



Corporate
& Financial
2022 Awards

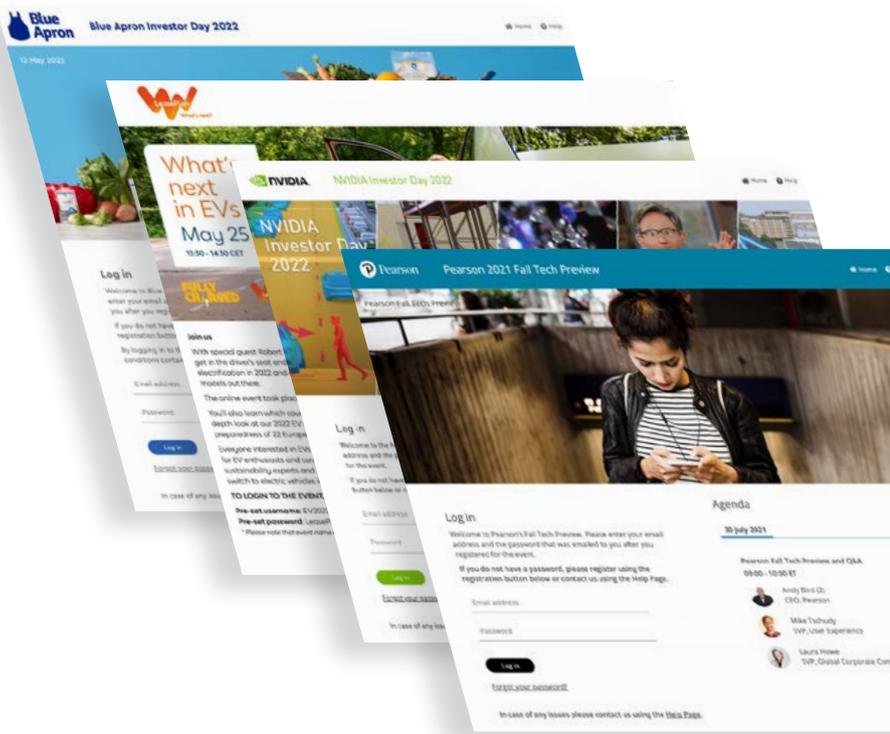
WINNERS BOOK

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We help IR professionals build stronger stakeholder relationships through our Connected Content™ approach for building and orchestrating every form of communication from IR/Corporate websites to virtual events.

We also apply our proprietary Connect.IQ tool to study and benchmark all the elements of an effective digital IR/Comms presence. We pinpoint the criteria that helps IROs make a bigger, broader impact and build trust with investors.



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Virtual Events & Webcasting

ABOUT US

Investis Digital has been at the forefront of global digital communications and marketing, building deeper connections and driving business performance since 2000.

WELCOME



This is a record year for the Corporate & Financial Awards. There can't be many awards programmes that see entries from well over half the FTSE 100 and a similar number from the FTSE 250. The entry numbers were high and so too was the calibre of the work submitted. Looking forward, such strength in communications is going to be important. We know that for many organisations, the next few years will be hard - at least one company that entered has already called in the administrators.

We will need the communications skills from the winners of this year's Corporate & Financial Awards to ensure that investors and wider stakeholders fully understand the paths companies are taking. However, having seen the work submitted this year, I know that at least from a communications perspective, corporate Britain has the talent to rise to the challenges it faces. So to all this year's winners - congratulations. Your work has never been more important.

Andrew Thomas
Publisher
Communicate magazine

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JUDGES



Cynthia Alers
Former investor relations director
AO

Cynthia has held senior roles as director of investor relations, strategic development and corporate communications for FTSE 100 and 250 companies in a range of industries. She began her career in corporate broking and equity capital markets with JP Morgan Cazenove. Her experience spans the UK, European and North American markets, new NASDAQ listing, IPOs and M&A transactions. She is also a non-executive director for Orwell Housing Association where she chairs the Audit Committee and was previously a non-executive director with the Port of Dover, where she also chaired the Audit Committee.



Maria Babkina
Head of investor relations
Lamprell

Maria has over 15 years of advisory and in-house investor relations and communications experience. She is currently leading the investor relations strategy for Lamprell, a UAE-based energy services group, where she is focusing on a major repositioning for the company as it embraces the energy transition. Maria was previously deputy head of communications at a FTSE 250 mining company, with a core focus on developing group ESG reporting and strategy.



Kristina Blissett
Former director of group communications
Coats

Kristina was the director of group communications at Coats. The FTSE 250 company is the world's leading industrial thread and textiles manufacturer, with a workforce of 17,000 people across six continents. Kristina led the group communications team which was responsible for external and internal communications, and the project management of the annual report. Kristina has over 20 years' communications experience in a wide range of industries such as manufacturing, professional and financial services.



Sean Bride
Senior reporting consultant
Radley Yeldar

During his time as a global equity analyst at PwC and an investor relations consultant for Citigate Dewe Rogerson, Sean developed a strong interest in corporate reporting and has written a number of white papers exploring the subject. His experience spans equity analysis, investor relations and corporate reporting. Sean has an 'investor's perspective', advising on positioning and best practice reporting. He is mainly involved at the concept and development stage, helping to define key messaging to convey to the stakeholders.



Kerry Cooper
Head of external communications
Mondi

Kerry has 20 years' experience across the communication landscape, giving her a well-rounded appreciation of business imperatives and the value of understanding stakeholder needs. As the group communication director for Mondi, Kerry leads a team responsible for the way Mondi connects with its range of audiences across channels, with a focus on demonstrating how sustainable packaging is contributing to a better world. She is passionate about great storytelling, creating empathy and inspiring change.



Danny Cox
Head of external relations
Hargreaves Lansdown

Danny is the head of external relations at Hargreaves Lansdown the UK's favourite digital wealth management service. With over 20 years at Hargreaves Lansdown, Danny sits over the public relations and corporate affairs functions as well as being a trustee of the Hargreaves Lansdown Charitable Foundation and the Bristol period poverty charity, Period Friendly Places.



Today is for the taking

Whatever your plans,
big or small, let's chat.

TOMORROW BEGINS TODAY



NatWest

JUDGES



Frank Ford
Group manager - investor relations
Distell

Frank has been in the investor relations industry for 20 years with experience working in both the UK and South Africa. He currently oversees the investor relations function at drinks company, Distell, supervising the company's capital markets facing activities, integrated report process, pre-AGM solicitation and financial media management. He is also currently involved in the Heineken deal stakeholder management and communications workstream towards deal completion. Starting his career at The Cross Border Group, Frank then worked for FTI Consulting and King Worldwide Investor Relations.



Simon Gleadhill
Corporate reporting and IFRS technical controller
Howdens

Simon leads the interpretation and implementation of new IFRSs across the group and makes sure that the group stays ahead of new developments in corporate and ESG reporting. Simon has a specialism in ESG reporting, strategy, business model and culture reporting. He leads the process and development of the Howdens Joinery Group annual report and accounts, and the group's sustainability report, which have won several awards in recent years.



Matt Gower
Head of ESG
Royal Mail

Matt is head of ESG at Royal Mail, where he was overseeing its strategy to advance its ESG efforts across the UK business, including its ambition to achieve net-zero emissions by 2040. Prior to joining Royal Mail in early 2022, Matt was head of sustainability communications and reporting at LeasePlan N.V. in Amsterdam, the world's largest Car-as-a-Service company with 1.9 million vehicles under management in 32 countries.



Lucie Holloway
Head of financial and corporate communications
London Stock Exchange Group

Lucie has worked for London Stock Exchange Group for the past 10 years. She is currently head of financial and corporate communications, 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.



Charles King
Head of investor relations
Halma plc

Charles is head of investor relations at Halma plc, a global group of life-saving technology companies, focused on growing a safer, cleaner, healthier future for everyone. In his role at Halma he is accountable for all aspects of investor relations and is also responsible for the group's sustainability function which reports to him. He joined Halma plc in September 2018, having previously led investor relations teams at Tate & Lyle, Serco, Lloyds Banking Group, SSP Group and Worldpay.



Sally Marshak
Head of investor relations and communications
Savannah Energy plc

Sally has over 25 years' experience in international capital markets, investor relations and communications. Prior to joining Savannah Energy, she was a director at Citigate Dewe Rogerson for over 15 years in London, Europe and New York where she advised international clients on their global communications and investor relations programmes as well as advising on over 30 international capital markets and M&A transactions.

JUDGES



Rebecca Mayo
Managing director
Lansons

Rebecca is joint managing director and a managing partner at Lansons. She is an award-winning senior adviser with more than 20 years' experience, specialising in financial services and appointed by clients across the public, private and not-for-profit sectors. Rebecca works with senior leaders on a wide range of communications challenges and issues, from complex corporate, change and employee communications through to market-leading brand building and integrated marketing campaigns.



Jock Mendoza-Wilson
Director of international and investor relations
System Capital Management

Jock has extensive experience in developing communication strategies and implementing public affairs programmes for leading global corporations to develop institutional, governmental and investor relations. He joined the leading Ukrainian holding company, System Capital Management, as director of corporate communications in 2005. He has been involved in developing the company's communications, government relations and investor relations strategies.



Mark O'Sullivan
Head of corporate reporting
PwC

Mark leads PwC's corporate reporting and governance team in the UK. He has over 15 years of experience in advising many leading organisations on current and best practices in reporting, the effectiveness of their corporate reporting and the implementation of new reporting strategies in order to meet the needs of the capital markets, regulations and wider society. Mark is involved in helping to shape the future direction of corporate reporting and oversees PwC's annual review of the corporate reporting practices in the FTSE 350.



Gulshen Patel
Director of investor relations and corporate communications
Senior plc

Gulshen joined Senior plc as the director of investor relations and corporate communications in 2018. Senior is an international manufacturing group with 26 operations in 12 countries. Prior to her role at Senior, Gulshen was at Babcock International Group plc. Gulshen has over 12 years of experience as an IR professional, with a strong background in financial analysis, communication and stakeholder management, believing the key to the role is having integrity and credibility.



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.



Lindsey Stewart
Director of investment stewardship research
Morningstar

Lindsey is the director of investment stewardship research at Morningstar. He has over 20 years' experience consulting and advising listed companies and other organisations on investor and stakeholder engagement at Makinson Cowell, KPMG and the Financial Reporting Council. Lindsey now works in a global team at Morningstar conducting research into asset managers' sustainable investing policies and practices. He also helps publish thought leadership and ratings that asset owners and investment beneficiaries can use in their investment allocation decisions.



Michael Strachan
Director of media and
financial communications
Banco Santander

Michael has been director of media and financial communications at Banco Santander since 2016 and is responsible for leading the bank's international media engagement across Europe and the Americas. He has worked in financial services communications for nearly 20 years, starting his career at the Royal Bank of Scotland in Edinburgh where he held various senior communications roles through the financial crisis, before joining Tesco in 2013 to lead the communications team at its financial services arm, Tesco Bank.



Gemma Terry
Director - corporate and
financial communications
Pearson

Gemma is the director of corporate and financial communications at Pearson. Gemma joined Pearson in 2010 and has over 12 years of experience, in both the UK and Hong Kong. Currently, Gemma leads on 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. Gemma manages Pearson's corporate and IR website, organises media interactions and provides strategic counsel for Pearson's CEO and CFO.

