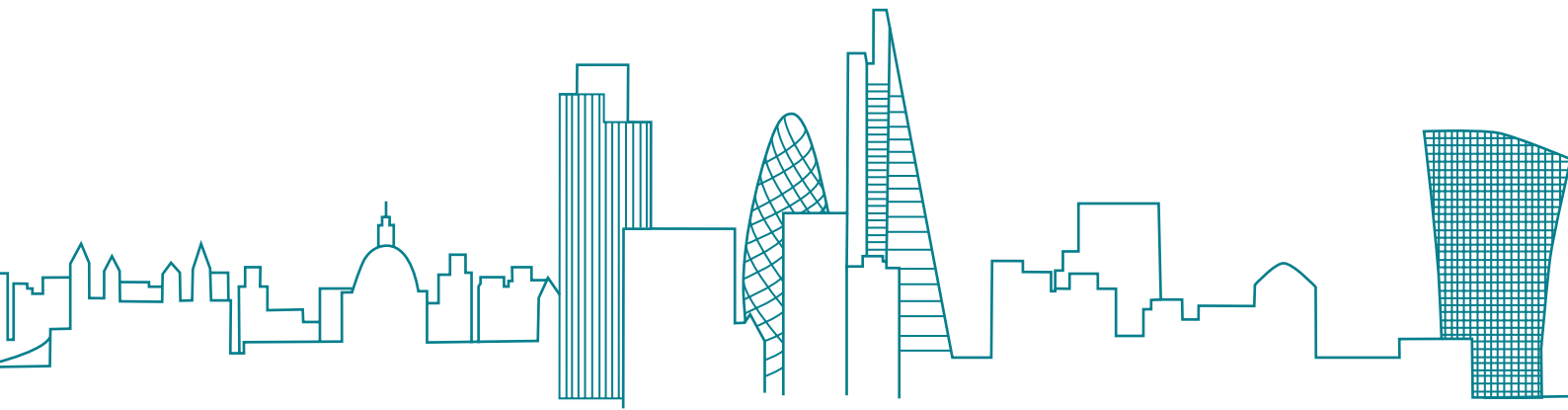


Corporate & Financial Awards 2015



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Welcome

Excellent work in corporate communications requires not only a deep understanding of a company's stakeholders, but a nimble approach, clear objectives and the ability to deal with the unexpected. Those organisations that excel at this are able to communicate and to build and maintain their corporate reputations most effectively.

In corporate reporting, this challenge is met through the diversity of channels now in use as well as the new formats for telling the corporate story that are becoming more pervasive. During transactions or IPOs, agility is often most valuable as these situations can lead to crisis if they are communicated poorly. Additionally, digital channels have encouraged a shift in corporate and financial communications that has led to the integration of audiovisual communications technology, social media integration and mobile-first mentalities that have allowed businesses to reach all of their audiences.

Tonight, the Corporate & Financial Awards is proud to celebrate those companies and organisations that most effectively meet these challenges and overcome them for the benefit of the business and of its stakeholders. Tonight's awards reflects the changing times in corporate comms and the growing challenges that modern business must face. But the winners of the 2015 Corporate & Financial Awards also reflect the quality of the corporate communications industry and the growing recognition of communications as an essential tool to reputation management and to maintaining a successful business.

Congratulations to all the winners!

Brittany Golob

Editor,
Communicate magazine

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Best communication with overseas investors and/or media

Team

37 Best in-house corporate and financial communications team

38 Best IR agency or PR consultancy

Meet the judges



Elizabeth Adams, head of corporate communications, Canary Wharf Group

Elizabeth joined Canary Wharf Group in September 2014 as head of corporate communications after spending nearly five years at Brunswick Group LLP. She started her career as a financial journalist specialising in energy markets and the economy. At Canary Wharf Group, the integrated property development, investment and management company, Elizabeth is responsible for all corporate and financial communications, including about the group's financial technology and smart cities accelerator space.



Waleed Al-Omar, director, head of investor relations, Bank of London and the Middle East plc

Waleed has more than 20 years of experience in management, finance and technology. He was NED of BLME, member of the GP Board of BLME Sharia'a Umbrella Fund and Audit Committee Chairman of First Investment Bank. Previously, he founded Frontier Advisors, was executive manager of Direct Investments at Boubyan Bank, COO at Rekaz Systems and Hasibat and held various roles at IBM. Waleed holds a BSc in electrical engineering from the University of the Pacific and a master's in finance from London Business School.



Lisa Benbow, director of corporate communications, Carillion

Lisa is director of corporate communications for Carillion. She joined the company in 2012 to lead communications, with responsibility for reputation management, brand, internal communications and government affairs. A member of the Chartered Institute of Public Relations, Lisa is also involved in driving the company's diversity and sustainability activities. Prior to joining Carillion, Lisa was communications director for global materials company Saint-Gobain.



Geoff Callow, head of investor relations and corporate communications, Ophir Energy

Geoff joined Ophir Energy as head of investor relations in November 2014. Prior to this, Geoff was head of corporate affairs at Salamander Energy for over seven years, joining a few months after the company completed its IPO. Though primary focus of his role is investor relations, Geoff also assumes responsibility for internal and external communications. Prior to his role at Salamander, Geoff spent seven years as a financial public relations consultant, joining Salamander from Bell Pottinger.



Ginn Carreon, head of communications, Shell

Ginn is head of communications for Shell's Global Retail business. Shell is the world's largest single branded retailer with more than 45,000 sites in over 70 countries. In her role, Ginn is responsible for internal, external and consumer PR communications, while enhancing Shell's brand and reputation. With Shell, Ginn has lived and worked on four different continents in a variety of country, regional and global roles with combined responsibilities for business development and all aspects of communications.



John Crosse, head of investor relations, Severn Trent plc

John has over 10 years of experience in investor relations, with the last five spent leading Severn Trent plc through two price reviews, significant regulatory change, political and media scrutiny and a £5bn approach in June 2013. Previously, he was part of an award-winning IR team at O2 plc, before its acquisition by Telefónica for £18bn in 2006. John has also held various finance and marketing roles across the telecommunications sector at Orange, Hutchinson 3G and O2 plc.



Sophie Fitton, interim group director of strategic communications, Centrica plc

Sophie has worked across all aspects of external affairs for nearly 20 years, advising major corporates on their critical communications. She has advised on M&A, de-mergers, IPOs and restructuring. Sophie has counselled incoming and outgoing managers and has helped draft announcements, briefing papers and speeches that reflect both the good times and the harsh recessionary times. She has advised on numerous campaigns and is currently interim group director of strategic communications at Centrica plc.



Matt Johnson, investor relations director, Travis Perkins

Matt looks after investor relations for Travis Perkins, the largest distributor of building materials in the UK. In addition, Matt is responsible for the development and incubation of new businesses. Prior to Travis Perkins, Matt ran investor relations and corporate strategy for Coles, a \$35bn retailer in Australia. He also spent the first eight years of his career with KPMG Corporate Finance advising on over 40 IPOs. Matt holds an MBA from Manchester Business School, a CFA and is an FCCA.



