





Corporate  
Content  
Awards

Celebrating corporate  
narrative and storytelling



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## Welcome



At last year's inaugural Corporate Content Awards, entrants were celebrated for their creativity, their strategic thought and for pushing communications forward through excellent content. This year has been no different. The winners here tonight exhibit best practice in the development and implementation of content for corporate audiences. It has been enjoyable, interesting and educating to read about the work selected to win a Corporate Content Award.

This year's winner for 'Best corporate storyteller' has exhibited a commitment to creative content over the long term. Using marketing strategies to transform the complex world of pensions has made MyCSP a two-year gold award winner at the awards. Tonight's 'Grand prix' award goes to Kasowitz Benson Torres, a litigation firm that used a content-first approach to a digital rebrand. The introduction of new imagery and films transformed the firm's perception seemingly overnight.

But all this year's winners are achieving high standards of creative work and excellent results in the delivery of their content. We congratulate all of tonight's winners for their commitment to achieving the best communications through the use of content. Congratulations!

Brittany Golob  
 Publishing editor  
 Communicate magazine

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[www.civilservicepensionscheme.org.uk](http://www.civilservicepensionscheme.org.uk)

 Cabinet Office



## The judges



**Rich Baker, communications manager, Jaguar Land Rover**

Rich is a senior communications manager and employee experience expert. He works with organisations to drive world-class performance through the implementation of strategic, measurable, effective communications and engagement interventions. He has over 25 years of leadership experience at global brands including Virgin Trains, Carlsberg, HS2 and the National Grid. Rich is currently communications manager at Jaguar Land Rover.



**Emma Banks, head of corporate communications, OneFamily**

Emma is a senior communications professional and has held roles heading up communications for companies including Direct Line, LV= and RBS. Her experience includes media relations, internal communications, public affairs, CSR and customer engagement. She is a specialist in building financial services brands and running campaigning activity to develop customer and industry advocacy. She is currently head of communications for financial mutual, OneFamily.



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

Ann's TV shows attracted millions of viewers for the BBC and Channel 4, and included the groundbreaking 'Changing Rooms' and the notorious 'You Are What You Eat.' In 2011, Ann set up Storycoach to pursue a new mission; unlocking the natural storytelling skills of leaders, innovators and experts, so they can grab the attention of their audiences and inspire a response. Ann's clients are varied but include LOROL, Draper London, Molson Coors, Speechstorm and Exeter University.



**Den Carter, colleague communications channels and content lead, British Airways**

Den has driven employee engagement in the travel and leisure sector, specialising in digital transformation and brand immersion. He believes the gold standard communication channel is face-to-face, and that digital channels should support and encourage real life conversations, not diminish them. Den recently joined British Airways. His remit includes helping leaders embrace the direct link between employee engagement, customer satisfaction and operational performance.



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

As director for global content strategy and editorial at GSK, Rachel leads on 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. Rachel completed the Telegraph's multimedia graduate training scheme and stayed on as a business reporter prior to joining GSK.



**Brian Cooper, executive creative director, Aesop Agency**

Brian has over 23 years of experience in creating business transforming ideas in both the advertising and digital spaces. He has won numerous awards for clients including Unilever, Vodafone, Sony, Virgin, MasterCard, Audi, Land Rover and the Government. He creatively led Dare to Campaign's digital agency of the decade, and has done a stint at Apple. Brian is passionate about telling stories in a hyper-connected world.



**Marie Dosiere, chief storyteller, Architas**

Marie has more than 10 years of experience in the city in investment banking and asset management. In 2014, she became chief storyteller at Architas where she turned complex messages into simple stories for the AXA clients in Europe. She launched a newsletter translated into six languages and introduced audio podcasts. Marie has now launched her own company in London and Paris specialising in storytelling, podcasting and coaching.



**Freddie Hoff, head of content, Expedia**

Freddie is head of content at Expedia. She has previously worked as executive content director for a social media agency, at the Lego Group, Guinness World Records, Danmarks Radio and several computer game companies. She went to the IT-University, speak geek and loves TV shows with girls' names in the title.



**Stephen Humphreys, head of corporate communications, Financial Conduct Authority**

Stephen is head of corporate communications for the Financial Conduct Authority. He is responsible for the regulator's media relations, public affairs and internal communications. Stephen has held a number of communications roles including with United Utilities, Royal London and the Food Standards Agency.



**Sarah Leccacorvi, head of content, O2 (Telefónica UK)**

Sarah joined O2 four years ago to lead the creation and development of its integrated campaign plan. Now, Sarah heads up the content team to manage the strategy and creative across all facets of the O2 brand. This includes music and sport, Priority, launch of devices and propositions as well as B2B communication. Previously, Sarah worked in creative agencies, mainly Leo Burnett, working on well-known retailers and international FMCG brands.



**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 in financial news.



**Jack Preston, senior content lead, Virgin Group**

Jack is senior content lead at Virgin Management, where he oversees the Virgin Group's social media channels and the content published on virgin.com. During his time at Virgin, Jack has been responsible for developing and delivering the group's content strategy, creating the Virgin podcast portfolio, rolling out its successful guest blogger programme and supporting the strategic development of key Virgin projects and businesses through content and physical activations.



