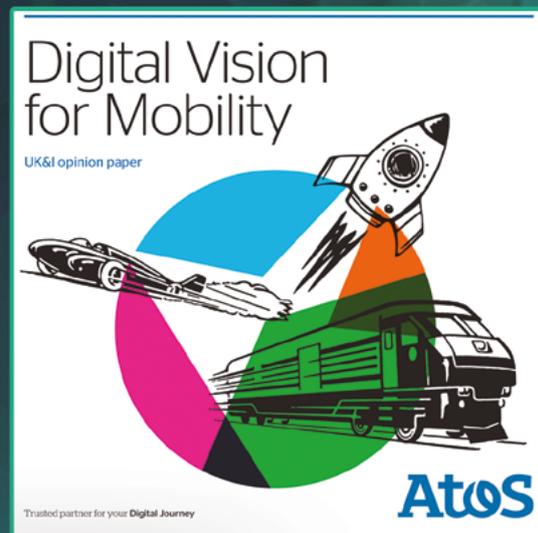
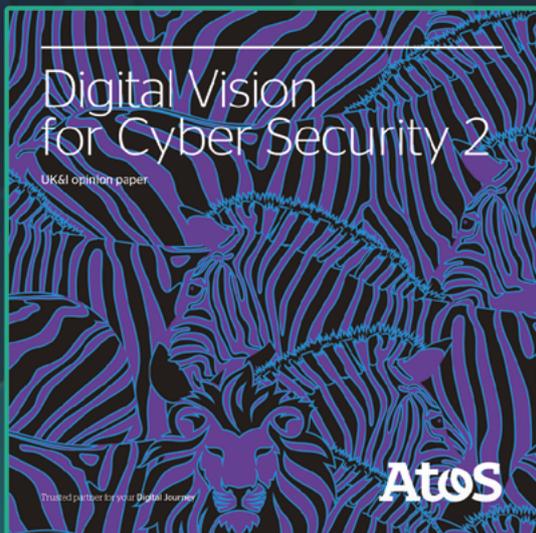
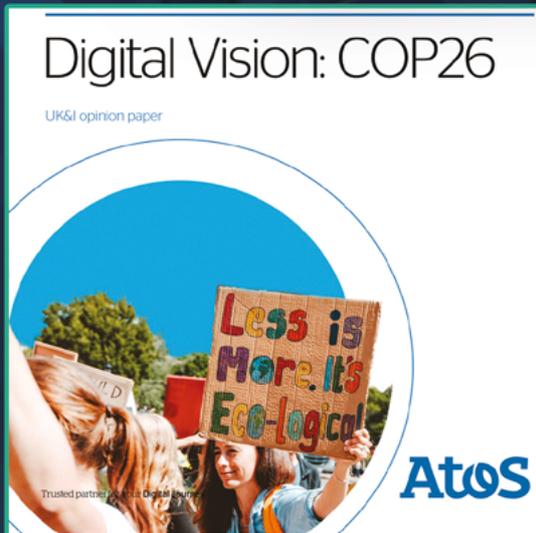


LENS
AWARDS
2021

WINNERS BOOK

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Welcome



Andrew Thomas
Publisher
Communicate magazine

Launching an awards programme in the past year has been a challenging task. Launching a programme that benchmarked and celebrated the role video could play in corporate communications was an even more nerve-racking process. We closed for entries in October, at a time when cameramen had only recently been allowed back out on location and senior management were reluctant to be filmed, unmasked, possibly uncaring. At one point we thought no one would enter the inaugural Lens Awards.

However, we couldn't have been more wrong. The number of entries far exceeded our expectations. But it wasn't just the number; the calibre of entry also took our breath away. Our judges truly found themselves with a near-herculean task in differentiating between good, great and greatest. That they did was true testimony to the superb 15-strong judging panel.

That they have had to compare and contrast among such a strong field of contenders bodes well for the Lens Awards in future years. But for now, we must watch the winning work and congratulate all those behind its production.

4	Judges	32	Best use of video from a charity, ngo or not for profit
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10	Best video targeted to a general audience	33	Best use of video from the engineering and manufacturing sector
11	Best video targeted to the investor audience	34	Best use of video from the financial services sector
12	Best video targeted to the internal audience	35	Best use of video from the healthcare and pharmaceuticals sector
13	Best use of video to aid csr	36	Best use of video from the property, construction and facilities management sector
14	Best use of video to assist reputation management	37	Best use of video from the public sector
15	Best use of video for the employer brand	37	Best use of video from the sport, travel, leisure and tourism sector
16	Best augmented reality or virtual reality	38	Best use of video from the technology, media and telecommunications sector
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20	Best data visualisation	42	Video production company of the year
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23	Best creative execution		
24	Best use of video with social media		
25	Best use of video as part of an integrated campaign		
26	Best measurement or evaluation strategy		
27	Best long-term video strategy		
28	Best one-off video campaign		
29	Best portfolio approach		
30	Best copy style/tone of voice		
31	Best creative strategy		

JUDGES



Greg Adams
Group head of video
Hearst UK

Greg is an experienced manager of digital video content, helping content owners achieve commercial and editorial objectives in online video. In his current role, Greg leads production, strategy and operations for household brands including Elle UK, Runner's World and Men's and Women's Health. He has decade of experience in roles including managing video for radio stations Kiss and Heart FM, leading video operations for Bauer Xcel Media and live streaming events at London Fashion Week.



Tamara Bennett
Director of communications
Virgin

Tamara is currently director of communications for the Virgin Group. Prior to joining Virgin, she worked as presenter and researcher for ITV1 in the West Country, before working for Nike and MTV. She has vast agency experience, working across a range of clients from the Ariel Fashion Awards to the Learning and Skills Council. She was previously senior media manager at the British Heart Foundation where she led strategic award-winning communications campaigns.



Maeve Chappell
Head of corporate communications
North Yorkshire Police

Maeve previously worked as head of corporate communications for Thames Valley Police, before moving to the North Yorkshire Police. She has over twenty years' experience as a communicator in the corporate, charity and public sectors, having started her career producing environment and corporate social responsibility reports. She has worked her way through the specialisms of corporate communications in the FTSE 250 having responsibility for branding/ rebranding and the employee journey during mergers/ demergers.



Emily Coen
Senior corporate communications
manager EMEA
Hilton

Emily joined Hilton as senior corporate PR manager, leading proactive media campaigns across EMEA. Prior to this she spent six years at British Airways where she managed PR for marketing and sponsorship, routes and airline alliances and British Airways Holidays. Emily has experience in consumer and digital PR, corporate communications and issues management, having worked in-house for media and publishing organisations as well as travel brands.



Liz Davies
Head of communications
Sodexo

Liz is head of communications for Sodexo UK and Ireland, one of the world's largest services companies. She is responsible for all employee and external communications for Sodexo's corporate and sports & leisure businesses. Liz has 20 years' experience working for some of the world's largest business services, FMCG and retail companies. She started her career in PR, working for Red Consultancy and Edelman, before moving into in-house corporate communications roles for L'Oréal, Nestlé and SSP Group.



Steve Garvey
Founder
Moving Image News

Steve helps brands achieve business results with the emotive power of film. His business, Moving Image, is the independent hub for insights into brand video and corporate film, using data to analyse video, and sharing the results. Steve has over 30 years' experience in film and video as an agency head, producer and in-house comms director.



Kate Jones
Head of communications and corporate affairs
Tarmac

Kate is an accredited, award-winning corporate communication specialist with 25 years' experience, both agency and in-house, across a range of industries. She is elected chair of the Institute of Internal Communication, an IoIC Fellow and was named IoIC Internal Communicator of the Year 2016.



