

**DATA**  
**COMMS** 2026  
**AWARDS**

**WINNERS**  
**BOOK**



# UNICEPTA Playbook:

# When Reddit Matters for Communicators



Understanding visibility, credibility and AI-driven discovery:

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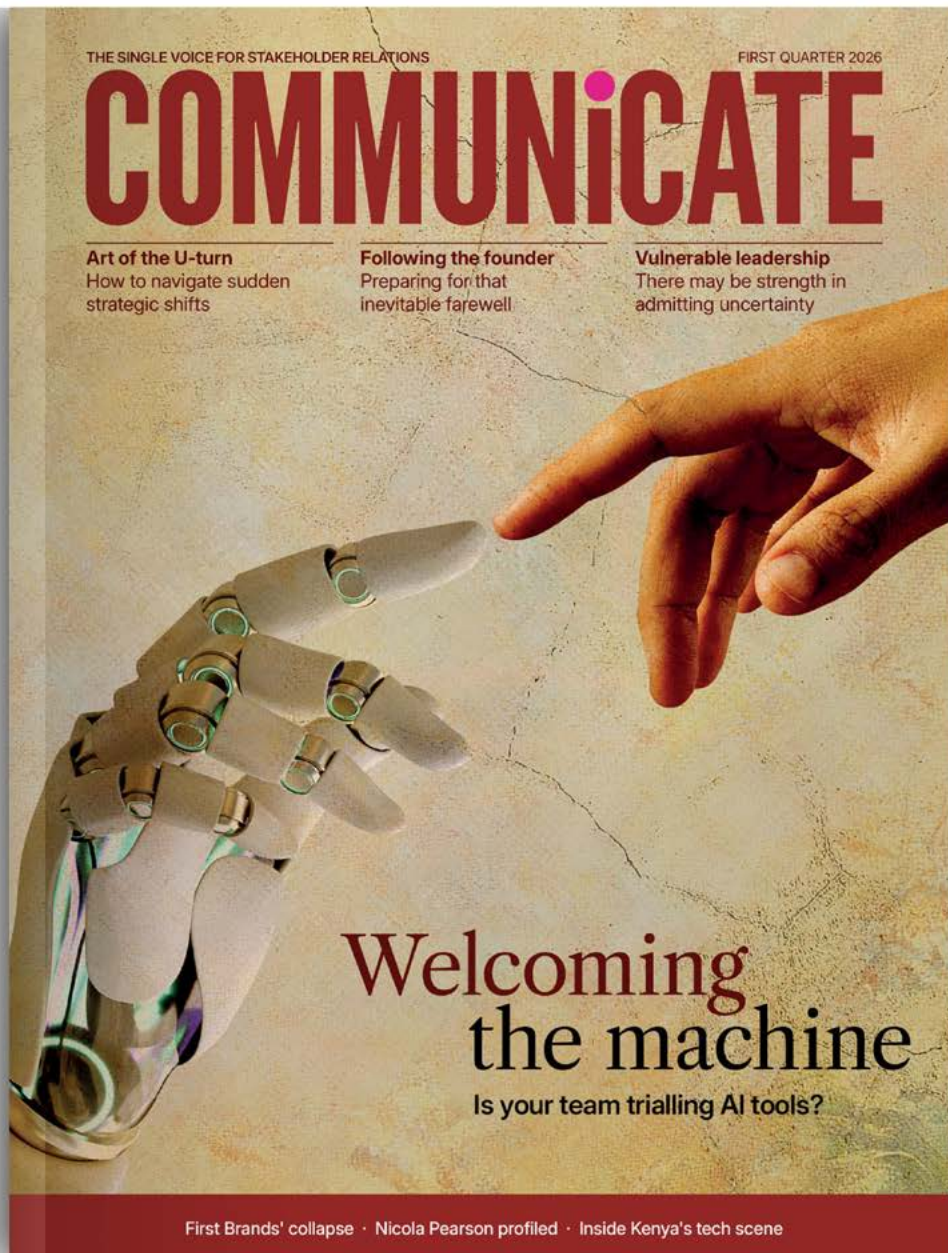
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## NOTE FROM THE EDITOR



**REBECCA PARDON**  
**EDITOR**  
**COMMUNICATE MAGAZINE**

In a world increasingly shaped by algorithms and analytics, data has become the discreet infrastructure of modern life. It underpins how we communicate and comprehend the world around us, flowing subtly through our daily lives while influencing everything from public policy and corporate decision-making to brand reputation and storytelling.

Now in its fifth year, the DataComms Awards celebrates those organisations and individuals using data not merely as a measurement tool, but as a means of creating more intelligent, effective and human-centred communications.

This year's winners demonstrated a remarkable ability to transform complex information into insight and impact. Among the standout entries, Onclusive helped SNCF to design an integrated and cohesive communications strategy as partner of the Paris Olympic Games. Elsewhere, Hard Numbers partnered with cloud security company Gigamon to help it carve out a distinct position in an evolving AI landscape. Another standout winner was Burson, working with a global consumer goods brand to manage a product safety crisis across over twenty markets, with data successfully shaping reputational decisions and informing crisis responses in real-time.

Congratulations to all of this year's winners, whose work is a reminder that while technology continues to evolve at pace, the real value of data lies not in the numbers themselves, but in the creativity and imagination applied to them.

# MEET THE JUDGES



**Sarah Brown**  
**Senior marketing campaigns and brand manager**  
**Helping Hands Home Care**

Sarah is a marketing and comms leader with a strong track record of delivering impactful campaigns for household name brands across leisure, tourism and healthcare. She is the senior marketing and brand manager at Helping Hands Home Care, a leading home care provider with 150 branches across the UK. With an impressive background composing global communications for Merlin Entertainments and previously, across iconic UK attractions including the world's largest aquarium brand, SEA LIFE, LEGOLAND Discovery Centre and Warwick Castle, she is a true expert of crafting captivating campaigns.



**Stuart Hayes**  
**Head of business intelligence and data architecture**  
**Ligentia Group**

Stuart is a senior data leader with over 20 years of experience building and scaling data capabilities across logistics, mobility, media and tech organisations. He is currently head of data at Ligentia, having previously held senior roles including VP data at Moove and head of data and analytics at OSN and Back9Solutions. His expertise spans data strategy, analytics, data engineering, business intelligence, experimentation and customer insight, with a strong focus on turning data into commercial impact. He has also shared insights on the Data Leader podcast and contributes to wider industry discussions on data and analytics.



**Dan Healy**  
**Founder and head of strategy, research and AI**  
**WH5 Consulting**

Dan is a strategy, research and intelligence consultant with over three decades of experience spanning the evolution of research, analytics, influence and AI. He has supported corporate, government and investment institutions in using data, insight and behavioural understanding to strengthen communications. His expertise includes audience analysis, innovation in insight generation and assessing how organisations can respond more effectively to change in complex environments. Dan is also the author of forthcoming books exploring AI, digital brains and their implications for business and society.



**Rob Holtom**  
**Data and digital senior leader**  
**Information Commissioner's Visa Office**

Rob is the executive director of digital, data, technology, transformation and delivery at the Information Commissioner's Office. Rob is responsible for how digital services, data capabilities and technology underpin the ICO's operations and strategic transformation. Rob is a returning judge and was involved in last year's DataComms Awards.



**Jade Jones**  
**Metadata and data quality manager**  
**Sainsbury's Digital, Tech and Data**

With ten years of experience in data analytics, audit, and governance, Jade is a passionate and proficient metadata and data quality manager at Sainsbury's, one of the UK's leading retailers, and recently nominated as a Top Twenty Rising Star in Data and Analytics in 2024. Jade leads a function responsible for developing and rolling out a successful data cataloguing and data quality programme to over 5000 users across the Sainsbury's Group, with the objective of promoting high-quality, trusted, and reliable data for consumption by a culture of data-fluent colleagues.



