PwC Gold

PwC's 'Take on Tomorrow' podcast was fuelled by its purpose 'to build trust in society and solve important problems.' The podcast aims to find answers to these problems by exploring timely topics such as generative AI, nature-positive business and skills-first hiring. The creative format offers insights into the intersection of business and societal issues.

Season 2 of the podcast revamped the digital approach to enhance engagement and retention. Live recordings were filmed at key global events such as COP28 and the World Economic Forum. This diversified content and amplified impact with real-time discussions and global perspectives. Paid media, targeted advertisements and an enhanced calibre of guests further expanded the listener base. Season Two resulted in a tenfold increase in downloads and a 72% consumption rate. Judges praised the "clever execution of a podcast campaign with content at its heart," and "outstanding learnings from Season One."

BEST USE OF DIGITAL FROM THE PROFESSIONAL SERVICES SECTOR

Hudgell Solicitors and Contra Agency Silver

Hudgell Solicitors' corporate website was no longer meeting consumer demands. Contra Agency provided creative and technical expertise to reflect the law firm's identity as an approachable and trustworthy brand. The redesigned website utilised keyword-optimisation and a fuzzy search functionality enabled users to quickly find information. The website experienced a near 300% increase in conversation rate. "Great execution with amazing results," said one judge.



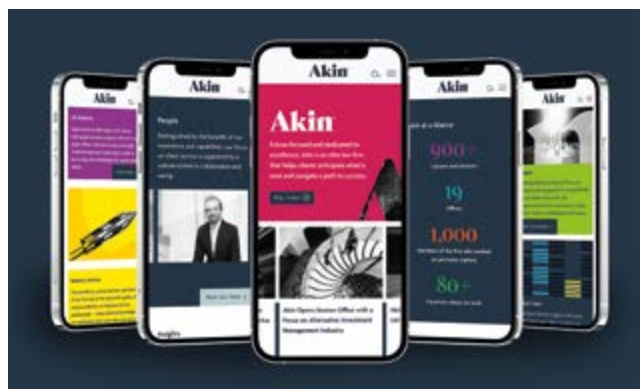
Mullis & Peake LLP Solicitors and Itineris Silver

Mullis & Peake LLP Solicitors partnered with Itineris to harness its SEO and paid search opportunities. Itineris used effective targeting, intelligent optimisations and ongoing, action-focused reporting. Keywords and copy were tailored to specific areas of law, resulting in a 300% increase in additional leads per month. Judges commended the "great use of technology to understand customers," and "very strong results."



Akin and Living Group Bronze

Akin's previous website was no longer reflective of the law firm's ethos as a progressive and innovative law firm. Living Group reengineered every aspect of the firm's digital identity, with decisive navigation and bite-sized content creation. The website featured a bright and bold colour palette to create a unique eye-catching visual design. "Clear campaign with outstanding results and creative execution," said one judge.



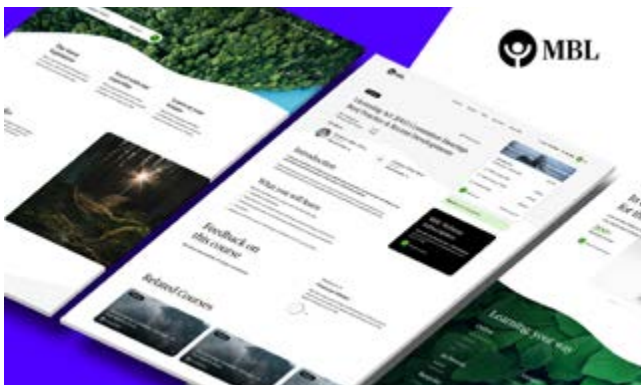
BEST USE OF DIGITAL FROM THE PROFESSIONAL SERVICES SECTOR



Allen & Overy and TEAM LEWIS

Bronze

Allen & Overy brought in TEAM LEWIS to conceive and execute an integrated campaign that could help change perceptions and position the law firm's litigators as strategic advisors on future disputes. The digital campaign included a concept video and a dedicated campaign webpage. One judge praised "the good use of expert content to help develop a new side of the business."

