WINNERS
BOOK

DATA
COMMS 2023
AWARDS

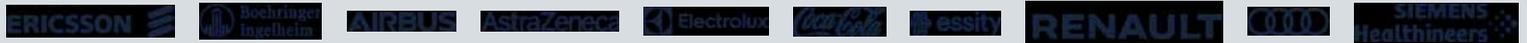# caliber

ALWAYS-ON
## Stakeholder Tracking Platform

ERICSSON Boehringer ingelheim AIRBUS AstraZeneca Electrolux Coca Cola essity RENAULT AUDI SIEMENS Healthineers

Caliber Real-Time Tracker is a platform for corporate communications leaders that allows brands to track their reputation in real-time based on daily surveys of relevant stakeholders.

See how your company is perceived anywhere in the world, at any time, through a simple and user-friendly reputation-monitoring dashboard.
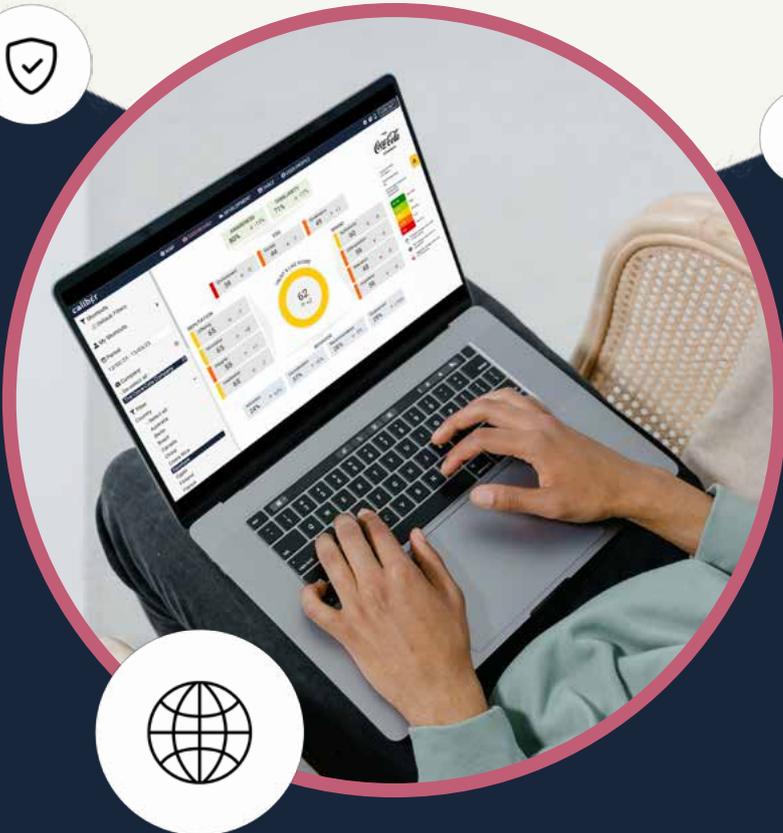
Stakeholder Perceptions

Custom Events, Campaigns

ESG Perceptions

Media Mentions

WELCOME

If you are reading these opening words in the DataComms Awards 2023 winners book, then I am delighted to tell you that a real treat lies ahead. This is the second year for the awards and, from identifying the global state of cybersecurity to highlighting the effectiveness of news reporting; from reputation analysis of some of the world's largest companies to using data to make a difference to millions of patients, the submissions in this year's awards programme have emphasised the transformative power that the effective collection, analysis and communication of data can have.

The calibre of this year's work has vexed, challenged and astounded the DataComms Awards judging panel. I hope you enjoy reading about these outstanding projects as much as our judges have enjoyed discussing them.

Andrew Thomas
Publisher
Communicate magazine

WINNERS

DATA INSIGHT

Best data insight from a global communications campaign (one-off)
Gold – Ivanti and MikeWorldWide (MWW)
Silver – EY and Commetric

Best data insight from communications activity (ongoing)
Gold – BBC, Sky, News UK and PA Media
Silver – Moving Image

Best data insight from global communications activity (ongoing)
Gold – Airbus and Caliber

Best crisis communications data insight
Bronze – Publicis Groupe Social Intelligence Center of Excellence and A Data Pro

Best data insight from an integrated campaign
Gold – Clarivate
Silver – ZPB Associates

DATA USE

Best use of data to assist reputation management
Gold – Airbus and Caliber
Silver – World Economic Forum and Sensu Insight
Bronze – Institute of Molecular and Clinical Ophthalmology Basel (IOB) and Commetric

Best corporate storytelling through data
Silver – ZPB Associates

Best data-led employee engagement
Gold – BBC, Sky, News UK and PA Media
Silver – RELX

Most innovative use of data
Gold – Mina
Silver – Airbus and Caliber
Bronze – Clarivate
Bronze – Moving Image

DATA COMMUNICATIONS

Most innovative format to display data
Silver – Intel and 2LK

Best interactive data display
Gold – Intel and 2LK
Bronze – Moving Image

Best visualisation of data
Gold – Airbus and Caliber
Silver – Ferdio

Best visualisation of data within corporate reporting
Silver – BAT

GRAND ACCOLADE

Grand prix
Winner – BBC, Sky, News UK and PA Media

JUDGES

Stuart Bruce
CEO
Stuart Bruce Associates

Stuart is internationally recognised as a PR futurist: a thinker and doer in modernised public relations and communications. He specialises in strategy, crisis communications, reputations and relationships, measurement and evaluation, and PR technology. Stuart provides strategic counsel, professional development and training to corporations, not-for-profits and governments. He works globally with clients in the UK, USA, European Union, Eastern Europe, Asia and Australia.

Mike Leverington
Director of data experimentation
ITV

Mike is the director of data experimentation at ITV, with over 15 years' experience in analytics and insight from across multiple industries including retail and media. Mike has a background in using data to power digital transformation and unlock value. At ITV, Mike is responsible for driving a value-led approach to data and championing an experimentation-led approach to business problems.

Jamie Mann
Head of data science and analytics
British Council

Jamie is head of data science and analytics at the British Council, the UK's cultural relations organisation with offices in 100 countries. A former business director, Jamie started his career as a space scientist, which sparked a career-long interest in gleaning insights from data. The analytics aspect of Jamie's role is about reporting on organisational performance and on showcasing the impact of the British Council's work on cultural relations. The other aspect involves leading the data science team, which uses machine learning and AI to solve business problems.

Andrew Mason
Head of data and analytics
Grainger plc

Andrew is an experienced data leader and data visualisation specialist with a strong technical background in BI development and data engineering. He is currently the head of data and analytics at Grainger plc, the UKs biggest listed residential landlord. Andy and his teams have built data products used by tens of thousands of people delivering value in both the public and private sector.

Marianne Morgan
Insight and evaluation manager,
Information Commissioner's Office

Marianne has 20 years of communications measurement experience and has spent a decade as a PR practitioner. She set up the central research and analytics function at Citypress which has been named 'Small Research and Measurement Team of the Year' thrice. She currently oversees communications insight and evaluation for the Information Commissioner's Office (ICO). She has advised brands like Aldi, Lloyds Banking Group and eBay on best-practice measurement.