Steve Keith
Founder and chief behavioural officer
The Branding Man

During the 8 years he spent working at global professional services firm EY (formerly Ernst & Young), Steve led their apprenticeship recruitment team towards over 20 industry awards, and launched the UK's first parent-focused employer brand campaign, Parental Advice. Since 2006 Steve has worked as a teacher in schools and campus recruitment, leadership development and employer branding.



Helen Kemp
Head of communications and corporate affairs
Biffa

Helen is head of communications at Biffa plc, responsible for internal communications and investor relations. She has over 13 years of internal and external communications expertise, working across a number of private sector industries including fashion and recycling. She was previously head of communications at international waste management company, Renewi plc.



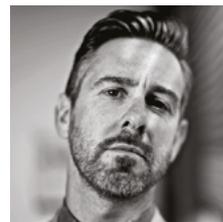
Kate McFerran
Director of communications
LNER

A recognised leader in both agency and in-house, Kate has a track record of delivering award-winning communications in the UK and globally. Putting innovation at the forefront of best-practice integrated campaigns, her work has spanned FMCG, transport, health and manufacturing for blue-chip brands including Volvo Group, P&G, Coca-Cola and Philips. At LNER, Kate leads all external and internal communications, community partnerships and stakeholder engagement.



Freida Moore
Head of communications
Hays

Freida is global head of corporate communications for Hays plc, where she is responsible for leading external and internal communications globally. Previously, she spent nine years as a financial public relations consultant at Citigate Dewe Rogerson, working for a range of listed and unlisted clients. She started her career as a financial and corporate consultant at GCI Focus.



Matt Ralph
Executive multimedia producer
Anglo American

Matt is principal multimedia producer in Technical and Sustainability Communications at Anglo American. In his previous role at MerchantCantos, he worked with HSBC to supercharge engagement with its workforce, and with Brunswick on the Nokia social media innovation campaign. Prior to that he worked in factual short-form film storytelling, as a director and manager, winning the Broadcast Awards 2018 Best Short Documentary.

JUDGES



Kulveer Ranger
Global head of strategy and communications FS&I
Atos

Kulveer is global head of strategy and communications for financial service and insurance, SVP strategy and communications for UK&I at Atos. He has a unique track record of working in politics, the public and private sectors over the last twenty years. He worked on the delivery of the London Oystercard and prepared London for the 2012 Olympics. He also made the case for Crossrail and led on ground-breaking initiatives such as the cycle hire scheme and Tech City.



Dominic Reynolds
Former senior manager
KPMG

Dominic creates content for KPMG UK, which includes speechwriting for the leadership, crafting videos for campaigns and creating podcasts. He's part of a specialist strategic comms team, helping the firm tell its story in the right medium for the right audience. His background is in TV journalism, having previously been a correspondent and presenter at ITN.



Andrew Soane
Global head of social strategy
Accenture

Andrew is a veteran of the advertising and marketing industry, having spent most of his career working agency-side, helping some of the world's biggest and best-known companies including BP, BT, EY, Phillip Morris International and Tesco. He worked to develop and execute their employer brand, attraction and people communications strategies. He joined Accenture in 2016 and today leads social marketing strategy globally across client and candidate audiences.



Mark Stephens
Executive producer, storytelling
Lloyds Banking Group

Mark has over 20 years' experience in media, marketing, creative and strategy, having worked with media owners, creative agencies and clients in the UK, Europe and US. Mark has delivered strategic, advertising, marketing and communications solutions to brands including EBAY, Google, The Economist, ASOS, Sony, Citibank and L'Oreal. Currently at Lloyds Banking Group, he has worked in launching Storytelling, an internal creative communications agency.



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WINNERS

Best video targeted to a general audience

Gold – SEGRO and Big Button

Silver – Royal Boskalis Westminster and MunzMedia

Bronze – Lush and The Kindness Offensive

Highly commended – Direct Line Group and Black Sun

Highly commended – Philip Morris International and iVision

Best video targeted to the investor audience

Gold – Anglo American and Investis Digital

Silver – Whitbread and Investis Digital

Bronze – TwentyFour Asset Management and Big Button

Best video targeted to the internal audience

**Gold – Skanska UK and Connected Pictures-
The Beautiful Truth**

Silver – C&A Foundation and Sequel Group

Bronze – Philip Morris International and SuperHumans

Highly commended – Direct Line Group and Black Sun

Best use of video to aid CSR

Gold – AXA Group and Navigate Video

Gold – Springboard Charity and DRPG

Silver – LNER and CALM

Bronze – Deloitte and The Edge Picture Company

Highly commended – LNER (The Reserves)

Best use of video to assist reputation management

Gold – Royal Boskalis Westminster and MunzMedia

Silver – Skanska UK and Connected Pictures-
The Beautiful Truth

Silver – Tata Consultancy Services – Europe and UK

Bronze – LNER

Highly Commended – Enviva and Narrative Content Group

Best use of video for the employer brand

Gold – Spirit Energy and Comprend

Silver – LNER

Bronze – Telegraph Media Group and That Little Agency

Highly commended – Baillie Gifford and Heehaw

Best augmented reality or virtual reality

Gold – SEGRO and VMI Studio

Best animation

Gold – Rolls-Royce and Bloc Digital

Silver – Baillie Gifford and Heehaw

Bronze – MyCSP on behalf of Civil Service Pensions

Best use of user-generated content

Gold – Emperor

Silver – Anglo American and Investis Digital

Bronze – LNER

Best data visualisation

Gold – Rolls-Royce and Bloc Digital

Best viral video

Silver – Vodafone Group and WM Reply

Best live or experiential video

Gold – MyCSP on behalf of Civil Service Pensions

Silver – Dentsply Sirona with Linger.com and Gaulty Advisors

Best video in a documentary style

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Silver – Doddington Dairy and Visual Punch

Bronze – LNER

Best creative execution

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Highly Commended – MyCSP

Best use of video with social media

Gold – LNER

Silver – Atos

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Best use of video as part of an integrated campaign

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Silver – Vodafone Group and WM Reply

Bronze – Caledonia Private Capital and Bladonmore

Highly commended – Atos

Best measurement or evaluation strategy

Gold – AXA Group and Navigate Video

Best long-term video strategy

Gold – LNER

Silver – Tata Consultancy Services – Europe and UK

Bronze – MyCSP on behalf of Civil Service Pensions

Best one-off video campaign

Gold – LNER - Celebrating International Women's Day

Silver – LNER - Celebrating Yorkshire Day

Silver – Midlands Air Ambulance Charity and DRPG

Bronze – Philip Morris International and SuperHumans

Best portfolio approach

Gold – The University of Edinburgh Business School and Heehaw

Best copy style/tone of voice

Gold – MyCSP

Silver – MyCSP on behalf of Civil Service Pensions

Bronze – Symrise AG and PressPlayMovies Hamburg

Best creative strategy

Gold – Philip Morris International and iVision

Silver – DP World

Bronze – Dignity and Sequel Group

Best use of video from a charity, NGO or not for profit

Gold – Midlands Air Ambulance Charity and DRPG

Silver – Springboard Charity and DRPG

Bronze – HighTide and Lansons

Best use of video from the energy and utilities sector

Gold – Enviva and Narrative Content Group

Best use of video from the engineering and manufacturing sector

Gold – Rolls-Royce and Bloc Digital

Best use of video from the financial services sector

Gold – Caledonia Private Capital and Bladonmore

Silver – AXA Group and Navigate Video

Bronze – MyCSP on behalf of Civil Service Pensions

Best use of video from the healthcare and pharmaceuticals sector

Gold – AstraZeneca and Edelman

Best use of video from the property, construction and facilities management sector

