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STRONG CASH GENERATION

Prudent cost management has led to strong cash generation in our business. We run our stores more efficiently in the past 12 months. We launched a new Resource Plan to increase the effectiveness of our stores' work patterns. We also saw the benefits of a new payroll system which centralised administration. Our free cash flow before dividends was £524.2m this year, compared to £427.9m last year.

See more in Financial review on p16-19

LEAN IN ACTION:



We have become a more flexible organisation. Improved working capital, supply chain initiatives and a move to push allocation of stock to replenished auto-based on customer demand resulted in better, more efficient stocking, saving us time and

Capital expenditure this period is £527m, from £527m

In a period of uncertainty in politics and world markets, communications with investors, analysts and journalists is more important than ever before. Some companies, like Detsky Mir, which takes home a gold for the 'Best IPO communications' this year, have to set out a strategy not just for communicating with their own investors, but for reaching the world's media and shifting opinions. Some, like Coats, which wins this year's 'In-house corporate and financial communications team' award, have worked to establish their brands and escape from anonymity. Some, like InterContinental Hotels Group and RBS have turned to live events to achieve cut through with employees, investors and journalists in an always-online world.

Whatever the medium or strategy, though, it is clear that communications makes a difference. In compiling the annual report or setting out a corporate website, branding, copywriting and design all contribute to the understanding of the message. In reaching the sustainability audience or working through a merger, companies have to tailor information to specific audiences, while still addressing the larger-scale issues affecting their businesses. It is with pride that the Corporate & Financial Awards recognises the best in communications in all of these areas, and has done so for the past five years.

Congratulations to all of tonight's winners!

Brittany Golob

Editor, Communicate magazine

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The judges



Sarah Boudry, group corporate communications director, The Go-Ahead Group

Sarah joined the Go-Ahead Group as its group corporate communications director in 2013. Previously she was head of communications and publicity at one of Go-Ahead's rail companies, Southeastern. She was part of the executive team and was instrumental in the introduction of the UK's high speed rail service as well as the successful delivery of rail transport for the London 2012 Games. She has extensive communications and public affairs experience with previous roles in PR, publishing, marketing and broadcast journalism.



Gary Davies, director of investor relations, GlaxoSmithKline

Since joining GSK and its heritage companies as a neuropharmacologist 28 years ago, Gary has had the opportunity to work for the company in the UK and the US in a wide variety of roles. He has held positions in R&D, medicines development, commercialisation and in corporate communications. Gary has been a director in the investor relations team at GSK for the last nine years. He holds an MBA, has achieved the Certificate in investor relations from the IR Society and was recently among the first to pass the society's new Diploma in investor relations. He now sits on its education committee.



Laura Doyle, head of investor relations, Legal & General Group

Laura joined Legal & General in 2013 as head of investor relations. Previously, Laura held group development and IRO roles at Inchcape plc, a FTSE 250 global automotive distributor and retailer. Before working at Inchcape, Laura trained as a chartered accountant with KPMG in London with roles in audit and in transaction services. Laura received her BSc in mathematics and computer science from King's College London. She is also an FCA of the Institute of Chartered Accountants of England and Wales.



Emma Hughes, director, group external communications, Standard Chartered Bank

Emma is the director of group external communications at Standard Chartered Bank. She has a passion for oral and written communication and prior to joining Standard Chartered Bank, she was executive editor of Trade Finance magazine. Emma's background is in technology research and she has enjoyed spells in the mining, semiconductor, consumer technology and photovoltaics manufacturing industries. An alumna of the University of Herefordshire, Emma has a BA in English and philosophy.



Jesse Karjalainen, corporate communications manager, SCISYS plc

Jesse is the corporate communications manager at SCISYS plc, a software and IT-solutions company serving the media and broadcasting, commercial, defence and space industries. He joined the AIM-listed group in 2015 after a decade working in journalism, publishing, editorial, design and marketing. He has a BA in journalism, an MA in marketing communications and is a member of the CIPR. Jesse hails from Scandinavia and speaks two-and-a-half languages, but grew up in Australia. He is also the published author of a book on English grammar and several books on the history and etymology of the English language.



Jonathan Low, head of investor relations, Petrofac

Jonathan joined Petrofac as international accountant in May 2003 in Aberdeen. He traveled to many of the group's projects around the globe, before spending 18 months in the Middle East operational centre in the UAE. Shortly after joining the corporate office in London in April 2006, following Petrofac's IPO in October 2005, Jonathan took over the role of head of IR. The primary focus of his role is investor relations, but he works closely with the external communications team. Prior to joining Petrofac, Jonathan spent seven years with PricewaterhouseCoopers in Aberdeen and Sydney and trained as a chartered accountant.



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 consultant 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 communications consultancies. He is a graduate of Queen Mary, University of London and a member of the CIPR.



Susan McKenzie, content editor, Deloitte

Susan is content editor for Deloitte UK and is responsible for producing the 'Impact Report,' the firm's annual report demonstrating its impact on clients, people and society. She advises on and writes executive communications, and works with the PR, internal communications and corporate marketing teams to align corporate messages and strategy. Susan previously worked in event-driven equity sales and is a former newswire journalist.



Martha McKenzie-Minifie, head of corporate communications, UK, ING

Martha is ING UK's head of corporate communications. Her experience includes almost 10 years as a journalist before joining ING. Martha has been a spokesperson on consumer economics for several years and appeared live on BBC News, Sky News and CNBC. In 2016, she became head of the UK communications team. Martha sits on the board of Women in Banking and Finance as head of marketing and communications. Martha holds an MA in journalism from the University of Queensland, an advanced certificate in PR from the CIPR and a BA in English from the University of Canterbury.



Stephen Nightingale, director of investor relations, Britvic

Having qualified as a chartered management accountant, Stephen's career has included commercial finance roles at P&O, Lloyds TSB and Cleanaway before joining Britvic. In 2008, he joined Britvic's IR team, becoming IR director in 2014. In his early years at Britvic, the company faced several profit warnings, a product recall and an aborted merger. In 2013, a new CEO has seen a significantly improved performance with three acquisitions and an equity raise. Stephen has three teenage children, enjoys sport, travel and music.



Simon O'Brien, head of brand and reporting, Coats Group plc

Simon has worked in corporate communications for over 15 years, in both client and agency roles and across a wide range of sectors including oil and gas, beverages and manufacturing. Currently he is head of brand and reporting for Coats, the world's leading industrial thread manufacturer, with responsibility for its corporate reporting strategy and delivering the programme globally. Working for a company that has only recently returned to the market as a listed entity, Simon is excited by the potential a 'digital first' approach to reporting can have on communicating with corporate stakeholder groups.



Mark O'Sullivan, head of corporate reporting, PwC

Mark leads PwC's corporate reporting and governance team in the UK. He has over a decade of experience advising leading organisations on current and best practices in reporting, the effectiveness of their corporate reporting and the implementation of new reporting strategies. Mark sits on ICAS' corporate reporting committee and the training advisory group for the IIRC. At PwC, he has designed, developed and hosted its Pilot Programme conferences. He oversees PwC's annual review of the corporate reporting practices in the FTSE 350 and is responsible for the firm's excellence in reporting in the FTSE 100 and FTSE 250.



