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AWARDS
2026**

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- 5 Note from the editor
- 6 Meet the judges
- 8 The winners

CAMPAIGN EXCELLENCE

- 10 Best use of AI in Reputation, Policy Influence and Crisis Management
- 12 Best Use of AI in Internal Communications
- 14 Best Use of AI in ESG, CSR and Sustainability Communications
- 17 Best Use of AI in Media Relations and Content Strategy
- 19 Best Use of AI in Content Creation

CRAFT AND INNOVATION

- 22 Best AI Driven Insight, Measurement and Evaluation
- 24 Best Innovation in AI Tools for Communications

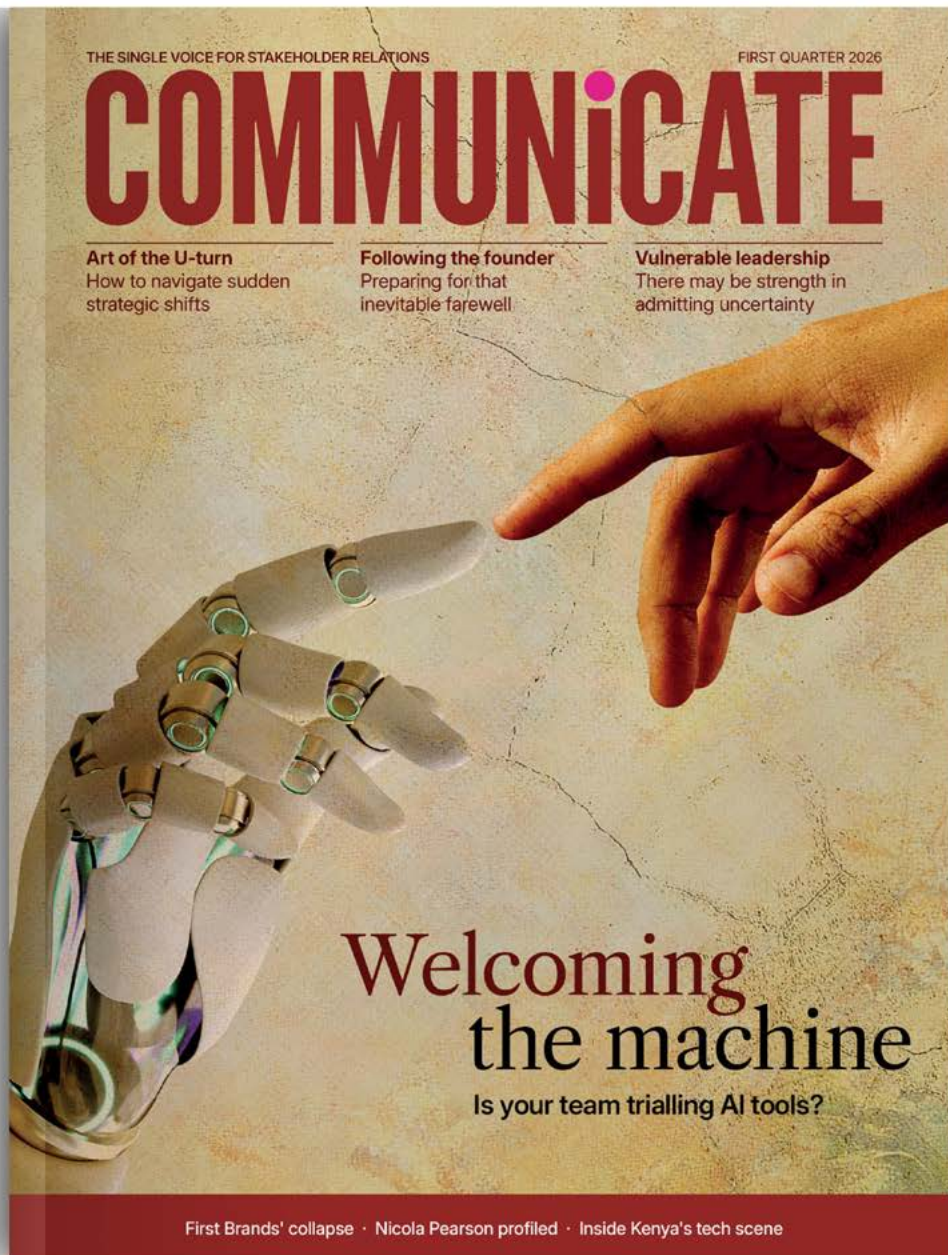
SPECIAL RECOGNITION

- 26 AI Communications Leader of the Year (Agency)
- 28 AI Communications Leader of the Year (In-house)

GRAND ACCOLADE

- 30 Grand Prix

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NOTE FROM THE EDITOR



REBECCA PARDON
EDITOR
COMMUNICATE MAGAZINE

The inaugural AI Comms Awards programme arrives at a crucial moment for the communications profession, as what was once a topic of speculation becomes an operational reality. Today, artificial intelligence influences the full scope of communications, from how organisations engage audiences and manage reputation, to how they deliver and measure their results.

Leafing through these pages, you will find winners representing the first generation of organisations and practitioners setting the benchmark for excellence in AI-powered communications. Their work spans everything from AI-driven crisis and regulatory management to multilingual internal communications and next-generation media strategy. Among the standout projects are Burson's work helping a major international airline navigate complex environmental regulations, and Content Engine Studios' Grand Prix-winning digital twin campaign, which transformed technical training into globally scalable content with measurable commercial impact.

Collectively, these campaigns demonstrate not only innovation, but a growing commitment to transparency and trust. As AI becomes embedded in the communications function, this inaugural cohort offers an early view of the standards and ideas that are shaping the profession's future.

