

Corporate  
Content  
Awards  
Europe 2022

**WINNERS BOOK**



# ROAR ***TALENT***

*Nominated for Best Content Targeted to the Internal  
Audience and Best Content-Driven Brand Created  
Community at the Corporate Content Awards 2022.*

**Ignis**

***[ignis.co.uk](https://ignis.co.uk)***



# Welcome



The word celebrate comes from the Latin *celebrare*, which means “to assemble to honour.” Tonight’s Corporate Content Awards is a true celebration. Yes, we are honouring great work by celebrating the role that narrative and story telling techniques has in corporate communications. But also, after two years of separation, uncertainty and, for some, loss we are finally assembled, coming together to celebrate with our colleagues, our clients and our peers. Regardless of whether you win Gold, Silver, Bronze or Highly commended everyone at tonight’s Corporate Content Awards really does have much to celebrate.

Congratulations to every winner, your success is well and truly deserved.

**Andrew Thomas**  
**Publisher**  
***Communicate magazine***

- 5 Meet the judges
- 10 The winners
- 12 Best content campaign to assist with corporate positioning
- 14 Best content campaign to assist with reputation management
- 15 Best content targeted to the internal audience
- 16 Best content targeted to the investor audience
- 17 Best content targeted to the CSR community
- 19 Best corporate content during Covid-19
- 20 Best use of print
- 21 Best use of digital
- 22 Best use of video
- 24 Best use of animation
- 25 Best use of a visual property
- 26 Best use of audio or podcasts
- 29 Best use of content in a social context
- 30 Best user-generated content (employee)
- 31 Best user-generated content (external stakeholder)
- 32 Best content-driven brand created community
- 33 Best corporate blog
- 34 Best use of content in a live or experiential setting
- 35 Best use of a celebrity or influencer
- 36 Best use of data
- 37 Most creative use of owned media channels
- 39 Best branded content publication
- 41 Best branded content site
- 41 Best one-off content campaign
- 43 Best long-term use of content
- 44 Best corporate storyteller
- 46 Grand prix

# YOU ARE CAPABLE OF MORE THAN YOU KNOW

**Let's help your business – and content – take on your competitors.**

Through our core capabilities we create difference for our clients from in-depth research and engaging branding to disruptive digital experiences and powerful integrated campaigns in the financial, professional services and technology sectors.

To find out how we can help you transform your content please contact Greg Hobden at [greg.hobden@living-group.com](mailto:greg.hobden@living-group.com)

New York | London | Hong Kong [www.living-group.com](http://www.living-group.com)

**Living** 



# Judges



**Kate Aldridge**  
**SVP corporate communications and content**  
**Paysafe Group**

As SVP of corporate comms and content for Paysafe, Kate has global responsibility for Paysafe's PR, content/blog strategy, internal communications and corporate responsibility programme. Kate has over 25 years of international communications experience; she has worked in a range of industry sectors including technology, travel, financial services and sports marketing. Kate is passionate about driving impactful communications strategies to achieve commercial and business goals.



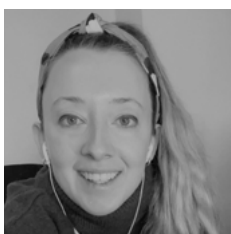
**Sao Bui-Van**  
**Communications director**  
**Channel 4**

With over 30 years of experience in communications, Sao is communications director for Channel 4, the UK's publicly-owned and commercially-funded UK public service broadcaster, with a statutory remit to deliver challenging, high-quality, innovative, alternative content. At Channel 4, Sao is responsible for corporate and consumer-facing communications, corporate brand and experience. Previously he has held senior communications posts in the NHS, BBC, British Council, English National Opera and ViacomCBS International Networks, managing a range of reputational issues and popular brands.



**Magda Bulska**  
**Global head of digital communications**  
**Capgemini**

Magda leads a geographically dispersed team of digital and content specialists at Capgemini, a diverse organisation with 300,000 people in nearly 50 countries. As the global head of digital communications, she is responsible for embedding digital thinking into campaigns for key offers and sectors, and in support of the corporate agenda, CSR and talent branding. Based in London and originally from Poland, Magda has nearly 20 years of experience in corporate and B2B PR; before joining Capgemini in 2015, she worked agency-side for various clients, including Canon, Toshiba, AstraZeneca and Lloyds Banking Group.



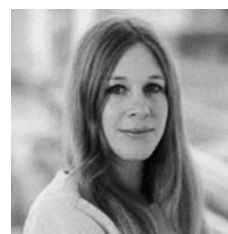
**Stephanie Cocks**  
**Head of content and design**  
**Thames Water**

Stephanie heads up content, design and social media at Thames Water, the UK's largest water company. With over 15 million customers to look after, Stephanie and her team design content and experiences that are simple, clear, and accessible to everyone. Before joining Thames Water, Stephanie was a content manager at the telecommunications company, EE. During her time there, she led the content design for major campaigns, including Apple Music, iPhone, and BT Sport.



**David Cook**  
**Global communications leader**  
**Honeywell**

David is responsible for leading Honeywell's communications team across Europe, Middle East, and Africa, a region that includes all the company's global businesses, representing approximately 30,000 employees. Among his top priorities are to drive the communications strategies and programmes to support Honeywell in becoming the world's leading software-industrial company driving digital transformation across advanced industries. David has more than 20 years of international communications experience, previously leading Canon's internal and external communications functions across EMEA.



**Sarah Cook**  
**Group head of brand and content strategy**  
**Legal & General**

Sarah has worked in communications for over 15 years, both in-house and for agencies. In her current role as group head of brand and content strategy at Legal & General, a leading financial services and investment management company, Sarah is responsible for social media and content. This involves leading brand campaigns, media partnerships and content strategy working across the business.

# Through The I

Where technology meets creativity

Combining 20 years of a live TV news and Live streaming experience, TTI has merged breakout tech, storytelling and production to bring brand and audience closer, telling their stories with purpose.

As virtual and hybrid event specialists our uniquely intricate, curated events offer immersive attendee experiences designed for maximum impact.



THROUGH THE I



through-the-i



throughthei

vue

WELCOMING YOU BACK  
TO THE BIG SCREEN EXPERIENCE



Ask a question



E: [WWW.THROUGHTHEI.COM](http://WWW.THROUGHTHEI.COM)

T: + 44(0)207 251 9944

10 NORTHBURGH ST,

LONDON EC1V 0AT, UK



TINT

## Employees tell your best story

Highlight your culture, engage employees, and attract the best new talent with the power of **employee-generated content.**

[tintup.com](http://tintup.com)

# Judges



**Deborah Gouineau**  
**Head of content**  
**Warner Leisure Hotels**

Deborah is the newly appointed head of content at Warner Leisure Hotels. She has been directing and optimising content departments for the past 10 years at top companies such as GlaxoSmithKline, Intercontinental Hotel Group, Trainline and until recently Three, to consistently bring their brand to life through engaging visual and written content at every consumer touchpoint. 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 experiences.



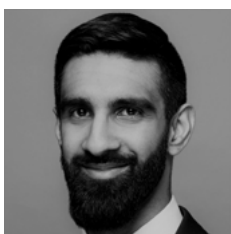
**David Hart**  
**Group communication director**  
**Coca-Cola HBC**

David is a corporate affairs professional and business leader with over 20 years of experience and has worked in senior FMCG communications roles (Coca-Cola HBC and SABMiller) for the past seven years. Previously he was director of corporate communication for two of the largest global communications agencies, Fleishman-Hillard in London and Burson-Marsteller in Zurich. Starting out in British politics, David worked for the Conservative Party in leading communications roles in both Brussels and London.



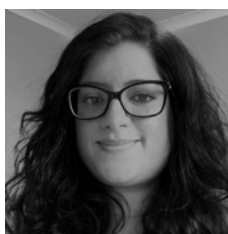
**Steve Hayes**  
**Director of corporate affairs and communications**  
**GreenSquareAccord**

Steve is an award-winning communications professional and thought leader with a decade of experience leading communications for not-for-profit organisations. Prior to joining GreenSquareAccord in April 2022, Steve was director of communications at Citizen, where he led the rebrand from WM Housing and its establishment as a leading voice in the sector. Steve has led the communications function of the housing sector's professional body, the Chartered Institute of Housing, where he served as the organisation's chief speechwriter.



**Imran Javaid**  
**Vice president corporate communications**  
**Credit Suisse**

Imran is an experienced PR professional with a PR Diploma from the Chartered Institute of Public Relations and eight years of experience working in external communications in the financial services sector. He has proactively co-ordinated global media outreach for thematic research produced by the Credit Suisse Research Institute, including the annual Global Wealth Report and Global Investment Returns Yearbook, as well as promoted both equity research and the Investment Solutions & Products teams. Prior to Credit Suisse, he spent five years working in the insurance sector devising both proactive and reactive media strategies.



**Hema Mehta**  
**Head of content design**  
**Cazoo**

Hema is head of content design at Cazoo, dedicating her strategy towards solving the needs of customer and organisation with data and brilliant solution-focused content. She is a passionate leader focused on enabling, developing and coaching high performing, engaged teams. Before joining Cazoo, Hema worked as a business director for Cheil focused on Samsung's eRetail operations, content and data strategy across Europe. Prior to Cheil, Hema was head of content at EE leading on content strategy, personalisation and content design.