Helen Parris, director of investor relations, G4S plc

Helen is the director of investor relations at G4S, responsible for the communications with the investment community. Helen has held this role since 2008 and was voted top IR professional in the Institutional Investor and Extel Pan European Awards for the support and business services sector. Helen has 30 years of city experience, covering fund management, investor relations and stockbroking. Prior to G4S, Helen was IR manager at BG Group. She has a BSc in accounting and financial analysis from Warwick University, is a member of the Society of Investment Analysts and a board member of the Investor Relations Society.



Charles Reynolds, vice president corporate communications, Smith & Nephew

Charles is vice president of corporate communications at FTSE 100 medical technology business Smith & Nephew, where he is responsible for external communications including media and digital. His previous experience includes senior roles at AMEC plc, Bell Pottinger and Madano. Charles is also a trustee and director of international youth development charity Latitude Global Volunteering.



Andy Rowlands, corporate communications lead, UK and Ireland, Accenture

Andy is corporate communications lead for Accenture in the UK & Ireland. He was previously head of global corporate communications for Arcadis, the global design and engineering consultancy. He has 20 years of experience in B2B and professional services, creating award winning content marketing campaigns. Prior to Arcadis, he worked for Burson-Marsteller and Bell Pottinger with clients including Accenture, Alcatel, the Co-operative Bank and Nestlé.



Charlotte Sjoberg, head of media relations, TSB Bank

With more than 14 years experience in communications, Charlotte has a proven track record of making organisations, people and products well known and highly regarded. Most recently she has developed, led and managed the external communications for the UK high street launch of TSB Bank plc in 2013, the successful float of the bank onto the London Stock Exchange in 2014 and its eventual sale to Spanish banking group, Sabadell, in 2015. Prior to building TSB's media relations team and function from scratch, Charlotte held senior roles in Lloyds Banking Group and Nationwide Building Society.



David Smith, head of corporate reporting, the British Council

David has worked in a number of strategy and planning roles, including recently starting as the head of corporate reporting at the British Council, the UK's international organisation for educational opportunities and cultural relations. He has responsibility for global corporate reporting and shaping the organisation's strategic priorities to translate into business planning. David is also currently a board member at Northampton College. Prior to this, he worked at the Open University in a number of operational and strategic roles. He holds a BSc and an MSc in science and a Professional Certificate in management.



Jennifer Thomas, head of internal communication and employee experience, Direct Line Group

Jennifer has over 20 years of public relations experience and has extensive experience in both corporate and consumer PR. She has been at Direct Line Group for 10 years, leading financial communications for the past few years, and has recently been appointed head of internal communication and employee experience. Jennifer was previously media relations executive at Lloyd's of London and Motability. She is married and has two boys, aged seven and six. She has a dual degree in economics and dance and alongside her keen interest in performing arts, she was also a 400m/400m hurdle runner for England.



Shellie Wells, head of corporate communications, Phoenix Group

Shellie has over 20 years of experience in communications. She has worked for the UK's leading consolidator of closed life and pension funds, Phoenix Group for almost seven years, initially as head of media relations and now as head of corporate communications. Working closely with the CEO and other senior managers, she leads a reputation management programme covering both consumer and city media, as well as government relations and other stakeholder engagement for the FTSE 250-listed company. Prior to joining Phoenix, Shellie was a partner at PR consultancy Lansons Communications.



Andrew Whyte, director of communications, Financial Conduct Authority

A former vice president of the National Union of Students, Andrew started his career in the mid-1980s in campaigning roles in civic society organisations, including the British Youth Council and Barnardo's. Andrew went on to work in senior communications roles in some of the world's most high profile organisations, including News International, where he was deputy director of corporate affairs, and the BBC, where he was head of corporate and public relations. Andrew has been director of communications for three organisations – Arts Council England, Defra and the Foreign and Commonwealth Office.



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 retailer Debenhams from 2007 to 2014, for Rentokil Initial plc between 2005 and 2007 and Cookson Group plc between 1999 and 2015. Lisa holds an LLB in law from the University of London.



Katharine Wynne, director of investor relations, Debenhams

Katharine joined Debenhams in March 2015, before which she spent three years at Tulchan advising a variety of FTSE 350 companies on financial communications. Previously she had a long career as a retail analyst at Investec, Merrill Lynch and (the former) Kleinwort Benson. She was involved in the IPO of Debenhams in 2006 and has known and researched the company since its demerger from the Burton Group.

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The winners

Specifics

Best corporate website: FTSE 100

Gold – [Anglo American and Investis](#)

Silver – Burberry Group plc and Black Sun plc

Bronze – InterContinental Hotels Group and Addison Group

Best corporate website: FTSE 250

Gold – [Inchcape plc and Black Sun plc](#)

Silver – William Hill plc and Comprend

Best corporate website: AIM/small cap

Gold – [Sound Energy plc and Jones and Palmer](#)

Silver – Ceres Power Holdings plc and Jones and Palmer

Bronze – ASOS and Investis

Best corporate website: International

Gold – [Anglo American and Investis](#)

Best printed report: FTSE 100

Gold – [ITV plc and Conran Design Group](#)

Silver – Aviva and MerchantCantos

Silver – Rentokil Initial plc and MSL Group

Bronze – Lloyds Banking Group and MerchantCantos

Highly commended – Hikma Pharmaceuticals plc and Black Sun plc

Highly commended – Legal & General Group and Addison Group

Highly commended – Standard Chartered and FleishmanHillard Fishburn

Best printed report: FTSE 250

Gold – [Crest Nicholson and Flag](#)

Silver – Indivior and Black Sun plc

Bronze – Derwent London and MerchantCantos

Bronze – Just Eat plc and Design Portfolio

Bronze – ZPG plc and Design Portfolio

Highly commended – Aggreko and Radley Yeldar

Highly commended – Howden Joinery Group and Emperor

Highly commended – Inchcape plc and Black Sun plc

Best printed report: AIM/small cap

Gold – [Hotel Chocolat and Emperor](#)

Silver – McColl's Retail Group plc and MerchantCantos

Bronze – Majestic Wine plc and Friend Studio

Bronze – Morgan Sindall Group plc and MerchantCantos

Highly commended – Breedon Group and Radley Yeldar

Highly commended – The Alumasc Group plc and Carr Kamasa Design

Highly commended – U and I Group plc and Luminous

Best printed report: International

Gold – [Puma Energy and MerchantCantos](#)

Silver – JSC SUEK and Black Sun plc

Bronze – Olam International Limited and Black Sun plc

Bronze – The Adecco Group and Black Sun plc

Highly commended – NN Group and Radley Yeldar

Highly commended – Octapharma AG and Luminous

Best printed report: Unlisted

Gold – [Cancer Research UK and Conran Design Group](#)

Silver – BBC Worldwide and MerchantCantos

Bronze – Deloitte and Pepper

Best online report: FTSE 100

Gold – [Coca-Cola HBC and Radley Yeldar](#)

Bronze – Barclays and FleishmanHillard Fishburn

Bronze – Legal & General Group and Addison Group

Highly commended – Anglo American and Investis

Highly commended – InterContinental Hotels Group and Addison Group

Best online report: FTSE 250

Gold – [EVRAZ plc and Zebra Corporate Communications](#)

