DIGITAL IMPACT AWARDS 2026

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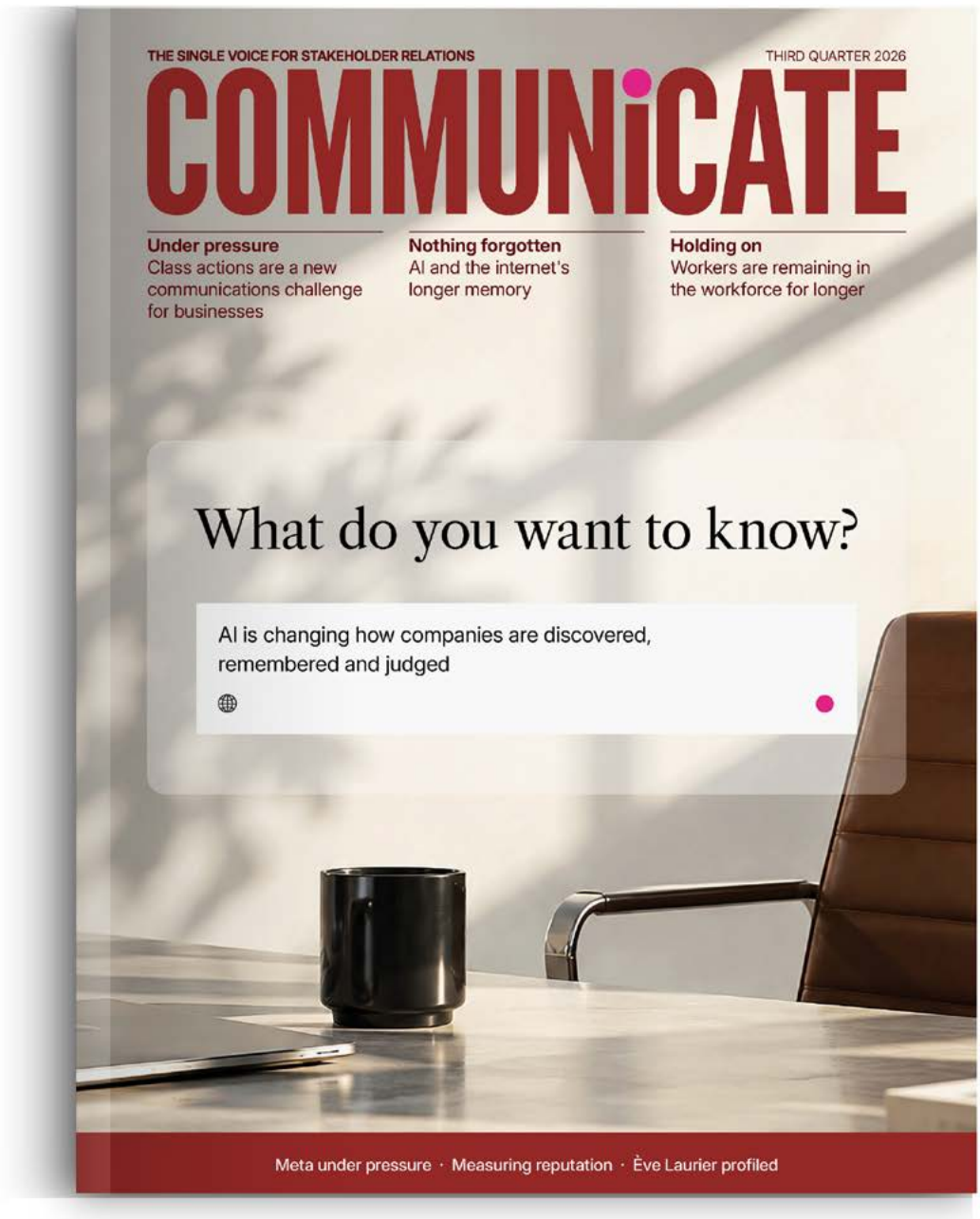
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NOTE FROM THE **EDITOR**



Rebecca Pardon
Editor
Communicate magazine

Seventeen years after we launched the Digital Impact Awards, this is still an industry that gives us plenty to talk about. Platforms come and go, expectations rise and communications teams find fresh ways to make themselves heard. Each year, our search for the UK's best digital work offers a welcome reminder of the ingenuity behind the screens.

An awards programme is also an opportunity to take a closer look. Behind the finished campaign lie the technical know-how and occasional leaps of faith that make an idea work. Communicate's awards bring that craft into view, offering a sense of where the industry is heading and who is worth watching. A little browsing of the competition is, of course, part of the appeal. So is finding an idea that prompts a conversation or sends your own thinking in a new direction.

The projects in these pages give us good reason to be optimistic about digital communications. They show what can happen when ambition is matched by care and a clear understanding of the audience. Congratulations to this year's winners and the teams behind them. There is much here to admire, and plenty to take back to the office.

MEET THE **JUDGES**



Charlotte Borthwick
Associate director, digital and social – International
G4S

Charlotte is associate director, digital and social – International at G4S, a leading security and facilities services company. Since joining in 2010, she has led digital marketing and communications strategy within the global marketing team. With nearly 20 years of experience in communications and marketing, Charlotte brings expertise across the security, construction, and oil and gas sectors. Her international remit combines strategic thinking and digital expertise to strengthen G4S's global brand presence.



Nicci Close
Global digital engagement unit lead
Save the Children International

Nicci is global digital communications lead at Save the Children International, with 20 years of experience across digital communications, events, public relations, CSR and marketing. After seven years in corporate communications, she moved into the non-profit sector to pursue her passion for digital storytelling. Having spent 11 years at Save the Children International, Nicci works across its 90 offices worldwide, providing strategic guidance and creative content to strengthen the organisation's digital brand presence and connect audiences with its mission.



Dan Cowley
Group head of digital
Drax Group

Dan is group head of digital at Drax, a FTSE 250-listed energy business with an international presence. With more than 15 years of industry experience, he has progressed from delivering digital projects to developing strategies that strengthen corporate communications. At Drax, Dan oversees global and branded websites and corporate social media, alongside content creation and website governance. His role combines strategic oversight with practical delivery, ensuring digital channels support the organisation's objectives.



Jérôme Dévé
External communications director
Pfizer

Jérôme is an experienced communications leader with a strong track record in corporate and marketing communications for global healthcare and pharmaceutical businesses. He is currently external communications director at Pfizer France, bringing expertise in communicating complex healthcare topics to diverse audiences. His previous roles include positions at GE Healthcare and Walgreens Boots Alliance. Having worked in the UK, Germany, and China, Jérôme offers an international perspective on communications and reputation management.



Melanie Duffett
Brand and corporate affairs director
Sodexo

Melanie has spent 30 years leading corporate comms, public affairs and marketing teams, building brands and reputations across private, public, and voluntary sectors. She is brand and corporate affairs director at Sodexo UK and Ireland, overseeing internal and external communications, including digital channels and strategy. Previously, Melanie was global marketing director at a technology company and held senior communications and public relations roles at Serco, HM Government, and a research-based charity led by Crisis and Peabody Trust.



Michael Kruger
Senior digital engagement lead
DLA Piper

Michael is senior digital engagement lead at DLA Piper, where he shapes digital engagement, campaigns, social strategy and internal tools across international and US markets. He brings more than 20 years of agency and in-house marketing experience, with senior roles at LEWIS, Bell Pottinger, ENGINE and HUGE London. At LEWIS he tripled digital revenue, joined the EMEA Management Board and founded the DICE Diversity & Inclusion initiative. His work has won multiple industry awards.

MEET THE **JUDGES**



Jinny Mitchell-Kent
Joint managing director
Great State

Jinny is joint managing director at Great State, an independent digital customer experience agency. With more than 20 years of agency experience, including senior leadership roles at Great State and AKQA, she has led transformation programmes, digital products, and customer experience initiatives across government, defence, education, utilities, and global brands. Combining expertise in delivery, operations, and business strategy, Jinny focuses on impactful digital experiences and measurable outcomes.



James Oxley
Head of media production and broadcast
Bank of England

James got his start working on BBC's Grandstand before a mix of digital and logistics roles led him to the Bank of England, where he has spent the last 15 years building out its multimedia and broadcast capabilities – now as head of media production and broadcast. He set up the Bank's in-house production studio, grew a film team from scratch and has helped several colleagues become professional photographers and videographers. He somehow even managed to pick up a credit on a David Attenborough documentary along the way.



Raine Pell
Executive director marketing and communications
Sopra Steria

Raine is executive director of marketing and communications at Sopra Steria, driving market positioning, client engagement and commercial growth. With over 20 years of experience across public and private sectors, she specialises in strategic marketing, communications and stakeholder engagement, helping organisations navigate transformation, build brands, protect reputations and strengthen relationships across healthcare, technology, consulting and business services.



Michael Pullan
Head of digital communications
Centrica

Michael has more than 20 years of experience leading public relations, marketing and digital teams across energy, manufacturing and green technology. He heads digital communications at Centrica, one of the UK's largest energy companies and parent company of British Gas, overseeing corporate web and social media channels. His background in journalism combined with strategic digital leadership, informs a broad understanding of content, audience engagement and communications within complex organisations.



Dan Reddie
Senior corporate affairs manager
Mondi

Dan is senior corporate communications manager at Mondi, focusing on EU public affairs and strategic communications across energy, forestry and the circular economy. His experience also includes internal, crisis and digital communications. Before moving in-house in 2020, Dan worked agency-side as a consultant and account director specialising in corporate reporting and stakeholder engagement. He is particularly interested in how reputation and issues management evolve in volatile operating environments.



Ryan Taylor
Head of digital
City St George's, University of London

Ryan is head of digital at City St George's, University of London, leading digital experiences across web, social media, and CRM. With extensive experience in higher education marketing and communications, he specialises in digital strategy, platform development, content, and campaign delivery. Ryan champions user experience, data-driven decision-making, and impactful storytelling to strengthen engagement. He plays a key role in shaping the university's digital presence following the merger of the two leading institutions.



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MEET THE **JUDGES**



Tracy Truelove
Director, EMEA corporate communications
Canon

Tracy is director of EMEA corporate communications at Canon, leading a team responsible for internal and external communications across the region. Her work communicates Canon's purpose and technological innovations, demonstrating the value of its products, services and solutions. With more than 20 years of experience in corporate, brand and commercial marketing and communications, Tracy brings extensive expertise in shaping messages for diverse audiences and connecting technological innovation with benefits for communities.



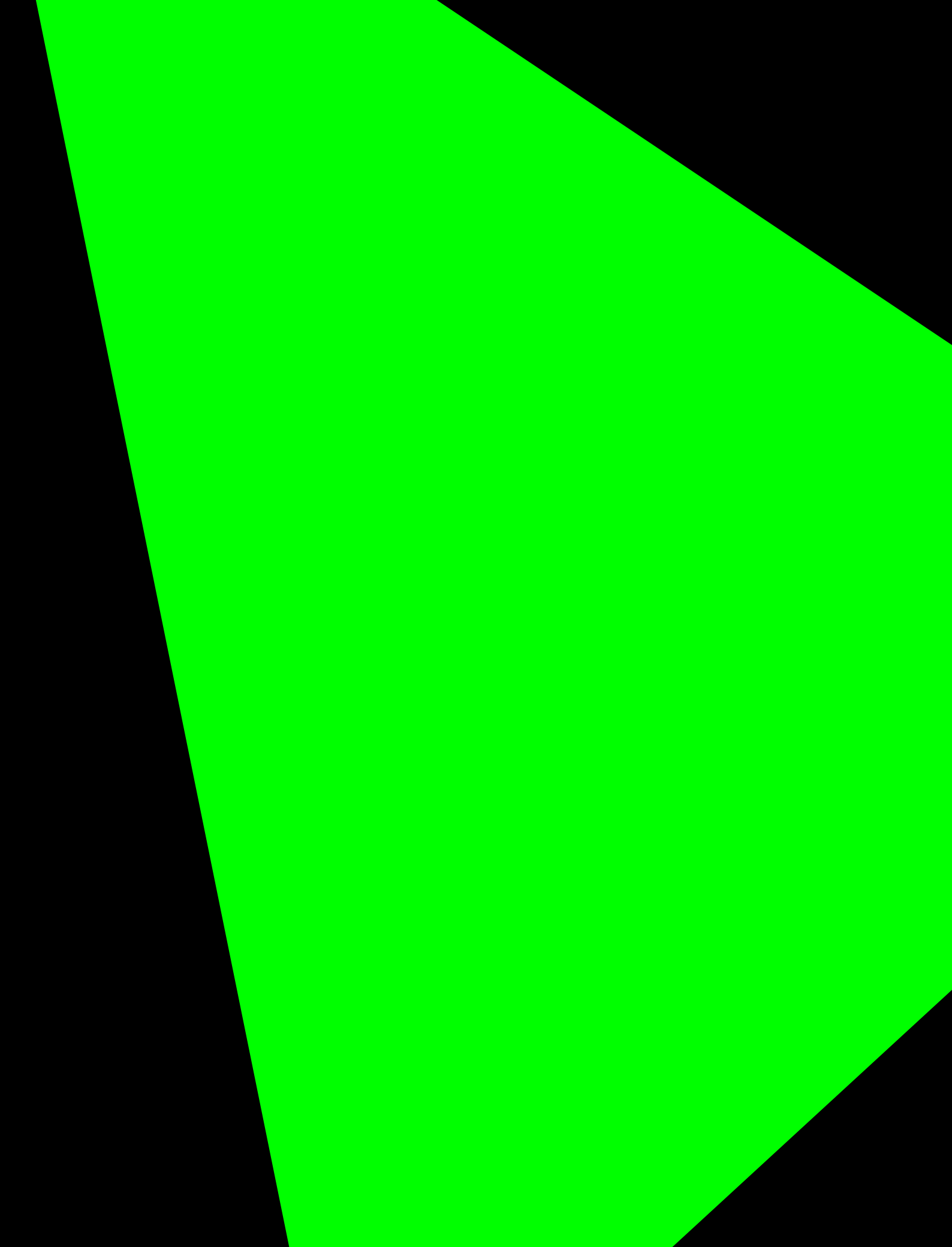
Fiona Whitworth
Head of content and user experience
Capita

Fiona is head of content and user experience for the British Army recruitment team at Capita. Over 20 years, she has helped organisations improve digital experiences through effective content, user insight and audience-focused design. Her experience includes the National Trust's websites and digital products, alongside leading content and UX for a major recruitment marketing programme. A champion of accessibility and user-centred design, Fiona is passionate about using data to improve digital performance and deliver meaningful results.



Jarrod Williams
Head of digital communications, content and channels
St. James's Place

Jarrod is head of digital communications at St. James's Place, a FTSE 100 wealth manager, leading channel strategy and development for colleagues and the wider Partnership. A Chartered PR Practitioner and Fellow of the Institute of Internal Communication, he has more than 15 years of experience across corporate, internal, change and digital communications. Jarrod is also a Wing Commander leading a national volunteer communications team for the Royal Air Force Air Cadets.



THE WINNERS

THE WINNERS

DELIVERABLES

BEST CORPORATE WEBSITE

Gold – Caledonia Investments and three thirty studio

Gold – Unilever

Silver – ArcelorMittal and SampsonMay

Silver – IMI and SampsonMay

Silver – Vodafone and IDX

Bronze – Foresight Group and Gather London

Bronze – PZ Cussons

Bronze – ***thisbank*** and Equimedia

BEST USE OF SEO FOR CORPORATE COMMUNICATIONS

Gold – Affinia and Itineris

Bronze – OSW and Happy Horizon – LEQUAL

BEST USE OF MOBILE OR CORPORATE APP

Gold – ScottishPower

Silver – Thatchers Cider and Bray Leino

Bronze – Bellway

BEST DIGITAL COMMUNICATION AS PART OF AN INTEGRATED CAMPAIGN

Gold – Electrical Safety First

Silver – English Riviera BID Company and Chalk & Ward

Silver – Harvester Salad Bar and OneFifty Digital Consultancy

Bronze – Embraer Commercial Aviation and Gravity Global

Bronze – MBZUAI and The Cusp Marketing

Bronze – Nederlands Openluchtmuseum and Happy Horizon

BEST USE OF DIGITAL TO AID A CSR CAMPAIGN

Gold – Hassell Inclusion

Silver – Hoofdpijn Alliantie and Happy Horizon

Bronze – PURINA and 1000heads

BEST CORPORATE VIRAL CAMPAIGN

Gold – The FA and Hope&Glory

Silver – Unilever

BEST USE OF ONLINE VIDEO

Gold – Pokémon and Hope&Glory

Gold – The Church of England

Silver – Electrical Safety First (The Beep)

Silver – The FA and Hope&Glory

Bronze – Landmarc Support Services and Edson Evers

Bronze – Unilever

BEST USE OF AUDIO

Gold – IHG and 33Seconds

Silver – Rosenblatt Law and SEC Newgate

BEST DIGITAL ACCESSIBILITY

Gold – IKEA

Silver – RHP and Great State

Bronze – Unilever

BEST DIGITAL TRANSFORMATION

Gold – CFA Institute and MSQ DX

Gold – Longleat and Great State

Silver – Papyrus and Kind

Silver – Plan Vivo and Kind

Bronze – Sandringham Financial Partners

BEST USE OF ARTIFICIAL INTELLIGENCE

Gold – Willmott Dixon and Tribus Digital

Silver – Chartered Institute of Personnel and Development (CIPD) and MSQ DX

Silver – IMI and SampsonMay

Bronze – Bellway

Bronze – Corinthia Hotels and MSQ DX

Bronze – Shell

Highly Commended – National Grid Electricity Distribution

BEST USE OF AUGMENTED REALITY OR VIRTUAL REALITY

Gold – Flashgroup

Bronze – Servier and Random42 Scientific Communication

BEST USE OF DATA

Gold – Thermen Resorts and Happy Horizon

Silver – Heijnen Planten and Happy Horizon

Bronze – Capabel and Happy Horizon

Bronze – Danone and Onclusive

BEST INNOVATION

Gold – AVIS and Happy Horizon – LEQUAL with Boundless Digital

Gold – Nimbus and MSQ DX

Silver – Camino Communications and POP Health Communications with Encephalitis International

Silver – Shell

Bronze – National Grid Electricity Distribution

THE WINNERS

SOCIAL MEDIA

BEST USE OF EXISTING SOCIAL MEDIA PLATFORMS: SMALL BUDGET <£20K

Gold – Wintringham, St Neots and famille

BEST USE OF EXISTING SOCIAL MEDIA PLATFORMS: MEDIUM BUDGET £20K–£75K

Gold – Electrical Safety First

Silver – The FA and Hope&Glory

Bronze – UK Power Networks Services and TEAM LEWIS

BEST USE OF EXISTING SOCIAL MEDIA PLATFORMS: LARGE BUDGET £75K+

Gold – Pokémon and Hope&Glory

Silver – The Church of England

Bronze – NAILS.INC and 1000heads

BEST COMMUNITY DEVELOPMENT

Gold – iQ Student Accommodation and TONG Global

Silver – The Church of England

Bronze – Allex Projects

Bronze – Logitech G and Happy Horizon - Vertigo 6

BEST USE OF DIGITAL TO AN INTERNAL AUDIENCE

BEST INTRANET

Gold – ZIGUP and Oak Engage

Bronze – Anglo American

BEST DIGITAL EMPLOYEE COMMUNICATIONS

Gold – AstraZeneca and Ruder Finn

Silver – Anglo American

Silver – Bellway

Bronze – Kier Group and OneFifty Digital Consultancy

BEST USE OF DIGITAL TO AN INVESTMENT AUDIENCE

BEST ONLINE ANNUAL REPORT

Gold – Oakley Capital Investments and Friend Studio

Silver – BT Group and Emperor Design Consultants

Silver – Informa and Luminous

Silver – Stratton Craig and Black Sun Global for Primark

Bronze – Lloyds Banking Group and Emperor Design Consultants

Bronze – UK Power Networks and TEAM LEWIS

BEST USE OF DIGITAL TO AN INVESTMENT AUDIENCE

Gold – Unilever

Silver – Airtel Africa and Friend Studio

Silver – Caledonia Investments and three thirty studio

Bronze – alrajhi bank and Smart Media

Bronze – CGS and Smart Media

Bronze – Pantheon International and TEAM LEWIS

THE WINNERS

EVALUATION

BEST EVALUATION STRATEGY

Gold – Salone del Risparmio and Onclusive

Silver – Affinia and Itineris

Bronze – Samsonite APAC and Onclusive

BEST USE OF DIGITAL BY SECTOR

BEST USE OF DIGITAL FROM THE AUTOMOTIVE SECTOR

Gold – ArcelorMittal Automotive and SampsonMay

Silver – AVIS and Happy Horizon – LEQUAL with Boundless Digital

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

Gold – Electrical Safety First

Silver – Papyrus and Kind

Bronze – Hoofdpijn Alliantie and Happy Horizon

BEST USE OF DIGITAL FROM THE EDUCATION SECTOR

Gold – Capabel and Happy Horizon

Silver – Sandwell College and The Cusp Marketing

Bronze – Alef Education and Smart Media

BEST USE OF DIGITAL FROM THE ENERGY AND UTILITIES SECTOR

Gold – ScottishPower

Silver – National Grid Electricity Distribution

Bronze – Naked Energy and Stoneway

Bronze – UK Power Networks and TEAM LEWIS

BEST USE OF DIGITAL FROM THE ENGINEERING AND MANUFACTURING SECTOR

Gold – IMI and SampsonMay

Silver – Marshalls and MSQ DX

Bronze – Embraer Commercial Aviation and Gravity Global

BEST USE OF DIGITAL FROM THE FARMING AND AGRICULTURAL SECTOR

Gold – Heijnen Planten and Happy Horizon

Silver – Danone and Onclusive

Bronze – Almarai Company and Smart Media

BEST USE OF DIGITAL FROM THE FINANCIAL SERVICES SECTOR

Gold – Caledonia Investments and three thirty studio

Gold – Qredits and Happy Horizon

Silver – M&G and IDX

Bronze – alrajhi bank and Smart Media

BEST USE OF DIGITAL FROM THE FMCG SECTOR

Gold – Arla Foods UK and MSQ DX/26 PMX

Silver – NAILS.INC and 1000heads

BEST USE OF DIGITAL FROM THE FOOD AND BEVERAGE SECTOR

Gold – Rookway Food Systems and Tribus Digital

Silver – Almarai Company and Smart Media

BEST USE OF DIGITAL FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR

Gold – Camino Communications and POP Health Communications with Encephalitis International

Silver – AstraZeneca and Ruder Finn

Bronze – Servier and Random42 Scientific Communication

THE WINNERS

BEST USE OF DIGITAL BY SECTOR

BEST USE OF DIGITAL FROM THE INDUSTRIAL AND BASIC MATERIALS SECTOR

Gold – ArcelorMittal and SampsonMay

Silver – Sappi and Wardour

Bronze – Anglo American

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

Gold – ArcelorMittal and SampsonMay

Silver – Harbour Energy and Design Portfolio

Bronze – Anglo American

BEST USE OF DIGITAL FROM THE PROFESSIONAL SERVICES SECTOR

Gold – Chartered Institute of Personnel and Development (CIPD) and MSQ DX

Silver – CIL Strategy Consultants and Radley Yeldar

Silver – RHR International and Radstone

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

Gold – Cascade Risk Management and Tribus Digital

Silver – Cala Homes and Fresh Egg

Bronze – Bellway

Bronze – Wintringham, St Neots and famille

BEST USE OF DIGITAL FROM THE PUBLIC SECTOR

Gold – Democracy and Boundary Commission Cymru and Storm ID

Silver – UK Civil Aviation Authority and AB Brand and Marketing Agency

BEST USE OF DIGITAL FROM THE SPORTS, TRAVEL, LEISURE AND TOURISM SECTOR

Gold – The FA and Hope&Glory

Silver – Longleat and Great State

Bronze – Audio Obscura and Happy Horizon – Iconic Studios

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

Gold – Pokémon and Hope&Glory

Gold – VodafoneThree and MSQ DX

Silver – Logitech G and Happy Horizon - Vertigo 6

Silver – SNAPDRAGON and 1000heads

Bronze – atNorth

BEST USE OF DIGITAL FROM THE TRANSPORT AND LOGISTICS SECTOR

Gold – Bridgestone West and Sequel Group

Silver – SAL and Smart Media

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THE **WINNERS**

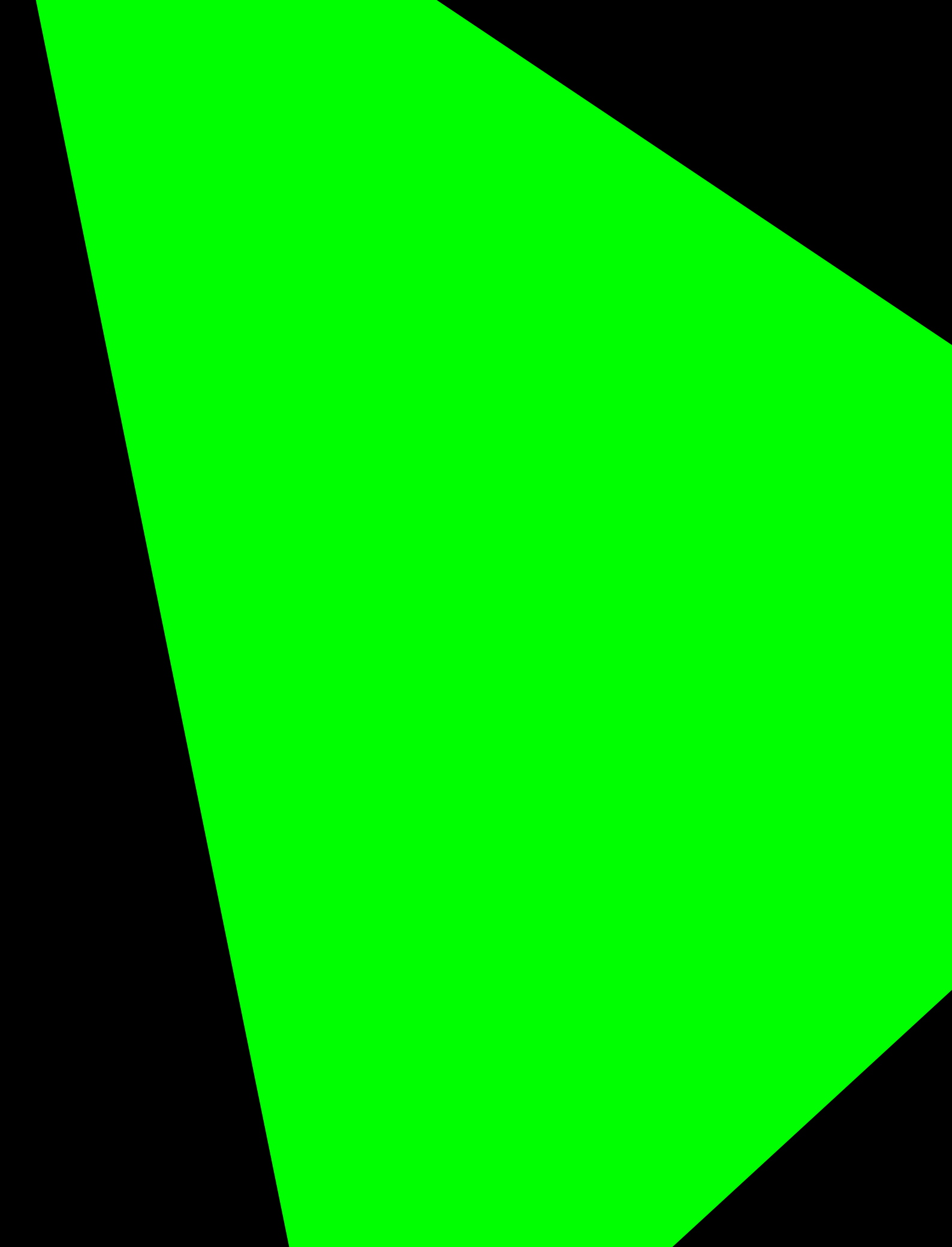
TEAM

DIGITAL AGENCY OF THE YEAR
ONEFIFTY DIGITAL CONSULTANCY
Winner

DIGITAL IN-HOUSE TEAM OF THE YEAR
ANGLO AMERICAN
Winner

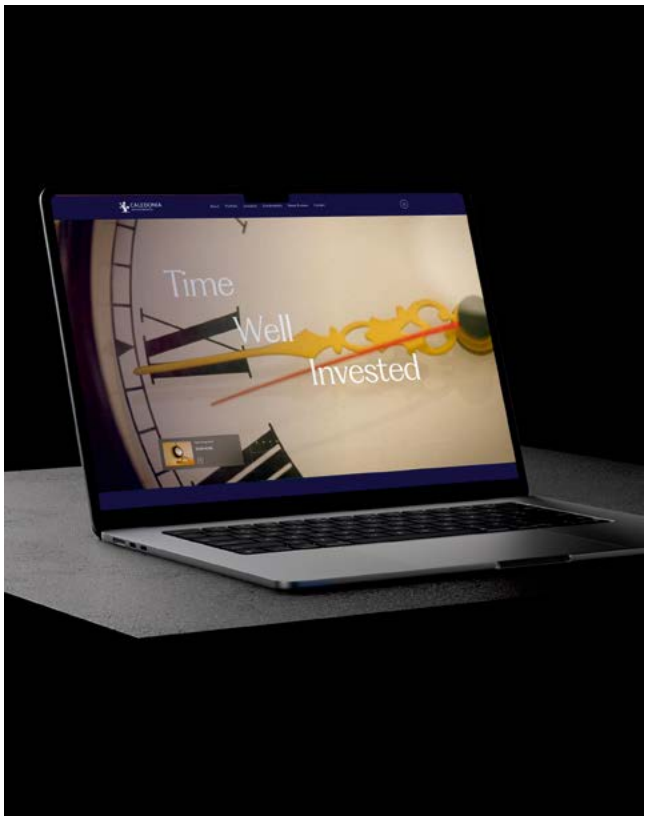
GRAND ACCOLADE

GRAND PRIX
Electrical Safety First
Winner



DELIVERABLES

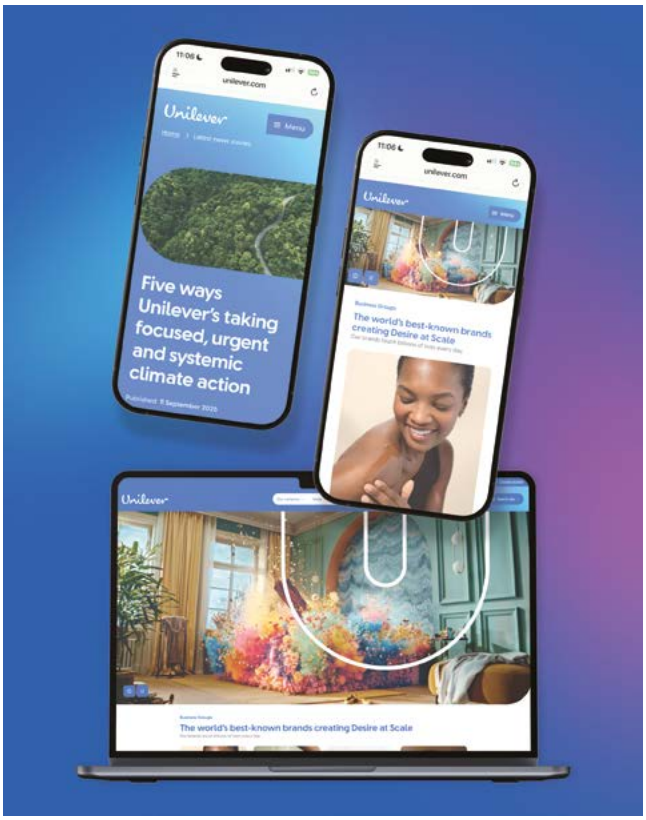
BEST
CORPORATE WEBSITE



Caledonia Investments and three thirty studio
Gold

Caledonia Investments worked with three thirty studio to turn its corporate website into something more than a repository for financial information. The 146-year-old investment trust used a full brand and digital overhaul to make its “Time Well Invested” philosophy tangible, rebuilding the information architecture around institutional, analyst and retail audiences. Storytelling replaces compliance-first convention, with the company’s history, culture and responsible-investment approach given room to breathe.