MEET THE JUDGES



Premal Desai
Former head of data and AI
The Gym Group

Premal is the former head of data and AI at The Gym Group, where he led initiatives spanning data strategy, data engineering, analytics and data science. He has held senior global data roles across the financial and technology divisions at Thomson Reuters, as well as leading product and proposition teams at Orange (France Telecom) and began his career in strategy and marketing consulting. Premal is also an active seed investor supporting early-stage businesses.



Holly Donahue
Former global communications and marketing professional
Institute for Law & AI

Holly is a global communications and marketing professional with experience spanning investor relations, media, brand strategy and public affairs. She has led integrated communications campaigns that build brand visibility, support commercial growth, generate high-quality leads and strengthen organisational reputation. Holly began her career in investor relations before moving into digital marketing at The Economist Group. Recently, she helped build the communications function at the Institute for Law & AI, a think tank focused on the intersection of artificial intelligence, law and public policy.



Tom Glover
Senior director of communications
Niantic Spatial

Tom is a senior director of communications at Niantic Spatial, a new geospatial AI start-up, where he leads global external communications. He joined the original Niantic in August 2022 to head Pokemon GO and technology communications across Europe, having previously co-led the London Technology and B2B team at PR agency Golin. With a track record spanning consumer, technology, media and education sectors, he has built and protected the reputations of globally recognised brands in-house and in agency, including the Clubhouse, Garmin, LEGO Group, Pearson, the Financial Times and Oracle.



Julia Holmes
Head of communications EMEA and Japan
Getty Images

Julia is a senior communications and corporate affairs leader with more than 15 years building business and expanding audiences in EMEA and APAC. She partners closely with C-suite and leadership on the issues that matter most: reputation, risk, investor confidence and the narratives that drive trust and long-term value. Her experience spans corporate communications, PR, AI (advocacy, product and brand), crisis and issues management, ESG and investor relations - across markets from London to Tokyo to Dubai.



Kostis Kampanos
Head of digital communications
corporate communications
Ipsen

Kostis is a dynamic and strategic marketing leader with more than 10 years of experience driving business growth through integrated marketing, sales and omnichannel strategies. Throughout his career, he has successfully led brand development, digital and social media initiatives, customer insights programmes, business development and sales operations across a diverse range of industries, including pharmaceuticals, consumer goods, automotive, telecommunications and banking.



Louise Pyman
Global head of digital channels
Haleon

Louise is a corporate and brand communications professional and writer with more than 15 years of experience in global corporate brand communications and reputation. She is currently global head of digital channels, content and editorial at FTSE 100 consumer health company Haleon, covering internal and external communications. Prior to that, Louise spent six years at luxury goods company Burberry in various roles across external comms, PR, website and social media. Her career started as a journalist in Australia, before moving to the other side as a comms advisor at Tulchan Communications.

MEET THE JUDGES



Jane Sayers
Chief film lead
Shell

Jane is a senior creative and agency leader with over 18 years' experience shaping premium, integrated storytelling for global audiences. Currently global discipline lead for film and photography at Shell, she has evolved the company's in house film capability, founding Content Engine Studios and future proofing it across social, live broadcast and AI enabled storytelling. Jane is recognised for her trusted, effective leadership, strategic left/right brain thinking and forming and leading teams to deliver engaging, high impact, award winning work - including Emmy winning content.



Zoe Shaughnessy
Former head of internal
communications and engagement
Alzheimer's Society

Zoe was the former head of internal communications and engagement for Alzheimer's Society where she led efforts to make communication more human, transparent and engaging. A Fellow of the Institute of Internal Communications with a passion for storytelling and culture-building, Zoe has worked across industries from telecommunications to investment banking to support change, strengthen leadership communication and improve colleague experience. She is also interested in how digital tools and data insights can be used to create more meaningful workplace connections.

THE WINNERS

CAMPAIGN EXCELLENCE

Best use of AI in Reputation, Policy Influence and Crisis Management

Gold – Major international airline and Burson

Silver – US and Iran Conflict AI Insights Suite with CARMA

Best Use of AI in Internal Communications

Gold – Content Engine Studios

Silver – Bellway

Bronze – Kent and Interact Software

Best Use of AI in ESG, CSR and Sustainability Communications

Gold – Nature Impact and BearJam

Silver – Major international airline and Burson

Best Use of AI in Media Relations and Content Strategy

Gold – Fastly and With

Silver – Global NGO and Robin

Bronze – SS&C Blue Prism and Agency

Best Use of AI in Content Creation

Gold – Bellway

Silver – Haleon and Black Sun Global

Bronze – Tricorp Workwear and Happy Horizon

CRAFT AND INNOVATION

Best AI Driven Insight, Measurement and Evaluation

Gold – Haleon and Black Sun Global

Gold – US and Iran Conflict AI Insights Suite with CARMA

Silver – PR Toolkit

Bronze – YourStory PR

Best Innovation in AI Tools for Communications

Gold – AMC Global Media – UK

Gold – Comms With AI

Silver – Happy Horizon

Bronze – Global NGO and Robin

Bronze – PR Newswire

SPECIAL RECOGNITION

AI Communications Leader of the Year (Agency)

Winner – Michael MacLennan, Comms With AI

Highly commend – James Hilditch, BearJam

AI Communications Leader of the Year (In-house)

Winner – Louise Pyman, Haleon

Highly commend – Adrienn Varadi, AMC Global Media – UK

THE
WINNERS

GRAND PRIX

Content
Engine Studios
Winner

BEST USE OF AI IN REPUTATION, POLICY INFLUENCE AND CRISIS MANAGEMENT



GOLD

Major international airline and Burson

Burson developed a bespoke AI agent and compliance triage tool to support a major international airline navigating complex environmental regulations and laws. Designed for a high-emission sector, the tool was trained on multi-jurisdictional regulatory frameworks, best practice guidance, case histories and legal rulings. It assessed risk by analysing over 100 pieces of content across the airline's digital platforms. This enabled the client to focus senior advisory review on the most critical and evolving risks, improving efficiency and oversight. The tool's insights directly informed operational changes, including the repainting of aircraft livery, and helped the airline avoid regulatory intervention relating to environmental claims. The project demonstrates how AI can be applied to real-world regulatory challenges with clear business impact. Judges described it as a "highly credible and strategically strong use of AI tackling a complex, real-world regulatory risk with clear business consequences."