Silver – Ocado Group plc and Jones and Palmer

Bronze – Halfords Group plc and Jones and Palmer

Bronze – Inchcape plc and Black Sun plc

Highly commended – Dechra Pharmaceuticals plc and Jones and Palmer

Highly commended – Playtech plc and Carr Kamasa Design

Best online report: AIM/small cap

Gold – Coats Group plc and Addison Group

Silver – Flowtech Fluidpower plc and Jones and Palmer

Silver – Trifast plc and Jones and Palmer

Bronze – Inland Homes plc and Jones and Palmer

Best online report: International

Gold – Octapharma AG and Luminous

Silver – Sberbank and Zebra Corporate Communications

Silver – The Adecco Group and Black Sun plc

Bronze – Gazprom Neft and Zebra Corporate Communications

Bronze – JSC SUEK and Black Sun plc

Best online report: Unlisted

Gold – Deloitte and Pepper

Silver – City Football Group and Emperor

Best CSR/ESG report

Gold – Associated British Foods plc and Conran Design Group

Gold – Aviva and MerchantCantos

Silver – intu properties plc and Conran Design Group

Bronze – G4S and Black Sun plc

Bronze – Lloyds Banking Group and MerchantCantos

Highly commended – Compass Group plc and Black Sun plc

Best meeting

Gold – InterContinental Hotels Group

Most innovative financial communications

Gold – Royal Bank of Scotland and JJ

Bronze – Clinigen Group plc and Instinctif Partners

Highly commended – VTB Capital

Campaign/Strategy

Best IPO communications

Gold – Detsky Mir and EM

Silver – Maisons du Monde and Maitland

Bronze – Biffa plc and Instinctif Partners

Best management of investor and analyst relations

Gold – InterContinental Hotels Group

Silver – PROACTIS Holdings Ltd and Redleaf Communications

Silver – VTB Capital

Special awards

Annual report of the year

Winner – Puma Energy and MerchantCantos

Best in-house corporate and financial communications team

Winner – Coats Group plc

Best IR agency or PR consultancy

Winner – Lansons

SPECIFICS

Best corporate website: FTSE 100

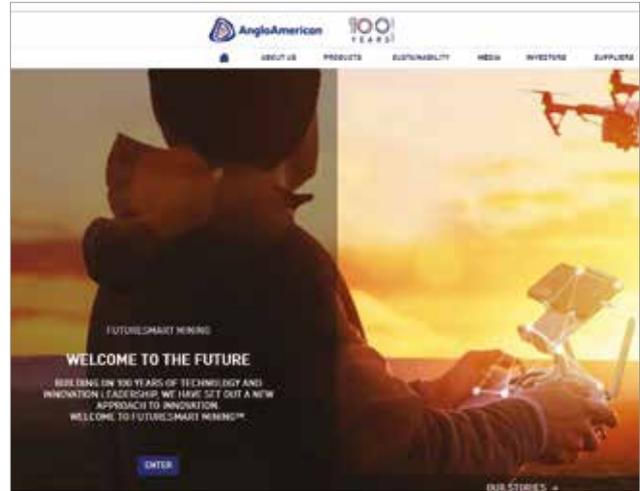
Anglo American and Investis

Gold

Anglo American has long been a pioneer of digital corporate communications, leading the way in engaging its stakeholders through innovative strategy and outstanding content. With diversified global operations, Anglo American's web presence must cater to multiple audiences, from investors to government agencies and the media, and information for each must be easily accessible and engaging.

To ensure this, the new site was developed strategically by Investis, through consultation with management, content audit workshops and review presentations, with streams of work both in London and overseas. The result is a visually vibrant and content rich web estate, packed with innovative features and interactive design elements. A particular highlight is the 'Where we operate' map, informing potential investors, employees and press about the full scope of Anglo American's operations.

Our judges were impressed with Anglo American's results, commenting on the site's strong increase in traffic and the simple but effective logic that underpins the new web design.



Burberry Group plc and Black Sun plc

Silver

Luxury brand Burberry reenergised its corporate web presence to match a new retail site. It worked with Black Sun to ensure brand consistency without compromising on user experience for business stakeholders. The new site is packed with engaging content, offering a wealth of resources for investors and analysts.



InterContinental Hotels Group and Addison Group

Bronze

IHG redeveloped its website to act as a key external communications platform for the business, optimising its design to best serve the hotelier's multiple audiences with streamlined content in a responsive and uncomplicated way.



Best corporate website: FTSE 250



Inchcape plc and Black Sun plc

Gold

Operating in 29 emerging and developed markets, Inchcape is a leading global automotive distributor and retailer with over 170 years of international trade experience. With diversified multichannel revenue streams, including sales of new and used vehicles, after sales service, vehicle parts, vehicle finance and insurance, Inchcape's portfolio is comprised of the world's leading car brands in the fast-growing luxury and premium segments.

Inchcape's continued focus – and key to its success in the global markets of the future – is creating an incredible customer experience for the best car brands in the world, to be the partner of choice in the manufacturing sector.

To better support this goal, Inchcape enlisted Black Sun to redevelop its corporate website and redefine the way the automotive giant communicates with and engages its key audiences. The new site has already generated impressive results, with mobile traffic increasing by 87% thanks to improved navigation and site architecture.



William Hill plc and Comprend

Silver

Following a strong launch in 2015, William Hill has continued its work with Comprend to boost web presence through an ongoing process of key-user surveys and rolling improvements. The strategy has proved to be a solid bet, with average monthly visits continuing to rise and continued support from senior management.

SPECIFICS

Best corporate website: AIM/small cap

Sound Energy plc and Jones and Palmer

Gold

After a transformative year, African- and European- focused upstream gas company, Sound Energy, cemented its success with a new corporate website. It was designed to clearly highlight the business' major assets from the get-go, while also offering deeper level detail for stakeholders to drill into. Video features prominently, letting users quickly get to grips with Sound Energy's investment proposition, while striking visual design elements offer a glimpse into the business' story and culture.

A particular highlight of the new site is the portfolio section, which offers a tremendous well of information on Sound Energy's various operations through concise content and inspiring imagery.

Our judges named the site best-in-class, complimenting Sound Energy and agency Jones and Palmer for punching above their weight with easy-to-access information, good use of multimedia and comprehensive resources for investors.



Ceres Power Holdings plc and Jones and Palmer

Silver

Ceres Power's recently launched corporate website offers an intuitive and innovative experience for users, thanks to a visually striking design, embedded video content and a wealth of engaging copy, developed by Jones and Palmer. The new site provides a powerful platform for the fuel cell technology and engineering company as it pushes its SteelCell™ technology into the global market.



ASOS and Investis

Bronze

Major fashion brand Asos thrilled its customers, teams and investors alike with a new corporate website by Investis, designed to reflect the business' growth, evolving identity and commitment to corporate responsibility.



Best corporate website: International

Anglo American and Investis

Gold

In 2016, only a year until its 100th anniversary, Anglo American launched a campaign to transform its web presence, enlisting Investis to craft a site that would not only communicate the brand's heritage and identity but also position Anglo American as forward-looking and ready for the future.