Aimee Reed
Director of data
Metropolitan Police Service

Aimee joined the Metropolitan Police Service (MPS) in 2001 as an intelligence analyst. By 2014, she was leading the largest confidential intelligence unit in UK policing, accountable for the collection, development and dissemination of covert intelligence into high-end investigations and operations. Aimee passed the Police Strategic Command Course in 2015. Having led the MPS data transformation programme, Aimee is now the inaugural director of data for the MPS.

Colleen Spence
Head of data and analytics, FinOps
Sedgwick

Colleen is head of FinOps data and analytics at Sedgwick, a leading global provider of technology-enabled risk, benefits, and integrated solutions. She heads up the FinOps practice at Sedgwick, which is an evolving cloud financial discipline, optimising data-driven spending decisions. Colleen joined Sedgwick in 2021 and has over 20 years of data-driven experience working with end clients as well as marketing agencies and consultancies. She initially trained as a statistician and has since sought roles that use data and analytics to drive business outcomes.

DATA INSIGHT

BEST DATA INSIGHT FROM A GLOBAL COMMUNICATIONS CAMPAIGN (ONE-OFF)

Ivanti and MikeWorldWide (MWW)
Gold

"One in Five Security Professionals Wouldn't Bet a Chocolate Bar They Could Prevent a Damaging Breach." This was the headline statistic Ivanti and MikeWorldWide (MWW) used to lead their cybersecurity campaign, hoping to bring a more human understanding to the abstract topic of data.

Ivanti and MWW's project sought to engage target audiences while driving Ivanti's brand awareness. Through in-depth research – surveying 6,500 executive leaders, cybersecurity professionals and office workers – their 'State of Cybersecurity Preparedness 2023' study shone a light on how companies can prepare for future threats. Ivanti approached the issue of cybersecurity from three perspectives: company leadership, security professionals and knowledge workers.

The fun and relatable campaign involved personalised pitches and desk drop boxes to key targets. After a month of proactive pitching, 91 articles covered the study, including coverage by The AI Journal, Global Security Mag and Silicon UK. One judge described the campaign as "interesting and well-done with creativity in planning and execution, and a clear link to the results."

EY and Commetric
Silver

In 2021, EY wanted to understand its own positioning around the digitalisation of public sector services, which had become hugely topical during the pandemic. By partnering with analytics specialist Commetric, EY sought to measure and map its presence within the discussion through tracking its position across media outlets and social platforms.

The research comprised of five phases, which included identifying keywords, a quantitative overview to frame the overall discussion and an influencer network analysis to identify key influencers in the conversation. EY's research helped define the digital transformation ecosystem and to identify the white spaces where EY could engage better with stakeholders. Its findings unearthed an opportunity to grow a corporate profile in this space and highlighted the core topics in media coverage for peers, such as health, infrastructure and cyber security. Judges praised the "really clear objectives, methodological approach and clear results."

BEST DATA INSIGHT FROM COMMUNICATIONS ACTIVITY (ONGOING)

BBC, Sky, News UK and PA Media
Gold

Having already re-imagined the way it delivers content to customers through its 'Explore' platform, PA Media wanted to go further in becoming the world-leading news agency in data understanding. Through analysing the data from the 'Explore' platform and working with Ezyinsights to track PA content, PA Media was able to gather crucial data.

A content review led by the editorial team saw a significant increase in the effectiveness of PA's journalism. Additionally, a cleansing of PA's Salesforce database – combined with Explore and customer usage data – achieved a comprehensive view of engagement across its client base. This data now gets presented back to publishers as part of regular business reviews. As a result of PA's work, total article views in Explore have increased 66% year-on-year and average article views have jumped 61%. One judge commented, "This is a really impressive entry - a huge undertaking with slick execution and clear results."

Moving Image
Silver

Moving Image launched its 'Interactive Dashboard' after having detected a gap in the market for video content analytics. Currently, UK brands invest over £1bn per annum in video content. Personalised and distinct for each client, the dashboard provides content tracking tools and benchmarks competitors, helping to set visual goals. Moving Image wanted to attract brands to see the benefits of applying intelligent analysis to measure the success of video content, and how to maximise ROI.

The 'Interactive Dashboard' bridges the gap between the brands investing in video production, and the producers creating it. Each month, the platform provides tailored insights with written analysis of the brand's engagement, trends and campaign performances. As a result of this initiative, the BFI now integrates Moving Image's data into its national screen sector studies, and communications professionals have achieved greater insight into the impact of their content.

BEST DATA INSIGHT FROM GLOBAL COMMUNICATIONS ACTIVITY (ONGOING)

Airbus and Caliber
Gold

Amid the roll-out of its new purpose-driven approach to communications, Airbus wanted to track the impact that its global corporate communications had on across the organisation. The initiative hoped to consolidate its brand and reputation management efforts, while also enhancing its global communications strategy and brand-led activities. Partnering with Caliber meant that Airbus was able to use Caliber's Real-Time Tracker, a multi-market daily survey involving questions relating to Airbus' new purpose-driven strategy, to gain real-time perception data on itself and five competitors. The move proved to be a gamechanger for Airbus and meant transitioning from annual reporters to real-time data with company-wide, 24-hour access.

The innovative tracking initiative meant company data could be democratised, opening data access to more users. Airbus' communications strategies have evolved to reflect data findings, with an increased focus on issues such as ESG, for example. One judge said, "This is a really solid entry, with clear objectives and outcomes and a strong execution."
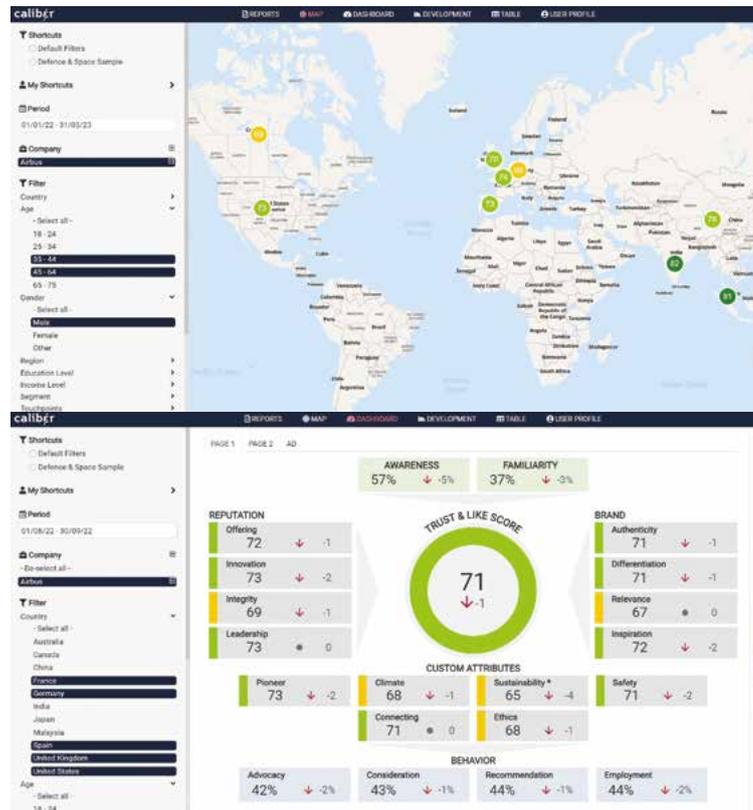
BEST CRISIS COMMUNICATIONS DATA INSIGHT
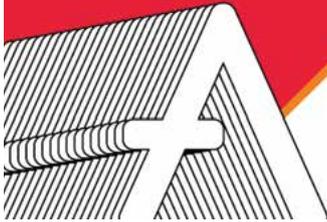
Publicis Groupe Social Intelligence Center of Excellence and A Data Pro
Bronze

