



# The UK's leading magazine for corporate communications and stakeholder relations

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When we first launched the Corporate Content Awards, I was excited about the prospect of uniting all of the areas on which Communicate magazine reports in one premier event. Seeing the variety and range of projects nominated, and now awarded, I have not been disappointed. The standard of creative work, content production and communications in the UK is excellent.

The Corporate Content Awards has honoured two organisations with its premium awards – ‘Best corporate storyteller’ and ‘Grand prix.’ The former, going to NHS Blood & Transplant, alongside Aesop, featured an inventive, fresh, funny and ultimately impactful campaign centred on a piece of outstanding video content. This year’s ‘Grand prix’ winner is for research done by Arcadis into the impact of Brexit on the construction industry in the UK. Its outstanding report has not only achieved Arcadis’ own goals, but has changed the conversation around Brexit and construction more broadly.

These are two of a group of standout nominees that represent the best in British corporate communications. I’m pleased and proud to recognise all of tonight’s winners at the inaugural Corporate Content Awards.

**Brittany Golob**

*Editor, Communicate magazine*

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## The judges



**Stuart Aitken, head of brand & content, DigitasLBI**

Stuart is responsible for seeking out the most compelling narratives from across DigitasLBI's UK businesses, identifying marketplace trends for comment and managing the DigitasLBI brand across internal and external channels as well as social media platforms. He is also responsible for planning and providing editorial guidance for key DigitasLBI events, such as the annual thought leadership showcase, NewFront. Prior to joining DigitasLBI, Stuart worked in a communications role at the Internet Advertising Bureau (IAB) and as a journalist at Centaur Media.



**Tom Barber, VP corporate and group centre communications, Barclays**

Tom is currently a digital channels manager within Barclays Corporate Relations and manages its group corporate site. In the past year, he has transformed the site from being static and press-release driven to one offering a compelling voice for Barclays' corporate narrative with a brand-enhancing look and feel and a distinct tone of voice. The site was recently named 'Best corporate website' at the Digital Impact Awards. He joined Barclays in 2012 and has worked across both internal and external communications, joining the channels team in 2015. Before joining Barclays he held positions at ITV and IBM.



**James Bennett, head of communications, Playtech**

James is a senior communications professional, former business journalist and editor with 20 years of experience in communications, PR, journalism and editing. He has been at Playtech for more than three years working alongside senior management, product heads and across the business on a wide range of projects and initiatives, ensuring a strong, consistent brand message is always delivered both internally across the company's 5,500 staff and 17 global locations and externally in the gaming and wider business media.



**Dean Beswick, founder and creative partner, Gorilla! Gorilla!**

Dean is a passionate filmmaker and communications thinker with nearly 20 years of experience developing and producing film and animation projects for a range of brand, business, education and broadcast clients. His film and animation work has been BAFTA and RTS nominated, earned Webby honoree status, won gold at the New York Festivals, and has recently been added to the national archive for preservation by the BFI.



**Ann Booth-Clibborn, story coach and executive producer, Storycoach London**

Ann is a corporate story coach and television producer. She has made several primetime features shows for the BBC and Channel 4, including the ground breaking Changing Rooms, and the notorious You Are What You Eat. In 2011, Ann set up Storycoach to pursue a new mission – to unlock the natural storytelling skills of people in business. Ann is a trainer and a facilitator working with businesses and individuals. Her clients are extremely varied and include LOROL, Dune Shoes, Molson Coors, Barclays Bank and Quarto Publishing.



**Vikki Chowney, chief content strategist, H+K Strategies**

Vikki joined H+K in 2015 to shape its approach to content and publishing strategy, embedding this across the agency and with clients including Intel, HSBC and Amazon Web Services. She also leads social strategy globally for Huawei and is global CSD for Campari. Prior to H+K, Vikki held two roles at Creston Unlimited group, working with major brands, including Häagen-Dazs, Sony Pictures, Unilever and Virgin Trains. Vikki is a former journalist. She was the news editor for Econsultancy and has written for Contagious, the Guardian, Marketing Week and as a G20 Voice blogger for Oxfam.



**Amaris Cole, digital communications and content manager, Church of England**

Amaris is the digital communications and content manager for the Church of England, working operationally and strategically with the digital team to deliver a range of projects, including video and audio, social media, website creation and digital communications. She is passionate about the church creating relevant, quality content for the 21st century.



**Rachel Cooper, director of global content strategy and editorial, GSK**

As director of global content strategy and editorial at GSK, Rachel leads digital storytelling for the healthcare company's global corporate channels. Her team commissions, co-develops and edits content for the corporate website and intranet, as well as social media. Previously, Rachel led external communications for GSK's global health initiatives. Prior to joining GSK, Rachel was a journalist. She completed the Telegraph's multimedia graduate training scheme and stayed on as a business reporter. Previously, Rachel worked in Westminster, the NHS and an international NGO.



**Kate Dale, strategic lead, brand and digital, Sport England**

Former journalist Kate Dale is responsible for delivering 'This Girl Can,' Sport England's multi award-winning campaign, which is changing the way millions of people think about exercise and physical activity, and has seen 2.8m more women get active as a direct result. Prior to this, Kate spent 10 years as a trade magazine editor before becoming a brand and content specialist for major online banking institutions including Barclays.



**Andy Edmonds, head of content, iProspect**

Andy is head of content at leading performance marketing agency, iProspect. Having worked in the performance space for more than 10 years, Andy has witnessed the growth of content marketing and played a key role in developing iProspect's intelligent content proposition. Andy now oversees the agency's content and engagement product, driving innovation and best practice across a wide variety of B2C and B2B clients, including John Lewis, Thomas Cook Airlines and Iron Mountain.



**Steve Garvey, CEO, Moving Image**

Steve has over 30 years of experience in film and video as an agency head, producer and in-house comms director. Steve was CEO of two of the UK's top 10 corporate production companies – World Television and Cheerful Twentyfirst – as well as industry association EVCOM. He founded Reuters Corporate Television, produced documentaries for Channel 4 and the BBC, and was comms director at Yes Television. Steve is launching Moving Image, a hub for news and insights into corporate film and branded video content and thinks we live in a golden age for video.



**Katerina Giannini, corporate communications manager, Boeing**

Katerina manages corporate communications for Boeing UK & Ireland and central & eastern Europe. She is responsible for brand positioning, media and public relations, advocacy, stakeholder relations, reputation management and employee communications. Katerina also leads executive leadership communications for Sir Michael Arthur, president of Boeing Europe and MD of Boeing UK & Ireland. Prior to joining Boeing, Katerina spent six years at Unilever. Katerina has an executive MBA from Imperial College Business School and a BA in history from the University of Exeter.



**Conall Gribben, director, digital and global communications, Cable & Wireless Communications**

Conall is director, digital and global communications at US-based telecommunications company Cable & Wireless Communications, responsible for its external communications portfolio. Prior to this, he worked as head of corporate content at Virgin Media, driving digital communications and corporate responsibility campaigns. He previously spent more than four years at BT Group, latterly as head of brand and digital communications for its infrastructure arm Openreach. Originally from Northern Ireland, Conall is a law and French LLB graduate of Cardiff University.



**Saskia Jones, strategic communications professional, Oxfam**

Saskia is a strategic communications professional with wide-ranging experience. Her latest role was head of communications engagement at Oxfam, responsible for brand, strategy and internal communications. Engaging over 5,000 staff and 22,000 volunteers around the world, her team communicated with staff and volunteers in over 50 countries and 650 shops in the UK. Saskia and her team have won multiple communication awards in recent years.



**Sara Luker, EU content editor, eBay**

Sara, eBay's EMEA content manager, is a journalist turned communications professional with more than 16 years of experience working in-house and agency-side. She joined eBay from PRWeek magazine where she reported on the PR and communications industry, breaking exclusives and writing stories that evoked debate. And it was her work in this role that opened the door to eBay in 2012.



