



WINNERS BOOK

5	Note from the editor		
6	Meet the judges		
12	Meet the winners		
WEBSITE			
18	Best Corporate Website – FTSE 100		
20	Best Corporate Website – FTSE 250		
21	Best Corporate Website – Small Cap		
24	Best Corporate Website – International		
26	Best Corporate Website – Unlisted		
REPORTING			
30	Best Printed Report – FTSE 100		
33	Best Printed Report – FTSE 250		
38	Best Printed Report – AIM		
40	Best Printed Report – Small Cap		
42	Best Printed Report – International		
44	Best Printed Report – Unlisted		
48	Best Online Report – FTSE 100		
50	Best Online Report – FTSE 250		
54	Best Online Report – International		
56	Best Online Report – Unlisted		
59	Best Printed CSR or ESG Report		
63	Best Online CSR or ESG Report		
65	Best Integrated Report		
CREATIVITY			
70	Best Cover		
74	Best Copy Style or Tone of Voice		
COMMUNICATIONS			
78	Best M&A Communications		
80	Best Communication with Overseas Investors or Media		
82	Best Use of Digital Media		
84	Most Innovative Financial Communications		
86	Best Use of Artificial Intelligence in Corporate Communications		
		STAKEHOLDER RELATIONS MANAGEMENT	
		90	Best Management of Corporate and Financial Media Relations
		92	Best Event
		TEAM	
		96	In-House Corporate and Financial Communications Team of the Year
		98	Agency or Consultancy of the Year
		GRAND ACCOLADE	
		102	Annual Report of the Year

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NOTE FROM THE EDITOR



Rebecca Pardon
Editor
Communicate magazine

Now in its fourteenth year, the Corporate & Financial Awards continues to cast a discerning eye over remarkable ways in which corporate reporting is evolving. In this time, the landscape has been anything but static. Instead, it is marked by shifting regulations, evolving disclosure standards and evermore sophisticated tools. Reflecting this dynamism, our entrants have once again demonstrated that annual reports need not be dry; this year's winners have brought a creative zest and polish to a discipline that is often overlooked.

As our entrants have shown, thoughtful design and narrative clarity can reshape the way organisations engage with their stakeholders. Friend Studio, for example, has modernised its clients' annual reports through crafting them to be interactive and iXBRL-compliant, as well as AI-friendly. The clean, visually compelling outcome feels accessible, informative and fresh.

From investors and analysts to asset managers and broader stakeholder audiences, the standards recognised here offer not only innovative thinking but set a bar for what best practice can look like in the current climate: informed, intuitive and, most importantly, engaging.

Our winners book aims not merely to spotlight the standouts, but to serve as a useful reference. Looking for a design agency for your next report? Thinking of refreshing your corporate website? This volume offers a curated view of who's getting it right. An enormous, well-deserved congratulations to our winners this year!

MEET THE JUDGES



Hannah Boore
Senior corporate reporting manager
Lloyds Banking Group

Hannah joined Lloyds Banking Group in 2008 and has been part of the investor relations (IR) team since 2014. Prior to joining IR, Hannah held a variety of roles across the group, including finance business partner for commercial banking and group operations. Her experience has given her a well-developed financial background combined with valuable knowledge in establishing and maintaining strong relationships with internal and external stakeholders.



Angela Catlin
Director of investor relations and communications
Edison Group

Angela is a seasoned IR and communications professional with 15 years of experience in financial services. She is the director of investor relations and communications at Edison Group. Previously she ran the IR and external communications programme at The Co-operative Bank in her role as head of investor relations, corporate affairs and brand, where she played a pivotal role in supporting all communications related to the bank's acquisition by Coventry Building Society.



Sarah Davies
Head of strategic communications
Thames Water

Sarah is head of strategic communications at Thames Water, shaping and amplifying the company's narrative to debt investors, sustainability stakeholders and wider audiences. With around 20 years' global communications experience, she brings expertise in corporate storytelling, ESG reporting and stakeholder engagement. Before joining Thames Water, she held senior communications roles at BBC Worldwide and Healios, strengthening corporate reputation and positioning across international markets.



Charlotte Edgar
Head of investor relations - Listed
Octopus Energy Generation

Charlotte is the head of investor relations – Listed at Octopus Energy Generation, where she leads the investor relations and communications for their listed company, Octopus Renewables Infrastructure Trust plc. Before joining Octopus, she spent seven years at HarbourVest Partners, latterly heading up the IR and communications for HarbourVest Global Private Equity. With over 20 years of experience, Charlotte brings a deep understanding of both public and private markets, offering valuable perspective in her role.



Simon Gleadhill
Head of corporate, ESG and IFRS reporting
Howdens

Simon's role at Howdens combines best practice corporate and ESG reporting with accounting technical reporting. He leads the development of Howdens' annual report and sustainability report, and the implementation of new accounting standards. Simon specialises in ESG, strategy and business model reporting and sat on the advisory group for the Financial Reporting Council's (FRC) recent project, The Future of Corporate Reporting. He is also a member of the FRC advisory panel.



Jo Hardy
Director, corporate production
Standard Chartered

Jo is director of corporate production at Standard Chartered, where she leads the delivery of the group's annual and half-year reports, alongside key corporate communications initiatives. She joined the bank in 2024, after previous roles at bp and Pennon. With nearly 20 years in corporate communications, Jo brings a unique blend of agency and client-side experience and has a proven track record of delivering high-impact corporate reporting and strategic communications.

MEET THE JUDGES



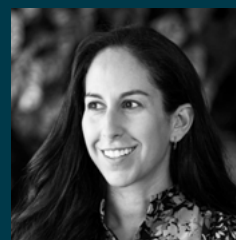
Sarah Hinton-Smith
Director of external communications
The Crown Estate

Sarah is a senior communications leader with more than 20 years of experience in corporate affairs, reputation management and strategic media relations. As director of external communications at The Crown Estate, she leads media relations, digital strategy and brand storytelling, placing communications at the heart of reputation and engagement. She previously served as corporate affairs director at NatWest Group.



Laure Lagrange
Head of external communications
RELX

Laure is a seasoned comms professional with over twenty years of financial and corporate PR experience across in-house and agency roles. As head of external communications at RELX, she leads integrated strategies that enhance and protect the group's global reputation. She oversees storytelling, media relations, social media and agency management, working closely with investor relations, government affairs and corporate responsibility teams. Her work has helped position RELX as the FTSE 100's best-performing stock in four decades.



Michelle Lavipour
Head of corporate communications UK & Ireland
Deliveroo

Michelle is an experienced communications professional with global and in-market experience protecting and promoting the reputations of global businesses and household-name brands in issues-rich environments. She is head of corporate communications for UK and Ireland at Deliveroo, where she leads corporate and financial communications for the group and Deliveroo's largest home market. Prior to this, she was global head of brand communications at Diageo.



Sue Lawrence-Jones
Client services director
Black Sun Global

Sue is a client services director and board member at Black Sun Global, where she leads strategic corporate communications initiatives that drive stakeholder engagement and elevate brand reputation. She oversees the development of integrated communications strategies that help organisations articulate their purpose, performance and sustainability commitments with clarity and impact. Her work covers stakeholder insight, narrative development and digital storytelling, with a focus on corporate reporting and ESG.



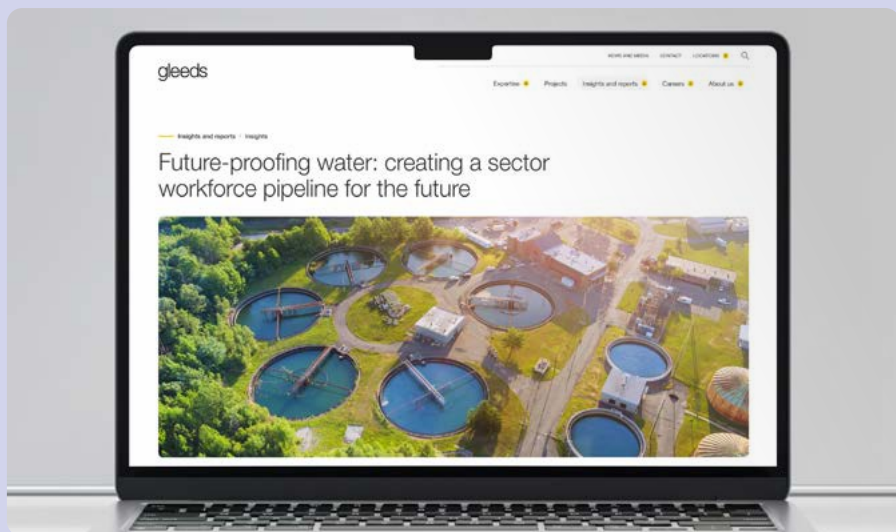
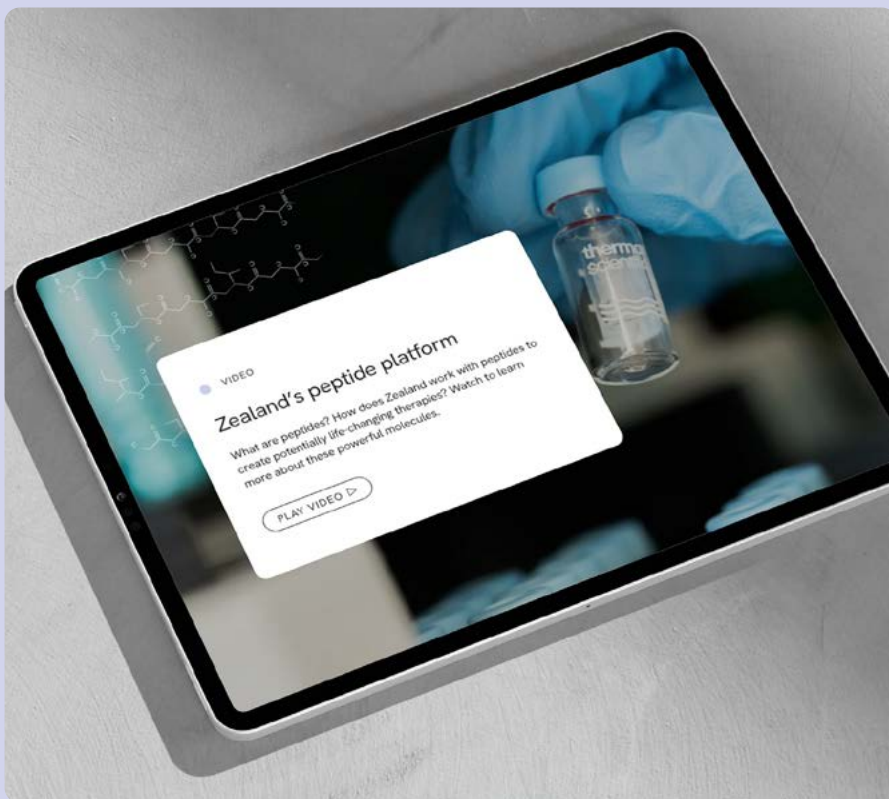
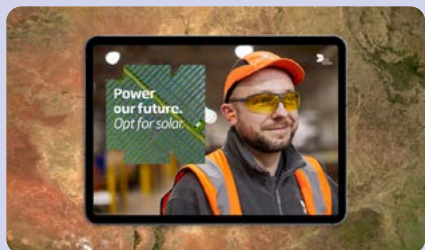
Claire Lovegrove
Director of corporate affairs
Mitie

Claire is a strategic communications leader with extensive experience across consumer, B2B and corporate sectors. Skilled in narrative creation, campaigning and reputation management, she advocates for communication's impact on business growth. Her diverse experience includes Mitie's business transformation, designing its ambitious net zero strategy, launching TSB back on to the high street, and working for Halifax during the financial crisis.



Clare Marland
Head of corporate communications
Workspace Group

Clare is head of corporate communications at Workspace Group, where she leads external and internal communications, media and stakeholder relations, strengthening the company's reputation in a competitive property market. With a strategic mindset, she translates business goals on growth and sustainability into clear, compelling narratives across channels. Her role links workspace innovation with effective storytelling, helping organisations thrive in dynamic urban settings.



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MEET THE JUDGES



Lesley McPherson
Communications director
Nottingham Building Society

Lesley is a corporate communications director with extensive executive experience at a range of major organisations – most recently, Nottingham Building Society and previously Royal London Group. From 2016 to 2021, she was director of communications at The Co-operative Bank, where she played a key role in its turnaround, which paved the way for its merger with Coventry Building Society. She has also held leadership roles at City of Edinburgh Council, Aegon UK and the Association of British Insurers.



Simon O'Brien
Sustainability reporting lead
Heathrow Airport

Simon has more than 20 years of experience in corporate reporting, sustainability and ESG communications, working with global businesses across multiple sectors. He's held senior roles both in-house and agency-side, with a strong track record as a consultant helping organisations turn complex disclosure into clear, credible storytelling. Currently sustainability reporting lead at Heathrow Airport, Simon supports the group's reporting strategy and wider regulatory obligations, balancing compliance with communication that connects.



Jon Schubin
Director and head of central marketing
Cognito

Jon has more than 15 years of experience at agencies focused on finance, including more than a decade with Cognito in both New York and London. At Cognito, he has a particular expertise in designing and executing content strategies. These run across marketing and communications, from social media and short form to reports and white papers. His focus is on creating material that drives sales and builds relationships. Jon holds the CFA Certificate in ESG investing.



Rory Stoves
Head of external communications
London Fire Brigade

Rory leads external communications at London Fire Brigade (LFB). He is a senior communications leader with almost 20 years of experience spanning public sector, consumer and financial services. He has led high-impact campaigns and crisis communications for organisations including Tesco, TSB, Uswitch and the Financial Ombudsman Service. Rory oversees media, social and digital strategy at LFB, where he plays a key role in shaping the organisation's external voice and managing the communications response to major incidents.



Jessica Tompkinson
Head of global people communications
Philips

Jessica is a strategic communications leader with more than two decades of experience leading global narratives at some of the world's biggest companies, including Philips, Unilever and Cisco. She excels in reputation management, crisis response and brand storytelling, crafting communications that engage stakeholders and protect brand equity. With a sharp instinct for media dynamics and audience insight, Jessica blends creativity with strategy to drive campaigns that deliver real business impact.



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 – Diageo and IDX

Silver – Vodafone and IDX

Bronze – Haleon and Black Sun Global

Bronze – Legal & General and Radley Yeldar

Best Corporate Website – FTSE 250

Gold – Kier and Design Portfolio

Best Corporate Website – Small Cap

Gold – Norcros and Jones + Palmer

Silver – Topps Group and Jones + Palmer

Best Corporate Website – International

Gold – Africell and Radstone

Silver – AtkinsRéalis and IDX

Bronze – Bregal Investments and Friend Studio

Bronze – Prosus and IDX

Best Corporate Website – Unlisted

Gold – Gleeds and SampsonMay

Silver – August Equity and Friend Studio

Bronze – Bupa

REPORTING

Best Printed Report – FTSE 100

Gold – Croda and Black Sun Global

Gold – Tesco and Conran Design Group

Silver – Halma plc and Brunswick Creative

Silver – Legal & General and Luminous

Bronze – AstraZeneca and Design Bridge and Partners

Bronze – Intertek Group plc and Emperor

Best Printed Report – FTSE 250

Gold – Mitie and Friend Studio

Gold – Wickes plc and Emperor

Silver – Balfour Beatty and Design Portfolio

Silver – Crest Nicholson and Friend Studio

Silver – Keller Group plc and Emperor

Bronze – Burberry and Black Sun Global

Bronze – Dr. Martens and three thirty studio

Best Printed Report – AIM

Gold – Youngs and Radley Yeldar

Silver – GB Group plc and Carr Kamasa Design

Bronze – YouGov and Jones + Palmer

Best Printed Report – Small Cap

Gold – Kenmare Resources and Jones + Palmer

Silver – Funding Circle and Design Portfolio

Silver – Zotefoams and Friend Studio

Bronze – Gulf Marine Services plc and Carr Kamasa Design

Bronze – Topps Group and Jones + Palmer

Best Printed Report – International

Gold – HEINEKEN and Radley Yeldar

Gold – UniCredit

Silver – Zabka Group S.A.

Bronze – ASML and Radley Yeldar

Bronze – e& (etisalat and) and Emperor

Best Printed Report – Unlisted

Gold – Chester Zoo and Denfield

Gold – Together and Black Sun Global

Silver – Bupa

Silver – The Very Group and Brunswick Creative

Bronze – Pensions Insurance Corporation (PIC) and Radley Yeldar

Bronze – Royal London and Black Sun Global

Best Online Report – FTSE 100

Gold – BT Group plc and Emperor

Gold – Informa and Luminous

Silver – Haleon and Black Sun Global

Bronze – Airtel Africa and Friend Studio

Bronze – United Utilities Group and Jones + Palmer

Best Online Report – FTSE 250

Gold – Oakley Capital Investments and Friend Studio

Silver – PPHE and Luminous

Bronze – Burberry and Black Sun Global

THE WINNERS

REPORTING

Best Online

Report – International

Gold – Banco Santander and Bestiario Proyectos SL

Gold – Salik and Fanda Corporate Communications Ltd

Silver – UniCredit

Bronze – ACWA Power and Fanda Corporate Communications Ltd

Bronze – KazMunayGas (KMG) and Fanda Corporate Communications Ltd

Best Online Report – Unlisted

Gold – The FA and Shorthand

Silver – Bupa

Silver – UK Power Networks and Instinctif Partners

Bronze – EY UK and Freuds Group

Best Printed CSR or ESG Report

Gold – HEINEKEN and Radley Yeldar

Gold – Mondelēz International and Brunswick Creative

Silver – Haleon and Design Bridge and Partners

Silver – Zabka Group S.A.

