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2026 **AWARDS**

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NOTE FROM THE EDITOR



Rebecca Pardon
Editor
Communicate magazine

In a modern media landscape that is doused with clever content, film remains uniquely capable of impressive versatility: a single sequence can humanise a brand, transport an audience to fantastical worlds and provoke emotion with precision. Yet as brands grapple with fickle attention spans, even the most striking work must vie for attention.

Now in its sixth year, the Lens Awards for Corporate Video exists to help navigate this unsteady terrain. This year's programme celebrates more than ingenuity, but also monitors the pulse of an industry in flux. Each entry is a snapshot of ambition, as well as a testament to the skill required to combine creativity with strategy.

Within these pages, you will discover the work that has defined the year: campaigns that have captured audiences and redefined what corporate storytelling can achieve. But behind the glamour of tonight's ceremony lie rigorous hours spent poring over the winning entries, as our discerning panel of judges scrutinised every frame, cut and style choice to discern the truly remarkable work. We hope the Lens Awards offers both inspiration and insight, and serves as a reminder that corporate communications need not only be technical and serious, but also cinematic, provocative and memorable. Congratulations to all the winners!

MEET THE JUDGES



Chris Alfred
Head of corporate media
Entain

Chris is a strategic communications leader with a global track record across sports, tech, tourism and finance. As head of corporate media at Entain, he has spearheaded high-impact storytelling initiatives, including campaigns that use sportsbook data to drive national media coverage around big sporting events. Chris is known for navigating reputational challenges, advising senior executives and integrating digital and social media strategies to amplify brand narratives. His previous roles at Dyson, Element and Thomas Cook highlight his expertise in crisis management, ESG communications and video storytelling.



Urooj Kamran Azmi
Communications officer
/together

Urooj is an award-winning multimedia producer and communications strategist with a decade of international experience across marketing, film, journalism and purpose-led storytelling. She is the communications officer at /together. Her work with organisations including Al Jazeera, the Chicago International Children's Film Festival, the Pulitzer Center, the Coalition for Women in Journalism and the Together Coalition has reached audiences of more than 30 million people worldwide. Known for blending creativity with civic purpose, Urooj has led campaigns across culture, ESG and media innovation.



Edward Baran
Communications lead (interim)
International Airlines Group (IAG)

Edward is an interim communications lead at IAG, helping to shape the group's story through visual, video and social media content. He has made corporate videos for the likes of HSBC, BP and DuPont, and spent more than a decade at Reuters Video News in London as a senior field producer and desk editor. Edward is particularly interested in helping businesses and CEOs shine on socials – especially LinkedIn – with the highest-quality visual and written storytelling.



Claire Belzidsky
Senior marketing manager
Zoī

Claire is an experienced marketing leader with 14 years of international experience across the US, UK, Netherlands and France. She has led brand, product and growth initiatives across EMEA, the US and the Nordics, with a strong focus on strategic storytelling and creative excellence. Claire has a proven track record in driving brand growth, launching successful campaigns and elevating brand narratives through impactful content. Passionate about the intersection of creativity and business strategy, she values work that blends emotional power with measurable impact.



Ingrid Bray
Senior corporate brand and
communications manager
BMJ Group

Ingrid is an award-winning communications specialist with a background in linguistics and extensive experience in integrated corporate communications. At BMJ Group, publisher of The British Medical Journal, she leads corporate brand and impact communications. Her work spans strategy, storytelling, thought leadership and stakeholder engagement, strengthening the group's ethical and trustworthy reputation, and advancing its vision of a healthier world for all.



Georgina Bromwich
Senior manager, partner
communications and global projects
A&O Shearman

Georgina is an award-winning writer who has spent her career helping businesses and brands get more from their words. She currently works with A&O Shearman's leadership team, helping it connect with people and partners around the globe. She previously held in-house roles at Microsoft and KPMG, and worked closely with leaders in business, the civil service and politics, while on secondment to the Confederation of British Industries. Before venturing into corporate comms, she was a senior consultant at brand language agency The Writer, where she worked with a wide range of businesses.

MEET THE JUDGES



Sarah Brown
Senior marketing and brand manager
Helping Hands Home Care

Sarah is an ambitious, award-winning marketing, brand communications, and PR leader with over 14 years of experience across the leisure, entertainment and healthcare sectors. She specialises in B2C marketing, brand development, PR and multi-platform content campaigns, delivering creative and impactful strategies that engage audiences and drive results.



Paul Carter
Senior communications
development manager
Royal London

Paul is a corporate comms all-rounder, specialising in copywriting, editing and empowering colleagues to write more effectively. For the last 15 years he has worked in financial services. At Royal London he leads the production and editorial elements of the company's long-form corporate reports.



Neil Coxhill
Senior creative producer
Bain & Company

Neil is a creative leader with more than 25 years of experience in advertising, broadcast, production and tech. From cutting his teeth directing on the roster at RSA Films, he went on to raise his blood pressure in news at Bloomberg and rub shoulders with entertainment and sporting legends at Sky Creative. Neil was most recently senior creative director at Amazon's Brand Innovation Lab, where he executed cross-category campaigns for some of the world's largest brands. He is now at Bain & Company as a senior creative producer to further elevate and innovate its video offerings.



Andrew Goddard
Media studio lead
Rentokil Initial

Andrew is a video specialist with expertise in conceptualising and creating videos for businesses in a range of industries. He started his career at a London agency delivering post-production services for the international film and TV industry, where he developed a talent for editing and motion graphics, and a lifelong pursuit of learning new technologies and techniques. He is now media studio lead at Rentokil Initial. Andrew has launched a successful business providing video-production services to brands such as Microsoft, ODEON Cinemas and Universal Pictures.



Linaka Greensword
Visual communications manager
Buro Happold

Linaka is a creative leader at Buro Happold, driving innovation in design, storytelling and visual communication across global projects. She leads Buro Happold's in-house creative agency for project delivery, bringing clarity and impact to complex engineering and sustainability challenges on the company's projects across the world. Her work in data visualisation has been recognised at the World Government Summit in partnership with Information is Beautiful, underscoring her commitment to pushing the boundaries of how design informs and inspires.



Tobias Grut
Corporate brand manager
ALK

Tobias is a creative strategist and corporate brand manager at ALK, with more than 20 years of experience working across international branding, communication and culture. Before joining ALK, he served as international brand manager for the Nordic Council of Ministers and worked as a creative strategist at several leading design agencies, developing brand strategies and visual identities for both public institutions and global companies. Tobias has led award-winning branding and communication projects promoting Nordic values and storytelling on the international stage.



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MEET THE JUDGES



Cecilie Harris
Former head of creative services
Canon EMEA

Cecilie is a passionate storyteller and creative manager, bringing brands and products to life through video, design and compelling imagery. She builds highly skilled, motivated teams that deliver technically flawless, engaging, and on-brand content. As a dedicated guardian of brand and visual identity, Cecilie ensures every creative output reflects the heart and vision of the brand.



Elizabeth Holloway
Head of external communications
TalkTalk

Elizabeth is a PR and communications leader specialising in reputation, engagement, crises and issues. As interim head of external communications at TalkTalk, she leads external and internal communications and PR to deliver TalkTalk's transformation and brand refresh. Her experience spans multiple sectors with a common thread of organisations going through significant periods of change and scrutiny. These include Barclays, where she managed PR through a global financial crisis and the PPI scandal, but with bright spots such as launching contactless payments to the world as a brand-new technology.



Scott Horsfield
Head of film
DRPG

Scott is a leader in the film and production industry, currently heading the film division at DRPG, one of the UK's leading creative agencies. With more than three decades of experience, he has produced large-scale productions for top-tier clients in the finance, FMCG and automotive sectors and overseen award-winning campaigns. Prior to joining DRPG, he spearheaded Mediazoo's meteoric rise, doubling its team and revenues and securing coveted Grand Prix titles at both the Cannes Corporate Media & TV Awards and the New York TV & Film Festival – the first time a UK agency achieved such a feat.



Elizabeth Hunston
Communications officer
Oxford City Council

Elizabeth is a communications professional with extensive experience using video and creative storytelling in digital and campaign communications, across the public and charity sectors. She has a passion for creating content that connects to the audience and champions a digital and video-first approach to corporate communications, using film to capture attention, simplify complex ideas and inspire action. She brings a sharp editorial eye, creative instinct and a deep understanding of what will resonate with an audience to deliver real impact.



Sam LeGassick
Creative production lead, EU
Twitch (Amazon)

Sam began his career in the film and television industry, developing his storytelling and creative skills. He moved into branded content, building and leading commercial teams that delivered standout campaigns for major brands across the world's leading agencies. As influencer marketing emerged, Sam joined Maker Studios – later integrated into Disney – where he played a key role in connecting global YouTube creators with top-tier brands and some of the most iconic IP in entertainment. At Twitch, he partners with brands and creators to succeed in live-streaming, fostering authentic, real-time engagement between audiences and content.



Rose Liendl
Marketing partner
Gas Strategies

Rose has spent almost two decades working in high-profile organisations, focusing on brand, marketing and communication strategies. This exposure to both creative and business anchors her position as a judge for the Lens Awards. Her innate curiosity has led her to work with global organisations including Google, Three and now Gas Strategies, where she is the marketing partner. Her sector experience includes renewable energy, technology, telecoms, media, digital video, brand design, professional services, healthcare and higher education across EMEA and North America.

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LENS AWARDS 2026

Awards can say a lot, but it's the work that tells the story

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MEET THE JUDGES



Dr. Vanessa Marcie
Founder
LEADING WITH HUMOUR

An international speaker, trainer and leadership coach, Dr. Vanessa bridges entertainment, business and science to pioneer humour-based leadership. She has worked with organisations such as EDF, LinkedIn, Orange, Unilever, Vinci and Sky, and teaches at Cambridge, HEC Paris, London Business School and Oxford. An associate of the Cambridge Wo+Men's Leadership Centre and member of the IKE Institute, she is recognised for her research on humour and innovation. A Harvard Business Review and La Tribune contributor, she is also a stand-up comedian, performing in clubs she founded in London and Cannes.



Toni McKee
Senior positioning and content strategy lead
Novonesis

For over two decades, Toni has worked in corporate communications helping companies navigate the gap between what they say and what people actually believe. Based between Copenhagen and London, she specialises in sustainability narratives, stakeholder engagement and AI ethics—the areas where trust is hardest to earn and easiest to lose. Her book, 'My book Not Waiting Around' explores how authentic collaboration with young leaders strengthens business performance and democratic institutions.



Mark McKenzie-Ray
Senior digital communications manager
Local Government Association

Mark is an award-winning communications leader with more than 16 years of experience in bringing stories to life for diverse audiences in print and across digital channels. A champion of innovative, impactful storytelling, Mark consistently spotlights people's voices and their lived experiences in his work, from interviewing the families of children at Great Ormond Street Hospital for video case studies to help drive fundraising, to amplifying the stories of victims and survivors of crime for high-profile government campaigns at the Ministry of Justice.



Carrie McQueen
Chief data storytelling editor
Accenture

Multi-award winning editor Carrie turns data into stories people actually care about. She leads visual storytelling at Accenture Research and has redefined how insight connects with real audiences. Her work combines editorial instinct with design thinking and content design principles to make complex ideas land with clarity and impact. Carrie has shaped a new creative language for research, transforming reports into experiences that feel alive and relevant. She's led global projects that challenge how thought leadership is produced and consumed, always pushing for smarter, simpler and more engaging ways to tell stories.



Matt Newport
Head of video and animation
iHASCO eLearning

Matt is an award-winning animator and video director with a focus on creating learning experiences that engage, with accessibility in mind. After graduating with a degree in animation, he began his career as a design teacher before joining iHASCO, where he has spent the past 10 years shaping the look, feel and quality of its eLearning content. Along the way, he directed a mental health awareness course that went on to win a national Product of the Year award. He now leads a creative team producing training that combines high-quality animation, video and storytelling to make a real impact for learners.



David Noble
Chief communications officer
Bluelwater Group

With more than 50 years in the communications industry, David has a lifelong passion for human-centred storytelling. He began his career as a local newspaper journalist and later transitioned to foreign correspondent, reporting for outlets such as the BBC, The Guardian and The International Herald Tribune. From 1982 to 2002, David operated a London-based PR agency, advising global clients such as Volvo, Ericsson, Electrolux and SAS on brand messaging and media strategy. He now collaborates with innovative companies worldwide, creating content and communication strategies that appear in top-tier media, from Forbes to the Financial Times.

MEET THE JUDGES



Sarah Noonan
Head of marketing
Singer Capital Markets

Sarah is a seasoned marketing leader with more than a decade of experience driving brand growth across financial services, healthcare and technology. Based in London, she has successfully led marketing strategies across EU and US markets, delivering impactful campaigns and revenue-driven results. Known for her passion for innovation and strategic growth, Sarah brings a wealth of expertise and a global perspective to the judging panel.



Fabio Oliveira
Head of video production
Global University Systems

Fabio is head of video production at Global University Systems (GUS) and has more than 20 years of experience in the industry, specialising in e-learning, marketing and promotional videos. He has a proven track record of creating high-quality content for clients such as Headspring (a Financial Times joint venture), EY, BlackRock, Mishcon de Reya and various GUS institutions. Fabio has received several awards across different projects over the years. Most recently, he received six awards, including the best documentary film award, and 16 nominations for his documentary *The Last Potter*.



Paola Oliviero
Brand director (interim), content and channels manager
Autoliv

Paola is a senior brand and marketing leader with over 20 years of experience shaping global brands and driving customer-centric strategies across international organisations, including Ericsson, Boston Consulting Group and Autoliv. With a background in communication and sociology, she has led and contributed to brand, marketing and customer experience initiatives that enable growth and transformation. Known for combining strategic rigor with creativity, Paola brings a strong focus on customer insight, innovation and impact, supporting excellence in the creative and marketing community.



Meghan O'Neil
Communications and engagement lead
So Energy

Meghan is an award-winning communications and engagement professional with experience across the UK and US in both the private and nonprofit sectors. Since joining the energy industry three and a half years ago, Meghan has worked with leaders at So Energy to align communications with purpose, create more meaningful and joyful work experiences, and deliver innovative strategies that strengthen culture. A University of Oxford graduate, she is passionate about creating connections and inspiring positive change in every organisation she supports.



Jeremy Owen
Senior art director
Syneos Health Communications

Jeremy is a multidisciplinary creative and comms specialist with more than 25 years of experience across global network agencies and independent studios. He is the senior art director at Syneos Health Communications. He has produced design, film and written communications for leading international brands such as Apple, Bayer, HSBC, Intel, Lufthansa and Roche Diagnostics. His work is informed by critical engagement with media theory and visual culture, exploring how design, narrative and audience experience intersect, and how strategic creativity can build trust, reputation and engagement.



Matt Ralph
Communications and marketing strategist
Aviva

Matt's career began in factual television where he developed, produced, directed and edited series for several international broadcasters, including the BBC and Discovery Channel. After a spell in branded content for digital publishers such as Hearst, he moved agency-side, working on campaigns for clients such as Nokia and HSBC. Headhunted by mining giant Anglo American to help drive engagement and communications around its mining innovation programme, Matt then moved to Aviva where he works as communications and marketing strategist for the private health insurance business.

MEET THE JUDGES



Jon Randall
Former global culture and engagement specialist
Swissport

Jon has spent nearly 20 years helping companies achieve more by uniting brand, culture and story, unlocking meaningful experiences for colleagues and customers alike. A Cambridge graduate, executive coach and therapist, Jon's multi-award-winning approach is practical and emotionally connected. After 10 years agency-side working with icons such as British Airways and Bank of America, he helped transform the culture and collective mindset of 65,000 people at Swissport.



Jordan Rodrigues
Creative Lead
Dr. Martens plc

Jordan is a creative lead with extensive experience across art direction, creative direction, film and video production. Currently leading creative at Dr. Martens plc, Jordan brings bold ideas to life through visually striking, brand-led storytelling. With a background spanning in-house, agency and freelance roles, including senior creative positions at Pirate Studios, Jordan has worked across the full creative process, from concept to final delivery.



Mark Stephens
Film lead and executive producer
Lloyds Banking Group

Mark is a creative and strategic corporate affairs leader with deep experience in storytelling, content production and reputation-building. At Lloyds Banking Group, he has served as film lead and executive producer - shaping multi-channel communications through film, motion graphics and design. His earlier career includes senior content and marketing leadership roles specialising in digital, editorial, experiential and branded content innovation.



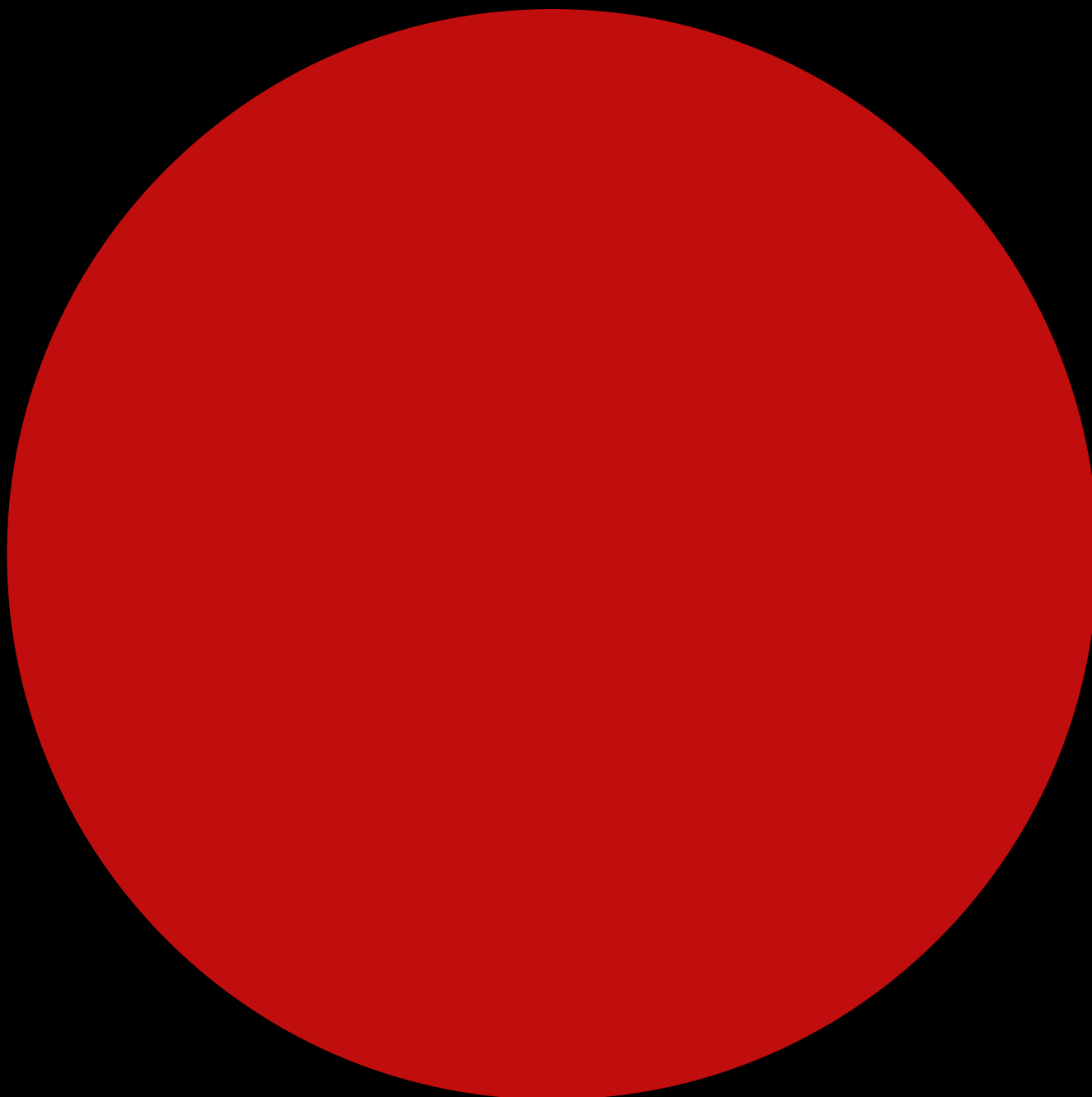
Luke Thompson-Clarke
Lead animator and partner
Emperor

Luke is an award-winning filmmaker, motion graphic designer, scriptwriter and editor with more than 14 years of experience. His work blends strong visual storytelling with technical precision, producing films and content that are both impactful and engaging. With a background in graphic design, Luke approaches projects with a sharp eye for composition, colour and narrative flow. He develops creative concepts by focusing on the emotions a story should evoke, ensuring each project resonates with its intended audience and delivering meaning beyond visuals. Passionate about storytelling in all its forms, Luke crafts work that leaves a lasting impression.



Neill Torbit
Head of brand design and creative
Rightmove

Neill has worked with video in his 20-plus-year career. Firstly as a TV news journalist and producer in New Zealand, followed by a decade working for UK agencies and broadcasters like Sky and ITV, which saw him write, produce and direct hundreds of hours of video content (promos, ads, documentaries, infotainment and corporate comms) including a Cannes Lion shortlisted video series in collaboration with British Cycling. Recently he's been running internal creative studios for BritBox, Cinch and currently Rightmove, where video still plays an essential role in telling the stories that consumers and customers connect with.



THE WINNERS

THE WINNERS

BUSINESS OBJECTIVE OR AUDIENCE

Best Video Targeted to a General Audience

Gold – Gendered Intelligence and Nowadays with Auspicious Group

Silver – HSBC and Casual

Silver – HSBC (History of Technology) and Plastic Pictures

Bronze – Draper Tools and NRG Studios

Best Video Targeted to the Internal Audience

Gold – HSBC (History of Technology) and Plastic Pictures

Gold – Lloyds Banking Group and Limehouse Films Ltd

Silver – Nationwide Building Society and DRPG

Silver – Well Pharmacy and Studio Giggle

Bronze – Network Rail and The Edge

Best Video Targeted to the Investor Audience

Gold – Collier Capital and Bladonmore

Silver – Bicester Motion and Plastic Pictures

Silver – EQT and Taylor Made Media

Bronze – Almanak and McGill Productions

Bronze – Bonhams Motorcycle Auction and Humanoid Productions LTD

Best Employer Brand Video

Gold – CVS Health and Taylor Made Media

Gold – Tiffany & Co. and Mediazoo

Silver – HSBC and Casual

Silver – Unilever Food Solutions and Plastic Pictures

Bronze – Amazon and Gorilla Gorilla!