**Matt Large**  
**Director of data**  
**UNiDAYS**

Matt has over 25 years of experience in the world of data. Over the past seven years as director of data at student discount platform UNiDAYS, he led the implementation of their data lakehouse strategy, most recently the provision of a new data catalogue. His previous roles include heading up solution architecture at Black Swan Data, BI/Big Data projects at Channel 4 and several years in the MI group at PA Consulting.

# MEET THE JUDGES



**Bernice Maune**  
**Corporate affairs and PR manager**  
**MTN**

As MTN Group Fintech's Corporate Affairs and PR Manager, Bernice has a purposeful approach towards diverse situational challenges and the ability to thrive in fast-paced, technology-driven environments. As a highly creative and innovative professional, with sharp commercial acumen, she has pioneered communications encompassing public relations, content marketing, digital marketing, personal branding, internal and external corporate communication strategies for stakeholders whilst significantly contributing to the overall momentum of the organisation as a whole.



**Bob Wilson**  
**Co-founder and MD**  
**Set Reset**

Leading experience design at Set Reset, Bob works at the intersection of data, design and interaction. Bob has delivered work for clients including S&P Global, WHO, HSBC, JP Morgan and Checkout.com. With a background in data visualisation from The Economist Group, his focus is on making complex ideas accessible through clear, considered design. His work spans interactive storytelling, digital experiences and information strategy.



**Jonathan Wood**  
**Director of communications and external affairs**  
**Health Data Research UK**

Jonathan is an adaptable and collaborative leader of communications teams in the research sector. He sits on the senior leadership team at Health Data Research UK and leads an excellent team in sharing how health data research and innovations are making a tangible difference to people's lives. He has over 20 years' experience of communicating high-profile research with accuracy and impact to multiple audiences, having worked at a range of science and research organisations including the British Ecological Society, NHS England, the Institute for Fiscal Studies and Oxford University.

# THE WINNERS

## DATA INSIGHT

### Best Data Insight from a Communications Campaign (One-Off)

Gold – CULTURE3xTED and Braidr

Gold – Specsavers and Golin

Silver – SAS and CARMA

Bronze – An automotive client and UNICEPTA

Bronze – Salone and Onclusive

### Best Data Insight from a Communications Activity (Ongoing)

Gold – Philips and FleishmanHillard  
TRUE Global Intelligence

Silver – OTTO and Onclusive

Bronze – A global luxury automotive brand and CARMA

### Best Data Insight from an Integrated Campaign

Gold – CARMA - Reputation Economy Report

Silver – Specsavers and Golin

Bronze – SNCF and Onclusive

### Best Real-Time Response

Gold – An automotive client and UNICEPTA

Gold – CARMA's Iran US Conflict Command Centre

Silver – A global consumer goods brand and Burson

Bronze – ASML and Caliber

### Best Media Coverage Impact Assessment

Gold – Samsung and FleishmanHillard

TRUE Global Intelligence

Gold – SNCF and Onclusive

Silver – Aston Martin and CARMA

Bronze – Novartis and Commetric

Bronze – PMI and CARMA

### Best Data Driven Competitive Intelligence

Gold – CARMA's Driving Change and Impact Series

Silver – Moving Image - Data Suite

## DATA USE

### Best Use of Data to Assist Reputation Management

Gold – A global consumer goods brand and Burson

Gold – Ministry of Media, Saudi Arabia and eMediaMonitor

Silver – CARMA's Kingdom of Saudi Perception Report

Silver – Novartis and Commetric

Bronze – An automotive client and UNICEPTA

Bronze – EU Delegation to Syria and A Data Pro

### Most Innovative Use of Data

Gold – Amazon Ads and FleishmanHillard  
TRUE Global Intelligence

Silver – CULTURE3xTED and Braidr

Silver – Specsavers and Golin

Bronze – An anonymous beauty brand and CARMA

### Best Data-Driven Corporate Storytelling

Gold – Gigamon and Hard Numbers

Silver – Arton Capital and The Agency Partnership

Silver – CARMA's Iran US Conflict Command Centre

Bronze – CARMA's Driving Change and Impact Series

Bronze – Silverfin and 3Thinkrs

## DATA COMMUNICATIONS

### Most Innovative Format to Display Data

Gold – Fieldcraft Studios and Braidr

Silver – CARMA's Live AI Command Centre and Strategic Insights

### Best Interactive Data Display

Gold – S&P Global and Set Reset

Silver – i-PRO and Hard Numbers

Bronze – CARMA's Live AI Command Centre and Strategic Insights

### Best Use of Animation

Gold – S&P Global and Set Reset

Silver – AWS and Gorilla Gorilla!

### Best Visualisation of Data

Gold – Checkout.com and Set Reset

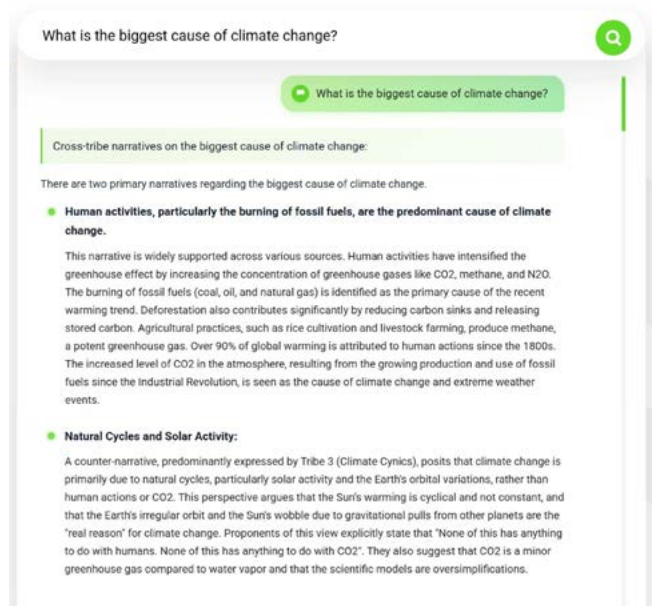
Silver – The Fleming Initiative and Gorilla Gorilla!

Bronze – ASML and Caliber

THE  
WINNERS

**GRAND PRIX** Amazon Ads and  
FleishmanHillard  
TRUE Global  
Intelligence  
*Winner*

# BEST DATA INSIGHT FROM A COMMUNICATIONS CAMPAIGN (ONE-OFF)



## GOLD

### CULTURE3xTED and Braidr

CULTURE3 is the creative impact partner of TED, a nonprofit organisation dedicated to sharing educational and inspiring ideas with audiences around the world. Global data and AI consultancy Braidr applied its AI-powered platform, T.R.I.B.E (Tribal Resonance Intelligence Behaviour Engine), to analyse digital attitudes and cultural mindsets at scale. The platform identified underlying belief systems and behavioural patterns, using a Retrieval-Augmented Generation (RAG) approach to enrich LLM outputs with real-time relevant information drawn from a vector database. Braidr mapped eight distinct 'climate tribes' and developed tailored engagement strategies for each. These insights enabled CULTURE3xTED to interpret relevant conversations and deliver credible, high-impact sustainability messaging. Judges praised the segmentation as "genuinely novel", technically innovative," and "simplified and impactful."

## GOLD

### Specsavers and Golin

Specsavers worked with Golin to create a video campaign informed by a single breakthrough data insight. Research revealed a disconnection between couples dealing with hearing loss. This insight led the brand to reframe hearing aids as one of the most powerful intimacy products on the market. The data also showed that hearing aids were associated with ageing, medical decline, and social invisibility. The result was a one-off creative campaign that initially appeared to promote a luxury adult intimacy device, before revealing a Specsavers hearing aid on Valentine's Day. Golin utilised GenAI to create press releases as structured inputs for large language models designed to be cited rather than covered. Behavioural and commercial insights shaped the design, channels, timing, and music. The campaign achieved 2.7 million film views and was praised by judges as a "terrific and creative video based on survey findings."

