DATA COMMS
AWARDS 2025

WINNERS
BOOK

NOTE FROM THE
EDITOR

REBECCA PARDON
EDITOR
COMMUNICATE MAGAZINE

In a world increasingly shaped by algorithms and analytics, data has become the invisible architecture behind how we live, connect and make sense of the world. It's a resource as geopolitically potent as oil once was, though far more elusive, drifting through our lives largely unnoticed, yet steering everything from public policy to brand storytelling. Now in its fourth year, the DataComms Awards spotlights those who harness data not only as a tool, but as a catalyst for creativity and communications with a distinctly human touch.

This year's entries impressed with their inventiveness and nuance, where raw information was sculpted into experiences that both inform and move. One entry from Onclusive saw Allied Universal transform its crisis communications strategy with a real-time media monitoring platform. In partnership with Braidr, Luminr developed a tool that provides comprehensive competitor intelligence, leveraging AI to analyse digital search data across various channels.

A huge congratulations to all of this year's winners, and thank you for reminding us that, even in an age of AI, measurement and metrics, imagination remains invaluable.

Onclusive

Measuring What Matters

In a world of constant media evolution, understanding your true impact requires intelligence beyond numbers. Onclusive delivers the insights that transform how you measure, optimize, and communicate your success.

- **Media Monitoring**
- **Media Analysis & Measurement**
- **Journalist & Outlet Database**
- **PR Attribution**
- **Competitive Intelligence**
- **Digital Content Analytics**

Scan the QR Code To Find out more

Onclusive is a world leader in media intelligence technology and services, dedicated to supporting PR, Communications, and Marketing professionals. We deliver leading-edge innovation, human expertise and unmatched media reach in a suite of media management, monitoring and analytics solutions that support every stage of the communications cycle. Our unified platform and services enable our customers to make fast, accurate, data-driven decisions about their communications and marketing strategies, allowing them to prove and improve their value. how you measure, optimize, and communicate your success.

Onclusive

MEET THE
JUISBN JUDGES

Béatrice I. Bourdel-Grant
Former strategic marketing communications director
Bayer

With over 20 years of experience across pharma, consumer health, FMCG, energy, oil and Gas, Beatrice is a results-driven marketer and natural communicator renowned for delivering impactful business outcomes. Her expertise in change management and communication has driven success in major transformation programmes. Known for her empathy, creativity and pragmatic style, she thrives on solving problems and helping others grow.

Sarah Brown
Senior marketing and brand Manager
Helping Hands Home Care

Sarah is a marketing and communications leader with a strong track record of delivering impactful campaigns for household name brands across leisure, tourism and healthcare. She is the senior marketing and brand manager at Helping Hands Home Care. She also has an impressive background composing global communications for Merlin Entertainments and across iconic UK attractions, including the world's largest aquarium brand, SEA LIFE, LEGOLAND Discovery Centre, the Dungeons and Warwick Castle, she is a true expert in crafting captivating campaigns.

Georgie Cade
Head of communications
UCL

Georgie is an experienced communications leader with a strong track record of reputation management and delivering high-profile campaigns. She is head of communications for University College London (UCL). Georgie has over a decade of communications experience across private and public sector. She thrives in the sweet spot where crunchy challenges meet with a purpose-driven agenda. She is a strong advocate for the professionalisation of communications as a strategic discipline, and for helping develop peers and future talent.

Rob Holtom
Data and digital senior leader
Information Commissioner's Office

Rob is executive director of digital, data, technology and transformation and delivery at the Information Commissioner's Office. He is responsible for how digital services, data capabilities and technology underpin the ICO's operations and strategic transformation. He is a returning judge and was involved in last year's DataComms awards.

Jade Jones
Metadata and data quality manager
Sainsbury's Digital, Tech and Data

With ten years of experience in data analytics, audit and governance, Jade is a passionate and proficient metadata and data quality manager at Sainsbury's. Jade leads a function responsible for developing and rolling out a successful data cataloguing and data quality programme to over 5,000 users across the Sainsbury's Group, with the objective of promoting high quality, trusted and reliable data for consumption by a culture of data fluent colleagues. Jade's mission is to leverage her data analytics and governance expertise to deliver game-changing insights and solutions.

Matt Large
Director of data
UNiDAYS

Matt Large is a 25-year veteran in the data world. Over the past seven years as Director of Data at student discount platform UNiDAYS, he led the implementation of their data lakehouse strategy, most recently the provision of a new data catalogue. His previous roles include heading up solution architecture at Black Swan Data, BI/Big Data projects at Channel 4 and several years in the MI group at PA Consulting.

You got this!*

* Best of luck to everyone, especially Maintel 😉

MEET THE
JUDGES

Lyndsey Pereira-Brereton
Data visualisation specialty lead
Canva

Lyndsey Pereira-Brereton is the data visualisation specialty lead at Canva and head of data visualisation enablement. With an MSc in Economics and experience at the UK Government's Economic Service and the Bank of England, she specialises in data visualisation and storytelling. Passionate about elevating the standard of data communication, Lyndsey helps professionals transform insights into compelling narratives. Through her data storytelling framework and tools like Flourish, she empowers others to effectively communicate complex concepts, ensuring data's full impact is realised.

Alexander Wheatley
Head of customer insight and data
Doyle Collection

Alex is responsible for leading the development and execution of The Doyle Collection group's customer insight and data strategy. Having held a selection of leadership roles across the insights industry, on both the client and agency side of the sector, Alex has worked with an all-encompassing range of clients and projects. He has built a career driving the leading edge of research; the achievements of his work and that of the teams he has built, have been recognised by the industry many times over. He is a representative for the European Society for Opinion and Market Research and plays an advisory role in many other industry organisations and bodies.

THE
WINNERS

DATA INSIGHT

Best Data Insight from a Communications Campaign (One-Off)

Gold – CARMA's Kingdom of Saudi Arabia Reputation report

Silver – Clarivate

Bronze – Ogilvy with Saudi Arabia's Ministry of Culture and CARMA

Best Data Insight from Communications Activity (Ongoing)

