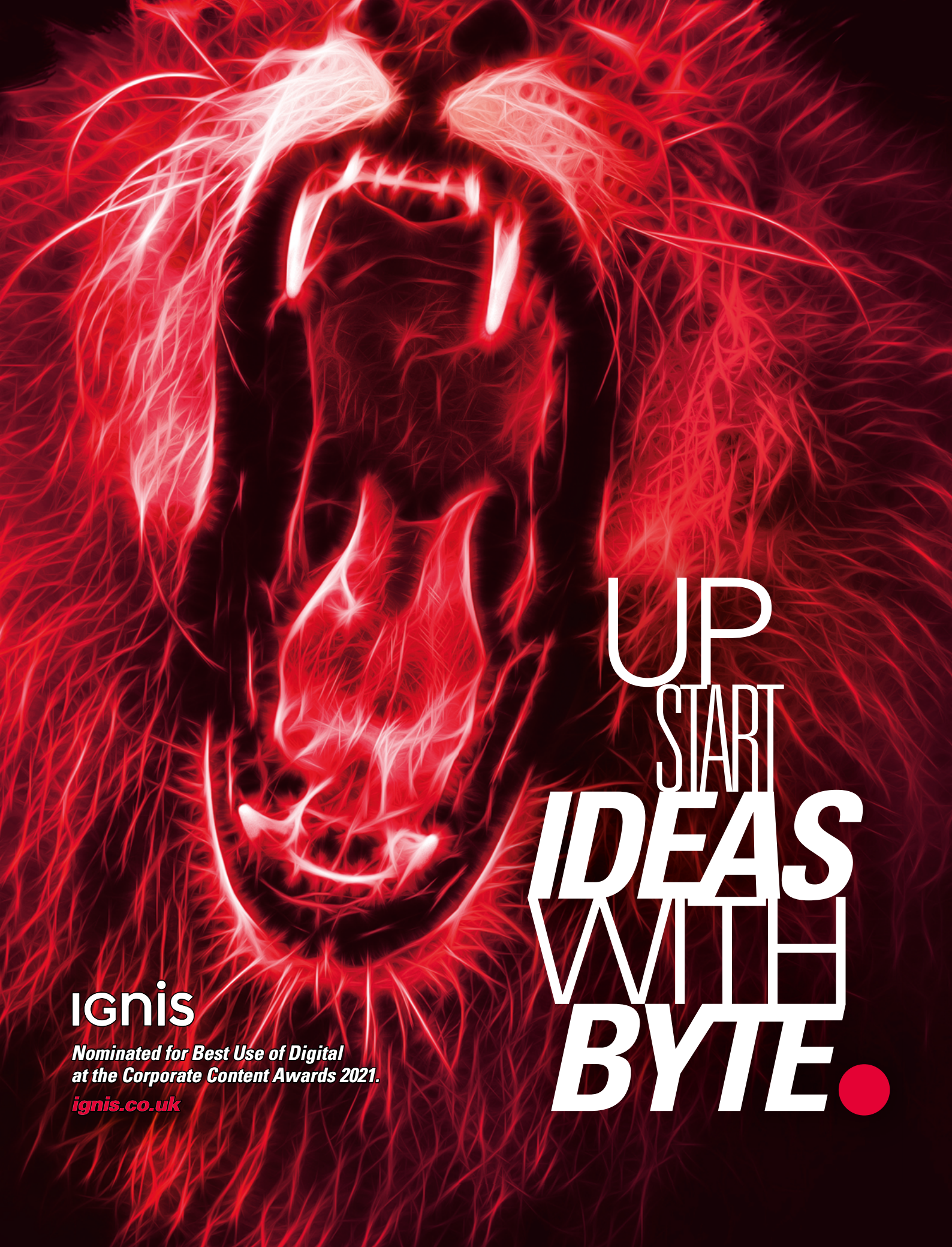


Corporate
Content
Awards
Europe 2021

WINNERS BOOK



UP
START
IDEAS
WITH
BYTE.

Ignis

*Nominated for Best Use of Digital
at the Corporate Content Awards 2021.*

ignis.co.uk

Welcome



Andrew Thomas
Publisher
Communicate magazine

This is the fourth year for the Corporate Content Awards. We launched it back in 2018 because we had seen how companies increasingly saw the important role narrative and storytelling techniques played in corporate communications.

We seemed to have launched it at the right time - the awards programme has grown in entries every year, and 2021 has been no different. The pandemic has meant companies have needed to make more tangible the relationships with their various stakeholders, and they have done this through the oldest method of communication - storytelling.

Interestingly the two top accolades of the evening have rewarded the opposing sides of the content coin. Our Best corporate storyteller given to an organisation for the stories it told, while tonight's Grand Prix was honoured for the way it told, and delivered, their stories.

But all of this year's winners have achieved high standards of creative work and excellent results in the delivery of their content. We congratulate all of them for their commitment to achieving the best communications through the use of content.

Congratulations!

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Judges



Kate Aldridge
Senior vice president for corporate communications and content Paysafe

Kate has global responsibility for Paysafe's PR, content and blog strategy, internal communications and corporate responsibility programme. With over 25 years' international communications experience across a range of disciplines including corporate affairs, investor relations, PR & media relations, internal communications, event management, social media strategy and CSR. Kate has worked in a range of industry sectors including technology, travel, financial services and sports marketing.



Emma Banks
Senior communications professional Gallagher

Emma is a communications professional and has held senior roles for financial services businesses including Direct Line, LV= and RBS. She started her career in the early 1990s and worked agency side for 10 years before moving in house. Her experience includes media relations, internal communications, CSR and customer engagement. She is a specialist in building financial service brands and running campaigning activity to build customer and industry advocacy.



Ben Bolton
Deputy head of PR and communications Hearst UK

Ben has worked in PR for over 11 years, starting his career at IPC Media where he worked across titles such as NME, before moving over to Future plc in 2012. Following a stint at digital video company Rightster in 2014, Ben joined premium content and experience business Hearst UK, where he works across the company's corporate, consumer and internal communications agenda, leading specifically on Cosmopolitan and Esquire at a brand-level.



Nick Brincat
Head of content, channels and digital KPMG

Nick leads an award winning team of creative communicators. Recent highlights have been the launch of an internal digital content platform for 16k colleagues and a lockdown podcast show recorded entirely from the spare room. Nick has worked on national ad campaigns for large consumer brands whilst maintaining a strong interest in sound design and audio production. He also spent several years behind the counter of a Soho record shop alongside his corporate roles.



Den Carter
Colleague communications channels and content lead British Airways

Den has been instrumental in driving employee involvement and advocacy at various big brands, specialising in digital transformation and brand immersion. He believes the gold standard communication channel is face-to-face, and that digital channels should support and encourage real life conversations, not diminish them. At British Airways, Den's broad remit includes helping leaders embrace the direct link between employee engagement, customer satisfaction and operational performance, as well as rebuilding the airline's digital workplace from the ground up.



Ann Booth-Clibborn
Story coach and executive producer Story Coach London

Ann is a corporate story coach and award-winning television producer. She has made several Primetime shows for the BBC and Channel 4, including the ground-breaking Changing Rooms, and the notorious You Are What You Eat. Ten years ago Ann set out to unlock the power of stories in leaders, teams and organisations. Ann's clients are as varied as the stories they have to tell and include Dune Shoes, Exeter University, and Molson Coors. She is also a professor for ELLE Education.



Sarah Cook
Group head of social media and
content strategy
Legal & General

Sarah has worked in communications for over 15 years, both in-house and for agencies. She is currently responsible for brand campaigns and content at Legal & General. Sarah's specialities include social and content marketing, training and consultancy in digital communications, internal advocacy, global social network analysis, brand activation and campaigns. She has worked in several award-winning teams, including winning the Best Employer Brand at the RAD awards 2017.



Neil Cowling
Founder
Fresh Air Production

Neil is the founder of Fresh Air Production, an audio production company that specialises in making podcasts for brands. Starting his career as a producer for the BBC, Neil spotted the opportunity to bring broadcast quality production into the corporate space so that businesses could use the power of audio to tell their stories. His client list includes Shell, WWF, Allianz and NFU Mutual. Fresh Air continues to ride the wave of podcasts, winning last year's grand accolade of Best Corporate Storytellers.



Addy Frederick
Group communications
Prudential

Addy Frederick is an award-winning communications specialist. She has over a decade of in-house corporate and consumer communications experience working for some of the UK's most well-known brands, including Barclays and LV=. Prior to joining Prudential, Addy ran the PR and media operation for Bupa's health insurance business. She has experience in media relations, crisis management, financial communications, corporate messaging, internal communications and political event organisation.