WINNERS

Best corporate website – FTSE 100

Gold – Associated British Foods and Black Sun

Gold – Pearson and Investis Digital

Silver – British Land and Investis Digital

Silver – Legal & General

Bronze – Rolls-Royce and Investis Digital

Highly commended – Anglo American and

Investis Digital

Best corporate website – FTSE 250

Gold – Britvic and Design Portfolio

Silver – Trainline and Design Portfolio

Bronze – Spectris and Conran Design Group

Highly commended – Inchcape and

Conran Design Group

Best corporate website – AIM

Gold – SMS and Instinctif Partners

Silver – Inland Homes plc and Jones and Palmer

Best corporate website – Small cap

Gold – Wincanton and Design Portfolio

Silver – Palace Capital plc and Jones and Palmer

Bronze – Industrials REIT and Jones and Palmer

Highly commended – Halfords Group plc and

Jones and Palmer

Best printed report – FTSE 50

Gold – AstraZeneca and Superunion

Gold – Legal & General and Superunion

Silver – Associated British Foods and Black Sun

Silver – Aviva plc and Brunswick Creative

Bronze – IHG and Superunion

Bronze – NatWest Group and Black Sun

Highly commended – BT Group and Emperor

Highly commended – Lloyds Banking Group and Emperor

Best printed report – FTSE 100

Gold – Airtel Africa and Friend Studio

Silver – Howdens Joinery Group and Emperor

Silver – Intertek Group and Emperor

Bronze – Burberry and Black Sun

Bronze – Coca-Cola HBC and Black Sun

Best printed report – FTSE 250

Gold – Wickes and Luminous

Gold – Workspace Group and Emperor

Silver – Dr. Martens and three thirty studio

Silver – Tate & Lyle and Conran Design Group

Bronze – Essentra and Conran Design Group

Highly commended – Britvic and Luminous

Highly commended – Indivior and Black Sun

Best printed report – AIM

Gold – Hotel Chocolat and Emperor

Silver – Warehouse REIT plc and Lyonsbennett

Bronze – Belvoir Group and Design Portfolio

Highly commended – GBG plc and Carr Kamasa Design

Highly commended – Windward and Lyonsbennett

Best printed report – Small cap

Gold – AO World and Jones and Palmer

Gold – Reach and Black Sun

Silver – Renewi and Wardour

Bronze – Halfords Group plc and Jones and Palmer

Bronze – Luceco and Lyonsbennett

Highly commended – Hyve and Friend Studio

Best printed report – International

Gold – Swiss Re and Superunion

Gold – Windward and Lyonsbennett

Silver – Saudi Aramco

Bronze – Alphawave IP plc and Lyonsbennett

Bronze – The Adecco Group and Black Sun

Highly commended – SGS and Radley Yeldar

Best printed report – Unlisted

Gold – Kantar and Friend Studio

Silver – UK Power Networks and Instinctif Partners

Bronze – Chester Zoo and Denfield

Bronze – Czarnikow with Frances Herrod Design and

CooperNixon Corporate Communications

Best online report – FTSE 100

Gold – BT Group and Emperor

Silver – Burberry and Black Sun

Silver – Legal & General and Superunion

Bronze – Experian and Friend Studio

Bronze – Mondi Group

Highly commended – Schroders and Black Sun

Best online report – FTSE 250

Gold – Centrica and Comprend

Silver – Coats and Emperor

Best online report – Small cap

Gold – Halfords Group plc and Jones and Palmer

Silver – Severfield plc and Jones and Palmer

Bronze – Henry Boot plc and Jones and Palmer

Best online report – International

Gold – Banco Santander and Bestiario

Silver – House of HR and Brunswick Creative

Bronze – Lenzing Group and GW+Co

Highly commended – Aliaxis Group SA and Gather

Highly commended – KMG and Fanda

Best online report – Unlisted

Gold – Aliaxis Group SA and Gather

Silver – KPMG

Bronze – UK Power Networks and Instinctif Partners

Best printed CSR or ESG report

Gold – British Land and Black Sun

Silver – LSEG and Superunion

Bronze – Britvic and Luminous

Bronze – Croda and Black Sun

Highly commended – Barratt Developments and Jones and Palmer

Highly commended – WPP and Superunion

Best online CSR or ESG report

Gold – Mondi Group

Silver – Lloyds Banking Group and Emperor

Bronze – Autonom and Fanda

Bronze – Western Union and Brunswick Creative

Highly commended – Anglo American and Salterbaxter

Highly commended – De Beers Group and

Conran Design Group

Best diversity and inclusion report

Gold – KPMG

Silver – BT Group and Emperor

Bronze – Schroders and Black Sun

Best integrated report

Gold – Mondi Group

Silver – United Utilities Group plc and Jones and Palmer

Bronze – Coca-Cola HBC and Black Sun

Bronze – Holcim and Brunswick Creative

Highly commended – KPMG

Best cover

Gold – Chester Zoo and Denfield

Gold – Legal & General and Superunion

Silver – The Adecco Group and Black Sun

Bronze – Ocado Group and Jones and Palmer

Bronze – Premier Foods and Jones and Palmer

Highly commended – Saudi Aramco

Best use of digital media

Gold – Anglo American and Investis Digital

Bronze – Ocado Group and Jones and Palmer

Best event

Gold – Bunzl and Black Sun

Bronze – Moody's Corporation and Brunswick Creative

Best in-house corporate & financial communications team

Winner – BNY Mellon

Agency or consultancy of the year – small

Winner – Cognito

Agency or consultancy of the year – large

Winner – Instinctif Partners

Annual report of the year

Winner – AstraZeneca and Superunion

Best corporate website – FTSE 100

Associated British Foods and Black Sun Gold

Associated British Foods (ABF) is a decentralised business with a core purpose of providing safe, affordable and nutritious food and goods to people around the world. To communicate this unifying mission while also highlighting its many areas of operations, it worked with Black Sun to streamline its corporate website. The site wove that purpose through every aspect of ABF's communications, setting the company's operations in context and delivering a positive impact along the way.

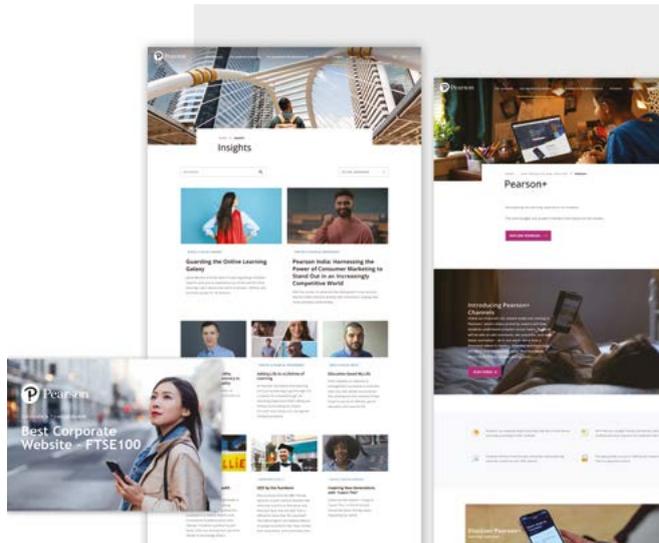
Judges liked the site's clean layout, its simple navigation, user experience and praised its impressive results. The website has made a clear impact on the company's audience, as average time on page rose by 49% as a result of the more engaging, easier to navigate site update. The hero video discussing ABF's purpose was watched by nearly 17,000 users in just the first three months.



Pearson and Investis Digital Gold

Following a year of growth and ambitious plans for improving reach, Pearson needed its website to support its ever-expanding business. Its previous online offer was geared toward the investor community, without uniting its business behind a single online marquee. To transform its online home, Pearson worked with Investis Digital on a content-rich site that would help boost Pearson's SEO and user engagement.

The new site deepens the connection between users and Pearson by communicating the company's learning expertise, its ESG commitments and its plans for strategic growth. As a result, the company has charted a 42% increase in page views from a huge new audience of users. Judges thought the interactive elements of the site helped bring the content to life and contributed to the improved engagement measures.

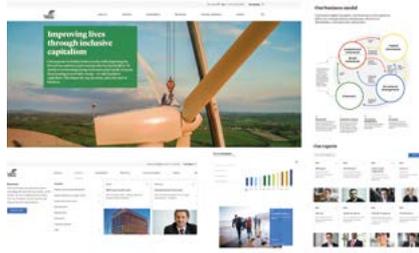


Best corporate website – FTSE 100



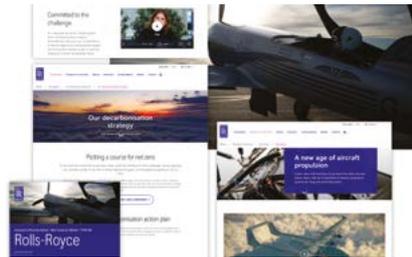
British Land and Investis Digital Silver

To better communicate its commitment to improving public and private spaces, British Land worked with Investis Digital on a data-driven approach to an improved corporate website. Better navigation and new spotlight sections on customers and sustainability helped achieve increases in page views. Judges thought the improvements to the site were a crucial contributor to increased engagement.



Legal & General Silver

Legal & General delivered a new content management system across its corporate website in order to better meet user needs. The CMS helped improve SEO, enhance discoverability and better communicate about the company's key objectives. Judges thought the resulting 20% uptick in unique viewers was a laudable achievement as a result of the content update.



Rolls-Royce and Investis Digital Bronze

As part of its commitment to achieving carbon-free transport, Rolls-Royce worked with Investis Digital to imbue its corporate website with this positioning. The new site highlights the engineering firm's achievements and developments in sustainable technology, with viewing metrics proving the success of the strategy. One judge praised the site's clear objective as a means of uniting the company and its content.

Anglo American and Investis Digital Highly commended

Anglo American worked with Investis Digital to transform its corporate website into one focused on the sustainable and responsible future of its mining operations.

Real
fruit in
every drop



with
added
vitamins

it's a
**Good
day**
TO MAKE A **Positive Choice**



energising
B Vitamins

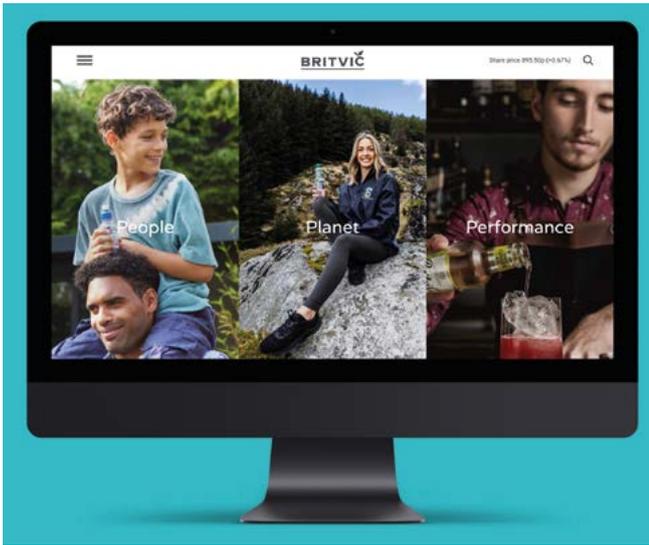


no
sugar
or
sweeteners

Consume as part of a healthy and balanced diet and lifestyle. Robinsons Benefit Drops contains vitamin B3 which contributes to the reduction of tiredness and fatigue. Purdey's contains vitamins B2, B3, B6 & B12 which contribute to normal energy yielding metabolism & reduction in tiredness and fatigue.