**Sarah Robertson, editor, HSBC Now TV**

Sarah is executive producer for HSBC Now TV, an award-winning video platform that celebrates HSBC employees around the world and their achievements inside and outside of work. The films, which aim to engage colleagues, build a common sense of purpose and showcase the diversity of HSBC, are published across the bank's internal channels as well as externally. Before joining HSBC, Sarah worked in broadcast, producing popular programmes such as Masterchef and the One Show.



**Tim Rutter, head of internal communications and community liaison, Tata Steel UK**

Tim has worked for Tata Steel, Corus and British Steel for 29 years in a variety of communications, marketing and PR roles. His current role includes responsibilities for internal communications, as well as for the tubes, packaging, colors and electrical steels businesses, which span geographies. Alongside this, Tim is also responsible for the community relations programme supporting communities around all the UK sites, and for local media relationships and crisis management.



**Chris Scott, head of corporate communications, London Sport**

Chris is head of corporate communications for London Sport, overseeing the agency's media, PR, strategic communications and external relations activities. Having worked in the sport sector since 2013, Chris previously managed the media and PR brief for the national gender equality charity, Women in Sport, where he led the development of the inaugural Women's Sport Week campaign as well as the charity's wider media lobbying efforts.



**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: 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.

## The winners

### Best content campaign to assist with corporate positioning

Gold – Barclays and Speak Media  
Silver – Tata Consultancy Services  
Bronze – Avanti Communications plc and Fable  
Highly commended – Ascential and Investis Digital

### Best content campaign to assist with reputation management

Gold – William Hill and MerchantCantos  
Silver – Barclays with the Edge Picture Company and Cedar Group  
Bronze – Tata Consultancy Services  
Highly commended – Gett UK and DRPG  
Highly commended – Yorkshire Building Society

### Best content targeted to the CSR community

Gold – Jaguar Land Rover and DRPG  
Silver – PepsiCo and MerchantCantos  
Bronze – Simplyhealth

### Best content targeted to the investor audience

Gold – Symrise and Investis Digital

### Best content targeted to the internal audience

Gold – Jaguar Land Rover and DRPG  
Silver – Allianz and MerchantCantos  
Silver – Nationwide Building Society and Zinc Communicate  
Bronze – Renewi and Wardour  
Highly commended – PwC and the Edge Picture Company

### Best use of video

Gold – Leeds Playhouse and Reggie London  
Silver – Kasowitz Benson Torres and Living Group  
Bronze – Gett UK and DRPG  
Bronze – Nationwide Building Society and Zinc Communicate  
Highly commended – Renewi and Wardour

### Best use of digital

Gold – The Church of England (Alexa campaign)  
Silver – The Church of England (#LiveLent campaign)  
Bronze – Tata Consultancy Services

### Best use of print

Gold – ODEON Cinemas Group  
Silver – RBS and beetroot  
Bronze – Freudenberg Sealing Technologies GmbH & Co. KG and Profilwerkstatt GmbH  
Highly commended – L&C Mortgages and Lansons

### Best use of audio

Gold – Adama Agricultural Solutions UK Ltd and Audere Communications  
Silver – The Church of England  
Bronze – AstraZeneca and Voquinexus Ltd

### Best use of a visual property

Gold – Kasowitz Benson Torres and Living Group  
Silver – Harneys and Living Group  
Bronze – Avanti Communications plc and Fable  
Bronze – Simplyhealth

### Best copy style or tone of voice

Gold – International Finance Corporation and Bladonmore  
Gold – MyCSP on behalf of Civil Service Pensions  
Silver – Nationwide Building Society and Zinc Communicate

### Best corporate blog

Gold – BP and wtv.  
Silver – RCI Bank and Lansons  
Bronze – Tata Consultancy Services

### Best use of content within an existing external community

Gold – MyCSP on behalf of Civil Service Pensions  
Silver – Rolls-Royce and Investis Digital  
Bronze – St. James's Place and Wardour  
Bronze – Tata Consultancy Services  
Highly commended – Dolfin and Wardour

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

Gold – British Land and Wardour  
Silver – MyCSP on behalf of Civil Service Pensions

### Best branded content publication

Gold – British Heart Foundation and Wardour  
Silver – International Finance Corporation and Bladonmore  
Silver – London Stock Exchange Group and Wardour  
Bronze – Deutsche Bank and Wardour

### Best branded content site

Gold – Kasowitz Benson Torres and Living Group  
Silver – Harneys and Living Group  
Bronze – Tata Consultancy Services

### Best use of data

Gold – EY and Living Group  
Silver – The Church of England  
Bronze – Arcadis

### Best interactive content

Gold – British Heart Foundation and Wardour  
Silver – EY and Living Group  
Bronze – Google News Initiative and Luminous

### Best use of content in a social context

Gold – Simplyhealth

### Best one-off content campaign

Gold – Arcadis  
Silver – G4S and Wardour  
Bronze – Lexus UK and DMS Media

### Best long-term use of content

Gold – British Heart Foundation and Wardour  
Silver – Rolls-Royce and Investis Digital  
Bronze – London Stock Exchange Group and Wardour