Steve Garvey
Founder
Moving Image

Steve is the founder of Moving Image, the hub for insights into brand video and corporate film. He has over 30 years' experience in film and video as an agency head, producer and in-house comms director. He was CEO of two of the UK's top 10 corporate production companies - World Television and Cheerful Twentyfirst - as well as industry association EVCOM. He founded Reuters Corporate Television, produced documentaries for Channel 4 and the BBC, and was comms director at Yes Television.



Deborah Gouineau
Head of content
Warner Leisure Hotels

Deborah is a creative and strategic leader with hands-on experience directing and optimising the content department. In her previous role at Three, Deborah built, led and executed fresh and innovative retail, CRM, internal comms, tactical and activation campaigns that transformed the brand experience. She has also worked as head of content and creative production for Trainline.



Jonathon Jessop Batty
Head of content and
storytelling, Europe
IBM

Jonathan is a storyteller and corporate communications leader with two decades of international experience. His expertise is in helping companies communicate their value and leadership to key stakeholders. Focused on the intersection of technology and society, Jonathan has built his career in the world's fastest-moving markets - from Warsaw & Moscow where he was responsible for establishing IBM's communications function in Central & Eastern Europe, Russia & CIS; to Nairobi where he introduced the world to IBM Research-Africa.

Judges



Naomi Jones
Communications director
SUEZ

Naomi has responsibility for the SUEZ communications and marketing teams in the UK and Sweden. After starting her career agency side in public affairs, she became a specialist in sustainability communications, crisis management and corporate communications. She became the youngest ever head of department at Suez aged 28, and has led a number of projects including increasing SUEZ's media share of voice in the waste management sector and rebranding and repositioning in the UK and Scandinavia.



Claire Oldfield
Chief executive
Wardour

As CEO of creative content agency Wardour, Claire oversees the output of its magazines, websites, films and animations. She previously worked as The Sunday Times' City diary editor and small business editor, financial services correspondent at the Mail on Sunday and launch editor of Associated Newspapers' Money Magazine. After a stint as the Daily Mail's City News editor, Claire was lured to the world of free newspapers as part of the management team that launched CityAM.



Robert Ratcliff
Head of content
Barclays Corporate Banking

Robert Ratcliff is the head of content at Barclays Corporate Banking. He joined Barclays over five years ago in which time he worked on campaigns across the bank in personal, business and corporate banking. In his current role he is responsible for editorial-led campaigns across a range of media. Robert has worked in content marketing since before it was called 'content marketing' and has experience across consumer and B2B media, print, digital publishing and social media marketing.



Annique Simpson
Change communications
business partner
A2Dominion Group

Annique Simpson is an award-winning change communications business partner at leading housing company A2Dominion Group. She has received internal and industry recognition for her content and campaign work, including the Moorfields Eye Charity Award for Innovation, Education and Research. She is also a founding member of the UK Black Comms Network leadership team, which aims to increase the number and seniority of Black PR and communication professionals nationally.



Jennifer Thomas
Board trustee
Working Families

In her previous role, Jennifer developed the profile and reputation of Direct Line Group, as director of internal communications, experience and sustainability. She was part of the Group's Strategic Leadership Team, responsible for developing the Group's internal communications strategy. Jennifer's former career as a championship 400m runner and hurdler for England was early evidence of her drive and determination. She is also a prominent diversity and inclusion specialist, advocating for diversity and inclusion pan-industry.



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We're specialists in reporting, brand, employee experience and sustainability; and experts in getting the most from integrated media and channels.

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Celebrating together

#PositiveImpact

We are proud to be shortlisted for the 2021 Corporate Content Awards. We are delighted to be able to join our colleagues as well as other shortlisted teams in person this evening as we celebrate successes following a very unprecedented year. All the best to everyone here this evening.

Deutsche Bank

db.com/positiveimpact

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Winners

Best content campaign to assist with corporate positioning

Gold – IBM

Silver – Philip Morris International

Silver – Vodafone Business with Ogilvy, Carat, The Story Lab and Listen

Bronze – Centamin and Emperor

Bronze – Impact on Urban Health

Best content campaign to assist with reputation management

Gold – Impact on Urban Health

Bronze – Deutsche Bank and Studio 2br

Best content targeted to the CSR community

Gold – Deutsche Bank

Silver – DRPG

Bronze – British Sugar and Middle Table

Highly commended – Ecole Chanterelle and FTI Consulting

Best content targeted to the investor audience

Gold – Intertek Group plc and Emperor

Silver – CFA Institute and Living Group

Bronze – Invesco and Lansons

Highly commended – Go-Ahead Group and Design Portfolio

Best content targeted to the internal audience

Gold – Direct Line Group and Words&Pictures

Silver – Go-Ahead Group

Bronze – EY and Northam Media

Bronze – pladis and MerchantCantos

Highly commended – Dignity and Sequel Group

Highly commended – Hyundai and DRPG and Motiv8 International

Best use of video

Gold – NatWest Group

Silver – AXA Group and Navigate Video

Silver – British Sugar and Middle Table

Bronze – Anglo American and Investis Digital

Bronze – EY and Northam Media

Highly commended – Howdens and DRPG

Best use of digital

Gold – Nationwide Building Society and DRPG

Silver – JTI and Ignis

Bronze – White & Case and Sequel Group

Highly commended – Anglo American and the tree

Best use of print

Gold – Auto Trader Group Plc and three thirty studio

Silver – Ocado and Sunday

Best use of audio or podcasts

Gold – Slater and Gordon UK and Fresh Air Production and Markettiers

Silver – Tata Steel UK

Bronze – Vodafone Business with Ogilvy, Carat, The Story Lab and Listen

Highly commended – KPMG in the UK

Highly commended – NatWest Group

Best use of a visual property

Gold – Travers Smith and Living Group

Best use of mobile

Gold – KPMG in the UK and Spoke

Best use of copy style or tone of voice

Gold – MyCSP on behalf of Civil Service Pensions - Civil Service Live

Silver – MyCSP on behalf of Civil Service Pensions - PAWs for pensions and Live@lunch

Bronze – EY and Northam Media

Best corporate blog

Gold – Paysafe

Silver – Telecoming

Bronze – RCI Bank and Lansons

Highly commended – Axis Communications and The Hoffman Agency

Highly commended – Tata Steel UK

Best content-driven brand created community

Gold – CFA Institute and Living Group

Silver – Telecoming

Best use of content with an existing external community

Silver – MyCSP on behalf of Civil Service Pensions - Civil Service Live

Bronze – MyCSP on behalf of Civil Service Pensions - PAWs for pensions and Live@lunch

Bronze – Wells Fargo Asset Management and Peregrine Communications

Best user-generated content (employee)

Gold – NatWest Group

Silver – LNER

Bronze – Tata Steel UK

Best user-generated content (external stakeholder)

Gold – BFBS

Best use of content in a live or experiential setting

Gold – Dentsply Sirona with Linger.com and Gauly Advisors

Silver – MyCSP on behalf of Civil Service Pensions - Civil Service Live

Silver – MyCSP on behalf of Civil Service Pensions - PAWs for pensions and Live@lunch

Best branded content publication

Gold – British Heart Foundation and Wardour

Silver – Kantar, Worldpanel Division and Eulogy

Silver – Ocado and Sunday

Bronze – Intertek Group plc and Emperor

Highly commended – Deutsche Bank and Wardour

Best branded content site

Gold – Travers Smith and Living Group

Silver – Octapharma AG and Sensory-Minds GmbH

Bronze – KPMG in the UK

Highly commended – Legal & General and Wardour

Best use of data

Gold – AXA Group and Navigate Video

Silver – TomTom and LEWIS

Bronze – Paysafe

Highly commended – MobileIron and Champion Communications

Highly commended – Resilience BarometerTM and FTI Consulting

Best interactive content

Gold – Nationwide Building Society and DRPG

Silver – Kantar, Worldpanel Division and Eulogy

Bronze – Cadent and The Surgery Design and Digital

Best use of content in a social context

Gold – Deutsche Bank and Studio 2br

Bronze – CFA Institute and Living Group

Bronze – EY and Northam Media

Best one-off content campaign

Gold – KPMG and Sunday

Gold – P&O Cruises and Sunday

Silver – EY and Wardour

Bronze – KPMG in the UK

Highly commended – MobileIron and Champion Communications

Best long-term use of content

Gold – British Heart Foundation and Wardour

Silver – Barclays and Speak Media

Bronze – Invesco and Lansons

Highly commended – London Stock Exchange and Wardour

Best corporate content during Covid-19

Gold – KPMG in the UK

Gold – UniCredit with Bladonmore and FinElk

Silver – Barclays and Speak Media

Bronze – ICAEW and Sunday

Highly commended – Polestar

Best corporate storyteller

Slater and Gordon UK and Fresh Air Production and Markettiers

Grand prix

Travers Smith and Living Group

Best content campaign to assist with corporate positioning

Gold – IBM

With a mandate to create a better future and help protect the oceans and the industries it supports, American multinational technology company IBM identified a small, grassroots project that would help identify their purpose.