Bronze – Lloyds Banking Group plc and Emperor

Bronze – Mondi and Design Portfolio

Highly commended – United Utilities Group and Jones + Palmer

Best Online CSR or ESG Report

Gold – United Airlines and Brunswick Creative

Silver – Corteva and Friend Studio

Silver – Stonebridge Financial and Quinn+Partners

Bronze – EY UK and Freuds Group

Bronze – Legal & General and Luminous

Best Integrated Report

Gold – Coca-Cola HBC and Luminous

Gold – Dubai Taxi Company PJSC (DTC) and Fanda Corporate Communications Ltd

Silver – United Utilities Group and Jones + Palmer

Bronze – Kenmare Resources and Jones + Palmer

Bronze – The Crown Estate and Luminous

CREATIVITY

Best Cover

Gold – Fuller's and Emperor

Silver – Chester Zoo and Denfield

Silver – Howden Joinery Group Plc and Emperor

Bronze – Haleon and Design Bridge and Partners

Bronze – WPP and Design Bridge and Partners

Best Copy Style or Tone of Voice

Gold – Howden Joinery Group Plc and Emperor

Silver – Legal & General and Luminous

THE WINNERS

COMMUNICATIONS

Best M&A Communications

Gold – Vodafone

Silver – Barratt Redrow plc and Brunswick Creative

Bronze – Supreme PLC and Vigo Consulting

Best Communication with Overseas Investors or Media

Gold – Arton Capital and The Agency Partnership

Silver – Zealand Pharma and SampsonMay

Best Use of Digital Media

Gold – UK Finance and FleishmanHillard

Bronze – HEINEKEN and Radley Yeldar

CREATIVITY

Most Innovative Financial Communications

Gold – Airtel Africa and Friend Studio

Silver – Roquefort Therapeutics PLC and Flint Digital

Bronze – Sapience Communications

Best Use of Artificial Intelligence in Corporate Communications

Gold – KPMG UK and We Are Tilt

Silver – Roquefort Therapeutics PLC and Flint Digital

Bronze – Informa and Luminous

STAKEHOLDER RELATIONS MANAGEMENT

Best Management of Corporate and Financial Media Relations

Gold – TBC Bank Group and Snow Hill Advisors

Silver – Verdiva Bio and Vigo Consulting

Best Event

Gold – Exponent Private Equity and The Why Agency

Silver – Private Equity Firm and Brunswick Creative

TEAM

**In-House Corporate and
Financial Communications
Team of the Year**

Playtech
Winner

**Agency or Consultancy
of the Year**

Vigo Consulting
Winner

ANNUAL REPORT OF THE YEAR

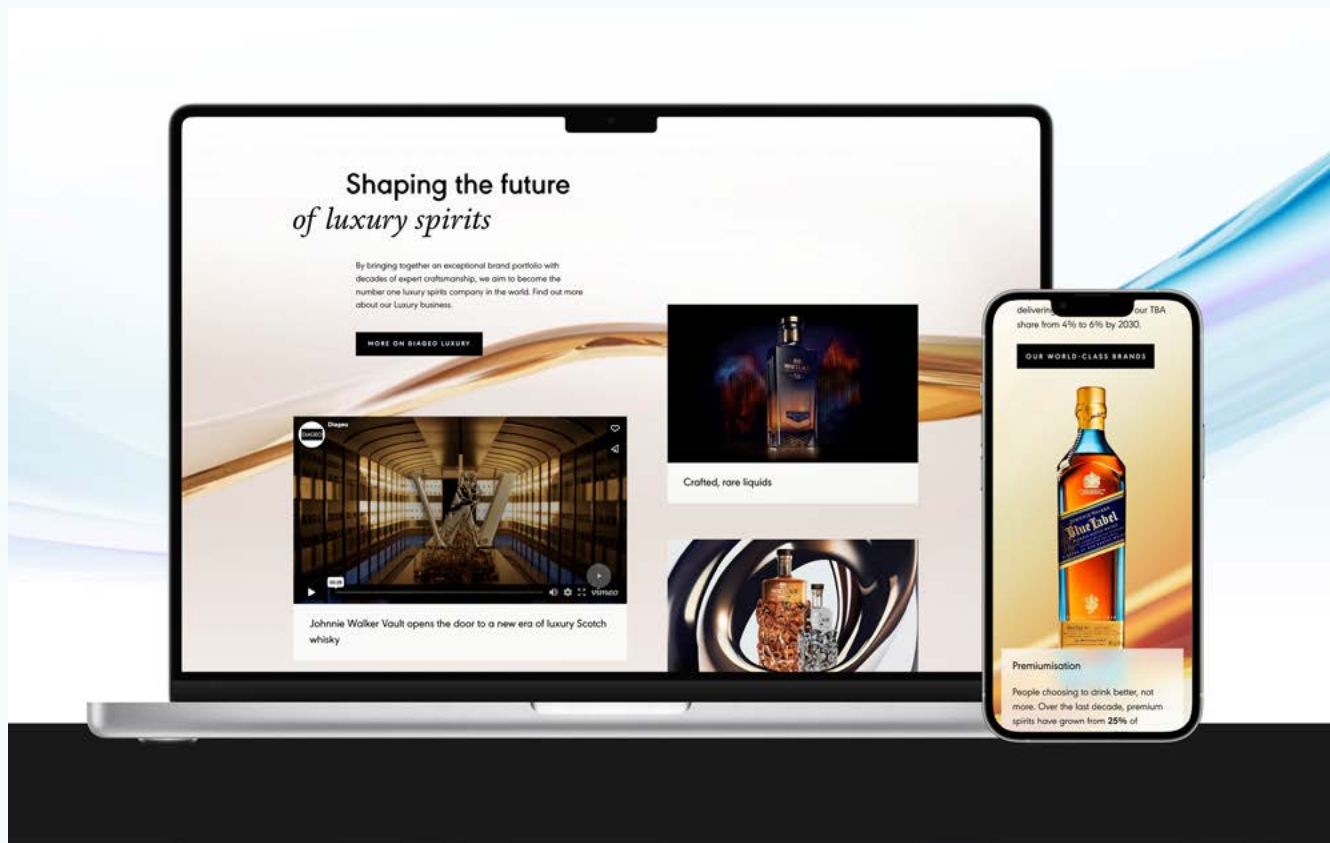
**Oakley Capital
Investments
and Friend Studio**
Winner



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

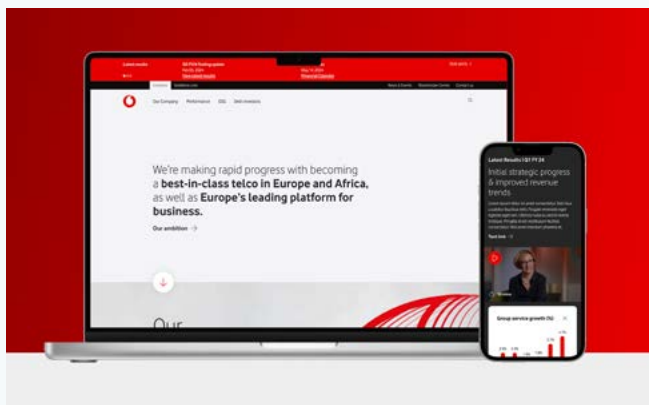


Diageo and IDX Gold

Diageo's corporate website underwent a strategic transformation to evolve from a functional platform into a premium showcase for compelling storytelling and investor communications. Changing customer expectations, rising demands for ESG information and increasing regulatory complexity meant the existing site had to adapt. Diageo worked with IDX to bring its corporate story – and its many sub-brands – to life with greater transparency, a clearer purpose and better content navigation.

The new site is more functional, accessible and beautiful. It has resulted in an 18.9% increase in sessions and an 8.7% bump in engagement rate. One judge said, "I love the role-based navigation and there are strong key messages that hit you throughout the home page. The site brings a real richness, with visual and narrative storytelling. Punchy and impactful."

BEST CORPORATE WEBSITE – FTSE 100



Vodafone and IDX Silver

Vodafone is a leading telecoms provider across Europe and Africa, but its investor content wasn't resonating with its target audience. It worked with IDX to better showcase Vodafone's corporate ambitions, strategic plans and brand story. Engagement time has increased from one minute to four minutes since 2023. Judges praised the "dynamic site" for its focus on key actions, incisive messaging and relevant investor-related content.



Haleon and Black Sun Global Bronze

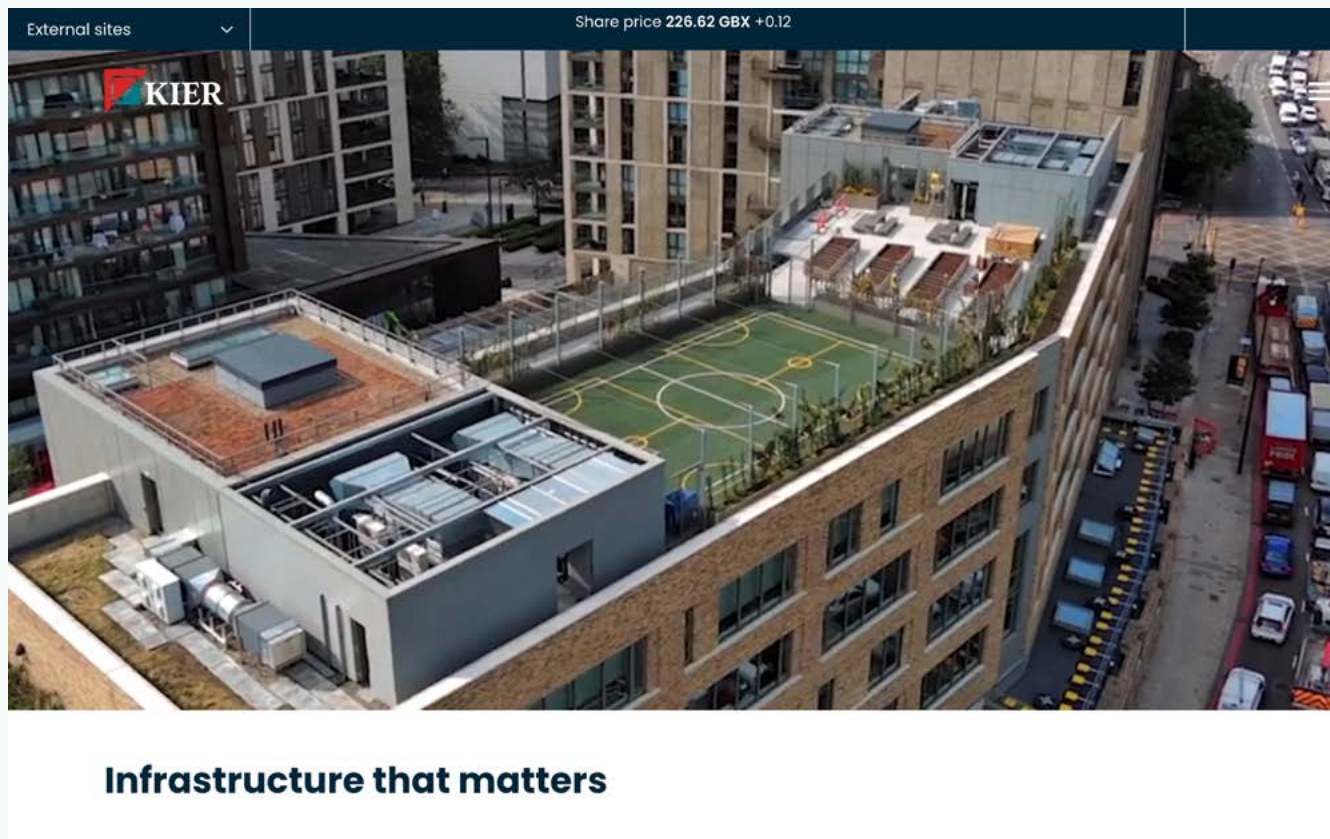
Consumer health company Haleon needed to express its transition out of the GSK umbrella and away from pharmaceuticals. It worked with Black Sun to tell a strong investment story about the company's FMCG ambitions, its powerful portfolio and its strong performance. Results are impressive, with massive increases in dwell time, engagements and site traffic since launch. One judge called it "a standout website showcasing impressive results."



Legal & General and Radley Yeldar Bronze

Legal & General needed to update its site to keep up with backend updates. It worked with Radley Yeldar to take that as an opportunity to build flexibility, increased functionality and better accessibility across the board. "I like the emphasis on functionality. It looks great and responds well," said one judge, who also praised the way the SEO-relevant keywords were integrated throughout the site in a natural way.

BEST CORPORATE WEBSITE – FTSE 250

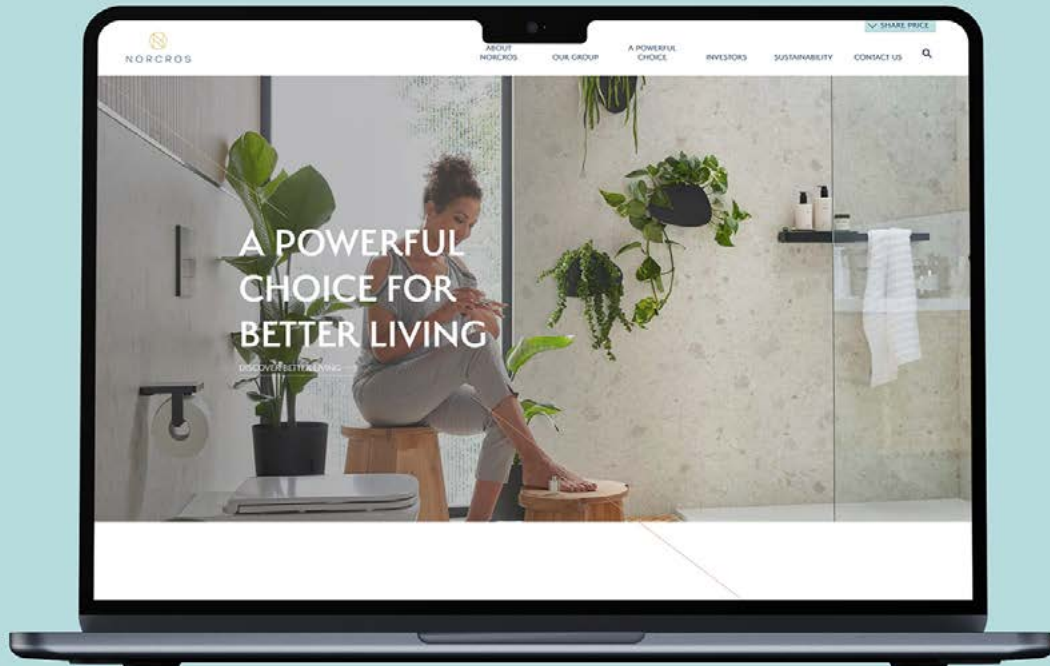


Kier and Design Portfolio Gold

UK infrastructure and construction business Kier worked with Design Portfolio to transform its digital property into something built around clear user journeys, streamlined content and a refreshed visual identity. The new site reduces the amount of content available by 70%, focusing only on the most relevant, impactful and insightful information.

The result is easier to use, but also more effective, ensuring users get to the right information, quickly. There has been a 150% increase in engagement and over 650,000 page views, from over 14,000 companies, since launch. This has also resulted in over 12,000 contact form submissions – a truly impressive number that judges thought was an excellent sign the new site is making its mark on the target audience.

BEST CORPORATE WEBSITE – SMALL CAP



Norcros and Jones + Palmer **Gold**

Bathroom products group Norcros is undergoing a strategic transformation to help people live better lives. Its new website needed to project confidence and growth, while captivating users with its corporate story. Norcros worked with Jones + Palmer to create a central hub for corporate storytelling, allowing the site to present purpose, values and performance as an integrated narrative.

The new website uses dynamic, interactive infographics and self-serve data tools as key assets to reach Norcros' target audience. The site has resonated with investors, who have engaged more deeply with the site and valued the company more highly as a result. "The website is beautifully designed with a more strategic narrative," said one judge, while others praised the impact the communications have had on the investment audience.

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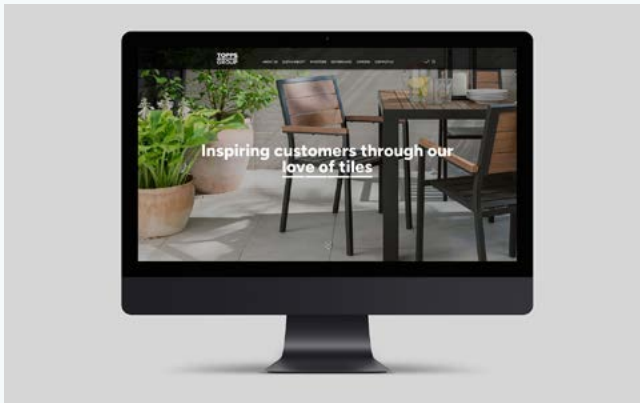
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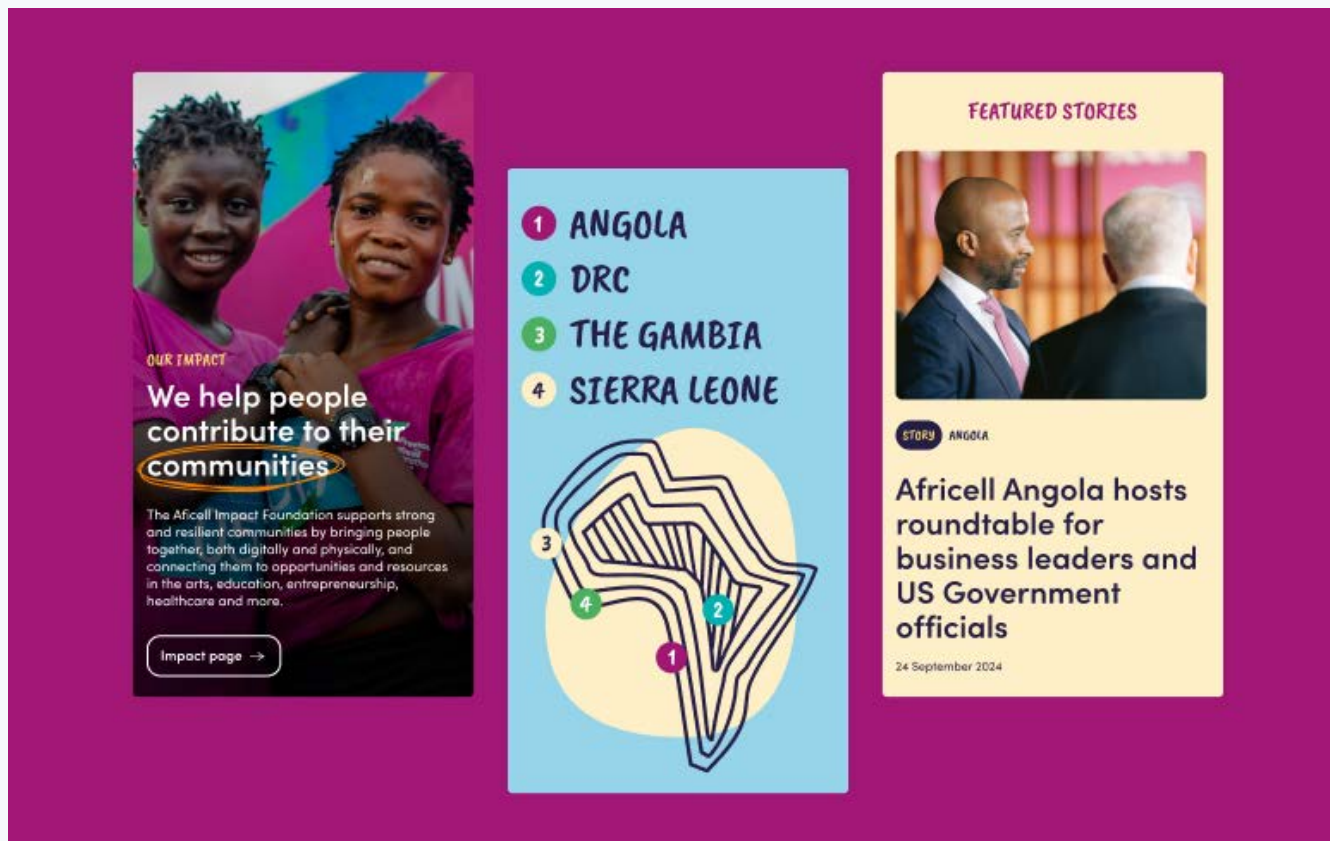
BEST CORPORATE WEBSITE – SMALL CAP



Topps Group and Jones + Palmer Silver

Topps Group wanted to unite its family of brands behind the Topps banner, delivering a more cohesive market positioning for the first time in the group's history. Jones + Palmer helped it achieve this by blending function with beauty. The new site is sleek and appealing while also navigable and user-friendly. User engagement data has shown this has had a big impact on the intended audience, while judges praised the creative work and accessible UX.

BEST CORPORATE WEBSITE – INTERNATIONAL

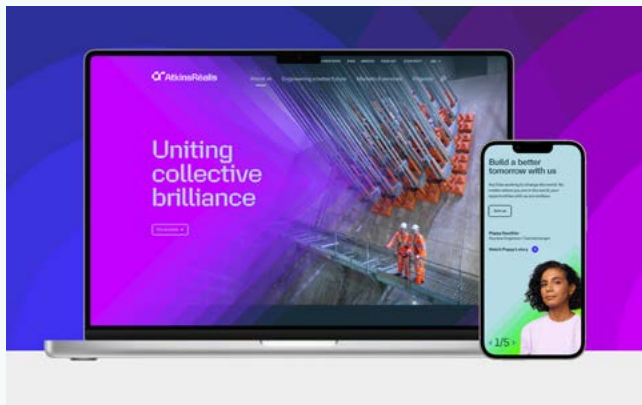


Africell and Radstone Gold

Telecoms operator Africell wanted to showcase sub-Saharan African culture while encouraging investment and establishing the brand in the international financial marketplace. It worked with Radstone to infuse its website with an African design sensibility. The site is full of colour rendered in a cohesive palette and illustrative design elements that complement each piece of communication.