A Data Pro teamed with Publicis Groupe Social Intelligence Center of Excellence to deliver monitoring and analysis services for a client, designed to track crisis spread, measure information flow and reactions of audiences, competitors and the industry broadly. To do this, A Data Pro launched an easily accessible data-based analysis to help formulate suitable responses and evaluate the impacts of specific events. Besides monitoring at a global level, the most affected areas needed a more in-depth and focused analysis.

To deliver thorough communications measurement, the team provided three approaches: hourly reporters on the situation with notifications, relevant and current information for crisis management and the monitoring of actions of competitors. This allowed for a comprehensive insight to the crisis. Thanks to this initiative, the client was able to reach a wide audience and continue generating revenue. Judges were impressed by the combination of human analysis and machine learning.

The UK's leading magazine for corporate communications and stakeholder relations
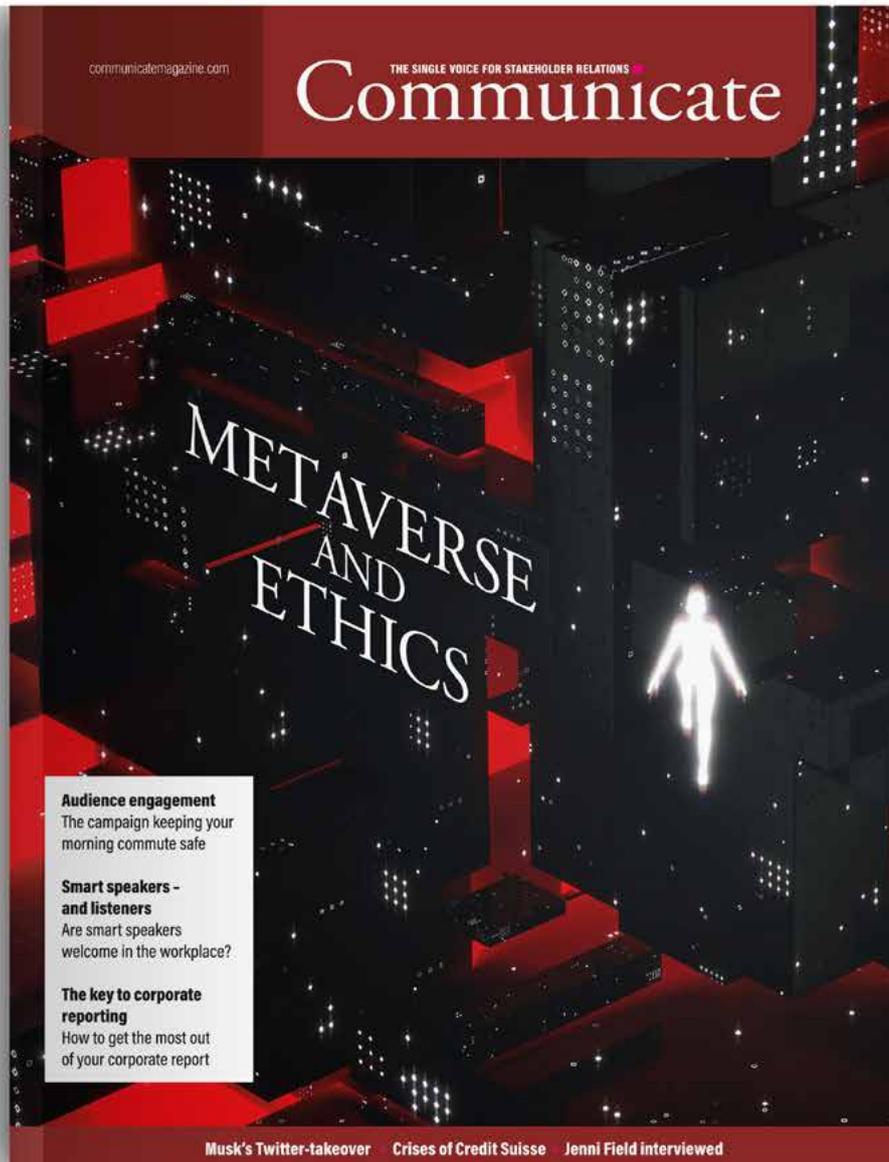
BEST DATA INSIGHT FROM AN INTEGRATED CAMPAIGN

Clarivate
Gold

Now in its 10th year, Clarivate's annual 'Drugs to Watch' report provides an in-depth predictive analysis of emerging drugs with the potential to transform treatments. As a key industry resource, this year's analysis identified the drugs entering the market and made forecasts for 2023. The report serves to organically highlight the capabilities of Clarivate tools while reinforcing Clarivate as a global thought leader.

The report was produced in collaboration with teams across the organisation, such as communications, marketing, social media and creative. Content was expanded to be more relevant to a wider target audience and included regional perspectives, alongside interviews with regional SMEs. The new report format also included podcasts with internal experts and more visuals. The 2023 campaign was the most successful hero campaign of the Clarivate Life Sciences and Healthcare segment; within 12 weeks of the launch there was an 850% increase in coverage. One judge described the entry as "ambitious and far reaching in its analysis and impact."


ZPB Associates
Silver

ZPB Associates wanted to create a data-led campaign that engaged healthcare decision makers. The campaign sought to highlight the impact of delayed discharge on patients' wellbeing, lead the narrative around patient flow through new insights into why delayed discharge occurs and help CHS form new partnerships with NHS services. To achieve this, a health and social care survey was launched to conduct research into delayed patient discharge, involving around 200 hospital and social care staff. NHS data was also used to gain insight into current trends.

