



**Corporate  
& Financial  
Awards**  
2021

**WINNERS BOOK**

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# WELCOME



**Andrew Thomas**  
Publisher  
*Communicate magazine*

I am delighted we are able to hold this year's Corporate & Financial Awards as an in-person event.

We have all had enough of streamed awards shows, of virtual events, of online gatherings. It is tremendous that so many people have come together to celebrate the best in shareholder communications and financial PR.

At last year's Corporate & Financial Awards (sadly held online) I reminded those watching of the crucial role they will play when the world starts to return to normal. The past 18 months has been a challenge for all of us and the varied ways companies have responded to the pandemic has been extremely interesting to observe. The next year could be even more interesting, as companies start to come to terms with a post-pandemic and post-Brexit world.

Having seen the world from tonight's winners I know you have the potential to rise to that challenge.

Congratulations to you all.

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# JUDGES



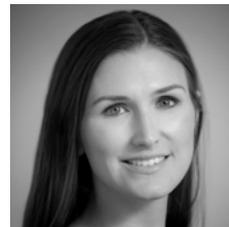
**Kristina Blissett**  
Head of communications  
Coats

Kristina joined FTSE 250 listed company Coats in 2012, where she leads the external and internal corporate communications team. The team aims to deliver creative, engaging, timely and relevant communications to diverse and globally disparate stakeholders using a number of channels and tools. She has over 20 years' experience in a wide range of industries including manufacturing, professional and financial and has held roles both agency side and in-house at PwC and Freshfields Bruckhaus Deringer.



**Addy Frederick**  
Group communications  
Prudential plc

Addy Frederick is an award-winning communications specialist with over a decade of in-house corporate and consumer communications experience working for some of the UK's most well-known brands, including Barclays and LV=. In her current role, Addy is responsible for promoting and defending the reputation of Prudential plc, an Asia-led financial services group with businesses in Asia, the US and Africa. Prior to joining Prudential, Addy ran the PR and media operation for Bupa's health insurance business.



**Holly Gillis**  
Head of investor relations  
Go-ahead

Holly Gillis is head of investor relations at leading transport provider, the Go-Ahead Group plc. Holly has 14 years of experience in finance and investor relations roles in the UK public transport sector. She believes transparent corporate reporting is the cornerstone of good IR and is committed to continually improving the quality of reporting. Holly is an ACCA qualified accountant and has a BSc in Psychology.



**Jennifer Green**  
Managing director of  
corporate communications  
TheCityUK

Jen is managing director of corporate communications at TheCityUK, with responsibility for setting and overseeing the organisation's communication strategy and overseeing HR. She has over 20 years' communications experience in the UK and Australia in both in-house and consultancy roles, predominantly in financial services, but also for entertainment brands and a range of other sectors. She has strong expertise in creating high-impact communication and stakeholder management.



**Gavin Haycock**  
Head of communications  
10X Banking

As head of communications at 10x Future Technologies, Gavin leads external and internal communications. Gavin joined 10x in late 2017 after nearly two years with online payments business, Paysafe, where he worked as SVP of corporate communications. Prior to this, he was head of communications and brand at payments tech business, Monitise. Gavin also worked with AOL amid its global rebrand and separation from Time Warner. Before his move into business communications, Gavin was a journalist and editor, working with Reuters and Dow Jones.



**Lucie Holloway**  
Director of communications,  
financial & post trade  
London Stock Exchange Group

Lucie has worked for London Stock Exchange Group for the past 10 years. She is currently director of communications, providing the full spectrum of communications activity for the FTSE 100 company and leading on corporate issues such as financial calendar reporting and M&A. With almost 20 years of in-house and agency PR experience, she was previously a director at the international PR agency, Citigate Dewe Rogerson, providing strategic PR advice and consultancy to firms around the world.

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**COCA-COLA  
EUROPACIFIC PARTNERS**  
Integrated Annual Report

Shortlisted for  
**Best printed report:**  
International



**ANGLO AMERICAN**  
Integrated Annual Report

Shortlisted for  
**Best printed report:**  
FTSE 100

**WELL DONE  
TO OUR CLIENTS  
FOR BEING  
SHORTLISTED  
THIS YEAR.**

**HERE'S TO  
YOU ALL, AND  
GOOD LUCK!**

# JUDGES



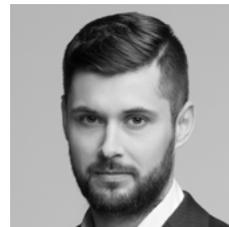
**Surinder Kaur Sian**  
Senior corporate  
communications manager  
*National Grid*

Surinder is a senior corporate comms manager at National Grid, leading the media strategy for targeted and integrated campaigns, including National Grid's business strategy and journey to net zero. This year she is managing the external comms for National Grid's involvement at COP26. Surinder has worked across regions, industries, and sectors and was most recently deputy head of communications for ArcelorMittal Europe, leading communications on their decarbonisation efforts.



**Anne Kirkeby**  
Investor and ESG  
communications director  
*Black Sun*

Anne has over 15 years' experience in ESG and investor communications. She joined Black Sun in 2015 and is responsible for advising clients on best practice strategic communication and disclosure centred around stakeholder needs and client positioning in the context of emerging trends and regulatory change. Prior to this, she spent ten years as a buy-side ESG investment analyst engaging with numerous FTSE 350 and FTSE All-World companies on best practice ESG.



**Sergii Pershyn**  
Senior advisor  
*EM*

Sergii is senior advisor at EM, the leading independent financial and corporate communications agency for clients from emerging markets. After working for five years in EM's Moscow office, Sergii moved to New York in 2016 to co-launch the firm's North American practice. His experience includes developing and implementing national and cross-border PR strategies, establishing and raising corporate media profiles across various sectors and providing communications support for IPOs, M&As and crisis communications.



**Kim Regisford**  
Global head of internal  
communications, financial  
services and insurance  
*Atos*

Kim is the global head of internal communications, financial services & insurance at Atos. She is a chartered PR practitioner and a member of the Chartered Institute of Public Relations. Kim is a communications expert and has worked for both private and public sector organisations, primarily leading on public affairs and strategic communications. Kim holds an undergraduate degree in Law and International Politics and MAs in both International Relations and Communications Policy.



**Alice Revels**  
Head of corporate reporting  
*bp*

Alice joined BP in 2018 to lead its corporate reporting team, ensuring BP responds transparently to reporting requirements and best practice developments. She has over 12 years' experience in responsible business, reporting and ESG and sustainability issues in FTSE 100 companies, having worked at Lloyds Banking Group prior to her current role.



**Gemma Terry**  
Director of financial communications  
*Pearson*

Gemma is director of corporate and financial communications at Pearson. Gemma joined Pearson in 2010 and has over 11 years of experience, in both the UK and Hong Kong. Currently, Gemma supports the planning and execution of corporate and financial news and events, including Pearson's financial results, trading updates, major transactions, investor presentations, as well as set corporate pieces such as Pearson's Annual Report and AGM. As part of this work, Gemma manages Pearson's corporate and IR website, organises media interactions and provides strategic counsel for Pearson's CEO and CFO.

# lyonsbennett

Annual reports / Websites / Investor comms / Brand

Our philosophy is  
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engaging and accessible  
communications in an  
environment where  
service is key.