The result is a site that is clearly emblematic of the people and communities it serves, but with a strong sense of authority and credibility to appeal to global investors. Radstone also ensured that the website was accessible in regions with low bandwidth. To achieve this, it chose lightweight animations, compressed assets and a responsive layout. This meant the site was able to reach its audiences across the African continent and beyond.

BEST CORPORATE WEBSITE – INTERNATIONAL



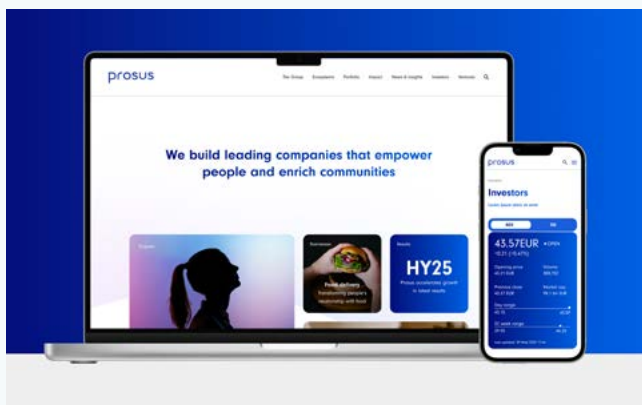
AtkinsRéalis and IDX Silver

SNC-Lavalin rebranded to AtkinsRéalis and needed a corporate website that could showcase its commitment to engineering a net-zero future. It worked with IDX to infuse this purpose throughout its website. Since launch, there has been a 132% increase in downloads of investor information and a 14% increase in users of the stock information page. “I loved the engineering font!” said one judge, while others praised the multimedia options and clean user interface.



Bregal Investments and Friend Studio Bronze

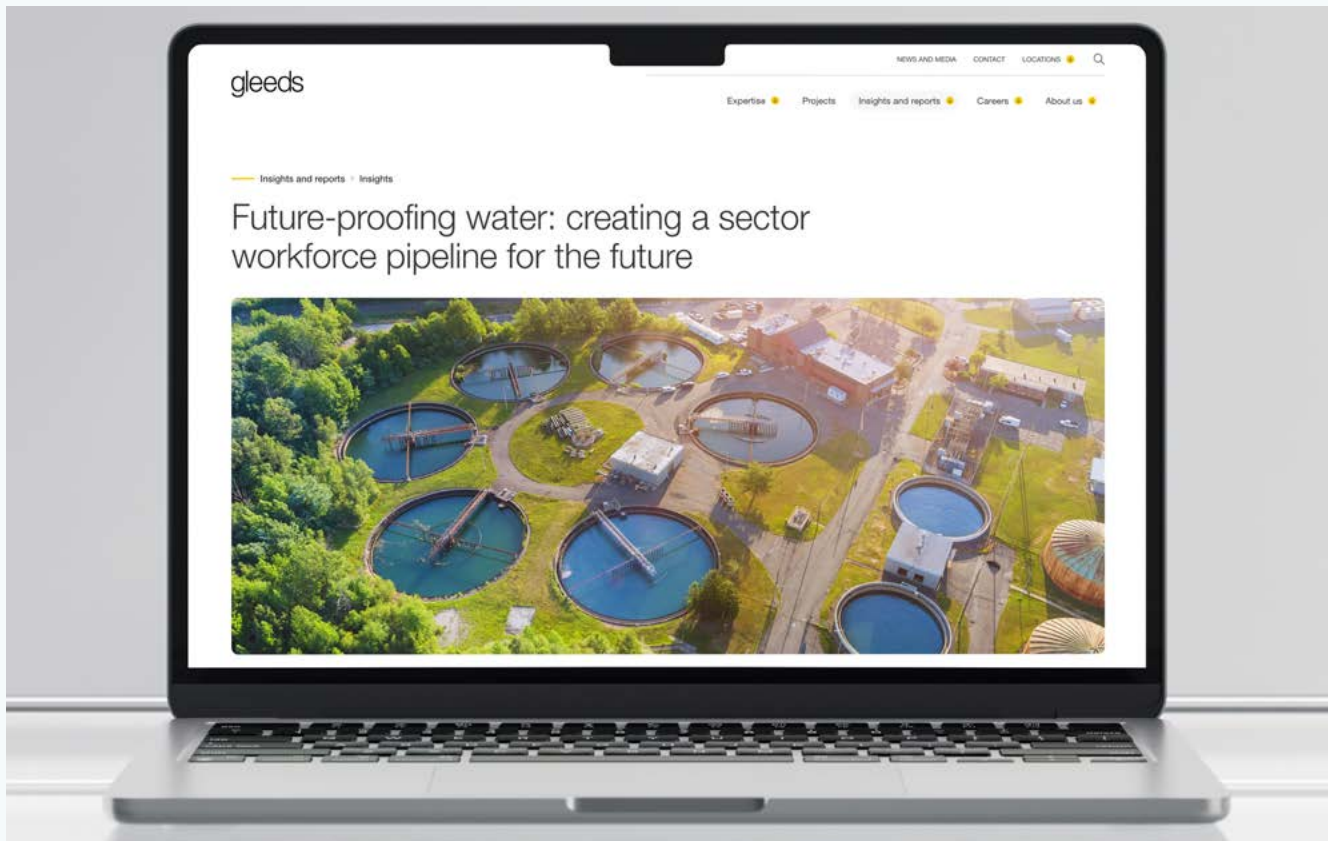
Private equity firm Bregal Investments needed to unify its many brands behind one single website, telling one corporate story. It worked with Friend Studio to create a new brand architecture and brand voice system to allow Bregal's sub-brands to shine while remaining cohesive with the masterbrand. Not only has time spent managing the sites halved for the team but there has also been a 35% increase in average session duration since launch.



Prosus and IDX Bronze

The infrastructure behind many e-commerce brands, Prosus is committed to an 'ecosystem' growth philosophy. To express this on its corporate website, IDX created an immersive, layered and purpose-built site that reflects the non-linear, dynamic and interconnected values Prosus prioritises. Judges thought this unique layout of a living canvas was compelling and delivered an unusual and immersive user experience.

BEST CORPORATE WEBSITE – UNLISTED



Gleeds and SampsonMay **Gold**

Global property and construction consultancy Gleeds is part of some of the world's most prominent infrastructure development projects. But its website wasn't delivering a sense of its heritage, scale or expertise. It worked with SampsonMay to infuse its site with personality, case studies, stunning photography and a sense of luxury and client care.

The result is a site that is easy to use, easy to manage and visually attractive. As a result, the site has seen a 66% increase in engagement, a 1.4-minute average time-per-session rate and a 100% increase in page views. In addition, Gleeds' search results, ranking and lead-generation capabilities have all increased. Judges thought these results were outstanding and praised the beautiful design, customer focus and excellent user research that went into the site's development.

BEST CORPORATE WEBSITE – UNLISTED



August Equity and Friend Studio Silver

August Equity wanted to stand out from the pack in the private equity marketplace. Instead of relying on industry jargon and bland visuals, it worked with Friend Studio to incorporate crisp, decisive language and bold colour and imagery. Judges thought the new site had a strong impact and was easy to navigate, with excellent infographics and a strong new visual language.



Bupa Bronze

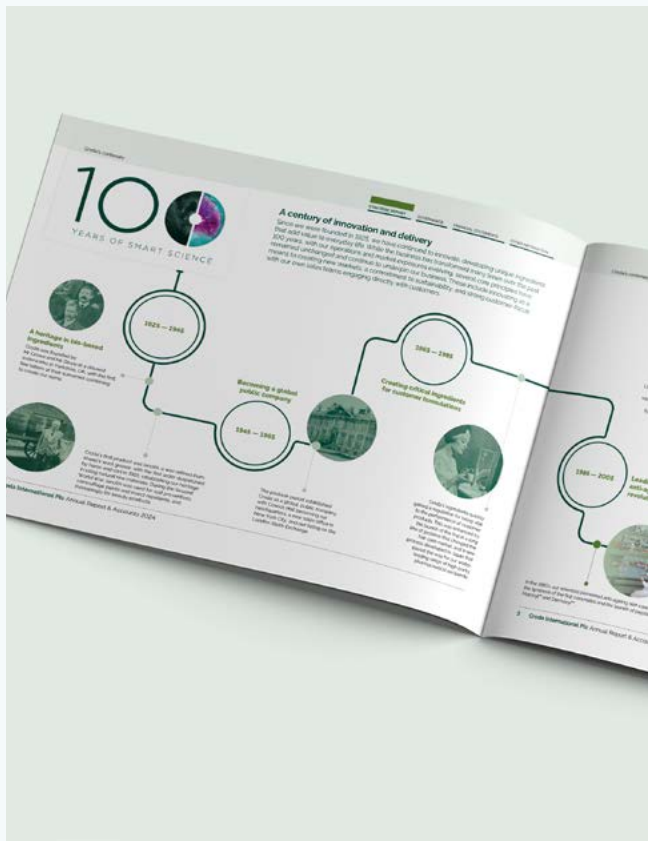
Bupa's annual report website needed to align the user experience with the print report, online PDFs and the corporate website. It focused on the key messages that matter most to Bupa and its stakeholders. This content focus allowed for clarity of communications and a strong impact across all of Bupa's financial communications. As a result, page views have increased 30% and engagement is up 28% year-on-year.



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REPORTING

BEST PRINTED REPORT – FTSE 100



Croda and Black Sun Global Gold

Speciality ingredients company Croda has a diverse portfolio that sees its products feed into some of the biggest companies in the world across the beauty, agriculture and pharmaceuticals sectors. A difficult 2023 combined with the celebration of its centenary in 2025 meant that its 2024 annual report had to deliver. It needed to tell a concise, confident story of Croda's strategy while emphasising the company's clear and tangible plans for future growth.

Black Sun achieved this with clear design that allowed key messages to shine through. It also explored mega-trends set to impact Croda's business – and outlined how the company will respond to them – as a way to project authority and confidence. The report is short, well integrated with the corporate purpose and has a “strong designed approach that tells the story well and creates interest in the business,” according to judges.



Tesco and Conran Design Group Gold

Tesco's brand is an annual reporting dream. Its simple graphic language and clever use of imagery allow it to tell a story with minimal confusion. But Conran Design Group had to ensure that the 2025 annual report was digital-friendly, concise, relevant to employees and accessible. The report is readable and delivered in Tesco's signature brand voice. Graphics bring the content to life in a way that is familiar, without being overdone.

The resulting report is the perfect blend of in-depth information and to-the-point, impactful messaging. It blends key investor content with stories and case studies relevant to employees. This allows the report to best serve both external stakeholders and employee and private shareholders. “The landscape format works well,” said one judge. “Clear messages are coming through and there's good brand alignment.”

BEST PRINTED REPORT – FTSE 100



Halma plc and Brunswick Creative Silver

Halma is a group of 50 autonomous businesses that develop life-saving technologies across the health, safety and environmental sectors. It worked with Brunswick Creative to implement the feedback it received from an engagement programme with investors. This resulted in a report that is well designed for the needs of institutional investors, including shorter content, QR codes linking to digital information and clear storytelling around the business strategy.



Legal & General and Luminous Silver

A new brand and strategic direction allowed Legal & General to re-examine its investor communications. It worked with Luminous to simplify its report, prioritising authentic leadership content and crucial information. It rebuilt the investment case from the ground up, making the case for the Legal & General of the future, not relying on past perceptions or performance. Judges thought this reinvention was impressive, and praised the clear, compelling storytelling.



AstraZeneca and Design Bridge and Partners Bronze

Pharmaceutical company AstraZeneca worked with Design Bridge and Partners to create a report that could more easily guide readers throughout the wide world of the business' achievements. It needed to deliver an impact while maintaining a clear narrative about a broad array of products, sub-brands and innovations. The report uses the brand guidelines to great effect, with impressive navigation and signposting throughout, according to judges.



Intertek Group plc and Emperor Bronze

Quality assurance provider Intertek Group plc needed to showcase its innovation, cutting-edge thinking and breadth of operations as a 130-year-old heritage business. It worked with Emperor to showcase the passion and commitment of its employees as part of the story about the business' operations and objectives. One judge praised the "very impactful design and branding, with three reports to provide a comprehensive overview of a fascinating business."

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BEST PRINTED REPORT – FTSE 250



Mitie and Friend Studio Gold

Mitie has transformed its facilities management proposition into technologically enhanced, sustainable, future-proofed services that are helping businesses achieve their goals. To bring this data-rich, innovative approach to life for investors, Mitie worked with Friend Studio on an annual report establishing its three-year strategic plan.

The report positions Mitie as essential to the fabric of society by responding to trends, showcasing its capabilities and providing a compelling investment case. It has contributed to a 20% increase in Mitie's share price over the past year. It is "a really strong report with excellent imagery to support the overarching corporate message, which did a great job in outlining the purpose and strategy of the organisation," according to one judge.



Wickes plc and Emperor Gold

Home improvement company Wickes worked with Emperor to bring strategic clarity and a sense of customer-centricity to its annual report. It used bold, modern design reflective of its corporate brand and developed a story-led report with a clean, modular layout, vibrant imagery and infographics that successfully bring performance data and customer stories to life.

The report uses a confident, conversational tone of voice to simplify content and ensure stakeholder messaging is clear and relevant. A jargon-free copy style helps ensure the report is inclusive and approachable for a broad audience. One judge said it was "an excellent report that exuded the Wickes brand values in its simplicity, design and messaging effectiveness, and as a result inspired confidence, trust and positivity."

BEST PRINTED REPORT – FTSE 250

Balfour Beatty and Design Portfolio Silver

Balfour Beatty worked with Design Portfolio to bridge the gap between its print and digital reports. Bold contrasting colours, a landscape design and the use of QR codes in the print report helped investors consume key content more effectively. “A strong contender with solid and clear design values and excellent storytelling,” said one judge.



Crest Nicholson and Friend Studio Silver

Housebuilder Crest Nicholson faced challenging operational issues and fended off a takeover bid by a competitor. Its 2024 report was an opportunity to reassure investors of the business' resilience and strong growth potential. Friend Studio achieved this by increasing transparency, reassuring investors and emphasising business resilience. One judge said he “got a really great sense of the brand and who it is. Lovely report.”



Keller Group plc and Emperor Silver

Geotechnical specialist contractor Keller wanted to communicate its strategic performance and value creation clearly, while demonstrating its proactive approach to compliance with evolving reporting requirements. Emperor created a report full of bright, clear photographs, a cheerful graphic language and engaging infographics. “I found this report so easy to digest. It tells an easy-to-follow story, using straightforward language and easy-to-digest graphics, with the images enhancing the overall product,” said one judge.



BEST PRINTED REPORT – FTSE 250



Burberry and Black Sun Global **Bronze**

Burberry's annual report is always a piece of considered design but its 2024 edition also documents strategic change, a new CEO and a bold transformation strategy. The report designed by Black Sun Global is forward-looking and provides investors with confidence and reassurance about the Burberry of the future. Judges said it had an "excellent use of brand imagery to convey a strong story and quality brand" with "a very easy-to-follow narrative."



Dr. Martens and three thirty studio **Bronze**

Since Dr. Martens went public in 2021, the world's supply chains have suffered countless challenges. Dr. Martens worked with three thirty studio to discuss executive changes and a focus on stability. The report channels the company's signature sense of style and counter-culture visual branding to great effect. This helps punchy numbers and key messages shine. "The report oozes brand and comes across as very cool," said one judge.

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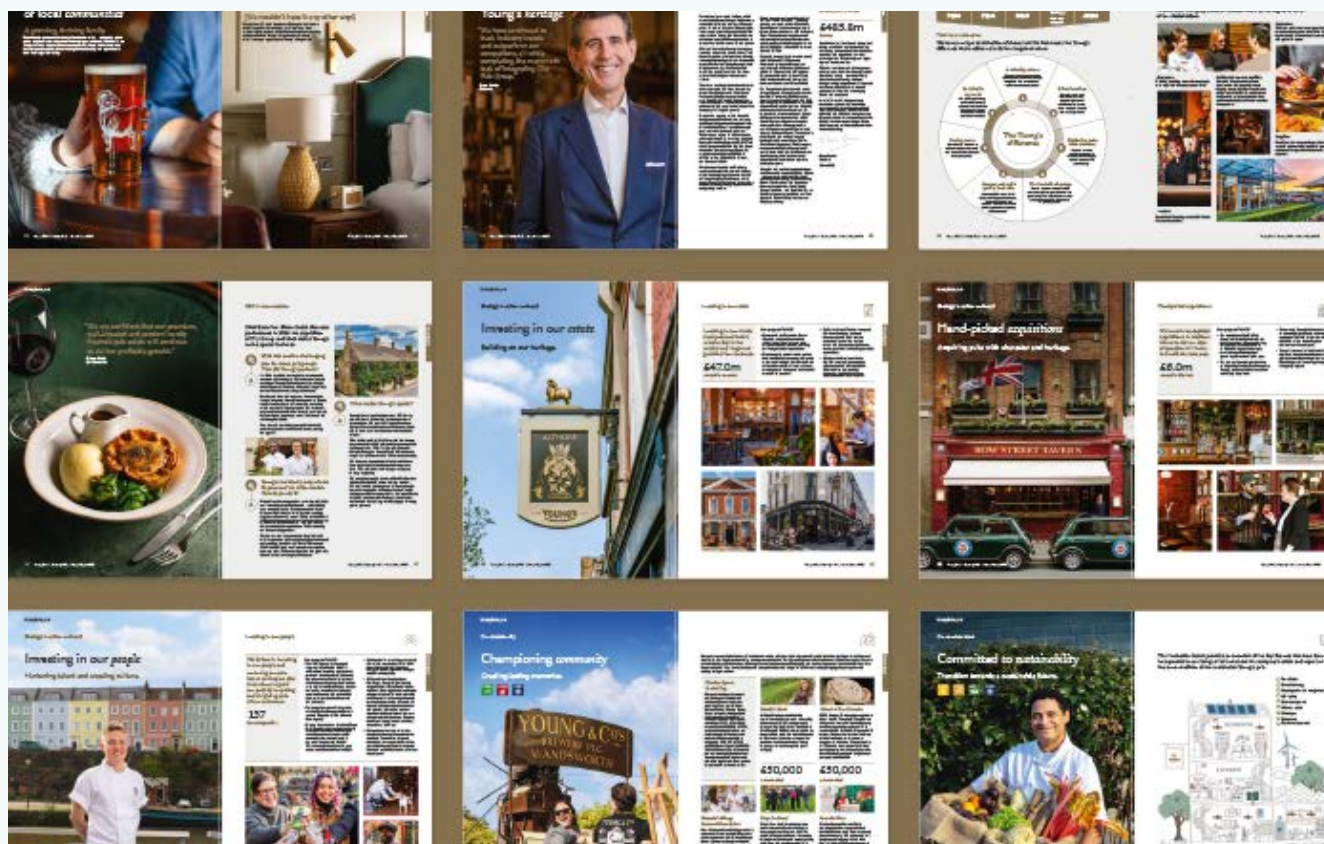
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BEST PRINTED REPORT – AIM



Youngs and Radley Yeldar Gold

Youngs pubs are all unique locations with their own stories, but they are united behind Youngs' commitment to excellent hospitality experiences and growth. To express this link between heritage, character and future plans, Radley Yeldar developed a report that tells a clear story. The report begins with an analysis of what the company could do better. It then showcases stories from across the business about how change is being made.

The results section – often a mass of numbers and charts – is infused with the same character, magazine-style photography and excellent design work spotlighting key messages. Judges thought this approach brought the brand's story to life well and many praised the report's visual style. One judge added that the report sees Youngs "embracing its heritage and presenting a bright future!"

BEST PRINTED REPORT – AIM



GB Group plc and Carr Kamasa Design Silver

Following a rebrand of GB Group, the company worked with Carr Kamasa Design on an annual report that would reflect the significant progress the company has made to integrate its businesses. The report showcased key messages including: removing complexity, being globally aligned and driving high performance. Judges thought this purpose and story was well expressed through clear communications, stylish design and a strong investment case.