### Best corporate storyteller

Winner – MyCSP on behalf of Civil Service Pensions

### The grand prix

Winner – Kasowitz Benson Torres and Living Group

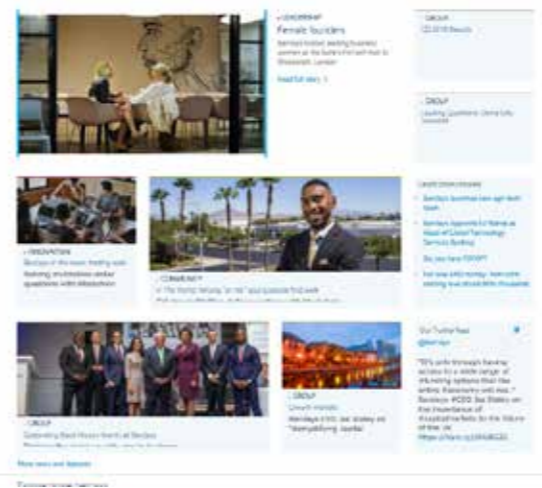
# TLCs apply

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## Best content campaign to assist with corporate positioning



**Gold – Barclays and Speak Media**  
 Speak Media delivered an innovative and engaging content strategy for home.barclays, Barclay Group's main external-facing channel. The collaboration has empowered Barclays with an always-on publishing mindset to communicate its corporate narrative, positioning the bank as making a positive difference to its customers, colleagues, industry and to Britain.  
 The content is crafted by a dedicated newsroom staff and a content-intensive approach has delivered serious dividends for Barclays, generating 2.7m return visits to home.barclays and the site being named one of Bowen Craggs' top five UK corporate websites. "A detailed, sophisticated approach," said our judges. "Speak Media has brought news discipline and storytelling to corporate communications to exceptional effect."



**Silver – Tata Consultancy Services**  
 Tata Consultancy Services capitalised on its inaugural year as the European Business Summit's strategic partner with a narrative-based communications campaign. It created #DigitalDirections, a dedicated platform to celebrate technology and to engage with European leaders on the opportunities that digital technology can deliver.



**Bronze – Avanti Communications plc and Fable**  
 As well as a new brand identity, Fable crafted an inspiring content campaign for Avanti Communications, empowering the challenger brand in satellite communications with a compelling new narrative centred around 'liberating potential.' The new approach helped differentiate Avanti's visual identity and tone of voice.

Highly commended – Ascential and Investis Digital

## Best content campaign to assist with reputation management

### Gold – William Hill and MerchantCantos

Problem gambling is a major reputational issue for the gambling sector. Yet, it's also often a hidden issue and communications around the topic frequently lack impact, instead relying on small print and dusty policy. William Hill bucked this status quo, enlisting MerchantCantos to help reboot its reputation and that of the industry. A revolutionary campaign put all the cards on the table with a bold, challenging content strategy.

Instead of industry clichés about having fun by staying in control, the partnership deployed clear, unvarnished data points and high-impact photography. Our judges were equally direct, praising the campaign for, "Excellent execution, strong design, honest content and an undeniable human element. It's a brave, modern approach in a challenging market," they said.



### Silver – Barclays with the Edge Picture Company and Cedar Group

Barclays partnered with the Edge Picture Company and Cedar Group to deliver #BackingtheUK, a content campaign designed to demonstrate how the bank contributes to the UK economy and society. The campaign's positive message earned the judges' praise.



### Bronze – Tata Consultancy Services

Tata Consultancy Services leveraged its inaugural year as the European Business Summit's strategic partner with a proactive communications campaign designed to highlight its industry knowledge and expertise, achieving an impact and creative cut-through in a challenging, crowded communications environment.



Highly commended – Gett UK and DRPG

Highly commended – Yorkshire Building Society

## Best content targeted to the CSR community

### Gold – Jaguar Land Rover and DRPG

Jaguar Land Rover (JLR), Britain's largest automobile manufacturer, partnered with DRPG to raise awareness of existing and new support mechanisms in place for its employees' mental health, as well as encouraging employees who may suffer from such issues to come forward and have a conversation. The 24/7 hub provided practical solutions and information in clear and easy to understand language.

The resulting campaign, 'Let's have the conversation,' was launched on World Mental Health Day 2017 through an internal website. The website also hosted a wealth of resources, built by DRPG's digital team to be engaging, understandable and, most of all, human. "A bold initiative, driven forward in the execution with commitment and sensitivity," said our judges.



### Silver – PepsiCo and MerchantCantos

PepsiCo enlisted MerchantCantos to help put the fizz back into the brand's flagship approach to sustainability, 'Performance with Purpose.' MerchantCantos dialled up engagement and accessibility by streamlining the report and developing a simple, yet inspiring visual style with hand-drawn illustrations and real-world photography.



### Bronze – Simplyhealth

Leading health and dental payment plan provider Simplyhealth teamed up with charity Teeth Team to help encourage good oral hygiene habits in school children. It won praise from parents, teachers and kids alike, starting good hygiene habits early on.



## Best content targeted to the investor audience

### Gold – Symrise and Investis Digital

Symrise is a global supplier of fragrances, flavourings and cosmetic base materials and substances, with more than 100 locations across the global and over 10,000 employees. With a widely dispersed audience, the annual CEO statement is a crucial opportunity to connect with employees and investors. For its 2017 effort, Symrise moved away from its typical scripted format and instead partnered with Investis Digital to develop a more dynamic, accessible and informative film. Symrise also wanted to showcase the expertise, knowledge and passion of its CEO. The video had a distinct visual style, featuring a series of chalkboard murals – demonstrating key stories in Symrise’s annual report – all brought to life through fun animation. The documentary style proved an immediate hit with viewers, generating a 146% increase in views compared to the previous year’s video.