ZPB Associates' campaign helped generate press coverage and included an infographic demonstrating the findings from the campaign's research. As a result of the campaign, national, trade and regional press coverage, including the front page of The Daily Telegraph, was read by approximately 2.8 million people. Crucially, following the campaign, CHS generated eight new partnerships with local NHS services. Judges were impressed and called the entry "fantastic."
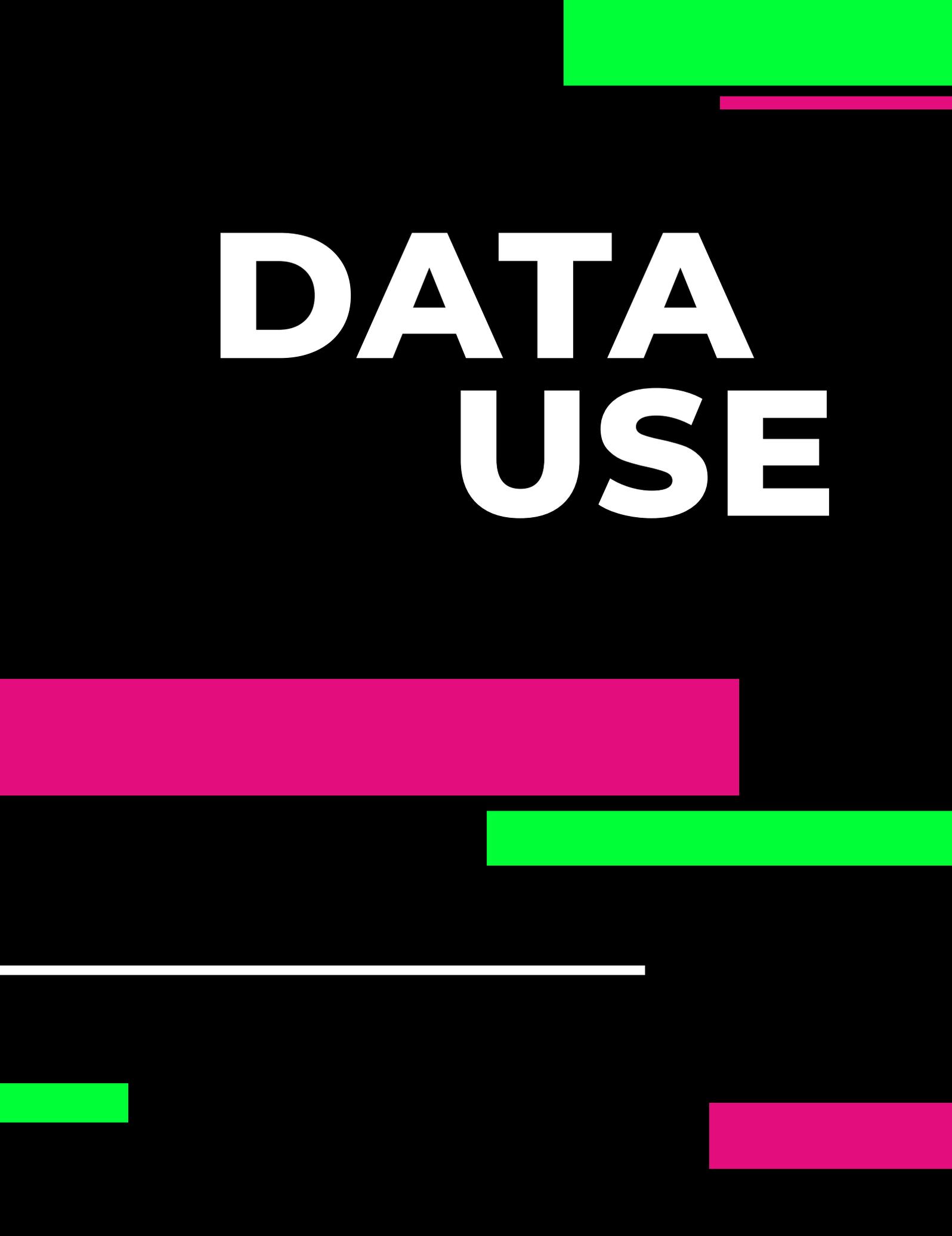
DATA
USE

BEST USE OF DATA TO ASSIST REPUTATION MANAGEMENT

Airbus and Caliber
Gold

Airbus teamed with Caliber to launch an initiative that it hoped would strengthen its brand and reputation management efforts, while promoting its new purpose-driven approach to communications. In order to do this, Airbus wanted to track the impact that its global corporate communications had across the company. The partnership meant that Airbus was able to use Caliber's Real-Time Tracker, a multi-market daily survey involving questions relating to Airbus' new purpose-driven strategy, to gain real-time perception data on itself and five competitors.

The tracking initiative meant company data could be democratised, opening data access to more users. Airbus' communications strategies have evolved to reflect data findings, with an increased focus on issues such as ESG, for example. The transition from annual report reporters to real-time data with company-wide, 24-hour access, proved the initiative to be a gamechanger for Airbus. Judges commended the entry as "an excellent example of using data for reputation management."

World Economic Forum and Sensu Insight
Silver

Sensu Insight was tasked by World Economic Forum to create a data-led strategy for improving the reputation of forest conservation projects. Forest conservation schemes are underpinned by the UN's international framework 'REDD+', the implementation of which has faced controversy in locations with resistant – or corrupt – governments or regimes. To tackle this, 'JREDD+' was introduced.

The challenge was finding the best strategy to communicate the vital role and legitimacy of JREDD+, given audiences had been found to be sceptical. Through use of data, Sensu Insight was able to understand - and learn from - past communication success and mistakes. Analysis was used to educate advocates, so that JREDD+ was successfully promoted to strengthen its reputation. Two phases of research included benchmarking in Q1 of 2022, and an evaluation of impact in Q1 of 2023. As a result, the reputation of JREDD+ was completely transformed, helping to eliminate barriers to progress. One judge said, "This is a lovely use of research and great example of continuous improvement."
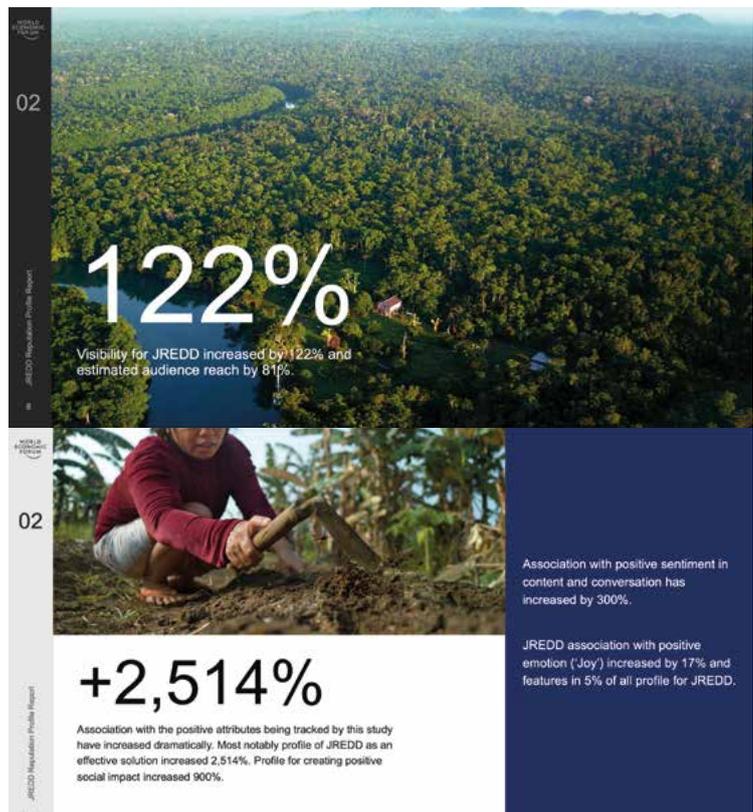
BEST USE OF DATA TO ASSIST REPUTATION MANAGEMENT

Institute of Molecular and Clinical Ophthalmology Basel (IOB) and Commetric
Bronze

The Institute of Molecular and Clinical Ophthalmology Basel (IOB) launched its campaign to help communicate scientific breakthroughs in the midst of the global pandemic, when it was particularly difficult to attract audience attention to non-pandemic stories. Commetric supported IOB's campaign through gathering data from various channels to build a compelling story, analysing earned news and social mentions, digital performance and internet search data to identify outputs, outtakes and outcomes.