BRITVIC
plc

Best corporate website – FTSE 250



Britvic and Design Portfolio

Gold

Global soft drink manufacturer Britvic had an outdated, complex investor site that was failing to deliver a unified message or streamlined experience. To more firmly communicate the company's three strategic pillars of 'people, planet and performance,' Britvic worked with Design Portfolio on a site update. One of the hallmarks of the new design was putting Britvic into focus in real-life situations. Instead of focusing on product packaging and bottles, the company's drinks were situated in lifestyle photographs that helped bring the company's mission to life for investors.

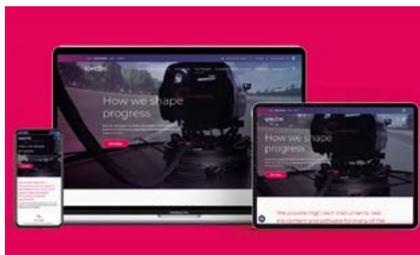
Since launch, Britvic charted an 84% increase in average session duration and a 27% reduction in bounce rate. The numbers were backed up by a cleaner design and more engaging content. "Bringing together a house of brands like Britvic is a phenomenal challenge, so reducing the number of pages is admirable," said one judge. "Brilliant!"



Trainline and Design Portfolio

Silver

Trainline worked with Design Portfolio to combine its three separate sites – careers, media and IR – into a single hub. In doing so, the company ensured that its corporate narrative wasn't diluted and that key messages were delivered in one place. The company's SEO benefitted as a result of the new strategy. Judges praised the organisational aspects of the new site as well as its navigation and communications.



Spectris and Conran Design Group

Bronze

Technical instrument company Spectris worked with Conran Design Group to better position it as a technical expert playing a leadership role in its industry. The site used photography effectively, highlighting the company's products and employees to tell its story. "A vibrant site," said one judge. Another praised, "I liked the embedded video on the homepage and the sustainability tab."

Inchcape and Conran Design Group

Highly commended

Conran Design Group delivered a new corporate site for Inchcape that put motion and momentum to use in bringing the auto manufacturer's story to life.

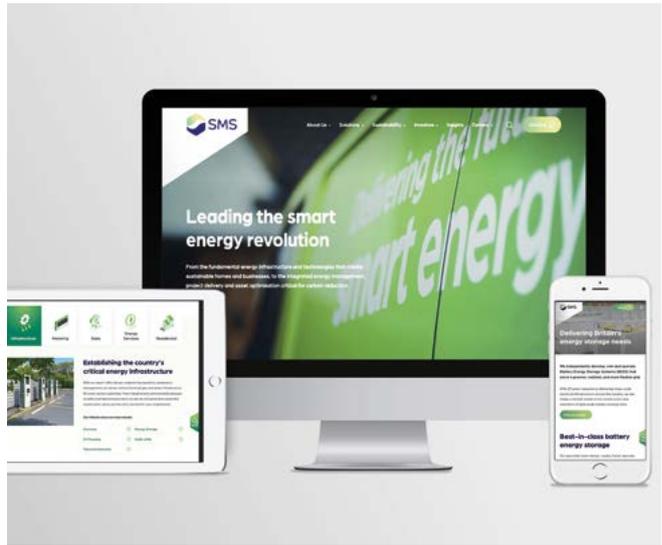
Best corporate website – AIM

SMS and Instinctif Partners

Gold

UK energy company SMS had to tell its story within the context of a changing sector and a greater drive for sustainability across the energy industry. To do so, it worked with Instinctif Partners to declutter its website, focus on a stronger core message – 'leading the smart energy revolution' – and upgrade the site's navigation and user journey.

After a period of extensive analysis, Instinctif Partners delivered a site that used animation and illustration to complement the brand's story, while also ensuring accessibility across the wide-ranging site. Since launch, SMS has seen a 25% increase in conversions on its calls to action. One judge called it "A clear, engaging design with a good use of graphics, video and navigation," while another praised the "appealing website" for its "clear navigation and great case study section."



Inland Homes plc and Jones and Palmer

Silver

Inland Homes tasked Jones and Palmer with communicating its ESG commitments more clearly on its corporate site. To do so, the annual report was developed alongside the new site, to ensure consistency of information across both key assets. The new site deploys a single page layout to great effect, ensuring engagement with all of the company's communications.



Best corporate website – Small cap



Wincanton and Design Portfolio

Gold

Supply chain services brand Wincanton had to respond to a shift in mission and leadership in order to better communicate its role at the heart of the supply chain. Its outdated legacy website was revamped by Design Portfolio, which used video and animation across the site to deliver clearer corporate messaging.

The new website benefits from a structured homepage that enabled users to find their path through the site with greater ease. It also tells Wincanton's story through case studies, enabling the complexity of its supply chain operations to shine through. Judges thought the innovative site was easy to use and well-designed. "It's visually impressive," said one judge. "The site is clearly set out, easy to read, achieves Wincanton's strategic aims and links to ESG and sustainability."



Palace Capital plc and Jones and Palmer

Silver

Real estate investment trust Palace Capital needed its site to herald its position in the market and act as a gateway for conversations with investors and stakeholders. To achieve this, Jones and Palmer delivered a site filled with personality, stunning imagery and clear navigation. Judges praised the "great intuitive design," and "engaging statistics and graphics."



Industrials REIT and Jones and Palmer

Bronze

Multi-let industrial estates developer, Industrials REIT, worked with Jones and Palmer to relaunch its corporate site after a rebrand. The new site brings the brand's character to life and capably outlines its shift in mission and positioning. One judge praised the "great sectioning of the homepage, effective positioning of teasers and the lack of need to endlessly scroll."

Halfords Group plc and Jones and Palmer

Highly commended

Jones and Palmer infused Halfords Group's corporate website with key facts and figures, stronger messaging and clearer news and communications.

Best printed report – FTSE 50

AstraZeneca and Superunion

Gold

AstraZeneca had a herculean task to achieve with its 2021 annual report. It had to meet the needs of the UK and US regulations and shareholders while keeping the report concise and effectual. It also had to tell the story of its groundbreaking Covid-19 vaccine and discuss the acquisition of Alexion. To achieve all of this, Superunion focused on delivering an effective design and layout to avoid packing pages with too much information.

The report also makes a strong statement by directly linking its corporate strategy with its remuneration policy. Judges thought the result is “extremely well-designed.” One said, “Huge amounts of information are rendered beautifully and to very good effect.” Another added, “It certainly did live up to the challenge of implementing an efficient, streamlined design aesthetic that still allowed complex information to be clearly understood.”



Legal & General and Superunion

Gold

Legal & General prioritises the simplicity of its communications, always seeking to make the complex easy to understand. Its annual report was no exception. It worked with Superunion on a reporting suite that put the best of its brand to work in an enticingly illustrated report. Using 'inclusive capitalism' as the report's theme also helped focus the narrative and ensure readers were engaged in the corporate strategy.

“Brilliantly designed,” said one judge, who praised the focus on inclusive capitalism and climate action. Another said, “This report demonstrated how Legal & General's social purpose is at its heart with its actions.” But the highest praise was offered for the report's “distinctive design that works highly effectively and clearly.”



Best printed report – FTSE 50



Associated British Foods and Black Sun Silver

Associated British Foods is the purveyor of countless household brands around the world. But its corporate strategy, positioning and narrative had to make a bigger impact with stakeholders. To achieve this, Black Sun built an annual report that focused on the concept of togetherness to tell the company's story. One judge praised the report as: "The investment proposition brought to life."



Aviva plc and Brunswick Creative Silver

Following a brand refresh, Aviva worked with Brunswick to ensure its 'It takes Aviva' messaging helped anchor its 2021 reporting. The report marked a shift from the previous compliance-focused reporting strategy towards an engaging narrative approach. The transformation paid off with judges saying, "This was a standout report. I liked the refreshed brand guidelines and storytelling."



IHG and Superunion Bronze

Putting its ESG commitments at the heart of its corporate story, IHG worked with Superunion on a report entitled 'True Hospitality for Good.' This helped the company chart its success against its refreshed strategy and contextualise its actions on climate change. One judge praised the "very effective design that works hard to render large amounts of information accessible."



NatWest Group and Black Sun Bronze

After years of addressing change in its reporting, NatWest Group was ready to make a strong statement about its future in its 2021 annual report. Black Sun delivered with a report rooted in 'thriving together,' a theme that enabled the company to explore all of its operations effectively. "It was most definitely guided by its purpose and communicated a well-defined strategy," said one judge.

BT Group and Emperor Highly commended

BT Group worked with Emperor on a report that communicated its commitment to improving the UK's connectivity infrastructure and its role as a force for change in the telecommunications sector.

Lloyds Banking Group and Emperor Highly commended

Lloyds Banking Group and Emperor crafted an annual report founded in 'Helping Britain Prosper,' a strategy judges found engaging, fresh and distinctive.

The background features several abstract geometric shapes, including triangles and polygons, in various shades of green and white. Some shapes are solid, while others are outlined. They 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.

digitalimpactawards.com/europe/

Best printed report – FTSE 100



Airtel Africa and Friend Studio

Gold

New entrant to the FTSE 100, Airtel Africa works to transform people's lives through connectivity, digitisation and financial inclusion. Its annual report had to tell its corporate story to a new UK-based audience while also inspiring investment and following up on its successful IPO. To achieve this, Friend Studio used real-life stories to make the company relatable and understandable. It also cleanly and clearly documented the corporate strategy and business successes.

Judges thought the maturity of this entry, from its capable design to its confident communications, were impressive for the newly minted member of the FTSE 100. One judge said, "I loved the human touch! This report told a consistent story and depicted the diversity of Airtel's markets."



Howdens Joinery Group and Emperor

Silver

Howdens Joinery Group has a long tradition of effective, beautiful reporting, which it wanted to upkeep, while also exploring its current commitment to achieving more in terms of business success and sustainability. Emperor used colour to great effect in telling the company's story across different topics and areas of operations. "Super design, so thoughtfully and lovingly done," said one judge.



Intertek Group and Emperor

Silver

Versatile business Intertek Group wanted to ensure its sustainability positioning was not an afterthought in its 2021 annual report. Emperor thus developed a report that situates Intertek's operations around the core positioning of being 'a force for good.' Judges praised the design, layout and colour palette in the report. One added that it "clearly set out the importance of sustainability for its stakeholders."



Burberry and Black Sun

Bronze

Burberry worked with Black Sun to create a quality product that also communicated a new future for luxury fashion. The report is stylish, contemporary and comprehensive in its storytelling. Judges thought the content within the report was well-signposted, concise and engaging throughout.



Coca-Cola HBC and Black Sun

Bronze

To position it more strongly for the future, Coca-Cola HBC delved into its storied past with a report that married tradition and innovation. Black Sun crafted an engaging, quality visual style that kept readers interested across every spread. "One of my favourites because of the vibrancy and the way the messaging was articulated," said one judge.

Best printed report – FTSE 250

Wickes and Luminous Gold

Wickes has decades of history, but a demerger from Travis Perkins and a listing of its own on the London Stock Exchange meant that its inaugural annual report had to set the tone for the company's future. Structuring the report around five key investment areas, Luminous effectively told the corporate story to its investors, employees and stakeholders. It also aligned the print and digital assets, ensuring the content was built for the screen but still effective in print.