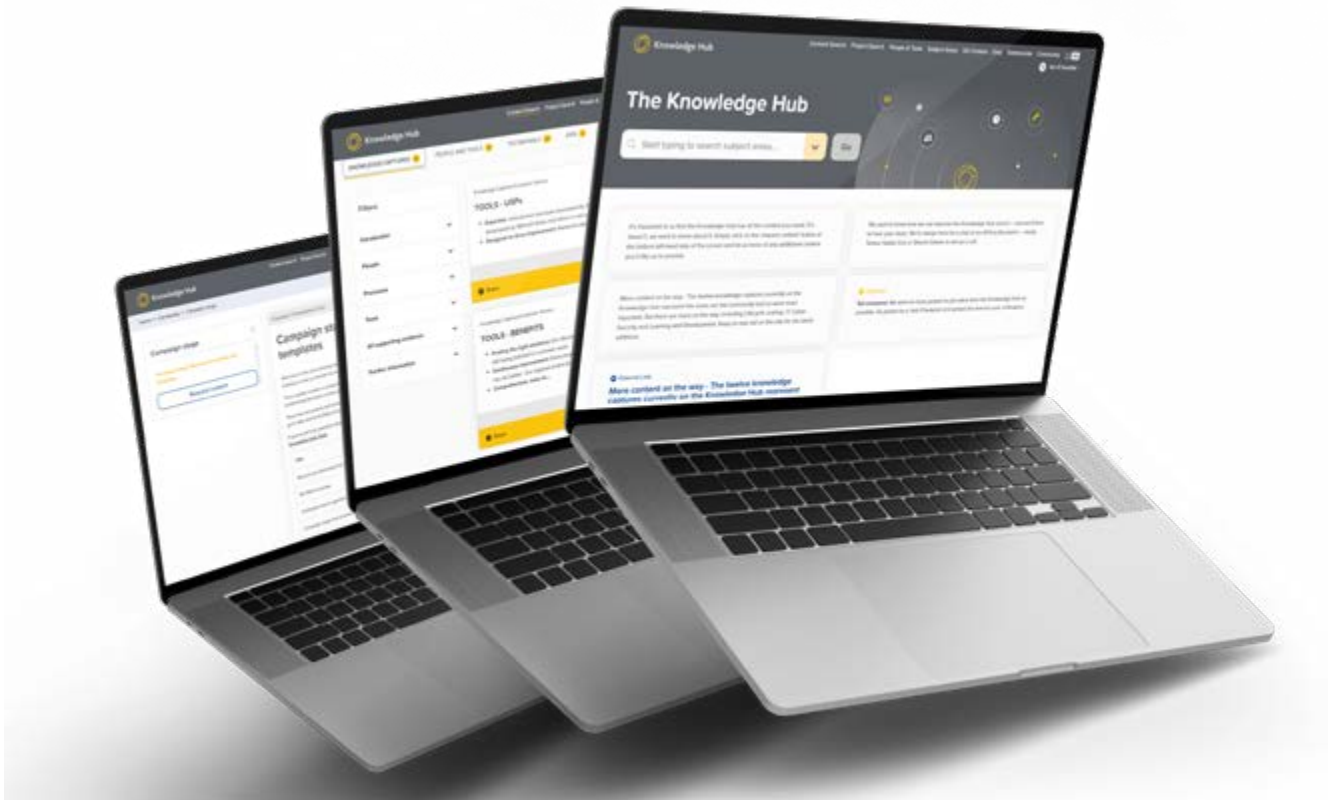


MBL Seminars and Contra Agency

Bronze

MBL Seminars worked with Contra Agency to create a new website that would improve the user experience and clearly communicate course information. The sleek new design addressed three distinct buyer personas with tailored content. The website saved thousands of hours in manual marketing tasks and increased leads by 79%. "Stunning user experience" and "excellent impact and figures," said one judge.

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



Willmott Dixon and Tribus Digital Gold

Willmott Dixon and Tribus Digital created the 'Knowledge Hub,' a library of data designed to help people work smarter, write high-quality tenders and have better customer conversations. The web-based library provides the latest information on Willmott Dixon's work bringing together testimonials, business-wide datasets and supporting information signed off by business experts.

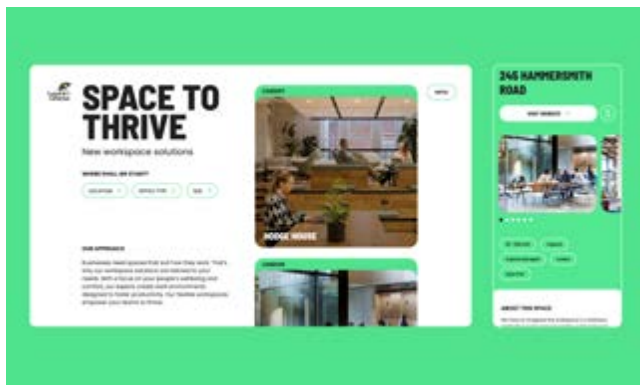
The Knowledge Hub saves 30% of time business-wide, equivalent to 557 weeks annually, alongside raising bid quality by providing more reliable information on which to base procurement decisions. Highly skilled experts spend 60% less time providing repeat information which is now stored in the library. The digital platform has benefited employees from all disciplines by providing an opportunity to learn about the business activities, policy and practices. The judges praised this as "stand out work," with "impressive statistics on time saving, wellbeing and efficiency."