## Get in touch

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# WINNERS

## Best corporate website: FTSE 100

**Gold – Anglo American and Investis Digital**

Silver – Pearson and Investis Digital

Bronze – Coca-Cola HBC and Black Sun plc

Bronze – Evraz and Zebra Corporate Communications

Highly commended – Polymetal International and Zebra Corporate Communications

## Best corporate website: FTSE 250

**Gold – Tritax Group and Gather**

## Best corporate website: AIM or Small cap

**Gold – Wentworth Resources plc and three thirty studio**

Silver – Halfords Group plc and Jones and Palmer

Bronze – Inland Homes plc and Jones and Palmer

Bronze – Palace Capital plc and Jones and Palmer

## Best corporate website: International

**Gold – Diaverum and MerchantCantos**

Silver – Nornickel and Zebra Corporate Communications

Bronze – Stenprop and Jones and Palmer

## Best corporate website: Unlisted

**Gold – Inmarsat and Black Sun plc**

## Best printed report: FTSE 100

**Gold – Legal & General and Superunion**

**Gold – Mondi Group and Radley Yeldar**

Silver – Rentokil Initial and Friend Studio

Bronze – Barclays and Ensemble Studio

Bronze – Pearson and Friend Studio

Highly commended – Anglo American and Salterbaxter

## Best printed report: FTSE 250

**Gold – IWG and Black Sun plc**

Silver – Drax and Conran Design Group

Silver – Playtech plc and Design Portfolio

Bronze – Direct Line Group and Black Sun plc

Bronze – Howden Joinery Group and Emperor

Highly commended – Assura and Gather

Highly commended – Balfour Beatty plc and

Design Portfolio

Highly commended – Vectura plc and

Design Portfolio

## Best printed report: AIM or Small cap

**Gold – Arrow Global and Black Sun plc**

Silver – SThree plc and Emperor

Bronze – TT Electronics and Conran Design Group

Bronze – U and I Group plc and Gather

Highly commended – Henry Boot Group plc and Jones and Palmer

Highly commended – SMS and Instinctif Partners

Highly commended – Warehouse REIT plc and lyonsbennett

## Best printed report: International

**Gold – The Adecco Group and Black Sun plc**

Silver – House of HR and MerchantCantos

Silver – Swiss Re and Superunion

Bronze – En+ Group IPJSC and Instinctif Partners

Bronze – Holcim and MerchantCantos

Highly commended – Coca-Cola Europacific Partners plc and Salterbaxter

Highly commended – PJSC MMK and Instinctif Partners

## Best printed report: Unlisted

**Gold – Lloyd's Register Foundation and Luminous**

Silver – Octapharma and Luminous

Bronze – Czarnikow with Frances Herrod Design and CooperNixon Corporate Communications

Bronze – Highways England and Conran Design Group

Highly commended – Southern Water and

Jones and Palmer

Highly commended – UK Power Networks

and Instinctif Partners

## Best online report: FTSE 100

**Gold – BT and Emperor**

**Gold – Burberry and Black Sun plc**

Silver – Anglo American and Investis Digital

Bronze – Legal & General and Superunion

Highly commended – Coca-Cola HBC and Black Sun plc

Highly commended – United Utilities plc and

Jones and Palmer

## Best online report: FTSE 250

**Gold – Coats and Emperor**

Silver – Direct Line Group and Black Sun plc

Silver – Playtech plc and Design Portfolio

Bronze – Dechra Pharmaceuticals plc and

Jones and Palmer

## Best online report: AIM or Small cap

**Gold – Volution Group plc and Design Portfolio**

Silver – Halfords Group plc and Jones and Palmer

Bronze – Henry Boot Group plc and Jones and Palmer

Bronze – Severfield plc and Jones and Palmer

## Best online report: International

**Gold – Holcim and MerchantCantos**

**Gold – House of HR and MerchantCantos**

Silver – Reinsurance Group of America and Luminous

Bronze – VTB and Zebra Corporate Communications

Highly commended – Gazprom Neft and

Zebra Corporate Communications

Highly commended – Nornickel and

Zebra Corporate Communications

#### Best online report: Unlisted

Gold – Lloyd's Register Foundation and Luminous

Silver – UK Power Networks and Instinctif Partners

Bronze – Digital Catapult and Jones and Palmer

Bronze – SUEK and Zebra Corporate Communications

#### Best CSR or ESG report

Gold – bp and Radley Yeldar

Gold – Intertek and Emperor

Silver – Mondelēz International and MerchantCantos

Bronze – Mondi Group and Radley Yeldar

Highly commended – Phoenix Group and

Conran Design Group

Highly commended – Polymetal International plc

and Instinctif Partners

#### Best meeting

Gold – McBride plc and Instinctif Partners

#### Best M&A communications

Gold – London Stock Exchange Group plc  
and Bladonmore

Silver – The AA and FTI Consulting

#### Best IPO communications

Gold – PensionBee and Big Button

#### Best corporate and financial communication during the Covid-19 pandemic

Gold – Lloyds Bank and Grayling

Silver – Spire Healthcare and Instinctif Partners

Bronze – Barclaycard and Hanover Communications

Bronze – Young's and Engine MHP

Highly commended – Deloitte

Highly commended – PJSC MMK and Instinctif Partners

#### Best use of digital media

Gold – Shaftesbury and Engine MHP

Silver – RELX

Bronze – TwentyFour Asset Management and Big Button

#### Best management of investor & analyst relations

Gold – PJSC MMK and Instinctif Partners

#### Best IR agency or PR consultancy

Winner – Lansons

Runner up – Engine MHP

#### Annual report of the year

Winner – Mondi Group and Radley Yeldar

# Best corporate website: FTSE 100

## Gold – Anglo American and Investis Digital

Anglo American needed its website to connect metals with modern consumer products in the minds of its website users. Beyond that, it needed to ensure its sustainability and community programmes were clearly integrated throughout the website, communicating its commitment to its ESG principles effectively.

In order to bring all its stakeholders closer together, fostering a greater mutual understanding of the company's vision for a sustainable future, it worked with Investis Digital on website redevelopment. Judges said the new home page clearly communicated the company's purpose and delivered excellent video content to enhance the user experience. They also praised the grid design, organisational structure and humanising tone of voice.



## Silver – Pearson and Investis Digital

With the onset of the pandemic and the introduction of a new CEO, Pearson needed to face the world of expanded learning opportunities with a reexamination of its online UX. It worked with Investis Digital on a new standalone investor relations site, a responsive digital platform and a renewed focus on ESG. "Very user friendly," said one judge. "There's a clear narrative with the right amount of information."



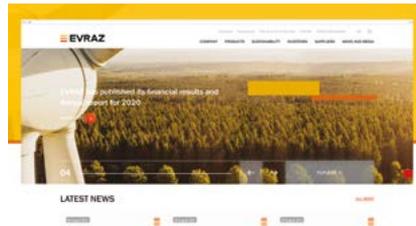
## Bronze – Coca-Cola HBC and Black Sun plc

Coca-Cola HBC introduced a new corporate site with 20 localised sites to communicate the changes in the consumer packaged goods market. Black Sun delivered a flexible CMS with the ability to allow local editors to manage their content while still adhering to the site's distinctive visual identity. Judges thought the content was excellent and delivered capably on the group's communications objectives.



## Bronze – Evraz and Zebra Corporate Communications

One of the largest steel manufacturers, Evraz had to rethink its brand style to improve its internal communications and employee safety messaging. To do so, Zebra implemented a unique navigational system and adaptive version. Judges praised this approach and commended the research and audience engagement.



## Highly commended – Polymetal International and Zebra Corporate Communications

# Redefining the way companies communicate online

investisdigital.

Investis Digital has been at the forefront of digital communications for two decades. Over time we've gained deep sector knowledge, invested in leading technologies, and built lasting and trusted relationships with more than 1600 global companies, including Ascential, ASOS, Rolls-Royce, Anglo American, Vodafone and Pearson.

Through a proprietary approach we call **Connected Content™**, we unite compelling communications, intelligent digital experiences and performance marketing to help companies build deeper connections with audiences and drive business performance.

**We tell** brand stories through strategic and engaging content that meets your audiences at the right time, in the right place, with the right message.

**We build and run** intelligent websites and digital experiences that are rapidly deployed and strategically measured, underpinned by our secure, world-leading Connect.ID technology and 24/7 service.

**We find** the audiences that matter most through powerful performance marketing solutions that optimize and amplify your brand across all touchpoints.

This unique blend of expertise, technology and "always on" service allow clients to trust that their digital footprint and brand reputation is secure and protected 24/7 by our dedicated team of 500 digital experts across 9 global offices.

