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A full coverage
consensus estimate
service

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NOTE FROM THE EDITOR



Rebecca Pardon
Editor
Communicate magazine

The Corporate & Financial Awards' 13th year has shone a spotlight on an extraordinary breadth of impressive work. The reporting landscape is not an easy one to navigate, in constant undulation and flux with new regulations, disclosures and tools. As always, our entrants have shown that corporate reporting is far from stale. Across all categories, our winners have demonstrated a creativity and vim that has brought corporate reporting to life.

As proven by our winners, a contemporary, attractive and practical design can transform how companies speak to their communities. Take, for example, Dowlais Group's inaugural annual report, produced with Black Sun Global. The sleek design is a visual feast that showcases the firm's business model, strategy and unique industry position, while weaving its business narrative throughout. For investors, asset managers, analysts and the broader stakeholder community, our Corporate & Financial awards set a lofty benchmark for an industry at the fore of business trends and challenges today.

Our hope is that this book doesn't just recognise best practice but also serves as a resource. Want to find out who to work with on your next annual report? Which design agency to commission for a website refresh? Well, have a leaf through this book. Not only do our winning annual reports offer an insightful glimpse into work across the industry but some may even make for a pleasing coffee table accessory, alongside our latest issue of Communicate magazine.

MEET THE JUDGES



Cynthia Alers
Head of investor relations
Marshall

Cynthia has held senior roles as director of investor relations, strategic development and corporate communications for FTSE 100 and FTSE 250 companies in a range of industries. Currently, she is the head of investor relations at Marshall. In her roles as investor relations and corporate communications director, she has been responsible for planning and managing all aspects of an organisation's communication, both internally and externally, working with the board and ExCo as well as external stakeholders.



Hannah Boore
Senior manager – corporate
reporting, investor relations
Lloyds Banking Group plc

Hannah joined Lloyds Banking Group plc in 2008, and has been part of the investor relations team since 2014, where she focuses on delivering and enhancing the group's corporate reporting, including the production of the annual report and accounts. Prior to joining investor relations, Hannah held a variety of roles across the group, including finance business partner for commercial banking and group operations.



Fiona Cuttall
Senior assistant company
secretary and head of
non-financial reporting
Haleon

Fiona is the senior assistant company secretary and head of non-financial reporting at Haleon, joining the company when it demerged from GSK. She is responsible for delivering Haleon's annual report and Form 20-F, as well as its AGM each year. In addition, Fiona has accountability for tracking corporate governance and non-financial regulatory updates and responding to non-financial reporting and governance consultations.



Richard Edgar
Consultant
Palimpsest Consulting Ltd

Richard began his career in radio at the BBC, becoming business editor of its flagship Today programme and then a presenter for the World Service. He spent three years in Germany as a correspondent for Reuters Television before moving to the Financial Times as its first global head of video, with a front row seat as the global financial crisis took hold. In 2011, Richard was appointed economics editor for ITV News, appearing nightly on the nation's screens. He joined Fidelity International in 2016 as editor in chief.



Claire Fraser
Head of sustainability
communications
Reckitt

Claire is a communications professional with more than 20 years of experience. She is qualified by the Chartered Institute of Marketing and specialises in marketing communications and digital marketing. Over the years, Claire has developed and implemented strategies, programmes and campaigns for renowned organisations, including the Institute of Chartered Accountants. Recently, she served as head of sustainability communications and disclosure at Reckitt.



Adele Gilbert
Managing director, head of
marketing and investor relations
Aquis Exchange

Adele is the head of marketing and investor relations at Aquis Exchange, a European challenger exchange creating better markets for a modern economy. Aquis offers primary listing and secondary trading of equities, as well as global licensing of proprietary market-leading exchange technology. Prior to joining Aquis, Adele led marketing and communications for Shore Capital and previously held communications roles in a variety of financial services organisations.

MEET THE JUDGES



Simon Gleadhill

Head of corporate, ESG and IFRS reporting

Howden Joinery Group

Simon's current role at Howden Joinery Group combines best practice corporate and ESG reporting with accounting technical reporting. He leads the development of the Howden annual report and sustainability report as well as the implementation of new accounting standards. Simon specialises in ESG, strategy and business model reporting. He sat on the advisory group for the FRC's recent project on the future of corporate reporting and is a current member of the FRC advisory panel.



Amie Gramlick

Senior vice president: group head of investor relations, strategy and financial planning and analysis

Network International

Amie has more than 15 years' experience across investor relations and capital markets. She is currently group head of investor relations at FTSE 250 payments business, Network International. Previously, she spent six years as the head of investor relations and corporate affairs at Pets at Home plc. Amie specialises in investor relations for newly listed companies. She started her career in equity research, covering the healthcare sector at UBS in London and at Morgan Stanley in Sydney.



Will MacLaren

Head of investor relations

Domino's Pizza Group

Will has been the head of investor relations for Domino's Pizza Group since 2021. Previously he has been head of investor relations at easyJet, interim director of investor relations at Smiths Group plc, director of investor relations and corporate communications at N Brown and director of investor relations at The Very Group. Will started his career in investment banking at UBS and subsequently spent 10 years in corporate broking at Credit Suisse.



Jock Mendoza-Wilson

Director of international and investor relations

System Capital Management

Jock has extensive experience of developing communications strategies and implementing public affairs programmes for leading global corporations to develop governmental, institutional and investor relations. He joined the leading Ukrainian holding company, System Capital Management, as director of corporate communications in 2005. Since then, Jock has been involved in developing and implementing the company's communications, government relations and investor relations strategies.



Simon O'Brien

Investor sustainability – senior manager

BAT

Simon has more than 20 years' experience working on corporate reporting, sustainability and ESG communications for global companies across a wide range of industries. He has held both in-house and agency roles and worked on a full time and consultancy basis. Simon is currently investor sustainability, senior manager at BAT – a FTSE 100 global tobacco company – supporting the group's investor engagement on ESG issues and wider sustainability reporting and regulatory requirements.



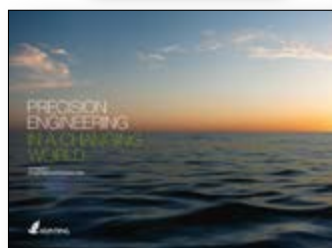
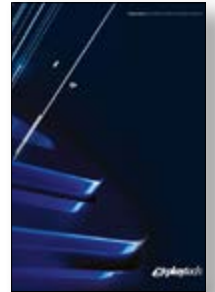
Darren O'Connor

External communications manager

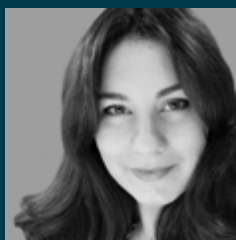
Spirax Group

Darren is the external communications manager at Spirax Group. Previously, he was the corporate reporting lead at Standard Chartered Bank where he supported the delivery of the bank's annual and half-year reports, helping it meet its business objectives by telling its story in ways that break new ground, differentiate it as a business and improve its reputation. Prior to this, Darren spent more than two decades building his corporate communications expertise.

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MEET THE JUDGES



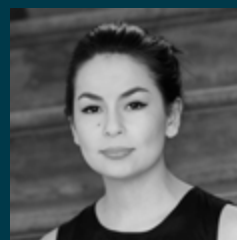
Sophie Payne
Corporate communications
manager
Pension Protection Fund

Sophie leads on the best-practice delivery of all corporate publications at the Pension Protection Fund (PPF), including the annual report and accounts. Prior to joining the PPF in 2022, she worked as a senior copywriter at private healthcare company HCA UK, writing corporate publications, B2B and consumer marketing copy and working on brand development. Sophie has also worked in marketing teams in the fintech and financial services sectors, including at Barclays and Experian.



Daniel Redman
Director of insights
and engagement
Design Portfolio

Daniel is the director of insights and engagement at Design Portfolio, a leading consultancy firm specialising in corporate and communications and sustainability strategies, which won our 'Small agency or consultancy of the year' award in 2023. With more than 15 years of experience in the field, Daniel has worked with a diverse range of businesses from large, listed international companies to private and small-cap firms. In his role, Daniel excels at helping companies articulate their equity stories effectively.



Pema Seely
Senior international
communications manager EMEA
Alibaba Group

Pema started her career in consumer PR before making the move to corporate and brand communications. For the first part of her career, she worked in agencies with clients from sectors including financial services, government, retail, travel, technology and tourism. In early 2020, Pema made the move in-house and currently works for Alibaba, where she is senior international communications manager for the EMEA region. From 2017 to 2019, Pema chaired the PRCA's diversity network.



Jessica Tompkinson
Global head of comms and
corporate affairs – operations:
tech, AI, cyber, D&A, HR, GBS
Unilever

Jessica heads up global communications and corporate affairs operations at Unilever, one of the world's leading consumer goods companies with 400 brands including Dove, Knorr, LiquidIV and Persil, operating in 190 countries and used by half the world's population each day. Jessica is responsible for managing internal and external communications for the team that underpins Unilever's operational excellence, delivering through impactful campaigns and storytelling.



Louise Turner-Smith
Head of investor relations
Breedon Group plc

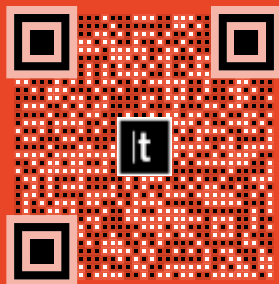
Louise is a capital markets professional with more than 25 years' experience in asset management and investor relations. After nearly 20 years as a buy-side analyst and portfolio manager at Morgan Stanley and Allianz Global Investors, she transitioned into investor relations in 2016 at Kier, subsequently holding roles at William Hill and Breedon Group plc.



Charlotte West
Vice president, global corporate
communications and board
director of the Lenovo Foundation
Lenovo

Charlotte is a corporate affairs, reputation and communications leader focused on protecting and promoting the reputations of complex global businesses. Her experience spans agency and in-house roles for brands such as Cisco, Fujitsu, Sky Group, Sony, Symantec and Vodafone. She currently heads the global corporate communications for global technology powerhouse Lenovo. Charlotte is also board director of the Lenovo Foundation, Lenovo's philanthropy entity.

Congratulations to all winners!



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MEET THE JUDGES



Nicholas White
**Communications and
reporting director**
Friend Studio

For nearly 15 years, Nick has worked as a consultant in the best-practice reporting space at several leading agencies, including Friend Studio, Radley Yeldar and Salterbaxter. As communications and reporting director at Friend, he leads the reporting offer, working with a number of FTSE 100 and 250 clients, and researches the popular 'Top Dogs' seminars each year. Nick believes the best reports focus squarely on fairness and balance, forward-looking information, transparency and communication.



Rebecca Zeitlin
Chief of staff
Protium

Rebecca is the chief of staff at Protium, a renewable energy manufacturing company. She was a board member of Chartered Institute of Public Relations (CIPR) for two years. Rebecca is a marketing and communications professional who is agile, detail-oriented and purpose driven.



The background is a dark teal color. It features two large, overlapping circles in a slightly lighter shade of teal. A thin black line with three circular markers is positioned at the top. A curved line of small yellow dots starts from the bottom right and extends towards the center.

THE WINNERS

THE WINNERS

WEBSITE

Best corporate website – FTSE 100

Gold – RS Group plc and SampsonMay

Silver – Melrose Industries PLC and SampsonMay

Silver – Mondi Group and Emperor

Bronze – Centrica and Comprend

Bronze – Hikma Pharmaceuticals and Emperor

Best corporate website – FTSE 250

Gold – Kier Group and Design Portfolio

Silver – Pets at Home and Emperor

Bronze – Apax Global Alpha and Bladonmore

Highly commended – Eurowag and Design Portfolio

Best corporate website – AIM

Gold – Star Energy Group plc and CKD

Silver – Savannah Energy

Best corporate website – Small cap

Gold – Topps Group and Jones and Palmer

Silver – Ecora Resources and Design Portfolio

Bronze – Halfords Group plc and Jones and Palmer

Best corporate website – International

Gold – AtkinsRéalis and IDX

Gold – Autoliv and IDX

Silver – Tikehau Capital and IDX

Bronze – Global Infrastructure Partners and Radstone

Best corporate website – Unlisted

Gold – Native Residential and SampsonMay

Silver – iOnctura and three thirty studio

Bronze – Apollo Therapeutics and Copia Digital

REPORTING

Best printed report – FTSE 100

Gold – Intertek Group and Emperor

Gold – Marks and Spencers Group plc with Brunswick Creative

Silver – Burberry and Black Sun Global

Bronze – Bunzl and Conran Design Group

Bronze – Diageo plc and Black Sun Global

Highly commended – Spirax Group and Design Portfolio

Highly commended – Taylor Wimpey plc and Friend Studio

Best printed report – FTSE 250

Gold – Dowlais Group plc and Black Sun Global

Silver – Balfour Beatty and Design Portfolio

Silver – Keller Group and Emperor

Bronze – Britvic and Design Portfolio

Bronze – Tate & Lyle and Conran Design Group

Highly commended – Derwent London and Emperor

Highly commended – Rathbones Group plc and Brunswick Creative

Best printed report – AIM

Gold – Renew Holdings plc and Design Portfolio

Silver – Yu Group plc and Design Portfolio

Bronze – YouGov plc and Jones and Palmer

Highly commended – NWF Group plc and Design Portfolio

Highly commended – Savannah Energy

Best printed report – Small cap

Gold – Luceco plc and Lyonsbennett

Gold – Zotefoams plc and Friend Studio

Silver – TT Electronics and Conran Design Group

Bronze – Impact Healthcare REIT and Lyonsbennett

Bronze – MJ Gleeson plc and Jones and Palmer

Bronze – S4 Capital and Radley Yeldar

Highly commended – ASA International and Emperor

Best printed report – International

Gold – Ahold Delhaize and Radley Yeldar

Gold – Sandoz and Emperor

Silver – ACWA Power and Fanda Corporate Communications Ltd

Silver – Burjeel Holdings PLC and Fanda Corporate Communications Ltd

Bronze – KazMunayGas (KMG) and Fanda Corporate Communications Ltd

Best printed report – Unlisted

Gold – Frontier Agriculture Limited and CooperNixon CorpComms and Frances Herrod Design

Silver – UK Power Networks and Instinctif Partners

Bronze – Kantar and Friend Studio

Bronze – The Pension Protection Fund and Emperor

Best online report – FTSE 100

Gold – BT Group and Emperor

Silver – Informa and Luminous

Silver – Legal & General and Radley Yeldar

Bronze – United Utilities Group PLC and Jones and Palmer

THE WINNERS

Best online report – FTSE 250

Gold – Oakley Capital Investments and Friend Studio

Silver – Coats

Silver – PPHE and Luminous

Bronze – Workspace Group and Gather

Best online report – Small cap

Gold – Severfield plc and Jones and Palmer

Bronze – Halfords Group plc and Jones and Palmer

Bronze – Henry Boot plc and Jones and Palmer

Best online report – International

Gold – Banco Santander and Bestiario

Silver – ACWA Power and Fanda Corporate Communications Ltd

Silver – Ahold Delhaize and Radley Yeldar

Bronze – Sandoz and Emperor

Best online report – Unlisted

Gold – UK Power Networks and Instinctif Partners

Best printed CSR or ESG report

Gold – Dowlais Group plc and Black Sun Global

Gold – Smiths Group and Conran Design Group

Silver – RS Group and Conran Design Group

Bronze – Mondi Group and Design Portfolio

Bronze – Phoenix Group and Emperor

Highly commended – Haleon plc and Design Bridge and Partners

Best online CSR or ESG report

Gold – United Airlines and Brunswick Creative

Silver – Antofagasta plc and Black Sun Global

Silver – Savannah Energy

Bronze – Marks and Spencers Group plc with Brunswick Creative

Bronze – Prudential plc and Black Sun Global

Best diversity and inclusion reporting

Silver – Mondi Group and Design Portfolio

Bronze – Legal & General and Design Bridge and Partners

Best integrated report

Gold – Mondi Group and Design Portfolio

Silver – Helios Towers and Emperor

Silver – UniCredit and Radley Yeldar

Bronze – Coca-Cola Europacific Partners and Radley Yeldar

Bronze – Holcim Ltd

CREATIVITY

Best cover

Gold – Howdens and Emperor

Silver – Balfour Beatty and Design Portfolio

Silver – HSBC and Design Bridge and Partners

Bronze – Britvic and Design Portfolio

Bronze – Legal & General and Design Bridge and Partners

Bronze – Workspace Group and Gather

Best copy style or tone of voice

Gold – Howdens and Emperor

Silver – Legal & General and Design Bridge and Partners

THE WINNERS

COMMUNICATIONS

Best IPO communications

Gold – Athens

International Airport

Silver – Air Astana and
Instinctif Partners

Bronze – Raspberry Pi
Holdings plc and
Alma Strategic Communications

Best use of digital media

Silver – Workspace Group
and Gather

Most innovative financial communications

Gold – Oakley Capital

Investments and Friend Studio

STAKEHOLDER RELATIONS MANAGEMENT

Best management of corporate and financial media relations

Gold – RELX

Bronze – Fincantieri

Best event

Gold – Hunting and Gather

Silver – Smiths Group

Bronze – McBride and
Instinctif Partners

TEAM

In-house corporate and financial communications team of the year

Winner – RELX

Finalist – Coats

Finalist – Playtech

Finalist – Schroders

Agency or consultancy of the year

Winner – Cognito

Finalist – CKD

THE WINNERS

**Grand
accolade**

ANNUAL REPORT OF THE YEAR

**Dowlais Group plc
and Black Sun Global**
Winner



The image features a dark teal background. A large, semi-transparent teal circle is centered, with the word 'WEBSITE' in white, bold, sans-serif capital letters. To the left, a smaller teal circle overlaps the larger one. In the top left, a thin black line with three circular nodes extends across the frame. In the bottom right, a curved line of small yellow dots leads from the edge of the large teal circle towards the bottom corner.