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



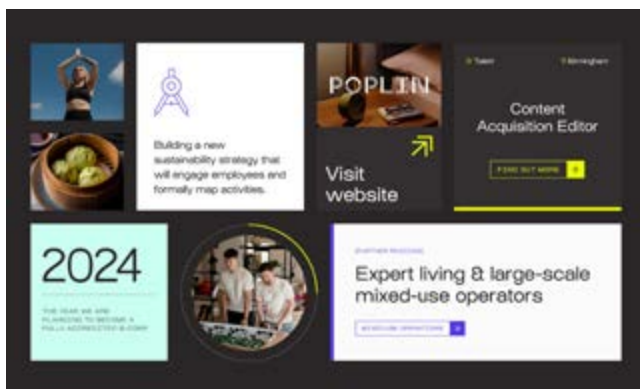
G4S and durhamlane Silver

G4S's digital marketing approach needed refinement to connect brand awareness to tangible product leads worldwide. durhamlane built a strategy based on data-driven insights and tailored each campaign to the specific region, targeting manufacturing, transport and logistics sites with specific and localised content. The campaign achieved a ROI of nearly 700%. "Well-executed campaign," and "good use of automation," said the judges.



Legal & General Investment Management and Radley Yeldar Bronze

Legal & General Investment Management needed a more suitable digital platform for its office spaces. Radley Yeldar created a new website with an intuitive search experience helping users to connect with relevant office spaces. Built in Umbraco 11, the website has a bold and simple design with slick micro interactions. "Very innovative piece of work with a lot of customisations," said one judge.



Native Residential and SampsonMay Bronze

Native Residential appointed SampsonMay to develop a new and enhanced website with visual impact. After conducting strategy sessions with the leadership team and undertaking research to understand user needs, SampsonMay developed a data-driven website with clearly defined section terminology and content aligned to key search terms and SEO optimisation "Nice design," and "good execution," said the judges.

BEST USE OF DIGITAL FROM THE PUBLIC SECTOR



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

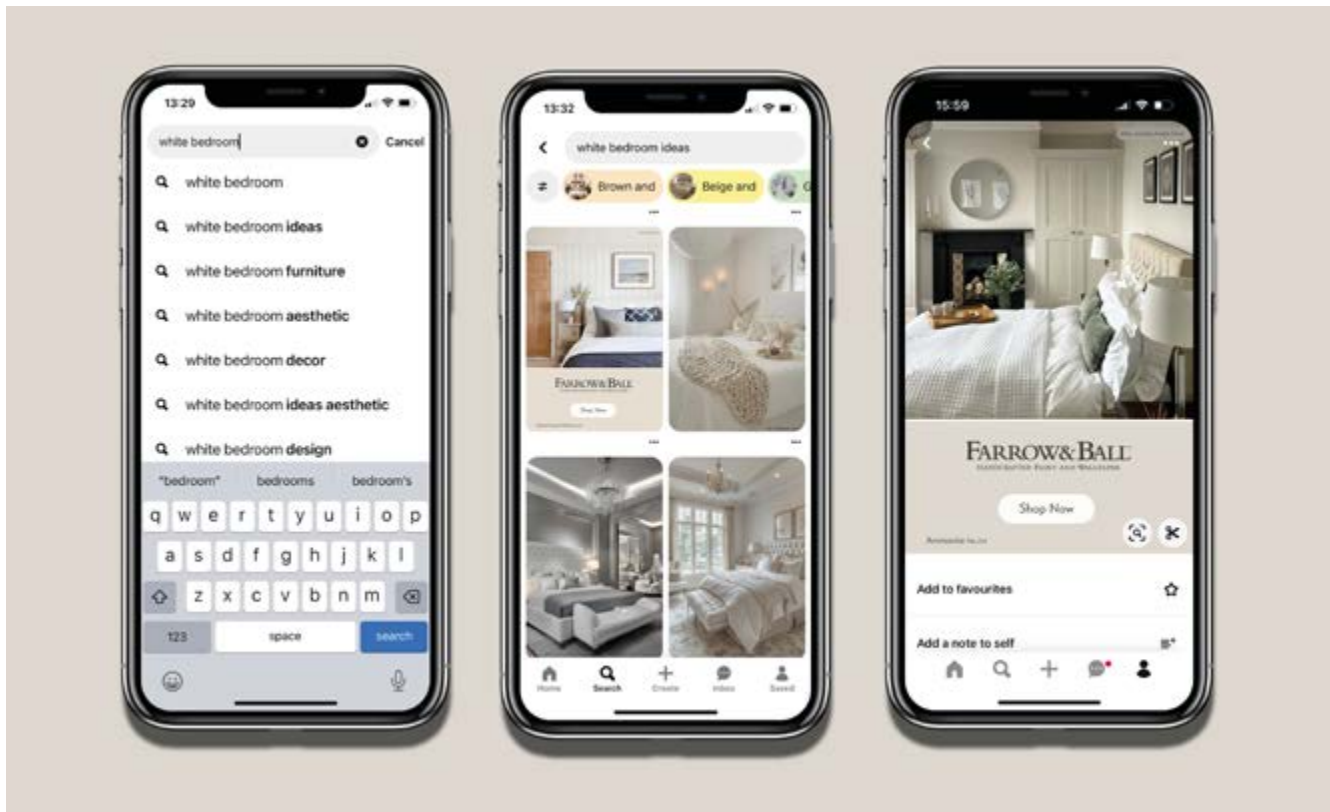
The Civil Aviation Authority – ATOL wanted to educate the public on how its Air Travel Organisers Licensing scheme can financially protect package holidays. AB Brand and Marketing Agency launched an 8-week digital campaign targeting consumers during a key booking period. Data-driven targeting combined with an engaging creative resulted in 27.1m impressions. “Clear goals with good research and planning,” said one judge..