Bronze – BAE Systems Digital Intelligence and Kaptcha

Best Use of Video to Assist Reputation Management

Gold – Anglo American and Brunswick Group

Gold – Tiffany & Co. and Mediazoo

Silver – Nationwide Building Society and DRPG

Bronze – DS Smith and SampsonMay

Best Use of Video to Support DEI

Gold – Project Nemo and Changemaker Studios

Silver – Gendered Intelligence and Nowadays with Auspicious Group

Silver – Tesco and DRPG

Bronze – HSBC and Casual

Bronze – Lumo and CWA

Best Use of Video to Aid CSR or ESG

Gold – HSBC and Mediazoo

Gold – Tesco and DRPG

Silver – Sow The Seed and Plastic Pictures

Silver – Wild Spaces and Plastic Pictures

Bronze – Diageo and Quite Frankly Productions

Bronze – Infusion 100 with HSBC and NRG Studios

THE WINNERS

STYLE AND CREATIVITY

Best Use of Video on Social Media

Gold – Draper Tools and NRG Studios

Gold – Embraer Commercial Aviation and Gravity Global

Silver – Hull Trains and CWA

Bronze – Tiffany & Co. and Mediazoo

Best Data Visualisation

Silver – Lumo and Hull Trains

Bronze – BAE Systems Digital Intelligence and Kaptcha

Best Documentary Style Video

Gold – HSBC and Mediazoo

Gold – Xbox with The Boo Agency and Nicely Done Productions

Silver – Team PAU and Reels in Motion

Silver – Shell's Creative Solutions Film Team

Bronze – Company of Cooks and BearJam

Bronze – Serial Box Studio

Bronze – ViiV and Radley Yeldar Ltd

Best Live or Experiential Video

Gold – Public Power Corporation (PPC) and DRPG

Gold – GSK and Radley Yeldar Ltd

Silver – PepsiCo and CH Video

Bronze – BEYOND Studio and Kinura

Best Animation

Gold – Embraer Commercial Aviation and Gravity Global

Gold – UK Power Networks and The Edge

Silver – Public Power Corporation (PPC) and DRPG

Bronze – Postman and Big Button

Bronze – Quintet with BlackRock and ITCH

Best Interactive Video

Gold – Scottish Water and Home

Bronze – Reed in Partnership and Pirsonal

Best Creative Execution

Gold – HSBC and Casual

Gold – Lloyds Banking Group and Limehouse Films Ltd

Silver – Embraer Commercial Aviation and Gravity Global

Silver – Johnson & Johnson and Edelman

Bronze – CHANEL and Taylor Made Media

Bronze – Worcestershire County Cricket Club and DRPG

Highly commended – Diageo and Quite Frankly Productions

Best Use of Artificial Intelligence

Gold – Grant Thornton and Kaptcha

Gold – Shell's Creative Solutions Film Team

Silver – Calor and The Edge

Silver – SD Worx and BearJam

Bronze – Morning Star AI and Serial Box Studio

STRATEGY

Best Copy Style or Tone of Voice

Gold – CHANEL and Taylor Made Media

Gold – HSBC and Mediazoo

Silver – Unilever (Culture That Converts) and Plastic Pictures

Silver – Unilever (Play On) and Plastic Pictures

Bronze – Nationwide Building Society and DRPG

Best Innovation

Gold – HSBC and Casual

Silver – Hull Trains and CWA

Bronze – Endress+Hauser and Emperor

Best Use of Video as Part of an Integrated Campaign

Gold – Unilever (Culture That Converts) and Plastic Pictures

Silver – Embraer Commercial Aviation and Gravity Global

Bronze – Bupa and Plastic Pictures

Bronze – Sanofi and Plastic Pictures

Highly commended – Project Nemo and Changemaker Studios

Best One-off Video Campaign

Gold – Gendered Intelligence and Nowadays with Auspicious Group

Silver – Hull Trains and CWA

Bronze – Essity and CH Video

Bronze – HSBC (History of Technology) and Plastic Pictures

Bronze – Tesco and DRPG

THE WINNERS

STRATEGY

Best Long-Term Video Strategy

Gold – Embraer Commercial Aviation and Gravity Global

Silver – BAE Systems Digital Intelligence and Kaptcha

Silver – Postman and Big Button

Bronze – Wavelength and Kinura

Best Creative Strategy

Gold – Gendered Intelligence and Nowadays with Auspicious Group

Gold – Nationwide Building Society and DRPG

Silver – Embraer Commercial Aviation and Gravity Global

Silver – Unilever (Culture That Converts) and Plastic Pictures

Bronze – P&O Cruises and Stepping Stone Media

SECTOR

Best Use of Video from the Automotive Sector

Gold – Lamborghini and Taylor Made Media

Silver – Bonhams Motorcycle Auction and Humanoid Productions LTD

Bronze – Bicester Motion and Plastic Pictures

Best Use of Video by a Charity, NGO or Not-for-Profit

Gold – Gendered Intelligence and Nowadays with Auspicious Group

Silver – Neighborhood Feminists and Casual

Silver – Taylor Bennett Foundation, HSBC and Serial Box Studio

Bronze – HospiceCare North Northumberland and Chris Jackson Media

Bronze – Infusion 100 with HSBC and NRG Studios

Best Use of Video from the Energy and Utilities Sector

Gold – Brickwall and National Grid

Silver – ENGIE and Casual

Bronze – Acorn Bioenergy Powered by Qualitas Energy and DvG Creative

Best Use of Video from the Engineering, Manufacturing and Basic Materials Sector

Gold – Loginns and Monte Nero Productions

Silver – Heidelberg Materials and Brunswick Group

Bronze – Embraer Commercial Aviation and Gravity Global

Best Use of Video from the Farming and Agricultural Sector

Gold – Waitrose & Partners and Taylor Made Media

Silver – Sow The Seed and Plastic Pictures

Bronze – Olam Agri and Emperor

Best Use of Video from the Financial Services Sector

Gold – HSBC and Mediazoo

Gold – Quintet with BlackRock and ITCH

Silver – HSBC and Casual

Silver – HSBC (History of Technology) and Plastic Pictures

Bronze – Collier Capital and Bladonmore

Bronze – Standard Chartered and Brunswick Group

Best Use of Video from the FMCG Sector

Gold – Unilever (Culture That Converts) and Plastic Pictures

Silver – Unilever (Play On) and Plastic Pictures

Bronze – Imperial Brands PLC

THE WINNERS

SECTOR

Best Use of Video from the Food and Beverage Sector

Gold – Diageo and Quite Frankly Productions

Silver – Company of Cooks and BearJam

Bronze – FrieslandCampina and Casual

Bronze – Unilever Food Solutions and Plastic Pictures

Best Use of Video from the Healthcare and Pharmaceutical Sector

Gold – Johnson & Johnson and Edelman

Gold – Well Pharmacy and Studio Gigggle

Silver – CVS Health and Taylor Made Media

Silver – GSK and Radley Yeldar Ltd

Bronze – AAVantgarde Bio and SampsonMay

Best Use of Video from the Lifestyle and Wellbeing Sector

Gold – Essity and CH Video

Silver – dsm-firmenich and Brunswick Group

Bronze – Neighborhood Feminists and Casual

Best Use of Video from the Oil, Gas, Mining and Extractives Sector

Gold – Shell's Creative Solutions Film Team

Silver – Anglo American and Brunswick Group

Bronze – Anglo American and Gorilla Gorilla!

Best Use of Video from the Professional Services Sector

Gold – Institution of Engineering and Technology (IET) and Redactive

Silver – Grant Thornton and Kaptcha

Silver – PwC and The Edge

Bronze – PwC and Plastic Pictures

Best Use of Video from the Property, Construction and Facilities Management Sector

Gold – Landsec and BearJam

Silver – Barratt Redrow and Brunswick Group

Best Use of Video from the Retail Sector

Gold – Tiffany & Co. and Mediazoo

Silver – Waitrose & Partners and Taylor Made Media

Best Use of Video from the Sport, Travel, Leisure and Tourism Sectors

Gold – Team PAU and Reels in Motion

Silver – Lumo and Hull Trains

Bronze – P&O Cruises and Stepping Stone Media

Best Use of Video from the Technology, Media and Telecommunications Sector

Gold – Xbox with The Boo Agency and Nicely Done Productions

Silver – Postman and Big Button

Bronze – Bauer Media Group and Plastic Pictures

Best Use of Video from the Transport and Logistics Sector

Gold – Embraer Commercial Aviation and Gravity Global

Silver – Lumo and Hull Trains

Bronze – Amazon and Gorilla Gorilla!

Bronze – EQT and Taylor Made Media

An Open Letter to the BearJam Team

I wanted to use this space to say thank you.

BearJam exists because of the people who care deeply about the work, even when it's hard, even when it's unseen. The ones who show up with curiosity, honesty, and a quiet refusal to settle for less.

The past year has asked us to adapt, rethink, and learn fast. Through all of it, you've brought generosity, craft, and belief into everything we make. Not just how things look, but why they matter.

What I'm most proud of isn't any single project. It's the way we work together. The trust, the conversations, the weekly highlights, and a team that shows up for each other, adapts fast, and somehow makes it all feel doable, even when a client call changes everything at 4:57pm.

Thank you for everything you put into BearJam. Whatever tonight brings, working alongside you is already the win.



James Hilditch
ECD & Founder

THE WINNERS

GRAND
ACCOLADES

VIDEO PRODUCTION
COMPANY OF THE YEAR

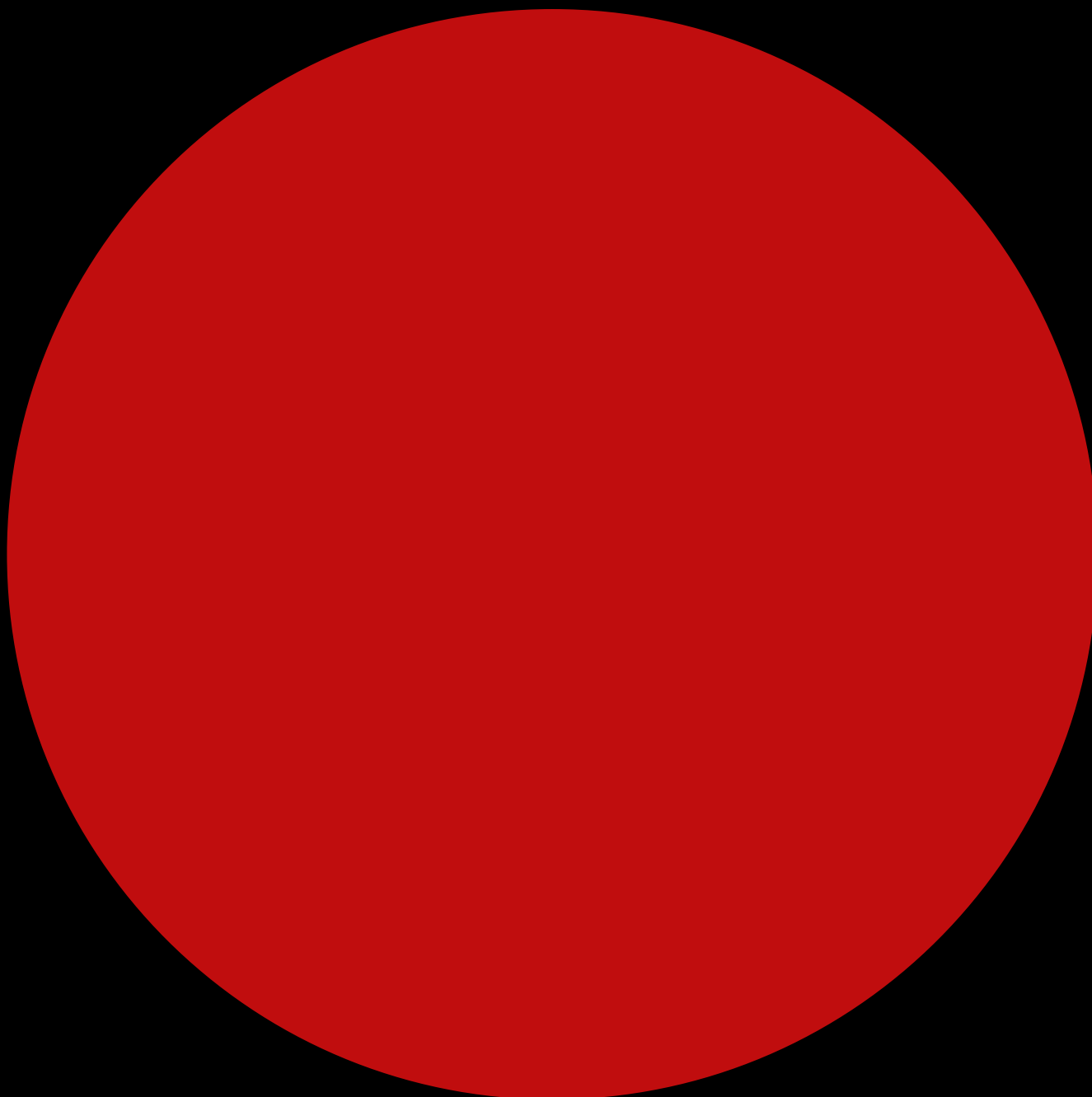
Mediazoo

Winner

VIDEO OF THE YEAR

**Gendered Intelligence
and Nowadays with
Auspicious Group**

Winner



**BUSINESS
OBJECTIVE
OR
AUDIENCE**

BEST VIDEO TARGETED TO A GENERAL AUDIENCE



Gendered Intelligence and Nowadays with Auspicious Group

Gold

'Waiting List', directed by Phoebe Brooks, is a short film that highlights the challenges faced by a young trans woman waiting for gender-affirming care. Produced by Nowadays as part of the Originals initiative, the film uses realism combined with strong visuals and sound design to engage a broad audience. Created in partnership with the charity Gendered Intelligence, the film was intended to reach beyond LGBTQ+ circles, offering a universal narrative of isolation and delayed hope.

Produced on a small budget of less than £2,000, it was later used by Gendered Intelligence for advocacy. The film has won multiple awards, including the Grand Prix at the Cannes Corporate Media & TV Awards, and has been used in outreach and training. Judges praised the "impactful film" as "demonstrating the power of storytelling".

BEST VIDEO TARGETED TO A GENERAL AUDIENCE



HSBC and Casual Silver

‘Roaring with Pride: Carlos’ Story’ is part of HSBC’s ongoing series celebrating LGBTQIA+ employees. It highlights Carlos, a founder of HSBC’s Pride network in Mexico, sharing his journey of visibility and belonging. The film created by Casual hopes to reinforce HSBC’s commitment to diversity and inclusion. Judges praised the use of personal narrative alongside “high-quality production” to engage the audience.



HSBC (History of Technology) and Plastic Pictures Silver

‘History of Technology’ by HSBC is a cinematic film celebrating 150 years of technological progress made by Plastic Pictures. The narrative blends archival footage and modern visual effects to showcase milestones from telegrams to quantum computing, highlighting HSBC’s role in enabling global commerce. Judges praised the work as a “visually captivating and expertly crafted film”.



Draper Tools and NRG Studios Bronze

Draper Tools’ Bunker launch campaign by NRG Studios aimed to introduce a new range of storage solutions for the building trade and DIY enthusiasts. By focusing on audience needs and aspirations, the campaign highlights Bunker’s durability and functionality with the unifying message ‘Load, Lock and Leave’. Judges praised the entry’s ability to “connect emotionally with its audience”.

BEST VIDEO TARGETED TO THE INTERNAL AUDIENCE

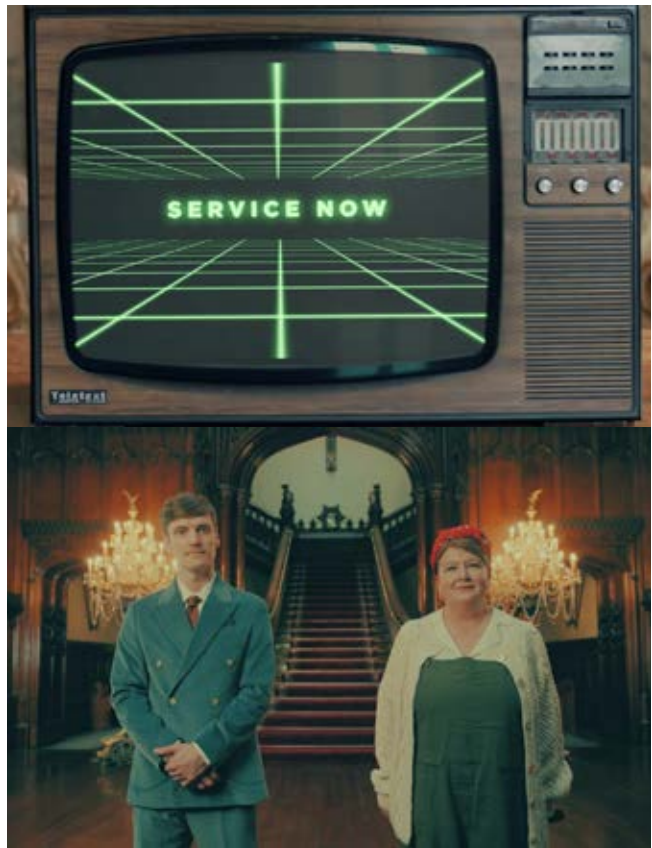


HSBC (History of Technology) and Plastic Pictures

Gold

'History of Technology', a cinematic film by HSBC and Plastic Pictures, celebrates 150 years of technological progress and its impact on the bank and global commerce. Blending archival footage, re-enactments and modern VFX, the film charts milestones from telegrams to quantum computing, highlighting HSBC's role as a crucial enabler of innovation. Designed for both internal and external audiences, the film positions HSBC as a technology-driven organisation shaping the future of banking.

With a cinematic style, it engages viewers emotionally while educating them on HSBC's legacy and forward-facing vision. Judges were impressed by the campaign's blend of historical storytelling with brand messaging. "This film successfully captures the bank's ability to innovate, while inspiring its audiences," said one judge.



Lloyds Banking Group and Limehouse Films Ltd

Gold

'Application Security Management' is an interactive e-learning film created by Limehouse for Lloyds Banking Group, aimed at educating 2,000 application owners on their responsibilities. Combining live action, motion graphics and VFX, the film presents complex policy content in an engaging, Wes Anderson-inspired style.

Through the relatable metaphor of maintaining a stately home, the film simplifies technical procedures with humour and visually dynamic elements like retro graphics and infographics. The training has proven to be successful, boasting a 98.7% completion rate within a month and zero instances of non-compliance. With a user rating of 4.81/5, it's received widespread praise for its creativity, accessibility and effectiveness. One judge observed: "A brilliantly crafted piece that takes dry, technical content and transforms it into something engaging and memorable."

BEST VIDEO TARGETED TO THE INTERNAL AUDIENCE



Nationwide Building Society and DRPG Silver

‘Stronger Together’ is a film created for Nationwide Building Society by DRPG to unite employees during its acquisition of Virgin Money. With candid conversations between colleagues from both brands, the film blends nostalgia and humour, celebrating shared histories while inspiring excitement for the future. “A thoughtful, emotionally resonant film,” praised one judge.



Well Pharmacy and Studio Giggle Silver

Studio Giggle partnered with Well Pharmacy to create a five-module e-learning campaign, blending humour, realism and animation to train more than 7,000 staff on Well’s new customer service framework. Filmed in a real pharmacy, the series features relatable scenarios and interactive features. “An inventive and highly relevant approach to mandatory training,” said one judge.



Network Rail and The Edge Bronze

Network Rail’s non-technical skills training for signallers blends humour with vital learning. The Edge created a series of short sketches featuring characters Rob and Ryan highlights critical soft skills like decision-making and communication. The comedic tone, set in real-world scenarios, makes the content accessible and engaging. “A creative and engaging way to address crucial but often overlooked skills,” praised one judge.

BEST VIDEO TARGETED TO THE INVESTOR AUDIENCE



Collier Capital and Bladonmore

Gold

Collier Capital, a global leader in private equity secondaries, sought to engage high-net-worth individuals and wealth advisers with a clear and compelling introduction to this complex asset class. Bladonmore's creative solution uses an athletics race metaphor to explain secondaries in relatable terms. Filmed in a virtual studio, Jeremy Collier guides the audience through the metaphor, simplifying key concepts while maintaining credibility.

The film's innovative use of immersive virtual technology and AI-driven post-production resulted in high-quality, engaging content. Deployed across LinkedIn, the film garnered impressive metrics, including 500,000 impressions and a 40.7% completion rate, surpassing industry benchmarks. This visually striking approach has made Collier's educational content stand out, reinforcing the firm's leadership in the secondaries space. Judges praised the work as an impressive combination of creativity and practicality. One judge commended the campaign's ability to "demystify complex financial concepts and engage hard-to-reach audiences."

BEST VIDEO TARGETED TO THE INVESTOR AUDIENCE



Bicester Motion and Plastic Pictures Silver

Bicester Motion, an innovative mobility hub in Motorsport Valley, sought a film to attract investors and showcase its £1 billion vision. The documentary-style film made by Plastic Pictures combines heritage, transformation and future potential, highlighting the site's WWII RAF base and its modern-day tenants, such as McLaren Formula E. Judges praised the combination of “emotional storytelling and detail”.



EQT and Taylor Made Media Silver

EQT partnered with Nordic Ferry Infrastructure (NFI) and Taylor Made Media to create a cinematic portfolio film that redefines NFI's role from a ferry operator to a vital infrastructure asset. Through sweeping visuals and intimate human stories, the film highlights NFI's operational scale and future growth. “A beautifully crafted film,” praised one judge.