**Neil Maidment, head of content and editorial, InterContinental Hotels Group**

Neil is responsible for helping create engaging and informative content for one of the world's biggest hotel groups, delivering strategic communications concerning IHG's brands, performance, business and senior leadership. Neil has worked at IHG since 2015. Prior to that he was an award-winning journalist, spending almost a decade working in newspaper and radio, and with Reuters, first on the sports desk and then financial news.

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**Julian Marshall, global head of content, Shazam**

Julian is an award-winning content specialist with 15 years of experience in mobile, video and audio. Working for globally known brands including Shazam, NME and BBC Radio 1, he specialises in content strategy, new launches and managing teams. As head of content at Shazam, Julian is responsible for global partnerships, the company's editorial strategy and branded content.



**Susan McKenzie, content editor, Deloitte**

Susan is content editor for Deloitte UK and is responsible for producing the Impact Report: the firm's annual report demonstrating its impact on clients, people and society. She advises on, and writes, executive communications and works with the PR, internal communications and corporate marketing teams to align corporate messages and strategy. Susan previously worked in event-driven equity sales and is a former newswire journalist.



**Drew McMillan, head of internal communications and engagement, Virgin Trains**

Drew started his career in brand communications before moving to internal communications and then, during the last decade, into the wider realm of employee engagement. He has worked around the world in a broad range of sectors including professional services, government, defence, energy, retail and transport. As part of the leadership team at Virgin Trains, part of the global Virgin family, he is responsible for a broad remit that also includes corporate social responsibility and colleague wellbeing.



**Jamie Robertson, head of corporate communications, public affairs and technology, Ketchum London**

Jamie has spent around 15 years advising a broad range of organisations and their leadership teams on the stakeholder challenges that most acutely affect their reputations and future commercial prospects. He has formed part of agency and client teams tasked with developing and delivering strategic communications approaches to often complex and fast-moving industry issues, particularly in the energy, natural resources, engineering, infrastructure and industrial sectors. He joined Ketchum in November 2017 to lead the company's corporate, public affairs and technology community.



**Ryan Taylor, head of digital, City, University of London**

Ryan is head of digital in the marketing and communications department of City, University of London. He leads a team that specialises in all aspects of digital marketing, including online advertising, search marketing, social media, web content strategy, marketing and governance, CRM, e-commerce, analytics and performance. Ryan and his team are currently addressing the impact of the multi-device era on City's digital presence, messages and content across the customer journey.



**Ewan Turney, head of content, Rugby Football Union**

Ewan is head of content at England Rugby where he looks after the strategy and production of content across all digital platforms, including social media, video production and printed publications. Ewan previously worked at Unilever and was formerly a journalist.

## The winners

### Best content campaign to assist with corporate positioning

Gold – Tata Consultancy Services (Generation Direct)  
Silver – Tata Consultancy Services (#DigitalEmpowers)  
Bronze – Anglo American and Investis  
Bronze – uSwitch and Brands2Life

### Best content campaign to assist with reputation management

Gold – Ministry of Defence and GROSVENORFILM  
Silver – Tata Consultancy Services (#DigitalEmpowers)  
Bronze – Tata Consultancy Services (Generation Direct)

### Best content targeted to the CSR community

Gold – Barefoot Computing Project and drp  
Bronze – Ministry of Defence and GROSVENORFILM

### Best content targeted to the investor audience

Gold – ASOS and Investis  
Silver – Xeros Technology Group plc and Instinctif Partners

### Best content targeted to the internal audience

Gold – Barclays and Wardour  
Gold – Suez and MerchantCantos  
Silver – MyCSP  
Silver – Nationwide Building Society and drp  
Bronze – BT plc and Brand Conversation  
Highly Commended – BT plc  
Highly Commended – Cisco Systems, Global Employee Communications

### Best use of video

Gold – NHS Blood & Transplant and Aesop  
Silver – Jaguar Land Rover and drp  
Bronze – Ministry of Defence and GROSVENORFILM

### Best use of digital

Gold – Church of England  
Silver – Northern and Blumilk  
Bronze – Jaguar Land Rover and drp  
Bronze – Rolls-Royce and Investis  
Bronze – SAXOPRINT and Freestyle  
Highly Commended – Gemalto and Brands2Life

### Best use of print

Gold – MyCSP  
Silver – British Heart Foundation and Wardour  
Bronze – Hays and Wardour  
Bronze – RBS and beetroot

### Best use of audio

Gold – BT plc and Brand Conversation  
Silver – Microsoft and Audere Communications

### Best use of a visual property

Gold – Lewis Silkin and Living Group  
Silver – U+I and Luminous  
Bronze – Michelangelo Foundation and MerchantCantos

### Best use of a celebrity/influencer

Gold – Church of England  
Silver – Adidas and Hope&Glory  
Bronze – SAXOPRINT and Freestyle  
Highly Commended – RCI Bank and Lansons

### Best corporate blog

Gold – RCI Bank and Lansons  
Silver – Tata Consultancy Services (#DigitalEmpowers)

### Best content-driven brand created community

Gold – STRIPPD and Hope&Glory  
Bronze – Adidas and Hope&Glory

### Best user-generated content

Gold – SAXOPRINT and Freestyle  
Silver – Church of England  
Bronze – STRIPPD and Hope&Glory

### Best use of content in a live or experiential setting

Gold – MyCSP  
Gold – S&P Global Platts and Brand Culture  
Silver – London Legacy Development Corporation  
Bronze – Irish Distillers Pernod Ricard, Jameson Irish Whiskey and BRC Imagination Arts

**Most creative use of owned media channels**

Gold – Adidas and Hope&Glory

Silver – Cisco Systems, Global Employee Communications

**Best long-term use of content**

Gold – Alexander Mann Solutions

Silver – Tata Consultancy Services (#DigitalEmpowers)

**Best branded content publication**

Gold – British Heart Foundation and Wardour

Gold – RBS and beetroot

Silver – Gemalto and Wardour

Bronze – Jaguar Land Rover and drp

Bronze – State Street Global Advisors and Living Group

Highly Commended – Alexander Mann Solutions

**Best corporate storyteller**

Winner – NHS Blood & Transplant and Aesop

**Grand prix**

Winner – Arcadis

**Best branded content site**

Gold – Tata Consultancy Services (#DigitalEmpowers)

Silver – Lewis Silkin and Living Group

Bronze – EY and Living Group

Highly Commended – Gemalto and Wardour

Highly Commended – JTI and Investis

**Best use of data**

Gold – Arcadis

Silver – St. James's Place and Wardour

Bronze – EY and Living Group

**Best interactive content**

Gold – Rolls-Royce and Investis

Bronze – Logicalis and Luminous

**Best use of content in a social context**

Gold – Northern and Blumilk

Silver – Tata Consultancy Services (#DigitalEmpowers)

Bronze – Barefoot Computing Project and drp

**Best one-off content campaign**

Gold – Arcadis

Gold – Toyota (GB) plc and DMS Media

Silver – James Wentworth Stanley Memorial Fund and MerchantCantos

Bronze – Alexander Mann Solutions

Highly Commended – AAT (Association of Accounting Technicians)

Highly Commended – NHS Blood & Transplant and Aesop

## Best content campaign to assist with corporate positioning

### Tata Consultancy Services (Generation Direct)

#### Gold

Through Generation Direct, Tata Consultancy Services (TCS) heard the voice of Europe's 90m young people. It gained definitive insight into the issues and opportunities surrounding social media and digital consumption for 18-29 year olds across 15 countries. It then amplified this voice among key European stakeholders – from politicians to academics and business leaders.