**Emma Overeem**  
**Creative director**  
**Living Group**

Emma is creative director of Living Group, London. With over 20 years of experience working across a global client base for the private, professional services and financial sectors, she is responsible for the creative output of the design team. Emma is passionate about idea generation, branding, integrated campaigns and copywriting. Whether it's a brand refresh, ad campaign or digital experience, it's all about bringing the client's business and brand strategy to life in a relevant, thoughtful and engaging way.



A large red circle is positioned behind the word 'LENS'. The letter 'L' is black and overlaps the red circle, while the letters 'E', 'N', and 'S' are white and positioned to the right of the circle.

# LENS AWARDS

A decorative graphic in the bottom left corner consisting of a grey circle and a red circle that overlap, with the red circle partially cut off by the bottom edge of the frame.

The Lens Awards celebrates organisations using film and video  
by setting the standard for excellence in visual communications.

[www.communicatemagazine.com/awards/lens-awards/](http://www.communicatemagazine.com/awards/lens-awards/)

# Judges



**Laura Roach**  
**Communications manager**  
**Livv Housing Group**

Laura is a CAM qualified marketing and communications professional with over 15 years of award-winning experience in internal and external communications. She is based in Liverpool and has been in her position as communications manager at Livv Housing Group for over two years. Her current role involves developing and delivering communications for around 25,000 customers living in the Group's 14,000 properties and 500 employees. Prior to joining Livv, Laura worked in various communications roles across the housing, financial and environmental sectors.



**Julie Stott**  
**Chief marketing officer**  
**Travers Smith**

Julie is chief marketing officer at Travers Smith and is responsible for all aspects of Travers Smith's marketing, communications and business development activities. The wide-ranging remit of the team includes business development, brand and design, client listening and management, corporate hospitality and events, internal and external communications, press and public relations, as well as technology and systems. In 2019 Julie spearheaded a rebrand of Travers Smith, adopting a new visual identity, tone of voice and approaches to clients, potential recruits and other stakeholders.



**Sanjay Tanday**  
**Associate director for content**  
**and channels**  
**National Institute for Health**  
**and Care Excellence**

Sanjay is a content specialist with a track record of developing and implementing successful communications strategies and campaigns in the healthcare sector, covering the NHS, drug development, public health and prevention agenda. In his current role, Sanjay is embarking on a new content strategy to help the National Institute for Health and Care Excellence deliver the aims of its ambitious new five year strategy. He previously led on content at Public Health England, working across several health improvement campaigns.



**Ben Thomson**  
**Head of storytelling**  
**BBC Children in Need**

Ben is a BBC broadcast manager, multi-media professional and creative leader with more than 25 years of experience in programme making, storytelling and journalism. As head of storytelling for BBC Children in Need, Ben leads on key broadcast partnerships with BBC Studios, including Countryfile, DIY SOS and documentary makers. He also leads a team of journalists and producers who unearth, nurture and develop stories of children and young people from across the UK to share with programme makers and corporate partners as well as BBC Children in Need's digital services.

# Winners

## Best content campaign to assist with corporate positioning

Gold – AAC Clyde Space and Bladonmore

Gold – KPMG UK

Silver – Iberdrola and Headland Consultancy

Silver – Stater and Cognito Media Amsterdam

Bronze – Deutsche Bank

Bronze – ISG

Highly commended – Legal & General and Fresh Air Production

## Best content campaign to assist with reputation management

Gold – Greater Anglia

Bronze – Philip Morris International

## Best content targeted to the internal audience

Gold – Vue Cinemas with Through The I and Tigerbond

Silver – KPMG UK

Bronze – Applus+

Bronze – JTI and Ignis

Highly commended – Applus+ - Appeople

Highly commended – Livv Housing Group

## Best content targeted to the investor audience

Gold – AAC Clyde Space and Bladonmore

Silver – CFA Institute and Living Group

Bronze – Deutsche Bank

## Best content targeted to the CSR community

Gold – United Nations World Food Programme and Hurricane

Silver – Megalac and OST Marketing

Bronze – Patron Capital Partners and SEC Newgate

Highly commended – Deutsche Bank

## Best corporate content during Covid-19

Gold – LNER

Silver – Oxford Sparks and Scriberia

Bronze – Alibaba and Through The I

Bronze – Paysafe

## Best use of print

Gold – Ocado and Sunday

Silver – Livv Housing Group

## Best use of digital

Gold – Kingfisher Group and LoveThat creative services of the BECG Group

Silver – Embraer and Gravity Global

Silver – LNER

Bronze – Anglo American and the tree

Highly commended – Royal Institution of Chartered Surveyors and Sunday

## Best use of video

Gold – Post Office and Boldspace

Silver – Embraer and Gravity Global

Silver – United Nations World Food Programme and Hurricane

Bronze – LNER

Bronze – UNHCR and Casual Films

Highly commended – The Craft Irish Whiskey Company and The Craft Distillers Group

## Best use of animation

Gold – UNHCR and Casual Films

Silver – Toyota Research Institute, Inc and Turnthepage

## Best use of visual property

Gold – PwC and Brunswick Creative

Silver – Hausfeld and Living Group

## Best use of audio and podcasts

Gold – Legal & General and Fresh Air Production

Gold – Vodafone UK and Listen

Silver – WWF and Fresh Air Production

Bronze – Vestiaire Collective and Fresh Air Production

Highly commended – ABB and Fresh Air Production

Highly commended – Stanford Seed at the Stanford Graduate School of Business and Lower Street Media

## Best use of content in a social context

Gold – P&O Cruises and Sunday

Silver – Embraer and Gravity Global

Silver – LNER

## Best user-generated content (employee)

Gold – LNER

Silver – Applus+

Bronze – LG Information Display Europe and TEAM LEWIS



**Best user-generated content (external stakeholder)**

Gold - Adobe and Casual Films

**Best content-driven brand created community**

Silver – CFA Institute and Living Group

Bronze – JTI and Ignis

**Best corporate blog**

Gold – Greater Anglia

Silver – Worldline and TEAM LEWIS

Bronze – Paysafe

**Best use of content in a live or experiential setting**

Gold – Johnnie Walker Princes Street and  
BRC Imagination Arts

Silver – LNER

Bronze – The Content Works

Highly commended – Alibaba and Through The I

Highly commended – Software AG

**Best use of a celebrity or influencer**

Gold – WWF and Fresh Air Production

**Best use of data**

Gold – State Street Global Advisors and Living Group

Silver – Post Office and Boldspace

Bronze – iCrossing UK

**Most creative use of owned media channels**

Gold – Software AG

Silver – EPAM Continuum

**Best branded content publication**

Gold – Stanford Seed at the Stanford Graduate School  
of Business and Lower Street Media

Silver – Ocado and Sunday

Bronze – EPAM Continuum – Consumers Unmasked

Highly commended – EPAM Continuum –  
Consumer Banking Report

Highly commended – HPE and Lower Street Media

**Best branded content site**

Silver – Royal Institute of Chartered Surveyors and Sunday

Bronze – Hausfeld and Living Group

Bronze – KPMG UK and Spoke

**Best one-off content campaign**

Silver – The Craft Irish Whiskey Company and  
The Craft Distillers Group

**Best long-term use of content**

Gold – Embraer and Gravity Global

Silver – Iberdrola and Headland Consultancy

Bronze – Shell and Edelman London

**Best corporate storyteller**

Legal & General and Fresh Air Production

**Grand prix**

AAC Clyde Space and Bladonmore

# Best content campaign to assist with corporate positioning

## AAC Clyde Space and Bladonmore Gold

To launch its small satellite business into a new offering of providing data services from space, AAC Clyde Space worked with Bladonmore on a comprehensive content strategy. It targeted investors, customers and the media, focusing on the central idea of how space can help improve life on Earth. The 'Bringing space down to Earth' focus helped clarify the content – even for non-experts – as it visually and conceptually linked tech developments and AAC's activities back to critical human needs.

The campaign has supported the raising of new capital, a secondary market listing and the launch of a new subsidiary, among other successes. Judges thought the storytelling throughout the campaign was excellent, leading to impressive results. "They made their positioning much more compelling by making it real and tangible," said one judge.



## KPMG UK Gold

KPMG's ESG report, 'Our Impact' isn't a stale, once-a-year document, but a live hub updated year round to offer a transparent, engaging focus on the company's commitments. To position itself as a leader in ESG reporting and create a commercial advantage easily understood by clients, KPMG refocused on its people. By putting its own employees at the heart of the content, it walked the talk in showing clients how ESG commitments could be communicated effectively.

The multichannel campaign was successful internally, while also generating press coverage and social media impressions. "I loved the authenticity and diversity of the content," said one judge. Another added, "ESG is definitely a common topic, but they've proved it can be done well."



## Iberdrola and Headland Consultancy Silver

Spanish energy company Iberdrola engaged Headland Consultancy to help tell its energy transformation story to the Spanish public. A major media campaign not only improved familiarity with the brand, but boosted favourability as well. One judge praised it for "achieving a difficult task with a very difficult international business audience."



## Stater and Cognito Media Amsterdam Silver

Stater InMotion wanted to expand its Dutch operations into the German market. To do so, it worked with Cognito on a multichannel content strategy comprising a website update, a magazine and social engagement. The campaign yielded a number of leads and firmly established the bank as a German mortgage lender. One judge loved the way the campaign linked "the storytelling, creative and execution to new sales."