Gold – A Data Pro and Signal AI for ServiceNow

Silver – Commetric

Bronze – Go.Compare and Onclusive

Best Data Insight from an Integrated Campaign

Gold – UK Finance and FleishmanHillard

Silver – aramco

Bronze – Clarivate

Bronze – CoverageBook and Hard Numbers

Best Real-Time Response

Gold – Allied Universal and Onclusive

Silver – eMedia Monitor GmbH

Best Media Coverage Impact Assessment

Gold – Commetric

Silver – CoverageBook and Hard Numbers

Best Data-Driven Competitive Intelligence

Gold – aramco

Gold – Braidr & Luminr

DATA USE

Best Use of Data to Assist Reputation Management

Gold – Onclusive with a prominent international airport

Gold – ZPB Associates

Silver – CARMA's Aviation Reputation report

Bronze – Honda and CARMA

Most Innovative Use of Data

Gold – Clermont Hotel Group and Braidr

Gold – Enriched Insights

Silver – Clarivate

Silver – a Global Premium Automotive Manufacturer and CARMA

Best Data-Driven Corporate Storytelling

Gold – Maintel Holdings PLC and Invicomm

Silver – Honda and CARMA

Best Data-Driven Corporate Reporting

Gold – NatWest Group and Black Sun Global

Silver – CARMA's Kingdom of Saudi Arabia Reputation report

DATA COMMUNICATIONS

Most Innovative Format to Display Data

Gold – Hahn+Zimmermann

Silver – aramco

Bronze – Braidr & Luminr

Best Use of Animation

Gold – BBC Mercator and Gorilla Gorilla
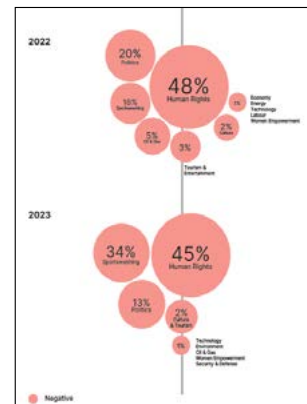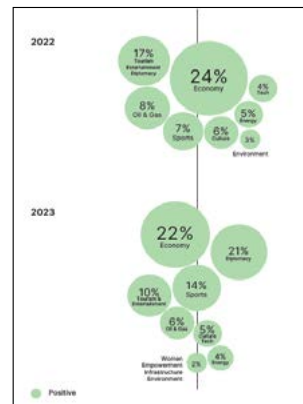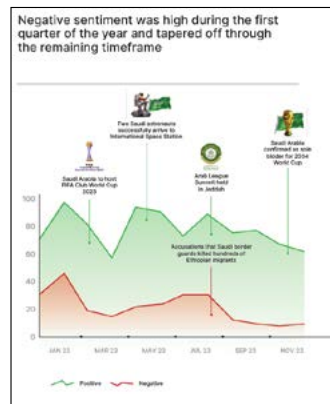
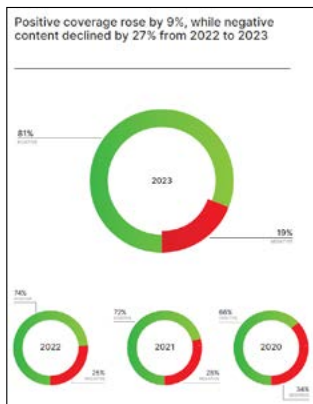Silver – Research Data Scotland
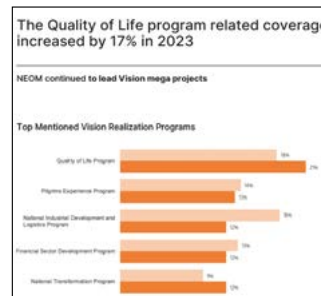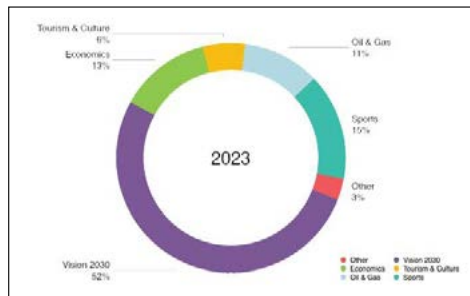
Best Visualisation of Data

Gold – DHL eCommerce and Something Big

Silver – Maintel Holdings PLC and Invicomm

GRAND PRIX

UK Finance and FleishmanHillard
Winner

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

GOLD

CARMA's Kingdom of
Saudi Arabia Reputation report

CARMA's 'Kingdom Reputation Report' analysed Saudi Arabia's media perception from 2020 to 2023, focusing on the impact of Vision 2030. It provided actionable insights for clients, enhancing their communication strategies. The report utilised AI and human analysis to track media sentiment, identifying opportunities to improve Saudi Arabia's global reputation.

With a targeted marketing campaign, including webinars and media outreach, CARMA positioned itself as a leader in media intelligence. The results included a 37% increase in audience engagement, 174 quality sales leads and a 74% boost in pipeline influence, generating $205,000 in retainer projects. The campaign exceeded communication goals and strengthened client relationships, achieving 100% retention. Judges described the work as "interesting and admirable."

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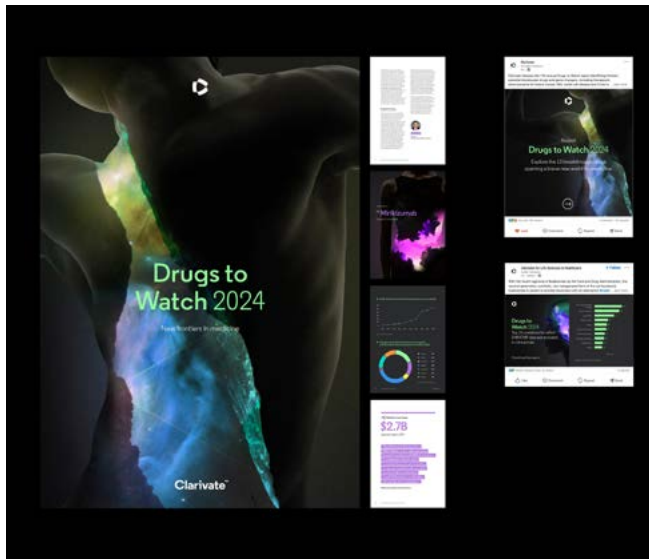
SILVER

Clarivate

Clarivate's 2024 'Drugs to Watch' report identifies 13 drugs with blockbuster potential, highlighting innovations like gene editing and AI. The judges identified strong media engagement and stakeholder advocacy as highlights of the campaign. One described the entry as a "solid and competent campaign."

BRONZE

Ogilvy with Saudi Arabia's Ministry of Culture and CARMA

Saudi Arabia's Ministry of Culture launched the 'Year of the Camel' campaign, in collaboration with CARMA, using data insights to celebrate camels' cultural significance. Judges praised the campaign's "data-driven, cultural, storytelling approach".

GOLD

A Data Pro and Signal AI for ServiceNow

ServiceNow, in partnership with A Data Pro and Signal AI, offers a quarterly multi-market report focused on owned and earned coverage of ServiceNow as a software company. The report tracks its competitors across traditional mainstream media, blogs, podcasts and selected social media channels. Content is curated, tagged and coded by Signal AI's platform, with hybrid coding ensuring accuracy in topic tagging, coverage quality and quoted spokespeople.

External content is manually coded by the team. The service, combining automated and manual coding, provides ongoing insights into ServiceNow's media presence and competitor analysis, highlighting performance trends. This allows for actionable data-driven insights, guiding strategic decisions and improving media coverage and performance across regions. Judges were impressed by the integration of AI-driven and human analysis to curate an "accurate and dynamic data framework".