Gold – SEGRO and Big Button

Silver – Livv Housing Group

Bronze – Skanska UK and Connected Pictures and The Beautiful Truth

Best use of video from the public sector

Gold – LNER

Best use of video from the sport, travel, leisure and tourism sector

Gold – Team GB and Hill+Knowlton Strategies

Best use of video from the technology, media and telecommunications sector

Gold – Telegraph Media Group and That Little Agency

Silver – Vodafone and WM Reply

Bronze – Tata Consultancy Services – Europe and UK

Best use of video from the transport and logistics sector

Gold – Royal Boskalis Westminster and MunzMedia

Silver – LNER - Launching Azuma

Bronze – LNER - Keeping People Safe On Trains During Covid-19

Corporate video of the year

SEGRO and Big Button

Video production company of the year

DRPG

Best video targeted to a general audience

Gold – SEGRO and Big Button

SEGRO is a FTSE 100 company and a leading manager and developer of industrial property in Europe. This campaign set out to help a wider audience truly understand what SEGRO does, as a creator of space that enables extraordinary things to happen. Together with strategic video agency, Big Button, this campaign created visual representation of the big brands and clients that have used SEGRO space.

The impressive and engaging sculpture captured a general audience due to its creative technical production, while also strengthening client understanding of SEGRO's purpose. It was shot in one single take and received over one million organic impressions. One judge said, "Everything about this video is first class. The creativity used here goes beyond the very complicated and impressive mechanics and logistics."



Silver – Royal Boskalis Westminster and MunzMedia

The shipping logistics company set out to communicate with an audience outside the sector niche, by capturing the impressive scale of its operations. High definition drone footage showed the Boskalis Westminster as it successfully loaded the Carnival Vista cruise ship. The clips created an impactful video in terms of public relations and corporate awareness.



Bronze – Lush and The Kindness Offensive

Shot during the pandemic with the help of volunteers, this charitable campaign by cosmetics company, Lush, distributed luxury products to food banks, churches and key workers during lockdown. The low budget video campaign used handheld camera shots of the production line and interviews with the workforce to create an authentic campaign story.



Highly commended – Direct Line Group and Black Sun

Highly commended – Philip Morris International and iVision

Best video targeted to the investor audience



Gold – Anglo American and Investis Digital

Anglo American is a global and diversified mining business based in London, with operations across continents. This campaign with Investis Digital brought data and minerals to life and challenged the audiences' preconceptions of the mining industry. It clearly aligned with Anglo American's goal to 're-imagine mining and improve people's lives.'

Due to the organisation's international standing, the content was successfully repurposed for an internal and external audience across sectors. Impressive close up shots ensured the core focus remained on the business, while also engaging with and inspiring audiences outside of investor relations. One judge said, "It was bold to move investor relations away from 'inform' to 'inspire', but it worked beautifully."



Silver – Whitbread and Investis Digital

Whitbread owns some of the biggest brands in the hospitality sector, from Premier Inn to Beefeater. In this campaign, Investis Digital helped Whitbread to showcase its commitment to delivering long-term sustainable value to its shareholders. The concise video used clean graphics to convey key information and directly communicate future growth plans.



Bronze – TwentyFour Asset Management and Big Button

TwentyFour Asset Management has worked with Big Button for several years, delivering video content for investors. This campaign used animation to explain what a Residential Mortgage Backed Security (RMBS) is and how it functions. The video successfully delivers information to the investor audience in a clear, concise and engaging way.

Best video targeted to the internal audience

Gold – Skanska UK and Connected Pictures - The Beautiful Truth

Skanska is one of the UK's leading construction groups, with a focus on creating sustainable solutions in green construction, work safety and business ethics. The health and safety campaign was created by Connected Pictures, the film and documentary production studio of The Beautiful Truth Group.

The video took employees out of their normal environment to humanise the content and really drive home the importance of health and safety procedures to its workforce. It combined the light-hearted moments between families with serious and impactful conversations. One judge praised, "This was a truly powerful and authentic video. The fact that this could reduce accident rates on site is testament to the production value."



Silver – C&A Foundation and Sequel Group

Each year the C&A Foundation, the charitable arm of global retail giant, C&A, launches an internal initiative to encourage employees to give back to local communities. This campaign showcased how the funds have helped local charities in over 21 countries around the world and evokes a sense of pride among the employees.



Bronze – Philip Morris International and SuperHumans

Philip Morris International teamed up with SuperHumans agency, to create a campaign that would humanise senior business leaders of the organisation and improve internal communications. Playing on the theme of the 'The Impossible', the video was engaging but also clear in its aim to inspire employees.



Highly commended – Direct Line Group and Black Sun

Best use of video to aid CSR



Gold – AXA Group and Navigate Video

AXA Group used personal storytelling to create an informative video series for its #TobaccoFreeMe campaign. AXA is a Founding Signatory of the UN Tobacco-Free Finance Pledge and this campaign highlights the brand as pioneer in the world of insurance having made the decision to divest its tobacco industry assets. Using engaging interviews with scientists and the general public, AXA provides information on tobacco-free finance and how the organisation is working to implement positive change. With the help of video strategists at Navigate, this campaign achieved incredible engagement on YouTube. One judge described the video campaign as 'detailed, engaging, epic storytelling.' The content was built on a foundation of detailed research and insight from medical and legal professionals. By encouraging healthy habits to policyholders this campaign aided CSR on a personal, business and ethical level.



Gold – Springboard Charity and DRPG

The Springboard Charity is an independent UK charity supporting disadvantaged and vulnerable people to find employment in the hospitality, leisure and tourism sectors. Springboard worked with creative agency, DRPG, to create a short film for the opening of its annual 30th Anniversary Pearl Ball. This long form video campaign told the stories of individuals who found hope through the charity after overcoming personal challenges. Creative agency, DRPG, used a combination of voiceovers, animation and high-resolution camera shots to tell three individual stories. One judge praised the campaign as, "A great way to highlight some very difficult content and themes with sensitivity and impact." Together, DRPG and Springboard UK raised awareness of the charity and conveyed a message of hope as each of the three individuals found the skills, confidence and opportunity to succeed.



Silver – LNER and CALM

British train operating company, LNER, partnered with Campaign Against Living Miserably (CALM) in 2018. CALM is the leading movement against suicide in the UK and this video campaign from LNER aimed to unite the nation to support one another. The video uses interviews with employees to talk through the power of the partnership and charity support.



Bronze – Deloitte and The Edge Picture Company

Deloitte has put respect, diversity and inclusion at the heart of its strategy to attract and retain talent. The 'One Million Futures' campaign aimed to raise aspirations, improve skills and develop leaders by supporting charities and social enterprises in the UK. The video series tells emotive stories of those people who have turned to these charities for support in times of crisis.

Highly commended – LNER (The Reserves)

Best use of video to assist reputation management

Gold – Royal Boskalis Westminster and MunzMedia

The impressive video campaign captured the scale of engineering by demonstrating how its infrastructure and employees work to lift a 67,000 tonne cruise ship. The content shows a clear strategy to capture digital audiences with high-resolution shots and dramatic drone footage.

The BOKA Vanguard is the world's largest semi-submersible ship and its unique ability to lift and transport extremely heavy cargo was beautifully demonstrated in this campaign. One judge said, "Incredibly effective storytelling". Another added, "Very high-end and strong visuals." The campaign truly showcased Royal Boskalis Westminster as a leading global service provider operating in the maritime services sector.