Given Anglo American's size and complexity – the global mining company is headquartered in London and has a range of operations in southern Africa, North and South America and Australia – developing a comprehensive yet clear website was no small task.

Investis proved more than able, delivering a site that effectively articulates the true depth of Anglo American's business to analysts and investors but also tells an engaging and inspiring story of the brand's proud history.

Since the new site's launch, Anglo American has seen strong improvements across a range of metrics including number of sessions, page views and mobile visits.





We are Comprend combining more than 20 years of experience in digital corporate communications with a commitment to curiosity. Creativity and knowledge are at the heart of everything we do.

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SPECIFICS

Best printed report: FTSE 100

ITV plc and Conran Design Group

Gold

A household name in British television, ITV has become an integrated producer and broadcaster that creates, owns and distributes high-quality content across multiple platforms. By developing and managing the rights to content, ITV is able to maximise the value of its programme brands across a range of revenue streams, making for a more balanced business and enabling it to drive value from different models.

For its 2016 annual report, ITV enlisted Conran Design Group to take on the challenge of articulating this powerful investment case to stakeholders, positioning ITV as an experienced broadcaster with a strong track record of success. The report also needed to be engaging and accessible, delivering key content quickly and clearly.

Conran delivered, producing a clear and comprehensive report, informed by best practice and executed in style. Our judges agreed, singling out the report's vibrant visuals and strong brand presence as particularly powerful elements.



Aviva and MerchantCantos

Silver

Aviva worked with MerchantCantos to tell its story through an annual report packed with engaging real-life case studies and interviews, demonstrating the value that it delivers for customers and the cohesive corporate culture that underpins its work. CEO Mark Wilson called it Aviva's "most innovative, interactive and interesting" so far, and his shareholders agreed.



Rentokil Initial plc and MSL Group

Silver

Rentokil Initial, one of the largest business services companies in the world, delivered an inspiring and engaging annual report – with the help of MSL Group – themed around its ongoing commitment to protect and enhance the lives of its customers.



Lloyds Banking Group and MerchantCantos

Bronze

The centrepiece of Lloyds Banking Group's 2016 annual report was its mission to help Britain prosper. The banking group and MerchantCantos demonstrated the commitment to this goal with a clear and comprehensive report, focused on purpose and responsibility to society.



Highly commended – Hikma Pharmaceuticals plc and Black Sun plc

Highly commended – Legal & General Group and Addison Group

Highly commended – Standard Chartered and FleishmanHillard Fishburn

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SPECIFICS

Best printed report: FTSE 250

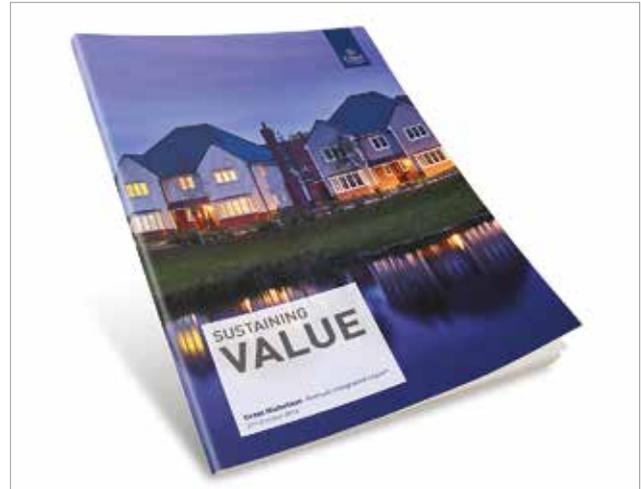
Crest Nicholson and Flag

Gold

Surrey-based housebuilder Crest Nicholson affirmed its leadership in integrated reporting, releasing its third such annual report to great investor acclaim in 2016. The innovative, highly creative print format allows the Flag-designed document to serve a dual purpose, both as a full report and with the front section detaching to offer a standalone business summary.

Strong, impactful visuals and a clean design ensure the content is lively, accessible and informative, while a content focus on Crest Nicholson's five strategic pillars provides readers with a strong grasp of the business' vision and direction for the future.

The report was a hit with our judges, who described it as possessing, "A comprehensive and integrated strategic narrative that brings to life not just the financial performance of the group but also its impact, and contribution to society." The report was equally popular online. Within just two months it received 12,000 Twitter hits and 15,669 LinkedIn impressions.



Indivior and Black Sun plc

Silver

Indivior, a global pharmaceutical company dedicated to treating addiction, used its Black Sun-designed annual report to demonstrate its patient-oriented business model. The theme of the report reflects Indivior's work to address patient needs by understanding the global opioid addiction crisis, educating stakeholders, expanding access to treatment, while pioneering potentially life-transforming treatments.



Derwent London and MerchantCantos

Bronze

Real estate investment trust Derwent London took advantage of its 2016 annual report, designed by MerchantCantos, as a prime opportunity to articulate and demonstrate its commitment to a resonating five-point business strategy.



Just Eat plc and Design Portfolio

Bronze

Following a successful rebrand, Just Eat turned its transformative energy to its annual report, working with Design Portfolio to craft a vibrant and exciting document that mirrors the business' positive, community-minded ethos.



ZPG plc and Design Portfolio

Bronze

Armed with a redeveloped business model and brand, a fresh investment case and a plethora of new best practice implementations, ZPG worked with Design Portfolio to put forward a compelling case to stakeholders and investors in its 2016 annual report.

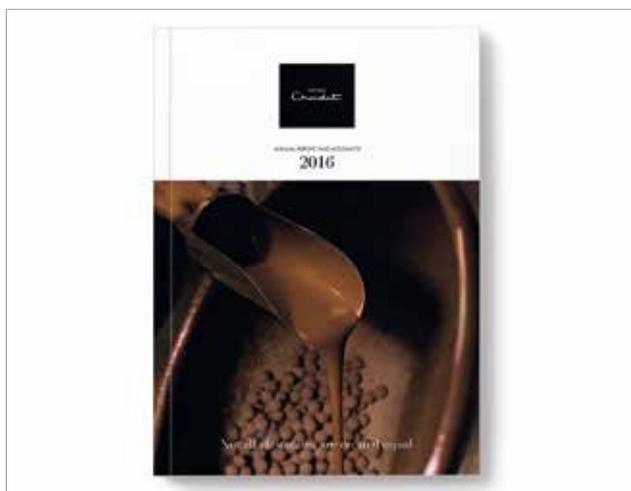


Highly commended – Aggreko and Radley Yeldar

Highly commended – Howden Joinery Group and Emperor

Highly commended – Inchcape plc and Black Sun plc

Best printed report: AIM/small cap



Hotel Chocolat and Emperor

Gold

Hotel Chocolat manufactures premium chocolate and cocoa-related products, selling direct to customers online and through a network of 84 stores in the UK and abroad. It is also the only UK company to grow cocoa on its own plantation.

As a strong brand with a reputation for originality, authenticity and ethics, Hotel Chocolat wanted its first annual report to communicate its brand effectively to a new investor audience. Developed by Emperor, the report's core messaging was based around conveying the business' prominent values, way of doing things differently and commitment to delivering value to every stakeholder in an ethical and sustainable way.

