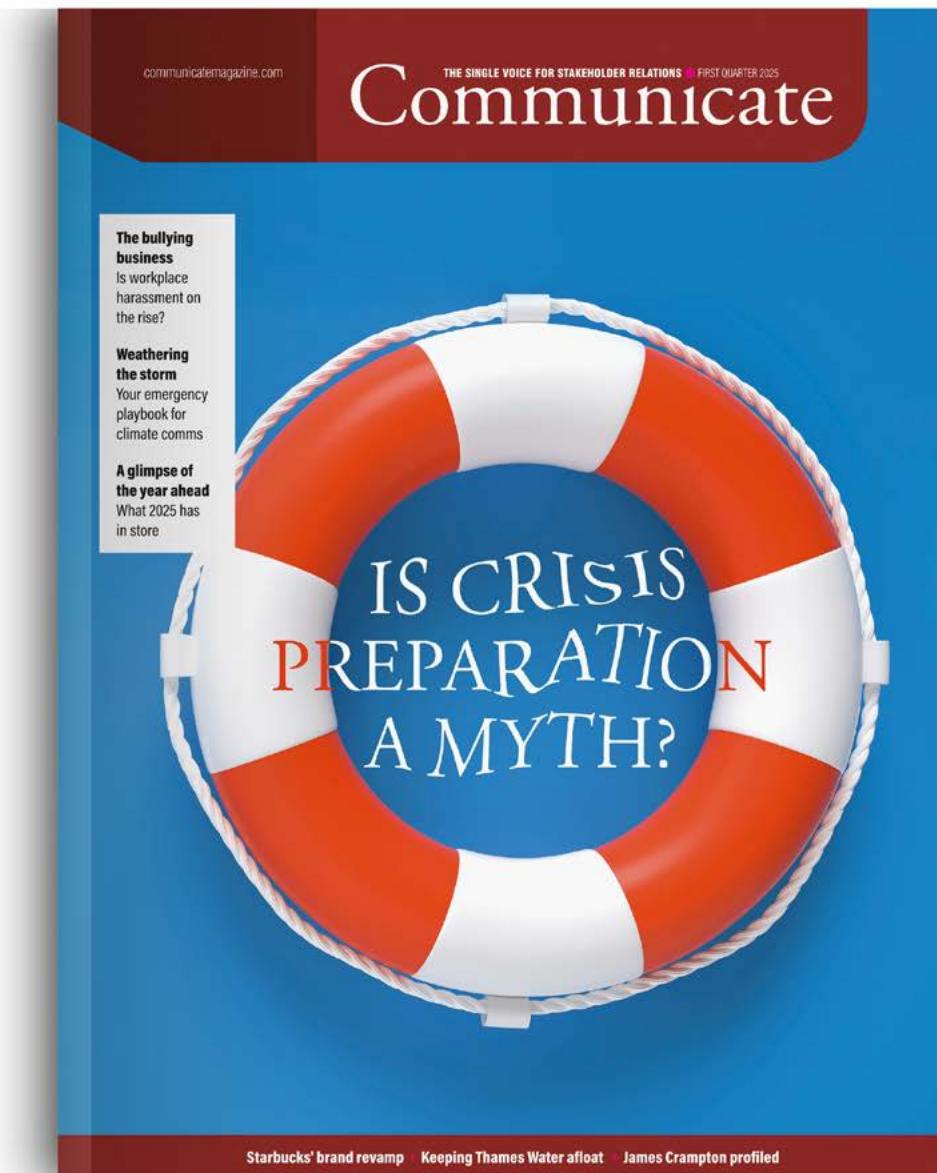


corporate content awards 2025

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NOTE FROM THE EDITOR



Rebecca Pardon
Editor
Communicate magazine

What is profoundly evident in the eighth year of the Corporate Content Awards is the bewitching power of strong storytelling. At the heart of any compelling communications campaign, a good story remains the thread that binds coherence, character and clarity. This year's winners have demonstrated that corporate initiatives need not be dry or didactic, but can offer all the nuance, resonance and narrative richness of a novel or documentary.

From long-form film to witty animation, the Corporate Content Awards aims to reflect the full breadth of work that falls under the banner of 'corporate content'. The most successful entries have done more than communicate; they have moved, fascinated and inspired. This year's work has shown that no subject is too complex or too delicate to be handled with creativity and care. A well-earned congratulations to all of tonight's winners!

MEET THE JUDGES



Rachel Garstang
Head of communications
London Square

Rachel is the head of communications at London Square. Previously, she led corporate communications at Grosvenor, overseeing strategic messaging for its £11 billion property portfolio. She is skilled in building transparent, purpose-led narratives and developing impactful communication programmes that engage stakeholders, customers, employees and clients. Her expertise spans traditional and digital media, executive visibility, issues management and internal communications.



Nicola Green
Chief communications and
corporate affairs officer
Virgin Media O2

Nicola leads all aspects of communications, public affairs and sustainability at Virgin Media O2, advising the CEO and executive committee. She played a key role in shaping Telefónica (O2) UK's corporate reputation after joining in 2003, becoming corporate affairs director in 2016 and joining the executive team in 2019. Nicola is known for her strategic insight and industry leadership.



Georgie Heslett
Head of communications,
corporate and digital
BBC Studios

Georgie brings two decades of experience across PR agencies, the charity sector and the BBC, where she has worked in corporate, internal and digital communications. She played a key role in launching BBC Studios as a commercial entity and now leads its corporate and digital communications function. Since the 2018 merger with BBC Worldwide, she has managed the integration of global communications strategies, supporting growth and reputation.



James Hillier
Vice president, communications
Warner Bros. Discovery

James leads corporate communications for Warner Bros. Discovery across the UK, Ireland and EMEA sport, overseeing a portfolio that includes discovery+, Max, TNT Sports and Olympic Games coverage. He manages a high-performing team focused on proactive media relations, reputation management and campaign development. James brings deep experience from global communications agencies, where he advised major sport and corporate clients on brand positioning and crisis communications.



Julie Hughes
National senior marketing
manager
Willmott Dixon

Julie is a senior marketing leader with more than 20 years' experience spanning construction, education, leisure and events. At Willmott Dixon, she plays a central role in reshaping perceptions of the construction industry, highlighting the positive legacy of key projects. Julie sets the strategy for measuring the effectiveness of marketing initiatives and aligning them with business outcomes. She champions content that celebrates community impact and promotes inclusive, sustainable development.



John Mayne
Global comms specialist
and founder
36 Degrees Extra

John is a chartered PR leader with more than 20 years' experience delivering award-winning internal, B2C and B2B campaigns. He has worked globally in agency and in-house roles, helping organisations drive behavioural change, manage reputation, and showcase standout work. At Dentsu International he pioneered a hybrid in-house and agency approach to corporate comms. Through his consultancy, 36 Degrees Extra, John advises teams on global communication strategies that inspire and engage.

MEET THE JUDGES



Emily Murphy

Former head of marketing and partnerships, Northern Europe
Alibaba Group

Emily has more than 20 years' experience in marketing and communications, with 17 years in tech and telecoms. Formerly at Alibaba Group, she led Northern European marketing and partnerships, helping SMEs expand globally through Alibaba's platforms. Emily strengthened the brand's regional profile and built trust with local businesses and partners. Prior to Alibaba, she held roles at the mobile network trade body GSMA, Skype and Badoo.



Pressiana Naydenova

Strategic marketing and communications manager
Associated British Ports

Pressiana provides strategic communications support for group-level projects at Associated British Ports, the UK's largest port operator. With more than a decade of experience across corporate and non-profit sectors, she specialises in stakeholder engagement and purpose-led storytelling. She holds qualifications from the CIPR and CIM and serves as a committee member for CIPR Greater London. Pressiana advocates for sustainable change, focusing on the energy transition, community value and workplace equity.



Nicola Pearson

Director of communications
British Airways

Nicola leads global communications, government affairs and social media for British Airways. She has been instrumental in repositioning the brand and supporting its £7 billion transformation plan. Her team delivered award-winning campaigns that increased the airline's reputation by nearly 70% during the pandemic. Nicola spearheaded 'A Better BA', an internal strategy that boosted colleague engagement and trust. She brings deep media experience, having worked at BBC News for more than a decade.



Cathy Phillips

Managing director
H&H Agency

Cathy brings a wealth of experience from both agency and in-house comms roles to her position as managing director at H&H. She's known for delivering creative, strategic internal communications that drive genuine engagement and cultural change. Cathy works directly with clients to build meaningful messaging and employee programmes, believing that real transformation starts from within.



Alex Ruddock-West

Head of external communications
TalkTalk

Alex is head of external communications for TalkTalk. She joined the company in 2017 and leads external communications across PR, corporate communications and the press office.



Zander Swinburne

Head of communications - Northern Europe
Revolut

Zander leads communications for Revolut's largest market, overseeing media strategy, reputation management and public relations for more than 9 million UK customers. With experience in both agency and in-house roles, he manages a team responsible for proactive and reactive media engagement. Zander began his career as a journalist at The Independent on Sunday before moving to FTI Consulting, where he advised clients on M&A transactions, IPOs and strategic communications.

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MEET THE JUDGES



Clare Walker

Head of PR and corporate affairs
The Gym Group

Clare leads PR and corporate communications for The Gym Group, the UK's only FTSE-listed gym brand, covering PR, financial communications, ESG messaging and public affairs. She supports the brand's mission to promote healthier communities across its 230+ sites. Clare brings agency and in-house experience from roles at Starbucks, WeWork and Edelman. She is passionate about inclusive health messaging and brand storytelling. Clare also mentors with The Girls' Network, helping to inspire and empower young women.



Sharon Willis

Marketing and communications lead
UK Power Networks Services

Sharon leads marketing, communications and customer experience at UK Power Networks Services. With more than 30 years' experience in infrastructure and construction, she brings deep expertise in stakeholder engagement, brand protection and strategic communications. Sharon has held senior roles across public and private sectors, managing large communications teams nationally and internationally. Her focus is on mitigating reputational risks and delivering impactful campaigns.

THE WINNERS

Best Content Campaign to Assist with Corporate Positioning

Gold – Daiwa House Modular Europe and TEAM LEWIS
Gold – Finastra and Silver Agency
Silver – ICAEW and Sunday – Resilience & Renewal campaign
Silver – Kerakoll and DRPG
Bronze – Chubb and Wardour
Bronze – Diageo with Marmalade Film and Media Limited
Highly commended – Swiss Re and Prophet

Best Content Campaign to Assist with Reputation Management

Gold – Army Reserve and Grosvenor Comms, a DRPG Company

Silver – Marktplaats and TEAM LEWIS

Best Content Targeted to a CSR or ESG Audience

Gold – First Quantum Minerals and Bladonmore

Silver – CSX

Best Content Targeted to the Internal Audience

Gold – JTC Group and H&H

Gold – Yorkshire Water and WPA Pinfold

Silver – Philip Morris International
Bronze – bp

Best Content Targeted to the Investor Audience

Gold – Aecon Group Inc
Silver – Daiwa House Modular Europe and TEAM LEWIS
Silver – State Street Global Advisors and Living Group
Bronze – Legal & General and Wardour

Best Use of Learning and Development Content

Gold – rradar
Silver – Diageo with Marmalade Film and Media Limited
Bronze – Philip Morris International

Best Purpose-Driven Content

Gold – Marktplaats and TEAM LEWIS
Silver – Diageo with Marmalade Film and Media Limited
Bronze – Daiwa House Modular Europe and TEAM LEWIS

Best Use of Video

Gold – Swiss Re and Prophet
Gold – TrustFord and H&H
Silver – Embraer Commercial Aviation and Gravity Global
Bronze – M&G Investments and Gravity Global

Best Use of Digital

Gold – Costa Foundation and Blueprint Partners
Silver – M&G Investments and Gravity Global
Bronze – IFS

Best Use of Animation

Gold – Royal Society for Arts, Manufactures and Commerce and Wardour
Silver – Church of England Pensions Board and Wardour
Bronze – Blue Abyss and Bloc Digital
Bronze – GE Aerospace and Gravity Global
Bronze – M&G Investments and Gravity Global

Best Use of Print

Gold – BMW Group – MINI and Cognizant Moment
Silver – Ocado and Sunday
Bronze – Royal Society for Arts, Manufactures and Commerce and Wardour
Highly commended – Embraer Commercial Aviation and Gravity Global

THE WINNERS

Best Use of Audio and Podcasts

Gold – Rio Tinto

Gold – Transport for London

Silver – Routes from LNER and This Is Distorted

Bronze – GE Aerospace and Gravity Global

Highly commended – The Process Automation Podcast from ABB and Fresh Air

Best Use of Mobile

Gold – Army Reserve and Grosvenor Comms, a DRPG Company

Silver – Embraer Commercial Aviation and Gravity Global

Best Use of a Visual Property

Gold – Boardwave and Silver Agency

Gold – Embraer Commercial Aviation and Gravity Global

Bronze – AllianceBernstein and Living Group

Bronze – M&G Investments and Gravity Global

Best Use of a Celebrity or Influencer

Gold – Royal Society for Arts, Manufactures and Commerce and Wardour

Silver – Routes from LNER and This Is Distorted

Best Copy Style or Tone of Voice

Gold – Lloyds Banking Group and DRPG

Silver – AllianceBernstein and Living Group

Best Use of Content with an Existing External Community

Gold – Amsterdam Fintech Event and Cognito Amsterdam

Gold – ICAEW and Sunday – Resilience & Renewal campaign

Silver – Proof of Talk and Cognito Amsterdam

Bronze – Japan Tobacco International and Sensory-Minds GmbH

Best User-Generated Content (Employee)

Gold – Aviva

Silver – IFS

Bronze – rradar

Bronze – Voluson™ Women's Health Ultrasound GE Healthcare and TEAM LEWIS

Best Use of Content in a Live or Experiential Setting

Gold – Haymarket Media Group and First Image

Silver – Zeeman and TEAM LEWIS

Bronze – Blueprint Partners – Prince's Trust Awards

Bronze – BMW Group and Cognizant Moment

Most Creative use of Owned Media Channels

Gold – Philip Morris International

Silver – NORD/LB and Cognito DACH

Bronze – Amsterdam Fintech Event and Cognito Amsterdam

Best Branded Content Publication

Gold – RBC Brewin Dolphin and Wardour

Silver – The Royal Institution of Chartered Surveyors (RICS) and Sunday

Bronze – bp

Best Branded Content Site

Gold – RPC and Living Group

Silver – JTC Group and H&H

Best Use of Data

Gold – Agilysys and Champion Communications

Silver – HousingAnywhere and TEAM LEWIS

Bronze – Maintel Holdings PLC and Invicomm

Best Interactive Content

Gold – Peoplesafe and Turtl

Silver – Embraer Commercial Aviation and Gravity Global

THE WINNERS

Best Use of Content on Social Media

Gold – Royal Society for Arts, Manufactures and Commerce and Wardour

Silver – IHG and 33Seconds

Silver – UK Power Networks Services and Instinctif Partners

Bronze – GE Aerospace and Gravity Global

Best One-Off Content Campaign

Gold – GE Aerospace and Gravity Global

Gold – Swiss Re and Prophet

Silver – Embraer Commercial Aviation and Gravity Global

Silver – ICAEW and Sunday – Resilience & Renewal campaign

Bronze – bp

Bronze – Hull Trains and CWA

Best Long-Term Use of Content

Gold – UK Power Networks Services and Instinctif Partners

Silver – Embraer Commercial Aviation and Gravity Global

Bronze – CSX

Bronze – Royal Society for Arts, Manufactures and Commerce and Wardour

Best Campaign Featuring AI-Generated Content

Gold – Tesco and DRPG

Silver – AllianceBernstein and Living Group

Best Activation of Media Coverage

Gold – Agilysys and Champion Communications

Silver – Lotus and Blueprint Partners

Bronze – Hull Trains and CWA

THE WINNERS

GRAND ACCOLADES

**Royal Society for Arts,
Manufactures and
Commerce and Wardour**

Winner

Best corporate storyteller

**First Quantum Minerals
and Bladonmore**

Winner

Grand prix

BEST CONTENT CAMPAIGN TO ASSIST WITH CORPORATE POSITIONING



Daiwa House Modular Europe and TEAM LEWIS Gold

TEAM LEWIS partnered with Daiwa House Modular Europe to address the Dutch housing crisis through innovation and sustainability. The campaign aimed to challenge misconceptions about modular housing, positioning Daiwa as a leader in the sector. A press event featuring key figures, including Housing Minister Hugo de Jonge, marked the launch of Daiwa's state-of-the-art production facility.