# Best content campaign to assist with corporate positioning



## Deutsche Bank Bronze

Deutsche Bank's communications through the pandemic saw it use film to discuss 'Solutions for uncertain times.' The short films slotted into a communications calendar that generated anticipation around each new release. It was a hit internally and with judges, one of whom said, "They embraced the pandemic situation and used it as an opportunity to engage and bring a strong emotional connection."



## ISG Bronze

ISG's 'The power of place' research report put ISG firmly at the centre of the workplace design for hybrid work. The research findings led to an integrated comms campaign around the way work has changed, yielding thousands of views across multiple channels. Judges praised the integrated campaign and the strong, topical angle of the research.

## Legal & General and Fresh Air Production Highly commended

Legal & General's 'Rewirement' podcast series with Fresh Air Production told an engaging story about the changing perceptions of retirement.



# Best content campaign to assist with reputation management

## Greater Anglia Gold

To reassure people as to the safety of train travel throughout the pandemic, Greater Anglia's 'Here for You' campaign led to a dramatic increase in the railway's reputation – and ridership. By engaging in a constant flow of messaging across multiple channels, Greater Anglia was able to communicate throughout a changing and tense situation. Communication from the company's leaders helped build trust and reassurance among Greater Anglia's audiences.

It also worked with regional influencers to achieve a 44% point boost in people who felt confident travelling by train after viewing the content. Judges found the link between the campaign's output and the reputational improvements clear and compelling. "This was a very good use of the communications function during the pandemic," said one judge, while others praised the creative use of low-cost, high-impact content to achieve results.

## Philip Morris International Bronze

Philip Morris International's (PMI) 'Unsmoke' campaign is designed to align it with a smoke-free future. By promoting behaviour change through engaging content, PMI was able to reach millions with its anti-smoking messaging.



Greater Anglia Travel With Confidence  
29.3K followers



Look at the measures Greater Anglia is doing to keep you safe

### All videos



NEW BLOG POST: We're looking forward to welcoming...  
33 - 14 comments - 1.2K views



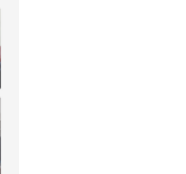
We've got special staff at our busiest stations to remind...  
5 - 1 comment - 1 view



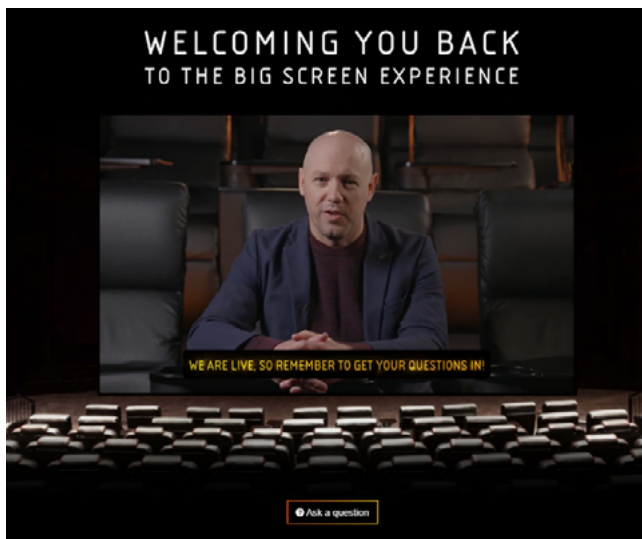
A message from Greater Anglia managing director...  
325 - 87 comments - 66.7K views

### BE INSPIRED

THE WORLD IS CHANGING. SEE HOW PEOPLE ARE SUCCEEDING.



## Best content targeted to the internal audience



### Vue Cinemas with Through The I and Tigerbond Gold

To reengage its young workforce following a year of furlough and months of shutdown, Vue Cinemas worked with Through the I and Tigerbond on an interactive virtual staff engagement event. Not only did the event have to provide key information about the reopening of cinemas post-lockdown, it had to address the anxieties and apprehensions of the workforce about returning to work during Covid-19. The event also had to hold the attention of a young, digitally-native audience – not an easy task in itself.

Vue took inspiration from the cinema experience itself, holding nothing back in interviews, polls, and Q&A with a cinematic, fast-paced tone. "It was definitely of our time and topical in meeting the return to work challenge," said one judge, adding that Vue exhibited a "good use of technology to target a younger workforce."



### KPMG UK Silver

KPMG's 'People Awards' was implemented to link the company's values with its response to Covid-19, while instilling a sense of pride in its global workforce. The awards generated 1,000 internal nominations and saw over 5,000 content views. "Nicely done," said one judge. "Good storytelling; great results."



### Applus+ Bronze

To turn employees into brand ambassadors, Applus+ delivered a multifaceted global campaign uniting the company from within. Having grown by acquisition, Applus+ needed to align its narrative and values across the business. "A challenging brief and well executed," said one judge. "Classic internal comms work."



### JTI and Ignis Bronze

JTI's LGBTQI+ network, Pride, was launched with a year-long content and events calendar, uniting the business' global employees. The inclusive, ambitious campaign offered people the chance to share their stories, provide support and identify with their colleagues. "A very clear, crisp campaign," praised one judge.

### Applus+ - Appeople Highly commended

Applus+'s Appeople magazine worked to deliver unity, clarity and engagement to the company's vast network of employees.

### Livv Housing Group Highly commended

Livv Housing Group's quarterly magazine, Focus, was a vital link between the business and employees during the pandemic because of a savvy shift to digital delivery.

# Best content targeted to the investor audience

## AAC Clyde Space and Bladonmore Gold

AAC Clyde Space needed to reposition itself as a data services provider, linking the technological advancements of space exploration with real-life examples of how it meets human needs. Bladonmore developed a content strategy that told a compelling story across multiple platforms, focusing on investors, analysts and the media.

By focusing on the real-world impact of space tech and AAC's work, investors were thoroughly engaged. The results were impressive, as AAC achieved three acquisitions, completed two capital raises and secured a secondary market listing. Judges loved the storytelling approach, with one adding, "The content makes space more accessible to a much wider audience. The contribution to the growth of the company was impressive."



## CFA Institute and Living Group Silver

The CFA Institute worked with Living Group to raise the profile of CEO and president Margaret Franklin. Through a leadership-focused content strategy, the organisation was able to raise its online profile and deliver strong engagement on its social channels. Judges thought there was a strong strategy and creative work behind this campaign, achieving commendable results.



## Deutsche Bank Bronze

Deutsche Bank's 'Solutions for uncertain times' video series packed a punch with investors. The video series was "compelling," and "believable," according to judges. It resonated with the investment audience too, particularly when focusing on ESG and the low-carbon economy.





## Best content targeted to the CSR community



### United Nations World Food Programme and Hurricane Gold

The United Nations World Food Programme wanted to bring the stories of the people affected by food insecurity to the Gen Z audience. They worked with Hurricane on a documentary-style film based in Chad. The documentary follows a local teen in one of the areas most affected by food insecurity and conflict. The film effectively develops an emotional connection between viewers and its subject, while also providing shareable assets and clear messaging with which young people can engage.

The result is “beautifully filmed, very compelling and very well targeted,” according to one judge. The #UniteToBeatHunger campaign also yielded a reach of 18.8m, which was 7,000% over the paid activity’s target KPI.



### Megalac and OST Marketing Silver

Megalac and OST Marketing worked with the Farming Community Network (FCN) on a campaign to support farmers’ mental health during the pandemic. The B2B campaign combined live virtual events with useful resources, influencer engagement and a walking challenge. Judges thought the tough challenge resulted in a well-executed and clearly targeted campaign.



### Patron Capital Partners and SEC Newgate Bronze

Patron Capital Partners’ work on its ‘Women in Safe Homes’ fund helps survivors of domestic violence find safe living spaces. To increase awareness of this, it worked with SEC Newgate on a social and traditional media campaign that improved its share of voice and recognition. One judge said, “CSR is clearly at the core of this organisation.”

### Deutsche Bank Highly commended

Deutsche Bank worked on #NotAlone, to support young people’s mental health during the pandemic through charity partnership and engagement.

The background is black and features several abstract geometric shapes. In the top left, there are green triangles and lines. In the bottom right, there are more green triangles and lines, some of which are white outlines. The main title is centered and consists of the words 'DIGITAL', 'IMPACT', 'AWARDS', and 'EUROPE' stacked vertically in a bold, white, sans-serif font. The word 'AWARDS' is the largest and most prominent.

# DIGITAL IMPACT AWARDS EUROPE

The Digital Impact Awards sets the industry-wide benchmark in digital stakeholder engagement. The event honours the best corporate digital communications work in Europe.

**[digitalimpactawards.com/europe/](https://digitalimpactawards.com/europe/)**

# Best corporate content during Covid-19



## LNER Gold

The pandemic hit the transport sector with particular challenges. Lockdowns and regulations meant that little to no people could travel for long periods of time. But, LNER didn't let that stop it from connecting with its audiences. The rail company delivered content campaigns that sought to reassure riders, inform employees, connect with people at home and showcase key moments of recognition.

The resulting content made a real impact across the country and solidified LNER's positioning as a digital-first communicator. "Nailed the assignment on all fronts," said one judge. Another said, "It's a good example of being agile, creative and engaging staff," adding that without the luxury of extensive planning time, LNER was still able to communicate an important message and engage employees with user-generated content, all while boosting its own reputation in the process.