A combination of product photography and illustration, along with powerful case studies, ensured the report hit its mark, both internally and externally, with a summary version of the final report distributed to all Hotel Chocolat employees. Our judges praised the report for its "excellent integration of business ethos, supply chain and model," as well as its "beautiful but relevant imagery."



McColl's Retail Group plc and MerchantCantos

Silver

For its third annual report as a listed company, off license magnate McColl's Retail Group built on strong foundations to deliver a bold and innovative document to stakeholders and analysts alike. The report, by MerchantCantos, features an imaginative landscape format, reflecting the business' local and friendly character and the loyalty it inspires in its customers and colleagues.



Majestic Wine plc and Friend Studio

Bronze

Majestic used its annual report as an opportunity to completely refresh its brand, partnering with Friend to produce a document that was both highly creative and thoroughly distinct from the competition.



Morgan Sindall Group plc and MerchantCantos

Bronze

With six operating divisions comprising its UK-wide construction and regeneration business, Morgan Sindall Group plc worked with MerchantCantos to deliver a unifying annual report that told its story from a group perspective, rather than as a collection of separate businesses.

Highly commended – Breedon Group and Radley Yeldar

Highly commended – The Alumasc Group plc and Carr Kamasa Design

Highly commended – U and I Group plc and Luminous

SPECIFICS

Best printed report: International

Puma Energy and MerchantCantos

Gold

With a \$12.7bn turnover in 2016, Puma Energy is a dynamic company, growing fast by answering unmet energy needs across 47 countries on five continents. But Puma Energy also has a range of surprisingly diverse business interests – selling six tonnes of chicken and six million litres of bottled drinks in Panama alone, for instance.

With 2,519 retail sites, 1,243 shops and 131 restaurants and cafés, Puma Energy serves a huge range of communities. This remarkable story inspired Puma Energy's 2016 annual report, a document with almost magazine-like flick-through appeal thanks to engaging case studies, bold pull-out facts, vibrant illustration and bespoke surprises. Despite telling a myriad of stories, a consistent theme of 'fuelling journeys' brings cohesiveness to the MerchantCantos-designed report, with well-aligned messaging reinforcing Puma Energy's positioning.

Our judges were tremendously impressed by the clarity and quality of the report, praising its, "Creative use of photography to challenge perceptions of energy companies."



JSC SUEK and Black Sun plc

Silver

Despite extreme coal-price volatility, Russia's largest coal company, JSC SUEK, has efficiently adapted to changing market conditions and demonstrated impressive flexibility. In 2016, the company reached the 100m tonne production mark for the first time in its history. The Black Sun-designed 2016 annual report was understandably celebratory, demonstrating JSC SUEK's strong position for continued growth.



Olam International Limited and Black Sun plc

Bronze

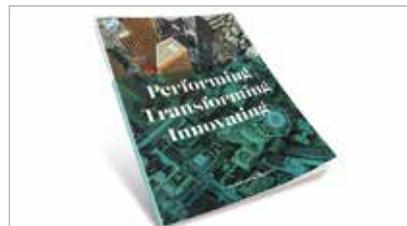
Agribusiness Olam worked with Black Sun to revolutionise its reporting process by combining the annual and sustainability reports into one document, creating an engaging and cohesive snapshot of the entire business.



The Adecco Group and Black Sun plc

Bronze

Following a major rebrand and change in CEO, workforce solutions provider Adecco put its best foot forward in the company's Black Sun-developed 2016 annual report, which powerfully articulated its new direction.



Highly commended – NN Group and Radley Yeldar

Highly commended – Octapharma AG and Luminous

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Black Sun



SPECIFICS

Best printed report: Unlisted

Cancer Research UK and Conran Design Group

Gold

Cancer Research UK (CRUK) is the world's largest cancer charity dedicated to saving lives through research. Its vision is to bring forward the day when all cancers are curable, from the most common types to those that affect just a few people.

As such, its annual report is a key tool through which the organisation can communicate its work and achievements, as well as the impact it has on people's lives. For 2016, CRUK wanted to focus on the more immediate positive differences that the charity is making: not just in the future, but right now.

To help reach this goal, CRUK and Conran Design Group made great use of infographics to explain research programmes, their findings and their potential benefits. Its approach won our judges over, who described the report as, "Well pitched in both design and content, with strong human interest and a useful insight into what goes on beyond the donations."



BBC Worldwide and MerchantCantos

Silver

BBC Worldwide, the main commercial arm of the BBC, has a crucial role in nurturing and showcasing the UK's creative sector, and its annual review is an opportunity to help it shine. The 2016 offering, by MerchantCantos, was not only the most concise and cost-effective produced in the organisation's history, but neatly demonstrated the strength of the BBC Worldwide's offering with strong messaging and powerful imagery.



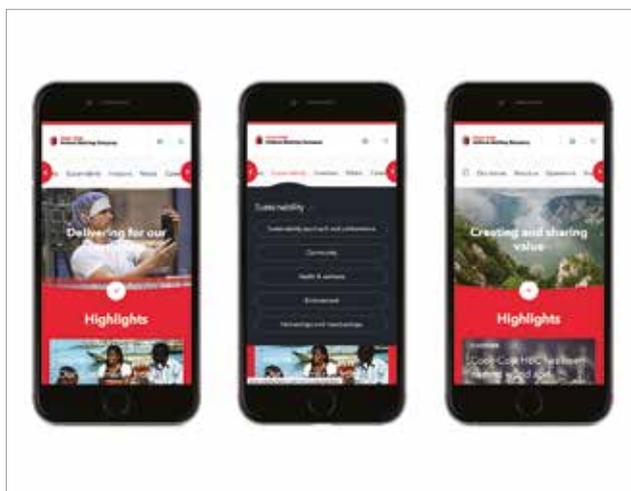
Deloitte and Pepper

Bronze

Deloitte worked with Pepper to produce a detailed, narrative-based, printed report that clearly demonstrates the impact Deloitte makes in the communities in which it operates, both to employees and external stakeholders.



Best online report: FTSE 100



Coca-Cola HBC and Radley Yeldar

Gold

Coca-Cola Hellenic Bottling Company (CCHBC) is a partner of the Coca-Cola Company (TCCC) and one of the world's largest bottlers of its many iconic brands. CCHBC serves a customer base of 595m across 28 different markets, including Nigeria, eastern Europe and Russia.

In 2016, CCHBC wanted to use its annual report as an opportunity to position itself as a significant organisation in its own right, independent of its famous namesake. In addition, as well as engaging investors, the financial media and potential employees, CCHBC also wanted the document to reach out to its employees.

Instead of focusing just on the numbers, the Radley Yeldar-developed report presented CCHBC's rich story, bringing out a greater depth of specialist information. The report features an accessible format, with extensive interactive design, enabling readers to quickly learn about the company and its history of sustainability. Meanwhile, the professional audience can quickly click on links to access more detailed data, including webpages, statistics and report downloads.



Barclays and FleishmanHillard Fishburn

Bronze

Barclays' online annual report, by FleishmanHillard Fishburn, has once again proved its position as a cornerstone of the bank's investor, corporate and brand communications with a welcoming new look and an increased focus on articulating the bank's business model.



Legal & General Group and Addison Group

Bronze

Legal & General Group wowed stakeholders with a new and improved fast read format for its online annual report, delivering a light, engaging and concise document that demonstrates why the business has become a top 10 global asset manager.