BEST DATA INSIGHT FROM
COMMUNICATIONS ACTIVITY (ONGOING)

SILVER

Commetric

Commetric integrated media and search data to help a candy brand refine its communications, optimise strategies and drive engagement. The strong methodology and strategy impressed judges, who particularly liked the Company Topics channel.
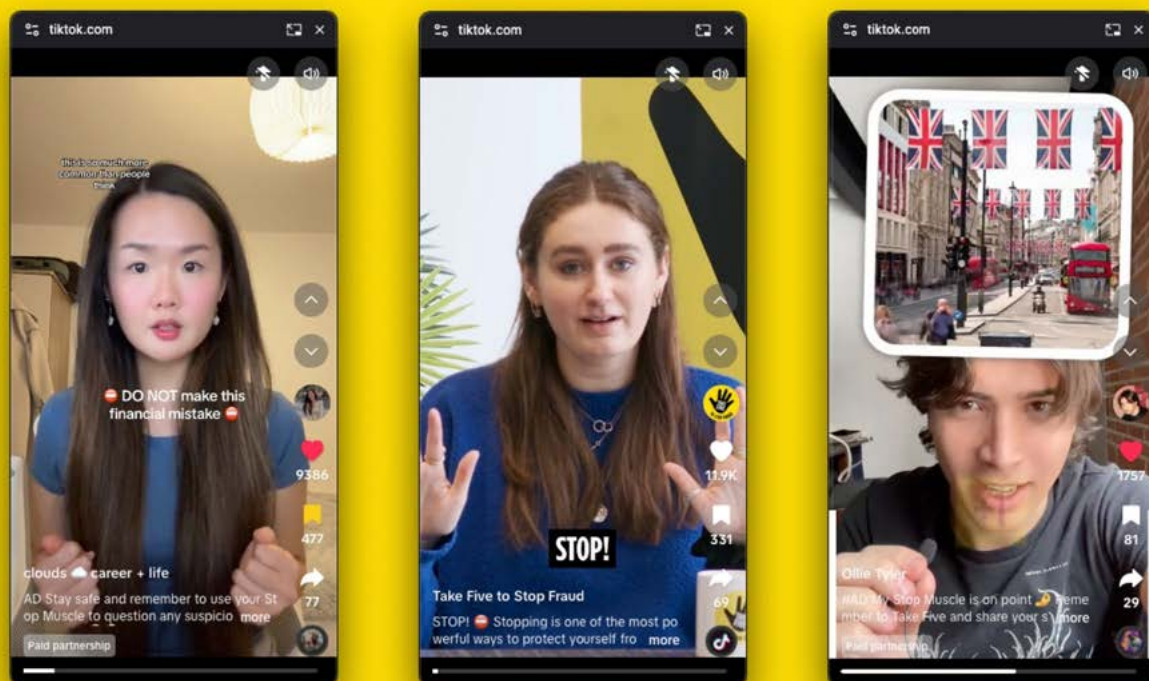

BRONZE

Go.Compare and Onclusive

Go.Compare partnered with Onclusive to analyse social media sentiment, measure campaign performance and refine marketing strategies using real-time insights. One judge observed the campaign showed "robust social listening".

BEST DATA INSIGHT FROM AN
INTEGRATED CAMPAIGN

GOLD

UK Finance and FleishmanHillard

In 2024, UK Finance, alongside FleishmanHillard, enhanced the 'Take Five to Stop Fraud' campaign, aiming to help the UK build stronger fraud prevention habits. With fraud losses on the rise in the first half of 2024, the campaign focused on reinforcing the core message: Stop, Challenge, Protect.

Key activities included launching on TikTok with an AI filter game, introducing an online quiz to raise awareness of factors making people more susceptible to fraud and hosting pop-up events called Stop Inns across the UK. The campaign saw significant engagement. By year-end, campaign recognition

reached record levels, particularly among younger and older audiences, marking a notable success in fraud prevention efforts. One judge commented: "Great use of omnichannel, strong creative assets and impeccable execution, with excellent results."

BEST DATA INSIGHT FROM AN
INTEGRATED CAMPAIGN
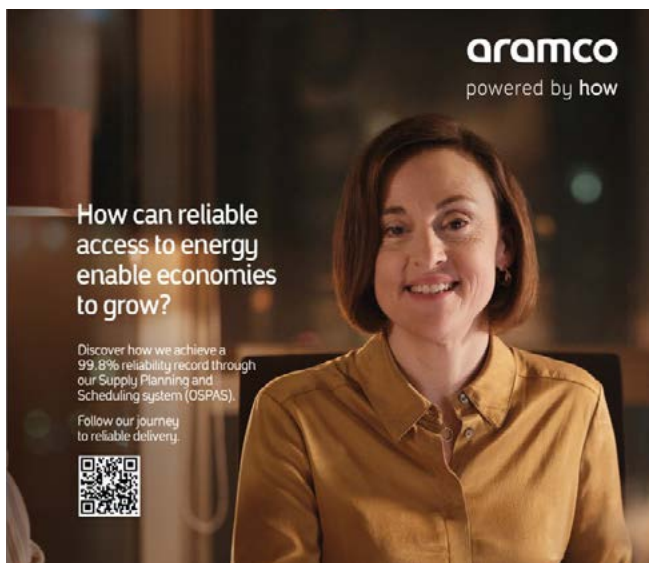
SILVER

aramco

Aramco's data-driven campaign tailored content for multiple markets, increasing brand awareness, improving reputation and driving local engagement. Judges praised the "deeply localised and data-driven, global campaign" and its impressive results.

BRONZE

Clarivate

Clarivate's 'Citation Laureates' 2024 campaign boosted brand visibility, engagement and institutional partnerships, achieving record media coverage and social interactions. "While the budget is limited, the results are there," commented one judge.
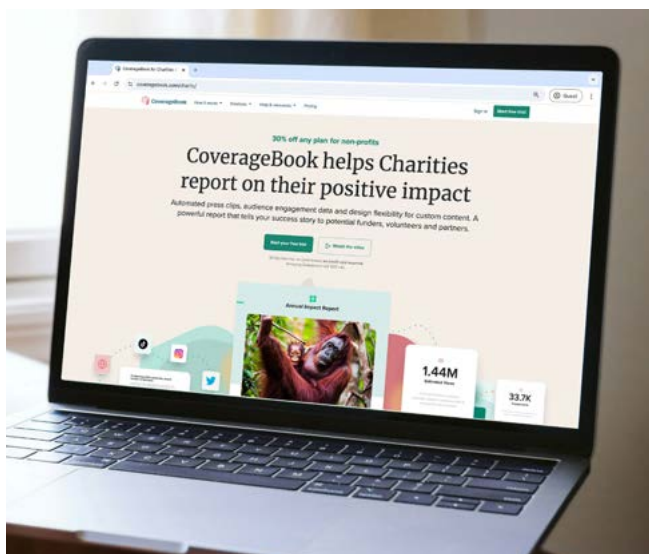
BRONZE

CoverageBook and Hard Numbers

Hard Numbers boosted CoverageBook's traffic, leads and trials through data-driven outreach, content creation and media coverage. Judges praised the strong results and long-term impact, describing the work as "innovative".