WEBSITE

BEST CORPORATE WEBSITE – FTSE 100

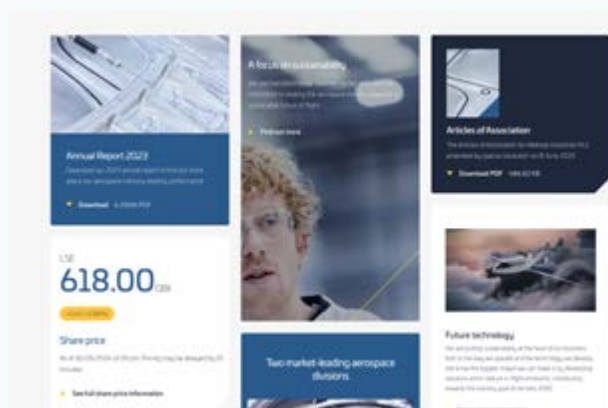


RS Group plc and SampsonMay **Gold**

With a portfolio of disparate operating brands, RS Group plc implemented a rapid but extensive global rebranding exercise. All facets of the group brand were overhauled, including brand-new strategy architecture, visual identity and its brand-activation programme. Working with SampsonMay, RS Group plc's work culminated in a name change and new website, designed to demonstrate a strategic shift under a 'One brand, one team, one culture' philosophy.

All content across the website was overhauled to improve communication of the broader group 'story', including its business purpose, career opportunities and sustainability initiatives. Increased engagement and dwell time was a crucial metric objective. The impact saw a spectacular rise in website traffic by 780%. Judges immediately identified this entry as a clear winner, describing the website design as "extremely strong".

BEST CORPORATE WEBSITE – FTSE 100



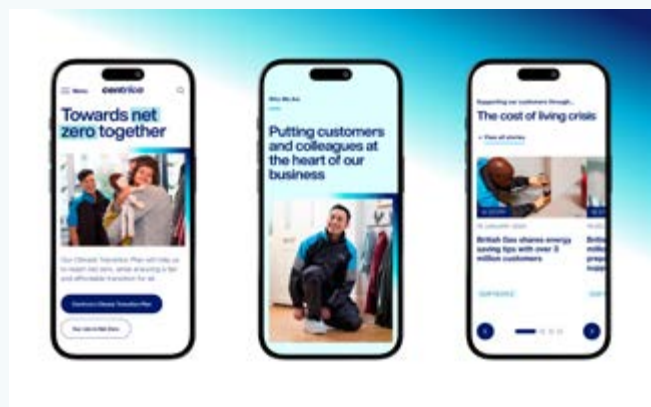
Melrose Industries PLC and SampsonMay Silver

Aerospace company Melrose Industries PLC worked with SampsonMay to design a CMS ecosystem for managing Melrose and GKN websites, launched in March this year. As a result, engagement reached an impressive 71%. One judge commented: "This is an extremely strong website and entry." Another praised its "thorough research and planning".



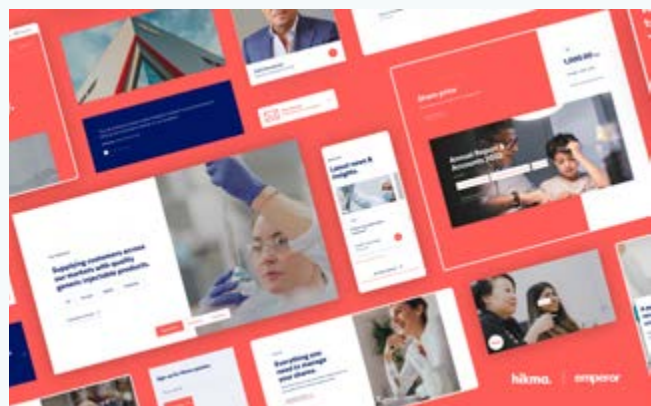
Mondi Group and Emperor Silver

Global packaging and paper business Mondi Group worked with Emperor to revamp its global website to increase its appeal to diverse audiences. The final platform aspired to effectively communicate Mondi's offerings and values, while bolstering the careers section of the website. There was a 140,000 increase in users. One judge commented that the project "delivered good improvement".



Centrica and Comprend Bronze

Centrica felt that its old website had become "clunky and unintuitive" with inconsistent, outdated branding. It worked with Comprend to redesign the platform with the hope of improving user experience and its storytelling aspect, reflecting Centrica's current ambitions towards net-zero. One judge praised the "nice site" and its "very clean and interesting architecture".



Hikma Pharmaceuticals and Emperor Bronze

Hikma Pharmaceuticals wanted to modernise its digital presence in order to better reflect its brand and purpose, and to communicate information more efficiently. It worked with Emperor to design a new platform that felt contemporary, flexible and clean. Judges were impressed by the website's multilingual aspect.

BEST CORPORATE WEBSITE – FTSE 250



Kier Group and Design Portfolio Gold

Construction service provider Kier Group was after a new corporate website to help pave the way into its new stage as a business. With its previous website feeling bloated and unmanageable, Kier worked with Design Portfolio to curate a platform that would demonstrate the lasting legacies of Kier's projects and the value brought to local communities.

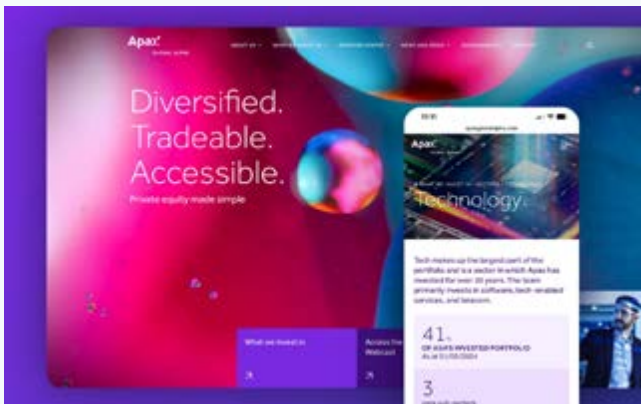
An in-depth strategic phase of research, analytics and competitor review, alongside a large-scale stakeholder engagement process, brought insights that served as the foundation for the new website. Results showed an impressive uptick in engagement; the section of the website dedicated to Kier's projects has received over 30,000 page views with an engagement time of more than a minute. Judges described the new website as "excellent, clean and informative".

BEST CORPORATE WEBSITE – FTSE 250



Pets at Home and Emperor **Silver**

Pet care business Pets at Home required a new corporate website to coincide with its brand refresh. It worked with Emperor to design a website that needed to serve as one of the first digital expressions of its evolved brand, reflecting its brand identity and values. As a result, the website saw an increase in engagement by 53%.



Apax Global Alpha and **Bladonmore** **Bronze**

Apax Global Alpha (AGA) wanted to simplify private equity for investors through a new website, designed with Bladonmore. The website hoped to differentiate AGA from its parent brand and competitors. AGA's website adopted the positioning "private equity made simple", targeting investors already considering the space and resulting in an intuitive website that outlines the benefits of investing in AGA.

Eurowag and Design Portfolio **Highly commended**

Eurowag and Design Portfolio quickly curated a website that felt fresh and reflected its values.

BEST CORPORATE WEBSITE – AIM



Star Energy Group plc and CKD Gold

A culmination of a collaborative six-month effort between Star Energy Group plc and CKD saw an overhaul of the group's identity. A comprehensive rebrand meant updating its presentation, website and annual report. Star's previous website felt outdated and inaccessible via modern devices.

Its refreshed replacement offered stakeholders key information in just a few simple clicks and positioned Star's brand identity at the fore of all corporate communications. A clear and simple user journey was one of the most important aspects of the new website; this clearly sign-posted content was commended by judges. The website proved a success, being met with positive feedback from stakeholders. Judges praised the "strong design direction" and impressive hero video on the site's homepage.

BEST CORPORATE WEBSITE – AIM



Savannah Energy Silver

In June this year, oil and gas company Savannah Energy launched a new website that felt more streamlined and featured interactive infographics. With wide-ranging operations across Africa, Savannah Energy aspired to convey information across its website in a way that felt succinct and concise.

BEST CORPORATE WEBSITE – SMALL CAP



Topps Group and Jones and Palmer

Gold

Topps Group has recently diversified its offering to include three sales channels offering tiles and associated products to a wide range of UK customers. In 2023, it faced the challenge of unifying these brands under a cohesive new identity. Working with Jones and Palmer, the objective was to communicate Topps Group's position as a specialist distributor of products through its corporate website.

The new group identity included a new logo, visual design and group ethos. These were purposefully designed to convey Topps' values and culture. The new website strategically presented comprehensive content about the company history, sustainability initiatives and careers. One judge described the new website as "incredibly laid out in a dynamic way", while another commended its "very clear graphics, succinct narrative and efficient communication of the overall message."

BEST CORPORATE WEBSITE – SMALL CAP



Ecora Resources and Design Portfolio **Silver**

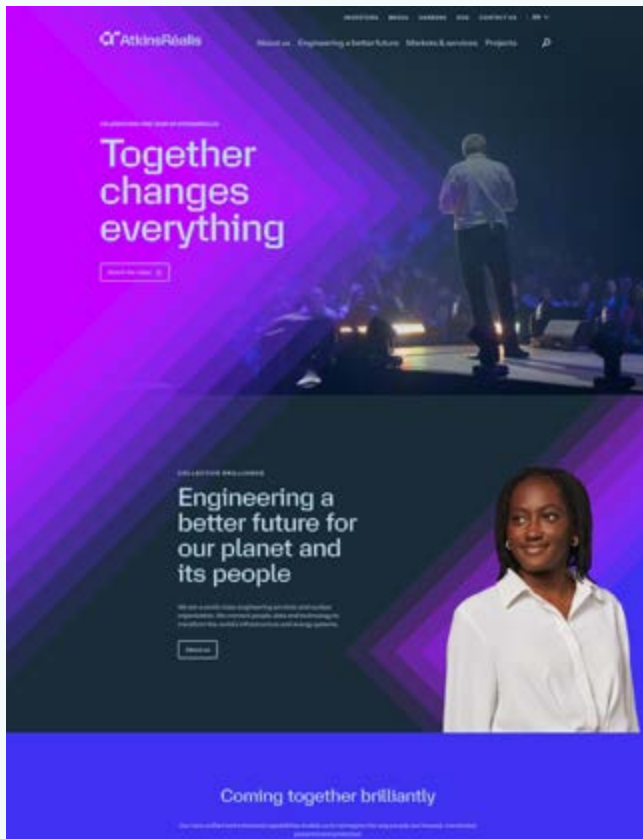
Royalty company Ecora Resources felt its website had become outdated. It worked with Design Portfolio to curate a redesign that improved navigation and showed better alignment to its energy transition focus, while introducing interactivity. The refreshed website also included a new portfolio segment, investor hub and sustainability section. Judges praised the “good use of data”.



Halfords Group plc and Jones and Palmer **Bronze**

Halfords Group plc worked with Jones and Palmer to revamp its corporate website, with the goal of reflecting its new brand identity, core values and purpose. As a result, the new website saw improved navigation, interactivity and consistency across communication channels. Judges praised the website’s “strong navigation”.

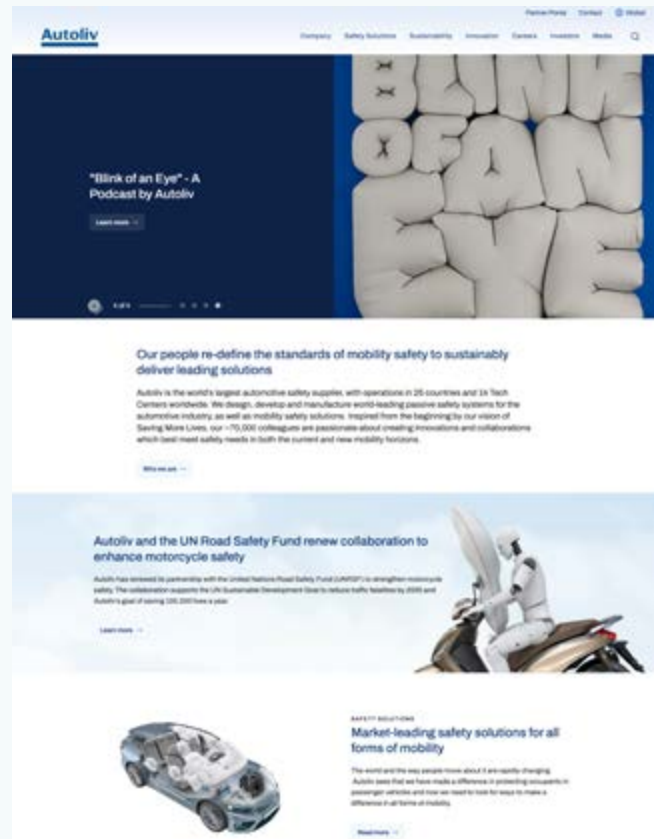
BEST CORPORATE WEBSITE – INTERNATIONAL



AtkinsRéalis and IDX Gold

AtkinsRéalis describes itself as a purposeful and value-led business and wanted this to be reflected in its corporate website. Its decision to partner with IDX came at a time of transformation and repositioning for the company, as the agency led the launch of its new brand and company strategy.

A new website needed to be curated to a tight deadline and redesigned to better connect the new brand with stakeholders. Critical to its success was the inclusion of engaging content highlighting the company's transformation, globalisation and ESG commitments; AtkinsRéalis' 2030 net-zero target became a central aspect of the new, future-focused brand and website. "A purpose-led narrative was the solution," one judge observed. Judges praised the use of photography and the website's "bold design".



Autoliv and IDX Gold

Autoliv has been working with IDX since 2017, as the automotive safety provider sought to create a new, global corporate website to replace one that felt outdated and unengaging. In 2023, a new website was designed with the aim of providing current and potential investors with comprehensive and transparent information about the company's financial performance, strategic direction and corporate governance. New features, such as webcasts of earnings calls, investor presentations and contact information for the IR team meant Autoliv could engage directly with investors and analysts.

The foundation of the new website was established through a series of workshops and meetings to understand the company's strategic needs. A final, innovative web design incorporated several elements to provide a compelling, user-friendly and forward-thinking experience. Judges praised the well-defined strategy and strong sense of identity and purpose.