The Mayflower Autonomous Ship is a groundbreaking project, powered by AI and energy from the sun. It will traverse the oceans with no human captain or crew, helping collect data to advance understanding in key areas such as microplastic pollution, global warming and marine animal conservation. Despite a low budget and no advertising spend or agency support, the campaign has been hugely successful, securing prime media coverage and achieving a social gross reach of 214.5M. The judges were impressed with the scope of the project, with comments including, "Really brave, bold and ambitious" and, "A really original approach and an array of content."



Silver – Philip Morris International

Swiss-American multinational tobacco manufacturer Philip Morris has made a commitment to a smoke-free future by replacing cigarettes with better alternatives. It's Unsmoke Your World campaign was described by judges as, "A really meaningful campaign" and, "A welcome about-face for a business that's built its name in the tobacco industry. It feels sustainable and slick, the results stand out."



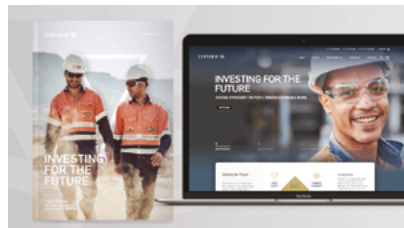
Silver – Vodafone Business with Ogilvy, Carat, The Story Lab and Listen

Vodafone Business set out to change its reputation of being aimed at large corporations. The Business Unusual Podcast targets time-poor entrepreneurs with a 30-minute package of entertainment and inspiration, resulting in 23% growth in how Vodafone Business is viewed as being supportive to small business growth.



Bronze – Centamin and Emperor

Agency Emperor focused on visuals as they set about refreshing the corporate website for Egypt's largest gold producer, Centamin Plc. Starting with a new logo, typography and colour pallet, the team also organised a week long photo-shoot in Egypt resulting in a bank of images that truly reflects Centamin.



Bronze – Impact on Urban Health

As a small charity that funds and supports people with ideas to improve health in South London, budget was limited for this campaign, but results were impressive. With a 300% increase in newsletter sign ups and content reaching directors of public health across England, this campaign has proved hugely successful.



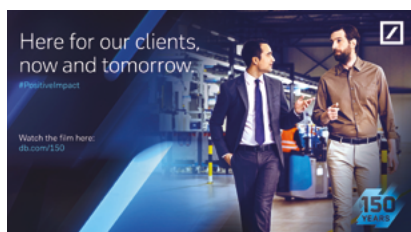
Best content campaign to assist with reputation management



Gold – Impact on Urban Health

Guy's and St Thomas' Charity is an independent urban health foundation who fund and support people with ideas to improve health in South London. Since 2017 the charity has focused on a small number of complex health issues that are especially prevalent in cities, such as childhood obesity.

The judges were impressed with the "Interesting approach to tackling some tricky objectives and getting the right people to care about their work." The campaign was also described as 'timely' and congratulated on its, "Lovely creative outputs" and, "Strong local engagement." Results were impressive for a low budget campaign and have significantly improved engagement with the charity.



Bronze – Deutsche Bank and Studio 2br

For Deutsche Bank's 150th anniversary Studio 2br planned a campaign inspired by the bank's founding purpose of connecting worlds for clients. With the Covid-19 pandemic in mind, messaging was adapted from a celebratory tone, to one that focused on Deutsche Bank's strengths and integrated the brand's overarching #PositiveImpact campaign.

Best content targeted to the CSR community

Gold – Deutsche Bank

German banking giant Deutsche Bank responded quickly to the need to fundraise and volunteer to support those in need during the Covid-19 pandemic. With 95% of the bank's employees working from home, the campaign needed to be engaging and work on an international level. Centred around a purpose-built intranet, communication focused on live updates from regional local charity partners. This ensured employees felt connected to the causes they were supporting.

The results were impressive, with more than 7,000 employees across 35 countries getting involved and 2.5million euros raised. This level of engagement proved invaluable in a time when many were struggling with the impact of being unable to travel or see loved ones. A judge commented, "Impressive to turn this campaign around to meet the urgent need - and also served the mental health of their employees."



Silver – DRPG

DRPG launched their Corporate Social Responsibility charter to communicate the work they've put in to developing a sustainable company. The concept was revealed at their 2019 summer conference and was enthusiastically received. Launching in February 2020, the charter is now overseen by a team of volunteers from various departments, to ensure standards are maintained.



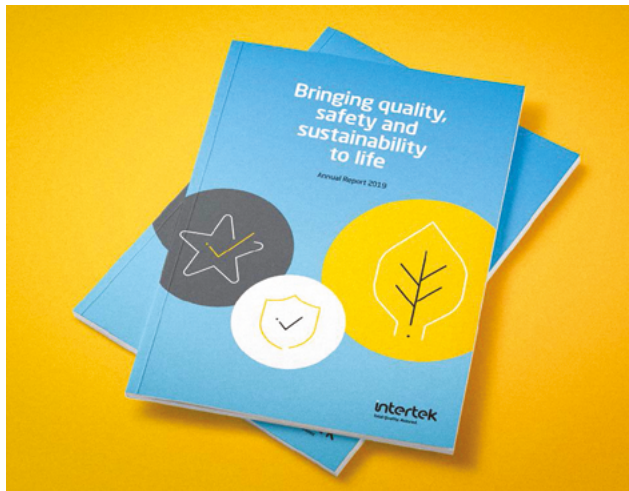
Bronze – British Sugar and Middle Table

British Sugar, the leading producer of sugar for the British and Irish markets, commissioned Middle Table to produce a film for its homepage. The brief was for a video that captured the people and innovation at the heart of their business. The film was also repurposed for a social media campaign.



Highly commended – Ecole Chanterelle and FTI Consulting

Best content targeted to the investor audience



Gold – Intertek Group plc and Emperor

British multinational Total Quality Assurance provider Intertek wanted to use its investor relations content to better inform and communicate with its investors. With the help of agency Emperor, the challenge was to distil the complex nature of Intertek's work, which ranges from testing toys, to inspecting power stations, to certifying vaccines.

To fulfil the brief, Emperor created a suite of investor content, including a printed annual report and digital summary report on Intertek's website, as well as two videos: a results film and another film to communicate its purpose and strategy. The judges were impressed, "Very strong creative and visuals make this the best in the category." Feedback from the Intertek team was positive, plus there was a strong response from external stakeholders. The judges certainly agreed that this report was a, "New approach to bringing the business alive."



Silver – CFA Institute and Living Group

CFA Institute is a global non-profit association of investment professionals. Living was approached to help build the online personal brand of its CEO & President as he entered his final year in the position. The assignment also supported the incoming CEO, promoting each online profile and ensuring a smooth succession of visibility of their office.



Bronze – Invesco and Lansons

Global asset manager Invesco's Middle East Asset Management Study's objective is to support Invesco's fledgling business in the Middle East and position the business more centrally in the minds of the investors in these regions. Invesco chose Lansons to help with the new and ambitious challenge of engaging with Sovereign Wealth Funds.

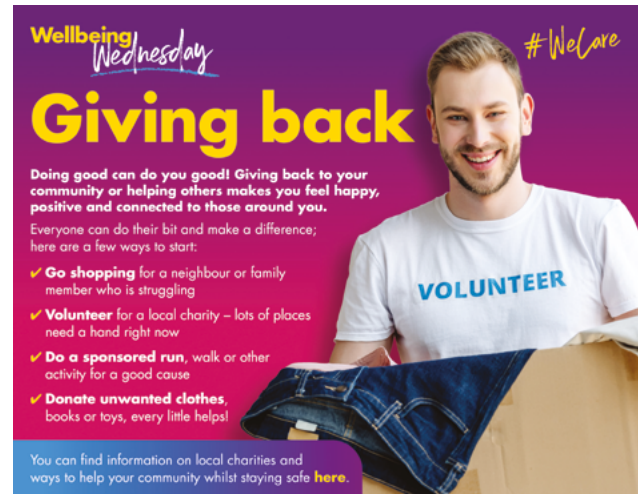
Highly commended – Go-Ahead Group and Design Portfolio

Best content targeted to the internal audience

Gold – Direct Line Group and Words&Pictures

British insurance company Direct Line Group's internal communications team wanted a fast paced and responsive campaign to help colleagues adjust to working from home during Covid-19. The #WeCare campaign already existed as a customer-facing proposition aimed at 'building a world where insurance is personal, inclusive and a force for good'. However when the Covid-19 pandemic hit Direct Line knew it also needed to focus on staff.

Specialist agency Words&Pictures created a digital comms hub aimed at keeping colleagues informed, engaged and supported, as well as looking out for their wellbeing. One judge summarised, "I think most companies would wish they had handled the Covid situation in such an innovative and successful way." The results are impressive with 91% of staff reporting to have felt communication was just right, and 92% feeling supported by their manager.