Almanak and McGill Productions Bronze

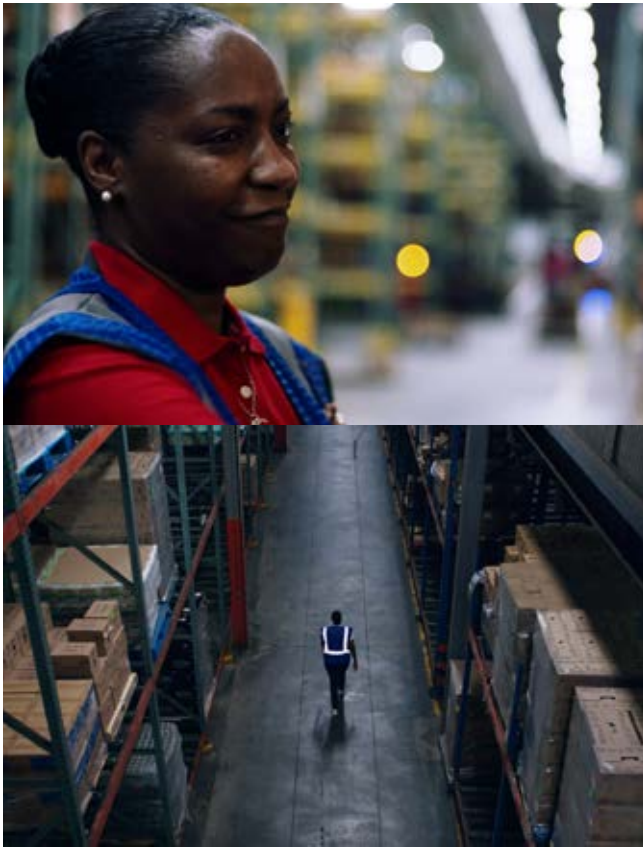
Almanak, a decentralised finance platform, partnered with McGill Productions to bring clarity to complex financial technology for investors. Through cinematic storytelling, the film explains the platform's vision and value in simple, clear terms. One judge said the film “cuts through the noise” of a volatile sector.



Bonhams Motorcycle Auction and Humanoid Productions LTD Bronze

Bonhams' October 2025 ‘Motorcycle Auction’ campaign, produced with Humanoid Productions LTD, positions rare motorcycles, including two ex-Joey Dunlop Superbikes, as high-value investment assets. A cinematic three-minute feature, alongside short-form social media edits, highlights the bikes' rarity and heritage. Judges were impressed by the campaign's originality.

BEST EMPLOYER BRAND VIDEO



CVS Health and Taylor Made Media Gold

CVS Health, working with Taylor Made Media, reimagined its flagship employee series 'I Am CVS Health' to restore authenticity and deepen engagement with its 300,000-strong workforce. The pilot episode focuses on Pam, a South Carolina colleague, capturing her story through vérité filmmaking. Using natural light and unobtrusive handheld shots, the film elevates the ordinary into something cinematic.

Released at a global Town Hall, it sparked record engagement on the internal Heartbeat platform, becoming a cultural touchpoint and strengthening CVS Health's employer brand. The approach, balancing truth with craft, sets a new benchmark for employer communications. One judge described the campaign as "a beautifully executed reinvention", adding: "The film not only deepens cultural connections but also showcases the power of human storytelling in the corporate world."



Tiffany & Co. and Mediazoo Gold

Tiffany & Co. sought a cinematic campaign to embody its new EVP, working with Mediazoo to combine timeless elegance with the human stories of its employees. Shot across New York, Shanghai, Paris and London, the films celebrate Tiffany's legacy through intimate, audio-first interviews with real employees.

Each story is set against iconic brand backdrops, like the blue box and yellow diamond, capturing both heritage and modern craftsmanship. The bespoke digital platform amplifies the impact with tactile design, making the experience as luxurious as the brand itself. The campaign outperformed expectations, surpassing LinkedIn benchmarks by more than 100%, and sparked a global follow-up series, solidifying Tiffany's position as a destination for both craftsmanship and talent. Judges were impressed by the elegant, cinematic approach to elevating Tiffany's employer brand. One commented: "An exquisite combination of brand heritage and human connection."

BEST EMPLOYER BRAND VIDEO



HSBC and Casual Silver

HSBC's 'Wealth Relationship Managers' film made by Casual aimed to attract top-tier financial professionals to join the bank's wealth teams in Hong Kong, Singapore and India. Through cinematic storytelling, the film showcases the prestige and emotional rewards of the relationship manager role, focusing on real employees engaged in authentic client moments. "An inspiring, cinematic approach to employer branding," said one judge.



Unilever Food Solutions and Plastic Pictures Silver

Unilever Food Solutions (UFS) tasked Plastic Pictures with creating an employer brand film that would resonate with professional chefs worldwide. 'Prepped for Tomorrow' centres on real UFS chefs, celebrating their artistry and efficiency in the kitchen. The film captures authentic, cinematic food preparation, blending passion with practicality. "An engaging, authentic portrayal of chefs' lives," said one judge.



Amazon and Gorilla Gorilla! Bronze

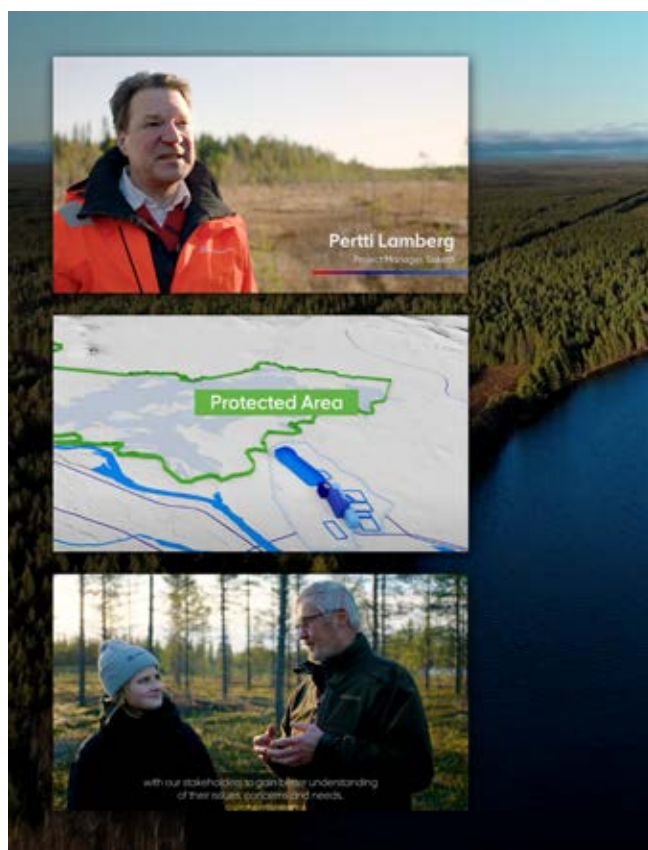
Amazon tasked Gorilla Gorilla! with creating an inspiring, social-first employer brand film for its graduate recruitment programme, Amazon University. 'Supernormal!' combines authentic employee stories with premium storytelling, designed to resonate with Gen-Z university leavers. "A refreshing, high-energy approach to employer branding," said one judge.



BAE Systems Digital Intelligence and Kaptcha Bronze

BAE Systems Digital Intelligence's 'Our People' film series humanises its digital capabilities, showcasing the passionate individuals behind cutting-edge work in cyber, AI and defence. Aimed at attracting top talent in a competitive market, the series created by Kaptcha highlights BAE Systems DI's inclusive culture and purpose-driven mission. "A standout example of humanising the tech and defence sectors," said one judge.

BEST USE OF VIDEO TO ASSIST REPUTATION MANAGEMENT



Anglo American and Brunswick Group

Gold

Anglo American's 'Sakatti' film, produced with Brunswick Group, aimed to highlight the significance of the Sakatti copper, nickel and platinum deposit in northern Finland, underscoring its potential to power the green economy. As the project reached critical milestones, the film was created to showcase Sakatti's sustainable, innovative mining methods, addressing diverse stakeholders from EU decision-makers to local communities.

Featuring authentic interviews from employees, locals and the mayor, the film offers transparency, focusing on environmental responsibility and community engagement. With more than 400,000 views, it played a pivotal role in securing Sakatti's Strategic Project status from the European Commission. Judges were impressed by this example of using video for reputation management. One commented: "This film combines compelling storytelling with stunning visuals, offering both authenticity and transparency."



Tiffany & Co. and Mediazoo

Gold

Tiffany & Co. sought to capture the essence of its new employee value proposition with a campaign that combined elegance, storytelling and human emotion. The result is a cinematic suite of films, produced with Mediazoo and housed on a bespoke digital platform. Shot in New York, Shanghai, Paris and London, the films feature real Tiffany employees sharing their personal stories, embodying the brand's values and heritage.

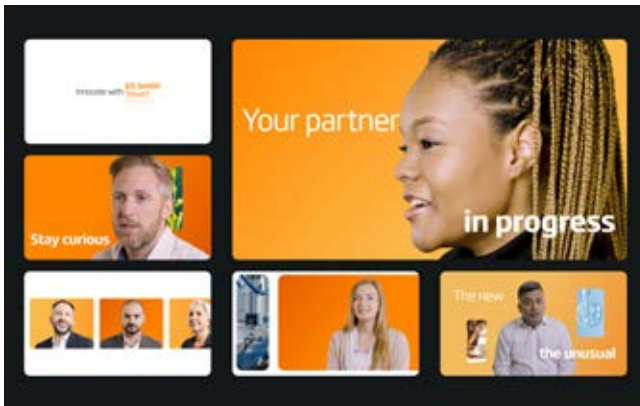
With iconic symbols like the blue box and yellow diamond subtly woven in, the campaign offers a fresh, intimate approach through audio-first interviews and cinematic visuals. The results were impressive: the films surpassed LinkedIn benchmarks by 100%, with the flagship film achieving 14,900 views. Described as "luxurious and emotional", the campaign's success led to a follow-up series to deepen Tiffany's global talent narrative. Judges praised this "stunning example of using video to elevate a luxury brand's reputation." One added: "The campaign effortlessly blends Tiffany's heritage with modern storytelling."

BEST USE OF VIDEO TO ASSIST REPUTATION MANAGEMENT



Nationwide Building Society and DRPG Silver

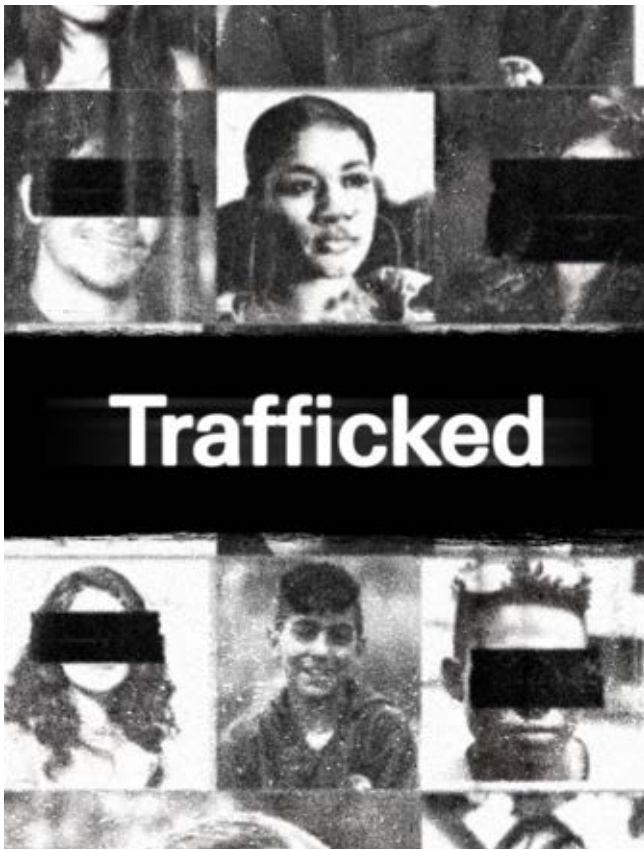
Nationwide Building Society's merger with Virgin Money prompted a film to unite colleagues from both brands. With candid, unscripted conversations, the film, produced with DRPG, addresses uncertainties and celebrates the merger's potential. The set, a visual homage to both brands' heritage, sparked meaningful dialogue. Judges praised the film's tone and "emotional depth".



DS Smith and SampsonMay Bronze

DS Smith's 'Innovation Campaign', produced with SampsonMay, redefines packaging's reputation, positioning the company as a global leader in sustainability and creativity. Through a hero video, the campaign showcases DS Smith's human-driven innovation, using diverse storytelling to inspire engagement across multiple platforms. Judges praised the "sophisticated campaign".

BEST USE OF VIDEO TO AID CSR OR ESG



HSBC and Mediazoo

Gold

HSBC's 'True Financial Crime: Human Trafficking' film series, produced with Mediazoo, transforms financial crime from a compliance issue into a deeply human concern. Through intimate, gritty crime documentaries, it highlights real-world cases, from shell companies to human trafficking, and underscores the moral responsibility to spot financial crime.

The Mexico-based film used raw, investigative storytelling to generate 22,425 views and an 81% completion rate, resonating deeply with employees and fostering a sense of shared duty. Judges were impressed by the "masterful approach to an urgent issue". One observed that the campaign "humanised the fight against financial crime".



Tesco and DRPG

Gold

Tesco's 'Behind the Smile' film tackles mental health stigma by using real employee stories to shed light on hidden struggles. Aimed at fostering a culture of empathy and self-care, the film, produced with DRPG, reveals the emotional toll of mental health issues through audio-only interviews paired with intimate photographs.

The result is a powerful, authentic portrayal that not only raises awareness but also encourages colleagues to engage with Tesco's new mental health resources. With almost 6,700 internal views and more than 37,000 website views, the film has sparked vital conversations and demonstrated the company's commitment to supporting mental wellbeing. Judges praised the "poignant and thought-provoking campaign". One added: "Its impact is clear in the heartfelt responses from Tesco colleagues."

BEST USE OF VIDEO TO AID CSR OR ESG



Sow The Seed and Plastic Pictures **Silver**

Colman's 'Sow the Seed', produced with Plastic Pictures, is a documentary-led film series that reconnects a heritage brand with the land that sustains it. Travelling through Norfolk from field to kitchen, it foregrounds real farmers, sustainable practice and provenance. Cinematic but natural, the work replaces marketing gloss with clarity, credibility and a renewed sense of British agricultural pride. Judges praised the "authentic" piece of storytelling.



Wild Spaces and Plastic Pictures **Silver**

Pearl & Dean's 'Wild Spaces' initiative, designed with Plastic Pictures, aimed to inspire sustainable advertising by reconnecting cinema audiences with the natural world. Shot in the Peak District, this poetic documentary-style series uses immersive visuals and a voice-led narrative to emphasise the urgent need for environmental responsibility. One judge observed that 'Wild Spaces' "reimagines cinema as a powerful platform for sustainability."



Diageo and Quite Frankly Productions **Bronze**

Diageo's 'WASH: Investing in Water and Empowering Women' documentary highlights the transformative power of water access in Kenya, rooted in gender equality. The film, produced with Quite Frankly Productions, showcases Diageo's partnership with CARE International, emphasising that sustainable water projects thrive when women hold leadership roles. Judges praised the documentary's "authentic, community-led approach".



Infusion 100 with HSBC and NRG Studios **Bronze**

Infusion100, in collaboration with HSBC and NRG Studios, captures a transformative journey in Nepal, where a global team works with villagers to build a school and lay the foundation for future generations. Through a series of interconnected films, the project highlights Infusion100's decade-long mission to bring education to remote areas. Judges described the series as "inspiring".

BEST USE OF VIDEO TO SUPPORT DEI



Project Nemo and Changemaker Studios

Gold

Project Nemo, in partnership with Changemaker Studios and HSBC, uses compelling video storytelling to address disability inclusion and accessibility within the fintech sector. A series of films, including a flagship documentary at the Innovate Finance Global Summit, spotlight disabled individuals facing financial barriers. Through raw, authentic narratives, the campaign advocates for systemic design changes in banking and finance, amplifying voices and sparking action across major financial institutions.

The films, co-created with participants and strategically distributed via conferences, social platforms and internal channels, have inspired industry shifts, with partners like Nationwide and Barclays using them in training. The results include pivotal partnerships, new research and global reach, designed to create a lasting legacy for disability inclusion. “A powerful campaign that goes beyond advocacy to drive tangible, systemic change,” said one judge.

BEST USE OF VIDEO TO SUPPORT DEI



Gendered Intelligence and Nowadays with Auspicious Group

Silver

'Waiting List' is a poignant short film highlighting the delays faced by transgender individuals in accessing gender-affirming healthcare in the UK. Created on a micro-budget by Gendered Intelligence and Nowadays alongside Auspicious Group, the film reframes a marginalised experience into a universal call for empathy. "A stunning, emotionally charged film," said one judge.



Tesco and DRPG

Silver

'Behind the Smile' is a powerful film created in partnership with DRPG for Tesco's Wellbeing First programme, addressing mental health in the workplace. By showcasing real employees sharing their hidden struggles, the film aims to destigmatise mental health conversations, encouraging staff to seek support. "A deeply moving film that brings mental health conversations into the open," said one judge.



HSBC and Casual

Bronze

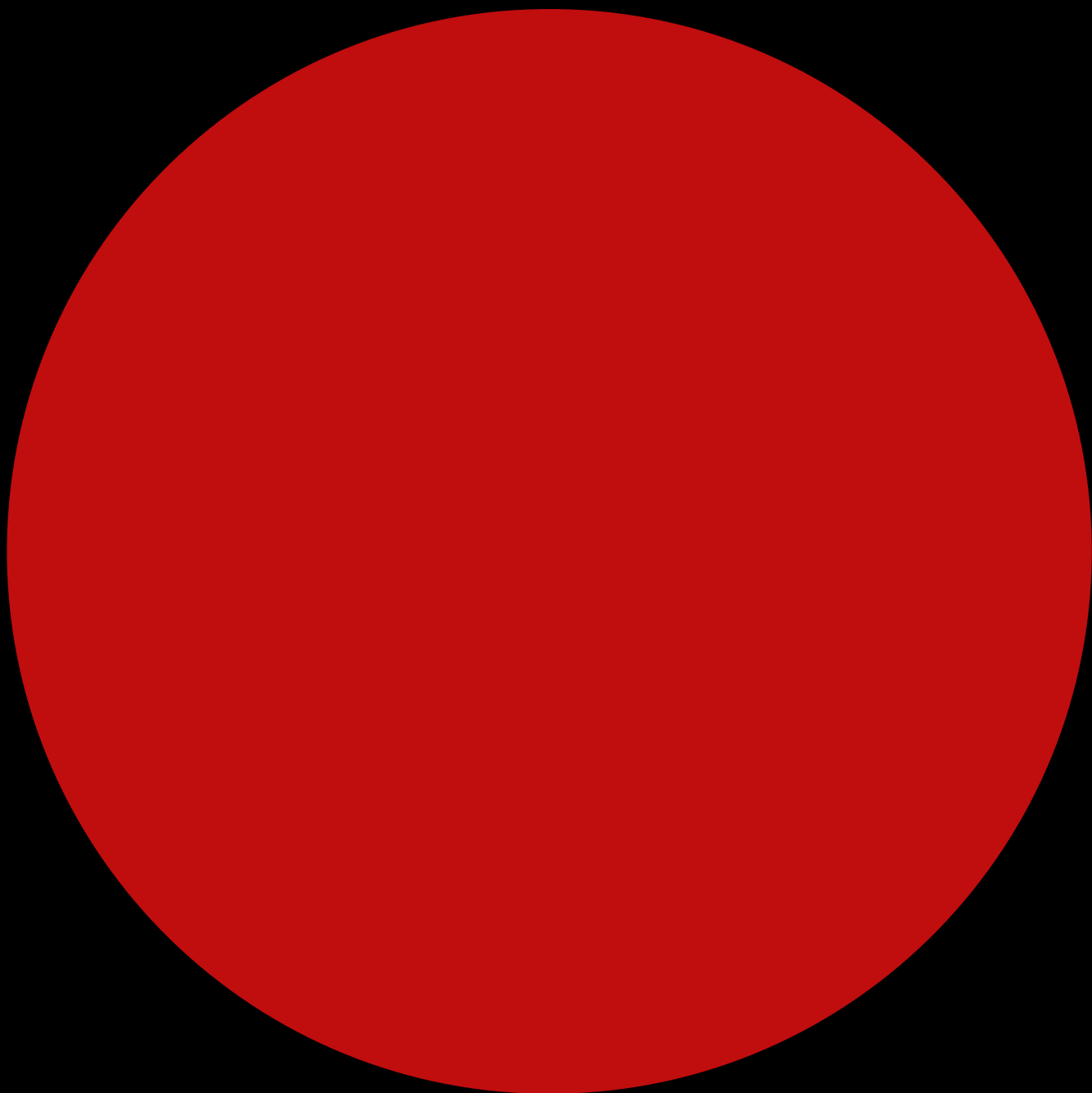
HSBC's 'Roaring With Pride: Carlos' Story', produced with Casual, is an editorially styled portrait that places lived experience at the centre of corporate DEI. Through intimate studio filmmaking, it foregrounds visibility, belonging and authenticity, translating policy into human terms. Judges praised the "emotional" storytelling.



Lumo and CWA

Bronze

Lumo, in partnership with NewcastleGateshead Initiative and Destination North East England, launched a transformative campaign for Purple Tuesday, highlighting accessibility in public transport and tourism. The film follows Lana and Nathan, two young people supported by the Percy Hedley Foundation, showcasing accessible features in Newcastle, from Lumo's boarding to sensory-friendly spaces. "A brilliantly authentic campaign," said one judge.



STYLE AND CREATIVITY

BEST USE OF VIDEO ON SOCIAL MEDIA



Draper Tools and NRG Studios Gold

Draper Tools' Bunker product launch broke through the noise with a social-first campaign, produced with NRG Studios, that blended innovation, design and a deep understanding of its audience. The 'Load, Lock and Leave' tagline connected emotionally with tradespeople and DIY enthusiasts alike, showcasing Bunker's toughness, usability and aspirational appeal. By combining live-action with 3D animations, the campaign created bold, shareable content for social media platforms.

Tailored for Instagram, Facebook and YouTube, the assets drove conversation and demand, resulting in a tenfold increase in sales. The campaign's success was lauded by Draper's leadership as the best it has ever done for a new brand, positioning Bunker as a fresh, confident challenger in a competitive market. "A striking campaign that perfectly captured the essence of the Bunker brand," praised one judge.



Embraer Commercial Aviation and Gravity Global Gold

Embraer's 'Those Who Dream of Transformative Flight, Love E2' campaign, launched at the 2025 Paris Air Show, brought a fresh twist to its long-running Profit Hunter platform by introducing penguins as the E2 aircraft's unexpected admirers. These flightless creatures, captivated by the plane's superior performance, comfort and efficiency, playfully highlight the E2's groundbreaking qualities while building an emotional connection with audiences.