The mobile-first site is clearer, more inviting and easier to navigate, while practical investor information is surfaced rather than buried. The results are hard to ignore: engagement rose by 98%, views per user by 276% and average session duration by 365%. “An innovative and creatively impressive entry,” one judge observed.

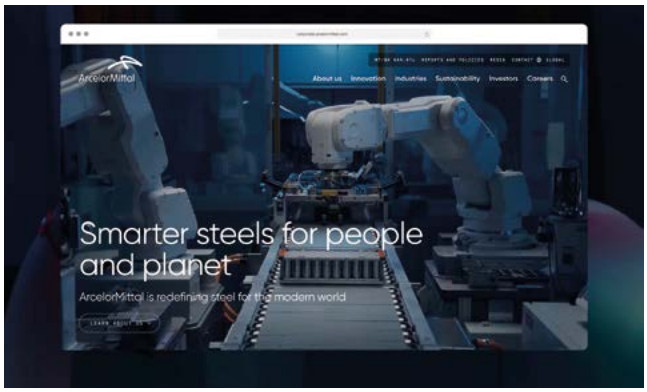


Unilever
Gold

Unilever has given the corporate website a welcome rethink, turning a dry repository of reports and policies into something more assured. Its overhaul formed part of a six-month transformation spanning 96 other corporate sites, 31 languages and 14,000 pages. Premium photography, video and digital-twin product imagery bring polish, while clearer navigation and a rebuilt Investors section make the substance easier to find. Behind the scenes, structured data and an llms.txt file sharpen visibility in AI-powered search.

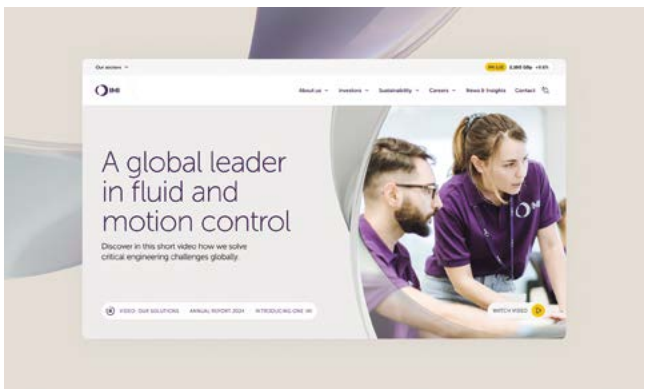
The numbers suggest it works: perceptions improved by 10 percentage points, investor page views rose 60% year on year and Unilever.com achieved a 100% accessibility score. “This is corporate digital publishing done with unusual confidence - coherent and genuinely useful,” said one judge.

BEST
CORPORATE WEBSITE



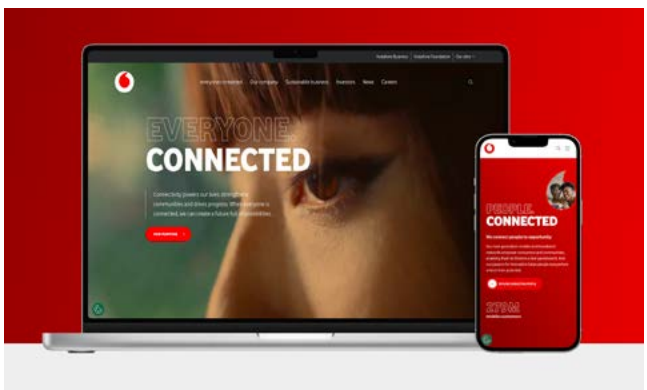
ArcelorMittal and SampsonMay
Silver

ArcelorMittal, alongside SampsonMay, has recast its corporate website to better reflect a business defined by innovation, technology and sustainability. The redesign simplifies navigation and turns dense information into more accessible, engaging content, while a scalable new platform lays the groundwork for more than 50 sites. Page views rose 72% and organic search impressions 403%. “A modern, intuitive and confident platform,” said one judge.



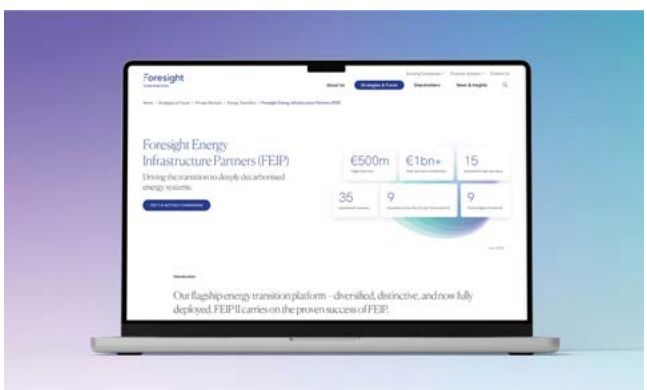
IMI and SampsonMay
Silver

IMI’s new website, produced with SampsonMay, brings clarity to a complex engineering business. Built around its “One IMI” strategy, the platform simplifies navigation, gives investors and prospective employees clearer routes through the business and introduces an AI assistant for technical information. Engagement time rose 122%. One judge commented: “A rare case of AI improving the experience, rather than distracting from it.”



Vodafone and IDX
Silver

Vodafone has worked with IDX to turn its corporate website into a clearer expression of its shift from telecoms provider to technology leader. The new platform unites corporate and investor communications, with video-led storytelling and a sharper information architecture. Average engagement time rose 179%, while monthly visits increased 46%. “A confident, coherent digital flagship,” one judge commented.

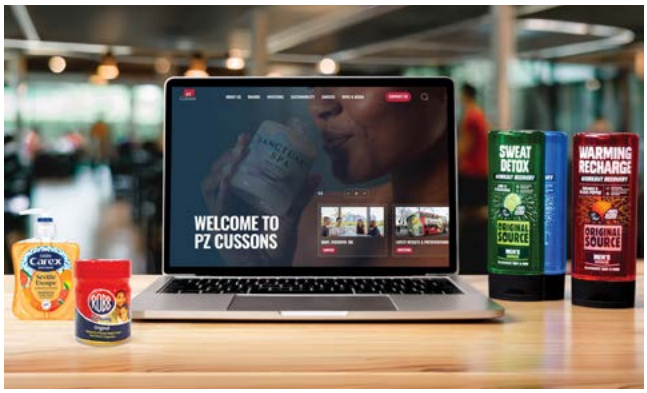


Foresight Group and Gather London
Bronze

Foresight Group has given its corporate website a more contemporary view of investment. Working with Gather London, it replaced jargon-heavy content and clunky navigation with a clearer platform for retail, institutional and private-market audiences. Illustrations, video and AI-friendly architecture simplify complex ideas. Engaged sessions rose 51% and organic search referrals 45%. Judges said the website made complexity approachable.

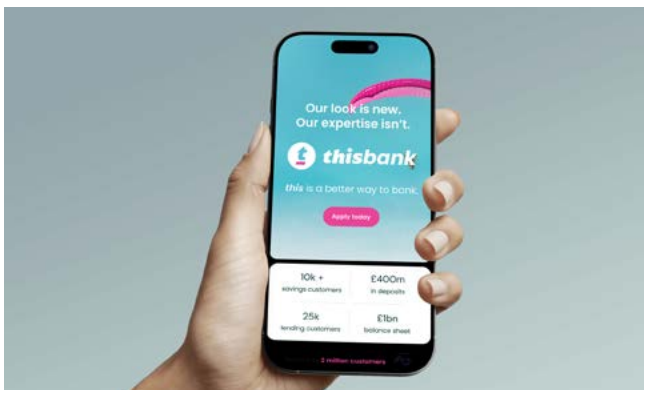

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BEST
CORPORATE WEBSITE



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Bronze

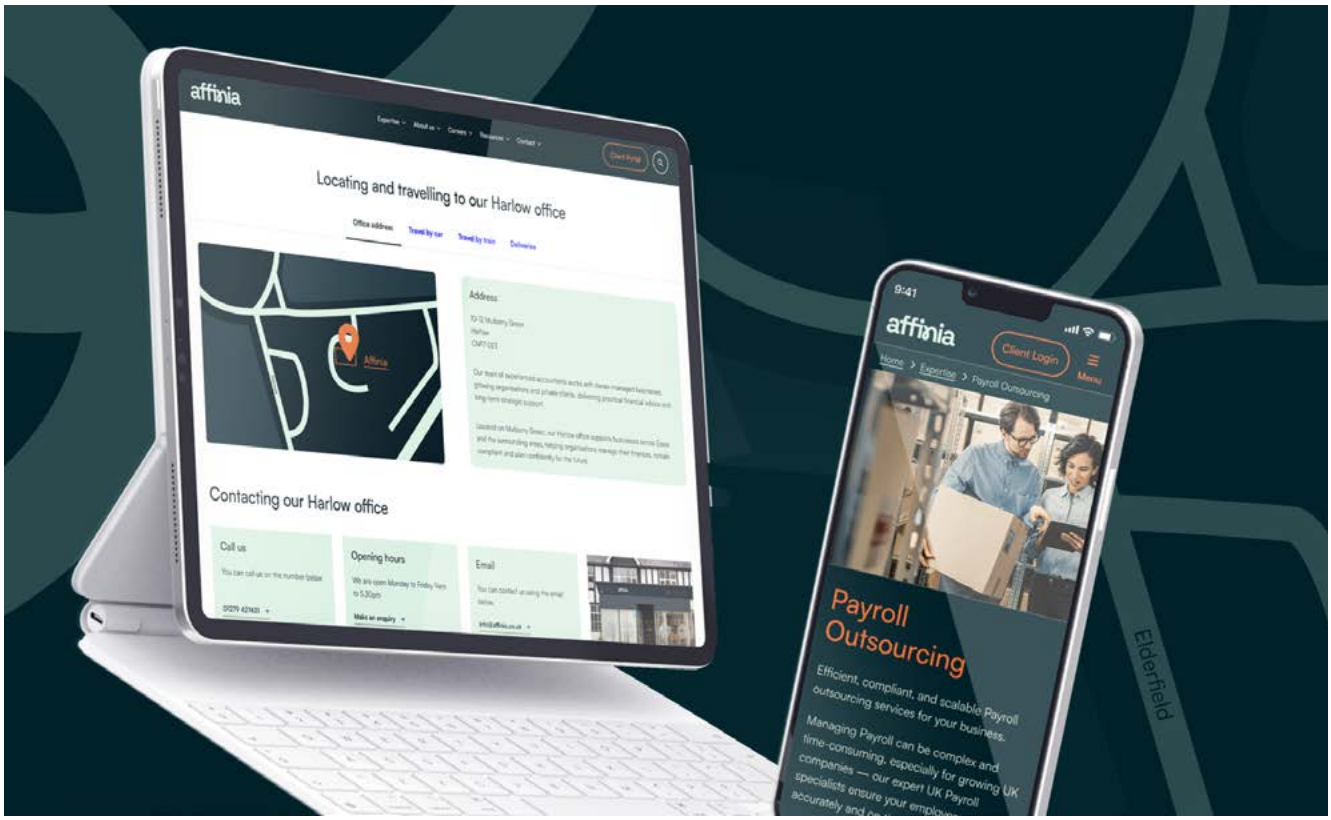
PZ Cussons has used its corporate website to sharpen the story behind its renewed strategy. The relaunch brings its portfolio of locally loved brands, investment case and culture into clearer focus, with simpler navigation, richer storytelling and a more useful investor centre. Active users rose 32%, while careers views more than doubled. Judges praised the "confident" approach.



thisbank and Equimedia
Bronze

thisbank, working with Equimedia, has used its rebrand as an opportunity to rethink the banking website. The new mobile-first platform puts clarity and reassurance ahead of fintech gloss, with simpler journeys, accessible design and plain-English content. The results are tangible: engagement rose 10% and bounce rate fell 26%. "A refreshingly human approach to digital banking," said one judge.

BEST USE OF
SEO FOR CORPORATE COMMUNICATIONS

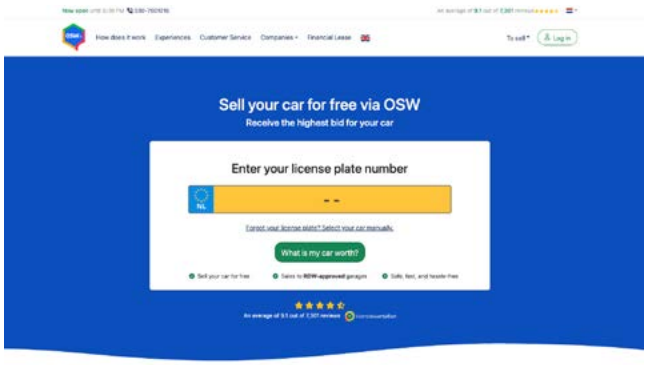


Affinia and Itineris
Gold

Affinia and Itineris have made SEO the architecture of a corporate communications overhaul, rather than an afterthought. As the accountancy group consolidated seven regional firms into one challenger brand, the partners rebuilt the site around the language clients actually use. Local offices, specialist services, people and practical guides became searchable routes into the business, while redirects protected the value of legacy brands.

The approach is already paying off: organic sessions rose 140%, engaged sessions 126% and organic events 110%. Making Tax Digital traffic climbed from six to 125 sessions, while the team hub more than tripled its organic audience. “This is SEO making a business easier to find, understand and act on,” said one judge.

BEST USE OF
SEO FOR CORPORATE COMMUNICATIONS

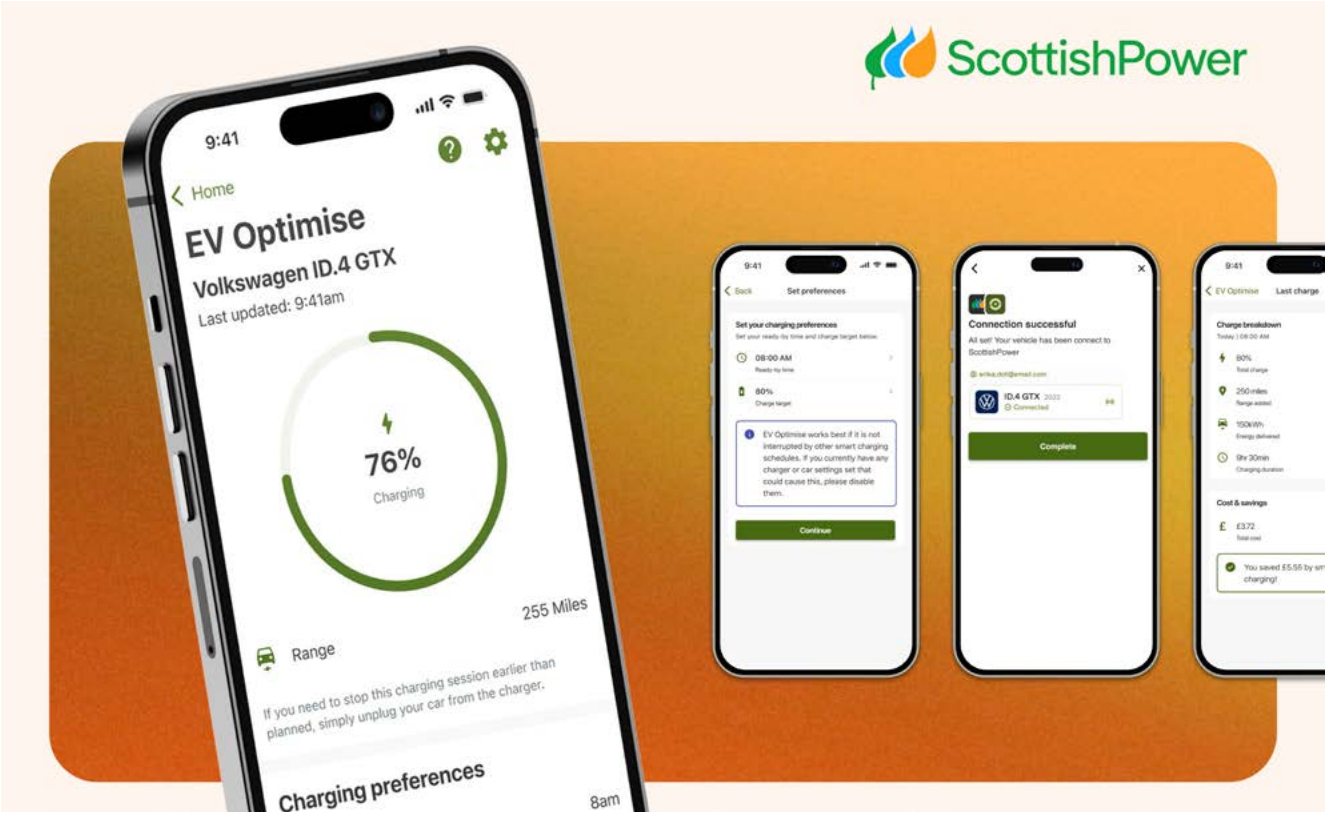


OSW and Happy Horizon – LEQUAL

Bronze

OSW and Happy Horizon – LEQUAL have turned digital PR into an SEO strategy. Their campaign used proprietary research into driving anxiety among Dutch motorists to earn 60 pieces of coverage, 41.5m impressions and €202,000 in media value. It also lifted Trust Flow by 30% on OSW's car-selling pages. Judges found it a smart example of PR building lasting search authority.

BEST USE OF
MOBILE OR CORPORATE APP



ScottishPower
Gold

ScottishPower has turned its app from a functional billing portal into a broader home-energy companion, bringing everyday utility tasks together with tools for cheaper, greener living. Energy Insights, Power Saver and EV Optimise sit alongside payments, meter readings and smart prepayment, making the transition to net zero feel rather more practical. The results are substantial: weekly logins have reached 888,000, while 83% of online customer interactions now take place in the app.

More than half a million customers use Power Saver, generating £18.9m in savings, while Energy Insights has reached 420,000 customers. “This is a good example of technology helping people understand and control what energy costs them,” said one judge.

BEST USE OF
MOBILE OR CORPORATE APP



Thatchers Cider and Bray Leino
Silver

Thatchers Cider and Bray Leino found a neat way into the Six Nations: a mobile rugby game designed for the pub, not the big screen. QR codes turned pint glasses into portals, generating 133,300 plays and an average five-minute session. One judge found the initiative a “smart lesson in making the medium fit the moment.”



Bellway
Bronze

Bellway has turned its employee app, Pathway, into a more useful internal newsroom. It combines tailored updates with podcasts, AI-powered content governance and a new navigation assistant. With 95% of employees registered and 91% active each month, it has become a genuine channel rather than another corporate inbox. “A thoughtful use of technology to make internal communications feel more human,” said one judge.

BEST DIGITAL COMMUNICATION AS PART OF **AN INTEGRATED CAMPAIGN**



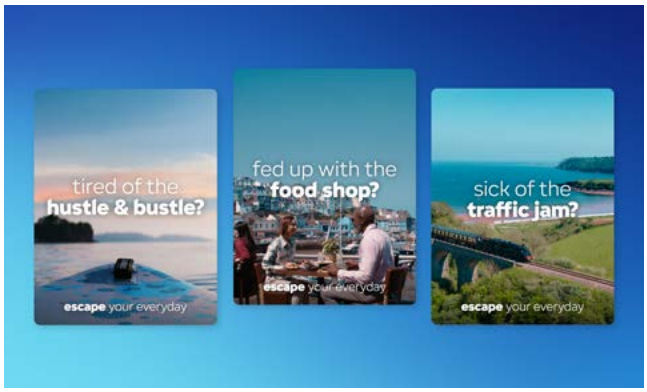
Electrical Safety First

Gold

Electrical Safety First and Bottled Imagination turned an ignored nuisance into a prompt for action. For the Electrical Fire Safety Week campaign, the partners took the low-battery smoke-alarm beep and placed it inside the social-media grammar of a "get ready with me" video. The idea was native: no heavy-handed warnings, a format designed to stop the scroll and make people listen. The campaign generated 48,000 searches for 'How to test smoke alarm', up 15,800% year on year, alongside one million TikTok views, 44 pieces of coverage and 11 TV placements.

Regional radio listeners reported starting to test their alarms. "A sharp piece of public-service creativity: it makes a mundane warning impossible to ignore, then gives people a reason to act," said one judge.

BEST DIGITAL COMMUNICATION AS PART OF **AN INTEGRATED CAMPAIGN**



English Riviera BID Company and Chalk & Ward

Silver

The English Riviera and Chalk & Ward set out to repair a destination's reputation after a 2024 waterborne disease outbreak cost £10m in visitor revenue. "Escape Your Everyday" brought humour to a targeted digital campaign, helping deliver 42m impressions and a 13% rise in serviced accommodation occupancy. Judges praised the "smart recovery campaign" and its real commercial weight.



Harvester Salad Bar and OneFifty Digital Consultancy

Silver

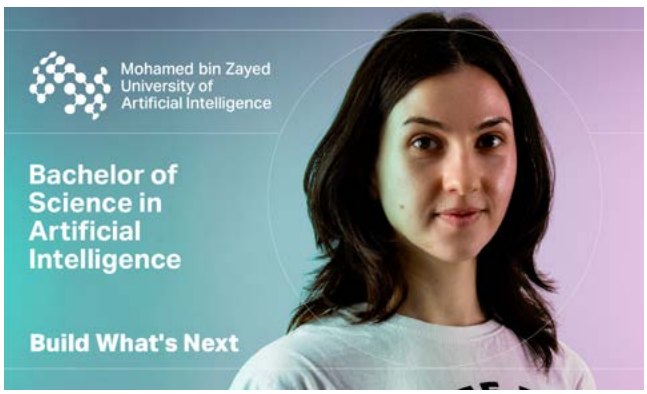
Harvester and OneFifty Consultancy turned the humble salad bar into a social playground. Their bespoke platform let diners upload, rate and compete over their creations, with QR codes linking tables to the digital experience. In six weeks, it attracted 23,000 participants, 16,000 return visits and £2m in additional revenue. "A smart example of digital making the everyday more sociable," said one judge.



Embraer Commercial Aviation and Gravity Global

Bronze

Embraer Commercial Aviation and Gravity Global gave the E2 a memorable new admirer: penguins. Launched at the Paris Air Show, the campaign used the flightless birds to dramatise the aircraft's efficiency, comfort and performance, across film, social, OOH and on-site activations. It generated 1.44m film views, 2.18m engagements and nearly 1m DOOH plays. Judges commended the "memorable" campaign.



MBZUAI and The Cusp Marketing

Bronze

MBZUAI and The Cusp Marketing took a global approach to recruiting the next generation of AI talent. Their full-funnel campaign combined storytelling, targeted media and conversion-led messaging across 11 markets, generating 12.7m impressions and 1,991 applications. One judge described the entry as a "disciplined digital campaign".

BEST DIGITAL COMMUNICATION AS PART OF **AN INTEGRATED CAMPAIGN**

Nederlands Openluchtmuseum and Happy Horizon

Bronze

Nederlands Openluchtmuseum and Happy Horizon brought Dutch heritage into the digital present with “Waar kom jij vandaan?” Rather than relying on demographics, the campaign mapped where audiences spend their time online, weaving premium video, streaming, audio, social and programmatic media into one journey. It generated 7.7m impressions and 2.5m completed video views. Judges praised the smart example of cultural storytelling.



BEST USE OF DIGITAL TO **AID A CSR CAMPAIGN**



Hassell Inclusion

Gold

Hassell Inclusion has spent six years making specialist accessibility knowledge available to anyone, anywhere. Its Digital Accessibility Experts Live programme, launched during the pandemic, combines monthly webinars, podcasts, a searchable archive and, since 2026, HiBot, a free AI assistant trained on six years of expert content. More than 26,500 registrations have come from 83 countries, with 28,000 podcast downloads.

The model is deliberately practical: sessions are captioned, transcribed and republished, while questions to HiBot feed into future webinars. With no agency partner, grants or external funding, the 20-person consultancy has sustained the programme through its own commercial revenues. It is a quietly persuasive example of digital infrastructure being used for inclusion – and of making expertise useful long after the webinar ends. “A rare CSR programme that builds capability, rather than simply raising awareness,” said one judge.

BEST USE OF DIGITAL TO **AID A CSR CAMPAIGN**

Hoofdpijn Alliantie and Happy Horizon
Silver

Hoofdpijn Alliantie and Happy Horizon tackled the persistent myth that migraine is “just a headache” with a five-month digital campaign built around real patient stories. PR, social, influencers and programmatic media turned awareness into action, generating 23.4m impressions, 107,900 website visits and 10,500 guide downloads. One judge commented: “A focused campaign that turns stigma into practical action.”



PURINA and 1000heads
Bronze

Purina and 1000heads took marine conservation from an abstract sustainability message to something audiences could see and feel. Creators were immersed in Purina’s oyster-restoration work on the Norfolk coast, then turned the experience into social films. The content delivered 91% higher engagement and 62% more completed views than standard advertising. Judges praised the purpose-focused campaign.



BEST
CORPORATE VIRAL CAMPAIGN



The FA and Hope&Glory
Gold

The FA and Hope&Glory turned Wembley into a window on football's more welcoming side. For "First Time Fans", nine people who had never attended a live match were mic'd up for England's first game under Thomas Tuchel, capturing the nerves, excitement and small rituals of the stands. The film reached 9.2m people and generated 430,000 engagements.

Research found 87% of recalled viewers said the campaign changed their perception of live-match fans, while 72% were more likely to consider attending a game. The £30,000 campaign also delivered a 72% full-view rate on Instagram. Rather than lecture prospective fans about the joys of football, The FA and Hope&Glory simply let them experience it through someone else's eyes. "A simple idea executed with real warmth, proving that football's best stories can happen away from the pitch," said one judge.

BEST
CORPORATE VIRAL CAMPAIGN

Unilever
Silver

Unilever and Weber Shandwick turned a FIFA World Cup sponsorship into a business story, using creators, reactive content and executive voices to reach investors. The campaign delivered 1.5m impressions and a 310% uplift in search visibility. Judges praised the campaign's cultural significance.



BEST USE OF **ONLINE VIDEO**



Pokémon and Hope&Glory
Gold

Pokémon and Hope&Glory turned the familiar ritual of opening trading cards into a 24-hour spectacle. To launch Scarlet & Violet: Surging Sparks, 30 creators from across Europe gathered in London for a record-breaking livestream, opening more than 22,000 cards in relay while fans watched on Twitch and YouTube. The exercise generated 250,000 viewers, 2.5m chat engagements and 56m social impressions, alongside more than 650 pieces of editorial coverage.

Commercial results followed: sales rose 14% in the UK, 30% in Italy and 62% in France, while Pokémon gained market share across all five territories. A playful idea, neatly executed, proved that sometimes the best digital campaigns simply give fans more of what they already love. “The scale was impressive, but the real achievement was turning a simple fan behaviour into something genuinely communal,” said one judge.



The Church of England
Gold

The Church of England turned a contested Christmas debate into an invitation rather than an argument. “Christmas Isn’t Cancelled”, produced in just two weeks, brought together bishops, vicars, schoolchildren and church members from across the country, each filming a line of a warm, inclusive message. The result was a short-form film designed to counter far-right narratives without being drawn into their language. Shared across social channels and subsequently supported with paid activity on Meta, TikTok and YouTube, it reached 2.2m impressions and generated 3,000 shares.

Visits to AChurchNearYou.com rose 19% in the following week. The Church of England demonstrates how online video can be timely, human and quietly assertive without becoming combative. “A deft piece of institutional communications; it refuses the culture-war invitation and simply shows a more generous version of Christianity,” said one judge.

BEST USE OF **ONLINE VIDEO**

Electrical Safety First (The Beep)
Silver

Electrical Safety First turned the humble smoke-alarm chirp into a social-media hook. Their "The Beep" campaign used a familiar TikTok format to make a mundane safety task hard to ignore, generating 48,000 searches and 1m views. One judge described the campaign as a "brilliant example of making public safety feel native to the feed."



The FA and Hope&Glory
Silver

The FA and Hope&Glory put first-time matchgoers at the heart of "First Time Fans", capturing their Wembley debuts with warmth and candour. The film reached 9.2m people, while 72% of those recalling it said they were more likely to attend a match. "A simple, human antidote to football stereotypes," said one judge.



Landmarc Support Services and Edson Evers
Bronze

Landmarc Support Services and Edson Evers brought military training to life through an immersive video series filmed inside live Skills House exercises. GoPro footage, aerial shots and candid interviews made complex defence infrastructure accessible, while LinkedIn engagement rose 149.2%. Judges said the campaign felt "human".



Unilever
Bronze

Unilever turned its FIFA World Cup sponsorship into a video-first business story, using creators, executives, AI and reactive content to engage investors. The campaign delivered 1.5m impressions, 310,000 video views and a 310% uplift in search visibility. Judges praised the "smart" campaign.



BEST USE OF **AUDIO**



IHG and 33Seconds
Gold

IHG Hotels & Resorts and 33Seconds swapped the job advert for something more intimate: a conversation. Leading a New Era is a six-part podcast featuring general managers from IHG's Luxury & Lifestyle portfolio, using candid discussions about careers, leadership and hotel life to attract senior talent. Recorded across six countries, the series was repackaged into video, social cutdowns and teasers, taking employer branding well beyond the recruitment page.