BEST CORPORATE WEBSITE – INTERNATIONAL



Tikehau Capital and IDX Silver

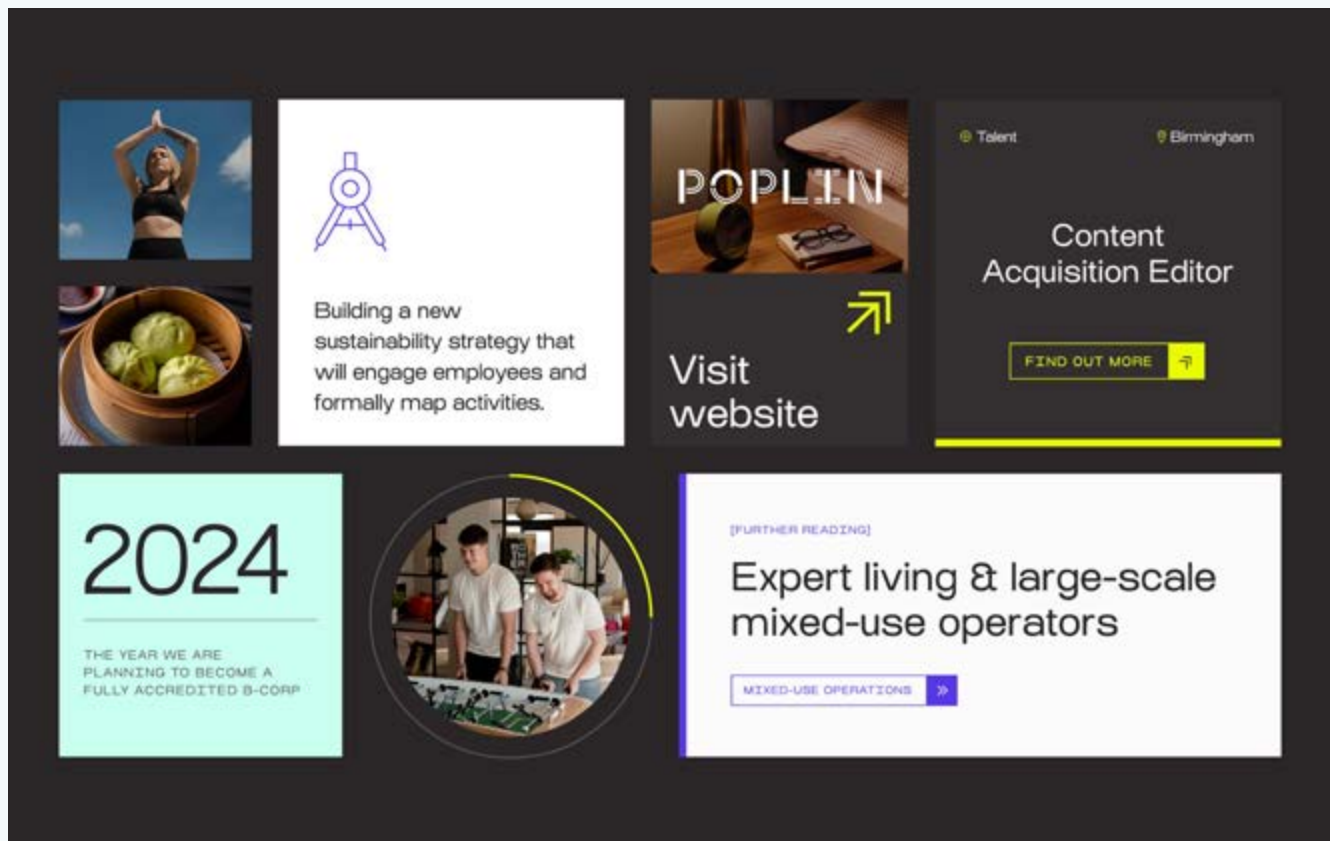
Global asset manager Tikehau Capital collaborated with IDX with the goal of repositioning its brand as a leading alternative asset manager through a refreshed corporate website. Following the rebrand, direct traffic to Tikehau's website increased by 171%. Judges were impressed by the website's easy navigation and sleek integration of video.



Global Infrastructure Partners and Radstone Bronze

Global Infrastructure Partners needed a modern, user-centric website that would reflect its market leadership, investment expertise and corporate values. It teamed with Radstone to launch a platform that felt engaging and user-friendly and addressed the diverse needs of stakeholders. Judges commended the "effective and stylish website", adding that it "ticks all the boxes".

BEST CORPORATE WEBSITE – UNLISTED



Native Residential and SampsonMay Gold

In the years leading up to 2020, property operating company Native Residential saw considerable growth, adopting a slightly 'under the radar' presence as part of the broader Native Places brand. A stand-alone website was launched for Residential but, by 2023, a strategic decision was made to move Native Residential to a separate platform.

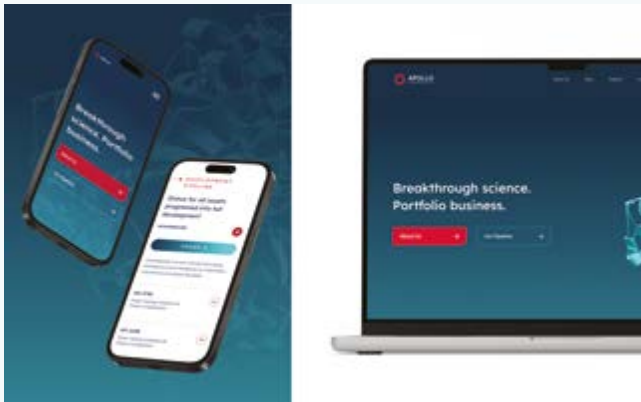
Working with SampsonMay, the new platform needed to maintain a brand link to Native Places and a 'light touch' brand development to show progression. The new website adopts a data-driven conceptual theme, making for a much more engaging experience that 'sells' the business. Incredible results show site traffic increased by 17% in a year. One judge commented that the platform "sold the community living values well and brought the added value of online animated content."

BEST CORPORATE WEBSITE – UNLISTED



iOnctura and three thirty studio **Silver**

Biopharmaceutical company iOnctura believed its outdated brand and website no longer reflected its dynamic, evolving business. As its products neared clinical trials, iOnctura felt a rebrand was overdue. The final product designed by three thirty studio focused on the company's human impact and introduced a new mission statement. Impressive results saw the number of daily users triple, alongside a 120% increase in session duration.



Apollo Therapeutics and **Copia Digital** **Bronze**

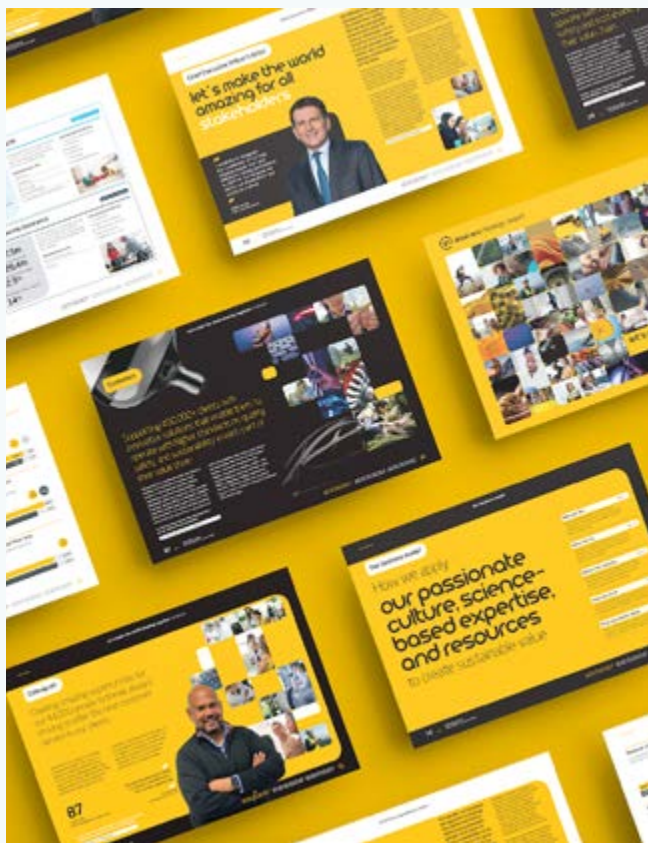
Pharmaceutical company Apollo Therapeutics sought a complete rebrand and new website to better communicate its research, collaborations and products. Working with Copia Digital, Apollo hoped the rebrand would enhance its online presence and improve its visibility across healthcare. Judges praised the entry's research and the easy navigation of the new platform.



The background is a dark teal color. It features several overlapping circles of varying shades of teal. A thin black line with three circular markers is positioned in the upper left. A dotted orange line curves from the bottom right towards the center. The word "REPORTING" is centered in a large, white, bold, sans-serif font.

REPORTING

BEST PRINTED REPORT – FTSE 100



Intertek Group and Emperor Gold

The theme for Intertek Group's 2023 annual report was 'Let's make the world amazing together', hoping to emphasise the positive impact Intertek has on its communities and stakeholder groups. The main objectives went beyond regulatory commitments, aspiring to showcase the group's new strategy for clients, goals and CSR commitments. Working with Emperor, this theme was brought to life through a photographic mosaic concept, beautifully demonstrating the breadth of products Intertek tests and certifies.

The report is brimming with impactful storytelling, informative case studies and pull-out, bite-sized information. A landscape format was introduced to give the additional advantage of making the report easier to read online. To make the report easier to navigate and digest, it was divided into three separate but connected books, packaged into an overall themed folder. Judges praised the report as "clean, clear and engaging".



Marks and Spencers Group plc with Brunswick Creative Gold

Continuing its 'Reshaping M&S' story from its FY23 report was a key focus for Marks and Spencers Group plc's most recent annual report, produced with Brunswick Creative. With a large retail investor base, it was also crucial that the report was as engaging and user-friendly as possible. There was a clear ambition to reduce page count and streamline content where possible, looking for overall opportunities to cut clutter and duplication.

The overall report was reduced by 16 pages. To support the story of M&S' growth, a succinct yet robust, evidence-based approach to progress reporting was prioritised in this report. Clear signposting led the audiences through the report, and refreshed infographics made information more accessible and digestible. One judge said, "Great report that really uses the brand identity."

BEST PRINTED REPORT – FTSE 100



Burberry and Black Sun Global Silver

Fashion brand Burberry wanted to showcase its commitment to new financial and CSR targets in its annual report while simultaneously reducing page count and maintaining quality. Targeting a breadth of stakeholders, the report, designed with Black Sun Global, emphasised its strategic vision and progress. Judges described the report as “beautiful” and “well presented”, commending its “great use of brand”.



Bunzl and Conran Design Group Bronze

International distribution company Bunzl aimed to enhance its annual report by adopting a digital-friendly landscape format, integrating sustainability narratives and using storytelling to highlight recent growth and acquisitions. Curated in partnership with Conran Design Group, the new report successfully embraced a digital-friendly approach. Judges praised the report’s “strong creative elements” and its “fresh, clean feel.”



Diageo plc and Black Sun Global Bronze

Alcoholic beverage company Diageo plc worked with Black Sun Global to introduce a new design for its 2023 annual report, aiming to provide better and clearer communication around its brand and sustainability goals. One judge described the new report as “clean, clear and engaging” and praised the clever use of colour coding. Another really liked the use of storytelling.

Spirax Group and Design Portfolio Highly commended

Spirax Group’s report, produced with Design Portfolio, highlights its rebrand, leadership transition and sustainability commitment.

Taylor Wimpey plc and Friend Studio Highly commended

Taylor Wimpey plc worked with Friend Studio to improve communication with investors through its report.

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BEST PRINTED REPORT – FTSE 250



Dowlais Group plc and Black Sun Global **Gold**

Newly listed Dowlais Group plc is a high-technology engineering business, focusing on the automotive sector. Its inaugural annual report, produced with Black Sun Global, introduces Dowlais to the market, setting out its business model, strategy and purpose, while emphasising its position within a quickly changing industry. The report was a crucial communication tool for introducing the group's investment proposition and vision for the future.

Its narrative was underpinned by clear, long-standing expertise in the automotive sector, but targeted an investment audience that was interested in Dowlais' sustainability credentials and plans to expand the business. The report was met with positive feedback from stakeholders, who felt it clearly introduced Dowlais, while describing a clear plan for navigating the transition to electric vehicles. Judges described it as "excellent", "clean" and "clear".

BEST PRINTED REPORT – FTSE 250

Balfour Beatty and Design Portfolio Silver

Infrastructure company Balfour Beatty designed its new annual report with Design Portfolio, themed 'At the beating heart of society'. The report aspired to showcase performance and purpose through innovative design, media integration and enhanced storytelling. Judges delighted in the report's 'How we work' overview, and praised its "strong, impactful cover".



Keller Group and Emperor Silver

Construction company Keller Group teamed with Emperor to design a report that would highlight the unique aspects of its business model, while ensuring key messages stood out. The report aimed to provide clarity for Keller's stakeholders around its strategy and business goals. Judges found the report easy to follow and authentic, with good transparency on challenges and an impressive overview.



Britvic and Design Portfolio Bronze

Drinks company Britvic worked with Design Portfolio to bring a renewed focus on transparency to its reporting. A new, digital-first strategy hoped to bring enhanced stakeholder engagement, along with a more cohesive tone, multimedia and improved accessibility. "Vibrant and well-presented" were words used by the judges to describe this entry.



BEST PRINTED REPORT – FTSE 250



Tate & Lyle and Conran Design Group **Bronze**

Highlighting the brand's shift from sweeteners to healthier food solutions, food and beverage company Tate & Lyle's revamped report applied a scientific approach to its messaging. The new report, produced with Conran Design Group, featured a "washing line" approach to link key messages across 15 pages. Judges praised the entry's "good description of purpose" and "clear messaging".

Derwent London and Emperor **Highly commended**

Derwent London worked with Emperor to reassure investors by emphasising its focus on quality and sustainability.

Rathbones Group plc and Brunswick Creative **Highly commended**

Rathbones Group plc's report with Brunswick Creative aimed to emphasise people and purpose, while aligning with reporting standards.



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BEST PRINTED REPORT – AIM



Renew Holdings plc and Design Portfolio Gold

UK-based specialist engineering solutions group Renew Holdings plc produced its 2023 annual report under the theme of “working together”, reflecting the company’s focus on collaboration. Working with Design Portfolio, the report aimed to showcase Renew’s unique skills and capabilities across its subsidiaries, highlighting its distinctive value proposition. There was also a continued emphasis on the importance of people and company culture, building on the previous year’s work in this area.

Renew took an evolutionary approach to this year’s annual report by refreshing its design with a new colour palette and typeface. To support the theme “working together”, the report included pull-out boxes highlighting collaboration with employees, suppliers and communities, reinforcing Renew’s focus on people and culture. The report proved a success, with one judge describing it as “an excellent report from a diverse infrastructure business.”

BEST PRINTED REPORT – AIM



Yu Group plc and Design Portfolio **Silver**

This year's report from energy supplier Yu Group plc, curated with Design Portfolio, aimed to highlight its business model, value creation and customer-centric purpose. Conscious of a time-pressed audience, it ensured the messaging was engaging even for skim readers. One judge described the report as "creative and dynamic", while another commented, "An excellent report, and pleasingly brief!"



YouGov plc and Jones and Palmer **Bronze**

YouGov's 2023 annual report, designed with Jones and Palmer, showcases its financial growth, technological advancements and ESG commitments. Having emphasised its transparency, strategic direction and resilience, the report received positive feedback on its stakeholder engagement. Judges described the report as "colourful and creative".

NWF Group plc and Design Portfolio **Highly commended**

NWF Group plc's report by Design Portfolio maintains a people-focused approach, highlighting its expertise.

Savannah Energy **Highly commended**

Savannah Energy's 2023 annual report showcases progress in energy projects across Africa, while emphasising stakeholder engagement.

BEST PRINTED REPORT – SMALL CAP



Luceco plc and Lyonsbennett Gold

Luceco plc wanted to produce an annual report that effectively communicated its strong performance and long-term investment potential. Despite budget and time constraints, it worked with Lyonsbennett to update the report's structure, with the goal of prioritising strategic insights and offering a coherent narrative. Market analysis allowed comparison of the company's performance across the industry, while a refreshed design hoped to emphasise Luceco's premium branding.

The introductory 'At a Glance' pages were carefully refreshed to keep readers informed, while the 'Review of the Year' section detailed the significant strides the business made in the previous year. Shareholder engagement increased as a result of the refreshed report, which was met with positive analyst feedback and a notable rise in the company's share price. Judges praised the report as "beautiful" and "concise".



Zotefoams plc and Friend Studio Gold

Manufacturing company Zotefoams plc aspires toward clear, concise reporting, in order to ensure readers understand what the business does and its path towards success. This year, following record profits, it worked with Friend Studio to ensure the company's key products and innovations were highlighted. The report's overall theme was "stepping up", a nod to the athletic footwear products it helps to produce.

This theme flows from the cover through to the messaging section, featuring statements from the CEO and chairman. A comprehensive business model description leaves readers in no doubt as to how Zotefoams works, while a highly detailed ESG section offers meaningful insights into how its portfolio products align with the brand's sustainability goals. The report was warmly received by internal and external audiences. Judges commended the "clever storytelling", identifying it as a "strong winner".

BEST PRINTED REPORT – SMALL CAP

TT Electronics and Conran Design Group **Silver**

TT Electronics worked with Conran Design Group to apply a digital-friendly landscape format to its report, while enhancing its storytelling aspect through bold case studies and a CEO Q&A, which was praised by judges. The report hoped to highlight its people and culture, while showcasing the importance of its employees. Judges described the report as “honest and transparent”.



Impact Healthcare REIT and Lyonsbennett **Bronze**

Real estate investment trust Impact Healthcare REIT worked with Lyonsbennett with the goal of enhancing its transparency and simplifying its annual report narrative, focusing on its achievements and future goals. The restructured report incorporated storytelling to highlight its commitment to expanding homecare facilities amid regulatory requirements. Judges described the report as “well-articulated”.



BEST PRINTED REPORT – SMALL CAP



MJ Gleeson plc and Jones and Palmer

Bronze

In 2023, construction company MJ Gleeson plc faced a year of market volatility. It tackled this challenge through strategic decision-making, continuing to focus on affordable housing and promoting residential land development. Its new annual report, designed with Jones and Palmer, revamped its market review section to highlight its sustainability commitments and underscore the importance of stakeholder relationships.



S4 Capital and Radley Yeldar

Bronze

S4 Capital's 2023 report, produced with Radley Yeldar, was designed to emphasise the group's unitary structure, while detailing its strategy and plans for future growth. The report highlighted the media company's use of AI tools and the launch of its new Media.Monks brand. Judges described its creative design as "excellent" and "unique".