## Oxford Sparks and Scriberia Silver

Oxford Sparks worked with Scriberia to create clear science communications that could allay some of the fears and misperceptions plaguing the pandemic. The animated content was clear and easy to understand. Judges loved it, with one saying, "A really good example of clear and effective communication during the pandemic."



## Alibaba and Through The I Bronze

Alibaba's traditionally in-person northern Europe event had to turn virtual. Through The I developed a news broadcast-style event that not only made an impact, but inspired excellent engagement across the business. One judge praised the "strong sense of belonging and good storytelling" derived from the event.



## Paysafe Bronze

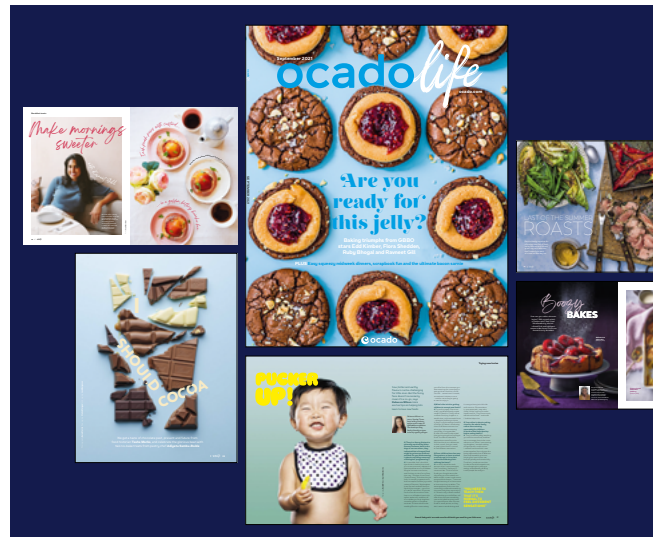
Paysafe's 'Lost in Transaction' research uncovered crucial information about payments, transactions and consumer habits during the pandemic. Judges found the research to be robust and impressive with one praising the comprehensiveness of the online content hub.

# Best use of print

## Ocado and Sunday Gold

Without a store with which to engage customers, Ocado's brand touchpoints have to work hard to build the brand. Its OcadoLife magazine is doing just that, and delivering results to boot. Not only does Ocado chart an uplift in basket value from every customer who requests the free publication, but its ROI on ad sales and branded content is clear and easily measurable.

Ocado and Sunday focused on delivering a title that isn't just a brand ambassador, but is a best-in-class food magazine, encouraging repeat readership and leading to an increased frequency – from six to 12 issues per year. Judges loved the production quality and readability of the magazine. One said, "This is a great content marketing case study with strong metrics that show a value-add for advertising."

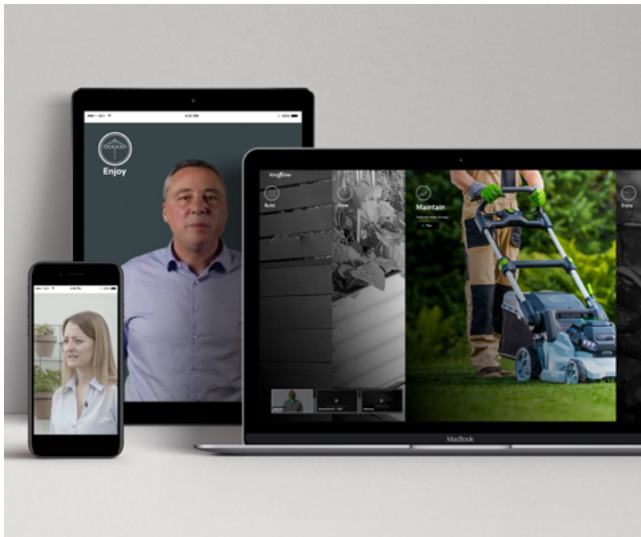


## Livv Housing Group Silver

Livv Housing Group's in-house title, Focus, had to shift to digital to meet its employees' needs during the pandemic. The magazine resulted in a continued connection between the organisation and its staff, providing a crucial lifeline at a difficult time. "Super effort around employee engagement," said one judge. Another added, "Great internal comms!"



# Best use of digital



## Kingfisher Group and LoveThat creative services of the BECG Group Gold

For Kingfisher's Outdoor Virtual Product Show, flexible access to content and a structure around a single event helped the company reimagine its annual show for a digital audience. BECG developed a digital event that created a two-way dialogue between Kingfisher's leadership team and its frontline staff.

The event was designed to capture key data about the audience's engagement with and comprehension of the content. Judges thought the conversational element of the event was a great decision for a company seeking to engage with employees throughout the pandemic. One judge praised it as a "smart use of digital to meet business needs in the pandemic."



## Embraer and Gravity Global Silver

Embraer's 'A force with nature' video campaign was a creative, impactful content strategy that allowed Embraer to capitalise on digital communications when in-person touchpoints were unavailable. Judges liked the "great use of digital with loads of exciting content; all very integrated."



## LNER Silver

Throughout the pandemic, the LNER has taken to digital to continue its ongoing conversation with its audiences. Using surprising events, milestone recognition, internal engagement tactics and unusual content formats to maintain engagement, LNER has become a standout digital communicator.



## Anglo American and the tree Bronze

To educate people about its new Smart Mining platform, Anglo American developed a digital content hub exploring mining and its impact on the environment. The platform resulted in increased readership and engagement year-on-year.

## Royal Institution of Chartered Surveyors and Sunday Highly commended

The Royal Institution of Chartered Surveyors worked with Sunday to successfully redevelop its print magazine, Modus, as a digital property.



# Best use of video

## Post Office and Boldspace

### Gold

The Post Office wanted to showcase the impact of cash on the UK economy while also encouraging government action to protect access to cash. The 'Save Our Cash' campaign – developed by Boldspace – was founded in research and delivered across multiple social media channels.

The stories shared in the videos explore community connections, domestic abuse, age and the impact of small businesses on the UK economy. The emotive narratives are thought-provoking and compelling. Judges thought the way the campaign brought together these multiple needs and narratives was impressive. "Really clear objectives and authentic storytelling with impressive results," said one judge, "Especially for a high-ask CTA, like writing to an MP." But it did work. The project has charted 8,703 letters sent to MPs via its campaign hub.



## Embraer and Gravity Global

### Silver

Embraer's video strategy was developed to communicate with audiences in a Covid-19 landscape where trade shows and airshows were a thing of the past. Gravity Global worked with the challenger brand on a visually stunning, interesting video strategy that caught the attention of audiences and communicated the aircraft company's climate commitments and points of difference.



## United Nations World Food Programme and Hurricane

### Silver

The UN World Food Programme worked with Hurricane on a social-first video that targeted Gen Z audiences and connected the issues of food insecurity and conflict. Judges called it "brave," and said it had "brilliant storytelling" as it made an impact among its young audience demographic as well.



## Best use of video



### **LNER**

#### **Bronze**

To launch its new Azuma trains, the LNER's comprehensive video strategy promoted the transportation innovation. But it also made an impact with national media as LNER's videos provided a key source of footage for national outlets limited by Covid-19 in terms of filming transport infrastructure. Judges thought the footage was beautiful and the strategy was well thought out.

### **UNHCR and Casual Films**

#### **Bronze**

The UNHCR had to shift from live video to animation when Covid-19 affected its annual Nansen Refugee Awards programme. Casual Films rose to the challenge with an animation concept that met the needs of the organisation while also providing engaging content for the UNHCR's social media audience.

### **The Craft Irish Whiskey Company and The Craft Distillers Group**

#### **Highly commended**

The 'Bonded by Spirit' video produced by the Craft Irish Whiskey Company was a stunning, emotive story that clearly communicated the brand's values. "Very emotional and very human," said one judge.

# Best use of animation

## UNHCR and Casual Films

### Gold

The UNHCR typically honours winners of its Nansen Refugee Awards through live video showcasing their commitments to supporting refugees. But, Covid-19 made the filming of live content difficult. The organisation worked with Casual Films on an animation strategy that still delivered compelling video stories of its award winners but adhered to Covid-19 restrictions and regulations.

Not only did this help the award programme go off without a hitch, but it made an impact with a broader audience on social media too, thereby expanding the reach of the UNHCR's message. Judges loved the adaptability inherent in the shift to animation. They also praised the simple style of animation as an excellent way to tell stories to a global audience and make the content feel safe and comfortable, despite the serious nature of the refugee crisis.



## Toyota Research Institute, Inc and Turnthepage

### Silver

The 'Future Home Vision' programme for Toyota Research Institute (TRI) is a series of animations that tests consumer response to future robotic technology. Turnthepage delivered excellent research-supported storytelling and an animation style aligned to the subject matter. Judges added that the style of animation was particularly compelling and innovative.



## Best use of a visual property



### PwC and Brunswick Creative Gold

To support the launch of new brand proposition 'The New Equation,' PwC worked with Brunswick Creative on a photo series that would set the tone for the new focus. The images had to incorporate PwC's commitment to strategy, powered by technology. The six location, four-day shoot resulted in striking, human photography that lends a cinematic quality to PwC's brand communications.

The resulting images were used across print, digital and OOH implementations, offering a different look at PwC's work and its commitment to its community and to problem solving. "Beautiful stuff! They created some great stories behind each photo. It really draws you in," said one judge. Another said, "Powerful imagery that delivered against the brief and created a strong link to purpose."