BEST USE OF AI IN REPUTATION, POLICY INFLUENCE AND CRISIS MANAGEMENT



CARMA

SILVER

US and Iran Conflict AI Insights Suite with CARMA

CARMA delivered AI-powered insight services, including a live global media intelligence hub, rapid-response briefings and in-depth analysis. This enabled organisations to track narratives, understand impact and respond quickly across regions during a fast-moving geopolitical crisis. Judges praised it as “a phenomenal solution” providing reliable sources and real-time strategic insight when it mattered most.

BEST USE OF AI IN INTERNAL COMMUNICATIONS



GOLD

Content Engine Studios

Content Engine Studios developed a series of AI-powered training films to refresh its internal communications strategy and better engage its global sales team. The aim was to simplify and communicate complex information about its Lubricants portfolio in a more engaging, accessible format. After six months of research and development, the team created a bespoke AI-powered Digital Twin, modelled on a senior lubricants engineer. This enabled the production of multilingual video content that could be rolled out consistently across global teams. In total, ten AI-enabled films were produced, delivering clear, creative and visually consistent messaging. The solution transformed highly technical content into effective, sales-driving material that could be easily understood and deployed across regions. Judges praised the work for its strong commercial impact, describing it as a “great blend of innovation, creativity and execution” in internal communications.

BEST USE OF AI IN INTERNAL COMMUNICATIONS



SILVER

Bellway

Bellway worked with Liberty PR to harness the capabilities of AI in its communications strategy and enhance internal engagement. An emotive AI generated video celebrated the organisation's eightieth anniversary, and an AI Navigation personal assistant tool transformed the user experience on its employee app. Judges thought the work was "compelling and engaging" and praised the "well-rounded, practical and scalable application of AI."



BRONZE

Kent and Interact Software

Kent Group partnered with Interact Software to deliver a unified intranet that used AI to transform the digital workplace from a fragmented and bottlenecked system into a comprehensive and personalised system. The intranet features an AI search assistant, social content stream and Microsoft 365 integration. "Strong implementation with a clear adoption strategy and impressive organisational impact," said the judges.

BEST USE OF AI IN ESG, CSR AND SUSTAINABILITY COMMUNICATIONS



GOLD

Nature Impact and BearJam

BearJam partnered with Nature Impact to launch a novel sustainability initiative. The Nature Impact Contribution allocates 1% of revenue generated from AI-intensive projects to English nature restoration. By using AI to launch a campaign about responsible use, BearJam delivered a bold and impactful contribution model addressing ethical concerns around use of the technology. Claude was used to inform the development strategy and communications output. Claude Code was used to write the website and build the landing page. The AI-augmented production model was also used to develop a site visit film at Kensham Habitat Bank, the Earth Day LinkedIn launch, and press rollout. The result was the successful repositioning of BearJam as an ethical AI production company. The judges thought this was a refreshing and progressive use of AI in sustainability communications. "Highly distinctive and credible ESG communications initiative," said one judge.

BEST USE OF AI IN ESG, CSR AND SUSTAINABILITY COMMUNICATIONS



SILVER

Major international airline and Burson

Burson created a specialist AI agent to analyse data relating to greenwashing regulation claims. Designed for a major international airline, the AI tool was trained on vast amounts of data from the airline's own content and wider sector news. The output informed the environmental strategy and strengthened compliance with regulation. "Innovative use of agentic AI to tackle a meaningful business issue," said one judge.



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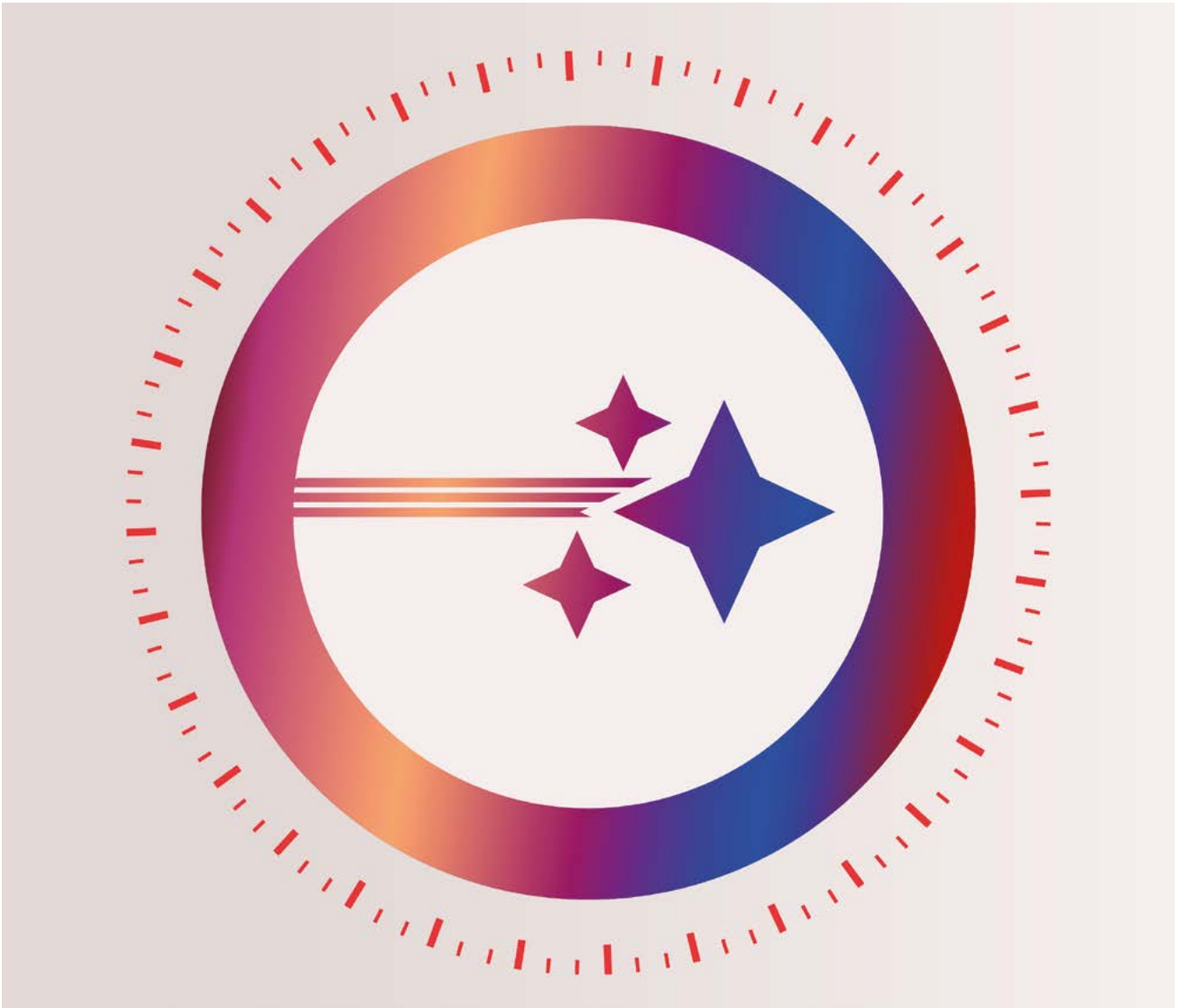
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BEST USE OF AI IN MEDIA RELATIONS AND CONTENT STRATEGY