Silver – Go-Ahead Group

Public transport company Go-Ahead Group's internal comms radically evolved as the Covid-19 pandemic unfolded. It was key to ensure that accurate information was frequently shared with colleagues and promoted a culture of belonging – vital as many staff moved to home working. Internal testimonials showed that the effort was appreciated among staff.



Bronze – EY and Northam Media

Assurance, tax, transaction and advisory service EY looked to Northam Media to create a transition film showing the relationship between the company's outgoing global Chairman and CEO, and their incoming replacement. Filming the executives interviewing each other proved successful in reassuring employees of a smooth transition.



Bronze – pladis and MerchantCantos

Snacking company pladis worked with MerchantCantos to communicate a new business strategy, 'Compete to Win', to colleagues. The campaign had a distinctive look and feel, using snacks as a key part of its creative. The impact of Covid-19 led much of the content to be converted to digital rather than print, but lost none of its impact.



Highly commended – Dignity and Sequel Group

Highly commended – Hyundai and DRPG and Motiv8 International

Best use of video



Gold – NatWest Group

NatWest Personal Banking is the face and voice of NatWest Group, serving over 17-million banking customers. The communications team set out to modernise their internal TV show 'Watch'. Looking for a more engaging and cost effective solution, bite-sized user generated video content was found to be an ideal solution. Launching a vloggers channel for the workplace cut production time and cost by 90%, meaning content could be more responsive.

Vloggers were recruited from staff, leading to less corporate tone. Judges were impressed describing it as, "A great way to bring employees together through the use of storytelling and re-thinking how to use an existing channel in a more effective way." The content has now organically reached further than Personal Banking, with Commercial Banking and other business functions regularly interacting with it and NatWest launching a bank-wide search for more vloggers.



Silver – AXA Group and Navigate Video

Multinational insurance firm AXA enlisted Navigate Video to help evolve its brand purpose. AXA put out a brief to Navigate Video to create an audio-visual strategy to highlight, create awareness of and bring to life their divestment in the tobacco industry. The resulting #TobaccoFreeMe videos proved highly engaging.



Silver – British Sugar and Middle Table

British Sugar, the leading producer of sugar for the British and Irish markets commissioned Middle Table to produce a film for its homepage. The brief was for a film that captured the people and innovation at the heart of their business. The film was also repurposed for a social media campaign.



Bronze – Anglo American and Investis Digital

Leading global mining company Anglo American gave its employees a voice through video during the Covid-19 pandemic. The collage of video snippets shows employees around the world discussing how inspired they are to help, and how the company is helping improve peoples lives.



Bronze – EY and Northam Media

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Highly commended – Howdens and DRPG

Best use of digital

Gold – Nationwide Building Society and DRPG

Working with DRPG, Nationwide's 'Our Medium Sized Event', an annual leadership event, brought 1500 colleagues together in a virtual world. Embracing remote working, the event was moved from being live and in-person, to a fully virtual experience. With the objective of bringing business leaders together, engagement started with teasers and a physical pack sent to delegates that contained branded VR goggles. The judges were impressed, "Easily the best virtual event I've seen. Attractive, well designed and brilliantly attended."

Content was brought to life through interactive PDFs, filmed and user-generated content, gamification, live chat and broadcasts. Feedback was positive and the event achieved 99% attendance. Further comments from the judges include, "A really strong entry. It shows strong adaptation for the socially distant world."



Silver – JTI and Ignis

Tobacco company JTI approached Ignis with the mandate to 'bring some Pride to JTI'. JTI took the decision to demonstrate to everyone both internally and externally that JTI is proud of its LGBT+ employees, a bold move when no other tobacco company was outwardly showing such support. Digital platforms were used to connect teams from as far afield as Switzerland and Brazil.



Bronze – White & Case and Sequel Group

White & Case is an international law firm focused on sustainable growth and developing client relationships. Sequel Group was approached to create a publication that would reach all of White & Case's employees. The feature Light in the Darkness aimed to spread awareness of the pro bono work White & Case lawyers were providing to refugees in Lesbos, Greece.



Highly commended – Anglo American and the tree

Best use of print



Gold – Auto Trader Group Plc and three thirty studio

Auto Trader is the UK's largest digital automotive marketplace. Its 2020 Annual Report took a bold approach to management's response to the Covid-19 pandemic, communicating how supporting the automotive industry is being put first. Working with three thirty studio (330), the brief was to produce a printed report that made this leadership message clear.

Despite being a digital brand, Auto Trader recognised the power that print holds in delivering impactful stories and messages. With an on-going brand refresh happening in the background, the report was the first opportunity to bring Auto Trader's new identity to life. By the very nature of being an annual report, investors were the key audience, but take up among employees was also high with comments that it reflected the dynamic culture of the brand well.



Silver – Ocado and Sunday

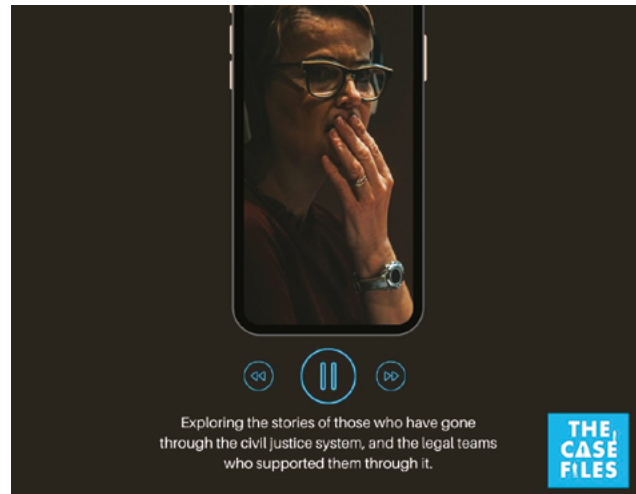
As an online only grocery retailer, Ocado has limited opportunity to interact with its customers. Ocadolife, its bi-monthly magazine, acts as a shop window. It must communicate Ocado's value message, inspire customers and support promotions and offers. It's shown impressive sales uplifts, directly attributed to products featuring in the magazine.

Best use of audio or podcasts

Gold – Slater and Gordon UK and Fresh Air Production and Markettiers

Legal business Slater and Gordon wanted a new channel to engage with a consumer audience. With print circulation down, they wanted to set an agenda and tell their own stories. Raising awareness of the Slater and Gordon brand was vital, but they also wanted to educate consumers on legal matters and change the perception of lawyers.

Working with podcast specialist 4DC, a strategy was developed to build a podcast brand. Entitled The Case Files, this was the first consumer-facing legal podcast in the UK. The first series ran to 12 episodes and focused on real life stories including a mother whose toddler's sepsis was misdiagnosed and victims of the Westminster Bridge terror attack. These powerful stories had an impact on the judges, "The content felt true and genuine. The results are a great testament of how successful this campaign was."



Silver – Tata Steel UK

Leading steel manufacturer Tata Steel's female employees total just 11% of its workforce. This podcast set out to empower young girls to think outside of the box when looking at career choices, by highlighting powerful women within the steel industry. Recorded through Microsoft Teams and edited in-house, the podcast was well received by both female and male listeners.



Bronze – Vodafone Business with Ogilvy, Carat, The Story Lab and Listen

Vodafone Business set out to change its reputation for being aimed at large corporations. The Business Unusual Podcast targeted time-poor entrepreneurs with a 30-minute package of entertainment and inspiration, resulting in 23% growth in how Vodafone Business is perceived as supporting small business growth.



Highly commended – KPMG in the UK Highly commended – NatWest Group

Best use of a visual property

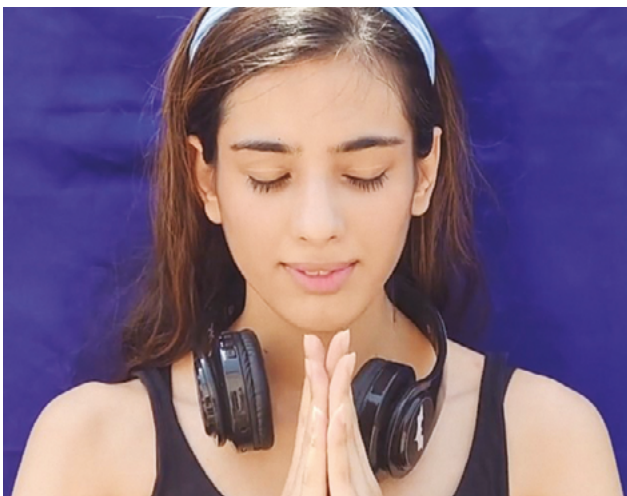


Gold – Travers Smith and Living Group

Corporate law firm Travers Smith needed to reassess its brand and website after reconfiguring its services. Wanting a more authentic reflection of the organisation, key objectives were to position Travers Smith as legal experts with personality, to create a simple, intuitive user journey, to establish a digital experience that stands apart from the competition, to design digital-first, and to craft brand language that is authentic and client-facing.