Silver – Skanska UK and Connected Pictures - The Beautiful Truth

The Low Carbon campaign by Skanska and Connected Pictures tackles the issue of CO2 production and sustainability in the construction industry. It clearly outlines its Net Zero plans using a voiceover to tell 'the whole story'. The campaign balanced the transparency facing the industry problems while highlighting the action by Skanska to combat its environmental impact.



Silver – Tata Consultancy Services – Europe and UK

Tata Consultancy Services used client testimonials to convey its message, placing the CEO of Dutch airline KLM, at the front and centre of this campaign. The client highlighted the strengths and successes of TCS in an authentic format that clearly outlines the company goals for the future and past successes.



Bronze – LNER

Through its partnership with suicide awareness charity, CALM, this campaign humanised LNER as a company. The focus on employees talking and sharing their thoughts on the charity support positioned LNER as a people centred brand with the mental and physical wellbeing of its staff and customers at the top of its agenda.



Highly Commended – Enviva and Narrative Content Group

Best use of video for the employer brand



Gold – Spirit Energy and Comprend

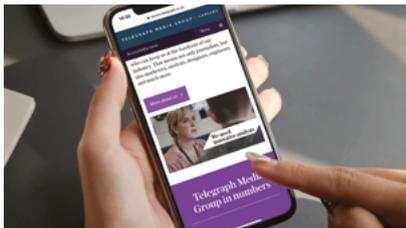
Spirit Energy formed in 2017 and is now one of Europe's top independent exploration and production companies. Its team of over 700 employees work globally to produce 50 million barrels of oil equivalent per year. As a new business, Spirit Energy worked with Comprend to engage with potential talent and be seen as a trusted and attractive employer in the industry.

The #TeamSpirit campaign puts employees at the heart of the business and allows them to directly speak to the audience and share their experience with the brand as an employer. This format gave the campaign a strong human voice and focused on challenging preconceptions of Spirit Energy as an employer in the oil and gas industry. It used a mix of professional and user generated content to create a genuine yet powerful video. One judge commented, "For a corporate oil and gas company it felt warm, friendly and authentic."



Silver – LNER

This campaign from LNER celebrates women in the rail industry and the range of roles available to them. The uplifting video saw a train renamed the 'Flying Scotswoman' for International Women's Day. It used employee testimonies to create a positive employer brand and encourage new talent to consider working in the rail industry.



Bronze – Telegraph Media Group and That Little Agency

Telegraph Media Group launched its employer proposition 'You make the story' in 2019. Together with That Little Agency, this creative video used research findings to define the employer value and engage with potential talent. It used bespoke and b-roll footage to colleagues working collaboratively and taking control of their own future.

Highly commended – Baillie Gifford and Heehaw

Best augmented reality or virtual reality

Gold – SEGRO and VMI Studio

B2B property brand SEGRO teamed up with VMI Studio to create a virtual reality experience documenting SEGRO's journey through past, present and future. The campaign works to demonstrate how the company has lived up to its brand purpose to 'create the space that enables extraordinary things to happen.' The creative appealed to external audiences, but more importantly it connected with SEGRO's own people and showcased the benefits of VR. The business enlisted a historian to trail through archived material and gather data on the brand history.

The best stories and achievements from the past 100 years, were then extracted and condensed into a six and twelve minute version, to appeal to different audiences and demographics. Each scene upheld the highest level of accuracy and transformed the brand history into an engaging and dynamic experience. The campaign was praised by the media and received excellent feedback from a number of different audiences, from partnering schools and communities to employees and stakeholders.



Best animation



Gold – Rolls-Royce and Bloc Digital

For this campaign, precision engineering company, Rolls-Royce, created the 'Tempest' animation together with Bloc Digital. The video takes viewers on a journey through history using animation to replicate historic b-roll footage of iconic air vehicles. The creative video moves away from the traditional use of archive footage, and instead opts for a bold and modern animation to bring the company's 100-year heritage to life. The level of detail and visual design enhances the journey from past to present, and creates a sense of wonder and excitement for viewers. The animation was used to promote Rolls-Royce's involvement in the Tempest programme to stakeholders at the 2020 Farnborough Air Show, which the team would traditionally have attended before Covid-19. One judge praised, "Very high quality 3D animation that is perfectly suited to the message and the audience," while another simply said, "Very impressive stuff."



Silver – Baillie Gifford and Heehaw

Baillie Gifford is an independent investment management firm with offices across the globe. The colourful animation created video and animation company, Heehaw, grabs the attention of potential candidates of the graduate accountancy programme. It uses complimentary audio to provide information while the animation keeps the content fresh and engaging.



Bronze – MyCSP on behalf of Civil Service Pensions

MyCSP is the leading provider of pensions learning and education services to UK pension schemes. This campaign worked to deliver clear and concise information explaining pensions using industry knowledge and expertise. The jargon-free animation used research findings and made the complex information more engaging to an external audience.

Best use of user-generated content

Gold – Emperor

Emperor is one of the UK's leading employee-owned creative agencies helping clients to connect with stakeholders and audiences. This video captured the loneliness of national lockdowns during the pandemic in a powerful tribute to Emperor colleague, Stuart Wisken who died after contracting Covid-19 last year.

The content has a strong internal message of unity for employees but also for external audiences as the nation shared feelings of isolation and learned resilience through the pandemic. The simple user-generated content plays alongside orchestral music and impactful statements in a simple white text. The campaign proved that sometimes less is indeed more, as one judge praised, "A stand-out idea at a moment where ideas were getting clichéd very fast. Memorable, thought-provoking, creatively impressive."



Silver – Anglo American and Investis Digital

Investis Digital helped Anglo American to put its employees at the heart of its Covid-19 response campaign and highlight its corporate social responsibility. The use of internal voices makes for an authentic and emotive video clearly outlining Anglo American's efforts to keep staff safe through the pandemic.



Bronze – LNER

For this campaign, LNER used user-generated content filmed by staff on phones and cameras to capture the challenges faced through Covid-19. The LNER Reserve campaign highlighted employee's voluntary efforts internally and externally across the country, from London to Inverness. The uplifting videos empowered colleagues and showcased LNER as a community centered business.



The single voice for stakeholder relations



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Best data visualisation

Gold – Rolls-Royce and Bloc Digital

Precision engineering company, Rolls-Royce, commissioned Bloc Digital to develop the 'Tempest' animation, aiming to showcase the organisation's latest project to external stakeholders. The quality animation reflects Rolls-Royce as a high technology company and pioneer of combat air power systems. The digital design acts as a tool to inspire the next generation of STEM graduates and future engineers. The ideas and air vehicles developed in the animation were carefully selected using previous marketing data and ideas. This campaign pushed boundaries and challenged both Rolls-Royce and Bloc Digital to reimagine data visualisation and deliver a memorable and innovative animation. It successfully triggers an emotional response from viewers, using a combination of music, impressive historic animations and supporting futuristic visuals. One judge said, "I think that this really met the brief and clearly presented what might be viewed as an old fashioned brand as high-tech."



Best viral video

Silver – Vodafone Group and WM Reply

Vodafone Group teamed up with WM Reply digital workplace experts to create this graphic animated campaign to stop time wasting and improve workplace efficiency. This campaign clearly sets out the key performance solutions and directly engages with employees. The creative idea 'Super Teams' shows Teams, Onedrive and Planner assembling to create a more efficient and productive work environment.



Best live or experiential video



Gold – MyCSP on behalf of Civil Service Pensions

The Scheme Administrator, MyCSP, administers the Civil Service pension arrangements on behalf of the Scheme Manager (Cabinet Office). In a series of videos throughout September 2020, MyCSP went live during Pension Awareness Week. For 45 minutes everyday over the course of a week, an expert spoke directly to the audience to provide clear information and give a better understanding of pensions.

