

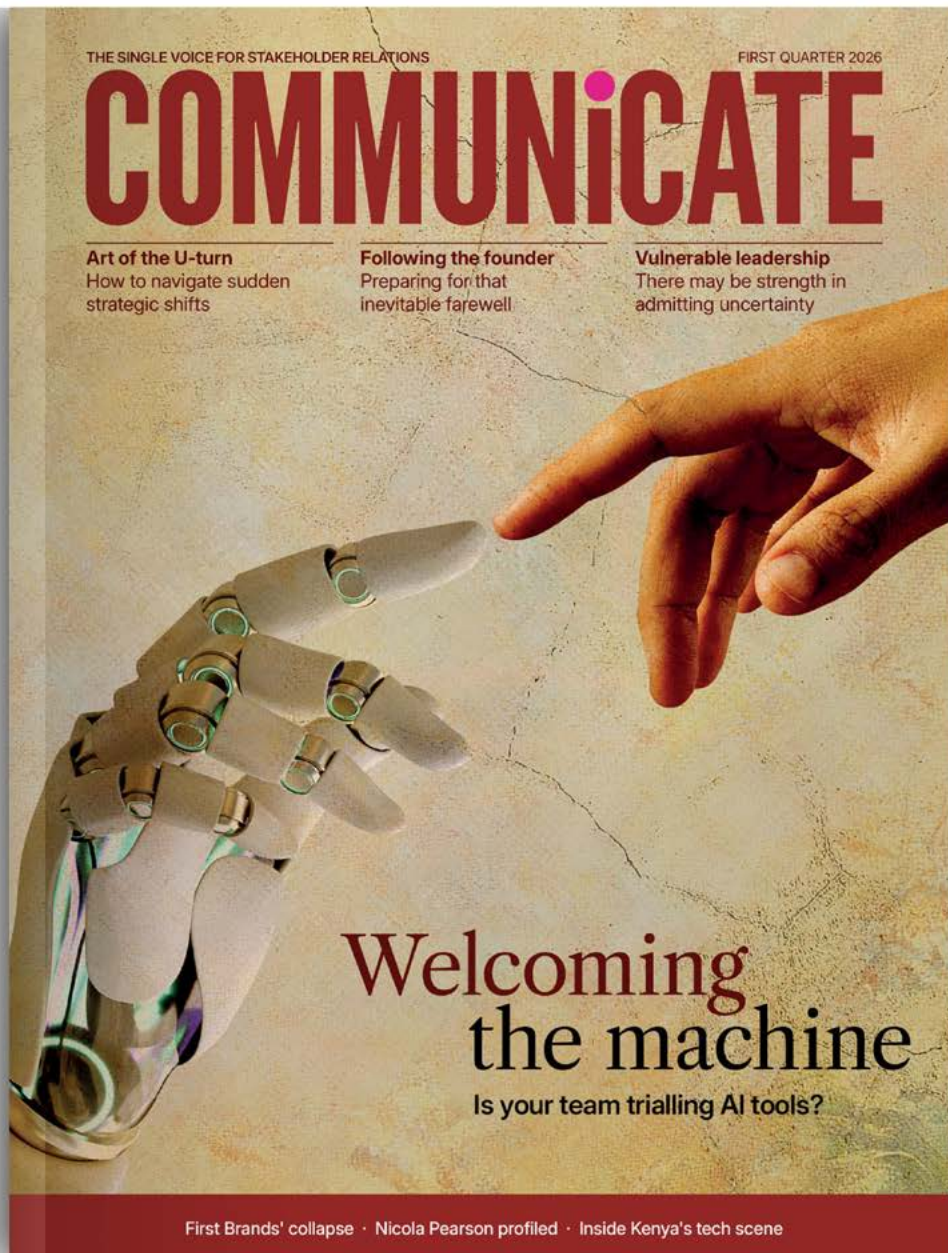


WINNERS BOOK

corporate
content
awards ²⁰²⁶

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NOTE FROM THE EDITOR



Rebecca Pardon
Editor
Communicate magazine

What has become especially clear in the ninth year of the Corporate Content Awards is the enduring pull of a well-told story. At the centre of every memorable communications campaign lies narrative craft, and this year's winners have demonstrated that corporate initiatives can possess all the nuance and emotional resonance of long-form journalism or cinema.

From carefully paced documentaries to deft, playful animation, the breadth of work recognised by the awards reflects the increasingly sophisticated landscape of corporate content. The strongest entries did more than communicate; they held attention, stirred feeling and invited audiences into worlds both thoughtful and persuasive.

Among those audiences sit our judges. Judging days remain one of the great pleasures of the awards calendar: rooms filled with spirited discussion and considered debate as the year's standout work is reviewed. This year's winners proved that even the most complex or sensitive subjects can be translated into compelling campaigns.

Our congratulations go to all of tonight's winners for setting a high standard in contemporary communications and for demonstrating, once again, the power of carefully crafted content.

MEET THE JUDGES



Patrick Barth

Head of group communication and external affairs
Bachem AG

As head of group communication and external affairs at Bachem, Patrick shapes narratives that connect business ambition with human impact, leading high performing teams that deliver integrated communication across global audiences. With senior roles at AstraZeneca, Roche and Novartis, he has driven sophisticated storytelling programs that translate scientific and strategic innovation into messages that resonate with media, policymakers, and employees alike.



Sam Boniface

Head of communications
Avon

Sam is a communications leader with more than 20 years of experience in internal and external communication across corporate, consultancy and not-for-profit and has built a career helping brands to tell clearer stories that connect people to purpose and strategy. As Communications Lead for Avon UK, Sam is responsible for creating and overseeing holistic communication strategies that drive brand and employee advocacy, while delivering continuous improvement on engagement, channel and campaign activity.



Katy Branson

Head of communications
TM Forum

Katy is the head of communications at TM Forum, leading global external and internal comms, brand and social strategy for the telecoms industry's leading membership body. With more than 25 years of experience across technology, she specialises in shaping clear, compelling narratives to support transformation. Katy is passionate about bold, creative communications, developing emerging talent and harnessing AI to transform how teams work.



James Brown

Senior advisor, creative strategy
Edison Group

James is a strategic adviser specialising in capital markets communications and strategic content, with a particular focus on visual creative output. Based in London, he works with Edison Group to develop video and digital formats that help companies articulate complex equity stories with clarity and impact for investor audiences. Edison Group is a global IR and communications business focused on capital markets, enabling companies to build and connect their equity story with the right investors.



Veronica Dumitrescu

Head of content strategy
Adobe

Veronica is a marketing and campaign leader with 15 years of experience at Adobe and is now the head of content strategy. She specialises in campaign and content strategy, developing high-impact content ecosystems that drive enterprise campaign strategies and translate complex ideas into clear, compelling narratives across channels and formats. Her work centres on elevating storytelling, aligning messaging, brand voice and audience insight to create meaningful content and measurable impact.



Lyndsey Evans

Group head of corporate brand and campaigns
National Grid

Lyndsey is the group head of corporate brand and campaigns at National Grid. She has led award-winning behaviour change and sustainability campaigns, including National Grid's The Great Grid Upgrade, Currys' Cash for Trash and Iceland's Too Cool for Plastic. Throughout her career, Lyndsey has advised CEOs and executive teams on major transformation programmes, high-profile issues and complex reputational challenges across FTSE 100, 250 and 350 organisations.

MEET THE JUDGES



Mark Fenwick
Head of external communications
Sopra Steria

Mark has more than 20 years of communications experience across the public, private and third sectors. Having spent a decade in government communications, across a range of Whitehall departments, he's also held senior roles in the charity sector and NHS. Currently, Mark heads external communications in the UK for European tech leader, Sopra Steria, leading PR, public affairs and social media.



James Hotson
Head of strategic communications
Bank of England

James is head of strategic communications at the Bank of England, responsible for the Bank's overarching communications and engagement strategy and campaigns. He has worked in communications roles for nearly 20 years, starting in media relations and broadening across other communications disciplines throughout his career, primarily in external communications. He's worked in health, transport, energy, legal and financial services, mainly in government and regulatory settings.



Millie Hyde-Smith
Director of campaigns and retail PR
Legal & General

Millie is director of campaigns and retail PR at Legal & General, responsible for customer-focused communications and brand content. Millie leads integrated PR and content strategies that build brand, promote proposition and protect reputation. With 25 years of experience across in house and agency roles, including a decade in the Middle East, Millie specialises in growing audiences, positioning brands in the conversations that matter and using research and insight to create high impact thought leadership.



Neil Jenkins
Senior director, corporate communications
Iron Mountain

Neil leads corporate communications at Iron Mountain, a global leader in information management services. He is responsible for executive communications, internal communications for 29,000 employees in 61 countries, and corporate PR and media relations. A highly experienced corporate communications leader, Neil joined Iron Mountain in 2019 and has previously held senior roles at BT, Coca-Cola, Vodafone and Siemens in a career spanning almost 30 years.



Sophie Johnson
Head of communications and content
Third Bridge

Sophie is the head of communications and content at Third Bridge, a leading global investment research firm. With over 20 years of experience in corporate communications, brand strategy and content creation, Sophie plays a pivotal role in shaping the firm's global narrative and enhancing its market presence. She is responsible for overseeing multi-channel communication strategies, including social media presence, ensuring they resonate with a sophisticated audience of investors and consultants.



Silvia-Emilia Mihailescu
Head of marketing and communications - Europe, Middle East and Africa
GlobalLogic

Silvia is an award-winning global marketing and business transformation leader. For the past 20 years, Silvia has served and led clients, employees and business leaders by leveraging creativity and analytics while developing new services and products. As head of marketing and communications for GlobalLogic in EMEA, Silvia uses trust as fuel for her leadership style, combining inspiring programs and new channels for driving unique client experiences.

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Preston
26th September

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Motherwell • Newcastle
Carlisle

Preston • Milton Keynes

Stevenage
London



Glasgow
18th July

Edinburgh
20th June

Gateshead
Throughout June

Stevenage
22nd August

London
4th July

MEET THE JUDGES



Alex Park
Head of external communications, UK and Continental Europe
CBRE

Alex has more than 14 years of experience in communications, including over a decade specialising within the real estate sector. She has held senior communications roles at leading global property consultancies including JLL and Savills, and most recently served as head of external communications at global real estate firm CBRE. In this role, Alex oversaw external communications across the UK and Europe, leading strategic media engagement, corporate positioning.



Alison Tudor-Ackroyd
Head of social media and digital communications
Syngenta Group

Alison is seasoned communications professional, a board chair and an award-winning multimedia editor with over two decades of experience in journalism in Hong Kong, Tokyo, London, Milan and Paris. Alison is currently head of social media and digital communications for Syngenta Group and was previously a director at Alibaba Group. During her career as a correspondent she worked for The Wall Street Journal, Reuters and the South China Morning Post.



Sophie Ure Martin
Head of corporate communications
Spire Healthcare

Sophie is head of corporate communications for Spire Healthcare, the only FTSE listed independent healthcare group. Her role covers annual reporting, corporate narrative, stakeholder engagement, public affairs, crisis comms, sustainability and patient communications. Before joining Spire, Sophie led an external communications team at the Care Quality Commission, reaching key stakeholders in more than 40,000 regulated health and social care services in public, private and voluntary sectors.