# BEST DATA INSIGHT FROM A COMMUNICATIONS CAMPAIGN (ONE-OFF)



## CARMA

# UNICEPTA

## SILVER

### SAS and CARMA

American technology provider SAS used its Innovate 2025 conference as a new measurement blueprint for a one-off campaign. CARMA delivered a phased measurement framework that scaled real-time KPI snapshots into detailed insight reports. This analysis enabled SAS to extract value at each stage of the campaign while maintaining strategic alignment. “Standout competitive benchmarking and granular message-penetration data,” said one judge.

## BRONZE

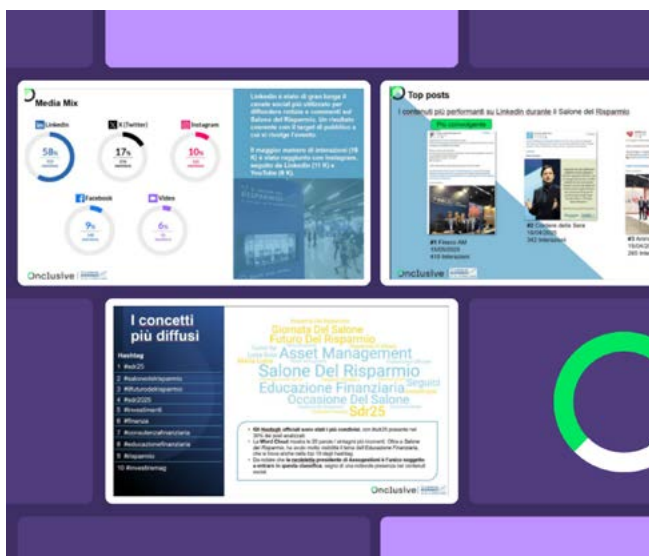
### An automotive brand and UNICEPTA

UNICEPTA delivered a real-time, insight-led measurement programme to track campaign performance. Working with an automotive client, UNICEPTA applied human-coded sentiment analysis and market segmentation to understand audience reactions and shift communications strategy in real-time. The campaign achieved the highest global media reach in the brand’s history. Judges described it as “sophisticated and multi-layered,” praising the “strong data-to-action-to-outcome chain.”

## BRONZE

### Salone and Onclusive

Assogestioni hosted the annual Salone del Risparmio asset management event. Onclusive conducted detailed evaluation of the event using data insights to cut through surrounding noise and assess its value for partners, sponsors, and speakers. The analysis significantly increased media visibility for Assogestioni’s senior representatives and informed future planning. Judges praised the “brilliant custom visibility index” and the “well-executed landmark event analysis.”



## BEST DATA INSIGHT FROM **COMMUNICATIONS ACTIVITY (ONGOING)**

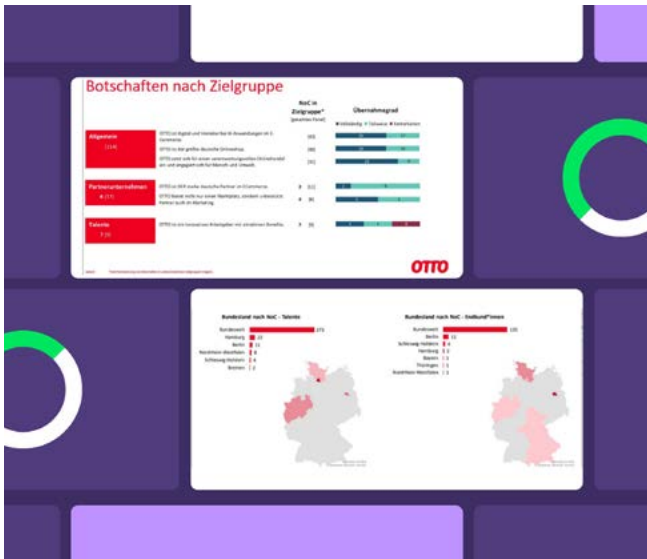
# PHILIPS

### **GOLD**

#### **Philips and FleishmanHillard TRUE Global Intelligence**

FleishmanHillard built a multi-layered measurement architecture for Philips Respironics' paid communications programme that transformed data insight into a strategic optimisation engine, shifting focus from on-platform engagement to downstream revenue impact — and delivering 46.7M impressions, 48% year-on-year revenue growth, and a 31:1 ROAS across a complex multi-channel digital ecosystem. The judges praised the “excellent use of data, research, insights,” citing a “fantastic deep omni-channel monitoring programme,” and the “innovative use of AI to optimise activity.”

# BEST DATA INSIGHT FROM COMMUNICATIONS ACTIVITY (ONGOING)



## SILVER

### OTTO and Onclusive

Ecommerce company, OTTO, worked with Onclusive to refocus its creative strategy on digitisation and technological leadership. Onclusive was tasked with enhancing existing data analysis to fully align with PR activities, messaging and media impact. Through identification of four overarching brand missions, the renewed measurement strategy significantly improved placement of OTTO’s overarching strategic messages. Judges praised the “clear objectives, methodical rigour, and attribution clarity.”

## BRONZE

### A global luxury automotive brand and CARMA

A global luxury automotive brand partnered with CARMA to navigate the risks and opportunities in the electric vehicle market. To overcome executive concern surrounding the launch, CARMA delivered data insights to understand audience trends and attitudes. The campaign successfully incorporated qualitative and quantitative insights to deliver a well-rounded campaign strategy. Judges praised the “compelling story” and use of “memorable individual insights.”



# BEST DATA INSIGHT FROM AN INTEGRATED CAMPAIGN



# CARMA

## **GOLD**

### **CARMA - Reputation Economy Report**

CARMA's "Reputation Economy" report looked at how PR shapes reputation across the UK's top financial institutions. Initial brainstorming identified the need for consumer research and integrated datasets to understand how communications activities influence the purchase funnel at every stage. The dataset involved quantitative and qualitative analysis of traditional media coverage related to the UK's top financial institutions. This enabled CARMA to identify key narratives, sentiments, and themes in global media discourse across various channels. The report integrated media intelligence with consumer data insights and revealed tangible drivers of reputation. The report successfully uncovered fresh insights for financial institutions and demonstrated how data and insights can tell a meaningful story and add value through integrated campaigns. This project from CARMA provided banks with actionable intelligence that directly impacted trust and brand preference. Judges thought the report was "well executed" and delivered "actionable insights across a broad range of topics."

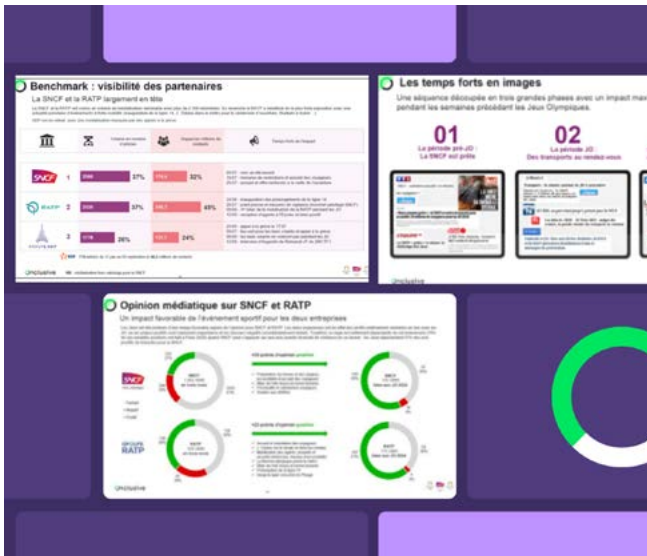
# BEST DATA INSIGHT FROM AN INTEGRATED CAMPAIGN



## SILVER

### Specsavers and Golin

Specsavers worked with Golin to create an integrated campaign showcasing hearing aids. Data insights informed the creative strategy and visual language to generate intrigue among new audiences. The teaser videos achieved over 1.5 million organic views and GenAI was used to create tailored content for journalists and authentically address hearing health queries. “Beautifully delivered with great results,” said one judge.