### Hausfeld and Living Group Silver

Hausfeld's brand and content strategy centres around a single visual property: an H that juxtaposes two related, yet distinct ideas. Living Group developed this visual device to highlight the law firm's different ways of thinking and promote its unconventional and pioneering state of mind. "I like the H. It really stands out from the competition," said one judge.

## Best use of audio or podcasts

### Legal & General and Fresh Air Production Gold

Legal & General's 'Rewirement' podcast challenged and transformed perceptions of retirement. Targeted at employees nearing the age of retirement, the podcast shared perspectives on 'well-lived' retirements, encouraging people to make the most of their time and their money.

Fresh Air Production ensured the human interest focus would spark connections between listeners, rather than act as a marketing tool for Legal & General. The resulting listenership was outstanding. Judges said, "I love the storytelling approach here," and "A fantastic use of a podcast to use personal, authentic stories to drive business goals."



### Vodafone UK and Listen Gold

Vodafone UK worked with Listen to launch its 'Business Unusual' podcast, celebrating challenger brands and entrepreneurship. Claudia Winkleman's expert hosting helped make the stories engaging and fun for listeners. And the series made a real impact with target audiences, who not only listened regularly, but subsequently visited the V-Hub microsite.

Judges thought the sustained, long-time strategy helped Vodafone surpass its audience expectations and reach a diverse audience. "An excellent use of a podcast to link to business objectives," said one judge. "A fun and lively format that achieved its goals."





## Best use of audio or podcasts



### **WWF and Fresh Air Production**

Silver

WWF's 'Call of the Wild' podcast – developed by Fresh Air Production – reached a young audience and acted as a call to arms for climate action. "Obviously a great podcast with some amazing guests," said one judge. Another praised the way the strategy opened key WWF topics up to new audiences.



### **Vestiaire Collective and Fresh Air Production**

Bronze

Vestiaire Collective's 'What Were You Thinking' podcast united fashion storytelling with Vestiaire's mission. The popular guests led to strong results and charity donations as Fresh Air Production's creative approach formed a connection between the brand and listeners.

### **ABB and Fresh Air Production**

Highly commended

ABB worked with Fresh Air Production to showcase how robots are changing the world in a podcast that capably explores complex topics for a niche audience.

### **Stanford Seed at the Stanford Graduate School of Business and Lower Street Media**

Highly commended

Stanford's 'Grit & Growth' podcast, with Lower Street, allowed it to reach key audiences in Africa and south Asia through stories of entrepreneurship and business growth.

The logo for the Corporate & Financial Awards is centered within a large white circle. The word 'Corporate' is in a teal sans-serif font. A large, stylized orange ampersand (&) is positioned between 'Corporate' and 'Financial'. The word 'Financial' is also in a teal sans-serif font. Below 'Financial' is the word 'Awards' in a larger, bold teal sans-serif font. The background of the entire page is a dark teal color, decorated with abstract geometric shapes: a dotted orange arc in the top left, a thin teal arc in the top right, a line graph with black dots on the right, and several horizontal teal bars of varying lengths on the right side.

# Corporate & Financial Awards

---

## OUR WIDE RANGE OF CATEGORIES INCLUDE

Best report (online/printed/CSR ESG)

Best use of digital media

Most innovative financial communications

Best M&A or IPO communications

---

The Corporate & Financial Awards programme celebrates and showcases excellence in financial communications and provides recognition for the efforts of staff, companies, agencies and beneficiaries.

[communicatemagazine.com/cfawards](http://communicatemagazine.com/cfawards)

A solid teal circle is located in the bottom left corner of the page.A teal arc is located in the bottom right corner of the page.

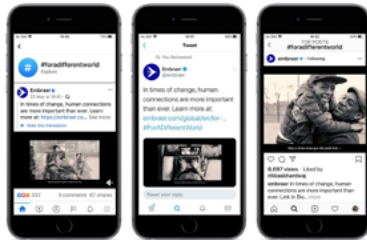
# Best use of content in a social context



## P&O Cruises and Sunday Gold

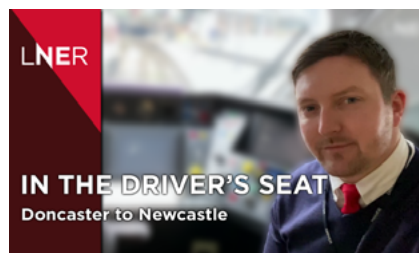
Celebrating the return of the Iona ferry service after 18 months of Covid-19 disruption, P&O Cruises worked with Sunday on a campaign documenting this exciting moment. The campaign was delivered across multiple social channels and focused on live events across Facebook, Twitter and Instagram. With visuals bringing to life the 'See the world in widescreen' call to action, all aspects of P&O Cruises' experience were highlighted in the social content.

Lush food spreads, immersive entertainment and awe-inspiring scenery all contributed to the cruise company making waves with its audience. The truly social-first content strategy was a winner for P&O as it reached 30 million people, including an audience of 18m people new to the brand. "Creative, engaging with high visibility and engagement," said one judge.



## Embraer and Gravity Global Silver

Challenger aircraft company Embraer worked with Gravity Global on a social campaign highlighting its key points of difference. The campaign tackled Covid-19 disruption and climate change through bold, exciting films designed for social impact. "You can just imagine how excited its target audience was about all those videos, photos and other tactics," said one judge.



## LNER Silver

LNER's Virtual Drivers' Cab Rides videos put an audience stuck at home through the pandemic into the driver's seat of its east coast mainline trains. The social films were a hit with audiences, who got a rare view of their former commuting lines. Judges thought this was a great idea that clearly resonated with LNER's audience.

## Best user-generated content (employee)

### LNER

#### Gold

The LNER communicated consistently with audiences along the east coast mainline throughout the Covid-19 period. To recognise its updated service to Edinburgh Waverley station, it encouraged employees to share what they love most about Scotland. Scottish staff took to the task with aplomb, highlighting key scenes along the route, favourite places and not-to-be-missed sights.

The video was released ahead of St Andrew's Day and yielded over 10,000 views. But the focus of the piece also helped the LNER emphasise its commitment to Scotland and its passengers. Judges thought the video was authentic, fun and lively. "You could tell the employees were engaged," said one. With others adding, "It linked strongly to their heritage and was an excellent way to instil pride," and "I loved the use of real employees and the simplicity of the messaging. The video made me smile."



### Applus+

#### Silver

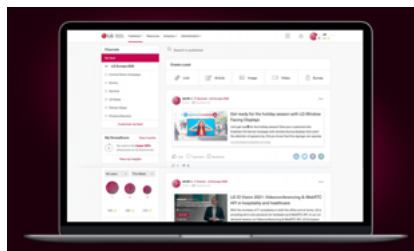
Applus+'s drive to unite its business behind a comprehensive internal comms strategy relied on content driven to its flagship magazine, Appeople, by employees themselves. Co-creating the magazine with staff resulted in a 25% interaction rate with the publication. Judges thought the shift to a new CMS was an inspired impetus for delivering an engaging new internal comms strategy.



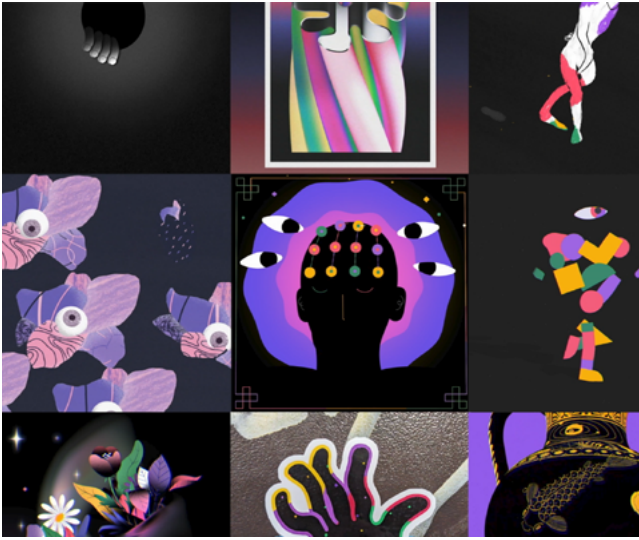
### LG Information Display Europe and TEAM LEWIS

#### Bronze

To create more social advocacy for LG's Information Display team, TEAM LEWIS trained 100 people across Europe in creating content for the company's blog and their own social media networks. Positive results have helped fuel greater brand recognition for the company. "I love the concept of employee ambassadors. I look forward to seeing what comes next," said one judge.



## Best user-generated content (external stakeholder)



### Adobe and Casual Films

#### Gold

Adobe wanted to inspire the global community of creatives to make their imaginations real through content creation. To do so, it worked with Casual Films on a series of videos generated by Adobe creators themselves. To provide uniformity across the series, a structure was put in place for artists to follow, without constraining them visually or thematically.

The series resulted in a breadth of work documenting creativity around the world. The strategy is uniquely suited to Adobe and well-aligned with its brand purpose. And, it served a useful purpose during the pandemic of engaging existing users and inspiring budding creatives alike.



# Best content-driven brand created community

## CFA Institute and Living Group Silver

To unite the chartered financial analyst community, Living Group worked with CFA Institute to build its LinkedIn community. In doing so, its CEO was put front and centre as the authentic voice of the community. The excellent engagement with the content speaks for itself, but judges added, "Impressive results, superbly executed."