Yolanda Valery
Global head of corporate communications
dLocal

Yolanda is head of corporate communications at dLocal, a leading fintech powering local financial technology in emerging markets that facilitates payments and transactions. With a career spanning more than a decade in journalism, Yolanda led the social media operation of 40 language teams at the BBC World Service, before bringing editorial principles and working practices to companies like Ocado Group. She also worked as a consultant in a variety of sectors, such as NGOs, EdTech, FinTech and insurance.



Clare Walker
Head of communications
The Gym Group

Clare is head of communications for The Gym Group plc, the only FTSE listed gym company and a pioneer of the low-cost gym sector. Her role covers all external communications, including corporate and financial communications, brand PR, ESG communications and public affairs. Previously, Clare held EMEA roles at Starbucks and WeWork, having started her career in an agency at Edelman in the corporate and financial team. She has also been a mentor with The Girls' Network since 2022.

THE WINNERS

Best Content Campaign to Assist with Corporate Positioning

Gold – dsm-firmenich and Brunswick Group

Silver – ABB

Silver – Legal & General and Fresh Air

Bronze – McGill and Partners and Wardour

Best Content Campaign to Assist with Reputation Management

Gold – Plenty and TEAM LEWIS

Silver – Barclays and Fresh Air

Best Content Targeted to a CSR or ESG Audience

Gold – Project Nemo and Changemaker Studios

Silver – Vitality and Stepping Stone Media

Silver – Stonebridge Financial

Best Content Targeted to the Internal Audience

Gold – Lloyds Banking Group and Limehouse

Gold – Sage and H&H

Silver – Deloitte Global and We Are Tilt

Silver – dsm-firmenich and Brunswick Group

Bronze – Hewlett Packard Enterprise and Fresh Air

Best Content Targeted to the Investor Audience

Gold – Barclays Investment Bank – Morning Matcha with Alty

Silver – Barclays Investment Bank – Critical Minerals

Bronze – Aecon Group

Bronze – AllianceBernstein SMA Service Model and Living Group

Best Use of Learning and Development Content

Gold – Deloitte Global and We Are Tilt

Gold – Lloyds Banking Group and Limehouse

Silver – Project Nemo and Changemaker Studios

Bronze – ACCA and Fresh Air

Best Purpose-Driven Content

Gold – Project Nemo and Changemaker Studios

Gold – Vitality and Stepping Stone Media

Silver – dsm-firmenich and Brunswick Group

Silver – DTEK Group with Black Sun Global and Stratton Craig

Bronze – AtkinsRéalis

Best Use of Video

Gold – Deloitte Global and We Are Tilt

Gold – European Bank for Reconstruction & Development (EBRD) and Toast

Silver – dsm-firmenich and Brunswick Group

Bronze – Lloyds Banking Group and Limehouse

Bronze – Project Nemo and Changemaker Studios

Best Use of Digital

Gold – Ecolab and Gravity Global

Silver – McGill and Partners with Wardour

Bronze – Embraer Commercial Aviation and Gravity Global

Best Use of Animation

Gold – Embraer Commercial Aviation and Gravity Global

Silver – AllianceBernstein SMA Service Model and Living Group

Silver – Ecolab and Gravity Global

Bronze – Amgen and Random42 Scientific Communication

Best Use of Print

Gold – RSA Journal and Wardour

Bronze – Embraer Commercial Aviation and Gravity Global

Best Use of Audio and Podcasts

Gold – KEW and Fresh Air

Gold – LNER and This Is Distorted

Silver – IHG and 33Seconds

Silver – Legal & General and Fresh Air

Bronze – Barclays Investment Bank – Barclays Brief Podcast

Bronze – Rosenblatt Law and SEC Newgate UK

THE WINNERS

Best Use of a Visual Property

Gold – Ecolab and Gravity Global

Silver – Embraer Commercial Aviation and Gravity Global

Bronze – Axinn and Living Group

Best Use of a Celebrity or Influencer

Gold – Barclays and Fresh Air

Silver – Marktplaats and TEAM LEWIS

Bronze – Haier and TEAM LEWIS

Bronze – LNER and This Is Distorted

Best Copy Style or Tone of Voice

Gold – Pearson and Definition

Silver – Embraer Commercial Aviation and Gravity Global

Best Use of Content with an Existing External Community

Gold – Lumo and Hull Trains

Silver – Barclays and Fresh Air

Bronze – Embraer Commercial Aviation and Gravity Global

Best Use of Content in a Live or Experiential Setting

Gold – Plenty and TEAM LEWIS

Silver – P&O Cruises and Stepping Stone Media

Silver – Pro Carton and Storm Communications

Best Branded Content Publication or Site

Gold – Info Support and TEAM LEWIS

Silver – Living Ratings and Living Group

Silver – RSA Journal and Wardour

Best Use of Data

Gold – Rieker and Major Tom

Silver – Seneca Polytechnic and Major Tom

Bronze – Living Ratings and Living Group

Best Interactive Content

Gold – Iberdrola and Headland Consultancy

Silver – AllianceBernstein SMA Service Model and Living Group

Best Use of Content on Social Media

Gold – Marktplaats and TEAM LEWIS

Silver – dsm-firmenich and Brunswick Group

Silver – Ecolab and Gravity Global

Bronze – P&O Cruises and Stepping Stone Media

Best One-Off Content Campaign

Gold – Hull Trains

Silver – Lumo and Hull Trains

Bronze – Ecolab and Gravity Global

Best Long-Term Use of Content

Gold – Deloitte Global and We are Tilt

Gold – Legal & General and Fresh Air

Silver – Barclays and Fresh Air

Bronze – Barclays Investment Bank – Shareholder Activism

Best Activation of Media Coverage

Gold – Fibrus and Cavendish

Silver – Lumo and Hull Trains

Silver – Plenty and TEAM LEWIS

Bronze – Barclays Investment Bank

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focused on corporate and brand communications.**

Cravenhill publishing is the publisher of Communicate magazine and Transform magazine.

Cravenhill publishing's awards division organises a number of industry leading awards programmes that seek to benchmark and reward best practice in the fields in which they operate.

For further information about our awards and entry process please email:

Melanie at melanie.han@cravenhillpublishing.com

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THE
WINNERS

GRAND
ACCOLADES

KEW and Fresh Air

Winner

Best corporate storyteller

**Deloitte Global and
We Are Tilt**

Winner

Grand prix

BEST CONTENT CAMPAIGN TO ASSIST WITH **CORPORATE POSITIONING**



dsm-firmenich and Brunswick Group **Gold**

Global nutrition, health and beauty company dsm-firmenich needed to be able to articulate its positioning more clearly after a merger. It worked with Brunswick Group to develop a six-week long 'Progress Tour.' The film series explored the company's repositioning and built a stronger understanding of its corporate purpose of 'bringing progress to life.'

Showcasing the diversity and breadth of the company's reach and scale helped affirm dsm-firmenich's positioning as a truly global enterprise. It has since yielded millions of views, both internally and externally across the series. Judges thought this work was exceptional. One said it was "a great example of how to build a force-for-good brand from the ground up." Another added that it was "a creative way of addressing a corporate positioning that breaks out of the standards."

BEST CONTENT CAMPAIGN TO ASSIST WITH CORPORATE POSITIONING



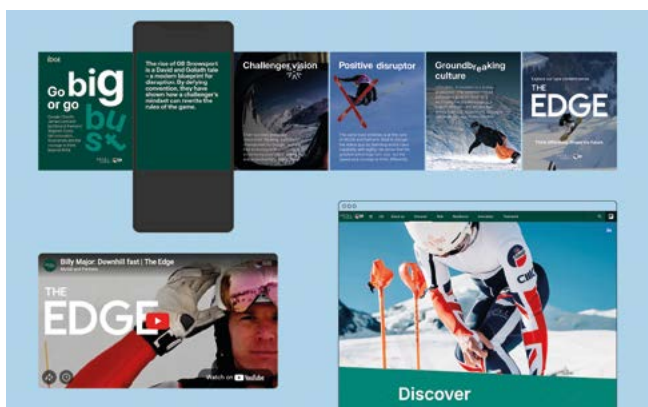
ABB Silver

ABB launched its new corporate brand positioning, 'engineered to outrun,' highlighting how it helps industries operate more efficiently and more sustainably. To support this, it launched a year-long content campaign called 'Outrun Industry.' It also created a global pool of reusable content to allow ABB's decentralised teams to communicate consistently across boundaries. "A great example of B2B orchestration, with a co-creation framework that every decentralised firm should study," said one judge.



Legal & General and Fresh Air Silver

Legal & General wanted to change perceptions of its internal audience. It worked with Fresh Air on a podcast series that would position it as a more approachable option for younger and female audiences. The podcast focused on financial planning and saving without being bogged down in industry jargon. One judge said, "I really enjoyed how the campaign brought to life each subject by drawing on topical subject matters – not just 'dry' financial content."



McGill and Partners and Wardour Bronze

Insurance brokerage McGill and Partners launched its sponsorship of GB Snowsport with a series of interviews and features in a series called 'The Edge.' Wardour interviewed athletes and leaders to showcase key themes like risk and resilience, teamwork and leadership. The result is a "great alignment between GB Snowsport and the corporate vision," according to one judge, who added, "The campaign is both emotive and informative, and was delivered in a timely way to leverage the Winter Olympics – very clever!"

BEST CONTENT CAMPAIGN TO ASSIST WITH REPUTATION MANAGEMENT



Plenty and TEAM LEWIS

Gold

Plenty is a co-op that allows Belgians to invest in renewable energy projects. But, it had to build credibility, improve understanding around renewables in Belgium and motivate people to get involved in collective action for good. It worked with TEAM LEWIS to build a press presence through CEO interviews and large-scale guerrilla activations.

This dual-pronged approach made a big impact not just in terms of press coverage, but the campaigns efficacy in building Plenty's reputation. Investments ballooned from €280,000 from 132 investors to over €1m from 1,124 investors in just six months. Judges thought these results were impressive and praised the campaign's strategy. One said, "Good guerrilla marketing tactics for a launch phase and for cutting through a crowded political landscape."

BEST CONTENT CAMPAIGN TO ASSIST WITH REPUTATION MANAGEMENT



Barclays and Fresh Air Silver

Targeting mortgage brokers across the UK, the Mortgage Insider podcast was designed to be a trusted, expert-led industry resource, offering high-level discussion on regulation, market shifts, brokerage management and the future of the profession. Barclays worked with Fresh Air to provide insights in a highly regulated, complex market, boosting its own reputation as a lender in the process. One judge said, "This sets a high standard for reputation management in B2B, successfully embedding Barclays into the daily professional habits of 15% of the UK broker market."