The numbers supported the approach: 17.5m impressions, 925,820 podcast streams and a 4.5% click-through rate – 15 times the industry benchmark. More significantly, IHG recorded 69 new general managers and $4.1m in recruitment-search savings in 2025. A polished demonstration of audio's potential to turn corporate recruitment into credible storytelling. "This was employer branding with the confidence to inform and inspire rather than simply recruit," said one judge.

BEST USE OF **AUDIO**

Rosenblatt Law and SEC Newgate

Silver

Rosenblatt Law and SEC Newgate turned the pursuit of success into a six-part conversation, bringing leaders from sport, business, the military and the arts into its “Winning” podcast. The series delivered 1.1m impressions and 950,000 video views. “A distinctive way to make a law firm’s expertise feel broader and more human,” said one judge.



BEST
DIGITAL ACCESSIBILITY



IKEA
Gold

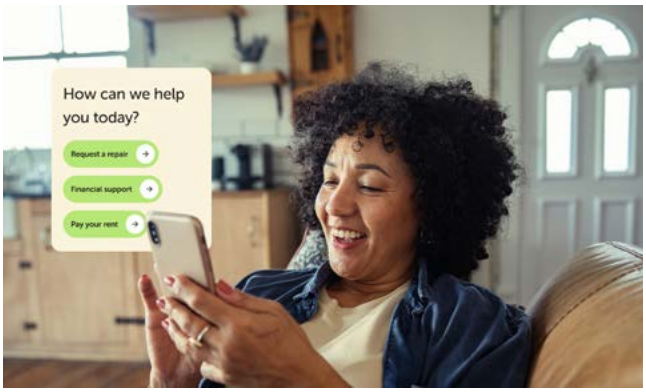
IKEA is making furniture shopping more accessible, using AI to solve a persistent e-commerce barrier: poorly described product images. Launched in 2025, the Content Assistant generates alt-text for more than 400,000 products in 27 languages, with blind and low-vision colleagues involved throughout. Rather than applying one generic caption, the system uses product data and image categories to identify details that influence purchases, from rounded edges to the number of shelves. It sits alongside Skapa, IKEA's design system, which has embedded accessibility across digital components since 2018.

Research ranked IKEA first among 300 Dutch webshops for accessibility. "This is what inclusive technology should look like - practical, co-designed and built into the infrastructure, rather than bolted on afterwards," said one judge.

BEST
DIGITAL ACCESSIBILITY

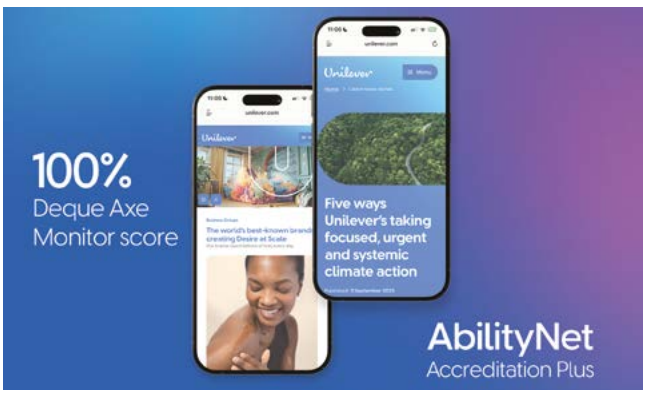
RHP and Great State
Silver

RHP and Great State rebuilt the housing provider's digital services around a simple idea: accessibility should build trust, not merely satisfy a checklist. The new platform uses clear language, calmer design and accessible components to help 11,000 residents report repairs, pay rent and find support. Contact-form submissions fell 60%. One judge found the campaign a "thoughtful example of accessibility improving the whole experience."



Unilever
Bronze

Unilever is making accessibility a continuous practice across 97 websites in 55 markets, rather than a compliance exercise. Independent testing, user feedback and automated monitoring have helped Unilever.com reach a 100% accessibility score. Judges found the campaign "mature" and "practical".



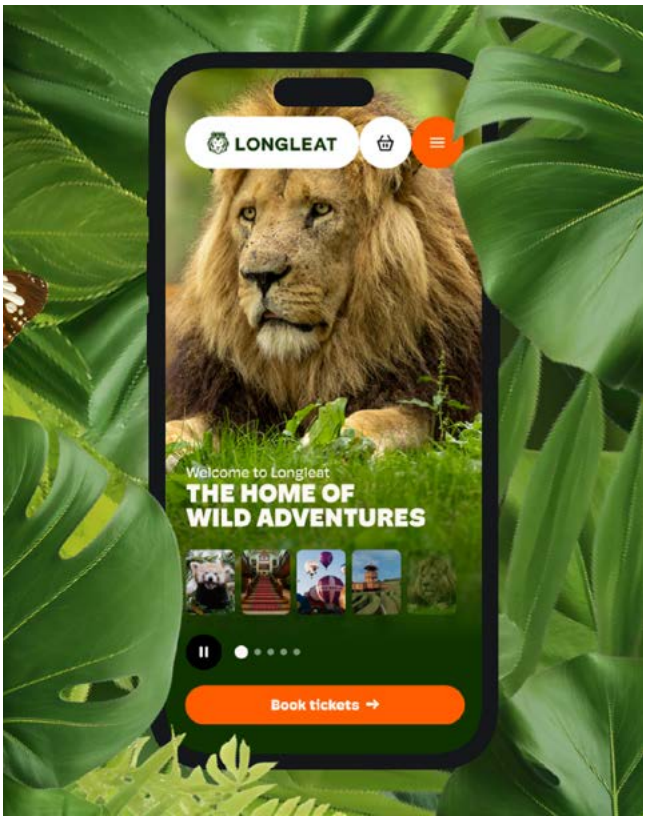
BEST
DIGITAL TRANSFORMATION



CFA Institute and MSQ DX
Gold

CFA Institute and MSQ DX set out to bring a global financial institution's digital estate up to the standard of its reputation. The transformation replaced disconnected platforms and siloed data with a unified ecosystem spanning content, search, analytics, CRM and personalisation. Delivered across 15 agile sprints, it migrated 10,000-plus pages and 350,000 user records, creating a foundation designed to evolve rather than date. Sixteen months on, monthly site revenue had reached $18m, up 48.5% year on year, while conversion-ready visitors rose 73%.

The platform has since powered initiatives including ICAN, the Charterholder Value campaign and Set the Standard. "This is digital transformation in the proper sense; it's not a new website, but a new way of working that keeps creating value," said one judge.



Longleat and Great State
Gold

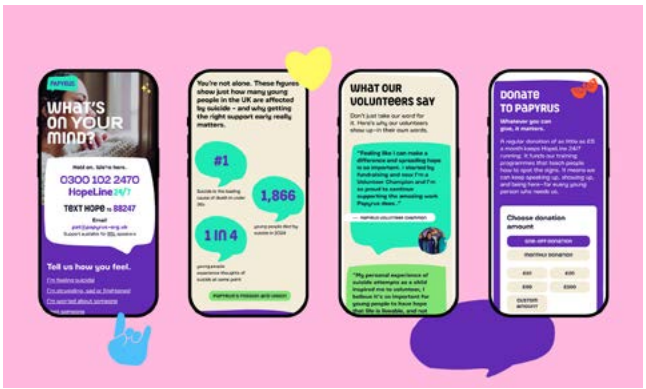
Longleat and Great State set out to make the digital experience worthy of the attraction itself. Research, from keepers to visitors, revealed a website that underplayed the scale of the estate and left customers uncertain about what their tickets included. A new identity – "The Home of Big Adventures, Close Encounters and Loveable Characters" – brought richer photography, playful animal avatars and social-style video into a more immersive journey. The redesign also introduced a day planner and clearer purchase information. Within two weeks, ticket purchases were up 39%, while conversion rose by nearly 26% and sessions by 9%.

Behind the scenes, a new architecture improved desktop performance by 423% and mobile by 4,400%, giving Longleat a faster, more flexible platform for the next generation. One judge described the entry as "proof that digital can make the physical experience feel bigger."

BEST
DIGITAL TRANSFORMATION

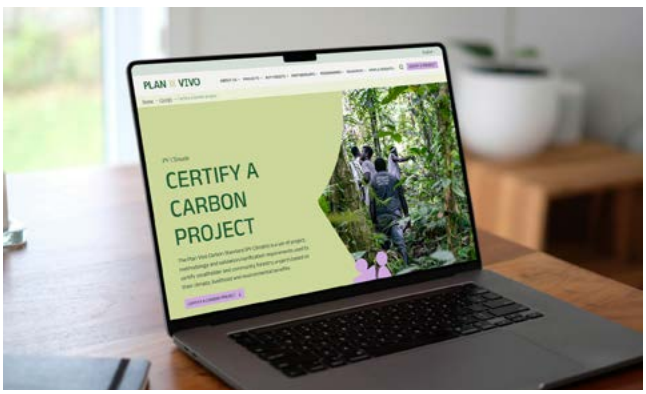
Papyrus and Kind
Silver

Papyrus and Kind turned a website redesign into a broader rebrand, shifting the charity's digital presence from loss towards hope. "Here for Life" now anchors a warmer, youth-focused identity, while a resilient new platform keeps crisis support available. Since launch, HopeLine247 text use has risen 64% and crisis-page engagement 80%. "A transformation with real purpose," said one judge.



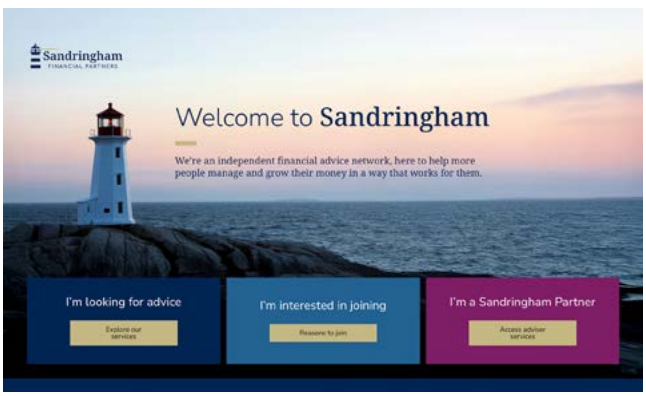
Plan Vivo and Kind
Silver

Plan Vivo and Kind repositioned a long-established climate certifier for the people it serves, replacing technical language with clearer journeys for project owners and buyers. The new brand and website launched in January, with time on site up 251% and top-three Google rankings up 483%. "A digital transformation that makes integrity easier to understand and trust," said one judge.

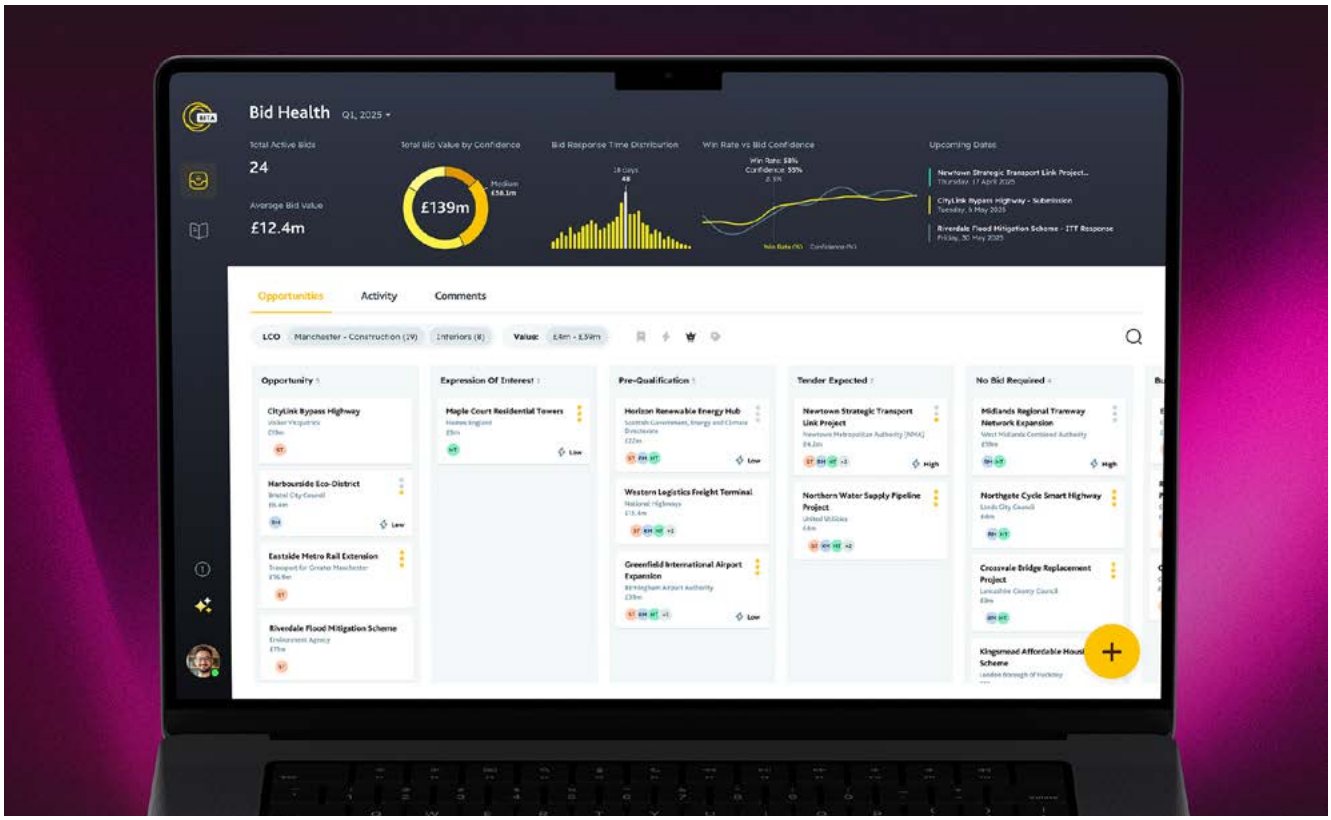


Sandringham Financial Partners
Bronze

Sandringham Financial Partners and The Outsourced Marketing Department modernised financial advice without discarding the trust that underpins it. A refined identity, redesigned websites and more than 30 adviser sites brought greater clarity and consistency, while the Marketing in a Box system gave 500-plus advisers compliant, adaptable materials. Judges praised the campaign's "careful evolution".



BEST USE OF **ARTIFICIAL INTELLIGENCE**



Willmott Dixon and Tribus Digital
Gold

Willmott Dixon and Tribus Digital have given a six-year investment in corporate knowledge a more useful second life. Their Knowledge Hub AI turns a library of case studies, project data and bid expertise into a secure tool for teams competing for work. Users can upload tender documents, identify criteria, find relevant evidence, draft responses and test ideas against simulated stakeholder reviews. Crucially, the system flags gaps rather than inventing answers, keeping human judgement in the loop.

The results are practical: bid preparation is 28% faster, saving £147,924 a year, while 100% of users say the platform contributes to winning work and 63% report better-quality submissions. Judges praised the use of AI as “augmenting expertise rather than chasing novelty”.

BEST USE OF **ARTIFICIAL INTELLIGENCE**

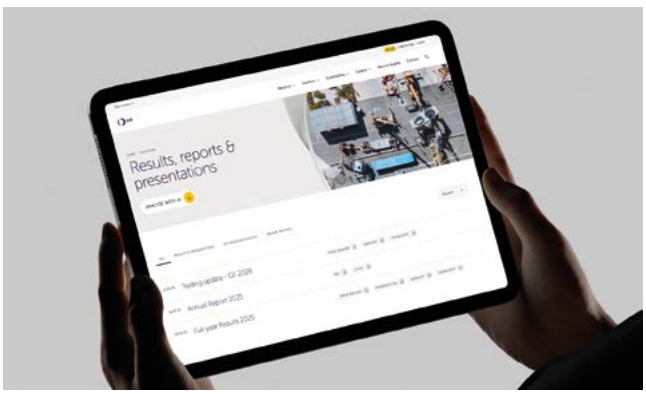
Chartered Institute of Personnel and Development (CIPD) and MSQ DX
Silver

CIPD and MSQ DX gave HR professionals a more useful way to navigate expert guidance, with Buddy answering questions in natural language using CIPD's own published content. More than 45,000 questions have been answered, with 97% quality scores in expert testing. "A rare example of AI making professional expertise genuinely more accessible," one judge observed.



IMI and SampsonMay
Silver

IMI and SampsonMay built a website with AI woven into its architecture, rather than bolted on afterwards. A natural-language assistant makes complex engineering information easier to navigate, while governance keeps answers grounded in approved content. The platform recorded 1,054 user queries and 90,000 AI-crawler requests in 30 days. "AI with purpose," said one judge.



Bellway
Bronze

Bellway used AI to make internal communications work harder, from a personalised podcast to campaigns, video and content governance. Pathway now reaches 91% of employees monthly, with daily users rising to 1,300. Judges praised the "practical" use of AI.



Corinthia Hotels and MSQ DX
Bronze

Corinthia Hotels and MSQ DX have made website personalisation feel less like targeting and more like good hospitality. Their seven-agent AI system creates tailored content for five guest personas across 14 stages, while enforcing Corinthia's "Grand Boutique" voice. One source can produce 10+ variants, with 4.8/5 quality scores and 100% first-time approval. Judges praised the campaign's "human touch".

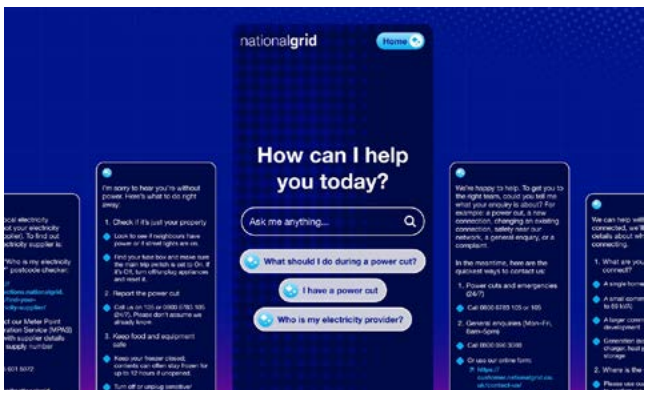


BEST USE OF **ARTIFICIAL INTELLIGENCE**



Shell
Bronze

Shell turned an F1 partnership into a personalised digital pit-lane experience, using AI to place fans inside Scuderia Ferrari HP's garage alongside its drivers. The campaign generated 106m Instagram views, 45,000 new followers and a 1.5-point rise in premium-fuel preference. Judges admired the "clever" approach to AI.



National Grid Electricity Distribution
Highly Commended

National Grid made AI customer support more trustworthy, with an opt-in chatbot grounded in verified content.

BEST USE OF
AUGMENTED REALITY OR VIRTUAL REALITY



Flashgroup
Gold

Flashgroup is bringing workplace safety training out of the classroom and into the situations where it matters. Its Elementary platform combines VR simulation with physical equipment, allowing learners to practise fire response, evacuation, CPR and AED procedures in realistic, repeatable scenarios. A replica extinguisher gives users the physical feedback of handling equipment, while virtual environments introduce hazards that would be impractical or unsafe to recreate in real life. The approach is designed to build confidence before an incident occurs, rather than relying on theory alone.

Flashgroup is already active in more than 30 countries, with more than 20 Elementary kits shipped in 2026. “This is immersive technology being used for something genuinely useful, and building muscle memory,” said one judge.

BEST USE OF
AUGMENTED REALITY OR VIRTUAL REALITY



Servier and Random42 Scientific Communication
Bronze

Servier and Random42 turned complex oncology science into an immersive VR adventure for healthcare professionals. Three kayaking games mapped onto pipeline drugs, with clinical-trial questions and interactive rewards woven into Arctic, river and cave environments. The experience used real-time simulation and user testing to balance immersion, accuracy and comfort. Judges praised the “playful” campaign.

BEST USE OF **DATA**

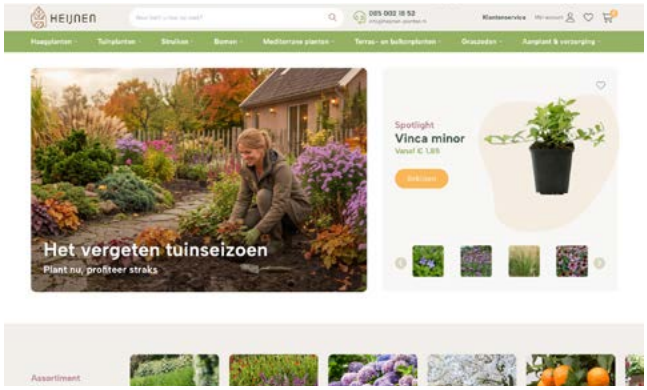


Thermen Resorts and Happy Horizon
Gold

Thermen Resorts and Happy Horizon have made the weather part of the creative team. Faced with the cost and complexity of producing seasonal video for multiple channels, the partners built a modular content engine that uses live weather data to decide which creative appears when. Footage was broken into interchangeable elements, tagged by resort, season and conditions, then assembled through Smartly's Video Ad Assembly. AI Auto Crop handles the practical business of reshaping each asset for different placements.

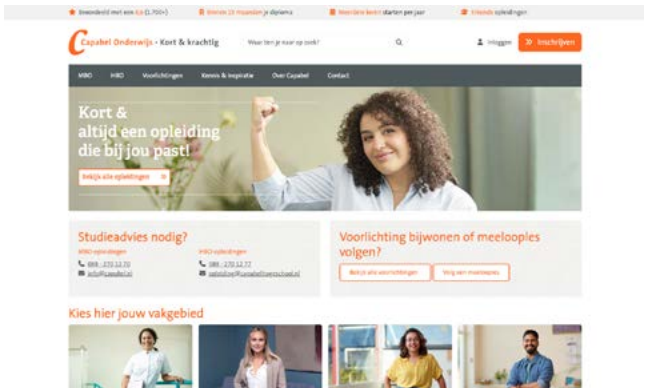
The result is less a campaign than a piece of infrastructure: more than 400 video variations generated from one production setup, with creative testing possible at greater scale and without manual intervention. "A strong example of data doing a useful job behind the scenes, making advertising more relevant without making the process more complicated," said one judge.

BEST USE OF **DATA**



Heijnen Planten and Happy Horizon
Silver

Heijnen Planten and Happy Horizon took a less travelled route to SEO: answering questions before selling plants. Using search data, AI analysis and horticultural expertise, the partners built authority around hedge plants across Germany and the Netherlands. Rankings climbed from 16th to fourth in Germany and 36th to 10th in the Netherlands. Judges praised the “smart” campaign.



Capabel and Happy Horizon
Bronze

Capabel Onderwijs and Happy Horizon replaced siloed marketing reports with a fuller view of the student journey. Using cross-channel attribution, the partners found that social was influencing enrolments long before Google claimed them. The result: 7.3% more enrolments and a 6.7% lower acquisition cost. “A good example of data correcting assumptions,” said one judge.



Danone and Onclusive
Bronze

Danone and Onclusive turned social listening into a tool for product development, tracking spontaneous conversations around probiotics, protein, fibre and prebiotics. The research helped shape Ser Pro+ and opened new territory around Greek yoghurt. Judges were impressed by the action-led campaign.

BEST **INNOVATION**



AVIS and Happy Horizon – LEQUAL with Boundless Digital

Gold

AVIS and Happy Horizon – LEQUAL and Boundless turned PR into an SEO engine, replacing the familiar hunt for backlinks with something people wanted to read. The partners commissioned research among more than 1,000 Dutch consumers on festive travel, then split the findings into two news moments around Christmas and New Year's Eve. The resulting coverage directed readers to AVIS landing pages, allowing earned authority to flow into search without paid media or technical SEO changes.

The effect was striking. Thirty-three publications generated 24.2 million impressions, while "Car Hire at Christmas" climbed from 98th to second on Google and "Car Hire on New Year's Eve" from 36th to first. The campaign delivered a 13.5x ROI on a €6,000 budget. "An impressive example of PR and SEO pulling in the same direction," said one judge.



Nimbus and MSQ DX

Gold

MSQ DX's Nimbus tackles one of digital transformation's less glamorous problems: moving content from one CMS to another without losing time, quality or SEO value. The AI-assisted platform fetches, analyses, prepares, delivers and validates content, while also improving metadata, accessibility and imagery. Across Mott MacDonald, Marshalls and Porsche Museum, the results were tangible. Mott MacDonald migrated 2,000 content pieces across 250-plus legacy templates in eight weeks, with 100% accuracy, zero SEO ranking loss and a 75% cost reduction.

Marshalls finished three weeks early and saw conversion rise 68%; Porsche Museum completed a multilingual migration in under two weeks. "This is AI applied to an unglamorous but genuinely costly problem, with results you can measure," one judge observed.

BEST **INNOVATION**



Camino Communications and POP Health Communications with Encephalitis International

Silver

Encephalitis International and Camino Communications turned a little-known neurological condition into a memorable public message. F.L.A.M.E.S. distils six common symptoms into a simple acronym, supported by billboards, social content and media outreach. "A simple idea with genuinely life-saving potential," one judge commented.



Shell

Silver

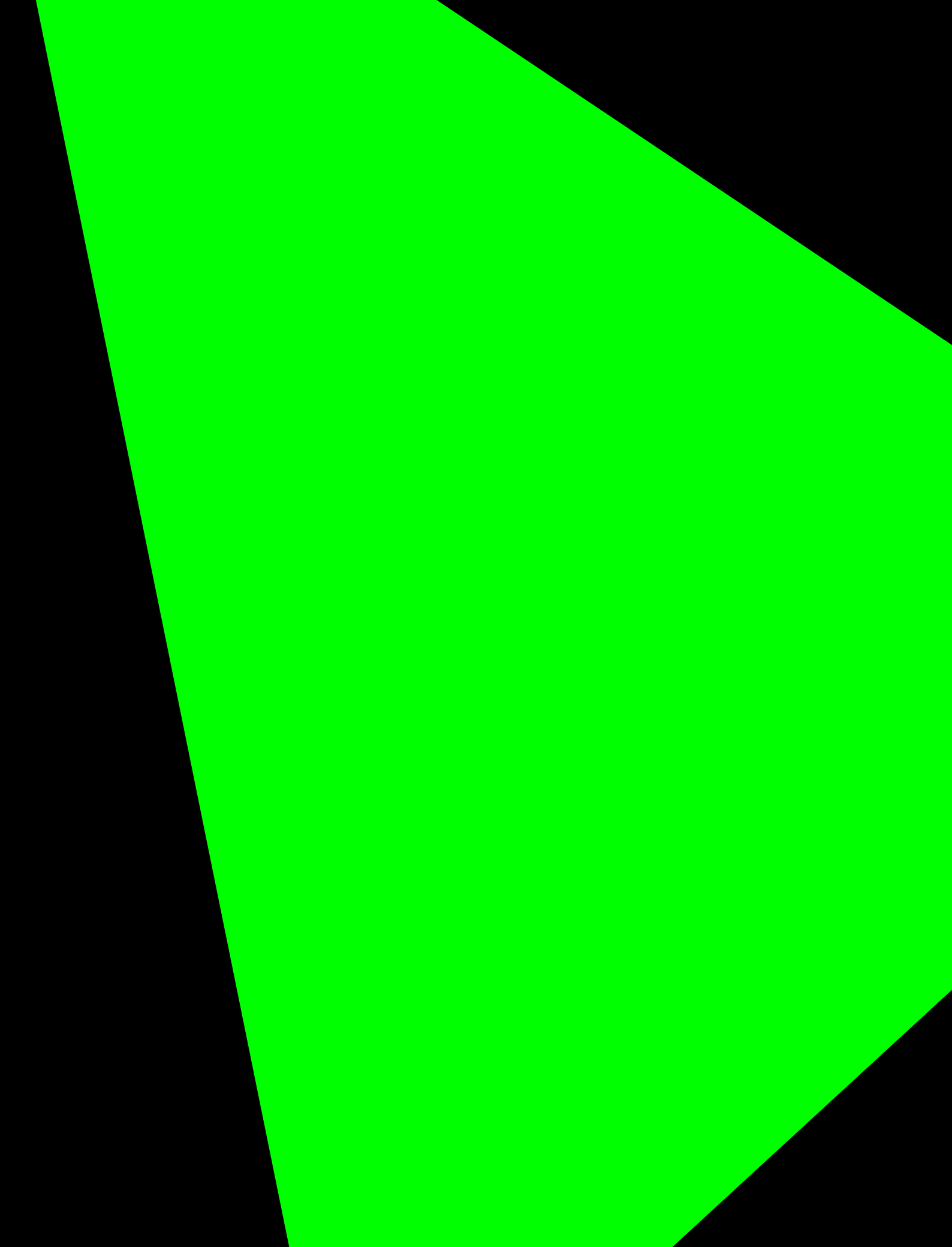
Shell turned an F1 sponsorship into a personalised digital pit-stop. Using AI, fans were placed inside Scuderia Ferrari HP's garage, greeted by Lewis Hamilton and Charles Leclerc by name. The campaign lifted premium-fuel preference by 1.5 points and generated 106m Instagram views. Judges praised the "personal" campaign.