GOLD

Fastly and With

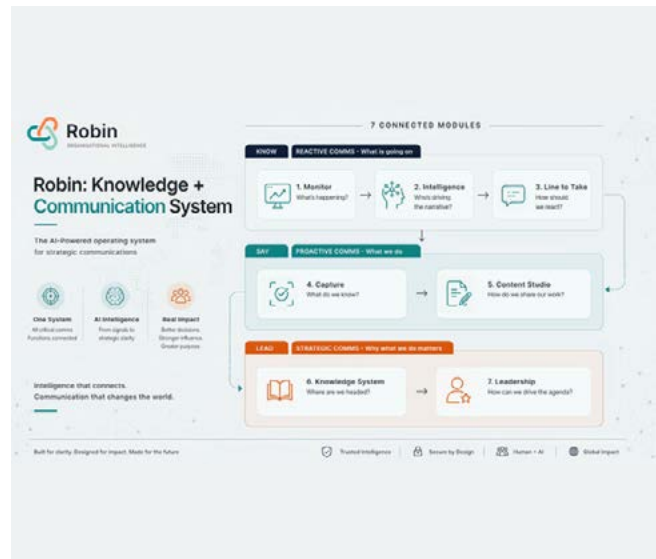
Fastly worked alongside With to deliver a bespoke AI messaging agent that mapped the competitive landscape, informing both the media relations and content strategy. Built around a three-pillar framework 'Control, Protect, Create', the AI messaging agent unified internal stakeholders and gave the media team differentiated angles to take to market across exclusives, bylines, panels and publisher roundtables. The AI messaging agent identified clear narratives, built synthetic audiences of Fastly's target personas, and tested messaging resonance. The comprehensive use of AI involved several stages of data gathering, planning and impact analysis to ensure the output directly addressed the needs and concerns of publishers. The result was sharpened messaging which resonated with publisher customer base and strengthened relationships. The judges described the use of AI as "a stroke of genius" and "a well-rounded, insight-driven and creatively executed campaign."

BEST USE OF AI IN MEDIA RELATIONS AND CONTENT STRATEGY

SILVER

Global NGO and Robin

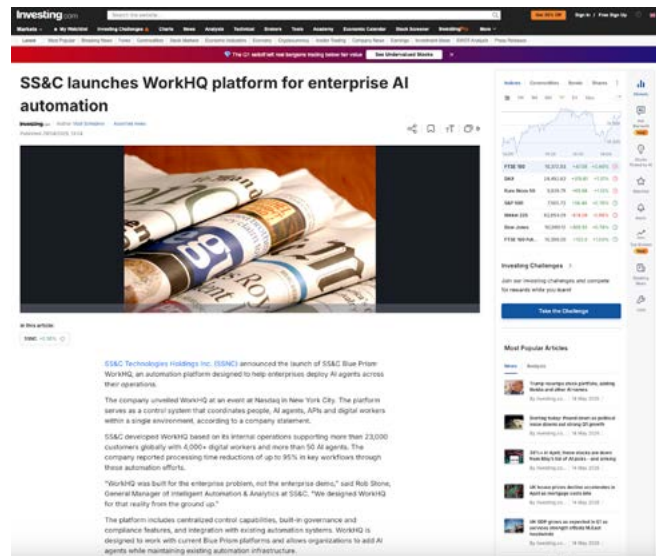
Robin was tasked with connecting the media relations pipeline from signal to response for a Global NGO. A reactive communications system streamlined monitoring algorithms, intelligence layer analysis, and response generation. The content strategy and refreshed system was built within the client's SharePoint platform and retained its authentic voice and tone. "A creative use of AI to meet a client problem," said one judge.



