

# Only the best

The best in communications were honoured at the annual Corporate & Financial Awards. This year's winners demonstrated a high level of understanding of the investment and stakeholder audience

Corporate communicators filled a room at the London Marriott Hotel in Grosvenor Square last month to celebrate the industry's most inspiring campaigns and projects. The Corporate & Financial awards recognised campaigns, companies and projects that best exemplified communications aimed at the City and its influencers.

Over the course of the night, 18 gold trophies were awarded, in addition to the 'Best in-house corporate and financial communications team' and 'Best IR agency or PR consultancy' awards – the final awards – which were given to Amec Foster Wheeler and Lansons respectively.

Lansons was also awarded two golds on the night for its work with Co-op Bank and won a highly commended award for its work with unbiased.co.uk. When Co-op was at risk of going into receivership, reputation became a key concern. Lansons built a narrative around Co-op's turnaround plan and the steps it took resulted in the bank's survival and the continued loyalty of its customers.

VTB Capital also performed particularly well at the Corporate & Financial Awards, winning three golds for 'Best meeting', 'Most innovative financial communications' and 'Best management of investor and analyst relations'. With its corporate communications strategy, VTB Capital has succeeded in forging new relationships and maintaining old ones at a very challenging time in the Russian investment industry. Other strong performers on the night include Lundquist, who also won three golds, and Radley Yeldar, who won two.

The corporate reporting categories showed a diverse range of organisations recognising the need

to communicate effectively with investors. The FTSE 250 winners, for print and online reports and for the 'Best corporate website' category reflected a maturity of communications for the index. Entries from William Hill to Jimmy Choo and from Ocado Group to Inchcape plc took home trophies.

Andrew Thomas, founder of Cravenhill Publishing says, "Effective communications requires the maintenance of dialogue with investors, analysts, business journalists and the wider stakeholder community. No longer are communications siloed, companies talk to all of these audiences with the same voice. The Corporate & Financial Awards is the only awards programme to effectively benchmark and reward excellence in this process."

The 'Best IPO communications' category also drew an array of strong campaigns. Shawbrook Bank and Instinctif Partners took home the gold while other prominent organisations like the Mortgage Advice Bureau, Card Factory and DFS received recognition for their successful floats.

The awards programme continuously represents the best in corporate and financial communications and has, since its inception in 2012 recognised the adaptability, creativity and efficacy of the corporate communications landscape.

Over 300 people attended the fourth Corporate & Financial Awards this year, which were hosted by British business journalist Simon Jack, chief economics correspondent and contributing editor for BBC Radio 4's Today Programme. This was Jack's second year with the Corporate & Financial Awards, having first competed the inaugural awards.