BEST
REAL-TIME RESPONSE

GOLD

Allied Universal and Onclusive

In 2024, Allied Universal transformed its crisis communications with Onclusive's real-time media monitoring platform, significantly improving its response 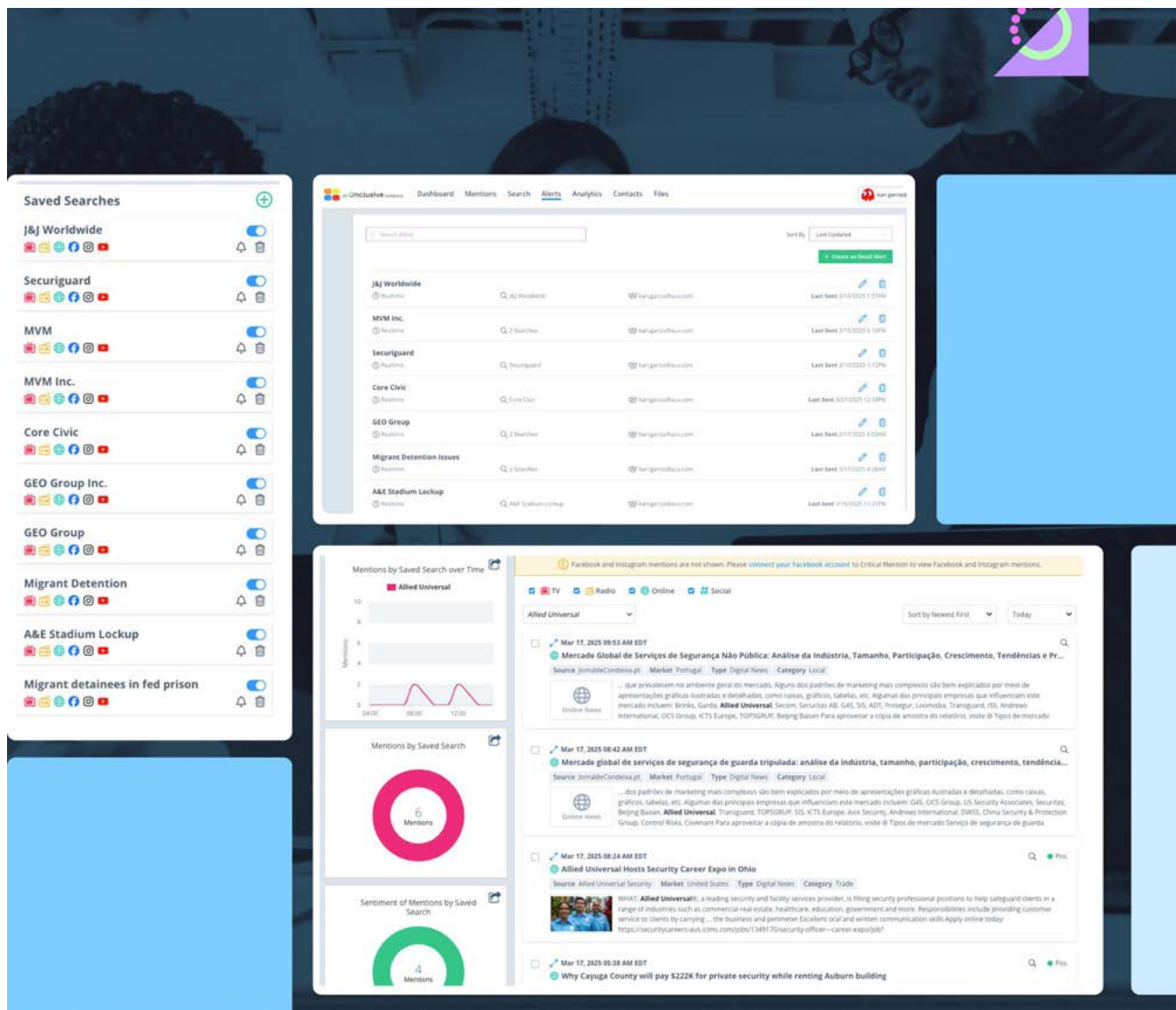time to security incidents. Previously, the team struggled with delayed alerts and fragmented monitoring systems, often learning about crises from clients rather than internal channels. By integrating broadcast, digital and print monitoring and implementing real-time alerts, the company established a proactive, data-driven crisis management system.

This overhaul reduced response times from hours to minutes, enabling the team to anticipate issues before they escalated. The system's success led to team expansion, with Allied Universal now managing multiple crises simultaneously. Leadership feedback highlighted the system's strategic value, notably praised by the CEO for its clarity and efficiency. Judges praised the work as a "well-executed and thoughtful integration".

BEST
REAL-TIME RESPONSE

SILVER

eMedia Monitor GmbH

eMedia Monitor has introduced real-time, AI-powered broadcast monitoring with high accuracy, multilingual support and quick, comprehensive crisis response solutions. Judges praised its "practicality" and "innovation".

BEST MEDIA COVERAGE
IMPACT ASSESSMENT

A biotech company earned media impact analysis transformation

How Commetric enhanced earned media coverage impact analysis
for a biotech company's financial results

Commetric

GOLD

Commetric

Commetric partnered with a leading US biotech company to enhance its media coverage analysis during quarterly earnings announcements. The company's previous reliance on basic metrics and automated sentiment analysis led to blind spots and inefficiencies. Commetric introduced a sophisticated framework combining AI tools with human-powered analysis. This new system included a four-point sentiment scale, granular message analysis and additional metrics such as brand salience.

Over six months, this approach drove strategic changes, such as discontinuing low-impact journalist calls and aligning PR efforts with business objectives.

The new framework improved sentiment tracking, expanded media analysis to include social media and provided actionable insights, enabling the biotech company to make more informed, strategic decisions. One judge commented: "This is a solid entry showing how to effectively create media impact reporting."

BEST MEDIA COVERAGE
IMPACT ASSESSMENT
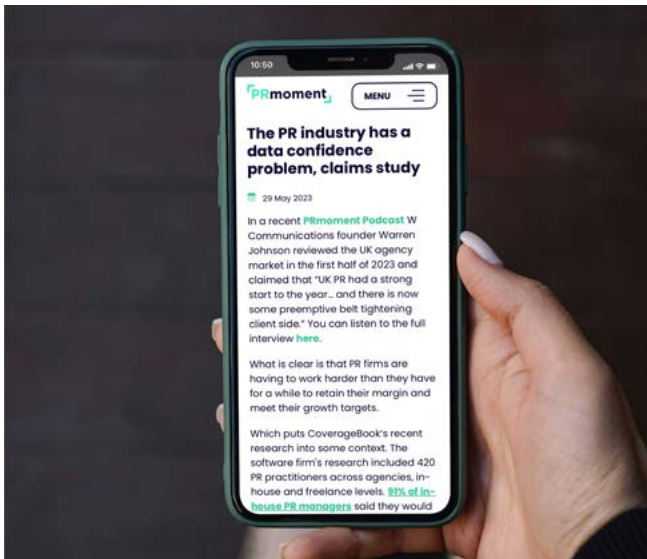
SILVER

CoverageBook and Hard Numbers

Hard Numbers helped CoverageBook drive traffic, leads and sign-ups by targeting ideal customers with earned media and significantly increasing engagement. Judges were impressed by the campaign's methodology and approach.