BRONZE

SS&C Blue Prism and Agency

Agency deployed its AI-powered media and influence intelligence capabilities to transform how SS&C Blue Prism monitors, understands and acts on the media and influencer narratives shaping its strategy. Through its AI-powered content strategy tool and targeted News Intelligence module, Agency provided an interactive and curated newsfeed tailored to SS&C Blue Prism's core messaging areas and facilitated greater media engagement at faster speed.



BEST USE OF AI IN CONTENT CREATION



GOLD

Bellway

Bellway's communications team worked with Liberty PR to maximise reach and engagement across its channels and deliver an enriched experience for colleagues. The two-person team adopted a strategic approach to utilise AI and communicate with over 2,500 employees. At the centre of its strategy was the creation of an AI-generated podcast using an easily accessible personalised audio. Bellway also created a bespoke AI generated video to celebrate 80 years of history, taking the viewer through a historic journey of different Bellway homes. The Pathways employee app became a trusted source of information supported by an AI personal assistant to support each employee. The judges thought this work showed how AI can consistently enhance content production across formats and channels to drive measurable impact. "Strong, practical application of AI for scalable content creation, particularly impressive given the small team," said one judge.

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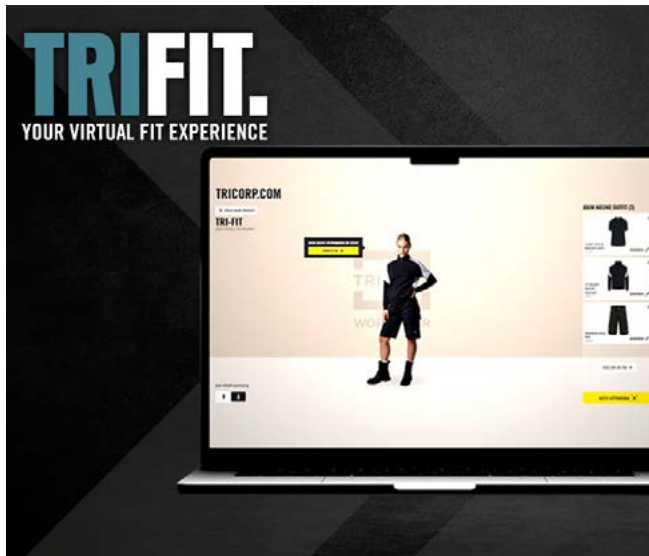
BEST USE OF AI IN CONTENT CREATION



SILVER

Haleon and Black Sun Global

Haleon harnessed AI to address the weak links in its content strategy. Black Sun Global delivered a comprehensive AI-informed workflow including an in-house AI powered tone of voice, an automated data insights dashboard, and improved content discoverability. "Thoughtful and strategically sophisticated use of AI in content creation" driven by a "team willing to take learnings and move with the times," said the judges.

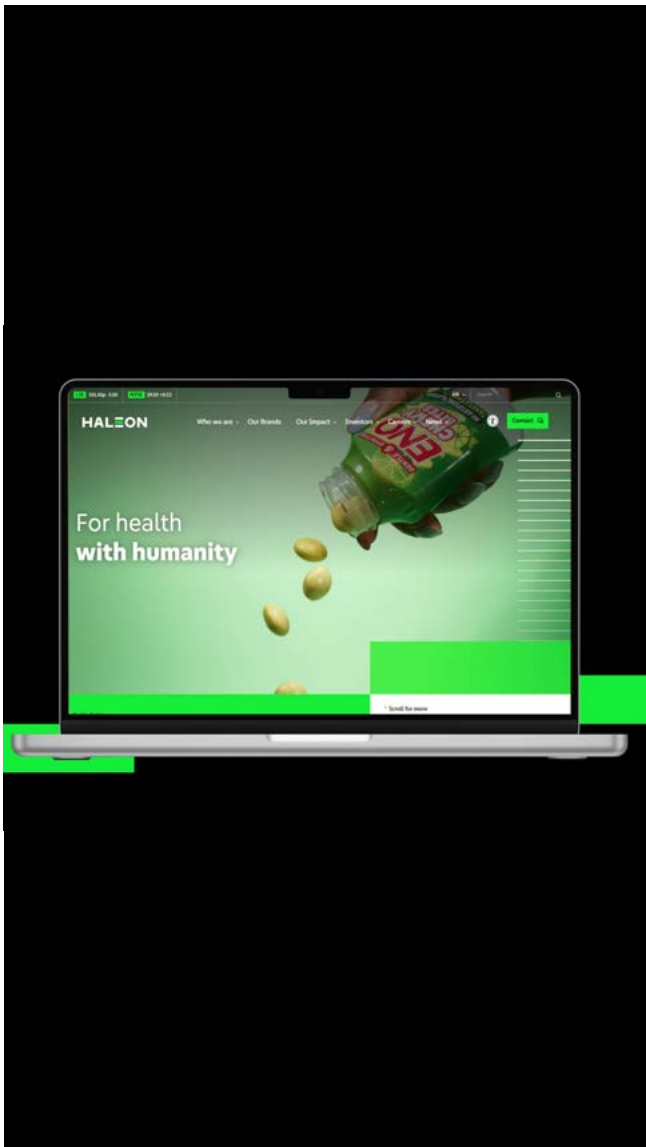


BRONZE

Tricorp Workwear and Happy Horizon

Tricorp Workwear worked with Happy Horizon to help its customers see complete outfits, visualise wearing them, and actively engage with the brand. Its existing production selection was transformed using a purpose-built content engine which generated highly relevant personalised and scalable visual content. Judges thought the virtual fitting room was "an application of AI content creation built on great insights and gamification."