ASA International and Emperor **Highly commended**

ASA International launched a report with Emperor that would convey its purpose-led narrative.

BEST PRINTED REPORT – INTERNATIONAL



Ahold Delhaize and Radley Yeldar Gold

One of the world's largest food retail groups, Ahold Delhaize used its 2023 annual report to focus on bringing the company's emphasise local food shopping experiences to life. Working with Radley Yeldar, an 'audience first' approach ensured reporting content was maximised across all channels for all stakeholder groups.

The 2023 report sought to differentiate Ahold Delhaize's investment proposition from other food retail groups. Its 'Local Matters' theme illustrated real stories, as well as a distinctive and creatively nuanced approach to bringing those to life. This theme was introduced to the reader on page one, and then immediately followed by five feature stories. One judge described the entry as "a wonderful report", featuring a "great use of brand." Another commented that the report "really humanises the business."

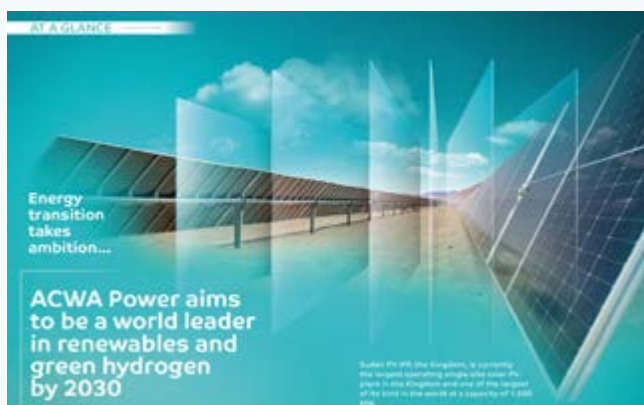


Sandoz and Emperor Gold

Having become independent from parent company Novartis, Sandoz partnered with Emperor to design its first annual report. Two of the main challenges faced by the group were the separation of financial and ESG data from Novartis and designing a report structure that would provide a good basis for heading into a changing regulatory environment.

The objective of the report was to present Sandoz as a confident stand-alone company to investors and other stakeholders. The report offered a chance to focus on the market dynamics and value drivers of Sandoz's specific corner of the pharmaceutical industry. Sandoz's first annual report received positive feedback from internal and external audiences. Judges "really loved" the short stories featured in the report. Another commented that its theme "plays out very nicely."

BEST PRINTED REPORT – INTERNATIONAL



ACWA Power and Fanda Corporate Communications Ltd Silver

Power generation company ACWA Power sought to highlight its growth, innovative technologies and ESG and CSR commitments in its 2023 annual report. Designed with Fanda Corporate Communications Ltd, the report outlined milestones and plans to triple assets by 2030. The pages featuring messages from the chairman and CEO proved most popular. Judges praised the “nice graphics” and “clean presentation”.



Burjeel Holdings PLC and Fanda Corporate Communications Ltd Silver

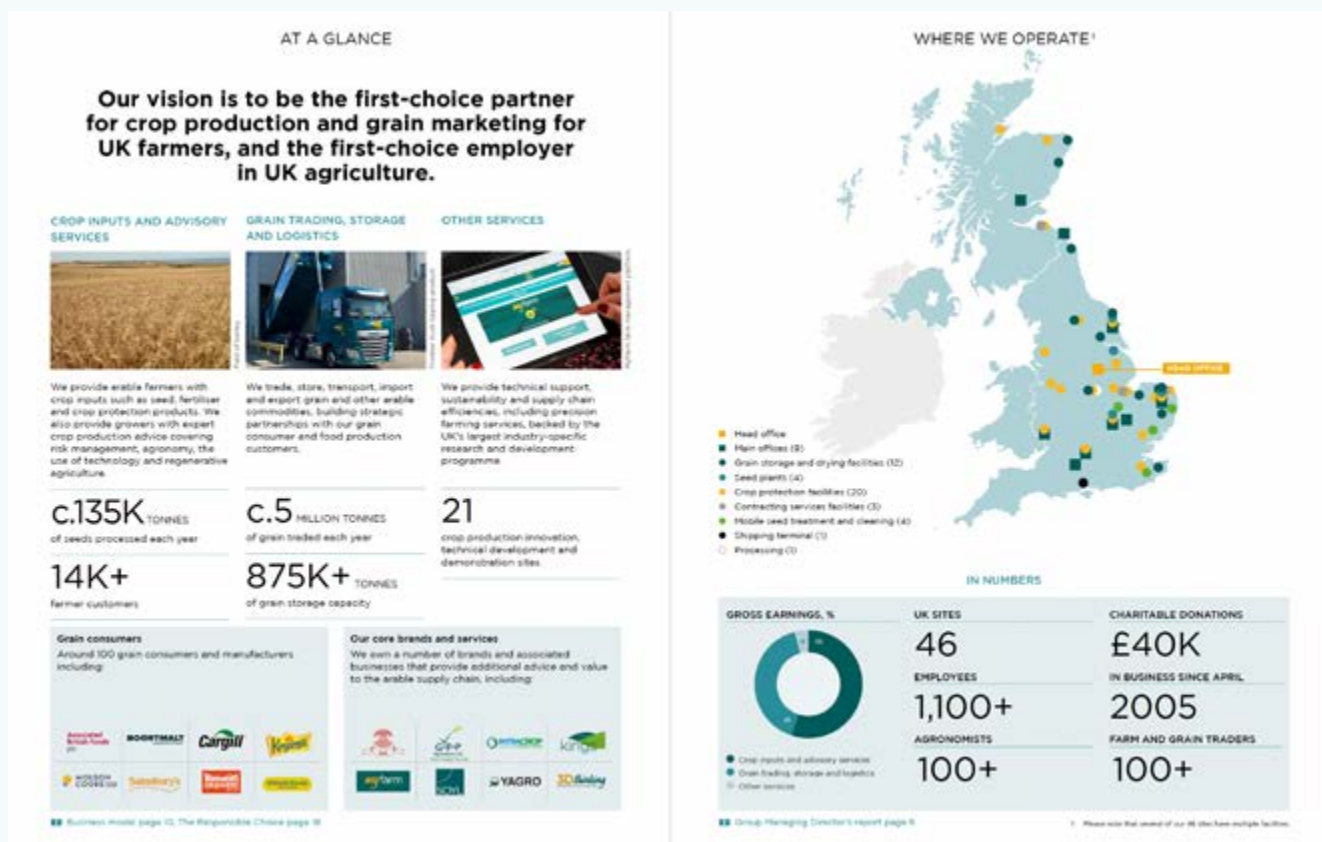
Private healthcare services provider Burjeel Holdings PLC sought to enhance the quality of its reporting with Fanda Corporate Communications Ltd and to expand the breadth of its sustainability targets. Previously consisting of fewer than 10 pages, the new ESG section detailed the company's time-based targets and metrics. Judges praised the “clear report” and “well-written narrative”.



KazMunayGas (KMG) and Fanda Corporate Communications Ltd Bronze

Oil and gas company KazMunayGas (KMG) sought to enhance its stakeholder communications and transparency with its 2023 annual report, produced in collaboration with Fanda Corporate Communications Ltd. Judges praised the “content flow” in the report, describing it as “strong”. Another commended the “interesting use of interactive tools and features.”

BEST PRINTED REPORT – UNLISTED



Frontier Agriculture Limited and CooperNixon CorpComms and Frances Herrod Design Gold

Frontier Agriculture Limited's financial period 2022/23 was pivotal for the UK's largest crop-production and grain-marketing business, with its senior leadership team refreshing its strategy and ESG framework, and commissioning employer and customer value proposition work. With the requirement to publish its first climate-related financial disclosures report, Frontier felt it was time to explore the value of moving towards a more communicative, fully designed report that reflects its strategic developments, growth aspirations and values.

Working with CooperNixon CorpComms and Frances Herrod Design, the report marked a turning point in Frontier's corporate reporting. New graphics, tables and icons brought mandatory content to life, while a new 'At a glance' section summarises the scale and balance of Frontier's business. The report "stands out immediately as a challenging project," one judge commented.

BEST PRINTED REPORT – UNLISTED



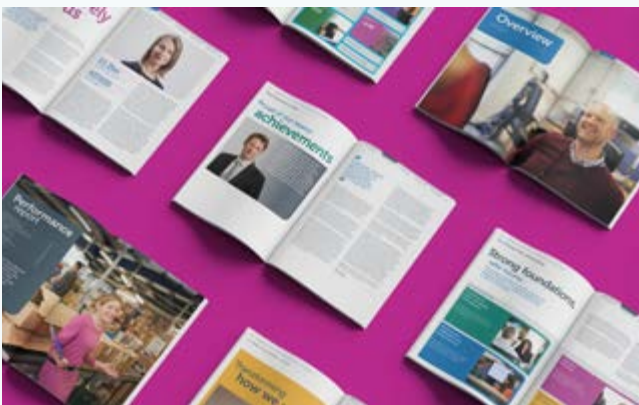
UK Power Networks and Instinctif Partners **Silver**

UK Power Networks wanted to improve the design and content of its annual report. It worked with Instinctif Partners to produce a report that aligned its reporting standards with leading companies and showcased its sustainability commitments under the theme 'Delivering today...Adapting for tomorrow'. One judge commented: "I like how the visualisations bring the work to life."



Kantar and Friend Studio **Bronze**

Data-based advisory firm Kantar has recently spun out of WPP. It worked with Friend Studio to leverage its annual report to enhance its internal capabilities and inspire confidence among stakeholders. The new report was formatted as a landscape, interactive PDF 'digital-first' document. Judges described the report as "beautiful" and were impressed by the inclusion of employee photos throughout.



The Pension Protection Fund and Emperor **Bronze**

The Pension Protection Fund (PPF) worked with Emperor to launch an annual report that highlighted stakeholder perceptions and improved accessibility for diverse audiences. The report featured interviews and a digital hub. Feedback from members found the digital hub to be popular, featuring short videos from PPF's CEO and CIO. Judges were pleased with the report's focus on accessibility.

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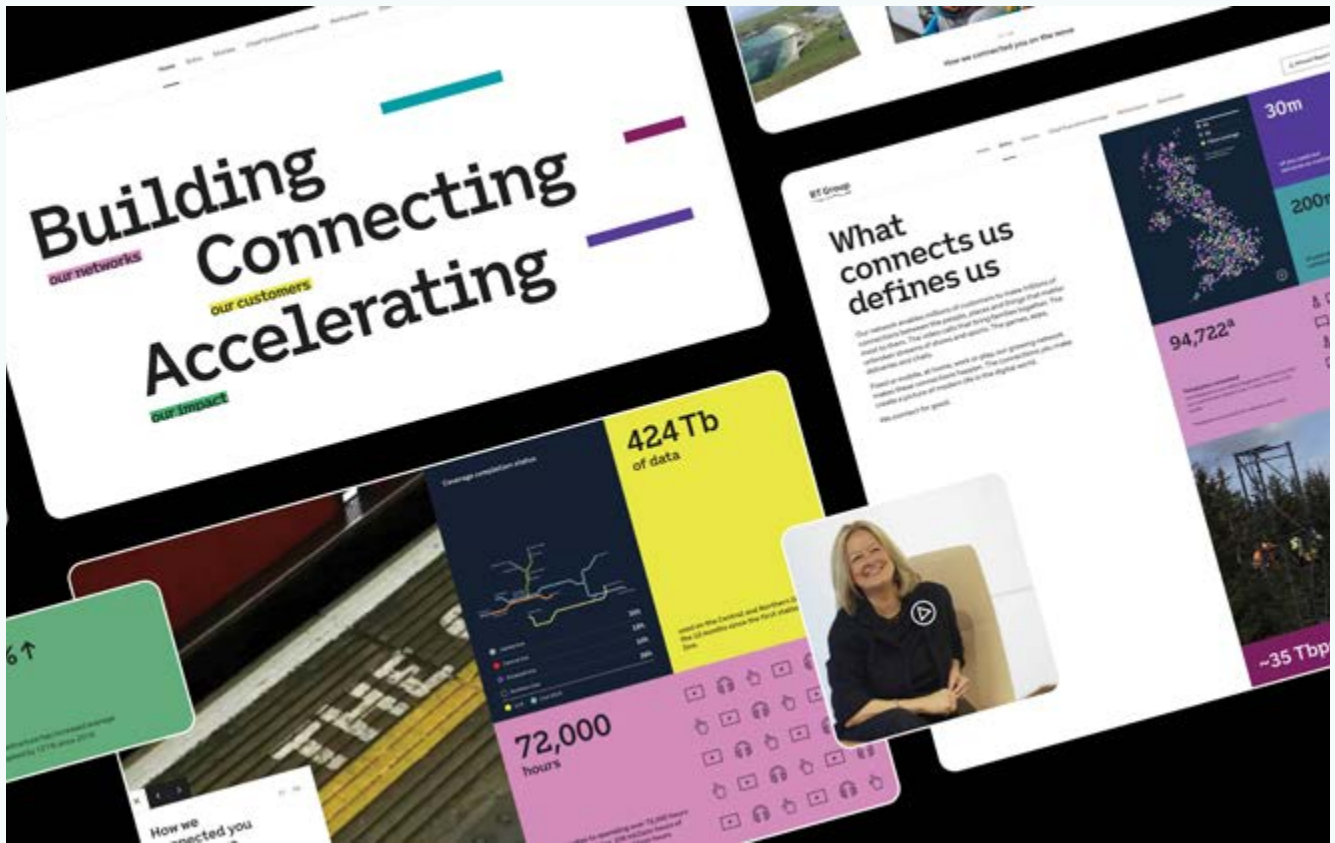
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BEST ONLINE REPORT – FTSE 100



BT Group and Emperor Gold

The BT Group Online Annual Review, launched in collaboration with Emperor, aimed to transform stakeholder engagement by offering a digital, interactive platform that effectively communicates the group's performance, milestones and strategic initiatives under the new leadership of CEO Allison Kirkby. Key objectives of the new report include enhanced accessibility, increased engagement and transparency.

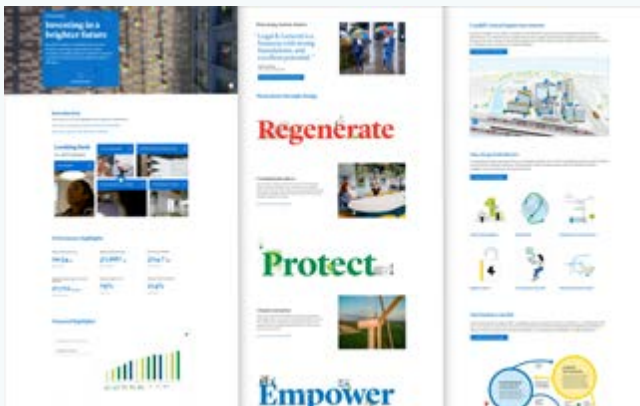
A refreshed approach to content development saw BT Group craft a narrative that balanced data with human stories, highlighting its strategic initiatives. The design and user experience ensured the review was visually appealing and easy to navigate, with interactive elements. The strategic objective of a "Sharpened focus on strategy" was evident throughout, supported by CEO video messaging and human stories. One judge described the entry as an "outstanding digital summary" that is "highly communicative and slick."

BEST ONLINE REPORT – FTSE 100



Informa and Luminous Silver

Informa worked with Luminous to introduce a microsite to accompany its annual report, hoping to reflect its tech-driven strategy. The site featured rich media, interactive aspects and engaging content, designed to enhance storytelling and accessibility. The online experience was tailored towards those unlikely to download the full report and has received approximately 11,000 visits since its launch.