Verity Lawson, sustainability reporting manager, British American Tobacco

Verity has over eight years of experience working in sustainability and corporate communications for a FTSE top-10 company. At British American Tobacco (BAT) she is responsible for all aspects of the group's sustainability reporting, communications and submissions to indices, including the Dow Jones Sustainability Index for which she has helped maintain BAT's industry leadership position. She is also responsible for the development and implementation of the group's sustainability agenda.



Neil Manser, director of corporate strategy and investor relations, Direct Line Group

Neil joined Direct Line Group in 2012 where he is now director of corporate strategy and investor relations. He has over 15 years of experience in insurance through in-house IR and strategy roles, equity research and advisory roles. Neil has worked for a number of top-tier investment banks including Bank of America Merrill Lynch and Brit Insurance. Neil qualified as a Chartered Accountant with EY in 2000 and is a graduate of the University of St Andrews.



Colin Mayes, head of UK PR, Aon Hewitt

Colin is head of UK PR for Aon Hewitt, the global talent, retirement and health solutions business of Aon plc. He joined the organisation in 2002 after leading media relations in Europe for real estate consultants Cushman & Wakefield. Prior to this, he worked at PwC and the London Stock Exchange in both media relations and corporate communications roles, having gained his initial experience in consultancies including Good Relations. He is a member of the CIPR.



Sanjay Mistry, head of corporate communications, northern Europe, Henkel Ltd

Sanjay is currently head of corporate communications for Henkel Ltd, the world's largest adhesives manufacturer. Sanjay is responsible for development and implementation of the company's communications activities across northern Europe, which include media relations, crisis and issues management, advertising, and executive and employee communications. Sanjay has held senior communications roles for a number of multinationals in the public, private and third sectors.



Freida Moore, head of corporate communications, Hays plc

Freida is head of corporate communications for Hays plc, the world's leading recruiting experts in qualified professional and skilled people. At Hays, she is responsible for leading PR and internal communications across the global business, working closely with the marketing and communications teams in 33 countries. Previously, she spent nine years as a financial public relations consultant at Citigate Dewe Rogerson, working for a range of clients. She started her career as a financial and corporate consultant at GCI Focus.



Stephen Nightingale, director of investor relations, Britvic

Steve is director of investor relations at Britvic, having been with the business for over 13 years. Steve qualified as an accountant in 1998, his career has seen him hold positions at P&O and Lloyds TSB. He started working with the IR team in 2008, the role has seen him involved in an equity issue, a major acquisition in France, a profit warning and more recently the aborted merger with AG Barr and the launch of a new strategy with a new executive management team.



Sarah Ogilvie, director of investor relations and corporate communications, Intertek Group plc

Sarah is director of investor relations and corporate communications at Intertek Group plc. She joined the group in 2006 to establish the corporate communications function, developing its public relations, internal communications, and government affairs in that time. Sarah has 15 years of experience in investor relations, corporate and regulatory affairs in the business services, media and telecommunications sectors. A qualified lawyer, Sarah began her career practising corporate and commercial law.



Elvin Ozensoy, sustainability reporting manager, Millicom

Elvin leads non-financial reporting at Millicom, her responsibilities include publishing the annual corporate responsibility report, quarterly investor updates and submissions to investor indices such as the Dow Jones Sustainability Index and CDP's climate change questionnaire. Prior to joining Millicom, she advised many blue-chip companies and government organisations. She has conducted over 30 non-financial auditing assignments, trained over 100 senior managers and designed stakeholder engagement frameworks.



Simon Redfern, director of corporate affairs, Starbucks EMEA

Simon has been director of corporate affairs for the UK since April 2013, overseeing political, media, digital and stakeholder relations as well as internal communications. In April 2014, he took over communications across the EMEA region. He has 16 years of experience delivering senior strategic corporate communications and political advice to organisations including Eurostar, JP Morgan and Barclaycard. His career began in public affairs at Connect Communications before expanding into corporate comms at Fishburn.

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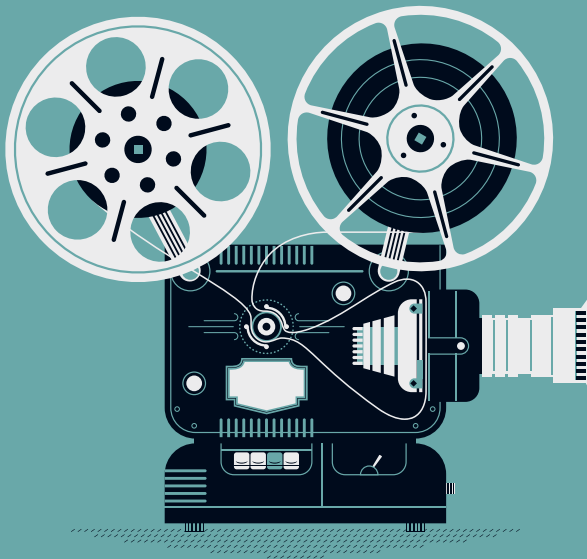
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Charles Reynolds, vice president corporate communications, Smith & Nephew plc

Charles leads corporate communications for FTSE 100 media technology business Smith & Nephew plc, with a global remit covering all aspects of reputation management. He has significant experience in financial and corporate public relations and public affairs gained in senior roles at global companies and blue-chip agencies including AMEC plc and Bell-Pottinger. Charles is also a trustee and director of Latitude Global Volunteering.



Joanna Richards, head of corporate communications, Bupa

Joanna is head of corporate communications for Bupa, she oversaw a major overhaul of Bupa's annual reporting in 2012 to reflect a renewed focus on purpose, corporate status (without shareholders) and changing audiences. Joanna is now a senior leader in Bupa's 2020 agenda on taking its purpose: Longer, Healthier, Happier Lives, to millions more people around the world and tackling the toughest challenges in healthcare. Previously, Joanna was at PepsiCo, Freud Communications and DLA Piper.



James Russell, director of corporate communications and CR, Experian

James is director of corporate communications and CR for Experian, the global information services company, where he is responsible for the group's external communications strategy and leading its global corporate responsibility agenda. Since joining Experian in 2004, James has held a number of senior communications positions within the company, including communications director for the UK & Ireland and EMEA and group PR director. Prior to joining Experian, James was a director at a B2B and technology PR consultancy.



Rebecca Salt, chief communications advisor, United Biscuits

Rebecca leads the communications and branding for United Biscuits, having joined the company in 2014 she plays a key role in the group's culture change and modernisation activity as well as being a member of the executive team. Prior to joining United Biscuits, Rebecca was group head of corporate communications at Balfour Beatty. Rebecca spent more than a decade working in the transport and logistics industry, most latterly with the Apollo-owned CEVA Logistics international business in Amsterdam.



Dr Alfiya Samokhvalova, strategic director, Petropavlovsk

Alfiya was appointed to the board as strategic director in January 2011. In addition to this role, she is group head of external communications, a position she has held since 2002. Alfiya is also a non-executive director of the Russo-British Chamber of Commerce. She holds a master's in investment management from Cass Business School, London, and a PhD in economics from the Moscow International Higher Business School.



Silvia Santoro, investor relations director, 3i Group plc

Silvia is the investor relations director at 3i Group plc, one of the world's leading international investors. She joined 3i Group in 2007 having previously worked at Finsbury, the financial communications consultancy, focusing on a range of international clients. She started her career in Equity Capital Markets at Citi, where she spent seven years working on primary market transactions for continental European clients.