BEST AI-DRIVEN INSIGHT, MEASUREMENT AND EVALUATION



GOLD

Haleon and Black Sun Global

Haleon and Black Sun reimagined Haleon.com for an AI-first future after discovering LLMs vastly outnumber human visitors. The research identified three buckets of website traffic: human visitors, LLMs, and humans referred from an LLM. Data and insights were then gathered to analyse engagement across each bucket. Engagement from human visitors referred through LLMs were significantly more engaged than those who typed in the URL. Haleon improved LLM accuracy and boosted AI-driven traffic, while also implementing a programme of continuous monitoring of performance across both traditional analytics and AI. The judges were impressed not only by the recognition of an opportunity but also by innovative steps taken to unlock it. "Particularly excellent insight and a fantastic piece of work," said one judge.



CARMA

GOLD

US and Iran Conflict AI Insights Suite with CARMA

CARMA wanted to provide support and clarity to its clients and other organisations in a time of need and uncertainty as they struggled to navigate the news of strikes and retaliation attacks in Iran. With millions of news stories being published, narrative drift, misinformation and disinformation became increasingly prevalent within digital coverage. CARMA's execution and implementation strategy combined cross-team collaboration, innovative methodology and complex prompts to distil data and provide clear insights. The Command Centre collected and analysed global media coverage and social media channels from over 80 countries in 20 languages. Judges noted the swift response to a pressing need for insights. "Impressive depth of approach, research planning and implementation," said one judge.

BEST AI-DRIVEN INSIGHT, MEASUREMENT AND EVALUATION

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Press Release Scorer

Score your press release across multiple assessment dimensions

Assessment Category	Questions	Max Points
Initial Cut-Through	5	30
Story Substance	7	42
Practical Usability	6	36
Editorial Confidence	7	42
Broadcast Viability	6	36

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Select Population *

Choose a population for analysis...

The AI will analyze your press release from this population's perspective

Assessment Mode *

Broadcast
TV news, radio

Print - Digital
Newspapers, trade press, online publications

Print & Broadcast
Comprehensive comparison across both mediums

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When enabled, the tool will assess the supplied text with respect to B-roll footage. Please include details in the press release text about the available B-roll content, its relevance, the duration, format, accessibility, and other details. Contact us at sales@yourstorypr.com for more information.

SILVER

PR Toolkit

PR Toolkit is an AI-powered measurement and evaluation platform that lets PR and communications teams test headlines, press releases and campaigns against modelled audiences before publication. The Tool replaced gut-feel decisions with measurable, evidence-based evaluation. It measures and predicts the full lifecycle of copy by providing LLM-based simulations grounded in real human data. "Exploratory and experimental in approach with impactful results," said one judge.

BRONZE

YourStory PR

YourStory PR embedded AI across its insight, measurement and evaluation framework to transform how communications performance is understood and optimised. It combined different AI tools with a structured prompts library and human-led oversight. The result was a refreshed AI-powered system which turns vast volumes of data into clear actionable insights. "Great results across a range of KPIs," said the judges.



BEST INNOVATION IN AI TOOLS FOR COMMUNICATIONS

AMC GLOBAL MEDIA **AMC Global Media UK — Industry Events Master Calendar 2026**

DOCUMENT OVERVIEW

Component	Description	Business Value
Master Calendar	27 industry events with auto-updating status	Real-time visibility of event pipeline
MD Priority Shortlist	Executive-level filtered view of strategic events	Leadership decision support
Competitor Map	11 competitors tracked across all events	Competitive intelligence at a glance
Companies to Track	23 key partners/targets with relationship goals	Stakeholder relationship management
Awards Calendar	36 awards tracked with deadlines & entry status	Recognition & profile-raising strategy
2027 Planning	Forward planning for next year's calendar	Continuity and long-term planning

KEY STATISTICS (Live Data)

Metric	Count
Total Events Tracked (2026)	27
High Priority Events	12
Events This Week	0
Events in Next 7 Days	0
New Events Added	8
Competitors Tracked	12
Partner Companies to Track	23
Awards Monitored	36
Awards Targeted for Entry	16
Speaking Slots Confirmed	2

SMART FEATURES & AUTOMATION

Feature	How It Works	User Benefits
Auto-Updating Status	Formula compares event dates to TODAY()	No manual updates — always current
Status Icons	▲ This week ↓ 7d away 📅 4wks away	Instant visual triage
Priority System	High Medium Low Past	Clear resource allocation hierarchy
New Event Flags	• marks newly added events	Change tracking without version control
Competitor Matrix	🟢 Strong 🟡 Selective 🟠 Absent	Strategic positioning at a glance
Multi-Stakeholder Views	Separate sheets for MD, Content, Commercial	Role-based filtering
Award Deadline Tracking	Entry deadlines, ceremony dates, status	Never miss a submission window
Forward Planning	2027 sheet pre-populated with recurring events	Continuity across planning cycles

BUSINESS IMPACT & STRATEGIC VALUE

Strategic Pillar	Events Aligned	Example Outcomes
Streaming Growth & FAST	OTT Question Time, Amagi, CTV Summit	Platform partnerships, FAST carriage
Theatre Content	RealScreen, Sheffield Doc/Fest, Content London	IP acquisition, co-production
CTV Monetisation	New Video Frontiers, Future of TV Ads, IBC	Ad-tech partnerships
UK Industry Positioning	Edinburgh TV Festival, BAFTA, Broadcast Awards	Profile-raising, commissioner access
Premium Scripted	Series Mania, MIPCOM, Content London	European co-production

WHO USES THIS & HOW

User	Primary Sheet(s)	Use Case
Managing Director	MD Priority Shortlist, Master Calendar	Strategic event selection
Content Team	Master Calendar, Companies to Track	Acquisition targets, co-pro partners
Commercial / Ad Sales	Competitor Map, Companies to Track	Partner meetings, positioning
Comms / PR Team	Awards, Master Calendar	Award entries, media opps
All Teams	2027 Planning	Forward planning, budgets

Document auto-updates on open • 6 integrated sheets • Created for AMC Global Media UK

GOLD

AMC Global Media – UK

AMC Global Media built a suite of AI-powered communications tools from scratch, designed by a two-person team to transform how executive communications are planned, produced and delivered without increasing cost or resource. The ambition was to create practical, scalable tools that embed AI directly into day-to-day workflows. The toolkit comprised of five components: a modular weekly intelligence brief prompt, a four-tab industry events calendar, an executive voice profile system, a LinkedIn content pipeline, and an AI Playbook. Developed through self-directed learning in a matter of months, the project demonstrates innovation at scale without technical resource. Judges praised the work as “a resourceful and clever use of AI” and “a great example of how one individual can make a big difference for their company.”