BEST CONTENT TARGETED TO A CSR OR ESG AUDIENCE



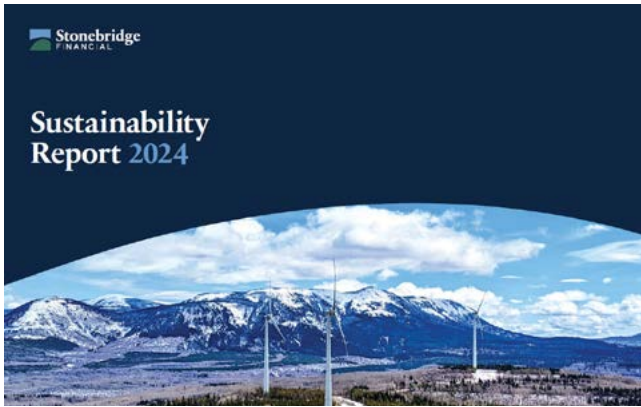
Project Nemo and Changemaker Studios

Gold

Project Nemo is a project designed to operate across the financial services industry and challenge inaccessibility across the sector. It was spearheaded by Joanne Dewar and Kris Foster to encourage banks and fintechs to make tangible change and become more inclusive to those with disabilities. Changemaker Studios created a branded film series that highlighted financial barriers to those living with disability. Each film featured a major UK business or charity, thereby multiplying engagement.

And, the campaign has seen real change take place as banks have taken action to improve inclusivity across their digital products. "This is a great project, really purpose-led and targeted, seeking directly to make change for certain customer groups and raise inclusion levels through concrete change," said one judge, praising the "very strong follow-through and results."

BEST CONTENT TARGETED TO A CSR OR ESG AUDIENCE



Stonebridge Financial Silver

Stonebridge Financial wanted to set a new benchmark for transparency in ESG reporting with its 2024 sustainability report. Instead of simply adhering to compliance regulations, it approached the report as a crucial piece of stakeholder communications, building a strong picture of itself as a sustainable, responsible organisation. One judge said the report showed a “clear understanding of the issues and problems in reporting that needed to be addressed, allied with audience insight.”



Vitality and Stepping Stone Media Silver

Vitality partnered with Stepping Stone Media to showcase Stockport County FC’s walking football team. The video was designed to be a positive force in promoting good mental health and physical wellbeing by encouraging connections across the community. Judges loved the storytelling approach and thought the film itself was beautifully developed and shared an impactful message. One walking football participant said it all, “In some ways I suppose [the club has], you know, saved my life in a way.”

BEST CONTENT TARGETED TO THE INTERNAL AUDIENCE



Lloyds Banking Group and Limehouse

Gold

The digital infrastructure of Lloyds Banking Group relies on apps and the internal app owners have a huge responsibility to keep things running every day. Limehouse created a film designed to support application owners in carrying out their jobs. It targeted 2,000 senior employees across the group, many of whom didn't know they were application owners, and addressed the ins and outs of the responsibility placed on them.

The film was quirky and fun, with a distinctive style that cut through the average corporate video noise. As a result, 98.7% of the target audience completed the training within one month of launch. "Such a creative approach to a tricky challenge. Amazing and justifiable results," said one judge. Another said, "Can't fault this! The entry displayed clear objectives, carried through in planning, creativity and impressive results. A challenging brief, well executed with humour and precision."



Sage and H&H

Gold

Sage Kickoffs is a month-long programme designed to set the stage for the new financial year, reconnect colleagues to the company's strategy and build shared momentum across markets. The 2024 edition brought together 11,000 employees across 18 countries. But Sage had a noted 'belief gap' in that 60% of its workforce didn't think Sage could meet its strategic objectives in 2025.

To tackle this H&H delivered a series of events around the concept of 'every move matters.' It cut through the complexity and focused on how each individual could make an impact on the company's strategy. Now, 97% believe Sage can achieve its 2026 objectives. One judge called this "a compelling example of how internal content can drive both cultural alignment and measurable business impact."

BEST CONTENT TARGETED TO THE INTERNAL AUDIENCE



Deloitte Global and We Are Tilt **Silver**

Deloitte wanted to transform mandatory ethics training into an engaging campaign that could drive behaviour change on a global level. It developed a TV streaming-style learning experience – alongside other internal communications activations – to engage viewers and deliver its key messages. “Any organisations working in highly regulated environments should be asking themselves why they’re not following this approach,” said one judge.



dsm-firmenich and Brunswick Group **Silver**

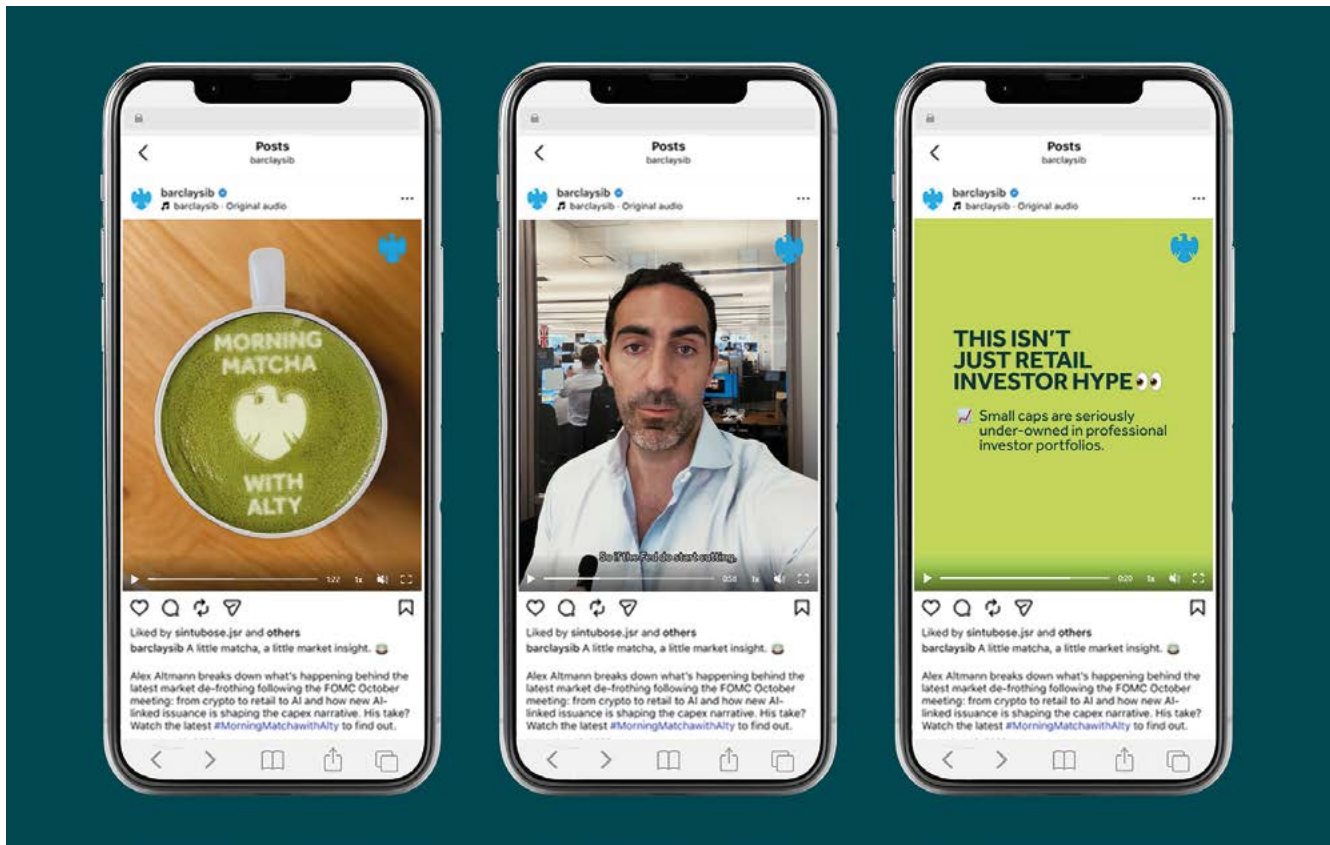
dsm-Firmenich’s ‘Progress Tour’ was a six-part video series showcasing how employees across the business are driving positive change. Brunswick Group developed the films to help unite the company after a merger. And as a result, over 30,000 employees have watched the series. One judge praised the way the “great authenticity using diverse voices from across the business delivered positive results.”



Hewlett Packard Enterprise and Fresh Air **Bronze**

Technology Now is a weekly show from Hewlett Packard Enterprise looks at how the company’s use of technology is constantly changing. Developed by Fresh Air Productions, the podcast spotlights corporate successes and cutting-edge technology from the wider world. It is currently in the top 10% of podcasts across the UK. “This seems to be a really successful way of engaging their audiences, with impressive listen through rates for a podcast.”

BEST CONTENT TARGETED TO THE INVESTOR AUDIENCE

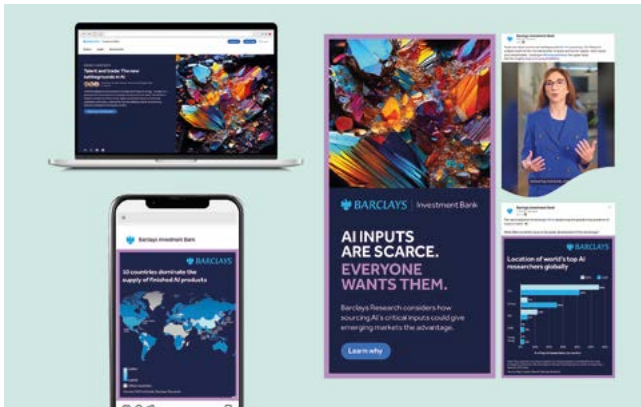


Barclays Investment Bank – Morning Matcha with Alty Gold

'Morning Matcha with Alty' is a short-form video series created by Barclays to deliver timely, authoritative market insight to a trader audience through its corporate social media channels. The series features Alex Altmann, the bank's global head of equities tactical strategies and offers concise commentary on key themes and tactics at the start of each trading day. The series' positioning taps into the cult-like nature of the Bloomberg chat community – leaning into the nicknames and personalities of key individuals online.

The series sees regular strong engagement and performs 81% above LinkedIn's financial services benchmarks, indicating it has cut-through the noise and is well-received by the target demographic. One judge called it "very human in a category that can offer up drier content." Another said, "I love how this series have combined various key things: an understanding of the audience's behaviours and needs – including that they are human – and an understanding of social media language and formats. I feel it is commendable as attempting to break with well-established practices."

BEST CONTENT TARGETED TO THE INVESTOR AUDIENCE



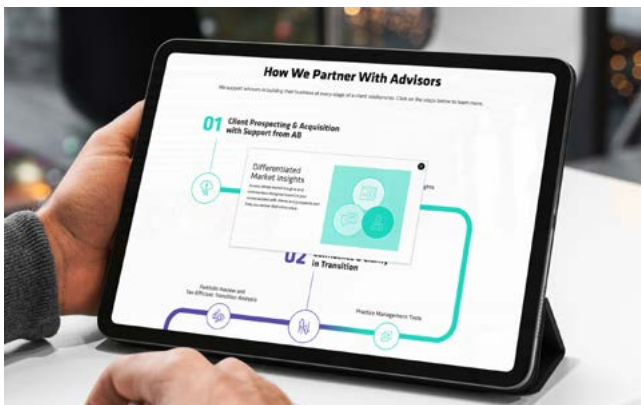
Barclays Investment Bank – Critical Minerals Silver

Barclays' 'Critical Minerals' research linked the AI race with the mining of critical minerals, showcasing the linkages between commodities and the future of technology. This research helped position Barclays as a leader in both AI development and mining investment analysis. One judge praised this as being a "well-rounded omni-channel approach that understands how investor audiences are now consuming dense and complex information."