## Best content targeted to the internal audience



### Gold – Jaguar Land Rover and DRPG

Jaguar Land Rover (JLR) teamed up with DRPG to take the stigma away from mental health with their inspiring campaign, 'Let's have the conversation.' The UK-wide internal campaign was aimed at employees at all levels, locations and areas of the business and had far-reaching and ambitious goals. JLR and DRPG created a 24/7 hub to host crucial resources, practical solutions and information about mental health in clear and easy-to-understand language.

Since its launch, the website has found incredible traction among JLR's employees. In just six months, the campaign films were watched by almost 80% of their target audience, with an average of 7,933 views per film. "Excellent work with an extremely challenging topic," said our judges. "Bold, ambitious and effective."

### Silver – Allianz and MerchantCantos

Financial services provider Allianz helped cut through the noise to pitch its 2018 Employee Share Purchase Plan to a 142,000-strong team. ESPPs may be inherently complex and dry, but Allianz and MerchantCantos, proved there's still fun to be had, developing a set of communications with a simple, resonant story and clear, crafted messages.



### Silver – Nationwide Building Society and Zinc Communicate

Zinc Communicate pulled out all the stops to craft an inspiring promo film and branded assets for the second year of Nationwide's groundbreaking Arthur Webb Cup Challenge. True to the spirit of the challenge the film and assets were a rallying, if tongue-in-cheek, call to action.



### Bronze – Renewi and Wardour

Wardour helped seal the merger between UK-based Shanks Group and Dutch-based Van Gansewinkel with a fun, innovative and engaging quarterly internal comms magazine. The publication used inspiring stories around the company to help build engagement and unity, as well as promote the brand's new values.



Highly commended – PwC and the Edge Picture Company

## Best use of video

### Gold – Leeds Playhouse and Reggie London

Reggie London set the scene for Leeds Playhouse's 2018 rebrand with an authentic and impactful short film. The culmination of an eight-month long strategic and creative journey, the two-minute film was the centrepiece of the theatre's multichannel promotion of its new brand.

As well as demonstrating the high quality of the Leeds Playhouse's productions, the film was designed to tell the largely unknown story of the theatre's work with a diverse cross-section of the Leeds community. Reggie London worked with the playhouse to find real characters with true stories and enlisted a local narrator for the voiceover. With a grainy aesthetic to reflect the honesty and authenticity of the new brand, our judges gave it a standing ovation. "Great storytelling and use of local stories and characters. Bold and strong, yet warm, friendly and inclusive."



### Silver – Kasowitz Benson Torres and Living Group

As part of its comprehensive, empowering rebrand for Kasowitz Benson Torres, Living Group produced a series of four films to highlight the law firm's tenacity, aggression and creativity in litigation. The films used dynamic shifts in proximity and perspective, mirroring the firm's unique and innovative approach to practising law.



### Bronze – Gett UK and DRPG

App-based taxi hailing company Gett UK pulled ahead of the competition with a series of five short documentary-style films featuring real drivers. The content was specially designed to engage on social media and helped raise awareness by creating emotional connections to the brand and London taxi drivers.



### Bronze – Nationwide Building Society and Zinc Communicate

Zinc Communicate took a cue from the Dead Poet's Society to craft a fun yet empowering promo film for Nationwide Building Society's Arthur Webb Challenge Cup. Employees got on board with the quirky, funny approach to the internal culture.



Highly commended – Renewi and Wardour

## Best use of digital



### Gold – The Church of England (Alexa campaign)

The Church of England harnessed the power of voice technology to bring the word of God into parishioners' homes with an inspired new skill for Amazon's Alexa. Although the church already connects with millions of worshippers each month, the church's digital team recognised the increasing uptake of Alexa-enabled devices as an opportunity to engage with a new audience.

As well as offering simple, yet indispensable, services including readings of daily prayers and locations of nearby churches, the skill also allows users to journey deeper into their faith by answering questions on becoming a Christian and what it means to believe in God. Our judges were impressed, praising the church and its digital team for the use of cutting-edge technology to reach out and capture the attention of a diverse audience.



### Silver – The Church of England (#LiveLent campaign)

The Church of England put digital at the heart of its Lent campaign with #LiveLent, a bespoke Android and iOS app. The app, which was downloaded more than 11,000 times, explored different topics week-by-week, encouraging users to engage with Lent and find a local church at which they could attend an Easter service.



### Bronze – Tata Consultancy Services

Tata Consultancy Services (TCS) celebrated the role of digital technology in powering innovation for business with its #DigitalDirections platform, a content-packed microsite designed specially for the European Business Summit. The site positioned TCS squarely as a leader in digital communications and technological development.



## Best use of print

### Gold – ODEON Cinemas Group

Odeon Cinemas Group is Europe's largest cinema operator, employing more than 11,500 people. Communicating with such a widespread audience is no mean feat, particularly when close to 85% of Odeon's employees work in cinemas with no access to laptops or other devices. Since 2014, Odeon has published Update, an internal newsletter that highlights what's going on across the company.