Strategies for implementing the campaign's objectives included publishing research in Nature Journal, publishing news releases, activity on social platforms and engagement from IOB executives to augment the reach of social posts. Impressive results from the campaign showed a peak in worldwide search for the term 'retinitis pigmentosa', indicating higher disease awareness. IOB's social media platforms saw increased activity, with a 100% increase in LinkedIn followers and a 30% rise in Twitter followers. Judges were impressed by the "solid use of search data" and the campaign's outcome.
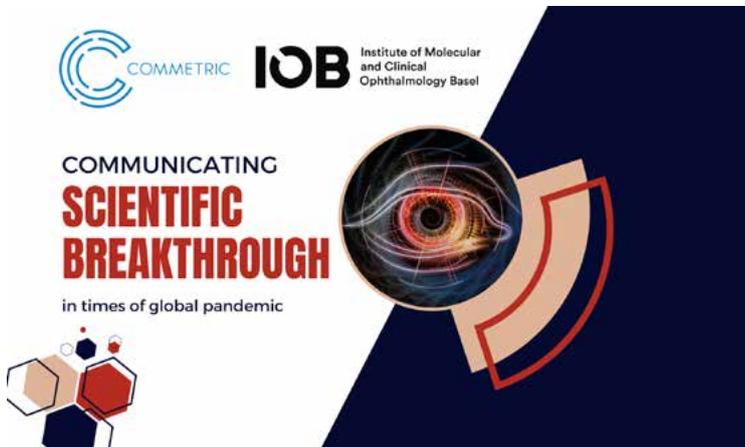
BEST CORPORATE STORYTELLING THROUGH DATA

ZPB Associates
Silver

ZPB Associates launched its campaign to shine a spotlight on the impact of delayed discharge on patients' health and wellbeing. The campaign was supported by data from a health and social care survey, which conducted crucial in-depth research into delayed patient discharge and involved around 200 hospital and social care staff. This research was paired with NHS data, which provided further insight into current trends. The campaign engaged with healthcare decision makers through its analysis of why delayed discharge occurs and proposed strategies to help CHS form new partnerships with NHS services.

Following ZPB Associates' campaign, CHS successfully generated eight new partnerships with local NHS services. The campaign helped generate press coverage with an incredible reach, including the front page of The Daily Telegraph; national, trade and regional press coverage was read by approximately 2.8 million people. One judge praised, "Excellent entry. Great use of data to tell a story and make a difference."
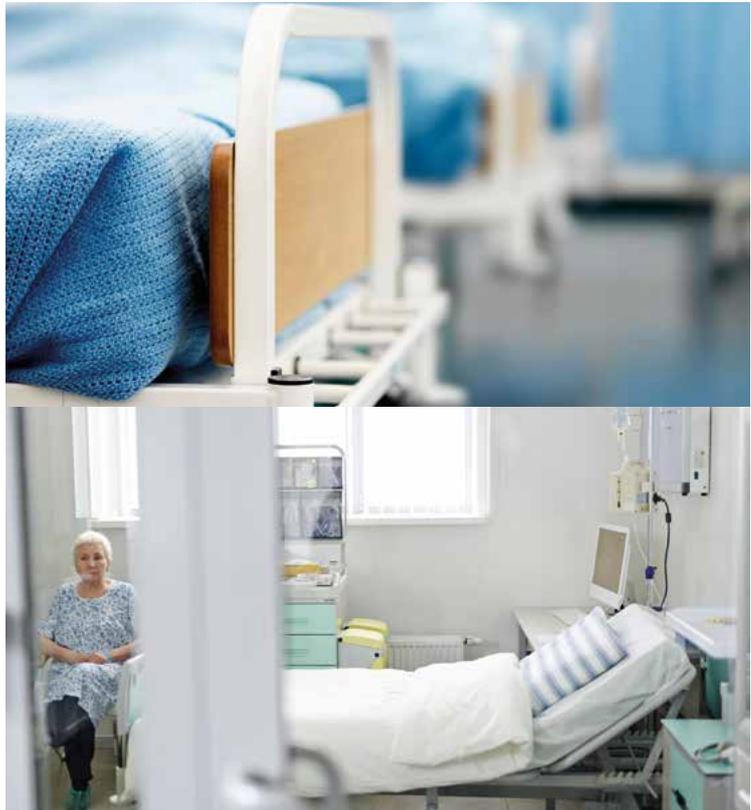
BEST DATA-LED EMPLOYEE ENGAGEMENT

BBC, Sky, News UK and PA Media
Gold

As part of its efforts to become the world's leading news agency in data understanding, PA Media launched its first-ever comprehensive content review. The process involved categorising and analysing the 110,000 articles published by PA each year and comparing them to usage and engagement data, with the goal of identifying consistent trends. The first major challenge was getting hold of this data in the first place.

To achieve this goal, PA Media took two main approaches to gathering data: initially, PA Media analysed the rich data around customers' use of its 'Explore' feature; secondly, they worked with Ezyinsights to develop highly accurate text matching, revealing where PA content appeared on websites and print outlets in the UK and around the world. As a result of the data-led research, PA Media dramatically reduced the number of low-use articles, and reallocated resources to produce more high-impact content. One judge said, "This is a really strong entry - driving this amount of cultural change in a traditional media organisation is a monumental achievement!"

RELX
Silver

In 2019, RELX launched a campaign which gave a platform to human interest stories, told by employees. The campaign utilised Shorthand's immersive, no-code storytelling platform and Seenit's user-generated global video tool, which focuses on recognised drivers of engagement. Since its launch, the campaign has grown to feature over 1,500 employees from across RELX. The campaign has been a way to delve inside the organisation and shine a spotlight on the stories and experiences of RELX employees.

The campaign was supported by research gathered by RELX through employee opinion surveys, which highlighted what drives engagement and advocacy across the company. As a result, RELX's employee opinion and pulse surveys (EOS) showed an increase in performance in engagement, advocacy and employee referrals. EOS results from the end of 2021 showed engagement increase by 13%, advocacy increase by 15% and referrals up by 7%. One judge said, "This is a superb narrative about how data-led approaches matter with employee engagement."

MOST INNOVATIVE USE OF DATA

Mina
Gold

Mina's EV Report creates leads and engages with businesses, assisting in the transition to electric vehicles and demonstrating that Mina's operating system is able to capture data with unique efficiency. In order to sift through the large quantities of data, Mina built a bespoke analysis engine which can process queries and obtain results, enabling Mina to target data sets and cross-reference against others.