The 70-second launch film, produced with Gravity Global and supported by a suite of social, OOH and immersive activations, was a hit across platforms, with more than 1.44 million views and more than 2.18 million engagements. "A brilliantly playful yet impactful campaign, using a charming character to elevate technical messaging," commented one judge.

BEST USE OF VIDEO ON SOCIAL MEDIA



Hull Trains and CWA Silver

Hull Trains' campaign, starring TV personality Jack Marriner-Brown, boosted tourism during English Tourism Week by showcasing lesser-known destinations along the route. By involving social media followers in selecting locations, the influencer-led series, produced with CWA, connects authentically with local businesses. "An inventive and authentic use of social media," commented one judge.



Tiffany & Co. and Mediazoo Bronze

Tiffany & Co.'s 'From the Archives' video series, crafted with Mediazoo, celebrates the brand's rich history through three rare artefacts: the French crown jewels, the Titanic captain's watch and jewellery designer Jean Schlumberger's nautical collection. "This campaign brings Tiffany's treasures into the spotlight," said one judge.

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GRAND PRIX

BEST DATA VISUALISATION



Lumo and Hull Trains **Silver**

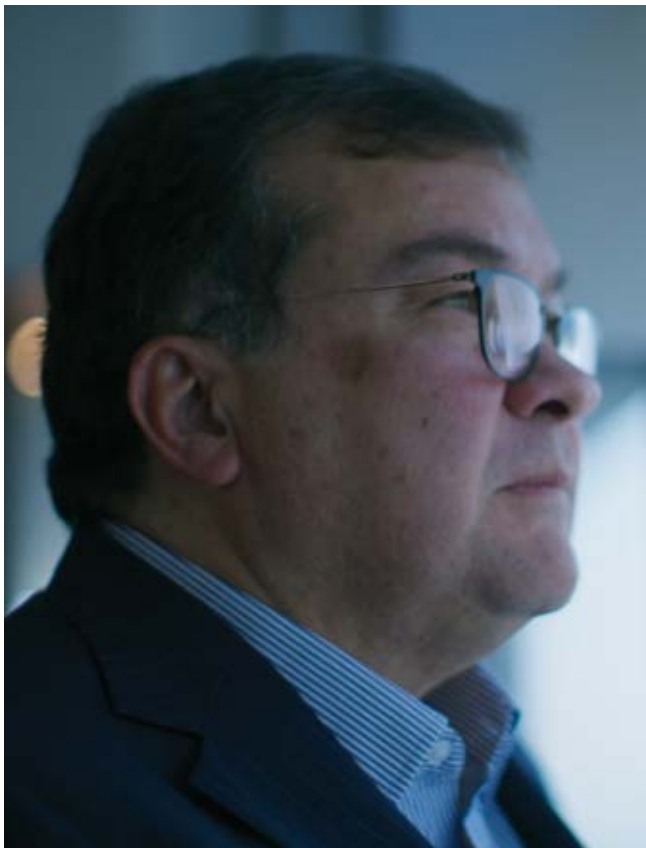
‘Open Access’ by Lumo and Hull Trains transforms a dense data sheet into a compelling two-minute video featuring frontline staff delivering key stats. With engaging storytelling and impactful graphics, it highlights the benefits of open-access rail services. “A brilliantly executed project that brings a dry subject to life,” said one judge.



BAE Systems Digital Intelligence and Kaptcha **Bronze**

The ‘Power of Perspective’ by BAE Systems Digital Intelligence, produced with Kaptcha, stands as a bold brand film that visualises the company’s abstract digital capabilities through practical, in-camera illusions. Rejecting CGI, the film uses engineered set pieces, optical tricks and precise camera movements. Judges praised the campaign’s ability to turn “abstract concepts into tangible visuals”.

BEST DOCUMENTARY STYLE VIDEO



HSBC and Mediazoo

Gold

HSBC's 'True Financial Crime: Human Trafficking' documentary film series, crafted with Mediazoo, addresses the human cost of financial crime. Tasked with raising awareness among colleagues, the films portray gripping, real-life stories, including a harrowing case of human trafficking in Mexico. Shot in a documentary style, with authentic interviews and cinematic techniques, the series blends investigative motifs with raw, emotional storytelling.

The Mexico-based film uses a 'missing person' theme, balancing sensitivity with dramatic impact, while highlighting the urgency of vigilance against financial crime. With almost 22,500 views and an 81% completion rate, it set a new standard for internal awareness films at HSBC, resonating deeply with viewers. "A powerful, documentary-style film that brings the human side of financial crime to the forefront," observed one judge.



Xbox with The Boo Agency and Nicely Done Productions

Gold

To celebrate Minecraft's 15th anniversary, the 'Creativity Squared' campaign, launched by Xbox and The Boo Agency with Nicely Done Productions, invited 10 artists from seven countries to explore the game's creative possibilities. The result is a diverse, eclectic mix of art, from Japanese watercolours to Mexican graphic design, all inspired by Minecraft's blocky aesthetic.

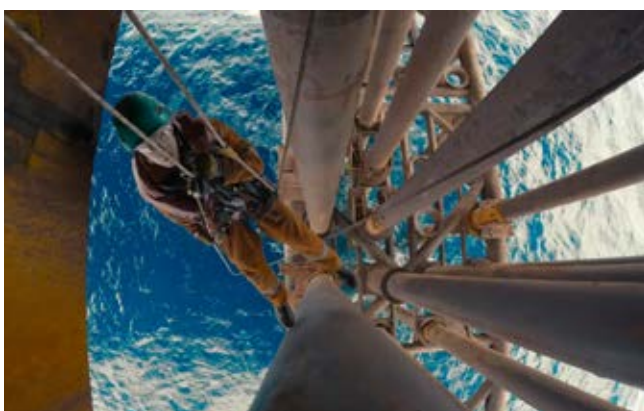
A 10-minute documentary film captures their creative journeys, blending cinematic storytelling with authentic, self-filmed moments. The campaign, which includes trailers and creator-led content, achieved more than 71.7 million views, far exceeding expectations. It trended globally on TikTok twice, reinforced Minecraft's position as the ultimate creative sandbox for the next generation and showcased the game's power to inspire personal expression. "A refreshing celebration of creativity that transcends the digital world," praised one judge.

BEST DOCUMENTARY STYLE VIDEO



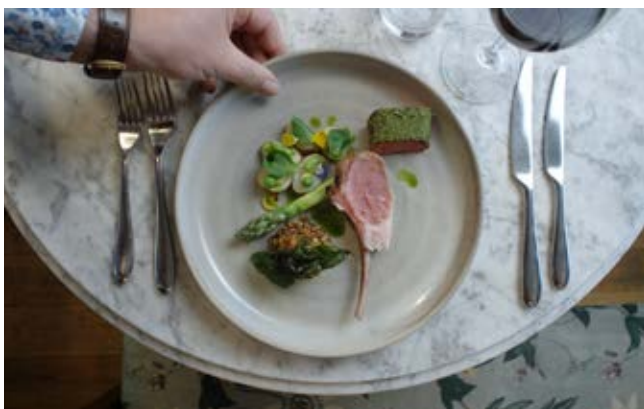
Team PAU and Reels in Motion Silver

'Closing the Gap' follows Team PAU, a pioneering charity dedicated to providing disadvantaged young cyclists with the opportunity to compete. With cycling's high costs excluding many, the film, produced with Reels in Motion, explores the emotional and physical struggles of these riders. "A powerful blend of social commentary and high-stakes sport," said one judge.



Shell's Creative Solutions Film Team Silver

'Bringing Brent Home' documents the monumental task of decommissioning Shell's final North Sea platform, Brent Charlie. Over two years, Shell's Creative Solutions Film Team, captured the engineering feats and human stories behind this complex process. "An exceptional mix of engineering drama and human storytelling," said one judge.



Company of Cooks and BearJam Bronze

'The Journey: Behind the Plate' is a four-part documentary series showcasing the craft and partnerships behind Company of Cooks' exceptional food. The series, launched with BearJam, travels across the UK to uncover the stories of butchers, cheesemakers and growers. Judges praised the "beautifully crafted" series.



Serial Box Studio Bronze

Serial Box Studio worked on a restrained documentary film, which aimed to replace instruction with lived experience. Centred on entrepreneur Alex Woerndle's cyberattack, the piece humanises risk through first-person testimony, avoiding fear or blame. Judges praised the film's use of human storytelling and authentic approach.

BEST DOCUMENTARY STYLE VIDEO

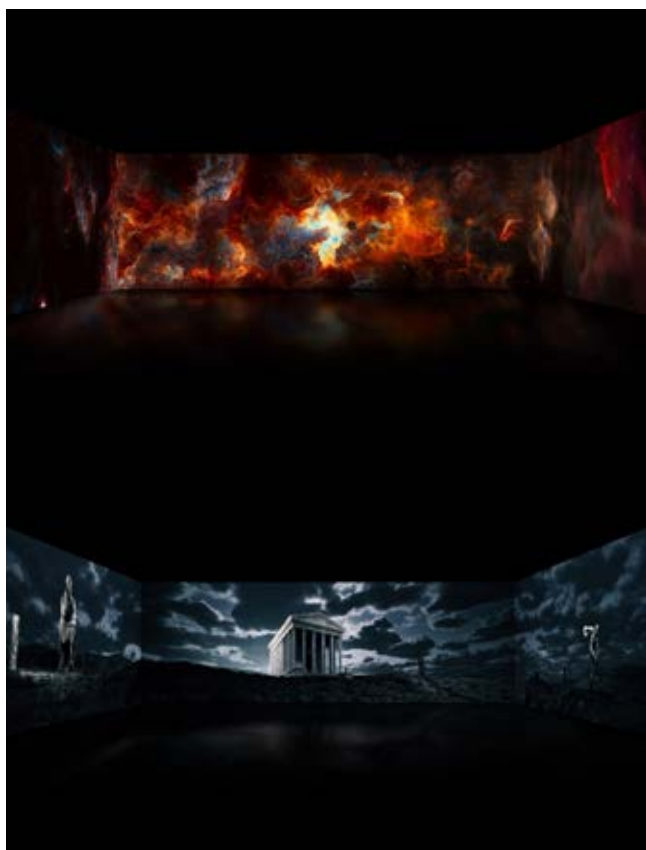
ViiV and Radley Yeldar Ltd

Bronze

'Trevor's Story' is a powerful documentary spotlighting Trevor, a ViiV Healthcare employee who overcame stigma and personal loss following his HIV diagnosis. Filmed in a stylised documentary format and produced with Radley Yeldar Ltd, the film traces Trevor's journey of rebuilding confidence through the support of the Terrence Higgins Trust's Back to Work programme. Judges commended the film's "emotional depth".



BEST LIVE OR EXPERIENTIAL VIDEO



Public Power Corporation (PPC) and DRPG

Gold

'The Power of Energy' is a captivating cinematic experience created for Public Power Corporation (PPC) with DRPG, to energise employees and spark a shift towards a customer-centric mindset. The immersive film, shown at PPC's Tune In event in Athens, explores the journey of electricity, from the formation of stars to PPC's role in shaping Greece's energy landscape.

Using Unreal Engine, the film was projected onto three massive screens and enhanced by Dolby 7.1 sound, 4D elements (lighting, fog, wind) and dynamic visuals. The objective was to jolt audiences out of their conventional thinking and immerse them in the awe-inspiring forces of nature. The response was overwhelmingly positive, with attendees describing the experience as "breathtaking" and "emotional". One judge enthused that the campaign was a "visually stunning and audibly immersive experience that seamlessly combines innovation, storytelling and technology."



GSK and Radley Yeldar Ltd **Gold**

To launch GSK's new global headquarters in London, Radley Yeldar created an immersive, motion-led experience at the Outernet Now Building, redefining what a corporate HQ launch could be. Using a wraparound LED canvas, the installation combined awe-inspiring 3D animations of GSK's core therapy areas with powerful messages about sustainability, wellbeing and purpose. Designed to engage diverse audiences in just 15 minutes, the experience blended scientific depth with cinematic storytelling, bespoke sound design and cutting-edge production techniques, including AI upscaling and spherical rendering.

Over three days, more than 2,500 employees, partners, charities and volunteers were immersed in a sensory journey that sparked pride, excitement and connection to GSK's mission. The project demonstrated how live experiential video can transform complex science into a human, emotionally resonant and culturally impactful moment. "An impressive fusion of science and creativity," said one judge.

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BEST LIVE OR EXPERIENTIAL VIDEO



PepsiCo and CH Video **Silver**

For PepsiCo's international bottler conference, CH Video transformed a convention centre into a cinematic experience. With five ultrawide 4K screens spanning 30 metres, the team crafted 20 videos and 70 assets, blending real footage, AI-generated visuals and live-action clips. "A spectacular fusion of creativity and technology," said one judge.



BEYOND Studio and Kinura **Bronze**

BEYOND Studio's BEYOND 2024, a hybrid conference for global creatives, brought together 122 speakers from 35 countries. Kinura, as the event's video partner, flawlessly managed multi-platform live-streaming and technical co-ordination, ensuring seamless integration between in-person and remote participants. "An exceptional example of hybrid event production," commented one judge.

BEST ANIMATION



Embraer Commercial Aviation and Gravity Global

Gold

Embraer's latest campaign for the E2 aircraft, produced with Gravity Global, leverages a playful and memorable approach to stand out in the competitive small narrowbody jet market. The campaign introduces a flightless penguin as the unexpected and endearing character, showcasing the E2's exceptional fuel efficiency, comfort and technology.

Set against the backdrop of the Paris Air Show, the campaign's 70-second film and multi-platform assets (including OOH, social media and vinyl wraps) captivated airline decision-makers and influencers. By blending bold visuals with emotional storytelling, Embraer reinforces the E2's status as the leading choice for airlines. The results saw impressive engagement metrics, with the campaign generating more than 39 million social media impressions and 1.4 million YouTube views. "An innovative and charming approach," praised one judge.



UK Power Networks and The Edge

Gold

UK Power Networks (UKPN) sought to address a critical issue within its organisation: a lack of corporate memory surrounding past safety incidents. The team's solution? A hard-hitting animated film, designed in conjunction with The Edge, to challenge the prevailing attitude of complacency and remind employees of the importance of learning from past mistakes. Using a unique animation style that combines historical reportage with parallax effects, the film integrates UKPN's archive footage to create a compelling, time travel-like journey through key incidents that shaped its safety rules.

The film's emotional impact has sparked widespread discussion among employees and even across the industry, with other energy companies now sharing lessons learned to prevent future accidents. The project not only elevates safety awareness but also catalyses broader industry collaboration on safety improvements. "A powerful and inventive approach to tackling corporate memory issues, blending animation and real-life history to provoke deep reflection," observed one judge.

BEST ANIMATION



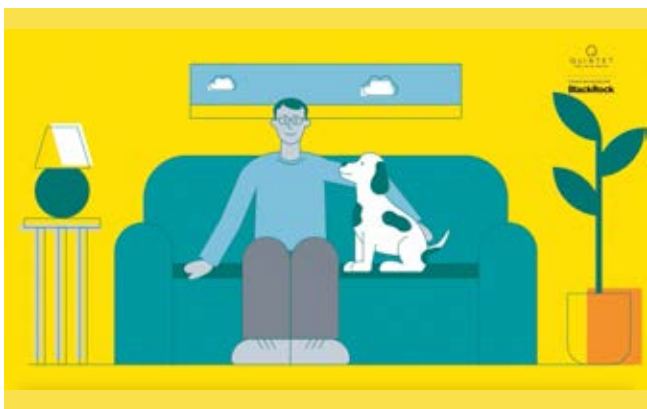
Public Power Corporation (PPC) and DRPG Silver

Public Power Corporation (PPC), Greece's largest energy supplier, sought to transform its internal culture by immersing employees in a cinematic experience at its Tune In event. Through a dynamic animation using Unreal Engine alongside DRPG, PPC's history and future vision were brought to life. "A bold, immersive experience," said one judge.



Postman and Big Button Bronze

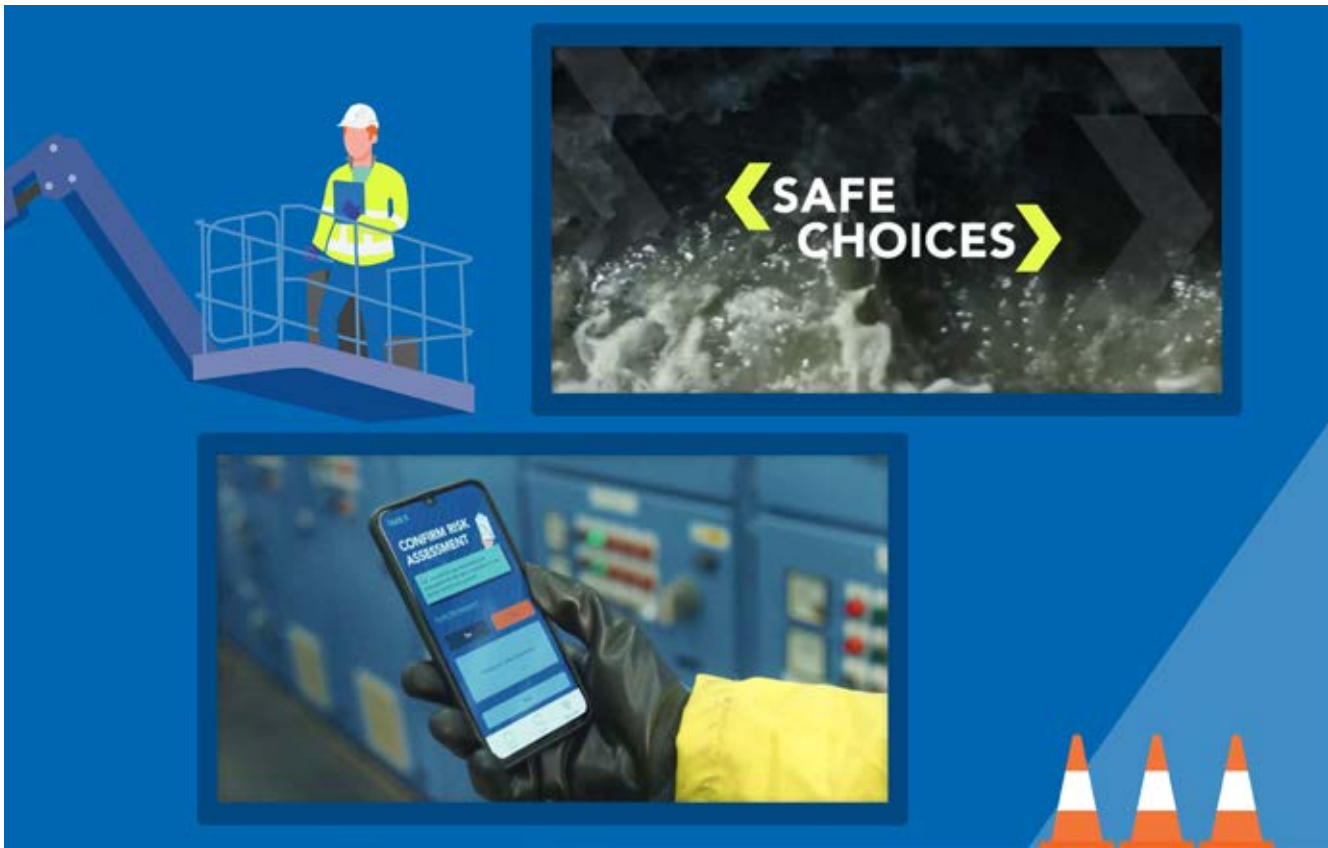
Postman's customer advocacy program leverages the playful 3D Postmanaut mascot to deliver impactful, emotive video storytelling. Shot across 10 countries and produced with Big Button, the program showcases diverse client success stories, blending animation with real-world environments. "A delightful fusion of creativity and strategy," said one judge.



Quintet with BlackRock and ITCH Bronze

In partnership with BlackRock, Quintet launched a creative, human-led campaign alongside ITCH, targeting high-net-worth individuals. Through seven silent movie-inspired animations, ITCH communicates emotional wealth management stories, using expressive characters and bold visuals. Judges praised the campaign as "clever" and "unconventional".

BEST INTERACTIVE VIDEO

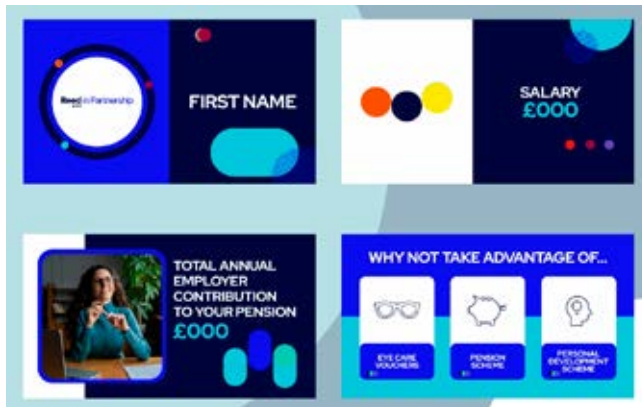


Scottish Water and Home Gold

Scottish Water's 'Safe Choices' initiative, produced with Home agency, aimed to humanise health and safety communications for its 4,500 employees, encouraging them to rethink their daily safety decisions. Through an interactive video, employees help Mark, a colleague, make choices throughout his day, revealing the consequences of unsafe actions.

The campaign, which uses real-world scenarios and engages the workforce remotely, saw 90% employee participation and a 4.7 out of 5 rating. Impressive results saw a record-breaking 220 safety concerns flagged, showing a significant shift towards prioritising safety. "Safe Choices" exemplifies the power of engaging storytelling in health and safety training, making safety personal and interactive," commented one judge.

BEST INTERACTIVE VIDEO



Reed in Partnership and Pirsonal Bronze

Reed in Partnership's collaboration with Pirsonal replaces blanket internal comms with personalised, interactive video, turning complex benefits into clear, relevant experiences. Securely data-driven and human in tone, the approach engaged two-thirds of a diverse workforce, boosted satisfaction and prompted meaningful action. Judges described the entry as "smart" and "personable".