MORE CHANCES TO WIN

BEST DATA-DRIVEN
COMPETITIVE INTELLIGENCE

Viral Video Insights from TikTok Search

Identify the most viral and engaging TikTok videos at a glance.

GOLD

aramco

In 2024, Saudi Aramco developed a strategic stance on energy transition to counter oversimplified narratives in public discourse. The analysis of CEO Amin Nasser's speech at CERAWeek revealed negative reactions initially, prompting a more in-depth 'Stance analysis' to understand stakeholder perspectives. This analysis led to a refined narrative that emphasised a balanced energy approach, addressing affordability, security and sustainability. The strategic adjustments, such as at Singapore International Energy Week, increased Aramco's reputation impact score, resulting in positive coverage and enhanced CEO and company reputation despite global challenges. One judge said, "This is a methodical approach to stakeholder insight and showing reputational dynamics."

GOLD

Braidr & Luminr

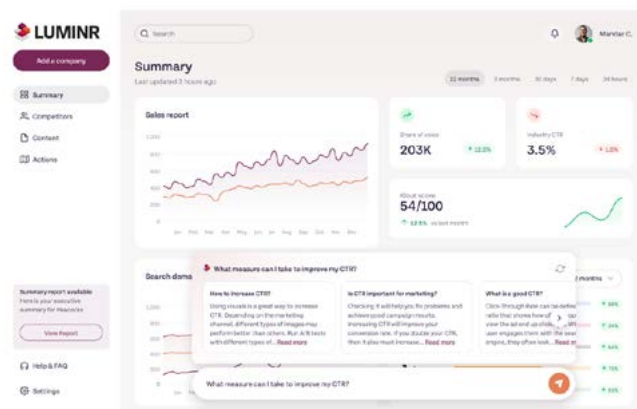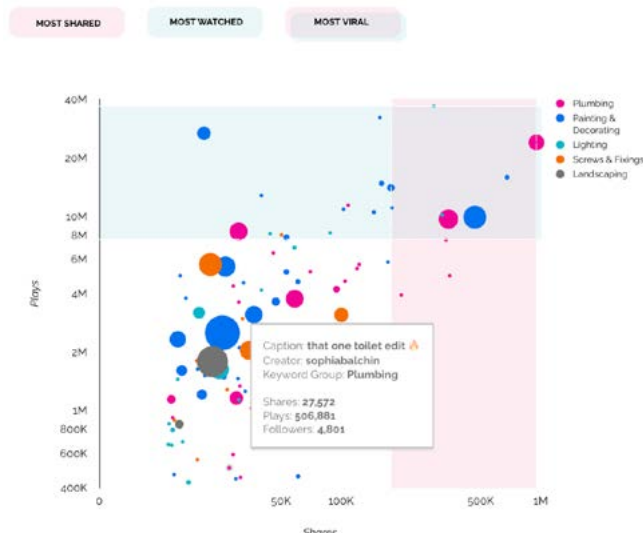Luminr is a platform that provides comprehensive competitor intelligence, leveraging AI to analyse digital search data across various channels, including TikTok, Amazon, TripAdvisor and ChatGPT. It offers businesses a unique insights into their digital presence and performance, enabling them to track and optimise their search strategies across platforms. Its integration of generative AI and advanced large language models allows for innovative data visualisation, moving beyond traditional reports. Trusted by over 50 companies, including prominent B2B and B2C businesses, Luminr revolutionises how digital marketing and search performance are measured and understood. Judges commended the "effective use of AI-driven insights and cross-platform data".

BEST USE OF DATA TO
ASSIST REPUTATION MANAGEMENT

GOLD

Onclusive with a prominent international airport

Onclusive developed 'The Tracker' to measure and manage stakeholder sentiment for an airport. The tool integrates media data with internal surveys to provide a unified view of the airport's reputation across key groups, including media, passengers, politicians and employees. It tracks the effectiveness of communications, identifies key topics that impact reputation and highlights both risks and opportunities. The Tracker offers executive-level reporting, showcasing proactive communications' value in counteracting negative narratives, such as those around sustainability and operational challenges. Judges commended the "effective integration of data into a single reputation framework".
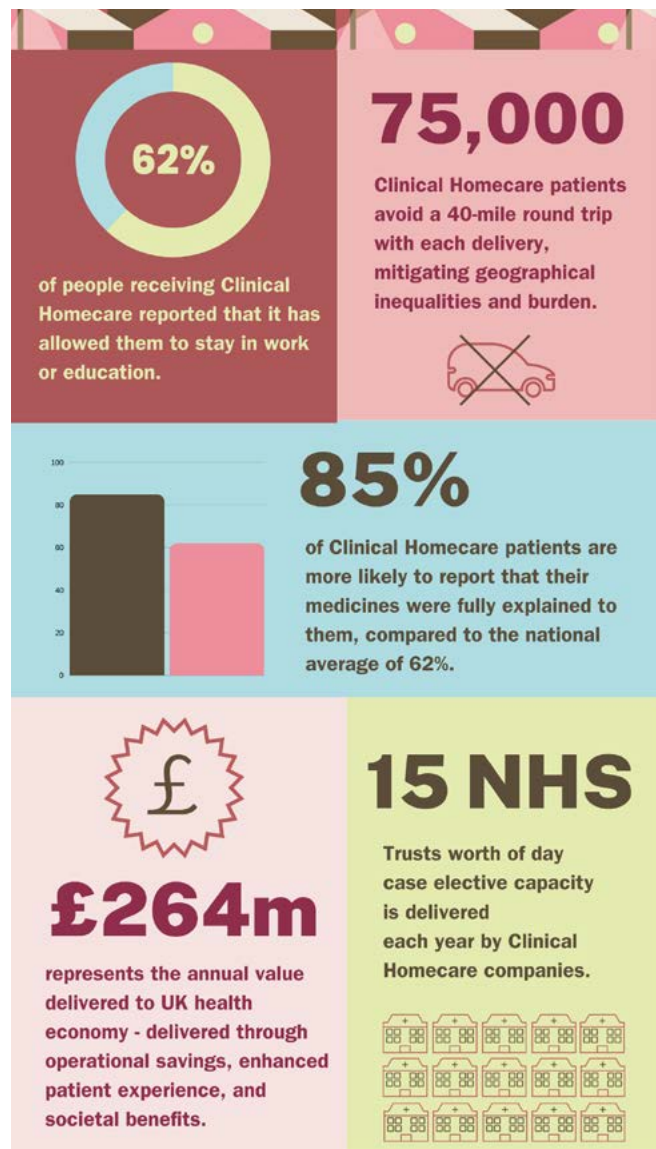
GOLD

ZPB Associates

ZPB Associates, in partnership with Edge Health, developed the 'Best Kept Secret' report for the National Clinical Homecare Association (NCHA) to improve the reputation of clinical homecare within the NHS. The report, launched in March 2024, demonstrated homecare's economic value, including £264m in annual savings and the equivalent of 15 NHS Trusts' worth of day-case care. The report highlighted key benefits, such as 62% of patients staying in work or education due to homecare. A comprehensive marketing campaign successfully engaged NHS decision-makers, advancing homecare adoption and policy change. Judges commented that the entry was a "great example of using data to persuade, influence and inform."