YouGov and Jones + Palmer Bronze

YouGov worked with Jones + Palmer to develop a report that presents a unified voice and visual identity that feels bold, editorial and future-facing. The visual system has developed from previous years to prioritise transparency and ambition while key themes like data quality and responsible AI are showcased through infographics and case studies. Judges liked the editorial-style layouts as a means of telling the YouGov story.

BEST PRINTED REPORT – SMALL CAP



Kenmare Resources and Jones + Palmer Gold

Mining company Kenmare Resources was one of the first small-cap companies to introduce the EU's Corporate Sustainability Reporting Directive framework. It worked with Jones + Palmer to communicate with clarity and authority and infuse its report with sustainable business storytelling. Instead of separating sustainability into a separate section, it was communicated across the performance, strategy and governance sections.

Clever graphics like the double-materiality heat map used data to showcase both Kenmare's business operations and its sustainable mining approach. Not only is the report resonating with investors, but it has also become a key piece of brand communications, allowing Kenmare to effectively tell the story of its corporate positioning through one comprehensive document. One judge said, "It is to be commended for being an early small-cap adopter of CSRD reporting. Overall, this was a very innovative way of implementing CSRD into strategy."

BEST PRINTED REPORT – SMALL CAP



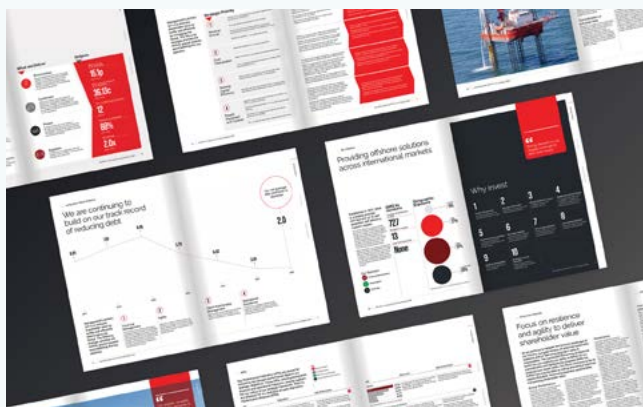
Funding Circle and Design Portfolio Silver

Funding Circle worked to strip back its annual report, focusing only on those messages that are crucial to understanding its technology, products and future ambitions. Design Portfolio prioritised only the most vital information in print, with QR codes directing readers to further in-depth studies online. Judges thought the simplicity of the report was commendable, particularly as the report still ensures Funding Circle's story is told effectively.



Zotefoams and Friend Studio Silver

Foam products producer Zotefoams faced a leadership change that spurred it to adapt its business model away from a product-first one toward a service-first approach. Friend Studio reflected this pivot in the company's annual report by telling a strategic story about the company's innovation, its role in the industry and its sustainability impact. One judge said the report did a "great job of providing a concise overview of a business not many are aware of."



Gulf Marine Services plc and Carr Kamasa Design Bronze

Self-propelled boat provider Gulf Marine Services supports the offshore energy sector. It worked with Carr Kamasa Design to shake up its annual reporting style and use striking visuals to greater effect. The report showcases exciting offshore imagery alongside clear graphics to tell a cohesive corporate story of growth and sustainable change. One judge said this "brought to life the business model and explained operations through strong visual imagery."



Topps Group and Jones + Palmer Bronze

Topps Group used its annual report to launch a punchy business objective and indicate to investors it would go after profit growth with alacrity. Jones + Palmer streamlined the report, focusing clearly on the profit ambition and using supporting information in graphically engaging ways. Judges thought this was an excellent approach, with one calling it a "very simple and pragmatic overview of the business."

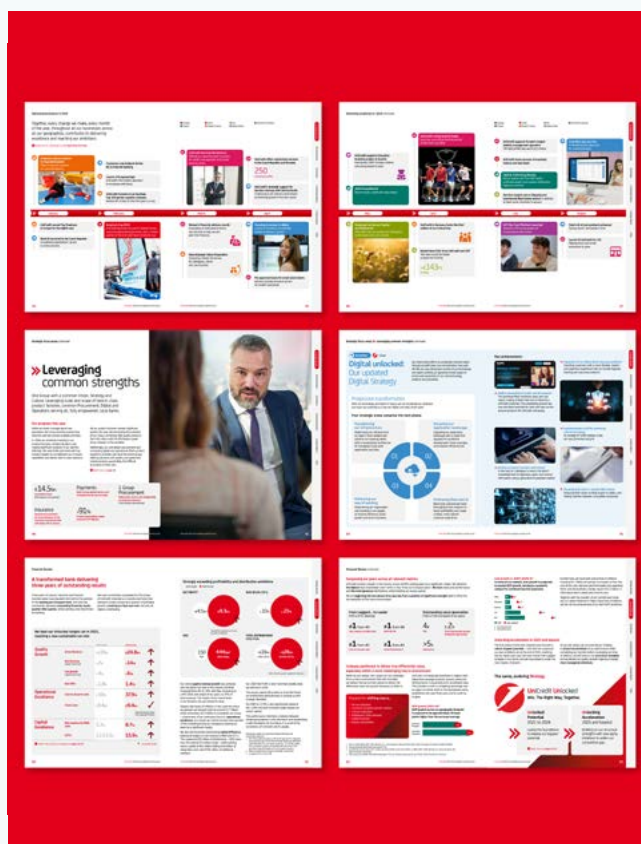
BEST PRINTED REPORT – INTERNATIONAL



HEINEKEN and Radley Yeldar Gold

HEINEKEN worked with Radley Yeldar to keep sight of its identity and corporate story while interweaving its sustainability narrative and complying with the extensive and complex European sustainability reporting framework. It did this not only through its narrative – which delves into 13 case studies and key content – but also through its design.

A signature 'green wave' motif is emblematic both of sustainable business and of HEINEKEN's brand colour. This gives the report a sense of cohesion both visually and thematically. One judge said, "A very strong sense of purpose and strong culture comes through effectively in the report." Another added, "I really like this report as it was campaigned very well and the content was repurposed across multiple channels. It's highly creative and maintained its narrative while meeting compliance requirements."



UniCredit Gold

European bank UniCredit needed its 2024 annual report to comment on the first step in its strategic transformation. It had to discuss record-breaking performance as well as cultural and industrial change. One key addition to the report was the creation of a dynamic, storytelling-led microsite that complements the full report. The report and microsite needed a visual style that could support significant amounts of content while highlighting the bank's achievements and maintaining its signature clean corporate brand. It chose a striking use of colour, simple but impactful infographics and photography – both commissioned and employee-generated – to tell the bank's story in a digestible, engaging way.

Key additions like the timeline feature and 'at-a-glance' section helped ensure the key messaging was up front and easy to understand. One judge said this report "does a good job of explaining a pan-European story." Another added that it had an "excellent timeline of delivering excellence. This is a lovely design-led report with a dynamic microsite and successful integration of ESG reporting."

BEST PRINTED REPORT – INTERNATIONAL



Zabka Group S.A. **Silver**

Polish convenience store company Zabka Group S.A. listed on the Polish exchange in 2024. Its first annual report was crafted to tell a strong, confident story about the brand's ambitions for growth while solidifying its corporate identity in the minds of investors. Judges thought this was an outstanding first outing for Zabka Group S.A., and praised the interactivity within the report, the analysis of its value chain and the clear, simple path the report showed towards the future through engaging infographics.



ASML and Radley Yeldar **Bronze**

Manufacturer ASML wanted its 2024 annual report to set the tone for incoming CEO Christophe Fouquet's tenure. The report uses themes around innovation, forward momentum and inspirational developments in technology. Radley Yeldar crafted a lovely, straightforward design style that blends tech imagery with easy-to-understand infographics. One judge said this was a "strong report – highly creative – that balanced storytelling with data and engaging content."



e& (etisalat and) and Emperor **Bronze**

The annual report for e&, a global technology group headquartered in the UAE, showcases the company's transformation from a telecoms operator into a digital tech leader. Emperor crafted the report after the company's rebrand to express its diversification, new ambitions and future-facing strategy. One judge said, "I really like this report for its balance of narrative, creative and use of infographics while being transparent around its progress in sustainability."

BEST PRINTED REPORT – UNLISTED



Chester Zoo and Denfield Gold

Chester Zoo's print annual report is one of its premier documents, and it always delivers a clear narrative around the zoo's ambitions and performance. This year was no different. The Denfield-crafted report was the first with the zoo's new brand in place. It brought the zoo's conservation-first model to life through editorial storytelling, clear data visualisation and sustainable production.

This year, the zoo chose to highlight some of its rarest animals instead of focusing on big numbers, and it shone a spotlight on the endangered snow leopards recently arrived at the zoo as well as a dove that numbers just 15 in the wild. One judge called this "an excellent report that delivered a strong and compelling story. Simple messaging, engaging design, a real value-add to the zoo that would have expected to resonate strongly with various stakeholders."



Together and Black Sun Global Gold

Non-bank lender Together celebrated its 50th anniversary with a report that tells a story of legacy and resilience, while looking to the future in the midst of a shifting economic, environmental and regulatory landscape. Black Sun Global used a confident and forward-facing narrative to help lay the foundation for the next era of growth, leadership and impact.

Because of the report's scope, it became not just a regulatory document, but also a strategic tool to support a leadership transition and boost investor confidence. The use of a graphic dot element helped tell the brand's story in a cohesive way. One judge said this report told "a simple story in a straightforward and positive way; unpretentious and therefore effective and positive, adding value to the brand."

BEST PRINTED REPORT – UNLISTED



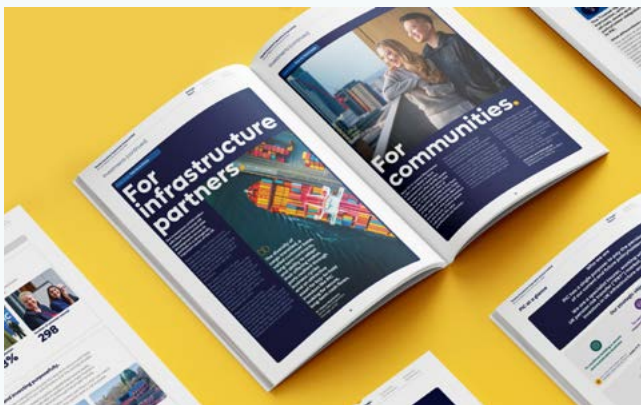
Bupa Silver

Bupa wanted its print report to be accessible to its global stakeholders, link closely with the online reporting microsite and deliver a strong sense of Bupa's goals and values to investors. The report's focus on building a better world is brought to life through engaging, upbeat photography and a clean layout. One judge said it was "a well-constructed, positive and informative report that told a strong story."



The Very Group and Brunswick Creative Silver

Digital retailer The Very Group worked with Brunswick Creative on a report designed to reaffirm its resilience and tell a compelling corporate story that balanced financial reporting with a customer focus. It was developed in just three months after a leadership change and became a unifying narrative setting the tone for the next era in the business. "An effective and clear report with good design values and messaging," said one judge.



Pensions Insurance Corporation (PIC) and Radley Yeldar Bronze

The Pension Insurance Corporation wanted to use its annual report to demystify its business. It worked with Radley Yeldar on the challenging task of aligning its design approach with its messaging, ensuring clear and easy-to-understand content throughout, despite the complexity of its model. The result is easy to navigate, people-focused and engaging. Judges thought the visual design as well as the strong, bold headlines made for easy reading and navigation.



Royal London and Black Sun Global Bronze

Royal London wanted its annual report to demonstrate a commitment not only to financial success, but also to the needs of its stakeholders and the communities it serves. It worked with Black Sun Global to broaden the scope of its reporting and show its commitment to customer care and business with purpose. The report's content has been used beyond stakeholder engagement to become a source of internal communications content and further IR material.

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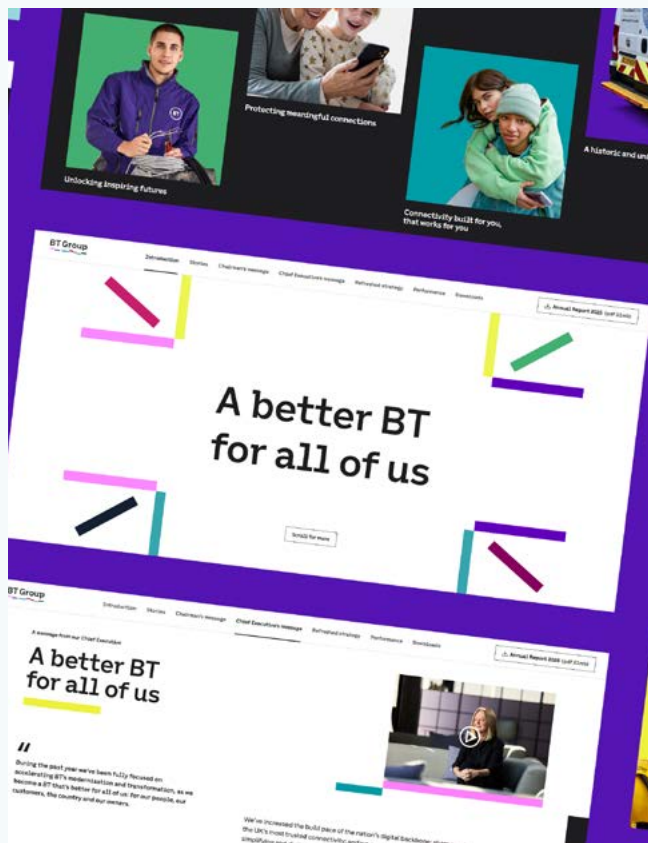
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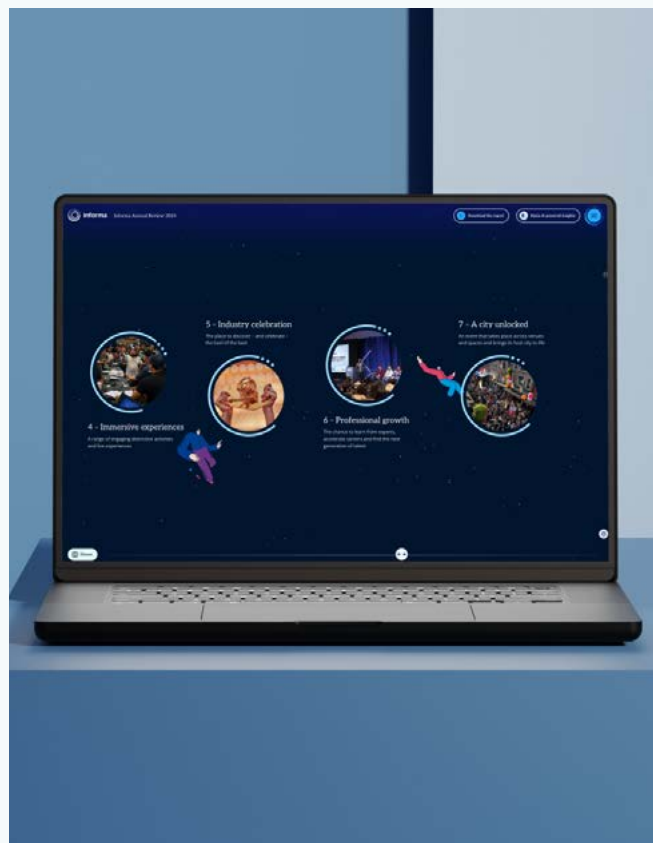
BEST ONLINE REPORT – FTSE 100



BT Group plc and Emperor Gold

After a year of transformation and a strategic shift, BT needed its annual report to inspire a belief in a new direction. It wanted to galvanise its stakeholders, both internally and externally, behind BT's new strategy, 'A better BT for all of us'. The online report enhanced the reading experience through a sideways-scrolling device – primed for mobile and tablet consumption – animations, accessibility features and BT's iconic visual identity.

The resulting interactive microsite is not just a report, but also a brand experience in and of itself. The Emperor-designed report saw a 27% increase in traffic and a 64% uplift in organic search results. Judges thought this was a visually stylish report that yielded excellent results. It was built with the user in mind and delivered effectively on BT's objective of launching its new strategic direction.

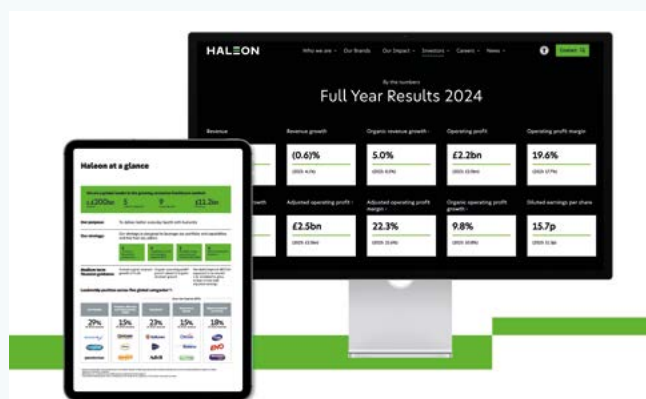


Informa and Luminous Gold

Informa's annual report by Luminous changes the game for digital reporting. It cleverly uses Informa's own AI search tool – Elysia – to enhance the user experience. The function deploys AI to allow readers to engage with more than 20 years of Informa's annual reports and press releases. This helps contextualise key information, provide deeper insights and more effectively meet the needs of individual users. This personalised, tailored approach goes beyond interactive and allows users to essentially create their own reports.

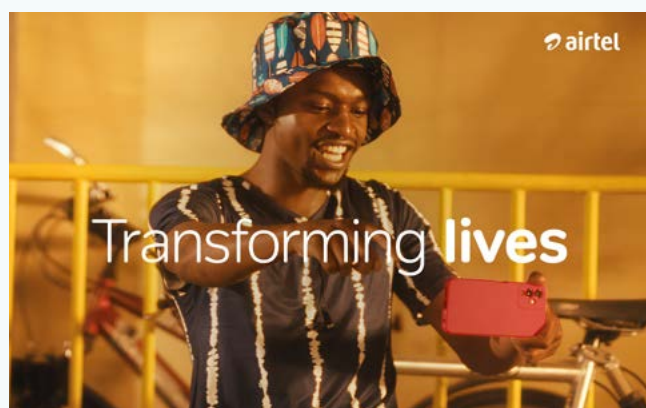
Elysia enabled investors to interrogate and investigate their own specific data and insight needs across a dataset that was 20 years deep. This led to more than 2,500 AI prompts in just the first two months post-launch. Judges thought this was an innovative step forward in the use of AI in annual reporting.

BEST ONLINE REPORT – FTSE 100



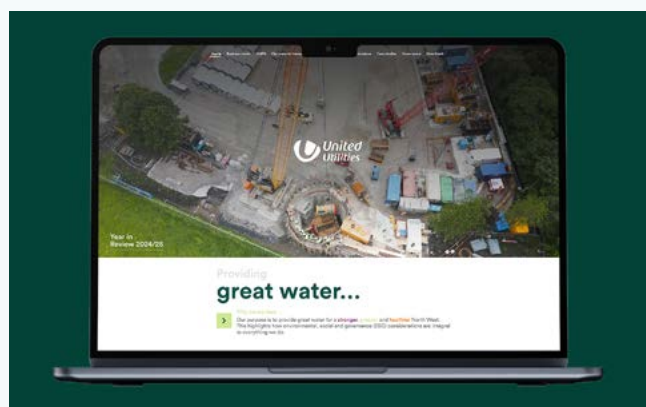
Haleon and Black Sun Global Silver

Haleon needed to boost its corporate brand, a relatively new entity, as its household FMCG products were more well known. It worked with Black Sun to set the tone for Haleon's IR and corporate reporting after its spin-off from GSK. The report is positive, tech-inspired and human-first. One judge called it a "well-thought-through report that shone in the execution."