GLOBAL STRATEGIC VIDEO

Birmingham | London | Boston, MA

bigbutton.tv



the edge



edgepicture.com

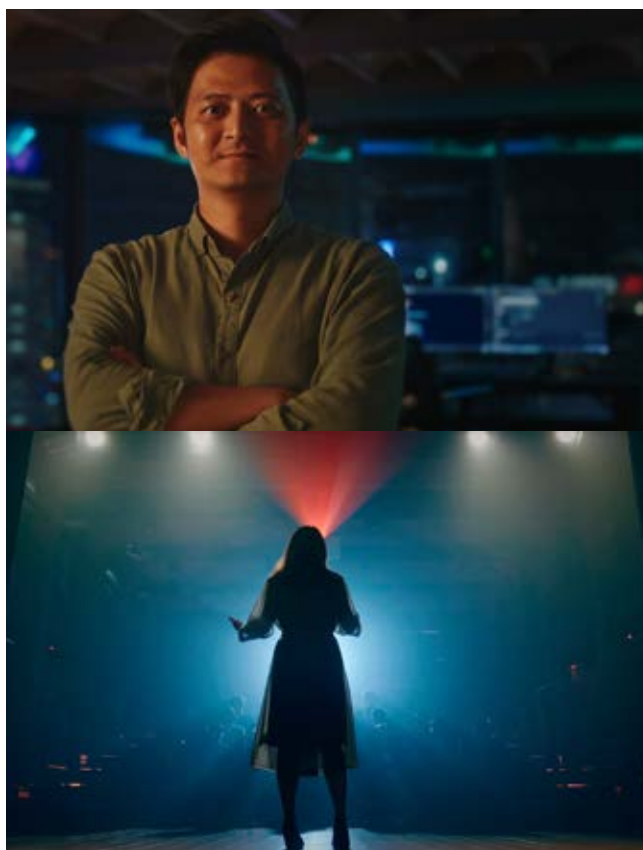
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We team up with brands and businesses around the world to help them share their story and reach the right audience.

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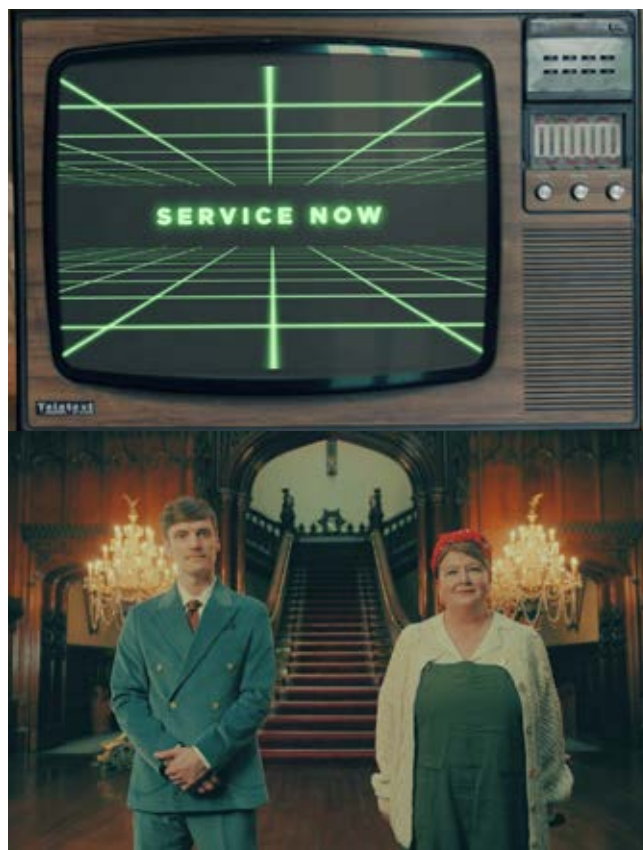
BEST CREATIVE EXECUTION



HSBC and Casual Gold

HSBC's 'Principal Engineers: The Mission' recruitment film, produced with Casual, redefines how a bank can attract top-tier tech talent. Aimed at shifting perceptions of HSBC as a tech employer, the film showcases real engineers working on real projects across London, Hong Kong, China and India. Shot in cinematic action-thriller style, it depicts principal engineers as heroes driving digital transformation.

Authentic storytelling, dynamic visuals and real code demonstrate HSBC's cutting-edge tech capabilities, while a global production strategy helps engage candidates across key markets. Impressive results include a 59% increase in job applications, 16.9 million impressions and more than 680,000 clicks to the landing page. "The Mission' brings a bold cinematic twist to recruitment content," praised one judge.



Lloyds Banking Group and Limehouse Films Ltd Gold

Lloyds Banking Group's 'Application Security Management' e-learning film, produced with Limehouse Films, reimagines traditional training with a unique blend of live action, motion graphics and VFX. Designed for 2,000 senior employees, it aims to highlight the responsibilities of application owners in securing the bank's systems.

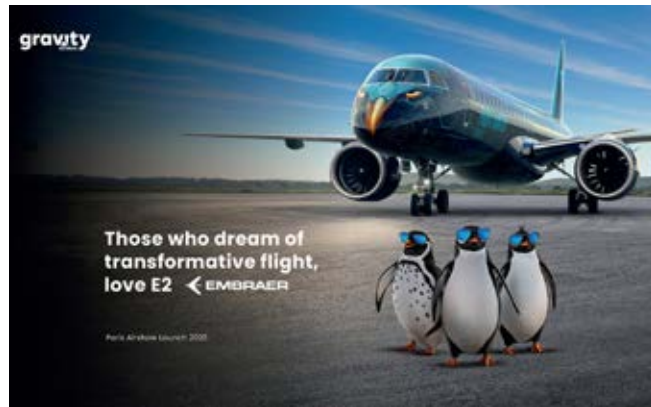
The film's creativity draws inspiration from Wes Anderson's visual style, using humour, metaphors and retro aesthetics to make the dry subject matter engaging. The interactive format features a presenter managing a stately home, paralleling the complexities of application security. Striking results saw a 98.7% completion rate and a 4.81 out of 5 user rating, with zero instances of non-compliance post-launch. "This innovative training solution combines humour and high production values to make a complex, dry subject highly engaging and memorable," praised one judge.

BEST CREATIVE EXECUTION

Embraer Commercial Aviation and Gravity Global

Silver

Embraer's 'Those Who Dream of Transformative Flight, Love E2' campaign, produced with Gravity Global and launched at the Paris Air Show, creatively introduced penguins as quirky admirers of the E2 aircraft. This fun emotional angle highlights the jet's performance, comfort and efficiency, appealing to airline decision-makers. "An impressive blend of emotional storytelling with technical messaging," said one judge.



Johnson & Johnson and Edelman

Silver

'Breaking Depression, Out of the Maze' is an emotionally charged film by Johnson & Johnson, alongside Edelman, highlighting the harrowing journey of individuals living with severe depression and their caregivers. Through a maze metaphor, the film explores the setbacks and trials in the search for recovery, underscoring the challenges faced and the critical role of caregivers. "Poignant and beautifully crafted," said one judge.



CHANEL and Taylor Made Media

Bronze

For the launch of CHANEL's 'Mock-Up', a test version of its new London headquarters, the film 'Out of the Lens', designed with Taylor Made Media, aims to engage staff with a playful, self-aware tone. By gently satirising CHANEL's own image, using irony and deadpan humour, it captures the brand's cultural essence while setting clear expectations. "A brilliant blend of wit and elegance," said one judge.



Worcestershire County Cricket Club and DRPG

Bronze

For Worcestershire County Cricket Club's 2025 season preview and kit reveal, the club crafted an unexpected, lively show hosted by comedian Paul Sinha. Working with DRPG, the initiative balances comedy, community and emotion, and spotlights local heroes like mental health advocates and charity workers. Judges praised the campaign's "original approach".



BEST CREATIVE EXECUTION



Diageo and Quite Frankly Productions **Highly commended**

'Tequila: From Mexico to the World' by Diageo and Quite Frankly Productions celebrates tequila's heritage, blending cinematic techniques with sustainability.

BEST USE OF ARTIFICIAL INTELLIGENCE



Grant Thornton and Kaptcha Gold

Grant Thornton's 'Alternatively' campaign, crafted with Kaptcha, aims to break free from conventional professional services marketing. The hero film, 'The Button', was created entirely through artificial intelligence, a first for both the client and the agency. The film's provocative metaphor, centred around pressing a button to trigger transformation, perfectly embodies the campaign's bold, challenger spirit.

With live action ruled out due to budget and time constraints, the team embraced AI as raw creative material, refining thousands of outputs through a disciplined, iterative process. The result is a cinematic, brand-safe film that redefines corporate storytelling. The Button became an instant success, outperforming previous content and positioning Grant Thornton as a daring, innovative brand. The film continues to serve as a cornerstone of its Alternatively platform. "A game-changer in brand storytelling," enthused one judge.



Shell's Creative Solutions Film Team Gold

Shell's 'Lubricants Salesforce Training' series aimed to empower its global sales team by making complex technical content engaging, clear and globally adaptable. The challenge was to create engaging films on a tight budget, with the added twist of featuring engineers as presenters, despite their lack of on-screen experience.

The creative breakthrough came with the idea of using an AI-powered digital twin, based on senior engineer Rob King, to present the content across multiple languages. This innovative use of AI not only met but also exceeded the brief, delivering 10 episodes at a fraction of the cost of traditional production. Early results show impressive sales uplifts, especially in China. "A brilliant example of using AI to transform technical complexity into a dynamic, globally impactful training asset," praised one judge.

BEST USE OF ARTIFICIAL INTELLIGENCE



Calor and The Edge **Silver**

For Calor's 'Calor CARE' campaign, AI was harnessed to create a truly innovative customer service experience. Working with The Edge and using generative AI technology, the campaign crafts personalised and empathetic interactions for customers, transforming standard service into a proactive, customer-first approach. "An impressive use of AI to humanise customer interactions," commented one judge.



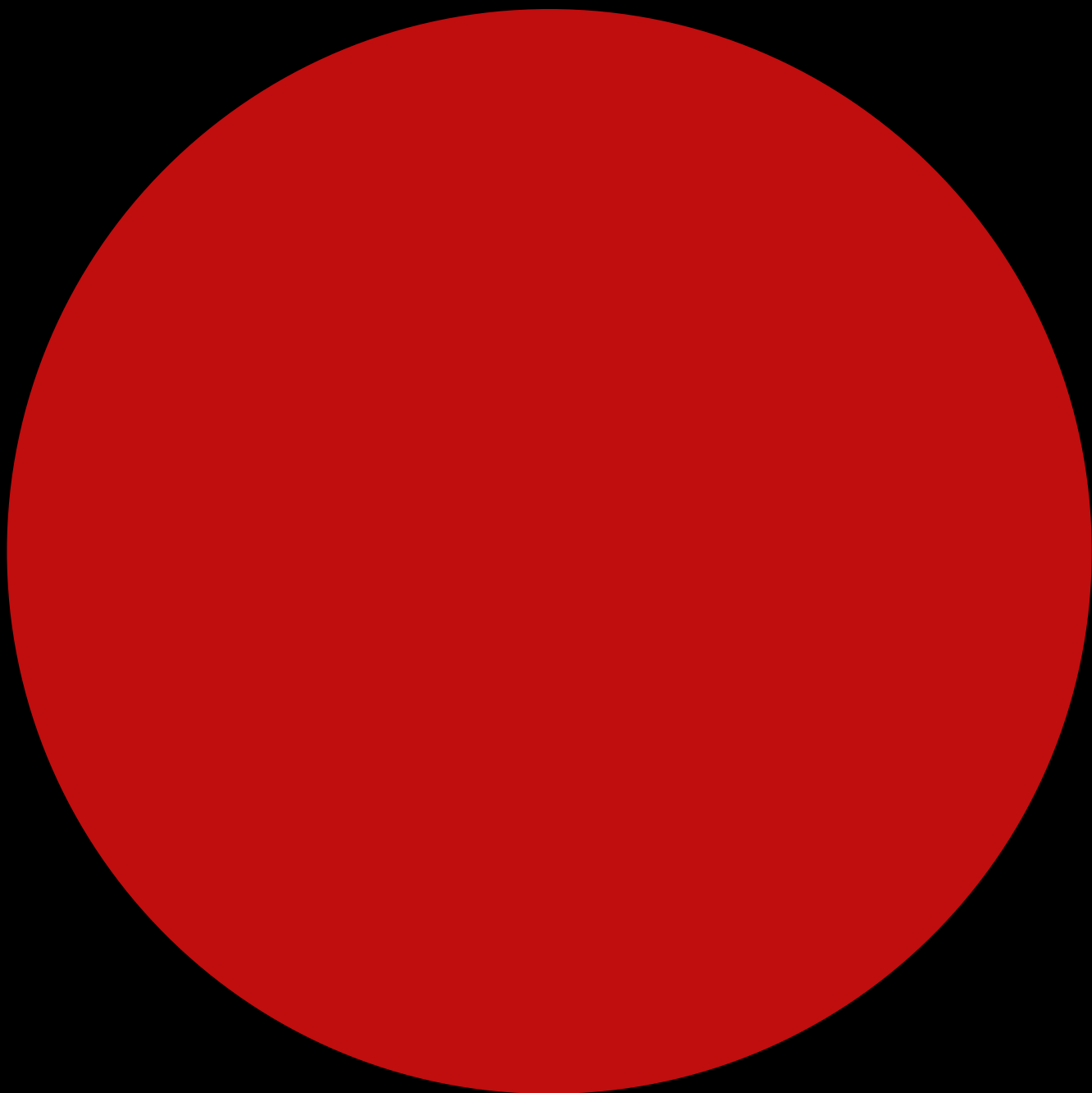
SD Worx and BearJam **Silver**

For SD Worx's 80th anniversary, 'From 80 to Infinity' BearJam redefined HR brand storytelling using AI. The campaign, created entirely with generative AI, features a cinematic hero film exploring the future of work. "An excellent example of using AI to push boundaries," said one judge.



Morning Star AI and Serial Box Studio **Bronze**

Morning Star AI's 'Co-Creating the Future' campaign, produced with Serial Box Studio, uses children's visions of tomorrow to showcase AI's positive, creative potential. In a playful, live-filming environment, the children co-created real-time AI-generated visuals, blending youthful imagination with cutting-edge technology. Judges praised the "bold and imaginative" use of AI.



STRATEGY

BEST COPY STYLE OR TONE OF VOICE



CHANEL and Taylor Made Media Gold

CHANEL's film to launch its new London headquarters mock-up takes a playful, self-aware approach to drive employee engagement. Tasked with promoting a temporary, test workspace, the team worked with Taylor Made Media to craft a high-fashion satire, blending British irony with CHANEL's own mythology.

With a subtle wink, the film encourages staff feedback while maintaining CHANEL's signature visual elegance. Staff loved it, and leaders praised its effectiveness in turning a functional update into a cultural moment. Judges praised the fresh and human approach to corporate communications. One judge described the campaign as "expertly crafted and clever". Another admired the combination of humour with CHANEL's "iconic style".



HSBC and Mediazoo Gold

HSBC's onboarding film for its bereavement support team was designed, in collaboration with Mediazoo, to inspire empathy and compassion in its employees, particularly when supporting customers during difficult times. A spoken word performance, paired with stylised B-roll of everyday UK life, prioritises emotion and connection over facts.

The film's poetic script and heartfelt tone resonated deeply, becoming a flagship training resource across the company. Praised for its originality and emotional impact, it quickly became a standout piece in HSBC's internal learning journey. "An emotionally powerful and creative film," commented one judge. Another praised the campaign's "fresh and poetic approach".

BEST COPY STYLE OR TONE OF VOICE



Unilever (Culture That Converts) and Plastic Pictures **Silver**

Unilever's 'Culture That Converts', produced with Plastic Pictures, is a bold global upskilling programme designed to transform 5,000 marketers into culture-makers. With a playful Rubik's Cube-inspired identity and culturally relevant learning tools, the campaign uses film, design and influencer-style masterclasses to deliver fast, engaging training. "A brilliantly fresh approach to corporate learning," said one judge.



Unilever (Play On) and Plastic Pictures **Silver**

Unilever's 'Play On' film revitalises 'OMO/Persil's Dirt Is Good' platform, positioning dirt as a symbol of growth and resilience. The manifesto film, produced with Plastic Pictures, combines rhythmic, optimistic scripting with diverse visuals, a percussion-driven soundtrack and a warm voiceover, creating an empowering narrative that resonates globally. Judges praised the "fusion of language, imagery and rhythm".



Nationwide Building Society and DRPG **Bronze**

Nationwide's 'Stronger Together' film, produced with DRPG, celebrates the merger with Virgin Money, addressing uncertainty while fostering unity. Featuring candid conversations between employees from both brands, the film embraces their shared histories, sparking honest dialogue. Judges praised the film as "beautifully crafted".

BEST INNOVATION



HSBC and Casual

Gold

HSBC's 'Principal Engineers: The Mission' is a bold recruitment campaign, produced with Casual, aimed at reshaping the bank's image as a tech employer. To attract top tech talent, the film combines the energy of an action thriller with the authenticity of real engineers solving real-world problems.

Filmed across four global locations, it highlights HSBC's role in digital transformation using actual code and real-life engineers. The campaign achieved 16.9 million impressions, a 59% increase in job applications and a marked shift in perceptions, positioning HSBC as a destination for elite tech talent. "An inventive blend of action film and workplace reality," enthused one judge. Others praised the film's "authenticity".

BEST INNOVATION



Hull Trains and CWA Silver

Hull Trains launched an industry-first activation, in collaboration with CWA, bringing the Hull Comedy Festival to life aboard a moving train. The 'Comedy Carriage' featured local comedians performing live for both VIP guests and unsuspecting passengers at 125mph. "A great, quirky idea," praised one judge.



Endress+Hauser and Emperor Bronze

Endress+Hauser's 'Your Partner For Progress' series, produced with Emperor, showcases the company's sustainability commitment through authentic employee voices. Featuring engineers, specialists and family members instead of actors, the films combine immersive visuals with simple yet compelling conversations. "An innovative approach to corporate storytelling," said one judge.

BEST USE OF VIDEO AS PART OF AN INTEGRATED CAMPAIGN



Unilever (Culture That Converts) and Plastic Pictures

Gold

Unilever's 'Culture That Converts' is a bold upskilling initiative designed, in collaboration with Plastic Pictures, to transform 5,000 marketers into culture-makers, not just media buyers. With an integrated campaign featuring Rubik's Cube-inspired branding, snackable TikTok-style workbooks and a three-hour parody-driven flagship film, the programme was designed to break new ground in corporate learning.

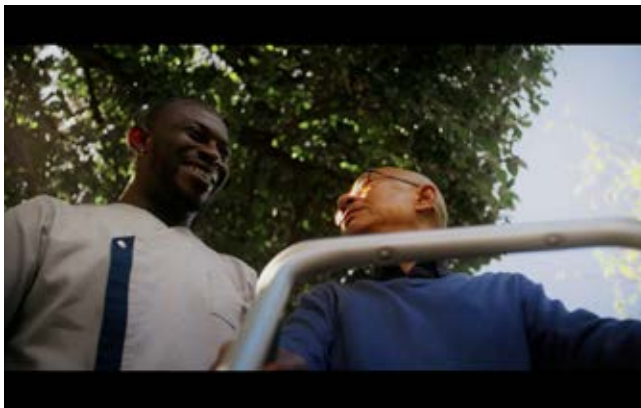
By embedding cultural literacy into marketing strategies, it taught marketers to engage with media as creators, resulting in high engagement, a more than 90% completion rate and the integration of cultural thinking into global campaigns. This innovative approach redefines learning and development, creating a memorable, fast-paced learning experience. "A brilliantly disruptive campaign that turns traditional corporate training on its head," said one judge.

BEST USE OF VIDEO AS PART OF AN INTEGRATED CAMPAIGN



Embraer Commercial Aviation and Gravity Global Silver

At the Paris Air Show, Embraer launched the 'Those Who Dream of Transformative Flight, Love E2' campaign, produced with Gravity Global, which is a fun evolution of its Profit Hunter programme. Featuring penguins as captivated admirers of the E2 aircraft, the campaign cleverly contrasts their grounded nature with the E2's elegance and performance. Judges praised the entry as "very creative and emotionally engaging".



Bupa and Plastic Pictures Bronze

Bupa launched 'Bupa Campus', a global learning initiative aimed at positioning the company as a leading employer in healthcare. The campaign, designed with Plastic Pictures and built around the message 'Tomorrow's care starts with today's learners', combines aspirational employee stories with a polished visual identity. "A thoughtful campaign that integrates learning and employer branding," commented one judge.



Sanofi and Plastic Pictures Bronze

Sanofi's 'Next Gen. A Million Conversations' initiative, produced with Plastic Pictures, aims to rebuild trust in healthcare among under-represented groups by amplifying the voices of young healthcare leaders. Across five countries, five scholars share powerful, personal stories, highlighting the intersection of lived experience and innovation. Judges praised the use of personal stories to promote inclusivity in the industry.



Project Nemo and Changemaker Studios Highly commended

Project Nemo and Changemaker Studios used innovative storytelling to promote disability inclusion in fintech.

BEST ONE-OFF VIDEO CAMPAIGN



Gendered Intelligence and Nowadays with Auspicious Group

Gold

'Waiting List', a poignant film produced by Nowadays and Auspicious Group, highlights the emotional struggles faced by transgender individuals navigating delays in NHS gender-affirming care. Developed through the Nowadays Originals initiative, this self-initiated, low-budget project uses emotionally resonant storytelling to expose the gap between promises and reality in healthcare.

With no external funding or brief, it centres on a trans woman's journey through isolation and uncertainty, captured through visually striking contrasts and immersive sound. Launched via social media and used by Gendered Intelligence for advocacy, it achieved significant organic reach and was lauded at major awards, including the Grand Prix at Cannes. 'Waiting List' stands as a testament to the power of creative, director-led filmmaking to raise awareness and drive social change. "An emotionally intelligent, raw film that uses storytelling to spark change," said one judge.

BEST ONE-OFF VIDEO CAMPAIGN



Hull Trains and CWA Silver

To mark English Tourism Week, Hull Trains delivered a deft, influencer-led video series starring Traitors alumnus and proud Yorkshireman Jack Marriner-Brown. Shaped by follower recommendations, and produced with CWA, the campaign highlighted overlooked destinations along the route, fusing local pride with smart social amplification. “A confident, authentic campaign,” said one judge.