BEST USE OF DATA TO
ASSIST REPUTATION MANAGEMENT

SILVER

CARMA's Aviation Reputation report

CARMA's research analysed global airline reputations, integrating media, social insights and audience feedback to identify key factors shaping perceptions.

BRONZE

Honda and CARMA

Honda partnered with CARMA to enhance its reputation in Europe, focusing on sustainability, innovation and stakeholder engagement through data-driven insights. One judge described the work as "methodically robust", enjoying the design and presentation of data.

MOST
INNOVATIVE USE OF DATA

GOLD

Clermont Hotel Group and Braidr

Braidr and Clermont Hotel Group collaborated to enhance the visibility of Clermont's hotels through creative digital marketing, focusing on London's renowned food scene. Braidr leveraged data science and AI to analyse millions of social media posts, creating targeted campaigns and SEO strategies to engage the right audience. The initiative connected guests with the local food culture, transforming stays into memorable culinary experiences and helped expand the hotel's brand presence through social media, influencer partnerships and digital marketing across various platforms. Judges were impressed by the "robust" data-driven approach and the initiative's strong business incentive.

GOLD

Enriched Insights

Dr. Nadia Morozova founded Enriched Insights in 2024 to bridge the gap between her PhD research in behavioural science and consumer neuroscience and real-world industry applications. The company's approach combines academic rigor with innovative communication strategies to make complex research accessible to academics, industry leaders and the general public. By focusing on these three pillars, Enriched Insights achieved notable success: academic recognition with citations, partnerships with top brands and speaking engagements at prestigious events like Davos and TEDx. Judges were impressed by the initiative's "strong storytelling approach" and "innovative" use of visual content.

MOST
INNOVATIVE USE OF DATA

Clarivate

Clarivate's 'Top 100 Global Innovators' campaign recognised tech leaders, driving economic impact and using data to showcase innovation globally. Judges praised the successful combination of stakeholder engagement, media relations and branding.

A Global Premium Automotive Manufacturer and CARMA

A global premium automotive manufacturer partnered with CARMA to integrate data and assess the impact of earned media on its audience, focusing on media consumption, brand recall and purchase intent. Judges praised the "highly effective integration of data".

BEST DATA-DRIVEN
CORPORATE STORYTELLING

GOLD

Maintel Holdings PLC and Invicomm

Maintel Holdings PLC partnered with Invicomm to refresh its brand identity, aiming to reposition the company from a provider of cloud services to an enabler of business transformation. The new brand, 'Solid solutions for a dynamic world', reflects Maintel's reliable service in an ever-changing environment.

A key innovation was the integration of live data feeds through generative art, which dynamically visualises service performance. This approach highlighted Maintel's role in delivering fast, reliable solutions in a fast-paced world. Launched in November 2024, the rebrand has received positive feedback, with

initial marketing efforts generating a £1m revenue pipeline. Employees also praised the rebrand for fostering unity and signalling positive change. Judges enjoyed the data-driven generative art, describing it as "eye-catching".

BEST DATA-DRIVEN
CORPORATE STORYTELLING

SILVER

Honda and CARMA

Honda partnered with CARMA to enhance its corporate storytelling using data-driven insights. The approach aligned product and corporate messaging, strengthening Honda's leadership in sustainability and electrification. One judge described the work as "seamless".

BEST DATA-DRIVEN
CORPORATE REPORTING

NatWest Group plc 2024 Annual Report and Accounts   ⌂   Strategic report   Financial review   Governance and remuneration   Risk and capital management   Financial statements   Additional information   **2**

Our 2024 performance

Strong performance helping customers succeed

📊 Disciplined growth

Income

£14,703m
(2023: £14,752m)

Loans to customers (amortised cost)

£400.3bn
(2023: £381.4bn)

Profit before tax

£6,195m
(2023: £6,178m)

Customer deposits

£433.5bn
(2023: £431.4bn)

Profit attributable to shareholders

£4,519m
(2023: £4,394m)

AUMA net flows[1]

£3.2bn
(2023: £1.9bn)

🔽 Bank-wide simplification

Operating expenses

£8,149m
(2023: £7,996m)

Retail Banking customers banking entirely digitally[3]

79%
(2023: 77%)

Operating expenses (excl. litigation and conduct)[2]

£7,854m
(2023: £7,641m)

Commercial & Institutional customers banking digitally first[4]

83%
(2023: 81%)

🛡 Active balance sheet and risk management

Capital generation pre-distributions

243bps
(2023: 111bps)

RWA management[5]

£6.8bn
(2023: n/a)

Common Equity Tier 1 (CET1) ratio

13.6%
(2023: 13.4%)

Liquidity coverage ratio (LCR)

150%
(2023: 144%)

Delivering attractive returns

Return on tangible equity

17.5%
(2023: 17.8%)

Tangible net asset value per share

329p
(2023: 292p)

Dividend per ordinary share

21.5p
(2023: 17.0p)

Buybacks

£2.2bn
(2023: £2.1bn)

Total capital returned to shareholders[6]

£4.0bn
(2023: £3.6bn)

Reduction in share count

7.4%
(2023: 28%)

(1) Assets under management and administration.
(2) Litigation and conduct costs of £295 million (2023 – £355 million).
(3) Retail Banking customers with active current accounts that have accessed a digital platform (online or mobile) and not used the branch or telephony in a rolling 90 days in the reporting period. Inactive customers and customers with no channel usage excluded.
(4) Commercial & Institutional customers with active non-personal accounts that access their account 95% or higher through digital channels (online, mobile, Bankline), for three rolling months in the reporting period.
(5) RWA management savings are achieved through multiple levers including significant risk transfers, credit risk insurance, asset sales and balance sheet optimisation.
(6) Distributions paid and proposed. For full details of our distributions over the last three years refer to page 17.

📄 Read more in our Financial review on pages 67 to 79.

GOLD

NatWest Group and Black Sun Global

NatWest Group has developed a data-driven reporting suite to provide a personalised, insightful experience for over 19 million customers. The suite is designed to meet the needs of diverse stakeholders, offering both summarised data for quick consumption and detailed visualisations for in-depth analysis.

With a focus on simplicity and clarity, it uses curated charts and graphs to present key metrics, such as KPIs and remuneration. The reports are accessible across various devices, ensuring stakeholders can view and analyse data at their convenience.

The campaign successfully drove increased website traffic and engagement, aligning with the bank's broader strategy of becoming more agile and technology-driven. One judge praised the initiative as a "clear, well-structured reporting solution that improves accessibility and engagement."