Simon Thompson, head of corporate communications and media relations, ICAEW

Simon is chairman of the CIPR's Corporate and Financial Group and is also head of corporate communications and media relations at ICAEW (the Institute of Chartered Accountants in England and Wales). He specialises in managing corporate image and reputational issues and in his career has worked with companies such as Microsoft. He is also involved in politics has worked for the Liberal Democrats and served as both a borough and parish councillor.



Lisa Williams, head of investor relations advisory EMEA, Citi Bank

Lisa joined Citi's Depository Receipt Group in December 2014 as head of investor relations advisory for EMEA. Lisa has worked investor relations for 15 years and has experience in many aspects of corporate IR including equity capital raising, defence, management transition, shareholder activism, credit ratings and debt IR. She was director of investor relations for FTSE 250 retail brand Debenhams plc from 2007 to 2014, for Rentokil Initial plc between 2005 and 2007 and Cookson Group plc between 1999 and 2015.

Who won what

Specifics

Best corporate website: FTSE 100

Gold – Anglo American and Investis

Silver – SABMiller plc and MSLGROUP

Best corporate website: FTSE 250

Gold – William Hill and Comprend

Silver – Jimmy Choo and Emperor

Silver – Lancashire Holdings and Black Sun

Bronze – BTG and MerchantCantos

Best corporate website: AIM/Small cap

Gold – Rame Energy plc and Jones and Palmer

Silver – Sweett Group and SampsonMay

Best corporate website: International/Unlisted

Gold – Edison and Liqid and Lundquist

Gold – Ingenico Group

Silver – Genesis Oil and Gas and Addison Group

Bronze – De Beers Group and Black Sun

Highly commended – Autogrill and Message

Best printed report: FTSE 100

Gold – Aviva and MerchantCantos

Silver – Barclays and Fishburn

Silver – Sage and Black Sun

Bronze – Land Securities and MSLGROUP

Bronze – Lloyds Banking Group and MerchantCantos

Highly commended – Experian plc and Accrue Fulton

Highly commended – Hammerson and Black Sun

Best printed report: FTSE 250

Gold – TelecityGroup and Black Sun

Silver – Ocado Group plc and Jones and Palmer

Bronze – Henderson and Black Sun

Bronze – Unite Group and Luminous

Highly commended – Dechra Pharmaceuticals plc and Jones and Palmer

Highly commended – Interserve plc and Accrue Fulton

Highly commended – Lancashire Holdings and Black Sun

Best printed report: International/Unlisted

Gold – Juventus and Lundquist

Silver – Royal London and Rare Corporate Design

Bronze – Cancer Research UK and Conran Design Group

Bronze – Pacific Basin Shipping Limited and Accrue Fulton

Highly commended – Ageas

Highly commended – KPMG and Radley Yeldar

Highly commended – Mazars and SampsonMay

Best printed report: AIM/Small cap

Gold – The Cambian Group and SampsonMay

Silver – Partnership Assurance Group and Radley Yeldar

Bronze – McColl's Retail Group and MerchantCantos

Bronze – Xchanging and MerchantCantos

Highly commended – Chemring and Emperor

Highly commended – Shepherd Neame and The Team

Best online report: FTSE 100

Gold – Vodafone and Radley Yeldar

Silver – AstraZeneca and Conran Design Group

Bronze – Rolls Royce and Conran Design Group

Highly commended – Compass Group and Conran Design Group

Highly commended – Land Securities and MSLGROUP

Highly commended – Legal & General plc and nexsar

Best online report: FTSE 250

Gold – Thomas Cook and Radley Yeldar

Silver – Inchcape and Black Sun

Bronze – Colt Group S.A. and Jones and Palmer

Bronze – Ocado Group plc and Jones and Palmer

Highly commended – Dechra Pharmaceuticals plc

and Jones and Palmer

Best online report: International/Unlisted

Gold – [Telecom Italia and Lundquist](#)

Silver – BBVA and Comprend

Silver – De Beers Group and Black Sun

Best meeting

Gold – [VTB Capital](#)

Most innovative financial communications

Gold – [VTB Capital](#)

Bronze – Puma Energy and MerchantCantos

Campaign/Strategy

Best M&A communications

Bronze – Brookfield and Smithfield Consultants

Best IPO communications

Gold – [Shawbrook Bank and Instinctif Partners](#)

Silver – Mortgage Advice Bureau and MHP Communications

Bronze – Card Factory and MHP Communication

Highly commended – DFS, Emperor and FTI Consulting

Most effective crisis communications

Gold – [Co-op Bank and Lansons](#)

Best use of a digital media

Gold – [The Payments Council and Partners Andrews Aldridge and Engine](#)

Silver – Tata Consultancy Services – Amsterdam Marathon

Bronze – Revolution Bars Group and Instinctif Partners

Best management of corporate & financial media relations

Gold – [Co-op Bank and Lansons](#)

Silver – [comparethemarket.com](#) and Smithfield Consultants

Bronze – Begbies Traynor and MHP Communications

Bronze – Economist Intelligence Unit and Grayling

Highly commended – Scottish Widows and Cohn & Wolfe

Best management of investor & analyst relations

Gold – [VTB Capital](#)

Highly commended – Go-Ahead Group

Best communication with overseas investors &/or media

Silver – National Settlement Depository

Best evaluation of a communications campaign

Silver – JLT Employee Benefits and Smithfield Consultants

Highly commended – [unbiased.co.uk](#) and Lansons

Team

Best in-house corporate & financial communications team

Gold – [Amec Foster Wheeler](#)

Runner up – National Settlement Depository

Best IR agency or PR consultancy

Gold – [Lansons](#)

Runner up – MHP Communications

SPECIFICS

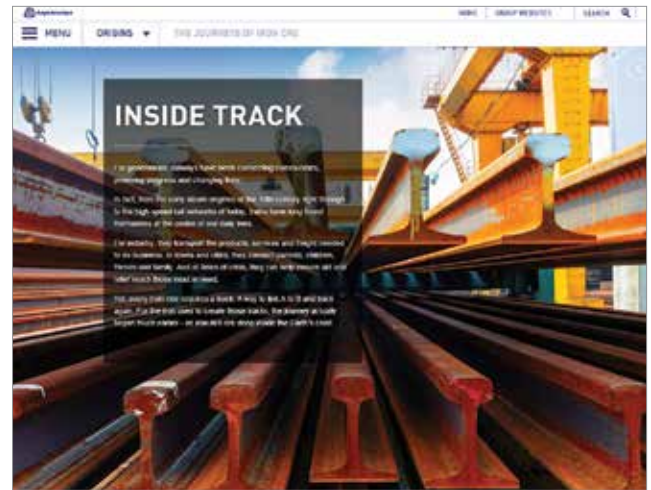
Best corporate website: FTSE 100

Anglo American and Investis

Gold

An international mining corporation with operations on five continents, Anglo American faces a huge challenge in communicating with its diverse stakeholders. Working with Investis, the team created a new website hub to engage and unite colleagues and partners around the world.

Aiming for a platinum user experience across its corporate, regional and operational websites, Investis carefully researched Anglo American's audience to deliver tailored, relevant content. With a streamlined navigation and consistent design, the experience was further enhanced with shareable multimedia and interactive features. 'Talk to us' links across the site encourage visitors to engage and interact at every click. One judge said, "The results are inspiring. They show what a strong website can achieve." With 13% more unique visitors who stick around for longer than ever before, Anglo American's websites powerfully communicate the important role mining still plays in all our lives.