Airtel Africa and Friend Studio Bronze

Airtel Africa's ambition was to inspire global investors while retaining a key sense of its sub-Saharan African roots. It worked with Friend Studio to showcase its commitment to its consumers and communities while also delivering the first iXBRL report among FTSE 100 companies. The report showed an incredible increase in investor engagement and participation over the previous year's summary report. There was a 351% increase in active users and a massive boost in time on site, too.



United Utilities Group and Jones + Palmer Bronze

United Utilities Group and Jones + Palmer used innovative navigation and a unique business model presentation in an annual report that addressed the future of water infrastructure in the UK. The narrative reframed the business model around six strategic priorities and material themes to ensure purpose and business ambitions are tied to every piece of content. One judge said it was a "beautifully done online report that is very easy to follow."

BEST ONLINE REPORT – FTSE 250



Investing for sustainable growth

Oakley Capital Investments and Friend Studio

Gold

Oakley Capital Investments worked with Friend Studio to craft the world's first user-friendly, interactive iXBRL-compliant online annual report. The report uses a completely different framework for crafting the content, allowing digital accessibility and machine learning needs to be built into every piece of content from the outset. Metadata and key compliance needs are built into the very foundations of the report, rather than added on as tags after the design is completed.

As a result, the report is not only compliant and accessible, but also communicative, creative and readable. There has been a 12-fold increase in visits to the site over the 2023 report and almost twice as much time spent on site compared with last year. Judges said, "Shows a real step change, and definitely sets the bar", and "Innovative approach to online reporting and iXBRL."

BEST ONLINE REPORT – FTSE 250



PPHE and Luminous **Silver**

PPHE Hotel Group's 2024 online annual report showcases the company's evolution as an international hospitality real estate company with a vast portfolio across Europe. It worked with Luminous to bring this to life by streamlining its content and shift from a multi-page microsite to an interactive, one-page summary. One judge said, "I loved this – slick, impactful, easy to navigate to key information but took you on a journey."



Burberry and Black Sun Global **Bronze**

Burberry's online annual report is a perennially effective and stylish product. This year's edition – crafted by Black Sun – set out a future-facing strategy for Burberry and inspired confidence among investors. It visually blends Burberry's signature brand style with clear, easy-to-navigate data and messaging. In just the first two weeks after launch, the report had charted more than 800 views, a result that impressed judges.

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We wish all nominees the best of luck.

*AI depends on reliable reporting data, including high quality, digital-first HTML code tagged with iXBRL.



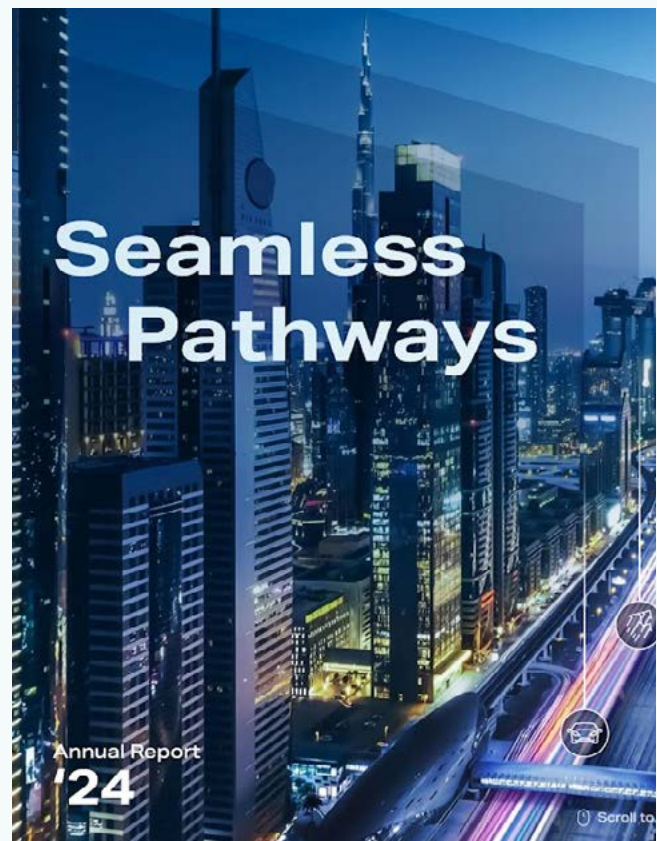
BEST ONLINE REPORT – INTERNATIONAL



Banco Santander and Bestiario Proyectos SL **Gold**

Banco Santander has worked with Bestiario Proyectos over the past three years to hone and refine its online annual report to become an easily navigable, utile document that sets the tone for Santander's strategy and objectives. The report is incredibly easy to follow, with complex data offered in drop-downs and modal view segments. This enables users to engage with the content that is most relevant to them without having to wade through every other piece of data.

Judges thought this flexibility in the selection of data was an excellent innovation and one that would allow investors to connect strongly with the content. One judge called it "brilliant and accessible!" Another said, "Stunning work. It's clear and clean and very readable. I love how the graphics have slight animation. Very simple navigation."

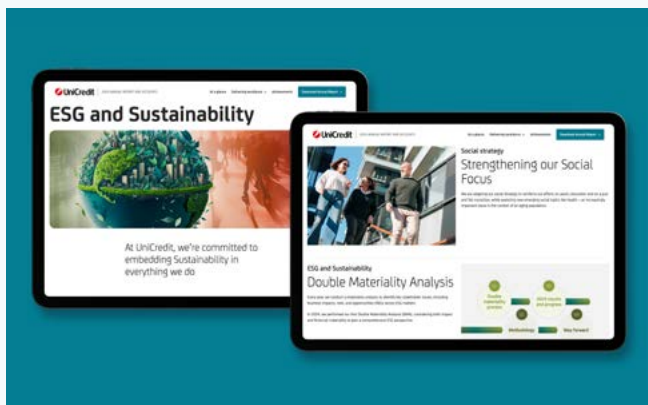


Salik and Fanda Corporate Communications Ltd **Gold**

Salik operates Dubai's advanced road-tolling system, and its growth strategy and ambitions have been crafted in alignment with the emirate's own expansion plans. It has analysed the prospective economic growth Dubai has to offer and charted its own strategy against that. Not only does its annual report explore these plans, but it is also infused with transparency to ensure analysts and ratings agencies have the data necessary to understand Salik's performance, management and prospects.

Fanda Corporate Communications Ltd ensured the report would work in both English and Arabic while also delivering a clear, simple user experience across desktop and mobile. Judges thought these objectives were achieved admirably, with one saying, "Simple, clear and very well done. Great navigation. Key points landed well. Good work."

BEST ONLINE REPORT – INTERNATIONAL



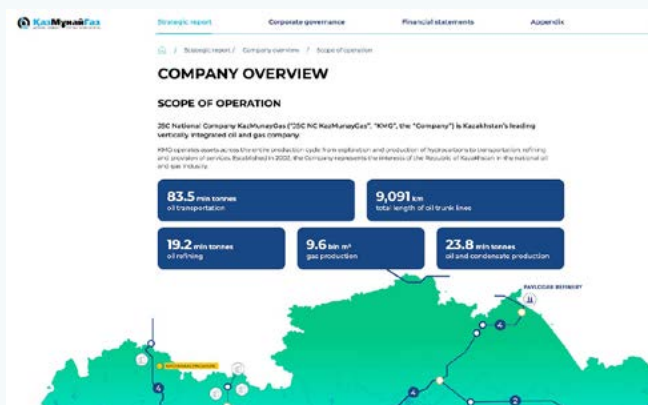
UniCredit Silver

UniCredit's 2024 annual report has become a unifying asset internally, setting the tone for the future of the business and inspiring stakeholders to support its growth. The report unveils a new strategic direction for the company and saw unique visitors rise by 67%, year-on-year. The average time on site dropped by 31% indicating a quicker grasp by users and report downloads increased by 111%. Judges thought the design of the site and the report branding were bold and effective.



ACWA Power and Fanda Corporate Communications Ltd Bronze

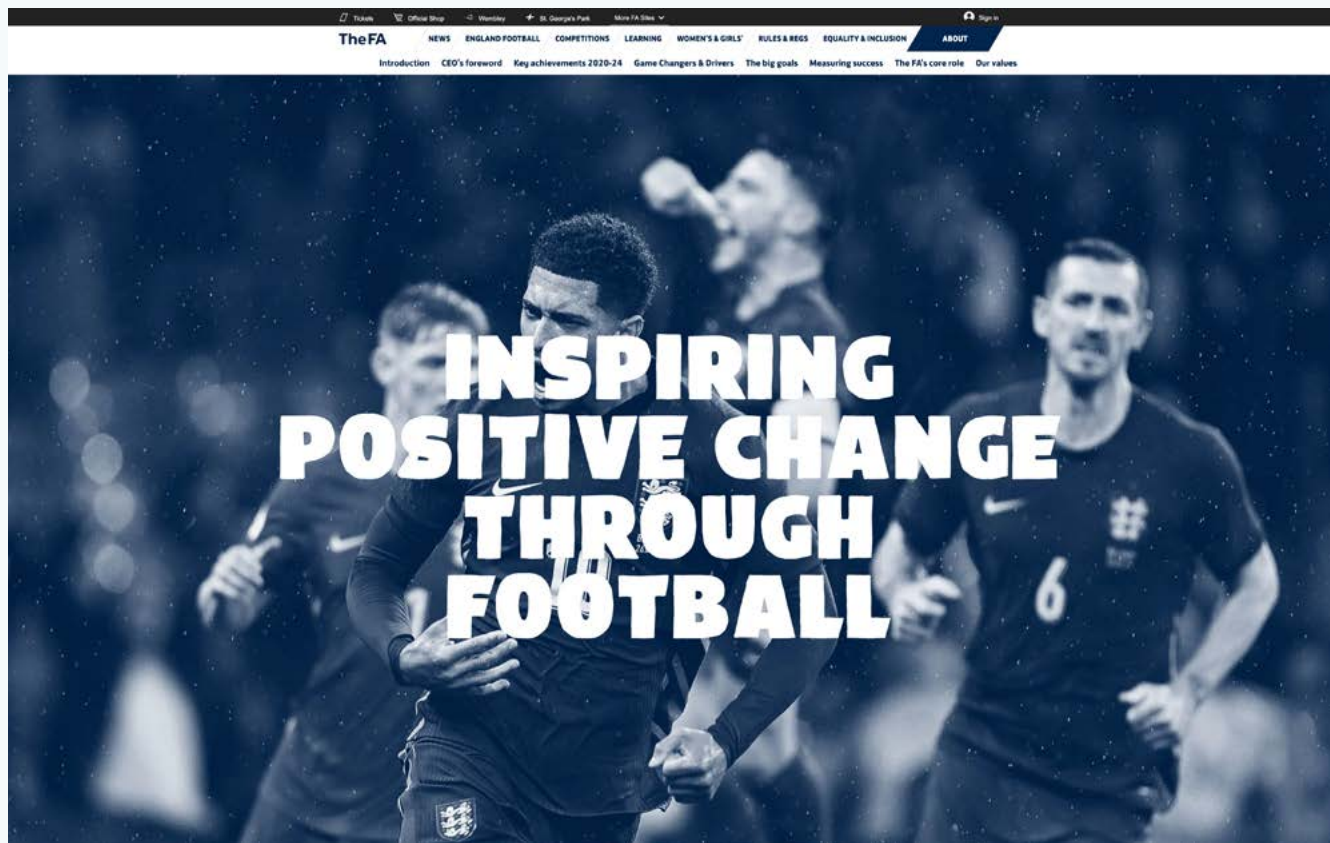
Seawater desalination company ACWA Power worked with Fanda Corporate Communications Ltd to document the company's massive growth ambitions and potential for making change in coastal regions the world over, as well as tell its story about its role in the energy transition. One judge praised the "very clean design and layout, good presentation of data points and use of graphics."



KazMunayGas (KMG) and Fanda Corporate Communications Ltd Bronze

KazMunayGas is a Kazakh oil and gas company. It worked with Fanda Corporate Communications Ltd to showcase its corporate story in an interactive way. A company overview graphic uses a map device to explore the oil exploration and production process. The report is accessible, functions across three languages and uses interactivity and immersive infographics to effectively engage with stakeholders.

BEST ONLINE REPORT – UNLISTED



The FA and Shorthand Gold

The FA wanted to outline its four-year strategy, 'Inspiring positive change through football' through a digital report that would meet the needs of players, fans, stakeholders and officials. Instead of a simple one-page document download, the FA wanted a digital report that would be accessible and alive online. Harpoon Productions used the Shorthand platform to create an immersive, interactive site.

Key messages are easy to read and the FA's ambitious goals are laid out in a straightforward copy style that enables every user to understand the organisation's objectives. There have been more than 30,000 page views with a whopping 4:26 minutes spent on page and a massive 90% retention rate. One judge said, "I really love this report. It's inspiring, easy to navigate, the branding is on point and draws you in. The structure with introductions to each section explaining why something is a priority, then brief 'what we will do sections' translate ambition into action in a compelling way. The results are impressive. I think this is an outstanding piece of work."

BEST ONLINE REPORT – UNLISTED



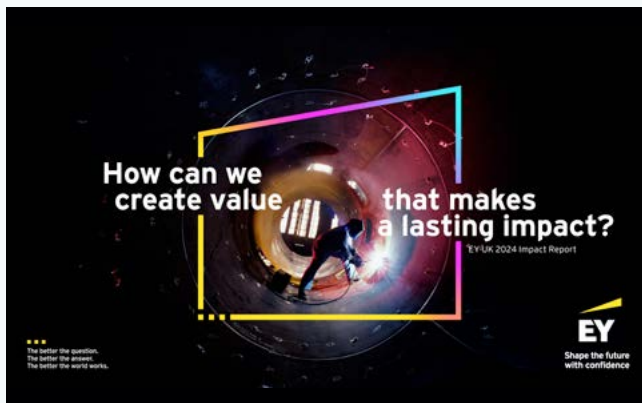
Bupa Silver

Bupa's global strategy is set out in its online annual report through a thoughtfully designed site that addresses the needs of its diverse stakeholder group. The report links clearly with the print report, but allows users to find the content relevant to them with ease. One judge called this a "beautifully put-together and easy-to-navigate digital report", and praised the integration between print and digital as well as the mobile-optimised version of the online report.



UK Power Networks and Instinctif Partners Silver

UK Power Networks' online report uses photographs of employees and customers to vividly depict how the business and its employees are making a significant difference to the lives of customers. The Instinctif Partners-designed microsite also contains an energy sector review and responsible business content. "This is lovely work. The microsite is engaging and interactive. I particularly like the wheel as a point of navigation and a unifying point," said one judge.



EY UK and Freuds Group Bronze

The EY UK 'impact report' explores the work the company is doing to build a positive future for communities across the country. Freuds Group developed an infographic style with real impact, allowing key data to tell a story about the EY UK business and its operations. One judge praised the "UX and branding with an innovative approach to the digital report. The colours pull out and move through the report well." The judge added, "I can see how colleagues would be proud to share this."

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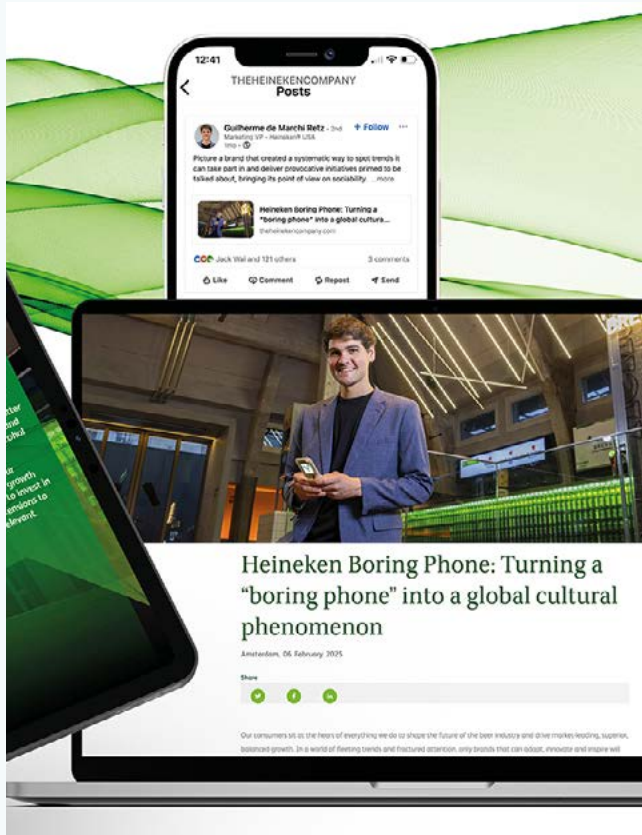
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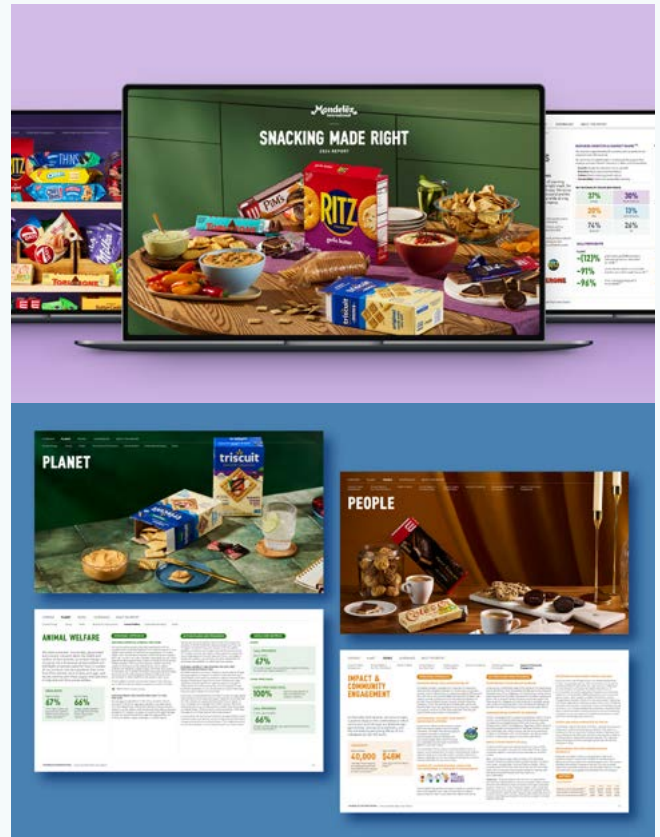
BEST PRINTED CSR OR ESG REPORT



HEINEKEN and Radley Yeldar Gold

HEINEKEN wanted its annual report to reflect its ambition to lead in sustainability communications in the first year of CSRD regulations. It wanted to ensure that its report didn't compromise narrative or strategic integrity and – without established benchmarks – it wanted to tell a meaningful story of progress in sustainable business practice. It worked with Radley Yeldar to ensure its annual report was both compliant and rich in fiscal disclosure, corporate narrative and sustainability storytelling.

The resulting report is infused with a 'green wave' of sustainability communications – both visually and thematically – while still encapsulating HEINEKEN's mission and purpose. One judge called it “a fantastic report”, while another said, “I really liked that it has actively sought to tell a human story of progress and brought in employee voices. It was great to see the process was co-owned by corporate affairs and finance. The case study-heavy approach created better engagement. Lovely work.”



Mondelēz International and Brunswick Creative Gold

Mondelēz's sustainability purpose, 'snacking made right', is a core part of its business practice. Its 2024 CSR report was reimagined to ensure it was compliant with new regulations, consistent with the brand identity and shorter – without sacrificing useful content. It worked with Brunswick to streamline and rebuild the report into an infographic-led narrative.

Key topics are given a focus with straightforward formatting, charming illustrations and effective labelling. The result is readable, interesting and impactful. One judge said, “The report is a very accessible, strategically integrated, well-structured and visually engaging document, while at the same time moving toward CSRD compliance – impressive from a US-listed firm.”