## BRONZE

### SNCF and Onclusive

As France’s national rail operator, SNCF, sought to leverage its role as an official partner of the Paris 2024 Olympic Games. Onclusive supported an integrated communications strategy guided by a data intelligence framework. The campaign used coordinated, owned and earned media across mainstream and social channels to boost brand awareness and equity. Judges praised the comprehensive multi-channel evaluation, describing it as a “solid campaign”.

## BEST REAL-TIME RESPONSE

# UNICEPTA



# CARMA

### GOLD

#### **An automotive client and UNICEPTA**

UNICEPTA implemented a real-time analytics and response framework to identify, track and counter misinformation during a high-stakes reputational crisis for an automotive client. By combining live media and social monitoring with human-coded sentiment and narrative analysis, UNICEPTA enabled immediate, targeted interventions as the crisis unfolded. The team identified the journalists, publications and channels driving the narrative, isolated sources of misinformation, and supported the client in issuing rapid, evidence-based responses directly to media. Continuous tracking of emerging themes allowed communications teams to adapt messaging in real time and address underlying stakeholder concerns. A structured reporting rhythm combined live dashboards with regular briefings. Judges praised the “concept of targeted interventions” and the “completeness of the insights.”

### GOLD

#### **CARMA's Iran US Conflict Command Centre**

CARMA responded to calls from government and corporate bodies asking for clarity, insights and advice on how to navigate the evolving news cycle in the days following the strikes in Iran. CARMA developed a full-suite of AI-powered strategic insight services. A free and live global media intelligence command centre used AI analysis to provide real-time data and insight. Response briefing services helped organisations navigate noise, while in-depth strategic reporting and webinars delved deeper into the insights to reveal the implications and nuances of conflict. The judges were impressed by the rapid use of the agency's capabilities in reaction to conflict. “Well-executed and added genuine value to clients,” said one judge.

# BEST REAL-TIME RESPONSE

# Burson

## SILVER

### A global consumer goods brand and Burson

Burson gathered real-time data to shape the response strategy of a global consumer goods brand during a product safety crisis affecting more than twenty markets. The intelligence-led approach combined cognitive AI, earned media intelligence, social listening and LLM monitoring tools, running continuously across all affected and at-risk regions. “Excellent use of data to deliver insights in the midst of a crisis,” said one judge.



## BRONZE

### ASML and Caliber

ASML partnered with Caliber to support the development of its multi-stakeholder reputation strategy. Caliber’s platform integrated multiple real-time data streams to assess current patterns and relationships across eight of ASML’s key markets. The result was a data-driven foundation for the brand’s reputation and strategic communications planning. The judges thought this campaign showed “good knowledge of the client,” with “strong results.”

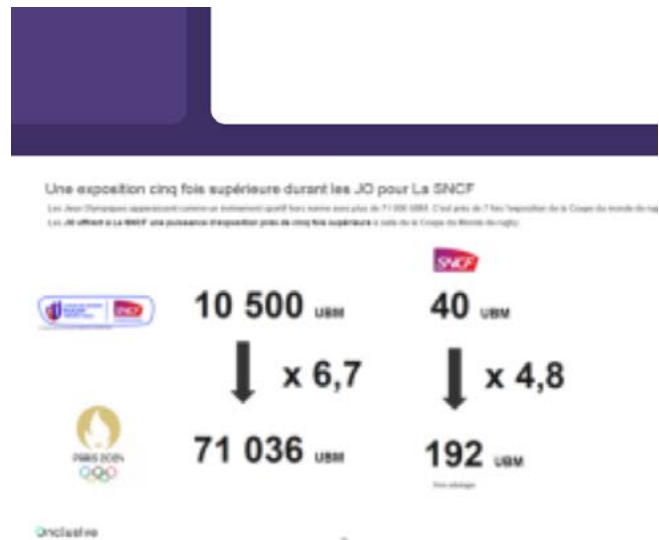
# BEST MEDIA COVERAGE IMPACT ASSESSMENT

# SAMSUNG

**GOLD**

## Samsung and FleishmanHillard TRUE Global Intelligence

FleishmanHillard's TRUE Global Intelligence team designed and delivered a robust data and measurement approach that enabled Samsung to measure campaign performance at the output and outcome level. This provided Samsung's communications team the data it needed to confidently report brand impact back to the business. Judges described the work as the gold standard in media coverage impact assessment, praising its rigorous planning, excellent creativity and clear campaign measurement. "A simply compelling campaign," said one judge.



**GOLD**

## SNCF and Onclusive

SNCF partnered with Onclusive to design and deliver an integrated communications strategy and Athletes Programme as an official partner of the Paris 2024 Olympic Games. Onclusive was appointed to evaluate the effectiveness of SNCF's communication strategy and to assess its positioning relative to other mobility sponsors of the Games. The Athletes Programme measured the individual performance of SNCF's 14 partner athletes, assessing return on investment through both qualitative metrics and quantitative indicators. A comprehensive media coverage impact assessment provided the communications team with clear insights into key success factors, alongside practical data-driven recommendations to optimise future activity. The judges praised the work as a compelling example of how rigorous impact assessment strengthens communications effectiveness. "Impressive results and clear strategy," said one judge.

# BEST MEDIA COVERAGE IMPACT ASSESSMENT



## CARMA



## CARMA

### SILVER

#### Aston Martin and CARMA

CARMA was appointed by Aston Martin to address communications challenges by aligning senior global stakeholders and defining forward-facing deliverables. Using a robust measurement framework combining human-coded social data with outcome metrics such as share price, Google Trends and conversation analysis, CARMA enabled sharper evaluation, strategic evaluation, and campaign launch. Judges praised the work as “honest, well-rounded, and commercially grounded.”

### BRONZE

#### Novartis and Commetric

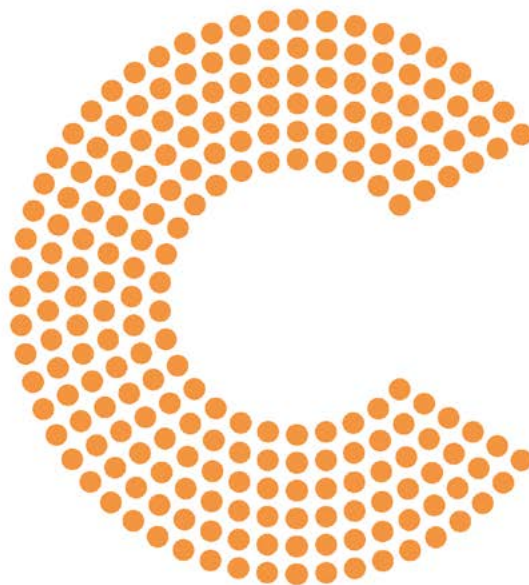
Novartis partnered with Commetric to strengthen the effectiveness of its quarterly earnings communications by introducing an evidence-based methodology to assess how financial messages resonated with media, analysts, and the wider market. The media impact assessment improved message clarity, media targeting, and alignment with best industry practice. Judges praised the “innovative visualisations, use of technology and clear actionable insights to shape future communications activities.”

### BRONZE

#### PMI and CARMA

Philip Morris International, a leading international consumer goods company with a global workforce integrated sustainability into its core business strategy. Through the PMI Measurement and Impact Program, the organisation delivered a robust media impact assessment that generated strategic insights and demonstrated sustainability results. Judges praised the work for its “strong multivariate approach to campaign execution.”

