



# Corporate & Financial Awards

2020

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## ENTRY AND INFORMATION GUIDE

The Corporate & Financial Awards is the only true benchmark of companies' communication with the City and its influencers.

Final deadline : 12 June 2020

+44 (0) 20395 05356

[communicatemagazine.com/awards/  
corporate-financial-awards/overview/](https://communicatemagazine.com/awards/corporate-financial-awards/overview/)

# ABOUT THE AWARDS

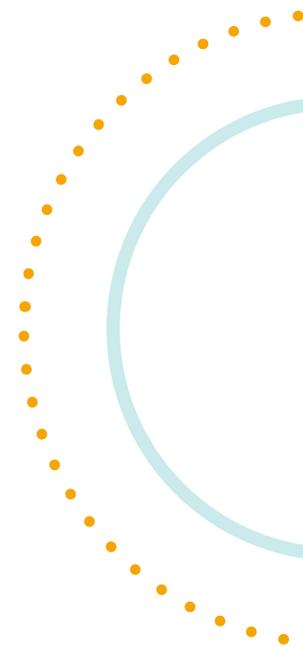


The Corporate & Financial Awards celebrates excellence in all aspects of City communications including financial communications and provides recognition for the efforts of staff, companies, agencies and beneficiaries.

Corporate communications has never been more important. Never before have so many groups of stakeholders had access to corporate information or the ability to influence that company's brand.

The awards programme celebrates excellence in financial communications and provides recognition for the efforts of staff, companies, agencies and beneficiaries.

To support the creative industries, Cravenhill Publishing is letting any company have **one free entry into any awards programme through 2020.**



# KEY DATES

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SPECIAL OFFER EARLY ENTRY DEADLINE\*

17 April 2020

EARLY ENTRY DEADLINE

24 April 2020

LAST CHANCE TO SAVE\*\*

29 May 2020

ENTRY DEADLINE

12 June 2020

LATE ENTRY DEADLINE\*\*\*

26 June 2020

AWARDS AND GALA DINNER

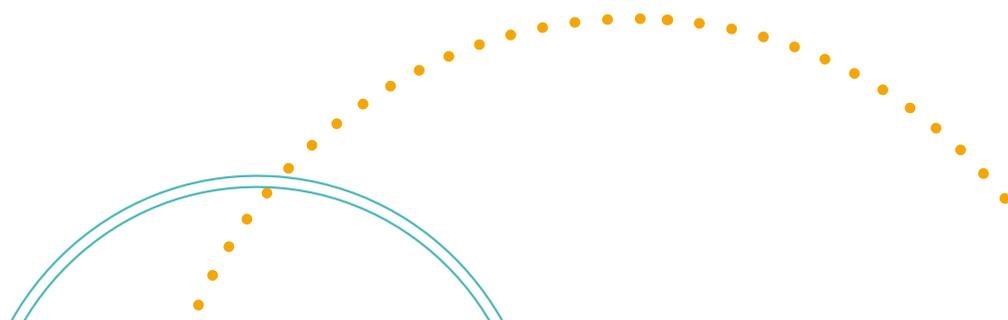
September 2020

\* Enter by 17 April to receive a free thought leadership piece to run online on Communicate Magazine.

\*\* Enter by 29 May to get the fifth entry free

\*\*\* A late entry surcharge of £125 will be applied to each entry submitted after 12 June

For more information on Entry Fees, visit the Fees and Payment section at: [communicatemagazine.com/awards/corporate-financial-awards/how-to-enter/fees-and-payment/](https://communicatemagazine.com/awards/corporate-financial-awards/how-to-enter/fees-and-payment/)



# ENTRY FEES

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£295

For the **first** entry from each organisation/submitting body

The fifth entry is free until 29 May 2020.

£195

For each **subsequent** entry from each organisation/submitting body

A late entry surcharge of £125 will be applied to each entry submitted after 12 June 2020.

£195

For any entry from or on behalf of a **charity, NGO, pressure group** or otherwise **NFP organisation**

(Please call if you think you may be eligible)

Entries will not be accepted after 26 June.

All rates shown are excluding VAT.