SABMiller plc and MSLGROUP

Silver

MSLGROUP confidently met SABMiller's brief to help it become the most admired beverage brand on the planet, creating a visually stunning website that puts people and their stories at its heart. Success is clear: since launch, visitors and engagement have increased many times over and the site has earned universal acclaim.



Best corporate website: AIM/Small cap

Rame Energy plc and Jones and Palmer

Gold

To communicate its cutting-edge renewable energy solutions to a wider audience following floatation, Rame plc set about creating an inspiring website to bring its story to life with the help of Jones and Palmer.

From bold photography to crisp copy, alongside solid and fully responsive navigation, Jones and Palmer has successfully conveyed Rame's engineering expertise, credibility, commitment to quality and dynamic approach. The site's modular structure ensures its diverse audience, including investors, suppliers and customers, can find engaging and relevant information quickly and easily on any device. As one judge said, "This website now looks like it knows its purpose." As the company's core communication platform, the site presents a unified brand with renewed energy. It is already showing positive results, with visitors up 93% in the first eight weeks after launch, while the bounce rate dropped by 30%. Another judge added, "Impressive traffic stats...very clear and functional."



Sweett Group and SampsonMay

Silver

Faced with a static corporate website that failed to reflect its position as a global force in construction, Sweett partnered with SampsonMay to rebuild the site from the ground up. The result is a bold, confident reflection of Sweett's expertise, which is now a successful business development and recruitment tool.



Best corporate website: FTSE 250



William Hill and Comprend

Gold

With 80 years in the betting business, William Hill continues to play a vital role in shaping the gambling industry in Britain and across the world. The team briefed Comprend to create a corporate website that would reflect the company's place as 'the home of betting.'

Comprend sought to encapsulate what matters most to William Hill's stakeholders: the passion of its employees, its long experience in sport and the betting industry and a strong sense of fairness towards its customers.

The result is a central hub where anyone with an interest in betting, sport or William Hill can easily find engaging and accessible content. One judge said, "Having relevant and engaging content on a corporate site is key...this has been delivered beyond my expectation." Thanks to the highly responsive platform that allows frequent news and content updates, visitors have plenty of reasons to come back time and again.



Jimmy Choo and Emperor

Silver

Jimmy Choo and Emperor have created an accessible and navigable website that beautifully reflects the luxury and playfulness of the Jimmy Choo fashion brand. One judge highlighted "The video of how a shoe is made really brings home what the company is all about. Brilliant website."



Lancashire Holdings and Black Sun

Silver

Uniting three brands behind a powerful new offering in the specialist insurance market, Black Sun created an effective website for Lancashire Holdings. Easy-to-navigate and clearly communicating information about Lancashire, Kinesis and Cathedral, engagement is already up 30% year on year. One judge lauded "A very simple website using powerful background images."



BTG and MerchantCantos

Bronze

Specialist healthcare company, BTG, looked to MerchantCantos to design a website that would set it apart. Providing an intuitive customer experience, the site was commended as "Visually appealing and easy to navigate."

SPECIFICS

Best corporate website: International/Unlisted

Edison and Lundquist and Liqid

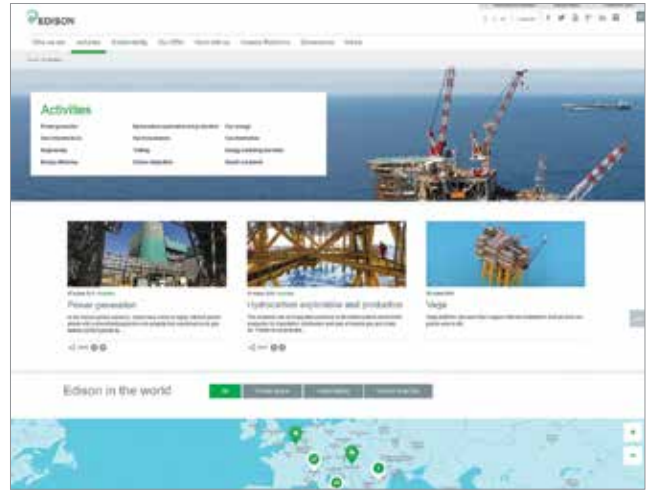
Gold

Edison, Europe's oldest energy company, teamed with Lundquist to create a website that would engage corporate and non-corporate stakeholders and reflect the company's history and future as an energy pioneer.

Lundquist and its partner Liqid created an accessible, cutting-edge user experience that fills the entire screen with highly navigable information. They added engaging stories supported by infographics and 3D animation videos to boost the audience and put the site at the centre of Edison's social media and marketing ecosystem.

One judge described it as "A strong website with a clear structure and rich content." Another said, "Well thought through, with compelling evidence throughout."

With a wealth of complex, yet findable and super-sharable, educational content, Edison's revitalised corporate hub is a masterpiece of modern website engineering.



Ingenico Group

Gold

Ingenico has gone through massive growth in the last few years from card payment machines maker to digital payments specialist. The company needed a website to reflect an updated brand image and evolving capabilities.

The new site uses rich multimedia features such as video testimonials and infographics to communicate the new vision to every audience, anywhere in the world, on any device. Journalists and prospects can find and download solutions, testimonials and case studies quickly and easily to learn more about the company's new focus. Personal stories from employees and clients bring out the human side of Ingenico and are designed to work with social media, feeding the editorial strategy with data about the types of content that get shared and liked the most.

The attention and awards Ingenico's new site has received show the hard work has paid off. One judge said it was "A commendable piece of work all round."



Genesis Oil and Gas and Addison Group

Silver

Engineering design and consultancy provider, Genesis, partnered with Addison Group to build a solid, accessible and visually impressive website. Employing a strong narrative of expertise and trustworthiness, it clearly communicates Genesis' offering. One judge commented that it was "an excellent corporate site."



De Beers Group and Black Sun

Bronze

A creative partnership between De Beers and Black Sun has delivered a gem of a website. Using polished interactive features, the new design showcases the brand through stunning visuals and exquisite storytelling.



Highly commended - Autogrill and Message



**Congratulations to our clients William Hill
and BBVA on being short-listed for the
Corporate & Financial Awards 2015**

SPECIFICS

Best printed report: FTSE 100

Aviva and MerchantCantos

Gold

Aviva partnered with MerchantCantos to create a comprehensive annual reporting suite, helping the insurer communicate its story in a powerful yet personal way.

Championing the slogan, 'We are Aviva,' every document embodies the company's commitment to putting customers first and engaging employees. The report's magazine style promotes a dynamic and accessible brand story. Personal experiences feature throughout to highlight Aviva's dedication to helping people through hard times. With powerful graphic summaries, Aviva's business model is clear, as are the skills and strengths that enable the company to deliver value to customers, shareholders, employees and society.

The journey narrative throughout the report emphasises the continuing evolution of the business through its values and ambitions, adding pace, energy and excitement about the future. One judge said, "Great gatefold front cover. Clearly conveyed the company is on a journey with more to do. Good communication of macro trends."