Legal & General and Radley Yeldar Silver

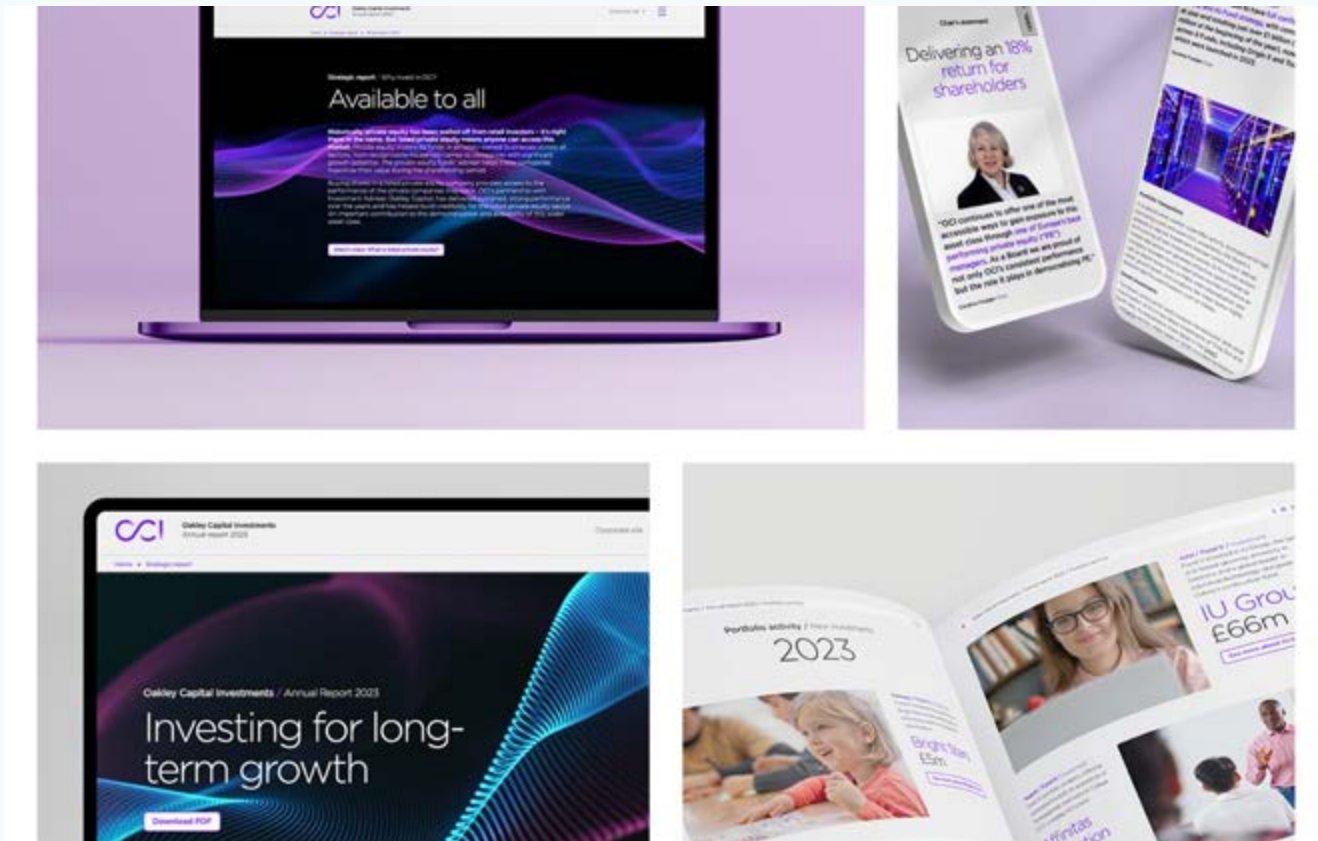
Financial services provider Legal & General designed its 2023 online report to be as user-friendly as possible, while emphasising the need for responsible investing. The report also showcased the company's CEO transition. Despite a smaller budget, Legal & General's work with Radley Yeldar saw a near 540% increase in social media engagement.



United Utilities Group PLC and Jones and Palmer Bronze

Water supply company United Utilities reflected its new leadership and direction in its 2023 annual report. Working with Jones and Palmer, the revised report prioritised readability and aligned with ISSB standards to showcase its strategy, governance and ESG initiatives. New features, such as signposting tools, improved transparency across the report.

BEST ONLINE REPORT – FTSE 250



Oakley Capital Investments and Friend Studio

Gold

Oakley Capital Investments worked with Friend Studio to launch a digital-first report in a single electronic format that meets all stakeholder and compliance needs. Its 2023 ESEF report is a fully interactive, online report with the functionality of the web in an iXBRL ESEF format. The design hoped to maximise engagement potential.

Advanced XHTML formatting enabled the web format of the ESEF report to also include XBRL tagging, which had not previously been available in any web publishing software. The impact of the 2023 online report saw it receive an incredible 7,385 views, compared with 134 the previous year. The PDF version was downloaded 1,100 times, up from 89 in 2022. One judge enthused that the entry represented “the future” of corporate reporting.

BEST ONLINE REPORT – FTSE 250



Coats Silver

Coats developed an online report that hoped to offer a comprehensive, accessible and engaging summary of its activities over the previous year. The digital format sought to enhance reach, distribution and accessibility for stakeholders. Modern design techniques, such as clickable links and interactive tools, made complex data more digestible. Judges described the report as “inviting” and “easy”.



PPHE and Luminous Silver

Hospitality real estate company PPHE wanted to reflect how its business had positively evolved post-pandemic. Its new report, designed with Luminous, focused on the theme of ‘Scaling new heights in hospitality’. Engagement was enhanced through digital techniques, videos and animation. As a result, engagement increased by 69%. One judge commented that the report’s design “really stood out” from other entries.



Workspace Group and Gather Bronze

The annual report of real estate investment trust Workspace Group features seven engaging videos and a drone film. A digital-first strategy, supported by Gather, saw the report bolstered by interactive features and storytelling that highlighted its sustainability commitments. Showcasing tenant stories brought a personal aspect to the report, and analytics show an engagement rate up on previous years.

Why Friend?

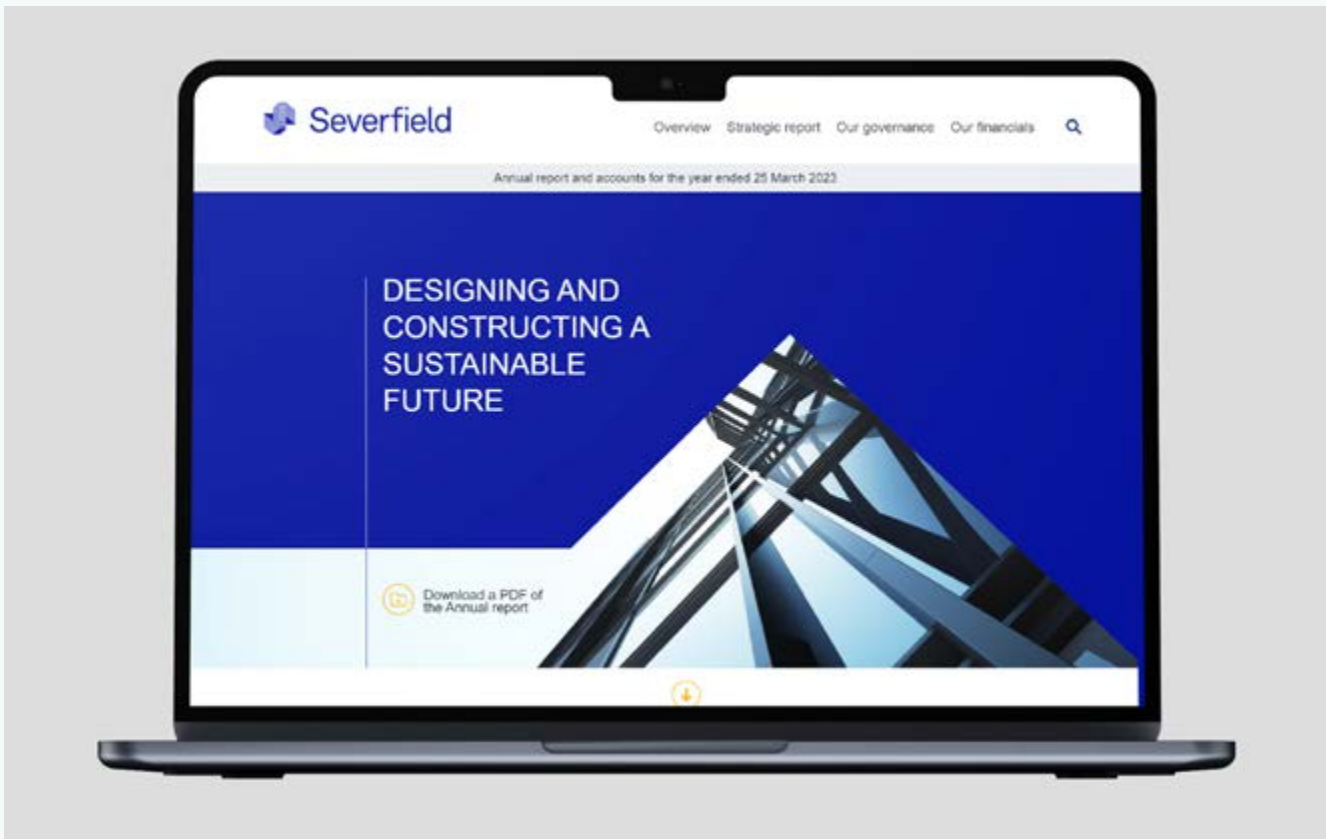
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BEST ONLINE REPORT – SMALL CAP



Severfield plc and Jones and Palmer **Gold**

Severfield plc worked with Jones and Palmer to produce an annual report that catered to a diverse audience, including institutional and private investors, while maintaining high standards of accessibility and engagement. The goal was to deliver content that was both comprehensive and easy to navigate across different formats. Additionally, the report needed to harmonise messaging with other investor communications, such as interim results presentations and investor roadshows.

A meticulously designed annual report was tailored to meet the needs of various stakeholders, aligning with the company's commitment to setting new benchmarks in reporting quality. A refreshed structure enhanced readability and engagement, with a clear business model explaining how Severfield delivers sustainable value. The report received positive feedback for its effectiveness in catering to investors' and stakeholders' expectations. Judges praised the report as "well laid out".

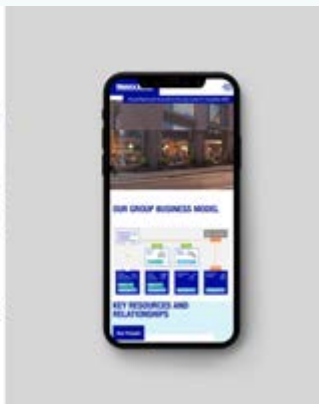
BEST ONLINE REPORT – SMALL CAP



Halfords Group plc and Jones and Palmer

Bronze

UK retailer Halfords Group plc wanted to effectively communicate its strategic vision through its annual report, highlighting its achievements and sustainability initiatives. Enhanced by engaging visuals, the report, designed with Jones and Palmer, sought to reinforce trust among stakeholders. Judges were impressed by the report's adaptability across platforms and devices.

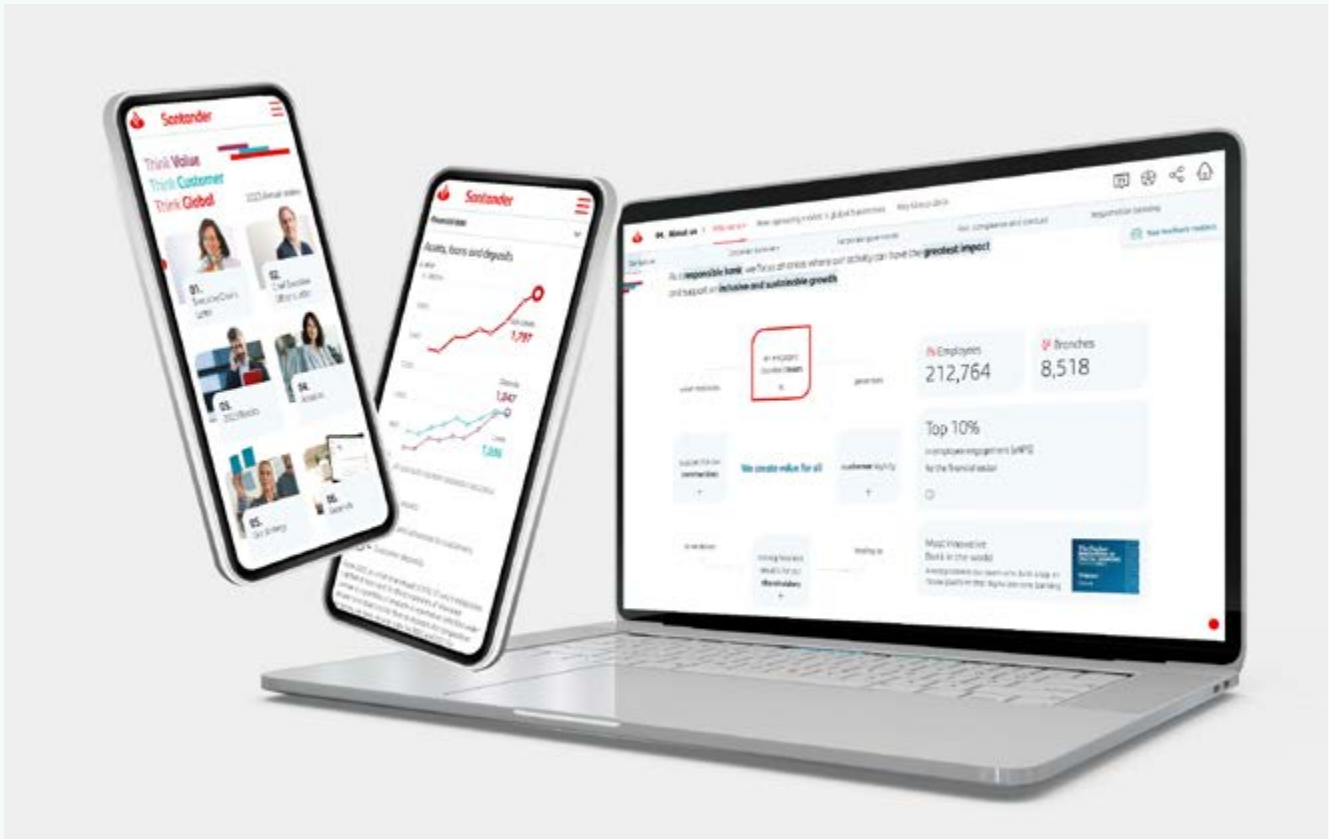


Henry Boot plc and Jones and Palmer

Bronze

Property company Henry Boot plc sought to bridge old and new corporate entities with its new annual report, themed 'Our future, our legacy'. Produced with Jones and Palmer, the report featured an innovative design and enhanced accessibility to improve engagement. Judges liked that the report was "fully responsive" across devices, describing the report as "competent".

BEST ONLINE REPORT – INTERNATIONAL



Banco Santander and Bestiario Gold

Banco Santander's 2023 annual report was designed in collaboration with Bestiario. After two years since it had launched the first version of its annual report, Santander sought to maintain its commitment to continuous improvement. The financial services group conducted quantitative and qualitative research among 2022 annual review users, receiving positive feedback.

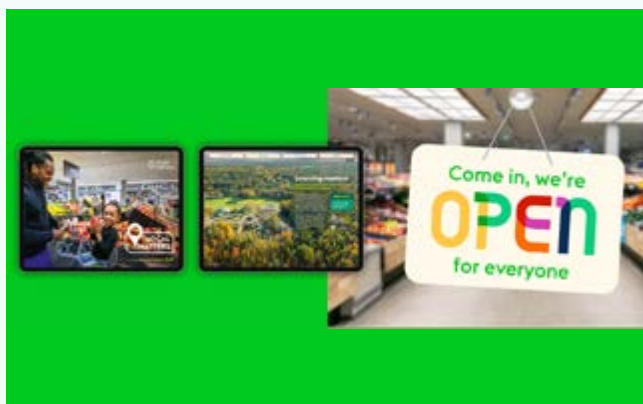
Four key issues were unearthed in the 2023 edition of the report: improving navigation, laying information, introducing the group's new operating model and use of multimedia resources. To tackle this, a refreshed report included new signposting and letters from the executive chair and CEO. The report focused not only on Santander's financial achievements, but also on its progress against other commitments, such as responsible banking. Judges praised the report as "clean and easy to navigate", with impressive interactivity and multimedia.

BEST ONLINE REPORT – INTERNATIONAL



ACWA Power and Fanda Corporate Communications Ltd Silver

Power generation company ACWA Power has grown rapidly since 2004. Working with Fanda Corporate Communications Ltd, ACWA Power wanted to reflect this growth in its 2023 report, while also reflecting its future ambitions. Outlined in the report are the company's sustainability commitments, under the theme 'Energy transition takes ambition'. Judges described the report as an "excellent first effort".