Highly commended – Anglo American and Investis

Highly commended – InterContinental Hotels Group and Addison Group

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Best online report: FTSE 250



EVRAZ plc and Zebra Corporate Communications

Gold

EVRAZ is a vertically integrated steel, mining and vanadium business with operations in the Russian Federation, Ukraine, USA, Canada, Czech Republic, Italy, Kazakhstan and South Africa, and is among the top steel producers in the world.

For its 2016 annual report, EVRAZ adopted an ambitious aim to not only considerably improve its strategy, business and CSR sections but to also publish the report significantly earlier in the year than usual. Fortunately, the teams from EVRAZ and Zebra were up to the challenge, delivering on a detailed action plan aided by a new technology that allowed easy content synchronisation between PDF and online versions.

Our judges loved the easy-to-use navigation, praising the report for feeling like “more than just a soft copy online” and its engaging design and powerful imagery.



Ocado Group plc and Jones and Palmer

Silver

Having benefitted immensely from the shift from in-store to online grocery shopping, Ocado’s annual report was built by Jones and Palmer from the ground up to highlight this trend to investors and stakeholders alike. Ocado’s inspirational approach included a strong narrative element to fully explain its story, with clear navigation and engaging detail.



Halfords Group plc and Jones and Palmer

Bronze

Halfords marked the end of its new CEO’s first year at the helm with an impactful annual report by Jones and Palmer which strongly emphasised the business’ continued evolution.



Inchcape plc and Black Sun plc

Bronze

Inchcape’s 2016 annual report, by Black Sun, offered an innovative online experience, with a wealth of easily accessible information thanks to clear messaging, simple navigation and a vibrant, engaging visual design.

Highly commended – Dechra Pharmaceuticals plc and Jones and Palmer

Highly commended – Playtech plc and Carr Kamasa Design

SPECIFICS

Best online report: AIM/small cap

Coats Group plc and Addison Group

Gold

Coats is the world's leading industrial thread manufacturer and a major player in the American textile crafts market. At home in some 60 countries, Coats employs 19,000 people across six continents.

Its 2015 annual report focused on getting the basics right – with a standalone HTML page and downloadable PDFs – but in 2016, Coats made digital the primary focus of its reporting programme.

A key change was the introduction of a redefined online presence with a content-rich, mobile-responsive mini site, kept to a single page to provide users with a concise and consistent form of navigation that works across both desktop and mobile devices. As well as spot-on navigation, the online report also hosted a wealth of useful company information and data, demonstrating the strength and breadth of Coats' operations.

The responses from both Coats' audience and our judges were equally favourable, with strong results across all major metrics and Coats earning resounding praise for its report's clean and clear layout and exceptional attention to detail.



Flowtech Fluidpower plc and Jones and Palmer

Silver

Flowtech Fluidpower is the UK's leading distributor of technical fluid power products, with offices in the UK, Ireland and Benelux, and a buying, QC and logistics office in China. To support its acquisition-based business strategy, Flowtech and Jones and Palmer delivered a clear, compelling and content-rich annual report with an inspiring investment proposition.



Trifast plc and Jones and Palmer

Silver

Industrial fastenings engineer, manufacturer and distributor Trifast energised its stakeholders and staff with an online report designed around ease-of-use, engagement and creativity. The fully-responsive HTML report, by Jones and Palmer, provides readers with a wealth of powerful information, offering both big-picture strategy and in-depth detail.



Inland Homes plc and Jones and Palmer

Bronze

Urban regenerator Inland Homes worked with Jones and Palmer to deliver an online annual report packed with engaging infographics, inspiring images and attention to detail. The report highlights Inland Homes' entrepreneurial approach to business and sets out a strong plan for future growth.



Best online report: International



Octapharma AG and Luminous

Gold

Octapharma is the largest privately-owned manufacturer of human proteins developed from human blood plasma and human cell-lines; a global business headquartered in Lachen, Switzerland.

Responding to feedback from an internal survey following its 2015 annual report, Octapharma made the bold call for patients to appear in the report, alongside physicians, patient groups and associations.

To support this mission, Octapharma worked with Luminous on a report that included a series of powerful, emotive films and supporting narratives, shared both internally and with the wider stakeholder audience. The patients themselves were the stars of these films, sharing their authentic experiences with Octapharma and describing how the organisation had affected their lives.

The content and creative assets, including videos, have been so successful that they are now being applied across corporate and sales presentations, as well as the website, intranet and company profile.



Sberbank and Zebra Corporate Communications

Silver

Russian financial giant Sberbank transformed the way it reports by combining its annual reports for investors and shareholders, Russian regulators and CSR into one, cohesive and comprehensive document. This innovation, carried out with support from Zebra, reduced the total volume of documentation and man-hours required to produce the report by more than half.



The Adecco Group and Black Sun plc

Silver

Adecco has undergone significant change in recent years, including the appointment of Alain Dehaze as CEO in September 2015 and a major rebrand and repositioning project in 2016. Adecco and Black Sun mirrored this new direction and energy in the company's online report, surpassing international best practice standards.



Gazprom Neft and Zebra Corporate Communications

Bronze

Global oil business Gazprom Neft continued the strong and steady evolution of its annual report, with a suite of improvements to the document, both in layout and content, developed by Zebra.



JSC SUEK and Black Sun plc

Bronze

Suek boosted engagement with its online annual report with interactive features and improved functionality. Bespoke graphics and animated charts, by Black Sun, added visual flair while also providing in-depth detail at a touch.

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Best online report: Unlisted



Deloitte and Pepper Gold

Deloitte’s annual report, known as the ‘Impact Report,’ is now entering its fifth year, but the professional services firm has shown no loss of energy or innovation in its approach when it comes to digital.

Released via a dedicated microsite, with a limited supplementary print run, the report is the firm’s highest-profile publication, using a storytelling approach to promote over 60 examples of Deloitte’s work. Three main themes infuse the content, providing trust, supporting inclusive growth and building skills, which demonstrate how the firm makes a meaningful impact to clients, employees and society.

The report, developed with Pepper, was fully responsive, allowing users to engage seamlessly via mobile, tablet and desktop, and offered a range of content formats from video and infographics to case studies, as well as animation and striking imagery. One judge said, “A great looking online centre packed with regularly updated information and examples of Deloitte’s work.”



City Football Group and Emperor Silver

City Football Group, the owner of Manchester City Football Club, enlisted Emperor to deliver a user-friendly and on-brand annual report website to help the club connect. Telling the story of Manchester City’s year through rich imagery, video and narrative, the report was instantly shareable across social media and an immediate hit with stakeholders.