National Grid Electricity Distribution

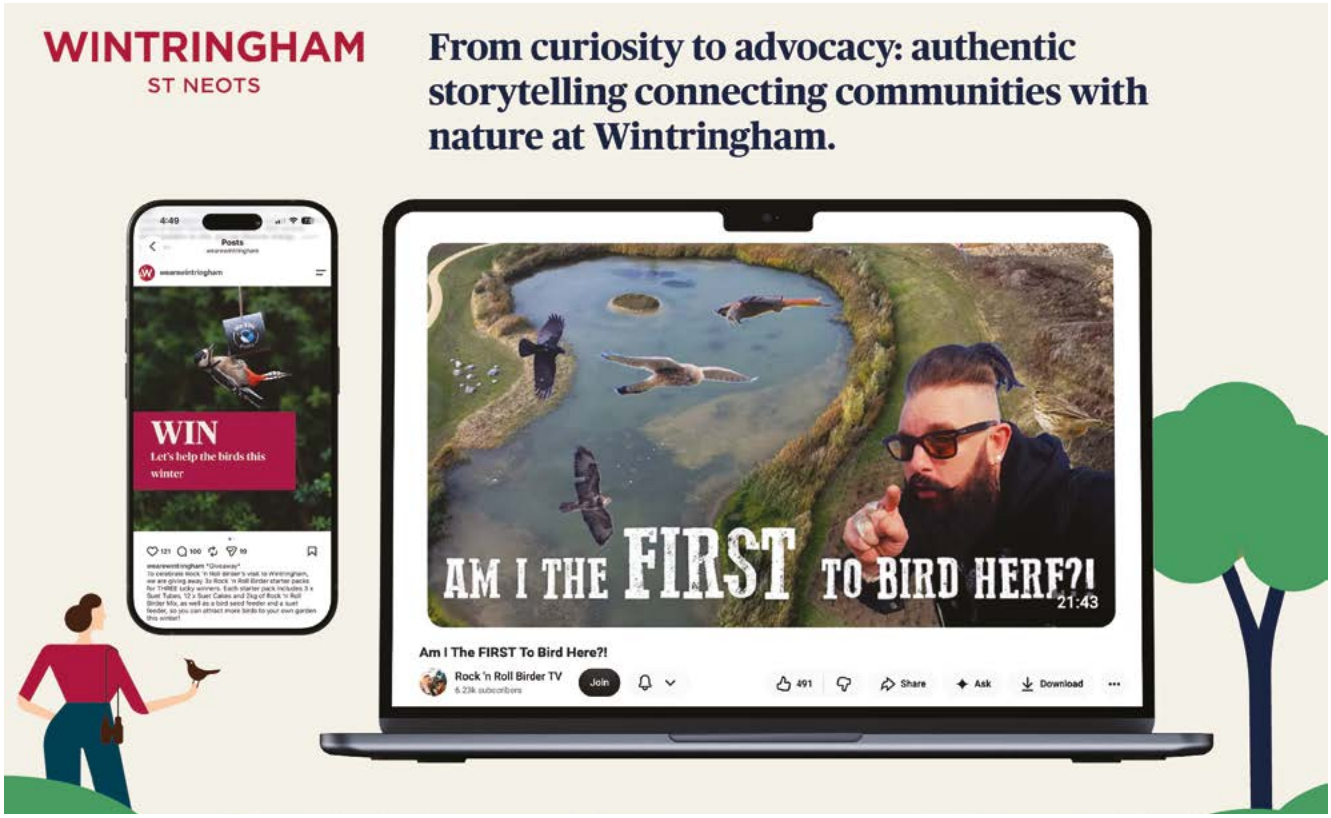
Bronze

National Grid Electricity Distribution and Enigma Interactive brought AI to a tightly regulated environment without treating trust as an afterthought. Their opt-in assistant uses verified content, "zero creativity" controls and an emergency kill switch. The tool now handles 1,761 interactions monthly. Judges were impressed by the "responsible innovation."



SOCIAL MEDIA

BEST USE OF **EXISTING SOCIAL MEDIA PLATFORMS: SMALL BUDGET <£20K**



Wintringham, St Neots and famille
Gold

Developer Urban&Civic and agency famille partnered with nature creator Matt Spracklen, known as Rock 'n Roll Birder, to address local scepticism about Wintringham, a 2,800-home development in St Neots. With a £5,000 budget, the campaign used YouTube, Instagram, Facebook and a podcast to showcase the site's habitats through an independent expert's perspective.

Rather than relying on polished promotion, Spracklen explored the landscape in his own style, generating 4,184 YouTube views and 127 comments, while Instagram Reels attracted more than 10,300 views and 425 interactions. His ecological recommendations also informed practical habitat improvements, including kingfisher-friendly feeding poles, while a bird-food giveaway brought 58 new followers. "This campaign has shown how authentic storytelling can turn community scepticism into engagement," one judge said.

BEST USE OF **EXISTING SOCIAL MEDIA PLATFORMS: MEDIUM BUDGET £20K-£75K**



Electrical Safety First

Gold

Electrical Safety First turned a technical safety issue into a public campaign with the urgency of a breaking-news story. Battery Breakdown: Inside the UK's E-bike Fire Crisis brings together firefighters, engineers, parliamentarians and people affected by battery fires, explaining the science of thermal runaway while making the case for stronger regulation. Produced in-house with filmmaker Mark Winterlin, the 21-minute documentary was released as the government consulted on secondary regulations under the Product Regulation and Metrology Act.

The timing helped give the campaign political weight: its parliamentary premiere reached more than 100 MPs, peers and decision-makers. Online, the film generated 5.8m views, 8.5m impressions and 53,000 engagements on a £23,000 budget. "This is advocacy that understands the power of a good story," one judge praised.



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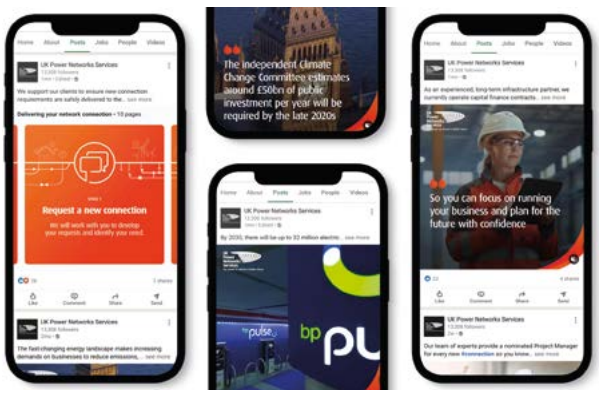
BEST USE OF **EXISTING SOCIAL MEDIA PLATFORMS: MEDIUM BUDGET £20K-£75K**



The FA and Hope&Glory

Silver

The FA and Hope&Glory turned Wembley into a window on football's softer side, inviting nine first-time fans to experience England's match through their eyes. The resulting film challenged assumptions about crowds, reaching 9.2m viewers. Post-campaign, 72% said they were more likely to attend their first match. "A simple reversal of perspective that makes football feel more welcoming," said one judge.



UK Power Networks Services and TEAM LEWIS

Bronze

UK Power Networks Services and TEAM LEWIS made LinkedIn less of a noticeboard and more of a business development channel. A steady mix of films, insight, infographics and human stories built a 24,000-strong organic audience, generating 260,000 impressions, 3,200 new followers and 5,600 website referrals. Judges praised the "impressive" social strategy.

BEST USE OF **EXISTING SOCIAL MEDIA PLATFORMS: LARGE BUDGET £75K+**



Pokémon and Hope&Glory

Gold

Pokémon and Hope&Glory took the humble trading-card unboxing and stretched it into an event worth staying awake for. To launch Scarlet & Violet: Surging Sparks, 30 creators from across Europe gathered in London for a 24-hour relay, opening more than 22,000 cards on Twitch and YouTube. The premise borrowed from the "slow social" movement: in a feed built for speed, why not invite people to settle in? The result was part spectacle, part community gathering and, after a Guinness World Record, a useful piece of PR.

The livestream reached 250,000 viewers and generated 2.5m chat engagements, while creator content reached 32m fans. More importantly, sales rose across all five markets, including 62% in France and 30% in Italy. "It made patience feel like entertainment; a simple idea executed with remarkable scale," said one judge.

BEST USE OF **EXISTING SOCIAL MEDIA PLATFORMS: LARGE BUDGET £75K+**



Genesis Collective running club | Inviting young people to church | Reflection from a priest and gym chaplain | 'Christmas Isn't Cancelled'

The Church of England
Silver

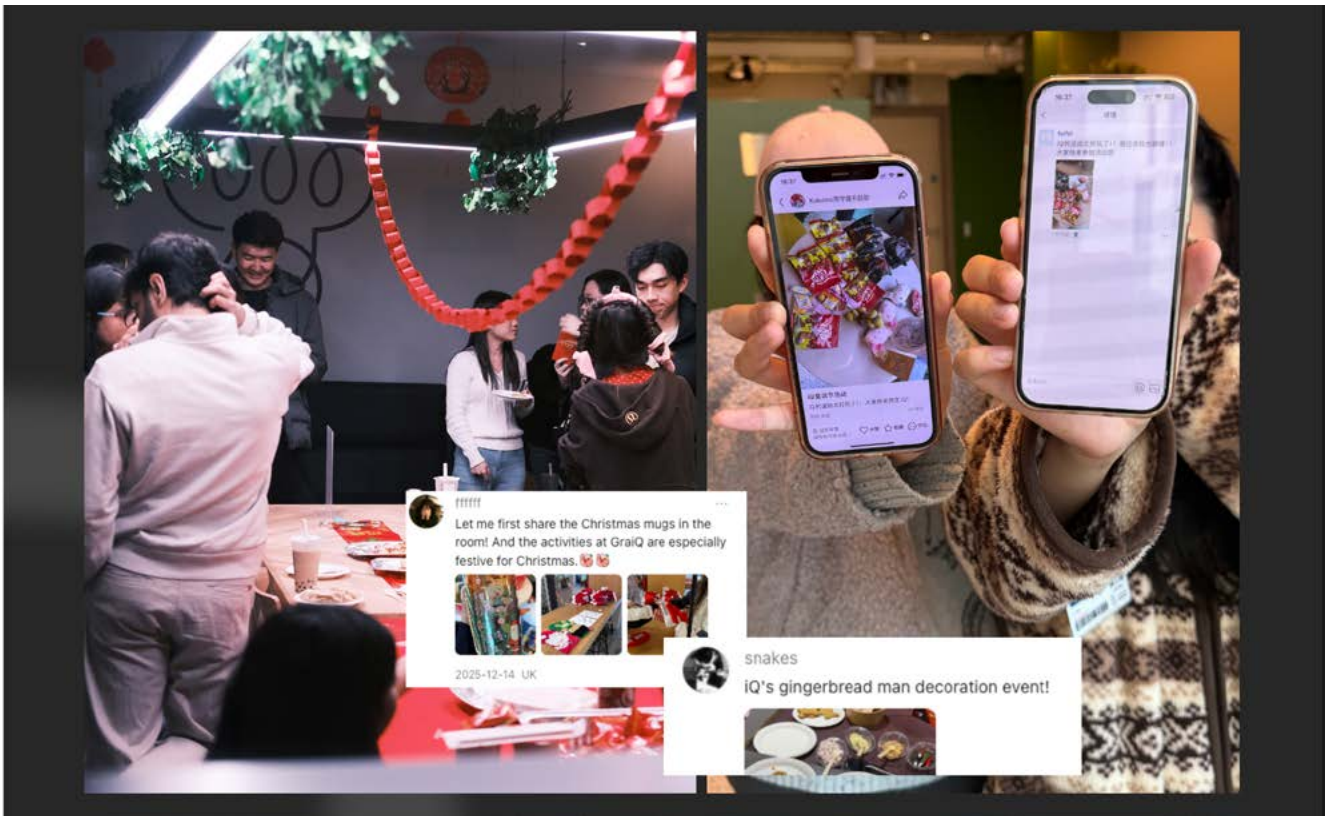
The Church of England's Digital team is giving an ancient institution a more contemporary voice, using video to explain, invite and occasionally surprise. A sharper focus on audience personas and short-form storytelling helped views soar across social channels. "A thoughtful digital evolution that respects tradition," one judge commented.



NAILS.INC and 1000heads
Bronze

Nails.INC and 1000heads found a useful truth: beauty rarely happens when there is time to spare. Their #NailingLife campaign positioned It's Topless as a one-step manicure for school runs, meetings and last-minute plans, reaching 843m people and generating $3.5m in sales. Judges found the campaign "sharp" and "culturally relevant".

BEST
COMMUNITY DEVELOPMENT



iQ Student Accommodation and TONG Global

Gold

TONG Global and iQ Student Accommodation have turned a digital student club into something more substantial: a community with a life beyond the screen. The Chinese Students Social Club uses WeChat, RED, Douyin and Weibo alongside events across nine UK cities, from Chinese New Year celebrations to employability sessions. Student ambassadors manage the online groups, while partnerships add practical value, creating a network that follows residents from arrival to graduation.

The results are tangible: 8,766 members have joined the CSSC, while iQ's Chinese-facing social channels now reach 55,268 followers. More importantly, the model has connected online participation with real-world friendships, events and advocacy, while contributing to rebookings and recommendations. One judge described the entry as "culturally intelligent, useful and designed around people rather than platforms."

BEST
COMMUNITY DEVELOPMENT



The Church of England
Silver

The Church of England has turned its National Online Service from a pandemic-era workaround into a genuine digital congregation. Weekly worship now brings together 4,000–5,000 people, with 58 services created alongside 25 dioceses and 41 parishes. “A thoughtful example of digital community-building,” said one judge.



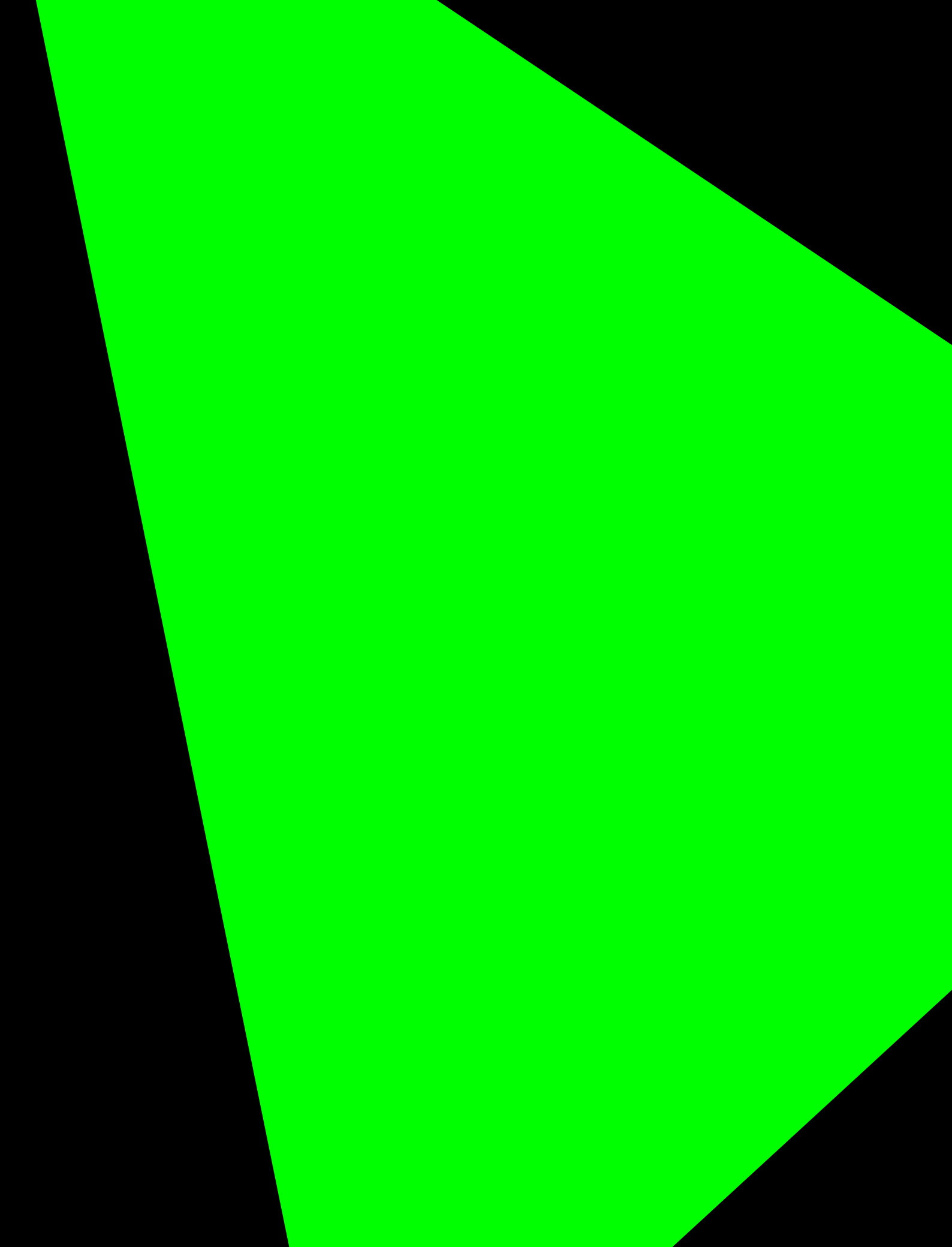
Allex Projects
Bronze

Allex Projects took a community-first approach to one of enterprise technology’s more guarded corners, bringing senior leaders together through curated online and offline networks. With events costing less than €8,000, the programme drew 350-plus registrations and generated a 10% conversion to sales opportunities. Judges were impressed by the campaign’s community-focused approach.



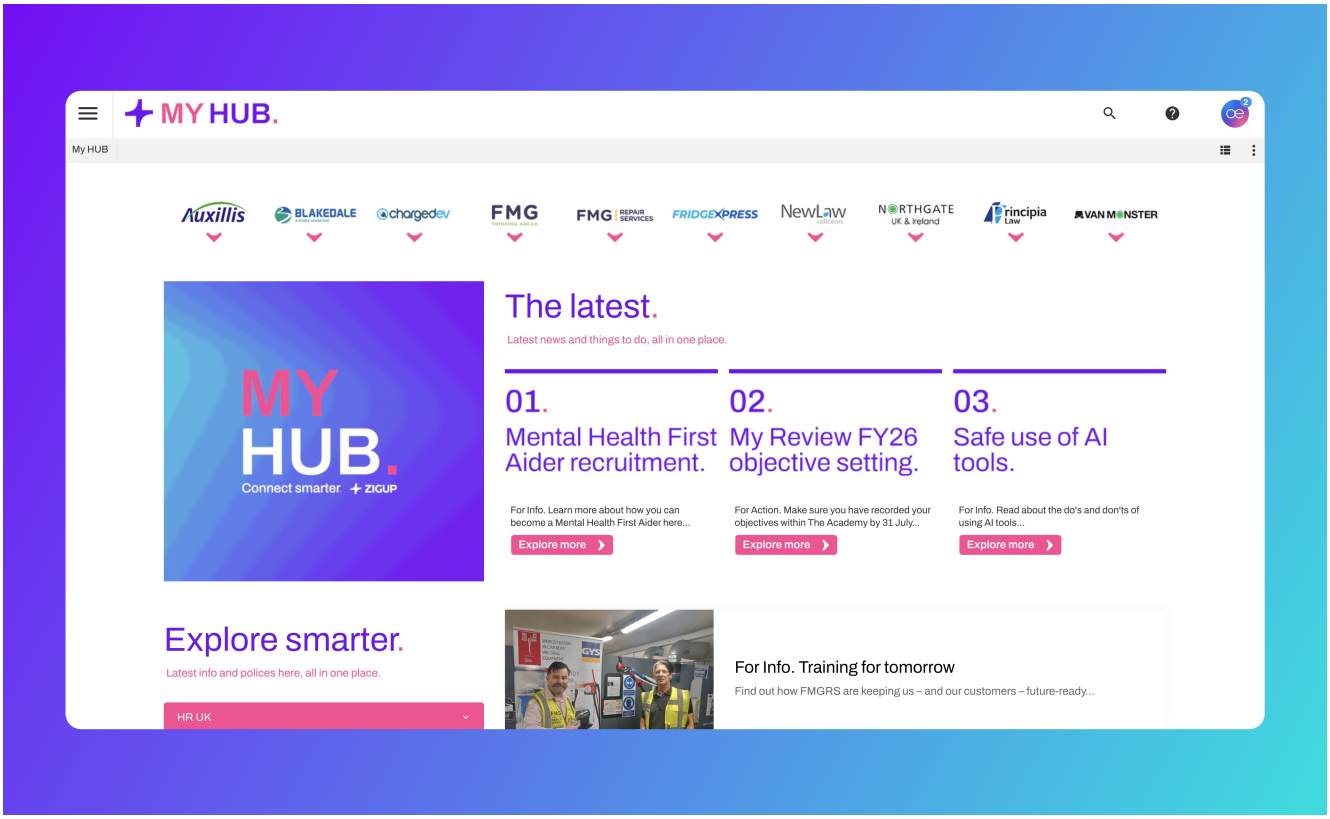
Logitech G and Happy Horizon - Vertigo 6
Bronze

Logitech G and Happy Horizon – Vertigo 6 made creators genuine product experts rather than one-off influencers. Through hands-on testing, training and a bowling-led launch, the partners built lasting advocacy for the PRO X 2 SUPERSTRIKE. The campaign generated 450,000+ organic views and helped drive a sell-out across multiple retailers. Judges praised the campaign’s commercial impact.



BEST USE OF DIGITAL TO AN INTERNAL AUDIENCE

BEST
INTRANET



ZIGUP and Oak Engage
Gold

ZIGUP and Oak Engage tackled a post-merger problem: how to make 6,500 colleagues feel part of one organisation. My HUB replaced three legacy intranets with a single, mobile-first platform spanning 11 businesses across many different working environments, giving desk-based, frontline and on-the-road staff one place for news and essential tools. Group-wide messaging sits alongside dedicated spaces for each brand. Launch activity used video, email, gamification and feedback.

Engagement rose from 50% to 78%, intranet activity quadrupled to almost 100,000 monthly visits and weekly visits increased 250%. Oak's analytics showed that around 3,000 visits happen from 7am, helping ZIGUP time its updates accordingly. "A good intranet should disappear into the working day; this one has become infrastructure," one judge praised.

BEST **INTRANET**



Anglo American

Bronze

Anglo American turned Global Safety Day from a one-day event into an ongoing conversation. A dedicated hub brought together leadership messages, activity packs, discussion guides and recordings for 20,000-plus employees worldwide. Judges praised the authentic, community-dedicated approach.

BEST
DIGITAL EMPLOYEE COMMUNICATION



AstraZeneca and Ruder Finn
Gold

AstraZeneca used the retirement of Workplace as an opportunity to rethink employee communications, moving 98,000-plus people onto Workvivo in nine months. Ruder Finn's campaign made the migration feel less like an IT project and more like a company-wide moment, using social-first storytelling, leader endorsements and practical training. The result was 96% global employee activation, 60,000-plus app downloads and a 430% increase in readership of the CEO's earnings update. Annual savings are expected to exceed $2.3m.

By reducing 13,000 legacy groups to 500 curated communities, AstraZeneca and Ruder Finn also tackled the noise that had frustrated employees, while giving frontline staff easier mobile access. "A rare example of change communications that makes the technology feel secondary to the people using it," said one judge.

BEST
DIGITAL EMPLOYEE COMMUNICATION

Anglo American
Silver

Anglo American and WyzeTalk turned the Engage employee app from a communications channel into a practical service for 27,000-plus frontline workers. Job Opportunities lets employees search, apply for and track internal roles without visiting a centre or using company email. “A useful example of digital inclusion solving a very ordinary workplace problem,” one judge said.



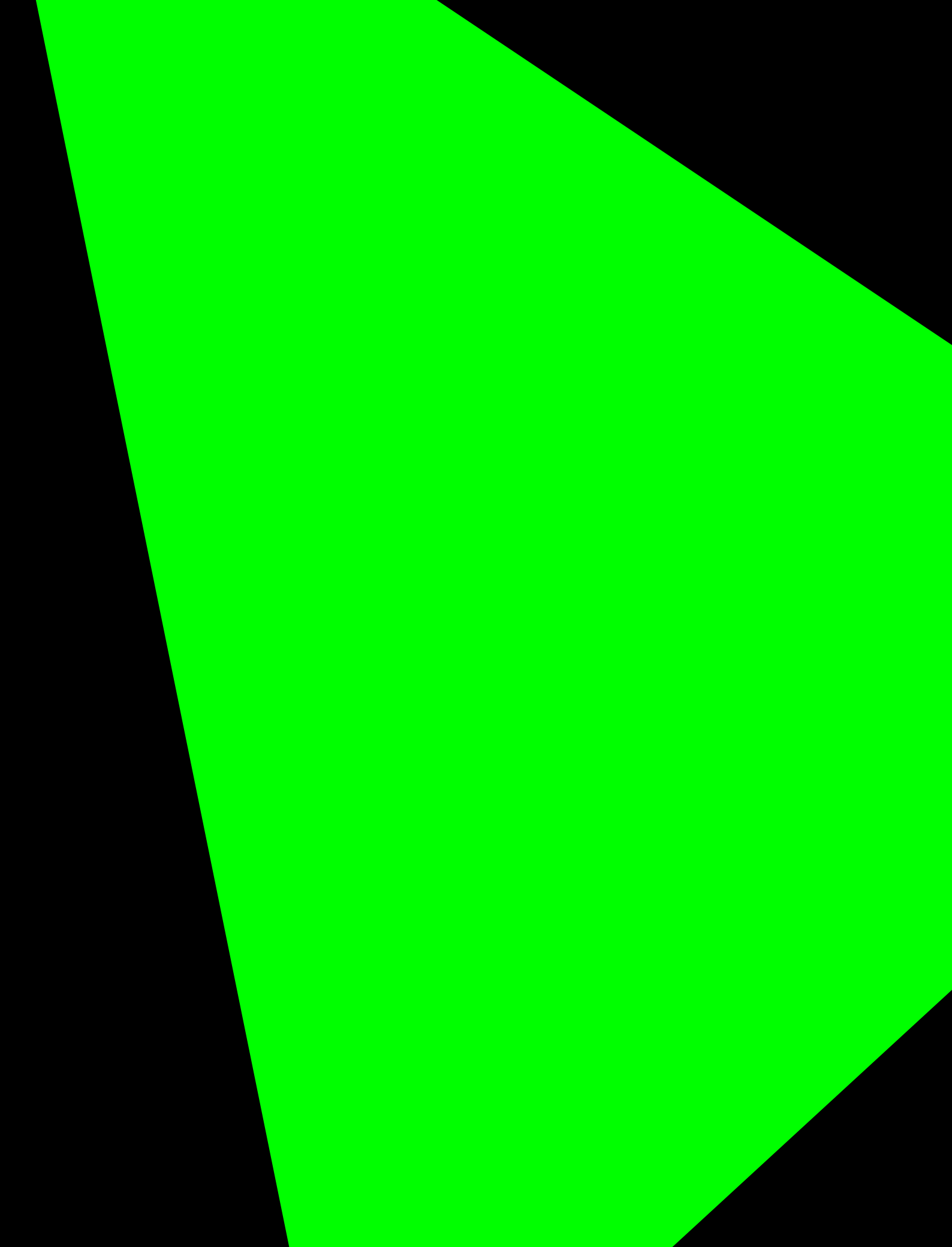
Bellway
Silver

Bellway turned Pathway into a useful digital workplace rather than another noticeboard. Its employee app and intranet tailor information, making life easier for site-based colleagues while AI-powered podcasts, live content and smarter search keep the platform evolving. Judges praised the people-focused campaign.



Kier Group and OneFifty Digital Consultancy
Bronze

Kier Group and OneFifty Consultancy turned a modest charity challenge into a month-long exercise in employee advocacy. A baton travelled 3,212km between 164 workplaces, while colleagues became the campaign’s storytellers. LinkedIn posts rose 490% year-on-year and £224,422 was raised. Judges praised the example of the participatory internal communications.



BEST USE OF DIGITAL TO AN INVESTMENT AUDIENCE

BEST
ONLINE ANNUAL REPORT



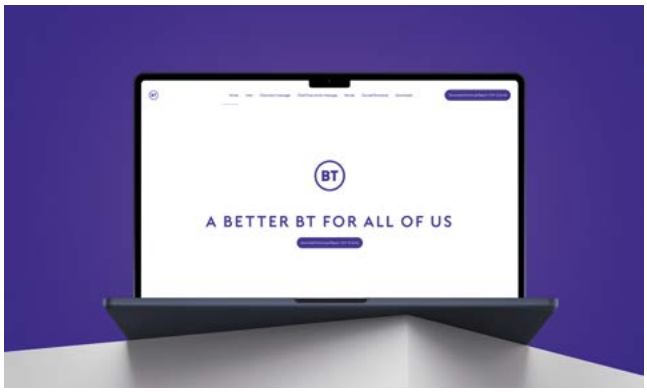
Oakley Capital Investments and Friend Studio

Gold

Oakley Capital Investments and Friend Studio have given the annual report a digital-native rethink, turning mandatory iXBRL reporting into something that is actually pleasant to use. The 2025 report combines animation, video, interactive charts and mobile-friendly accounts tables, while remaining machine-readable for investors, regulators and AI tools. Data from the previous year shaped the structure, putting popular content within easier reach.

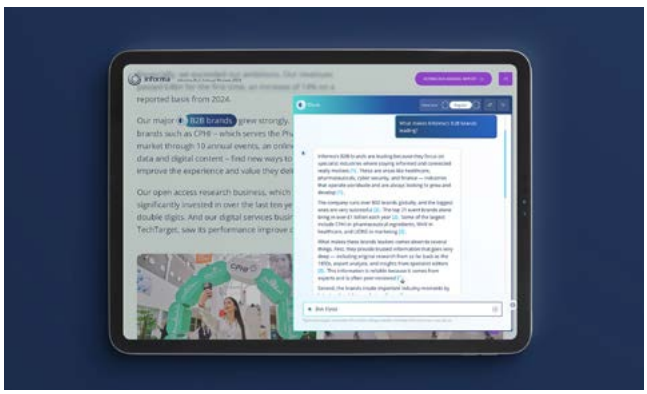
The result is a report that works equally well for people and machines: two-thirds of users now choose the online version exclusively, while average engagement has risen to 1 minute 26 seconds. The report also attracted 12 times more visitors than its PDF-only predecessor. “This is what happens when compliance is treated as a design opportunity rather than a constraint,” said one judge.

BEST
ONLINE ANNUAL REPORT



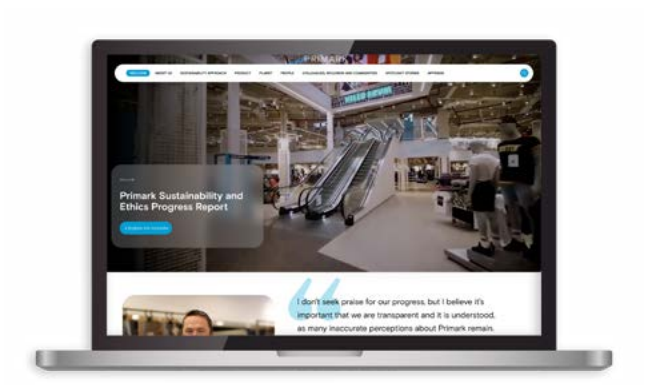
BT Group and Emperor Design Consultants
Silver

BT Group and Emperor Design Consultants turned the annual report into a digital expression of BT's new brand, rather than a compliance exercise. A web-first design combines film, photography and clear navigation with the promise "A better BT for all of us". The result: 18,826 views in 25 days, up 239%. Judges commended the report's "confident" and "innovative" approach.



Informa and Luminous
Silver

Informa and Luminous have made the annual report less of a document and more of a conversation. Elysia AI answers questions while "Choose your lens" adjusts the detail for different audiences. More than 1,800 prompts were submitted in three months, while time-to-answer fell 30%. Judges praised the "genuinely useful" application of AI.