In 2017, Odeon dialled up the publication's impact, holding a competition to rename the newsletter – now called Behind the Screens – and bringing in social media style with shorter stories, a clearer layout and immediately engaging, bite-sized pieces of content. Our judges loved the newsletter's updated aesthetic, praising Odeon's quick adoption of social insights and employee feedback.



### Silver – RBS and beetroot

RBS called on its long-term creative content partner beetroot to reimagine print magazine Outside In. As well as increasing in size and changing from quarterly to biannual, the revamped publication also moved away from news altogether, instead focusing on high-impact storytelling and powerful illustration and imagery.



### Bronze – Freudenberg Sealing Technologies GmbH & Co. KG and Profilwerkstatt GmbH

Freudenberg Sealing Technologies has sealed the deal on audience engagement with biannual customer magazine Essential. The publication features premium production details including rich imagery, informative graphics and content that cuts to the heart of its audience's interests.



Highly commended – L&C Mortgages and Lansons

## Best use of audio



### Gold – Adama Agricultural Solutions UK Ltd and Audere Communications

Adama Agricultural Solutions UK, a manufacturer and retailer of crop protection products, harnessed the power of podcasts to connect with farmers across the UK. As farmers spend large amounts of time alone in tractor cabs and farm vehicles, Adama had the ingenious idea of providing interesting, relevant and thought-provoking podcasts, alongside Audere Communications.

Adama produced a magazine-style show, recorded mostly on a farm, featuring the brand's technical specialists. Adama received a bumper crop of compliments from our judges. "Brave, ambitious and unique. A solution designed perfectly to meet its brief and a bold example of a brand using podcasting to support, grow and enable its core audience."



### Silver – The Church of England

The Church of England demonstrated its exceptional capacity to adapt to digital, developing a unique Alexa skill to bring faith into the homes of parishioners across the UK. The new skill allows users to weave their faith easily into their everyday lives, whether through daily prayers or further exploring Christianity.



### Bronze – AstraZeneca and Voquinexus Ltd

AstraZeneca and Voquinexus eschewed traditional training and communication routes in favour of podcasting to help upgrade the skills of up-and-coming statisticians, empowering them to handle crucial interactions with regulatory authorities with confidence.

## Best use of a visual property

### Gold – Kasowitz Benson Torres and Living Group

Living Group delivered a striking new visual brand for Kasowitz Benson Torres, cutting to the heart of the firm's confident and relentless spirit with stark imagery and an aggressive, assertive aesthetic. From the sharp angles and bold typeface of the new logo to an array of arresting visual properties including sharp-edged tools, dangerous animals and combative sports, the new brand is every bit as tenacious, dynamic and hard-hitting as the firm itself.

Living Group was also on hand to craft a series of filmed interviews to sit on the firm's new site and bring the brand story to life. The videos dynamically change in proximity and perspective – the perfect visual metaphor for the firm's dynamism. Our judges were overwhelmed by the strength of this entry, praising its straightforward style, unapologetic and attention-grabbing aesthetic and flawless execution of the brief.



### Silver – Harneys and Living Group

Living Group helped Harneys to reset its brand, crafting a new visual identity based on five key brand values: personable, open, energetic, innovative and pragmatic. The result is a colourful, fun and approachable brand which truly represents the firm's unique approach in the legal sector.



### Bronze – Avanti Communications plc and Fable

Fable helped satellite communications expert Avanti Communications launch its business to new heights with a stirring visual identity centred around bold imagery, cut-through copy and the inspiring theme of 'liberating potential.'



### Bronze – Simplyhealth

Simplyhealth took a bold approach to raising awareness of their health cash plan services, eschewing cold and uninspiring copy in favour of fun characters and engaging and easy-to-understand visual assets, winning the approval of parents, teachers and kids in the process.



## Best copy style or tone of voice

### Gold – International Finance Corporation and Bladonmore

A subsidiary of the World Bank Group, the International Finance Corporation (IFC), is the world's largest impact investor. Storytelling expert Bladonmore brought its mission to life through Perspectives, the IFC's new, global magazine, drawing on the organisation's geographic reach and insights.

Key to the approach was the carefully balanced tone of voice, equal parts assured, thoughtful, insightful, experience-driven and direct. It was crucial that the publication retained a level of gravitas, while conveying complex ideas clearly to a wide audience. Our judges were won over by the nuanced blend of authoritativeness and accessibility, praising the publication for its seamless flow and clear distillation of a highly multifaceted sector.



### Gold – MyCSP on behalf of Civil Service Pensions

MyCSP helped demystify pension packages for the Civil Service Pension scheme's 1.5m members with 'Pension Power,' a refreshingly clear, conversational and creative campaign designed to empower individuals.

Tabloid in style, with light-hearted, relatable and jargon-free content, 'Pension Power' cut through the complexity of pension schemes and their rules, delivering easy-to-understand and bite-sized content. Bold colours, alliterative taglines, punchy prose and pop culture references helped draw in audiences.

"Very impactful and tightly focused, yet also light and fun," said our judges. "The playfulness and accessibility of the comms really pulled me in – a great concept in a challenging field."



### Silver – Nationwide Building Society and Zinc Communicate

Zinc Communicate delivered an energising call to arms, encouraging Nationwide Building Society colleagues to get involved in the Arthur Webb Challenge Cup. Inspiring, engaging and a bit tongue-in-cheek, the campaign struck a balance between heartfelt ambition and rousing fun.