BEST PRINTED CSR OR ESG REPORT

Haleon and Design Bridge and Partners Silver

Haleon's second responsible business report needed not only to communicate the business' focus on sustainability, but also ensure that its overall corporate positioning regarding sustainable business was clear. As a new company, it was essential to ensure investor confidence and understanding for its sustainability strategy. Design Bridge and Partners' report impressed judges for the way it "balanced design, disclosure and accessibility very well."

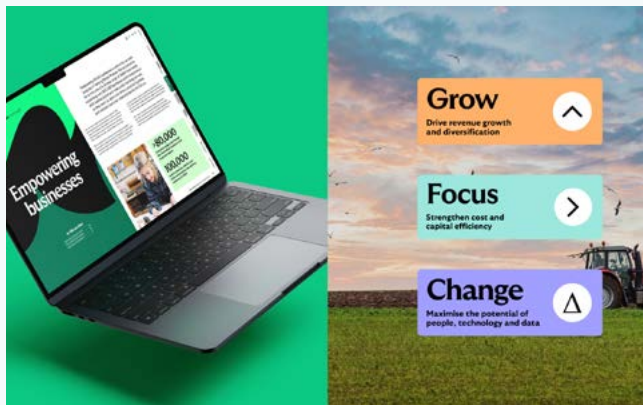


Zabka Group S.A. Silver

For its first annual report as a listed company, Zabka Group S.A. ensured that its sustainability report was compliant with CSRD regulations while also telling its story as a sustainably minded business. It focused on circular economy initiatives and decarbonisation while exploring the risks and opportunities inherent in these transitions. Judges were impressed with the first effort from Zabka Group. One said, "Excellent report. Beautiful design with engaging, strong storytelling throughout. One of the standouts."



BEST PRINTED CSR OR ESG REPORT



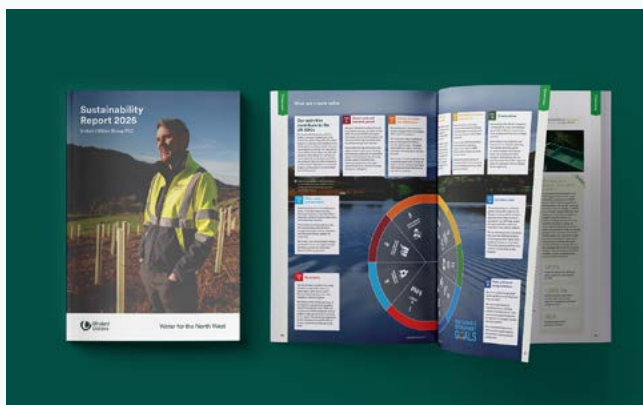
Lloyds Banking Group plc and Emperor Bronze

Lloyds Banking Group's purpose-driven financial strategy is called 'Helping Britain Prosper'. It was designed to build a future of financial accessibility, access to affordable housing, community support, inclusion and a transition to net zero. It worked with Emperor to express this mission in a report that applies Lloyds' signature brand and tone of voice. One judge said, "This report continues to excel in best practice delivery and strong visuals."



Mondi and Design Portfolio Bronze

Packaging and paper company Mondi worked with Design Portfolio to deliver a transparent, engaging and accessible reporting package that seamlessly aligned ESG disclosures with its sustainability framework. The report is clear, engaging and easy to read. Judges liked the visual style and focus on impactful data. "Mondi remains one of the FTSE's best ESG reports. The structure and clear reporting help it stand out," said one judge.



United Utilities Group and Jones + Palmer Highly commended

United Utilities worked with Jones + Palmer to bring to life its vision for the future of the UK's sustainable water infrastructure. Judges thought there was a clear link to the business' purpose throughout the report.

BRUNSWICK CREATIVE

GROUND
BY BUSINESS

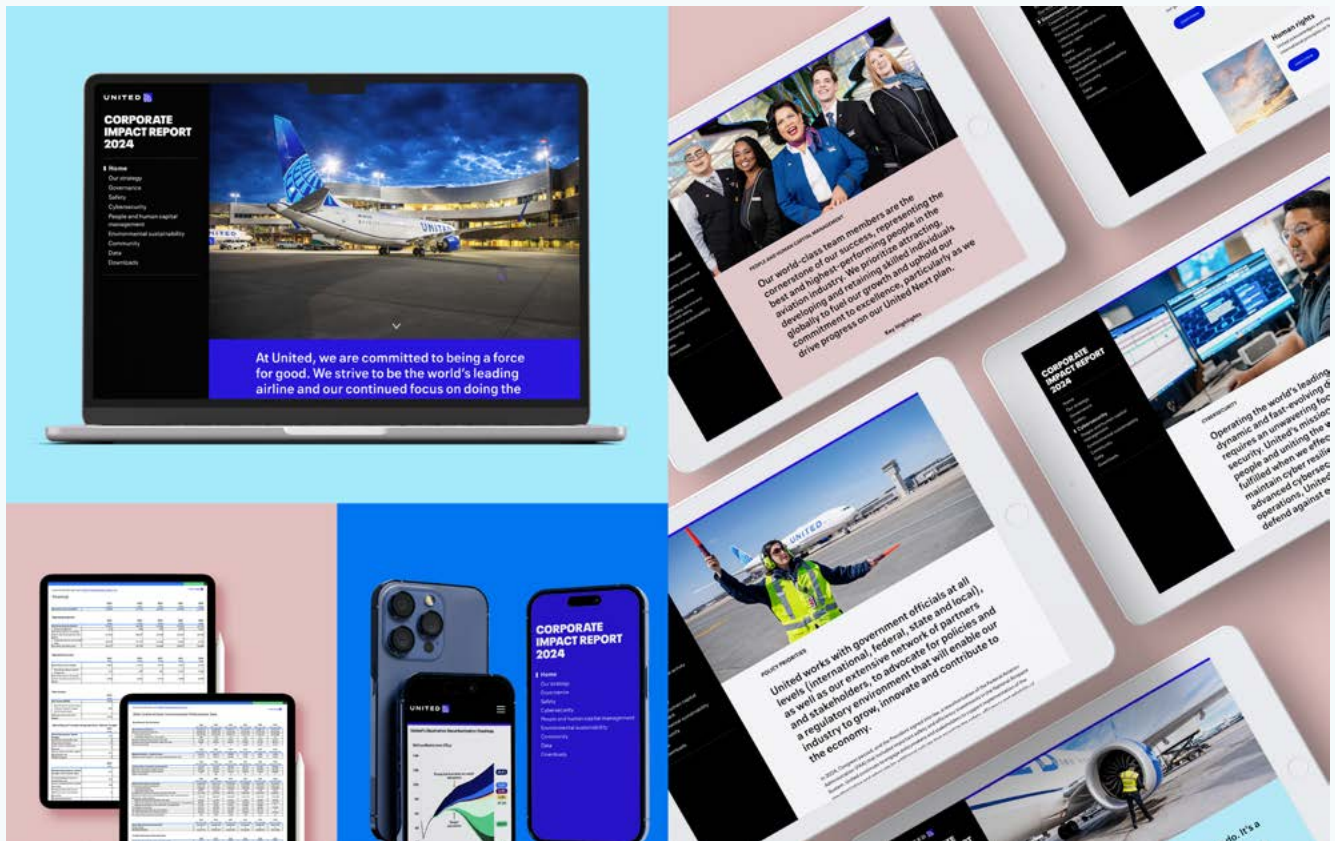
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BEST ONLINE CSR OR ESG REPORT



United Airlines and Brunswick Creative Gold

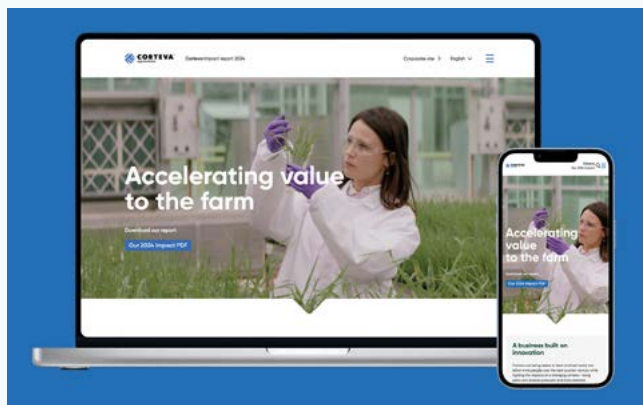
Airlines are one of the industries that contribute heavily to climate change, but United Airlines is one of the companies seeking to make proactive change. Its CSR report sought to reaffirm its commitment to sustainability, broaden its talent pipeline to ensure diversity and showcase its climate action plans. The online report helped address the needs of stakeholders, who required greater flexibility and depth than a PDF or print report could give.

The report's section opens with a concise summary, with deeper focus on additional content, links to further information and key data. The result is engaging and easy to navigate. "Excellent to see such focused and relevant information supported by attractive and impactful design," said one judge. Another judge added, "I loved this report – great online navigation, storytelling, innovative!"

BEST ONLINE CSR OR ESG REPORT

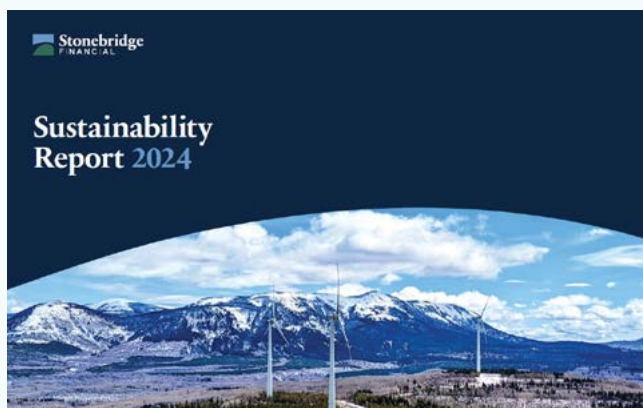
Corteva and Friend Studio Silver

Corteva worked with Friend Studio to digitise its CSR reporting. This approach has transformed the NYSE-listed agriscience company's sustainability reporting, making it interactive, accessible, searchable and responsive. Judges loved the "innovative use of diagrams and design to simplify a complex science corporate narrative."



Stonebridge Financial and Quinn+Partners Silver

Stonebridge Financial rang in its 25th anniversary with its first ever sustainability report. The investment firm offers private loans across sectors including renewable energy, long-term care, digital infrastructure and transit. This allowed Quinn+Partners to tap into its operational work to bring to life engaging sustainability and CSR stories. "For a first-time report, it did an amazing job and really thought through the narrative," said one judge.



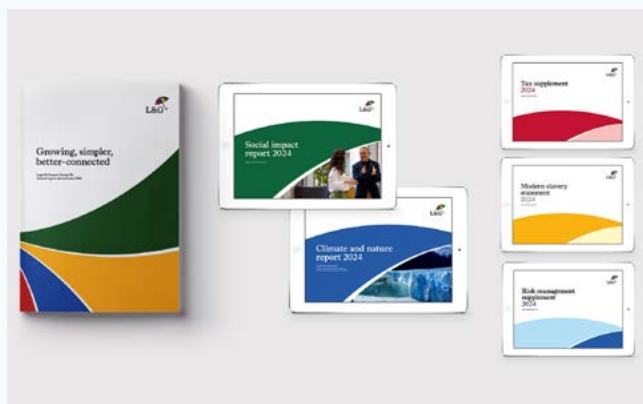
EY UK and Freuds Group Bronze

EY UK's 'impact report' goes beyond a standard annual report to showcase how EY is impacting society, its clients and the financial landscape of the UK. Freuds Group developed the report to bring to life the critical role the consultancy plays in communities across the country. Judges thought the integration of employee-driven stories, insights from senior leaders and engaging graphics helped this report to shine.

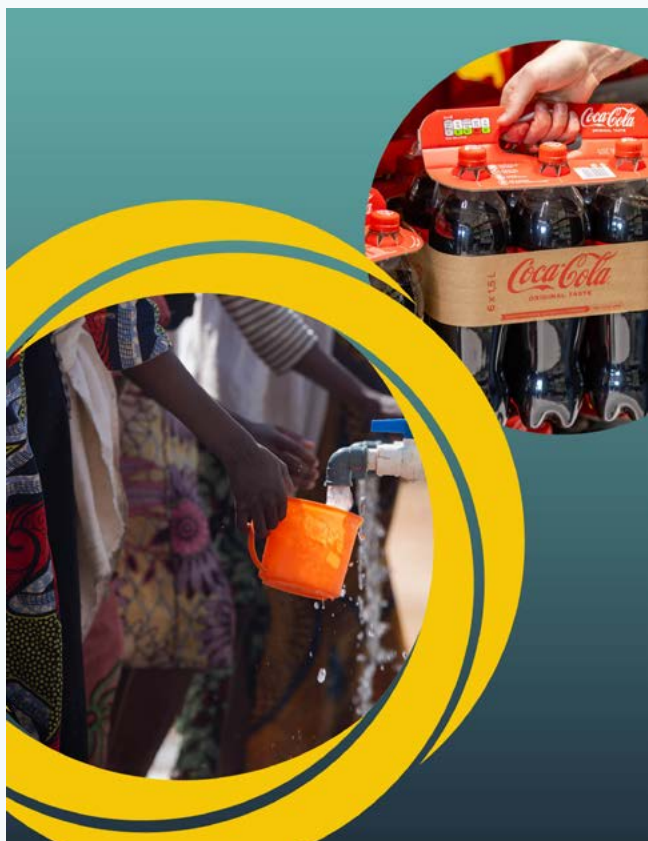


Legal & General and Luminous Bronze

In 2024, Legal & General published two separate sustainability reports – one focused on climate and nature, the other on social impact. It worked with Luminous to develop the reporting suite with an eye to going beyond communicating intent and instead explore the action, progress and impact Legal & General is having on its communities. One judge said, "Strong factual reporting telling a clear and powerful story about what is relevant to this company and its key stakeholders as well as its investors."



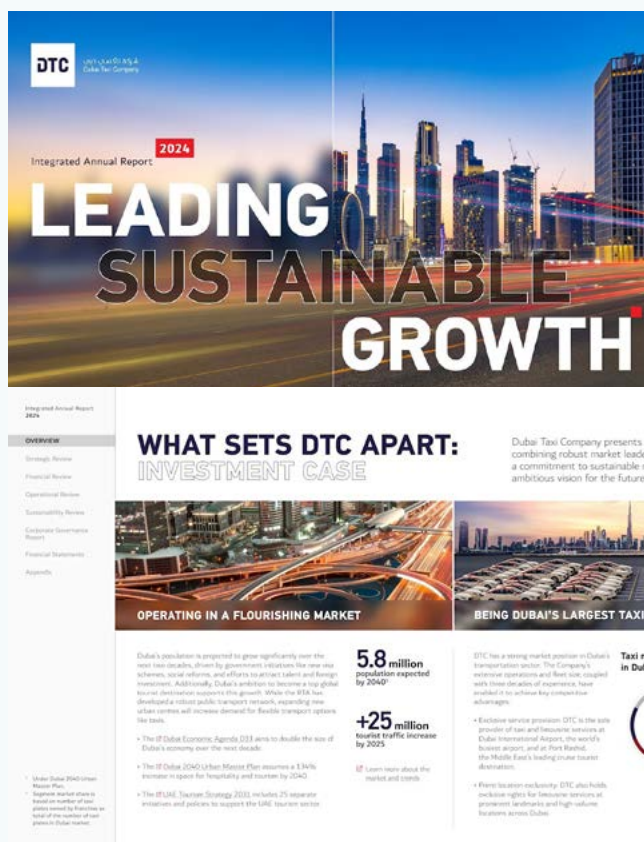
BEST INTEGRATED REPORT



Coca-Cola HBC and Luminous Gold

Coca-Cola HBC, the bottling and logistics partner for the beverage brand, shifted its report theme from one focused on the brand experience to 'Future Ready: Innovating, Growing, Refreshing'. This allowed it to integrate its sustainability programme, logistics successes and ambitions for global growth all in one annual report.

Luminous was also able to reduce the report from 120 pages to just 54, focusing only on the most vital and engaging content. Beyond simple compliance with CSRD regulation, the report integrates sustainability with business strategy, showing a strong narrative for future-facing business practices. One judge said, "Always a strong, balanced report with clear forward-looking commentary, balanced with transparency around progress." Another praised the "effort to streamline and innovate."



Dubai Taxi Company PJSC (DTC) and Fanda Corporate Communications Ltd Gold

The Dubai Taxi Company PJSC worked with Fanda Corporate Communications Ltd to create an integrated report that tells a story of its corporate ambitions and plans for development. It incorporates forward-looking disclosures – including its five-year corporate strategy – key targets and strategic risks, alongside sustainability disclosures to provide a balanced, thorough picture of the corporate strategy.

Just one year after its IPO, Dubai Taxi's report is mature, detailed and investor-friendly. It provides excellent navigation, clear messaging around key financial and strategic data, and strong ESG data presented against global benchmarks. "Good investment case and business model; very impressive that it's only the second year of reporting. I liked the alignment of ESG strategy with business strategy and it's visually attractive, too," said one judge.

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BEST INTEGRATED REPORT



United Utilities Group and Jones + Palmer Silver

United Utilities Group had to present a clear sustainable future for the UK's water infrastructure. It worked with Jones + Palmer to create a transparent report that addressed its strategic transformation plan, ESG ambitions and past performance to reassure and invigorate investors and the business' stakeholders. One judge called this "a very detailed report with a lot of insight into the company and the industry, as well as the issues it faces and the future."



Kenmare Resources and Jones + Palmer Bronze

Kenmare Resources is one of the first small-cap companies to craft an integrated report and focus so strongly on ESG in its financial communications. Jones + Palmer developed a report that fully integrates the company's ESG performance into its strategic narrative and discussion of its business performance. Judges praised the value chain graphics, with one adding, "Kenmare's purpose-led narrative is well articulated throughout the report."



The Crown Estate and Luminous Bronze

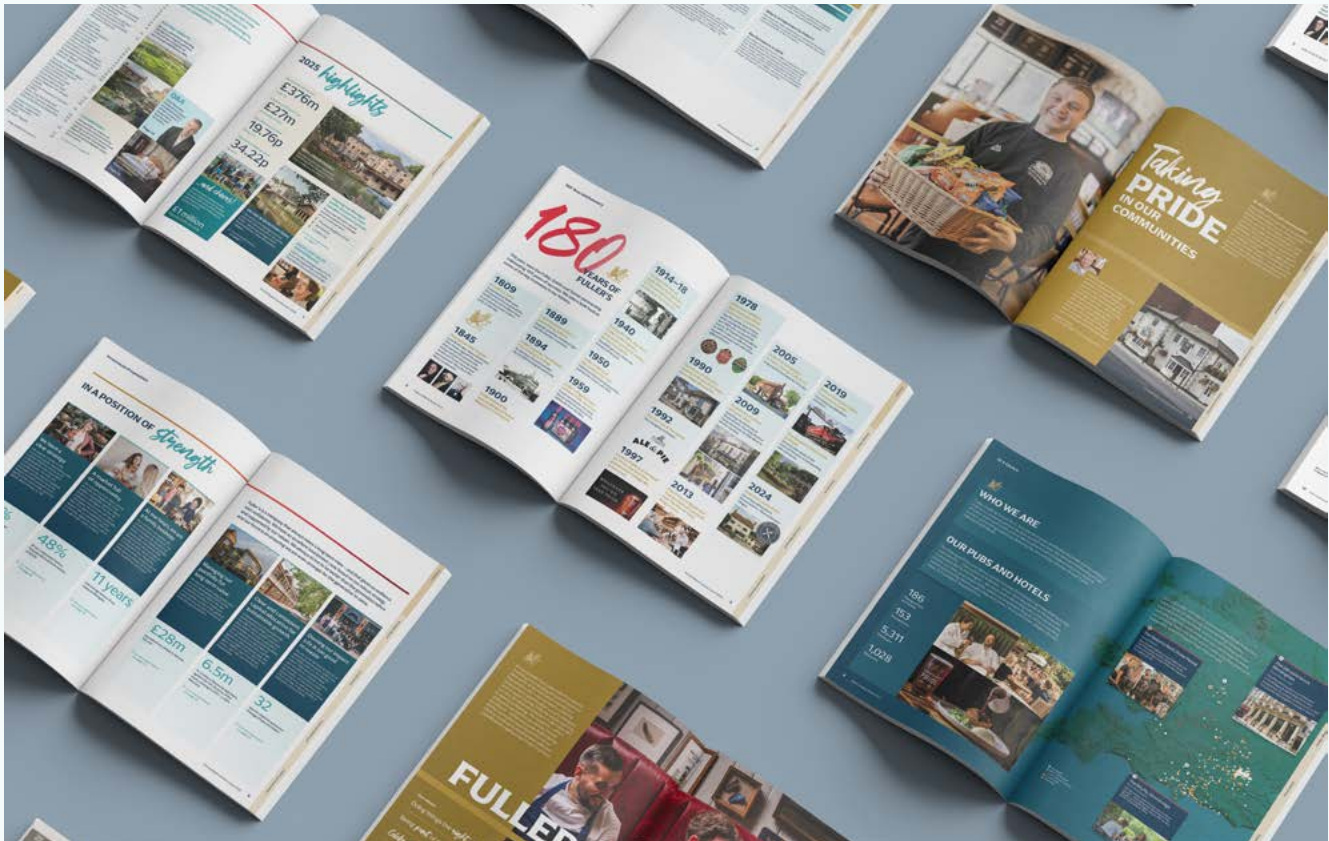
The Crown Estate wanted its integrated annual report to set out a strong statement for its strategic ambitions while also showing how it delivers sustained financial returns alongside social, environmental and economic value for the UK. Luminous focused everything around a confident, future-focused tone of voice based on tangible growth and future projects in the works. One judge said this report contained "some of the best case studies we've seen."