The minimalist visual language is designed to emulate the straightforward, impactful advice delivered by the lawyers alongside messages that bring the firm's voice to life. Judges commented, "It made the firm feel friendly and approachable with a clear value proposition" and, "Great design - fresh, contemporary and friendly." Results show a 68% increase in visits to the website since launch and a 48% decrease in bounce rates which judges confirmed were "Strong results showing engagement."

Best use of mobile



Gold – KPMG in the UK and Spoke

Professional services firm KPMG refreshed its values charter in 2020, making them shorter, more memorable, and more relevant to their employees. The strategy had to be reassessed when the Covid-19 pandemic struck and the majority of the 16,000 staff the values were aimed at, moved to home working. Rather than tell colleagues what the values mean, KPMG decided to ask them, via their mobile phones, what the values meant to them.

The result is a film created out of user-generated content that focused on the everyday such as peoples' homes, families and pets. Judges felt, "This truly harnesses the power of stories and proves that if you provide the right platform and take the time to listen, people WANT to tell their stories." The Values video has become the most viewed internal video for KPMG, and it's proving popular on the KPMG recruitment site.

Best copy style or tone of voice

Gold – MyCSP on behalf of Civil Service Pensions - Civil Service Live

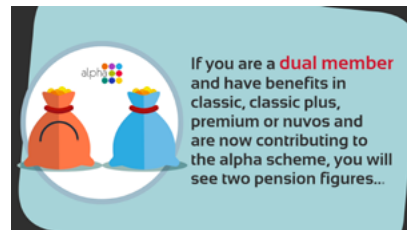
MyCSP administers the Civil Service Pension scheme and provides services to over 1.5 million members. Civil Service Live is a roadshow for civil servants held across the UK. Due to the Covid-19 pandemic, it was moved to an online only event. MyCSP harnessed the positives of this change of plan, realising it provided the opportunity to engage with members who previously did not attend live events.

The event, Brush Up On Your Benefits, was promoted with a chatty, conversational tone, selling the session while mirroring the life-stages of its potential audience. Judges commented on its, “Brilliant tone of voice that brings a dull subject vividly to life.” The results showed a substantial increase in member engagement, with website visits increased by 38.9% and pension calculator uses up by 83.5% month on month.



Silver – MyCSP on behalf of Civil Service Pensions - PAWs for pensions and Live@lunch

MyCSP hosts a yearly Pension Awareness Week for the Civil Service, usually a series of live events held across the country to promote the benefits of the Civil Service pension scheme. This year, due to the Covid-19 pandemic and many members working from home, the event was moved online and PAWS for pensions was created.



Bronze – EY and Northam Media

Assurance, tax, transaction and advisory service EY looked to Northam Media to create a transition film to show the relationship between the company's outgoing global Chairman and CEO and the incoming global Chairman and CEO. Filming the executives interviewing each other proved successful in reassuring employees of a smooth transition.



Best corporate blog

Paysafe Insights Blog

Understand the most important issues and opportunities affecting the payments industry right now.

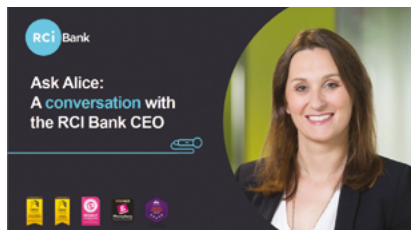
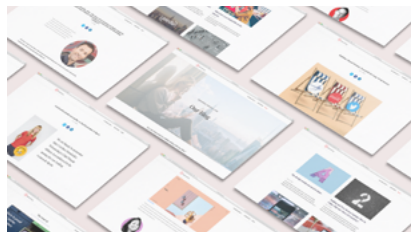
What is driving crypto's value in 2021?

Apr 27, 2021 • From DeFi and payments to NFTs, the use cases for crypto are expanding. But there are other factors that are driving the price of Bitcoin and other crypto higher as well.

Rossini Yordanov, BNP Consumer, Digital & METEOR • Four minutes



There's a revolution on the horizon for sports betting.



Gold – Paysafe

Paysafe is a leading specialist payments platform. Paysafe Insights is a blog containing content that delivers insight from company executives across a range of industry topics. Its primary objective is to act as an extension of Paysafe's broader communications strategy, by allowing engagement through longer form content. Topics include how the evolution of technology is disrupting the payments landscape, what new regulations mean to clients and changing consumer behaviours.

Around 80 articles are published on Paysafe Insights a year, which is produced in-house with no spend on third party resources. Blog content is shared via social media and has contributed to growth on LinkedIn, Twitter and Facebook over the past 12 months. Page views have also grown, with a 31% year-on-year increase in 2020 and an increase in average read time of 30%.

Silver – Telecoming

Telecoming is a B2B tech company specialising in mobile payments. Its corporate blog was born with the ambition of becoming a relevant editorial space in the industry. With informative, educational and motivational content, Telecoming would contribute with expertise and vision. It also helped increase Telecoming's visibility on social media.

Bronze – RCI Bank and Lansons

RCI Bank is part of the Renault Group and offers a digital-only banking service specialising in savings. As people became increasingly concerned about their financial futures due to the Covid-19 pandemic, the bank positioned themselves as insightful and informative. The RCI Bank blog set out to show the human side of banking, and increase trust and engagement.

Highly commended – Axis Communications and The Hoffman Agency

Highly commended – Tata Steel UK

Best content-driven brand created community

Gold – CFA Institute and Living Group

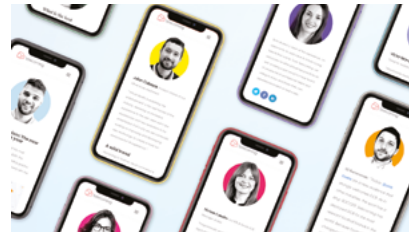
CFA Institute is a global non-profit association of investment professionals. Living Group were approached to help build the online personal brand of its CEO & president as he entered his final year in the position. The assignment also supported the incoming CEO, promoting each online profile and ensuring a smooth succession of visibility.

LinkedIn and Twitter were selected as the most relevant channels to use and a variety of social post styles were used; from one-minute videos, to infographics, to static posts. Judges called it, "Creative thinking to engage the investor community in a fresh and vibrant way". The social posts were customised for each CEO, avoided stock imagery, and included Q&A interviews from each executive. This use of the executives as personalities impressed the judges, "Really liked the personality-based approach. It stopped this being run-of-the-mill investor comms."



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Telecoming is a B2B tech company specialising in mobile payments. Its corporate blog was born with the ambition of becoming a relevant editorial space in the industry. With informative, educational and motivational content Telecoming would contribute with expertise and vision. It has also helped increase Telecoming's visibility on social media.



Best use of content within an existing external community



Silver – MyCSP on behalf of Civil Service Pensions - Civil Service Live

Civil Service Live is the UK's largest roadshow for civil servants. The event had to move online due to Covid-19, so the CSP team took this opportunity to interact with more members virtually. The 'Brush up on your benefits' campaign successfully attracted more live audience members than previous in-person events.



Bronze – MyCSP on behalf of Civil Service Pensions - PAWs for pensions and Live@lunch

Every September, MyCSP hosts a series of live events as part of its Pension Awareness Week. Due to the pandemic, the 'PAWs for pensions' project was held virtually, providing members with live informative sessions hosted by industry experts. This campaign boosted external understanding of pension benefits and attracted over 30,000 users to the site.



Bronze – Wells Fargo Asset Management and Peregrine Communications

Wells Fargo Asset Management set out to reassure its stakeholders through Covid-19, and position the business as a stable force that would answer investor questions. Going against the grain of financial services advertising, the team used real images of the leadership team and humanised the business with a strong visual identity.

Best user-generated content (employee)

Gold – NatWest Group

NatWest Personal Banking is the face and voice of NatWest Group, serving over 17 million banking customers, with 28,000 staff based across the UK and India. The communications team wanted to modernise their internal TV show 'Watch'. Looking for a more engaging and cost-effective solution, embracing bite-size, user generated video content was the ideal solution.

Launching a vloggers channel for the workplace cut production time, meaning content could be more responsive, plus it cut costs by 90%. Vloggers were recruited from staff, leading to a less corporate tone. Judges were impressed and described it as, "A great way to bring employees together through the use of storytelling and re-thinking how to use an existing channel in a more effective way."



Silver – LNER

LNER, London North East Trains, responded quickly to the Covid-19 pandemic and lockdown by creating LNER Reserves to help support colleagues by helping them to volunteer. Initially all staff were surveyed to assess interest levels. The idea took off and volunteers were also trained in creating video and photos, creating impactful content.