The campaign focused on the speed, scalability and environmental benefits of modular housing, promoting it as a solution to the housing shortage. The media coverage generated significant attention, securing more than 19 articles and radio exposure that reached millions. Social media engagement soared, and Daiwa's website saw a near 130% traffic increase. The campaign boosted sales and raised awareness about modular housing's potential to revolutionise the industry. One judge described the entry as "an innovative, impactful campaign that effectively raised awareness and shifted perceptions."



Finastra and Silver Agency Gold

Finastra's 'Finance is Open' campaign, created with Silver, harnessed AI to enhance corporate positioning and brand awareness. Aimed at advancing Finastra's stance on 'open finance', the campaign leveraged Silver's AI tool, Cylvy, to analyse more than 16 million words and 3,300 content pieces, identifying opportunities for thought leadership. Launched in March 2024, it resulted in significant outcomes: Finastra's share of voice in the global 'open finance' conversation grew from 15% to 32%, and its digital ranking improved from 57th to 33rd.

With more than 95 million paid media impressions, almost 40,000 organic impressions and more than 1 million video views, the campaign also generated substantial web traffic and engagement, positioning Finastra as a leader in the open finance space. Judges praised the entry as a "strategically executed, data-driven campaign".

BEST CONTENT CAMPAIGN TO ASSIST WITH CORPORATE POSITIONING



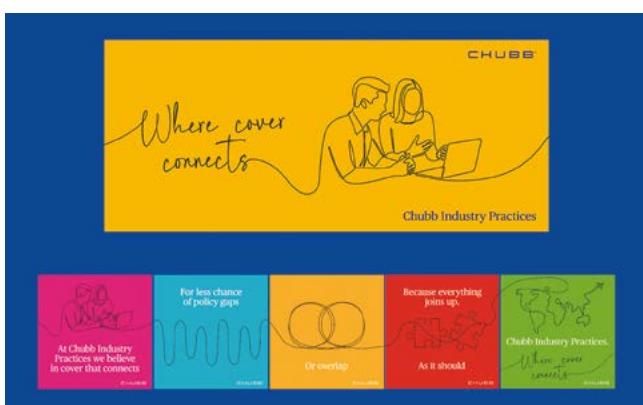
ICAEW and Sunday – Resilience & Renewal campaign Silver

ICAEW's 'Resilience & Renewal' campaign by Sunday addressed key UK economic challenges, showcasing businesses and members tackling issues like productivity and trade. One judge described the entry as "focused and timely".



Kerakoll and DRPG Silver

The campaign by DRPG for Kerakoll's acquisition of Tilemaster successfully integrated the two brands, maintaining Tilemaster's trust while highlighting Kerakoll's sustainability. Judges praised its strategic messaging.



Chubb and Wardour Bronze

Wardour's campaign for Chubb aimed to expand awareness of its industry practices across the EMEA region, positioning Chubb as a specialist industry partner. One judge described the entry as a "clear and cohesive campaign".



Diageo with Marmalade Film and Media Limited Bronze

Diageo's campaign, created with Marmalade Film and Media, promoted moderate drinking as a positive, aspirational choice. One judge described the entry as "compelling and socially responsible".



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BEST CONTENT CAMPAIGN TO ASSIST WITH CORPORATE POSITIONING



Swiss Re and Prophet **Highly commended**

Swiss Re's campaign demonstrated innovation through employee engagement, video content and multi-platform promotion.

BEST CONTENT CAMPAIGN TO ASSIST WITH REPUTATION MANAGEMENT



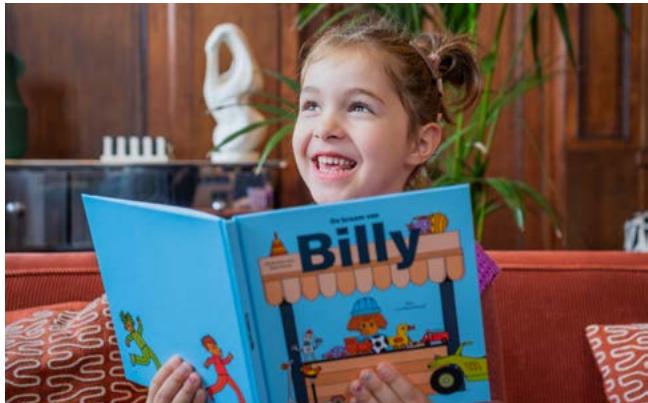
Army Reserve and Grosvenor Comms, a DRPG Company

Gold

The British Army Reserve partnered with Grosvenor Comms and DRPG to create the 'Find the Reserve in You' virtual broadcast series, aimed at increasing recruitment by changing public perception and showcasing the diversity and value of reservists. Delivered across four live-streamed episodes, the campaign provided an authentic, behind-the-scenes look at reservist life through engaging storytelling, immersive video content and interactive features.

The series highlighted real reservists' experiences, conveying their skills, balance of civilian and military life and personal development. Despite a tight schedule and complex logistics, the team delivered a high-quality production that attracted significant engagement, boosted applications and enhanced public understanding of the reserve role. The campaign's innovative format and emotive storytelling proved effective in reaching and resonating with target audiences. Judges marvelled at the authentic, impactful storytelling and impressive results.

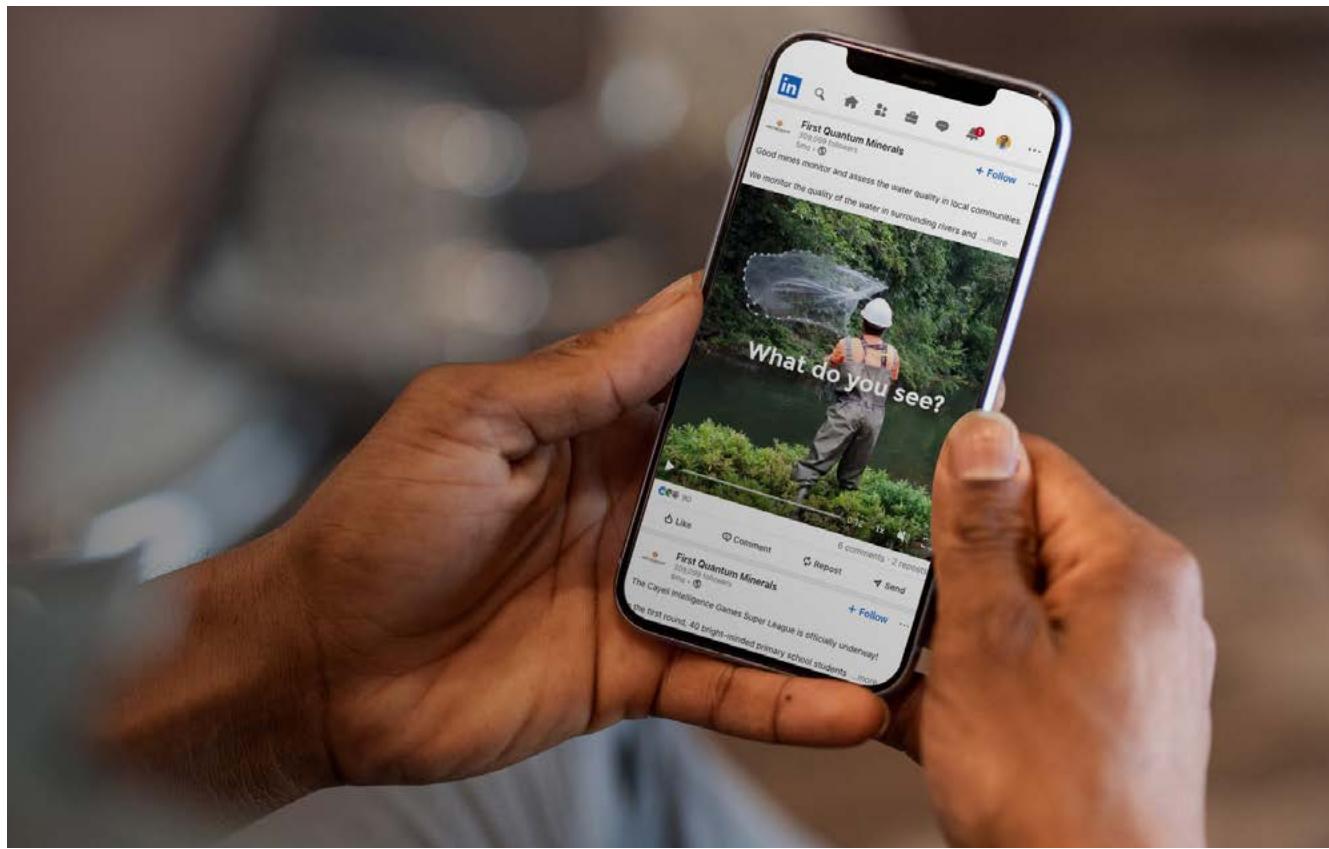
BEST CONTENT CAMPAIGN TO ASSIST WITH REPUTATION MANAGEMENT



Marktplaats and TEAM LEWIS **Silver**

Marktplaats and TEAM LEWIS launched 'De kraam van Billy', a children's book encouraging people to embrace secondhand gifting, challenging societal norms and promoting sustainability. Judges praised the "creativity" of the entry.

BEST CONTENT TARGETED TO A CSR OR ESG AUDIENCE



First Quantum Minerals and Bladonmore Gold

First Quantum Minerals (FQM) faced a misinformation campaign that threatened to close its Panama operation, Cobre Panama, by spreading false claims about its environmental and social practices. Historically, FQM focused on CSR without effectively communicating its efforts. Bladonmore was brought in to help counteract the misinformation with an online campaign that showcased FQM's positive contributions.

Launched on social media, the campaign aimed to break through the noise and grab attention. A toolkit was also developed for FQM's regional and operational pages to ensure cohesive messaging. Results were significant: the campaign garnered 4.6 million impressions across LinkedIn, increasing post-engagement by 34% in the first month, and growing FQM's LinkedIn followers by 25,000, bringing the total to more than 300,000. One judge praised the entry as a "high-stakes, reputation-focused campaign".

BEST CONTENT TARGETED TO A **CSR OR ESG AUDIENCE**



CSX **Silver**

CSX's 'My CSX DEI Story' video campaign showcased employees' diverse DEI stories, promoting inclusivity, teamwork and authenticity. Judges enjoyed the "warmth" of the campaign.

BEST CONTENT TARGETED TO THE INTERNAL AUDIENCE



JTC Group and H&H Gold

JTC implemented a shared-ownership programme to foster long-term commitment among its employees, introduced by CEO Nigel Le Quesne in 1998. By 2023, the programme needed revitalisation due to a lack of understanding among employees. JTC launched a campaign to engage staff, focusing on intrinsic motivation, using the 'Think like owners, act like owners, be rewarded as owners' messaging.

The campaign included videos, FAQs, masterclasses and a global 'Ownership for All Day' event, aimed at uniting employees and promoting the benefits of shared ownership. By 2024, the programme had rejuvenated the company's ownership culture, with significant participation and feedback from employees globally. One judge praised the entry as "an engaging and values-driven internal campaign".



Yorkshire Water and WPA Pinfold Gold

The 'Drive to Thrive' project aimed to strengthen Yorkshire Water's 10-year strategy, focusing on engaging employees, particularly leaders, in the journey from 2025 to 2030. Key objectives included improving understanding of the strategy, promoting employee engagement and clarifying individual roles in its implementation. A comprehensive narrative was created, highlighting the company's past achievements, current challenges and future direction. It included a series of chapters to guide colleagues through the journey, supported by visual assets, workshops and a digital playbook.

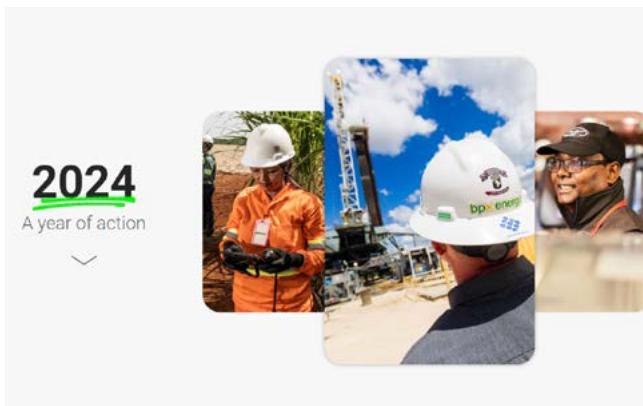
The initiative featured a two-day event for leaders, followed by interactive sessions for all staff. Positive feedback and improved engagement scores reflected its success, culminating in the 'Drive to Thrive' awards to recognise contributions. One judge described the entry as "a strategic and well-structured initiative that successfully engaged employees".

BEST CONTENT TARGETED TO THE INTERNAL AUDIENCE



Philip Morris International Silver

Philip Morris International's 'Inclusion Starts with I' campaign engaged employees in practicing intentional inclusion through webcasts, toolkits, listening sessions and diverse events. Judges described the campaign as "thoughtful" and "impactful".



bp Bronze

bp's 'In The Know' is a daily internal newsletter, keeping employees informed with a mix of news, company updates and lighter content. Judges described the initiative as a "successful" and "engaging" internal tool.

BEST CONTENT TARGETED TO THE INVESTOR AUDIENCE



Aecon Group Inc **Gold**

Aecon's corporate affairs team, focused on enhancing investor relations (IR) through technology, social media and content like the ARE newsletter and 'Road to Net Zero' podcast – with impressive results. In 2024, the newsletter gained more than 25,000 subscribers, while the podcast's audience grew by 99%.