BEST DATA-DRIVEN
CORPORATE REPORTING
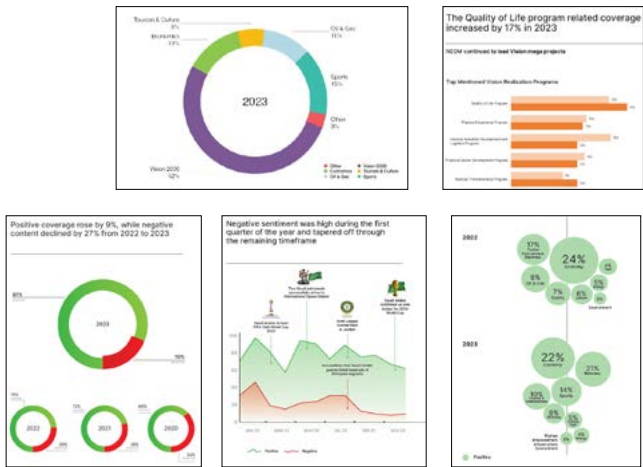
CARMA's Kingdom of Saudi Arabia Reputation report

CARMA's 'Kingdom Reputation Report' analysed Saudi Arabia's media perception from 2020 to 2023, focusing on Vision 2030. It provided actionable insights for corporate and government stakeholders. Judges praised the "exemplary use of data".

MOST INNOVATIVE FORMAT TO
DISPLAY DATA

GOLD

Hahn+Zimmermann

The 'Women in Politics' campaign uses interactive data visualisation to showcase the representation of women in parliaments across 193 countries since 1950. Through a scrollytelling website, users can explore the data in four ways: by continent, country, year and percentage of women in parliament.
It highlights disparities, with African and South American countries having the highest female representation, followed by Europe.

The campaign also features teaser animations, posters and T-shirts to promote the project.
The initiative aims to raise awareness of gender inequality in politics, allowing users to engage with the data and gain deeper insights into the global political landscape. Judges found the entry highly creative, describing it as "beautifully designed" and "visually engaging".

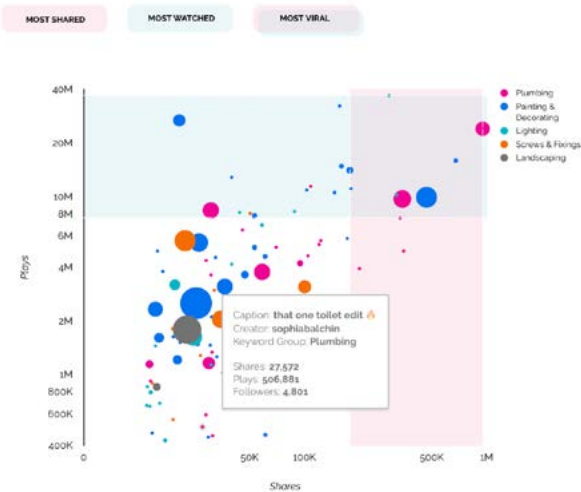# MOST INNOVATIVE FORMAT TO
DISPLAY DATA

SILVER

aramco

Aramco's innovative content tagging platform integrates data on content, reputation and communication channels. It enables interactive visualisation and boosts the 'return on content' metric. Judges found the entry "especially innovative".

BRONZE

Braidr & Luminr

Luminr's 'Dashboard of Dreams' seeks to revolutionise competitive intelligence by monitoring global search data across platforms like TikTok, Amazon and ChatGPT, to provide businesses with deep performance insights. Judges praised the "innovative, strategic approach".

BEST USE OF
ANIMATION

BBC Mercator and Gorilla Gorilla

The BBC StoryWorks film 'A Sea of Change', created with Gorilla Gorilla for the EU Copernicus Ocean State Report 2024, uses animation to make complex ocean science accessible to the public. The report, produced by Mercator Ocean International, highlights critical issues like marine heatwaves, ocean warming and polar sea ice loss. To reach beyond academic audiences, the 60-second film combines animated typography, motion design and impactful imagery. The creative concept, 'If This, Then What?', illustrates how ocean health affects biodiversity, climate, politics and everyday life.

Designed to align with a broader campaign including a BBC article and social media cut-downs, the

animation brings scientific insights to life while maintaining visual appeal and factual accuracy. One judge described the film as a "visually engaging and accessible way to present complex environmental data."
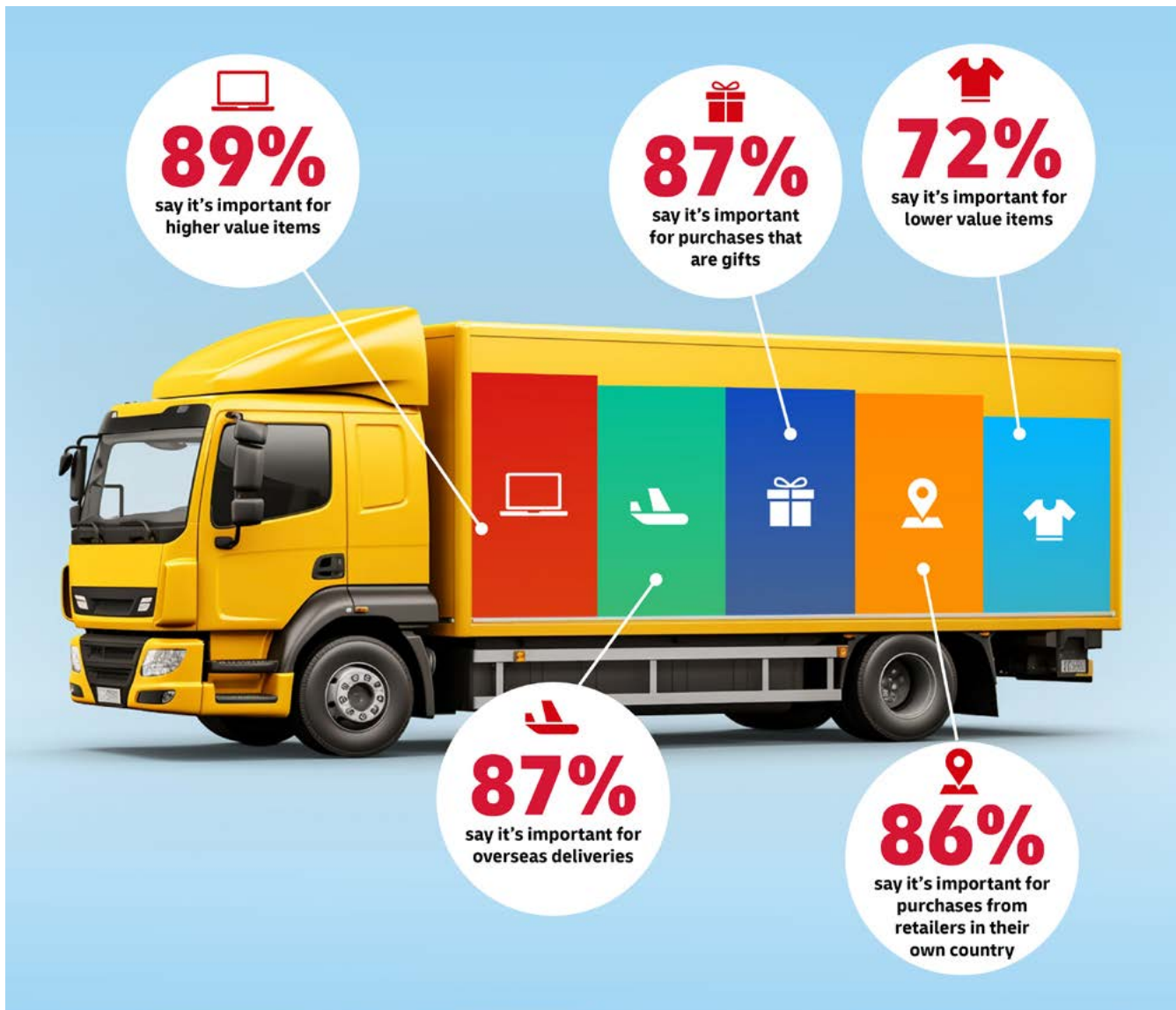
BEST USE OF
ANIMATION

SILVER

Research Data Scotland

Research Data Scotland created three graphic animations on topics like TREs, synthetic data and data linkage, enhancing public understanding and engagement with data security and research. Judges praised the "clear and informative" work.