A key plank of the research focused on how Europe's young people are using social media to improve their lives. TCS's results found that social is playing an instrumental role in helping people to find jobs, upgrade skills, fuel entrepreneurial growth and lobby for change. The report not only positioned TCS as a thought leader in digital innovation, but by highlighting the issues that resonate with Generation Direct, it is helping to shape the digital future. A strong narrative was key to all this. Our judges praised Generation Direct for its "clear and compelling thread," together with "consistent and purposeful messaging."



### Tata Consultancy Services (#DigitalEmpowers)

#### Silver

Tata Consultancy Services added a resonating voice to the digital inclusion debate with its #DigitalEmpowers campaign platform, responding to the World Economic Forum's (WEF) 2017 agenda with powerful stories on technology's role in changing lives and communities. Underlining the campaign's reach and impact, its homepage hit the Google top spot for the search term 'digital empowers.'



### Anglo American and Investis

#### Bronze

The ethos 'show don't tell', in regards to the difference made through compelling digital stories, has guided Anglo American and Investis to communicate the mining company's role in the modern world, and position itself at the forefront of the industry.



### uSwitch and Brands2Life

#### Bronze

Leading price comparison site uSwitch cemented its position as a true consumer champion by working with Brands2Life on the illuminating Better Life Campaign – crunching groundbreaking data to reveal the best and worst places in which to raise a family in the UK.



## Best content campaign to assist with reputation management



### Ministry of Defence and GROSVENORFILM

#### Gold

Changing perceptions on diversity and inclusion in the Armed Forces and reaching out to new recruits, influencers and communities is at the heart of the Ministry of Defence's (MOD) Forces4Inclusion programme. Flying the flag for the programme, the MOD has been working with GROSVENORFILM to produce a series of inspirational films and visual assets to support dynamic roadshow presentations by the Armed Forces Diversity team. The goal is to reach out to a wide audience, especially targeted toward women, ethnic minorities and LGBT communities.

Authenticity and openness have been cornerstones of the Forces4Inclusion content. Service personnel recount their stories, and the content doesn't shy away from difficult and sensitive personal issues. Post-event audience research points to a positive change in the way people perceive the Armed Forces. Perhaps the most heartening result is that more than 88% of event attendees agreed that the Armed Forces are good at adapting and changing over time.



### Tata Consultancy Services (#DigitalEmpowers)

#### Silver

Ensuring digital inclusion chimed with the goals of the World Economic Forum 2017 agenda, the #DigitalEmpowers campaign platform from Tata Consultancy Services (TCS) championed technology's role in empowering individuals, communities and organisations. Through powerful true stories, TCS helped to drive the debate on meeting the challenges and finding new opportunities in today's world.



### Tata Consultancy Services (Generation Direct)

#### Bronze

Generation Direct channelled the views of 90m young people across Europe, on social media and digital consumption, into a groundbreaking report, positioning Tata Consultancy Services as a trusted thought leader on digital.

## Best content targeted to the CSR community

### Barefoot Computing Project and drp

#### Gold

BT's Barefoot Computing Project enables it to work with primary school teachers to prepare pupils for careers in a world changed by digital technology. The outreach programme provides free resources and workshops for primary schools. The programme supports teachers to offer tech education and enables them to learn more about computer science. Working in partnership with drp, Barefoot's campaigns dovetail with academic calendars, and include themes based on in-depth teacher research. They developed easy-to-understand, enjoyable resources that can be used in the classroom, both online and offline.

Reaching 1.25m primary school pupils and endorsed by the UK government, Barefoot has also scored top marks with teachers. Research shows that after teachers have accessed Barefoot's resources, understanding has increased by 30%, while 95% found that it boosted their confidence to teach computational thinking. Our judges were also impressed, describing Barefoot as "a great addition to education," with "Clear objectives and great results."



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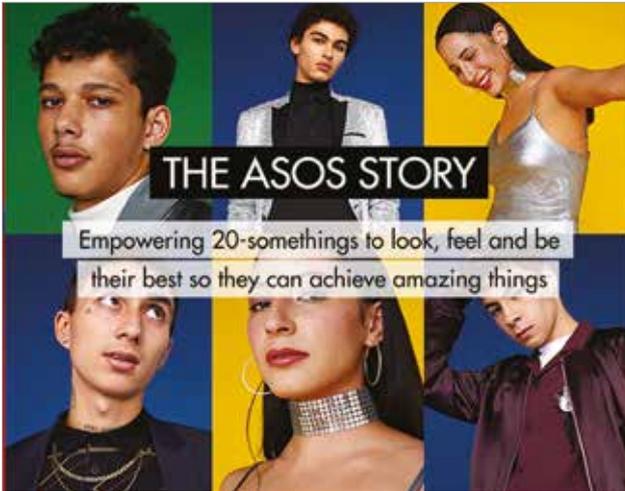
### Ministry of Defence and GROSVENORFILM

#### Bronze

Courageous content featuring authentic stories from Britain's Armed Forces personnel has connected the Ministry of Defence's Forces4Inclusion programme with the community. The films, produced by GROSVENORFILM, have helped change hearts and minds around the services' commitment to diversity and inclusion.



## Best content targeted to the investor audience



### ASOS and Investis

#### Gold

Styling a website for a household name in a fashion that also cuts it with the investor relations audience was the challenge put to ASOS and its digital communications partner, Investis. The ASOS brand was clear to consumers, but frequent questions to the IR team, such as 'Why don't you have physical stores?', revealed a gap in investor understanding. Following detailed internal and external stakeholder research, the ASOS story came to life online.

A new area of the site was designed to answer key questions required by IR professionals and also communicate ASOS's USP. The 'Our strategy' section also features the latest results and insights from senior figures within the business. A new tone of voice has also been developed for the site that reflects the needs of corporate visitors and, in particular, IR stakeholders.

The site has turned heads in the corporate world, with average time on the site increasing by 12% and jumping to 24% within the investor section.



### Xeros Technology Group plc and Instinctif Partners

#### Silver

A prominent player in the commercial laundry industry, Xeros Technology Group needed strong content through which to share its environmental message at an investor event. The resulting content, developed by Instinctif Partners, was a series of compelling films in a unique video-book format, which showcased Xeros' groundbreaking environmental technology, heralding near-waterless cleaning for commercial laundry applications.

## Best content targeted to the internal audience

### Barclays and Wardour

#### Gold

The vibrant relaunch of Barclays internal magazine as My Globe helped bring the bank's #trulyconnected strategy to life, unifying its 28,000-strong UK staff. The e-zine's February 2017 edition epitomises digital creativity and strategic goals. Wardour chose a resonating theme for each edition. The first focused on 'connectivity,' showcasing the ways in which people collaborate. Video helped to tell the cover story, using a 'First Dates' theme inspired by the popular Channel 4 series. It followed four people from different areas of the bank, who came together and recounted their experiences. A supporting campaign encouraged staff to send a Barclays digital blue rose to connect with colleagues, for the magazine's Valentine's Day launch.

It was certainly love at first sight, proving to be one of the most popular editions in the publication's history. From 14 February to 7 March 2017, total unique visitors grew to more than 9,600 – over a third of all UK employees. Our judges were also smitten, praising My Globe's "clever and engaging approach, which humanises a challenging industry."



### Suez and MerchantCantos

#### Gold

Bottling a shared passion for water helped to inspire, educate and unite teams when Paris-based Suez purchased its US peer, GE Water. The Day One internal engagement campaign, a comprehensive communications package that included a content hub, welcome pack, launch film and global webcast, united 8,000 mainly US-based GE Water staff with 2,000 existing Suez employees.