The image features a dark teal background. A large, semi-transparent teal circle is centered, with the word "CREATIVITY" 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 circle towards the bottom corner.

CREATIVITY

BEST COVER



Fuller's and Emperor Gold

For its 180th year, Fuller's wanted to ensure that its annual report was both a reflection of where it had come from and a statement on where it was going. Its cover expresses that purpose by capturing the essence of Fuller's enduring legacy and vibrant future. The title 'People, Places, Pride', is complemented by a portrait of one of Fuller's chefs. She had joined the company as a 16-year-old apprentice and progressed through several qualifications and promotions in the years since.

Her portrait and the bold title showcase Fuller's belief in inspiring, empowering and creating a sense of belonging for every individual. Emperor used portraits of other Fuller's employees throughout the report to tell a cohesive corporate story. Judges said this was "a wonderful use of an authentic image to convey brand values and warm authenticity" and "captured the personality of the brand."

BEST COVER



Chester Zoo and Denfield Silver

Chester Zoo's 'Building for the future' report is delivered with a stunning photograph of a snow leopard prowling through its enclosure. This allows the zoo to showcase its new developments, its vision for the future and its commitment to conservation. Judges thought the Denfield-designed cover was interesting, beautiful and impactful. One praised the "concept of giving leopards a voice", reflecting one of the report's key objectives to bridge the gap between people and animals.



Howden Joinery Group Plc and Emperor Silver

Howdens worked with Emperor on a front cover that is intrinsically Howdens. It fits impressively within the brand world while also communicating the company's commitment to customer service, distribution excellence and growth. Judges loved the illustrative style, which effectively captured Howdens business model while creating a narrative and positioning for the report from the very first page.



Haleon and Design Bridge and Partners Bronze

Haleon's commitment to 'health with humanity' needed to come across clearly on its third annual report. It worked with Design Bridge and Partners on a cheerful photo-led cover that shows some of Haleon's many products in a lifestyle setting. Other black-and-white images bring further products to life throughout the report. Judges thought this lent a good sense of consistency to the report while delivering on the theme.



WPP and Design Bridge and Partners Bronze

The front cover of creative services business WPP's annual report was designed to be instantly impactful: a bold demonstration of AI's creative potential. The AI artwork was brought to life online through interactive graphics as well. The Design Bridge and Partners report impressed judges for its innovation and beauty, as well as its unique approach to the digital landing page.

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BEST COPY STYLE OR TONE OF VOICE



Howden Joinery Group Plc and Emperor Gold

Howdens wanted its 2024 annual report to reflect the to-the-point narrative style that is authentic to its culture. But with increasing regulatory requirements and a massive amount of sustainability disclosure required, complexity threatened to creep back in. Emperor ensured that the language remained conversational and concise, creating a sense of trust between the company and the stakeholder in much the same way that it does with customers in its showrooms.

The report stripped out unnecessary fillers and evergreen content in favour of relevant, incisive information that matters most to investors. And as this style is aligned with Howdens' brand values, the report sits comfortably in the Howdens stable alongside its careers site, website and other content. "I really love the straightforward narrative style that Howdens uses to tell its story. It feels like it is the firm's customers who are talking to the investors, which I think presents it in a really strong light," said one judge. Another said, "Howdens' direct approach always feels authentic of its culture, and its annual report is an enjoyable read."

BEST COPY STYLE OR TONE OF VOICE



Legal & General and Luminous Silver

Legal & General worked with Luminous to capture the copy style of CEO António Simões. The report is delivered in an empathetic, decisive and inclusive tone of voice. Moreover, the copy uses common oratorical devices to give the language rhythm and momentum. The report is authentic and entirely reflective of the Legal & General brand values. One judge said it was “clean, clear and a great report. Easy to read and, more importantly, very easy to digest.”



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COMMUNICATIONS

BEST M&A COMMUNICATIONS



Vodafone Gold

The proposed merger of Vodafone UK and Three UK was one of the most contentious and challenging transactions in the court of public opinion. It shrank the British telecoms market from four major players to just three. Vodafone had to convince the Competition and Markets Authority and the public that fewer, but stronger, providers would be a benefit to the country.

Vodafone turned its attention on industry analysts – who would be key sources for the media – and delivered briefings, interviews, broadcast appearances, roadshows and much more. It argued that Vodafone and Three could not compete with the likes of BT/EE and Virgin Media O2 on their own. And as a result, politicians and regulators approved the merger, allowing Vodafone to become the majority partner in Three UK. “An impressive multi-stakeholder campaign that could have turned the other way. This is a textbook example of the power of good communications and makes our industry proud. Well done to the team,” said one judge.

BEST M&A COMMUNICATIONS



Barratt Redrow plc and Brunswick Creative Silver

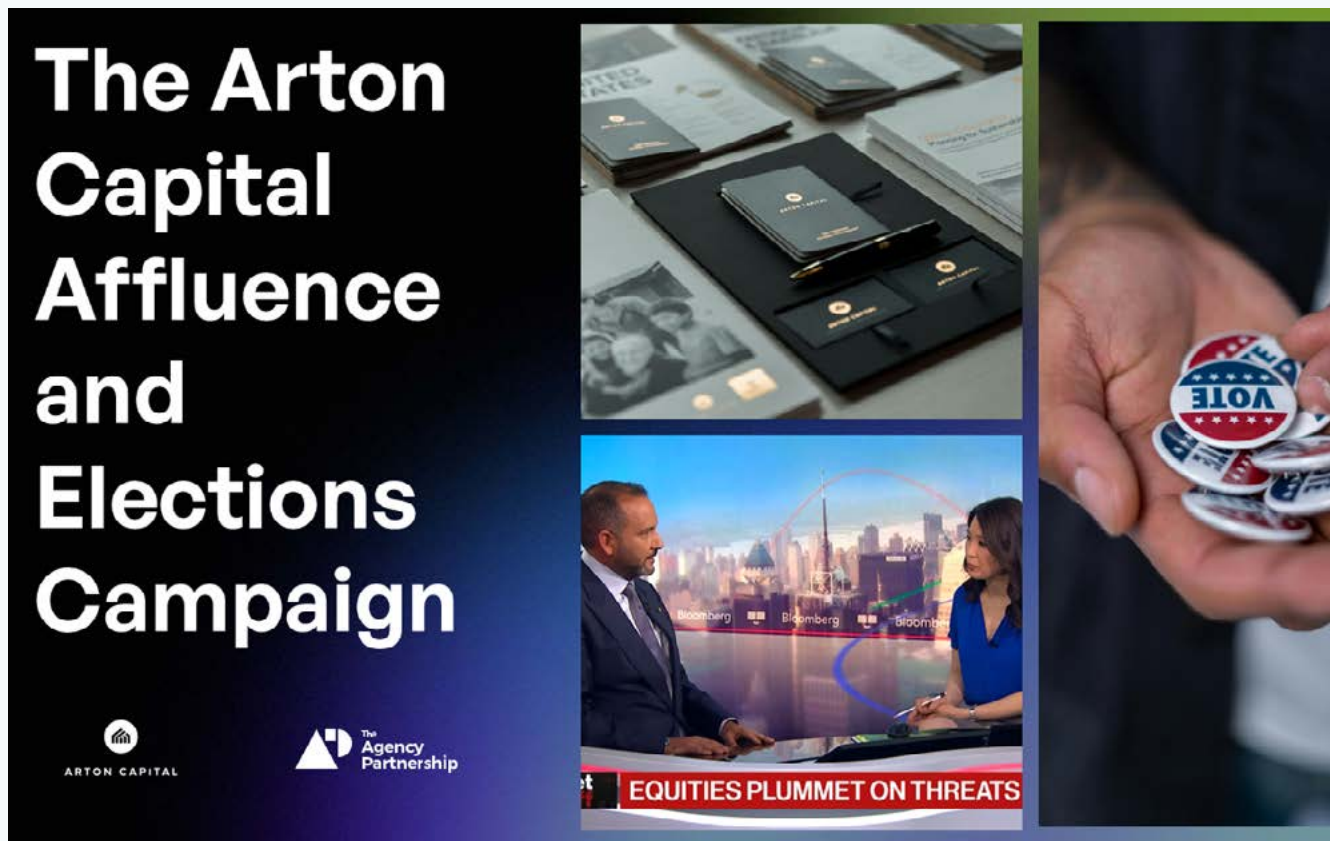
Barratt's merger with Redrow would bring together two of the UK's quality homebuilders under one umbrella. The company worked with Brunswick Creative on a considered approach that would target analysts, the media and investors with influential, engaging communications in a variety of different formats. Judges loved the media mix and praised the stakeholder relations campaign as well as the brand transformation.



Supreme PLC and Vigo Consulting Bronze

FMCG company Supreme PLC acquired Typhoo Tea, but it needed to change perceptions as Typhoo Tea had recently gone into administration. Vigo Consulting launched a campaign to address concerns, speak with key stakeholders and change the narrative around both businesses. Judges were impressed with the proactive campaign and the way Supreme managed to respond to speculation with facts, a strong narrative and quick communications.

BEST COMMUNICATION WITH OVERSEAS INVESTORS OR MEDIA



Arton Capital and The Agency Partnership Gold

Arton Capital wanted to position itself as the forward-thinking champion of the 'investment migration' market. It worked with The Agency Partnership to build a media profile that placed Arton Capital at the heart of the global conversation around migration issues. To achieve this, coverage had to be secured in massive, global media relevant to high-net-worth individuals. The campaign focused on key geopolitical issues in different regions around the world to tap into local interests.

And it worked. More than 300 articles – 36 in tier one media – put Arton Capital at the centre of the investment migration industry. The company's media share of voice increased 345% over its closest competitor. It also saw a 47% increase in client enquiries as a result. "A good example of timely data and customer insight resulting in strong media coverage, which in turn helped achieve commercial objectives," said one judge.

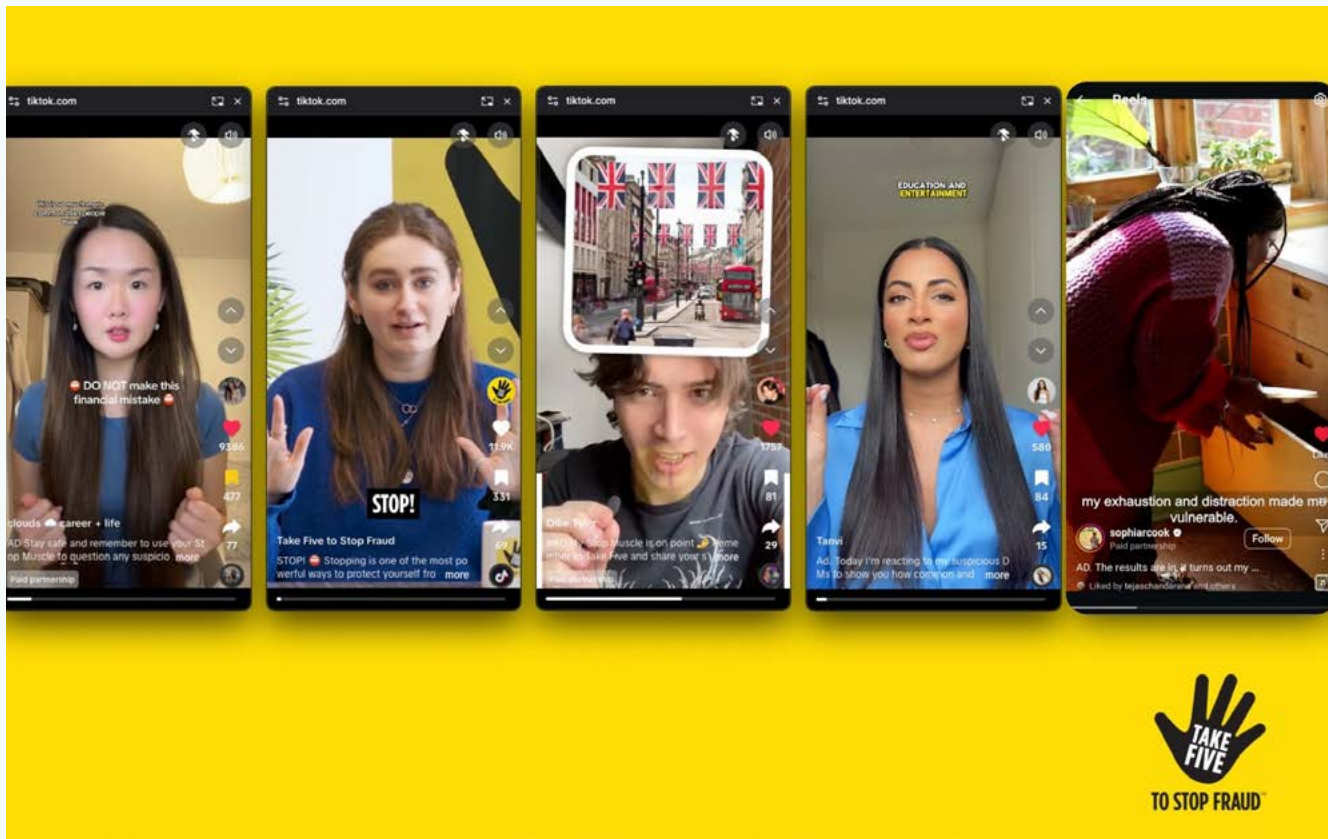
BEST COMMUNICATION WITH OVERSEAS INVESTORS OR MEDIA



Zealand Pharma and SampsonMay Silver

Zealand Pharma needed a corporate website that would clearly communicate its refocused direction, particularly to a global investment and financial media audience. Central to this was announcing a major strategic shift away from in-house manufacturing to focus on research and development. SampsonMay built a media centre and corporate site that better told the Zealand story for a global audience. "The rebrand and reconstruction of the website has clearly been effective, with positive results for the company," one judge said.

BEST USE OF DIGITAL MEDIA



UK Finance and FleishmanHillard Gold

UK Finance is in the midst of a massive-scale behaviour change campaign intending to stop the spread of fraud across the UK. It worked with FleishmanHillard on the 'take five' campaign. This project aims to equip the general public with the skills and knowhow to recognise potential frauds and scams quickly and stop to investigate things further, and then act.

This required a huge mix of channels to reach young people on popular social media sites, as well as older demographics who might watch or read traditional media. The project has reached millions of people and delivered a variety of different, engaging content seeking to encourage behaviour change. One judge called this a "genuinely multichannel strategy, with digital at the heart. There were creative tactics and a good use of influencers and expert voices. This showed really good results, including driving traditional media coverage from digital campaigns."

BEST USE OF DIGITAL MEDIA



HEINEKEN and Radley Yeldar Bronze

HEINEKEN worked with Radley Yeldar on its digital reporting suite with a general ambition to make digital communications the heart of the HEINEKEN comms mix. It sought to humanise HEINEKEN's digital persona and create shareable, engaging content relevant to different social platforms. "I really liked the innovative employee advocacy programme using external digital sites, making the business a people business," said one judge.

MOST INNOVATIVE FINANCIAL COMMUNICATIONS

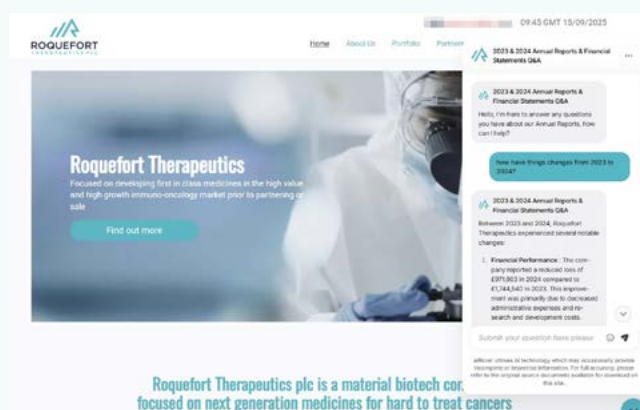


Airtel Africa and Friend Studio **Gold**

The first digital-first iXBRL report in the FTSE 100 is not only an impressive report in its own right, but a game-changer for the way annual reports are produced. Airtel Africa worked with Friend Studio on a report that was crafted with digital applications in mind from step one. Instead of working with print-first software – like InDesign – as is typical, Friend Studio developed its own system for building iXBRL reports.

The report has in-built metadata tagging, allowing for an AI-accessible report that is not only digital-friendly, but also searchable, analysable and in line with the growing trend toward iXBRL reporting. “Game-changing is a bold statement, but it might just have pulled it off! It was great to see a FTSE 100 company try market-leading, digital-first reporting,” said one judge.

MOST INNOVATIVE FINANCIAL COMMUNICATIONS



Roquefort Therapeutics PLC and Flint Digital Silver

Roquefort Therapeutics worked with Flint Digital to develop two new AI tools designed to change the way investors consume annual reporting content. It created an AI-generated podcast summary of its annual report and a digital assistant trained solely on Roquefort's financial communications. These "forward-thinking" and "innovative" applications impressed judges for their unique approach to making financial communications more accessible.



Sapience Communications Bronze

Sapience Communications developed a bold campaign to reposition London as a compelling destination for company listings. It placed Edison Investment Research's experts at the heart of the thought-leadership campaign. It also used AI-assisted commentary to support the media relations campaign and reach more people more effectively. Judges called this a "really unique approach that supports a wide range of stakeholders."