Merseyside Violence Reduction Programme and Connect Internet Solutions Bronze

Merseyside Violence Reduction Programme’s new website designed by Connect Internet Solutions, skilfully weaves engaging images with calls to action. Neurodiversity is carefully considered in the design with pastel neutral colours. The website sits in Connect’s data centre and receives annual updates to ensure the site is kept fresh and up to date. “Great campaign with end users in mind,” said one judge.

BEST USE OF DIGITAL FROM THE RETAIL SECTOR

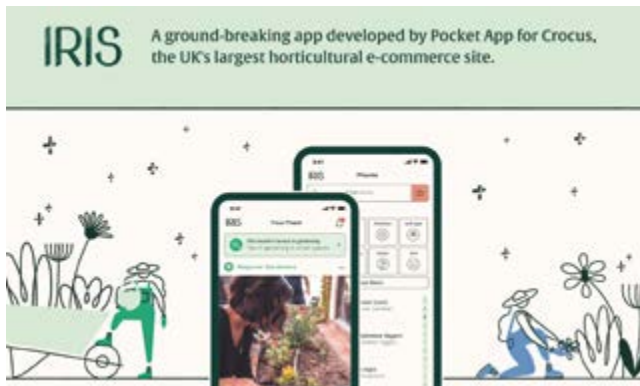


Farrow & Ball and Mindshare Worldwide Gold

Farrow & Ball partnered with Mindshare Worldwide to revolutionise its Pinterest strategy with a hyper-targeted creative digital solution. The campaign specifically targeted Pinterest users with an active project and aimed to serve relevant inspiration and product awareness. A range of assets were created to match specific customer searches relating to room and colour.

By bulk-uploading onto Pinterest, the team ensured multiple targeting campaigns were created at scale, each utilising different keyword lists. Optimisation and reporting were compiled into monthly reports showcasing the best performing room and colour combinations, enabling the team to continually update low performing assets with new inspiration ads. The campaign achieved an impressive 96% reduction in cost per click and a 468% increase in click through rate. "Well integrated campaign with great impact and incredible results for the client," praised one judge.