For more information please visit [www.investisdigital.com](http://www.investisdigital.com)



IR & Corporate Websites



Digital Annual Reports



IR Tools



IQ Rankings



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Virtual Events



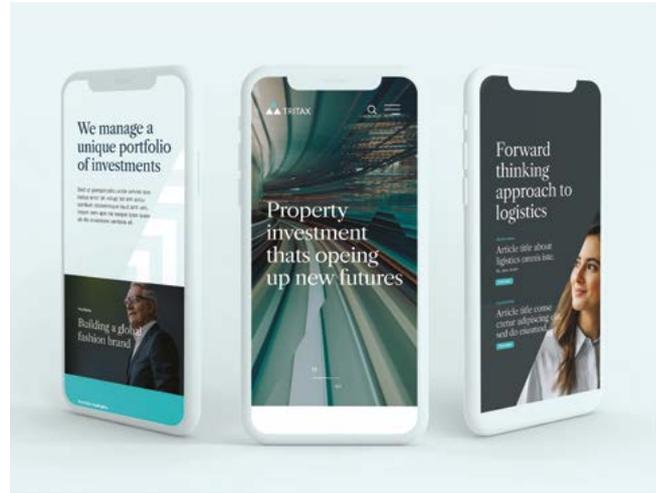
Webcasting

# Best corporate website: FTSE 250

## Gold – Tritax Group and Gather

Tritax Group had the challenge of creating a set of three consistent websites for Tritax Group, Bigbox and Eurobox. It worked with Gather to redevelop its corporate brand simultaneously, examining the group's communications strategy. Its key objectives were to increase speed and performance while ensuring clearer navigation, user experience, structure and content delivery.

The resulting site integrates the visual identity creatively while ensuring navigation remained accessible. Not only did the sites deliver faster load times, but user experience improved as well. Time on site, page views and new sessions all increased by phenomenal rates.





# LENS AWARDS



The Communicate Lens Awards, now in its second year, celebrates organisations using film and video by setting the standard for excellence in visual communications.

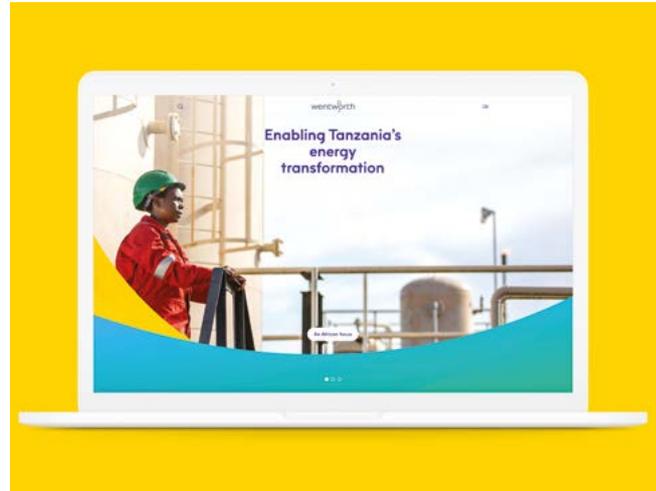
[communicatemagazine.com/awards/communicate-lens-awards](http://communicatemagazine.com/awards/communicate-lens-awards)

# Best corporate website: AIM or Small cap

## Gold – Wentworth Resources plc and three thirty studio

Tanzanian energy company Wentworth Resources needed to reflect the brand's personality and character. Three thirty studio found the company's site to be drab and generic as it failed to communicate key messaging to Wentworth's audience. As part of a rebrand, a new website was delivered that made Wentworth a digital-first brand for the first time.

Refreshed imagery and an updated tone of voice were complemented by a brand-integrated UX and reinvigorated colour palette. Judges loved the new photographic style and African-centred brand. One said it was "a well-designed website, capitalising on a needed rebrand to tell its story. A vibrant and clear approach to storytelling, too."



## Silver – Halfords Group plc and Jones and Palmer

Halfords Group wanted its updated corporate website to showcase its longevity and focus on the future by communicating its success throughout the pandemic. It worked with Jones and Palmer on a site that encouraged a dialogue with its users, investors and other stakeholders alike. "Great innovation," said one judge. "I love the focus on user experience and rich content across the site."



## Bronze – Inland Homes plc and Jones and Palmer

As a brownfield housing developer, Inland Homes needed to communicate the importance of its asset management model and how it is a key component of corporate value generation. Jones and Palmer delivered a richly informative, yet cleanly designed corporate website which judges said was innovative and well designed.



## Bronze – Palace Capital plc and Jones and Palmer

Palace Capital's unique positioning and approach to real estate development required a website that could clearly communicate its approach to asset management. The new site's clean and professional design impressed judges. One said it was a "well-structured site with an emphasis on modular design," while also praising the typeface design and user navigation.



three thirty studio



## Time to make it count

**There's never been a more important time to make sure your messages are reaching, and resonating with your stakeholders.**

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- › Investor engagement
- › Brand & communications
- › Digital

Let's start something new

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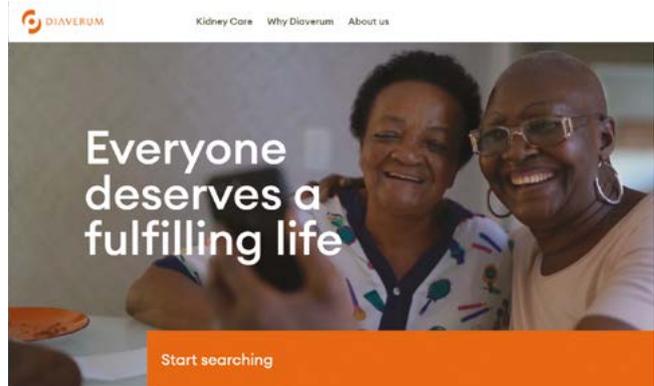


# Best corporate website: International

## Gold – Diaverum and MerchantCantos

Renal care provider Diaverum had undergone a business transformation. As part of its shift to digital-first communications, it worked with MerchantCantos on a website that would bring its focus on patient care to life. The website also needed to be able to adapt easily across 24 country sites.

MerchantCantos implemented a site with a triage system in place, that allowed users to be directed to either the corporate site or to a country-specific site, bringing to life its patient-centric approach. The visual identity integrates illustration with relaxed, personal imagery, bringing a sense of Diaverum's caring personality to bear in the new site. The results have been excellent, yielding an increase in return visits and improved metrics across the board.



## Silver – Nornickel and Zebra Corporate Communications

With corporate sustainability becoming a stronger area of focus, and with the need to respond to a recent crisis, Nornickel's website needed to be redeveloped. Zebra worked with Nornickel to focus on the company's innovation and sustainability. Judges liked the magazine approach to imagery and said that the navigation has improved since the redesign.



## Bronze – Stenprop and Jones and Palmer

UK REIT Stenprop worked with Jones and Palmer on a new website to align its digital communications with its print and online annual reports. Using video to bring the messaging to life, Stenprop's new site features clearer communications and stronger online content.



# Bringing creativity to **business critical** communications.

## Best corporate website: Unlisted

### Gold – Inmarsat and Black Sun plc

Inmarsat's satellite network is based on over 40 years of innovation and communications excellence. But its corporate website was failing to capture the imaginations of its diverse audiences. The site had to combine 32 different sites into a single digital destination that would tell the corporate story while also delivering crucial messages to vital stakeholders.

Using exciting imagery to bring the content to life, Black Sun simultaneously made the CMS easier to work with – for both web managers and users. The creative, distinctive result has drastically improved incoming traffic rates to the site, while ensuring greater SEO and engagement in the process.



# Feelings are Facts

We are an award-winning, stakeholder communications agency. Our business is storytelling.