The 'Live@Lunch' sessions have previously been taken to offices up and down the country, but due to lockdown restrictions MyCSP took the series online. The live videos provided excellent consumer engagement and also gave the opportunity for immediate question and answer sessions in its pension surgery.



Silver – Dentsply Sirona with Linger.com and Gauzy Advisors

Dentsply Sirona is the leading provider of professional dental products and technologies. For this innovative campaign, Dentsply Sirona held a 24-hour live stream event from a TV studio created in the middle of the company's production facility in Bensheim. Connecting with more than 13,000 employees worldwide, the company discussed internal culture and purpose.

Best video in a documentary style

Gold – Network Rail and The Edge Picture Company

Network Rail partnered with The Edge Picture Company to tell Tegan's story, a young girl who was electrocuted on the train tracks. Trespassing has been on the rise since 2014, which led to the creation of the Trespass Improvement Program. This emotive documentary told Tegan's story in a video titled 'You vs. Train'.

The documentary style campaign highlighted the hidden dangers of the railway in an effort to deter young people from trespassing. The personal storytelling format used a range of filming styles from CCTV footage to interviews with Tegan, resulting in a powerful and moving campaign. One judge praised, "An important issue tackled sensitively featuring the story of a very brave young woman with a message that hits home."



Silver – Doddington Dairy and Visual Punch

Northumberland-based artisan cheese producer, Doddington Dairy partnered with Visual Punch to capture the production process of this small business. Filmed on a low budget, this high quality video engages with the brand identity following the produce from the cows to the shop shelf.



Bronze – LNER

LNER created this documentary style campaign to celebrate VE weekend in the UK. It explored the rail war effort and linked the content back to LNER as an organisation. Filmed during lockdown, it used a combination of historical footage and interviews with former and current railway staff.



Best creative execution



Gold – SEGRO and Big Button

As Europe's leading owner, manager and developer of industrial property, SEGRO set out to capture the brand story and purpose as an enabler, providing the space for extraordinary things to happen. Strategic video agency, Big Button, was brought in to help develop the creative and build the chain reaction sculpture. The campaign was based on the idea that for SEGRO, 'one thing has led to another.'

It visualised this timeline in a series of contraptions representing the company's journey from 1920 to the current day. Each element of the contraption represents a different project, brand or customer that has used SEGRO's space. The single take campaign makes for an authentic and impressive video that showcases the company's versatility. Judges praised it saying, "Fantastic creative execution" and "Utterly absorbing."



Bronze – Children's University Aspire and Heehaw

Children's University Scotland created the Aspire learning platform for children to use outside lesson time. This film from production company, Heehaw, used fun and engaging interviews to allow children to share what they love about the Aspire platform. The result was an authentic and light-hearted campaign directly speaking with potential users.

Highly Commended – MyCSP

Best use of video with social media

Gold – LNER

LNER set up the #GooseCam after a goose settled in York station. The live stream was watched by thousands of people every day via a series of goosecam camera feeds set up by LNER. Viewers became even more invested after the Mother Goose laid eggs in the station, leading audiences to return to check on if and when they hatched.

The video clips with light-hearted commentary were consistently shared across the LNER twitter and other social media platforms, before being shared by broadcast media across the UK. One judge called the campaign “A golden egg of a story,” while another said, “The multiple nationwide media pickup speaks for itself.” The creative and opportunistic campaign delivered a story of human interest and did wonders for the PR of LNER, connecting with a variety of social audiences.



Silver – Atos

Atos is the global leader in digital transformation, operating in 73 countries with over 110,000 employees. This B2B communications campaign carefully planned its social media strategy to create video clips targeted to a specific audience and platform. The combination of animation and employee interviews created a consistent and clear brand identity.



Bronze – SEGRO and Big Button

The SEGRO ‘Contraption’ campaign was shared widely across social media and received over one million organic impressions. The video reached a versatile audience and was praised for encouraging viewers to watch and re-watch due to the number of complex and creative components within the chain reaction structure.



Best use of video as part of an integrated campaign



Gold – Royal Boskalis Westminster and MunzMedia

Leading dredging and marine experts, Boskalis Westminster, filmed the loading of a stocked Carnival Vista cruise ship onto its semi-submersible heavy lift vessel, BOKA Vanguard. This footage was filmed on a drone and shared in full length, short clips and picture format.

Digital creative agency, MunzMedia also helped to create accompanying videos to bring greater detail on the dry docking process. This included animations and pictures showing the BOKA Vanguard at different stages and angles throughout the process. The content was shared on a variety of channels across the media and social channels and achieved high engagement due to the visually impressive camera footage and animation. One judge praised, "Great use of a variety of channels to deliver a truly integrated campaign with great ROI."



Silver – Vodafone Group and WM Reply

The 'Super Teams Assemble' campaign from Vodafone used comic book style animations to bring internal training to life. It achieved an impressive 50,000 mentions on internal channels alone. This bright and fun animation kicked off the integrated campaign and established a strong visual identity.



Bronze – Caledonia Private Capital and Bladonmore

Caledonia Investments is a London-based FTSE 250 self-managed investment trust. Bladonmore rebranded one of its Caledonia Private Capital divisions and delivered new materials. The short films reflected the corporate tone of voice and used high quality footage and interviews to show the human side of finance.

Highly commended – Atos

Best measurement or evaluation strategy

Gold – AXA Group and Navigate Video

AXA is one of the world's biggest insurance companies with over 300 years of experience. This campaign was based on the fact that 60% of the world's 1.1 billion smokers want to quit. AXA became the first insurance company to divest from tobacco in 2016 and its #TobaccoFreeMe campaign worked to both explain why it made this move and the positive impact it has had on society.

AXA brought in creative studio, Navigate Video, to transform the video series' performance on YouTube. The video showcased AXA's position as the largest contributor to Tobacco Free Portfolios, having divested €1.8bn of tobacco industry assets since joining in 2016. The video content had a very strong research base with a dedicated platform providing detailed information on the subject. Judges praised, clear research and completion rates and the powerful storytelling.



Best long-term video strategy



Gold – LNER

LNER created a campaign integrating video as part of a wider communications strategy to combine visual campaigns, media coverage and new launches. As part of this strategy, LNER filmed a video giving a dedicated farewell to its InterCity 125 high-speed train, as it travelled across the East Coast on its final journey.

Employees and customers were invited on-board for the final trip, creating a real sense of internal and external community. The train was painted the original British Rail InterCity 125 colour as camera footage immortalised the iconic train's final trip. Judges praised the sustainability of the campaign and the high production quality of its assets.



Silver – Tata Consultancy Services – Europe and UK

The multinational information technology services and consulting company created a thoughtful and carefully planned video campaign to showcase its various partnerships. The short film focused on leadership and senior peer-to-peer content that will remain authentic and impactful in years to come.



Bronze – MyCSP on behalf of Civil Service Pensions

MyCSP is one of the UK's leading pension administrators with over 1.5 million members and 340 employers. This animated video campaign focused on communicating messages that are often misunderstood by the consumer and answering questions they may have. Responding directly to these frequently asked questions made for an effective and informative long-term campaign.

Best one-off video campaign

Gold – LNER - Celebrating International Women's Day

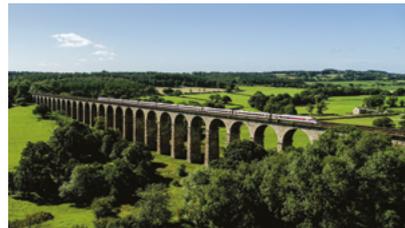
To celebrate International Women's Day 2020, LNER rebranded the Flying Scotsman train as the Flying Scotswoman. The train ran between Edinburgh and London gaining physical and digital media and press coverage.