Barclays and Fishburn

Silver

Fishburn developed an audience persona to help condense Barclays' complex investor story down to a simple and accessible strategic report. Infographics replace paragraphs of text, meeting the 'fair, balanced and understandable' regulatory imperative. The result is an original and uncluttered report that one judge said is a "Very clear entry."



Sage and Black Sun

Silver

Sage and Black Sun have created an annual report that openly communicates Sage's evolving business model and unwavering client focus. Infographics and clear copy deliver at-a-glance and in-depth information, effectively opening the door to the boardroom. One judge said, "Good storytelling brought it to life."



Land Securities and MSLGROUP

Bronze

Land Securities and MSLGROUP redeveloped the tone, design and concept of a report that uses every inch of real estate to tell a powerful story judged as, "A strong representation of a revolutionary brief."



Lloyds Banking Group and MerchantCantos

Bronze

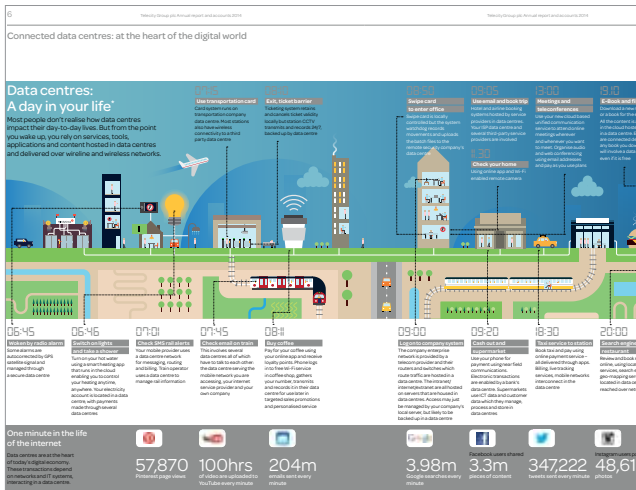
At a time of tremendous internal and external upheaval, MerchantCantos created a strategic report that clearly communicates Lloyds' transition to an exciting new phase that "met the challenge really effectively".



Highly commended - Experian plc and Accrue Fulton

Highly commended - Hammerson and Black Sun

Best printed report: FTSE 250



TelecityGroup and Black Sun

Gold

A potent partnership between TelecityGroup and Black Sun has helped take consumer awareness of the data centre's brand to new levels. To create an annual report built on context and customer focus, the company switched on to tell the story of how it keeps the world online every day.

Black Sun solidly met the challenge, serving up infographics that visually explain how TelecityGroup's services contribute to every aspect of people's daily lives. The fascinating illustration of 'One minute in the life of the internet' adds personality and entertains the audience.

Governance facts and figures are also highlighted with infographics and imagery. Combined with attractive, contemporary cover art, Black Sun has created an accessible report that judges said, "Met the brief to improve understanding of data centres very successfully."



Ocado Group plc and Jones and Palmer

Silver

Working to match Ocado's position as a game changer in the grocery marketplace, Jones and Palmer produced a cutting-edge annual report that captures 'vision, purpose and values' with clarity and pace. Print and online editions reinforce Ocado's powerful digital presence and infographics strongly communicate its investment proposition. "Loved this report," said one judge.



Henderson and Black Sun

Bronze

Black Sun helped Henderson mark 80 years of history and a bright future in global asset management in a report built around putting clients first. "Great case studies. Really showed how customers are important to them," said a judge.



Unite Group and Luminous

Bronze

Building on a corporate rebrand, Luminous tells Unite's story of 'investing in success' with student accommodation. "There was a real connection with what Unite does," stated one judge.

Highly commended - Dechra Pharmaceuticals plc and Jones and Palmer

Highly commended - Interserve plc and Accrue Fulton

Highly commended - Lancashire Holdings and Black Sun

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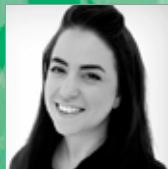
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WHO WILL BE JUDGING YOUR CORPORATE DIGITAL COMMS WORK?



Sita Aley
Coutts



Kate Barton
ao.com



Ronnie Brown
Hiscox



Charlotte Curle
Standard Chartered



Luke Handley
Worldpay



Adrian Harris
Bupa



Anna Lankester
BG Group



Amanda Neylon
Macmillan
Cancer Support



Batuhan Suzer
Turkcell



Claire Thatcher
EE

More judges can be found on our website

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**DIGITAL IMPACT
AWARDS 2015**

Best printed report: International/Unlisted



Juventus and Lundquist

Gold

Striving to put its best foot forward, Juventus FC challenged Lundquist to improve football's image in the team's first sustainability report.

Lundquist engaged with stakeholders at all levels to research the club's significant economic and environmental achievements and how it promotes social good. Beyond the significant milestones, the report brings a passion to the club's goals and highlights why sustainability clearly matters to Juventus. It's a major step forward in the development of European football's sustainability agenda.

Lundquist's comprehensive research identified areas of weakness, allowing Juventus to define its own sustainability strategy and commit to ongoing stakeholder engagement.

One judge described the report as "Outstanding," and a demonstration of "True innovation and leadership." It doesn't just define Juventus' commitment to sustainability; it stands as a rallying cry to clubs and businesses to make sport safe, healthy and fair.



Royal London and Rare Corporate Design

Silver

Creatively addressing a challenging brief for Royal London's annual report, Rare reflected a restructure and distinctive brand overhaul in a standout publication. With a fresh approach to a quirky British theme, Rare brought a twist to iconic imagery to make the data engaging. One judge described it as "Mad but successful."



Cancer Research UK and Conran Design Group

Bronze

Filled with everyday moments that build empathy with people affected by cancer, CRUK and Conran Design Group celebrate successes and highlight work still to do through great photography and "Fantastic storytelling."



Pacific Basin Shipping Limited and Accrue Fulton

Bronze

Mastering the art of transparent, forward-looking communications, Pacific Basin Shipping and Accrue Fulton created a connected annual report that provides a "Robust and clear explanation of the business," according to one judge.

Highly commended - Ageas

Highly commended - KPMG and Radley Yeldar

Highly commended - Mazars and SampsonMay

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Best printed report: AIM/Small cap



The Cambian Group and SampsonMay

Gold

Showcasing health service provider Cambian Group to a new audience in its first annual report since stock market floatation, SampsonMay set about highlighting how the unique business model delivers success.

Refining Cambian's strategy to three core goals, SampsonMay created a high-impact look and feel using key facts and infographics that deliver the company's message at the outset. The report differentiates Cambian from others in the sector, powerfully representing the founding belief that it is possible to deliver better life outcomes for patients by treating them as individuals.

The result is a stunning and usable report that has become a reference for internal stakeholders and a healthy example of good practice in the industry. The judges loved it, "The opening pages give a clear overview of the business and a strong, compelling narrative...to improve the lives of those it serves with a structured, coherent strategy."



Partnership Assurance Group and Radley Yeldar

Silver

Cutting through recent changes to pensions legislation, annuity provider, Partnership Assurance Group, teamed with Radley Yeldar to create a fearless annual report. The result is a bold plan to succeed in this new financial landscape, punching beyond its weight. One judge said, "One of the best in this category – closer to FTSE 250 standard."