From the report's data, Mina was able to draw out key costs, highlight emerging trends and assess driver behaviours. Given that the data provided from the research includes so much valuable insight, Mina chose to launch two further versions of the report: a short report with headline information and a more in-depth, downloadable version. The report has become a benchmark for conversations about EV charging and payments, and has been picked up by a wide range of national, local and specialist media. One judge praised, "This was a really neat data-led report execution with clear outcomes linked to objectives."

Airbus and Caliber
Silver

Airbus' partnership with Caliber meant that it was able to utilise Caliber's Real-Time Tracker, a multi-market daily survey involving questions relating to Airbus' new purpose-driven strategy, to gain real-time perception data on itself and five competitors. Amid the roll-out of its new purpose-driven approach to communications, Airbus wanted to track the impact that its global corporate communications had on the company. The initiative hoped to consolidate its brand and reputation management efforts, while better informing its global communications strategy and brand-led activities.

The tracking initiative meant company data could be democratised, opening data access to more users. Airbus' communications strategies have evolved to reflect data findings, with an increased focus on issues such as ESG, for example. The move was a gamechanger for Airbus and meant transitioning from annual reporters to real-time data with company-wide, 24-hour access. One judge said, "This is a really robust and solid solution to a difficult challenge."

MOST INNOVATIVE USE OF DATA

Clarivate
Bronze

The 'Top 100 Global Innovators' program from Clarivate, first launched in 2012, is an annual campaign which recognises the companies and institutions which are at the pinnacle of the global innovation landscape: those that are contributing new ideas, solving problems and creating new economic value. The campaign embodies how data and intellectual property intelligence is being capitalised. Each year, the 'Top 100 Global Innovators' launch is eagerly anticipated by companies and media alike.

This year, Clarivate's campaign was elevated with a new approach to defining the top 100. This meant utilising data science and domain expertise to compare 50 million ideas, across thousands of baselines and through billions of calculations, to discover who has made it to the very top.

Moving Image
Bronze

Moving Image wanted to highlight for brands the benefits of applying intelligent analytics to measure the success of video content, and to demonstrate how to maximise ROI. Currently, UK brands invest over £1bn per annum in video content. Moving Image launched its 'Interactive Dashboard' to fill the gap in the market for the brands investing in video production, and the producers creating it.

The new platform provides data-driven insights for data planning, with a specific focus on treating video as a distinct media type. Personalised and distinct for each client, the Dashboard platform provides content tracking tools and benchmarks competitors, helping to set visual goals. Each month, users receive tailored insights with written analysis of the brand's engagement, trends and campaign performances. As a result, the BFI now integrates Moving Image's data into its national screen sector studies and communications professionals have greater insight into the impact of their content. One judge said, "This is a solid example of data-led video analytics."

COMMU

DATA
UNICATIONS

# MOST INNOVATIVE FORMAT TO DISPLAY DATA

Intel and 2LK
Silver

Intel wanted to transform its data-rich product stories into a visceral, visually arresting and meaningful live experience, helping to attract visitors at Mobile World Congress 2022 – the brand's first major live event since 2019. Needing to curate a truly unique visitor experience to showcase Intel's role in the 5G data economy, the company launched 'The Datascape', which offered festivalgoers an arresting and immersive audio-visual experience.

The Datascape interacts in real time with humans via multiple cameras and depth-based sensors, ingesting human data such as position, size, direction, proximity and speed. This creates a human imprint which is unique to each user. The project brought together a team of motion designers, coders, creative technologists, sound designers and brand designers. As testament to the innovative idea behind The Datascape, an adaptation named 'The Wonderscape' was showcased by UK House at SXSW 2023 as part of the Department for Business and Trade's mission. One judge enthused, "I absolutely loved this entry. It was truly a class apart from all others submitted across the categories. It was a fresh and immersive way of getting people to engage with data."
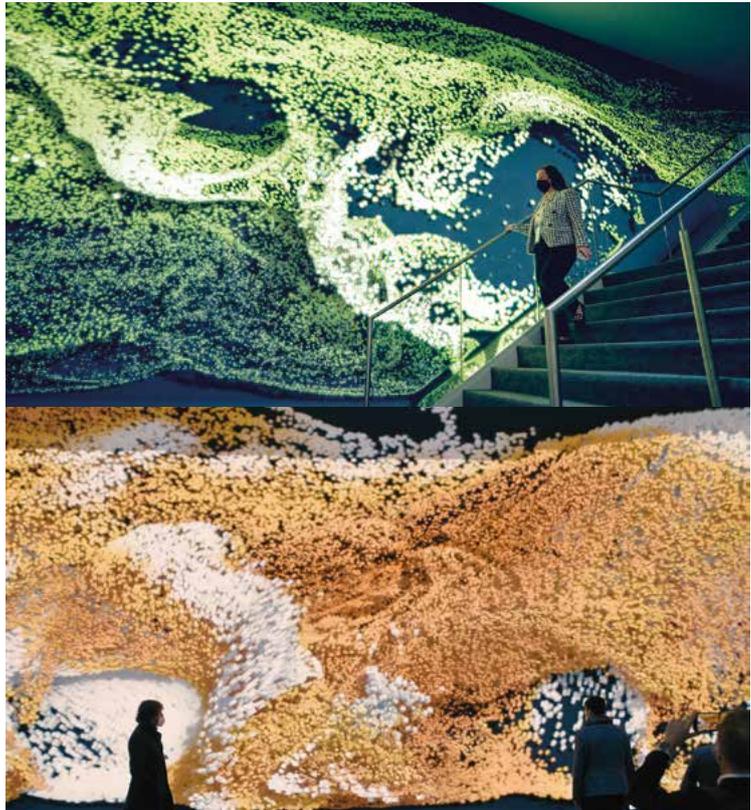
BEST INTERACTIVE DATA DISPLAY
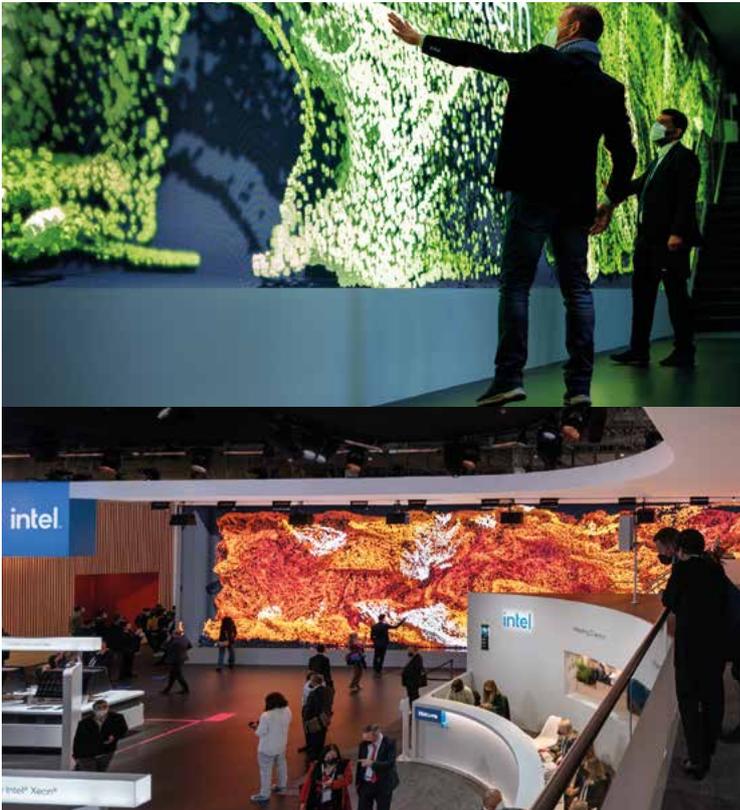
Intel and 2LK
Gold