The campaign was not only visually impactful as it worked on an emotive level to inspire women to consider a career in the rail industry. The impactful campaign was perfectly timed to launch for International Women's Day as 87% of women in Scotland were reported to never have considered a career in rail. LNER has a diverse workforce and half of its Executive Board is female, so the campaign brilliantly aligned with the company ethos of inclusion and diversity. One judge said, "This video was grounded in strong research into the topic and social media feedback shows how well it landed with potential future Flying Scotswomen."



Silver – LNER - Celebrating Yorkshire Day

LNER took the opportunity to celebrate one of the most popular cities on its rail route with Yorkshire Day last year. The online video series used a range of footage from driver's cab footage to user-generated content as customers sharing the reasons they love Yorkshire. The creative campaign drove regional engagement and had an uplifting and positive PR impact.



Silver – Midlands Air Ambulance Charity and DRPG

The Midlands Air Ambulance operates and funds three air ambulances covering six Midlands counties. Together with creative communications agency, DRPG, this campaign called viewers to imagine a life without the air ambulance charity and consider the lives it has saved. It used storytelling and character building to tap into viewers emotions and drive donations.



Bronze – Philip Morris International and SuperHumans

Philip Morris is the world's leading tobacco company with a global workforce of more than 80,000, but it is now focusing on building a future of smoke-free products. This campaign focused on inspiring the internal workforce to prove that the impossible is possible. The video used clear lettering to deliver its message and drive employee engagement.



Best portfolio approach



Gold – The University of Edinburgh Business School and Heehaw

The University of Edinburgh is one of the world's top universities with over 33,000 current students. For this campaign, the institution commissioned Heehaw to create a series of videos for its website and social media to raise awareness of the Masters programmes available. The content was specifically targeted at an international audience and featured current students giving an authentic insight into the Edinburgh university experience.

Heehaw worked with 10 students at the Business School and asked what they love most about Edinburgh. The production company then created a script and film to bring these testimonials to life. The videos were cut and condensed into shorter clips to be shared on Instagram and other social media channels in a wider marketing portfolio. The campaign series was shared globally and received a positive response from prospective students.

Best copy style/tone of voice

Gold – MyCSP

MyCSP is one of UK's leading pension administrators with over 500 employees and over 1.5 million pension scheme members. This video was created for the Annual General Meeting to look back on the organisation's successes and challenges, while also setting the tone for the 12 months ahead. Individuals and teams were celebrated for their contribution to the business and its goals.

The video used a combination of imagery, film clips and cultural references to connect with the audience and tell the story in an engaging way. The video uses emotive footage to convey the company culture, vision and values to internal and external stakeholders. The tone of voice and is reflective while the upbeat music creates a sense of excitement and celebration. This campaign truly demonstrates the brand's appreciation for its employees. Judges celebrated the 'simple yet effective' strategy.



Silver – MyCSP on behalf of Civil Service Pensions

This campaign from MyCSP used a series of videos to help consumers to understand their pension scheme. It used a voiceover and written text to ensure the information was delivered clearly to its audience. The tone of voice and style were consistent throughout and made for a cohesive and informal video series.



Bronze – Symrise AG and PressPlayMovies Hamburg

Symrise AG is a major producer of flavours and fragrances operating in over 100 countries. This campaign created a corporate news channel featuring exclusive insights into the Symrise business. It reported directly from the Symrise headquarters in Holzminden and used a creative style to deliver the company highlights of 2019.



Best creative strategy



Gold – Philip Morris International and iVision

The leadership team at Philip Morris international are prevalent in the brand's social media and video communications, providing a direct and transparent means of external communication. In this campaign, together with iVision, it brought the talking heads format to life and asked a mix of topical informative questions and fun engaging ones, such as 'Rumour has it you like to drive tractors, true or false?'

For an international company with operations in 50 countries and over 48,000 employees, this was a creative way to build brand identity and trust while also being fun and engaging for employees. It informed internal and external audiences of the brand strategy, while also humanising the senior leadership team. The campaign received great employee feedback and judges praised the charismatic interviewees.



Silver – DP World

Global supply chain solutions company, DP World, challenged viewers expectations with this campaign celebrating International Women's Day. It showed clips of employees with a male voiceover before revealing the women in action. The creative concept broke down barriers to ensure existing and potential employees felt empowered to succeed at DP World.



Bronze – Dignity and Sequel Group

Dignity worked with communications agency, Sequel Group, to show how its employees worked through the pandemic to make sure funeral homes and crematoriums across the UK ran smoothly. It showcased the internal sense of community and put the spotlight on employees with interviews and emotive testimonials.

Best use of video from a charity, NGO or not for profit

Gold – Midlands Air Ambulance Charity and DRPG

The Midlands Air Ambulance has completed over 63,000 missions since forming in 1991 and is entirely funded by donations. The campaign called for the audience to 'Imagine your life without Midlands Air Ambulance?' It shows clips of versatile family units, emphasising that the charity is a life saving resource for everyone, no matter what age or background. DRPG, created this powerful campaign showing Midlands Air Ambulance services in action.

Despite using little narration, the visual storytelling is impactful and pushes the viewer to imagine the potentially disastrous consequences that closures due to lack of funding could have on these families or their own. It ends by humanising the individuals, their age and what happened before the Midlands Air Ambulance saved their lives. One judge said, "The film captures the heart of people and organisation as one."



Silver – Springboard Charity and DRPG

The Springboard Charity supports unemployed people to improve their job prospects. Together with DRPG this campaign focused on storytelling, bringing to life the stories of three people who overcame their personal struggles with the help of Springboard UK. The short film uses a combination of animation and real-life film.



Bronze – HighTide and Lansons

HighTide is one of the UK's leading new theatre companies aiming to engage diverse communities, supported by its funding partner, Lansons. This video brought visual theatre to the screen and adapted its offering to suit the current social context of the pandemic. The campaign generated positive PR for the charity and increased media awareness.



Best use of video from the energy and utilities sector

REDUCING

carbon emissions



UP TO

85%



Gold – Enviva and Narrative Content Group

Enviva is a global energy company specialising in sustainable wood and bioenergy. It is also the world's largest producer of sustainable wood pellets, which provide a low-carbon alternative to fossil fuels.

This animated video campaign from Narrative Content Group starts by stating this fact, before going on to explain what exactly happens during the lifecycle of a wood pellet. The clear narration and informative animation uses graphs, facts, and storytelling to inform the audience of the brand strategy and evidence supporting this. The animation fits the Enviva branding and condenses a huge production line into an accessible and interesting 3-minute video, suitable for both external audiences and stakeholders. One judge praised saying, "I loved the scribing approach, and the clear storytelling underpins a compelling sustainability-lead theme."

Best use of video from the engineering and manufacturing sector



Gold – Rolls-Royce and Bloc Digital

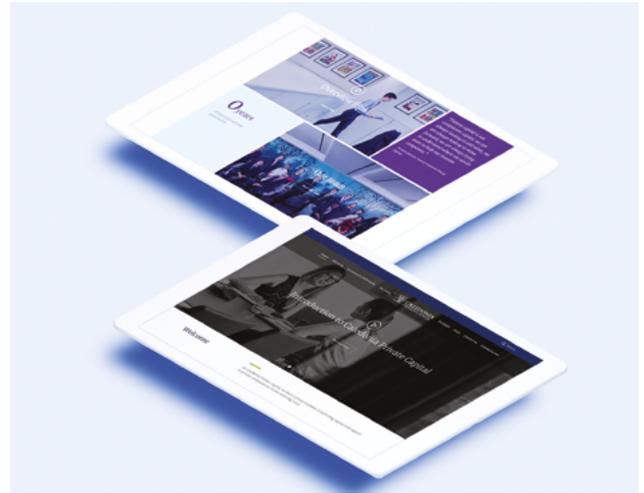
Team Tempest consists of world leading British defence industries and the UK Ministry of Defence. This video campaign showcased Rolls-Royce's involvement in the Tempest project and its development of advanced power and propulsion technologies for the next generation of air vehicles. The 'Tempest' animation campaign, produced by Bloc Digital, uses impressive high-quality animation to convey advanced engineering and technology messages in a clear and captivating way.