# BEST DATA-DRIVEN COMPETITIVE INTELLIGENCE



# CARMA

## **GOLD**

### **CARMA's Driving Change and Impact Series**

CARMA's Driving Change report series is a data-driven competitive intelligence programme analysing global automotive brand perception, with a particular focus on the rise of Chinese manufacturers. Designed to strengthen CARMA's thought leadership, raise awareness of its capabilities and generate sales leads, the study integrated media and consumer intelligence to deliver a holistic view of how brands are portrayed and perceived worldwide. Client and industry input shaped the research questions, while multi-dataset analysis examined the impact of communications across the full purchase funnel, from awareness to purchase intent. Insights were supported by an open online dashboard to maximise engagement and accessibility. The series generated strong global engagement, over \$2m in pipeline revenue and positioned CARMA as a leader in data-driven competitive intelligence for the automotive sector. "Solid global research with genuine media-consumer integration," said one judge.

# BEST DATA-DRIVEN COMPETITIVE INTELLIGENCE



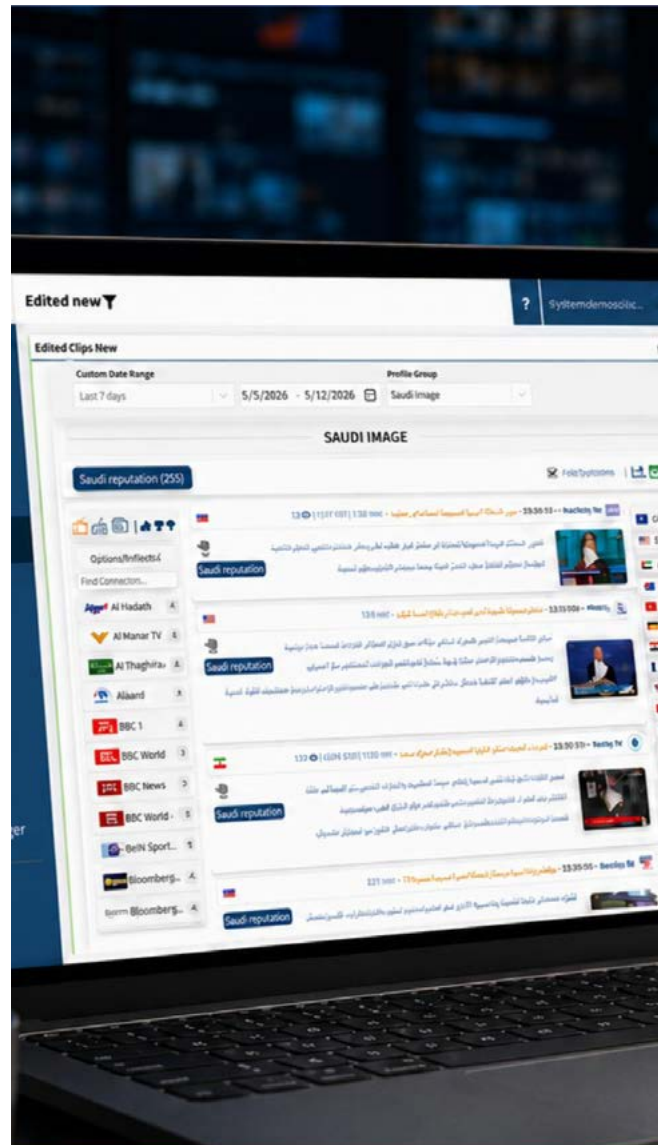
## SILVER

### Moving Image - Data Suite

Over five years, Moving Image developed Data Suite to turn data into decisions. Designed as a competitive intelligence system, it analysed cross-platform content performance, enabling brands and partners to monitor competitors, understand audience behaviour and identify what drove engagement at scale. Data Suite supported organisations to move from reactive reporting to proactive strategy, delivering clear, actionable understanding of competitive positioning.

# BEST USE OF DATA TO ASSIST REPUTATION MANAGEMENT

# Burson



## GOLD

### A global consumer goods brand and Burson

Burson worked with a global consumer goods brand to manage a product safety crisis across more than twenty markets. The data-led reputation management strategy was built around a connected intelligence stack of social listening tools, media intelligence, cognitive audience belief modelling and AI monitoring. Burson provided a continuously updated, evidenced-based picture of brand perception globally, alongside an informed framework for managing the brand's reputation into recovery. Three data-driven insights directly reshaped strategy and prevented reputational decisions that would have caused further damage. The data successfully informed crisis communications in real-time. "An excellent example of using data to deliver insights in the midst of a crisis," said one judge.

## GOLD

### Ministry of Media, Saudi Arabia and eMediaMonitor

The Ministry of Media, Saudi Arabia partnered with eMedia Monitor to enhance its media monitoring and insight capabilities, in support of its Saudi Vision 2030 objectives. To better understand international media perceptions, eMedia Monitor used data-driven insights to strengthen monitoring of audio-visual media touchpoints, as part of a broader programme focused on external perceptions and overall reputation. eMedia Monitor delivered an innovative solution, including bespoke technology developments to enhance broadcast insight and analytics. This included face and voice recognition, improved image resolution, and AI-assisted transcripts enabling instant translation into Arabic. Judges described the work as a "solid use of data to assist reputation management with clearly achieved objectives."

# BEST USE OF DATA TO ASSIST REPUTATION MANAGEMENT



## CARMA

### SILVER

#### CARMA's Kingdom of Saudi Perception Report

The Kingdom of Saudi Perception Report was developed by CARMA as a strategic marketing study analysing Saudi Arabia's global media perceptions. The report used primary market research, media analysis and public opinion data to gather actionable insights. CARMA's use of data was central to the report and resulted in a valuable client relationship building and lead-generation tool.



### SILVER

#### Novartis and Commetric

Commetric developed a data-driven, AI-enhanced methodology to identify, assess and prioritise high-value stakeholders for global policy forums, strengthening Novartis' global public affairs impact. Advanced media analytics, LLM-enabled biographies and topic mapping, alongside a bespoke scoring framework were used to generate a sharper and more reputation-focused strategy.



### BRONZE

#### EU Delegation to Syria and A Data Pro

A Data Pro was commissioned by the EU Delegation to Syria to establish a new reputation management strategy and turn fragmented public discourse into actionable intelligence. The real-time media insights programme tracked sentiment, identified risks and informed communications across political and humanitarian work. Judges praised the shift as "a compelling move from old-style media to something much more comprehensive and valuable."

# BEST USE OF DATA TO ASSIST REPUTATION MANAGEMENT

## BRONZE

### **An automotive client and UNICEPTA**

UNICEPTA developed an integrated, data-led measurement framework to identify, quantify and mitigate reputational risks for an automotive client. As negative narratives intensified across the automotive sector, UNICEPTA delivered enhanced media analysis and a new KPI framework to better capture message quality and impact, supporting a clearer and more balanced media narrative. “Impressive scale and long-term measurement framework,” said one judge.

# UNICEPTA

MOST  
INNOVATIVE USE OF DATA

amazon ads

**GOLD**

**Amazon Ads and FleishmanHillard  
TRUE Global Intelligence**

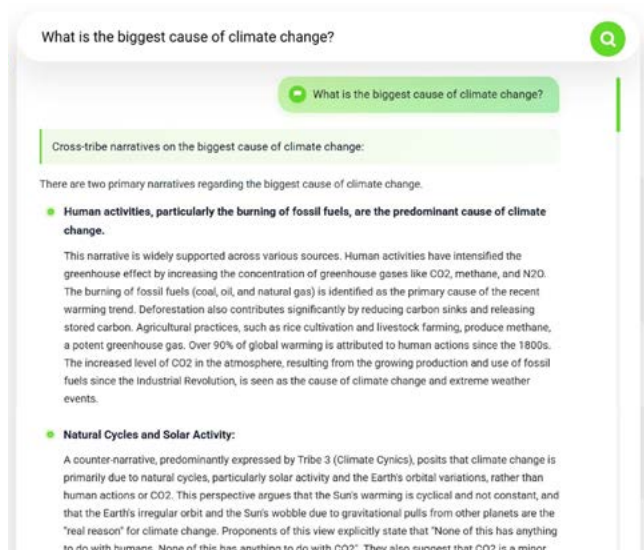
TRUE Global Intelligence built a new audience segmentation system that redefined social measurement for Amazon Ads, shifting focus from follower volume to verified, cohort-level engagement quality and turning audience insight into a strategic driver of content and business impact. Judges described the work as an outstanding campaign, highlighting its clear impact and innovative application of AI. One judge called it, "a genuinely new, complete approach to solving a problem."