BEST USE OF ARTIFICIAL INTELLIGENCE IN CORPORATE COMMUNICATIONS

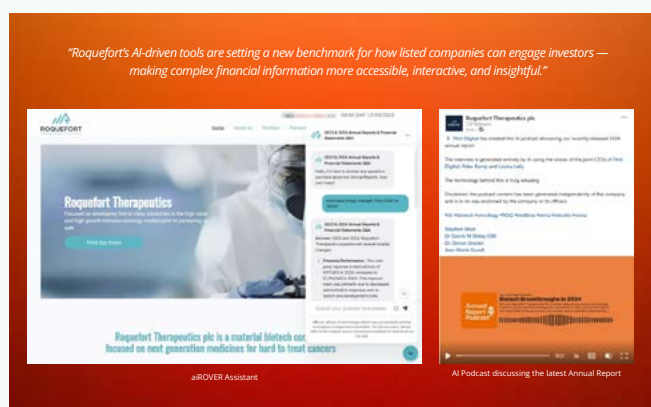


KPMG UK and We Are Tilt Gold

KPMG wanted to build a stronger understanding of its AI capabilities. It worked with We Are Tilt on AI-X, a campaign built not just to talk about AI, but also to demonstrate it. KPMG identified 32 priority target firms that received a fully AI-generated, personalised video, built around their brand, sector and performance. They weren't scripted, produced videos, but AI-developed films that brought to life KPMG's capabilities in a tangible way.

As a result, an average of 19 people in each target organisation watched the films. This led to 23 meetings booked and more than £3.3 million in revenue won. One judge enthused, "This is an outstanding project that captures the best of available technology to set the standard for what can be achieved using AI to enhance and deliver communications strategies as we look ahead. The solution delivers on the comms objective in a game-changing and eye-catching way and it is not surprising that the impact and ROI of this campaign has been exceptional. A game-changer for our profession."

BEST USE OF ARTIFICIAL INTELLIGENCE IN CORPORATE COMMUNICATIONS



Roquefort Therapeutics PLC and Flint Digital Silver

Roquefort Therapeutics wanted to make its financial communications easier for investors to access. It worked with Flint Digital on two AI applications – an AI summary podcast of its annual report and an AI search tool bespoke to the company – to achieve this. One judge called this “a highly innovative and thoughtful way to use AI to complement and enhance what IR teams can offer, in a complex and data-driven area.”



Informa and Luminous Bronze

Informa has more than 20 years of experience, insights and reporting behind it, giving it a wealth of knowledge and making it a source of excellent context for its own investors. To enable investors and analysts to tap into this, Luminous built Informa's own AI search tool into its annual report, allowing for instant accessibility and depth of search. Judges loved the quick and easy way this allowed report users to get to the information that most mattered to them.



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STAKEHOLDER RELATIONS MANAGEMENT

BEST MANAGEMENT OF CORPORATE AND FINANCIAL MEDIA RELATIONS



TBC Bank Group and Snow Hill Advisors

Gold

Georgian company TBC Bank wanted to build an earned media profile to promote its international profile and spotlight its tech leadership and growth story with investors from Uzbekistan in mind. It worked with Snow Hill Advisors to engage technology and financial media organisations with key messaging and interviews. This targeted approach ensured TBC Bank was positioned at the heart of the fintech investment story in Uzbekistan.

The campaign generated 446 pieces of international coverage – all without the use of sponsored content – including pieces in TechCrunch, Reuters, Bloomberg and more. This helped launch TBC's central Asian presence and ensure its ongoing news would be covered by key media in future. Judges thought the pure prominence and breadth of the engaged media was excellent. Another praised the content for its "interesting ideas and ways to make people care about Uzbekistan. The commitment to a steady stream of thought leadership is admirable and overall it's a really solid job."

BEST MANAGEMENT OF CORPORATE AND FINANCIAL MEDIA RELATIONS



Verdiva Bio and Vigo Consulting Silver

Biotech company Verdiva Bio worked with Vigo Consulting to promote a focus on oral treatment options for patients with obesity and cardio-metabolic disorders. Its brand launch was scheduled a week ahead of the very busy JPMorgan Healthcare Conference in January. The company launched by remaining open to all media queries, resulting in pieces in the likes of the Wall Street Journal, The Times and key pharmaceutical and medical media outlets. "A lot of strategic thinking has gone into it," said one judge. "The execution landed well, with impressive results and coverage."

BEST EVENT



Exponent Private Equity and The Why Agency **Gold**

To mark Exponent Private Equity's 20-year anniversary, it worked with The Why Agency to reimagine its annual investor meeting. It created a unique experience that delivered a large-scale event with personal touches and discussed the company's legacy as well as its commitment to innovation. The 'meet the portfolio' sessions fostered meaningful connections with investors and allowed for intimate moments amid the wider conference.

The incredibly suave event didn't miss a touchpoint, bringing video, print content and live events programming to life over the course of the meeting. Judges thought it looked fun and engaging – there was even shuffleboard on hand – and praised the "lots of thought and careful curation for the whole event." One judge added, "This event had clear goals and objectives, and a clear theme and thread that underpinned everything."

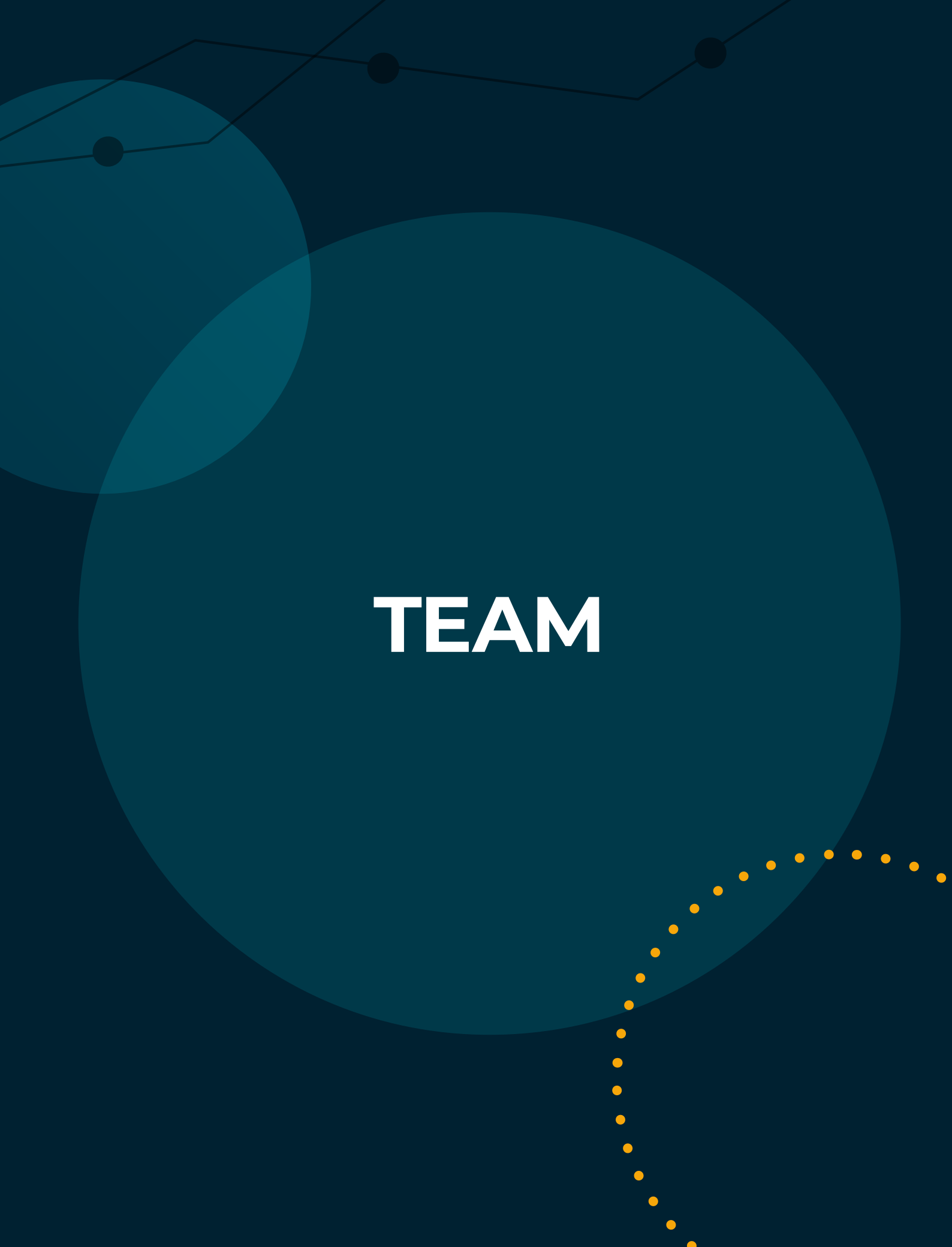
BEST EVENT



Private Equity Firm and Brunswick Creative Silver

A private equity firm used its AGM to redefine investor relations during a period of transformation. It worked with Brunswick Creative to present a leadership transition, new brand identity and wide-ranging programme of events in order to tell the corporate story. "It was clear on the challenges and used this event to tell pivotal key messages, and it was clear that this was a successful event," said one judge.



The image features a dark teal background. A large, semi-transparent teal circle is centered, with the word "TEAM" 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.

TEAM

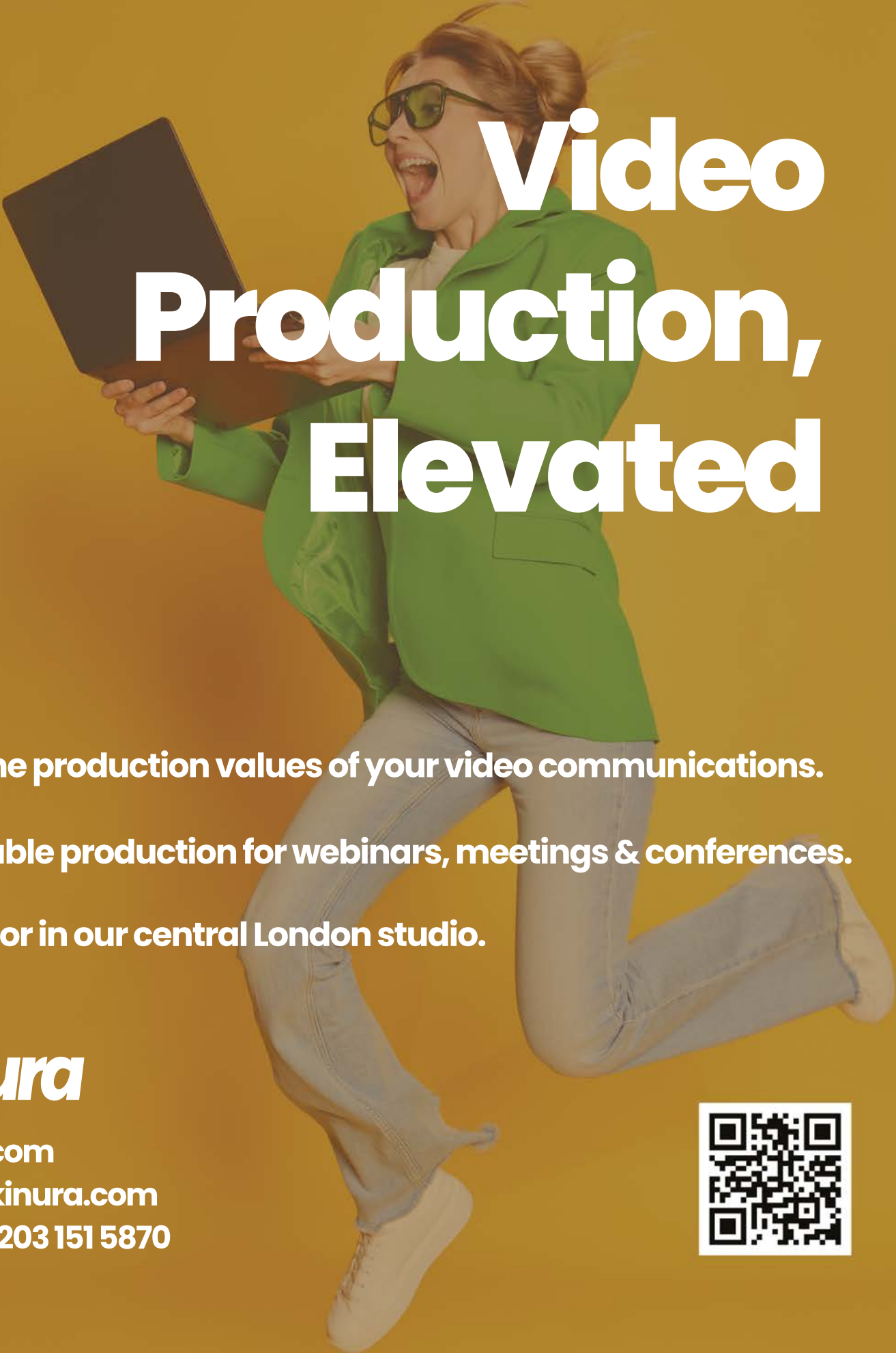
IN-HOUSE CORPORATE AND FINANCIAL COMMUNICATIONS TEAM OF THE YEAR



Playtech **Winner**

Playtech is a FTSE-listed B2B gambling technology company that operates across 30 countries. The past 18 months marked a period of strategic transformation for the business. In April, it sold Snaitech to Flutter Entertainment, moving away from B2C operations and focusing on its B2B services. The corporate affairs team had to navigate this sale and transition while reassuring stakeholders of the business' future growth.

The team deploys cross-functional 'squads' to manage messaging, media relations, internal communications and stakeholder engagement. This has helped it to deploy stronger internal communications activities like town halls and broader IR content, including a responsible gambling report focusing on Latin America. The team successfully navigated a challenging and strategically complex year, but found ways to ensure its corporate and financial communications were not only on-point throughout, but also enhanced at every turn. The team is nimble, strategic and future-facing, a well-deserving recipient of the 'Team of the Year' award.



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AGENCY OR CONSULTANCY OF THE YEAR



Vigo Consulting Winner

The corporate communications consultancy landscape in London has undergone a period of change and consolidation. Vigo Consulting is an independent player that is punching above its weight in terms of its client breadth and impact. It is committed to impartial, professional advice and doesn't shy away from the tough topics. And it has had a banner year to celebrate its 10th birthday, increasing its headcount and signing on 11 new clients.

In this year's awards, it took home prizes for its work with Supreme PLC and Verdiva Bio. It successfully navigated the tough merger in which Supreme bought the struggling iconic brand Typhoo Tea. It took a no-nonsense approach to the communications and headed off rumours, providing a proactive and consistent narrative to stakeholders. For Verdiva Bio, it crafted a major product launch amid a busy healthcare and pharmaceutical news cycle, achieving excellent cut-through among the media as a result. Judges praised Vigo for its "strong media handling and approach" and "real complexity of strategy", making it a worthy winner of this year's 'Consultancy of the Year' award.

Clarity from Complexity



Full-service corporate reputation & IR consultancy

Vigo Consulting is a boutique powerhouse in financial and corporate communications, advising more than 54 clients on over £3bn of deals in the last year, thanks to our uniquely integrated brand of Boardroom advice and execution.

Truly independent, we provide senior level strategic communications and reputation advice on an international scale, answering to no one but our clients.

- ▶ Reputation Management
- ▶ Corporate & Financial Communications
- ▶ M&A, IPO and Fundraising
- ▶ Campaigns
- ▶ Crisis and Litigation support
- ▶ Media & Investor Relations
- ▶ Digital execution





GRAND ACCOLADE

ANNUAL REPORT OF THE YEAR



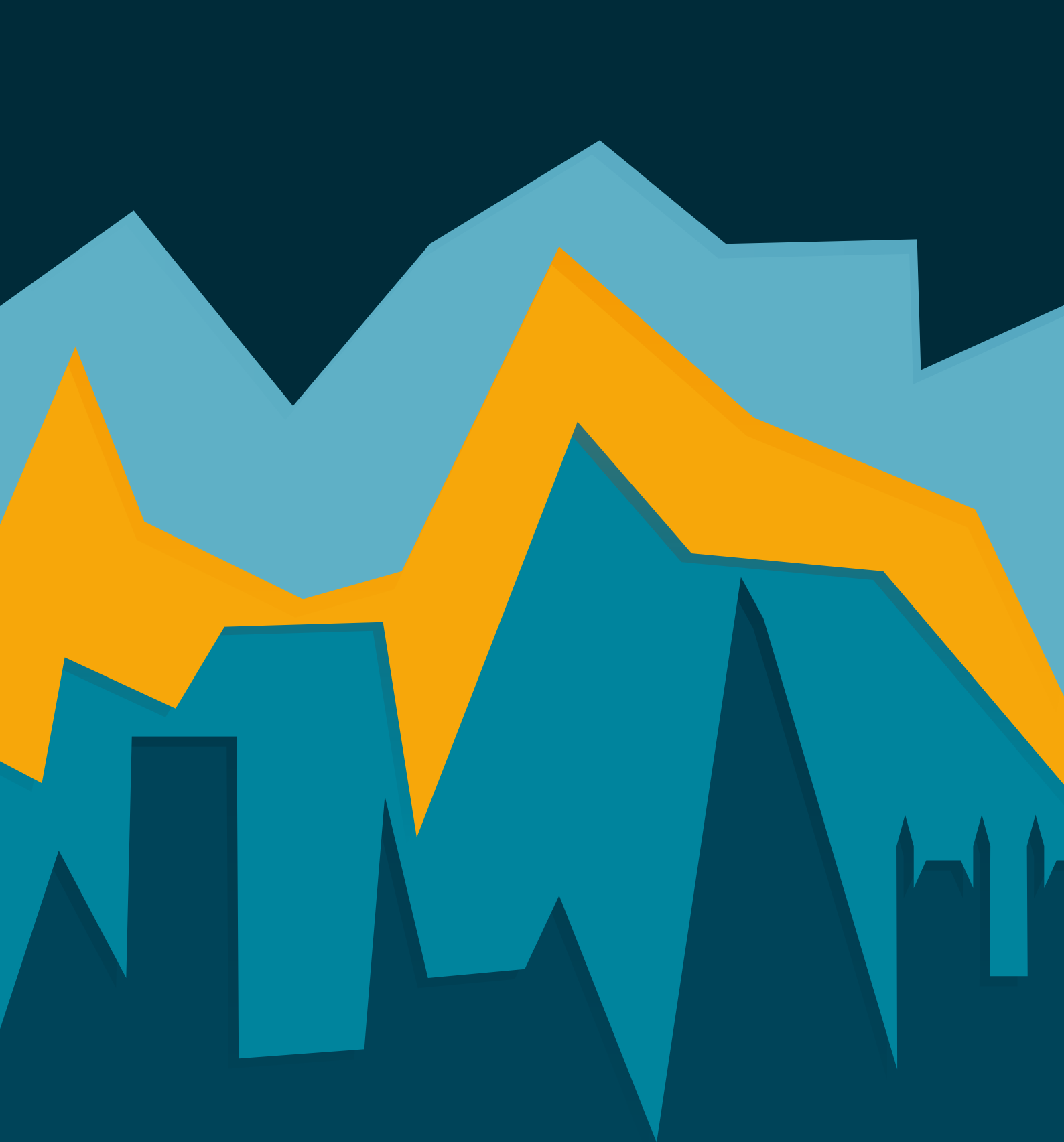
Investing for sustainable growth

Oakley Capital Investments and Friend Studio **Winner**

The introduction of new reporting requirements in the US and EU around digital accessibility and iXBRL functionality meant that reports had to be more digitally integrated than ever before. For a product traditionally crafted in print-first software and then translated to digital, this was a massive change. Oakley Capital Investments wanted to break free from being beholden to print.

It worked with Friend Studio on the world's first digital-first, iXBRL-compliant online report. The report was developed with Friend Studio's digital-first reporting software. This allowed for all of the metadata tagging, accessibility and AI functionality needs to be built into every single page of the report – without compromising on excellent design, clear communications or an impactful narrative.

The resulting report is a stunning game changer in the world of digital reporting. This truly innovative report impressed judges who noted the impact this strategy will likely have on fellow companies. "This one was my favourite. Shows a real step change, and definitely sets the bar," said one judge. Others loved the "rich and relevant content" as well as the seamless navigation and excellent approach to meeting iXBRL regulations. It's the standard-bearer for what will undoubtedly be a huge shift in corporate reporting. Oakley Capital Investments and Friend Studio are the deserving winners of this year's 'Annual Report of the Year' prize.



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