Ahead of Mobile World Congress 2022 - the brand's first major live event since 2019 - Intel wanted to curate a truly unique visitor experience to showcase Intel's role in the 5G data economy. 'The Datascape' offered festivalgoers an arresting immersive and visually arresting audio-visual experience.

Intel brought together a team of motion designers, coders, creative technologists, sound designers and brand designers to produce this immersive, interactive, real-time and multi-sensory digital installation on a grand dimension. The Datascape responds to users via multiple cameras and depth-based sensors, ingesting human data such as position, size, direction, proximity and speed. As testament to the innovative idea behind The Datascape, an adaptation named 'The Wonderscape' was showcased by UK House at SXSW 2023 as part of the Department for Business & Trade's mission. One judge praised the entry's "beautiful and striking use of data with great interactivity."

Moving Image
Bronze

Currently, UK brands invest over £1bn per annum in video content. Detecting a gap in the market for video content analytics, Moving Image wanted to attract brands to see the benefits of applying intelligent analysis to measure the success of video content, and how to maximise ROI. Moving Image launched its 'Interactive Dashboard' to bridge the gap between the brands investing in video production, and the producers creating it.

Personalised and distinct for each client, the Dashboard provides content tracking tools and benchmarks competitors, helping to set visual goals. Each month, the platform provides tailored insights with written analysis of the brand's engagement, trends and campaign performances. As a result of this initiative, the BFI now integrates Moving Image's data into its national screen sector studies, and communications professionals have achieved greater insight into the impact of their content. One judge said: "This is a great premise and truly innovative in the market with a wide range of users."

MORE
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INTERNAL COMMUNICATIONS AND ENGAGEMENT AWARDS

LENS AWARDS

For more information about Communicate events email michelle.manton@communicatemagazine.co.uk
communicatemagazine.com/awards/

BEST VISUALISATION OF DATA
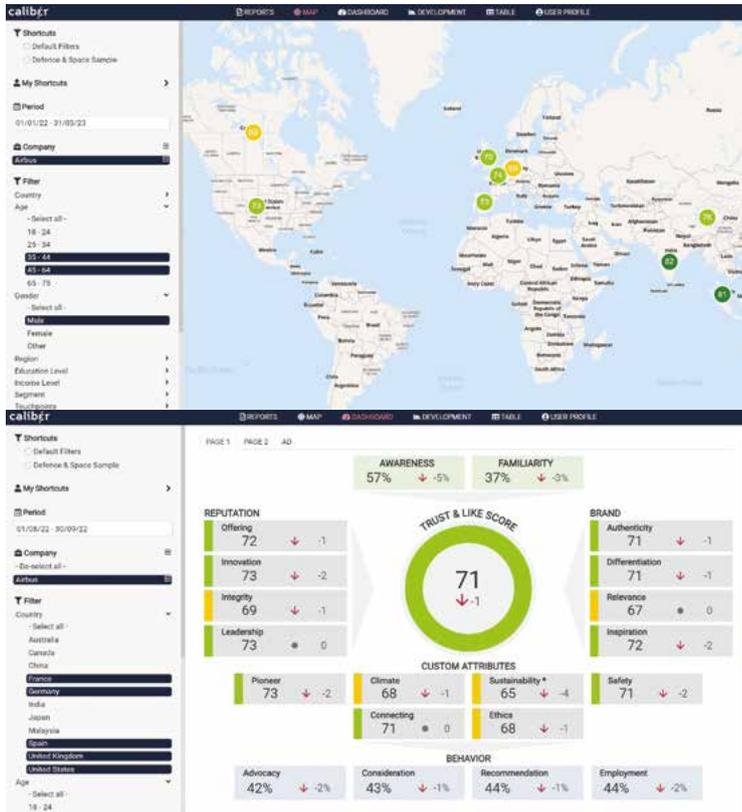
Airbus and Caliber
Gold

Amid the roll-out of its new purpose-driven approach to communications, Airbus teamed up with Caliber to track the impact that its global corporate communications had on the company. The initiative hoped to consolidate its brand and reputation management efforts, while better informing its global communications strategy and brand-led activities. The partnership meant that Airbus was able to use Caliber's Real-Time Tracker, a multi-market daily survey involving questions relating to Airbus' new purpose-driven strategy, to gain real-time perception data on itself and five competitors. The move proved a gamechanger for Airbus and meant transitioning from annual reporters to real-time data with company-wide, 24-hour access.

The tracking initiative meant company data could be democratised, opening data access to more users. Airbus' communications strategies have evolved to reflect data findings, with an increased focus on issues such as ESG, for example. One judge observed, "This is a really strong entry; embedding a cultural shift in large organisations is difficult!"
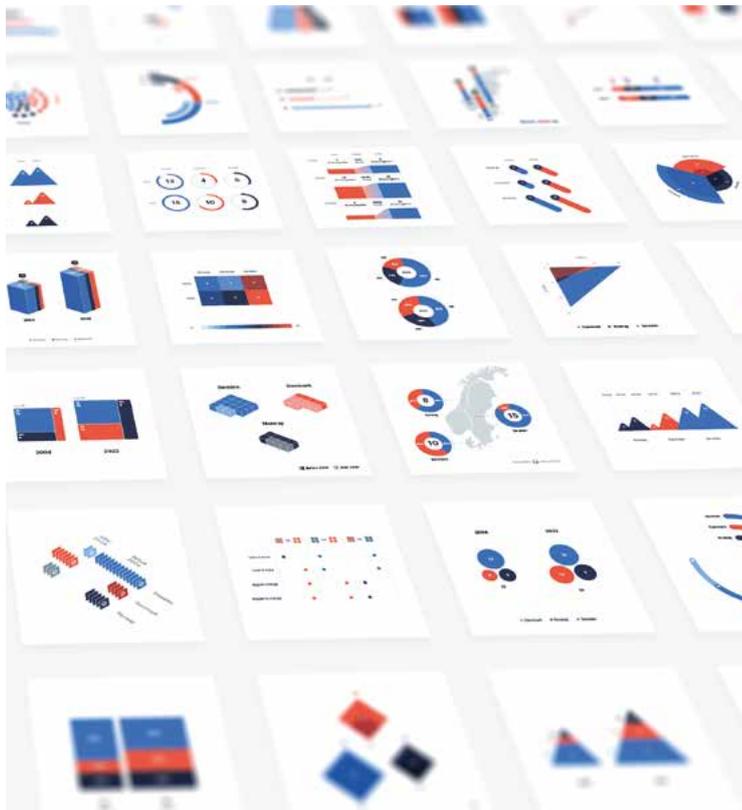
Ferdio
Silver

Ferdio's project draws its inspiration from its award-winning 'Data Viz Project' from 2017, a comprehensive archive of data visualisations. For its new campaign, Ferdio wanted to go the extra mile and come up with 100 visualisations from one simple dataset. Additionally, Ferdio wanted to demonstrate the diversity and complexity of data visualisation and how different stories can be told using limited visual properties and assets.