McColl's Retail Group and MerchantCantos

Bronze

Bringing McColl's to a wider audience in its first report since floatation, MerchantCantos used clear language and "good visuals" that embodies the local, friendly character of McColl's neighbourhood convenience stores.



Xchanging and MerchantCantos

Bronze

Business services provider, Xchanging, paired with MerchantCantos to demystify its offering in its annual report. Judges said the result was "A thoughtful response to a challenging brief," as infographics demonstrate customer value and a calm tone reflects maturity and stability.

Highly commended - Chemring and Emperor

Highly commended - Shepherd Neame and The Team

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Best online report: FTSE 100



Vodafone and Radley Yeldar

Gold

As a huge global telecoms provider with diverse stakeholders, Vodafone faced the challenge of refining its substantial annual report to meet everyone's needs. The team asked Radley Yeldar to help tailor the print version for time-poor online readers.

Working on the assumption that Vodafone's online audience is equally diverse but has less time to read, Radley Yeldar included only the most popular content based on research from the previous year. Punchy videos on strategy and performance impart granular information in an exciting and dynamic way, complementing the CEO's review and business overviews. Users looking for a more detailed breakdown of Vodafone's performance can access the full report from links on every page.

The report's impact was astounding – a 485% increase in unique views and an equally impressive 60% rise in visits coming from mobile devices. "The site is excellent and leads the way," said to one judge.



AstraZeneca and Conran Design Group

Silver

AstraZeneca and Conran Design Group refreshed a large and complicated annual report with a new visual identity and converted it into an engaging and thought-provoking online experience. The 'What science can do' video on the homepage is an inspiring introduction to AstraZeneca's place in the development of new medicines.



Rolls Royce and Conran Design Group

Bronze

Customising a printed report with the Rolls Royce treatment, Conran Design Group went digital with "striking imagery and strong graphics" to appeal to a wider audience online.

Highly commended - Compass Group and Conran Design Group

Highly commended - Land Securities and MSLGROUP

Highly commended - Legal & General plc and nexar

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Best online report: FTSE 250



Thomas Cook and Radley Yeldar

Gold

Venturing to pastures new, Radley Yeldar met the challenge of communicating Thomas Cook's transformation to time-poor stakeholders. The team created an impressive and innovative digital overview, distilling a substantial annual report into a succinct-yet-powerful online experience.

The cornerstone of the design is simplicity, with the entire report located on one highly navigable page. Click on a navigation link at the top of the page to journey through top-level financials, targets and overviews. Arrows to the left and right entice curious clicks and reveal more detail.

With stylishly designed financial overviews to communicate the company's progress at a glance, and a purposeful, positive feel, the report embodies Thomas Cook's new image and ethos. One judge called it a "Stand out entry...striking images and a strong set of results. A great success!"



Inchcape and Black Sun

Silver

Inchcape and Black Sun are motoring ahead with a fast-paced online report. Delivering key messages alongside links to more detail, the report is one of the most popular sections on Inchcape's corporate website. Interactive features and videos provide an engaging experience, while the report was commended for its "Impressive strategy and results section."



Colt Group S.A. and Jones and Palmer

Bronze

Technology services provider, Colt, teamed with Jones and Palmer to deliver a "successful," clean and uncomplicated online report, communicating Colt's business model effectively to existing and potential investors.



Ocado Group plc and Jones and Palmer

Bronze

Ocado's enticing online report is detailed, yet clearly signposted and easy to navigate. "An enjoyable read," said one judge as it feeds the imagination with interactive features and videos that bring Ocado's shopping revolution to life.

Highly commended - Dechra Pharmaceuticals plc and Jones and Palmer

SPECIFICS

Best online report: International/Unlisted

Telecom Italia and Lundquist

Gold

Bringing a compelling narrative to traditional annual reporting, 'Beyond Numbers' provides Telecom Italia's readership with the story behind the figures. A living document, the online report is a dynamic resource with ongoing updates throughout the year.

Lundquist united different parts of the company in a joint effort to reinvent the story of Telecom Italia. With a new, clear direction, Lundquist used in-depth reporting to contextualise the company's role, its drive to sustainability, contribution to society and leadership in digital transformation across Italy. A creative combination of text, interactive features, images and video bring the company's operations and financial results to life.

Now widely read by investors and journalists, the online report also focuses employees on the company's goals and ambitions. This forward-looking report didn't fail to impress the judges, "This was a very holistic entry, giving an insight on anything and everything beyond numbers."



BBVA and Comprend

Silver

Pushing conventional annual reporting boundaries to the limits, BBVA's online offering perfectly reflects its drive to become the world's leading digital bank. Tailored completely for digital media, it combines video, PDF, and pop-ups to engage stakeholders and build a wider audience. One judge commended it as "A digital platform that is able to stand alone."



De Beers Group and Black Sun

Silver

Elegant and inviting, De Beers' online report by Black Sun provides a window on the diamond industry and its challenges. With well-crafted words, high-end animation and stunning graphics, the report is "An imaginative use of interactive tools. Great results," said one judge. "The concept is cleverly done and appealing."



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Best meeting



VTB Capital Gold

In a triumph of global engagement, Russian investment bank, VTB Capital, hosted an event at the World Economic Forum in Davos, bringing together some of the world's most important investors from over 70 countries to debate the issue of investment in Russia.

Media and public scepticism around Russia's economic performance, coupled with a more cautious attitude to investment in recent years, has led to a reticence to operate in the region. VTB Capital's challenge was to constructively face the issue, get investors out of their comfort zones and debate the way forward in the region.

At a conference better known for one-way monologues, the event took a more open approach that led to a dynamic exchange of ideas, described by judges as "Very engaging discussions." It was a truly successful way to communicate the investment opportunities Russia and its businesses have to offer.

Most innovative financial communications



VTB Capital Gold

Powering up the World Economic Forum in Davos with interactive technology, Russian investment bank, VTB Capital, drove debate and challenged perceptions in a truly innovative way.

Making the case for foreign investment in Russia against a backdrop of Western sanctions, falling oil prices and a poor international reputation, VTB Capital encouraged delegates to go high tech. Using iPads to break boundaries, guests gave their views on future oil and gas prices and the impact of international sanctions against Russia. Results were relayed live to screens around the room and prizes given for the most interactive guests and interesting opinions. One judge commented, "Good use of technology to drive engagement." The technology also helped raise the profile of Russian investment with an influential international audience. One guest commented that it was great to have "The space to discuss ideas and think about ways in which to build a more prosperous and stable global economy."



Puma Energy and MerchantCantos Bronze

Taking an artistic approach to financial communications, Puma Energy stylishly showcased its brand to investors at the London Stock Exchange, using photography to tell the company's story to its stakeholders.

CAMPAIGN/STRATEGY

Best M&A communications

Brookfield and Smithfield Consultants

Bronze

Smithfield's clear narrative to the media helped communicate Brookfield's £2.6bn joint bid for Songbird Estates and Canary Wharf. This allowed for a successful outcome as shareholders supported the bid. One judge said it was "A very complicated issue explained extremely well."