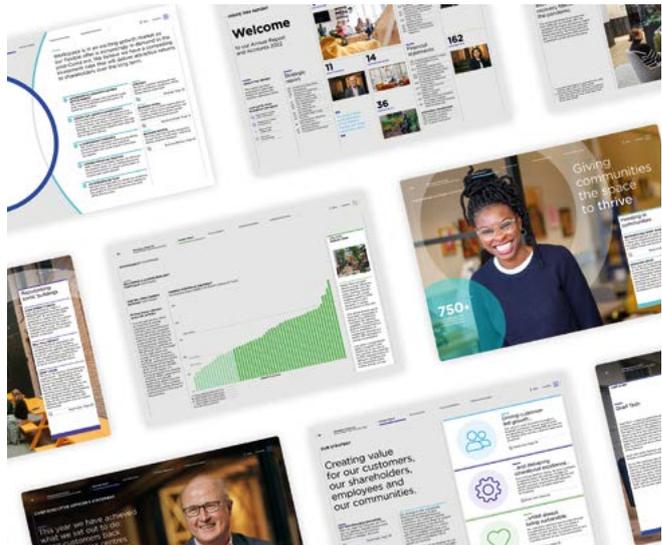
The result is a distinctive, empowering report that charts Wickes' commitment to its audiences and its future. Judges thought this was a successful first report that was well-illustrated and visually engaging while also aligning with the brand's look and feel in-store and online. "The values come through clearly and are well woven throughout the strategy," added one judge.



Workspace Group and Emperor Gold

Office space company Workspace Group needed its annual report to deliver a commitment to London's post Covid-19 working future. By taking a sustainability-led approach, the company worked with Emperor to allow the report to connect with its key audience of SMEs. The report contains vivid photography and clearly colour-coded messages to communicate effectively.

The report is not only engaging and readable, but it has led to a 16% increase in traffic to the online annual report as well. Judges thought the results proved the effectiveness of the company's strategic objectives for its reporting while also delivering a cleverly laid out document for stakeholders.



Best printed report – FTSE 250



Dr. Martens and three thirty studio Silver

Dr. Martens has high investor demand. To engage with its growing audience, it worked with three thirty studio on a magazine-like, well-crafted report. The design is stunning and helps tell the brand's contemporary story in a fresh way, without relying on history and heritage to connect with stakeholders. Judges thought this report stood out from the pack in terms of its use of colour, photography and brand.



Tate & Lyle and Conran Design Group Silver

To position Tate & Lyle as a leading innovator in the food sweeteners and starches category, the company worked with Conran Design Group on a report that takes a fresh eye to the classic brand. Instead of focusing on its products, the report commits to making food tastier and healthier. One judge said, "You could almost taste the book. The fresh, vibrant colour palette draws the reader into the report."



Essentra and Conran Design Group Bronze

Components business Essentra worked with Conran Design Group on a report that would reflect its changed purpose and tell a clarified story about its brand. The print report achieves this through strong, confident statements and engaging design. Judges called it a "very attractive, clean report," that is "well written and to the point."

Britvic and Luminous Highly commended

Britvic's print report, developed by Luminous, put a lifestyle spin on the company's formerly product-driven approach to achieve greater impact with stakeholders.

Indivior and Black Sun Highly commended

Pharmaceutical company Indivior worked with Black Sun to 'imagine a better future for patients' with a confident, attractive annual report.

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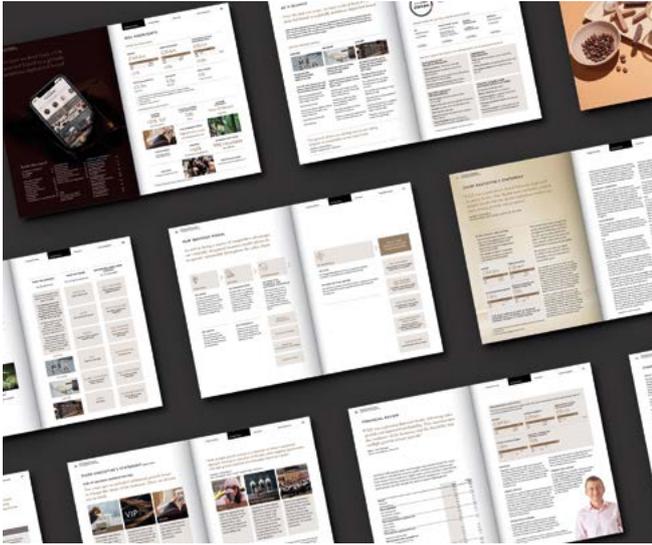
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Best printed report – AIM



Hotel Chocolat and Emperor **Gold**

Hotel Chocolat often connects with investors through the rich, sensory feel of its chocolate and the clarity of its storytelling. This year was no different, as Emperor developed an annual report that put the company's ambitions for growth at the heart of its narrative. The document uses CEO Angus Thirlwell's own outlook for the future of the business as a key statement on the future.

"A beautiful and engaging annual report," one judge called it. Others praised the storytelling around the beloved brand and the effective use of imagery and brand to connect with readers. Another judge added, "This is a well-designed report that addresses key stakeholder requirements with a clear structure and copy. A very mature piece of corporate narrative."



Warehouse REIT plc and Lyonsbennett **Silver**

Warehouse REIT worked with Lyonsbennett to tell the company's story at a point in time when distribution and warehousing were in flux. The printed report communicates the company's changing strategy and its innovative sustainability commitments. One judge called it "a report that hits the mark in many ways." Others praised the report's case studies, clear messaging and corporate narrative.



Belvoir Group and Design Portfolio **Bronze**

Property brand Belvoir Group worked with Design Portfolio to tell the story of its mortgage advice and franchising operations while also integrating ESG reporting into the main narrative. The result is well-designed with a clear layout and an identifiable relationship with the digital report. "I love the alignment with the website, IR powerpoints and other communications," said one judge.

GBG plc and Carr Kamasa Design **Highly commended**

GBG and Carr Kamasa Design delivered a colourful, inspiring report that sets out the business' strategy and objectives in a capable way.

Windward and Lyonsbennett **Highly commended**

Maritime AI company Windward tasked Lyonsbennett with developing its maiden annual report. The result is stylish, well-integrated and comprehensive.

Best printed report – Small cap

AO World and Jones and Palmer Gold

AO World is a well-known brand that had benefitted from the e-commerce boom during the pandemic. It needed to reflect that story in its annual report while also highlighting its recycling programme and new brand. Jones and Palmer worked with AO to tell the story of a changing retail landscape through branded icons, graphics and visual aids. The report also features a double-page flowchart outlining its recycling process.

In a competitive category, this report stood out for its clarity of communications, which helped make a strong investment case for the business. One judge said, "It's a good-looking report that is easy to navigate and has an engaging style." Another added, "There is a clear ambition across the content and design with a strong representation of purpose."



Reach and Black Sun Gold

To signal its digital-first future, media company Reach worked with Black Sun on a print report that would work seamlessly on screen. The report had to reposition Reach as a media brand focused on digital, not on print assets, while also delivering a compelling argument around its data-driven approach to audience management.

The resulting report channels Reach's signature editorial look and tone of voice while communicating about its future goals and ambitions. One judge thought the report was particularly good at having "very clear ambitions around editorial voice as point of differentiation and move to digital." Another added, "I liked the communication of the company's opportunities and challenges, its strategic themes and the sustainability narrative focused on impact."



Best printed report – Small cap



Renewi and Wardour Silver

To tell Renewi's story as a leader in the circular economy, Wardour used photos and diagrams to great effect in the company's print report. It delivered easily digestible content that connected with readers to such a level that the limited print run was extended due to demand. Judges praised the report's visual appeal and its effectiveness at positioning Renewi as a circular economy standout.



Halfords Group plc and Jones and Palmer Bronze

Halfords Group worked with Jones and Palmer to communicate about their consumer and B2B services as well as its ESG commitments. The printed report is driven by case studies, easy-to-understand key messaging and compelling portrait photography. One judge said the report "felt like a compelling narrative, providing market context, strategic focus, progress to date and plans for the future."



Luceco and Lyonsbennett Bronze

Electronics brand Luceco wanted to highlight its competitive, market-leading performance during the pandemic alongside a strategic examination of its long-term growth and potential. To do so, Lyonsbennett delivered a report focusing on 'bringing power to life.' Judges thought the "easy-on-the-eye design" helped support a readable, engaging report that clearly articulated the company's objectives.

Hyve and Friend Studio Highly commended

Hyve worked with Friend Studio to transform the narrative around the business of events, from the challenges of the pandemic to the opportunities for the future.

Best printed report – International

Swiss Re and Superunion Gold

Risk management may have never been more important. That makes Swiss Re's role as a reinsurance company vital to the future of business across many industries. Its annual report had to bring this point of differentiation to life while also ensuring a versatile approach to content design to appeal to the company's broad audience.

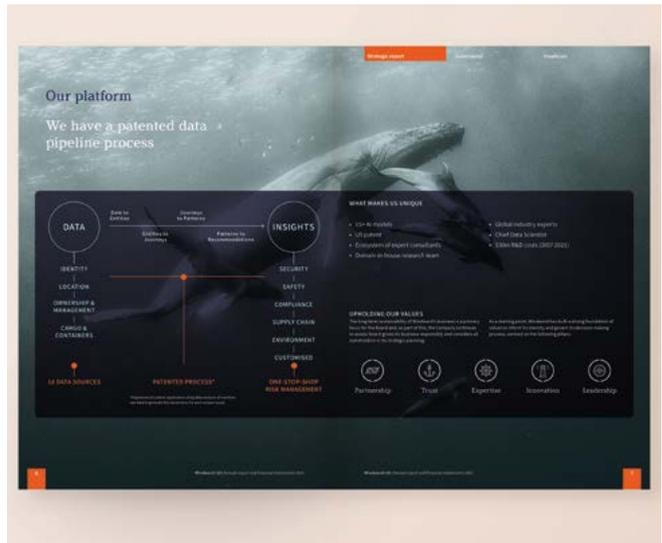
Superunion used a clean visual style alongside effective data points, images and pull quotes to give the report an editorial feel. By aligning the content behind the theme of risk management, the sprawling report was able to remain cohesive and tell Swiss Re's story capably. "The report came across very sophisticated and clean and achieved the challenges it set itself," said one judge. Another praised the "standout approach" for its efficacy of communications.



Windward and Lyonsbennett Gold

Maritime AI business Windward used its annual report to give stakeholders a 360-degree view of the maritime logistics and supply landscape. Lyonsbennett captured the spirit of the brand while outlining key messages across beautiful spreads in the printed report. The use of professional, art book style imagery proved to be unique and refreshing for the viewer; the coherent and visually aesthetic report managed to meld with Windward's broader, recognisable brand image.

The resolutions at the AGM were approved with votes of 99% or higher, and both internal and external stakeholders praised the report's strong communicative style and informative introduction to the business. One judge praised it as an "admirable maiden report that was plainly laid out yet positioned this as a fascinating, cutting-edge company."



Saudi Aramco Silver

To reinforce its commitment to providing resilient, secure and stable energy in a disrupted world, Saudi Aramco worked on a report that firmly situated the company at the heart of global energy transformation. "A clean, well designed and well laid out document which while reporting also tackles the big themes of energy security and the essential role of hydrocarbons," said one judge.



Best printed report – International



Alphawave IP plc and lyonsbennett Bronze

High-speed connectivity company Alphawave IP tasked Lyonsbennett with crafting a report that would demystify its complex business and situate its operations within the wider geopolitical landscape. Judges thought this inaugural approach was effective in its storytelling and authority. One judge praised the “clear messaging throughout the report with the use of multilayered communications and graphics.”