Aecon Group Bronze

Aecon Group wanted to share its excellent stock performance, defying expectations, with its social media audiences. But, it had to do so in a way that enhanced the company's connections with the investment community. It did so through a PR and social media campaign that told an effective, cohesive story of Aecon Group's corporate narrative. Judges thought this was an excellent example of investor relations and corporate affairs storytelling done right.



AllianceBernstein SMA Service Model and Living Group Bronze

AllianceBernstein worked with Living Group to transform its SMA Service Model – a multi-tool framework designed to help financial advisers scale their practices – into an interactive digital experience. The new microsite is tailored to help people make better decisions and understand the route toward growth. "This felt new, creative and digital," "a well delivered and needed innovation," said judges of the updated content.

BEST USE OF LEARNING AND DEVELOPMENT CONTENT



Deloitte Global and We Are Tilt **Gold**

Deloitte needed to engage its global workforce with ethics training and ensure it was inspiring behavioural change in the process. But learning programmes around ethics could be dry and disengaging. Instead, it along with We Are Tilt built a TV-style drama series called 'Dilemma.' The programme was designed to be of a high quality production value to sit comfortably alongside streaming-service-style shows.

This move proved to be the smart choice, as the workforce fell for Dilemma. The programme offered binge-worthy content, excellent messaging and brilliant watchability, inspiring a massive amount of views, viewing parties and love across the business. One judge called it "a benchmark entry for global corporate L&D. It succeeds by treating employees like a sophisticated audience rather than a captive one."



Lloyds Banking Group and Limehouse **Gold**

Lloyds Banking Group needed a way to ensure its applications and digital products were remaining secure. But with many of the leaders responsible for these applications unaware of their roles to begin with, the bank had to first introduce them to the digital ecosystem and then deliver key safety and security messaging. It worked with Limehouse on a film called 'Application Security Management' to achieve this.

The film was inspired by Wes Anderson's signature style and featured a quirky, wry tone that cut through the typical noise and ensured memorability. The film was not only well received by the target audience, with almost all completing the training within a month of launch, but an additional 189 employees watched the film, despite not being part of the target audience. One judge said, "This is a good example of how to make a dry, technical subject unignorable."

BEST USE OF LEARNING AND DEVELOPMENT CONTENT



Project Nemo and Changemaker Studios **Silver**

Project Nemo and Changemaker Studios had a unique challenge. They wanted to tackle inaccessibility in the financial services industry and encourage banks to make change to better serve those living with disabilities. A film series focusing on individuals with different disabilities helped bring the issue to life in an engaging way. One judge said, "This entry stands out for its authenticity and high emotional intelligence."



ACCA and Fresh Air **Bronze**

Global accountancy accreditation organisation, ACCA, worked with Fresh Air on a podcast, 'On Your Marks,' designed to support students manage the challenges of their accountancy exams, career decisions and life transitions. Judges thought the content was excellently developed for the target audience. One said, "This entry effectively leverages student insights to deliver a high-trust podcast format that ranked in the top 1% of all UK podcasts for its first series."

BEST PURPOSE-DRIVEN CONTENT



Project Nemo and Changemaker Studios

Gold

The financial services and fintech industry in the UK has a ways to go in order to be inclusive and accessible to all those living with disabilities. And the barriers people face often mean they have limited access to their own finances. Project Nemo and Changemaker Studios wanted to change that. They worked together to create a series of films about people with different disabilities navigating their digital banking platforms. These films showcased the challenges still to overcome to ensure accessibility.

And, the powerful, emotive campaign has already prompted change as banks have worked to make their digital platforms more accessible. "Couldn't get more right to the core of purpose-driven content, one that goes beyond giving the right impression for a company," said one judge. Another called it an "amazing project with clear objectives and very strong outcomes."



Vitality and Stepping Stone Media Gold

Vitality's 'Changing the Game' series is a YouTube show that harnesses the power of sport to challenge outdated health perceptions and incite behavioural change. It worked with Stepping Stone Media on a feature on Stockport County FC's walking football team. This showcased people in their later years engaging in sport in an unexpected way. Participants talked about the change the team had made in their lives, in terms of their mental and physical health, and in regards to their social engagement.

The video saw over 40,000 views and had an engagement rate 70% higher than other Vitality content during the same period. "Thoughtful and engaging content imaginatively executed and aligned to clear commercial objectives," said one judge. Another praised the "Very strong storytelling, emotional and clear purpose."

BEST PURPOSE-DRIVEN CONTENT



dsm-firmenich and Brunswick Group Silver

dsm-firmenich's 'progress tour' was designed to show how purpose-led storytelling can be a key strategic tool, supporting business decision making and promoting accountability and transparency from leaders. The Brunswick-developed film series travelled the world with dsm-firmenich's workforce to get to the heart of the business' purpose-driven activities. "Feels very real and authentic, great energy and colour. The purpose really sings through," said one judge.



DTEK Group with Black Sun Global and Stratton Craig Silver

DTEK Group is the largest private investor in Ukraine's energy sector. Its 'Action Report' – developed with Black Sun Global and Stratton Craig – discussed the efforts it has gone to to keep Ukraine's grid running in the midst of conflict. It showcases the clear decision-making and impactful choices that continue to ensure the nation's lights stay on. Judges thought this was a well-presented report that showcased "a great achievement in very difficult circumstances."



AtkinsRéalis Bronze

AtkinsRéalis created a video that highlights the real impact of infrastructure on people's lives. It shows how infrastructure projects have improved the lives of real people and communities, across different backgrounds and regions. Without a focus on AtkinsRéalis itself, the content had to deliver an emotional impact and clear message. "It delivers on its promise of reflecting the company's values and feels refreshing," said one judge, who praised the brave decision not to mention the company's name in the content.



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BEST USE OF VIDEO



Deloitte Global and We Are Tilt **Gold**

Mandatory ethics training could've been a recipe for boring, unwatchable content that Deloitte employees nonetheless had to engage with. And instead, the consultancy along with We Are Tilt transformed the topic into a bingeable video series that has captured not only the attention of the internal audience, but their hearts as well. The series, 'Dilemma,' was designed to be similar in tone to streaming service TV programmes. It is watchable, dramatic and interesting.

And as a result, the learning programme was delivered swiftly and effectively. Deloitte staff even organised viewing parties upon the release of the second season of the programme. "This entry reimagines the mandatory in ethics training as must-watch. By pivoting from transactional learning to a premium, episodic streaming experience, Deloitte transformed a compliance requirement into a shared cultural movement."



European Bank for Reconstruction & Development (EBRD) and Toast **Gold**

The European Bank for Reconstruction & Development (EBRD) wanted to showcase some of the excellent work it has done to support women in business over the past 10 years. It worked with Toast on a documentary film featuring four women in different regions. The content is inspiring and empowering as it looks at how these women broke barriers in business and made change not only in their own lives, but in their communities.

The Breaking Barriers for Women in Business documentary successfully raised the profile of EBRD's women in business programme. It garnered attention not just on the organisation's own channels, but in media and at the Cannes Corporate and Documentary Film Awards as well. "A nicely produced celebration of impact that successfully moves beyond statistics to tell the human story of economic empowerment," said one judge.

BEST USE OF VIDEO



dsm-firmenich and Brunswick Group **Silver**

To bring its internal and external audiences together after a merger, dsm-firmenich worked with Brunswick Group on a film series all about progress. Putting its purpose at the heart of the content helped link business strategy with the impact the organisation has on its communities. “By showing, not telling how the company’s purpose is lived globally, this the campaign built a genuine sense of belonging,” said one judge.



Lloyds Banking Group and Limehouse **Bronze**

Lloyds Banking Group had to build a stronger understanding of its digital security landscape and engage key leaders in a topic they – in many cases – knew little about. It worked with Limehouse to bring Application Security Management to life in a quirky, Wes Anderson-style video. This unique approach cut through the noise and connected emotionally with the target audience. “Transforming dry security policy into a cinematic journey is a brave and brilliant strategic move,” said one judge.



Project Nemo and Changemaker Studios **Bronze**

Project Nemo used video to showcase the gaps in accessibility across the British financial services and fintech industry. The Changemaker Studios production brought different personal journeys to life to affect real change in the industry. “A fine example of purpose-led storytelling to educate and influence the C-suite,” said one judge of the film series.

BEST USE OF DIGITAL

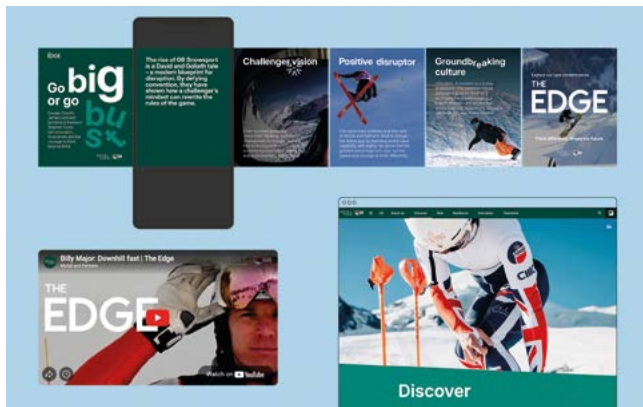


Ecolab and Gravity Global **Gold**

Ecolab's ReadyDose project filled a vital niche in the food service and hospitality industry's cleaning regimens. But, for this tricky-to-reach audience of SMEs, entrepreneurs and business across multiple regions, Ecolab needed to make a big splash. It worked with Gravity Global on a digital campaign that injected a healthy dose of humour and humanity into the subject.

With a team of cleaning action figures deployed across the content, ReadyDose capture the attentions and the hearts of its target audience. One judge called this "A disciplined and effective digital campaign, with a segmentation strategy and localized channel selection that demonstrates a high level of strategic maturity."

BEST USE OF DIGITAL



McGill and Partners with Wardour Silver

Management consultant Arthur D. Little worked with Wardour to redevelop its 140 year-old print journal, Prism, for a digital audience. It transformed the content into a digital destination that would be more interactive, immersive and engaging than its print predecessor. In just a few months of activity and promotion, Prism has already captured the attention of its audience by ensuring a constant stream of always-on content.



Embraer Commercial Aviation and Gravity Global Bronze

Embraer worked with Gravity Global to take a brave move away from a tried-and-tested path when promoting its E2 aircraft. Instead of focusing on performance, it used a funny penguin-filled campaign to showcase the wonder, humour and joy of elite aviation. A high completion rate on the launch film and millions of engagements on social media proved this was the right route. "A good example of using digital storytelling to breathe life into a B2B product often bogged down by technical specifications," said one judge.

BEST USE OF ANIMATION



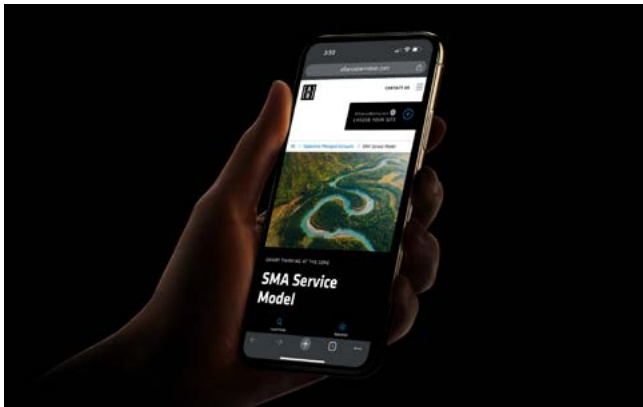
Embraer Commercial Aviation and Gravity Global

Gold

Embraer needed to create a long-term content campaign that would capture the attention of the airline industry for years to come. This would ensure it remained front-of-mind when purchasing decisions occurred. But, its previous brand mascot had become tired. It worked with Gravity Global on a new route. It used a horde of cheeky penguins to tell a story about the 'transformative power of flight.'