Our work is all about sharing facts – but we present them with real emotion and imagination. After all, we listen to our feelings, often our hearts rule our heads. Through a fusion of considered analysis, impactful creativity and innovative technology we bring to life authentic value creation stories designed to engage, inform and persuade your stakeholders.

Understanding how people think and feel is key to powerful corporate storytelling. As companies are increasingly asked to address ESG and Sustainability, finding a strategic and creative communications partner is critical.

We provide materiality assessments to help our clients focus and prioritise key ESG and sustainability issues, as well as identifying opportunities to communicate what matters most to their stakeholders. Our work includes stakeholder surveys, one-to-one interviews, and qualitative focus groups. We have supported some of the largest organisations in the UK with these services – and now it is our turn to help you.

If you would like to talk to Black Sun about how we can help you or to arrange a bespoke assessment from one of our experienced consultants, please contact Leighton Barnish, our Sustainability Director at [lbarnish@blacksunplc.com](mailto:lbarnish@blacksunplc.com).

To find out more about our emotive ESG and sustainability storytelling visit [www.blacksunplc.com](http://www.blacksunplc.com)



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# Best printed report: FTSE 100

## Gold – Legal & General and Superunion

A printed annual report should tell a company’s story with narrative flair while building a connection with the reader through the medium of print itself. Legal & General was able to achieve this through its standout 2020 annual report. Working with Superunion, Legal & General wanted to demonstrate the company’s positioning and value, explore the changing business model, simplify industry complexity and integrate ESG messaging throughout.

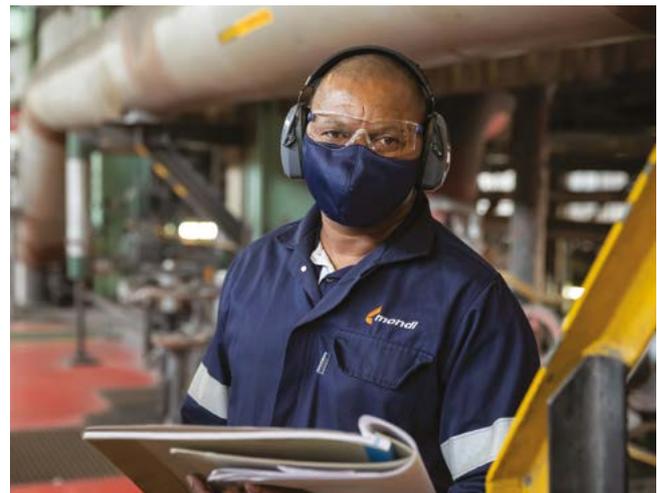
It achieved this by deploying an on-brand illustration style to facilitate the user journey. Content is delivered in bite-sized chunks alongside longer, more detailed narrative. Judges thought this mix of detail and simplicity showed “a real clarity in presentation,” which was complemented by the distinctive visual style.



## Gold – Mondi Group and Radley Yeldar

Packaging solutions company Mondi Group had to showcase the company’s unique character to stakeholders, while also communicating its positioning around sustainability. Covid-19, too, played a significant role in the 2020 report as it allowed Mondi Group’s work, for external and internal audiences alike to come to life on the page.

Radley Yeldar developed a storytelling approach to the integrated report. The bright, cheerful magazine-like design drew users into the narrative. Judges thought this tactic helped educate readers about the business. One judge added, “The integrated nature of the report helps to future proof the content,” and its ability to be repurposed throughout the year for multiple audiences, making this an excellent piece of communication.



## Silver – Rentokil Initial and Friend Studio

Rentokil Initial focuses heavily on hygiene. Though it always plays an essential role, Covid-19 put hygiene front of mind for the company’s stakeholder audiences. Friend Studio harnessed this story and used it to showcase Rentokil Initial’s corporate purpose and strategy in the annual report. Judges thought the frank, authentic approach made for an educational and engaging report.





### Bronze – Barclays and Ensemble Studio

Barclays wanted to position the company as distinctive, relevant and empathetic. Ensemble Studio united the print and digital reports with portrait photography and a cheerful colour palette. One judge said, “I liked the flow of the document and the digital first approach in terms of layout while still respecting the importance of the financial elements of the report.”



### Bronze – Pearson and Friend Studio

In the midst of corporate change, Pearson's annual report was the first major piece of communications from new CEO based on the new brand. The clean, bright visual style used by Friend Studio put the emphasis on key messaging and essential corporate information. “The human voice from the CEO helped personalise the reporting,” said one judge, adding that this was a crucial strategy for the new CEO to deliver on.

### Highly commended – Anglo American and Salterbaxter

# Best printed report: FTSE 250

## Gold – IWG and Black Sun plc

Flexible workspace company IWG is primed to lead the way in the post-Covid-19 world of hybrid working. To showcase the company's positioning and capture the imagination of its audience, IWG worked with Black Sun on a stunning, magazine-style annual report.

By focusing on the future of work, the report struck a balance between communicating the challenges Covid-19 brought to the business, and how IWG's business model enabled the group to innovate quickly to facilitate a remote working future. Judges thought the bold approach was engaging and reflected the brand well. One judge said, "IWG took a bold approach to engage in thought leadership on the future of work during this disruptive time for their business." This is a particular achievement as the report was discussed in the media as well as engaged with by target audiences.



## Silver – Drax and Conran Design Group

Energy provider Drax is well-positioned to deliver on a net zero emissions future. To demonstrate the critical role it has to play in the UK's energy ecosystem, it worked with Conran Design on a well-organised, accessible report. Judges particularly enjoyed the Q&A article formats, the educational content delivered by the report and the environment-inspired colour palette.



## Silver – Playtech plc and Design Portfolio

Sustainability and the response to Covid-19 were the dual communications objectives behind gambling brand Playtech's 2020 annual report. Judges thought this led to a remarkably clear, understandable report that discussed the company's strategy and targets in an approachable way. "A visually engaging and clear report to read," praised one judge.



## Bronze – Direct Line Group and Black Sun plc

Covid-19 caused many to reexamine their relationships with their insurers. Direct Line Group's annual report was designed to tell a cohesive business transformation narrative, reinforcing its vision to create a world where insurance is personal, inclusive and a force for good. Black Sun crafted a vibrant, positive and engaging report that really made an impact on its audiences and our judges, alike.



## Bronze – Howden Joinery Group and Emperor

Howden Joinery has a well-known brand, but wanted to ensure its corporate story was equally well understood. It worked with Emperor on a creative illustrated report that is eminently readable and undeniably unique. One judge said, "One of the strengths of this report was how it addressed the balance between images and text and using the former to help tell its story."



## Highly commended – Assura and Gather

## Highly commended – Balfour Beatty plc and Design Portfolio

## Highly commended – Vectura plc and Design Portfolio

# Best printed report: AIM or Small cap



## Gold – Arrow Global and Black Sun plc

Investor and asset manager Arrow Global's purpose – to build better financial futures – took a back seat to other priorities in the midst of Covid-19. It turned its focus to the needs of its employees, clients and investors. And so, each key decision the company made throughout 2020 was highlighted in the annual report itself.

The strategy required adaptability, an understanding of stakeholder needs and demonstrated a true commitment to Arrow Global's employees, clients and investors. The Black Sun-designed report was a hit with judges as well. One praised the "great use of human stories and supporting animation," while another added, "The approach to purpose and culture was well managed as were the graphics and imagery, which aligned with the 'arrow' in the company's name."



## Silver – SThree plc and Emperor

SThree is a specialist recruitment company focusing on STEM subjects. Emperor brought SThree's global business to life in a report that answered the most pressing questions its audiences have about recruitment and STEM skills. "I really liked this," said one judge, "It was clear and very visual. A great report, strategy and implementation."



## Bronze – TT Electronics and Conran Design Group

At the successful conclusion of its five year plan, TT Electronics' annual report integrated TT's purpose with its commitment to ESG topics. Conran Design Group used an illustrative, engaging visual style to engage readers throughout the print report. "A good-looking report," said one judge. "A compelling use of graphic elements to pull strands together and address details."