Helping to smooth the waters for a crucial moment in the company's history, the MerchantCantos-developed content was tailored to a global audience in six languages and also reached colleagues in far-flung locations including Iraq and Lebanon. Resonating content and a clear campaign identity played a pivotal role. Playful copy themed around water was complemented by a revitalised Suez brand promise, 'Joining forces for the Resource Revolution.' Culminating in a global webcast from HQ sites in Paris and Pennsylvania, thousands of colleagues came together. Our judges commended the project as "a quality creative to take on a tricky challenge."



### MyCSP

#### Silver

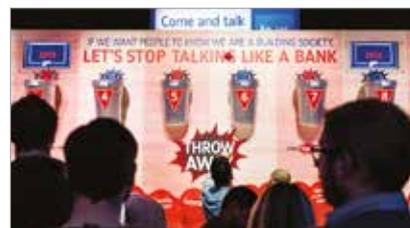
Creating a storm of positive feedback for its new-look employee magazine, MyWord, by pension administrator MyCSP has generated excitement, engagement and results of which any organisation would be proud. A resounding 100% of staff want the magazine to continue, while 93% said it was "a really good read" compared to other staff magazines they'd seen.



### Nationwide Building Society and drp

#### Silver

Brimming with audience participation, live event app-based voting and engaging on-stage performances, Nationwide Building Society's 12,000 UK staff came together to discover the society's future strategy. The immersive and unique experience at Birmingham's NEC was developed by drp. Audience feedback saw a whopping rise in both understanding and a sense of feeling truly inspired by the event.





#### **BT plc and Brand Conversation**

##### **Bronze**

BT's work with Brand Conversation has demonstrated the power of voice to connect with staff. Its monthly radio podcast, featuring CEO Gavin Patterson, has built a loyal and engaged audience – with 16,000 regular downloads and 92% listening from start to finish.

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**Highly commended** – BT plc

**Highly commended** – Cisco Systems, Global Employee Communications



## Best use of video



### NHS Blood & Transplant and Aesop

#### Gold

NHS Blood & Transplant worked with Aesop to deliver a Valentine's Day campaign with a twist – encouraging people to not just give away flowers and chocolates, but maybe a kidney as well.

The centrepiece of the comedic campaign was a music video featuring a song composed by Philip Pope and performed by stand-up comic Alex Smith. Set in a London working men's club on Valentine's night, a small crowd of loved-up couples hope for a song – but don't quite get the lyrics they were expecting.

The surprise twist – a man offers his partner his kidney, not his heart – proved both memorable and moving, spurring a surge in requests for information guides on living organ donation. In fact, the campaign spread the love to more than a million people. Our judges praised the partnership for its use of humour, as well as its creativity in approaching an issue that is so often left unspoken.



### Jaguar Land Rover and drp

#### Silver

Jaguar Land Rover put its employees in the driver's seat to craft an innovative internal engagement campaign to support the launch of the new Jaguar E-PAC. Shareable video content formed the core of the drp-developed campaign, with Jaguar employees transformed into the stars of their own personalised clip; an opportunity that was later extended to the general public at the Tech Fest convention.



### Ministry of Defence and GROSVENORFILM

#### Bronze

The Ministry of Defence and GROSVENORFILM teamed up to create Forces4Inclusion, a multimedia roadshow designed to attract and engage a more diverse audience to Britain's Armed Forces, particularly women, ethnic minorities and the LGBT community.

## Best use of digital

### Church of England

#### Gold

The Church of England demonstrated that digital can be divine, with an inspiring online Christmas campaign. The #JoyToTheWorld campaign consisted of a series of videos which saw four members of the clergy, from the Gogglebox vicar Kate Bottley to 'Becoming Reverend' author reverend Matt Woodcock – share their moments of joy at Christmas. The videos were watched by 750,000 people, and viewers were encouraged to share their own experiences, collated by the church as Twitter moments, Facebook albums and Instagram galleries.

Developed in just one month, and running for the same period of time, the campaign drew tremendous interest and engagement. More than 1.5m people saw church content, and some parishes shared anecdotal feedback that attendance was up by as much as 25%.

Our judges were equally impressed, praising this campaign for its "clear, compassionate and compelling messaging, subtle tone and great use of social to drive tangible results."



### Northern and Blumilk

#### Silver

Northern partnered with Blumilk to create a gamified solution to an omnipresent problem: ensuring passengers purchase tickets before boarding a train. 'Queue Jumper' is an accessible, easy-to-pick-up game that both entertains and educates passengers, encouraging them to do the right thing through subtle messaging and on-track themes.



### Jaguar Land Rover and drp

#### Bronze

Jaguar Land Rover generated buzz around the launch of the electric I-PACE with an AR experience that lets people get to grips with the new vehicle through an interactive app, developed by drp.



### Rolls-Royce and Investis

#### Bronze

Rolls-Royce partnered with Investis to roll out an omnichannel media campaign to attract new talent. The campaign included real experiences with applicants designing, testing and racing coded robots against one another.



### SAXOPRINT and Freestyle

#### Bronze

SAXOPRINT proved the power of its ProStudio design platform to customers by delivering a compelling campaign which culminated in 'The Great British Postcard Competition.'



### Highly commended – Gemalto and Brands2Life

# DIGITAL IMPACT AWARDS 2018

## Setting the industry-wide benchmark in digital stakeholder engagement

Best corporate website

Best use of online video

Best digital rebrand

Best corporate viral campaign

Best use of existing social media platforms

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tweet us [@\\_digital\\_Impact](https://twitter.com/_digital_Impact)

## Best use of print

### MyCSP

#### Gold

MyCSP provides pension administration, training and employee engagement services. It also administers the Civil Service Pensions arrangements and provides pensions for over 1.5m people. Its internal magazine, MyWord, is a full-colour, 20-page tabloid style offering, distributed six times a year to the business's 528 employees. It offers a vital channel to get relevant messages to MyCSP's staff, helping them deliver consistent information to customers. In a recent survey, MyCSP found that just 25% of scheme members understood their benefits, but 90% wanted to know more. Predominantly read in print, the publication is packed with compelling content and has an engaging visual design. MyWord has proved the perfect tool to capture employee interest, avoiding industry jargon and maintaining a strong focus on the human element of the business. One judge said, "It had a clear business objective, understood its audience and delivered on a limited budget. It brought colleagues from across the business together and gave them pride in working there. A simple delivery done well."



### British Heart Foundation and Wardour

#### Silver

The British Heart Foundation (BHF) is the nation's leading heart charity and its largest independent funder of cardiovascular research. Its quarterly magazine Heart Matters, crafted by Wardour, has become a powerful tool, not only in working towards the prevention of heart and circulatory conditions, but in empowering those who live with them.



### Hays and Wardour

#### Bronze

Leading global specialist recruitment group Hays partnered with Wardour to create Hays Journal, a biannual publication which combines feature-led reporting, inspiring visuals and in-depth analysis.



### RBS and beetroot

#### Bronze

RBS's internal magazine, Outside In, was designed from the ground up to appeal across the organisation, with compelling content that is relevant to both customer-facing branch staff and senior executives.



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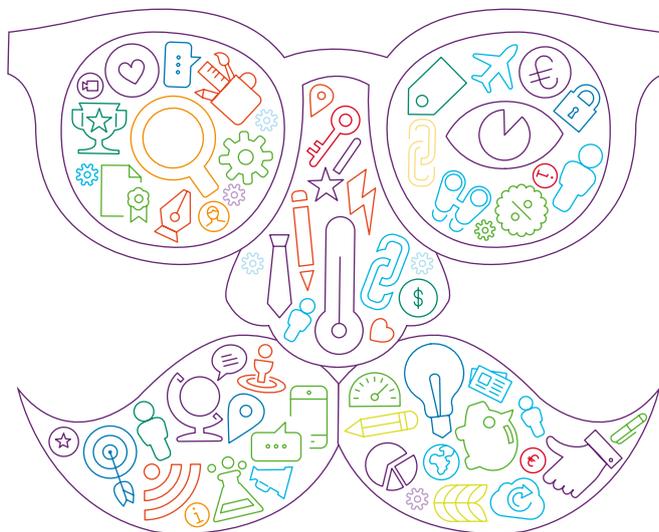
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## Best use of audio

### BT plc and Brand Conversation

#### Gold

BT proved its commitment to communications excellence with an inspiring internal initiative in which CEO Gavin Patterson takes time out to talk to employees through a monthly radio podcast. BT employs people in a wide range of locations worldwide, with many operating away from an office with limited access to internal communication channels. Employee insight highlighted a desire to connect directly with Patterson, to have their voices heard and to understand more about BT's strategic direction. Likewise, Patterson wanted an efficient, informal, open and effective way to share his vision and to communicate directly with colleagues.