Comms with AI — DEPLOY

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62 templates, tested prompts and structured workflows for communications teams.

COMMSWITH.AI — COMMS WITH AI

Comms with AI — TOOLS DIRECTORY

AI tools for comms, honestly reviewed.

36 tools assessed against real communications workflows.

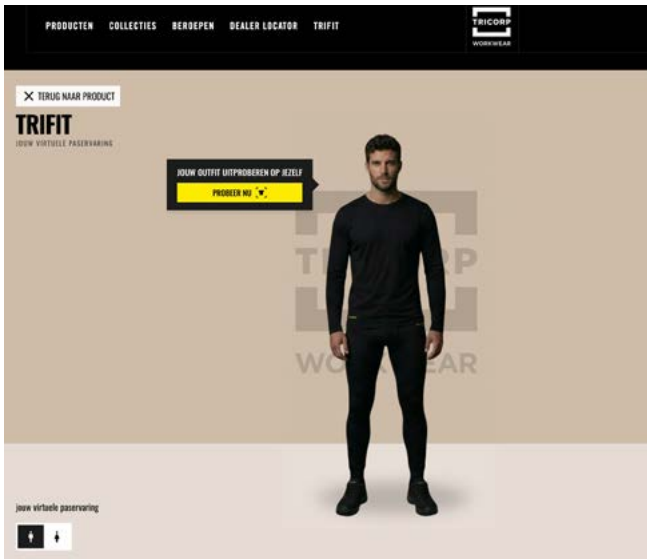
COMMSWITH.AI/TOOLS — 36 REVIEWED

GOLD

Comms With AI

Comms With AI is a platform designed to provide communications professionals with a complete operating system for AI-powered work. The Comms With AI Operating System mirrors how communications teams plan and deliver work, combining templates, AI prompts and human review checklists to support consistent, high-quality outputs. The platform addresses a clear gap in the market by providing a strategic, practitioner-built operating model for external communications professionals, including PR directors, corporate affairs leaders and agency strategists. It enables teams to move beyond understanding AI to embedding it across their entire function. Judges described the work as “simple, specific and scalable.” One judge noted, “this is an innovative tool grounded in strong communications use cases and delivering real results.”

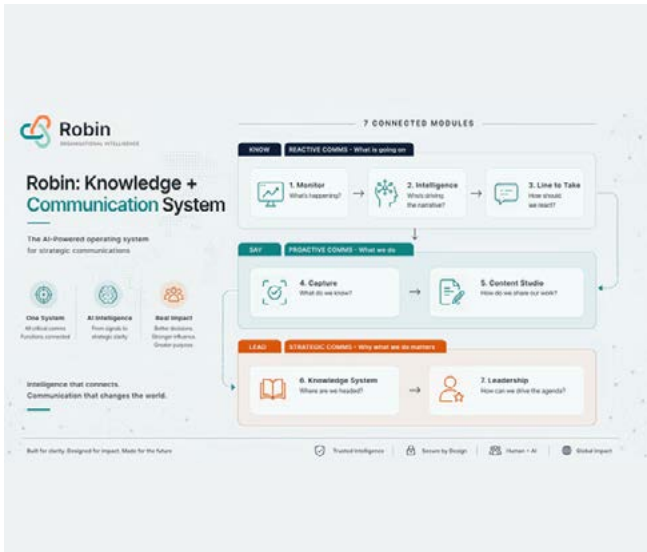
BEST INNOVATION IN AI TOOLS FOR COMMUNICATIONS



SILVER

Happy Horizon

Happy Horizon developed a model to transform communications into measurable AI visibility by integrating PR, SEO and content within one unified tool. The Happy Horizon AI Optimizer features a Citation Engine tracking AI outputs, a competitor-benchmarked visibility score, and continuous optimisation across channels. Judges praised the innovative approach, describing it as a “great idea based on strong research.”



BRONZE

Global NGO and Robin

Robin developed an AI-driven reactive communications system that connected monitoring, intelligence, and response. Using contextual relevance scoring, narrative analysis, and rapid drafting, it replaced fragmented tools and cut response times to under an hour. Built within SharePoint, it delivers aligned, on-brand outputs to function as both a communications and knowledge system. “Smart application of technology that saves the NGO time weekly,” said one judge.



BRONZE

PR Newswire

PR Newswire launched Amplify, an AI-powered platform designed to modernise communications and accelerate generative engine optimisation. Integrated content creation, optimisation and distribution enabled PR professionals to reach audiences across different channels within a single workflow. The end-to-end system combined AI capabilities with trusted distribution expertise and performance insights for a communications audience. “Impressive, research-led and fully integrated platform,” said one judge.

AI COMMUNICATIONS LEADER OF THE YEAR (AGENCY)



WINNER

Michael MacLennan, Comms With AI

Michael MacLennan has established distinctive models for how AI capability can be built, tested, and shared within the communications profession. As a communications strategist and AI implementation practitioner, he has created two leading platforms that demonstrate a transparent, practitioner-led approach to applied AI. This work is embodied in Applied Comms AI, a thought leadership and learning platform, and Comms With AI, a practitioner-built platform for AI-powered communications work. Michael brings technical depth to his practical implementation work. His influence and forward-thinking approach have led to roles as a director on the ScotlandIS board, founder of

strategic consultancy Faur, and freelance digital and social director with Grayling.