Stratton Craig and Black Sun Global for Primark
Silver

Stratton Craig and Black Sun Global turned Primark's sustainability report from a static disclosure into a more navigable digital experience. The new microsite layers data, colleague stories, video and interactive maps, drawing users deeper into the detail. Organic search traffic rose 190%, while visitors spent 10 minutes on average. Judges praised the report's commitment to transparency.



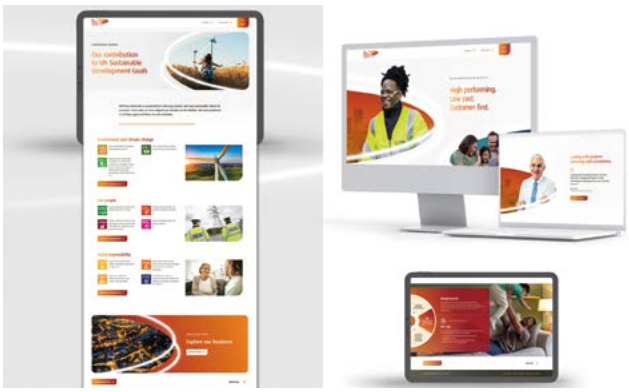
Lloyds Banking Group and Emperor Design Consultants
Bronze

Lloyds Banking Group and Emperor Design Consultants have reworked the annual report for an AI-shaped audience, bringing key content into searchable HTML alongside interactive data, purpose-led case studies and an AI-friendly FAQ. AI-driven visits rose 71%, while the webpage was cited five times more often than its PDF counterpart. One judge found the entry a "smart update to reporting".

BEST
ONLINE ANNUAL REPORT

UK Power Networks and TEAM LEWIS
Bronze

UK Power Networks and TEAM LEWIS have made the annual review feel less like regulation and more like useful public information. A clear digital structure brings performance, customer stories and the future energy landscape together, while interactive elements invite deeper reading. The site attracted 10,800 views. Judges praised the “human” and “accessible” report.



BEST USE OF DIGITAL TO **AN INVESTMENT AUDIENCE**



Unilever
Gold

Unilever and Weber Shandwick took the CAGNY conference beyond the ballroom, turning investor engagement into a digital journey. With Unilever's corporate name underweighted among US investors, the campaign used airport screens, roadside billboards, Uber journeys, paid social and executive LinkedIn content to put the company's story in front of its audience at every stage. AI search optimisation added another layer, helping Unilever appear more prominently for questions such as "Why invest in Unilever?".

The approach generated 4.5m digital-out-of-home impressions, more than 178,000 video views and 7,600 visits to the company's investor page from 100,000-plus Uber journeys. AI search citations for key investor prompts rose by almost 170%. It made a conference appearance feel less like an event and more like an ongoing conversation. "A clever rethinking of investor relations that understands where modern investors actually look for information," said one judge.

BEST USE OF DIGITAL TO **AN INVESTMENT AUDIENCE**

Airtel Africa and Friend Studio
Silver

Airtel Africa and Friend Studio have treated the annual report as digital infrastructure rather than a PDF in disguise. Their digital-first approach delivers HTML, iXBRL, PDF and print from one source, making the report accessible to people and AI alike. "A genuinely modern approach to reporting," one judge praised.



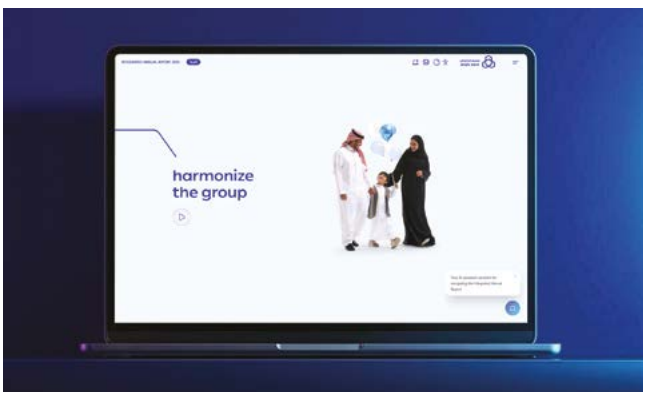
Caledonia Investments and three thirty studio
Silver

Caledonia Investments and three thirty studio have rebuilt the investment trust's website around the people who actually use it. A new information architecture puts results, shareholder resources and the investment case within easy reach, while richer storytelling gives the 146-year-old business a more contemporary voice. One judge found the entry a "rare digital transformation".



alrajhi bank and Smart Media
Bronze

alrajhi bank and Smart Media have turned the annual report into an investment tool, rather than a document to navigate. AI assistant AIPARA, intelligent search, personalised content and video help investors reach answers faster, with more than four interactions per AIPARA session. Judges praised the campaign's "genuine appeal" to modern investors.



CGS and Smart Media
Bronze

CGS Holding and Smart Media have used the company's first annual report as a chance to explain, rather than simply disclose. Interactive 3D models show how its engineering operation works, while AI assistant AIPARA and personalised tools help investors explore the detail. "A clear, purposeful use of digital," said one judge.



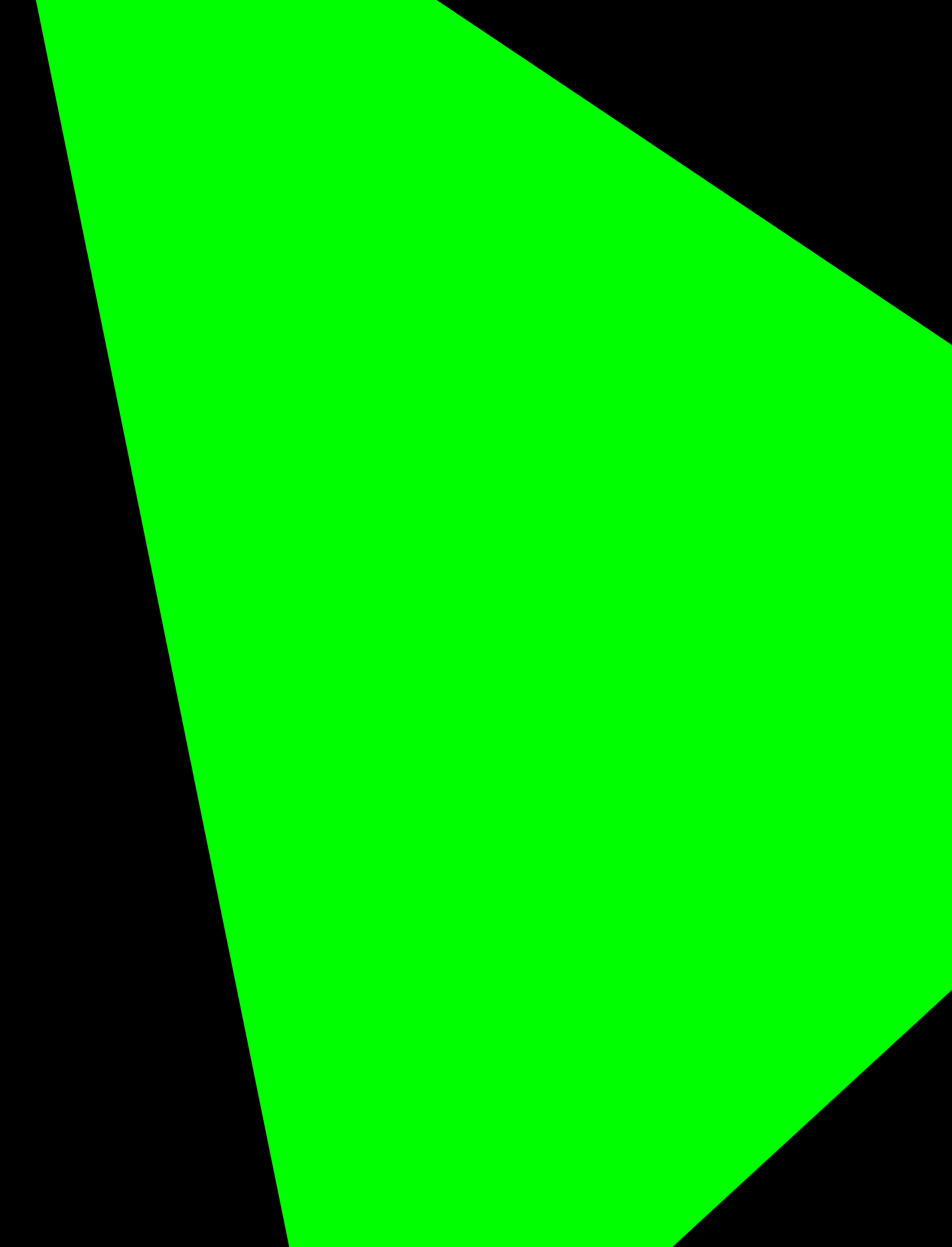
BEST USE OF DIGITAL TO **AN INVESTMENT AUDIENCE**



Pantheon International and TEAM LEWIS

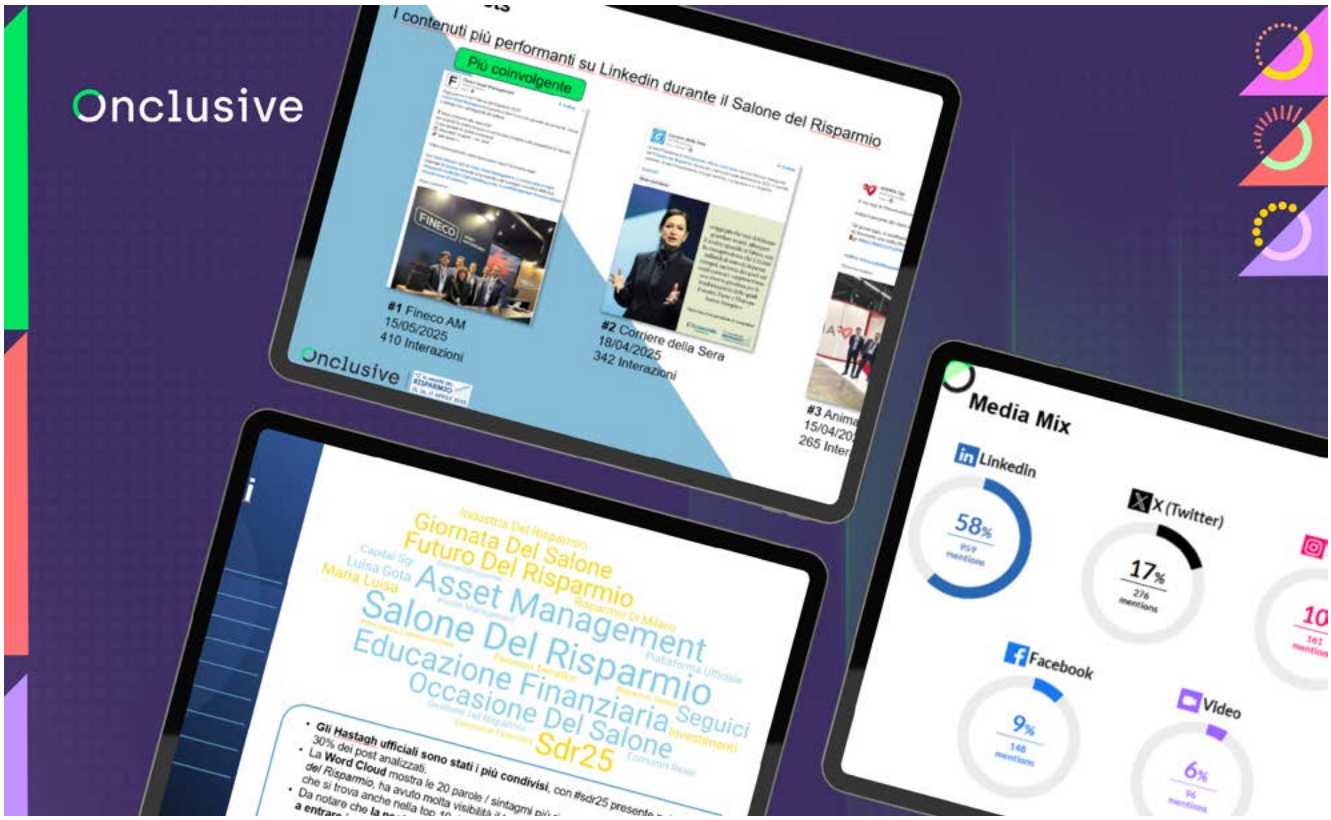
Bronze

Pantheon International and TEAM LEWIS have given private equity a clearer public face. A refreshed website strips away jargon, adds animation, video and interactive data, and explains the asset class in plain English. Average session duration rose 74.5% to more than 10 minutes. Judges commended the "accessible" website.



EVALUATION

BEST
EVALUATION STRATEGY

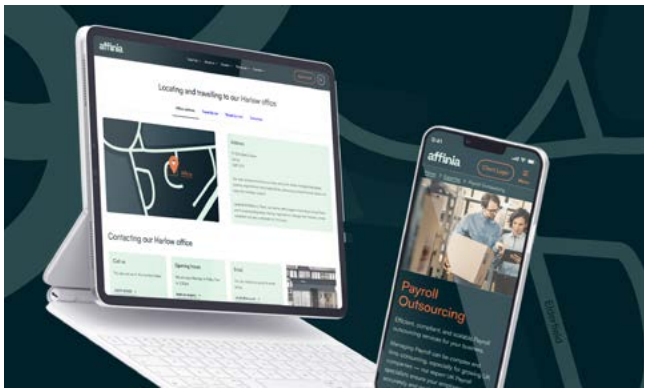


Salone del Risparmio and Onclusive
Gold

Salone del Risparmio is a crowded proposition: 21,000 attendees, 370 speakers, 110 sponsors and more than 2,000 pieces of media coverage. Onclusive's evaluation turned that noise into something more useful. Working with Assogestioni, the organisation behind Italy's leading asset-management event, it introduced a bespoke Visibility Index, combining reach, prominence, sentiment, branding and target-media performance. For the first time, social channels were included, revealing LinkedIn as the strongest platform for industry stakeholders and Instagram as the more effective route to younger audiences.

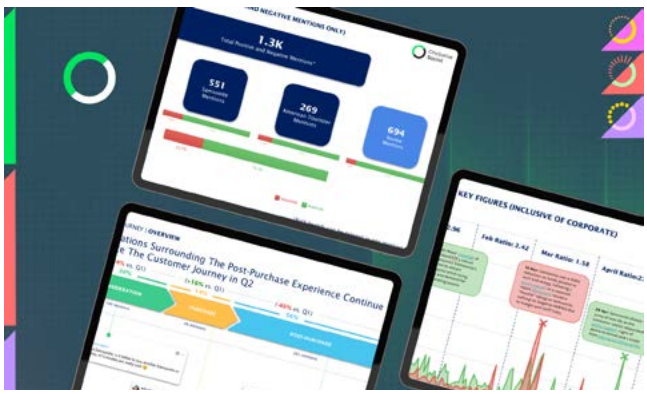
The analysis also showed that sponsors continued sharing Salone content weeks later, providing evidence of reputational value beyond the event itself. The findings now feed into future editions, helping sharpen communications and demonstrate why participation matters. "The clever part is that measurement becomes a planning tool," praised one judge.

BEST
EVALUATION STRATEGY



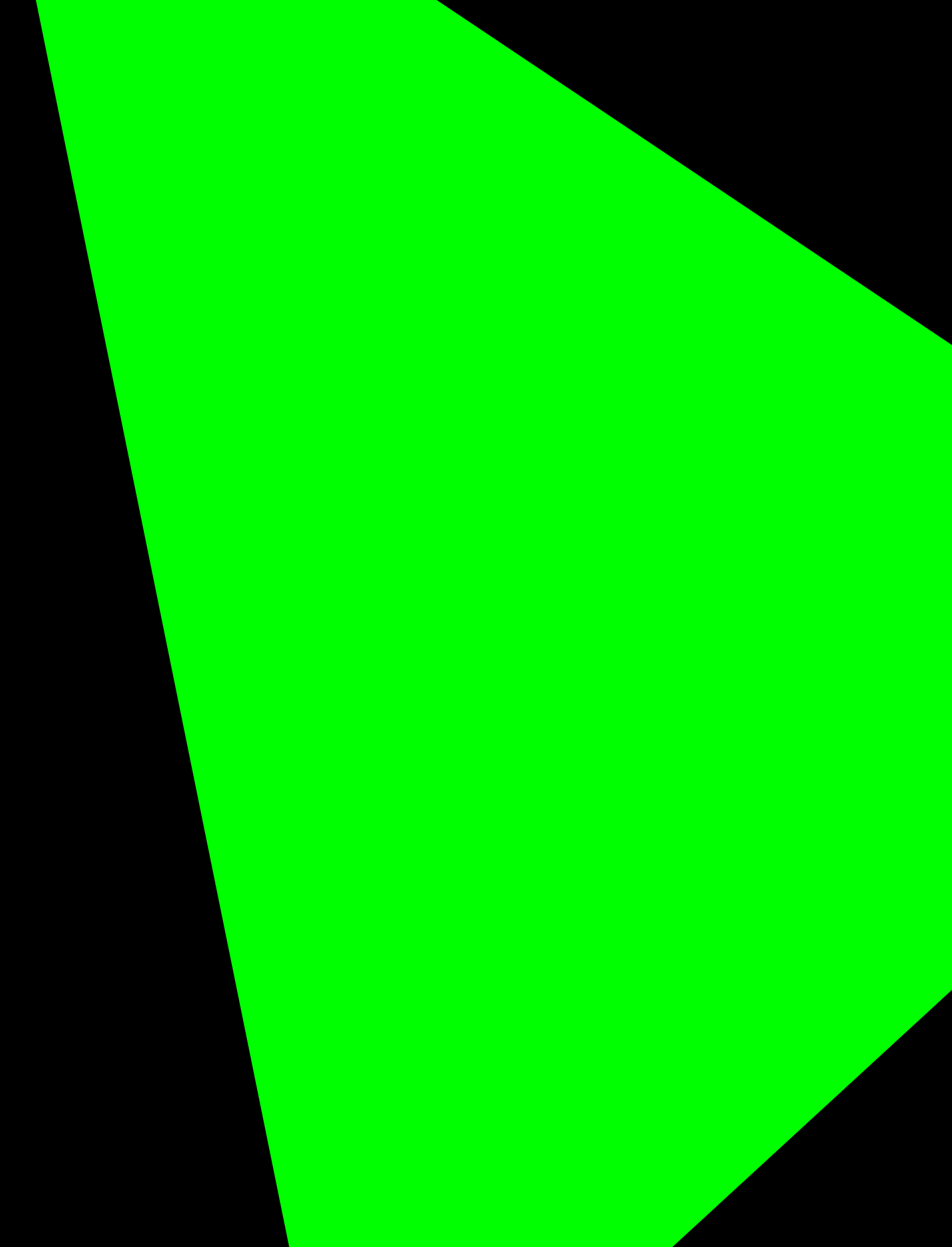
Affinia and Itineris
Silver

Affinia and Itineris have made SEO the architecture for a growing accountancy brand, consolidating seven legacy firms while preserving local expertise and search equity. Organic sessions rose 140%, with service, location and people pages gaining visibility. Judges praised the “impactful” use of SEO.



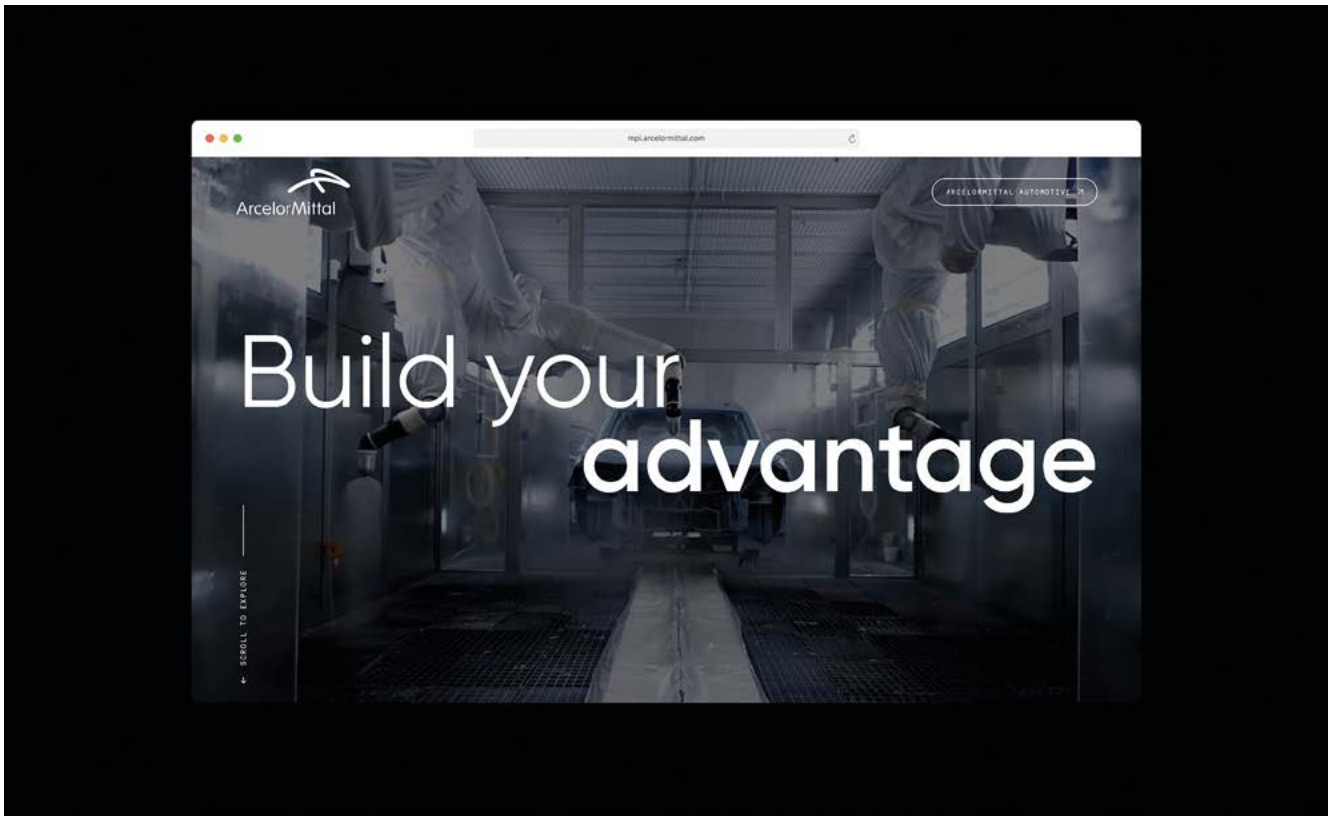
Samsonite APAC and Onclusive
Bronze

Samsonite and Onclusive have turned social listening into a practical customer-service tool across 13 APAC and Middle East markets. A hybrid of technology and human analysis cuts through 50,000 monthly mentions, surfacing issues quickly enough for teams to respond within 24 hours. Judges were impressed by the results-driven campaign.



SECTOR

BEST USE OF DIGITAL FROM THE **AUTOMOTIVE SECTOR**



ArcelorMittal Automotive and SampsonMay

Gold

ArcelorMittal Global Automotive and SampsonMay have given a complex piece of engineering a sharper commercial proposition. Their new digital platform for Multi Part Integration (MPI), a lightweight steel solution that consolidates several vehicle components into one, moves away from dense technical explanation towards premium automotive storytelling. Designed for time-poor OEM executives, it uses bold typography, film, animation and layered content to make the benefits – from cost and safety to sustainability – immediately clear. It also works beyond the desktop, doubling as an interactive sales tool on tablets and large screens at events such as Auto Shanghai.

Since launch, 730 targeted visitors have spent an average of 1.5 minutes on the site, with 31% reaching 90% of the page and 9% downloading the white paper. “It makes serious engineering feel remarkably easy to understand,” said one judge.

BEST USE OF DIGITAL FROM THE **AUTOMOTIVE SECTOR**



AVIS and Happy Horizon - LEQUAL with Boundless Digital

Silver

AVIS and Happy Horizon – LEQUAL and Boundless replaced traditional link-building with a more useful currency: relevance. Research among 1,000-plus Dutch consumers became two news stories around Christmas and New Year travel, generating 33 earned-media placements and 24.2m organic impressions. “A smart example of PR and SEO working as one,” one judge commented.

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



Electrical Safety First

Gold

Electrical Safety First gave the humble smoke alarm a new role in people's feeds. For Electrical Fire Safety Week, the pair borrowed the familiar "get ready with me" format on TikTok and Instagram, turning the background chirp of a low battery into a prompt to act. The campaign combined a social-first hero film with a human case study, regional data and creator partnerships, keeping the message practical rather than alarmist.

The results were hard to ignore: 48,000 searches for "How to test smoke alarm", up 15,800% year on year, alongside one million TikTok views, 44 pieces of coverage and 11 TV placements. "It's a neat example of public-safety communications meeting people on their own terms, without sacrificing the seriousness of the message," said one judge.

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



Papyrus and Kind
Silver

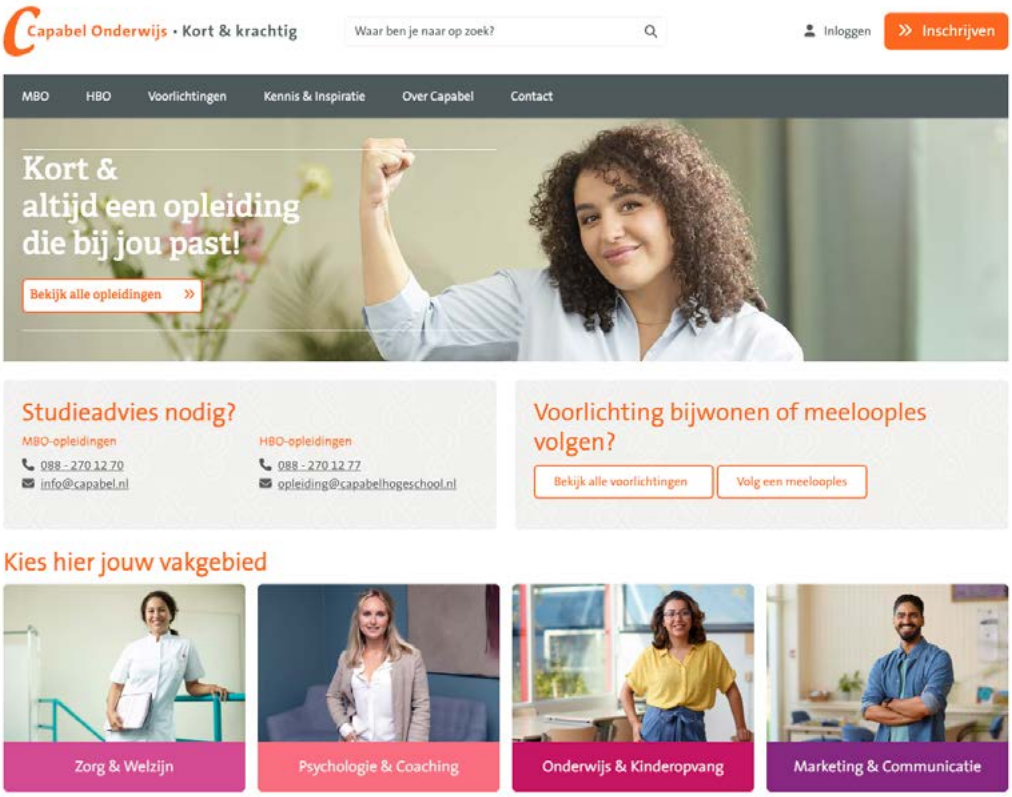
Papyrus and Kind have rebuilt the charity's digital presence around hope rather than loss. The new "Here for Life" identity brings warmer design to a website built for young people in crisis, with reliability treated as part of its duty of care. Since launch, HopeLine247 text use has risen 64%. "A thoughtful digital transformation," praised one judge.



Hoofdpijn Alliantie and Happy Horizon
Bronze

Hoofdpijn Alliantie and Happy Horizon set out to challenge the idea that migraine is "just a headache". Their five-month digital campaign combined PR, social, influencers, programmatic and out-of-home to move audiences from awareness to action. It generated 23.4m impressions, 107,900 website visits and 10,500 guide downloads. Judges were impressed by the measurable behaviour change.

BEST USE OF DIGITAL FROM THE **EDUCATION SECTOR**



Capabel and Happy Horizon
Gold

Capabel Onderwijs and Happy Horizon have replaced fragmented marketing data with a clearer view of the student journey. Using Billy Grace, the pair connected Meta, TikTok, Google Ads, programmatic and other channels, revealing that social was influencing enrolments long before search claimed the credit. Budgets were then shifted accordingly, with results following: enrolments rose 7.3%, while acquisition costs fell 6.7%.

The approach also increased qualified website sessions by 11.5%, while 12.1% of enrolments attributed to Google Ads had in fact been influenced earlier by Meta and TikTok. Rather than chasing clicks or last-click attribution, Capabel Onderwijs and Happy Horizon built a fuller picture of what persuades prospective students. The result is a marketing operation guided by evidence rather than platform assumptions. “A good reminder that better measurement can be a growth strategy in its own right,” one judge observed.