Hosted by radio and TV presenter Fiona Philips, and produced by Brand Conversation's national radio team in London, the podcast has proved a hit with staff, offering an unprecedented opportunity for employees at every level of the business to engage with senior management. Our judges were impressed by the simplicity of BT and Brand Conversation's solution, praising its "ingenuity, innovation and clear business value."



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### Microsoft and Audere Communications

#### Silver

Audere Communications has been producing its podcast since 2014, interviewing guests from across the industry at events around the world. In one of the most successful efforts to date, the Audere team interviewed 16 guests at the Microsoft Future Decoded event, including Clare Barclay, Microsoft's COO.



## Best use of a visual property



### Lewis Silkin and Living Group

#### Gold

In an industry traditionally not known for its branding, things are swiftly changing; law firms are now no longer afraid to stand out. Several of Lewis Silkin's closest peers had already upped their game and with new brand-savvy competitors entering the market, the need to strengthen the brand was greater than ever.

Known for its distinctive 'un-lawyerlike' personality and pragmatic advice, Lewis Silkin partnered with Living Group to develop a visual style to match. Living Group crafted a visual identity that highlights the diversity of skill and expertise on offer with the customers' legal issues at the centre. The visual language uses a series of bold kaleidoscope icons, with a master icon that cleverly and subtly uses shapes from the Lewis Silkin *lus Laboris* logo to further emphasise a connection. There's also an icon for each practice area, allowing each team to own a part of the brand. The rebrand has been a tremendous success for the law firm, with our judges praising Living Group for "Unearthing Lewis Silkin's culture and putting it at the forefront of their new visual identity."



### U+I and Luminous

#### Silver

Formed from a merger of mixed-use developers, Development Securities, and urban regenerators, Cathedral, U+I is a new kind of property company with a modern and dynamic brand. U+I partnered with Luminous to conceive and create MATTER, a print broadsheet and interactive e-magazine. Bold, vividly designed and packed with creative content, MATTER is a testament to the power of print.



### Michelangelo Foundation and MerchantCantos

#### Bronze

As a non-profit organisation focusing on craftsmanship, it's little surprise that the Michelangelo Foundation's story and visual system, developed in partnership with MerchantCantos, is a work of art.

## Best use of a celebrity/influencer

### Church of England

#### Gold

In an effort to share the breadth and depth of the work the Church of England (CofE) carries out across the nation, the CofE developed and delivered a new, people-focused communications strategy that put its parishioners at its heart. In fact, the 760,000 people who visit CofE churches every Sunday – and the hundreds of ways they serve their communities throughout the week – have formed the basis of this new content.

The strategy of using people to tell the church's story hit a high last Christmas, with the CofE experimenting with Twitter Moments. It collated content from vicars, church leaders and churchgoers across the country which was then shared from the CofE's national Twitter, Facebook and Instagram accounts.

The people-focused content push put the CofE in the good graces of both parishioners and our judges, who described the campaign as "A brilliant initiative which sought to capitalise on the popularity of the church at a vital time."



### Adidas and Hope&Glory

#### Silver

To help build a social media community around women's fitness, Adidas and Hope&Glory harnessed the power of celebrities and influencers, enlisting a host of fitness and health icons. The strategy proved to be a success for the brand-boosting campaign, tremendously increasing its engagement and reach with Adidas' audience.



### SAXOPRINT and Freestyle

#### Bronze

Printing company SAXOPRINT partnered with Freestyle to boost awareness of its ProStudio design platform. The result was a powerful postcard-themed campaign that featured both celebrities and key industry influencers.



**Highly commended** – RCI Bank and Lansons

## Best corporate blog



### RCI Bank and Lansons

#### Gold

RCI Bank, part of the Renault Group, launched in 2015 to offer a real alternative for UK customers. But, at a time when trust in banks remains low and the market is saturated with challenger brands vying for new customers, positioning a bank as trustworthy, simple and reliable proved no mean feat.

To reach its core objective of positioning itself as a credible authority on the savings market, RCI worked with Lansons on the strategy of leveraging its audience's strong responses to bloggers and influencers.

RCI partnered with Savings Champion and award-winning journalist Simon Read to create a blog and white paper on this theme, boldly titled, 'Navigating an ever-changing savings landscape.' RCI invited influencers and bloggers to a roundtable debate on the topic to celebrate the bank's second anniversary, launch the white paper and earn their endorsement. The strategy proved a resounding success, with the press, blogosphere and our judges heaping praise on the challenger bank.



### Tata Consultancy Services (#DigitalEmpowers)

#### Silver

As part of its #DigitalEmpowers campaign, Tata Consultancy Services created a new microsite to host a range of inspiring content. The blog was particularly captivating, highlighting the human side of digital technology, and the role it plays in empowering individuals, communities and organisations around the world.

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the csuite podcast has featured 200+ senior executives from organisations such as Cisco, HSBC, IBM, McDonald's, Microsoft, P&G and the Ministry of Justice as well as from agencies including DigitasLBi, Edelman, H+K Strategies, McCann Worldgroup Europe and MSL Group.

"The aim of the podcasts was to bring to life some of the messages we were landing at Future Decoded in a more informal way and a format that is really easy for people to digest and interesting to listen to.

This new innovative way of communicating has worked well with our audience and has performed well on our social networks too as it is a different way to absorb content quickly.

The professionalism of the podcasts and how Russell and his team conducted themselves at the event was noted by many senior leaders at Microsoft and we wouldn't hesitate to work with him again."

- [Victoria Oakes](#), Head of Digital Destinations & Storytelling, Microsoft UK

Get in touch for csuite podcast partnership opportunities or information on Audere's podcast production services for your brand or conference.

Contact [Russell Goldsmith](#): [russ@auderecommunications.com](mailto:russ@auderecommunications.com) | 07535 503 451 | [@russgoldsmith](https://twitter.com/russgoldsmith)

**Audere**  
Communications

## Best content-driven brand created community



### STRIPPD and Hope&Glory

#### Gold

Launched into an industry packed with big names, new female-focused brand STRIPPD quickly realised that building its own community was the best way to get ahead.

Working with Hope&Glory, STRIPPD adopted a social-media centric, user-generated and advocacy-driven approach for the launch. The partnership fostered a community of powerful influencers who went on to create and share hundreds of pieces of content, delivering a reach in excess of 18m and generating over 6.3m impressions across Instagram.

The key to STRIPPD's approach was data, focusing on the most successful influencers and using their insights to adapt the brand's tone to hit home the hardest. The strategy paid off in spades. From a standing start – without any media spend – STRIPPD became Boots' number two sports nutrition brand in just six months, with social channels driving 84,000 e-commerce sales.



### Adidas and Hope&Glory

#### Bronze

Hope&Glory and Adidas harnessed the power of social media hubs to build a strong community around women's fitness. They turned Adidas' Facebook page into a virtual gym, inspiring its audience with influencers and a host of custom women's fitness content.