Ahold Delhaize and Radley Yeldar Silver

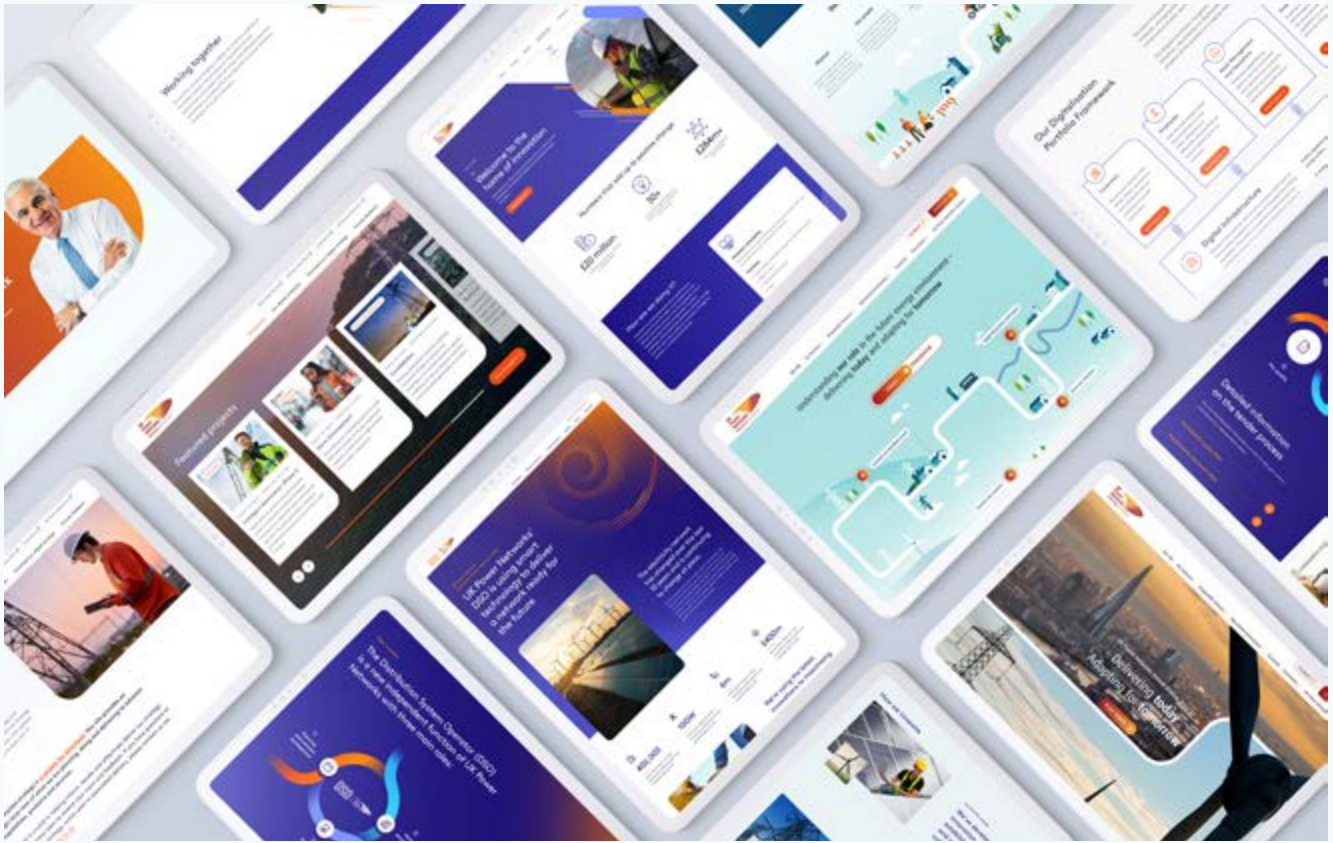
The 2023 online report of retail company Ahold Delhaize transformed its traditional format into a modern, interactive and engaging experience, focused on the theme 'Local matters'. Its work with Radley Yeldar invited diverse audiences to enjoy interactive content that felt accessible and personalised. The report's design put audiences first, which proved popular with judges, who described the report as "beautiful".



Sandoz and Emperor Bronze

Pharmaceutical company Sandoz successfully spun off from Novartis in 2023, becoming the largest European listing for that year. The company wanted to support this achievement with a comprehensive communications campaign, launched with Emperor, which bolstered its first integrated annual report. Judges described the online report as "delightful, clean and beautifully presented."

BEST ONLINE REPORT – UNLISTED



UK Power Networks and Instinctif Partners

Gold

UK Power Networks wanted to improve the design and content of its annual report. Working with Instinctif Partners, a new report was launched that aligned its reporting standards with leading companies and showcased its sustainability commitments under the theme 'Delivering today...Adapting for tomorrow'.

Key sections signposted the new annual report's microsite, including the homepage, an 'Our role' page and an energy sector review. An updated business model diagram follows best practice reporting and shows the relationship between key resources, strategic priorities and value created for stakeholder groups. The new website saw a 310% increase in site visits, with average users remaining on the page for one minute and 16 seconds. Judges described the report as "elegant and clear".

BEST PRINTED CSR OR ESG REPORT



Dowlais Group plc and Black Sun Global **Gold**

A newly listed high-technology engineering business, focusing on the automotive sector, Dowlais Group plc used its annual report to introduce itself to the market. It worked with Black Sun Global to define its business model, strategy and purpose, while emphasizing its position within a rapidly changing industry. The report was a crucial communication tool for introducing the group's investment proposition and vision for the future.

The narrative of its sustainability report was underpinned by clear, long-standing expertise in the automotive sector, but targeted an investment audience that was interested in Dowlais' sustainability credentials. The report was met with positive feedback from stakeholders, who felt it clearly introduced Dowlais, while describing a clear plan for navigating the transition to electric vehicles. "My heart leapt at this entry," one judge enthused, elaborating: "A very succinct ESG report."

smiths



Smiths Group and Conran Design Group **Gold**

FTSE 100-listed Smiths Group designs, manufactures and delivers advanced engineering solutions for its customers. The design of its annual report, produced with Conran Design Group, takes on an innovative approach, adopting a precisely structured and engineered grid conceived to reflect the group's position in the engineering business. The report demonstrates that it is possible to have an engaging and informative report that delivers strong information designed to meet the needs of both skim and in-depth readers, while keeping the report concise and simple.

Positive internal and external stakeholder feedback praised the clear, logical design and easy-to-navigate structure of the report, as well as the articulation of how sustainability is integrated throughout the business. Judges enjoyed the interactive aspect of the report, describing it as a "clear winner".

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BEST PRINTED CSR OR ESG REPORT



RS Group and Conran Design Group **Silver**

RS Group wanted to prioritise sustainability in its 'Better World ESG Action Plan', a report that focused on detailed, data-driven disclosures, storytelling elements and streamlined content. As a result, the report hoped to enhance accessibility for stakeholders, while supporting the company's transition to CSRD reporting. The RS Group ESG Report has received substantial praise from stakeholders.



Mondi Group and Design Portfolio **Bronze**

Packaging company Mondi Group worked with Design Portfolio to design a sustainability report that prioritised transparency regarding its MAP2030 strategy, highlighting achievements alongside CSRD-oriented reporting. Downloads of the report were up 33% on the previous year, which was met with praise by judges. One judge commended the "easy-to-digest content".



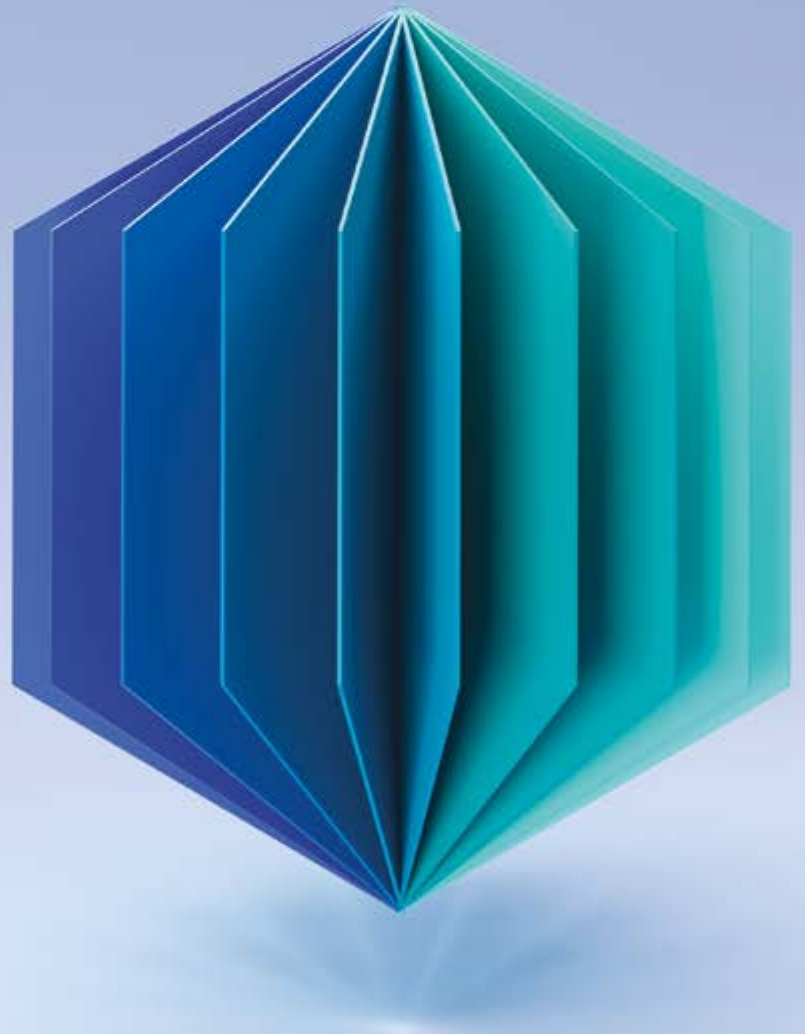
Phoenix Group and Emperor **Bronze**

Insurance company Phoenix Group worked with Emperor with the goal of shifting its sustainability report away from being purely informative towards also being inspiring. The report showcases the company's positive societal impact and value creation for its approximately 12 million customers and diverse stakeholder groups. Judges praised the report's concise style.

Haleon plc and Design Bridge and Partners **Highly commended**

Haleon plc's 'Responsible Business Report' with Design Bridge and Partners highlights its commitment to health inclusivity.

We use creativity as a lever
for changing businesses for
the better, bringing strategy
and corporate stories to life.

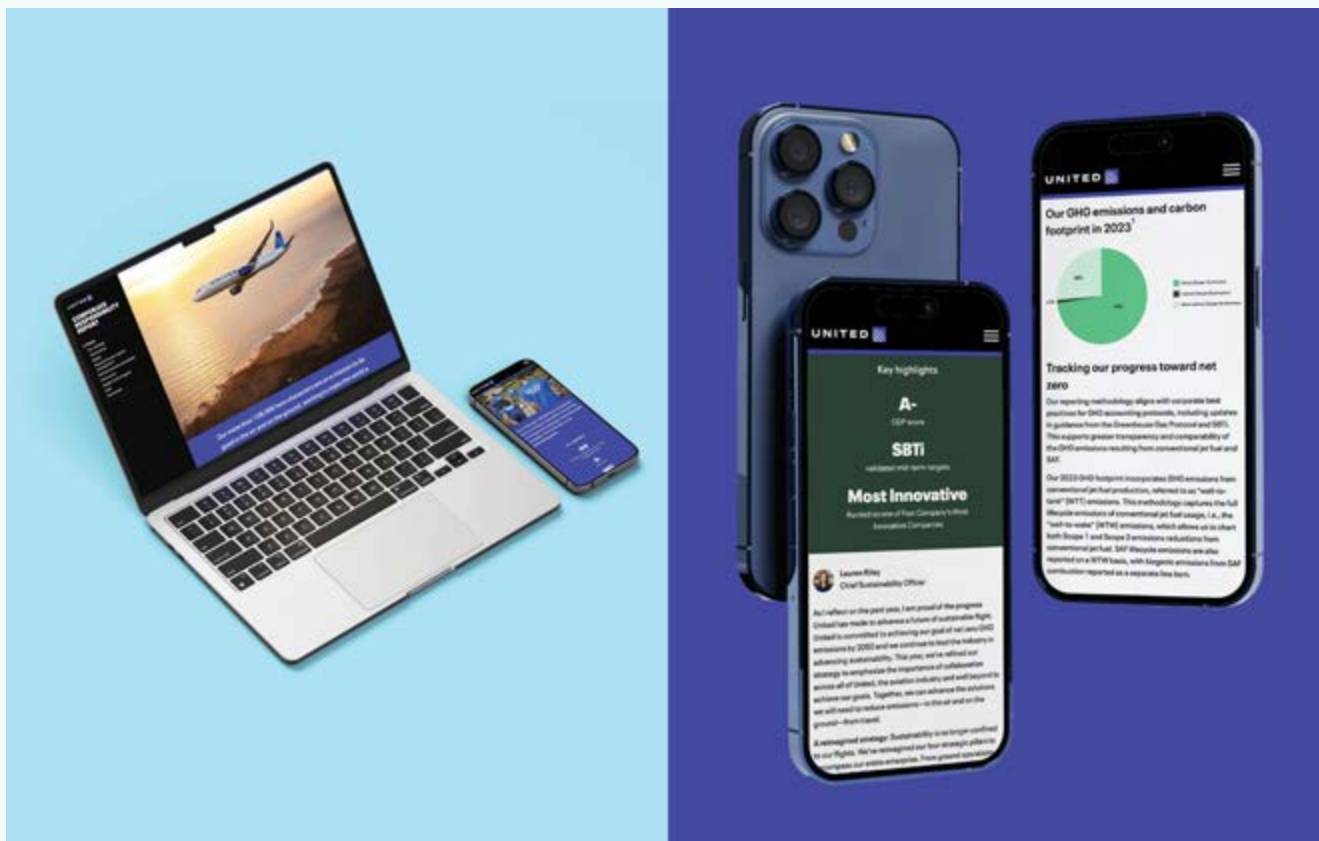


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BRUNSWICK
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BEST ONLINE CSR OR ESG REPORT



United Airlines and Brunswick Creative Gold

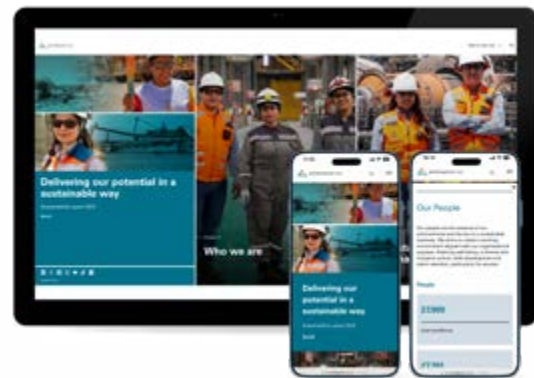
United Airlines aims to be the world's leading airline and achieve net-zero by 2050 without using voluntary carbon offsets. This year's fully digital report, created in collaboration with Brunswick Creative, is designed to meet stakeholders' needs, featuring streamlined content and externally assured environmental data. The HTML format is optimised for mobile and accessible to all users, with downloadable PDFs also available. The report caters to different audiences, offering quick reads, bite-sized summaries and full reports for deeper dives.

The site is user-friendly, compliant with WCAG 2.1 AA accessibility standards and built to answer key stakeholder questions. Catering to various user behaviours, the report allows for quick overviews on mobile, deep dives on desktop and data analysis on laptops. Judges praised the "very nicely done, full HTML".

BEST ONLINE CSR OR ESG REPORT

Antofagasta plc and Black Sun Global Silver

Mining company Antofagasta plc launched its sustainability report with Black Sun Global, representing a concise microsite extension of the full PDF. The report presented targeted, relevant information for stakeholders through visual elements and storytelling. The clear focus on the report's audience paid off, achieving an engagement rate of 60%.



Savannah Energy Silver

Savannah Energy aims to address energy poverty through its sustainability strategy. Its sustainability report features 'Strategy in Action' highlights, stakeholder quotes and infographics to showcase its achievements against tracked key metrics. Infographics enhanced engagement, along with links directing users to additional downloadable reports, which received good feedback from stakeholders. Judges praised the report's structure and detail.



Marks and Spencers Group plc with Brunswick Creative Bronze

British retailer Marks and Spencers Group plc worked with Brunswick Creative to achieve reporting that felt concise and impactful. Its report emphasises the company's progress while aligning with net-zero targets. A progress-tracking dashboard introduced a traffic light system for monitoring such goals, and improved graphics clarified emissions data and other key issues.

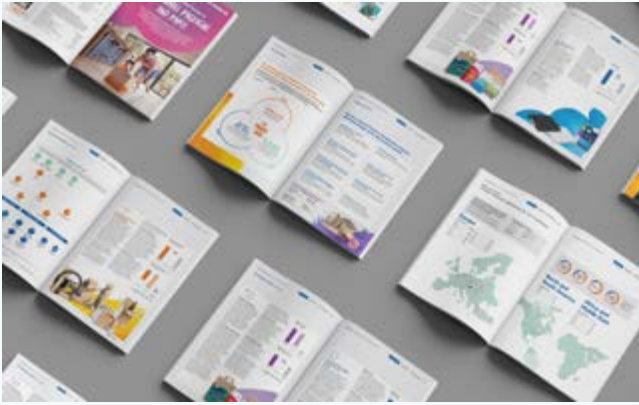


Prudential plc and Black Sun Global Bronze

Insurance company Prudential plc has launched a new corporate strategy for 2023-2027, refining its commitment to sustainability and impact across Asia and Africa. Its digital-only 2023 report, produced with Black Sun Global, showcased the actions taken to drive growth and enhance social sustainability. A fresh structure and clear messaging distinguish the report from previous years. Judges praised its "clear" design.



BEST DIVERSITY AND INCLUSION REPORTING



Mondi Group and Design Portfolio **Silver**

Packaging company Mondi Group was struggling with the complexity of discussing diversity, equity and inclusion (DE&I) as distinct yet interconnected topics in its reporting. Working with Design Portfolio, Mondi Group's DE&I strategy incorporated case studies, employee quotes and the company's sustainability development goals to highlight the impact of different working groups across the organisation.