## JTI and Ignis Bronze

JTI worked with Ignis on a comprehensive content calendar and strategy to support its internal LGBTQI+ community. Judges thought the long-term focus was a positive example of a company really committing to its employees. "Fantastic camping," said one judge. Another added, "They've managed to build a community with always-on content, not just for Pride [month]."



# Best corporate blog

Mon, 28/06/2021

Greener Anglia

What's happening about social distancing on your trains? >

Wed, 16/06/2021

Your journey

Walking and wildlife-watching in Essex >

Fri, 18/06/2021

Greener Anglia

Lockdown is easing – can I travel on Greater Anglia trains? Can I socially distance on them? >

Fri, 23/04/2021

Your journey

Railway memories of His Royal Highness The Duke of Edinburgh >

Mon, 12/04/2021

Latest News

Lockdown is easing – does this mean I can travel on Greater Anglia trains? >

Mon, 12/04/2021

Your journey

Can I use Greater Anglia trains this Easter? >

Mon, 29/03/2021

Your journey

## Greater Anglia Gold

To ensure it was communicating throughout the pandemic, Greater Anglia put its corporate blog to the task. Rail advice changed at a rapid pace due to Covid-19, requiring the blog to remain nimble and cover multiple topics for a broad audience. To achieve this, Greater Anglia worked to anticipate readers' questions, deliver engaging stories and provide useful information for railway users. Since July 2020, Greater Anglia has published 114 blog posts.

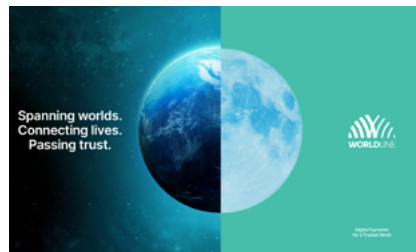
Targeting specific posts at discrete audiences helped Greater Anglia to ensure its message was hitting home. And the audience listened; with over 20,000 views of posts throughout the year. "I really liked this," said one judge. "Very down to earth, with a good level of empathy." Another said, "They really used their connected audience to their advantage to provide relevant info. This is a positive use of blogs."

## Worldline and TEAM LEWIS Silver

Payments brand Worldline worked with TEAM LEWIS to build awareness during key industry event Sibos 2020. The resulting wealth of content delivered a third more web traffic to the Worldline site than prior to the event. Judges thought the real-time live blogging was a smart strategy. One added, "Very relevant and sparky. They harnessed their knowledge of the industry well."

## Paysafe Bronze

Paysafe Insights, the payment platform's in-house blog plays a key role in its employer brand strategy. After refocusing the blog on corporate strategy, CSR and people, it has delivered tens of thousands of views and website visits. Judges were impressed with the volume of work and the audience segmentation.



**Putting the insurance industry back in safe hands**  
How to make the most of payments in digital transactions  
+ 100 minutes

**A completely cash-free society is a myth. Here's why.**  
How can digital payments be introduced to cash payments in a convenient and safe way for all? And in the end...  
How much? 100 minutes  
+ 100 minutes

**My Paysafe: A week in the life of Charlotte Edwards**  
On 12/06/2021 Charlotte is a strategic partnership manager, working in our financial office.  
+ 100 minutes

**Black History Month: Why I'm proud to be**  
On 12/06/2021 This Black History Month, we're working to Black colleagues and visitors...  
+ 100 minutes

**De-branding gas stations: what happens next?**  
On 12/06/2021 Gas stations that are not only convenient but also sustainable and green...  
Can it really be that simple? + 100 minutes

**100 online sportsbooks: why payments are key to player acquisition**  
On 12/06/2021 Starting potential players to open a sports betting account is highly competitive and...  
Can it really be that simple? + 100 minutes

# Best use of content in a live or experiential setting

## Johnnie Walker Princes Street and BRC Imagination Arts Gold

Whisky tourism is a booming industry in Scotland, Johnnie Walker Princes Street was primed to capitalise on. But, to bring its central Edinburgh location to life, and tell the story of the renowned Irish brand, it worked with BRC Imagination Arts to bring the past to life in a contemporary way. The resulting experience draws on the brand's archives to connect traditional values to modern features, like sustainability and an international audience.

The experience delivers for newcomers and connoisseurs both as it has swiftly become one of the UK's most well-loved attractions. "A great example of immersive content used in a physical setting," said one judge. Others praised the impressive cultural and brand impact the experience has had. "Superbly executed," said another judge, with one adding, "There is some very exciting content and a celebration of heritage. I love feeling the sense of place, not just through the building, but the people as well. I definitely want to visit!"



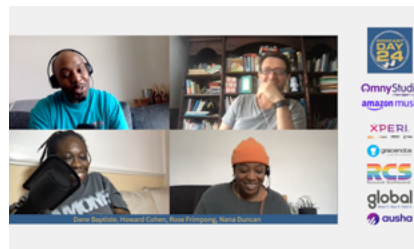
## LNER Silver

The LNER 'Legends' awards recognised staff who went above and beyond the day job. The TV broadcast-style programme was delivered from the National Railway Museum in York and resulted in viewers who also engaged heavily with the content through internal channels. "This event ticked so many boxes. It had strong engagement with the wider team and brought people together."



## The Content Works Bronze

Podcasting conference Podcast Day 24 had to shift to a digital model in the pandemic. To do so, it delivered a live, virtual, 24-hour event that united people around the world. Judges thought the scale and complexity of this project were massive challenges which The Content Works overcame admirably. "An impressive global undertaking on a grand scale," said one judge.



## Alibaba and Through The I Highly commended

Alibaba's virtual European technology conference – crafted alongside Through The I – resonated well with attendees, who enjoyed the style and quality of the content delivery.

## Software AG Highly commended

Software AG had to transition its major marketing event to a virtual medium. In doing so, it created connected messaging, interesting stories and informative content to its key audience.

## Best use of a celebrity or influencer



### WWF and Fresh Air Production Gold

WWF's 'Call of the Wild' podcast was designed to make an impact. Radio 1 presenter Cel Spellman was brought on board as its host, but the series needed a first guest who would stand out. None other than Sir David Attenborough joined the podcast. The podcast, created alongside Fresh Air Production, delivered a call to arms for young people.

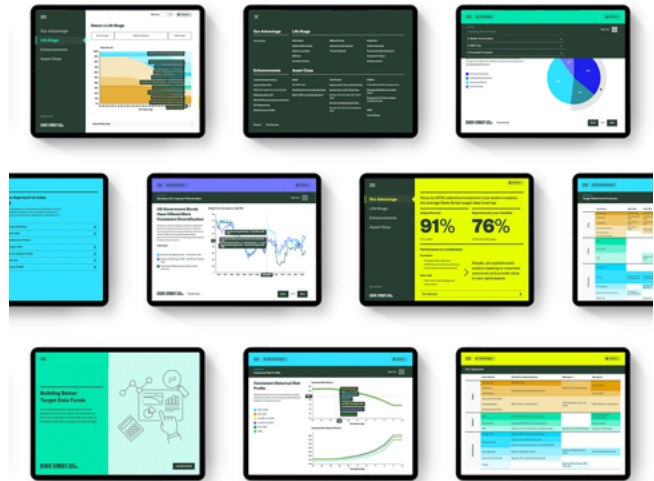
Following Attenborough's appearance, further celebrities and influencers were brought on board for guest spots. The podcast generated almost 60,000 listens and over 300 pieces of press coverage as a result. "A really fantastic podcast backed up by solid PR," said one judge. Another praised it for being "brilliantly produced and edited; emotive and informative."

# Best use of data

## State Street Global Advisors and Living Group Gold

To support financial advisers in communicating about the complex subject of target date funds, State Street Global Advisors worked with Living Group on a data visualisation project. The content is comprised of 30 active screens linked together with a strong narrative about the use of target-date funds to improve a retirement portfolio. Alongside the rollout of the data tool, State Street offered internal training to enable employees to share that narrative with authority.

Judges thought this complicated topic was tackled expertly by Living Group. "The solution appears to have helped people better understand an investment option" said one judge. Another praised the content for its "use of data to bring [investments] to life through visualisation and tools."



## Post Office and Boldspace Silver

The Post Office worked with Boldspace on a content campaign to talk about the use of cash in the UK. The project was entirely data-driven, with copious research informing the strategy and creative behind 'Save Our Cash.' Judges thought the way data informed the project led to it putting user needs at the heart of the campaign by engaging people through different content formats.



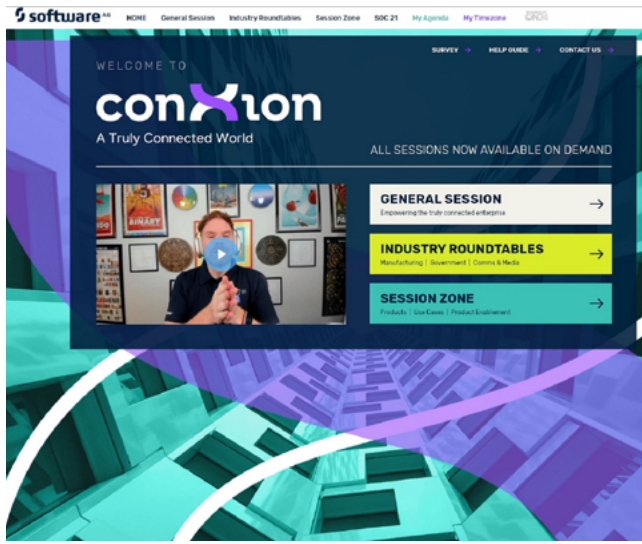
## iCrossing UK Bronze

In support of its drive to create a tool to identify healthcare professionals' search intent – distinct from that of patients – iCrossing created an automated tool that recognises patterns in medical professionals search language and behaviour. The massive volume of keywords contributing to it led to a successful and useful tool.