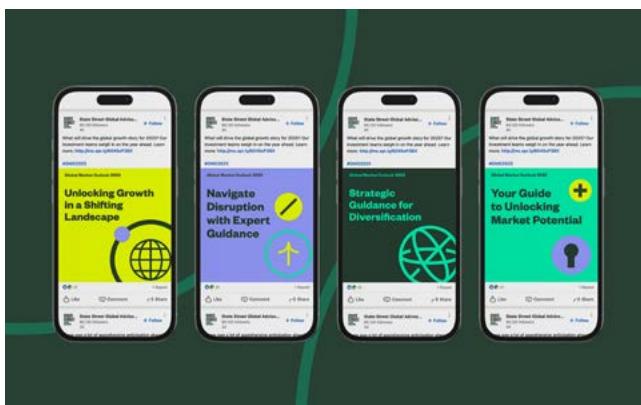
Aecon also significantly increased its ESG content, reaching more than 1.4 million impressions. Social media performance saw 6 million impressions and 371,000 engagements. Judges praised the campaign as "outstanding".

BEST CONTENT TARGETED TO THE INVESTOR AUDIENCE



Daiwa House Modular Europe and TEAM LEWIS Silver

Daiwa House and TEAM LEWIS launched a campaign to address the Dutch housing crisis, showcasing modular housing's innovation and sustainability. Judges commended the "strategic" campaign.



State Street Global Advisors and Living Group Silver

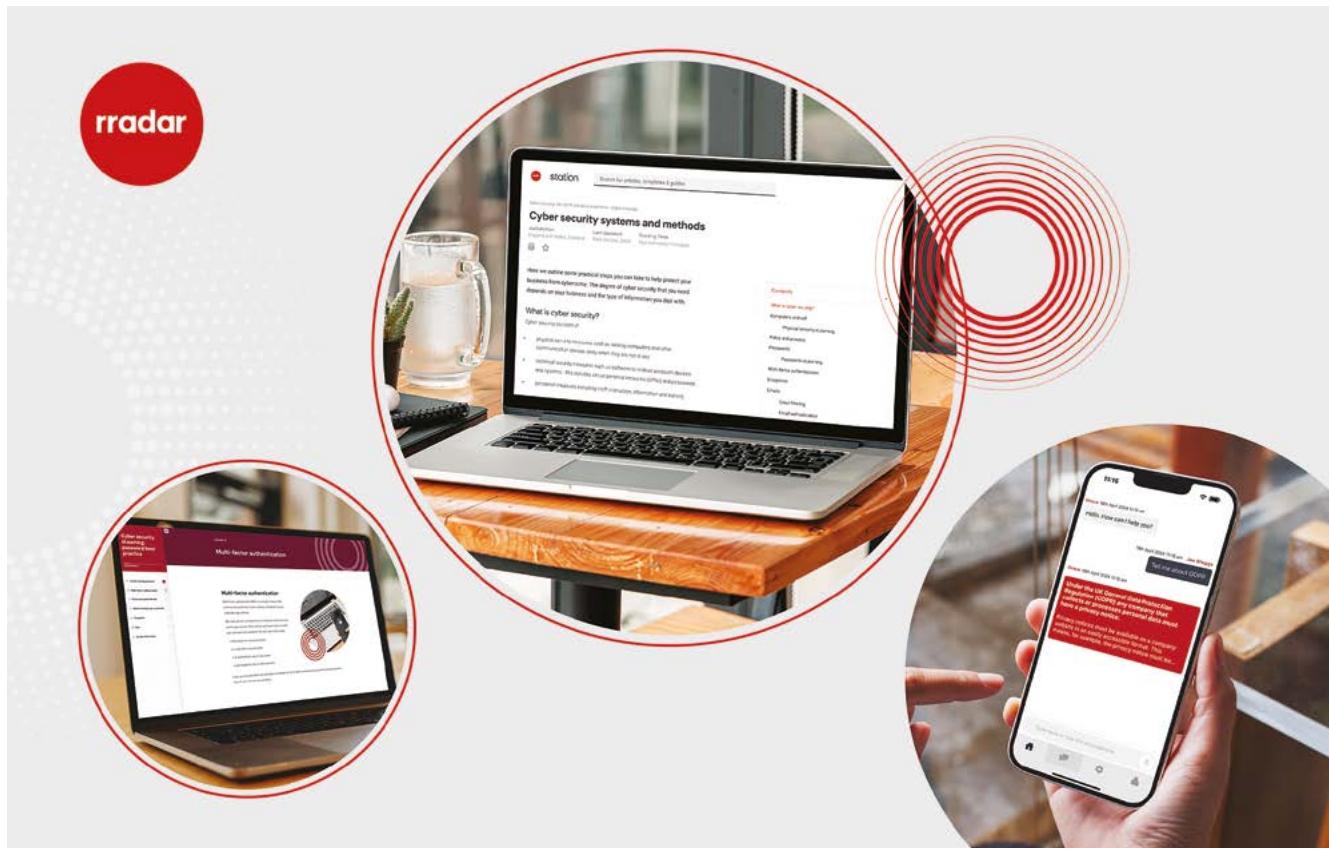
State Street Global Advisors' 2025 Global Market Outlook focused on navigating market disruptions with clarity and confidence. Judges described the entry as "creative" and "visually impactful".



Legal & General and Wardour Bronze

Wardour created an interactive video for Legal & General's 2023 annual report, enhancing engagement by allowing viewers to explore key topics. Judges praised the "innovative" and "interactive" approach.

BEST USE OF LEARNING AND DEVELOPMENT CONTENT



rradar Gold

In March 2024, rradar launched 'rrelentless', a new cyber insurance product, incorporating innovative legal and digital risk-management services. The content team developed essential resources such as 'rradarstation' (an online knowledge library), 'rradarrisk' (a business risk analysis tool) and eLearning modules to support policyholders. Aimed at small and medium-sized enterprises, content was crafted based on research into common cyber threats and business needs.

The team produced more than 400 articles and templates, along with interactive eLearning modules on topics like password security and phishing. Results showed significant engagement: 33% of policyholders used digital tools, 85% downloaded templates and 40% engaged with cyber threat newsletters. Consequently, rrelentless has achieved notable success, with £1 million in gross written premiums by year-end. One judge described the campaign as "comprehensive and well-researched".

BEST USE OF LEARNING AND DEVELOPMENT CONTENT



Diageo with Marmalade Film and Media Limited Silver

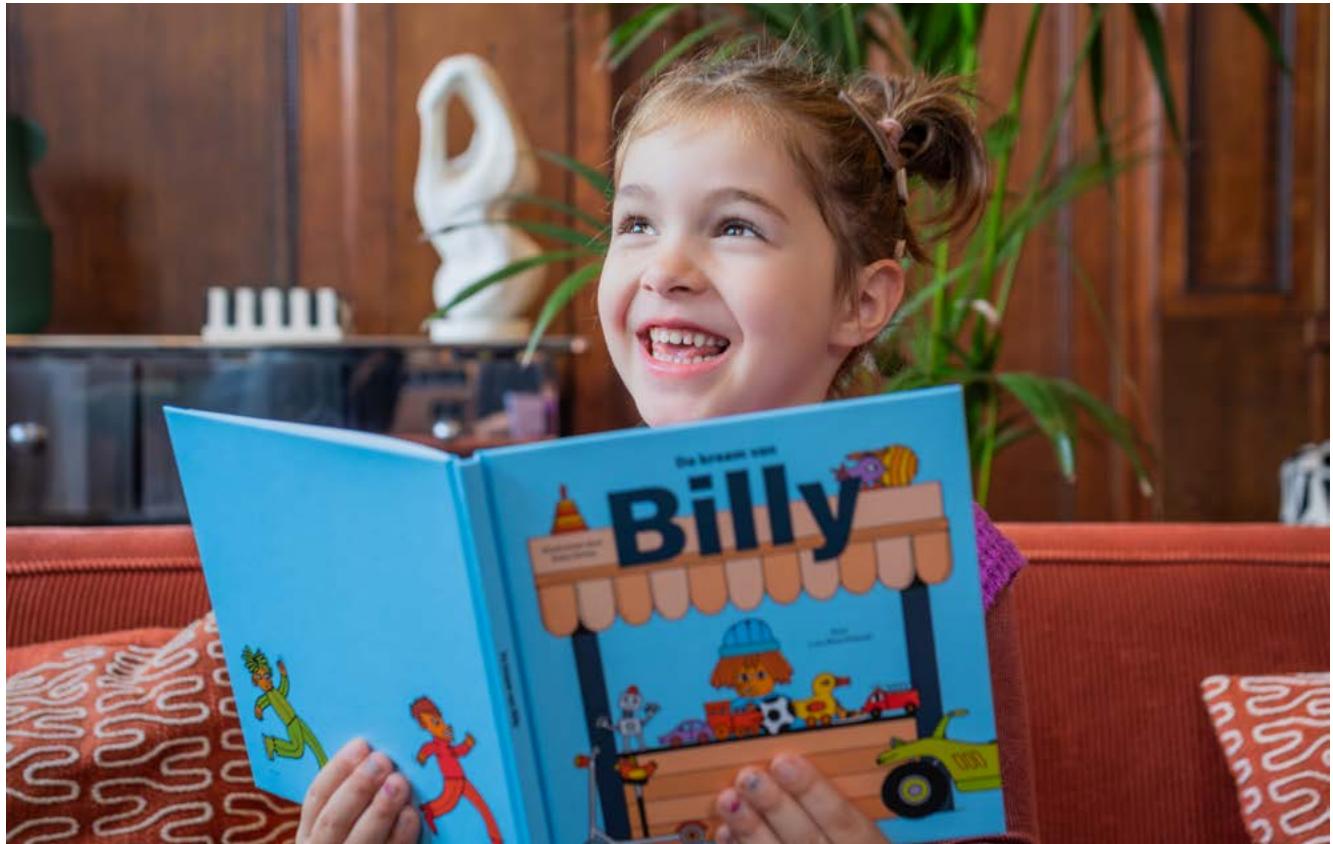
Diageo's 'The Magic of Moderate Drinking' campaign, created with Marmalade Film and Media, focused on shifting perceptions of responsible drinking. Judges praised the campaign as "impactful".



Philip Morris International Bronze

Philip Morris International's 'Inclusion Starts with I' campaign promoted intentional inclusion through webcasts, leadership discussions and resources, achieving more than 90,000 content views. One judge described the work as "highly engaging".

BEST PURPOSE-DRIVEN CONTENT



Marktplaats and TEAM LEWIS Gold

In collaboration with TEAM LEWIS, Marktplaats launched 'De kraam van Billy', a children's book aimed at changing parents' and grandparents' gift-giving habits by promoting secondhand toys. The book, designed to encourage sustainable gifting, highlights the idea that children often enjoy secondhand toys more than new ones. The campaign used data-driven insights, influencer collaborations, media outreach and guerrilla marketing to increase awareness.

The book sold out quickly, with proceeds donated to charity, and it helped shift public perception, making secondhand gifts more acceptable. Key results included reaching nearly 35 million people through media, sparking social media conversations and selling 1,300 books. The campaign effectively positioned secondhand gifting as a thoughtful, sustainable alternative. Judges praised the work as "creative and impactful".

BEST PURPOSE-DRIVEN CONTENT



Diageo with Marmalade Film and Media Limited **Silver**

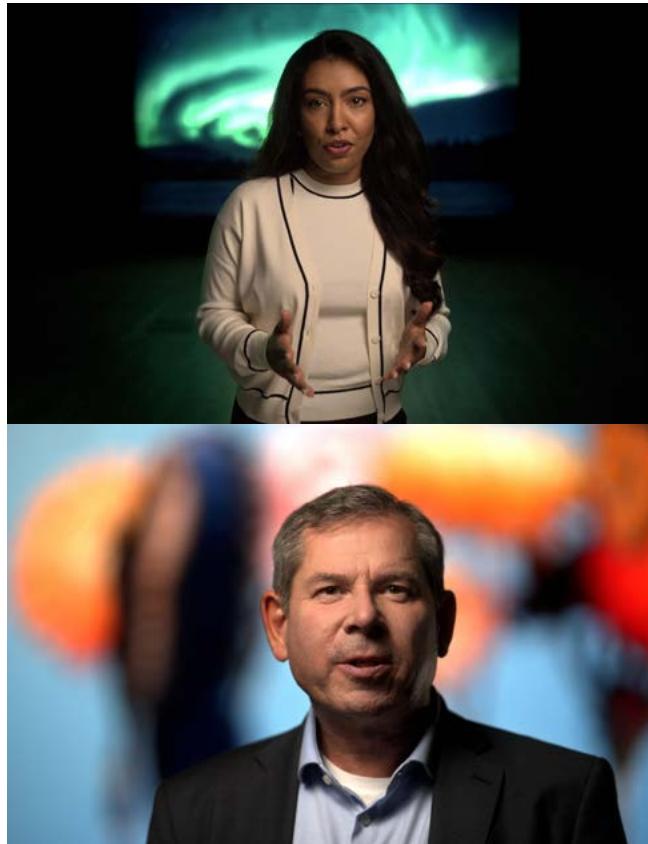
Diageo's 'Magic of Moderate Drinking' campaign promoted responsible drinking through aspirational visuals and diverse strategies. Judges praised the work as "visually compelling".



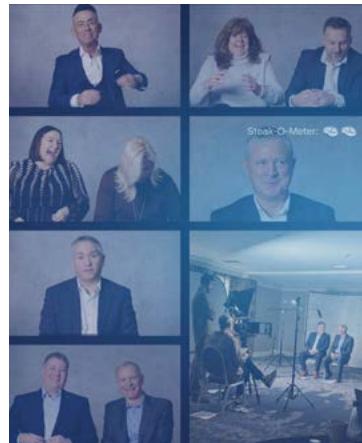
Daiwa House Modular Europe and TEAM LEWIS **Bronze**

Daiwa House Modular Europe tackled the Dutch housing crisis with a modular construction facility, overcoming misconceptions about modular housing. Judges described the entry as "highly effective".

BEST USE OF VIDEO



TrustFord



TrustFord:
Shifting Gears
on Internal
Comms



Swiss Re and Prophet Gold

Swiss Re launched a strategic campaign with Prophet, empowering employees to share behind-the-scenes content and personal posts on social media, boosting both internal and external engagement. The campaign involved creating videos highlighting the company's culture and work life, featuring interviews with participants. These videos were used for employer branding and shared on YouTube, the Swiss Re website and social media platforms. A separate intranet page informed employees about the project and how they could use the content.

The campaign's external phase began with organic posts and expanded to paid media, aiming to promote Swiss Re's business and culture. "A well-rounded and engaging campaign," observed one judge.

TrustFord and H&H Gold

TrustFord partnered with H&H agency to transform its annual virtual conference for 3,000 employees, aiming to improve engagement and inspire motivation. The traditional format of a lengthy CEO video was replaced with 11 short, informal films featuring TrustFord leaders, offering personal insights and connecting authentically with staff.

These videos, combined with interactive content such as quizzes and polls on the company's Engage app, led to a 74% rise in engagement. The conference achieved a 1,260% increase in views compared with the previous year, with employees praising the human touch and informal style. "A transformative approach to employee engagement," was how one judge described the campaign.