Most effective crisis communications

Co-op Bank and Lansons

Gold

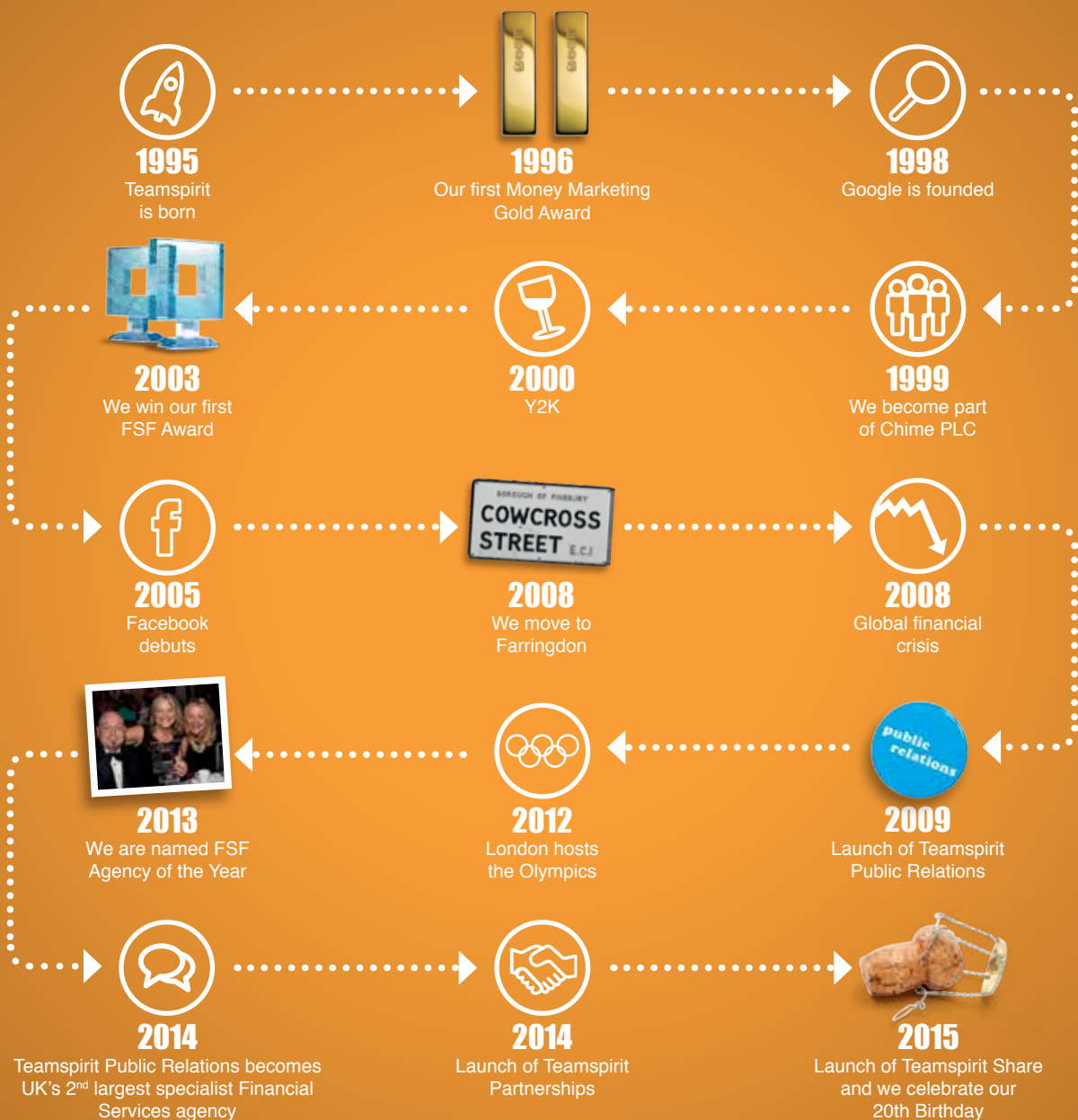
In 2014, at risk of going into receivership, reputation management became pivotal to keeping Co-op Bank afloat. A run on the bank, which would destroy Co-op's reputation once and for all, had to be avoided at all costs.

Lansons built a narrative around the bank's turnaround plan, its capable new team, divestment of bad assets and its ethical approach to finance. The team produced credible employee responses for every possible question to show the bank was calmly weathering the storm. Lansons identified key media players in the bank's future and developed strategies to head-off stories that could lead to a run.

Lansons' work paid off. Co-op Bank has survived, with reputation management singled out as key to its success. In fact, less than 2% of current account customers left the bank during the crisis. "An example of how solid, well-thought through crisis communications make a real difference," said one judge.



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Best IPO communications



Shawbrook Bank and Instinctif Partners

Gold

To stand out in a crowded market of banks undergoing IPOs, Shawbrook Bank worked with Instinctif Partners to communicate its story to a demanding investor community and sceptical media.

Instinctif gained a detailed understanding of the business before building a communication strategy that would speak not only to investors, but also to employees, customers and partners. Testing new ground, it brought Shawbrook’s story of success and rapid growth to life with a series of IPO films and a major media engagement programme. Introducing a common narrative thread across diverse IPO communications and allowing employees and customers to tell their stories via the films quickly raised the unknown brand’s media profile. The IPO was a significant success and one judge reflected that the campaign had “A strong strategy that communicated tailored, personable messages with clarity and a refreshing directness.”



Mortgage Advice Bureau and MHP Communications

Silver

Lending support to a financial company’s IPO ambitions in a volatile market, MHP Communications navigated the challenges for Mortgage Advice Bureau. With clear messaging at every step, the campaign generated unprecedented pre-listing media coverage and resulted in a successful AIM listing. “Fleet-of-foot communications that delivered good results under challenging circumstances,” said one judge.



Card Factory and MHP Communications

Bronze

Extending a warm greeting to investors, Card Factory and MHP worked to change perceptions and create compelling IPO communications. Said one judge, “An excellent result. The client must have been delighted with the positive coverage.”

Highly commended - DFS, Emperor and FTI Consulting

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Best use of a digital media



The Payments Council and Partners Andrews Aldridge and Engine Gold

To get the UK onboard quickly with revolutionary mobile money transfer technology, Paym, Partners Andrews Aldridge and Engine united to build a brand from scratch for the Payments Council. Brand awareness was identified as a key communications objective for the new venture.

Geared for launch across nine banks with 30m potential customers, the campaign targeted a core of technical mavens who would most appreciate Paym's convenience and rave about it to friends. A short window of mobile and banking advertising helped anchor Paym as a trusted and credible payment method. Using social media and building a brand personality, the Payments Council was able to align the nine partner banks behind the business and to then build trust among their audiences.

The campaign paid off: 700,000 people registered for Paym in the first four weeks. One judge said, "This is a cool entry and an amazing challenge...A vibrant campaign that sings from the page. It knows who its audience is and goes after them in all the right places and in all the right ways."



Tata Consultancy Services – Amsterdam Marathon

Silver

Superheroes and social media took engagement at the 2014 Amsterdam Marathon to new levels. Using strong emotional hooks, Tata Consultancy Services (TCS) aimed to create an integrated campaign that promoted TCS as a brave and innovative business. The marathon's superhero tropes reflected the core values within TCS. One judge called it, "Creative, engaging and delivering measurable results."