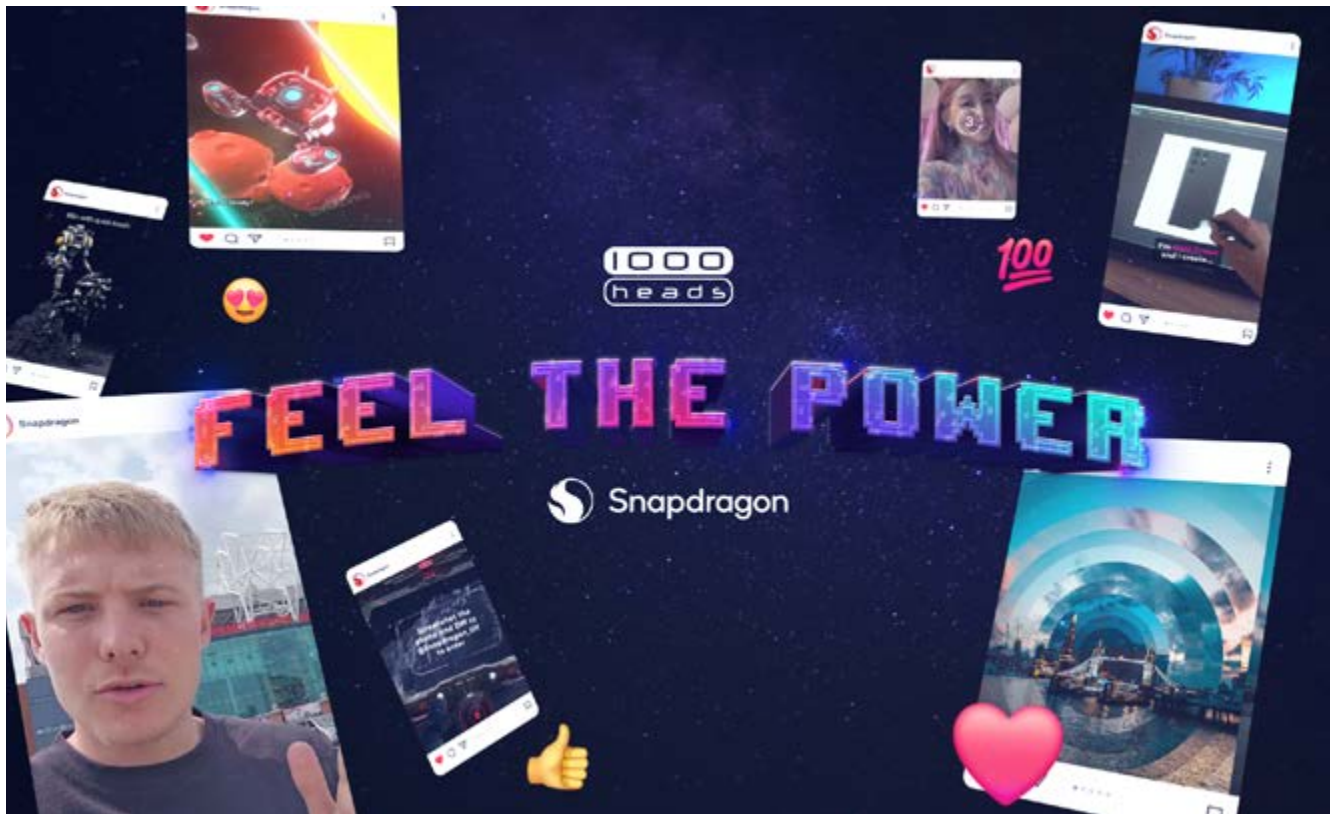
BEST USE OF DIGITAL FROM THE RETAIL SECTOR



Iris by Crocus.co.uk and Pocket App Silver

Iris is the plant ID app from plant nursery Crocus.co.uk and Pocket App. Iris merges AI plant identification with an extensive care plan database to create a unique user experience. The design combines features from Reddit and Instagram to create an engaging social platform and digital community. Judges said this was “a user-friendly app” with “great use of digital assets.”

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



Snapdragon and 1000heads Gold

1000heads developed and implemented a social-first communications campaign for Snapdragon in Europe. The campaign was designed to build advocacy among smartphone users and pivot away from the brand's previous B2B-centric approach. A new visual identity positioned Snapdragon as a culturally connected brand and increased consumer interest and purchase intent for devices with Snapdragon technology.

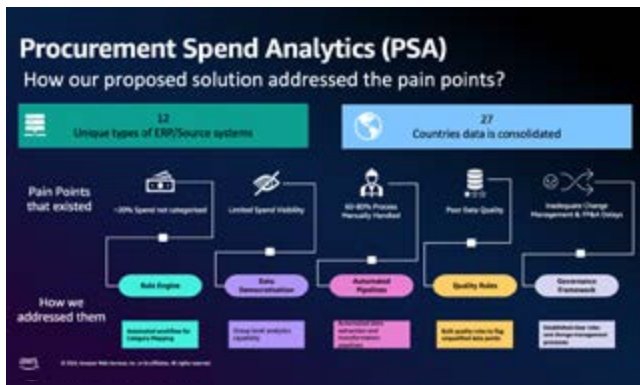
The campaign amplified the brand's advocacy programme 'Snapdragon Insiders' to share its technology credentials. Partnerships with well-known brands such as Manchester United and Mercedes Formula 1 created engaging content to attract new audiences. Survey data found that those exposed to the Snapdragon Social Transformation programme, reported a 75% increase in intent to look for the Snapdragon brand in their next smartphone purchase. Judges thought this was a "great way to raise awareness," and "significantly increased consumer engagement through innovative social media strategies and partnerships."

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



OnePlus and Happy Horizon – Vertigo 6 Silver

OnePlus and Happy Horizon – Vertigo 6 delivered a multichannel marketing campaign for the OnePlus 12 smartphone launch. Influencer engagement attracted significant media coverage, supported by advertorials, display banner campaigns and strategic PR. The campaign resulted in 26% sales increase compared to the previous model. “Remarkable sales growth and brand visibility through an innovative multichannel marketing campaign,” praised one judge.



Exponentia.ai Bronze

The Procurement Spend Analytics platform was created by Exponentia.ai for a FTSE 100 client. The platform provides clients with the ability to analyse procurement spends and categorise vendors and expenditures. The platform enhanced the reliability of the insights generated, streamlined processes and supported sustainable practices. “Demonstrated a high-impact AI-driven solution with significant improvements in procurement efficiency,” commented one judge.