## Best user-generated content

### SAXOPRINT and Freestyle

#### Gold

Having identified a unique opportunity to bring print buyers and print designers together, SAXOPRINT embarked on the challenge of creating a bespoke online platform and turning it into a thriving creative hub.

SAXOPRINT worked with Freestyle to wield the staying power of iconic celebrities and social influencers. They launched 'The Great British Postcard Competition,' a play on one of the most beloved, quintessentially British pop culture phenomena: postcards. The competition proved wildly popular, creating entries, engagement and shares without the need for paid media, and culminating in a VIP awards ceremony at the Proud Gallery in Camden.

One judge said, "In designer recruitment alone, let alone other metrics, the campaign is a standout." By the time the awards ceremony rolled around, page views had increased by 553% and the number of platform users had skyrocketed by 450% – no mean feat for a new entrant to the UK market.



### Church of England

#### Silver

The Church of England built on the stories of its 760,000-strong community to spread its message of love, compassion and hope across the nation via social media. Organic traffic shot up by 150%, and the campaign was singled out as a highlight by Joanna Geary, Twitter's head of collation.



### STRIPPD and Hope&Glory

#### Bronze

STRIPPD's radically differentiated approach and influencer-driven community building has – alongside Hope&Glory – taken its fitness supplement from newbie to Boots' second bestselling sports nutrition brand with no media spend in just six months.



## Best use of content in a live or experiential setting



### MyCSP

#### Gold

Faced with the challenging task of getting employees from the company's four corners invested in its three-year business plan, MyCSP took a page from Santa's book. Forgoing the pointers, PowerPoints and prospectuses, the pension provider instead turned its offices into a Winter Wonderland (without the wind chill factor).

Set over two December roadshows and broken up in easily-digestible sessions, MyCSP built five Christmas market stalls to represent five target business areas, all themed around TV sitcoms like *Dragon's Den* or *Playing Your Cards Right*. Employees loved the opportunity to put their thoughts forward and interact with colleagues they wouldn't usually meet. And more importantly, 89% felt they left with a better understanding of the company's overall strategy and three-year plan.

This "impressive increase" in employee investment didn't escape the judges' attention. They commended MyCSP for coming up with an effective strategy that had a "strong impact internally," and, "resonated with the audience."



### S&P Global Platts and Brand Culture

#### Gold

Having channeled 100 years of energy and commodities market expertise into a brand new analytics product, S&P Global Platts teamed up with Brand Culture to educate its audience and kickstart a broader conversation.

The collaboration led to the creation of the Platts Insight Zone, a 360 degree immersive experience that brought S&P Global Platts' connected thinking to life in a breathtakingly visual manner. Initially launched at a one-off event, the Platts Insight Zone showcased spreadsheets, graphs and statistics as they were never seen before – brimming with functional data, but also aesthetically beautiful. Attendees were also intrigued by the structure itself, and all the immersion sessions were fully booked.

The judges were taken by the "lovely" visuals and "compelling use of graphics, data and visualisation tools." The event exceeded S&P's expectations and the company now plans to take the Insight Zone on a global roadshow.



### London Legacy Development Corporation

#### Silver

Tasked with raising awareness about the Queen Elizabeth Olympic Park's hidden abilities, the London Legacy Development Corporation reframed the narrative through a large scale conference that showcased its business potential. Focusing on creativity and innovation, the event saw the venue shed its athletic socks and cement its reputation as a 'crucial part of east London.'



### Irish Distillers Pernod Ricard, Jameson Irish Whiskey and BRC Imagination Arts

#### Bronze

Set in the iconic building where it all began two and a half centuries ago, the reimagined Jameson Distillery Bow St., by BRC Imagination Arts, marries traditional tours with theatre, creating an unforgettable sensory experience that regularly garners rave reviews.

## Most creative use of owned media channels

### Adidas and Hope&Glory

#### Gold

Hope&Glory worked with Adidas to inspire millions of women to lead healthier lifestyles and genuinely enrich their training regimens, without straying from the snackable content format they had come to expect. The radical solution lay in transforming Adidas' Facebook page from mere product showroom into a full-blown virtual gym.

To do so, they fielded a squad of acclaimed fitness gurus to star in short but precision-tuned workout films themed around four crucial exercise outcomes – endurance, stability, flexibility and strength. Having warmed up the audience, they amped up the intensity by developing a series of 'Buddy Workouts' that launched the concept of working out as a social activity.

The results speak for themselves: 4.43m views, 53,827 engagements and 15,154 positive comments; not counting views, shares and engagements on the influencers' own social media accounts. Judges loved the "solid strategy," and lauded Adidas' "great results."



### Cisco Systems, Global Employee Communications

#### Silver

Cisco's 'Cisco Beat' campaign aimed for the unthinkable – turning company meetings into events employees look forward to attending and actually enjoy. Leveraging its 30 plus years of experience as IT pioneers, Cisco's global employee communications team created highly targeted digital events that significantly boosted attendance and left employees feeling "enthusiastically optimistic" about the company's future.



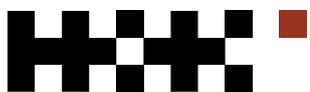
A high-angle photograph of a woman in a bright pink sari walking down a set of ancient, wide stone steps. The steps are made of large, weathered stone blocks and are arranged in a series of parallel paths that recede into the distance. The woman is positioned in the lower-middle ground, looking towards the camera. The lighting is bright, casting shadows on the stone surfaces.

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## Best branded content publication

### British Heart Foundation and Wardour

#### Gold

The British Heart Foundation (BHF) is the nation's leading heart charity and its largest independent funder of cardiovascular research. Coronary heart disease is the UK's biggest killer and the BHF works to change this through prevention and research, while supporting and empowering people with heart and circulatory conditions. The organisation's branded publication, Heart Matters magazine, helps the BHF to fulfil these aims with 52 pages of free, feature-led content every quarter.

Working with Wardour, BHF posts the magazine to 290,000 members – most of them aged 60 or over. With a total circulation of 500,000, Heart Matters also reaches thousands of casual readers via hospitals and GP surgeries. It helps the BHF support people with a heart condition, prevents others from developing one and informs supporters about how BHF money is being spent on research. Not just worthy, but also compellingly written and dynamically designed, Heart Matters is the gold standard of branded content publications – described by our judges as “authentic, original, impartial and people-focused.”



### RBS and beetroot

#### Gold

Over the past two years, RBS has deployed a creative communications campaign, 'Determined to make a difference,' focusing employees around a key set of priorities and values and an ambition to be the number one bank for customer service, trust and advocacy.

With this in mind, RBS enlisted beetroot to reimagine and redesign the bank's internal magazine, Outside In, adopting the new strategic direction to create a driving force in delivering RBS's new messaging and internal stakeholder engagement.

Back to basics, beetroot crafted compelling copy and delivered a publication that both reflects the high-quality media aesthetic of newspapers while also being eminently accessible. Feature-led and people-focused, the new-look Outside In is already paying dividends for the bank, garnering widespread acclaim from employees.

Our judges were just as impressed, praising RBS for its “clear objectives and clean delivery,” and Outside In for its capacity to fix business problems with clever content.



### Gemalto and Wardour

#### Silver

Gemalto is the world's leading digital security company, developing secure, personalised software that runs across a range of digital devices. To boost its brand awareness, Gemalto, along with Wardour, developed the Review, a fresh and engaging biannual magazine which speaks directly to Gemalto's core audience through compelling articles and intriguing interviews.



### Jaguar Land Rover and drp

#### Bronze

Jaguar Land Rover and drp partnered up to revitalise the automobile manufacturer's internal magazine, TeamTalk. The striking new design and carefully curated content is already hitting its mark, pushing employee engagement into top gear.





**State Street Global Advisors and Living Group**

**Bronze**

Since 2013, Living Group have supported State Street Global Advisors in publishing its twin publications, the Participant and Contribute. Strong, modern design and clear, captivating copy have made both magazines a tremendous business asset.