The animated film uses the penguins as curious, wide-eyed guides highlighting key product differentiators and showcasing the dream of flight. "Excellent use of animation as a central storytelling device, creating a distinctive and memorable campaign asset. The use of character-led animation introduces emotional engagement into a traditionally technical B2B category," said one judge. Others called it "fantastic" and "very human-centred."

BEST USE OF ANIMATION



AllianceBernstein SMA Service Model and Living Group Silver

AllianceBernstein worked with Living Group to update its multi-tool framework designed to help financial advisers scale their practices. The SMA Service Model microsite update transformed the content from static PDFs to interactive animations that helped engage with the target audience and more clearly guide them through the complex process. "Excellent use of animation as a central storytelling device, creating a memorable campaign asset," one judge said.



Ecolab and Gravity Global Silver

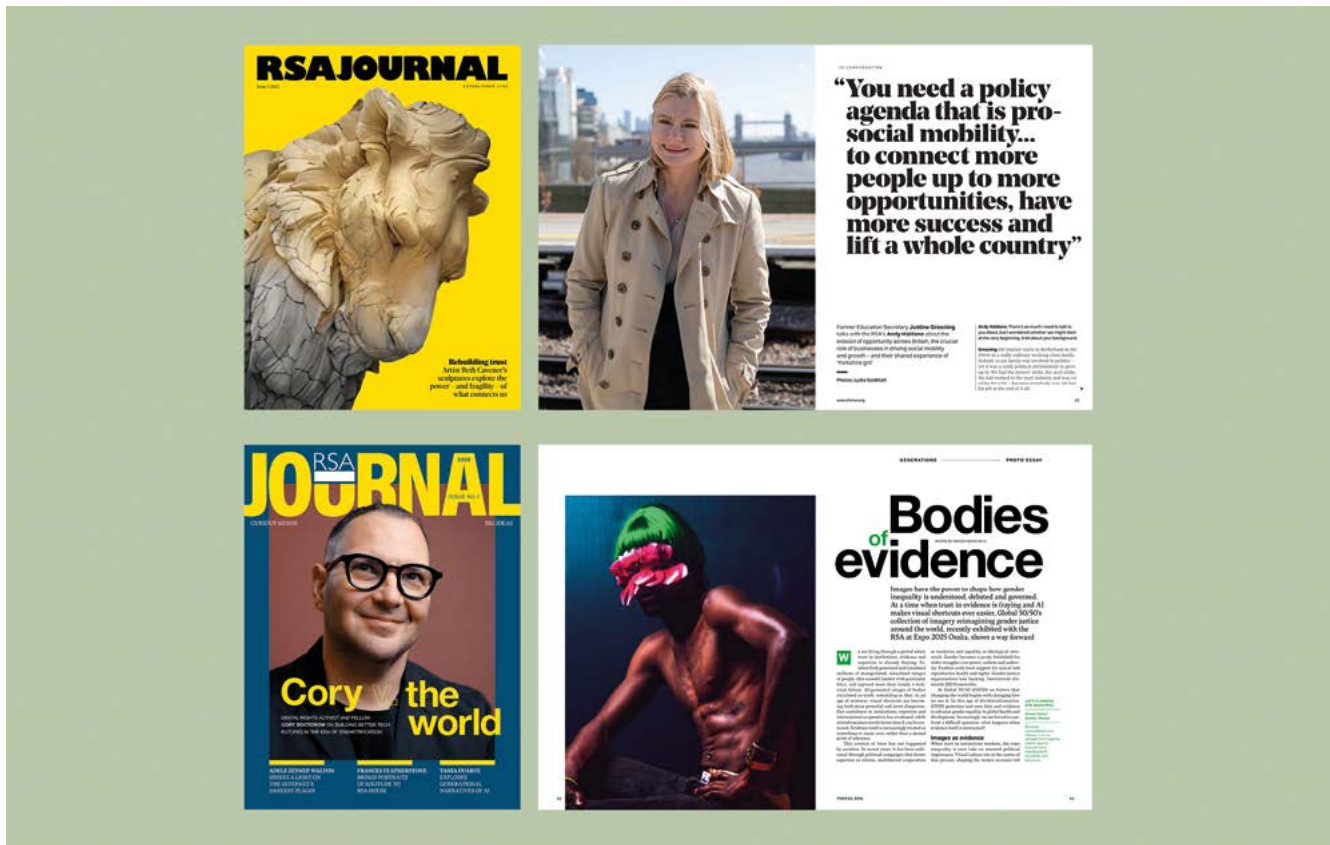
Ecolab's ReadyDose needed a healthy dose of fun to grab the attention of the target audience of hospitality and restaurant venues around the world. Gravity Global achieved this through an animated action figure team of mini cleaners. This approach humanised the content and brought ReadyDose's capabilities to life in a fun, humorous way. "Fantastic, well researched and thought through, creative, targeted demonstrable results," said one judge.



Amgen and Random42 Scientific Communication Bronze

Amgen wanted to educate the public on the use of artificial intelligence and machine learning within drug Discovery. This potentially complicated topic was brought to life through animation by Random42. The film built interesting simulations and models that helped make the content more easily understandable. This was "clearly an innovative way to present very complicated information," according to one judge. Another praised the "very engaging film that communicating a complicated subject well."

BEST USE OF PRINT



RSA Journal and Wardour Gold

First published in 1783, 'The RSA Journal' is a print publication that showcases ideas and actions that align with the mission of the Royal Society for the Encouragement of Arts, Manufactures and Commerce (RSA). To make sure the journal was connecting with fellows, the RSA worked with Wardour on a redesign featuring bold, photographic covers and high-profile features on artists and activists.

The renewed journal delivers punchy editorial content, modern design and relevant content meeting the needs of RSA fellows. "This is a strong example of print used as a primary and strategic medium, with clear alignment between editorial vision, audience needs and design execution," said one judge. Another added, "This was a very interesting bid and an extremely high quality product, enlivened for a modern and changing audience."

BEST USE OF PRINT



Embraer Commercial Aviation and Gravity Global

Bronze

Embraer worked with Gravity Global to refresh its E2 marketing and communications. It developed a campaign focusing on emperor penguins, delivering really fun, charismatic and memorable print advertising for the brand. "Highly distinctive and visually engaging creative that translates effectively into print formats, with strong consistency across executions. The use of a memorable character device creates strong brand recognition and cut-through in a competitive environment," said one judge.

BEST USE OF AUDIO AND PODCASTS



KEW and Fresh Air

Gold

The Royal Botanic Gardens, Kew worked with Fresh Air on an ambitious podcasting series called 'Unearthed: A Need for Seeds.' This four-part immersive series was designed to raise awareness, drive visits to Kew's site at Wakehurst, support fundraising and inspire behaviour change to protect nature. Not only did brand ambassador Cate Blanchett narrate and conduct interviews, but no less of an eminent figure than King Charles III himself took part in the production.

In his second-ever podcast appearance, the king spoke about seed conservation, bringing a national imperative to the issue. The podcast series generated 1.2m listening minutes and had a completion rate of 68%. Judges were in awe of the impressive results, powerful brand spokespeople and overall cultural impact the podcast had. One said, "this demonstrates a great outcome from the brief to meaningful business impact." Another added, "Cate Blanchett! The king!" And praised the authenticity these key individuals brought to the cause.



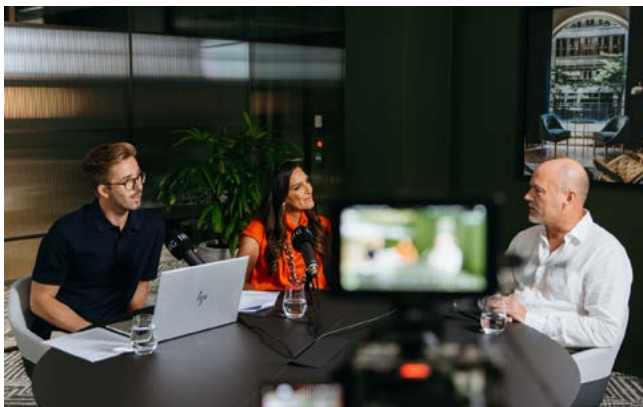
LNER and This Is Distorted

Gold

LNER wanted to position itself not just as a key route operator and provider of necessary journeys, but as the go-to brand for adventure, travel and exploration. It worked with This is Distorted on a podcast focusing on culturally relevant content that was accessible to a broader audience than just train fans. 'Routes' captures the spirit of exploration and examines different types of adventures and holidays.

Instead of focusing on the railways in a conventional way, the podcast brings a sense of fun and aspiration to the world of transportation. There is an average completion rate of 78% across the podcast's series and it has hit as high as 30th in the overall Apple charts. "LNER successfully navigated a difficult transition from traditional train-fan content to a lifestyle brand, with the completion rate a testament to the quality of the storytelling," said one judge.

BEST USE OF AUDIO AND PODCASTS



IHG and 33Seconds Silver

Luxury hotel general managers are a notoriously difficult role to recruit. IHG wanted to tackle this problem through a podcast with 33Seconds called 'Leading a New Era.' It designed the content to inspire the next generation of GMs and hospitality leaders. "Using high-end storytelling for a very specific, difficult-to-recruit demographic is ambitious, with evident production quality. The amount of streams suggests the content is resonating far beyond just a handful of candidates," said one judge.



Legal & General and Fresh Air Silver

Legal & General worked with Fresh Air to reposition itself as a finance brand that breaks free from industry clichés. It wanted to make financial services more approachable, particularly to women and to younger demographics. The 'A Little Bit Richer' podcast examines money management, financial literacy and investment propositions. Judges thought the content was expertly developed for the target demographic, and said the shift to YouTube videos was the right choice for the audience.