BEST USE OF VIDEO



Embraer Commercial Aviation and Gravity Global Silver

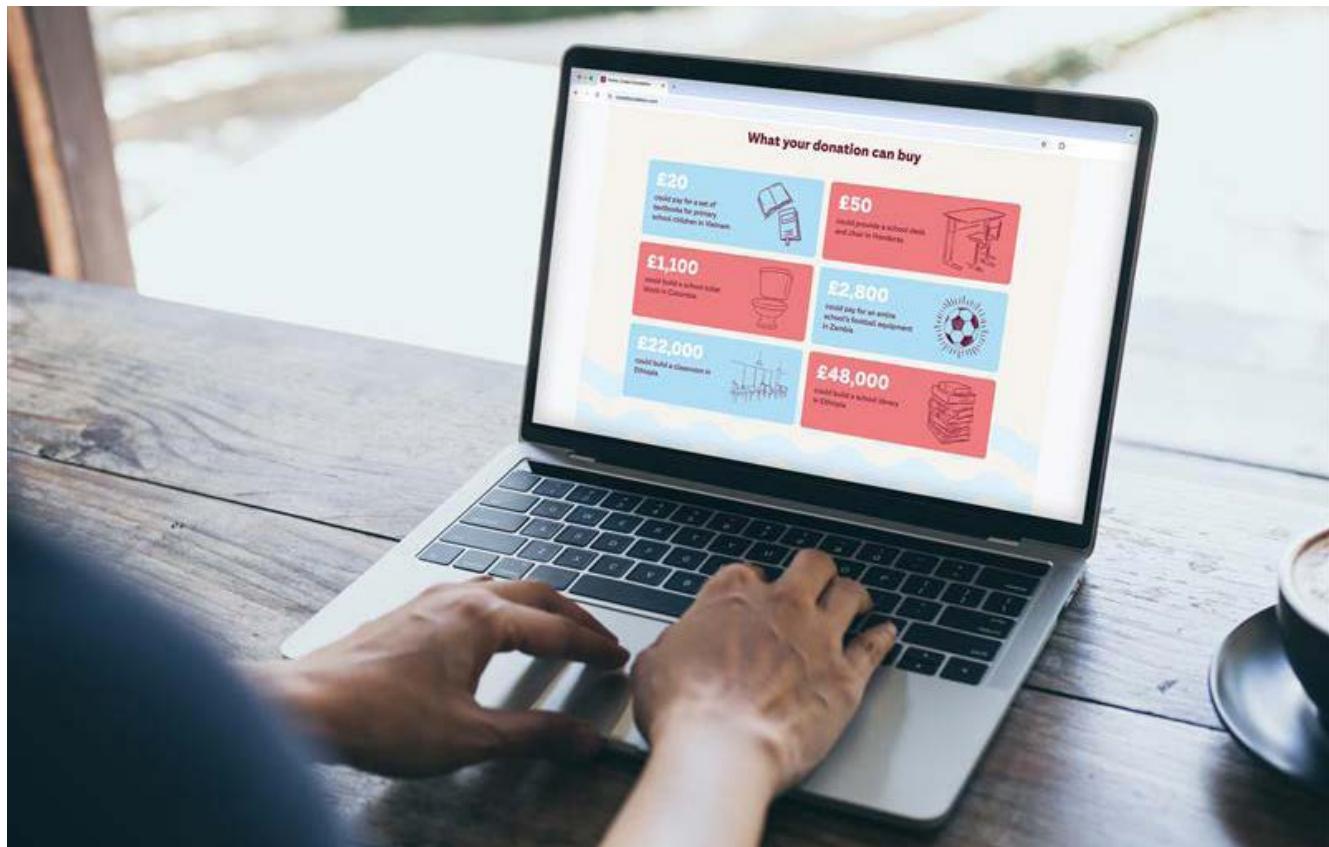
Embraer Commercial Aviation's 'Engineering Change' mini-series, produced with Gravity Global, showcased sustainability innovations and aimed to establish Embraer as a thought leader. Judges praised the entry as "compelling".



M&G Investments and Gravity Global Bronze

M&G Investments, in collaboration with Gravity Global, produced the 'Intelligence Connected' social film series, highlighting innovative investment strategies and showcasing behind-the-scenes insights to engage and inform the audience. Judges praised the entry as "engaging" and "informative".

BEST USE OF DIGITAL



Costa Foundation and Blueprint Partners

Gold

The Costa Foundation, a charity supporting coffee-growing communities, faced challenges in clearly communicating its mission, which hindered its fundraising efforts. To address this, Blueprint Partners conducted a full digital review of the foundation's website and social media. The review revealed inconsistencies in messaging and a lack of audience engagement. As a result, Blueprint recommended a complete website relaunch, which included redesigning the user experience, improving content clarity and aligning social media strategies.

The website was revamped to emphasise the foundation's mission and impact through streamlined messaging, improved storytelling and a cleaner design. A new social media strategy focused on increasing engagement with heartfelt stories and donation updates. Post-launch results were impressive: website sessions increased by nearly 200%, social media engagement saw a significant boost and donations improved by 150%. Judges described the campaign as "transformative".

BEST USE OF DIGITAL



M&G Investments and Gravity Global Silver

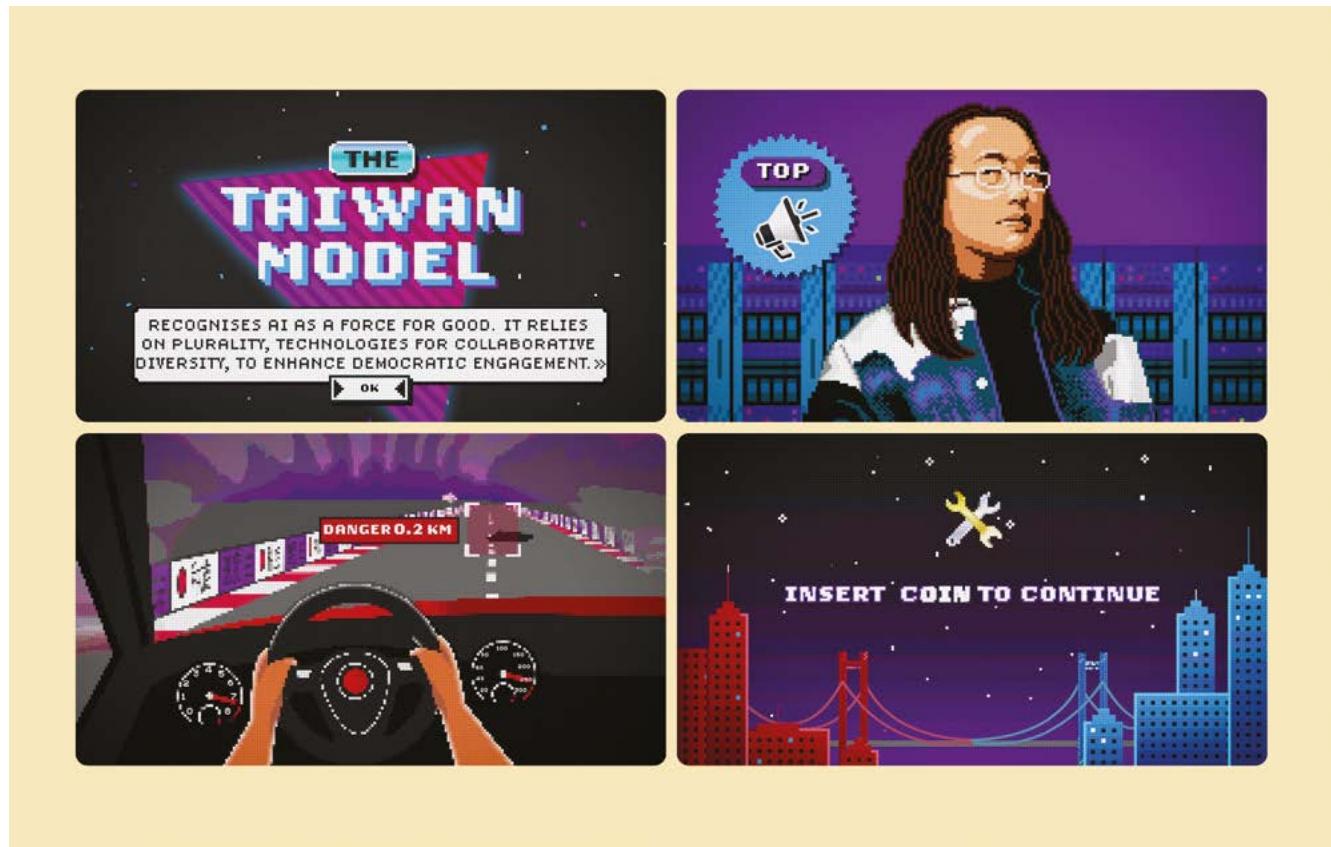
M&G Investments and Gravity Global collaborated on the 'Intelligence Connected' campaign, creating social films and press ads to showcase innovative investment strategies. Judges described the campaign as "dynamic".



IFS Bronze

IFS' global 'OOH' campaign combined airport ads, sports sponsorships and social media to target decision-makers and boost brand visibility. Judges praised the entry as "strategic".

BEST USE OF ANIMATION

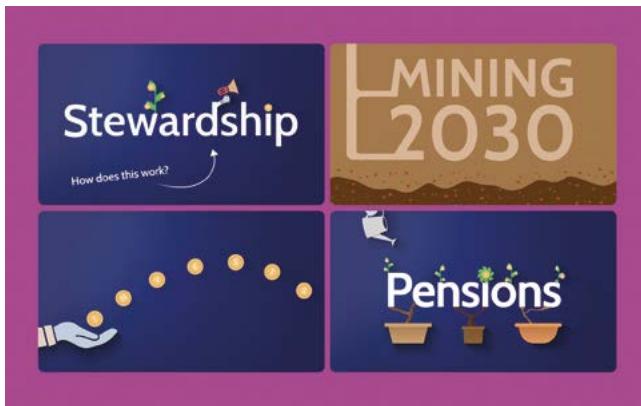


Royal Society for Arts, Manufactures and Commerce and Wardour Gold

The RSA Journal, a publication by the Royal Society for Arts, Manufactures and Commerce (RSA), partnered with Wardour to enhance its digital presence and reach a wider audience. This collaboration included producing engaging video content, especially the 'RSAJOURNAL Presents' series. For issue 3 of 2024, a video was created around an article on misinformation and democracy written by Audrey Tang, Taiwan's first digital minister, using retro 8-bit video game aesthetics to represent the battle against digital deception.

The animation, shared on YouTube and across RSA's social media platforms, achieved strong engagement: 9,800 views, 73,800 impressions and a 2.75% engagement rate. Audrey Tang's retweet contributed an additional 28,000 views, significantly amplifying the video's impact. One judge described the entry as a "creative and impactful digital campaign".

BEST USE OF ANIMATION



Church of England Pensions Board and Wardour Silver

In partnership with Wardour, The Church of England Pensions Board launched an engaging explainer animation to highlight its investment stewardship approach. Judges described the work as "clear" and "engaging".



Blue Abyss and Bloc Digital Bronze

The animation for Blue Abyss visualised a groundbreaking aerospace and marine facility, engaging global audiences and stakeholders. Judges described the animation as "effective" and "engaging".



GE Aerospace and Gravity Global Bronze

GE Aerospace's 'Sound of Flight' used immersive 360-degree audio to engage aviation professionals, achieving more than 73 million impressions across LinkedIn, Instagram and YouTube. Judges praised the entry as "innovative".



M&G Investments and Gravity Global Bronze

M&G Investments launched 'Intelligence Connected' with Gravity Global, revitalising its brand through strategic insights, bold design and global activation. One judge described the entry as a "confident campaign that brings character".

BEST USE OF PRINT



BMW Group – MINI and Cognizant Moment Gold

To launch the new MINI Countryman, the 'Origami Mood Matcher' was introduced as a fun, interactive tool for test drive events. This origami-based experience allowed families to discover the car's eight customisable driving modes in a playful, engaging way. Inspired by a nostalgic playground game, it helped attendees personalise their test-drive experience and understand the car's features.

Distributed across MINI UK's retailer network, the Mood Matcher was a hit with customers and retailers alike. The campaign resulted in 2,079 event attendees, 624 test drives and 390 orders. The Mood Matcher's success also led to its continued use in showrooms, reinforcing the Countryman's appeal to families. Judges praised the "creativity" and "interactivity" of the campaign.

BEST USE OF PRINT



Ocado and Sunday Silver

Ocadolife magazine is designed to boost customer engagement and drive sales with creative content, expert features and impactful partnerships. One judge commented: "A compelling, content-driven campaign."



Royal Society for Arts, Manufactures and Commerce and Wardour Bronze

The RSA Journal was rebranded by Wardour in 2024, enhancing design, content and engagement to strengthen fellowship impact and reach. Judges praised the "elegance" of the rebranded work.



Embraer Commercial Aviation and Gravity Global Highly commended

Embraer's 'Engineering Change' mini-series highlights sustainability innovations, cementing its leadership in aviation advancements.

BEST USE OF AUDIO AND PODCASTS

RioTinto

Rio Tinto Gold

Rio Tinto launched a podcast series to engage audiences with materials science through entertaining, real human stories. The podcast featured celebrity guests and experts discussing their essential items, exploring the materials that make them. The series used a light, humorous format, with 10 episodes released weekly, attracting more than 200,000 downloads and 2.6 million paid impressions on social media.

It was rated in the top 1% of podcasts globally, with high engagement rates (more than 60%). The podcast made complex topics accessible and sparked interest in Rio Tinto's materials. Due to its success, a second series is planned for release in 2025. The campaign reached global audiences, including the UK, USA, Canada, Europe and the Middle East. "A highly engaging, entertaining podcast series," commented one judge.



Transport for London Gold

Transport for London's (TfL) official podcast, 'Mind the Gap', is designed to connect with Londoners by sharing compelling stories behind the city's transport network. The podcast explores topics such as iconic design, hidden heroes, cultural initiatives and infrastructure innovation, aiming to inform, inspire and foster civic pride. With episodes featuring diverse voices, from transport workers to celebrities like Rylan, TfL breaks down complex operations in a human, relatable way.

The content is crafted to appeal to a wide audience while reinforcing the value and relevance of public transport in daily life. Strong creative execution, engaging storytelling and strategic promotional support have resulted in positive listener feedback and growing reach. This initiative successfully positions TfL as both informative and accessible, transforming public engagement through a fresh, modern format. One judge praised how the campaign "humanises" public transport, praising its creativity and engagement.

BEST USE OF AUDIO AND PODCASTS



Routes from LNER and This Is Distorted Silver

This Is Distorted successfully created engaging branded content for LNER, strengthening emotional connections, reaching target audiences and exceeding objectives. One judge commented: "An impactful, branded content campaign."



GE Aerospace and Gravity Global Bronze

GE Aerospace's 'Sound of Flight' campaign, produced with Gravity Global, used immersive 360-degree audio and social media to boost brand visibility, engagement and innovation perception. One judge described the work as "distinctive" and "technically impressive".