# MOST INNOVATIVE USE OF DATA

## SILVER

### CULTURE3xTED and Braidr

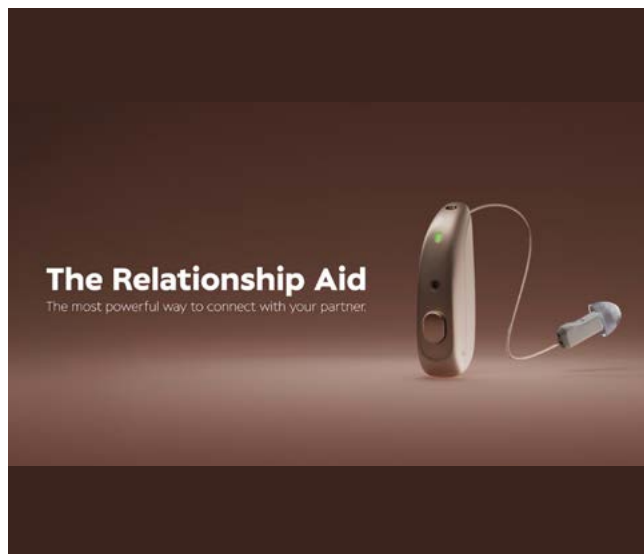
CULTURE3xTED partnered with Braidr to understand the complex and fragmented conversation about climate change. The innovative Tribal Resonance Intelligence Behaviour Engine allowed Braidr to filter out noise and identify the most influential thought leaders, key trends and stories. The judges thought the use of data was “relevant, refreshing and essential to a conversation that we are seeing unfold in real time,” said one judge.



## SILVER

### Specsavers and Golin

Specsavers partnered with Golin to deliver an innovative, data-centered campaign that explored how brands appear within AI generated answers. By analysing AI citation patterns, Golin developed a novel media targeting framework to measure brand visibility beyond traditional searches. The resulting creative campaign increased brand and product awareness, with judges praising it as “terrific and a creative video.”



## BRONZE

### An anonymous beauty brand and CARMA

CARMA worked with a UK beauty brand to articulate the impact of its brand campaigns through a robust, integrated evaluation framework. Working collaboratively, CARMA produced an innovative insights report that clearly demonstrated how PR activity translated into measurable business outcomes. Judges praised the work as “a commercially grounded use of data with impressive, quantified business impact.”



# BEST DATA-DRIVEN CORPORATE STORYTELLING

Gigamon®

## 2025 Hybrid Cloud Security Survey

RISK RECALIBRATION

Gigamon®

Evolving Hybrid Cloud Security  
in the Age of AI



**GOLD**

### Gigamon and Hard Numbers

Hard Numbers partnered with hybrid cloud security specialist Gigamon to help the brand carve out a distinct position in the evolving AI landscape and establish cybersecurity as the foundation of a successful AI strategy. Using a rigorous, data-driven approach, Hard Numbers conducted deep analysis of cybersecurity media data, extensive social listening, and surveys of security and IT executives to understand what would resonate most strongly with journalists and stakeholders. This research uncovered the often-overlooked costs of AI, generating complex insights that were turned into clear headline-grabbing narratives. The resulting storytelling campaign cut through a crowded market, exceeded every media KPI, and delivered a significant uplift in traffic driven by earned media and social coverage. Judges praised the work as a highly effective, data-driven campaign, describing it as, “clean, no-nonsense and fully attributed,” with an exceptional return on investment.

# BEST DATA-DRIVEN CORPORATE STORYTELLING

## SILVER

### Arton Capital and The Agency Partnership

Arton Capital appointed The Agency Partnership to strengthen both the reputation of the investment migration sector and its own business acquisition efforts. By leveraging strategically timed polling data, The Agency Partnership generated exclusive insights into how political uncertainty influences relocation decisions among high-net-worth audiences. The judges were impressed by the commercial and competitive outcomes. "Well-targeted and executed campaign," said one judge.



## SILVER

### CARMA's Iran US Conflict Command Centre

With team members and clients across the Gulf, CARMA responded rapidly to strikes in Iran with a highly sensitive, multi-faceted initiative to navigate a fast-moving media environment. Central to the response was a free, live global media intelligence command centre delivering real-time insights. "Innovative response to a market challenge that delivered tangible results," said one judge. "Technically dazzling real-time use of data," said another.



# CARMA

## BRONZE

### CARMA's Driving Change and Impact Series

CARMA's Driving Change report series used integrated media and consumer intelligence to deliver a comprehensive picture of how Chinese automakers are portrayed and perceived globally. The reports used data to inform corporate storytelling strategies and identify what data matters across regional nuances. "A wonderful, multi-dimensional approach with solid global research and genuine media-consumer integration," said one judge.



# CARMA

# BEST DATA-DRIVEN CORPORATE STORYTELLING



## BRONZE


### Silverfin and 3Thinkrs

Silverfin partnered with 3Thinkrs to address inefficiencies among UK accountancy firms and generate credible data that spoke to the real operational pressures and challenges. The result was an insight-driven, data-led story that united earned, owned, and paid channels, alongside tailored research positioning Silverfin as an industry changemaker. "Interesting challenge in shifting the financial narrative," with "clear goals and positioning," said the judges.

## MOST INNOVATIVE FORMAT TO DISPLAY DATA



FIELD  
CRAFT  
STUDIOS

Powered by  braidr

# Upstream

A FIELD CRAFT STUDIOS × BRAIDR RESEARCH INITIATIVE

Mapping the gap between what UK water users care about and the invisible threat of antimicrobial resistance – across 10 communities and 3 platforms.

## GOLD

### Fieldcraft Studios and Braidr

Fieldcraft Studios and Braidr created Upstream, a joint research and storytelling initiative designed to break antimicrobial resistance (AMR) out of its scientific echo chamber and into public understanding. AMR kills more people globally each year than malaria and HIV combined, yet awareness remains dangerously low, particularly among communities most exposed through UK waterways. At the heart of Upstream is an innovative, publicly accessible, AI-powered dynamic data display mapping ten UK water-user communities. This explorable format was designed to inspire action and analysed 6.2 million community members. Supported by peer-reviewed AMR research, the system uses large language models to connect lived experience with scientific evidence at an impressive scale. The result is a multi-layered tool that translates complex data into campaign-ready insight for communicators and public health leaders alike. Judges praised the “strong strategic thinking” and “sophisticated analytical work.”

## MOST INNOVATIVE FORMAT TO DISPLAY DATA



# CARMA

### SILVER

#### **CARMA's Live AI Command Centre and Strategic Insights**

CARMA's Live AI Command Centre visualised real-time media narratives, sentiment and market differences through an interactive data display. The platform enabled faster, more confident decision-making during crisis conditions. Judges described it as a "hyper-topical and responsive initiative meeting an urgent need."