## Bronze – U and I Group plc and Gather

U and I Group consistently focuses on the reader's experience in its print reports. Its 2020 strategy was no different. It worked with Gather on a simple, yet impactful monochrome visual style. Judges thought the black and white content was striking, impactful and helped cut-through with U and I Group's audiences.

## Highly commended – Henry Boot Group plc and Jones and Palmer

## Highly commended – SMS and Instinctif Partners

## Highly commended – Warehouse REIT plc and Lyonsbennett

# Best printed report: International

## Gold – The Adecco Group and Black Sun plc

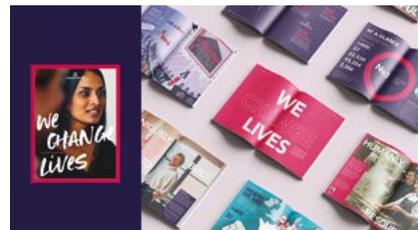
The Adecco Group's 2020 annual report identifies a critical shift for businesses and employees by introducing the company's new strategy around the future of work. As a global HR business solutions provider, the future of work is of the utmost importance to Adecco Group. Its narrative report focused on the ways in which work is changing, and how Adecco is helping solve the problems arising from that transformation.

Black Sun's copy style took a journalistic approach and integrated clean, engaging design elements with the storytelling content. One judge said the report "benefited from a confident, yet assured design ethos." Another added, "I love the real photography. There's a great use of innovative elements like Q&As, iconography and online content."



## Silver – House of HR and MerchantCantos

Specialist staffing company, House of HR, worked with MerchantCantos to bring its entrepreneurial spirit and ambitious nature to life in its annual report. Using a punchy, invigorating design style, the report cut through with the company's stakeholders. Judges thought it was "engaging and bold," and had "a sense of vibrancy running through it."



## Silver – Swiss Re and Superunion

Reinsurance provider Swiss Re worked with Superunion on a storytelling approach that clearly articulated what Swiss Re does for its clients. The annual report was structured around the group's 'transforming tomorrow together' messaging, by integrating three key case studies into the narrative. "I love the strategy and implementation with the use of real-life human stories, case studies and infographics."



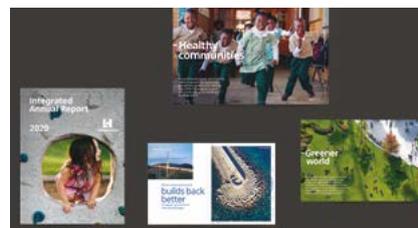
## Bronze – En+ Group IPJSC and Instinctif Partners

Natural resources company En+ Group with over 90,000 employees based in Siberia, worked with Instinctif Partners to emphasise the company's hydropower capabilities, its future-focused strategy and its commitment to green aluminium. "The reader has a strong sense of the company's focus before they open and delve into the report," said one judge.



## Bronze – Holcim and MerchantCantos

Holcim worked with MerchantCantos to develop its first integrated annual report, focusing on the company's transition to a net zero future. Judges thought the CEO's message helped set the tone for the company's strategy. One judge said, "The images, graphics and layout were bold, easy to read and informative."



## Highly commended – Coca-Cola Europacific Partners plc and Salterbaxter

## Highly commended – PJSC MMK and Instinctif Partners

# Best printed report: Unlisted



## Gold – Lloyd’s Register Foundation and Luminous

The Lloyd’s Register Foundation’s commitment to ‘engineering a safer world’ is incredibly important in the current global landscape. It wanted to use its passionate ethos to make its annual report more engaging and engender a stronger emotional connection with the content. To do so, it commissioned Luminous to put the organisation’s stories at the heart of the report.

Using strong imagery and concise storytelling, the result is compelling, readable and gripping. It captured the imaginations of our judges, who called it “a document that people want to pick up and look at.” One judge added, “This is a great innovative approach. It’s visually impactful and has an excellent outcome.”



## Silver – Octapharma and Luminous

Octapharma’s investor communications have always put people at the heart of the business. Its 2020 annual report, developed alongside Luminous is no different. It addressed its commitment to its patients in spite of the ongoing coronavirus pandemic. “The personal case studies help bring the company’s purpose to life,” said one judge.



## Bronze – Czarnikow with Frances Herrod Design and CooperNixon Corporate Communications

Czarnikow wanted its 2020 annual report to influence positive economic and sustainable change. Czarnikow worked with Frances Herrod Design and CooperNixon Corporate Communications to develop an annual report that went beyond compliance and toward corporate storytelling. “The involvement of the executive committee brings engagement and ownership,” said one judge.



## Bronze – Highways England and Conran Design Group

Highways England worked with Conran Design Group to explain the government-owned company’s activities and performance in a detailed but engaging way. Accessible, transparent reporting was brought to life with engaging graphics and an ownable colour palette. Judges liked the way they used design elements to tell the company’s story to investors.

## Highly commended – Southern Water and Jones and Palmer

## Highly commended – UK Power Networks and Instinctif Partners

# Best online report: FTSE 100

## Gold – BT and Emperor

There has arguably never been a more important role to play for the internet than in connecting people throughout the pandemic. BT's role as the facilitator of these connections was its driving force throughout the challenging Covid-19 period. Its online annual report had to deliver long-term content alongside crucial communications about the company's ongoing value to the British – and global – public.

Emperor worked with BT to combine its traditionally siloed annual report, digital skills report and digital impact site. The resulting integrated report has become a portal into BT's purpose and strategy. One judge said, "The story-led approach worked very well, along with the emphasis on video. This was a visually engaging report." Another praised the great results and engagement with BT's audiences.



## Gold – Burberry and Black Sun plc

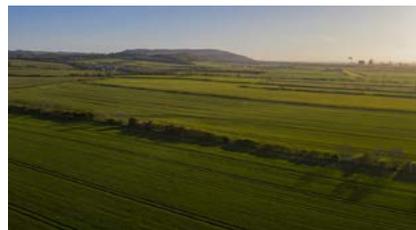
Burberry's online report aimed to reinforce the company's reputation for digital innovation while demonstrating the company's ongoing commitment to ESG. It had to address its Covid-19 strategy while also remaining future-oriented. Black Sun put Burberry's new brand at the heart of the report, delivering clean, luxe page designs and beautiful, authentic photography.

The printed report was more minimalist and pared back, speaking to classic notions of luxury design, but the online edition took a more modern approach to reflect the brand's pioneering spirit and digital credentials. Judges found the result "stylish and visually arresting." One added, "A really high-production submission. There was a big emphasis on design and a great use of case studies."



## Silver – Anglo American and Investis Digital

To showcase its leadership in a changing world and transformed mining landscape, Anglo American's online report was a single home for key messaging around the company's purpose, people, communities, energy transition, sustainability and Covid-19. "The use of video was well-executed," said one judge. "This led to a positive impact on readers."



## Bronze – Legal & General and Superunion

Legal & General's online report aimed to provide information for the media, retail and employee shareholders by providing a single hub for key communications. The illustrative style links to the external brand with the print report's style as well, offering an engaging, immersive brand experience. Judges loved the colour palette, animation style and clear communications.



## Highly commended – Coca-Cola HBC and Black Sun plc

## Highly commended – United Utilities plc and Jones and Palmer



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# Best online report: FTSE 250

## Gold – Coats and Emperor

Coats connects talent, textiles and technology to make a better and more sustainable world. Its digital-first approach to annual reporting engenders stronger connections between readers and the brand. The storytelling in this year's edition focuses on sustainability, innovation and digital work across Coats' global sites, successfully capturing the essence of the business.

Emperor delivered a visually stimulating and cleanly designed report that communicates key messages while building a stronger sense of the Coats brand. One judge called it "a well-executed online report with an emphasis on quality design and high production values." Another praised the "clear objectives which outlined the needs of the organisation," adding, "I love the animations!"