“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

UNF\*CK YOUR TRUST  
info@ugcagency.com

## Best corporate blog



### Gold – BP and wtv.

BP and wtv. gave audiences an authentic look into the oil and gas company’s American operations through a self-shot vlog. ‘Diary of a business partner’ saw James Bradley, head of communications for BP’s low carbon, technology and safety division travel to various BP sites. Using an innovative UGC smartphone app, CrewStudio, Bradley was able to take footage with powerful features like a virtual spirit level function and an audio monitor.

Despite this clever use of technology, the vlog is honest, human and inspiring, and stands starkly against conventional, highly polished BP video assets. This unique perspective won over our judges, who praised it as the perfect piece of “engaging, diverse and authentic corporate storytelling. There’s a real, relatable sense of the lived brand and BP’s place in the world.”



### Silver – RCI Bank and Lansons

Challenger bank RCI relaunched its corporate blog to support its mission to provide transparent, simple banking and great customer service. RCI worked with Lansons to craft genuine, helpful and down-to-earth content on everything from teaching children how to save to cutting down on waste by composting.



### Bronze – Tata Consultancy Services

As part of its #DigitalDirections campaign for the European Business Summit, Tata Consultancy Services (TCS) published an array of inspiring and thought-provoking blogs by TCS policy leaders and leadership team members on their own bespoke microsite.

## Best use of content within an existing external community

### Gold – MyCSP on behalf of Civil Service Pensions

In 2018, MyCSP performed the impossible, delivering a clear, yet comprehensive, campaign that made pension schemes fun. 'Pension Power,' created specifically for Civil Service Live, the UK's largest roadshow for civil servants, was delivered 23 times over seven weeks as the title and theme of the 2018 Civil Service Pension seminars.

The entire suite of Pension Power communications assets was designed for maximum engagement and includes quizzes, fun pop culture imagery and taglines and a highly accessible and informative website. Our judges loved this campaign for its creativity in challenging expectations. "Very striking, brilliant and engaging" one said. "A really fresh and proactive strategy in a traditionally opaque and conservative marketplace."



### Silver – Rolls-Royce and Investis Digital

Investis Digital helped Rolls-Royce shift employee engagement up a gear with a new careers website. Introduced to support the brand's updated positioning and EVP, the site features simplified content themed by audience type and seniority, interactive elements and videos, and a modular design that can be easily adapted for local audiences.



### Bronze – St. James's Place and Wardour

UK wealth manager St James's Place worked with Wardour to reach out and to engage with entrepreneurs across the country through a new digital content channel, the Entrepreneur Club. Judges praised the sophistication and appropriateness of the channel for the company's target audience.



### Bronze – Tata Consultancy Services

Tata Consultancy Services established itself as a thought leader in digital communications with #DigitalDirections, an inspiring and thought-provoking content campaign designed for the European Business Summit.



Highly commended – Dolfin and Wardour

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



### Gold – British Land and Wardour

UK property development expert British Land partnered with Wardour to create a stunning museum-style exhibit across two barges moored on the canal alongside Paddington Central. The goal was to inform visitors about the history of Paddington, share information about the canal and its historic importance, encourage visitors to seek out other attractions in the area, and help establish Paddington as a destination for tourists and locals alike.

The exhibition, 'Discover Paddington,' combined traditional museum-style attractions such as artefacts, photography and information, as well as interactive segments and discoverable components to dial up the excitement and shareability of the experience. Content used both digital and physical assets to encourage interaction and understanding.



### Silver – MyCSP on behalf of Civil Service Pensions

MyCSP and Civil Service Pensions helped demystify the pension process and empowered individuals to engage with their pension benefits and take control of their retirement with an innovative and interactive experiential roadshow. Alongside face-to-face presentations, attendees were also able to engage with online information, tools, fun imagery and even a quiz.

## Best branded content publication

### Gold – British Heart Foundation and Wardour

Wardour helped the British Heart Foundation (BHF) cut through in the ever more crowded charity sector with Heart Matters, the charity's quarterly magazine.

Offering 52 pages of free, feature-led content, the magazine is designed for anyone with a heart or circulatory condition or those at risk. It helps the BHF support people with heart conditions, prevents others from developing them and keeps readers up to date with the latest developments in treatment and research.

It contains all the staples of a consumer magazine: real-life stories, lifestyle advice, Q&As, top 10s, step-by-step exercises and diet tips – and all related to heart health. "Clean, coherent and on-brand," said our judges. "A well-rounded mix of content that's all executed perfectly."



### Silver – International Finance Corporation and Bladonmore

The International Finance Corporation (IFC) worked with Bladonmore to deliver Perspectives, a thought-provoking and insightful print and digital magazine. The magazine captures the IFC's unique voice, cross-border experience, networks and deep knowledge of developing economies.



### Silver – London Stock Exchange Group and Wardour

For five years, the London Stock Exchange Group and Wardour have captured the imaginations of business audiences across the UK with '1000 Companies to Inspire Britain.' Visually engaging with rich, inspiring content, the publication has already proved prophetic – predicting the rise of now-household names BrewDog and Fever-Tree.