Keyword	Avg. Monthly searches	Avg. Monthly VCF searches
Cardiac catheter diagnosis	260	71
Coronary artery disease		
Myocardial infarction (MI)	1,000	100
Myocardial infarction (MI) symptoms	1,000	100
Myocardial infarction (MI) treatment	1,000	100
Myocardial infarction (MI) prevention	1,000	100
Myocardial infarction (MI) risk factors	1,000	100
Myocardial infarction (MI) diagnosis	1,000	100
Myocardial infarction (MI) prognosis	1,000	100
Myocardial infarction (MI) recovery	1,000	100
Myocardial infarction (MI) complications	1,000	100



# Most creative use of owned media channels



## Software AG Gold

Software AG's premier marketing event had to turn virtual due to the pandemic. But, it didn't let that hamper the creativity or the impact of the event. Through conXion, Software AG wanted to boost brand awareness, tell a consistent story and generate new leads for its sales pipeline. It also had to fight Zoom fatigue to achieve impact.

It delivered a multi-pronged communications strategy ahead of the event using internal channels, email marketing and social media – alongside a comprehensive content hub – to promote viewership. And the content-rich strategy paid off with an average session duration of 86 minutes. Judges found the strategy to be excellent, with one praising the use of the "right channels at the right time" to achieve excellent results.

Happy National Cyber Security Awareness Month! Are you doing all you can to #BeCyberSmart? Learn more now and throughout the month here:  
[@codemonkeysam](https://ow.ly/HvIC50BH9ltz)



## EPAM Continuum Silver

To take the US' National Cybersecurity Awareness Month global, EPAM Continuum delivered a targeted video series that yielded almost 200,000 views. Judges thought the research behind this content strategy was comprehensive and supported the campaign's success. One judge praised the team's ability to adapt the approach mid-campaign to account for insights derived from the campaign itself.



Cravenhill Publishing, publisher of Communicate magazine and Transform magazine, organises a number of industry leading awards programmes that seek to benchmark and reward best practice in the fields in which they operate.

## EVENTS HOSTED BY COMMUNICATE MAGAZINE



## EVENTS HOSTED BY TRANSFORM MAGAZINE



## Best branded content publication



### Stanford Seed at the Stanford Graduate School of Business and Lower Street Media Gold

Stanford Seed – an initiative within Stanford's Graduate School of Business which supports entrepreneurs in Africa and south Asia – launched a podcast called Grit & Growth alongside Lower Street. The 18-episode series features insights and lessons from entrepreneurs and industry experts. Not only does it help promote Stanford to a global audience, but it provides valuable resources to businesspeople in its target regions.

The massive listenership is strongest in key target areas of India, Vietnam, Kenya and Nigeria. Judges thought it was excellent too, praising the strong link between the school and the podcast's purpose. Others loved the title, the compelling and inspirational content, the impact and the reach of the podcast.



### Ocado and Sunday Silver

Ocado's in-house magazine, developed with Sunday, has made a real impact, not just for brand affinity, but for the bottom line as well. Readers of OcadoLife have demonstrated an increase in basket size, often adding products promoted in the magazine. It's a boon for advertisers, readers and Ocado alike. "Amazing results that showed a real difference. The imagery is appealing and inspirational," said one judge.



### EPAM Continuum – Consumers Unmasked Bronze

EPAM Continuum's 'Consumers Unmasked' study examined shifting consumer motivations through the pandemic. Its report was not only comprehensive, but helped support brands in making the right strategic decisions following the disruption of Covid-19. Judges thought the research was impactful, interesting and aligned well with the brand's purpose.

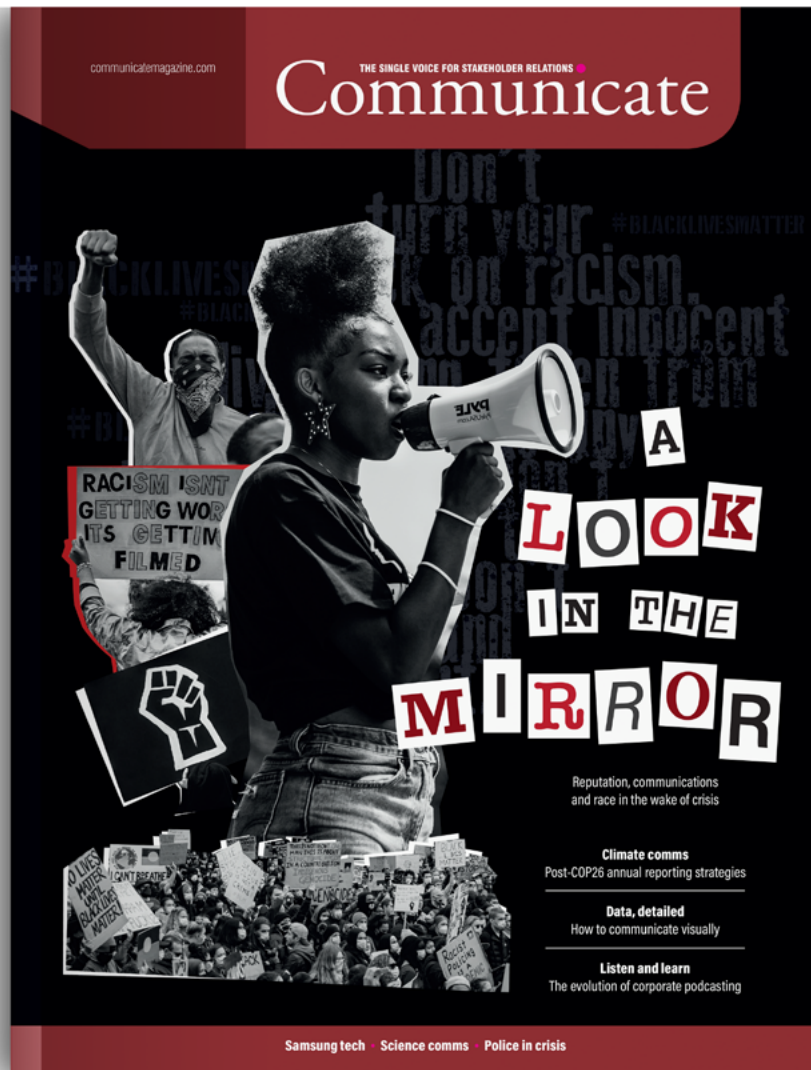
### EPAM Continuum – Consumer Banking Report Highly commended

EPAM Continuum's 'Consumer Banking Report' examined the impact Covid-19 had on the financial services industry, positioning the company as a thought leader in the sector.

### HPE and Lower Street Media Highly commended

Hewlett Packard Enterprises worked with Lower Street to tackle misperceptions and confusion in emerging tech through its 'Untangling Technology' podcast.

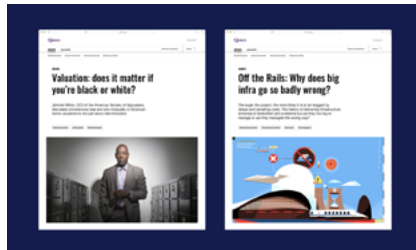
# The single voice for stakeholder relations



To see your work or insights featured in Communicate magazine,  
email Molly at [molly.james@cravenhillpublishing.com](mailto:molly.james@cravenhillpublishing.com)

[www.communicatemagazine.com](http://www.communicatemagazine.com)

## Best branded content site



### Royal Institute of Chartered Surveyors and Sunday Silver

The Royal Institute of Chartered Surveyors worked with Sunday to transform its Modus print publication into a digital site. The six-month content strategy resulted in an increase in visitors and an increase in time spent on-site. The new site is engaging, interactive and helps bring the organisation's mission to life for its global audiences.



### Hausfeld and Living Group Bronze

Living Group's rebrand of law firm Hausfeld put content at the heart of the firm's website. Not only did it help reinvigorate the brand visually, but the new site draws attention to Hausfeld's industry-leading expertise and insights. "The creative output is of a very high standard and this site captures the brand extremely well," said one judge.



### KPMG UK and Spoke Bronze

KPMG's 'Our Impact' ESG report is more than a stale PDF delivered once a year. Instead, it is a live website updated throughout the year, documenting the company's commitment to its people and its communities. One judge called it "an excellent site with demonstrable benefits to KPMG's brand."

## Best one-off content campaign



### The Craft Irish Whiskey Company and The Craft Distillers Group Silver

Through an emotive story of whiskey distiller Jay Bradley, CEO of the Craft Irish Whiskey Company, the Craft Distillers, Group offers a beautiful, fascinating look inside Irish whiskey. Judges loved the high-quality film and the personal context, lending a "very emotional and very human" view to the business of distilling.