Each company is entitled to one free entry to the Corporate and Financial Awards

# CATEGORIES

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## SPECIFICS

Best corporate website

- FTSE 100
- FTSE 250
- AIM/small cap
- International
- Unlisted

Best printed report

- FTSE 100
- FTSE 250
- AIM/small cap
- International
- Unlisted

Best online report

- FTSE 100
- FTSE 250
- AIM/small cap
- International
- Unlisted

Best CSR/ESG report

Best online corporate newsroom

Best meeting

Most innovative financial communications

## TEAM

Best in-house corporate & financial communications team

Best IR agency or PR consultancy

## CAMPAIGN/STRATEGY

Best M&A communications

Best IPO communications

Most effective crisis communications

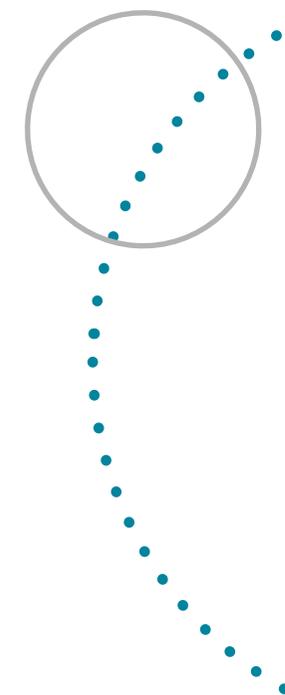
Best use of digital media

Best management of corporate & financial media relations

Best management of investor & analyst relations

Best communications with overseas investors and/or media

Best evaluation of a communications campaign



# HOW TO ENTER

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## WRITING YOUR ENTRY

There are no boundaries on the design, branding or format of the entry. The submission can be **formatted portrait or landscape**. Feel free to include the Corporate & Financial Awards branding. Judges often prefer entries that don't have too much text on one page as it makes them easier to read.

The most successful entries **have a clear narrative**. They include details of why the work was carried out, how the strategy was developed and implemented, and how the results fit the initial objectives.

Before you submit your entries into the Corporate and Financial Awards, we suggest you review the following entry guidelines.

Your entry will need to be in **one single PDF (no more than 10MB in size)**. When your entries are ready, submit your entries via the Enter Now page on the Corporate & Financial Awards website.

## 1. ENTRY SUMMARY

Please provide a short description of your entry in no more than 300-words. Please include a sentence or two regarding why your project fits in the category entered.

## 2. ENTRY STATEMENT

Please provide an 800-word entry statement telling the judges about your work. The criteria and entry guides for each of the categories can be found from page 6.

## FOR TEAM CATEGORIES ENTRIES

If you are submitting an entry into the team category, you will need to provide an 800-word entry statement following the criteria on page 12.

# HOW TO ENTER

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## 3. SUPPORTING MATERIALS

Supporting materials may be submitted to help the judges evaluate your entry. All supporting material should be included in your single PDF entry document.

### **Suggested materials include :**

- Imagery
- Video (no more than two minutes long)
- Media coverage
- Statistics
- Internal feedback
- External feedback

### **For the 'Best corporate website' category, suggested materials include:**

- Screen shots of the website
- Video explaining navigation (no more than two minutes long)
- Internal feedback
- External feedback

### **For the 'Best printed report' category, suggested materials include :**

- Screen shots of the report
- Internal feedback
- External feedback

Please send two hard copies of the report to :

Corporate & Financial Awards  
Communicate magazine  
Unit 1G, 26-32 Voltaire Road,  
London, SW4 6DH

When providing links and videos please ensure they do not expire as the judging will be taking place in July 2020. If necessary, please include the user name and/or passwords.

### Best corporate website

- FTSE 100   - FTSE 250   - AIM/small cap   - International   - Unlisted

#### CONTEXT

This is your chance to provide some background information.

Who is the organisation/client?

Where do they fit in the market?

#### CHALLENGE

Tell the judges what you wanted to achieve.

What were the objectives of the corporate website?

What need did it fulfill?

#### STRATEGY/IMPLEMENTATION

Explain the approach in order to meet your objective(s).

What was the strategy? How did the strategy develop?

What research was carried out and incorporated?

What influenced the decision making?

How did you implement the strategy?

Did you encounter unexpected difficulties?

How did you ensure the target audience was reached?

How was the website incorporated into the company's communication output?

#### FUNCTIONALITY AND ACCESSIBILITY

Explain the thought behind navigation & accessibility of the website.

How easy and clear is it to use the website?

Is the information easy accessible for each target group?

#### INNOVATION

This is your opportunity to show off to the judges why your work stands out from others.

Was the website innovative?

If not, explain any restrictions faced with the innovation of the website.

How did the website fit with the rest of the brand?

What online/ digital elements were used within the website?

What creative aspects were incorporated? Include information on use of video, interactive graphs or downloadable documents.

#### RESULT

Tell the judges the success of the website.

The results do not have to be quantitative but they ought to reflect how the initial objectives were met. If your work hasn't had any quantifiable results yet then you may include projections and initial reactions to the work.

What was the outcome?

Were there any unexpected outcomes?

How effective was the website?

Were there quantifiable results? If possible, include feedback from both internal and external stakeholders.