## Silver – Direct Line Group and Black Sun plc

Direct Line Group's 2020 annual report tells a compelling story of business transformation during a challenging year. Black Sun developed the online report as part of a broad communications campaign that could reach all of the group's diverse audiences. Judges called it "a bold, engaging and vibrant approach to design, layout, fonts and imagery."



## Silver – Playtech plc and Design Portfolio

Playtech's online report provides an engaging summary of the year's key messages while using a parallax design to guide the reader through its products, performance, and technology. Design Portfolio's interactive elements and engaging icons caught the eyes of judges, one of whom called it "well-designed with a strong use of graphics."



## Bronze – Dechra Pharmaceuticals plc and Jones and Palmer

Dechra wanted to communicate its resilience throughout the global pandemic and prove to stakeholders that it is prepared for long-term success. Jones and Palmer told the story of the company's successful acquisitions and explored Dechra's governance and risk strategies. Judges thought the objectives were clearly defined and achieved well by the online report.



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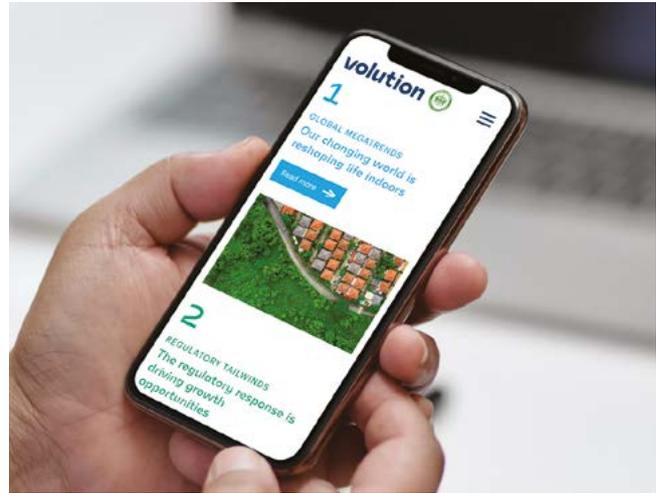
 **JONES AND PALMER**

# Best online report: AIM or Small cap

## Gold – Volution Group plc and Design Portfolio

Sustainable home cooling brand, Volution Group, wanted to put its sustainability credentials at the heart of its investor communications. It worked with Design Portfolio and used the online report as an opportunity to relaunch the corporate website and take a refreshed approach to shareholder engagement.

The improved UX and visual identity was replicated on Volution’s LinkedIn page and across the company’s stakeholder communications. The annual reporting content was similarly shared in investor presentations and in sustainability communications. Judges thought this was an excellent approach to unified communications. One praised the “strong storytelling concept with clear engagement from stakeholders and shareholders.”



## Silver – Halfords Group plc and Jones and Palmer

The messaging in Halfords’ online report – developed by Jones and Palmer – emphasised the importance of product differentiation, the value of unique and convenient services and the need to build long-term relationships with customers. Judges liked the accessible content and straightforward user journey.



## Bronze – Henry Boot Group plc and Jones and Palmer

Real estate company Henry Boot Group has a complex business model and multiple stakeholder groups. Its Jones and Palmer-developed online report had to highlight the progress of the previous year also communicating succinctly and clearly about its future strategy. “I liked the four part structure of the online report. The user experience and navigation were both great.”



## Bronze – Severfield plc and Jones and Palmer

Severfield worked with Jones and Palmer to communicate its strong foundations and sustainability commitment. The online report’s homepage acted as a hub that signposted the rest of the annual report’s key sections and making the business understandable to its audiences. Judges praised the “clear online structure and navigation,” as well as the “clear narrative communicated concisely.”





# volution

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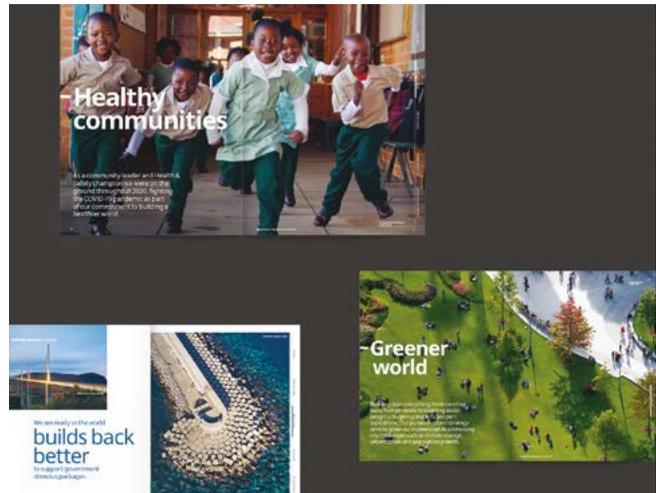
Proud to be shortlisted in the  
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# Best online report: International

## Gold – Holcim and MerchantCantos

Global cement manufacturer Holcim worked with MerchantCantos to create a dedicated, fit-for-purpose reporting site that uses digital to bring to life the story of the year. By focusing its content strategy around its net zero commitment, Holcim was able to integrate the story of its recent acquisition into its sustainability-minded strategy.

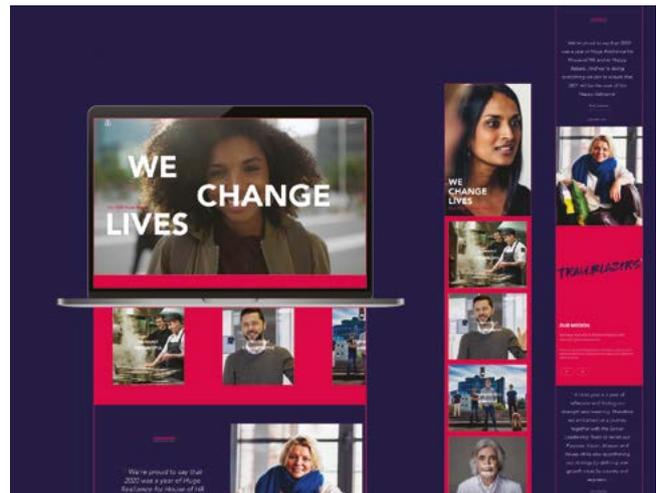
The online report harnesses the bold simplicity of the company's brand while delivering engaging narrative on the core themes of 'healthy communities,' 'resilient business,' and 'greener world.' Judges thought this contextualisation was an excellent approach. "Great use of film content," one added, praising the strategic approach to the standalone content and report design.



## Gold – House of HR and MerchantCantos

House of HR is an aspirational, brave and spirited business. This offered MerchantCantos an excellent opportunity to break free from the traditional approach to online annual report design. It combined ownable illustration with punchy, inspiring straplines and authentic portrait photography.

The unique design was complemented by animation, video and cutting-edge programming techniques to create a playful, but intuitive experience. Judges thought the focus on people was a great choice for the HR business. "Great storytelling aspects, a keen eye to ensuring mobile responsiveness and good results," said one judge. "A useful marketing resource for the company," added another.



## Silver – Reinsurance Group of America and Luminous

Reinsurance Group of America's online report provides an examination of 2020 and delivers a powerful tool for sharing what makes the organisation and its people unique. Luminous crafted a navigable, transparent report that delivered engaging content to the company's many different audiences.



## Bronze – VTB and Zebra Corporate Communications

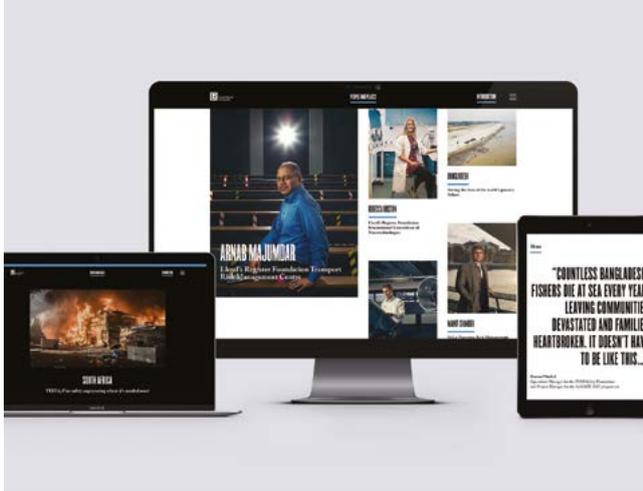
VTB Group reimagined its online annual report alongside Zebra Corporate Communications in order to meet the needs of audiences both domestic and international. The newly accessible and digitally engaging report offered a holistic approach to storytelling that judges praised for being responsive, engaging and easy to navigate.