BEST USE OF DIGITAL FROM THE **EDUCATION SECTOR**



Sandwell College and The Cusp Marketing
Silver

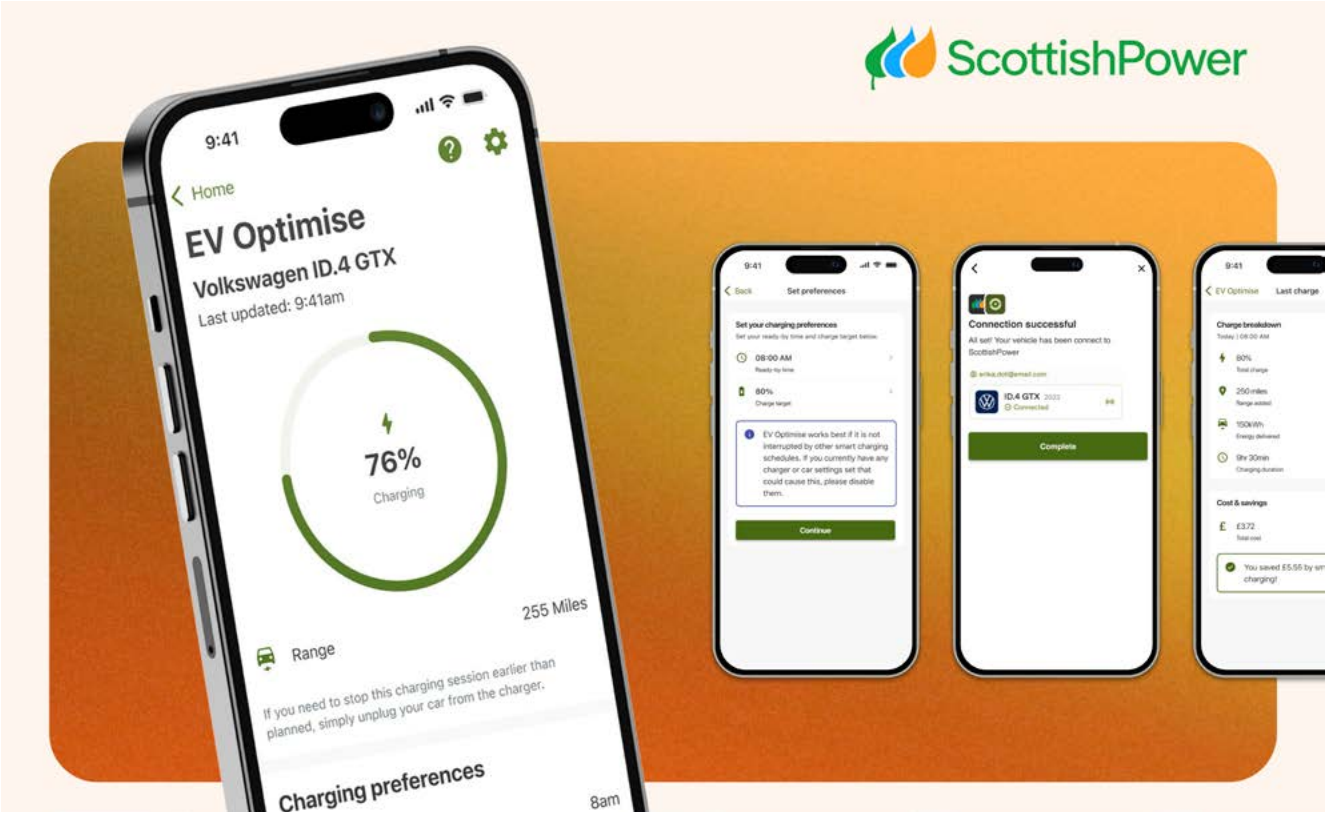
Sandwell College and The Cusp Marketing took a full-funnel approach to winning over West Midlands school leavers, combining social, search and programmatic activity with platform-specific creative. The campaign delivered 7.4m impressions and 154,057 clicks, with Google Search achieving a 12.09% CTR. One judge praised the campaign as a "well-judged mix of reach and intent, built around how young people actually browse".



Alef Education and Smart Media
Bronze

Alef Education and Smart Media have reimagined the annual report as a learning experience. AIPARA, interactive value-creation architecture, explainer videos and personalised navigation help investors understand how AI, educational outcomes and commercial performance connect. Within two months, AIPARA generated 577 interactions across 139 sessions. Judges praised the "intelligent" campaign.

BEST USE OF DIGITAL FROM THE **ENERGY AND UTILITIES SECTOR**



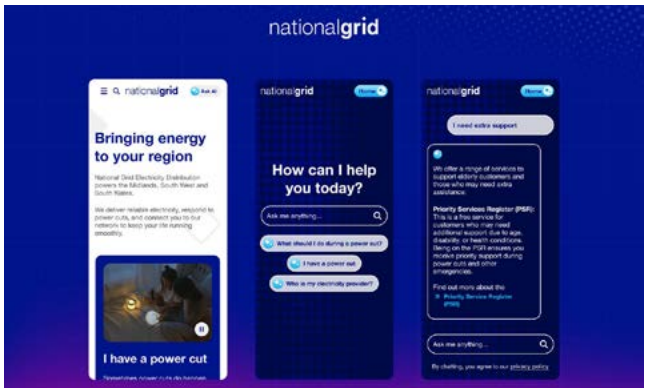
ScottishPower

Gold

ScottishPower and parent company Iberdrola are turning the humble energy app into a practical tool for managing modern life. Between 2024 and 2026, ScottishPower brought Energy Insights, Power Saver and EV Optimise into one digital ecosystem, helping customers understand consumption, shift usage and charge cars more cheaply. The approach has produced 888,000 average weekly logins, 175.4 GWh of off-peak energy shifting and £19.1m in customer savings through Power Saver.

More than 420,000 Energy Insights users have cut annual bills by 5% on average, while EV Optimise has delivered a further £744,000 in savings. “This is digital utility at its most useful, with technology that changes behaviour while putting money back in customers’ pockets,” said one judge.

BEST USE OF DIGITAL FROM THE **ENERGY AND UTILITIES SECTOR**



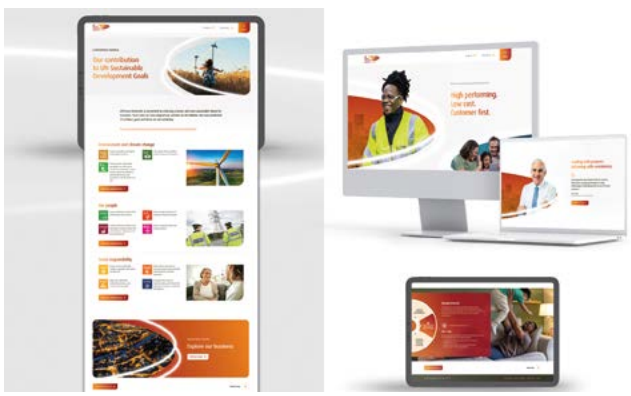
National Grid Electricity Distribution
Silver

National Grid Electricity Distribution has made essential support feel more like a consumer service. Their AI-powered assistant uses verified National Grid content to answer questions on power cuts, connections and emergency contacts, with an average response time of 6.18 seconds. Judges were impressed by the “thoughtful” use of AI.



Naked Energy and Stoneway
Bronze

Naked Energy and Stoneway have turned a technical solar proposition into a more persuasive digital story. The new website uses 3D product renders, clearer messaging and tailored journeys to explain complex technology while supporting international growth. Traffic has risen 300% since launch, with SEO reaching 100%. Judges praised the combination of ambition and storytelling.



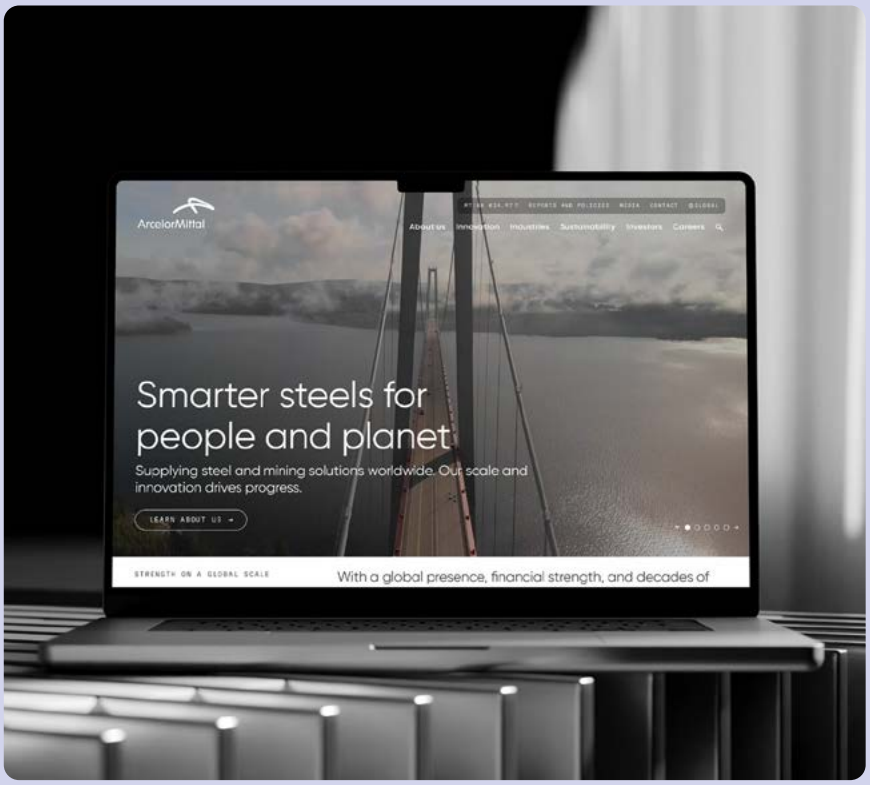
UK Power Networks and TEAM LEWIS
Bronze

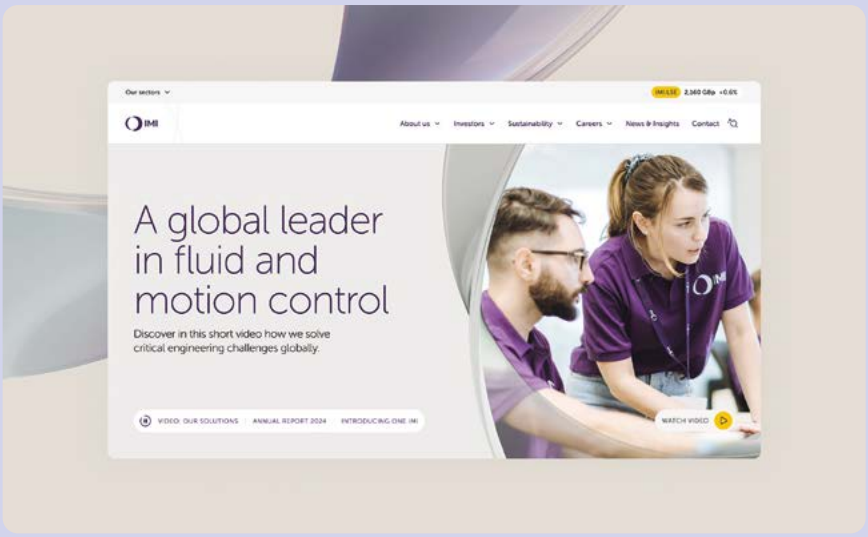
UK Power Networks and TEAM LEWIS have turned an annual review into a clearer digital window on the energy transition. The mobile-first microsite balances quick performance highlights with deeper evidence, human stories and accessible explanations. Views reached a record 10,800, while average time on site rose to 110 seconds. Judges praised the entry as a strong example of efficient reporting.

SampsonMay











WHAT WE DO:

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

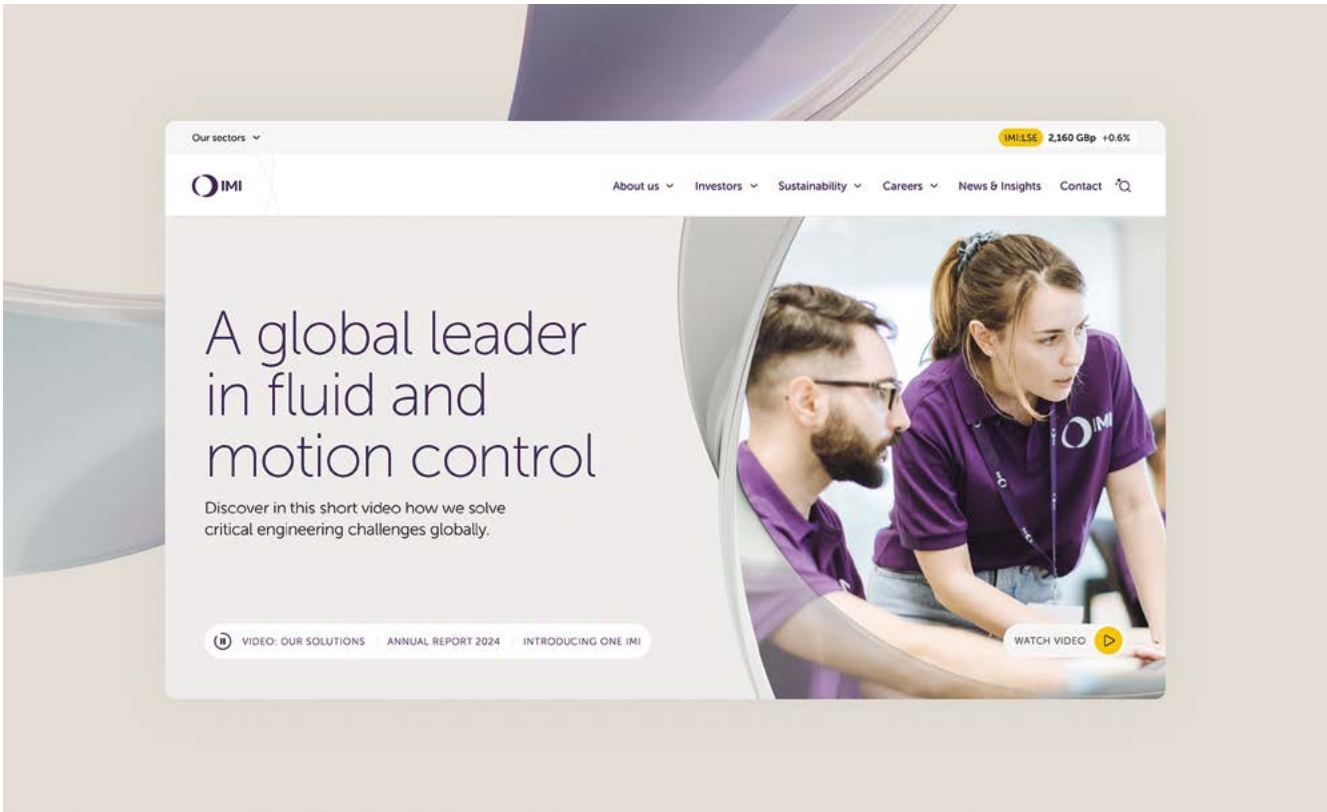
The most valuable companies tell the clearest stories

Through strategy, design and technology, we help organisations communicate who they are, what they stand for and where they're going.

INDEPENDENT CREATIVE AND TECHNOLOGY AGENCY

sampsonmay.com

BEST USE OF DIGITAL FROM THE **ENGINEERING AND MANUFACTURING SECTOR**



IMI and SampsonMay
Gold

IMI and SampsonMay took a corporate website weighed down by complexity and rebuilt it around a simpler proposition: make engineering easier to understand. The redesign brought IMI's previously fragmented businesses under its "One IMI" strategy, pairing clearer navigation and modular storytelling with an Umbraco CMS that gives internal teams greater control. A bespoke AI assistant goes further, allowing visitors to interrogate technical and investor information using natural language.

Results were substantial, with average engagement time rising 122%, engagement rate up 31% and views per visit increasing by 48%. Search rankings improved by 20%, while page impressions reached 1.8m. For a specialist engineering business, it is a considered example of how intelligent design can make even complex corporate information feel accessible. "This is digital transformation with purpose: sophisticated technology deployed to remove complexity rather than add to it," said one judge.

BEST USE OF DIGITAL FROM THE **ENGINEERING AND MANUFACTURING SECTOR**

Marshalls and MSQ DX

Silver

Marshalls and MSQ DX have turned a sprawling manufacturing catalogue into a more coherent digital shopfront, bringing corporate, commercial and domestic audiences into one platform. A clearer architecture, personalised journeys and AI-assisted content migration simplify thousands of products and variants. B2C purchase conversion rose 68%. Judges were impressed by the smart and accessible approach.



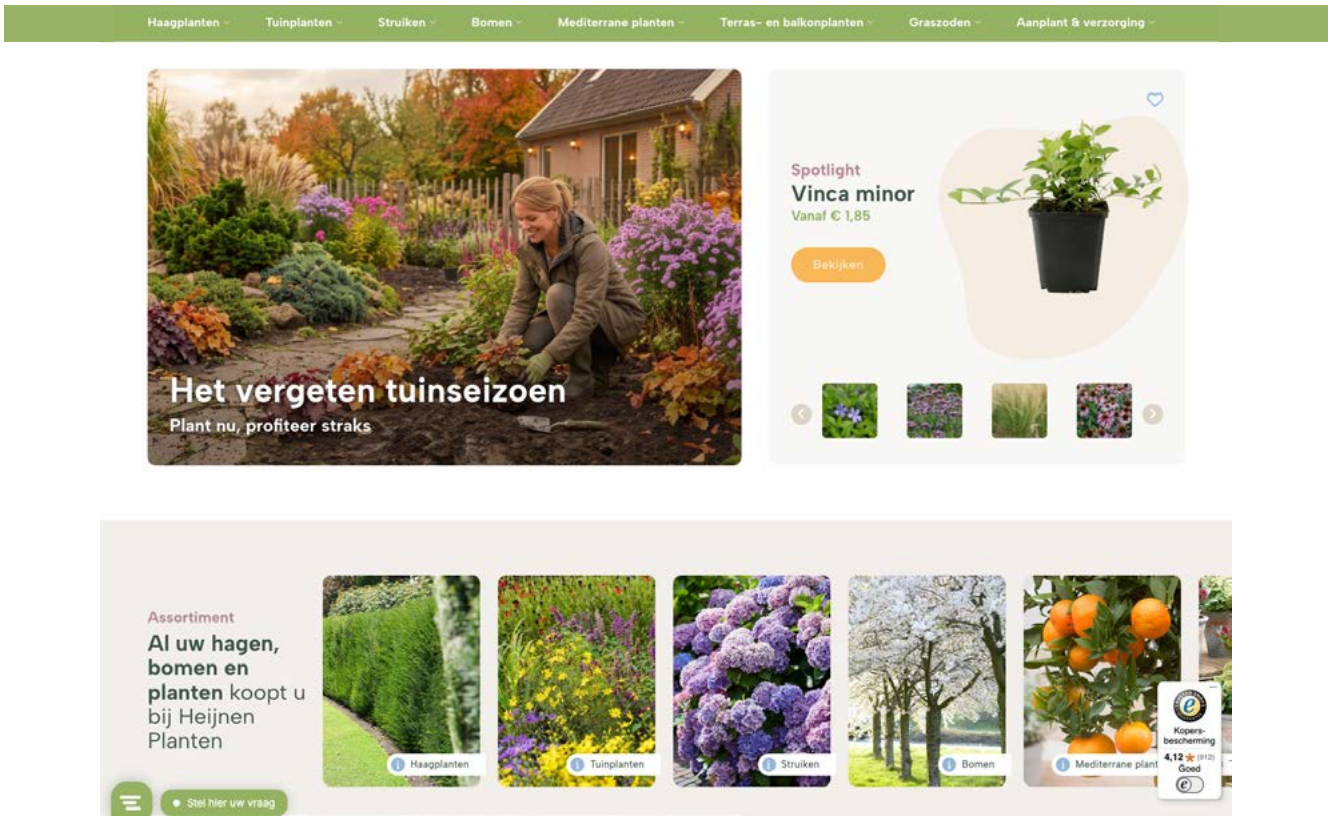
Embraer Commercial Aviation and Gravity Global

Bronze

Embraer Commercial Aviation and Gravity Global brought a little charm to the Paris Air Show with a flock of penguins admiring the E2's efficiency, comfort and performance. The playful campaign extended across film, social, DOOH and live activations, generating 1.44m film views and 2.18m engagements. Judges praised the creative and memorable campaign.



BEST USE OF DIGITAL FROM THE **FARMING AND AGRICULTURAL SECTOR**



Heijnen Planten and Happy Horizon
Gold

Heijnen Planten and Happy Horizon have taken a different route to SEO: rather than pushing commercial pages higher, they built authority around the questions gardeners actually ask. Across Germany and the Netherlands, the campaign mapped more than 9,000 People Also Ask questions, combining search data, AI analysis and Heijnen's 20 years of horticultural expertise to create expert-led content. The strategy moved Heijnen from 16th to fourth in Germany and from 36th to tenth in the Netherlands, while generating 30,000 additional non-branded clicks and a 40% year-on-year revenue increase.

All of this was achieved organically, without media spend. The approach has since been nominated for a Global Search Award, with the resulting framework now providing a blueprint for expansion into other European markets. "This is SEO with a long-term view that is less about chasing rankings and more about becoming the source people trust," said one judge.

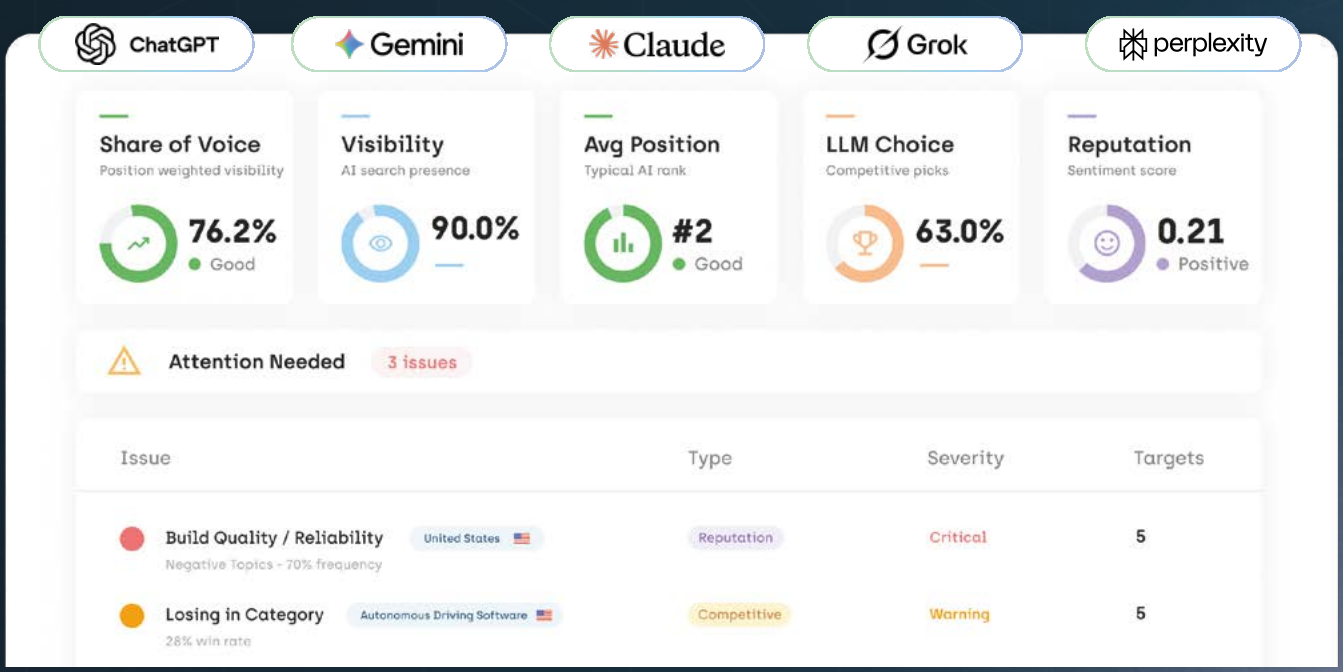
ONCLUSIVE GEO ANALYTICS

Others tell you what AI says

We tell you what to do about it.

Monitor. Diagnose. Act.

- Monitor AI perception
- Diagnose competitive gaps
- Get actionable next steps



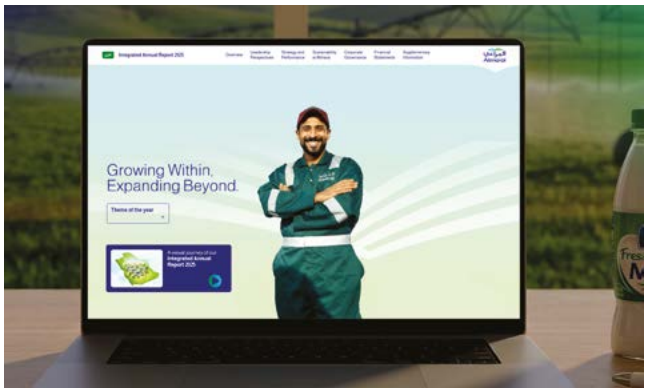
@onclusive

BEST USE OF DIGITAL FROM THE **FARMING AND AGRICULTURAL SECTOR**



Danone and Onclusive
Silver

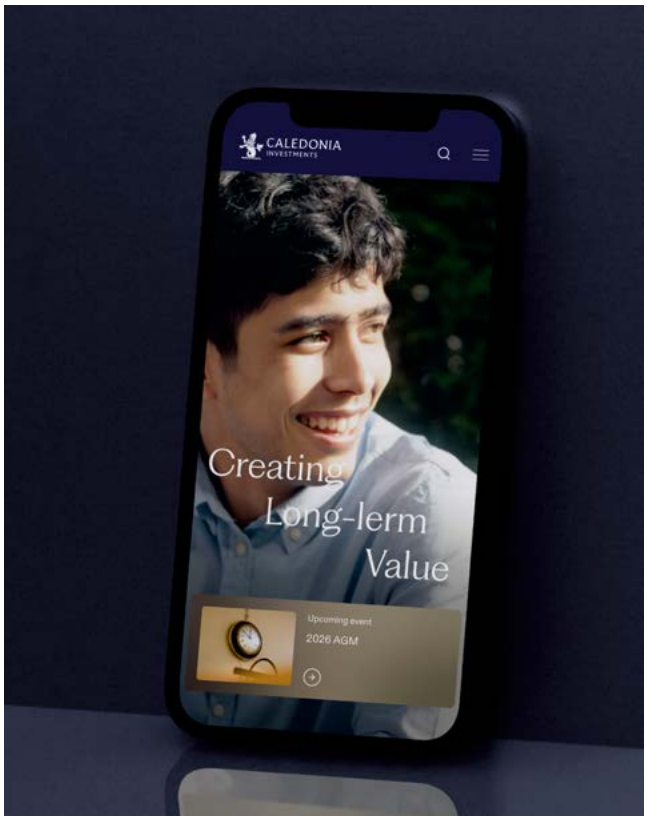
Danone Argentina and Onclusive used social listening to turn unprompted consumer conversations into a source of product strategy. Three studies explored proteins, probiotics, fibre and yoghurt habits, informing Ser Pro+ and opening a new strategic space around Greek yoghurt. “A sharp example of data informing decisions,” one judge observed.



Almarai Company and Smart Media
Bronze

Almarai and Smart Media have recast the annual report as a digital-native destination, rather than a PDF with a website attached. AIPARA, intelligent search, personalised tools and HTML-first architecture help investors find and interrogate information. Judges praised the “sensible” and carefully curated approach.

BEST USE OF DIGITAL FROM THE **FINANCIAL SERVICES SECTOR**



Caledonia Investments and three thirty studio

Gold

Caledonia Investments and three thirty studio have given a 146-year-old investment trust a digital identity with rather more character. The new site replaces financial-services boilerplate with clearer storytelling, practical guidance and a rebuilt structure for institutional, analyst and retail audiences. Engagement rate rose 98%, while average session duration climbed 365% to nearly five minutes. The redesign also brings Caledonia's "Time Well Invested" philosophy into the experience, rather than leaving it as corporate wallpaper.

Organic search now accounts for 24.6% of traffic, while AI-referred sessions have risen 114%, suggesting the site is finding audiences beyond existing shareholders. For three thirty studio, the task was less a cosmetic refresh than a complete brand and digital transformation; for Caledonia Investments, it is a clearer expression of a distinctive business. "A rare financial-services site that manages to feel both credible and genuinely inviting," said one judge.



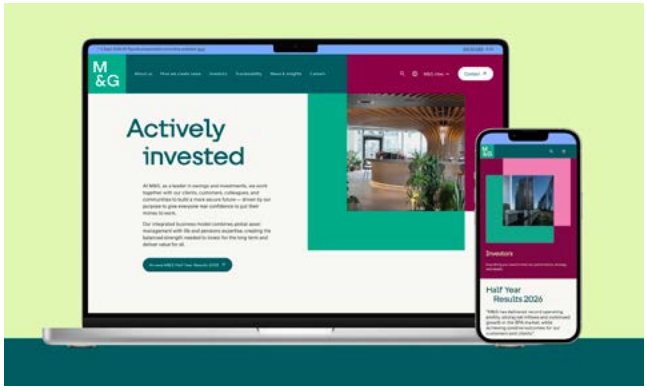
Qredits and Happy Horizon

Gold

For Dutch not-for-profit foundation Qredits, reaching aspiring entrepreneurs meant more than building brand recognition. Many younger business owners were unaware of alternatives to traditional bank financing, despite Qredits offering loans, coaching and training. Working with digital agency Happy Horizon, Qredits developed an integrated campaign guiding audiences from awareness to loan applications. Combining online video, social media, search, display advertising, radio and out-of-home, the year-long programme reached entrepreneurs at different stages of their journey. Three thematic campaigns sat alongside always-on communications, with continuous optimisation and customer success stories keeping the message relevant.

The results were clear: unaided brand awareness doubled, loan applications rose by 69% and approved loans increased by 12.7%. One judge observed that this shows "how digital marketing can turn greater awareness into tangible economic and social value."

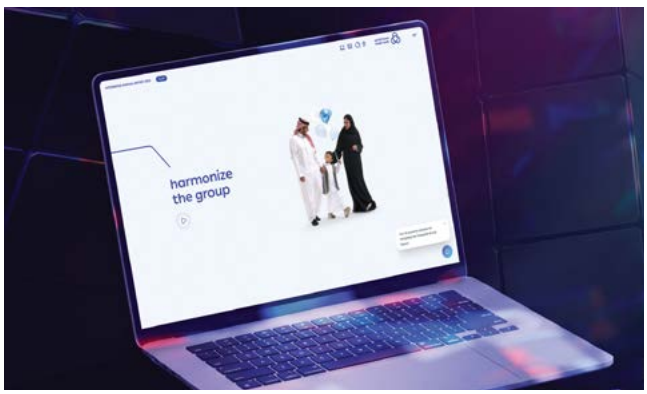
BEST USE OF DIGITAL FROM THE **FINANCIAL SERVICES SECTOR**



M&G and IDX

Silver

M&G plc worked with digital agency IDX to transform its corporate website into a clearer expression of the international savings and investment group's strategy. Bringing together multiple business narratives, the redesign combines sharper content, expressive visuals and an interactive map illustrating the real-world impact of M&G's investments. Judges praised the "accessible, purposeful digital experience".