### Best printed report

- FTSE 100    - FTSE 250    - AIM/small cap    - International    - Unlisted

#### CONTEXT

This is your chance to provide some background information.

Who is the organisation/client?

Where do they fit in the market?

#### CHALLENGE

Tell the judges what you wanted to achieve.

What were the objectives of the report?

What need did it fulfill?

#### STRATEGY/IMPLEMENTATION

Explain the approach in order to meet your objective(s).

What was the strategy? How did the strategy develop?

If the report is annual, how did the strategy differ from the previous year?

What research was carried out and incorporated?

What influenced the decision making?

How did you implement the strategy?

Did you encounter unexpected difficulties?

How did you ensure the target audience was reached?

How was the report incorporated into the company's communication output?

#### INNOVATION

This is your opportunity to show off to the judges why your work stands out from others.

Was the report innovative?

If not, explain any restrictions faced with the innovation of the report.  
How did the report fit with the rest of the brand?

What creative aspects were incorporated? Include information on ease of access and navigation of the report.

#### RESULT

Tell the judges about the success of the report.

The results do not have to be quantitative but they ought to reflect how the initial objectives were met.

If your work hasn't had any quantifiable results yet then you may include projections and initial reactions to the work.

What was the outcome?

Were there any expected outcomes?

How effective was the report?

Were there quantifiable results? Include feedback from both internal and external stakeholders.



### Best online report

- FTSE 100    - FTSE 250    - AIM/small cap    - International    - Unlisted

#### CONTEXT

This is your chance to provide some background information.

Who is the organisation/client?

Where do they fit in the market?

#### CHALLENGE

Tell the judges what you wanted to achieve.

What were the objectives of the report?

What need did it fulfill?

#### STRATEGY/IMPLEMENTATION

Explain the approach in order to meet your objective(s).

What was the strategy? How did the strategy develop?

If the report is annual, how did the strategy differ from the previous year?

What research was carried out and incorporated?

What influenced the decision making?

How did you implement the strategy?

Did you encounter unexpected difficulties?

How did you ensure the target audience was reached?

How was the report incorporated into the company's communication output?

#### INNOVATION

This is your opportunity to show off to the judges why your work stands out from others.

Was the report innovative?

If not, explain any restrictions faced with the innovation of the report.

How did the report fit with the rest of the brand?

What online/ digital elements were used within the report?

What creative aspects were incorporated? Include information on use of video, interactive graphs or downloadable documents.

#### FUNCTIONALITY AND ACCESSIBILITY

Explain the thought behind navigation and accessibility of the report.

How easy and clear is it to use the online report? Is the information easily accessible for each target group?

#### RESULT

Tell the judges about the success of the report.

The results do not have to be quantitative but they ought to reflect how the initial objectives were met.

If your work hasn't had any quantifiable results yet then you may include projections and initial reactions to the work. What was the outcome?

Were there any expected outcomes?

How effective was the report?

Were there quantifiable results? If possible, include feedback from both internal and external stakeholders.

## Best CSR/ESG Report

### CONTEXT

This is your chance to provide some background information.

Who is the organisation/client?

Where do they fit in the market?

### CHALLENGE

Tell the judges what you wanted to achieve.

What were the objectives of the report?

What need did it fulfill?

### STRATEGY/IMPLEMENTATION

Explain the approach in order to meet your objective(s).

What was the strategy?

How did the strategy develop?

If the report is annual, how did the strategy differ from the previous year?

What research was carried out and incorporated?

What influenced the decision making?

How did you implement the strategy?

Did you encounter unexpected difficulties?

How did you ensure the target audience was reached?

### INNOVATION

This is your opportunity to show off to the judges why your work stands out from others.

Was the report innovative?

If not, explain any restrictions faced with the innovation of the report.

How did the report fit with the rest of the brand?

What creative aspects were incorporated? Include information on ease of access and navigation of the report.

### RESULT

Tell the judges about the success of the report.

The results do not have to be quantitative but they ought to reflect how the initial objectives were met.

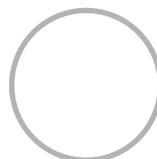
If your work hasn't had any quantifiable results yet then you may include projections and initial reactions to the work.

What was the outcome?

Were there any expected outcomes?

How effective was the report?

Were there quantifiable results? Include feedback from both internal and external stakeholders.



### Best online corporate newsroom Best meeting Most innovative financial communications

#### CONTEXT

This is your chance to provide some background information.

Who is the organisation/client?

Where do they fit in the market?

#### CHALLENGE

Tell the judges what you wanted to achieve.

What were the objectives?

What did the work need to fulfill?

#### STRATEGY/IMPLEMENTATION

Explain the approach in order to meet your objective(s).

What was the strategy?