The video appeals to the intended audience of external stakeholders and future engineers, while also engaging with a wider audience of viewers outside the aerospace industry. Judges welcomed the move away from traditional use of video to demonstrate the engineering technology, and said the use of animation worked well in the high tech and high-spec space.

Best use of video from the financial services sector

Gold – Caledonia Private Capital and Bladonmore

Caledonia Private Capital is the unquoted investment arm of Caledonia Investments, a London Stock Exchange listed investment trust, with a focus on partnering with privately owned companies in the UK. The company enlisted international specialist communications consultancy, Baldonmore, to create a professionally produced trailer introducing the company and discussing what makes Caledonia Private Capital unique. The video positions Caledonia as the partner of choice for businesses and stakeholders with values that align with its own. The informative video remains authentic with the use of internal voices delivering the brand values and purpose. It clearly outlines the market proposition using a combination of interview clips with members of the leadership team, and high quality footage of employees at work. Judges praised, “Glossy”, “professionally-produced” and “in keeping with Caledonia’s brand values.”



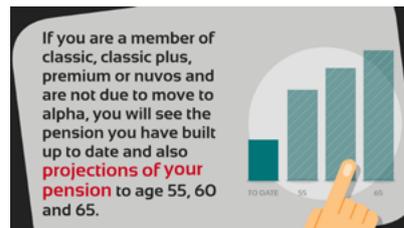
Silver – AXA Group and Navigate Video

AXA released a hard-hitting series of short films about tobacco and why it is so addictive. This video series worked as part of AXA's wider business strategy following its signing of the Tobacco Free Finance Pledge in 2018. AXA ensured viewers were interested in the research before relating the content back to the financial industry, and positioning the brand as a responsible insurer.

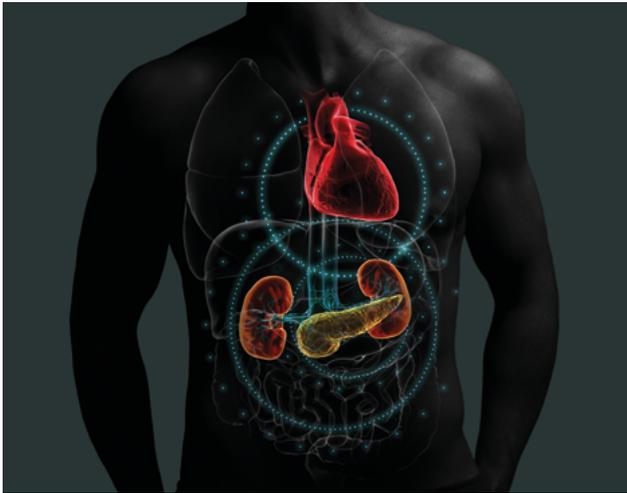


Bronze – MyCSP on behalf of Civil Service Pensions

MyCSP is the scheme administrator for the Civil Service Pension on behalf of the Scheme manager, the Cabinet Office. This video series used voiceover, text graphics and 2D animation to condense complex financial jargon on a variety of pension related topics, into an engaging video for the wider consumer audience.



Best use of video from the healthcare and pharmaceuticals sector



Gold – AstraZeneca and Edelman

Pharmaceutical company, AstraZeneca develops new medicines to make a positive and meaningful impact on patients' lives. AstraZeneca partnered with global communications firm Edelman, to create the world's first visualised disease map, 'Patient Pathways', inspired by the London tube map.

AstraZeneca asked Edelman to show healthcare professionals how different diseases interconnect and encourage those in the healthcare and pharmaceuticals sector to look at their patients more holistically. The video enables viewers to see how diseases are intricately connected in a way that is easy to understand. The creative campaign moves away from dense scientific documents and opts for a 'workable, useable map.' It took four designers, fifteen medical experts and two months to create the resource. The video increased awareness of the internationally shareable resource and celebrated its success with patients and doctors. Accompanying patient films were viewed over one million times and doctors worldwide have since adopted the map.

Best use of video from the property, construction and facilities management sector

Gold – SEGRO and Big Button

British property investment and development company, SEGRO, worked with creative agency Big Button to bring the industrial property industry to life. The company started over 100 years ago as the Slough Trading Company Ltd. before being rebranded as SEGRO in 2007. SEGRO houses tenants in a variety of areas, from production, industry and leisure facilities. The 'Contraption' project showcased the biggest brands in SEGRO's history, while the complex mechanics worked as a construction project in itself.

One of the most notable brands featured in the video was Mars Inc. after the first Mars bar was manufactured on site of the original Slough Trading Estate in 1932. The 'Contraption' campaign put a creative spin on industrial property and celebrated its customers. One judge described this campaign as, "A really creative approach to storytelling which held my attention and left me wanting to learn more."



Silver – Livv Housing Group

Livv Housing Group rebranded in April 2020, taking on a new name and renewed sense of purpose. The independent housing association currently provides homes for around 25,000 people in Knowsley and Merseyside. This campaign shared the organisation's values through personal testimonies and conveyed its commitment to supporting its customers.



Bronze – Skanska UK and Connected Pictures and The Beautiful Truth

Skanska UK was established in 1887 and is now one of the world's leading project development and construction groups. This campaign highlights its commitment to achieving net-zero carbon emissions on all its projects by 2045. It aligns with the brand purpose to contribute towards a sustainable future for its people, customers and communities.



Best use of video from the public sector



Gold – LNER

LNER operates on the East Coast mainline rail network and has over 19,000 employees. For this campaign, LNER held a two-day launch for the new Azuma train at Kings Cross station in London. The supporting video campaign used a range of footage showing the production of the train, LNER staff and travelling customers.

It unveiled one of the 65 new Azuma trains, showcasing the high quality facilities and features of the train. LNER once again put its employees at the heart of the brand, from train staff to the managing director. From a PR perspective, this upbeat video campaign worked on a number of levels to boost the company's reputation as a community of fun and hardworking people. The Azuma train took its first journey from Leeds to London and the launch achieved impressive media and broadcast coverage. Judges praised the video's clear delivery against strategic aims and high quality production.

Best use of video from the sport, travel, leisure and tourism sector



Gold – Team GB and Hill+Knowlton Strategies

Team GB celebrated Valentines Day with a series of videos built on the message, 'Every form of love belongs in Team GB.' With the help of public relations consulting company, Hill+Knowlton Strategies, the video series looks at three different kinds of love: romantic, sibling and parental. It puts a creative spin on inclusion and diversity, by celebrating the different kinds of love that exists within the Team GB squad and in the wider British nation.