SPECIFICS

Best CSR/ESG report

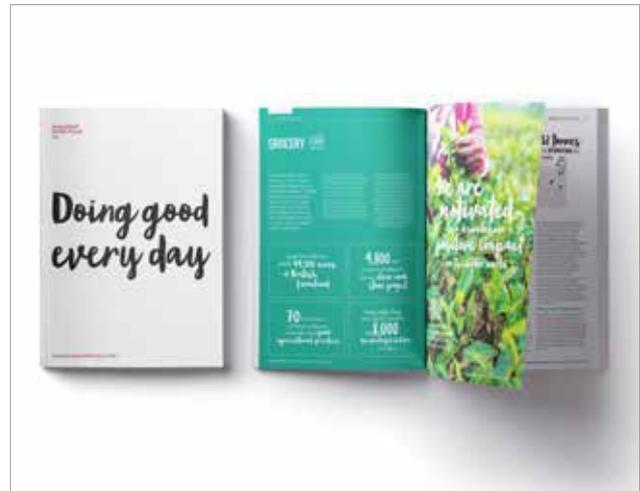
Associated British Foods plc and Conran Design Group

Gold

Associated British Foods (ABF) is a diversified international food, ingredients and retail group with sales of £13.4bn, 130,000 employees and operations in 50 countries across Europe, southern Africa, the Americas, Asia and Australia. With such a diverse portfolio, and a range of devolved and decentralised business units, ABF faces the ongoing challenge of ensuring its reporting team is able to generate coherent reporting information and communicate group-level achievements.

To meet this challenge, for the first full report published since 2013, ABF worked with Conran Design Group to develop a report with strong thematic ties throughout, crafting a narrative that links the disparate business units together through concrete results and case studies.

This positive message was further backed up in the report's highlights section, communicating ABF's social good with facts, figures and engaging graphics. Our judges were certainly swayed, naming the report best-in-class and beaming about its comprehensive and clear structure and its focus on progress and results.



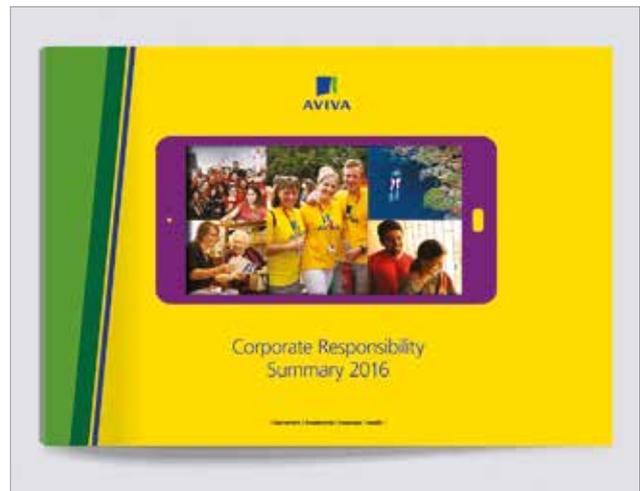
Aviva and MerchantCantos

Gold

Aviva's mission is to protect its 33m customers from uncertainty, protect what they hold important and help them save for the future. And to do so successfully, responsibility has to be at the heart of the insurer's business.

In previous years, Aviva had received feedback that its traditional CSR report was too dense for its core audience of shareholders, customers and colleagues. To remedy this, Aviva made the bold decision to substantially cut down the report, moving more specialist content into other documents and offering supplementary information and datasheets to experts where required.

The response to the streamlined and slimmed-down, MerchantCantos-designed report was immediately positive, with a substantial increase in downloads. The document provides a much stronger platform for engagement with key audiences. Likewise, our judges were also won over by the accessibility of the report, as well as its clear direction and a strong, committed focus on sustainability.



intu properties plc and Conran Design Group

Silver

Despite already achieving many of its corporate responsibility targets for 2020, intu properties set forth a bold plan for the future in its 2016 CSR report, by Conran Design Group – demonstrating the leadership that has made it a UK force in prime shopping centres.





G4S and Black Sun plc

Bronze

As the world's leading integrated security services company, G4S is no stranger to corporate responsibility. Illustrative, informative, rich and thoughtful, the Black Sun-developed 2016 CSR report expressed the issues that matter most to G4S' stakeholders.



Lloyds Banking Group and MerchantCantos

Bronze

Lloyds Banking Group puts purpose at the heart of its CSR reporting, partnering with MerchantCantos to craft a document that truly represents how Lloyds works to tackle social challenges through the business.

Highly commended – Compass Group plc and Black Sun plc

SPECIFICS

Best meeting

InterContinental Hotels Group

Gold

One of the major objectives of IHG's investor relations programme is to create and deliver events which capture investors' attention, whether that is through building understanding of IHG's strategy, demonstrating how the international hotelier leverages its scale for success or showing off its competitive advantages and ability to drive superior shareholder returns.

Noting particular interest in two areas of IHG's business – operations in the Americas and its response to digital opportunities – IHG held two capital market events. The events offered a detailed look at its strategy and competitive advantage in the Americas, and an overview of IHG's digital innovations and successes.

Rather than bombarding attendees with information, the events included only short presentations in the late-afternoon followed by an opportunity to network with IHG's executive committee over drinks. The more relaxed schedule proved the perfect path to more engaged investors, and IHG attributes the events as a key driver in its 35% share price increase since mid-2016.



Most innovative financial communications

Royal Bank of Scotland and JJ

Gold

The Royal Bank of Scotland (RBS) has continued its efforts to win the hearts of customers across the UK with a series of breakfast events designed to engage and educate in the wake of Brexit. The events ran nationwide, with 10 held across seven weeks for more than 700 attendees.

Working with JJ, RBS has worked creatively to ensure the events timing and execution delivers the most relative and engaging content at the optimum point in the investment calendar. The events were a platform for the Royal Bank of Scotland to engage its customers by putting them in a real-time discussion about a shifting business landscape, all the while demonstrating the bank's belief and the importance of face-to-face communication with its customers.

The series proved immensely popular with attendees and equally so with our judges, one of whom said, "It's excellent to see RBS back in the public with confidence – a brave, yet necessary, move to reassure their customers at this uncertain time."



Clinigen Group plc and Instinctif Partners

Bronze

Following a change in CEO, specialty pharma and services group Clinigen embarked on an innovative communications campaign with the support of Instinctif Partners, reassuring its employees and shareholders and putting forward a positive plan for the future.



Highly commended – VTB Capital

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CAMPAIGN/STRATEGY

Best IPO communications

Detsky Mir and EM

Gold

When Detsky Mir, Russia's largest specialist children's goods retailer and undisputed market leader, decided to launch an IPO, it contracted expert agency EM to help.

It was a challenging time as Detsky Mir's would be the first globally marketed Russian IPO since sanctions were introduced against the country in 2014. That meant international media, analysts and investors would have to be briefed thoroughly, to counter the somewhat negative press coverage of Russia in the international media.

A secondary goal was to bring Russia's global investment recovery to the global investment community's attention, using Detsky Mir's positive case as a symbol of growing capital markets.

The result was a staggering \$355m IPO, as well as extensive media coverage around the world, including articles in the Financial Times and the Wall Street Journal. Our judges praised Detsky Mir and EM for taking on such a tough challenge, as well as the IPO's remarkable execution.



Maisons du Monde and Maitland

Silver

Communications consultants Maitland delivered an inspiring and engaging communications strategy for Maisons du Monde's IPO launch, working hand-in-glove with the French retailer every step of the way. Their diligence was repaid with extensive media coverage from key financial press and commentators and a strong showing from the IPO.



Biffa plc and Instinctif Partners

Bronze

With Biffa's shareholders looking to partially exit the business, Instinctif Partners was on hand to help, guiding the waste management company to one of the largest floats of the year at a time of significant market uncertainty.