The Process Automation Podcast from ABB and Fresh Air Highly commended

ABB Process Automation partnered with Fresh Air to transform its podcast into engaging video content.

BEST USE OF MOBILE



Army Reserve and Grosvenor Comms, a DRPG Company

Gold

The British Army Reserve collaborated with Grosvenor Comms and DRPG to launch the 'Find the Reserve in You' virtual broadcast series, designed to shift public perception and drive recruitment by highlighting the diverse realities of reservist life. Spread across four live-streamed episodes, the campaign offered a genuine, behind-the-scenes insight into the experiences of real reservists, using dynamic storytelling, immersive visuals and interactive elements to engage viewers.

The content focused on the duality of civilian and military roles, showcasing individual growth and the wide-ranging skills of reservists. Despite operational challenges and tight timelines, the series achieved strong engagement, increased applications and deepened public awareness. The creative, emotionally resonant approach delivered a compelling narrative that struck a chord with its audience. Judges praised its authenticity, originality and outstanding execution.

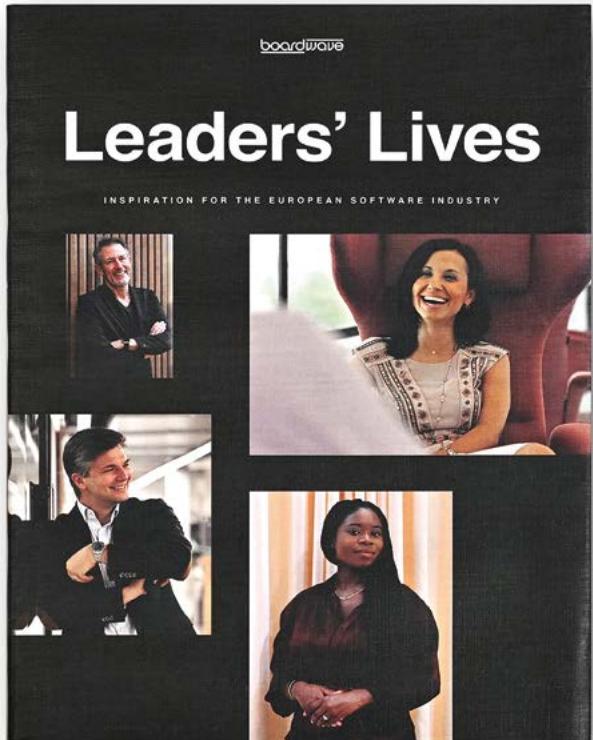
BEST USE OF **MOBILE**



Embraer Commercial Aviation and Gravity Global Silver

Embraer Commercial Aviation and Gravity Global created a mini-series showcasing sustainable innovations, aiming to solidify Embraer's thought leadership in aviation. Judges described the series as "engaging".

BEST USE OF A VISUAL PROPERTY



Boardwave and Silver Agency Gold

'Leaders' Lives' is a premium coffee table book that highlights the personal journeys of 25 European software leaders, created by Boardwave and Silver Agency. Designed by Graham Dodridge, with interviews by BBC journalist Jane Wakefield, the book combines striking photography and engaging stories to showcase leadership and innovation in the software industry.

Aimed at inspiring and connecting the Boardwave community, the project blends art with storytelling using minimalist design and premium materials. The book, launched at Boardwave's annual summit, has received praise for its quality and impact, elevating Boardwave's brand and fostering long-term engagement. Its physical presence ensures continued relevance, standing as a timeless piece within the software sector. One judge described the work as "beautifully crafted". Judges enjoyed the combination of design with inspiring stories.



Embraer Commercial Aviation and Gravity Global Gold

Embraer Commercial Aviation, in collaboration with Gravity Global, created the 'Engineering Change' mini-series to highlight the company's role in sustainability and innovation. The series consists of three episodes, each focusing on different aspects of Embraer's development: the mission architecture, eco-demonstrators and future cabin designs. This series was designed to position Embraer as a thought leader in the aviation industry, showcasing its commitment to sustainability through groundbreaking engineering ideas and innovations.

The project received positive feedback, with Embraer's global leader of promotion strategy, Alessa Mariquito, noting that the series helped raise awareness of the company's ongoing developments in aviation technology. The engaging content has strengthened Embraer's reputation in the industry. Judges described the series as "innovative" and "compelling".

BEST USE OF A VISUAL PROPERTY



AllianceBernstein and Living Group **Bronze**

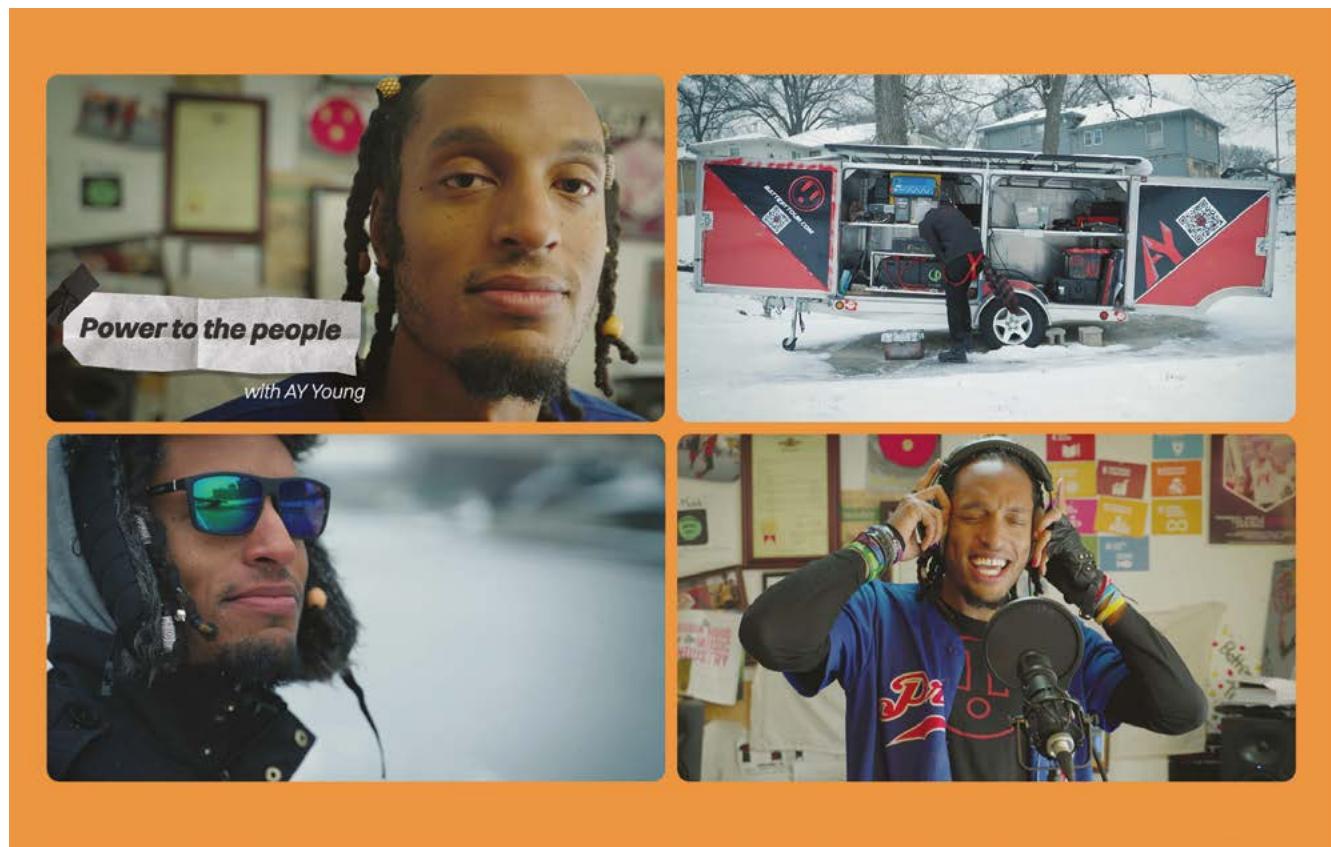
AllianceBernstein's 'Flex Appeal' exchange-traded fund (ETF) campaign used AI and disruptive messaging, achieving \$5 billion in assets under management in 24 months. Judges described the entry as "bold" and "innovative".



M&G Investments and Gravity Global **Bronze**

M&G Investments collaborated with Gravity Global to create the 'Intelligence Connected' social films, enhancing brand visibility and engagement. One judge praised the films as "well crafted".

BEST USE OF A CELEBRITY OR INFLUENCER



Royal Society for Arts, Manufactures and Commerce and Wardour Gold

The RSA Journal, in collaboration with Wardour, launched a campaign featuring AY Young, a sustainability activist and UN Youth Leader, to expand its reach and engage a younger, more diverse audience. The campaign centred around a hero video showcasing Young's innovative Battery Tour, which powers concerts with renewable energy.

The project aimed to highlight the RSA's commitment to social impact and attract new members. A tiered social media strategy was implemented, with exclusive content on platforms like YouTube, LinkedIn and TikTok. The campaign resulted in impressive engagement: 104,900 impressions, 20,400 video views and a 4.4% engagement rate. This initiative successfully positioned the RSA as a thought leader and strengthened its digital presence. One judge praised the entry as a "vibrant and purpose-driven campaign" that "expanded the RSA's reach".

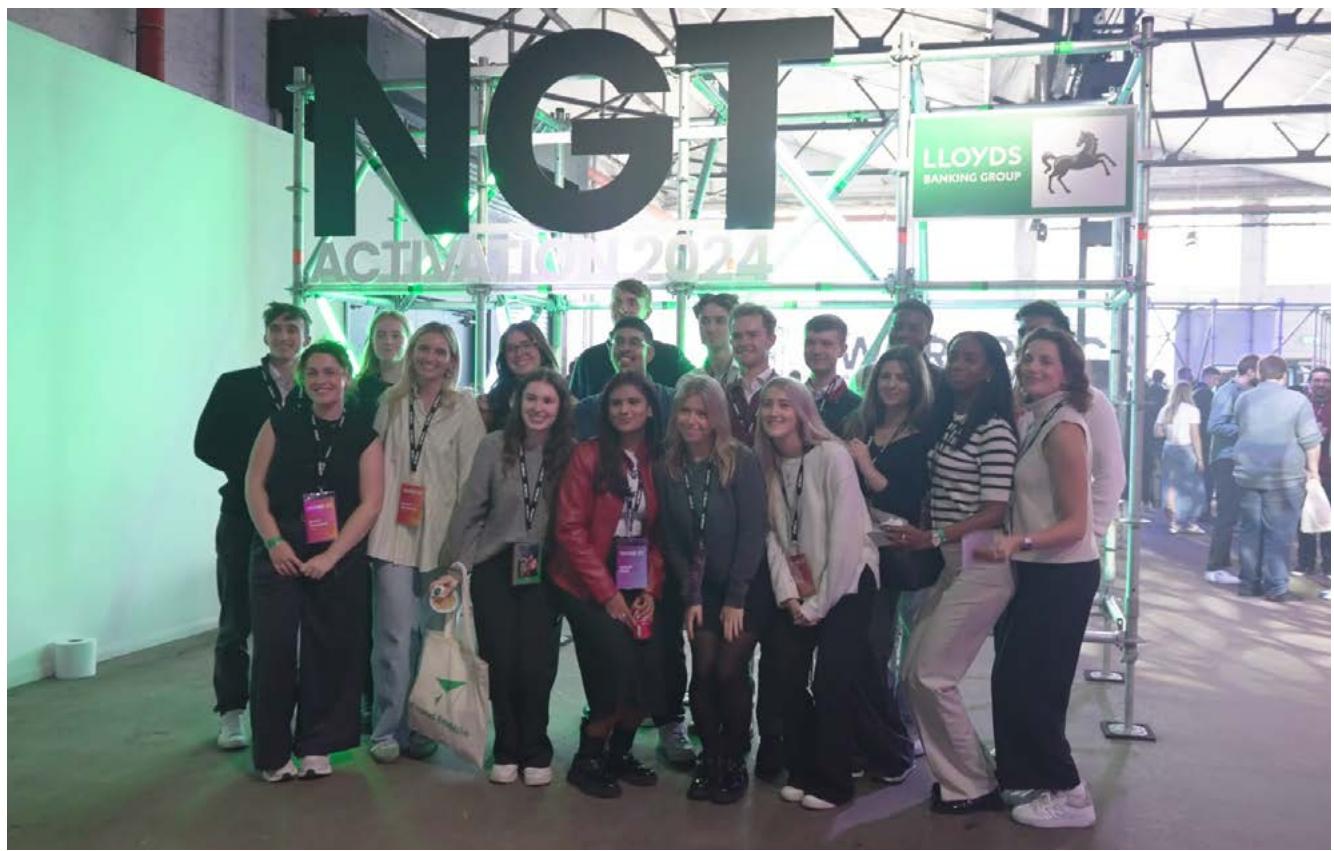
BEST USE OF A CELEBRITY OR INFLUENCER



Routes from LNER and This Is Distorted Silver

The Routes podcast, produced with This Is Distorted, created engaging, authentic content, boosting LNER's brand by blending storytelling with travel insights, achieving significant success. Judges described the work as "authentic" and "engaging".

BEST COPY STYLE OR TONE OF VOICE



Lloyds Banking Group and DRPG **Gold**

Lloyds Banking Group partnered with DRPG to deliver a 'Next Gen Talent Activation' campaign aimed at attracting early careers talent and addressing perceptions of the banking sector among younger audiences. The campaign combined bold, youth-focused creative with a strategic, insight-led approach to position Lloyds as a modern, inclusive and purpose-driven employer.

Through an integrated mix of digital content, in-person experiences and targeted messaging across relevant platforms, the activation successfully engaged Gen Z audiences by aligning with their values and aspirations. Strong visual storytelling and authentic voices helped humanise the brand, driving awareness, interest and applications. The campaign not only elevated Lloyds' employer brand but also demonstrated measurable impact across key engagement metrics. Judges praised the "carefully crafted" campaign and its blend of "creativity and insight".

BEST COPY STYLE OR TONE OF VOICE



AllianceBernstein and Living Group Silver

AllianceBernstein's campaign grew ETF assets to more than \$5 billion in 24 months using disruptive, flexible messaging and AI-driven creativity. One judge described the entry as "dynamic".

BEST USE OF CONTENT WITH AN EXISTING EXTERNAL COMMUNITY



Amsterdam Fintech Event and Cognito Amsterdam Gold

Cognito Amsterdam successfully organised the 2024 Amsterdam Fintech Event (AFE) for the Holland Fintech Association (HFA) within eight weeks, overcoming challenges like rebranding and building trust. The event's goal was to reactivate, reunite and empower the fintech community through networking, knowledge exchange and content sharing. Cognito employed a multi-channel approach using new platforms and existing media to enhance visibility and engagement.