Legal & General and Design Bridge and Partners **Bronze**

Financial services company Legal & General highlights its commitment to transparency around diversity and inclusion in its 2023 Social Impact Report, produced with Design Bridge and Partners. The report addresses challenges, outlines strategic priorities and reports on goals regarding the under-representation of women and ethnic minorities in senior roles. Judges praised the report's "impressive data".

BEST INTEGRATED REPORT

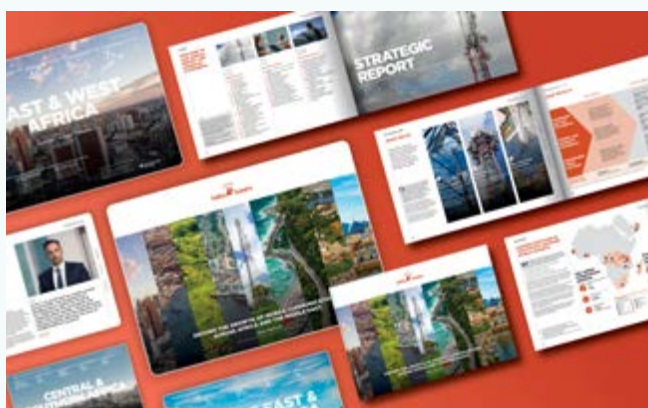


Mondi Group and Design Portfolio Gold

Mondi Group, a leading FTSE 100 company, aimed to exceed its previous high standards with its 2023 Integrated Report by enhancing clarity and accessibility, while focusing on its MAP2030 sustainability goals. The sustainability section became clearer, elaborating on key metrics and compliance with standards. As a result, Mondi Group's new report demonstrated innovation and transparency, solidifying its leadership in reporting excellence.

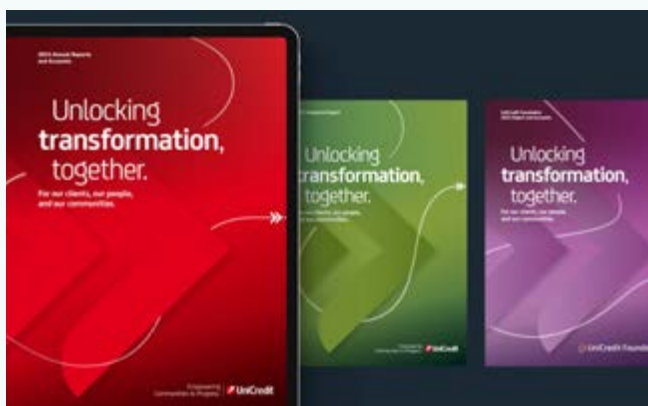
By aligning its Integrated Report with its Sustainable Development Report, Mondi Group created synergies across the project. This required weekly calls with project teams, ongoing collaboration with external reporting and sustainability consultants, and regular design and content reviews involving the IR, sustainability and communications teams. These efforts made for a more cohesive and efficient reporting process. Judges praised the report's target tracker and detailed case studies.

BEST INTEGRATED REPORT



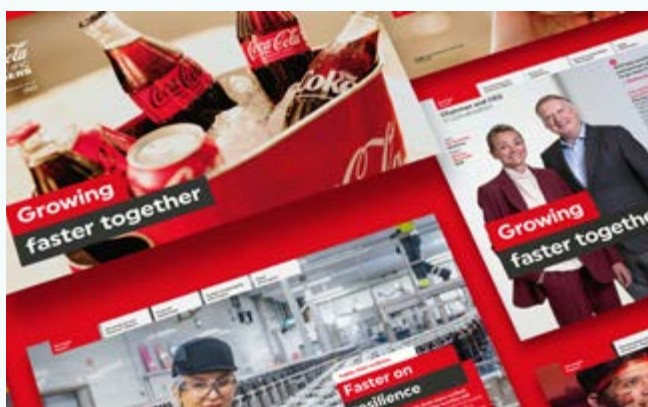
Helios Towers and Emperor Silver

Telecommunications company Helios Towers wanted to showcase innovation and stakeholder engagement with its 2023 annual report, designed with Emperor. The report integrates different elements to curate an engaging document that highlights the importance of enhanced mobile connectivity in Africa and the Middle East. The integrated report received excellent feedback from the board, investors and wider stakeholders. Judges described the report as “strong”.



UniCredit and Radley Yeldar Silver

Investment banking company UniCredit worked with Radley Yeldar to transform its reporting suite to reflect its ambitions towards becoming a ‘unified leader’. Its annual report adopted the theme ‘Unlocking transformation, together’. It was curated around thorough research to identify gaps in its reporting and aimed to communicate its transition plan and climate impact with greater clarity.



Coca-Cola Europacific Partners and Radley Yeldar Bronze

Last year was a big year for Coca-Cola Europacific Partners as it strengthened its operations, launched new products and further integrated its sustainability goals into the group’s strategy. Its annual report reflected these achievements with visual case studies and storytelling. The use of video was popular with judges, who also praised the “strong branding” and “good story flow”.



Holcim Ltd Bronze

Building materials company Holcim Ltd achieved record results in 2023, exceeding its financial targets and reducing CO₂ emissions by 42%. Holcim’s integrated annual report consolidates this financial and sustainability data, enhancing transparency and user experience through innovative formatting and engaging visuals. Judges praised the “beautifully designed” report and “unique” impact valuation statement.



The image features a dark teal background. A large, semi-transparent teal circle is centered, with the word "CREATIVITY" written in white, bold, sans-serif capital letters across its middle. To the left, a smaller teal circle overlaps the larger one. In the top left, a thin black line with three circular nodes extends across the frame. In the bottom right, a curved line of small yellow dots leads from the edge of the large teal circle towards the bottom right corner.

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BEST COVER



Howdens and Emperor Gold

Howdens, a UK trade-only kitchen supplier, operates over 900 depots across the UK, France, Belgium and the Republic of Ireland, generating £2.3 billion in revenue with a workforce of 12,000 employees in 2023. For its 2023 report cover, Howdens aimed to highlight key elements of its business model while maintaining its distinctive design. The vibrant front cover features a busy depot scene, emphasising solid work surfaces as a growth area and showcasing the strong relationships between staff and trade customers.

The back cover focuses on UK manufacturing, highlighting recent investments in paint-to-order capacity and a new architrave and skirting line. The impact of the covers is to effectively convey information in a warm and approachable style. Judges loved the “imaginative, illustrative design”, describing it as “playful and engaging”.

BEST COVER

Balfour Beatty and Design Portfolio Silver

Infrastructure group Balfour Beatty teamed with Design Portfolio to create a cover that reflected the progressive nature of its business. The design features a cycling worker to differentiate it from traditional impressions of the construction sector. A QR code on the inside page directs audiences to the story behind the image. Judges described the design as “human”.



HSBC and Design Bridge and Partners Silver

Financial services company HSBC designed a front cover that would reflect its commitment to “opening up a world of opportunity” and helping customers to navigate economic challenges. The design, curated with Design Bridge and Partners, emphasises inclusivity and internationalism, while adhering to brand guidelines with its recognisable hexagon and red hues. Judges described the design as “striking” and “powerful”.



Britvic and Design Portfolio Bronze

Drink company Britvic curated its annual report cover with Design Portfolio to showcase its diverse brand collection, highlighting key markets and recent acquisitions. The cover features vibrant imagery and refillable bottles, emphasising innovation, sustainability and the role of its products. One judge commented that the design “brings the brands to life.”



Legal & General and Design Bridge and Partners Bronze

The cover of Legal & General's report, curated with Design Bridge and Partners, builds on its recognisable umbrella imagery to also highlight its social investments, while symbolising a brighter future through bold visuals and real-life photography. Its reporting suite features aerial photography and vibrant colours, while its online report showcases drone footage. Judges loved the “striking” umbrella imagery.



BEST COVER



Workspace Group and Gather Bronze

The cover of Workspace Group's annual report, designed with Gather, sought to creatively highlight its diverse community. In place of traditional data visualisation methods, Workspace Group captured the essence of its culture by turning the letters of its name into windows, permitting a glimpse into Workspace properties. Judges described the cover design as "imaginative", "impactful" and "memorable".

BEST COPY STYLE OR TONE OF VOICE



Howdens and Emperor Gold

For its 2023 report, Howdens aimed to produce a clear and engaging document that also reflected its personality, while addressing growing stakeholder expectations. The UK kitchen supplier operates more than 900 depots in the UK, France, Belgium and the Republic of Ireland, generating £2.3 billion in revenue with a workforce of 12,000 employees in 2023. The main challenge was to maintain succinctness and accessibility, especially in the sustainability section, which needed refreshing to showcase progress without making the report over-long.

Additionally, Howdens sought to enhance reporting on opportunities and risks and their implications for future growth, focusing on forward-looking information in the market overview and risk management sections to highlight long-term value creation. Judges praised the report's "excellent integration of the design and copy."

BEST COPY STYLE OR TONE OF VOICE



Legal & General and Design Bridge and Partners Silver

Legal & General ensured a sense of the purpose of inclusive capitalism was threaded throughout its 2023 annual report, which showcased the financial services company's social investment during a time of leadership change. An emphasis on photography made the report feel more accessible and engaging while remaining true to its brand.



The background is a dark teal color. It features two large, overlapping circles of a lighter teal shade. One circle is positioned on the left side, and the other is larger and centered. In the top left corner, there are three black dots connected by thin black lines, forming a network-like structure. In the bottom right corner, there is a curved line of small yellow dots.

COMMUNICATIONS



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GREECE
& THE WORLD
THERE'S
ATHENS
INTERNATIONAL
AIRPORT.



EVERY MINUTE
A NEW JOURNEY BEGINS!



BEST IPO COMMUNICATIONS



Athens International Airport **Gold**

Athens International Airport (AIA) has decided to list its shares on the Athens Stock Exchange to capitalise on Greece's growing tourism and improved financial standing. AIA's strategic communication plan effectively raised awareness and built investor confidence, resulting in an oversubscription of shares by 12 times, valuing the airport at €2.46 billion and generating €785 million for the Greek state. The IPO received extensive media coverage, with more than 3,600 news articles highlighting its significance in the financial landscape.

The first phase focused on raising awareness and understanding of AIA's strategic significance in the Greek economy, financial performance and sustainability plans. This compelling narrative was central to all communications, ensuring consistency across channels. During the second phase, the focus shifted towards building trust and attracting investors. One judge described the entry as a "brilliant story".



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BEST IPO COMMUNICATIONS



Air Astana and Instinctif Partners Silver

Air Astana, the national airline of Kazakhstan, was forced to delay its long-anticipated IPO due to the pandemic and other geopolitical events. Working with Instinctif Partners, it launched an integrated campaign combining advisory, investor relations, reporting and video production. The IPO was successfully finalised in February 2024, raising \$356 million at an \$847 million valuation.



Raspberry Pi Holdings plc and Alma Strategic Communications Bronze

The communications campaign preceding Raspberry Pi Holding plc's IPO, curated by Alma Strategic Communications, focused on messaging, investor education and providing reassurance to its community. For the IPO itself, Alma led external communications, media relations and content creation. The successful IPO saw strong demand and a 33% share price increase on day one. Judges praised the "competent" campaign.

BEST USE OF DIGITAL MEDIA

Workspace Group and Gather Silver

Workspace Group's online annual report, designed with Gather, features seven videos, three customer stories and a drone film, hoping to illustrate the theme of 'It all happens at Workspace Group'. The interactive report enhanced its storytelling and showcased the company's commitment to its community, proving adaptable to reach audiences across multiple devices.



MOST INNOVATIVE FINANCIAL COMMUNICATIONS



Oakley Capital Investments and Friend Studio **Gold**

Oakley Capital Investments (OCI) is a listed private equity firm on the LSE's Main Market, recognised as a leading investor in digital innovation. In line with its focus on tech and digital sectors, OCI aimed to enhance its reporting quality by embracing digital solutions. The 2023 online annual report addresses the challenges of mandatory iXBRL reporting and marks a significant shift in report creation and consumption.

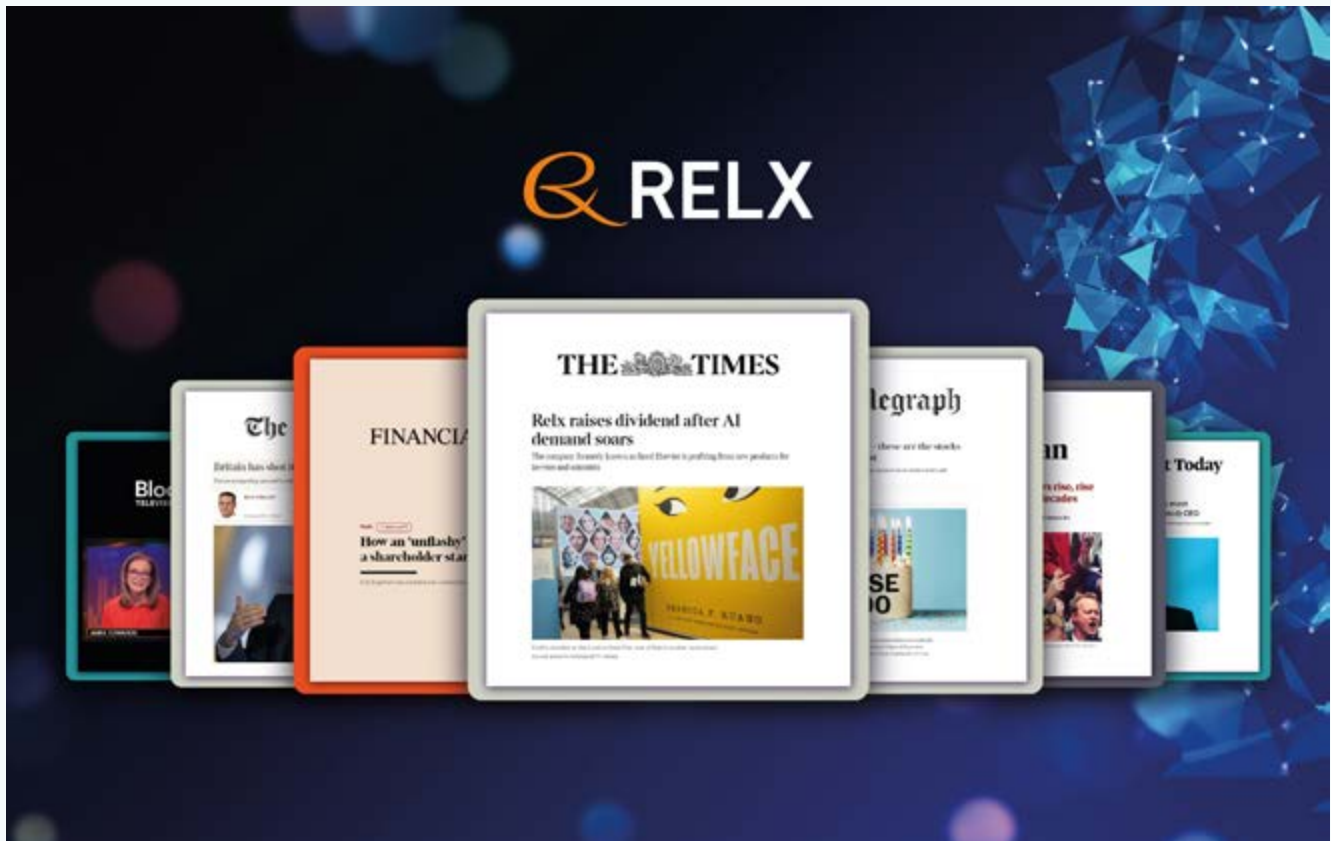
OCI's 2023 report is a multi-format, digital-first iXBRL report, transforming the traditional print-first model into a digital-first approach. This innovative strategy not only improves reporting processes and automation but also enhances usability and accessibility for stakeholders. One judge commented that the entry made private equity feel "more open and democratised."





STAKEHOLDER RELATIONS MANAGEMENT

BEST MANAGEMENT OF CORPORATE AND FINANCIAL MEDIA RELATIONS



RELX Gold

RELX, a FTSE 100 information and analytics group, faced media coverage challenges as a member of the Financial Times' XFT index. To enhance its profile, the communications team implemented a strategy using key data for news hooks and a strong owned-media campaign.

The team highlighted RELX as the best-performing FTSE 100 stock during its 40th anniversary, leading to positive coverage from major outlets like The Financial Times and Bloomberg. A media dinner with top editors resulted in further favourable exposure. These efforts achieved 100% positive sentiment around financial results and earned RELX recognition as the most trusted company in the FTSE 100. Judges praised the “easy and clever” submission.