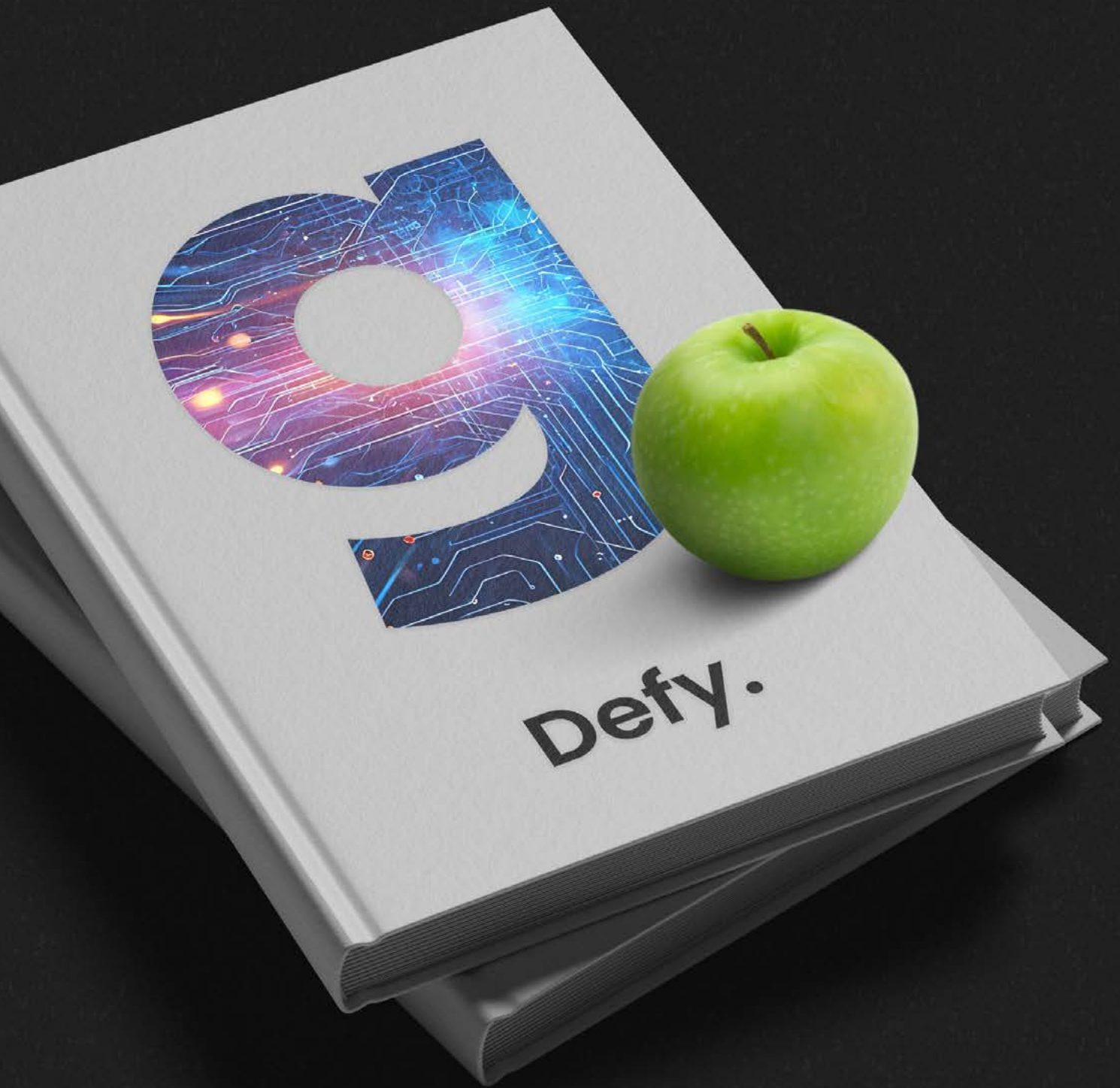
Barclays Investment Bank – Barclays Brief Podcast Bronze

'Barclays Brief' is Barclays Investment Bank's weekly podcast designed to deliver sharp, scenario-driven insights to institutional investors and senior decision-makers. The quick, 10-minute briefing cuts through the clutter and delivers just the most essential information to time-poor investment managers. The podcast has become essential listening for industry professionals.



Rosenblatt Law and SEC Newgate UK Bronze

Rosenblatt Law's 'Winning' podcast is a six-part series hosted by Ian Rosenblatt OBE, founder and senior partner, exploring the mindset, strategy and resilience behind high performance across law, business, sport and the arts. SEC Newgate devised the series to align Rosenblatt Law's brand with ambition, excellence and the concept of winning. Judges thought this was an excellent way to use highly specialised content to create a successful brand association.



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BEST USE OF A VISUAL PROPERTY



Ecolab and Gravity Global **Gold**

To promote its ReadyDose industrial cleaning product to small-scale hospitality venues across diverse markets, Ecolab developed a compelling content campaign. Billing the product as ‘a cleaning team in a tablet,’ Gravity Global brought an army of miniature cleaners to life. The little cleaning figurines built a sense of joy and fun to into the campaign. They also ensured a potentially dry subject was eminently personable, interactive and memorable.

The figures were photographed and filmed in different poses and situations, building connections between the viewer and the brand. The campaign exceeded every objective Ecolab had for it and yielded an increase in conversion rate over industry benchmarks. “By personifying a tablet as a team of action figures, the campaign successfully injected energy and personality into a category that rarely sees this level of creative storytelling,” said one judge.

BEST USE OF A VISUAL PROPERTY



Embraer Commercial Aviation and Gravity Global Silver

For the Paris Air Show, Embraer introduced penguins as unexpected, captivated admirers of its E2 aircraft. Gravity Global tapped into great humour and charm in its videos of penguins interacting with the E2. This unexpected connection humanised Embraer and intrigued audiences the world over. Judges said that compared to previous campaigns, this was a “more accessible, passenger-focused narrative without sacrificing technical credibility.”



Axinn and Living Group Bronze

Law firm Axinn worked with Living Group to develop a visual identity that is infused with artistic sophistication. The resulting logo and wordmark blend typographic innovation and legal authority to great effect. The new brand exudes credibility and sophistication, enabling Axinn to appeal more strongly to graduates and to more clearly communicate its brand positioning to clients. One judge called it “A successful pivot toward a sophisticated, progressive brand that matches its boutique, specialist status.”

BEST USE OF A CELEBRITY OR INFLUENCER



Barclays and Fresh Air **Gold**

Barclays' 'Mortgage Insider' podcast is a brilliant way for it to support mortgage and lending professionals without overtly pushing its own brand or products. This content marketing strategy was brought to life by host Phil Spencer, a trusted British property expert whose credibility has driven a 225% increase in engagement in the podcast.

The Fresh Air-developed podcast needed a host that could bring a certain industry cachet, not just a big name. Spencer was the right choice for the respect he engenders among finance and lending professionals and his own credentials as a surveyor and property business founder. "This is an outstanding example of a celebrity used with clear strategic purpose, where the individual is integral to the content rather than an added endorsement. There was strong alignment between Spencer's expertise and the needs of a highly knowledgeable and sceptical B2B audience," said one judge. "It is a benchmark example of how celebrity can enhance trust, authority and content quality in a meaningful way."

Fresh Air

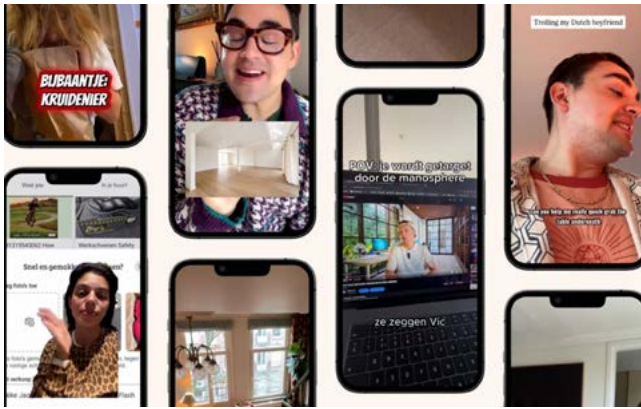
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BEST USE OF A CELEBRITY OR INFLUENCER



Marktplaats and TEAM LEWIS Silver

Dutch online marketplace, Marktplaats, was losing relevance among the 18–40 demographic. It worked with Team Lewis on a social-first content campaign using well known Dutch influencers to bring its message to life. The brand gave the influencers creative freedom over their posts, allowing for authentic engagement and relevance across different platforms. One judge called this “a highly relevant and contemporary approach to influencer use, with strong strategic and creative execution.”



Haier and TEAM LEWIS Bronze

Haier’s partnership with ATP required a relevant link between the brand and the tennis community to succeed. The company worked with TEAM LEWIS to bring key tennis influencers into the campaign, linking the brand’s values with clearly understood personalities. “I liked that it shifted perceptions,” said one judge. “Haier was no longer just a sponsor – it became a symbol of excellence, inspiring audiences to embrace high performance as a way of life.”



LNER and This Is Distorted Bronze

LNER wanted to create a compelling content strategy that would position it as a facilitator of memorable journeys, sparking curiosity and wanderlust in its audience. The Routes podcast, developed by This Is Distorted, achieved this by bringing on board well-known presenters Clara Amfo and Jenni Falconer to connect with audiences. Judges thought this podcast campaign “punched above the weight of the average sponsored-branded podcast,” because of its creativity, engagement and understanding of its audiences.

BEST COPY STYLE OR TONE OF VOICE

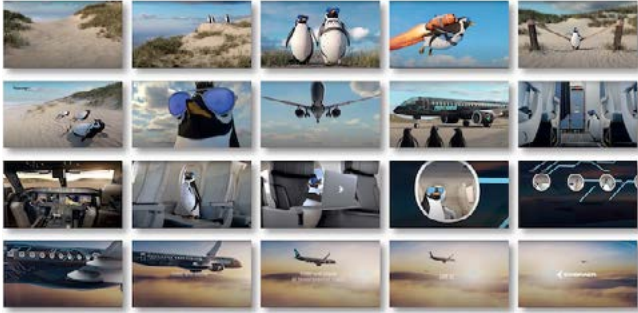


Pearson and Definition Gold

Pearson's 2025 rebrand as a digital learning company, not an academic publisher, required a tone of voice that would inspire people to want to learn. It worked with Definition to avoid sector clichés and tired messages, and use evidence to support its key messages. It wanted its audiences to think differently about learning and education.

The result is action-oriented, energetic and human. The tone of voice is accessible allowing Pearson to communicate more clearly and more simply. Judges thought this was an excellent example of a company that took classic writing and language principles and reinvented them to create a branded copy style and tone of voice that is newly engaging and enriching for a modern audience.

BEST COPY STYLE OR TONE OF VOICE



Embraer Commercial Aviation and Gravity Global Silver

Embraer's work with Gravity Global on its promotion of the E2 brand uses a new brand mascot and a cheeky, clever personality. Its copy style is emotionally impactful, memorable and resonant. The charisma and joy shines through in every brand touchpoint. One judge praised the "human storytelling using humour to differentiate, but still linked to key sales content," adding that the "storytelling and tone is memorable to cut through."

BEST USE OF CONTENT WITH AN EXISTING EXTERNAL COMMUNITY



Lumo and Hull Trains

Gold

In June 2025, Lumo and Hull Trains planned and hosted the inaugural Pride Summit in the north of England. The summit brought together interested parties across the cultural, arts and media landscape in the north. Lumo and Hull Trains facilitated this summit by providing both physical space – and transportation – and communications amplification and support.

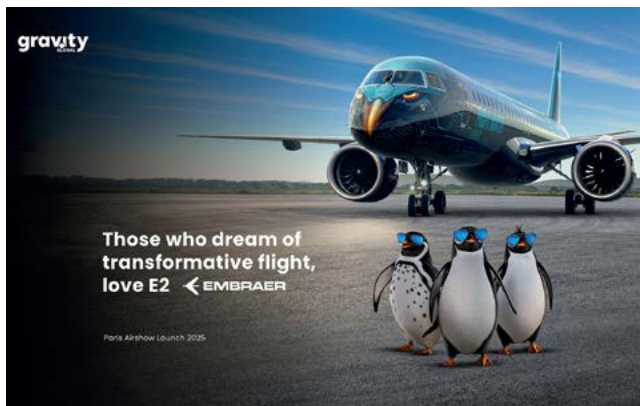
Lumo and Hull Trains worked to foster collaboration between Pride leaders, promote key discussions from the summit and amplify the messages most relevant to the north's LGBTQ+ community. Judges loved the way the train companies got involved in this summit, with one saying, "This is a great example of how to support a community." Others praised the authentic connection between the organisations involved and the excellent community engagement for authentic purposes.