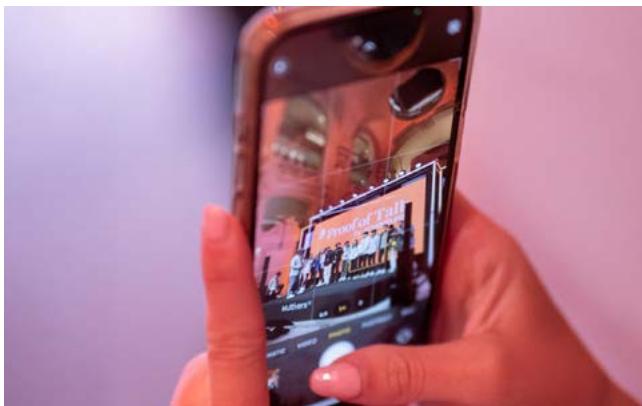
The event attracted more than 589 registrations, 267 unique visitors and participants from 12 countries. Notably, AFE reduced member churn and welcomed eight new members. These efforts significantly strengthened the HFA's reputation and set a new standard for fintech events. Judges praised the "expert execution" of the campaign.

ICAEW and Sunday – Resilience & Renewal campaign Gold

The 'Resilience and Renewal' campaign by Sunday for the Institute of Chartered Accountants in England and Wales (ICAEW) tackled UK economic challenges: poor productivity, skills shortages and trade barriers. It featured videos shot across England, Scotland and Wales, highlighting ICAEW members' efforts to address these issues. The campaign aimed to position the ICAEW as a key economic voice, engaging policymakers and members with practical advice and regional success stories.

Promoted via organic and paid channels, the campaign garnered 3 million LinkedIn impressions, more than 1 million video views and 16,000 visits to the Resilience and Renewal hub. It also reached MPs during the UK general election, achieving strong engagement and media coverage, including on BBC Breakfast. One judge described the work as "timely and well executed".

BEST USE OF CONTENT WITH AN EXISTING EXTERNAL COMMUNITY



Proof of Talk and Cognito Amsterdam Silver

Cognito Amsterdam boosted Proof of Talk's Web3 presence through engaging social media, increasing followers, engagement and industry authority. "Focused" and "impactful" were words used to describe the work.



Japan Tobacco International and Sensory-Minds GmbH Bronze

Japan Tobacco International and Sensory-Minds' 'Plant Buddy' gamified donations, combining sustainability and community engagement, allowing users to support charities through interactive play. Judges described the work as "creative and engaging".

BEST USER-GENERATED CONTENT (EMPLOYEE)

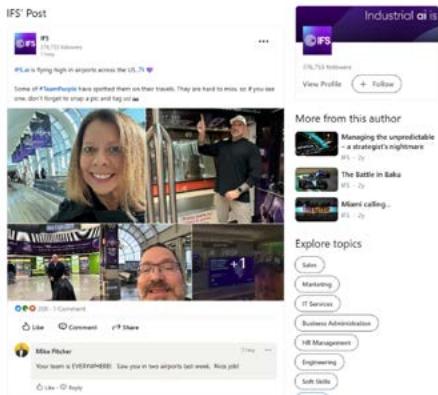


Aviva Gold

The Aviva Creators programme, launched in April 2024, celebrates employee-generated content to enhance Aviva's brand presence. By engaging employees across diverse roles, the initiative showcased authentic stories about the company's dynamic, inclusive culture. The programme, focused on Instagram, increased engagement by more than 380% in five months, with a 14% rise in followers. Creators captured a range of content, from day-in-the-life videos to behind-the-scenes moments, reshaping perceptions of the financial services industry.

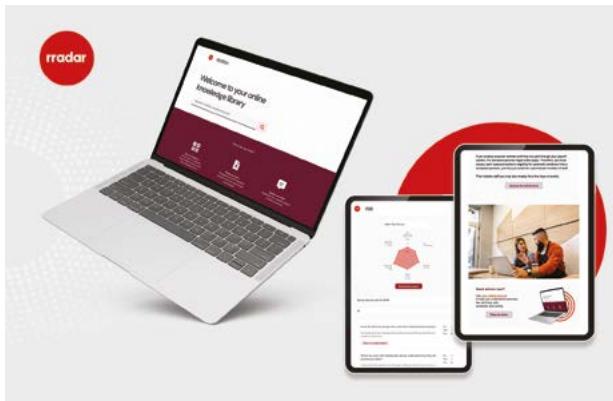
The programme also helped attract top talent and fostered a stronger sense of community within the company. With 24 videos created, it successfully aligned with Aviva's communication strategy and boosted its visibility in a competitive market. One judge described the entry as "an authentic and community-driven initiative".

BEST USER-GENERATED CONTENT (EMPLOYEE)



IFS Silver

The IFS AiOOH campaign combines digital, paper and in-flight ads, enhancing brand awareness and customer engagement globally. Judges praised the “effective, multi-channel” campaign.



rradar Bronze

Law firm rradar combines legal expertise, content design and technology to help businesses manage risk, focusing on prevention and proactive education. One judge described the work as “strategic”.



Voluson™ Women's Health Ultrasound GE Healthcare and TEAM LEWIS Bronze

Voluson™ Women's Health Ultrasound GE Healthcare used an employee advocacy campaign to enhance visibility, engage healthcare professionals and address women's health issues. Judges were impressed by the campaign's impact.

BEST USE OF CONTENT IN A LIVE OR EXPERIENTIAL SETTING



Haymarket Media Group and First Image Gold

Haymarket Media partnered with First Image to create an immersive, high-impact experience for the British Podcast Awards. They produced custom screen content for the event, including a 7k LED tunnel and a 5k main stage screen at the Outernet London venue. The content featured a dynamic welcome loop, animations and soundscapes, setting the tone for the awards.

The visuals helped increase brand recognition, contributing to a 35% rise in podcast listenership and notable growth in social engagement. Post-event, there were more than 2.5 million views on Instagram and 100,000 impressions on X. The awards also gained significant celebrity mentions, with influencers like Lily Allen and Olivia Attwood boosting visibility. One judge observed: "An immersive, high-impact experience."

BEST USE OF CONTENT IN A LIVE OR EXPERIENTIAL SETTING



Zeeman and TEAM LEWIS **Silver**

Zeeman's interactive webinar on its 2023 CSR report highlighted transparency, sustainability and ethical fashion, engaging stakeholders worldwide. Judges praised the impact of the initiative.



Blueprint Partners – Prince's Trust Awards

Bronze

Blueprint Partners successfully produced the Prince's Trust Awards Red Carpet Show, increasing live-stream viewership by 40%. Judges described the work as "impressive".



BMW Group and Cognizant Moment **Bronze**

In 2024, Cognizant Moment used immersive tech to showcase BMW Group's work, impressing clients and revitalising collaboration. Judges were impressed by the innovation of the work.

MOST CREATIVE USE OF OWNED MEDIA CHANNELS



Philip Morris International Gold

Philip Morris International (PMI) launched the 'Voices of Inspiration' campaign on March 8, 2024, to celebrate women and their allies within the company. This year-long initiative, led by PMI's Women's Inspiration Network (WIN), invited employees to nominate inspirational individuals, promoting gender diversity and inclusion. The campaign highlighted diverse voices across PMI's internal and external channels, emphasising the importance of inclusive leadership for innovation and growth.

With more than 1,500 nominations and a 19,600-view launch, the campaign achieved significant social engagement, including 3,500 LinkedIn interactions. The initiative fostered a sense of pride, showcased PMI as an employer of choice and reinforced its commitment to gender equality and DEI, aligning with the 2024 International Women's Day theme. Judges praised the impact of the campaign and its "successful amplification of diverse voices."

MOST CREATIVE USE OF OWNED MEDIA CHANNELS



NORD/LB and Cognito DACH Silver

NORD/LB's newsletter boosts brand credibility, positioning the bank as a strategic partner through thought leadership, insights and storytelling. Judges described the initiative as "well executed".



Amsterdam Fintech Event and Cognito Amsterdam Bronze

Cognito launched AFE24 in just eight weeks, rebuilding trust, boosting engagement and uniting the fintech community through content. Judges were impressed by the turnaround of the work, and its impact.

BEST BRANDED CONTENT PUBLICATION



RBC Brewin Dolphin and Wardour Gold

Perspective is a biannual branded content magazine created by Wardour for RBC Brewin Dolphin, aimed at private clients of the wealth management firm. Combining lifestyle, finance and thought leadership, the publication distinguishes the brand from competitors while deepening client relationships. With a circulation of around 14,000, Perspective offers content that is topical, intellectually engaging and reflective of readers' interests, ranging from the arts and science to global economic themes. Editorial pillars – genuine, expert and ambitious – guide each issue, which is developed through rigorous research and collaboration.

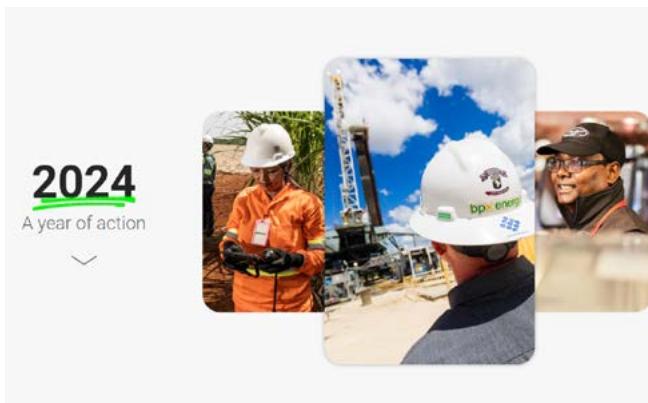
Visually striking and editorially rich, the magazine supports client retention and engagement. Survey results show high satisfaction, with nearly half of readers recommending the firm after reading. One judge described the publication as "well crafted and intelligent".

BEST BRANDED CONTENT PUBLICATION



The Royal Institution of Chartered Surveyors (RICS) and Sunday Silver

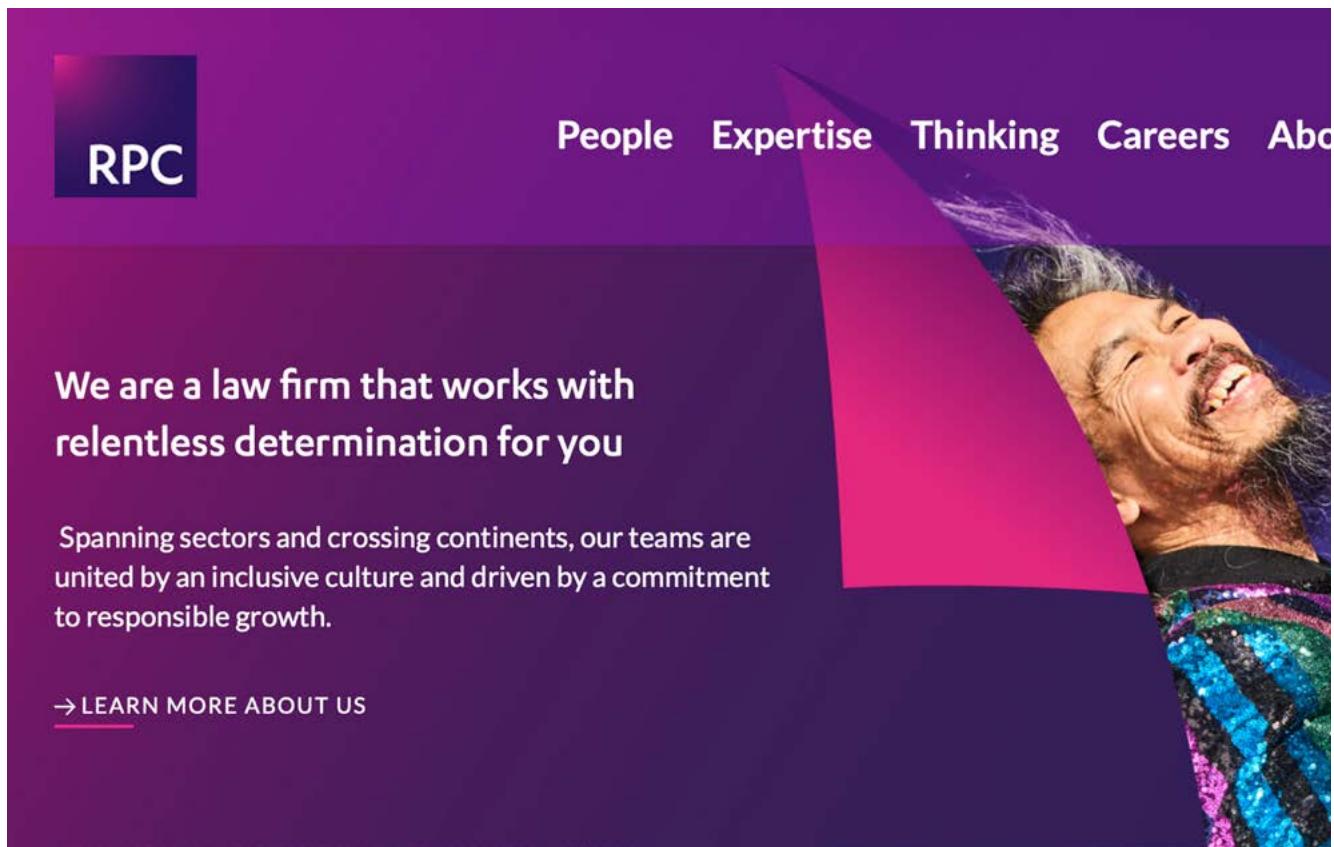
Modus, RICS' global publication, transformed its content strategy with a data-led 'fewer, bigger, brighter' approach, boosting engagement and SEO. Judges praised the creativity of the work.



bp Bronze

bp's digital magazine, Energy in focus, simplifies the company's complex transformation story through visual storytelling and audience-driven content, enhancing understanding, trust and engagement across diverse stakeholders. Judges praised the work as "well executed".

BEST BRANDED CONTENT SITE



We are a law firm that works with relentless determination for you

Spanning sectors and crossing continents, our teams are united by an inclusive culture and driven by a commitment to responsible growth.

→ LEARN MORE ABOUT US

RPC and Living Group Gold

RPC, a law firm with a strong retail sector focus, collaborated with Living Group to refresh its brand and website. The firm faced challenges due to low external awareness of its full range of services, compounded by a misconception of being an insurance-only provider. The brand refresh aimed to improve RPC's visual identity, enhance clarity and boost online discoverability.

The process involved research, workshops and competitor analysis to create a dynamic, three-dimensional brand with messaging that reflected RPC's expertise and values. The new website design simplified navigation and spotlighted key sectors and services. This initiative has enhanced RPC's brand presence, setting the stage for a 2025 digital marketing campaign to further raise awareness. Judges praised the successful brand refresh as "effective" and "impressive".

BEST BRANDED CONTENT SITE



JTC Group and H&H Silver

JTC Group worked with H&H to reignite its shared ownership culture, inspiring long-term commitment by linking intrinsic motivation to collective business success. Judges praised the innovation behind the campaign.