How did the strategy develop?

What research was carried out and incorporated?

What influenced the decision making?

How did you implement the strategy?

Did you encounter unexpected difficulties?

How did you ensure the target audience was reached?

#### INNOVATION

If applicable, this is your opportunity to show off to the judges why your work stands out from others.

Is the work innovative?

If not, explain any restrictions faced with the innovation of your work.

What creative aspects were incorporated?

#### RESULT

Tell the judges about the success of the work.

The results do not have to be quantitative but they ought to reflect how the initial objectives were met.

If your work hasn't had any quantifiable results yet then you may include projections and initial reactions to the work.

What was the outcome?

Were there any expected outcomes?

How effective was the work?

Were there quantifiable results? Include feedback from both internal and external stakeholders.



**Best M&A communications, Best IPO communications**  
**Most effective crisis communications, Best use of digital media**  
**Best management of corporate & financial media relations**  
**Best management of investor & analyst relations**  
**Best communication with overseas investors &/or media**  
**Best evaluation of a communications campaign**

### CONTEXT

This is your chance to provide some background information.

Who is the organisation/client?

Where do they fit in the market?

### CHALLENGE

Tell the judges what you wanted to achieve.

What were the objectives?

What did the work need to fulfill?

### STRATEGY/IMPLEMENTATION

Explain the approach in order to meet your objective(s).

What was the strategy?

How did the strategy develop?

What research was carried out and incorporated?

What influenced the decision making?

How did you implement the strategy?

Did you encounter unexpected difficulties?

How did you ensure the target audience were reached?

### INNOVATION

This is your opportunity to show off to the judges why your work stands out from others.

Is the work innovative?

If not, explain any restrictions faced with the innovation of your work.

What creative aspects were incorporated?

### RESULT

Tell the judges about the success of the work.

The results do not have to be quantitative but they ought to reflect how the initial objectives were met.

If your work hasn't had any quantifiable results yet then you may include projections and initial reactions to the work.

What was the outcome?

Were there any expected outcomes?

How effective was the work?

Were there quantifiable results? Include feedback from both internal and external stakeholders.

## Best IR agency or PR consultancy Best in-house corporate and financial communications team

For entries into this category, you will need to provide an 800-word entry statement.

### CONTEXT

This is your chance to provide some background information.

Who is the organisation/client?

Where do they fit in the market?

Has anything happened in the past 18 months which would effect/challenge the company?

### MANAGEMENT AND LEADERSHIP

Tell the judges about the management and leadership structure of the team.

Was there a clear leader in the team who ensured targets and deadlines were met?

How well did the management communicate with the internal team?

### TEAMWORK

Explain how the team worked together to meet targets.

Did the team work together to create new ideas and creative ways to achieve goals?

Include here information on team meetings and events.

### ACHIEVEMENTS

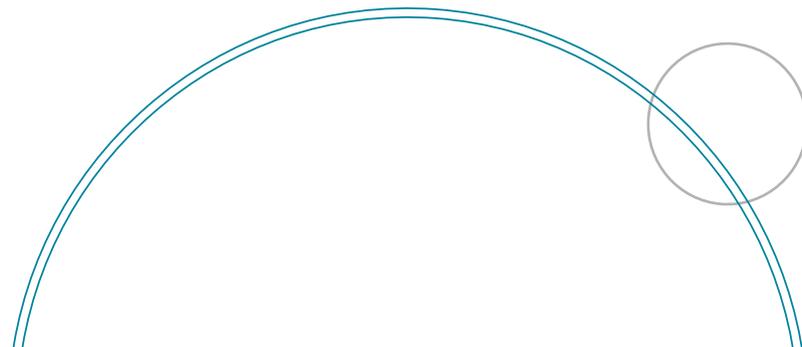
What has been achieved by the team in the past 18 months?

Did the team meet/exceed their targets?

How well did the team inform and engage stakeholders?

Did you meet the stakeholder/company objectives?

Were there any surprise results?



# PREVIOUS WINNERS

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supernion



CONRAN  
DESIGN GROUP



BURBERRY

LANSONS



*luminous*

radley yeldar.



HOTEL  
*Chocolat.*  
BRITISH COCOA GROWER



Super  
Dry®  
極度乾燥(しなさい)

Deloitte.

Henry Boot

merchantcantos

investisdigital.

emperor



Rentokil  
Initial

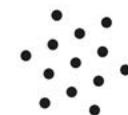
u+i



JP JONES AND PALMER



WPP



PEPPER DIGITAL



Feel free to contact Cat at [cat.price@communicatemagazine.co.uk](mailto:cat.price@communicatemagazine.co.uk) or call **+44 (0) 2039505356** for any more information or help with your entry.

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