Bronze – Tata Steel UK

The Covid-19 pandemic meant that much of the steel industry workforce was told to work from home and many more were put on furlough leave. Tata Steel's own key workers - employees with operational roles - were inspired to pay tribute to the NHS and a new version of the song Sweet Caroline, Sweet NHS, was born.



Best user-generated content (external stakeholder)



Gold – BFBS

BFBS is a military charity and media organisation. Its mission is to entertain, inform, connect and champion the armed forces, their families and veterans, both overseas and in the UK. Broadcasting to more than 20 countries worldwide it has permanently-manned studios in 10 countries, including Bahrain, Cyprus, the Falkland Islands and Canada. Wanting to raise morale amongst its audience during lockdown, it launched a global competition that encouraged creativity.

The creativity competition, Forces Voices, encouraged armed forces families to share their 'stay home' creative masterpieces for a chance of winning £500's worth of Amazon vouchers. The entries were also featured on a dedicated hub page. The audience responded positively to content posted on social media. The campaign was amplified on Facebook either by being shared, or friends and family being tagged in the comments section to encourage them to participate.

Best use of content in a live or experiential setting

Gold – Dentsply Sirona with Linger.com and Gauly Advisors

Dental product and technology company Dentsply Sirona employs 15,000 people globally. The company set out to foster staff engagement and a 'one-team mind-set' across a culturally diverse workforce. A communication event, DS24hours was developed allowing the CEO to focus on promoting the organisation's culture and purpose.

In 24 one-hour timeslots, senior executives addressed colleagues worldwide in digital townhalls. Streamed live with simultaneous translation into 10 languages, the townhall reached employees in 90 global locations. One judge said, "A comprehensive and impressive communications event that brings employees from across the world together." The judges were clearly impressed, "An incredible piece of work. In a really strong category, this is the standout winner."



Silver – MyCSP on behalf of Civil Service Pensions - Civil Service Live

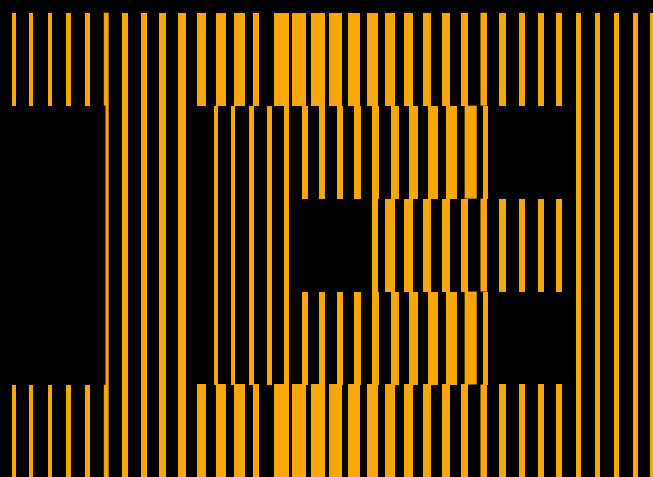
MyCSP administers the Civil Service Pension scheme and provides services to 1.5 million+ members. Civil Service Live is a roadshow for civil servants, but due to the Covid-19 it was moved online. MyCSP harnessed the positives of this change, realising its potential to engage with members who previously did not attend live events.



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Best branded content publication

Gold – British Heart Foundation and Wardour

Leading heart charity British Heart Foundation's magazine, Heart Matters, is a free, feature-led quarterly magazine. The product of a close collaboration with Wardour, Heart Matters has an estimated readership of 420,000 in print and is complemented by a digital channel.

The magazine's objectives include helping readers feel like they're not alone, empowering people to understand their condition, updating members on medical breakthroughs, inspiring people to live a healthy life, and providing mental health support. It achieves this through a combination of powerful real-life stories balanced with complex medical, nutritional and wellbeing information – much in the way a consumer magazine would. Heart Matters also consults renowned cardiologists and surgeons, as well as other experts. Judges responded to the, "Great content and poignant testimonials."



Silver – Kantar, Worldpanel Division and Eulogy

Marketing data and insights consultancy, Kantar, produces Brand Footprint, an annual global ranking of the world's most chosen FMCG brands. Each year it faces the same challenge – the top 10 brands rarely change. Moving to an interactive, device-agnostic experience increased leads significantly.



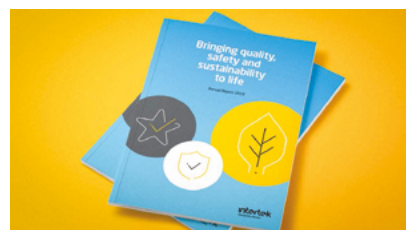
Silver – Ocado and Sunday

As an online-only grocery retailer, Ocado has limited opportunity to interact with its customers. Ocadolife, its bi-monthly magazine, acts as a shop window, plus it must communicate Ocado's value message, inspire customers, and support promotions and offers. It's shown impressive sales uplifts, directly attributed to products featuring in the magazine.



Bronze – Intertek Group plc and Emperor

British multinational Total Quality Assurance provider, Intertek wanted to use its investor relations content to better inform and communicate with its investors. With the help of agency Emperor, a suite of investor content was created, including a printed annual report. Feedback from the Intertek team was positive, plus there was a strong response from external stakeholders.



Highly commended – Deutsche Bank and Wardour

Best branded content site



Gold – Travers Smith and Living Group

Corporate law firm Travers Smith needed to reassess its brand and website after reconfiguring its services. Wanting a more authentic reflection of the organisation, key objectives were to position Travers Smith as legal experts with personality, to create a simple, intuitive user journey and to establish a digital experience that stands apart from the competition.

The minimalist visual language is designed to emulate the straightforward, impactful advice delivered by the lawyers alongside messages that bring the firm's voice to life. Judges commented that, "It made the firm feel friendly and approachable with a clear value proposition" and also, "Great design - fresh, contemporary and friendly." Results show a 68% increase in visits to the website since launch and a 48% decrease in bounce rates which judges confirmed were, "Strong results showing engagement."



Silver – Octapharma AG and Sensory-Minds GmbH

Pharmaceutical company Octapharma manufactures medicines from human proteins. A new, global website was required to act as a central point of call for all target groups. Working with Sensory-Minds, a new site was developed that focuses on the patients who rely on the products while also showcasing innovation.

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our people and
our communities
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Bronze – KPMG in the UK

Professional services firm KPMG refreshed its values charter in 2020, making it shorter, more memorable and more relevant to their employees. Rather than tell colleagues what the values mean, KPMG decided to ask them, via their mobile phones, what the values meant to them. The result is a film created from user-generated content that focused on the everyday of peoples' homes, families and pets.

Highly commended – Legal & General and Wardour

Best use of data

Gold – AXA Group and Navigate Video

Multinational insurance firm AXA enlisted Navigate Video to help evolve its brand purpose. AXA briefed Navigate Video to create an audio-visual strategy to create awareness and bring to life their divestment in the tobacco industry. Navigate Video launched a series of investigative documentary videos for AXA, entitled Tobacco Free Me.

In order to optimise and evaluate branded video output, AXA and Navigate Video also partnered with technology company Mindprober. This biometric technology gives a true, accurate view of whether or not branded video is pressing the right buttons with an audience by measuring their emotional reaction to audio-visual content. Judges described it as, "Definitely a new and exciting concept in measuring emotional connection to video content" and, "Another great example of how businesses can use data to build comms and create content."



Silver – TomTom and LEWIS

Sat-nav pioneer TomTom has changed focus now the sat-nav market is in decline. Its new positioning is focused on the autonomous vehicle market, helping to create smart cities of the future. Agency LEWIS reinvented the TomTom Traffic Index Report by harnessing 600m live data streams. Turning a once annual report into a near real-time tool.



Bronze – Paysafe

Paysafe is a leading specialised payments platform. Lost in Transaction is a research series launched by Paysafe with the intention of providing thought leadership and insight to the payments industry and individuals with decision-making powers over different payment solutions.



Highly commended – MobileIron and Champion Communications

Highly commended – Resilience Barometer™ and FTI Consulting

Best interactive content



Gold – Nationwide Building Society and DRPG

Working with DRPG, Nationwide's Our Medium Sized Event, an annual leadership event, brought 1500 colleagues together in a virtual world. Embracing remote working, the event was moved from being live and in-person, to a virtual experience. With the objective of bringing business leaders together, engagement started with teasers and a physical pack sent to delegates containing branded VR goggles.

Content was brought to life through interactive PDFs, films, user-generated content, gamification, live chat and broadcasts. Feedback was positive and the event achieved 99% attendance. The judges were impressed, "Easily the best virtual event I've seen. Attractive, well designed and brilliantly attended." Another added, "A really strong entry. It shows strong adaptation for the socially distanced world."