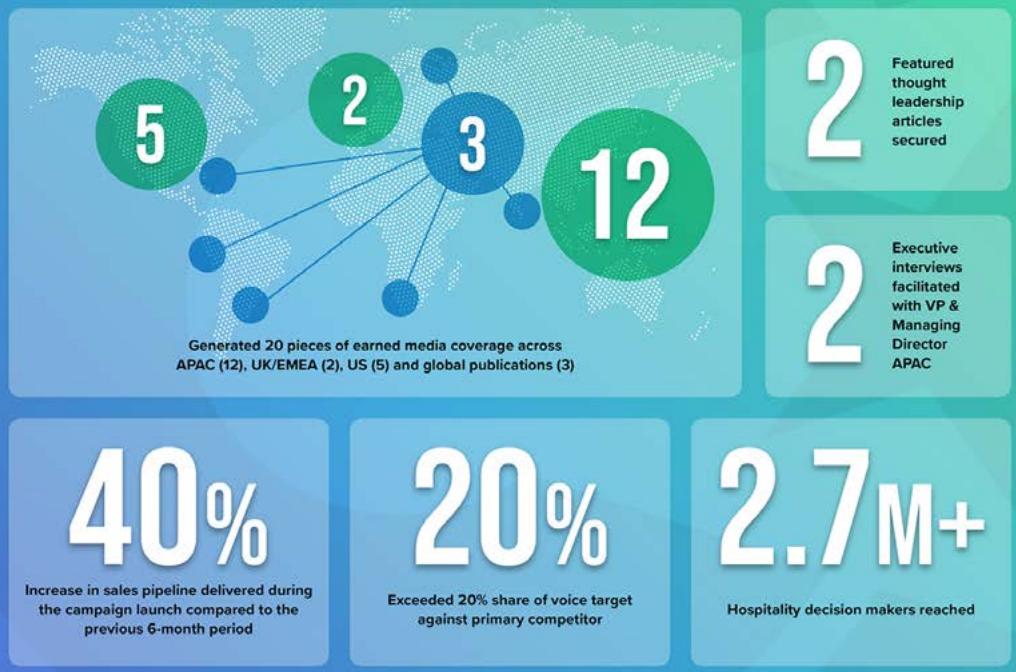
BEST USE OF DATA

AGILYSYS: THE REBOOKING PARADOX



“This campaign not only elevated our brand presence across APAC but delivered tangible business results. By identifying and addressing the rebooking paradox, we've opened meaningful conversations with hoteliers about the role of technology in driving guest loyalty and revenue. The 40% uptick in our pipeline demonstrates the campaign's real commercial impact.”

Alan Edwards
Senior Director of
Marketing, EMEA & APAC



Agilysys and Champion Communications Gold

Agilysys aimed to establish credibility in the competitive APAC hospitality technology market, where it lacked brand recognition. The strategy centred on leveraging compelling, data-driven content to secure meaningful media coverage and position Agilysys as a trusted voice. A key discovery was the 'rebooking paradox', revealing that high guest satisfaction did not equate to repeat bookings in APAC.

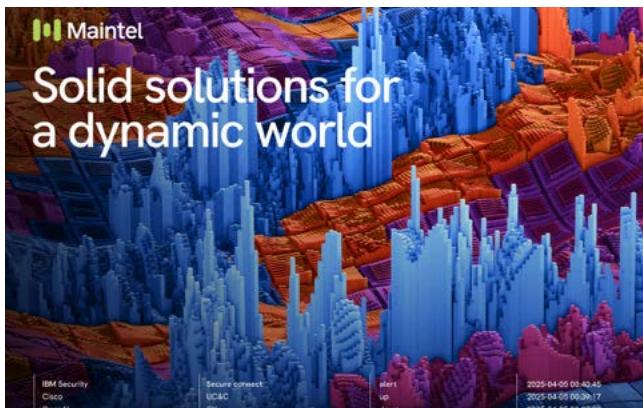
This research, featuring compelling data points, was transformed into multiple media formats and localised for regional audiences. The campaign secured 20 pieces of earned media coverage, reaching more than 2.7 million decision-makers and increasing Agilysys' sales pipeline by 40%. The success of this approach positioned Agilysys as an industry expert, driving significant business impact. Judges praised the data-driven approach and striking content.

BEST USE OF DATA



HousingAnywhere and TEAM LEWIS Silver

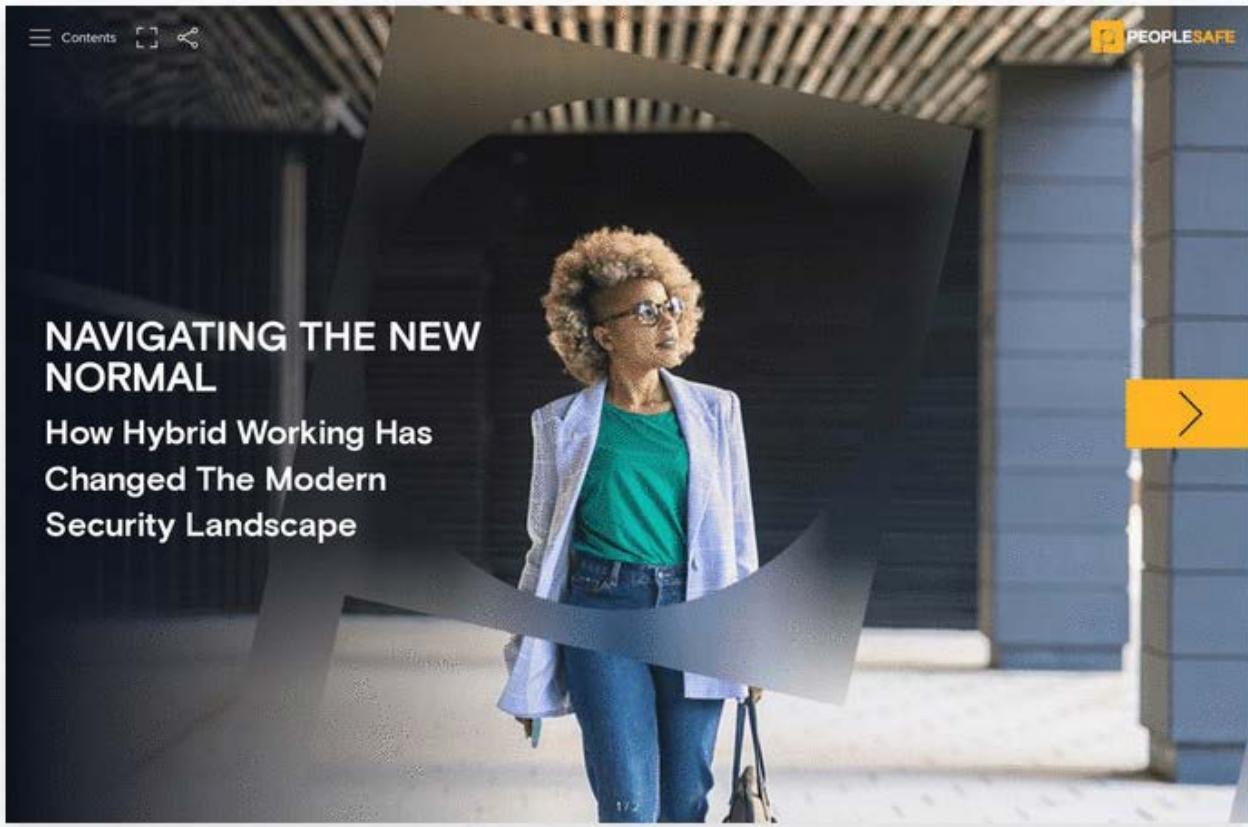
HousingAnywhere and Kamernet used smart data storytelling to dominate Dutch rental market discourse and become trusted industry authorities. Judges praised the “innovative thinking” behind the work.



Maintel Holdings PLC and Invicomm Bronze

Maintel Holdings transformed its brand using live data visualisation, positioning itself as a dynamic tech leader in cloud communications. Judges praised the “creativity” of the initiative.

BEST INTERACTIVE CONTENT



Peoplesafe and Turtl Gold

Turtl hopes to revolutionise how businesses create, deliver and engage with digital content. As a data-driven platform, it supports users in producing high-quality, interactive documents that consistently engage audiences. Its interactive capabilities aim to help businesses drive impact through dynamic content.

Peoplesafe, a provider of lone-worker protection solutions, leveraged Turtl to streamline content creation, gain actionable insights into reader behaviour and boost lead engagement by 33%. Turtl's new, visual and interactive platform now enables teams to collaborate efficiently and produce impactful content that stands out in a competitive market, improving internal workflows and marketing efforts. Judges were impressed by the "innovative, data-driven" platform.

BEST INTERACTIVE CONTENT



Embraer Commercial Aviation and Gravity Global Silver

Embraer's 'Engineering Change' series showcases sustainability innovation, strengthening brand leadership through powerful storytelling, social engagement and industry recognition. One judge praised the work as "an excellent example of impactful storytelling".

BEST USE OF CONTENT ON SOCIAL MEDIA



Royal Society for Arts, Manufactures and Commerce and Wardour

Gold

The RSA Journal, a quarterly publication by the Royal Society for Arts, Manufactures and Commerce (RSA), partnered with Wardour to enhance its digital and social media presence in 2024. The campaign aimed to extend the journal's reach beyond print, position the RSA as a global thought leader and attract a younger, more diverse audience. Wardour developed tailored social media content, including videos, animations and static graphics, aligned with each issue's theme.

The results were impressive: the campaign achieved 505,900 impressions, 25,600 engagements and 123,500 video views, reflecting significant growth in audience engagement and solidifying the RSA's leadership in addressing global challenges. One judge commented that the work was a "strong demonstration of the power of digital and social media".

BEST USE OF CONTENT ON SOCIAL MEDIA



IHG and 33Seconds Silver

IHG's social media campaign raised brand awareness, engaged talent and exceeded KPIs, driving website traffic and job applications. Judges praised the work as "impactful" and "solid".



UK Power Networks Services and Instinctif Partners Silver

UK Power Networks Services' LinkedIn content campaign increased brand visibility, engagement and website traffic, generating high-quality leads and business growth. One judge described the campaign as "highly effective".



GE Aerospace and Gravity Global Bronze

GE Aerospace and Gravity Global's social film captures highlight innovations, showcasing CFM LEAP and Passport acceleration technologies. One judge described the film as "compelling".



Not all content is created equal.

Ours moves people,
and we have the ROI to prove it.*

- +99% engagement** on LinkedIn through storytelling
- 30% increase** in web traffic for e-commerce
- 3,000 people** aligned behind a Net Zero strategy – from one animation
- Employer brand: **repositioned**. Tone of voice: **redefined**
- 59** job sign-ups. **73** applications. **One** virtual broadcast



Let's make your next campaign
the one that gets remembered

* Results pulled from our four shortlisted campaigns in this years' Corporate Content Awards

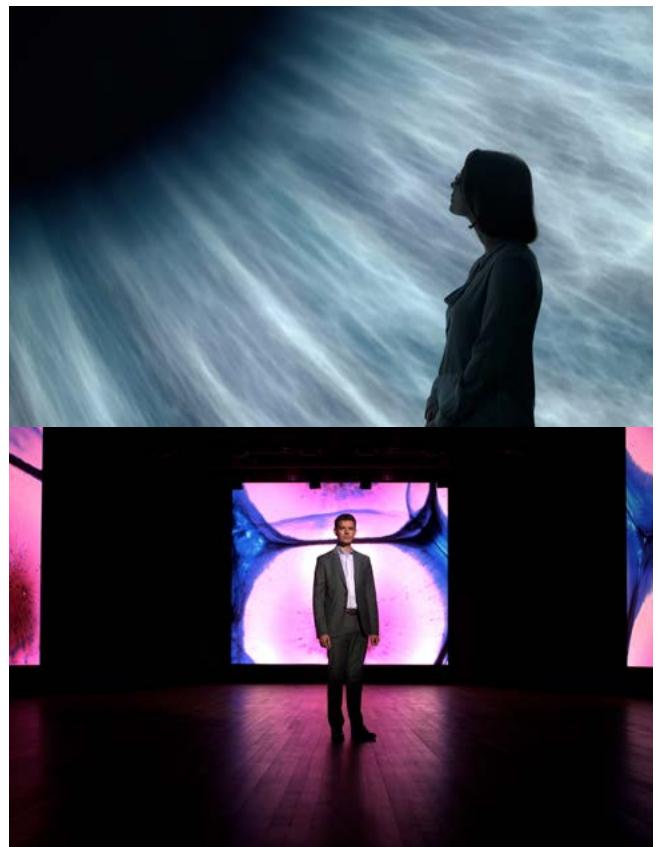
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BEST ONE-OFF CONTENT CAMPAIGN



GE Aerospace and Gravity Global Gold

GE Aerospace partnered with Gravity Global to launch 'The Sound of Flight', an industry-first campaign using 360-degree spatial audio to bring jet engine performance to life across YouTube, Spotify and social media. Designed to elevate brand visibility and showcase innovation, the campaign featured immersive soundscapes from three hero engines, enhanced with equaliser visualisers and precision-targeted messaging.

Aimed at aviation professionals and enthusiasts, the campaign achieved more than 73 million impressions, nearly 55 million video plays and a high view rate of 60%, outperforming benchmarks across LinkedIn, Instagram and YouTube. Delivered on a modest budget, it significantly exceeded KPIs, reinforcing GE Aerospace's leadership in technology and brand storytelling. Judges praised the "innovative, multi-sensory campaign".

Swiss Re and Prophet Gold

Swiss Re partnered with Prophet to create a modular corporate video series aimed at strengthening brand positioning and communicating its role in global resilience. The project included a core video and four tailored modules for specific business units, each featuring real employees rather than actors to enhance authenticity. The production showcased Swiss Re's commitment to innovation, partnership and an inclusive culture using cinematic visuals, bespoke sound design and in-house resources.

Content was distributed internally and externally via LinkedIn, YouTube and corporate platforms, generating strong engagement and positive feedback. The series serves multiple purposes, from stakeholder education to employer branding, while reinforcing Swiss Re's vision and values through emotionally resonant storytelling. "A beautifully crafted and versatile video campaign," is how one judge described the entry.

BEST ONE-OFF CONTENT CAMPAIGN

Embraer Commercial Aviation and Gravity Global Silver

Embraer Commercial Aviation and Gravity Global showcased sustainability leadership through the 'Engineering Change' mini-series, highlighting innovations. Judges commended the innovation behind the work.



ICAEW and Sunday – Resilience & Renewal campaign

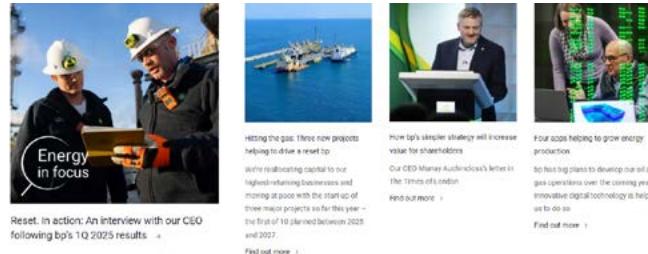
Silver

ICAEW's 'Resilience & Renewal' campaign made by Sunday tackled UK economic challenges, achieving 3 million impressions, 1 million video views and significant engagement. Judges praised the "impactful" campaign and its "strong" engagement.



bp Bronze

bp's '2024 Review of the Year' campaign highlighted key achievements, achieving global reach, engagement and 80,000 LinkedIn impressions. Judges praised the "effective" campaign.