### Bronze – Deutsche Bank and Wardour

Few publications can claim responsibility for being pivotal in generating nearly \$400m of business in just 18 months. Flow, produced by Wardour for Deutsche Bank's global transaction banking arm can do so with its impactful, well-targeted approach to content.



## Best branded content site



### Gold – Kasowitz Benson Torres and Living Group

Living Group was on hand to help New York law firm Kasowitz Benson Torres carve out new territory in a homogenous legal market with a hard-hitting, unapologetic and innovative digital brand and website. Inspired by Kasowitz's own aggressive philosophy, the site is unashamedly confident and confrontational, emphasising the firm's no-holds-barred approach.

Gone are the uninspiring fonts, plain blue backgrounds and clichéd staff photos, replaced with sharp-lined typefaces, stark black and whites and eye-catching imagery of dangerous animals. The copy is just as uncompromising and unabashed, with abrupt and straightforward language and bellicose metaphors. "Strong, sharp and stand-out," said our judges. "Easy to navigate and understand with an overwhelmingly on-brand identity."



### Silver – Harneys and Living Group

Living Group combined blue-sky thinking with down-to-earth delivery to craft a new brand and website for law firm Harneys. The new site features bright colours, playful imagery and inspiring copy, all perfectly pitched to capture Harneys market positioning as a law firm with heart and a human touch.



### Bronze – Tata Consultancy Services

Tata Consultancy Services affirmed its industry expertise with the #DigitalDirections microsite, custom designed for the European Business Summit and featuring reams of inspirational, thought-provoking and authoritative content.

## Best use of data

### Gold – EY and Living Group

Living Group helped EY unlock the immense potential of its proprietary data for investors and corporate clients with a pair of powerful, innovative digital tools. Working closely with Transaction Advisory Services, one of EY's fastest growing global businesses, Living Group developed lively, flexible digital formats to bring it to life in engaging and intuitive ways.

The Profits Warning Console and the Capital Confidence Barometer were the result. With insights, compelling data visualisations and functionality, these two tools have proved invaluable to corporate, investor, journalistic and public audiences. "Tight collaboration between IT, creative, brand and strategic teams has paid off here," said one of our judges. "Providing tools of this level of value really enhances EY's brand."



### Silver – The Church of England

The Church of England transformed its seven year-old 'A Church Near You' website, surveying over 10,000 clergy members, volunteers and key internal stakeholders to give the site a much-needed usability update. As well as clearing out swathes of erroneous data, it introduced new mechanisms to ensure the site continued accuracy.



### Bronze – Arcadis

Arcadis combined robust data and bold content to help UK cities advance their brands and attract investment outside of Europe through a truly integrated multichannel content campaign.



## Best interactive content



### Gold – British Heart Foundation and Wardour

The British Heart Foundation and Wardour teamed up to support people with heart and circulatory conditions. Heart Matters online, which complements the free quarterly Heart Matters magazine, helps the charity achieve this through engaging, informative and inspirational multimedia content.

Interactivity forms a major component of the Heart Matters experience and the site offers a range of resources such as interactive infographics and quizzes. Most of the content is health related, but the site also published an interactive timeline to celebrate 70 years of the NHS. "A great way to reach out to their audience," said our judges. "An effective way of making complex information comprehensible, engaging and memorable."

### Silver – EY and Living Group

EY and Living Group engaged investors, civil servants, businesses, students and journalists alike with two interactive tools, the Capital Confidence Barometer and the Profit Warnings Console. Visually engaging, user-friendly and packed with data, both tools were immediate hits, with more than 130,000 users in just a few months.



### Bronze – Google News Initiative and Luminous

Google and Luminous combined printed storytelling, animated videos and an interactive digital journey to share stories and raise awareness of the tech giant's support for innovation and growth in Europe's news industry.



## Best use of content in a social context

### Gold – Simplyhealth

Simplyhealth harnessed the full power of social media to leverage its partnership with the Great Run Series, crafting an engaging and customer-focused campaign to highlight its support of the road running events and encourage its customers to enhance their health and wellbeing.

This was achieved through five interlinked initiatives: #MyEveryStep, a consumer-focused hashtag campaign, two online influencer partnerships, live event coverage and community management, a Hearst Magazine partnership, and creating a shared and captured experience of those taking part in the Simplyhealth Great North Run. Simplyhealth adopted a flexible approach to its targeting, adapting the campaign along the way. The campaign generated over 7,000 engagements and led to exceptional increases in brand reach.



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## Best one-off content campaign

### Gold – Arcadis

With the UK construction industry facing abundant challenges, Arcadis launched an inspiring and innovative campaign to educate UK cities on how to increase their 'investability.' By using a range of channels and techniques – from partnering with the Telegraph to rolling out UK-wide outdoor advertising – combined with unique content, Arcadis launched a truly integrated multichannel content campaign.

The campaign generated unprecedented levels of interest. PPC advertising generated more than 2,500 targeted interactions and outdoor advertising saw more than 12m impressions. "A superlative example of multichannel, multi-mix content campaigning," said one judge. "Well-researched, well-presented and exceptionally bold in its ambition. This is a truly exceptional campaign."



### Silver – G4S and Wardour

G4S gave Wardour unprecedented access to HM Prison Birmingham to craft a video about the facility's groundbreaking rehabilitation initiative, 'Debating Matters Beyond Bars.' Featuring prisoners, security staff, journalists, social activists and government officials, the film shows the positive impact of engaging prisoners in meaningful, educational activities.