# BEST INTERACTIVE DATA DISPLAY

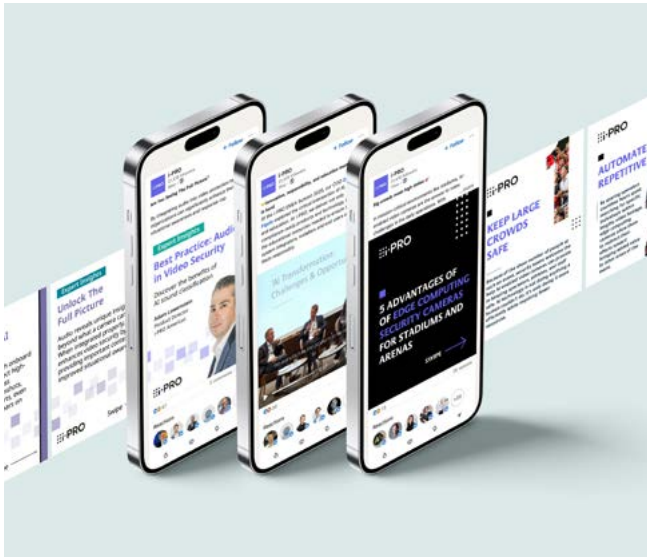


## GOLD

### S&P Global and Set Reset

Design agency Set Reset developed a multi-player installation using S&P Global's data to explore the forces shaping the future of AI. FutureChoice.AI invited participants to step into the roles of policymakers, innovators, energy producers and data infrastructure leaders. Using custom-developed encoder dials, participants were given a physical, hands-on way to steer decisions. Players were then guided through the future they created, seeing how their choices directly influenced outcomes. By visually transforming the vast amounts of complex data into a collaborative, multi-player experience, Set Reset and S&P Global confronted the tension between rapid AI innovation and energy required to support it. Debuting at a global energy conference, FutureChoice.AI, translated complex data stories into an intuitive shared interface that encouraged deep understanding and meaningful dialogue. Judges praised the work as "fresh, different, and truly interactive."

# BEST INTERACTIVE DATA DISPLAY



## SILVER

### i-PRO and Hard Numbers

Global manufacturer of AI-powered security cameras i.PRO worked with Hard Numbers to deliver the streamlining of its three separate regional LinkedIn pages into one global page. Hard Numbers introduced new content, new processes and a suite of fully interactive dashboard to replace siloed spreadsheets and enable clarity, speed and action. “Clear strategy and implementation with robust results,” said the judges.

## BRONZE

### CARMA's Live AI Command Centre and Strategic Insights

CARMA created a global media intelligence command centre, using AI driven analysis to deliver real-time data and insight to help stakeholders navigate the news cycle as Iran retaliated to the US and Israeli strikes. The data display distilled vast volumes of coverage, alongside global and local media narratives. Judges praised the display for its “strong strategic thinking and sophisticated analytical work.”



# BEST USE OF ANIMATION

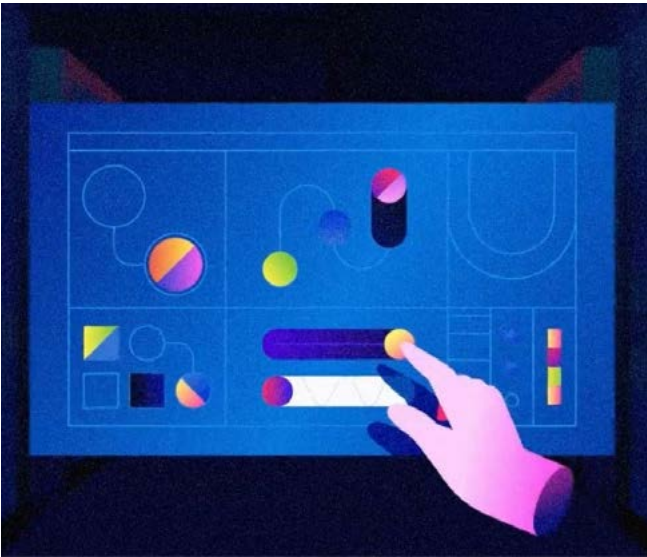


## GOLD

### S&P Global and Set Reset

S&P Global's FutureChoice.AI is an installation created in collaboration with Set Reset to spark reflection and dialogue about the future of GenerativeAI. The animated, multiplayer strategy experience invites participants to assume the role of key stakeholders in the AI ecosystems, including policymakers, innovators, and infrastructure leaders. As players make decisions, a dynamic 3D simulation visualises their collective future, revealing the ripple effects and trade-offs created by each action. Outcomes are collated into a worldview, highlighting not only what is possible but also what is at stake. Delivered by Set Reset, the installation uses tactile encoder dials to create intuitive and immersive interfaces, alongside printable snapshots that provide tangible takeaways from the experience. Judges praised the project as a multilayered simulation in which motion is a powerful mechanism, describing it as "excellent innovation" with "standout use of animation."

# BEST USE OF ANIMATION

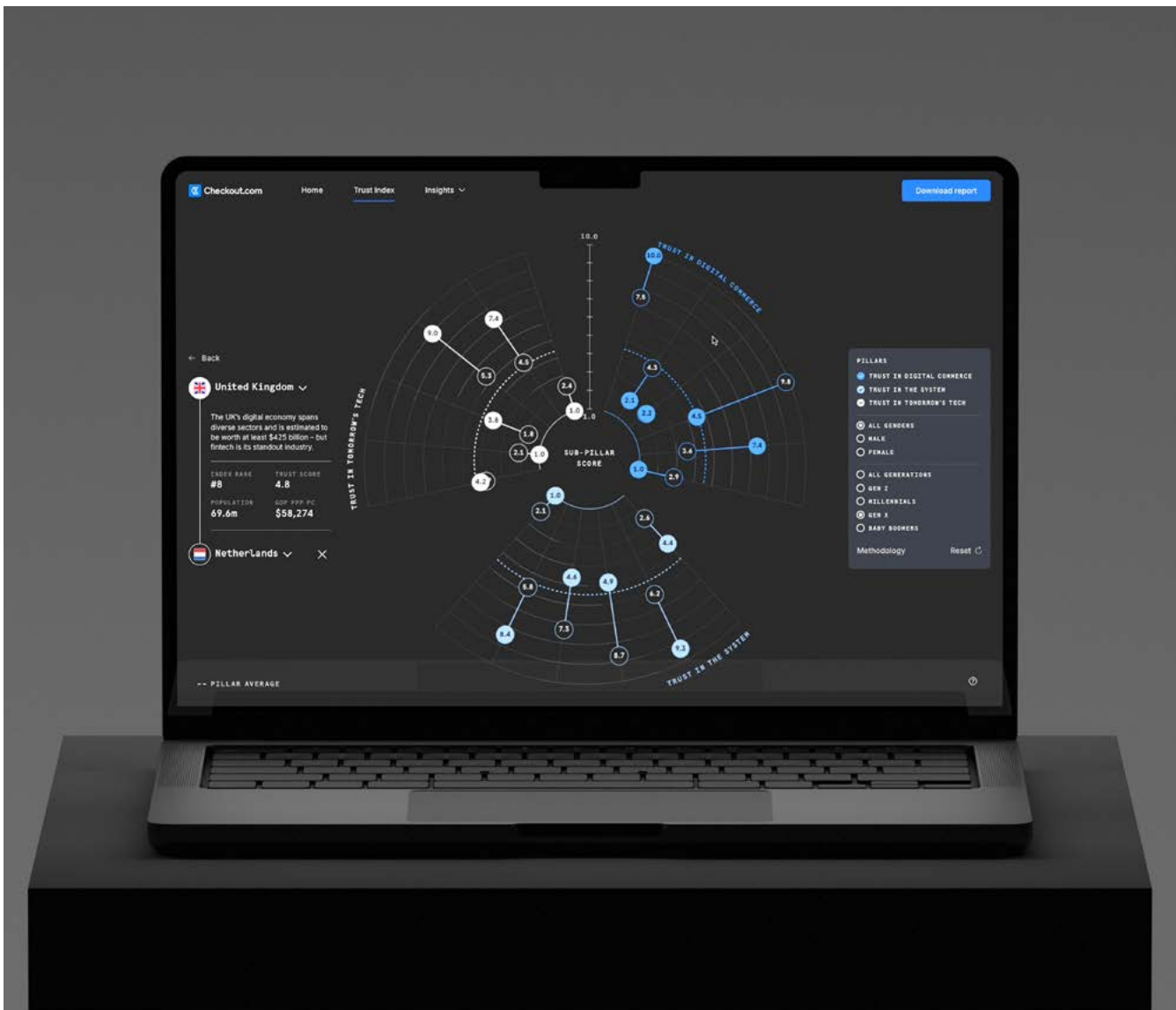


## SILVER

### AWS and Gorilla Gorilla!

Gorilla Gorilla! created a short animated film for AWS that used dynamic shapes and patterns to translate complex data into a bold visual narrative. The animation brought AWS's scale, security, and global reach as a data centre to life through a memorable employee-driven story. Judges felt the work successfully "overcame an interesting challenge," praising its "smart operational thinking."