Essity and CH Video Bronze

CH Video helped Essity reimagine health and safety induction at Oakenholt Mill, replacing slides with a playful film starring employees’ children as miniature operators. Hand-drawn animations and inclusive touches bring warmth and clarity to essential messages. Judges praised the campaign’s “humanisation” of safety.



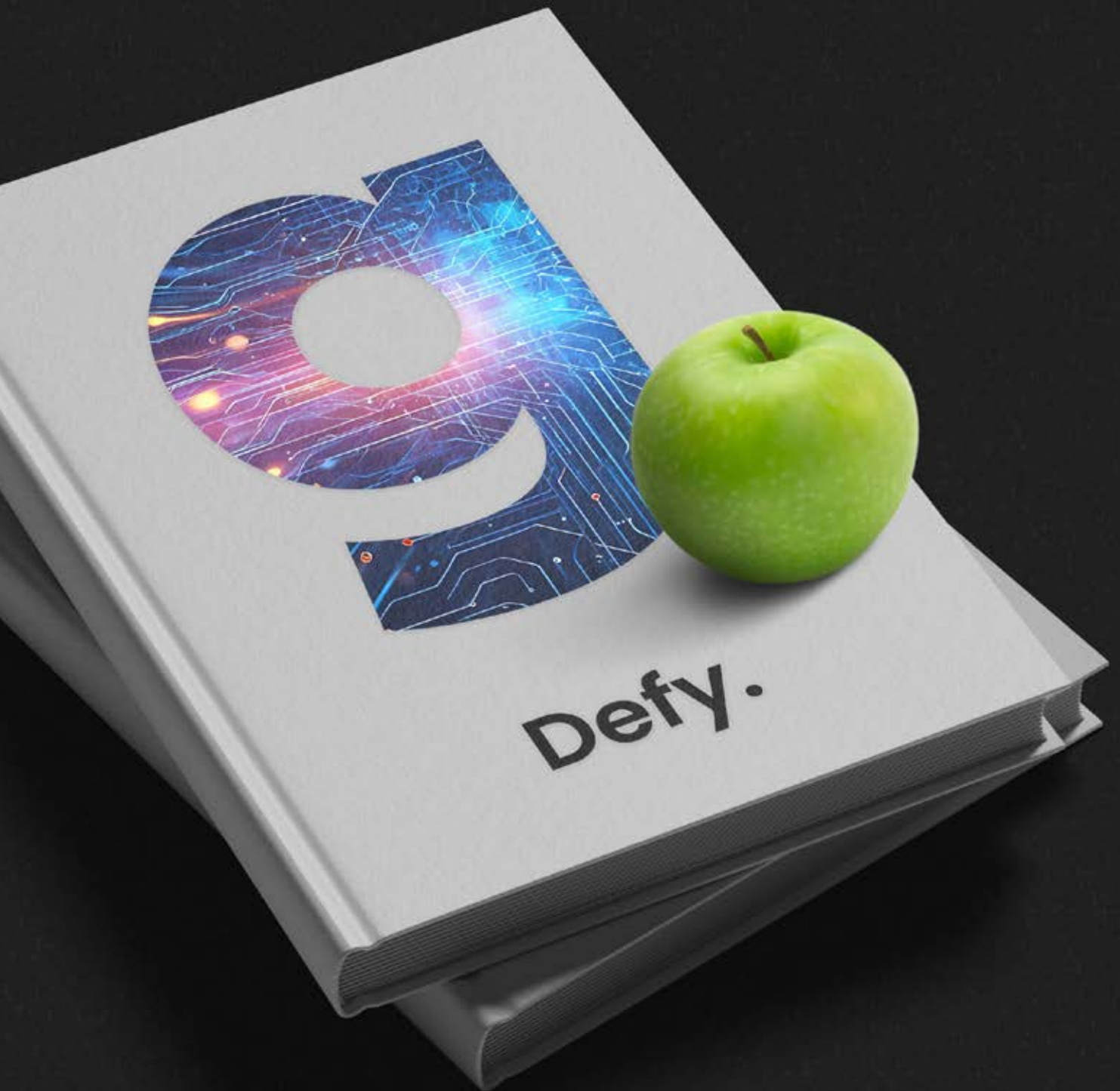
HSBC (History of Technology) and Plastic Pictures Bronze

To mark 150 years of progress, HSBC commissioned a cinematic film tracing how technology has shaped banking and the wider world. Working with Plastic Pictures, the campaign blends archive, re-enactment and bold visual craft, linking human ingenuity to the bank’s role as an enabler of global commerce. Judges praised the “purposeful” campaign.



Tesco and DRPG Bronze

Tesco’s ‘Behind the Smile’, produced with DRPG, tackled workplace mental health with rare honesty. Using real colleagues’ unseen stories, revealed through audio testimony and quietly devastating reactions, the film exposes what often lies beneath a cheerful façade. Judges praised the campaign as “courageous and humane”.



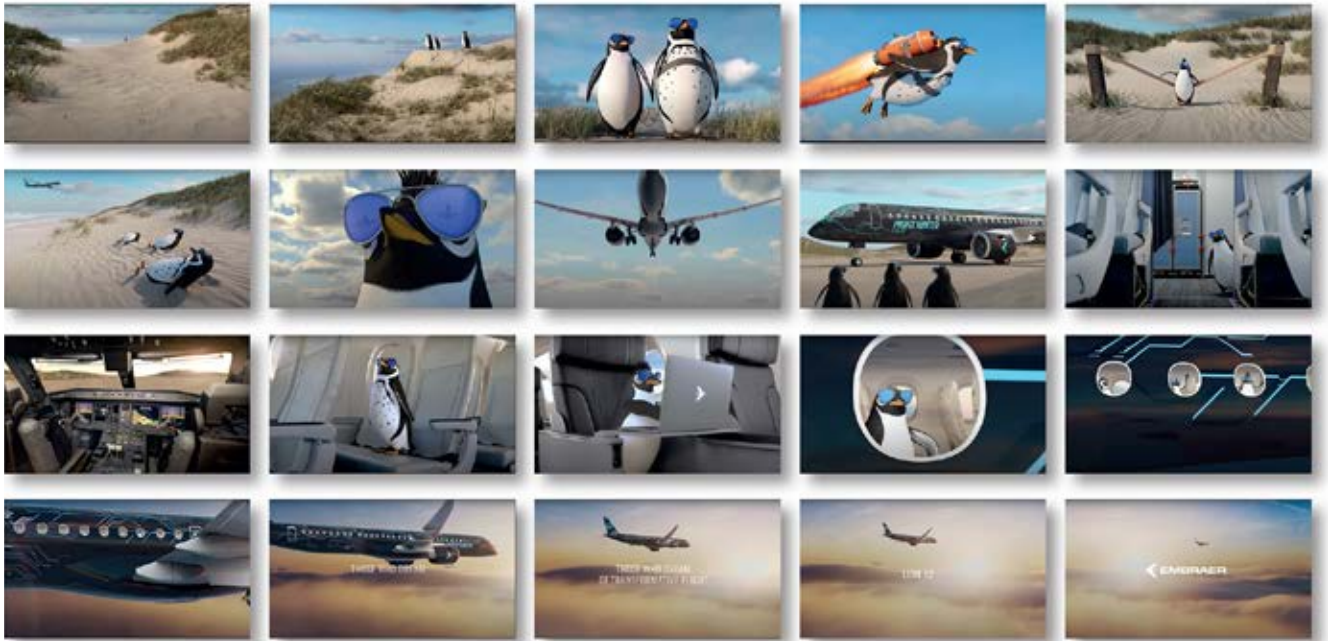
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AI sameness and shifting algorithms,
yesterday's playbook won't cut it.

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BEST LONG-TERM VIDEO STRATEGY



Embraer Commercial Aviation and Gravity Global **Gold**

At the Paris Air Show, Embraer and Gravity Global refreshed the long-running Profit Hunter platform with a new twist. 'Those Who Dream of Transformative Flight, Love E2' introduced penguins as unlikely admirers of the E2 aircraft, using humour and character to reassert its efficiency, comfort and technological edge in a crowded market. The campaign balances emotion with credibility, extending beyond a launch film into digital out-of-home, social, on-site activations and even sales tools, ensuring sustained attention across lengthy buying cycles.

By giving the penguins passenger-like perspectives, Embraer broadened the story from performance metrics to cabin experience and brand warmth. High engagement figures and strong completion rates demonstrated cut-through at a notoriously uniform trade show, reinforcing the E2's position as a distinctive, future-ready choice. Judges praised the campaign as "intelligent and charming", with one commenting: "A genuinely memorable campaign."

BEST LONG-TERM VIDEO STRATEGY

BAE Systems Digital Intelligence and Kaptcha

Silver

BAE Systems Digital Intelligence worked with Kaptcha to use film to humanise a newly formed digital division, shifting defence storytelling from hardware to people. The 'Our People' series gives employees an authentic voice while visualising complex digital work, building a credible employer brand in a crowded market. Judges praised the campaign's "thoughtful" approach.



Postman and Big Button

Silver

Postman and Big Button have spent three years building a global customer advocacy programme that turns satisfied users into persuasive ambassadors. Through consistent, high-quality video storytelling, the long-term strategy balances creative polish with technical clarity, spanning industries and continents. Judges praised the "craft" of the campaign.



Wavelength and Kinura

Bronze

Wavelength's 'Inspire' series, produced by Kinura, reimagines executive education through broadcast-quality live video. Monthly multi-camera livestreams connect global business leaders with thousands of executives in real time, seamlessly blending studio guests and remote contributors. "An excellent example of live delivery," said one judge.



BEST CREATIVE STRATEGY



Gendered Intelligence and Nowadays with Auspicious Group **Gold**

‘Waiting List’ is an in-house film by London studio Nowadays, alongside Auspicious Group, that demonstrates how insight and emotional intelligence can outweigh budget. Made for less than £2,000 and later gifted to the charity Gendered Intelligence, it translates the lived experience of trans people waiting years for NHS care into a quietly devastating narrative.

Rooted in personal testimony and rigorous research, the film contrasts fleeting hope with institutional delay, using cinematic restraint rather than polemic to invite empathy. Distributed without paid media or a formal campaign, it nonetheless travelled widely, winning major international awards and becoming a practical tool for advocacy and education. By making an intimate, universal story from a marginalised experience, ‘Waiting List’ proves the power of purpose-led creative strategy executed with clarity and conviction. “Deeply human and powerful,” commented one judge.



Nationwide Building Society and DRPG **Gold**

‘Stronger Together’ supported Nationwide Building Society’s acquisition of Virgin Money by addressing uncertainty with warmth, honesty and craft. Rather than relying on corporate messaging, the film, produced with DRPG, brings colleagues from both organisations together in unscripted conversations, using shared heritage as a catalyst for connection.

A bespoke studio set, built from decades of archive material and iconic advertising, created a tangible sense of legacy while encouraging open discussion about hopes, fears and expectations. The result is a film that informs while it reassures, balancing humour, emotion and clarity to foster unity at a pivotal moment. Premiered at a major all-colleague event, it generated strong engagement and overwhelmingly positive sentiment, helping employees see the merger not as disruption but as an opportunity to build a shared future rooted in people and purpose. One judge praised the “confident, human-centred” approach.

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BEST CREATIVE STRATEGY



Embraer Commercial Aviation and Gravity Global Silver

Gravity Global refreshed Embraer's Profit Hunter programme with 'Those Who Dream of Transformative Flight, Love E2', introducing penguins as playful ambassadors for the E2 aircraft. Their wide-eyed admiration highlights the jet's efficiency, comfort and cabin experience across film, social, airport activations and merchandise. "A clever, memorable strategy," said one judge.



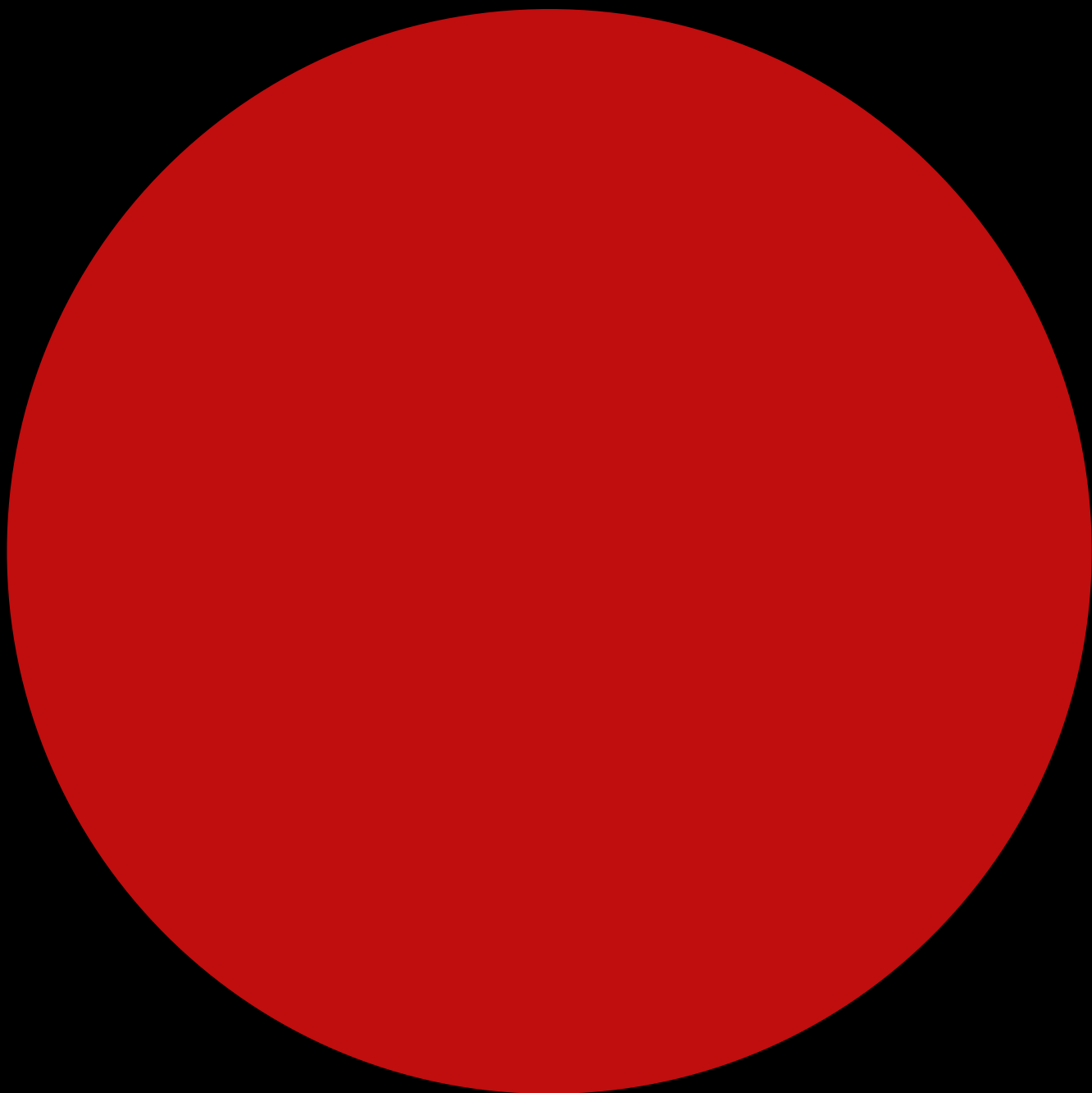
Unilever (Culture That Converts) and Plastic Pictures Silver

'Culture That Converts' reimagines corporate learning for 5,000 Unilever marketers, transforming them from media buyers into culture-makers. Plastic Pictures delivered a bold, integrated campaign: Rubik's Cube-inspired branding, a snackable TikTok-style workbook and a three-hour influencer-parody flagship stream. "Creative and compelling," commented one judge.



P&O Cruises and Stepping Stone Media Bronze

P&O Cruises took centre stage at the 2025 BAFTA Television Awards, with Stepping Stone Media transforming sponsorship into immersive storytelling. Caribbean-shot footage, red carpet and winners' run activations and platform-tailored social content create a magnetic brand presence. One judge described the work as "culturally resonant".



SECTOR

BEST USE OF VIDEO FROM THE AUTOMOTIVE SECTOR



Lamborghini and Taylor Made Media Gold

Lamborghini's 'Revuelto' was launched not through conventional automotive spectacle, but via a human-centred film featuring footballer Rúben Dias. The piece, produced with Taylor Made Media, positions Dias' discipline, leadership and resilience as a mirror to Lamborghini's values of performance and pursuit of excellence.

Limited to a three-hour shoot with no Manchester City branding, the team combined the intensity of sports documentaries with luxury car cinematography, capturing intimate portraits and dynamic driving sequences. The result is a cinematic narrative that frames the Revuelto as both machine and partner in a shared philosophy, emphasising authenticity and human effort over mere mechanics. "A compelling combination of sport and automotive filmmaking, with a human story behind it," said one judge.

BEST USE OF VIDEO FROM THE AUTOMOTIVE SECTOR



Bonhams Motorcycle Auction and Humanoid Productions LTD **Silver**

Humanoid Productions crafted cinematic films for Bonhams' October 2025 Motorcycle Auction, presenting Joey Dunlop's race bikes as both collectible and investment-grade assets. Emphasising heritage and performance, the videos combine archive footage, detailed cinematography and sound design to engage high-net-worth investors. Judges praised the campaign's "sophisticated approach".



Bicester Motion and Plastic Pictures **Bronze**

Plastic Pictures created a cinematic documentary-style film for Bicester Motion, positioning the restored WWII RAF base as the UK's premier mobility innovation hub. Balancing heritage and future growth, the film combines sweeping visuals, expert testimony and investor messaging to inspire confidence in the £1 billion vision. Judges praised the "compelling, future-focused" approach.

BEST USE OF VIDEO BY A CHARITY, NGO OR NOT-FOR-PROFIT



Gendered Intelligence and Nowadays with Auspicious Group

Gold

'Waiting List', produced in-house by Nowadays through its Originals initiative in partnership with Auspicious Group, is a poignant short film created in collaboration with UK charity Gendered Intelligence. Rooted in director Phoebe Brooks' lived experience, it illuminates the challenges faced by trans people navigating the NHS gender-affirming care system, with waiting times of up to five years.

Shot on a micro-budget of less than £2,000, the film juxtaposes cold, institutional realism with vibrant imagined futures, employing match-cuts and striking colour shifts. Designed to be intimate and emotionally resonant, it communicates empathy without polemic, reaching beyond LGBTQ+ audiences to spark broader awareness. Gifted to Gendered Intelligence, the film is used in advocacy and workshops, achieving meaningful organic reach. "A visually arresting and profoundly humane campaign," praised one judge.

BEST USE OF VIDEO BY A CHARITY, NGO OR NOT-FOR-PROFIT



Neighborhood Feminists and Casual Silver

'Neighborhood Feminists Fundraiser' is a pro-bono campaign by Casual for the Dutch charity addressing period poverty in Amsterdam. Using striking red visuals, emotive voiceover and sound design, the film highlights an often-overlooked issue while encouraging donations. Judges praised the work as "powerful" and "visually bold".



Taylor Bennett Foundation, HSBC and Serial Box Studio Silver

HSBC and Taylor Bennett Foundation's graduate programme is a co-created documentary-style film produced by Serial Box Studio, giving minority-ethnic graduates the tools to tell their own stories across an eight-week DEI programme. Handycams capture intimate, authentic footage while empowering participants. Judges praised the "authentic" approach.



HospiceCare North Northumberland and Chris Jackson Media Bronze

'Douglas's Story' by Chris Jackson Media is a poignant, uplifting film capturing one family's experience of end-of-life care provided by HospiceCare North Northumberland. Filmed sensitively over a single day on a modest budget, it showcases Douglas' life and the hospice's homecare support, helping audiences connect emotionally. "Deeply moving," commented one judge.



Infusion100 with HSBC and NRG Studios Bronze

HSBC's Infusion100 by NRG Studios documents a decade of HSBC volunteers transforming a remote Nepalese village through education. Across a series of interlinked films, the project captures the physical and emotional challenges of the trek, the cultural exchange with villagers and the building of a school that promises lasting impact. "Beautifully immersive," said one judge.

BEST USE OF VIDEO FROM THE ENERGY AND UTILITIES SECTOR



Brickwall and National Grid

Gold

'National Grid – Behind the Grid' offers an unprecedented insight into the UK's electricity system, tracing power from generation to homes while highlighting the people and technology behind it. Produced with Brickwall, and presented by James Stewart, the six-month filmed series spans four half-hour episodes, from European interconnectors to the subterranean Electric Mountain in Wales.

The series humanises National Grid, rebuilding trust and clarifying its role in the clean energy transition. It engages a broad audience, inspires younger generations and fosters cohesion across internal teams. External stakeholders have praised its clarity and impact, and it has become a tool for talent attraction. "An informative and engaging series that brings clarity and purpose," said one judge.

BEST USE OF VIDEO FROM THE ENERGY AND UTILITIES SECTOR



ENGIE and Casual **Silver**

'Beyond 2025' showcases ENGIE's vision to lead the energy transition by 2030, blending cinematic storytelling with data-driven insight. The AGM film, produced with Casual, combines natural soundscapes and striking visuals of green energy solutions, creating an inspiring narrative that captures both achievements and future goals. "A polished and aspirational film," said one judge.



Acorn Bioenergy Powered by **Qualitas Energy and DvG Creative** **Bronze**

'Three Maids Biomethane Facility' introduces Winchester's first anaerobic digestion plant, converting 83,600 tonnes of organic waste annually into renewable biomethane, green CO₂ and nutrient-rich digestate. The film, produced with DvG Creative, balances technical explanation with human storytelling, showcasing engineers, farmers and local communities. "A compelling combination of technical details with human stories," said one judge.