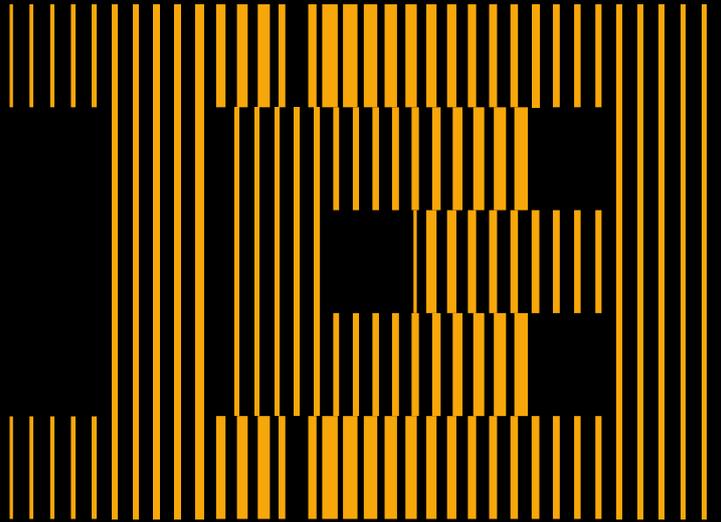
The Adecco Group and Black Sun Bronze

The Adecco Group worked with Black Sun on a print report designed to tell the story of the future of work. Using stunning artwork and design to capture readers' imaginations, the report also integrates the company's people-first purpose into the narrative. One judge said it had, “Gorgeous magazine-style design, well fitted to the future at work theme and insights.”

SGS and Radley Yeldar

Highly commended

Radley Yeldar developed a report for SGS that tells a complex story in an accessible, engaging way. This helped situate the brand at the heart of an interconnected world.



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Best printed report – Unlisted



Kantar and Friend Studio Gold

After demerging from WPP, Kantar wanted to make a statement to its stakeholders through a confident, assured inaugural annual report. It worked with Friend Studio to create a document in line with FTSE 100 best practice. One of the crucial objectives for the report was to communicate all of Kantar's many operations, rather than focusing on its most well-known services. The report achieved this through a comprehensive business model description, key statistics from across the business and a leadership Q&A.

Judges thought the report helped establish the foundations for a future of corporate reporting through a successful communication of Kantar's strategic priorities and its mature navigational structure. One judge praised the "comprehensive overview of the business, including the detailed business model. It clearly explains the transformation priorities and makes a good start to outlining their ESG approach."



UK Power Networks and Instinctif Partners Silver

UK Power Networks used its 2021 annual report to document a moment in the UK's route to net zero. Instinctif Partners put people and communities at the heart of the report to tell the story of the company's commitment to a clean energy future. "Clear from the start. No filler; all killer," said one judge.



Chester Zoo and Denfield Bronze

Chester Zoo worked with Denfield to bring to life its mission to care for animals, contribute to global conservation and breeding efforts and educate the public about amazing animals. The annual report does so with engaging editorial-style imagery and easy-to-read content. "I really loved it," said one judge. "Short, simple, focused, visually attractive with a good use of diagrams."



Czarnikow with Frances Herrod Design and CooperNixon Corporate Communications Bronze

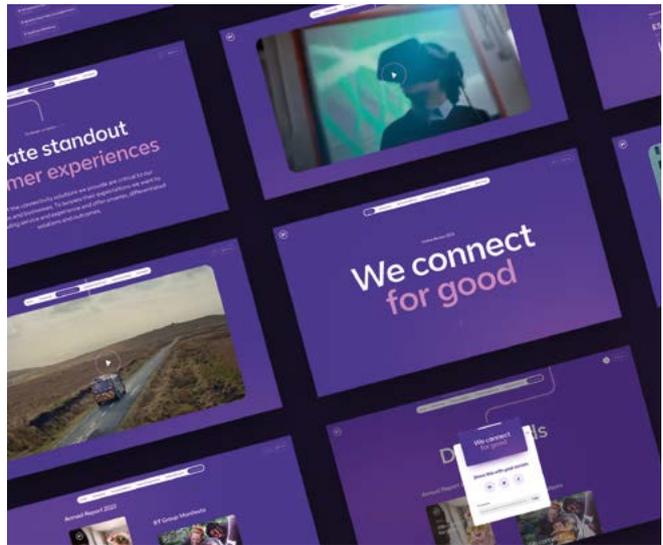
Food services supply chain and finance business Czarnikow set out to tell a story about its ambitious growth plans and its outlook for the future. Working with Frances Herrod Design and CooperNixon, it delivered a stylish, professional annual report that judges said had "great content that reads very authentically." One added, "this is a very impressive report for an unlisted company."

Best online report – FTSE 100

BT Group and Emperor Gold

BT is rolling out high-speed internet the length and breadth of the UK, but to do so it must transform its business and invest in infrastructure. Its annual reporting had to build trust with stakeholders, and indicate BT's long-term value and growth opportunities. To achieve this, it prioritised storytelling across its online reporting suite.

Emperor built social connectivity into the content and delivered a narrative structure that allows users to be guided through their online journey. BT charted a 97% in users year-on-year and a 213% increase in downloads as a result. "Very clear and excellent visuals," said one judge. "I love the ability to seamlessly move around the site with content and visual cues." Another praised the "engaging, flowing design," which helped provide clarity to the reader.



Burberry and Black Sun Silver

To communicate Burberry's digital success and innovation, its online annual report redefined reporting in the luxury space. The report features a premium feel, a video reel and a strong commitment to ESG. Black Sun's work won judges praises for its "impressive use of interactive carousels," and "clear, purpose-led reflection of the brand's history."



Legal & General and Superunion Silver

Legal & General's broad online audience was treated to an online report well-aligned to its external brand, with simplicity of design helping to highlight key messages. Superunion focused on clean lines, engaging illustrations and spotlighted information to ensure the report connected with readers. "I love the simplicity," said one judge. Another added, "The report achieves its aims with an engaging, easy-to-navigate website."



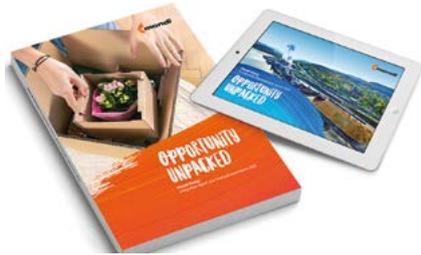
Best online report – FTSE 100



Experian and Friend Studio

Bronze

Experian worked with Friend Studio on a report built on XBRL to clarify tagging and accessibility and to cater to the needs of all users. The result uses the new technology to innovate, aligning well with Experian's technology purpose as a brand. "Excellent, innovative and speaks to stakeholders," said one judge.



Mondi Group

Bronze

Packaging company Mondi Group wanted its integrated online report to engage with a broader audience than it had in the past. To do so, it improved its online suite's functionality, facilitating an increase in downloads, dwell time and page visits as a result. One judge liked the "use of video and other interactive elements," while another praised the "truly comprehensive report with bright, engaging imagery."

Schroders and Black Sun

Highly commended

Schroders worked with Black Sun to create a comprehensive corporate reporting portal tackling all of its stakeholder communication needs.

Best online report – FTSE 250

Centrica and Comprend Gold

With a significant portion of Centrica's audiences now preferring to view the annual report online, Centrica wanted to ensure users received the best possible digital experience. Through diligent research and planning to pinpoint areas of improvement, such as usability, findability and structure, Centrica endeavoured to enhance the viewing and storytelling aspects of its report.

Working within a short time frame, Centrica expertly enhanced key areas such as sustainability and user experience during the implementation stage. Despite time restrictions, Centrica was able to introduce innovative technical and design solutions. The results saw improved accessibility components and a more developed, intuitive user journey. Excellent results showed that, compared with 2020, Centrica had a 60% increase in page views and a 102% increase in users. The online report was positively received both internally and externally.

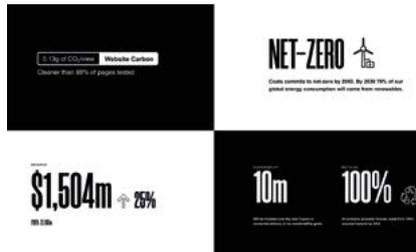


At Centrica, we've been at the forefront of supporting homes, businesses and

We remain focused on giving customers what they want and need through our purpose of helping customers live sustainably, simply and affordably.

Coats and Emperor Silver

Coats's primary objective was to create annual review with minimal environmental impact; this saw efforts to decrease loading time, fewer images and more black and white content. Incredible results showed that if the user were to access all pages of the report, they would 87% of their CO2 footprint compared with the previous year.



Best online report – Small cap



Halfords Group plc and Jones and Palmer Gold

Halfords Group wanted to enhance its storytelling capabilities and communicate with stakeholders about the business' prospects coming out of the pandemic. To do so, it worked with Jones and Palmer on a reporting suite that aligned the print and digital products and focused on Halfords' own employees.

The report was designed in the style of the new brand and imbued with Halfords' values. The resulting report helps embed the brand, emphasise Halfords' culture and document key improvements to the business. One judge praised the report for how it "surfaces key information effectively." Another was impressed with the way the report was "designed with both online and print in mind, so users don't have to navigate away from the online space."



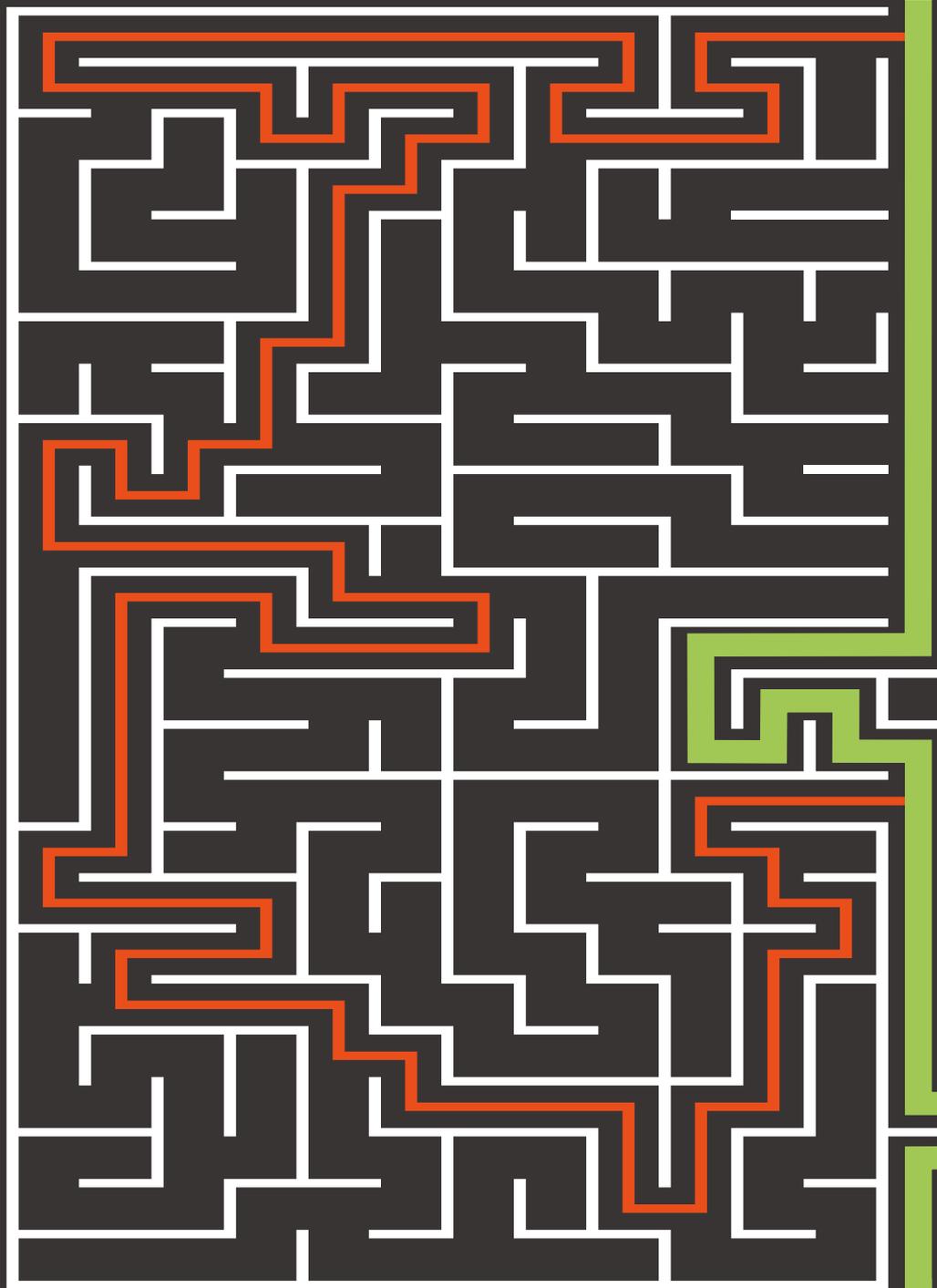
Severfield plc and Jones and Palmer Silver

Steel company Severfield wanted its online report to reflect its new brand while also allowing it to stand out from its peers and showcase its industry leadership. Jones and Palmer delivered a report with a simplicity of design and navigation that judges said used the online space effectively.