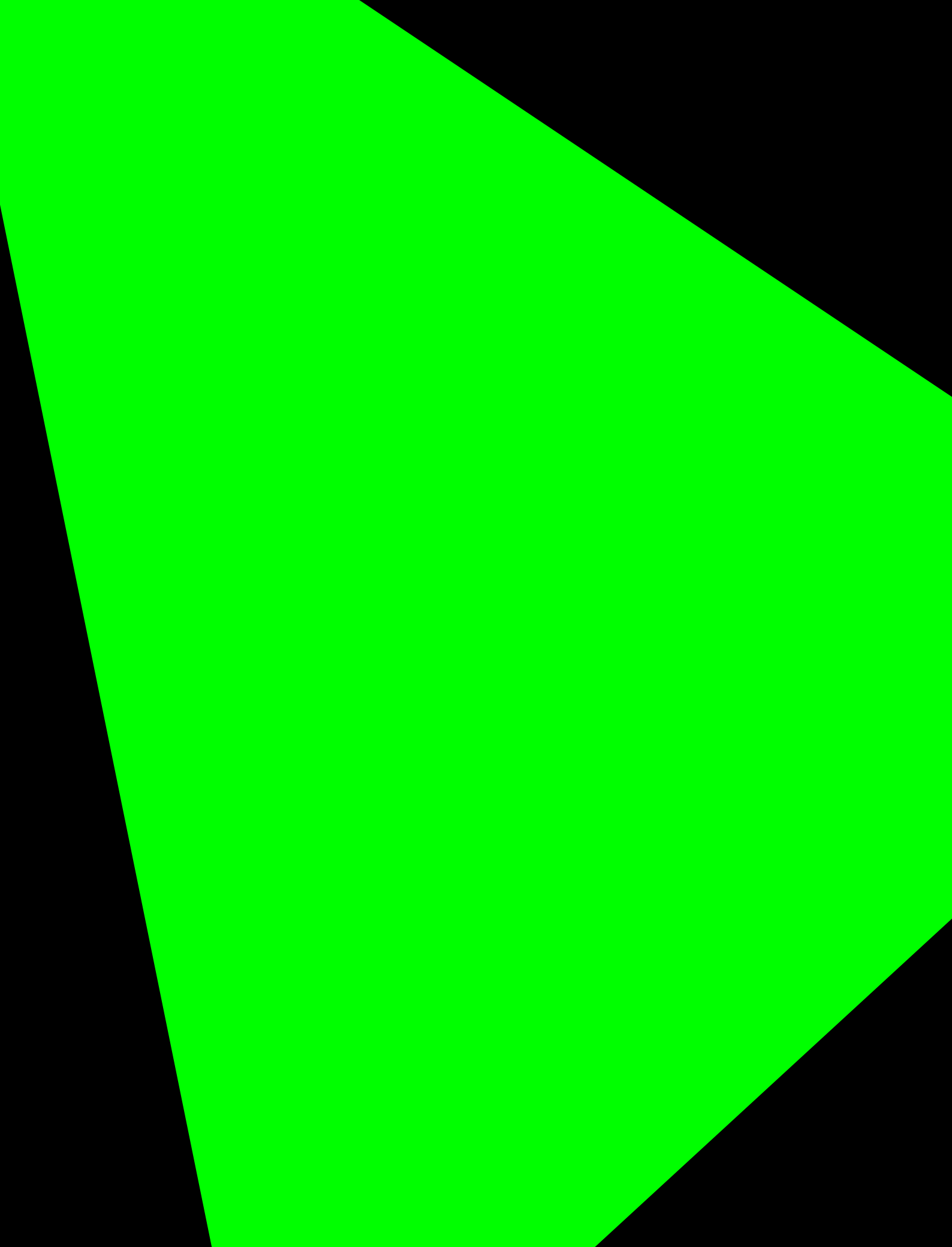
Prosus and IDX Bronze

IDX was selected by Prosus to create a website and hub of digital information for its activities and portfolio of companies. The new modular design weaved the Prosus brand purpose throughout the website to create a coherent, compelling narrative that explains the business and promotes its investment thesis. “Great modernisation of an online platform and good solid results,” praised one judge.



Vodafone Bronze

Vodafone delivered a series of multi-channel digital communications to drive service adoption and increased employee uptake of its ‘Digital Ways of Working’ campaign. The reloaded campaign created short how-to videos to make the Digital Workplace tools more accessible. Informative sessions were offered on-demand and included micro-learnings, podcasts and tailored sessions to improve productivity. “Comprehensive digital learning campaign,” said one judge.





GRAND ACCOLADES

DIGITAL AGENCY OF THE YEAR



1000heads **Gold**

Social transformation company 1000heads has had an incredible year. Founded in 2000, the agency now has around 180 members of staff located across six global offices. After taking home several Gold, Silver and Bronze trophies at the Digital Impact Awards 2024, the agency has truly demonstrated its expertise in data, strategy and digital creativity.