BEST USE OF VIDEO FROM THE ENGINEERING, MANUFACTURING AND BASIC MATERIALS SECTOR



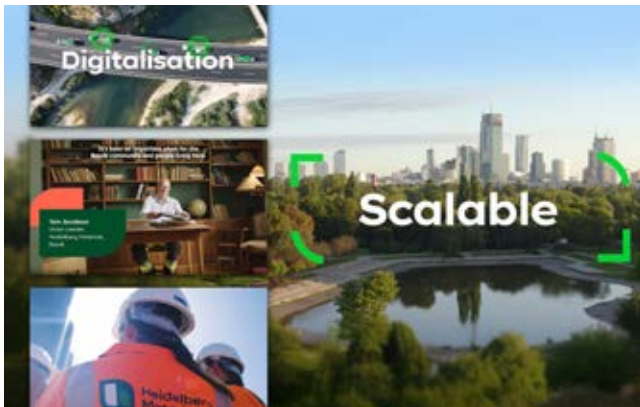
Loginn's and Monte Nero Productions

Gold

'Loginn's – From Graphite to Graphene', produced with Monte Nero Productions, transforms the complex science of few-layer graphene production into a cinematic narrative. Combining live-action footage with high-end CGI and motion design, the film visualises Loginn's' patented process, making invisible atomic structures tangible and accessible. Structured around problem, innovation and impact, it highlights potential applications in energy storage, electronics, composites and biotechnology.

Delivered within eight weeks, it serves as a strategic tool for investors, partners and industry stakeholders, reinforcing Loginn's' position as a European leader in advanced materials. Recognised with a Silver Dolphin award at the 2025 Cannes Corporate Media & TV Awards, the project exemplifies how technical storytelling can engage, inspire and unify corporate communication, bridging science and imagination. "Visually striking and rigorous," praised one judge.

BEST USE OF VIDEO FROM THE **ENGINEERING, MANUFACTURING AND BASIC MATERIALS** SECTOR



Heidelberg Materials and Brunswick Group **Silver**

Heidelberg Materials' 'Capital Markets Day' films, produced with Brunswick Group, bring energy and clarity to the company's refreshed strategy. The first sets the stage with a dynamic, 60-second introduction, while the second showcases the pioneering carbon-capture project at Brevik, blending sweeping drone shots with authentic employee stories. Judges praised the combination of corporate and cinematic storytelling.



Embraer Commercial Aviation and Gravity Global **Bronze**

Embraer's Paris Air Show launch, 'Those Who Dream of Transformative Flight, Love E2', used playful penguins to dramatise the E2 aircraft's efficiency and innovation. Across a 70-second film, produced with Gravity Global, the campaign combines humour and product storytelling to captivate airline decision-makers and influencers. "A clever and memorable approach," said one judge.

BEST USE OF VIDEO FROM THE FARMING AND AGRICULTURAL SECTOR



Waitrose & Partners and Taylor Made Media

Gold

Waitrose & Partners' 'Farming for Nature' film, produced with Taylor Made Media, transforms regenerative agriculture into a cinematic journey, blending grandeur and intimacy to tell a story of crisis, practice and cautious hope. Aerials capture scale, macro lenses reveal hidden life, and farmer portraits provide humanity, while sound design and measured pacing create tension and release.

Anchored in authentic voices and evidence, it translates technical science into emotional storytelling, positioning the retailer as a sector pioneer. Internally, it inspires pride and shared purpose; externally, it aims to build trust by grounding sustainability in visible, credible practice. Every frame is designed to balance documentary rigour with cinematic artistry, making soil, roots and biodiversity resonate far beyond the screen, redefining how audiences experience the future of farming. Judges praised the work as "profoundly moving".

BEST USE OF VIDEO FROM THE FARMING AND AGRICULTURAL SECTOR



Sow The Seed and Plastic Pictures Silver

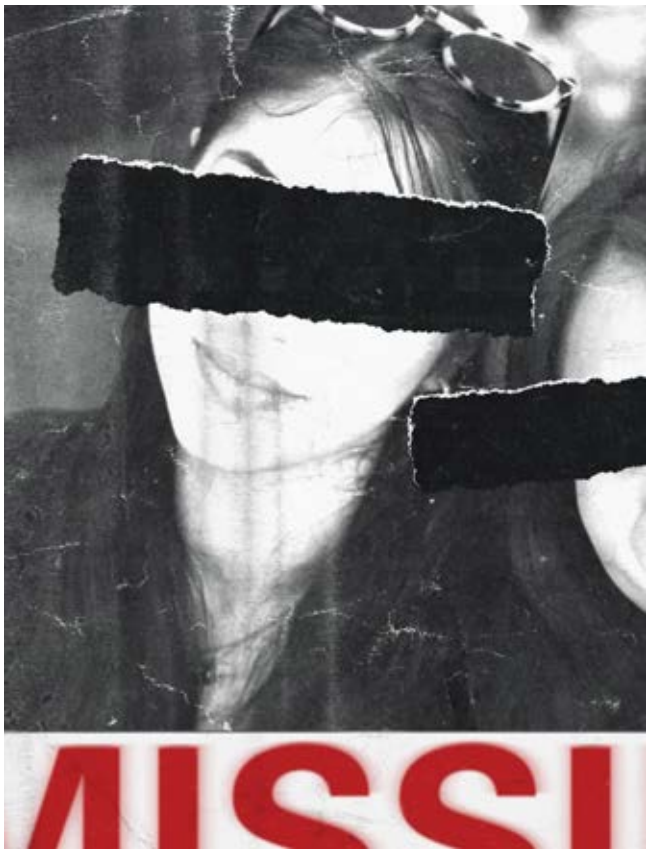
Colman's 'Sow the Seed' series, produced with Plastic Pictures, illuminates the journey of mustard from Norfolk fields to British kitchens, placing farmers and sustainable practices centre stage. Cinematic visuals and natural soundscapes celebrate heritage, resilience and stewardship, reinforcing Colman's authenticity and commitment to British agriculture. Judges described the campaign as "beautiful".



Olam Agri and Emperor Bronze

Olam Agri's 'Cultivating Transformation' film distils the company's global operations into a bold, cinematic narrative, linking fields, factories, offices and communities through seamless match cuts. Emphasising human perspective and sustainability, the film conveys scale and positive impact, engaging customers, partners, employees and investors alike. Judges praised the "cinematic" approach.

BEST USE OF VIDEO FROM THE FINANCIAL SERVICES SECTOR

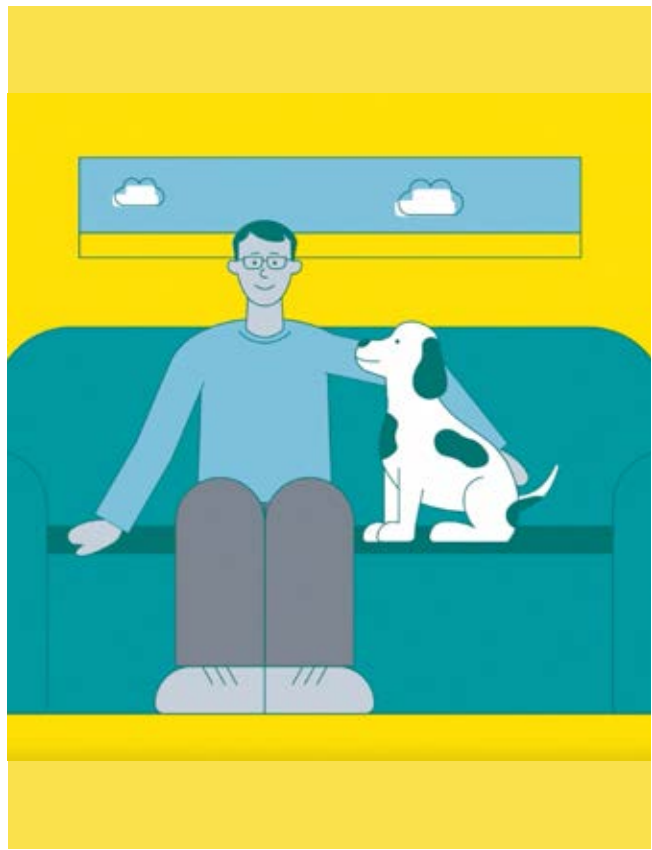


HSBC and Mediazoo

Gold

HSBC has redefined finance sector storytelling through two standout video projects. 'Empathy, A Poem' transforms onboarding for the bereavement support team into a purpose-driven, spoken-word journey across London, emphasising human connection, compassion and the emotional side of service. Meanwhile, 'True Financial Crime: Human Trafficking' converts compliance into gripping, true-crime documentary-style storytelling, exposing the human cost of financial crime with sensitivity and urgency.

Both projects, produced with Mediazoo, combine cinematic craft, narrative innovation and meticulous research to inspire colleagues, elevate standards and make complex subjects tangible. 'Empathy, A Poem' is now a flagship training resource, while the crime series achieved high engagement and global impact, demonstrating HSBC's ability to humanise finance, embed responsibility and set new benchmarks for internal video. One judge praised the campaign's "creativity and purpose".



Quintet with BlackRock and ITCH

Gold

Quintet, in partnership with BlackRock, sought to connect with high-net-worth individuals across Europe without relying on traditional, jargon-heavy financial marketing. ITCH responded with 'Where do I Start?', a silent-movie-inspired animation series of seven short films, blending expressive characters, bold colour palettes and inter-title chapter cards.

The format enabled effortless localisation across eight markets, producing 49 versions, while emphasising emotion, human experience and visual storytelling over text or voiceover. Distributed via premium publishers and bespoke microsites, the campaign achieved more than 20 million impressions, 15,000 microsite visits and 40 qualified leads, demonstrating the power of animation to make finance feel personal, relevant and globally adaptable. Judges praised the campaign's visual storytelling, empathy and elegance.

BEST USE OF VIDEO FROM THE FINANCIAL SERVICES SECTOR



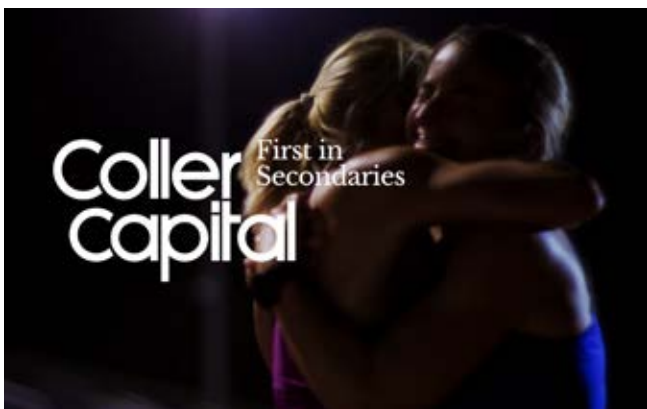
HSBC and Casual Silver

HSBC's 'Principal Engineers: The Mission', produced with Casual, is a cinematic recruitment campaign designed to attract top global tech talent to its newly created principal engineer roles. Featuring six real engineers across London, Hong Kong, India and Mexico, the film blends action-movie aesthetics with authentic coding and technical insight. Judges praised the campaign as "striking".



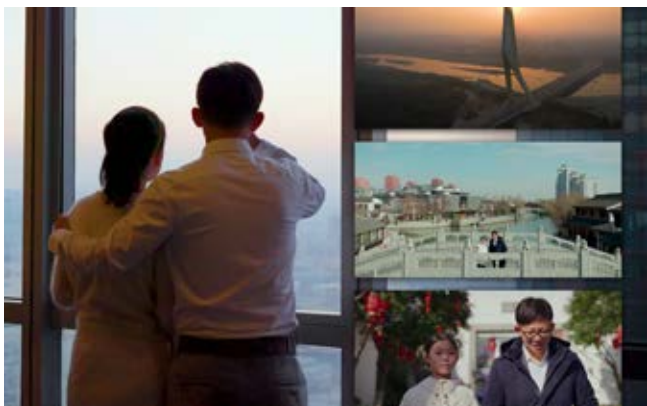
HSBC (History of Technology) and Plastic Pictures Silver

HSBC's 'History of Technology', produced with Plastic Pictures, chronicles 150 years of innovation, linking global milestones from telegrams to quantum computing. A hybrid of archival material, cinematic re-enactments and striking VFX, the film engaged 150,000 employees and featured in client events worldwide. "Inspiring" was how one judge described the campaign.



Coller Capital and Bladonmore Bronze

Coller Capital's 'Secondaries Race' translates a complex asset class into a cinematic metaphor, placing Jeremy Coller within a virtual athletics stadium to explain private equity secondaries. Using Unreal Engine and AI-enhanced post-production, the film, produced by Bladonmore, simplifies intricate concepts while remaining visually striking. Judges found the entry "engaging and memorable".



Standard Chartered and Brunswick Group Bronze

Standard Chartered's 'Global Hero Films' spotlight real entrepreneurs across China and Dubai, capturing their ambitions and resilience in cinematic, client-led narratives. By combining documentary authenticity with sophisticated visual storytelling, the films, produced by Brunswick Group, strengthen trust among high-net-worth audiences and serve as commercial tools for relationship managers. Judges praised the films' "authenticity".



You? Yeah, yooooou. What am I?

I'm a purple cow.

In a field full of bog-standard brown cows.

I'm here, not for the sake of it, but because, in this field full of bog-standard brown cows, I stand out. I make you sit up and think 'is that cow...purple?'.

I grab your attention. Why? Because I'm different.

And, in this time-pressed, content-rich, attention-squeezed world of ours, that's exactly what's needed.

You humans have evolved over thousands and thousands of years to notice difference. Your brains are literally hard-wired that way.

It kept your ancestors safe as they hunted and gathered mine and, now, those same evolutionary traits can be used to communicate.

With your clients, consumers and customers.

Across their channels, markets and territories.

They can be used to surprise people, to break patterns and to subvert clichés.

All you need is to create content that's different.

That's more easily said than done, though.

To make it happen, you need people who see brown and think purple.

You need a team of professional attention-grabbers and ideas-shapers.

You need an agency that makes a difference.

plastic
pictures

Difference-makers. Attention-grabbers. Ideas-shapers

BEST USE OF VIDEO FROM THE FMCG SECTOR



Unilever (Culture That Converts) and Plastic Pictures

Gold

Unilever's 'Culture That Converts', produced with Plastic Pictures, is a global upskilling initiative that transforms 5,000 marketers into culture-makers rather than conventional media buyers. The programme deploys a bold, integrated campaign combining a Rubik's Cube-inspired brand identity, snackable 'For You'-page style workbooks and a three-hour flagship content stream parodying influencer culture.

Every element, including films, design and live learning, is engineered to feel fast, fun and culturally relevant. The approach is rooted in insight, as marketers often buy media but lack cultural literacy. By teaching them to think like creators, the programme embeds cultural thinking into global campaigns, enhancing creativity and strategic impact. "Bold and impactful," commented one judge.

BEST USE OF VIDEO FROM THE FMCG SECTOR

Unilever (Play On) and Plastic Pictures Silver

Persil's 'Play On' manifesto film, produced with Plastic Pictures, refreshes the 'Dirt Is Good' platform with optimism and global appeal. Celebrating the everyday adventurer, it blends lyrical copy, diverse visuals, percussion-driven editing and a warm voiceover to reframe dirt as resilience and growth. "Inspiring," said one judge.



Imperial Brands PLC Bronze

Imperial Brands PLC repositioned itself as a credible challenger in nicotine FMCG through an integrated, multi-stakeholder communications programme. The 'March 2025 Capital Markets Day' combines immersive workshops and a relaunched corporate website, engaging investors, analysts, colleagues and suppliers globally. "A compelling example of strategic communications," said one judge.



BEST USE OF VIDEO FROM THE FOOD AND BEVERAGE SECTOR



Diageo and Quite Frankly Productions **Gold**

'Tequila: From Mexico to the World,' produced by Quite Frankly Productions for Diageo, repositions tequila as a premium, culturally rich and sustainable spirit. Filmed in Jalisco, it follows the six-year journey of agave, the Jimador agave farmers and distilleries, blending artisanal heritage with drone-led regenerative agriculture. Modular cuts and social assets extend reach globally, supporting Diageo's fastest-growing spirits category while embedding ESG commitments.

The documentary elevates tequila from party stereotype to cultural icon, driving 19% sales growth and strong audience engagement across trade, consumer and corporate channels. Its technical and editorial innovation includes hyper-lapse, drones and audio description. This ensures authenticity and accessibility, setting a new benchmark for food and beverage storytelling. Judges praised the work as "innovative and inspiring".

BEST USE OF VIDEO FROM THE FOOD AND BEVERAGE SECTOR

Company of Cooks and BearJam Silver

'Experience Company of Cooks' is a cinematic brand film, produced with BearJam, showcasing the vibrancy and craft of the UK's food and beverage sector. From kitchens to iconic venues like the Southbank Centre, it immerses viewers in hospitality, energy and creativity. Judges praised the "cinematic approach" of the campaign.



FrieslandCampina and Casual Bronze

'DEI' is an internal brand film for FrieslandCampina, produced by Casual, highlighting the company's commitment to diversity, equity and inclusion. Through carefully selected interviews and a single-day shoot supplemented with B-roll and archive footage, the film authentically aligns employees' voices with EVP pillars, delivering a global and engaging narrative. "A concise, authentic portrayal of DEI," said one judge.



Unilever Food Solutions and Plastic Pictures Bronze

'Prepped for Tomorrow' is an employer brand film by Unilever Food Solutions, produced with Plastic Pictures, created with chefs, for chefs. Through cinematic visuals of professional kitchens and dynamic sound design, it celebrates the balance of artistry and innovation in modern food service. Judges praised the campaign's "innovative approach".



BEST USE OF VIDEO FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR



Johnson & Johnson and Edelman Gold

'Breaking Depression: Out of the Maze' is an emotionally compelling film from Johnson & Johnson and Edelman that explores the complex journey of severe depression, highlighting both those living with the condition and their caregivers. Using a maze as a metaphor for the twists, setbacks and trialed interventions, the film portrays the isolation, frustration and hope inherent in recovery.

By blending authentic storytelling with practical insight, it raises awareness of depression's profound impact while recognising the essential role of caregivers. Distributed across multiple channels, the campaign achieved 1.8 million video views, 10.6 million impressions across EMEA and strong engagement on social platforms, reinforcing Johnson & Johnson's commitment to mental health advocacy. Judges described the work as "sensitive" and "hopeful".

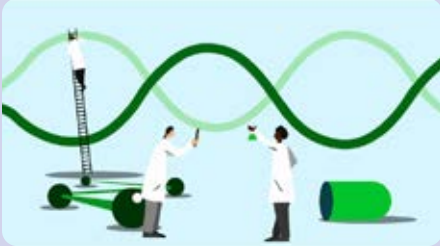


Well Pharmacy and Studio Giggles Gold

Studio Giggles collaborated with Well Pharmacy, the UK's largest independent chain, to produce a five-part e-learning programme redefining customer service training across 700 branches. Filmed on location with professional actors, the series brings Well's CARE conversation framework to life through narrative-led, humorous and animated scenarios, with Sarah, a relatable colleague, guiding learners.

Modules integrate interactive quizzes, case studies and unskippable videos via a bespoke digital platform, ensuring engagement and compliance. By blending authenticity, cinematic storytelling and instructional design, the campaign transforms mandatory training into an accessible, memorable experience. Launched nationwide in May 2025, it achieved strong adoption and positive feedback, with colleagues praising the humour, clarity and 'before-and-after' learning approach. Success prompted further module commissions and internal event production. "Creative and empathetic," observed one judge.

SampsonMay



WHAT WE DO:

- DIGITAL STRATEGY
- BRAND DESIGN
- DIGITAL EXPERIENCE DESIGN
- CONTENT & CAMPAIGN DESIGN
- TECHNOLOGY & AI

Stories in motion

We shape brands and craft digital experiences that connect. Through film, motion and digital, we help global businesses engage audiences, simplify complexity and deliver lasting growth.

sampsonmay.com



BEST USE OF VIDEO FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR



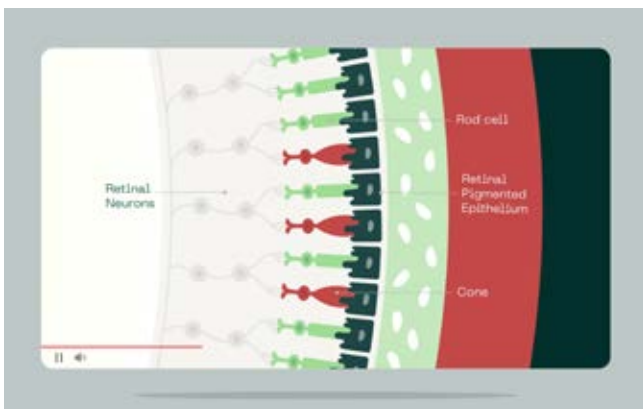
CVS Health and Taylor Made Media Silver

CVS Health worked with Taylor Made Media to reimagine its flagship internal series, 'I Am CVS Health', restoring authenticity and cinematic craft to reconnect its 300,000-strong workforce. The pilot, centred on Pam, a distribution centre colleague, uses vérité filmmaking and minimal intrusion to make everyday work feel remarkable. "Authentic and humane," commented one judge.



GSK and Radley Yeldar Ltd Silver

GSK partnered with Radley Yeldar to create the 'Patient Advocacy and Engagement Film', spotlighting raw patient stories to bridge the gap between science and empathy. The film sparked significant cultural change, driving a 20% increase in engagement, reinforcing GSK's purpose and embedding patient needs at the heart of innovation. "A powerful example of emotional storytelling," said one judge.



AAVantage Bio and SampsonMay Bronze

SampsonMay created a dynamic animation for AAVantage Bio, simplifying the complex science of gene therapy into a compelling, accessible narrative. The film transforms technical data into an engaging story for non-scientific audiences, driving 10% of site visitors to engage and significantly improving investor comprehension. Judges described the campaign as "beautifully crafted".

BEST USE OF VIDEO FROM THE LIFESTYLE AND WELLBEING SECTOR



Essity and CH Video

Gold

Essity wanted to inject creativity into its safety training at Oakenholt Mill, so CH Video flipped the script, casting children of employees as pint-sized mill operators in a playful, memorable safety video. The result was a fun yet effective film that transformed a routine health and safety message into a captivating experience.

The video won gold at the Confederation of Paper Industries Awards, earning 95,000 views on YouTube and widespread praise. With an emphasis on inclusivity, featuring sign language and innovation, it has become the gold standard within Essity, inspiring similar initiatives across Europe. The film's success was amplified by its external promotion on social media, generating 1.4 million impressions and showcasing Essity's commitment to creativity and safety. Judges praised the "engaging and inclusive" campaign.