## Highly commended – Gazprom Neft and Zebra Corporate Communications

## Highly commended – Nornickel and Zebra Corporate Communications

# Best online report: Unlisted



## Gold – Lloyd's Register Foundation and Luminous

Lloyd's Register Foundation focuses on the most pressing global safety challenges and works to ensure the safety of life and property at sea, on land and in the air. It wanted to tell its story while delivering a report that readers would want to get lost in.

Luminous delivered with panache. The online report uses a magazine style and photojournalistic photography to tell the foundation's stories. The bite-sized content was perfect for use across social media, enriching the engagement with the report. "A really well-executed balance between content, graphics and images to enhance the story. This had me wanting to read more about the foundation's work and approach to advancing public safety," said one judge.



## Silver – UK Power Networks and Instinctif Partners

UK Power Networks has a strong responsibility ethic and is committed to open and transparent communication and engagement with the customers and communities it serves. The annual report uses a character to tell the story of the company's commitment to a net zero future. Instinctif Partners impressed judges with its navigation, interactivity and strong results.



## Bronze – Digital Catapult and Jones and Palmer

Digital Catapult worked with Jones and Palmer to produce an online annual report that represented what the organisation could achieve for the industries it works with and the digital capabilities it supports. The result is a "visually appealing and highly engaging" report, according to judges, one of whom added, "A very interactive and engaging approach to digital storytelling."



## Bronze – SUEK and Zebra Corporate Communications

Utilities and transportation brand SUEK worked with Zebra Corporate Communications to implement an online report that analysed corporate risks and engaged stakeholders around the future outlook for the business. Judges thought the report was visually appealing with a strong sense of interactivity and were particularly impressed with the report's cut-through with its audiences.

# Best CSR or ESG report

## Gold – bp and Radley Yeldar

Energy company bp focused on its sustainability report to communicate its transformation into a diversified energy brand with a new, ambitious sustainability strategy. The change would mark a drastic change for the heritage company as it prepared for a more environmentally responsible future.

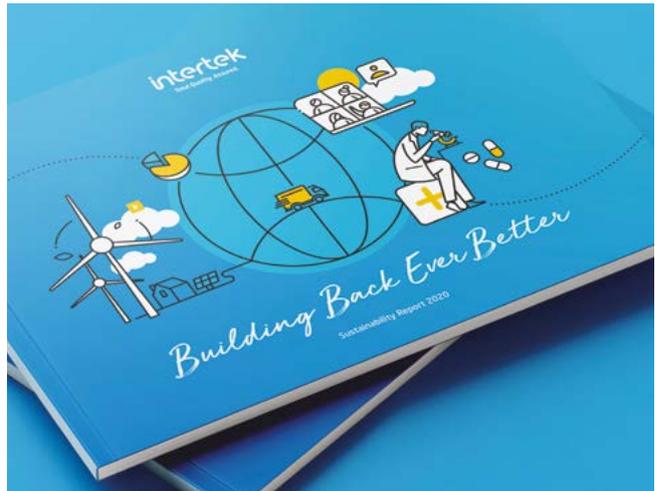
Radley Yeldar restructured bp's existing sustainability report to align it with corporate objectives and indicate its long-term strategic outlook. The report was designed to be digital first. Its hand-crafted approach to headline design and illustration was married with clear, inspiring messaging and a transparent copy style.



## Gold – Intertek and Emperor

A global leader in sustainability services, Intertek wanted to demonstrate its capabilities while indicating to customers that it shared their high sustainability standards. Its communications strategy was designed to demonstrate the company's commitment to supporting its customers, having a positive impact on its people and communities, minimising environmental impacts, operating with integrity and pursuing socially responsible activities.

Emperor's strategy highlighted Intertek's purpose-led role in society by integrating case studies, bite-sized information and a content-rich environment. "A good use of icons and case studies as a way to bring the content to life," said one judge. "The report is visually appealing with a clear consideration of its presentation."



## Silver – Mondelez International and MerchantCantos

Mondelez International wanted to set a new benchmark in ESG reporting. The snacking giant wanted to reach a broader audience beyond the traditional sustainability and investor audiences, while still publishing a robust, data driven report. MerchantCantos' report is transparent, navigable and vibrantly fun.



## Bronze – Mondi Group and Radley Yeldar

Mondi's 2020 sustainable development report provides a comprehensive, clear and connected view of its CSR and ESG performance during the year, benchmarking its progress against the commitments it made over the past five years. Radley Yeldar impressed judges with its ability to marry these objectives with the communication of an ambitious strategy for the decade ahead.



## Highly commended – Phoenix Group and Conran Design Group

## Highly commended – Polymetal International plc and Instinctif Partners

## Best meeting



### Gold – McBride plc and Instinctif Partners

Cleaning and hygiene brand McBride focused on restructuring the business to allow it to develop its specialist product technologies. In order to explain to investors and analysts how this decentralised model would enable McBride to deliver shareholder value, the company held a capital markets day. But, because of the challenges of the pandemic, the event was to be entirely virtual.

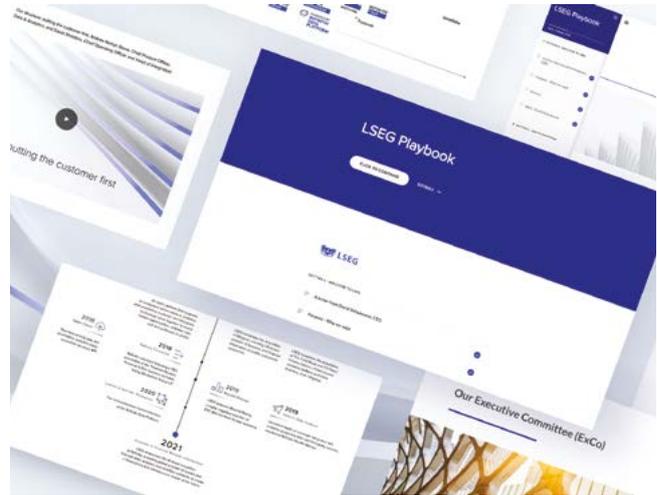
Instinctif Partners worked with McBride on a corporate communications strategy, event production and the development of crucial messaging and content for use during the event. The result was received remarkably well by McBride's target audience of investors, analysts and employees, yielding a positive sentiment among key stakeholder groups.

# Best M&A communications

## Gold – London Stock Exchange Group plc and Bladonmore

When the London Stock Exchange Group (LSEG) acquired analytics and data company Refinitiv, it had to have a clear strategy in place to integrate thousands of new employees into the company. It also needed to communicate the company's purpose, culture and function to its newly acquired audience. To do so, LSEG worked with Bladonmore on a narrative that captured the story of the new group and helped to inspire its workforce.

With only four weeks to develop and produce this content, Bladonmore first had to craft a clear communications structure, engage with input from stakeholders across the group and implement it across the entire group. The result is a newly integrated company, inspired by relevant content and a shared vision from the outset.



## Silver – The AA and FTI Consulting

The acquisition of the AA by private equity had to contend with media leaks, widespread public interest and the need to communicate with multiple stakeholder groups. The eight month transition process allowed FTI Consulting to communicate with key audiences to ensure that the acquisition was ultimately met positively by the media and shareholders, alike.