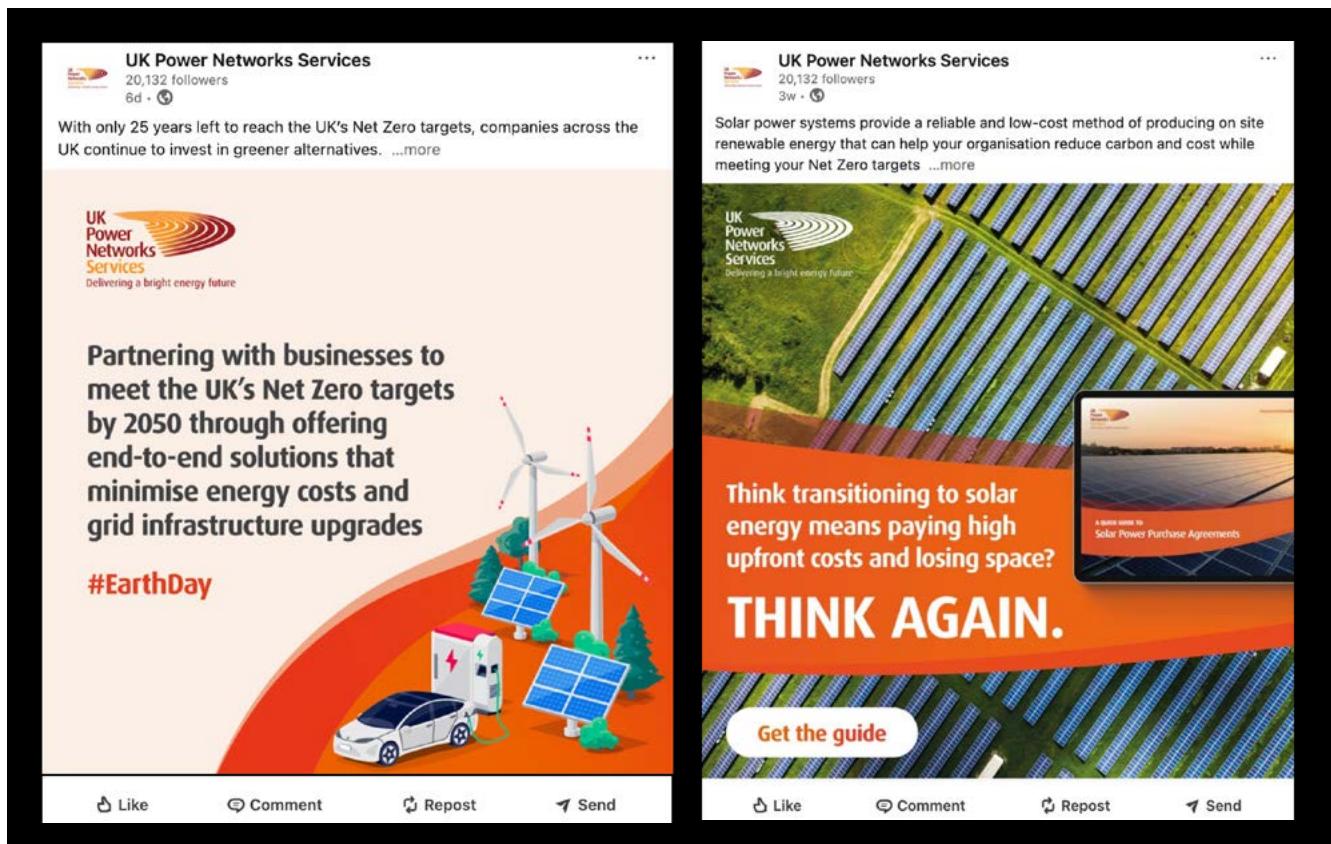


Hull Trains and CWA Bronze

Hull Trains' VIP Day for Tyler Grannon, a young boy volunteered by friends, gained media coverage, 20,000 impressions and 1,500 engagements. One judge described the campaign as "heartwarming".



BEST LONG-TERM USE OF CONTENT



UK Power Networks Services and Instinctif Partners Gold

UK Power Networks Services, in collaboration with Instinctif Partners, launched a successful content marketing campaign to raise brand awareness and engage its target audience, primarily on LinkedIn. The campaign included thought-leadership blogs, videos, infographics and human-interest stories, published regularly to maintain visibility.

Over 12 months, this approach led to a significant increase in engagement, with 3,610 new followers and 227,000 unique impressions. The campaign also generated 5,600 unique website referrals and a 5.9% organic engagement rate. The content, including client case studies and employee profiles, helped position UK Power Networks Services as a trusted industry leader, contributing to new business leads and strengthening its market presence. One judge observed: "An excellent example of a well-executed campaign that created meaningful engagement."

BEST LONG-TERM USE OF CONTENT

Embraer Commercial Aviation and Gravity Global Silver

Embraer Commercial Aviation's 'Engineering Change' mini-series, produced with Gravity Global, showcased sustainability innovations and positioned the company as thought leaders in aviation. Judges praised the "forward-thinking" campaign.



CSX Bronze

The 'I Am CSX' campaign showcases diverse employees' stories, highlighting their contributions to CSX's culture and recruitment success. One judge commended the campaign's "authenticity".



Royal Society for Arts, Manufactures and Commerce and Wardour Bronze

RSA Journal's rebranding and social media strategy boosted engagement, reaching broader audiences and significantly increasing impressions and interactions. Judges were impressed by the effective and cohesive campaign.



BEST CAMPAIGN FEATURING AI-GENERATED CONTENT



Tesco and DRPG **Gold**

In 2024, Tesco worked with DRPG to enhance its engagement through its digital platform, News & Views, to better connect with a vast, largely deskless workforce. The focus was on increasing colleague engagement and platform usage, and improving the perception of Tesco as a great place to work and shop. Tesco identified three key areas: showcasing colleague value, boosting store leadership involvement and authentically profiling senior leaders.

Campaigns like the 'Value Vault', 'Behind the Badge' podcast and gamified leadership challenges delivered strong results. Registered users increased by 32%, active users by 15% and key perception scores reached record highs. Tesco outperformed industry benchmarks, with exceptional platform engagement. One judge described the campaign as "creative, insight-led and highly effective."



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Living 

BEST CAMPAIGN FEATURING AI-GENERATED CONTENT



AllianceBernstein and Living Group Silver

AllianceBernstein's ETF campaign used AI-generated content, achieving market-leading results with more than \$5 billion in assets under management, boosting brand recognition. Judges were impressed by the innovative use of AI to deliver "exceptional" results.

BEST ACTIVATION OF MEDIA COVERAGE

AGILYSYS: THE REBOOKING PARADOX

CHAMPION COMMUNICATIONS
WE CHAMPION. YOU GROW.
source: travelweekly.com

WHY AREN'T PEOPLE RETURNING TO THE HOTELS THEY LOVE?

IT IS OFTEN SAID THAT THE KEY TO GROWING A BUSINESS IS BY PROVIDING EXCEPTIONAL SERVICE. AND YET, THE AGILYSYS 2024 APAC HOSPITALITY IMPACT STUDY HAS FOUND A STARTLING PARADOX THAT IS BAD NEWS FOR HOTELIERS.

Despite 86 per cent guest satisfaction, only 37 per cent of travellers return to hotels they enjoyed.

The survey of over 1,000 travellers from Australia, Hong Kong, New Zealand, and Singapore revealed critical insights into guest preferences and spending habits, highlighting substantial opportunities for revenue growth in the hospitality sector.

The study reveals that 68 per cent of APAC travellers would increase their hotel spending for personalised experiences, with 73 per cent willing to pay up to 30 per cent more for room upgrades when offered post-booking. Additionally, 66 per cent of respondents would likely spend more if wait times were reduced across all hotel experiences, and 68 per cent would increase spending when a robust loyalty program is in place.

Interestingly, the research uncovered a significant "rebooking paradox" in the APAC market:

Agilysys and Champion Communications Gold

Agilysys aimed to establish its brand in the competitive APAC hospitality tech market by leveraging data-driven insights. The campaign, produced with Champion Communications, focused on a unique phenomenon: the 'rebooking paradox', where high guest satisfaction didn't correlate with repeat bookings. The company conducted research across four APAC countries, uncovering compelling statistics that challenged industry norms.

Agilysys created media-ready formats, including a detailed report and expert commentary, which were tailored for regional markets. The strategy generated 20 pieces of media coverage across key publications, reaching more than 2.7 million hospitality decision-makers. This resulted in a 40% increase in the sales pipeline, significantly boosting its visibility and credibility in APAC. One judge commented: "A well-executed, data-driven campaign that challenged industry norms."

BEST ACTIVATION OF MEDIA COVERAGE



Lotus and Blueprint Partners **Silver**

Lotus Emeya's press drive generated more than 150 articles, 19.2 million OTS and 97 social media mentions, highlighting performance and sustainability. One judge commented: "A highly successful press drive that generated significant buzz."



Hull Trains and CWA **Bronze**

Hull Trains partnered with Hull Comedy Festival and CWA for a pop-up comedy event on a moving train, reaching more than 1.8 million media impressions. Judges were impressed by the impact and "creativity" of the campaign.

BEST CORPORATE STORYTELLER



Royal Society for Arts, Manufactures and Commerce and Wardour

Winner

Having been around for over 240 years, the RSA Journal has a strong history of writing about the challenges that face society, while still being clearly tethered to the Royal Society for Arts, Manufactures and Commerce's mission and projects. However, the publication needed to be repositioned as a global thought leader in order to grow the RSA's brand reputation. Wardour was tasked with building a social media campaign capable of promoting its content more widely. Aiming to create an interactive, design-forward digital version of the Journal, Wardour crafted a bold and playful redesign that could be easily linked to the social campaign. Central to the project's success was ensuring that Journal content was also aligned with major RSA themes and events.

This strategy was a resounding success and has so far yielded over half a million impressions across LinkedIn, Facebook, Instagram, X and TikTok. It also saw a twofold increase in the engagement rate from the previous year, cementing the project's status as a worthy winner of the 'Best corporate storyteller' trophy. Judges were also enthused with the impressive results. One commented, "The entry shows a really nice evolution of a product and approach that is rooted in the changing needs of an organisation in a manner that is designed to drive results."

MORE CHANCES TO WIN



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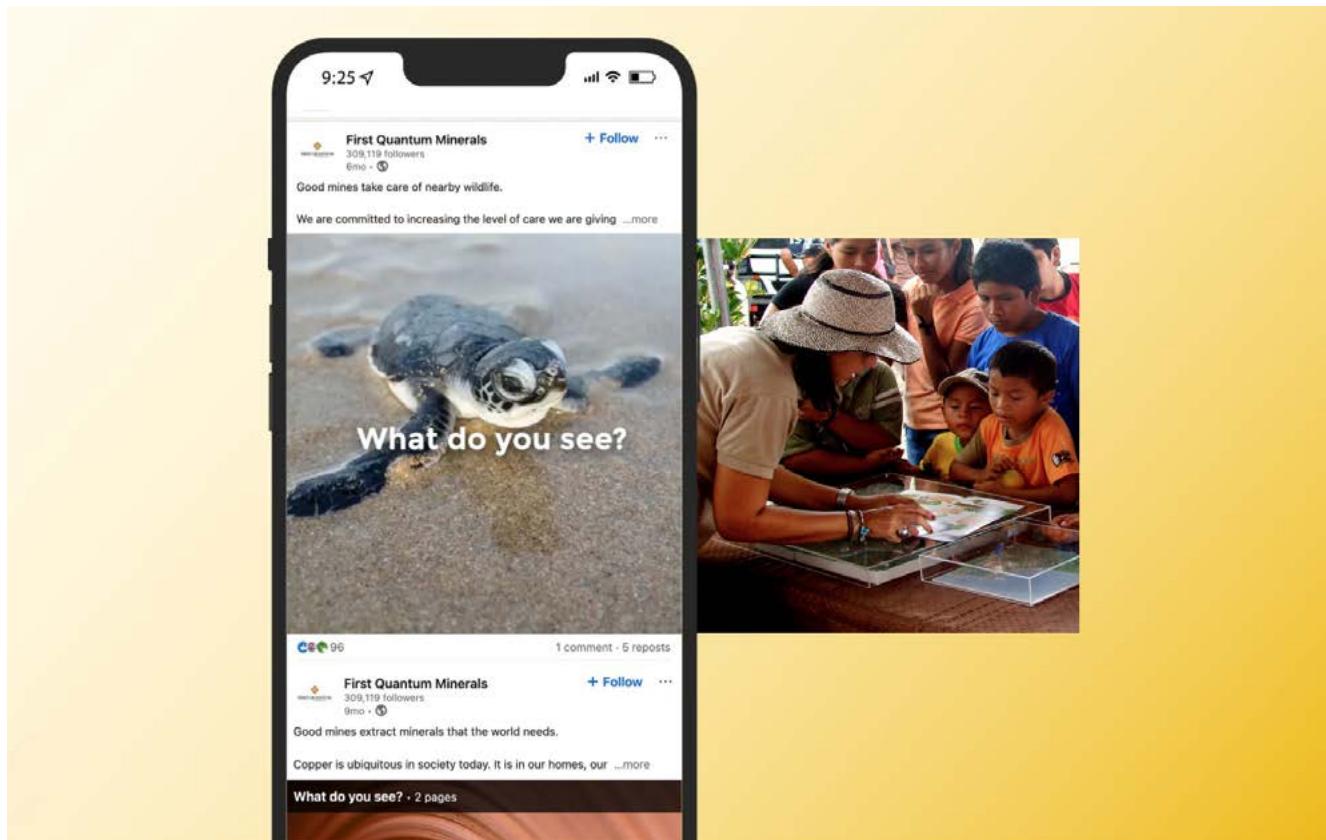
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GRAND PRIX



First Quantum Minerals and Bladonmore Winner

When a misinformation campaign suggested that global mining company First Quantum Minerals (FQM) was taking more from Panama than it was giving back, the company recognised its positive impact was not effectively communicated. FQM enlisted communications agency Bladonmore to help shape a counter-narrative. Bladonmore uncovered that public awareness of FQM's environmental contributions was low due to lack of promotion of its CSR efforts. To address this, they developed an online campaign built around a simple but thought-provoking question: 'What do you see?'

This campaign paired the question with surprising visuals – such as images of wildlife – that are not typically associated with the mining industry. Follow-up posts revealed FQM's perspective, highlighting the real, tangible benefits the company brings to Panama and directly countering the misinformation. The campaign was a complete success and a worthy winner of the Corporate Content Awards' 'Grand Prix' trophy. Along with leading to a 25,000 increase in the number of FQM's LinkedIn followers, it also garnered 4.6m impressions across paid and organic content on LinkedIn. Judges were highly impressed with the campaign and its "very strong execution," as one described it. Another judge added, "This is visually striking content that achieved its objectives and delivered strong results."

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