Best management of investor and analyst relations



InterContinental Hotels Group

Gold

IHG has long been known for its industry-leading investor relations programme, with transparency and responsiveness at its core. The global hotels group offers a jam-packed yearly events calendar which includes quarterly results announcements, capital market events, sell side days, hotel tours and roundtable sessions. Through continuous engagement with sell side analysts, and an open-door policy towards investor enquiries, IHG ensures that its equity story and core messaging are well-understood.

IHG's investor relations team performs key work for the business, both externally and internally, managing relationships with analysts and investors while also ensuring management is kept well-appraised of any developments in the market.

This comprehensive approach has held IHG in great stead. One judge said, "IHG possesses a strong and solid investor relations plan which clearly has delivered results for the company."



PROACTIS Holdings Ltd and Redleaf Communications

Silver

Having found great success delivering specialist software to help organisations manage internal and external expenditure, PROACTIS' next step was to develop a solid plan for engaging with key influencers. RedLeaf delivered, facilitating one-off events with PROACTIS' management and retail investors and ensuring the business was heard in all the right circles.



VTB Capital

Silver

VTB Capital brought together the who's who of Russian business with its annual Russia Calling! event, delivering an economic forum with over 2,000 influential participants from more than 60 countries. Russian president Vladimir Putin, along with a number of high-profile CEOs, attended, offering their visions of continued business growth in the region.

WHAT A CORKER!



Before all the champagne gets drunk, hangovers are endured and dancing-feet soothed, we would like to say "Massive Congratulations" to all winners at tonight's Corporate & Financial Awards.

To find out more about us and how we can help you with your brand, employee engagement, or investor and sustainability communications please contact:

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Annual report of the year

**Puma Energy and MerchantCantos****Winner**

Dynamic energy company Puma Energy is mostly known for its work in the oil industry, where it answers unmet energy needs across 47 countries and five continents. However, the business has a diverse array of interests.

The business sells six tonnes of chicken and six million litres of bottled drinks every year in Panama alone; in Angola, it ran a healthcare programme to vaccinate over 1,300 people. And, as well as offering petrol, aviation fuel, lubricants, LPG and marine gas oil, Puma Energy also owns over 2,500 retail sites, 1,200 shops and 140 restaurants and cafés around the world.

So, Puma Energy is more than just an energy company; it's a retail business with over 250 million customers globally.

With 2016 marking the completion of a transformative period of growth for its business, Puma Energy's annual report was an important opportunity to not only demonstrate its success – but tell the story of a truly remarkable brand.

Inspired by premium travel and lifestyle journals, the report's design proves a radical change in approach. More magazine than dry document, Puma Energy's 2016 offering is packed with engaging case studies, bold pull-out facts and vibrant typography and illustration.

A particular highlight is the new emphasis on photography of the executive team. Including images both in the boardroom and on the floor with customers at retail sites, it's a stark departure from more clinical and corporate senior management shoots.

The report also features strong thematic and narrative elements, with Puma Energy focusing its reporting efforts not just on its businesses, but on outcomes for communities and customers as well. This idea of 'fuelling journeys' is present throughout the report, tying together Puma Energy's disparate threads of business into a cohesive whole.

Delivered with a digital mindset, the report is designed to extend beyond the investor audience and reach out with a wide range of content. A multi-channel solution, reflecting Puma Energy's unique brand, innovative approach and energy, was rolled out, with case studies and imagery from the report amplified across Facebook and Instagram.

Our judges praised Puma Energy's annual report as a stand-out, both in its field and among the competition overall. Described as 'lively, energetic and creative,' and commended for its brave approach and peerless execution, this entry is truly deserving of Annual report of the year.

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Coats Group plc

Winner

Coats is the world's leading industrial thread manufacturer and a major player in the global textile crafts market. With a rich heritage that spans more than 250 years, the business extends to some 60 countries and employs 19,000 people across six continents.

In 2015, Coats' annual report was all about getting the basics right. After decades of private ownerships, it was Coats' first year as a standalone UK-listed plc; the printed document was designed to showcase its return to market, investment case and strong results. Online, however, only a standalone html page from which PDFs could be downloaded was available.

The following year, Coats' annual reporting team stepped up its digital game, redefining and refining its approach to make online the focus of its programme. Crucial changes included a boost to online presence with a content-rich, mobile-responsive mini site and scaling back the printed report to a more functional black and white document, easily producible in-house.

The UK-based group communications team is comprised of six people that covers change and internal communications, external comms, brand and reporting. The team exhibited creativity, innovation and panache in the managing of major corporate announcements and the development and implementation of its global communications campaigns.

Between the success of its annual report – which is consistently strong – and the impact the small team has had on the business, Coats is a worthy winner of this year's 'Best in-house corporate and financial communications team' award. The team also worked through the change in CEO and ensured consistency in communications. This has allowed it to achieve a 97% response rate in its annual employee engagement survey, making Coats one of the top 10% of companies globally in that respect.

The company has succeeded admirably, thanks to a motivated, creative and dynamic communications team. Coats' newfound focus on digital in its annual report was applauded by our judges, who all agreed that Coats had met its goals of providing information up front, with a clear layout, clean presentation and flawless functionality. They also lauded the group's stellar communications strategy and multifaceted approach to managing global communications for a large organisation.

SPECIAL AWARDS

Best IR agency or PR consultancy

Lansons

Winner

A sense of identity has driven Lansons since the beginning. But this year, the 28 year-old organisation really seems to know why it exists and what its purpose is in the corporate and financial communications industry. From the way it fosters its employee development to the high-profile clients it has worked with, Lansons has a cohesive strategy running through its business. It picks the best people to join early in their careers, fosters their growth, picks the best team to work with clients and picks the right approach to achieve clients' objectives. The linear journey from hiring employees to achieving success for clients is clearer than ever before.

One of the reasons Lansons is able to put the best team forward for each client is its lack of hierarchy. It doesn't have the traditional career journeys most agencies prefer, instead doing away with line managers and promoting people organically. Pairing young staff with more experienced employees for appraisals and mentorship allows for an open culture. It also allows for a sense of stability for clients and inspires loyalty among employees, many of whom stay with Lansons for the long term.

With challenges in a volatile economy, Lansons' work with the Co-op Bank and with Aldermore Bank has seen it successfully deploy integrated teams to tackle complex situations with apparent ease. Now, the company is investing in its future. Its partnership model allows for employee-ownership and a high level of engagement with the financial success of the business. But a conservative yet aggressive outlook on future expansion and industry change means Lansons will be prepared for the challenges of Brexit and beyond.

Lansons has a cohesive strategy when it comes to its place in society. Working to improve social mobility and access as well as looking out for the future of the industry itself, Lansons is not only involved in the major industry bodies, but it has housed the HighTide Theatre company in its offices for years. Lansons donates 1% of its profits annually to a charity nominated by a different employee each year. Its focus on social mobility means its work experience participants often come from disadvantaged or minority backgrounds.

From work experience to director, across all areas of corporate and financial communications and with a strategy for improving the industry – and the business – for the future, Lansons is deserving of the 2017 Corporate & Financial Awards 'Best IR agency or PR consultancy' award.





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