Henry Boot plc and Jones and Palmer Bronze

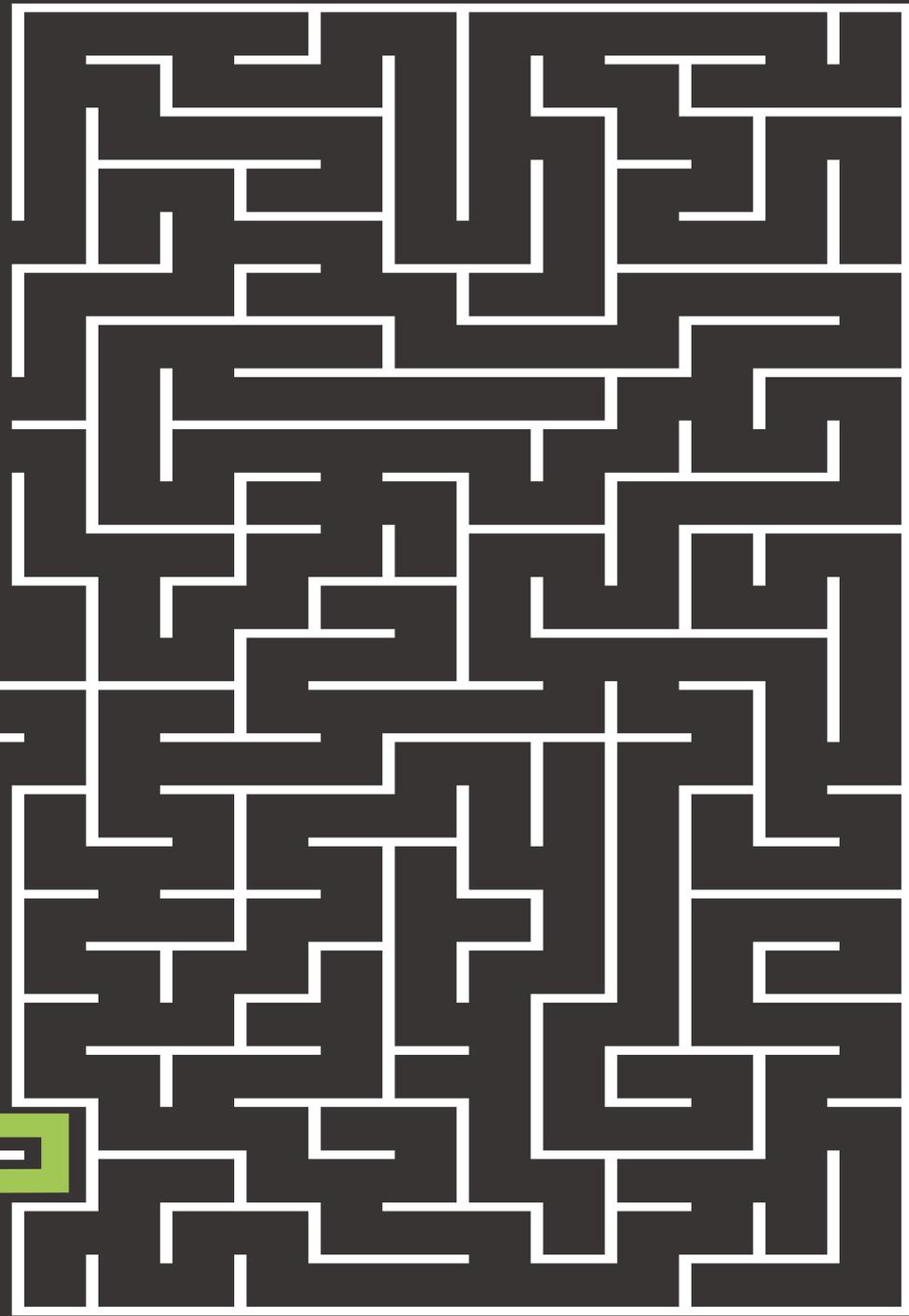
Real estate brand Henry Boot used a hybrid approach to meld the best of its online and print reports and surface key content for users. A clever blend of people and place photography helps the report focus on the company's growth and sustainability commitments. Judges thought the report was crafted to a high standard that helped maintain a level of simplicity of communications online.



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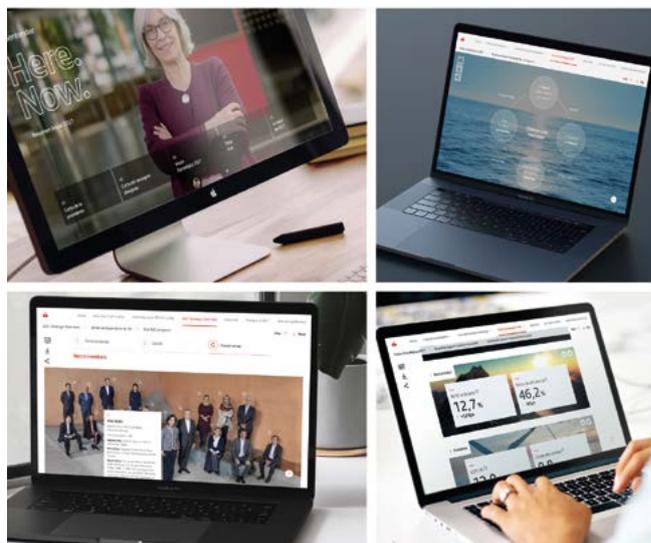
Best online report – International

Banco Santander and Bestiario

Gold

Banco Santander wanted its online report to reflect its commitment to transparent, modern, digital financial services. With its previous report beleaguered by an unclear hierarchy of information and lack of interactivity, Bestiario Proyectos had to reimagine the online portal from its very foundations. The new approach is simple, visually sophisticated and focuses on the necessary information relevant to stakeholders.

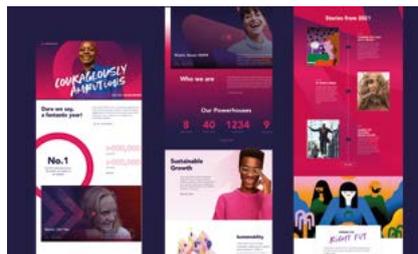
Improved interactivity and audiovisual assets complemented the report's mobile version and resulted in strong online results and user satisfaction scores. Judges found the approach to be more aligned to Banco Santander's corporate website, a marked improvement from the previous edition. One judge said, "I like how the information is presented in the strategic overview and data hub tabs." Another said the report took a "fresh look and take on annual reporting."



House of HR and Brunswick Creative

Silver

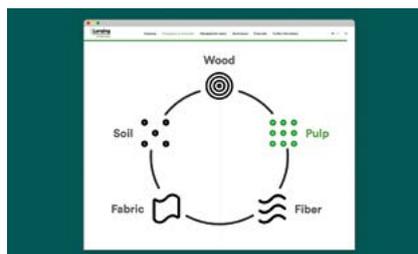
House of HR's annual report had to unite its 37 brands and 600 offices behind its 'courageously ambitious' spirit. Brunswick used impactful illustrations and real-life stories in a unique, simple site design. Stakeholders engaged well with the content and judges thought it brought a "vibrant, distinctive, young, fresh" personality.



Lenzing Group and GW+Co

Bronze

Sustainable fibres brand Lenzing Group wanted its annual report to document its business transformation as it pursues a circular future. GW+Co crafted a report based in the theme 'linear to circular,' using imagery of materials and a mobile-friendly approach to ensure engagement. Judges loved the core concept and praised the "clear storytelling, thoughtful, excellent research and planning."



Aliaxis Group SA and Gather

Highly commended

Sustainable water and energy company Aliaxis Group worked with Gather to highlight growth and innovation in a photo-rich, well-designed online report.

KMG and Fanda

Highly commended

Kazakh gas brand KMG worked with Fanda on an integrated online report that was well-crafted and easy to navigate.

Best online report – Unlisted



Aliaxis Group SA and Gather Gold

Aliaxis Group worked with Gather on a digital-first approach to its online reporting. The sustainable water and energy brand told its corporate story through vibrant, lifestyle photography, beautiful, contemporary type design and a mobile-first user experience. The report thus effectively breathes life into what could be a dull sector, building connections with stakeholders through storytelling.

As a result, Aliaxis Group saw a 284% increase in year-on-year visitors to the site and successfully raised its brand profile to the point where it caught the attention of celebrity brand ambassadors. One judge called it "Attractive, comprehensive and well-produced." Another said it presented engaging communications and a clear strategy.



KPMG Silver

KPMG's 'Our impact' corporate reporting site is the first of the big four to focus specifically on ESG. The result tells a complex story in a dynamic and digestible way. Judges loved the data visualisation that helped simplify the messaging as well as the depth of the people-centric content.



UK Power Networks and Instinctif Partners Bronze

UK Power Networks has a strong commitment to a net zero future for Britain's power infrastructure. To bring this to life online, it worked with Instinctif Partners on an interactive report rife with fun maps, graphics, clear data and a strong narrative. Judges called the report, "very attractive" and praised its storytelling and navigation.

Best printed CSR or ESG report

British Land and Black Sun Gold

The market leader in sustainable building, British Land wanted to champion its 20 years of sustainability reporting and highlight its successes on the journey toward net zero. To do so, it worked with Black Sun to make the report accessible, even to non-specialist audiences. The result is a report that uses timelines, images and data to great effect in simplifying the brand's ESG storytelling.

Judges thought the alignment between the online and print designs helped tell a unified story and made it easy for readers to engage with the material. One judge said it had a "Nice balance between easy-to-read and details with innovative charts and spreads." Another said the report made it clear that sustainability is not just an add-on for British Land, but is embedded into its operations from the literal ground up.



LSEG and Superunion Silver

The London Stock Exchange Group's 2021 annual report had to communicate the benefits of its acquisition of Refinitiv while also communicating the company's tailored approach to sustainability. To do so, Superunion told a comprehensive story of sustainable growth. The "user-friendly format" was praised by judges for its "case studies which bring the report to life and show the company's progress against its strategy."