BEST USE OF CONTENT WITH AN EXISTING EXTERNAL COMMUNITY



Barclays and Fresh Air Silver

Barclays' 'Mortgage Insider' podcast is designed to provide simplicity to mortgage professionals who operate in a complex, technical and highly regulated industry. Fresh Air developed the podcast to be interesting, universally appealing to mortgage professionals and relevant to their daily lives. One judge called it "an excellent example of how to maintain a community by building a trusted, non-promotional utility that fits seamlessly into the high-pressure working lives of UK mortgage brokers."



Embraer Commercial Aviation and Gravity Global Bronze

Embraer wanted to reconnect with the air transport community at the Paris Air Show. It worked with Gravity Global to redefine the way its E2 aircraft was perceived, doing away with a longtime brand association and introducing a playful emperor penguin campaign. Judges thought this was a "brand elevation" that saw millions of film views and excellent engagement across the industry.

BEST USE OF CONTENT IN A LIVE OR EXPERIENTIAL SETTING



Plenty and TEAM LEWIS

Gold

Plenty entered a crowded energy market in Belgium, with a proposition for renewables that was not typical of the country's energy landscape. It needed to make a bit splash in order to change perceptions about renewable energy and broaden understanding about its future-facing model. It worked with TEAM LEWIS on a guerrilla marketing campaign that used large-scale activations to grab Belgians' attention.

The 'Chill baby, chill' campaign not only sparked conversation among the public and the media, but it was supported by in-depth interviews, news pieces and content that helped build Plenty's credibility and corporate story. And it certainly delivered, with a huge amount of money raised in funding and a strong foundation built for Belgium's renewables market. One judge called it "an excellent example of using an experiential hook to drive hard corporate and financial metrics."

BEST USE OF CONTENT IN A LIVE OR EXPERIENTIAL SETTING



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

P&O Cruises wanted its sponsorship of the Baftas to align it with Britain's creative culture. To do so, it worked with Stepping Stone Media to bring footage shot in the Caribbean to central London. It also asked celebrities holiday-themed questions as they sashayed down the red carpet, resulting in a 62% uptick in Instagram views. One judge said, "It's hard not to be impressed by the sheer scale of the undertaking and the impactful results it delivered."



Pro Carton and Storm Communications **Silver**

Storm transformed the Pro Carton Awards from a formal awards programme into a content-led live experience that brought innovation and sustainability to life. Content was also used to bring students and educators into the awards, broadening Pro Carton's reach and encouraging interest in the manufacturing industry. One judge called this a "really strong all-round project, which brings numerous creative elements together seamlessly."

BEST BRANDED CONTENT PUBLICATION OR SITE



Info Support and TEAM LEWIS Gold

Info Support worked with TEAM LEWIS to create a white paper looking into the future of European cloud solutions to help leaders in the IT industry understand the next steps in innovation, security and compliance. It aimed to establish itself as a leader in the European IT industry with a long-term commitment to resilience in cloud computing.

The white paper had to draw together immense technical information and create a strong, clear report that could be both easily understood and useful to IT professionals. Not only did hundreds of people download the white paper, but it resulted in 20 new business leads for Info Support. One judge called it a "clear and strategically strong publication with a well-defined objective around thought leadership and stakeholder engagement."

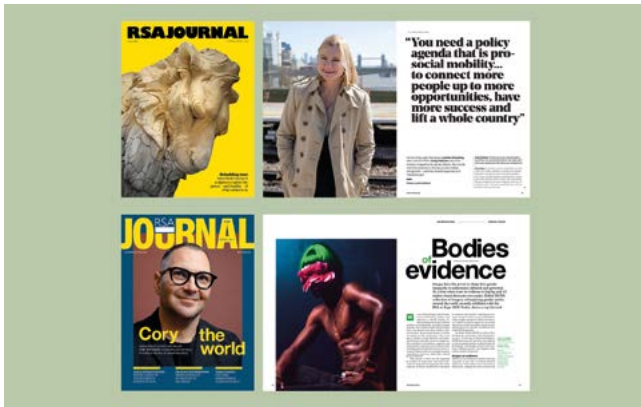


Living Ratings and Living Group Gold

Living Group's Living Ratings report benchmarks the brand and digital intelligence of financial and professional services firms on a yearly basis. This helps its clients gain new insights and supports the team's own work with actionable data. This year, instead of a PDF-style report, Living Group developed an interactive microsite offering new ways of engaging with the data.

The new approach allows for easier access to the incredible insights derived from the Living Ratings data. Judges thought this was a powerful shift, that allowed for better engagement with the report and greater connections between Living Group and its clients. One said, "democratising access to data' was a powerful message," and another praised the "research and planning and creative execution."

BEST BRANDED CONTENT PUBLICATION OR SITE



RSA Journal and Wardour Silver

Wardour’s redesign of the RSA Journal saw it take a longstanding and well-loved piece of branded content and make it even more relevant, impactful and cutting-edge. It brought it up to par with modern media standards and created a stronger platform for connection between the RSA and its community. “This is an excellent example of a branded content publication with a clear editorial proposition and strong alignment to audience needs,” according to one judge.

BEST USE OF DATA



Rieker and Major Tom

Gold

Canadian footwear brand Rieker focused on optimising its web experience for clicks and distributor sales. But it lacked a clear digital story to support its brand development. It worked with Major Tom to link its in-person traffic with its digital footprint. To do so, it segmented its audience to better target their specific needs. In-store visits were validated digitally, thereby delivering a clearer ROI on advertising and SEO activities.

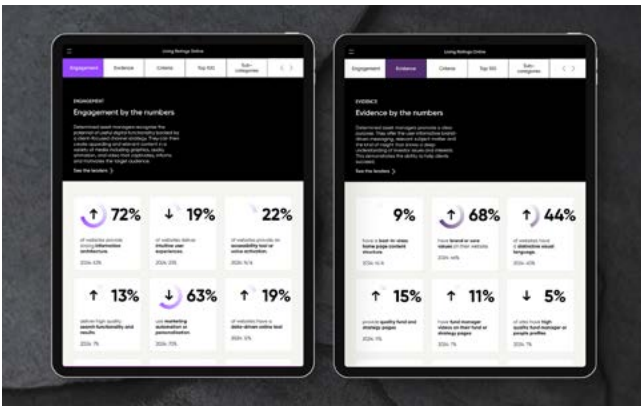
Rieker used this information throughout the campaign to adapt its approach and ensure it was getting the best out of its content. The campaign resulted in a 72% uplift in year-on-year retail sales with over 28,000 store visits directly attributable to digital content. "Phenomenal," said one judge. "They had a really clear and focused goal and strategy; and meticulous strategy and implementation, backed up by clear results."

BEST USE OF DATA



Seneca Polytechnic and Major Tom Silver

Seneca Polytechnic's complicated outreach, admissions and marketing model meant it had hundreds of campaigns to manage annually. Major Tom worked with the institution to unify its channels and operationalise the data it was getting from all its many activities. In doing so, there was a 46% improvement in the conversion rate and a 202% increase in revenue from continuing education. One judge praised the way "Major Tom re-architected Seneca's marketing ecosystem into an always-on, data-driven engine."



Living Ratings and Living Group Bronze

Living Ratings is Living Group's data-fuelled insights portal for use across client campaigns, industry intelligence and analysis and thought leadership. This year's iteration saw it transformed into an interactive microsite, with easier access to the valuable insights delivered by the research. Judges thought this "felt very interactive and was a fantastic use of data," praising the way it enriched the client experience in the process.

BEST INTERACTIVE CONTENT

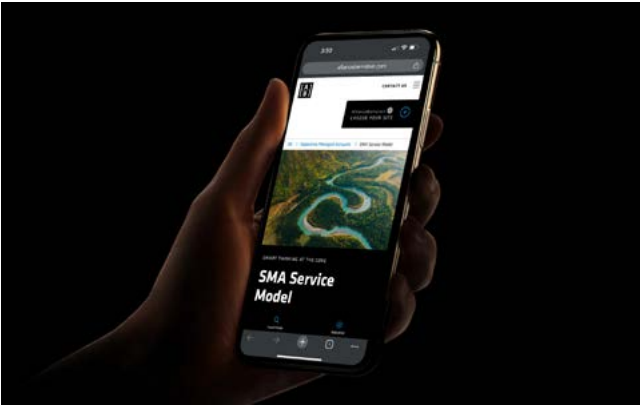


Iberdrola and Headland Consultancy **Gold**

Iberdrola worked with Headland Consultancy to engage senior audiences in the benefits, challenges and trade-offs required in the transition to clean energy. It focused on the decisions needed to deliver Europe and the UK's energy targets through an interactive, scenario-based game called 'Renewable 2030.' The 10-minute game was suitably engaging that the number of plays exceeded the target by 30%.

With an immersive storytelling approach, the game allowed users to consider the factors that contribute to decisions around the energy transition and see the impact of their choices in a gamified setting. "This is true interactivity as an experience, not just navigation," said one judge. "The game puts users in the role of decision-maker, which is core to the idea." Another praised the way the game "raised awareness and made people think."

BEST INTERACTIVE CONTENT



AllianceBernstein SMA Service Model and Living Group Silver

AllianceBernstein worked with Living Group to create an interactive digital experience to help financial advisors scale their practices. The SMA Service Model site used an interactive visual narrative, animations and a responsive design to keep users engaged and deliver best-in-class storytelling. Judges thought this was a great fit for the audience, as it avoids a dense PDF-style piece of content in favour of interactive tools that reduce complexity.

BEST USE OF CONTENT ON SOCIAL MEDIA



Marktplaats and TEAM LEWIS

Gold

Online marketplace, Marktplaats wanted to ensure that it was positioned as a cost-saving, circular retailer of choice for 18-40 year-olds. It wanted to make second-hand products accessible and relevant for young Dutch consumers. To do so, it worked with TEAM LEWIS on an influencer campaign that allowed content creators the freedom to build authentic posts without heavy-handed brand guidelines or ad content.

The result was an upsurge in content about Marktplaats' proposition through the authentic and genuine voices of trusted Dutch influencers. The content reached almost 5m people and generated PR coverage in its own right as well. "An excellent example of cultural relevance. By reframing selling as a smart side hustle rather than a chore, they successfully activated a tough-to-reach audience," said one judge.

BEST USE OF CONTENT ON SOCIAL MEDIA



Progress Tour - Episode 3: Belvidere, New Jersey
dsm-firmenich
178k views · 8 months ago

dsm-firmenich and Brunswick Group Silver

After its merger, dsm-firmenich worked with Brunswick Group on a six-part, magazine-style film series that ran across internal and external social media platforms. It was designed to build a stronger internal narrative, while also shoring up the company's corporate storytelling for key stakeholder groups. One judge said it was "high-quality corporate storytelling that successfully humanises a complex global merger."