BEST
VISUALISATION OF DATA

GOLD

DHL eCommerce and Something Big

To help SMBs navigate complex eCommerce data, Something Big helped to turn DHL's 2024 Online Shopper Survey findings into an accessible, visually engaging suite of reports. Designed to support informed decision-making, the project simplified global insights into clear, actionable content using real-world imagery, intuitive layouts and colour-coded themes. The creative approach ensured relevance across diverse markets while aligning with DHL's brand identity.

Interactive and themed visuals helped small businesses better understand trends in delivery, returns and sustainability. The reports also boosted internal efficiency and communication, with tools for

DHL teams to quickly access and share insights. The campaign saw a 6% rise in engagement and a 7% cost saving, strengthening DHL's position as a trusted leader in eCommerce insights. Judges thought the campaign showed a good understanding of DHL customers, praising the work as "very clear and appealing."
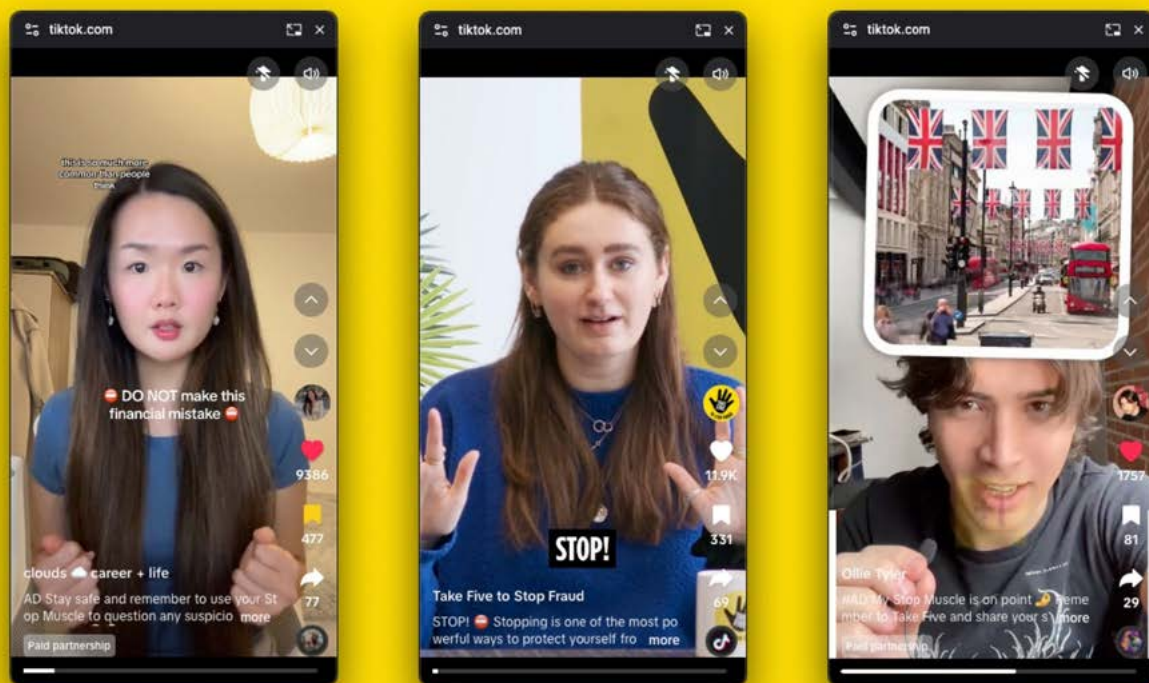
BEST
VISUALISATION OF DATA
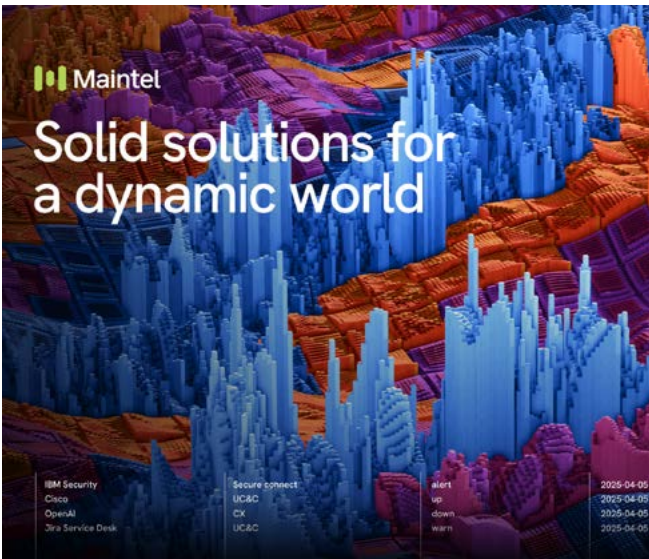
SILVER

Maintel Holdings PLC and Invicomm

Maintel Holdings PLC partnered with Invicomm to rebrand using live data feeds, supporting Invicomm's new brand narrative: 'Solid solutions for a dynamic world'. One judge described the work as "a novel and rich visualisation."

GRAND
PRIX

WINNER

UK Finance and FleishmanHillard

In 2024, UK Finance and FleishmannHillard's 'Take Five to Stop Fraud' campaign revolutionised its approach to fraud prevention with an innovative strategy aimed at training the UK's 'stop muscles.' Led by UK Finance, the campaign leveraged research and insights to address the growing sophistication of fraudsters and ensure continued relevance.

The campaign's core focus was on driving awareness of the crucial 'stop' action, recognising the need to pause before responding to potential scams. With fraud increasingly targeting consumers through various channels, the strategy met audiences where they are most vulnerable. Through a mix of digital, social and traditional media, Take Five executed three key peaks of activity in 2024.

The first peak launched on TikTok with an augmented reality (AR) filter, which quickly became one of the platform's top 1% of filters. The second phase introduced a unique online quiz, 'ScamSceptible', which personalised fraud prevention advice based on daily environmental factors that make people more susceptible to scams. The final phase saw the launch of the 'Stop Inn' pop-up roadshow, where people interacted with mind-reading technology to reinforce the importance of the 'stop' action.

These exceptional efforts led to engagement, significant media coverage and a record-high recognition of campaign messages. The omnichannel approach, particularly the TikTok activation, proved pivotal in connecting with younger audiences.