One of the most celebrated campaigns of the night is 1000heads work for The European Inventor Awards, which highlighted the agency's finesse for storytelling. The Hero film captured one inventor's emotive personal journey and generated over 12.1m views. 1000heads also utilised social media and influencer activation to spark conversation and connect with younger audiences. Social impact is something 1000heads executes brilliantly, with interactive quizzes tailored to specific audiences and curated influencer content to generate hype and interest in clients' events. The social-first creative campaign for Snapdragon demonstrated 1000head's ability to connect with audiences using innovative and digitally savvy assets. Visual illusions and gamified user experiences enabled the campaign to stand out in the competitive technology market and capture consumer attention. 1000heads consistently places the end-user at the heart of its digital communications strategies, resulting in inspired and engaged audiences across multiple channels.

The judges were consistently impressed by the creative flair that runs through 1000head's campaigns and described its work as "innovative and dynamic," "delightfully bold," and simply "impactful." With impressive innovation, powerful storytelling and fantastic outcomes, 1000heads is a worthy winner of the Digital agency of the year 2024.

MORE CHANCES TO WIN

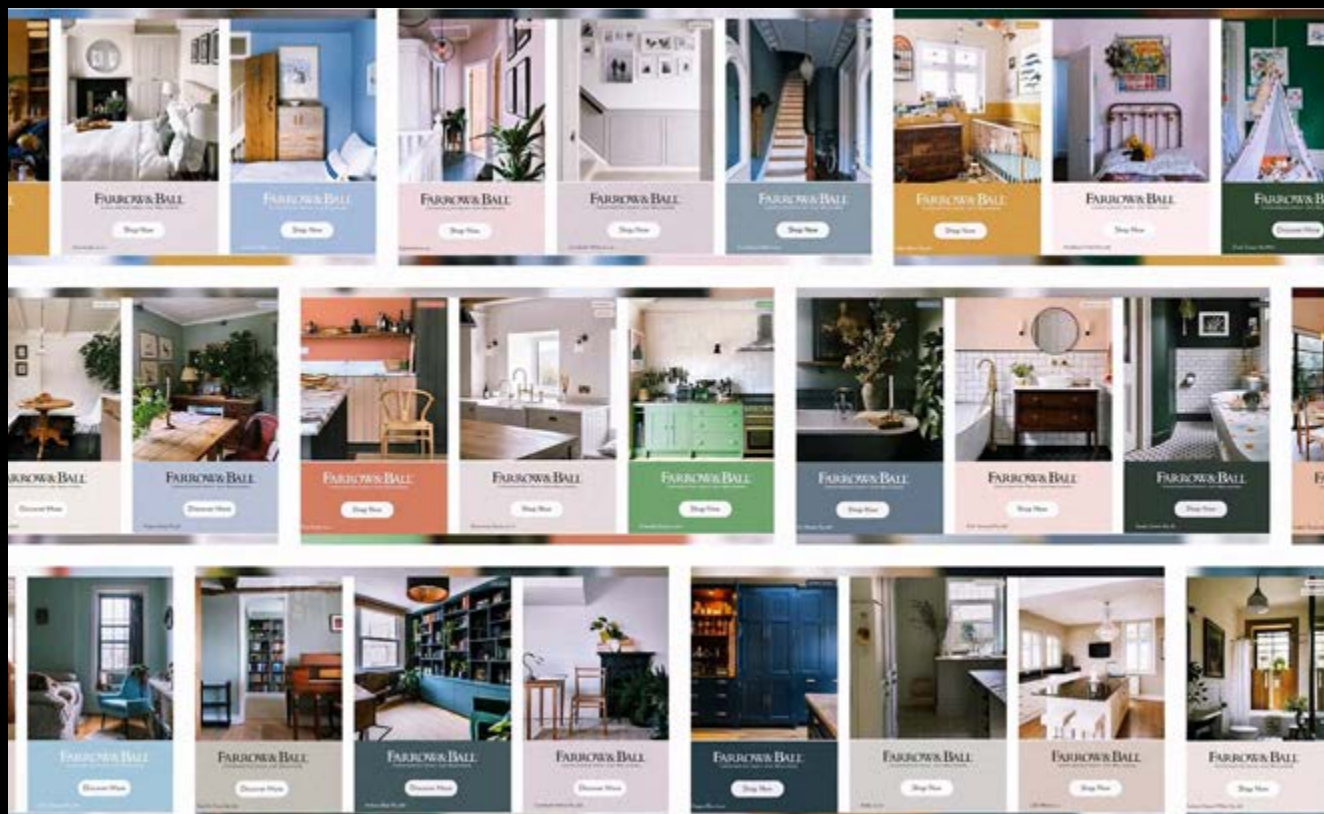


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GRAND PRIX

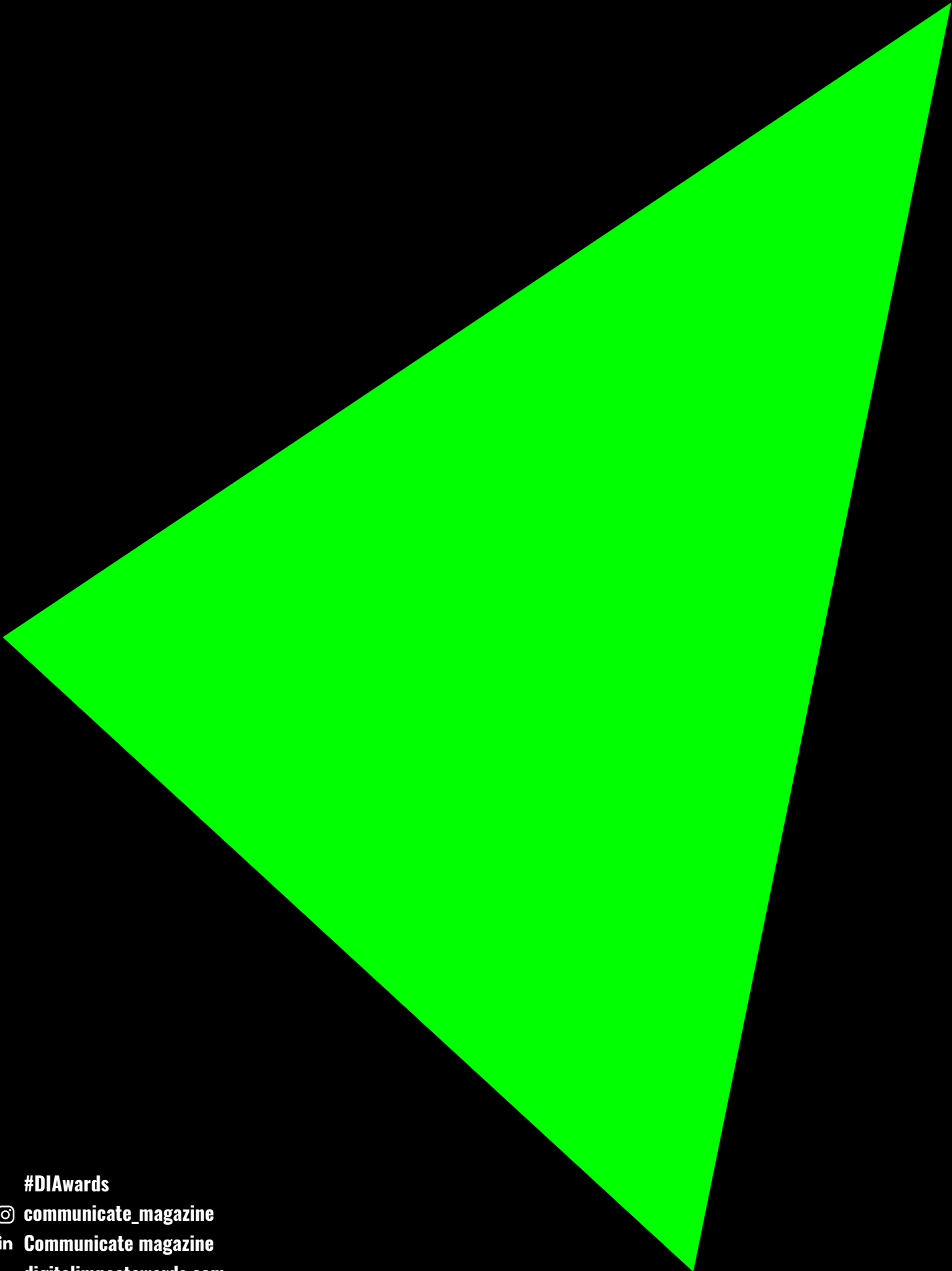


Farrow & Ball and Mindshare Worldwide Gold