Ecolab and Gravity Global Silver

Ecolab's quirky, characterful approach to its ReadyDose product campaign was a joy on social media. Gravity Global used action figure-inspired brand mascots to build humanity, connection and fun into an otherwise straightforward topic. This successfully inspired the notoriously hard-to-reach audience of small hospitality venues and restaurants across several global regions. One judge called it "a disciplined, ROI-driven campaign. The use of CGI action figures successfully personified a utilitarian product, making it memorable and effective."



P&O Cruises and Stepping Stone Media Bronze

P&O Cruises wanted its sponsorship of the Baftas to yield more than just brand placement. It worked with Stepping Stone Media to create a social media campaign featuring some of Britain's biggest stars and filmed on location in the Caribbean. This helped merge the two worlds and delivered a glamorous – yet accessible – social campaign to Bafta viewers and brand followers alike. One judge said, "It's hard not to be impressed by the sheer scale of the undertaking and the impactful results it delivered."



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BEST ONE-OFF CONTENT CAMPAIGN



Hull Trains **Gold**

For English Tourism Week 2025, Hull Trains launched a creative, cost-effective, one-off campaign to showcase the tourism potential of Hull and East Yorkshire and its rail connectivity. It targeted locals and tourists by leveraging Yorkshire's tourism appeal and captivated attention by starring Jack Murriner Brown, of *The Traitors* fame.

The social media campaign followed Brown on a range of routes across the Hull Trains network. It showcased key destinations while also broadening an understanding of Hull Trains' breadth and reach. From wildlife parks to wetlands to aquariums, the series provided fun and engaging content suitable for social engagement. Judges loved the way the tour of Yorkshire took suggestions from social media followers, shaping the content to suit the needs of the audience. And the investment paid off, with a massive PR and social reach as a result.

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BEST ONE-OFF CONTENT CAMPAIGN



Lumo and Hull Trains Silver

Lumo and Hull Trains showcased the incredible charitable impact a couple has had on its network. Denis and Barbara's 'Poppy Express' has long been raising money for the Royal British Legion. But this year, Lumo and Hull Trains amplified their efforts by celebrating 10 years of the programme and running a two-day poppy-selling marathon in October. "This is a great campaign; jumping on a topical issue, linking up to community and social responsibility, seamlessly weaving into the mission of the company, with tangible impact. Love it," said one judge.



Ecolab and Gravity Global Bronze

Ecolab worked with Gravity Global on an enigmatic campaign promoting its Ready Dose product. Using a miniature action-figure-like cleaning crew, the campaign brings humour, personality and humanity to an industry desperate for emotional connection. Judges loved the connection between the business purpose, marketing strategy and customer needs. One praised the "clear commercial objectives and strategy with engaging, multichannel creative content and great results."

BEST LONG-TERM USE OF CONTENT



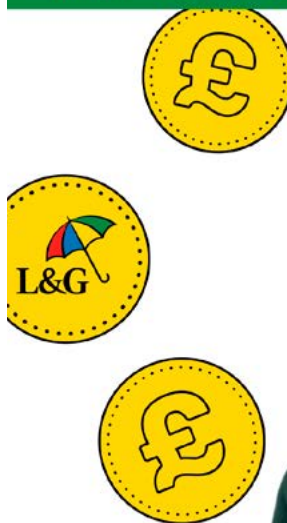
Deloitte Global and We Are Tilt **Gold**

Deloitte wanted to change perceptions of mandatory ethics training and drive real behavioural change across its global workforce. It developed a multi-season, streaming-style drama series that focuses on business ethics, but with a watchable dramatic flair. 'Dilemma' was designed to feel binge-worthy and encourage consistent watching habits.

Its digestible content and excellent acting made a big impact on Deloitte's workforce. Not only did hundreds of thousands of people watch the series, but over 120 watch parties were facilitated for season two, indicating the series' deep embedding within Deloitte's corporate culture. One judge called it an "ingenious way to tackle very dry training challenges, which normally represent a chore for employees." Another said it was "a very strong ongoing project aimed at long-term culture change, strong objective and strong results."

A little bit richer

with Iona Bain



Legal & General and Fresh Air **Gold**

Legal & General wanted to challenge perceptions of financial services as being male-dominated and product-led. It worked with Fresh Air to develop the podcast, 'A Little Bit Richer.' Over the past four seasons, the production has positioned Legal & General as a more accessible, younger and more female brand with relevant content, jobs and use for all demographics.

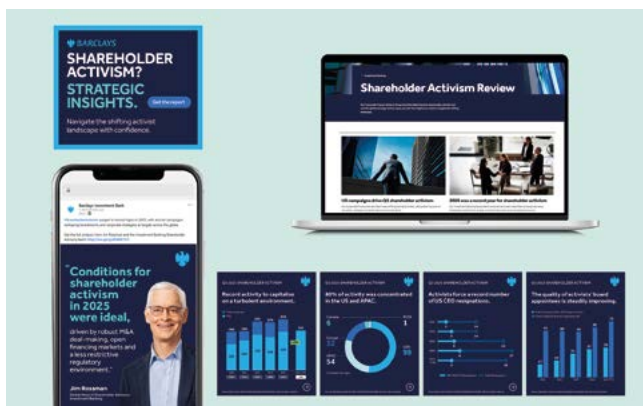
By helping young people to better understand their finances, the company has built trust and credibility across the generation. And, by limiting the brand's footprint, the podcast has remained focused on financial literacy, money management and wealth development without overtly pushing Legal & General's products. "This is a great example of using content to shift brand perception from 'old-fashioned' to 'accessible' for a critical younger demographic," one judge said. "The deep audience segmentation and the 276% growth in downloads since April 2024 prove the content is hitting the mark."

BEST LONG-TERM USE OF CONTENT



Barclays and Fresh Air Silver

Barclays' 'Mortgage Insider' podcast is an excellent example of corporate content done right. With a light touch on the sales and marketing side of things, and a heavy dose of authentic, useful insights and information, the podcast has become well-loved among mortgage professionals. Judges thought the Fresh Air production "solves a clear problem: engaging time-poor brokers in a highly regulated space."



Barclays Investment Bank – Shareholder Activism Bronze

Barclays Investment Bank's 'Shareholder Activism' series tracks the latest data and trends to equip clients with the insights they need to navigate the shifting activist landscape. It puts out quarterly articles, reports and social media, digital advertising, TV appearances and press placements, to deliver actionable insights to C-suite leaders by helping them to monitor and prepare for activist investor activity. "A disciplined, authoritative series that leverages [long-term] research for a modern multichannel audience," said one judge.

BEST ACTIVATION OF MEDIA COVERAGE



Fibrus and Cavendish

Gold

Full-fibre provider in Northern Ireland, Fibrus, wanted to position itself as a champion for rural communities and promote their value as drivers of economic growth. But, this came amid a media landscape that was discussing rural decline and economic downturns. Fibrus worked with Cavendish to change the story. It created the 'Future of Rural' report as a hero piece of content in an integrated campaign. This used case studies and endorsements to tell a story of the future of rural economic life.

This caught the attention of the biggest UK media brands, resulting in several news stories changing the narrative around rural economic activities. And, the report was shared with over 200 political representatives in key departments to further promote investment into the infrastructure and development of rural communities across the UK. One judge called it a "strong, insight-led campaign built around a clear and differentiated narrative that challenges prevailing media assumptions. The use of a futurist report and real-world case studies created a compelling and newsworthy hook."

BEST ACTIVATION OF MEDIA COVERAGE



Lumo and Hull Trains Silver

Lumo and Hull Trains wanted to spark a new discussion around the north-south divide while changing the story on transport links and opportunities. It turned a public survey into a report about the ways in which the north-south divide is a thing of the past. It instead highlighted the vital links between the regions and the ease of transport in both directions. One judge praised this for tackling a “very topical issue, clearly linked to the company and knitted seamlessly into its mission.”



Plenty and TEAM LEWIS Silver

Plenty wanted to change the narrative around renewable energy in Belgium. Traditionally an oil and gas economy, it worked with TEAM LEWIS to promote renewable options and improve understanding about green energy. A massive guerrilla activation was coupled with a media campaign that drove both organic social and traditional coverage. “Highly effective and well-rounded campaign with a clear narrative, strong strategic foundation and excellent execution,” said one judge.



Barclays Investment Bank Bronze

Barclays Research’s 70th Equity Gilt Study (EGS) is an annual report that – in 2025 – examined ‘Minds and Minerals,’ and the critical role of rare earths and skilled talent in the global race for AI supremacy. The campaign sparked media interest in this topic and positioned Barclays as a thought leader in the subject. One judge called it a “strong, well-executed thought leadership campaign with clear alignment between insight, spokespeople and media strategy. Effective use of expert voices and news cycle to sustain coverage over time.”

BEST CORPORATE STORYTELLER



KEW and Fresh Air **Winner**

Many organisations and businesses have worked with podcasts as part of their corporate communications channel mix. Some are incredibly successful in terms of their metrics and cut-through. But there are very few that are so successful they can say that King Charles III himself has taken part. Kew's 'Uneathed' podcast is one of only two who can make that prestigious claim.

Not only did the king take part in the Uneathed podcast, but the programme itself is a standard-bearer for excellence in corporate podcasting. Kew wanted to use the four-part series to build awareness of its seed bank in Wakehurst while delivering its message of the incredible importance of nature conservation. Brand ambassador Cate Blanchett narrated the series, while content sprawled from the value of seed conservation to the work Kew does across its portfolio.

The podcast is an excellent example of brilliant brand values brought to life through incomparable ambassadors for a vital, world-changing cause. "The immersive location recording and involvement of Cate Blanchett created an authentic experience, and securing an appearance from King Charles III provided great gravitas. Add the result – beating annual revenue targets – and this demonstrates a great outcome from the brief to meaningful business impact." This podcast makes Kew and Fresh Air the deserving winners of this year's 'Best Corporate Storyteller' award.

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GRAND PRIX



Deloitte Global and We Are Tilt **Winner**

Business ethics training can be dull. Skippable. Something to sit through as a compliance exercise. And Deloitte knew this. That's why it wanted to change the narrative around ethics learning and create content that would actually be useful and interesting to its internal audience. It worked with We Are Tilt to build a new programme around ethics rooted in age-old storytelling techniques.

It used drama, humour and human dilemmas to craft a bingeable, TV-like series. The 'Dilemma' programme placed participants inside realistic, high pressure ethically questionable situations and challenged them to consider how they would respond when values, judgment, and accountability are tested. The series achieved the highest evaluation rating of any ethics training in Deloitte's history, receiving 98% across the top tiers of engagement ratings.

The programme was so successful that its second series achieved almost cult-like status across Deloitte's internal audience. Thousands of participants watched the programme worldwide and over 10,000 people took part in watch parties. "The content was clearly engaging, and the stats speak for themselves. Any organisations working in highly regulated environments should be asking themselves why they're not following this approach," a judge said. Another added, "This is an outstanding example of internal content that successfully transforms mandatory compliance training into a highly engaging and behaviour-driven experience." Deloitte Global is the worthy winner of this year's 'Grand Prix' award.

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