To achieve this goal, Ferdio chose a very simple dataset for its website, although complex enough for interpretation. The dataset included multiple statistical aspects, such as comparison, development, distribution. From this dataset, Ferdio was able to find the average perceptual change and distribution, which gave more possibilities for approaching the dataset from different perspectives. Upon launching in March 2023, the website gained 50k visitors in it's first month alone. "This was great! It is a really innovative example of how the same data can be presented in multiple ways," one judge commented.

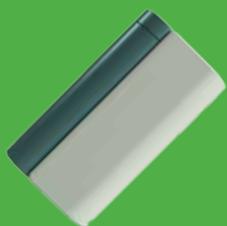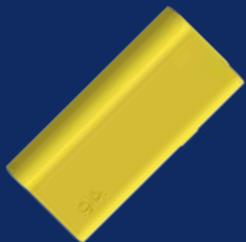# BEST VISUALISATION OF DATA WITHIN CORPORATE REPORTING

BAT
Silver

BAT's Global Operations Data Quality dashboard serves many groups of stakeholders and sets of data. The dashboard's objective is to provide clear, explorable and actionable data quality results - with the failed records connected - to all users, with one approach to fit the different types of data. Prior to the new dashboard's launch, BAT ran a survey and held focus groups among stakeholders to understand their experiences, confidence-levels and interactions with the existing data quality tools, forums and processes.

From this data, BAT created a dynamic, self-service platform into which users can add and remove data to make it relevant to them. The platform was produced by BAT's Global Data Quality Stewards, who have a solid understanding of the details which were most important for the user experience and ensured user experience was the main focus during the design process. One judge said, "This is a solid entry about a topic that is hard to bring to life."
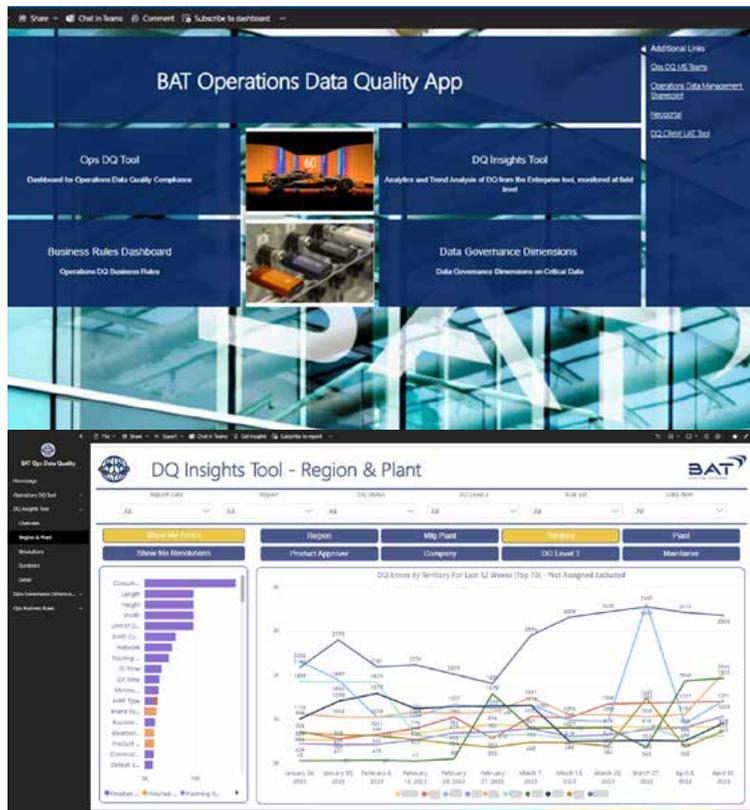
A decade of portfolio transformation

We are a business with a clear purpose: to build A Better Tomorrow™ by reducing the health impact of our business.

For the past 10 years we have been on a transformation journey to become a truly multi-category consumer products business that offers a greater choice of enjoyable and less risky*† products.

Today, we are developing a deep understanding of our consumers and anticipate trends with powerful foresights, data and analytics to deliver new products that encourage adult smokers who would otherwise continue to smoke to switch to scientifically-substantiated less risky alternatives.*†

We are changing. We are building A Better Tomorrow™.

BAT
A BETTER TOMORROW

* Based on the weight of evidence and assuming a complete switch from cigarette smoking. These products are not risk free and are addictive.

† Our Vapour product Vuse (including Alto, Solo, Ciro and Vibe), and certain products, including Velo, Grizzly, Kodiak, and Camel Snus, which are sold in the U.S., are subject to FDA regulation and no reduced-risk claims will be made as to these products without agency clearance.

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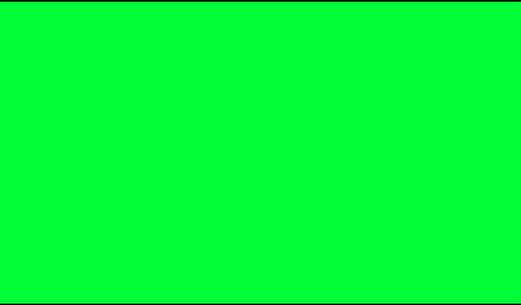
GRAND
CCOLADE

GRAND PRIX

BBC, Sky, News UK and PA Media
Winner

PA Media aspires to be the world-leading news agency in data understanding. The journey toward this goal meant first finding a way to get hold of this data. PA took two approaches: using tracking software to identify where content ended up across newspapers and websites, and then on growing the user base of the 'Explore' platform – a one-stop-shop for all PA's content. Once PA Media had gathered this data, it began working on the pipelines and tools to help businesses turn disparate information into actionable insights, which was no easy task.

The agency's first-ever analytics and insights team identified that there were over 8.6 million online articles featuring PA content in 2022, and a further 150,000 uses in leading print publications, including all the UK's national newspapers. On top of this, journalists created over 2.3 million article views in the 'Explore' platform in the same year. A content review meant each PA story was categorised according to how many times it appeared on customer websites or print publications or was viewed on the Explore platform. This meant that, for the first time, the editorial team had access to data which would help transition away from low-use articles towards high-impact content. The effect of this work has been astounding. Total article views in Explore have increased 66% year-on-year. Even more impressively, average article views have also jumped 61% during the same period, demonstrating not only an increased demand but also the greater impact of both the content and the platform.