### Bronze – Lexus UK and DMS Media

Lexus UK worked with DMS Media to win over younger audiences with an adrenaline pumping campaign in which industry-renowned precision driver Mark Higgins executed daring high-speed manoeuvres in the Cabot Circus Park in Bristol.



## Best long-term use of content

### Gold – British Heart Foundation and Wardour

Since 2012, Wardour has worked with the British Heart Foundation to produce Heart Matters, a free, featured magazine with content designed to support people with heart or circulatory conditions, prevent others from developing them and keep readers up-to-date with the latest developments in treatments and research. Each quarter, the magazine is sent to 155,000 members, with 171,000 online-only members subscribed to a fortnightly Heart Matters e-newsletter.

Key to the publication's success is the high quality of content. It features all the staples of a consumer magazine. Likewise, the production values are also exceptional, with high-quality case studies and imagery. "A simple concept delivered very effectively for maximum impact," said one judge.



### Silver – Rolls-Royce and Investis Digital

Investis Digital put its pedal to the metal for Rolls-Royce, delivering a new careers website to support the automotive engineering legend's updated positioning and EVP. Key to the site's success is an innovative modular design, allowing teams in each country to customise content and design to best engage their audiences.



### Bronze – London Stock Exchange Group and Wardour

Since its inception, the London Stock Exchange Group and Wardour's '1000 Companies to Inspire Britain' publication, has been a veritable who's who of British up-and-comers, predicting the rise of now household brands such as BrewDog and Fever-Tree.





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## Best corporate storyteller



Winner – MyCSP on behalf of Civil Service Pensions

MyCSP is one of the largest pension scheme administrators in the UK and looks after pensions for 300 public sector employers within the civil service, supporting 1.5m members and employing 500 staff.

It understands that for most people a pension pot is their second largest financial consideration after the purchase of their own home, but schemes have evolved in complexity to the point where many people are in the dark about their own retirement finances. And the research agrees. MyCSP conducted two of the UK's largest surveys of pension scheme members, discovering that people were rarely aware of their options and only accessed information when there was an external driver, such as approaching retirement, changing job or divorce.

Therefore, MyCSP made it a mission to find ways to communicate with members and empower them to understand their arrangements, control their retirement finances and take control of their life after work.

MyCSP did exactly that through the campaign, 'Pension Power.' And even better, it was fun. Combining online information and tools with face-to-face presentations, every facet of the campaign is designed to encourage individuals to engage with their pension benefits and take a closer look at their schemes.

Bite-sized chunks of information ensure accessibility, with clearly explained implications and benefits for various employment choices such as early retirement, going part time or topping up their current pension pot.

Given the nature of the subject matter, MyCSP knew it was going to have to pull out all the stops to fully engage its audience. It developed a big, bold tone of voice with eye-catching visual assets to match, turning the way people talk about pensions completely on its head.

All of these engagement tools proved to be powerfully effective at drawing people to MyCSP's message and to engage them online and at seminars. They also created a sense of theatre, with strong calls to action in driving footfall to the dedicated pages of the member's website.

'Pension Power' has been so successful, its scope has widened even further. Created specifically for Civil Service Live, the UK's largest roadshow for civil servants and used 23 times as the title and theme of the Civil Service Pension seminars, the brand is now being rolled out across civil service employers throughout the UK.

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## The grand prix



**Winner – Kasowitz Benson Torres and Living Group**  
Since 1993, New York headquartered law firm Kasowitz Beson Torres has been carving out a reputation for its creative and aggressive litigation style. But in law, as in all industries, a reputation isn't everything, and a strong brand backed up by an engaging digital estate is more crucial than ever.

Following a period of internal reform and restructuring, the firm realised that while its creative and aggressive mindset still drove its culture and business, its brand simply didn't reflect those values. Kasowitz tasked Living Group with crafting a new digital brand and website every bit as tenacious and dynamic as the lawyers that give the firm its distinct and powerful edge.

To ensure the new brand hit its mark, Living Group undertook a rigorous research phase, conducting 26 one-to-one interviews with senior partners and 12 with clients, undertaking an all-employee online survey, an in-depth competitor review and an audit of Kasowitz's current digital footprint. The agency also ran a series of digital workshops with marketing and practice area teams.

This established a clear strategic direction for the new brand, and one which consciously moved into a more confrontational and challenging territory. The new wordmark, with sharp angles inspired by the triangular corners used on legal case files, sets the tone immediately – perfect for striking fear into an opponent on opening that first litigation letter.

Likewise, the site features an array of unapologetically bold and arresting visual assets, from photos of dangerous animals and sharp tools to combative sports such as fencing and boxing. Intelligent, sophisticated and intimidating, the imagery sits perfectly alongside the copy, which is equally sharp and straightforward. A no-holds-barred approach to the writing gives the site an immediacy and genuine tone of voice that inspires a supreme sense of confidence. Even the iconography expresses this unwavering attitude, with bold lines, simple geometric forms and a contrast of hard black with shocks of colour.

Living Group delivered a breakthrough result that sets the firm apart from its contemporaries, disrupting the typical legal landscape and defining a new confidence for others in the industry to aspire to.

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