Farrow & Ball is a luxury lifestyle brand known for its high-quality paints and wallpaper. The brand is dedicated to helping its customers find the perfect colour and pattern for their home, but the company faced a challenge when looking to deliver personalised digital content experiences. Together with Mindshare Worldwide, Farrow & Ball created an innovative, long-term strategy that targets specific consumers at the right time and with the right messaging.

As a digital hub of interior décor inspiration, Pinterest was quickly identified as the perfect channel for the campaign. The strategy focused on unlocking the power of Pinterest by mirroring the highly relevant approach in their advertising so that every time a customer saw Farrow & Ball content, it was as relevant to their project as possible. With strictly segmented assets into room and colour combinations, keyword targeting was used to identify new consumers with an active project. A high volume of assets were created and optimised with consistent monthly reports to update lower performing assets with new inspiration ads. The results were impressive and included an increase of 3549% in web traffic from Pinterest to the Farrow & Ball website.

This campaign was presented the Gold award for 'Best use of existing social media platforms: Large budget £75K' and 'Best use of digital from the retail sector.' The judges thought Farrow & Ball and Mindshare Worldwide delivered an "outstanding campaign with clear objectives, execution and results." One judge described it as "a groundbreaking campaign setting a new industry benchmark." In other words, a Grand prix winner!



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