Silver – Kantar, Worldpanel Division and Eulogy

Brand Footprint is the annual global ranking of the world's most chosen FMCG brands, and the tentpole in Kantar Worldpanel Division's thought leadership to support sales. Each year it faces the same challenge – the top 10 brands rarely change. Moving to an interactive, device-agnostic experience increased leads significantly.



Bronze – Cadent and The Surgery Design and Digital

Gas distribution company Cadent set out to change and move forward with a new vision. They enlisted The Surgery Design and Digital who created the Cadent Challenge to communicate and demonstrate this new future to both employees and stakeholders. The toolkit was visually rich and highly engaging.

Best use of content in a social context

Gold – Deutsche Bank and Studio 2br

German banking giant Deutsche Bank's 150th anniversary brand campaign was inspired by its founding purpose of connecting worlds for clients. Due to launch in March 2020, it was quickly adapted to confront the challenges of the Covid-19 pandemic and communicate the bank's strengths in times of crisis. All print communications moved to digital and social channels and an internal brand hub enabled employees to share their personal stories.

The key message was that Deutsche Bank has been there for its clients for 150 years and can be relied on during this unprecedented time. With such a diverse audience this was quite a feat, with messaging going out to governments and global corporations, as well as ordinary families. Judges commented, "Love the link between historical institute and present day to show how far the bank has come in its 150 years."



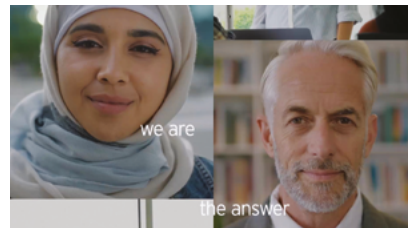
Bronze – CFA Institute and Living Group

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Bronze – EY and Northam Media

Assurance, tax, transaction and advisory service EY looked to Northam Media to create a short film to help raise awareness of EY's position on gender equality. The film was released on both internal and external channels for International Women's Day 2020 and was part of EY's #SheBelongs campaign.



Best one-off content campaign



Gold – KPMG and Sunday

Multinational professional services network KPMG launched 'The Moments That Made Me' campaign as a multi-channel content programme aimed at the UK's mid-market business leaders. The campaign encouraged emotional engagement through compelling storytelling and building client advocacy by making the clients the hero of the campaign, while also showing KPMG's expertise.

Built around a comprehensive Growth Report presenting KPMG's expert advice and client case studies, its main KPI was to drive downloads of the growth report and capture leads. Judges were impressed, "This truly harnesses the power of stories and proves that if you provide the right platform and take the time to listen, people want to tell their stories." Results exceeded expectations, with over 3.3 million impressions on social and the target for qualified download leads exceeded by 40%.



Gold – P&O Cruises and Sunday

British cruise line P&O Cruises aims to be the UK's number one holiday of choice. Faced with the challenge of cruising being 'the Marmite of holiday options', P&O Cruises worked with Sunday to create an always-on content strategy catering for cruise-lovers, lukewarms and sceptics.

With entertainment icon Gary Barlow signed up to be P&O Cruises' brand ambassador, the basis for a new campaign began. Content included a studio photoshoot, video shoot, reportage shoot with both stills and video, plus a Q&A video with Gary. This produced a wealth of assets which were used across social, PR, print, digital and CRM. Press coverage and social reach exceeded expectations. Judges were impressed, "A very elegant photography and video campaign." Judges commented, "A great campaign and strong choice of brand ambassador to meet the brief of appealing to many personas and potential new customers."



Silver – EY and Wardour

Professional services firm EY launched Next Wave, a global campaign designed to show that they understand the way the world is changing. Copy was aimed at insurance companies, but written so customers would understand the campaign, which also included video and a series of toolkits.

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Bronze – KPMG in the UK

Professional services firm KPMG worked with a business historian so mark its 150th anniversary. Created around a new visual identity, the corporate logo was updated and banners and email signatures produced. Offices were redecorated in 150th-themed designs and colleagues given commemorative lanyards, pins and notebooks.

Highly commended – MobileIron and Champion Communications

Best long-term use of content

Gold – British Heart Foundation and Wardour

Leading heart charity British Heart Foundation's magazine, Heart Matters, is a free, feature-led quarterly magazine. The product of a close collaboration with Wardour, Heart Matters has an estimated readership of 420,000 in print, and is complemented by a digital channel.

The magazine's objectives include helping readers feel like they're not alone, updating members on medical breakthroughs and providing mental health support. It achieves this through a combination of powerful real-life stories balanced with complex medical information. Photography is key to the look and feel, using leading photographers to bring poignant stories to life. The magazine is popular with readers, with 90% saying it motivates them to live a healthy lifestyle. Judges responded to, "Great content and poignant testimonials."



Silver – Barclays and Speak Media

home.barclays is the main external-facing channel for UK based financial services company Barclays. It serves as a 'shop window' into the bank's global operations, values and culture and has undergone a total overhaul resulting in an increase of interactions, session times and repeat visits.



Bronze – Invesco and Lansons

Global asset manager Invesco's Middle East Asset Management Study's objective is to support its fledgling business in the Middle East and position the business more centrally in the minds of investors in the regions. Invesco chose Lansons to help with the new and ambitious challenge of engaging with Sovereign Wealth Funds.



Highly commended – London Stock Exchange and Wardour

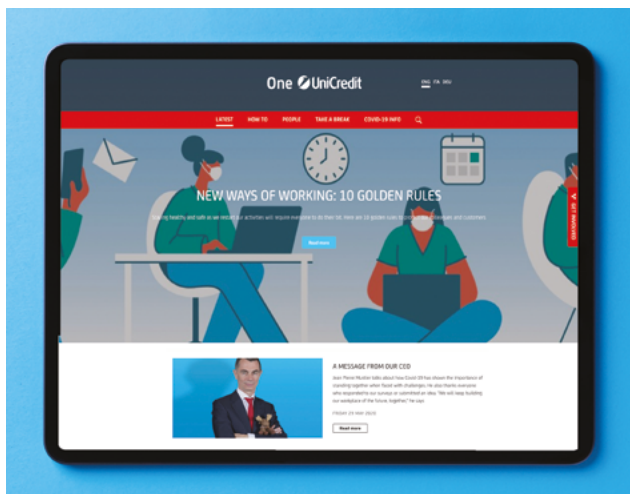
Best corporate content during Covid-19



Gold – KPMG in the UK

As the Covid-19 pandemic hit, a team of people at professional services company KPMG came together to create a weekly podcast. Communication to employees had traditionally been via email, sometimes video and almost always by leadership figures. KPMG employs around 17,000 people, working across 21 UK offices with an average age of just 27.

When lockdown forced offices to close, many felt the absence of colleagues. The WFH podcast creates a virtual community to support staff and success was measured using listening numbers and survey responses. The team pulled in some impressive interviews with high profile names such as Alastair Campbell, Bonnie Greer and Alan Rusbridger. The project also included a reflective interview with the firm's chair, Bill Michael, when he returned from being critically ill with Covid-19.



Gold – UniCredit with Bladonmore and FinElk

UniCredit is a pan-European bank headquartered in Italy. The Coronavirus outbreak created an unprecedented challenge as tens of thousands of employees had to work from home, while some branches remained open to maintain essential services. The bank had to address several urgent communications needs; to share important information, boost morale, and unite 85,000 employees across 13 European countries.

The One UniCredit microsite was launched in March 2020 with a video message from the CEO plus supporting films and articles. Since then over 350 different articles and films have been published in English, Italian and German. UniCredit worked alongside Bladonmore and FinElk on the project. Editorial planning, digital development and content creation were delivered rapidly to launch a microsite within a week of engagement.



Silver – Barclays and Speak Media

home.barclays is the main external-facing channel for UK based financial services company Barclays. In March 2020 Barclays put aside its planned output and recreated itself as a newsroom covering the real, human and business stories behind the Covid-19 pandemic. With a focus on how Barclays was helping customers and clients the content was informative and well received.