“Saving our planet is a communications challenge”

Sir David Attenborough

**While the last 12 months have been some of the most challenging on record for business, they have been even more challenging for our planet.** At Gravity Global, we have been working with our clients to put sustainability and responsibility at the heart of their brands – launching global programmes that deliver against their ESG goals and shared ambition of achieving Net Zero. [gravityglobal.com](https://gravityglobal.com)



**gravity**  
GLOBAL

# Best long-term use of content



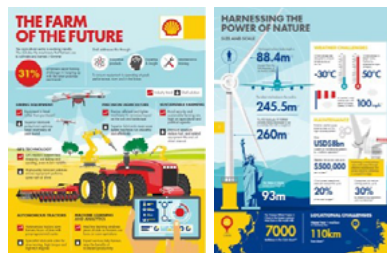
## Embraer and Gravity Global Gold

Embraer is a Brazilian aircraft manufacturer that is taking on audience perceptions and building brand awareness in a bold way. Its challenger status has helped fuel its content strategy as it worked with Gravity Global on a long-term video-first social media content plan. The campaign, 'A force with nature' tackles the topics of Covid-19, tech innovation and climate change through quality video, exciting graphics and clear messaging. And it really hit the mark. The content delivered for the company in the absence of airshows and other trade events, while also finding a new, vocal audience on social media. "A stunning campaign," said one judge. Another added, "Impressive creativity to gain share of voice against the big boys. A creative way to reach customers during Covid-19. Aggressive and impactful."



## Iberdrola and Headland Consultancy Silver

Iberdrola is on a mission to change its perception among the Spanish public. To do so, it worked with Headland Consultancy on a long-term content strategy focusing on its commitment to renewable energy. The campaign's clear objective has helped it speak to a targeted audience and deliver a big impact across Spain and far beyond.



## Shell and Edelman London Bronze

To focus on the impact of its products, Shell worked with Edelman to put its customers at the heart of its communications. Shell Lubricants' customers stories formed the basis of marketing content that delivered 92% higher engagement rates than previous Shell content. Judges thought this campaign featured high-quality, well-executed content.

## Best corporate storyteller



### Legal & General and Fresh Air Production Winner

Legal & General Retail Retirement is focused on helping individuals to lead longer, healthier and happier lives in retirement. To achieve this goal, Legal & General partnered with Fresh Air Production, an award-winning audio production company, to produce a new podcast series that would engage with the audience and explore what it means to have a colourful retirement. The 'Rewirement' podcast, hosted by Radio and TV presenter, Angellica Bell, featured inspiring retired guests with a great story to tell. Each episode also included a breakdown of the lessons learnt from each story and expert advice from professionals. The podcast specifically focused on stories that were relevant to the audience of retired individuals, from travel in retirement, relocating or finding love.

With a listen-through rate of 83% and an impressive average listening time of 26 minutes, the results clearly prove the storytelling strategy was engaging and captured the attention of its audience. "I never expected people aged over 50 to really engage with podcasts, but the engagement they received was unbelievable and way above the benchmark," said one judge. Legal & General successfully injected new life into its storytelling strategy and used audio to bring topics, that can traditionally be seen as overwhelming or boring, to life. Other judges simply stated, "excellent host and great results," "a genuinely great idea" and "engaging yet informative." The fresh storytelling strategy, bold creative and impressive engagement statistics make the 'Rewirement' campaign a clear and deserving winner of the 'Best corporate storyteller' award.





PODCASTS FOR BRANDS

# HOW DO I MAKE A BRILLIANT PODCAST FOR MY BRAND?

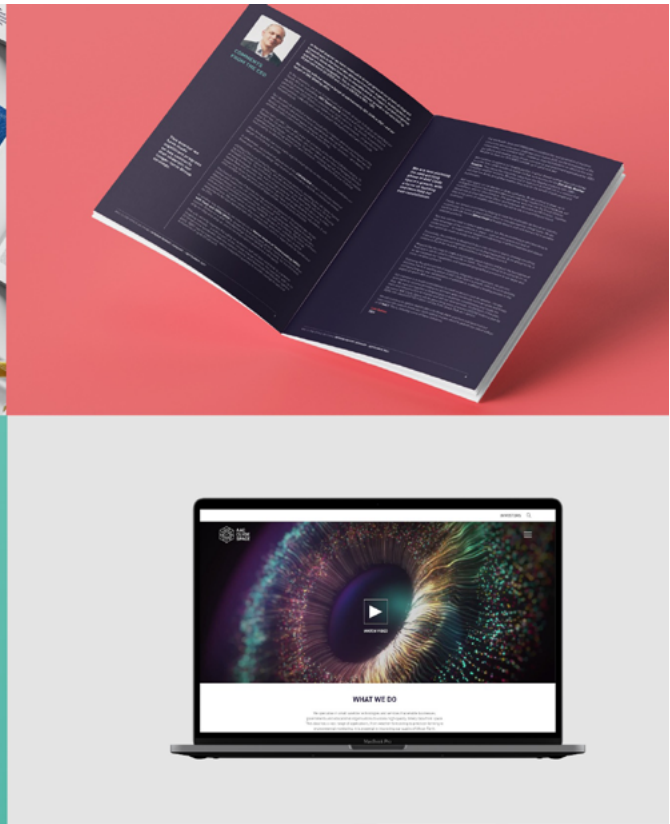
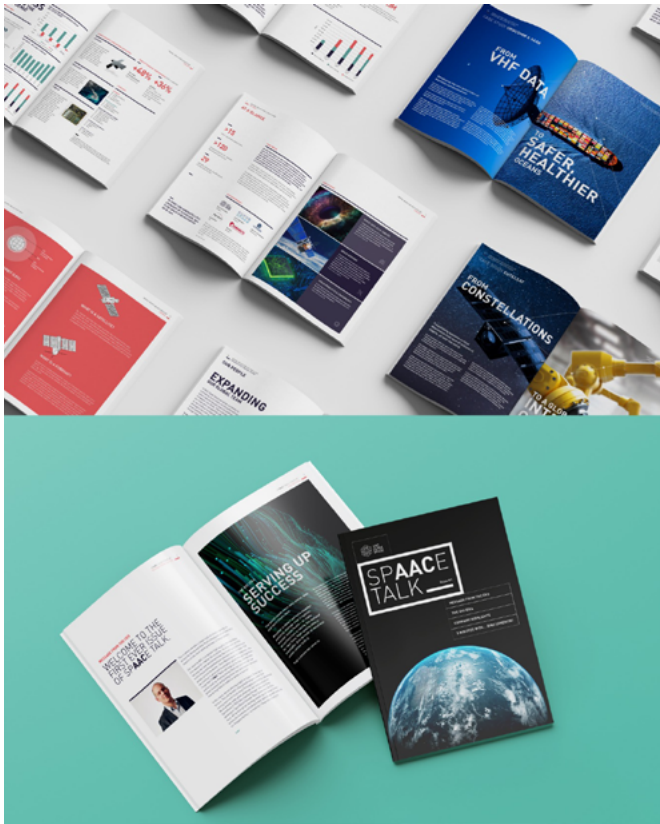
LISTEN TO 'FRESH EARS' TO FIND OUT HOW



SCAN ME



# Grand prix

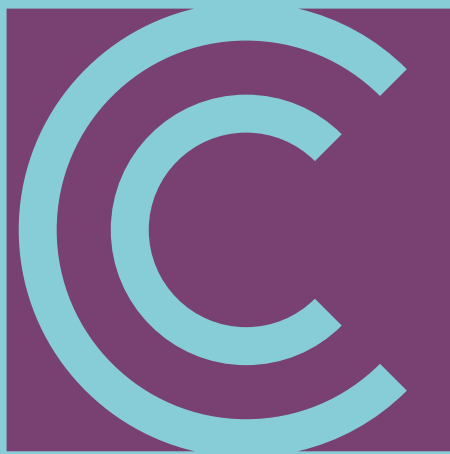


## AAC Clyde Space and Bladonmore Winner

The global small satellite market is expanding rapidly, driven by technological advances, falling costs and an insatiable demand for data. Bladonmore was brought in to support leading new space company, AAC Clyde Space, to deliver on its ambitious growth plan. Since 2020, Bladonmore has supported AAC in its mission to reposition the company from a small satellite manufacturer to a world leader in data services from space. The transformation consisted of an extensive and thorough upgrade of AAC's entire investor communications suite. From a revitalised website and a series of online films to a digital and PDF annual report and a new quarterly magazine. Bladonmore truly brought AAC's vision to life and placed the core brand belief, that space can help improve life on earth, at the centre of all its communications.

Bladonmore understood that good communication is essential to ensuring the market understood the rationale and potential impact behind AAC's offering and decisions. The content successfully built confidence in the new strategy among investors, customers and the media. The results speak for themselves, with two successful capital raises, three strategic acquisitions and positive stakeholder feedback in the year following completion. Judges were impressed by the clear execution of objectives, beautiful aesthetics, and strong business results. "Excellent central idea, clearly showing how space can improve life on earth," said one judge, while another simply stated, "a clear frontrunner for the Grand prix."





Corporate  
Content  
Awards  
Europe 2023

**OPENING FOR ENTRIES**  
**23 MAY 2022**

The Corporate Content Awards is the only awards event in Europe to benchmark and reward corporate storytelling and the use of narrative to call corporate audiences, across owned, earned and bought media.

**[corporatecontentawards.com/europe-awards](https://corporatecontentawards.com/europe-awards)**