Britvic and Luminous Bronze

Britvic worked with Luminous to emphasise its commitment to healthier people and a healthier planet in its ESG report. The editorial visual style and end-use photography helps situate Britvic's products in context and more emotively connect with readers. One judge praised the "good use of analyst comments and understanding of the stakeholders and audiences."



Croda and Black Sun Bronze

Chemical and tech brand Croda highlighted sustainable innovation in its printed sustainability report designed to show the substance behind its lofty ambitions. The Black Sun designed report targeted key stakeholders based on past insights and delivered best-in-class ESG thought leadership. Judges thought the report was an excellent continuation of Croda's corporate sustainability story.



Barratt Developments and Jones and Palmer Highly commended

To support Barratt Developments' sustainability transformation, Jones and Palmer developed a report that put the company's work into the wider environmental context to great effect.

WPP and Superunion Highly commended

WPP's report created by Superunion made its business accessible and highlighted its commitments to diversity and sustainability.

Best online CSR or ESG report



Mondi Group **Gold**

Mondi Group is an integrated reporting veteran, with a clear strategy to communicating its sustainability objectives with its stakeholders. For its 2021 report, it focused on the circular economy and the innovative leadership role the company is playing in the packaging sector.

The resulting report is based in thorough research and an in-depth understanding of Mondì's internal audience and culture. The content resonated with readers, who contributed to a 221% increase in downloads, year-on-year, high attendance at Mondì Group's internal sustainability training events and improved integration of all of its reporting properties online. Judges praised the "measurable impact" the report had on its audience along with its clarity of strategic priorities.



Lloyds Banking Group and Emperor **Silver**

In Lloyds Banking Group's second annual ESG report, Emperor communicated a renewed confidence and ambition from the group to integrate ESG into its corporate strategy. The eminently engaging and beautiful report is full of strategic messaging and storytelling about Lloyds' role in the British financial services industry. Judges thought the report made commendable progress on last year's efforts.



Autonom and Fanda **Bronze**

Car leasing and rental brand Autonom worked with Fanda to tell a positive story about ESG in the automotive sector. It charted a roadmap for innovation in the industry and impressed judges for its ambition, sector-leading nature and impact.



Western Union and Brunswick Creative **Bronze**

To tell a comprehensive story about sustainable finance, Western Union collaborated with Brunswick on a storytelling-based ESG report that ensures accessibility of content and impactful, simple data visualisation. Judges thought this was a positive step forward in the company's ESG communications that resonated with its target audiences.

Anglo American and Salterbaxter **Highly commended**

Anglo American worked with Salterbaxter on a well-designed and attractive ESG report that situates the brand firmly in the context of the natural environment and the communities in which it operates.

De Beers Group and Conran Design Group **Highly commended**

De Beers Group's ESG report, designed by Conran Design Group told a story of sustainability throughout the company's operations.

Best diversity and inclusion report

KPMG

Gold

KPMG made a strong statement as the first of the big four to unveil an ESG report. Its 'Our Impact' reporting microsite moved away from traditional PDFs to improve reach and engagement with the content. The report firmly positions KPMG as a leader in responsible business, communicating its best-in-class approach to diversity and inclusion.

Putting its people at the heart of its story helped KPMG harness the assets within its business and communicate authentically about its culture. Judges were impressed with the effort. "KPMG is indeed a leader in this field," said one. Another added, "I liked the online report, which was very interactive with a lot of information and a good use of images."



BT Group and Emperor

Silver

BT Group worked with Emperor to develop a diversity and inclusion report that sat comfortably within its reporting suite, allowing its ambitions and commitments to resonate with stakeholders. The report "clearly sets out brave ambitions," said one judge. Another judge praised the "extremely comprehensive information that's thoughtfully presented."



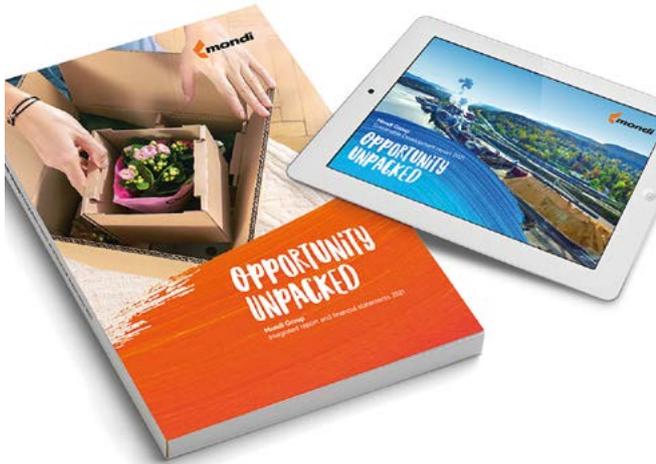
Schroders and Black Sun

Bronze

Schroders' diversity and gender pay gap report was delivered by Black Sun to indicate the vital role the company's commitments to its culture plays in corporate narrative. Judges thought the imagery and data visualisation were mature and well-presented with one adding, "They're obviously showcasing an area of great importance and focus for them. It elevates D&I."



Best integrated report



Mondi Group Gold

Mondi Group has been developing integrated reports for over a decade. So its 2021 report had to make an impact while still communicating the company's commitment to meeting its ESG objectives. The team undertook internal research to ensure sustainability objectives were aligned within the business and to define the leadership's approach to stakeholder engagement.

The report was a massive success, seeing a 30% increase in downloads, year-on-year. The content within the report also helped inspire future communications campaigns, drawing out the key themes for use in internal communications and stakeholder engagement. "I loved the use of infographics to show the links throughout the report," said one judge. Another added, "A very nice report that feels truly integrated. It had a good use of design to bring the stories to life throughout."



United Utilities Group plc and Jones and Palmer Silver

Focusing on people and culture, United Utilities Group worked with Jones and Palmer to set out its ESG objectives through until 2025. The report provides essential information for shareholders through a sustainable lens. Judges thought this methodology was commendable, with one adding, "I like the emphasis on the business model and the forward-looking orientation to the report."



Coca-Cola HBC and Black Sun Bronze

Coca-Cola HBC's integrated report documented its 70 years in operation while setting the stage for a greener future. Black Sun told a story of growth and investment alongside the drive to make strides in sustainable packaging. "A vibrant report with clear and concise messaging. It hit the objectives in terms of telling the story and demonstrating the focus on sustainability," said one judge.



Holcim and Brunswick Creative Bronze

Cement company Holcim worked with Brunswick on its first integrated report to be released under its new corporate brand. Brunswick harnessed the brand's personality and friendliness in delivering a beautifully designed report that is easy to engage with. "Fresh, innovative and accessible," said one judge. "It addresses the difficult questions and the positive trends for concrete and its greener future."

KPMG Highly commended

KPMG's 'Our impact' microsite is an industry-first among its competitors, allowing it to put its ESG narrative at the heart of its corporate story.

Best cover

Chester Zoo and Denfield

Gold

The front cover of Chester Zoo's annual report had multiple roles to play. It had to highlight the zoo's role as a conservation and breeding programme with international scope, while also focusing on the hundreds of animal species it cares for and the people it trains. Denfield responded with a cover full of natural shapes, each offering a windowpane view into the zoo's operations. Snails and elephants and zookeepers sit side-by-side with flamingos. It's a stunning view of the often unseen behind the scenes world at a major zoo.

But Chester Zoo didn't stop there. The inside cover provided a glossary, describing each image in more detail. The cover art inspired the report's internal design, as bamboo-like vines were deployed in charts and timelines and quality, editorial imagery was used to tell the story of the zoo's activities and ambitions. Judges thought the glossary was an inspired idea and that the engaging, colourful photography helped draw the reader in.



Legal & General and Superunion

Gold

After a communications 'pause' in 2020, Legal & General wanted its 2021 annual report to tell its story of inclusive capitalism to a global audience. To achieve impact, it worked with Superunion on a cover theme that would influence the report's overall design. The design itself may seem simple, but its simplicity – containing just an umbrella handle and the strapline 'we're handling it' – ties directly into the company's brand values and principles.

The umbrella motif is used throughout the report to indicate important communications and bring the brand's personality to life. Judges loved the strong link the cover art has with Legal & General's brand. One called it a "simple, but effective way of building off a well-known symbol." The umbrella design is carried through the digital report as well, unifying the company's investor assets.



Best cover



The Adecco Group and Black Sun **Silver**

The Adecco Group worked with Black Sun to answer the question, 'How will the future of work look?' in its annual report. The cover collage was created by Adecco employees and acts as a captivating enticement to readers engaging with the print and digital reports. "The artwork is gorgeous," said one judge. Another praised the "clever use of artwork to bring across the purpose around the future of work."



Ocado Group and Jones and Palmer **Bronze**

To focus on Ocado Group's role as a technology business, it worked with Jones and Palmer on a cover depicting abstract shapes and 3D animated environments. Judges found the result to be aesthetically pleasing and indicative of the company's positioning as a technology innovation business. They also found the title, 'Changing the way the world shops, for good,' to be concise, compelling and impactful.



Premier Foods and Jones and Palmer **Bronze**

Premier Foods tasked Jones and Palmer with bringing to life its 2021 annual report mission of 'getting Britain cooking again.' The report's cover delivers with an image that wouldn't be out of place on a premium food magazine cover. The lifestyle approach makes the company relatable and helps its story connect with readers.

Saudi Aramco **Highly commended**

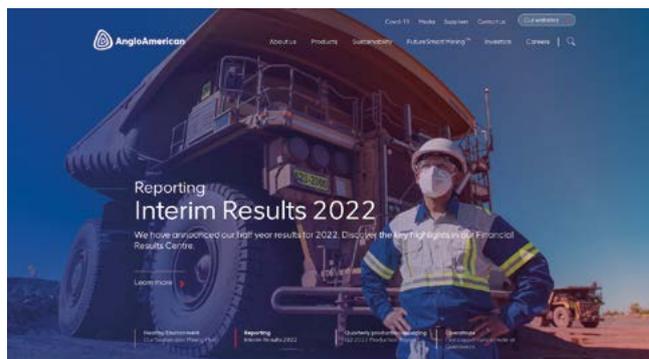
The annual report cover had a simple, clean look for Saudi Aramco, delivering the message 'Energy security for a sustainable world.'

Best use of digital media

Anglo American and Investis Digital Gold

Anglo American is on a mission to change perceptions of mining. Putting sustainability at the heart of its operations, it had to communicate this commitment to its many stakeholders around the world. To do so, Investis Digital redeveloped the company's online presence, addressing its website, social channels, advertising and reporting.

Anglo American's new online world is rich with case studies, sustainability content, images and video and consistent messaging. The company's commitment to change has evidently paid off, with audiences across all platforms showing growth by almost 68%, yielding a 54% increase in positive sentiments about the brand. "I love the multichannel, digital media approach that works in synergy with other media to communicate the development of Anglo American's vision globally, to all stakeholders. Great results!" said one judge.



Re-imagining mining to improve people's lives

Our mines are the essential ingredients in smartphones, electric cars and wind turbines. Our base materials build homes, railways and airports and our diamonds fulfil your dreams. Simply put, our products move the world towards a more sustainable future.

[Learn more](#)

Ocado Group and Jones and Palmer Bronze

To build awareness of its corporate story, Ocado Group harnessed its annual reporting moment to revamp its online messaging. Jones and Palmer delivered a digital campaign communicating the company's e-tail technology leadership. Judges thought the imagery, animation and videos were excellent, generating excellent engagement among target audiences.