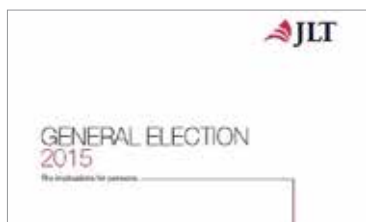


Revolution Bars Group and Instinctif Partners

Bronze

Judged as a campaign "With zing and interesting facts," and reflecting its new premium positioning, Instinctif Partners raised the bar for Revolution Bar Groups with an investor-focused digital campaign ahead of its IPO.

Best evaluation of a communications campaign



JLT Employee Benefits and Smithfield Consultants

Silver

As JLT Employee Benefits has grown, so has the need for consistent corporate messaging in the media. Smithfield implemented a system to track PR activities, record outcomes and produce reports. A blueprint for measuring successful communications on a budget, one judge commended the PR programme for its "Strong data analysis."

Highly commended - unbiased.co.uk and Lansons

CAMPAIGN/STRATEGY

Best management of corporate & financial media relations

Co-op Bank and Lansons

Gold

After playing an instrumental role in bringing the Co-op Bank back from the brink, Lansons' challenge was to develop the bank's ongoing narrative of ethical investment to build further loyalty and confidence.

Lansons polled thousands of customers and employees for opinions on how the Co-op could improve its ethical credentials. It used these insights to revise, extend and relaunch the bank's ethical policy with a hard-hitting advertising campaign and strong media coverage. One judge said, "The focus on ethical policy is a good fit for the brand."

The impact of the new initiative has been impressive. Amnesty International said it "Welcomes this significant step and challenges other banks to extend the scope of their ethical policies." Following a dip during the crisis, Co-op Bank's Net Promoter Score (NPS) has jumped to third place in the current account market. It captured the judges with "A clear framework and approach – the NPS uplift is particularly impressive."



comparethemarket.com and Smithfield Consultants

Silver

Extending the focus from its iconic meerkats, comparethemarket.com challenged Smithfield to communicate the company's financial and switching information in an equally 'simples' way. Smithfield used innovative infographics and insights to demonstrate expertise and win prominent press, boosting average switching market share. One judge praised, "A voice away from an extremely well-known consumer marketing campaign."



Begbies Traynor and MHP Communications

Bronze

Transforming from business rescue to respected market commentating, MHP Communications helped invigorate Begbies Traynor Group's image with fast-reacting media coverage demonstrating its expertise and insight beyond a crisis.



Economist Intelligence Unit and Grayling

Bronze

Turning the Economist Intelligence Unit's voice into a choir, Grayling has expanded the commentator's reach comprehensively across varied media channels to showcase expertise and tune in more subscribers.



Highly commended - Scottish Widows and Cohn & Wolfe

Best management of investor & analyst relations

VTB Capital

Gold

In the face of a nervous international investment community after the global financial crisis, VTB Capital has worked to rebuild the reputation of the Russian markets. Aiming to share the ease and transparency of investing in the region and highlight opportunities to investors, an annual event, 'Russia Calling,' was born.

Over the last six years, the forum has attracted influential guests, who engage with crucial issues impacting the Russian and global economies. Delegates discuss issues in small groups, vote and develop new ideas. Everybody benefits: investors learn from each other and build new professional relationships, and VTB Capital learns what the international community needs if it is to truly buy into Russia as a brand.

A key financial calendar event, Russia Calling has gone from strength to strength. In 2014, it welcomed over 2,000 investors, business leaders and politicians, including Vladimir Putin. One judge said VTB Capital's event, "Provides a great platform for further engagement with key audiences."



Highly commended - DDFS, Emperor and FTI Consulting

Best communication with overseas investors &/or media

National Settlement Depository

Silver

Strengthening the Russian financial market as the new central securities depository (CSD), the National Settlement Depository (NSD) wanted to communicate the ease and reliability of investing in Russia. Incorporating insightful briefings and industry events, the campaign generated strong trade and international media coverage. One judge said NSD "Successfully delivered a difficult story to a sophisticated audience."



Highly commended - GO-Ahead Group

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Best in-house corporate & financial communications team

Amec Foster Wheeler

Gold

When Amec joined Foster Wheeler, the in-house PR team's challenge was to promote the new business on a tight budget. In preparation for the merger, the team created a multi-platform communications programme to deliver the company's new brand identity, operations, vision and values. With external agencies working on the branding, the in-house team developed the new Amec Foster Wheeler ethos.

In a whirl of activity, the intranet, website and social media presence were launched in one day, alongside the delivery of employee handbooks and gifts. Personalised letters to stakeholders explained the company's new services and renewed commitment to customers. Touring 40 offices in the first three weeks, the leadership team personally briefed employees across the business.

The result is a single unified company with a strong vision and clear business proposition. Given the short timeframe and legal constraints ahead of the merger, the judges agreed, "The team should be very proud of its achievement."

National Settlement Depository

Runner up

With a successful and far-reaching communications campaign across events, trade and international press, and online, NSD's in-house team has put securely investing in Russian markets on the global agenda.



TEAM

Best IR agency or PR consultancy

Lansons

Gold

Consistently voted number one in financial services, Lansons has blazed a trail in the PR industry for over 25 years. Owned 100% by its employees, it has been acknowledged as a great place to work for more than a decade. Lansons' low staff turnover stems from solid investment in training, tailored career development and a truly collaborative approach for seamless campaigns.

Lansons' recent restructure vastly improved teamwork, allowing the agency to offer each client a close-knit, cross-functional team. Strong communications and staff loyalty now form the foundations for Lansons' three core pillars of 'Advice, Ideas, Results.'

This people-centred approach has driven Lansons forward to win over 70 major awards including five Corporate Engagement Awards. It has helped the company evolve beyond the financial PR sector to become a trusted corporate strategic communications specialist.

One judge praised Lansons for its "Commitment to the unity of the business and the partnership-led approach."



MHP Communications

Runner up

As "A fast-growing agency to watch out for," MHP Communications has produced standout campaigns for notable success in just five years. Powered by 'bright people, smart thinking,' the team overcomes business-critical challenges across the corporate sector with creativity and innovation. One judge commended MHP for its "Results-driven approach which delivers value for their clients."



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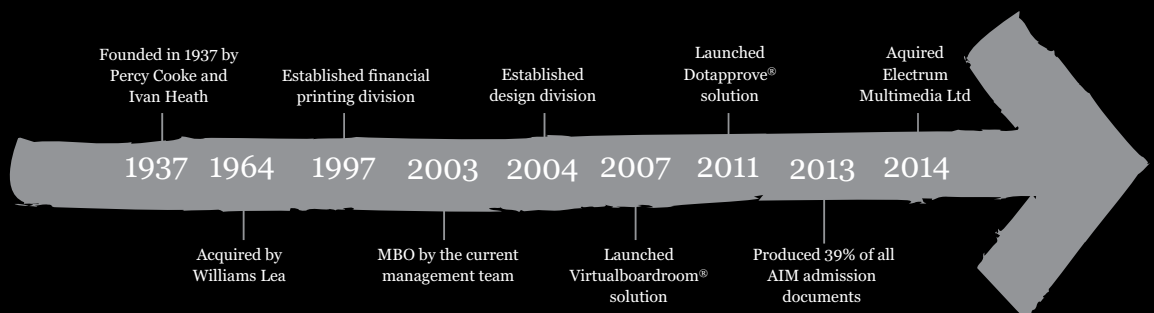
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