What distinguishes Michael is his commitment to hands-on AI implementation and his willingness to share learnings openly, including when experiments fail. Working independently, without large-agency infrastructure, he has produced highly transferable methodologies that are already shaping how communications professionals adopt AI.

AI COMMUNICATIONS LEADER OF THE YEAR (AGENCY)



HIGHLY COMMENDED

James Hilditch, BearJam

James Hilditch rebuilt BearJam as an AI-first business, creating AI-driven services, assembling a specialist team, and leading a visible transformation across the video production sector.

AI COMMUNICATIONS LEADER OF THE YEAR (IN-HOUSE)



WINNER

Louise Pyman, Haleon

Louise Pyman has transformed Haleon's Corporate Affairs function by pioneering a practical, people-led Data and AI strategy that delivers real business impact. Starting with hands-on experimentation, she identified how AI could solve existing challenges, interviewing Corporate Affairs teams globally and building a diverse international group to shape both the strategy and its investment case. To deepen her expertise, Louise completed an intensive course in Machine Learning and AI business implementation at Saïd Business School, Oxford. She designed a first-of-its-kind Corporate Affairs AI strategy framework, merging technical insight with functional needs.

Driven by curiosity and creativity, Louise developed an AI digital twin to produce short training videos, upskilling

teams at zero cost. She also led initiatives to track and influence how AI bots and LLMs discover and cite Haleon content. The result is a step-change in performance across AI channels, positioning Louise as a standout leader in AI-driven communications.

AI COMMUNICATIONS LEADER OF THE YEAR (IN-HOUSE)

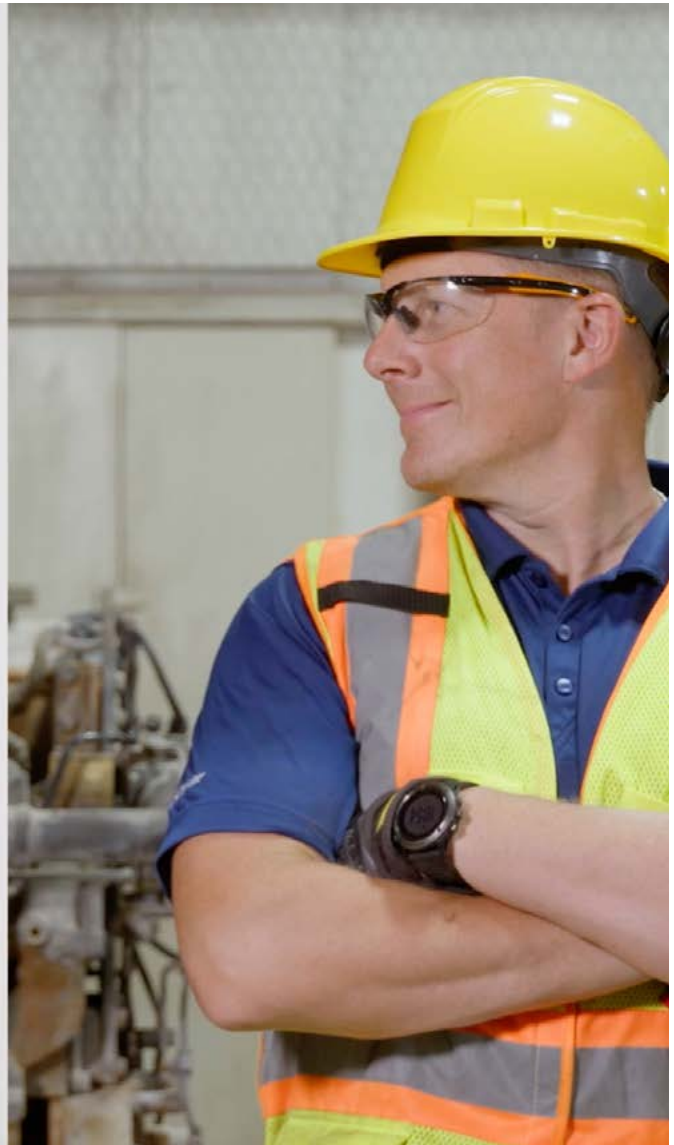


HIGHLY COMMENDED

Adrienn Varadi, AMC Global Media – UK

Adrienn Varadi led self-taught applied AI initiatives, building a five-tool executive communications programme that redefined communications leadership and shifted perceptions from support function to trusted strategic capability.

GRAND PRIX



WINNER

Content Engine Studios

Content Engine Studios showcased a pioneering use of AI that redefined how complex technical knowledge can be communicated at scale, with creativity, consistency and measurable commercial impact. Developed for its business partner, Global Lubricants, Project Elevate addressed a clear and pressing need to equip a global salesforce with confidence through engaging, accessible content. Despite tight budgets and multi-market requirements, Content Engine Studios delivered a bold AI-first solution, creating an AI-powered digital twin of a senior lubricants engineer to deliver highly technical training content consistently and in multiple languages. Judges praised the work as “progressive and innovative, with impact stats to back it up,” noting that the digital twin concept is “not easy to do well, especially in a live environment.” The campaign delivered ten AI-enabled

training films, dramatically reducing production costs while improving localisation, consistency, and speed. Early results in China alone showed lubricant volume sales increasing by 2.3 million litres in the first quarter, average B2B hit rates rising from 20% to 31%, and sales cycle times reduced by over 70 days.

Judges also highlighted the “great blend of innovation, creativity, and execution,” describing the solution as “fun, creative, and globally scalable,” and commending the team’s willingness to embrace AI rather than fear it. With strong commercial outcomes, forward-focused thinking, and creative bravery, Project Elevate stood out as a clear Grand Prix winner, demonstrating what AI-powered communications can unlock when innovation is grounded in real business need.

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