Best event



Bunzl and Black Sun

Gold

With a refreshed corporate brand and messaging and a commitment to changing perceptions of Bunzl's operations, its 2021 capital markets day delivered a veritable 'charm offensive.' Bunzl worked with Black Sun to showcase the essential business solutions it provides through a spotlight film and leadership communications.

As the event took place in 2021, it prioritised a hybrid approach, ensuring engaging content was delivered digitally while attendees at the Science Museum were treated to a premium event. The event resulted in an 8% bump in Bunzl's share price and stakeholder feedback indicating a change in perceptions about the company. Judges thought these results spoke for themselves. One added, "Outstanding planning and execution." Another said, "Audience reception is the key measure and this event seemed to deliver."



Moody's Corporation and Brunswick Creative

Bronze

Moody's used its annual investors day to bring its corporate story and vision for the future to life. It worked with Brunswick on a video-rich hybrid experience that yielded 380,000 views. Judges thought the use of video was a simple yet effective strategy that helped Moody's achieve a wide impact among its target audience.

Best in-house corporate & financial communications team



BNY Mellon

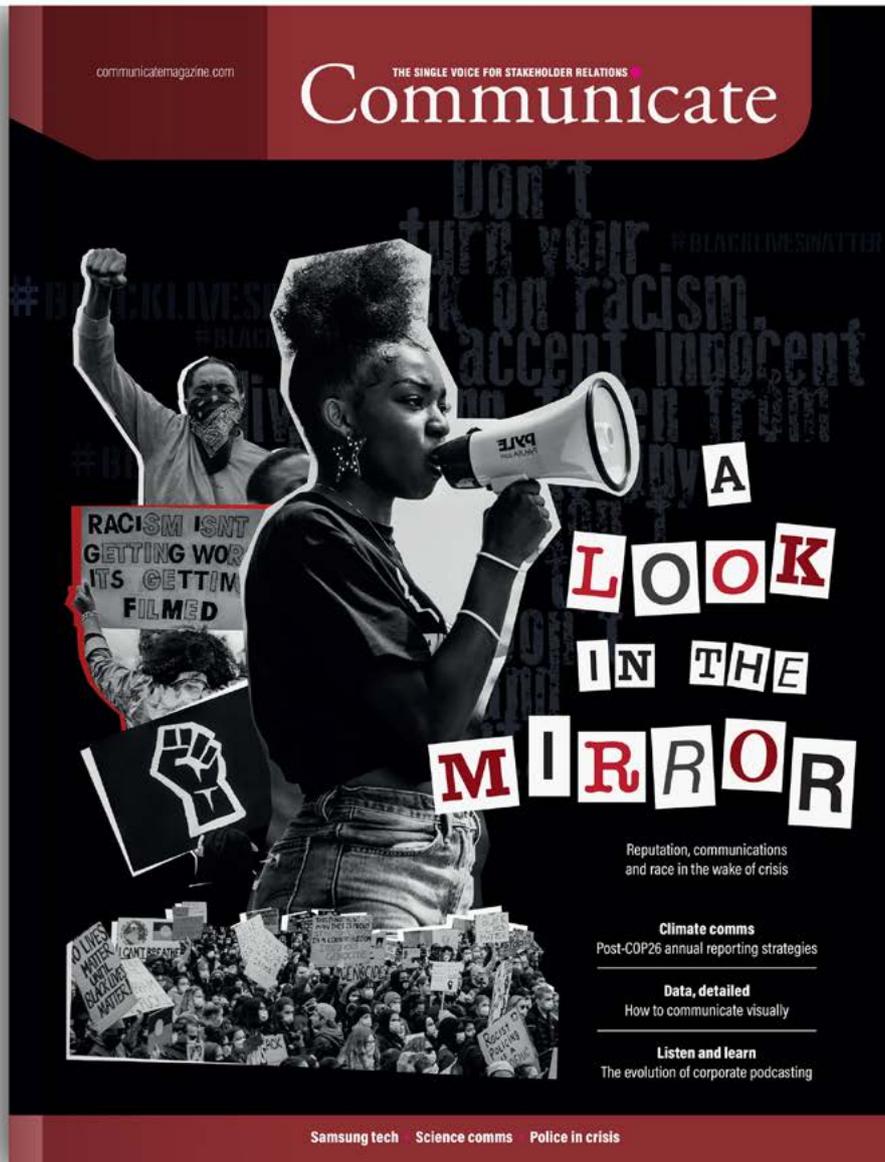
Winner

BNY Mellon not only had to cope with the disruption of Brexit and the pandemic, it had to communicate with stakeholders throughout the tricky transition away from Libor. To serve the bank and its audiences during this transformation period, the in-house team set up a consultancy model within its own department to liaise with internal leaders, develop messaging frameworks, provide analysis and strategise for its external communications.

To achieve this, the team treated the transition as the full-scale transformation it was, using internal communications channels such as newsletter, microsite and video content to get the message across with the bank's own staff.

This empowered employees to communicate with their clients outside the bank. The considered, content-rich transformation communications strategy has now been deployed to communicate through further periods of change in the financial services sector.

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



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Agency or consultancy of the year – small



Cognito **Winner**

Cognito delivers the best for its clients by prioritising its internal culture. Rewards and recognition play a key role in keeping its people engaged, while mentoring and career development support them in their careers. This commitment to growth and support is translated into excellent client management. A fact brought out by the 12% increase in revenue the company charted last year as well as the significant growth in the company's fintech practice.

2021 was also a year for focusing on sustainability. Cognito was active at COP26 and used the spotlight on the subject to launch a sustainability practice within the agency, with clients already coming on board. Because of its activities across sustainability and beyond, Cognito saw its press coverage increase by 115% in 2021 and total reach increase by 202%. The massive reach by the small team impressed judges for its impact, and its on-going commitment to exceeding client and employee expectations for clients and employees alike.

Cognito

Improve performance, build reputation and grow your business with Cognito.



Agency or consultancy of the year – large



Instinctif Partners

Winner

To enforce its commitment to being 'partners in a changing world,' Instinctif Partners focused on being truthful, transparent and diverse across all areas of its business. To achieve this, it brought on board a number of high-profile leaders, while also putting its internal values to work in delivering on its purpose.

The past year also saw significant change within the consultancy, as it undertook a rebrand. But, at its heart, Instinctif Partners still puts its clients first. This has seen it ranked as the second best consultancy in the UK for ESG. Its client satisfaction survey also saw over 95% saying they were satisfied with the company's work. Instinctif Partners has impressed judges this year for its work with UK Power Networks and SMS which excelled in their stakeholder communications.

Partners in a changing world

We help organisations navigate change using insight and creativity. Our work creates impact and differentiation.

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We'd love to talk about how we can become your partner in change. Please get in touch.

Email **Chloe Pearce**
tellmemore@instinctif.com

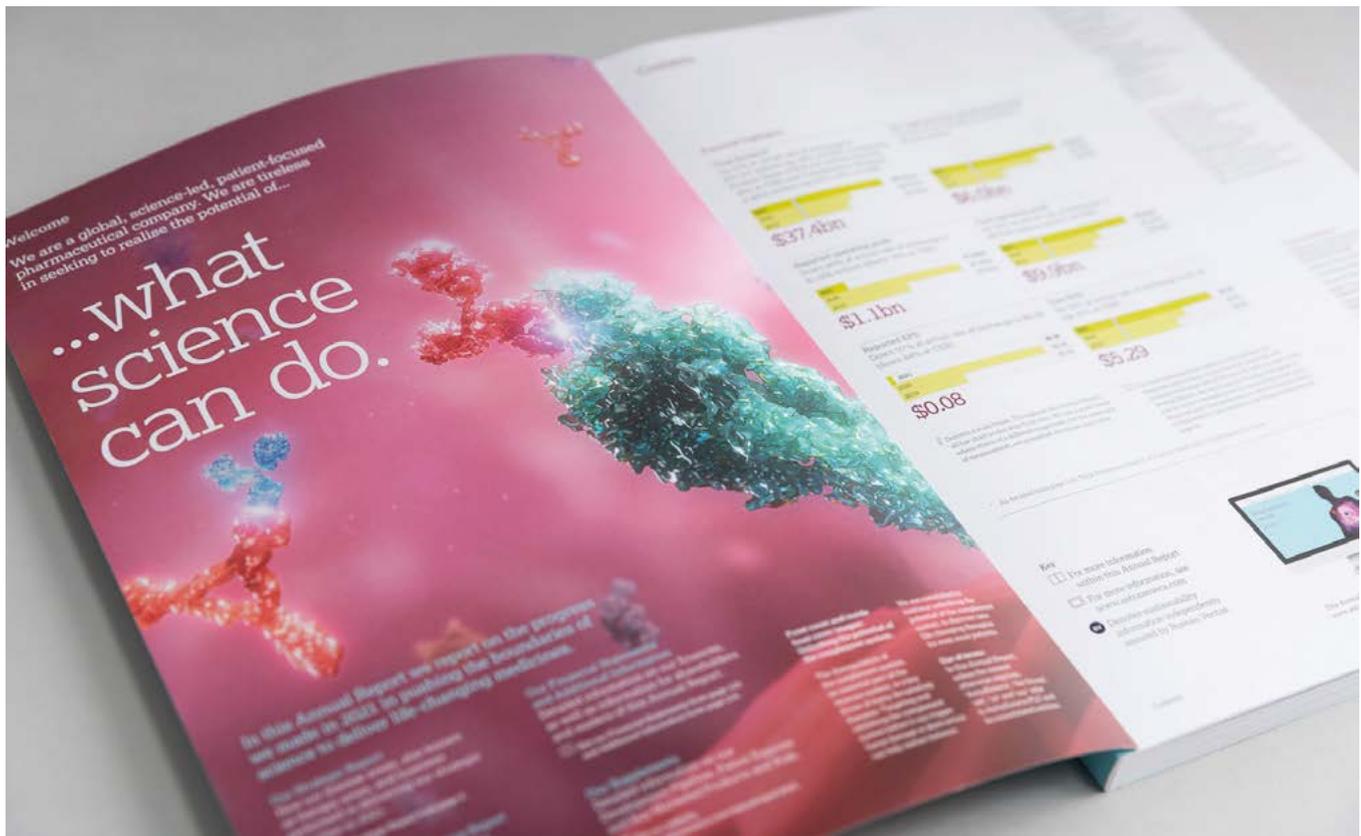
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PARTNERS

Annual report of the year



AstraZeneca and Superunion Winner

The entire world was aware of AstraZeneca's landmark role in tackling the Covid-19 pandemic. But that only compounded the challenge for the organisation in telling its corporate story in 2021. It had to reflect on the pandemic while also discussing a recent acquisition, meeting US and UK regulations and publishing its second TFCD disclosure. It set itself the additional challenge of achieving all of this in a streamlined, effectual manner.

Superunion met these needs successfully through a smart design system that surfaced key communications and provided a solid hierarchy of information. The company also recognised the need to innovate its reporting suite and thus printed separate, specialist reports on topics such as 'risk' and 'development pipeline' to meet the needs of individual readers.

The report is not only effective and clear, it is also beautiful. Judges loved the design strategy and the commendable achievement of actually reducing pages in what could have been a gargantuan report. One judge said, "The publishing of separate content for specialist end users was a good touch." Another added, "It's well thought out with the right information in the right place. The design works extremely hard and to great effect." The report's ability to make simple the extremely complex and still deliver on a massive communications challenge makes it the deserving winner of this year's 'Annual report of the year' award.