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**Highly commended** – Alexander Mann Solutions

## Best branded content site

### Tata Consultancy Services (#DigitalEmpowers)

#### Gold

Tata Consultancy Services (TCS) made clear its commitment to harnessing the power of digital to create a fairer, more inclusive society, with a people-focused campaign about the human side of technology. As one of the world's leading technology companies, and a strategic partner of the World Economic Forum (WEF), TCS has a unique opportunity to influence both government policy and industry – but the business also wanted its vision to extend beyond the bounds of Davos.

The result of those efforts, [digitalempowers.com](http://digitalempowers.com), is an online storytelling platform that amplifies the human side of digital technology. It hosts a wide range of content, contributed by TCS executives, partners and leaders from the worlds of tech, health, equality and youth education.

The site's launch was promoted at the WEF in Davos, drawing widespread acclaim, and TCS' optimistic vision for the future has further established the business as a leader in leveraging equality and social justice from the developing digital sector.



### Lewis Silkin and Living Group

#### Silver

Living Group delivered an empowering rebrand of Lewis Silkin's global, firm-wide website, refining the web estate into the fulcrum of a complete digital overhaul. Leveraging Lewis Silkin's distinctly 'un-lawyer-like' personality, Living Group created a personable, engaging and creative digital design, boosting engagement and the firm's brand journey.



### EY and Living Group

#### Bronze

EY and Living Group partnered to craft an engaging and innovative online home for EY's annual fraud survey, using dynamic design and creative flair to create EY's most impressive offering yet.



**Highly commended** – Gemalto and Wardour

**Highly commended** – JTI and Investis

## Best use of data



### Arcadis

#### Gold

To fight back against a growing skills gap in the construction industry, and one that may well be compounded by Brexit. Arcadis made the bold move to establish itself as a key thought leader and problem solver by creating a campaign to address the issue.

The rigorously researched 'Arcadis Talent Scale' was designed to boost the firm's recognition and reputation, while also driving the conversation around the skills crisis and Brexit, providing tangible predictions and solutions for policy makers.

Arcadis performed detailed analysis by sector and profession, including everything from infrastructure and housing to architects and bricklayers. But the report was comprised of more than just case studies. Arcadis also produced a robust calculation on how Brexit would affect the number of workers in the construction industry. For its efforts in digging deep into data, Arcadis was rewarded well – the campaign was referenced in government Brexit analysis and policy, as well as by senior industry executives, regional mayors and MPs.



### St. James's Place and Wardour

#### Silver

Leading wealth manager, St. James's Place, partnered with Wardour to develop a data-driven strategy to both retain and attract entrepreneurs. The core of the new campaign was a fun and engaging survey app, allowing St. James's Place to better tailor its offerings to new and existing clients.



### EY and Living Group

#### Bronze

EY and Living Group joined forces to take EY's annual fraud survey online, boosting its appeal with dynamic content, animated graphics and a confident, charming and clear colour palette and design.

## Best interactive content

### Rolls-Royce and Investis

#### Gold

Despite its worldwide renown and historic pedigree, Rolls-Royce was struggling to tell the stories of genuine innovation that happen within its business. The excitement and groundbreaking work simply wasn't cutting through with its copy heavy 'press release' format web pages.

Thus, Rolls-Royce partnered with Investis to develop a new platform that could both generate engagement with a wide range of stakeholders while also translating complex engineering challenges and solutions into a clear, informative digital experience. The result was a new, top-level section within the Rolls-Royce site, with a deliberately unique look and feel. It was packed with interactive and dynamic content designed to usher users into the innovative heart of the business.

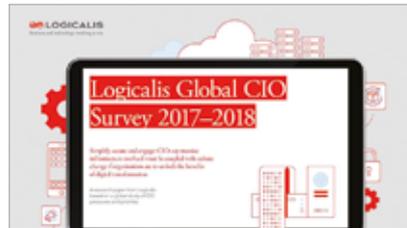
The partnership developed a huge array of assets, from virtual 3D models and videos, to eye-catching iconography and infographics; the efforts are already paying off. The new site has energised Rolls-Royce's audience into engaging, as well as steering our judges into awarding a well-deserved gold.



### Logicalis and Luminous

#### Bronze

Luminous lit up the CIO report of international IT solutions experts, Logicalis, developing an impressive suite of dynamic, animated illustrations and infographics to improve engagement.



## Best use of content in a social context



### Northern and Blumilk

#### Gold

In an effort to prevent the surprisingly common occurrence of passengers not buying a ticket before they board a train, Northern worked with Blumilk to develop a compelling campaign to both engage its customers and help them enjoy an easier journey.

The result was 'Queue Jumper,' an online game that highlights the benefits of buying before boarding by having players leap across platforms, collecting tickets as they go. To ensure the game reached as wide an audience as possible, it was developed with open source technologies so it could be played on web browsers or any device or platform.

The game proved hugely popular, dramatically lowering the number of passengers travelling without tickets and the number of fines issued by Northern. Our judges were all aboard, praising Northern for its simple, clear and cohesive campaign and the ingenuity it showed in tackling a chronic problem.



### Tata Consultancy Services (#DigitalEmpowers)

#### Silver

Tata Consultancy Services (TCS) supplemented its already crucial role at the World Economic Forum with #DigitalEmpowers, a content-rich campaign to promote an optimistic vision of technology beyond the borders of Davos. Thanks to an engaging and innovative microsite and an equally impressive social campaign, which targeted key attendees and influencers, TCS ensured its message was heard loud and clear.



### Barefoot Computing Project and drp

#### Bronze

The Barefoot Computing Project and drp harnessed the power of social media in a mission to promote and provide computer literacy, targeting teachers and pupils with shareable content including videos, games and resources.

## Best one-off content campaign

### Arcadis

#### Gold

Global design, engineering and management consulting company Arcadis introduced a bold strategy to combat the skills gap in the construction industry, delivering an impressive one-off campaign to change the face of their sector.

With the number of people joining the construction industry falling, and with potential further impacts on the horizon from Brexit, Arcadis made its mission to drive the conversation around the skills gap. Recognising a strong appetite for tangible predictions and solutions, the company led the debate, solving the problem by working with government on a policy level. To ensure its success, Arcadis crafted a campaign that was bold, emotive and credible and could deliver on reach, recognition and reputation. The result – the 'Arcadis Talent Scale' – has been hugely successful, becoming the most-viewed report in Arcadis UK history.

The business's "strong ambition and in-depth advance planning" paid off, with the campaign receiving strong endorsements from our judges, as well senior industry executives, regional mayors and MPs.



### Toyota (GB) plc and DMS Media

#### Gold

To compete in the growing, yet crowded, UK pickup truck market, Toyota knew it would have to be at the top of its game. That's why, to support the launch of the new-to-market Hilux, Toyota partnered with DMS Media to deliver the 'Hilux Little and Large' awareness campaign.

The campaign centred around four challenge films, pitting the newly-released Hilux against a to-scale, radio-controlled counterpart from iconic Japanese modelmaker Tamiya. A particular highlight was the faithful recreation of a 1980s stunt which saw 15 RC 1:10 scale Tamiya Hilux models pull their real-life counterpart – designed to show that 30 years of progress had not come at the expense of excess weight. Three further challenges were devised: off-road adventure 'Mud,' river crossing 'Wade,' and slalom attack 'Tow,' with custom edits tailored to suit each of the social media channels. The campaign was an immediate smash, creating a conversation around the car that cut through the crowded market. Furthermore, its success has allowed for follow-up campaigns, with repurposed assets providing a further boost to ROI.