BEST USE OF VIDEO FROM THE LIFESTYLE AND WELLBEING SECTOR



dsm-firmenich and Brunswick Group **Silver**

‘Brand Progress Tour’ from dsm-firmenich, produced with Brunswick Group, transforms internal communication through a six-part, documentary-style video series, showcasing real stories from diverse global sites. Hosted by the chief communications officer, each 10-minute episode spotlights local innovations in health and sustainability, boosting employee pride and brand unity. “Deeply engaging,” commented one judge.



Neighborhood Feminists and Casual **Bronze**

Neighborhood Feminists, a grassroots charity in the Netherlands, aimed to raise awareness about period poverty in Amsterdam with a pro-bono video. Working with Casual and using evocative red imagery, stock footage and emotive voiceovers in both English and Dutch, the video highlights the issue’s urgency and encourages donations. “Striking and emotionally charged,” commented one judge.

BEST USE OF VIDEO FROM THE OIL, GAS, MINING AND EXTRACTIVES SECTOR



Shell's Creative Solutions Film Team

Gold

Shell's 'Bringing Brent Home' film, the final chapter in the 'Brent Decommissioning' series, documents the dramatic removal of the Brent Charlie platform from the North Sea. Over a two-year production period, Shell's Creative Solutions Film Team adopted an immersive approach to filmmaking, overcoming challenges like budget constraints, offshore risks and complex logistics. The result is an authentic, human-focused documentary that highlights engineering achievements and the evolving role of women in the sector.

Despite a budget of just £251,000, the film achieved more than a quarter of a million views and exceeded engagement expectations. It also won gold at the New York Film Festival. "This film combines technical complexity with human storytelling," commented one judge.

BEST USE OF VIDEO FROM THE OIL, GAS, MINING AND EXTRACTIVES SECTOR



Anglo American and Brunswick Group Silver

Anglo American's 'Sakatti' film, produced by Brunswick Group, showcases the company's innovative and sustainable approach to mining in Lapland. Capturing the project's potential to supply future-enabling metals, the film features local stakeholders, including a mayor and reindeer herder, and uses dynamic animations to depict the mining process. "Both authentic and technical," observed one judge.



Anglo American and Gorilla Gorilla! Bronze

Anglo American's 'Global Safety Day 2024 – Stand Up for Safety Together' film, produced with Gorilla Gorilla!, focuses on uniting employees and contractors in the shared commitment to safety. By adopting a cost-effective, user-generated approach, site-level teams capture authentic contributions on mobile phones, offering personal, emotional stories about why safety matters. "A powerful, grassroots-led approach," praised one judge.

BEST USE OF VIDEO FROM THE PROFESSIONAL SERVICES SECTOR



Institution of Engineering and Technology (IET) and Redactive Gold

The Institution of Engineering and Technology (IET) undertook a major video content overhaul in 2023, moving from educational long-form films to shorter, more engaging formats aimed at reaching the institution's 156,000 global members. The new video sub-brands, 'Expert Engineering' and 'Eccentric Engineer', present technical topics and quirky historical stories in creative, accessible ways.

Drawing on insights from its readership survey, IET worked with Redactive to target contractors and broader audiences, leveraging YouTube and other digital platforms to broaden engagement. The strategy has yielded impressive results, with the Expert Engineering series reaching more than 81,000 views and an average of 75% audience retention. The initiative has significantly improved IET's visibility and engagement, with more than 214,500 rich media engagements across 2024-2025. "A clever, audience-first strategy that enhances technical storytelling," said one judge.

BEST USE OF VIDEO FROM THE PROFESSIONAL SERVICES SECTOR



Grant Thornton and Kaptcha Silver

Grant Thornton's 'Alternatively' campaign, produced with Kaptcha, challenged conventions in professional services with 'The Button', an AI-driven hero film. This cinematic metaphor features everyday scenarios transformed by a button press, symbolising the firm's commitment to innovative thinking. "A bold, inventive use of AI," observed one judge.



PwC and The Edge Silver

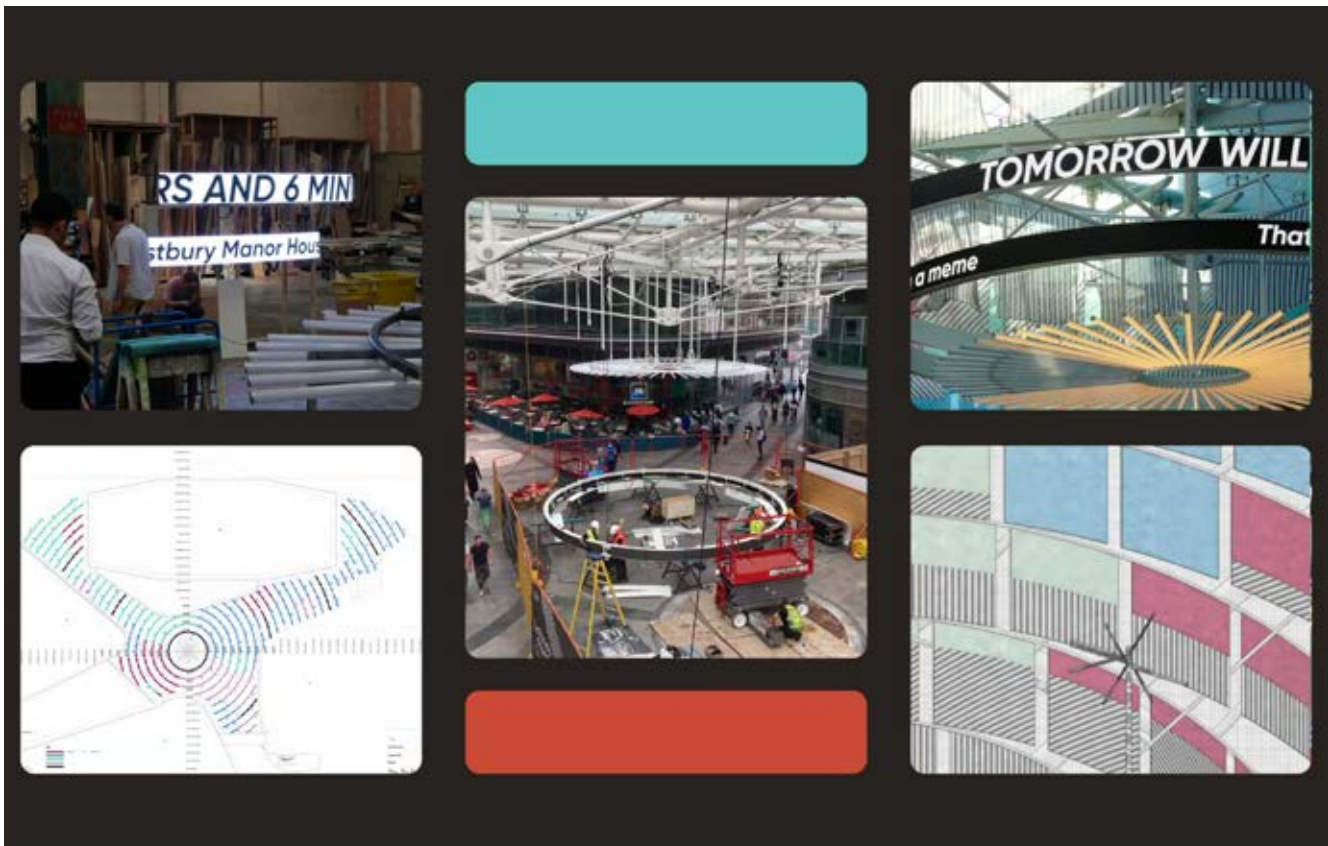
PwC's 'Stepping Up' is a drama series, produced with The Edge, designed for the Advanced Leadership in Dispersed Audit Teams (ALDAT) programme, aimed at developing leadership skills in fourth-year auditors. The seven-part series, set outside the audit context, uses relatable, high-stakes scenarios to teach coaching and resilience. Judges described the campaign as "relatable and engaging."



PwC and Plastic Pictures Bronze

'Tech Encounters', commissioned by PwC and produced by Plastic Pictures, humanises complex technologies through a documentary format that blends expert interviews, dynamic B-roll, and clear motion graphics. The film explores AI and sustainability in a relatable way, aiming to make innovation accessible to both specialists and broader audiences. Judges described the documentary as "captivating".

BEST USE OF VIDEO FROM THE PROPERTY, CONSTRUCTION AND FACILITIES MANAGEMENT SECTOR



Landsec and BearJam

Gold

Landsec's 'Winds of Change' captures the transformation of Cardinal Place in Victoria, from a transitional urban space into a vibrant, people-first destination. Through a cinematic documentary, the film, produced with BearJam, highlights public art, placemaking and community collaboration, showcasing the Four Winds installation and the Invisible Compass.

With a micro-influencer presenter and diverse voices, including artists and local users, the film brings the regeneration story to life. Using modern editing techniques like split screens and overlays, it blends architectural storytelling with personal reflections, making the content accessible and engaging. The project strengthens Landsec's placemaking narrative, positioning Cardinal Place as a living landmark and aligning with broader regeneration efforts in Victoria. "A beautifully crafted film that combines architectural transformation with community stories," said one judge.

BEST USE OF VIDEO FROM THE **PROPERTY, CONSTRUCTION AND FACILITIES MANAGEMENT SECTOR**



Barratt Redrow and Brunswick Group **Silver**

In 2024, Barratt Developments and Redrow merged to form Barratt Redrow, the UK's largest homebuilder. Brunswick Group led the communications campaign, including a powerful CEO launch film and an innovative hybrid 'Capital Markets Day'. The campaign blended visual identity and engaging content. Judges praised the "accessible and engaging" campaign.

BEST USE OF VIDEO FROM THE RETAIL SECTOR



Tiffany & Co. and Mediazoo

Gold

Tiffany & Co. sought to reframe its heritage through 'From the Archives', a cinematic three-part film series spotlighting iconic artefacts. The films, produced with Mediazoo, which include stories behind the Titanic captain's watch and French crown jewels, blend tactile storytelling with luxury visuals. With bespoke sound design and elegant motifs, each piece is treated as a character.

This campaign revitalised Tiffany's cultural legacy, drawing significant global engagement and positive sentiment, with 88% of social feedback being favourable. The campaign's success led to further commissions, deepening Tiffany's connection with its audience. Judges were impressed by the fusion of heritage with modern storytelling, describing the outcome as "emotionally and visually compelling".

BEST USE OF VIDEO FROM THE RETAIL SECTOR



Waitrose & Partners and Taylor Made Media **Silver**

Waitrose & Partners' 'A Pioneering Voice in Regenerative Farming' documentary, produced with Taylor Made Media, captures the scale and human spirit behind regenerative farming. Through aerial shots and intimate farmer portraits, the film follows a narrative arc of crisis and hope, blending technical precision with emotional storytelling. "A beautifully crafted film," said one judge.

BEST USE OF VIDEO FROM THE SPORT, TRAVEL, LEISURE AND TOURISM SECTOR



Team PAU and Reels in Motion

Gold

'Closing the Gap' is a pilot documentary from Team PAU, a charity striving to break down financial barriers in junior cycling and produced with Reels in Motion. With a £10,000 budget, the film captures the Junior Tour of Mendip, blending high-energy race footage with intimate personal stories of young cyclists from disadvantaged backgrounds.

The project highlights the challenges they face, while championing opportunity and inclusion in the sport. Featuring Sir Bradley Wiggins, the film achieved more than 6,500 YouTube views and extensive engagement on social media. Its success secured £120,000 in sponsorship and led to a significant rise in diversity within the sport. 'Closing the Gap' has since expanded into an eight-part series, influencing British Cycling's approach to grassroots funding and diversity. "A powerful, well-executed documentary that supports real-world change in cycling's accessibility," said one judge.

BEST USE OF VIDEO FROM THE SPORT, TRAVEL, LEISURE AND TOURISM SECTOR



Lumo and Hull Trains **Silver**

‘Open Access’ by Lumo and Hull Trains showcases the benefits of open-access operators, who pay for rail network access without government subsidies. The video, filmed across multiple locations, highlights increased investment and improved connectivity to underserved stations. Judges praised the campaign’s “humanisation” of the open-access model.



P&O Cruises and Stepping Stone Media **Bronze**

For the third consecutive year, Stepping Stone Media partnered with P&O Cruises to activate its sponsorship of the BAFTA Television Awards. Through a strategic video campaign, P&O seamlessly integrates its brand into BAFTA’s cultural narrative, featuring authentic moments with celebrities like Tom Grennan. Judges praised the campaign’s “powerful storytelling”.

BEST USE OF VIDEO FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR



Xbox with The Boo Agency and Nicely Done Productions

Gold

Xbox's 'Creativity Squared' campaign, created by The Boo Agency and Nicely Done Productions, celebrates Minecraft's 15th anniversary by showcasing the game's power to inspire global creativity. Ten artists from seven countries, spanning diverse disciplines, were tasked with creating unique works inspired by Minecraft. The resulting eclectic mix, from Japanese watercolours to Mexican street art, is captured in a 10-minute documentary.

Supported by trailers, the campaign achieved more than 71.7 million views, far surpassing its 5 million target. With global trends on TikTok and strong engagement across platforms, Minecraft reasserted its position as the world's original creative sandbox. Judges praised the campaign's "creative diversity", describing the work as "inspiring across generations and cultures".

Big Button's customer advocacy program for Postman transforms satisfied clients into brand ambassadors through high-quality video storytelling. The initiative has featured more than 30 clients across 10 countries, producing 230 outputs from 31 international shoots. Judges praised the campaign's "strategic insight" and "creativity".



To mark Bauer Media Group's 150th anniversary, a digital-first, design-led campaign celebrates its legacy while positioning the company as a forward-thinking media innovator. The campaign, produced with Plastic Pictures, features an interactive timeline website and refreshed visual identity. Judges praised the campaign as "innovative" and "bold".

BEST USE OF VIDEO FROM THE TRANSPORT AND LOGISTICS SECTOR



Embraer Commercial Aviation and Gravity Global

Gold

To launch the latest phase of Embraer's long-running Profit Hunter campaign, Gravity Global introduced a new twist: penguins as captivated admirers of the E2 aircraft. At the Paris Air Show, these flightless creatures became the campaign's emotional centre, highlighting the E2's superior performance, comfort and efficiency through a whimsical narrative.

A 70-second launch film, social media and on-site activations, including penguin-themed vinyls and plush toys, bring the concept to life. The penguins not only engaged audiences but also reinforced key product messages, sparking renewed interest across the entire buyer journey. Results included 1.44 million launch film views and 2.18 million engagements, cementing the E2's reputation as the leading small narrowbody jet. "A refreshing and memorable campaign that combines creativity with strategic impact," commented one judge.

BEST USE OF VIDEO FROM THE TRANSPORT AND LOGISTICS SECTOR



Lumo and Hull Trains **Silver**

Lumo and Hull Trains, two open-access operators, commissioned a heartfelt video to highlight their role in reshaping Britain's railways. By showcasing real staff on shift, the video emphasises the companies' commitment to better connectivity, service and value, while promoting their government-independent business model. Judges praised the campaign as "impactful and genuinely authentic."



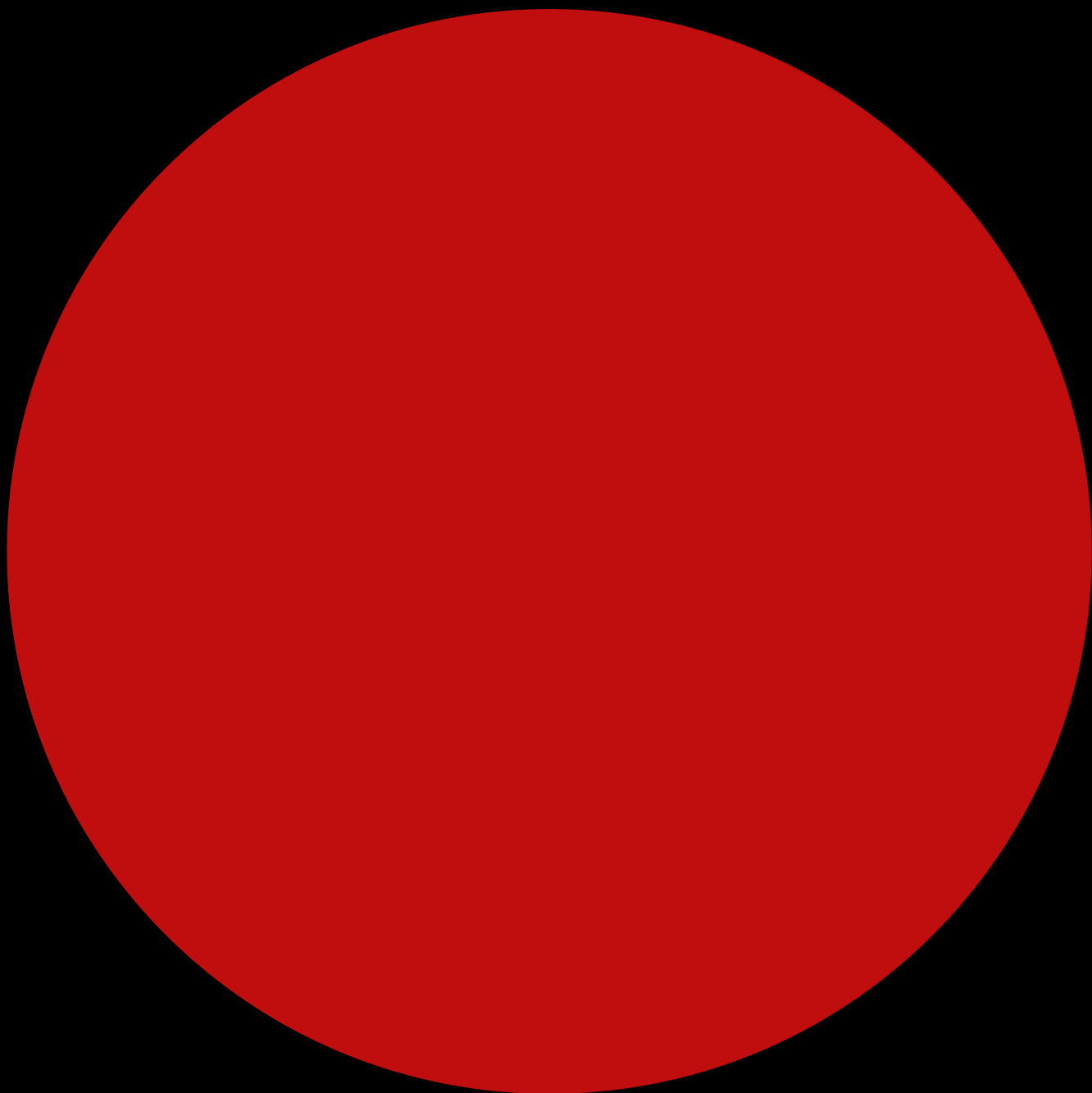
Amazon and Gorilla Gorilla! **Bronze**

Amazon's 'Gavin' film, produced with Gorilla Gorilla!, showcases the journey of a driven delivery service partner (DSP) owner. With a focus on balancing business success with personal passions, the film portrays Gavin's energy and community impact. Shot with cinematic intensity and kinetic editing, it inspires DSP leaders across Europe, driving awareness, recruitment and motivation. Judges praised the entry's "powerful storytelling".



EQT and Taylor Made Media **Bronze**

EQT's film for Nordic Ferry Infrastructure (NFI), produced with Taylor Made Media, repositions the company as a vital, sustainable transport leader. Through cinematic visuals of Nordic landscapes and intimate passenger moments, the film showcases NFI's scale and role in the green transition. Judges praised the combination of cinematic visuals with human stories.



GRAND ACCOLADES

VIDEO PRODUCTION COMPANY OF THE YEAR



Mediazoo

Mediazoo

Winner

Mediazoo is an agency that treats corporate storytelling with the seriousness and craft more often reserved for cinema. Its recent award-recognised work demonstrates a consistent philosophy: that complex institutions communicate best when they focus on people, not process.

For HSBC, Mediazoo reframed financial crime compliance as a human story. A series of short films, styled as crime documentaries, explores subjects ranging from shell companies to romance fraud and human trafficking. Shot partly in Mexico, the most affecting film uses the visual language of a missing-person investigation, combining anonymised testimony, domestic footage and forensic detail. The result is emotionally direct yet carefully judged, translating abstract risk into moral responsibility, and achieving an unusually high completion rate among internal audiences. Where HSBC required grit and urgency, Tiffany & Co. called for restraint and elegance. Mediazoo responded with a global employer-brand campaign that felt closer to a museum exhibition than a recruitment drive. Filmed across New York, Paris, London and Shanghai, the work centres on real employees, observed quietly at work while their voices guide the narrative. Iconic motifs, including the blue box and the yellow diamond, are woven in with a light touch, reinforcing heritage without overwhelming the human stories. A bespoke digital platform extended the films into a tactile, interactive experience that echoes the design house's devotion to craft.

Across both projects, Mediazoo shows a rare adaptability of tone, paired with a clear editorial sensibility. Whether addressing global crime or luxury heritage, the agency's work is marked by clarity, emotional intelligence and a belief that even the largest organisations are best understood through individual lives.

MORE CHANCES TO WIN



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VIDEO OF THE YEAR



Gendered Intelligence and Nowadays with Auspicious Group

Winner

'Waiting List' is a poignant short film that delves into the emotional turmoil of a young trans woman navigating the excruciating delays of gender-affirming care. Written and directed by Phoebe Brooks, it was produced in-house, with Auspicious Group, as part of the Nowadays Originals initiative and later gifted to the charity Gendered Intelligence. The film uniquely blends realism with striking visuals and immersive sound design, inviting mainstream audiences to step into a marginalised experience, engaging through atmosphere and empathy rather than explanation. Shot on a micro-budget of less than £2,000, the film was produced with a volunteer crew and donated locations, relying on the creative vision of its director and the power of storytelling over flashy production values. The narrative intercuts the quiet, bureaucratic reality of a GP appointment with imagined flash-forwards of a brighter, more fulfilling future, only to have those dreams shattered by the brutal reality of waiting times.

Beyond its artistic achievement, 'Waiting List' has made a significant impact. It has won multiple international awards, including the Grand Prix at the Cannes Corporate Media and TV Awards, and has been widely used by Gendered Intelligence in advocacy, raising awareness about the urgent crisis in healthcare for trans people. The film's resonance is evident from its organic reach on social media, where it continues to stir conversations on empathy, isolation and systemic neglect. Judges found this film "beautifully crafted", with an ability to "cut through the noise and leave a lasting impression".



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