BEST MANAGEMENT OF CORPORATE AND FINANCIAL MEDIA RELATIONS

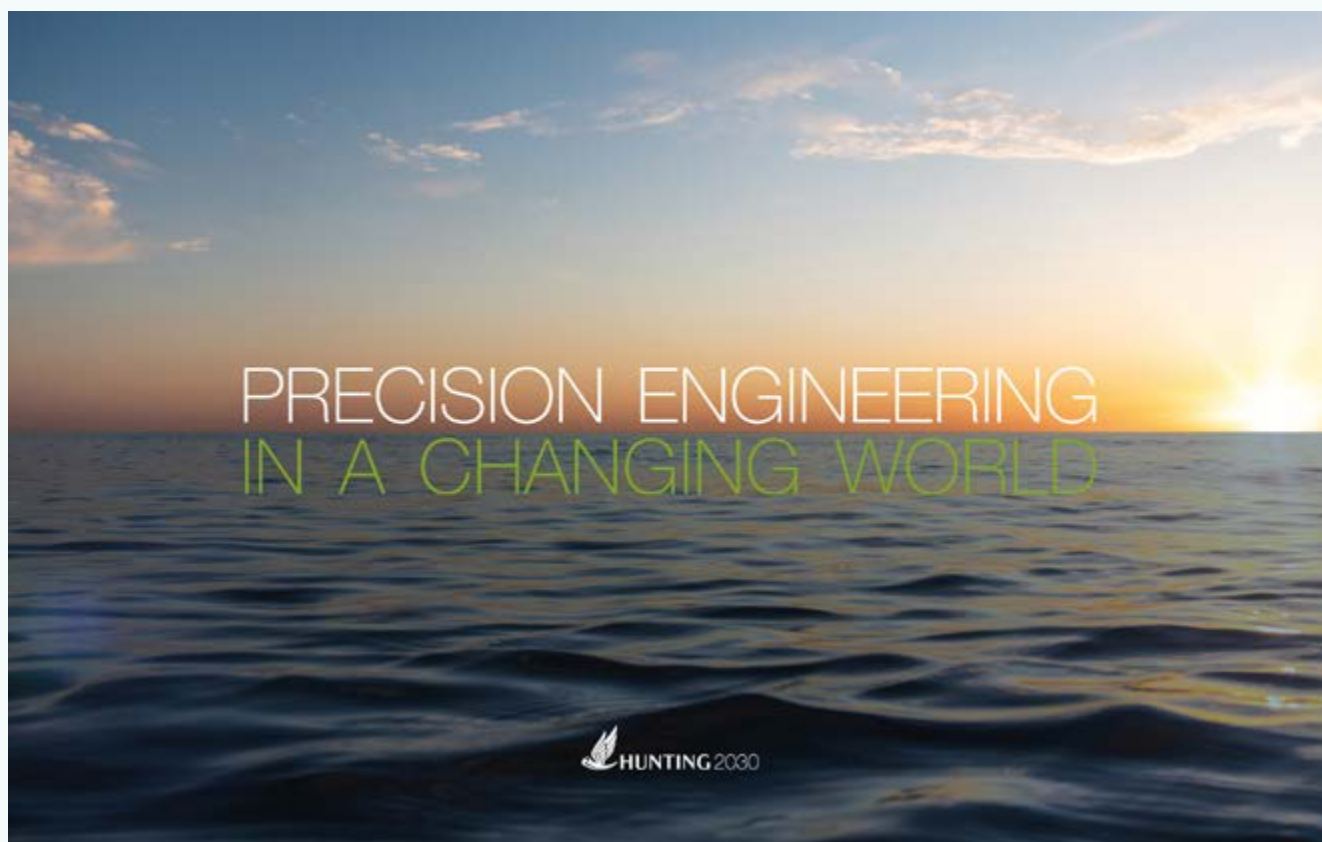


Fincantieri

Bronze

Shipbuilding company Fincantieri worked with Tancredi Intelligent Communication to enhance its corporate and financial communications, focusing on leveraging its reputation and showcasing its capabilities. Key initiatives by the company include participating in events such as the Munich Security Conference, highlighting its leadership in maritime defence at a time of geopolitical tension.

BEST EVENT



Hunting and Gather Gold

Hunting is a global precision engineering group in the FTSE 250. In 2023, the company launched a long-term strategy focused on revenue and profit growth, free cash flow generation and carbon emissions reduction by 2030.

Its first Capital Markets Day at the London Stock Exchange sought to boost investor confidence and attract new investments. The event aimed to reshape outdated perceptions of the company as stale and low-tech by presenting its modern strategy for growth. Key objectives included introducing Hunting's 2030 strategy, focused on increasing revenues from non-oil and gas sectors, positioning the company as a global entity, highlighting its innovative precision-engineering capabilities and showcasing its strong leadership. Judges described the event as "professional and glitzy", adding: "it clearly raised the bar."

BEST EVENT



Smiths Group **Silver**

Engineering company Smiths Group hosted an investor event in November 2023, designed to reposition its John Crane division. The event highlighted its commitment to energy efficiency and security with practical demonstrations and talks from industry experts. This proved a success, receiving unanimous positive feedback. Post-event, a dedicated webpage and social media posts ensured continued engagement.



McBride and Instinctif Partners **Bronze**

Household cleaning products manufacturer McBride hosted a Capital Markets Day in London, designed to showcase its transformation strategy. Curated with Instinctif Partners, the event featured a specially designed supermarket set, allowing attendees to interact with products while receiving updates from the leadership team. Attendees left the event with sustainable, branded bags and product samples.



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TEAM

IN-HOUSE CORPORATE AND FINANCIAL COMMUNICATIONS TEAM OF THE YEAR



RELX Winner

FTSE 100 information and analytics group RELX had been facing challenges with media visibility and employee engagement. Despite a limited budget, RELX's communications team was prompted to enhance both its external and internal communications initiatives. The team curated a dual strategy that used no-code storytelling technology to create 50 long-form stories. These stories would target employees and external stakeholders by exploring issues of interest to them, while also focusing on earned media.

By analysing employee survey data, the RELX team saw an incredible improvement in engagement, resulting in a 15-point increase in employee advocacy. The team's efforts led to RELX being recognised as the best-performing stock on the FTSE 100 and secured extensive positive media coverage, doubling from the previous year. Efforts also fostered career growth and improved diversity at the company.

IN-HOUSE CORPORATE AND FINANCIAL COMMUNICATIONS TEAM OF THE YEAR

Coats

Finalist

The Coats brand and communications team excelled in managing corporate communications post-acquisition of Texon and Rhenoflex. The team developed a unified brand identity for the Coats footwear division, focusing on stakeholder engagement. Efforts included Q&A documents, presentations and press releases, all aligned with Coats' values of innovation and sustainability, enhancing the company's reputation in the footwear sector.

Playtech

Finalist

Playtech's communications team, now just two members strong, manages global corporate communications while collaborating with three agencies in the US, Latin America and Europe. Core tasks like press releases and crisis management are handled in-house, showcasing the team's resilience. Clear communication and meticulous planning has enabled the team to adapt and succeed amid challenges.

Schroders

Finalist

Over the past 18 months, Schroders has undergone significant changes, including the launch of a new client-focused approach with its client group in early 2023. The company is also transitioning its leadership, with Elizabeth Saint and Julie Foster heading the marketing and communications team. Their leadership fosters a culture of collaboration while maintaining clear authority.

AGENCY OR CONSULTANCY OF THE YEAR



Cognito **Winner**

Independent global communications agency Cognito is based in London, and specialises in finance, professional services, technology and climate transition. The team is led by CEO Tom Coombes and, with 30 employees, Cognito values its employee retention, boasting a turnover rate of 28%.

A fearlessly future-focused and adaptable agency, Cognito has recently embraced AI, engaging clients in discussions about its impact and integrating AI tools, like CognitoGPT, for secure and innovative work. Cognito has also grown its portfolio in carbon finance, securing mandates from notable organisations like Xpansiv and the Voluntary Carbon Markets Integrity Initiative. Despite a 7% decline in turnover to £5.16 million for 2023, the agency's profit before tax has increased by an impressive 21%. Going forward, Cognito has aspirations to be the top choice for communications in its sectors while expanding its expertise.

AGENCY OR CONSULTANCY OF THE YEAR

CKD

Finalist

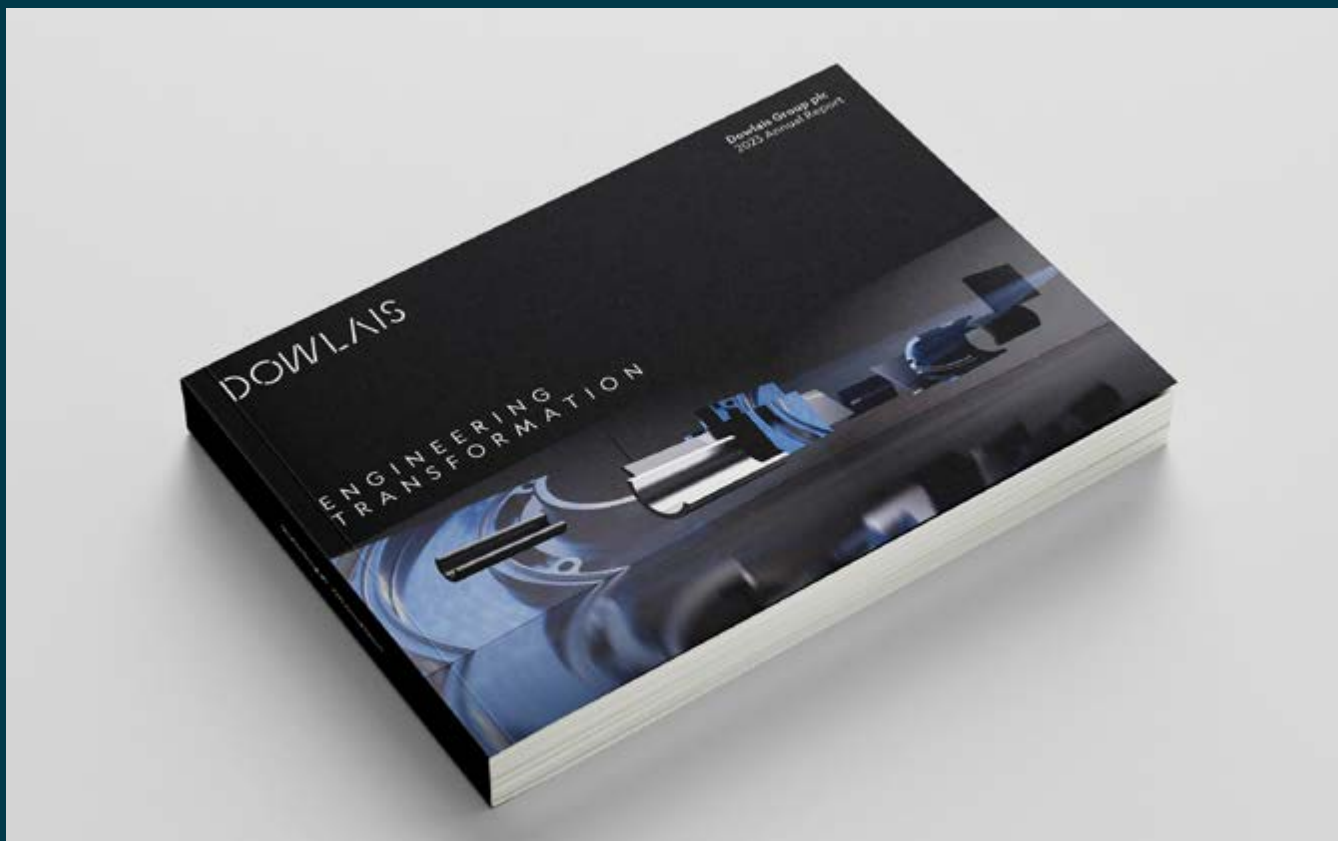
At CKD, teamwork and collaboration are essential. The agency meets in the studio twice a week, with all-team days on Tuesdays for briefings and catch-ups. Daily online meetings and group chat channels ensure ongoing communication. Over the past 18 months, CKD teams have united to tackle challenging pitches, manage design briefs, learn new software and explore AI, always while supporting one another.



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GRAND ACCOLADE

ANNUAL REPORT OF THE YEAR

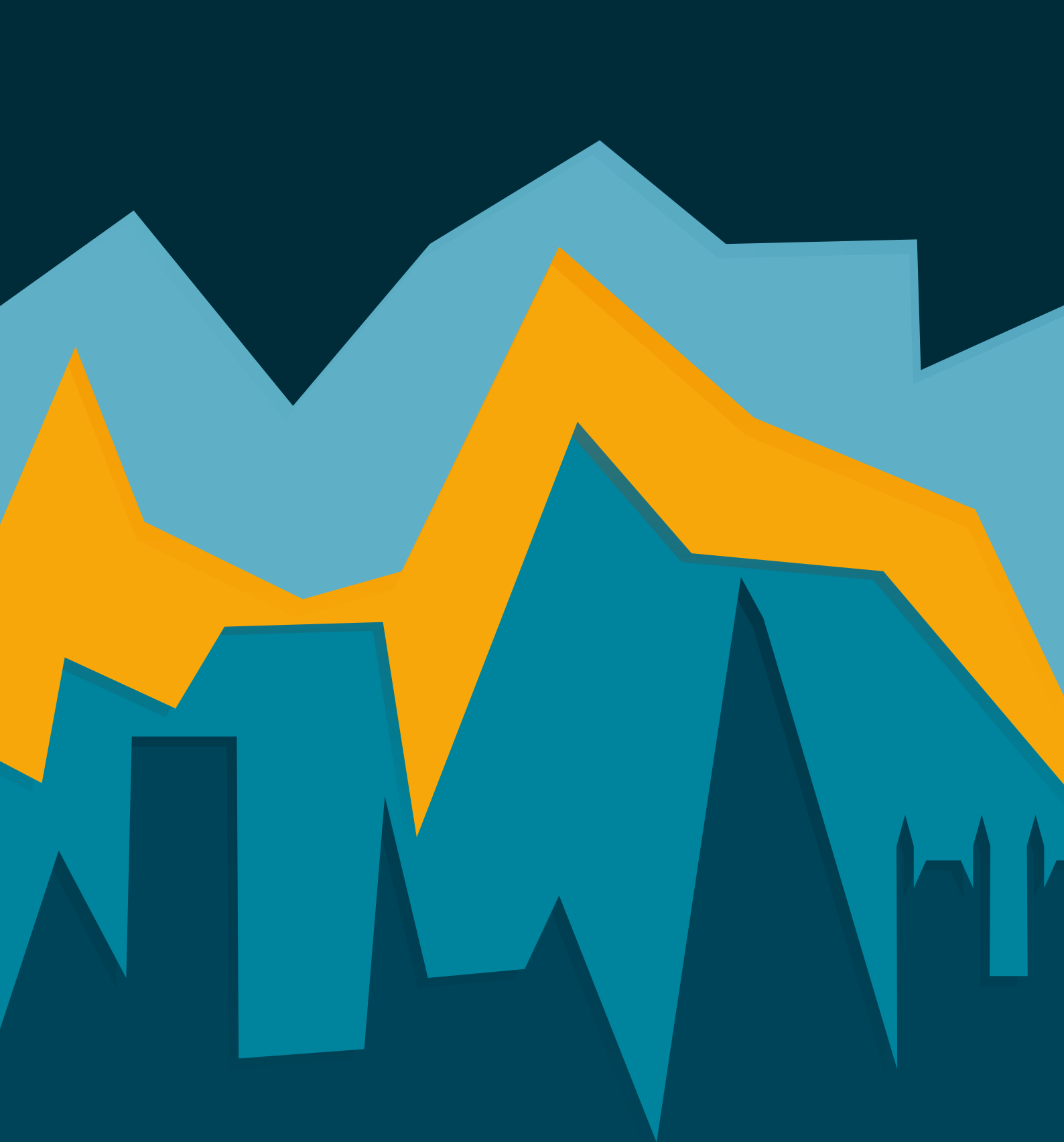


Dowlais Group plc and Black Sun Global **Winner**

Dowlais Group plc is a newly listed, innovative high-tech engineering company dedicated to the automotive sector. Comprising three market-leading businesses, Dowlais is committed to advancing its sustainable vehicle solutions. Its inaugural annual report showcases its business model, strategy and unique industry position, while targeting investors interested in sustainability and growth. It also marks the exciting debut of the brand in corporate communications, balancing a clean design with comprehensive information and regulatory compliance.

Throughout the process, both the Dowlais and Black Sun teams have prioritised the investment community as the report's primary audience, focusing on Dowlais' unique strengths and strategic priorities. The report opens with executive introductions and an overview of business units and models, followed by visually engaging spreads highlighting key strategic pillars: 'lead', 'transform' and 'accelerate'. Integrating the overarching purpose, "Engineering Transformation" seamlessly ties the narrative together, creating strong connections with case studies throughout the report.

Dowlais' inaugural report emphasised its commitment to impactful engineering and received overwhelmingly positive feedback. The report met the executive team's goal of presenting its product portfolio in an accessible and appealing manner to investors, while outlining sustainability targets in a digestible way. The report also spurred the creation of further narrative assets for broader use and prompted an additional website refresh. Having effectively introduced the company to the market, Dowlais' report, in collaboration with Black Sun, resulted in a market-leading product characterised by clarity, creativity and accountability for future targets.



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