### James Wentworth Stanley Memorial Fund and MerchantCantos

#### Silver

MerchantCantos partnered with the James Wentworth Stanley Memorial Fund to craft a moving, content-focused campaign centred around World Suicide Prevention Day. As well as a bespoke microsite, MerchantCantos also created a host of supporting materials, including an emotive and perfectly pitched video about this sensitive issue.



### Alexander Mann Solutions

#### Bronze

Alexander Mann Solutions delivered an impressive boost to the consulting side of its business through a clever content marketing strategy, carving a niche as go-to thought leaders in the industry.



**Highly commended** – AAT (Association of Accounting Technicians)

**Highly commended** – NHS Blood & Transplant and Aesop

## Best long-term use of content



### Alexander Mann Solutions

#### Gold

Alexander Mann Solutions (AMS) helps companies and individuals fulfill their potential through talent acquisition and management. Over 4,000 of its employees partner with more than 100 blue-chip organisations, operating in 30 languages, and over 80 countries. Because AMS works in such a wide range of sectors and industries, it has developed a strong, content-led marketing strategy, sharing its rich and diverse ideas and best practices. From webinars to white papers, AMS works with organisations including Santander, Deloitte, Barclays, Jaguar Land Rover and BT, producing compelling and comprehensive content.

To date, AMS has produced over 25 industry-leading reports, 27 case studies and, in the last year alone, has held more than 20 events across the globe. AMS also delivers a biannual print and digital publication, Catalyst Magazine. With such a rich vein of content, it's little surprise that our judges were profoundly impressed with AMS's long-term content strategy, praising its "outstanding results, clear business imperative and great use of content across channels."



### Tata Consultancy Services (#DigitalEmpowers)

#### Silver

As one of the world's leading technology companies, and a strategic partner of the World Economic Forum, Tata Consultancy Services is committed to promoting the positive role technology can play across the world. The microsite and campaign, #DigitalEmpowers, has done just that – highlighting the human side of digital technology through the themes of access, equality, planet, youth and wellbeing.

**“PEOPLE DON’T TRUST BRANDS, 92% OF PEOPLE WOULD TRUST A FRIEND OR SOMEONE THEY HAVE NEVER MET OVER WHAT A BRAND WOULD SAY” - NIELSEN**

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## Best corporate storyteller



### NHS Blood & Transplant and Aesop

#### Winner

Despite its crucial role in providing life-changing treatments for patients across the country, NHS Blood & Transplant remains a little-known division in the NHS' sprawling service. Equally unknown, is that a third of all kidney transplants carried out in the UK are from living donors. Last year, 100 people donated a kidney anonymously to a stranger, but there are over 5,000 people on the waiting list and 300 die each year before they receive an organ. More donors are desperately needed.

To reverse this trend and raise awareness of its work, NHS Blood & Transplant partnered with Aesop to deliver a Valentine's Day campaign that could change the narrative around organ donation and encourage people to consider becoming living donors. The crux of the campaign was comedy, centring on a humorous video that recalled last year's equally entertaining 'Better Left Unsaid' offering. Set in a London working men's club on Valentine's night, the video sees a small crowd of loved-up couples waiting to be entertained. Expecting a romantic ballad they are instead treated to a love song that is more about giving up a kidney than hearts.

The song, composed by Philip Pope and performed by stand-up comic Alex Smith, played out on Facebook, Twitter and Instagram in the run up to Valentine's Day. The song is intercut with the bemused reactions of the audience, characters from previous NHS organ donation campaigns – forging a subtle link between past and present initiatives – and a satisfying unfolding of the narrative. As well as a social media success, the campaign was also a press success, and featured in a host of agency titles including Little Black Book, the Drum, as well as making Campaign's Ad of the Week.

More importantly, it got people to act; 375 downloads of an information guide from the NHS Blood & Transplant website were attributed to social media activity. Andrea Ttofa, head of organ donation marketing at NHS Blood and Transplant, was "delighted by the reaction from those who have watched and been motivated to find out more about living donation as a result." She also acknowledged the difficulty in encouraging living organ donation, saying it was "a very different ask to our usual focus on donating organs after death."

## Grand prix

### Arcadis

#### Winner

Arcadis has long recognised the skills gap in the UK's construction industry. Now, with Brexit looming on the horizon, the global design, engineering and management consulting company knew it was time to act to reveal this worrying trend.

Following its mantra, 'Fortune favours the bold,' Arcadis launched an ambitious campaign to highlight the challenges facing the construction industry, how Brexit could further affect the sector and what solutions are available.

The goal was to drive conversation around the skills crisis, as well as to be the first business to put a tangible figure on the impact Brexit could have on the labour market. By doing so, Arcadis became a key policy influencer, meeting the strong industry-wide appetite for realistic and researched predictions and solutions. The internal research team worked with an external supplier to calculate the exact number of construction workers the UK would lose in the event of a 'hard' and 'soft' Brexit. They performed analysis by sector – including infrastructure and housing – and also by profession – from architects to bricklayers.

To test the tone and position were right for the audience, Arcadis first ran a teaser campaign, releasing an infographic of the Brexit impact figures. This allowed it to measure interest and engagement – both with the press and external audiences. The teaser ran for six weeks on web and social. The results gave Arcadis confidence in the content; the campaign execution had to match.

The final report, the 'Arcadis Talent Scale,' has had an impact far beyond Arcadis' ambitions. The launch was attended by industry leaders and key clients, and since publication the report has been cited in over 100 media publications, viewed over 5,000 times and generated 113,000 social media impressions. The report has also received endorsements from senior industry executives, regional mayors and MPs, while its findings were referenced in the Queen's Speech and in government Brexit analysis and policy.

In the words of our judges, "This campaign was ahead of the curve in tackling a key issue of the day in a very targeted, intelligent way. The results are very strong and show the benefits of a well-thought-out and delivered strategy. The targeting of the campaign ensured that it spoke to exactly the right audiences and gained traction in the right places, inspiring debate around a crucial topic."



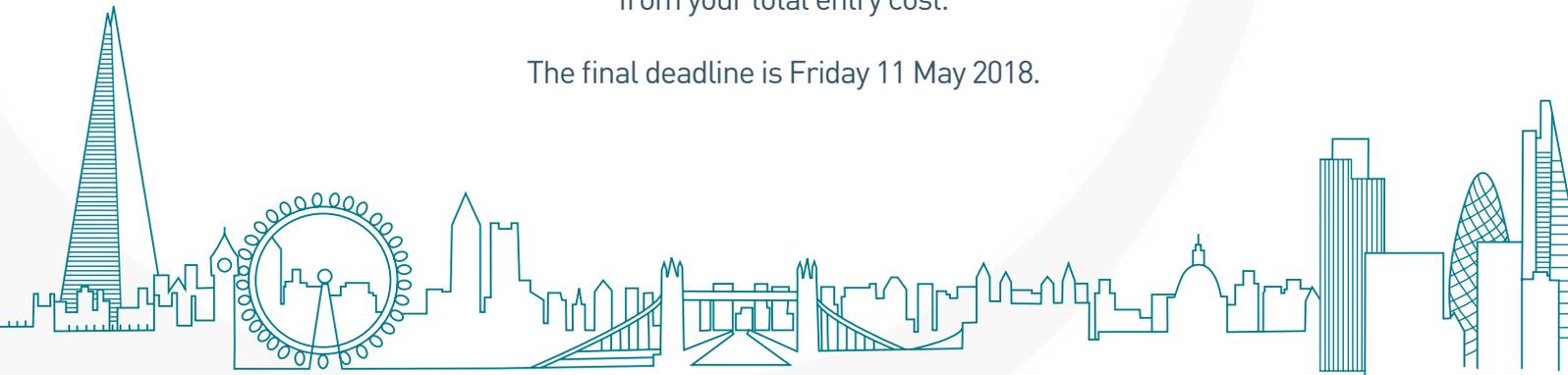
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