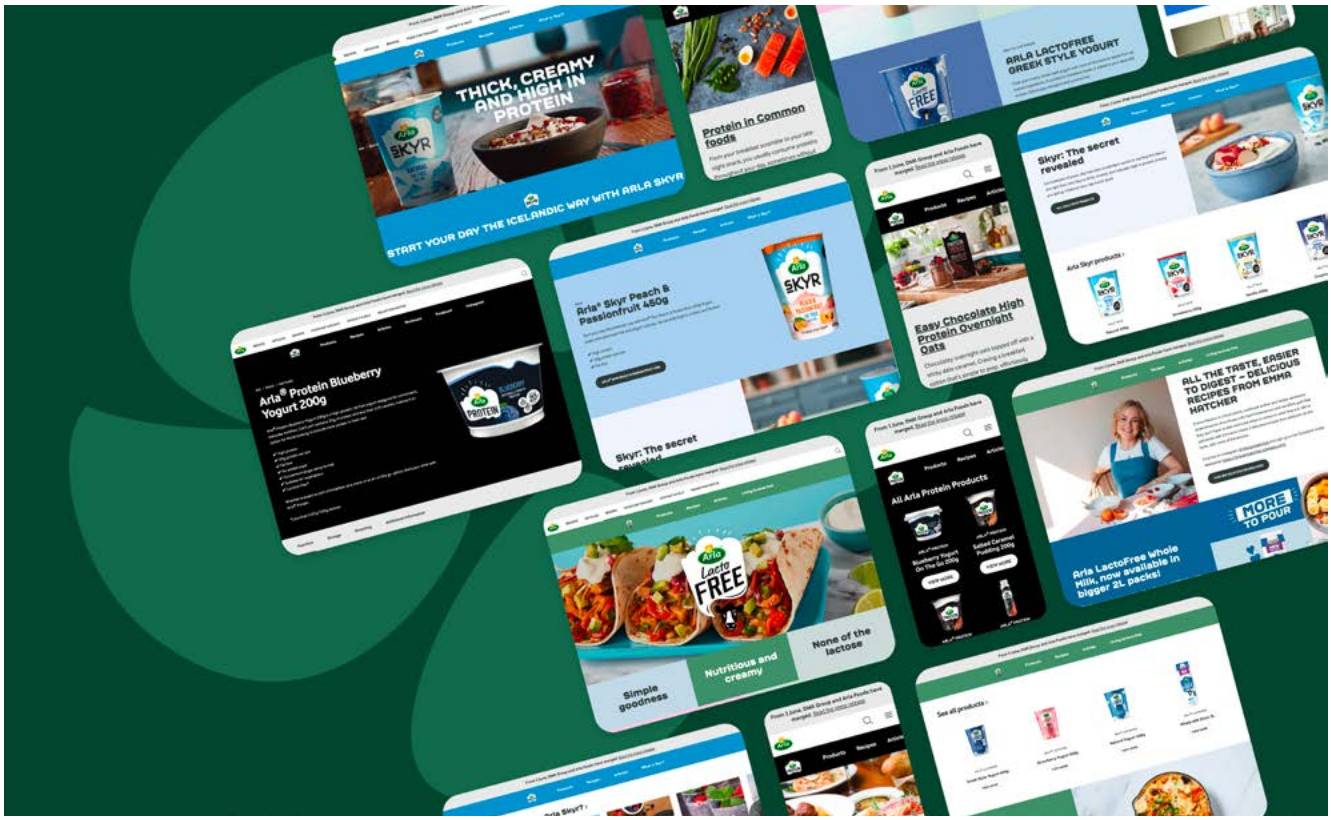


alrajhi bank and Smart Media

Bronze

alrajhi bank partnered with Smart Media to transform its 2025 annual report into an interactive digital platform. Featuring an AI-powered reading assistant, intelligent search and video summaries, the report helps stakeholders navigate the bank's complex financial ecosystem. Judges were impressed by the "accessible" digital platform.

BEST USE OF DIGITAL FROM THE **FMCG SECTOR**



Arla Foods UK and MSQ DX/26 PMX

Gold

Arla Foods UK, MSQ DX and 26 PMX confronted a new grocery battleground: the AI-generated search result. As Google's AI Overviews began eroding traffic, the team shifted from conventional optimisation towards content grounded in genuine expertise – from chef-led recipes to certified nutrition content and the authority of Arla's farmer-owned cooperative.

The team also used Claude to audit almost 2,000 recipe pages, avoiding £37,000 in manual costs, while building an AI Brand Radar to track Arla's visibility across emerging search platforms. The results were persuasive: 942,063 organic clicks against a 600,000 target, while AI Overview citations jumped from five to 822. More than an SEO exercise, this was a thoughtful attempt to make authority itself a digital asset. "This is a sophisticated response to a fundamental change in how consumers discover brands," said one judge

BEST USE OF DIGITAL FROM THE **FMCG SECTOR**



NAILS.INC and 1000heads

Silver

Nails.INC partnered with social agency 1000heads to launch It's Topless, a four-in-one polish designed for busy routines. The #NailingLife campaign brought the product into everyday moments through creator content, humour and short-form video across the UK, US and Canada. Reaching 843.2 million people, it generated $3.5m in sales and 92% year-on-year growth. Judges were impressed by the impactful, culturally-relevant campaign.

BEST USE OF DIGITAL FROM THE **FOOD AND BEVERAGE SECTOR**



Rookway Food Systems and Tribus Digital
Gold

Rookway Food Systems and Tribus Digital turned a familiar kitchen headache into CADDI, a digital operating system for food-to-go. Built initially for Stone Willy's Kitchen, the platform replaces paper compliance books, WhatsApp photographs and spreadsheets with mobile checklists, centralised records and real-time reporting on production, sales and waste. AI then turns that data into practical operational recommendations.

Since launching, the platform has expanded to 35 operators, processing more than 110,000 records in a month. Administration time has fallen 75%, while analysis identified potential afternoon-waste reductions exceeding 30% and annual savings of at least £1,000 per site. "CADDI succeeds because it solves an unglamorous problem with genuine ingenuity, turning compliance data into commercial intelligence," said one judge.

BEST USE OF DIGITAL FROM THE **FOOD AND BEVERAGE SECTOR**



Almarai Company and Smart Media

Silver

Almarai Company partnered with Smart Media to redesign its 2025 annual report for an era of AI-assisted research. The digital-native platform combines intelligent search, personalised content and an AI reading assistant. Within two months, the assistant recorded 723 interactions across 336 sessions. Judges were impressed by the improved accessibility for investor audiences.

BEST USE OF DIGITAL FROM THE **HEALTHCARE AND PHARMACEUTICAL SECTOR**



Camino Communications and POP Health Communications with Encephalitis International

Gold

With 77% of people unfamiliar with encephalitis, Encephalitis International set out to make the condition easier to recognise. Working with creative agency Camino Communications and media partner POP Health Communications, the charity developed F.L.A.M.E.S., a memorable guide to six common symptoms. Launched for World Encephalitis Day 2026, the campaign combined social storytelling, celebrity endorsements and billboards across four countries.

The results included 567 pieces of media coverage, 72.5 million billboard impressions and a 326% increase in website users. “This campaign has turned a complex medical condition into a clear, shareable message with the potential to save lives,” said one judge.

BEST USE OF DIGITAL FROM THE **HEALTHCARE AND PHARMACEUTICAL SECTOR**



AstraZeneca and Ruder Finn

Silver

AstraZeneca and Ruder Finn transformed a necessary technology migration into a global communications reset, bringing 98,000 employees onto Workvivo in nine months. Social-first storytelling helped drive 96% adoption, 60,000 app downloads and $2.3m in annual savings. “A rare transformation that married scale with genuine employee engagement,” said one judge.

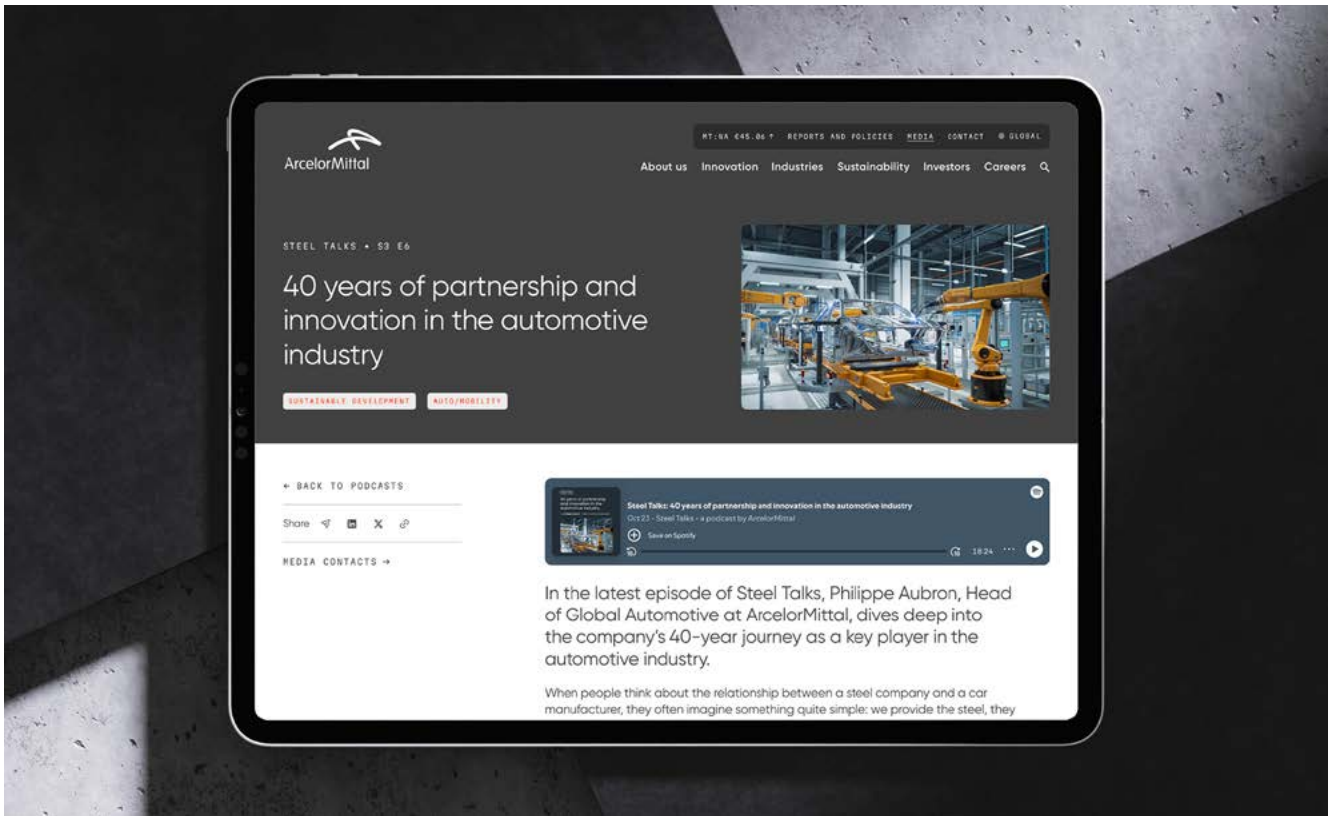


Servier and Random42 Scientific Communication

Bronze

Servier partnered with Random42 Scientific Communication to turn its oncology drug pipeline into three immersive VR games. Designed for healthcare professionals, the experience combines virtual kayaking with interactive clinical-trial questions and in-game rewards. Judges praised the “engaging” use of immersive technology.

BEST USE OF DIGITAL FROM THE **INDUSTRIAL AND BASIC MATERIALS SECTOR**



ArcelorMittal and SampsonMay
Gold

Steel and mining group ArcelorMittal partnered with digital agency SampsonMay to rethink how it presents itself to the world. Its previous corporate website failed to reflect the company's ambitions in innovation and sustainability, while cumbersome navigation made key information difficult to find. The 12-month transformation introduced clearer content structures, more engaging visual storytelling and a scalable digital platform, initially covering the global corporate, North America and Dofasco websites.

The results were immediate: page views rose by 72%, organic search impressions increased by 403% and referral traffic climbed by 149%. The new platform also provides a framework for more than 50 additional group websites. "SampsonMay has translated ArcelorMittal's industrial scale into a confident, future-facing digital experience," said one judge.

BEST USE OF DIGITAL FROM THE **INDUSTRIAL AND BASIC MATERIALS SECTOR**



Sappi and Wardour

Silver

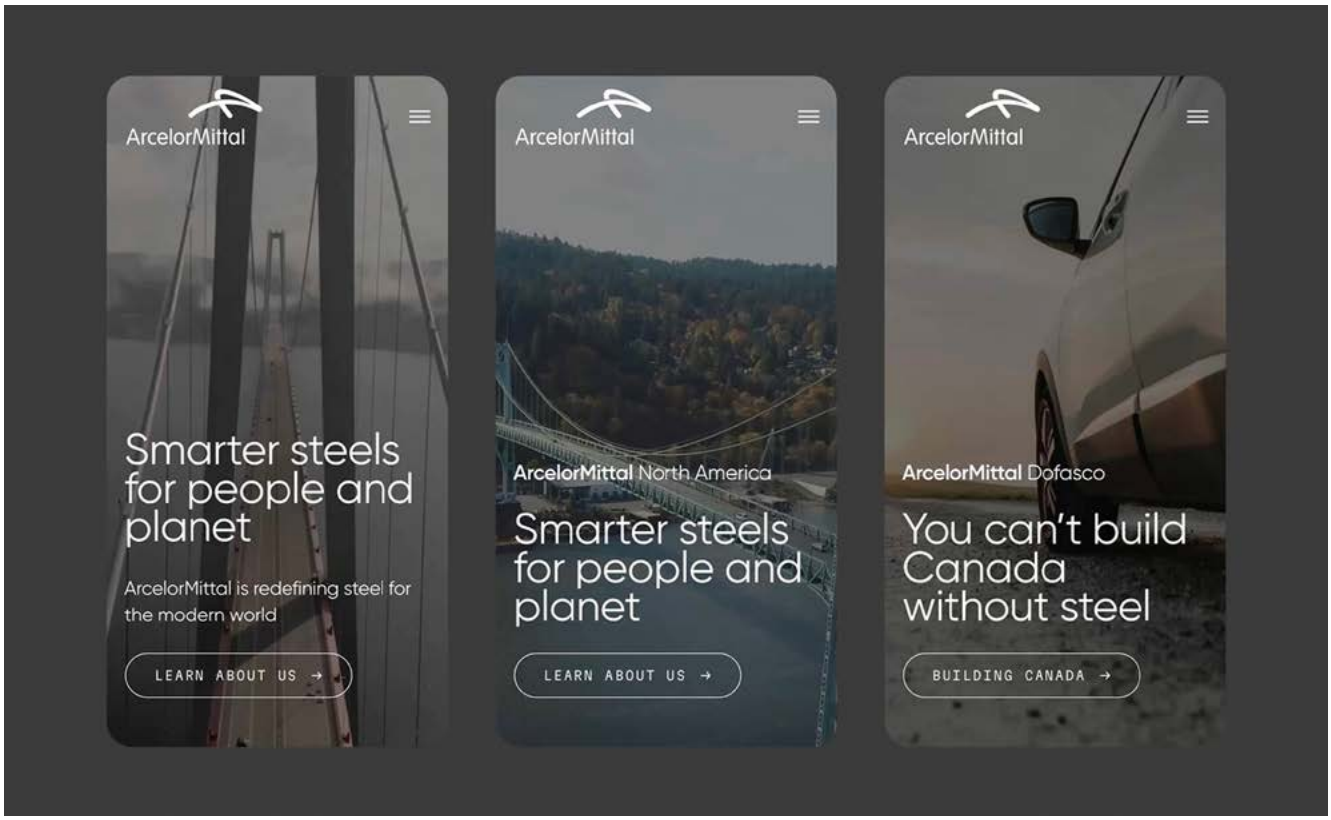
Global woodfibre company Sappi partnered with agency Wardour on 'Made for Life', a campaign celebrating sustainable forestry, product innovation and the people behind the business. Combining documentary-style video, social media and an interactive website hub, the project exceeded its reach target by 247%. Judges were impressed by the campaign's "human voice".

Anglo American

Bronze

Anglo American used its digital communications strategy to navigate a period of major corporate change, including portfolio restructuring and a planned merger with Teck. Its sustainability strategy launch combined redesigned web pages, leadership films and targeted social media, generating 458,244 LinkedIn impressions and more than 10,500 website views. Judges praised the campaign's "measurable digital engagement".

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

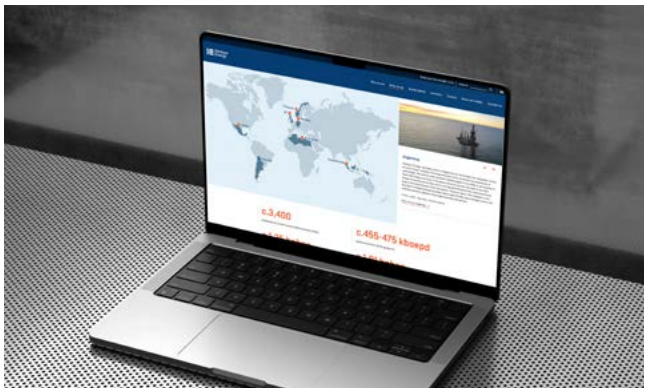


ArcelorMittal and SampsonMay
Gold

Global steel producer ArcelorMittal partnered with digital agency SampsonMay to rethink how it presents its business to the world. Its previous corporate website failed to reflect the company's ambitions in innovation and sustainability, while cumbersome navigation made key information difficult to find. The 12-month transformation introduced a clearer information structure, refined visual design and richer media, presenting the group's purpose of producing "smarter steels for people and planet".

The new platform launched in March 2026 alongside websites for ArcelorMittal North America and Dofasco, with a scalable framework designed to support more than 50 further sites. Within two months, page views increased by 72% and organic search impressions by 403%. The result combines clearer storytelling with measurable gains in engagement and discoverability. One judge summarised the website as a "confident, future-facing digital experience".

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



Harbour Energy and Design Portfolio

Silver

Harbour Energy partnered with Design Portfolio to transform its corporate website into a clearer account of its global operations, investment case and safety culture. An interactive map, locally tailored content and a new storytelling section make the international business easier to navigate. In six months, users rose by 35%. Judges summarised the initiative as “accessible, engaging and human”.

Anglo American

Bronze

Anglo American’s digital communications team used the launch of its new Sustainability Strategy to clarify the miner’s priorities during a period of major corporate change. A rebuilt website section, leadership films and coordinated internal and external campaigns generated 458,244 LinkedIn impressions and 10,514 website views. Judges were impressed by the accessible, clear messaging.

BEST USE OF DIGITAL FROM THE **PROFESSIONAL SERVICES SECTOR**



Chartered Institute of Personnel and Development (CIPD) and MSQ DX

Gold

The Chartered Institute of Personnel and Development (CIPD) partnered with digital agency MSQ DX to make its extensive HR expertise more accessible to 160,000-plus members worldwide. The result, CIPD Buddy AI, is a conversational assistant that answers workplace questions using the institute's own authoritative guidance, from its existing content library. Rather than creating a separate knowledge base, the system draws on published material, keeping responses current as editorial updates are made. Its development involved extensive testing to improve the precision of search results and ensure members could verify answers through source citations.

The assistant has answered more than 45,000 questions, while expert-led testing records 97% accuracy. One judge praised the "combination of practical AI innovation with the rigour expected of a chartered body".

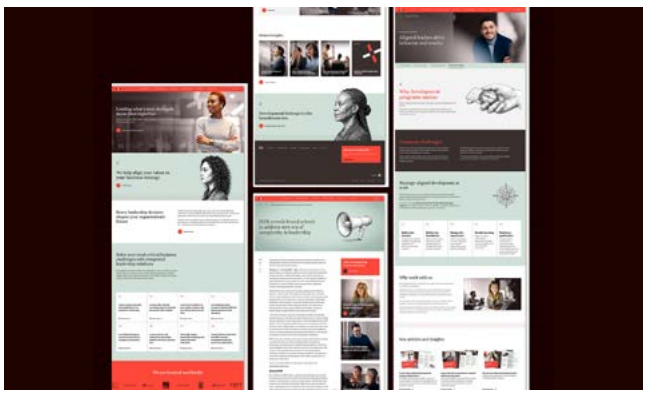
BEST USE OF DIGITAL FROM THE **PROFESSIONAL SERVICES SECTOR**



CIL Strategy Consultants and Radley Yeldar

Silver

CIL Strategy Consultants partnered with Radley Yeldar to create a website reflecting the consultancy's international growth and expanding expertise. Combining editorial-style design with clearer navigation and a scalable platform, the site makes complex services easier to explore. Results include a 119% increase in session duration and 96% more organic search clicks. Judges praised the "distinctive" design.

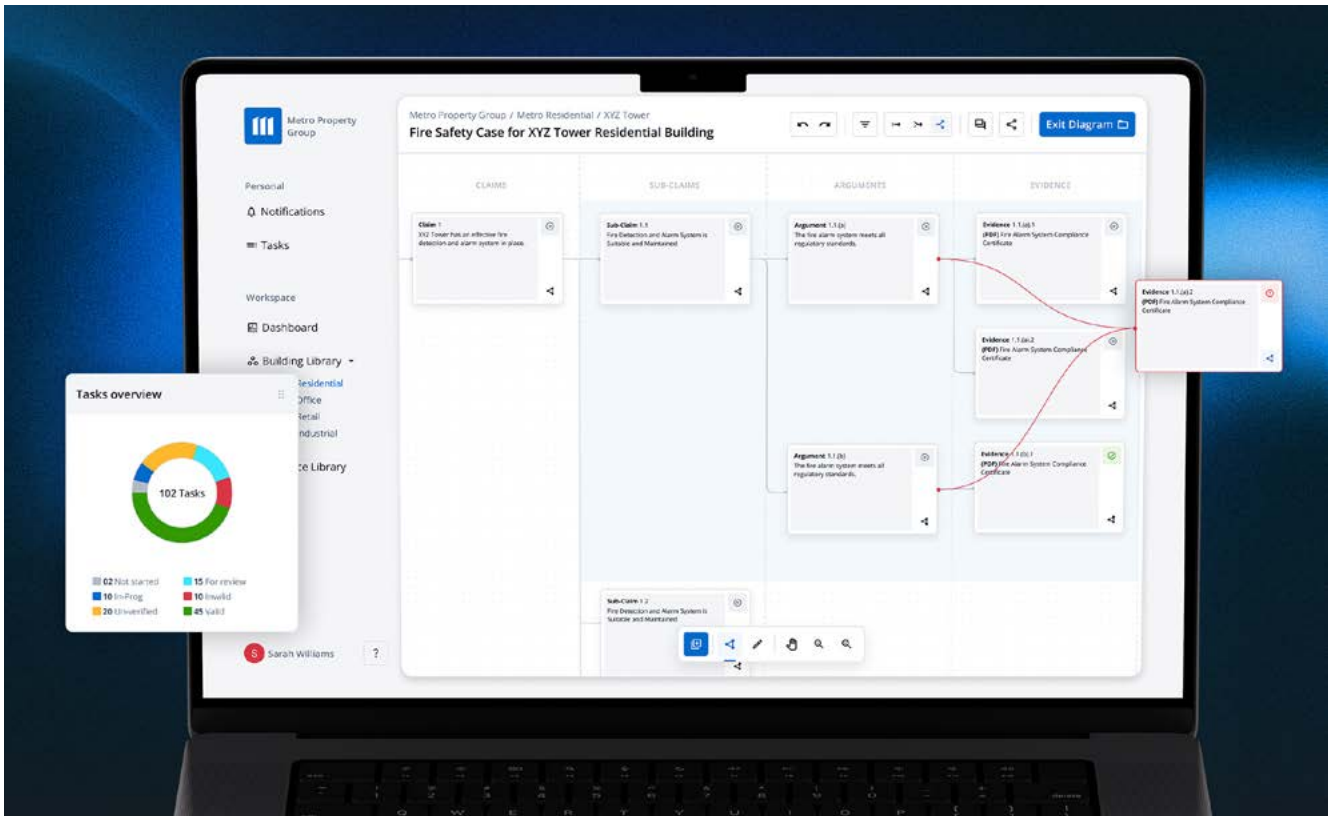


RHR International and Radstone

Silver

Leadership consultancy RHR International partnered with digital agency Radstone to create a website that better reflects its expertise advising CEOs, boards and senior executives. Combining refined design with an integrated HubSpot marketing platform, the site makes specialist services easier to navigate while supporting business development. Following launch, engagement time rose by 166%. Judges were impressed by the elegant design and commercial impact.

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



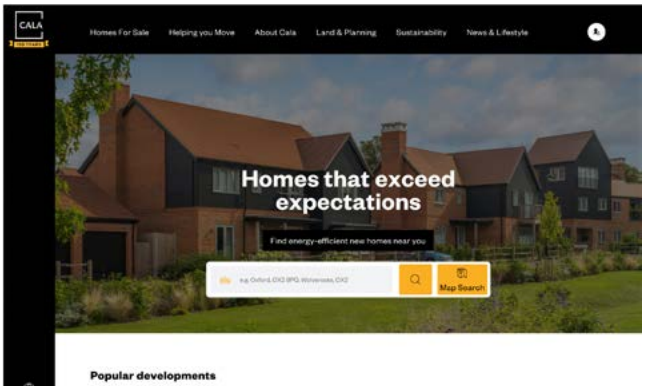
Cascade Risk Management and Tribus Digital

Gold

Cascade Risk Management and Tribus Digital have taken a knotty regulatory problem and given it a practical digital answer. Cascade Risk Management replaces static building-safety documentation with a live platform designed to improve oversight, accountability and collaboration. Developed with Tribus Digital, the system brings together evidence, responsibilities and reporting in one auditable workspace, turning safety cases into an ongoing process rather than a periodic administrative burden.

Cascade reports that clients have cut report-production times from three months to less than one, while achieving a 100% first-submission success rate for Building Safety Regulator approval. For Harbottle Hughes and Tribus Digital, it is a demonstration of technology serving regulation rather than complicating it. As one judge put it: “A thoughtful use of digital technology that tackles a serious industry problem with measurable impact.”

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



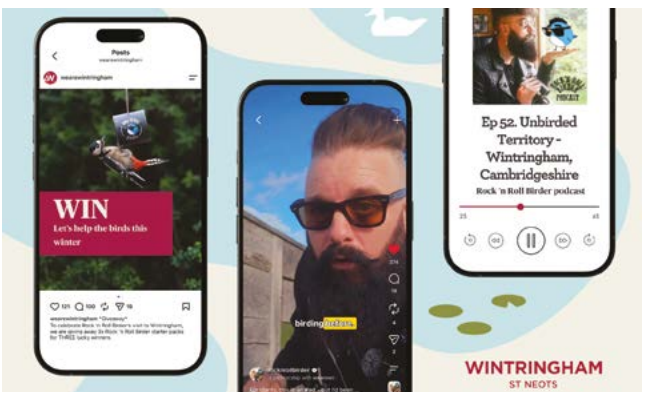
Cala Homes and Fresh Egg
Silver

Housebuilder Cala Homes worked with digital agency Fresh Egg to tailor its website to prospective buyers. Using location data and browsing history, the homepage recommends nearby developments to new visitors and recalls previously viewed properties for returning users. Enquiries rose by 10.5%. Judges were impressed by the measurable commercial impact.



Bellway
Bronze

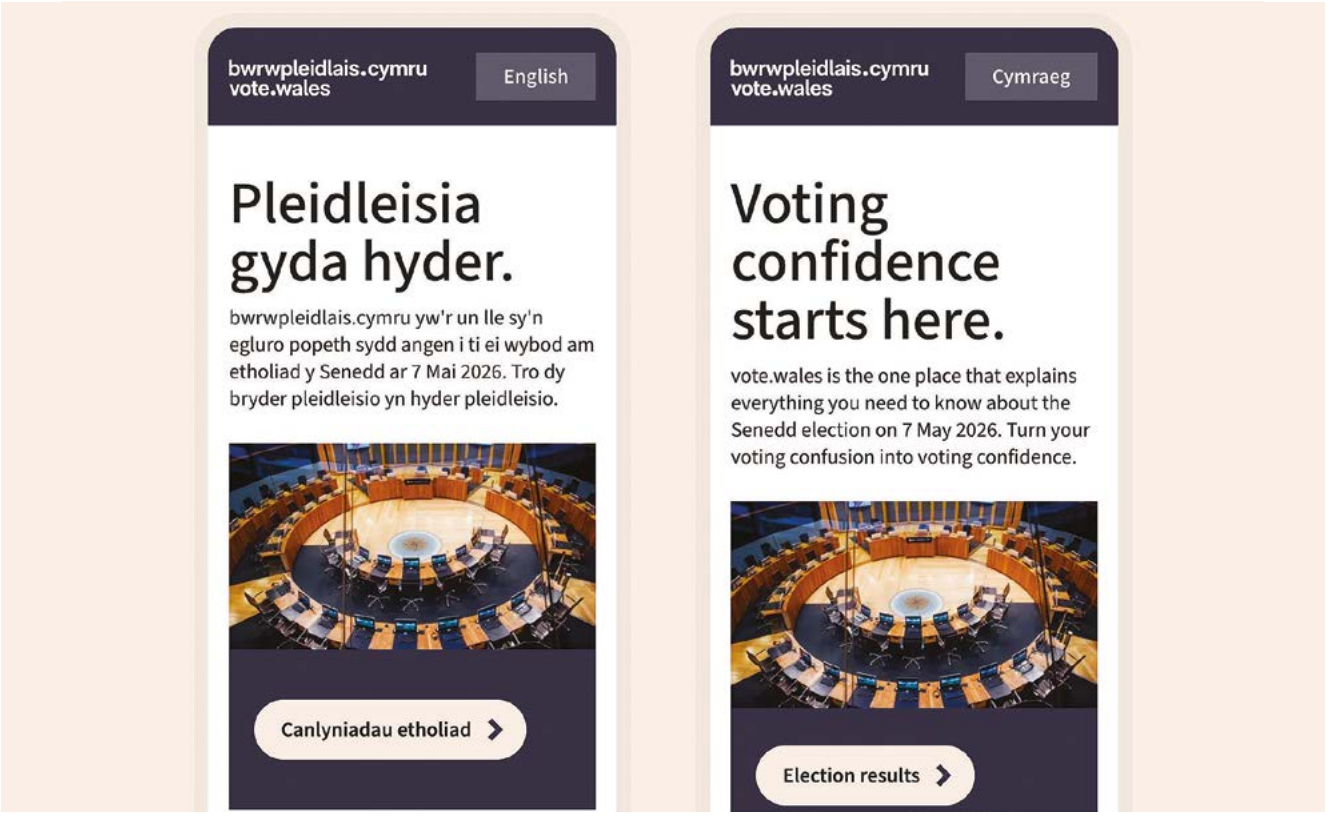
Housebuilder Bellway partnered with Staffbase to make internal communications more accessible through Pathway, an employee app and intranet. The platform has achieved 95% staff registration and 91% monthly active use, with an AI-generated podcast helping colleagues navigate company updates. Judges praised the accessibility of the initiative.