# BEST VISUALISATION OF DATA

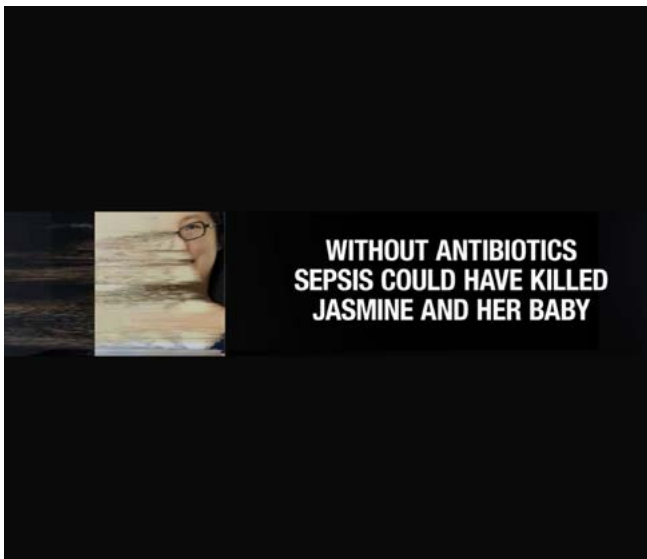


## GOLD

### Checkout.com and Set Reset

Set Reset visualised Checkout.com's extensive multi-market research through the creation of the Digital Economy Trust Index, combining survey data from sixteen countries to quantify consumer trust across a range of digital behaviours. The research was translated into a central interactive data visualisation that enabled users to explore the factors shaping trust in the digital economy. Filters allowed the visualisations to be tailored by region and demographics, supporting deeper and more relevant insights. Set Reset also developed an editorial, story-led experience examining digital trust from three distinct perspectives, each aligned to one of the Index's core pillars. This approach provided broader context and a more holistic understanding of how trust operates across commerce, technology, and society. The work transformed complex, multi-market research into a crafted, exploratory visual system that revealed structure, insight and meaning through data design. Judges described it as an innovative and engaging display of information, calling it "striking and refreshingly represented."

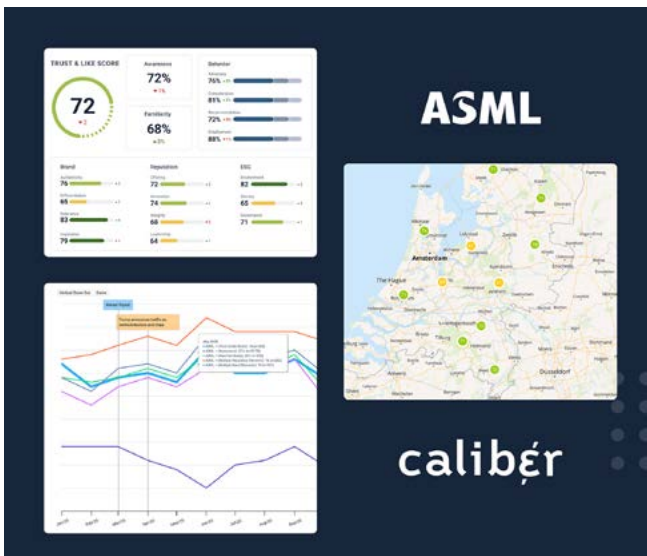
# BEST VISUALISATION OF DATA



## SILVER

### The Fleming Initiative and Gorilla Gorilla!

The Fleming Initiative is a charitable partnership dedicated to ending the global spread of antimicrobial resistance. Gorilla Gorilla! was brought in to communicate its key data and deliver a powerful visualisation to be shown on Piccadilly Circus. The data visualisation successfully stopped audiences in their tracks and converted footfall into digital action. The judges described this visualisation of data as “informative, relevant, and well-executed.”



## BRONZE

### ASML and Caliber

Caliber partnered with ASML, a global supplier of advanced semiconductor manufacturing equipment, to help the company take a more proactive role in shaping and managing its global and local reputation. Caliber delivered a visualised, data-driven foundation that identified perception gaps, emerging risks and opportunities across eight key markets. Judges described the work as a “strong and impactful entry.”

The logo for Amazon Ads, featuring the word "amazon" in a dark blue, lowercase, sans-serif font with a curved arrow underneath it, and the word "ads" in a similar font to its right.

## **WINNER**

### **Amazon Ads and FleishmanHillard TRUE Global Intelligence**

Amazon Ads and FleishmanHillard TRUE Global Intelligence delivered a Grand Prix-winning campaign that set a new standard for how audience insight can be transformed into a strategic driver of content and business impact. Amazon Ads, the advertising arm of Amazon, helps brands reach business customers across digital channels, while FleishmanHillard TRUE Global Intelligence is the agency's global data and intelligence practice, specialising in audience insight and strategic measurement. Together, they addressed the fundamental challenge of ensuring content was genuinely reaching the audiences that mattered most. TRUE Global Intelligence built a new audience segmentation system that redefined how social engagement was understood, shifting the focus from follower volume to the quality and

relevance of audience interaction. This elevated audience insight from a reporting function to a strategic lever for content, investment and decision-making at Amazon Ads.

Judges praised the work as an outstanding and comprehensive campaign, highlighting its clarity of purpose, innovative application of AI and strong alignment with Amazon's data-driven culture. Described as the strongest entry across all judging criteria and as "technically sophisticated work where innovation is matched with rigorous outcomes," it delivered ongoing value beyond the campaign itself. Winning Gold for Most Innovative Use of Data and ultimately the Grand Prix, the work stood out for its originality, strategic ambition and exemplary use of data to deepen audience understanding and drive more meaningful communication.



FLEISHMANHILLARD

# TRUE Global Intelligence

## An intelligence consultancy for the business of communications

We combine deep research expertise, data science, and behavioural intelligence to deliver strategic marketing and communications insights.

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INTELLIGENCE

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REPUTATION

CORPORATE  
NARRATIVE

CULTURAL  
SIGNALS

COMMS  
IMPACT

INTEGRATED INTELLIGENCE

SURVEY  
RESEARCH

FOCUS  
GROUPS

IN-DEPTH  
INTERVIEWS

MEDIA  
LANDSCAPE

SOCIAL  
LISTENING

PERFORMANCE  
MEASUREMENT

## Our Approach to Intelligence



We are FleishmanHillard's engine for **decision-ready intelligence**.



Turning data, insight, and technology into actionable clarity that powers confident, **high-impact** communications decisions.



With award-winning rigour and uncompromising integrity, we unite data, AI, institutional knowledge, and human judgement to deliver measurable impact, helping you connect with audiences, anticipate disruption, protect reputation, and **unlock opportunity** with precision.



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