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# Best IPO communications

## Gold – PensionBee and Big Button

Becoming a publicly listed company was always part of the plan for PensionBee, but the date was brought forward after a surge in customer growth during Covid-19. To communicate PensionBee's positioning and ethos, it worked with Big Button on a centrepiece documentary.

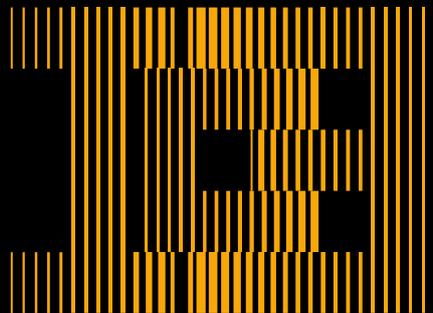
The film clearly discussed PensionBee's vision, mission and values while also communicating its break from the traditional strategies of the pensions industry. The 15-minute film achieved over 160 viewing hours in only two days and proved to be a major contributor to the company's successful IPO.





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# Best corporate and financial communication during the Covid-19 pandemic

## Gold – Lloyds Bank and Grayling

In the midst of the pandemic Lloyds Bank set out to continue its mission to fight fraud. Grayling was charged with finding a creative way to raise awareness of men's overconfidence for spotting scams. The resulting 'shave too close' campaign responded to research indicating that men felt particularly confident when identifying fraud. Lloyds worked with barber shop Johnny's Chop Shop to create engaging social media content around the risk of oversharing personal information on social media.

The campaign not only reached its audience, but achieved results, too. One in four people underwent behavioural change around sharing of personal information on social media and nearly 40% now think twice before posting. Judges called it "a really creative and excellent campaign to tackle a serious issue." One added, "I really liked the campaign and how it applied to the strategic objectives."



## Silver – Spire Healthcare and Instinctif Partners

Spire Healthcare decided in March 2020 to make its facilities and employees available to the NHS to help fight Covid-19. Spire worked with Instinctif Partners to communicate with patients, consumers, investors and the NHS. One judge said, "Against a challenging backdrop, and some clear hurdles given the public vs private set up of the NHS and Spire, a fantastic example of corporate giving at a time of crisis."

### Spire Healthcare's Justin Ash: We're all in this together

Links between private and public medicine forged in the pandemic will live on, says healthcare group's chief



## Bronze – Barclaycard and Hanover Communications

To raise its profile among small businesses, Barclaycard worked with Hanover Communications to deliver almost 400 pieces of communications. The strategy has positioned Barclaycard as a leader in meeting the payment needs of SMEs. Judges thought the strategy was well-designed and the content yielded excellent results.



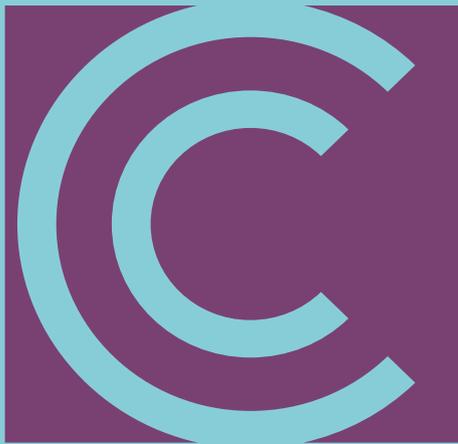
## Bronze – Young's and Engine MHP

Covid-19 posed a critical challenge to brewery Young's: to survive as a listed business through its most turbulent period. It turned to Engine MHP to communicate with audiences and indicate the transformational change the business was undertaking. "This was a creative and forward-looking approach," praised one judge. Another said, "Young's used the opportunity to become a thought leader for the industry."



## Highly commended – Deloitte

## Highly commended – PJSC MMK and Instinctif Partners



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Best use of video

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# Best use of digital media

## Gold – Shaftesbury and Engine MHP

Real estate company Shaftesbury had to communicate about its investments in London’s West End throughout the pandemic. It worked with Engine MHP on a strategy that would showcase the company’s commitment to protecting its communities, support trading and promote recovery despite the challenges of Covid-19.

The digital campaign provided clarity in the midst of confusion while garnering engagement from communities across the neighbourhood. One judge praised the “great evidence of the ability to adapt the storyline to embrace market conditions and societal sentiment and enable continuous engagement over a sustained period of time.” Others noted the effective social content, authentic tone of voice and impactful strategy.



## Silver – RELX

Business information and analytics company RELX wanted to generate more positive earned media. To achieve this it launched a parallax storytelling platform to communicate its progress and strategy. Judges thought the resulting content had a lot of impact with the target audience. The digital storytelling resonated with audiences as well.



## Bronze – TwentyFour Asset Management and Big Button

Together with Big Button, TwentyFour Asset Management produced an animation that explains residential mortgage backed securities to the company’s clients and prospective investors. The video used animation to communicate complex information in a compelling way. Judges thought the way the film demystified financial services was laudable.



## Best management of investor and analyst relations



### Gold – PJSC MMK and Instinctif Partners

Russian steel producer MMK worked with Instinctif Partners upon the appointment of a new head of investor relations. The company wanted to communicate its positioning around the strength and power of steel, while reiterating MMK's commitment to its communities. The new reporting strategy focused on the company's compelling investment story.

Instinctif Partners delivered a digital programme of events and content that resonated with the company's audiences. Judges thought the "nice, innovative use of infographics and case studies" complemented the visually appealing style and positive stakeholder feedback.

# Best IR agency or PR consultancy

## Winner – Lansons

Lansons has long impressed judges with its open employee culture, ambitious attitude and consistent excellent results. This year was no different. The foundations laid by the employee-owned business paid off in the midst of Covid-19. Not only was Lansons able to support its employees throughout the pandemic, but its success in securing new business meant it was able to give the UK Government back the money it claimed through the furlough scheme.

The company approached its workforce with honesty and consistent communications while also ensuring employees felt engaged with the business throughout the pandemic. Similarly, Lansons was able to support its clients in their own Covid-19 communications, providing crucial advice to public and financial services sector brands in a challenging landscape.



## Runner up – Engine MHP

Engine MHP's continued excellence on behalf of its clients and employees allowed it to shine over the past year. Its client work tackled some of the most challenging crises faced by UK industry. Its capital markets communications helped its clients achieve success, leading to promising results for Engine MHP as well.



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## Annual report of the year



### Winner – Mondi Group and Radley Yeldar

Packaging brand Mondi Group's 2020 integrated report captures the spirit of collaboration, innovation and resilience that helped the company to navigate the challenges of the pandemic, launch its ambitious sustainability commitments and continue to deliver on its purpose of contributing to a better world. It worked with Radley Yeldar to craft a report that set out a bold creative direction while also capturing the company's purpose for stakeholders.

The annual report positioned Mondi as a leader in responding to Covid-19 and the explosion in e-commerce; the place of plastic; the transition to a circular economy; sustainable forestry and the climate crisis. The integrated report found its audience, yielding excellent levels of downloads and engagement. But it was no surprise the audience responded well as Mondi's creative direction is engaging and unique. The colour palette and design reflect Mondi's energy and persona while the content integrates its sustainable product design ethos with its commitment to its stakeholders.

Judges loved this strategy. They thought the use of the CEO in a Q&A section helped clarify the company's corporate objectives. Judges said the graphics proved educational and innovative. One said, "The integrated nature of the report helps to future proof the content with the ability to repurpose throughout the course of the year, reaching multiple audience channels." Others thought the format, style and photographic strategy all contributed to making the report one of the standout pieces of communications this year. All of this helped make Mondi Group the deserving winner of the Corporate & Financial Awards 'Annual report of the year' prize.

The background features several abstract geometric shapes in a vibrant green color. These include solid triangles of various sizes and orientations, as well as white outlines of triangles and polygons. The shapes are scattered across the black background, creating a dynamic and modern aesthetic.

# DIGITAL IMPACT AWARDS EUROPE

The Digital Impact Awards sets the industry-wide benchmark in digital stakeholder engagement. The event honours the best corporate digital communications work in Europe.

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