Wintringham, St Neots and famille
Bronze

Property developer Urban&Civic partnered with agency famille to showcase the wildlife habitats at Wintringham Waters in St Neots. Working with 'Rock 'n Roll Birder' Matt Spracklen, the campaign used video, social media and podcasts to build trust in the development's environmental credentials. Judges praised the "authentic" storytelling.

BEST USE OF DIGITAL FROM THE **PUBLIC SECTOR**



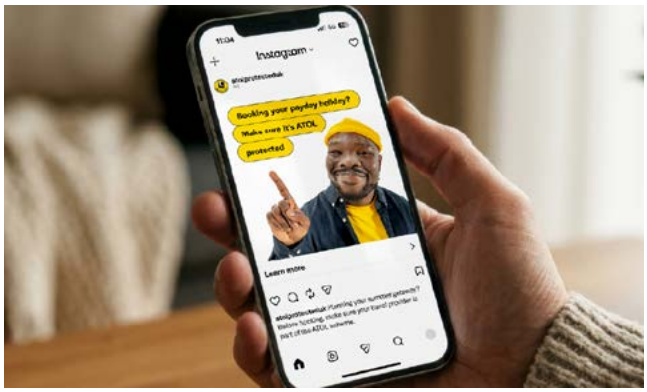
Democracy and Boundary Commission Cymru and Storm ID

Gold

In 2026, Wales undertook its most significant electoral reform since devolution, expanding the Senedd from 60 to 96 members and introducing new constituencies and voting arrangements. The Democracy and Boundary Commission Cymru partnered with digital agency Storm ID to develop vote.wales and bwrwpleidlais.cymru, a bilingual platform bringing fragmented election information into one accessible service. Voters could find polling stations, check accessibility provisions, explore candidate information and understand the new voting system, with Welsh and English treated equally from the outset.

Launched on 2 March, ahead of polling day on 7 May, the platform attracted more than 21,000 users and generated 102,734 page views during election week. The platform also establishes lasting digital infrastructure for future Welsh elections. One judge praised the combination of “clear public information with inclusive design”.

BEST USE OF DIGITAL FROM THE **PUBLIC SECTOR**

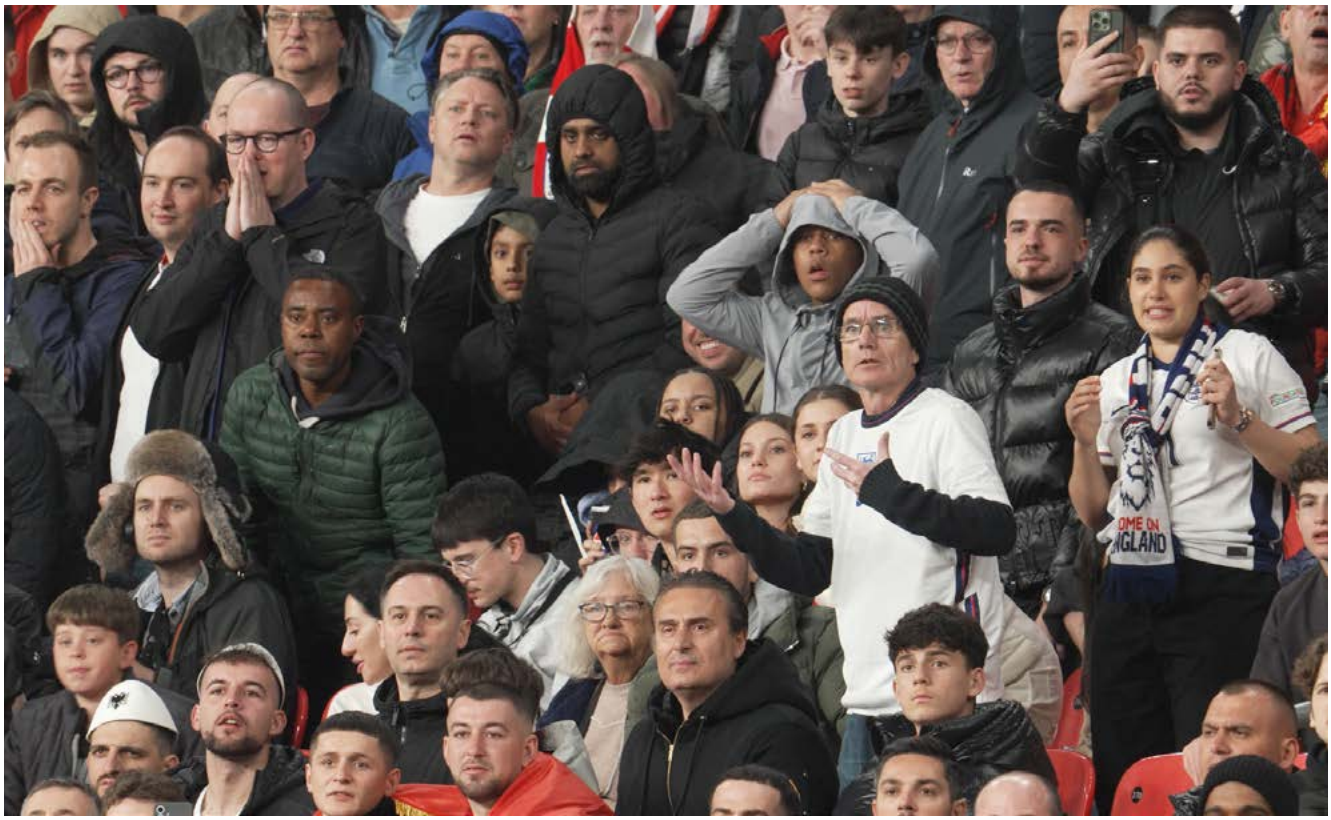


UK Civil Aviation Authority and AB Brand and Marketing Agency

Silver

The UK Civil Aviation Authority partnered with AB Brand and Marketing Agency to sharpen its ATOL holiday-protection campaign on a 41% smaller budget. By refining proven creative and targeting travellers across digital channels, the campaign generated 150,894 clicks and 9,528 protection checks. Cost per check fell to £4.15. One judge commended the use of “disciplined, data-led marketing”.

BEST USE OF DIGITAL FROM THE **SPORTS, TRAVEL, LEISURE AND TOURISM SECTOR**



The FA and Hope&Glory

Gold

The Football Association partnered with creative agency Hope&Glory to challenge perceptions of live football with First Time Fans, a campaign designed to show the game through fresh eyes. Ahead of Thomas Tuchel's first match as England manager, nine people aged four to 74 attended their first game at Wembley. Nine cameras captured everything from the pre-match anticipation to the roar of the crowd, with 270 minutes of footage edited into social-first films in just 36 hours.

The campaign reached 9.2 million viewers and generated more than 430,000 social engagements. Research found that 87% of those recalling the film said it changed their perceptions of match-going fans, while 72% were more likely to consider attending a game. One judge said the campaign had "turned authentic fan experiences into a compelling invitation to join the crowd".

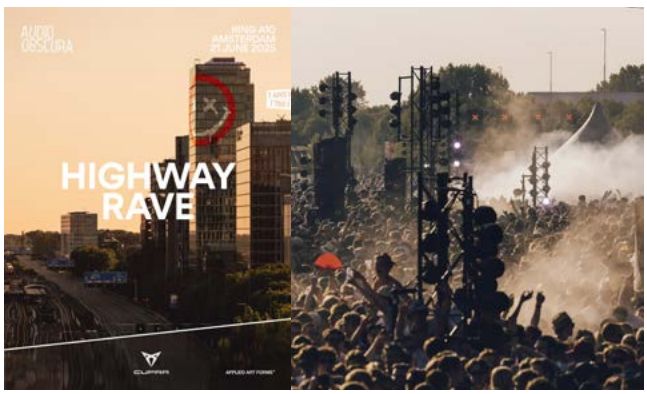
BEST USE OF DIGITAL FROM THE **SPORTS, TRAVEL, LEISURE AND TOURISM SECTOR**



Longleat and Great State

Silver

Longleat partnered with digital agency Great State to reimagine its website as an invitation to a full day of adventure. Combining immersive animal photography, playful animations and a mobile-first design, the platform brings the attraction's safari, stately home and family experiences to life. Ticket purchases rose by 39% after launch. One judge commented that the campaign had made Longleat's appeal "tangible online, translating its varied attractions into a compelling reason to visit".



Audio Obscura and Happy Horizon – Iconic Studios

Bronze

Audio Obscura partnered with Happy Horizon – Iconic Studios to turn Amsterdam's Highway Rave into a defining moment of the city's 750th anniversary. By framing a one-day dance event on the closed A10 motorway as a cultural landmark, the campaign generated 128 media placements and 57.8 million online impressions. Judges praised the "compelling story".

BEST USE OF DIGITAL FROM THE **TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR**

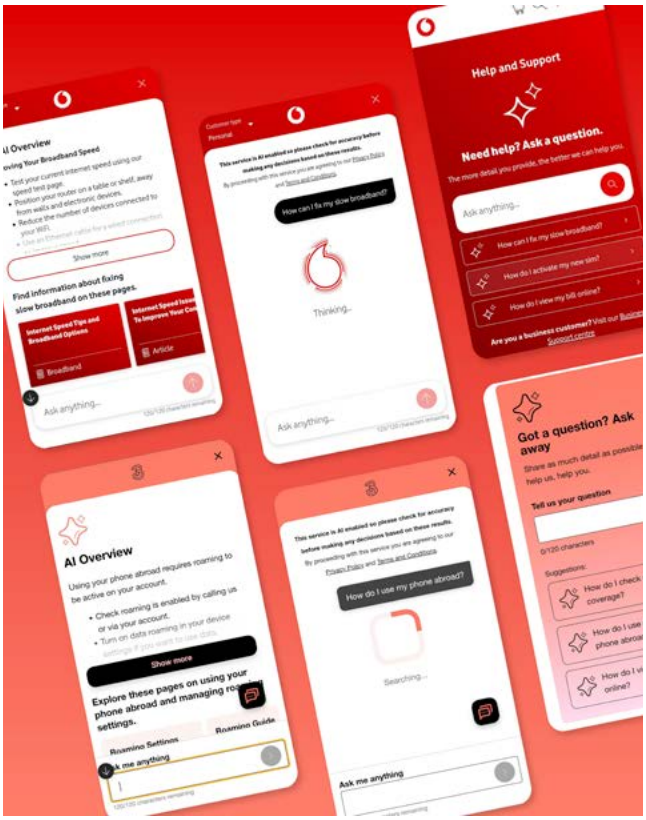


Pokémon and Hope&Glory

Gold

Pokémon partnered with creative agency Hope&Glory to launch The Longest Livestream, a campaign designed to drive sales of its Scarlet & Violet: Surging Sparks trading-card expansion. Thirty creators from across Europe gathered in London to unbox more than 22,000 cards during a 24-hour broadcast, turning the hobby's appeal into a shared digital spectacle. The event attracted 250,000 viewers across Pokémon's Twitch and YouTube channels, while creator activity generated more than 250 pieces of social content.

A wider media campaign secured 650 editorial placements and reached 76 million people across five European markets. Sales increased in every territory, rising by 62% in France, 30% in Italy and 14% in the UK. "This campaign has turned a product launch into a genuinely participatory event," said one judge.



VodafoneThree and MSQ DX

Gold

VodafoneThree partnered with digital agency MSQ DX to simplify customer support following the merger of Vodafone and Three, which brought 27 million customers under one operator. Its AI-Assisted Search tool delivers direct, contextual answers across both websites, preserving each brand's identity while creating a consistent experience. Search refinements fell by 32%, while conversion rates improved by up to 27%.

The system also resolves 70% of enquiries digitally, with 60% answered first time, demonstrating how carefully applied technology can make a large-scale transition easier to navigate. One judge observed that the campaign had made a complex merger "feel seamless for customers, using AI to remove friction and deliver measurable improvements in service".

BEST USE OF DIGITAL FROM THE **TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR**



Logitech G and Happy Horizon - Vertigo 6

Silver

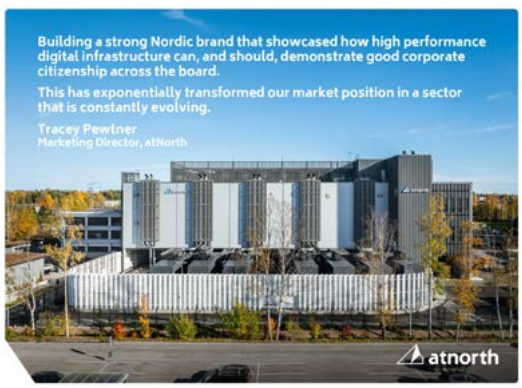
Logitech G partnered with Happy Horizon – Vertigo 6 to launch its PRO X 2 gaming mouse through authentic creator partnerships. Rather than relying on one-off sponsored posts, the campaign equipped gaming influencers with product training and hands-on testing, turning them into long-term advocates. It generated more than 450,000 organic views, while the mouse sold out across multiple retailers. Judges praised the use of “genuine creator expertise”.



SNAPDRAGON and 1000heads

Silver

SNAPDRAGON partnered with creative agency 1000heads on Become Elite, a campaign making laptop processor technology relevant through creators in food, art and development. Audiences helped shape a chef’s menu and an illustrator’s artwork, seeing the technology at work rather than hearing specifications. The campaign reached 16 million people and lifted engagement by 195%. Judges praised the “creativity” and “participation”.

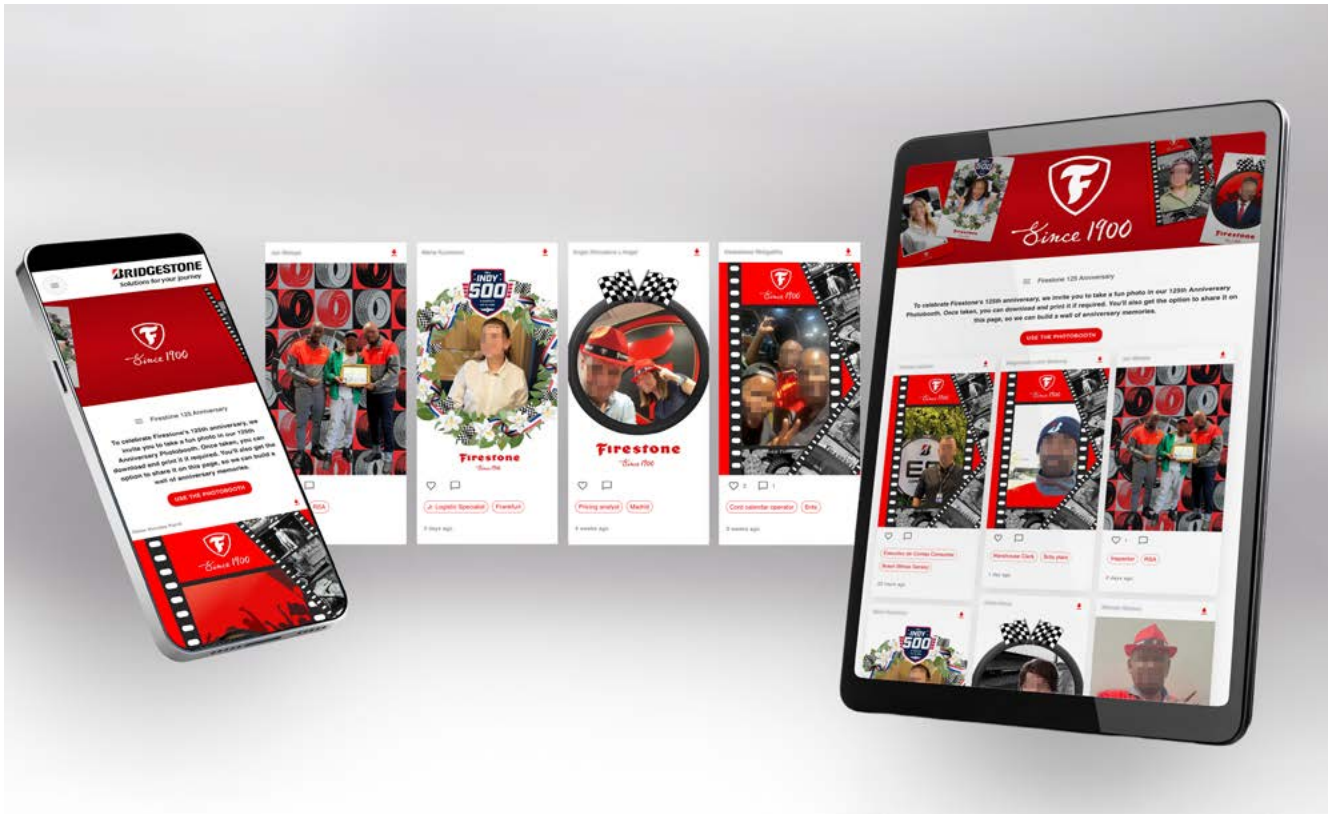


atNorth

Bronze

Nordic data-centre operator atNorth repositioned itself with a campaign highlighting renewable energy, heat recycling and community benefits. By reframing its facilities as responsible infrastructure for the AI era, the company increased media share of voice from 10 to 53% and grew signed annual contract value by more than 500%. Judges praised the tangible community benefits.

BEST USE OF DIGITAL FROM THE **TRANSPORT AND LOGISTICS SECTOR**

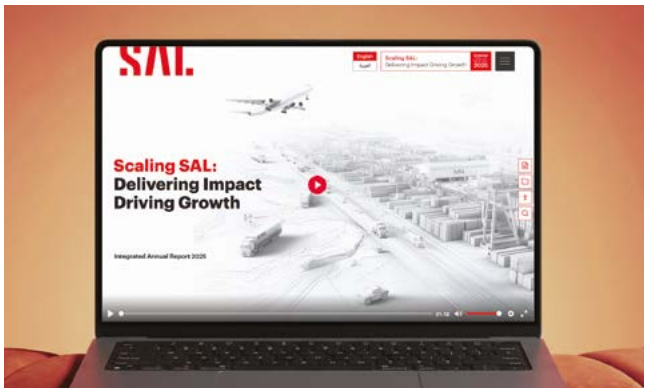


Bridgestone West and Sequel Group
Gold

Bridgestone West and Sequel Group's digital wall platform brought dispersed employees together around safety and shared culture. Created after a fatality heightened the urgency of Bridgestone's drive towards zero accidents, the "Stop, Think, Act" campaign invited employees to share personal reasons for putting safety first, using a mobile-friendly platform accessible outside the company intranet. This helped reach frontline workers with limited access to corporate devices, supported by posters, digital screens and local communications toolkits.

The wall attracted more than 800 submissions across Bridgestone sites, with employees sharing messages, photos and videos. Its adaptable design was later repurposed as a digital photobooth celebrating Firestone's 125th anniversary. Judges praised the campaign's "smart blend of digital and physical engagement", highlighting its accessibility and ability to create meaningful participation across a complex, global workforce in a practical way.

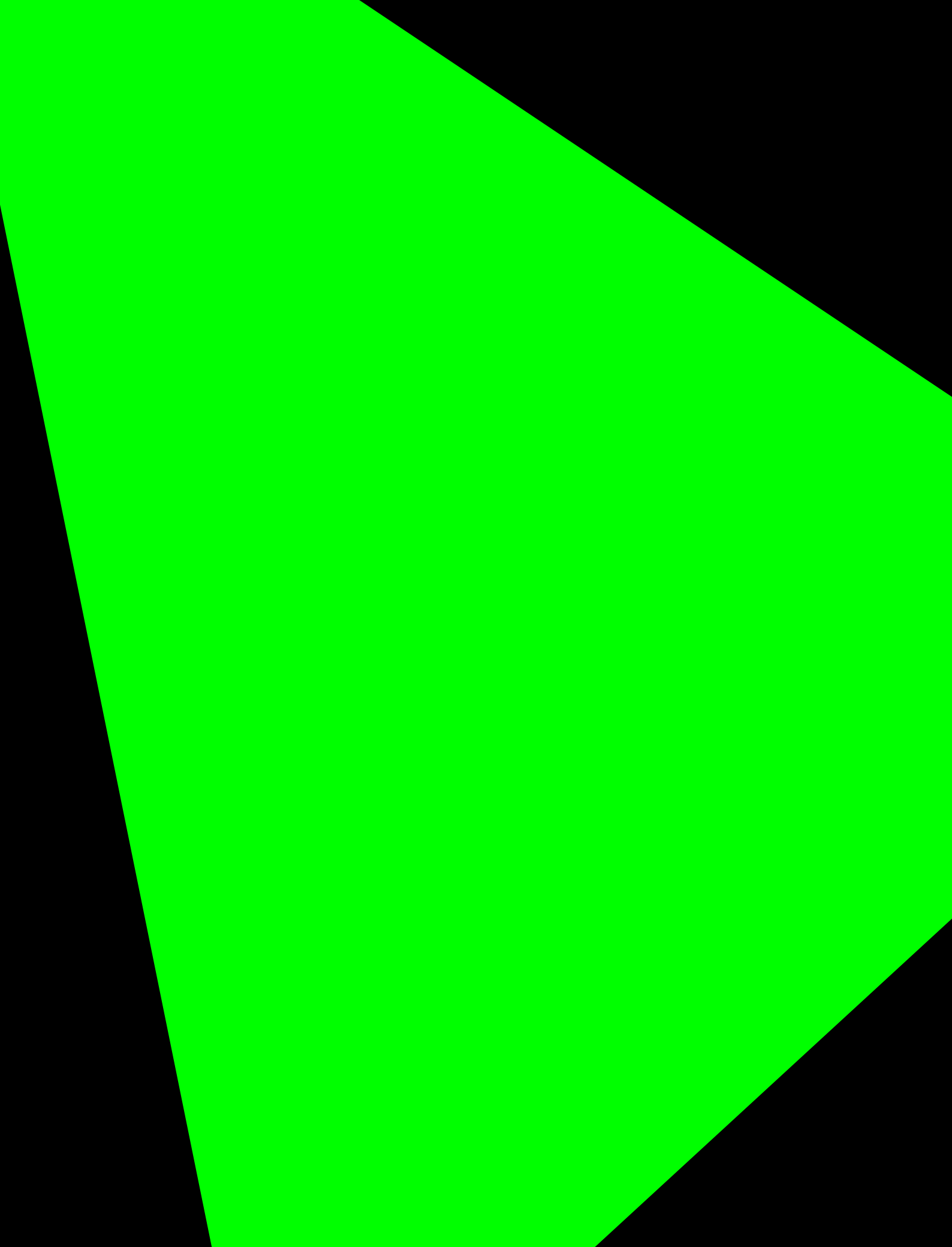
BEST USE OF DIGITAL FROM THE **TRANSPORT AND LOGISTICS SECTOR**



SAL and Smart Media

Silver

Saudi logistics operator SAL partnered with Smart Media to transform its 2025 annual report into an interactive digital platform. Combining AI-powered assistance, intelligent search and an interactive business model, the report helps stakeholders understand how infrastructure, technology and investment support growth through 2030. Judges described the initiative as a “clear, accessible account of how a complex business creates value”.



TEAM

DIGITAL AGENCY
OF THE YEAR



OneFifty Digital Consultancy

Winner

OneFifty Consultancy has been named Digital Agency of the Year, recognising a year in which the independent, London-based consultancy combined strong commercial performance with a distinctive people-first approach to growth.

Positioning itself as a specialist rather than scale-driven agency, OneFifty works across insight, influence, creative and content, using social data and behavioural psychology to understand how audiences behave online. The consultancy generated £4.6m in turnover last year, while maintaining 100% client retention and delivering organic growth across more than half of its client base.

Its investment in people proved equally significant. More than 65% of its 27-strong team is "homegrown", half of its leadership team began their careers at OneFifty, and former intern Lucy Barrett was appointed managing director. The agency also operates a profit-share pool worth 30% of profits and invests £9,000 per person through its Future Leaders programme.

The judges praised the consistency between OneFifty's culture and commercial results, highlighting its commitment to developing talent internally alongside its "demonstrable client impact and thoughtful approach to AI".

That impact included a LinkedIn Ambassador programme for JLL that generated more than £1m in attributable deals, a 140% uplift in awareness among 18-24-year-olds for Harvester and lead-generation improvements of more than 30% for Mazda UK. OneFifty also developed proprietary AI and measurement tools in-house, while taking a deliberate approach to using AI to extend its capabilities rather than reduce headcount.

DIGITAL IN-HOUSE TEAM OF THE YEAR



Anglo American

Winner

Anglo American's group digital communications team has been named Digital In-House Team of the Year, recognising how a lean four-person unit has built a unified, data-led digital communications operation across a complex global business.

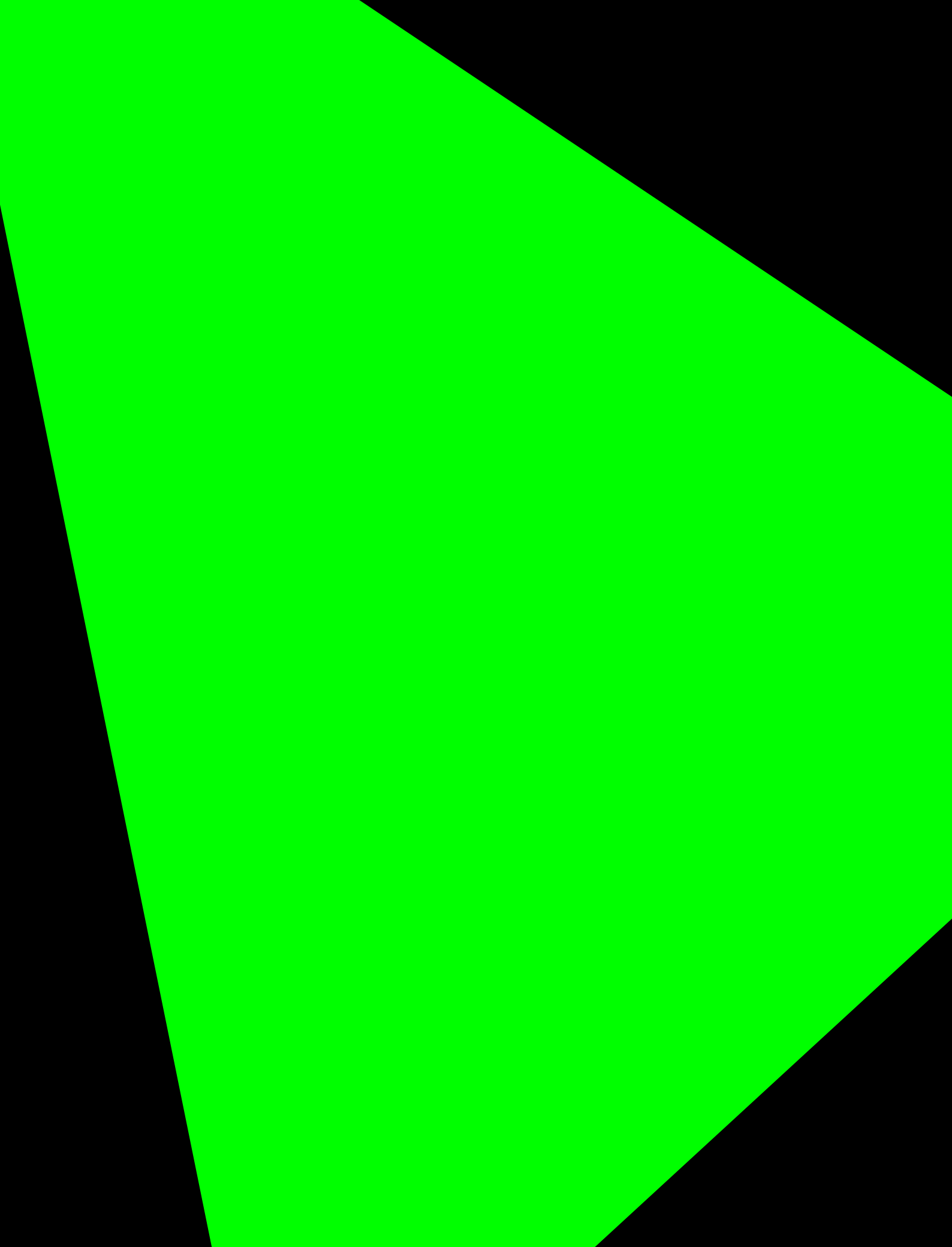
Acting as Anglo American's centre of excellence for digital communications, the team oversees an extensive portfolio spanning corporate websites, social media, the Eureka! intranet, Engage employee app, email and digital signage. Its remit extends well beyond channel management, encompassing strategy, governance, audience engagement, measurement, reputation and digital transformation.

A defining achievement has been the creation of a unified digital communications strategy bringing internal and external channels under one framework. The team has also embedded analytics, sentiment monitoring and regular performance reviews into its approach, measuring effectiveness and business impact rather than outputs alone.

The judges praised the team's ability to combine strategic thinking, rigorous measurement and innovation with an exceptionally broad operational remit, noting the scale of delivery achieved by such a small team.

That resilience has been particularly evident during a period of significant organisational change. Alongside day-to-day communications, the team has been building new digital channels to support Anglo American's merger with Teck Resources to form Anglo Teck, while simultaneously managing digital requirements around the demerger and divestment of other businesses.

Its work has also earned external recognition, including Gold for the Engage employee app at Gallagher's 2025 Communications and Digital Experience Summit.



GRAND ACCOLADE

GRAND PRIX



Electrical Safety First
Gold

Electrical Safety First has won the Grand Prix for a social-first campaign that turned the familiar low-battery chirp of a smoke alarm into a prompt for potentially life-saving action. Created with Bottled Imagination for Electrical Fire Safety Week, the campaign responded to widespread complacency around smoke alarm testing. Electrical Safety First's research found that just 13% of people with smoke alarms had tested them in the previous month, while further research suggested four million people were neglecting the devices entirely.

To cut through, the campaign borrowed the conventions of "get ready with me" content popular on TikTok and Instagram. A hero video mimicked a familiar livestream, with the persistent smoke-alarm beep operating as an initially overlooked background noise before becoming the focus of the message. The campaign was supported by paid and organic social, creator partnerships, regional data-led PR and the real-life story of a father whose working smoke alarm helped him escape a house fire.

The judges praised The Beep for taking a simple, universally recognisable insight and translating it into creative that felt native to its audience, while delivering clear evidence of behavioural impact. Results significantly exceeded the campaign's targets. Searches for "How to test smoke alarm" rose 15,800% year on year to 48,000, while TikTok content generated one million views. The campaign also secured 44 pieces of media coverage, 11 television placements and nine radio appearances, alongside more than 2.5 million video views across channels.

MORE CHANCES TO WIN











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