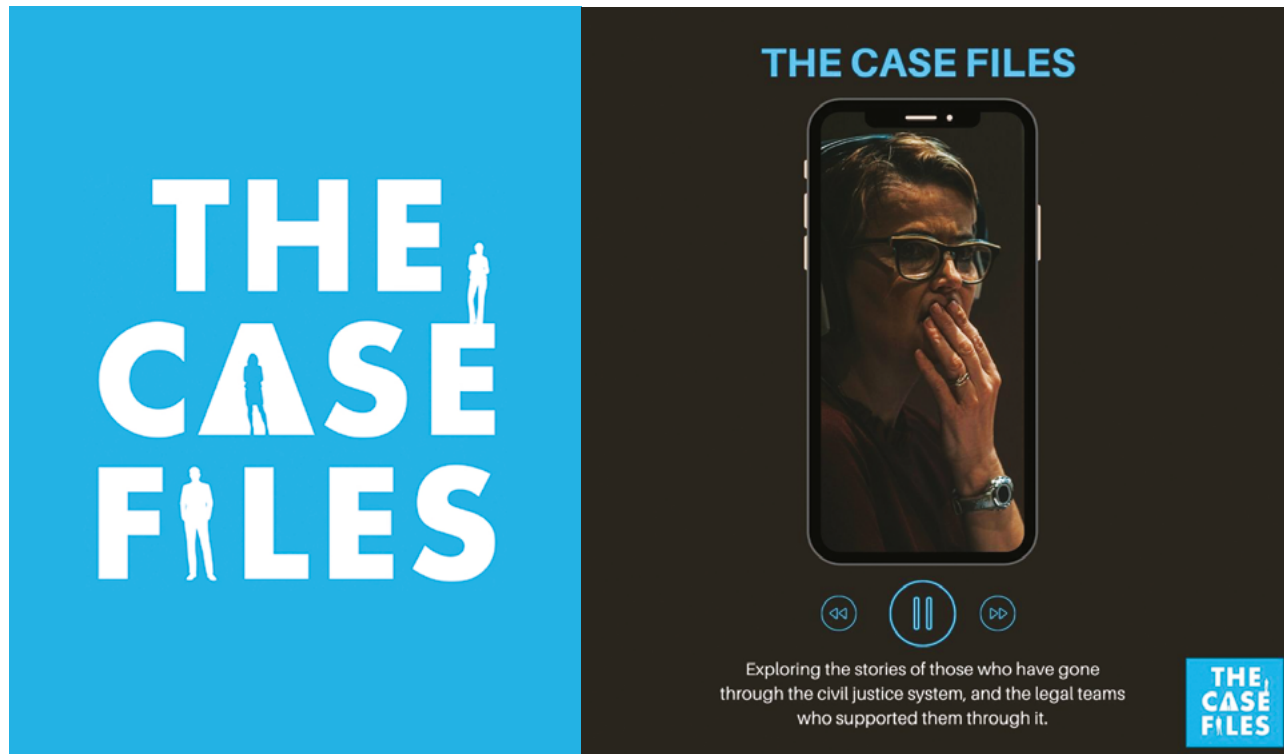


Bronze – ICAEW and Sunday

The Institute of Chartered Accountants for England and Wales needed a new content strategy to reflect the increasing need for accountancy expertise as the Covid-19 pandemic impacted overlapping government aid schemes. Authoritative updates and detailed guidance was required for the audience of accountants, business owners and advisers.

Highly commended – Polestar

Best corporate storyteller



Winner – Slater and Gordon UK and Fresh Air Production and Markettiers

Legal business Slater and Gordon set itself the task of creating a new channel to engage with a consumer audience. With print circulation down, they wanted to set an agenda and tell their own stories. Raising awareness of the Slater and Gordon brand was vital, but they also wanted to educate consumers on legal matters, and change the perception of lawyers.

Working with podcast specialist 4DC, a strategy was developed to build a podcast brand. Entitled The Case Files, this was the first consumer facing legal podcast in the UK. The first series ran to 12 episodes, and focused on real-life stories including a mother whose toddler's sepsis was misdiagnosed, a victim of child sexual abuse, and victims of the Westminster Bridge terror attack. These powerful stories had an impact on the judges, "The content felt true and genuine and the results are a great testament of how successful this campaign was."


Media coverage spanned from Radio 4 to The Sun as the emotionally powerful stories were picked up by journalists.

A podcast effectiveness evaluation of 1,000 listeners (before and after listening), revealed truly impressive results, with three out of five listeners viewing lawyers more positively. The podcast also had an impact on how people perceive the helpfulness of speaking to a lawyer, with 70% thinking a lawyer would be helpful after listening compared to 54% before, plus 70% said that they would now be likely to consider contacting Slater and Gordon if they needed legal advice.

Reaching #1 in the iTunes True Crime Chart and #23 in the main iTunes Chart, this was a truly successful piece of work, summed up by judges as, "A very innovative approach for a legal business. Love the creativity, which can solve problems and encourage current and future clients. This feels very relevant in the current environment."



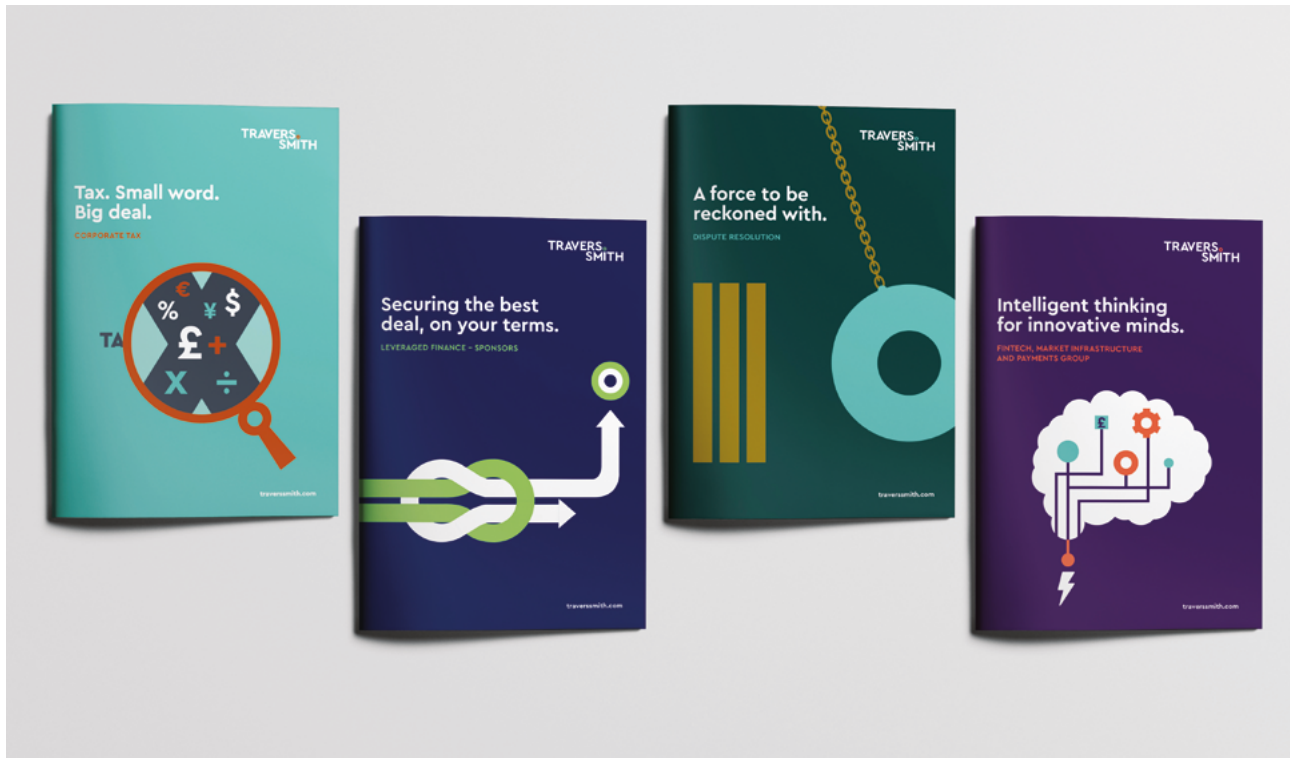
LENS AWARDS



The Communicate Lens Awards, now in its second year,
celebrates organisations using film and video by setting the
standard for excellence in visual communications.

communicatemagazine.com/awards/communicate-lens-awards

Grand prix



Winner – Travers Smith and Living Group

Corporate law firm Travers Smith needed to reassess its brand and website after reconfiguring its services. The law firm wanted a more authentic reflection of its organisation as an energetic, friendly, and digitally engaging environment. Key objectives were to position Travers Smith as legal experts with personality, to create a simple, intuitive user journey, to establish a digital experience that stands apart from the competition, to design digital-first, and to craft brand language that is authentic and client-first. Judges felt this was achieved, "Very successful and made the firm feel friendly and approachable with a clear value proposition."

The minimalist visual language is designed to emulate the straightforward, impactful advice delivered by the lawyers alongside messages that bring the firm's voice to life. Judges commented that, "It made the firm feel friendly and approachable with a clear value proposition". Another added, "Great design - fresh, contemporary and friendly."

Results showed a 68% increase in visits to the website since launch and a 48% decrease in bounce rates, which judges confirmed were, "Strong results showing engagement."

The research and strategic insight put into this work encouraged Travers Smith to focus on four key areas of expertise: advisory, contentious, regulatory and transactional. Clearly a successful decision, as despite the Covid-19 pandemic, the firm's profits remained steady. Business development and marketing director Julie Stott commented on Living Group's work, "Our new brand is a 'shop window to the world' and tells our audiences about the real Travers Smith."

The single voice for stakeholder relations



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