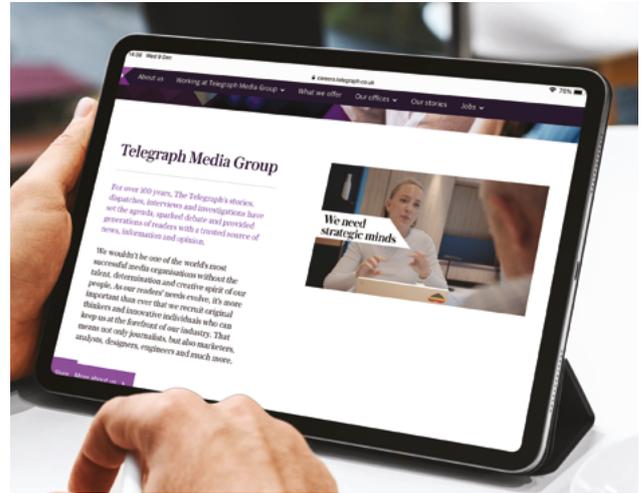
Sportspeople including Kate and Helen Richardson-Walsh, became the first same-sex married couple to win Olympic gold alongside each other in 2016. They sat down for an authentic interview style video to explain what love means to them. The black and white format made for an honest and stripped back creative approach, allowing the viewer to focus on the interview content. The strategy aligned with Team GB's brand as a business that unites and inspires the public.

Best use of video from the technology, media and telecommunications sector

Gold – Telegraph Media Group and That Little Agency

The Telegraph Media Group was founded in 1855 and is the proprietor of the Daily Telegraph and The Sunday Telegraph. This campaign aimed to attract, engage and retain new talent and drive traffic on the careers website.

That Little Agency was brought in to invite media professionals to make their own story and deliver an impactful campaign for The Telegraph employer brand. The video focuses on the brand's clear purpose to lead the news agenda and deliver high quality journalism. Using a combination of footage and clear text to outline the brand purpose, this campaign aims to engage creative, digital, editorial, professional services and sales job seekers. It used clips of the Telegraph publications to maintain a strong brand image and convey the culture and opportunities available at the company. Judges praised the clear objective underpinned with thoughtful research across stakeholders.



Silver – Vodafone and WM Reply

Vodafone is the largest mobile and fixed network operator in Europe, with the biggest and fastest growing 5G network. This campaign aligned with the company purpose to connect its customers for a better future and drive positive change for society. It focused on delivering a clear message and driving behavioural change within the organisation.



Bronze – Tata Consultancy Services – Europe and UK

Tata Consultancy Services is India's largest multinational business group operating in 46 countries with over 450,000 consultants. The information technology services and consulting company used client testimonials to show the true value of a commercial partnership. The interview style format focused on senior peer to peer content aimed at delivering tangible business results.



Best use of video from the transport and logistics sector



Gold – Royal Boskalis Westminster and MunzMedia

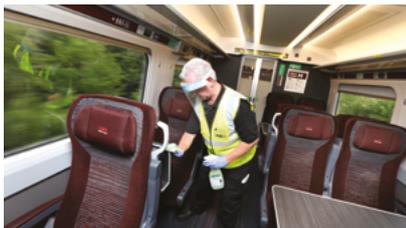
Royal Boskalis Westminster is the leading global dredging and offshore contractor and maritime services provider. Having originated in the Netherlands, Boskalis has been operating for over 100 years and now has 650 ships and around 9,900 employees. With operations in over 75 countries, this video campaign needed to match the vast operational scale of the business. It showed the dry-docking process of a cruise ship in what was described by judges as a fascinating, fabulous and educational video.

Drone footage captured the impressive engineering and put a visually captivating spin on transport and logistics. One judge said, "This showcases innovation that I'd never considered, it challenged my thinking and engaged me." The video campaign received high engagement, having been shared widely on social media and gaining over 136,000 views on Vimeo.



Silver – LNER - Launching Azuma

LNER created a video campaign celebrating the launch of its new Azuma train, offering more seats, space and improved reliability. It used upbeat music and footage of employees to generate excitement for the launch as the train departed for its first journey. The localised campaign received high engagement and media coverage.



Bronze – LNER - Keeping People Safe On Trains During Covid-19

This campaign from LNER focused on informing the general public on the measures it was taking to ensure customers could travel safely. The educational video highlighted the company's commitment to serving the public using visual footage of cleaning procedures and interviews from employees.

Corporate video of the year

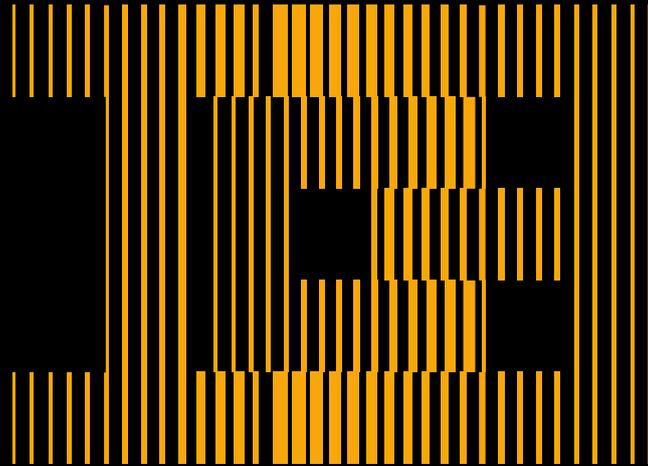


Winner – SEGRO and Big Button

SEGRO's goal is to be the leading owner, asset manager and developer of modern warehousing and light industrial properties in Europe, while also being the partner of choice for its customers and other stakeholders. This video campaign was in the making for several years, as the business wanted to aid consumer and stakeholder understanding of what SEGRO truly does and the brand story and purpose it represents.

Creating the 'Contraption' was a technical and physical challenge, but the video series captures every stage of the process, from idea conception to behind the scenes clips and out-takes. The contraption was built to celebrate the brand's centenary using individual elements that represent SEGRO's history. The campaign covered all bases including interviews with the artist and director of the project, user-generated content on site of the build and professionally shot footage of the final project.

The finished film showcasing the contraption is incredibly impressive and was described by judges as 'first class', 'beyond the very complicated' and 'endlessly re-watchable.' Each intricate detail was thoroughly considered and unique to the brand and its clients. 'Contraption' received over one million organic views and clearly achieves its goal to aid consumer and stakeholder understanding and awareness of the SEGRO brand.



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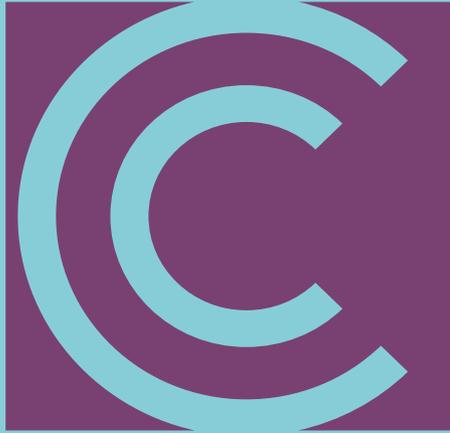
Video production company of the year



Winner – DRPG

For over 40 years, leading global creative communications agency DRPG has helped brands to deliver impactful and creative comms campaigns. It began with the philosophy that 'anything is possible' and now has over 350 employees in seven locations across the UK. The past few years have seen incredible growth from the agency, both in terms of clients and work produced, but also in terms of wider social engagement. Most recently, the Earl of Wessex commended the DRPG team on its rapid and continued contribution toward sustainability and its handling of Covid-19.

DRPG won two gold awards in this year's Communicate Lens awards for its work with the Midlands Air Ambulance and DRPG's charitable partner, Springboard Charity. Judges praised the high quality production and clear creative strategy behind both campaigns, using a range of different filming techniques and video formats. Despite both campaigns handling difficult and sensitive topics, DRPG excelled in its uses of captivating storytelling to engage with audiences. The creative agency wowed judges by thinking outside of the box, while still maintaining clear objectives and delivering real tangible results for its partners. One judge said, "DRPG captures the heart of people and organisations as one."



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