



Corporate
Content
Awards
North America 2022

WINNERS BOOK

Welcome



This is the third year for the Corporate Content Awards North America. Perhaps 2020 wasn't the best year to launch an awards program but we had seen how companies increasingly saw the important role narrative and storytelling techniques played in corporate communications.

Despite the problems we've faced, the awards programme has grown in entries every year, and 2022 has been no different. If anything, the pandemic has meant companies have needed to make more tangible the relationships with their various publics, and they have done this through the oldest method of communication - storytelling.

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!

Andrew Thomas
Founder
Cravenhill Publishing

- 4 Judges**
- 7 Winners**
- 8 Best content campaign to assist with corporate positioning**
- 9 Best content campaign to assist with reputation management**
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- 16 Best use of audio or podcasts**
- 17 Best use of a visual property**
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- 25 Best use of data**
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- 29 Best corporate content during Covid-19**
- 30 Grand prix**

Judges



Carolyn Clark
Vice president, employee experience strategy and transformation
Simplr

From producing product PR, media relations and corporate comms, to leading internal and HR communications at major tech companies, such as Yahoo, Oath, GoDaddy, and Opendoor, Carolyn has a wealth of experience. In 2018, Carolyn launched After Ever Communications to expand her employee communications work to a variety of clients and industries. In 2022, Clark joined Simplr, an employee experience platform, as the vice president of strategy and transformation.



Nira Gale
Vice president of communications
Transportation Insight

Nira has over 20 years' communications experience, spanning the private, public and not-for-profit sectors. In 2017, she moved from the UK to the US. She is the vice president of communications at Transportation Insight. Nira's experience includes the development of local and global award-winning communication strategies, crisis management, media relations and employee communications.



Chris Jackson
Director, global content and social strategy
Lululemon

Chris is the director of global content and social strategy for Lululemon. He is a strategic and creative social specialist with over 10 years of experience in devising and managing social and digital strategies for lifestyle, tech, and consumer brands.



Brittany Kruk
Director, corporate storytelling and social media strategy
Walgreens Boots Alliance

Brittany is an award-winning brand journalist, creative storyteller and strategic communications leader who believes that marketing is no longer about the stuff you sell, but about the stories you tell. She has spent over a decade at Walgreens and Walgreens Boots Alliance leading a corporate storytelling and social media team at the global and local level.



Gabriella Lourie
Senior manager, communications
DailyPay

Gabriella is the senior manager of corporate communications at DailyPay, a leading fintech company, where she is responsible for positioning the DailyPay brand through storytelling and media relations. Previously, she was on the brand and communications at real estate company Compass, where she led comms strategy and execution for product launches, expansion, M&A, executive communications, and served on the IPO readiness and execution team. Gabriella started her career at Weber Shandwick taking on their social impact and digital teams.



Duncan Shaw
Chief creative officer
Living Group

As a co-founder of Living, Duncan has over 20 years' brand and marketing experience for numerous corporate B2B and B2C clients across the globe. During this time, Duncan has gained specific insight into many of the current communication challenges within the financial, professional services and technology sectors. Duncan is also responsible for the development of new accounts and continued client relationships, strategic planning on large client projects, as well as the day-to-day management of our fast-paced businesses in New York, London and Hong Kong.

Judges



Silvia Van den Bruel
**Marketing and brand
development director**
Hausfeld

Silvia is the marketing and brand development director at Hausfeld London, brings over 25 years of experience in both financial and professional services marketing, gained at leading financial institutions in the City, global private equity, at the Bar and in law firms. As a strategic and creative thinker, she demonstrates a successful track record in change and reputation management, setting up teams from zero and building brands.



Teri Wade
**Director of communications
and influence**
Rippel

Teri has over 25 years of experience leading non-profit communications and marketing programs for organizations in a variety of fields, including health and human services, education, philanthropy, and social research. She has served as a strategic communications consultant to numerous mission-driven organizations, helping them to develop strategies that build their visibility and influence. Teri currently serves as director of communications and influence at The Rippel Foundation, a non-profit that works with health-focused partners throughout the United States to foster a future of equitable health and well-being.

WINNERS

Best content campaign to assist with corporate positioning

Gold – BOK Financial

Silver – Imagination Technologies and Cheerful Twentyfirst

Bronze – Peregrine Communications

Best content campaign to assist with reputation management

Silver – Aecon Group Inc.

Best content targeted to the CSR community

Gold – LivaNova

Bronze – Aecon Group Inc.

Best content targeted to the investor audience

Gold – CFA Institute and Living Group

Silver – Aecon Group Inc.

Bronze – MFS and Imprint

Best content targeted to the internal audience

Gold – The Dufresne Group

Bronze – LivaNova

Bronze – Wolters Kluwer Enablon

Best use of video

Gold – GE Healthcare

Gold – Random42 Scientific Communication

Silver – The Dufresne Group

Bronze – Greene Tweed

Best use of audio and podcasts

Silver – EPAM Systems Inc.

Bronze – Sands Capital and Imprint

Best use of a visual property

Silver – Broadridge and Living Group

Best copy style and/or tone of voice

Gold – GE Healthcare

Bronze – Content Science

Best corporate blog

Gold – Taos Footwear and Taktical Digital

Best use of content with an existing external community

Gold – CFA Institute and Living Group

Bronze – Content Science

Best use of content in a live or experiential setting

Silver – Trademark and Slow Clap

Most creative use of owned media channels

Gold – GE Healthcare

Best branded content publication

Gold – EPAM Systems Inc.

Silver – Broadridge and Living Group

Bronze – T. Rowe Price and Imprint

Best branded content site

Silver – BOK Financial

Best use of data

Gold – Teck and Major Tom

Silver – Broadridge and Living Group

Silver – Ivanti

Bronze – FlexShares and Imprint

Best interactive content

Gold – State Street Global Advisors and Living Group

Best long-term use of content

Gold – GE Healthcare

Bronze – Content Science

Best corporate content during Covid-19

Gold – Trademark and Slow Clap

Grand prix

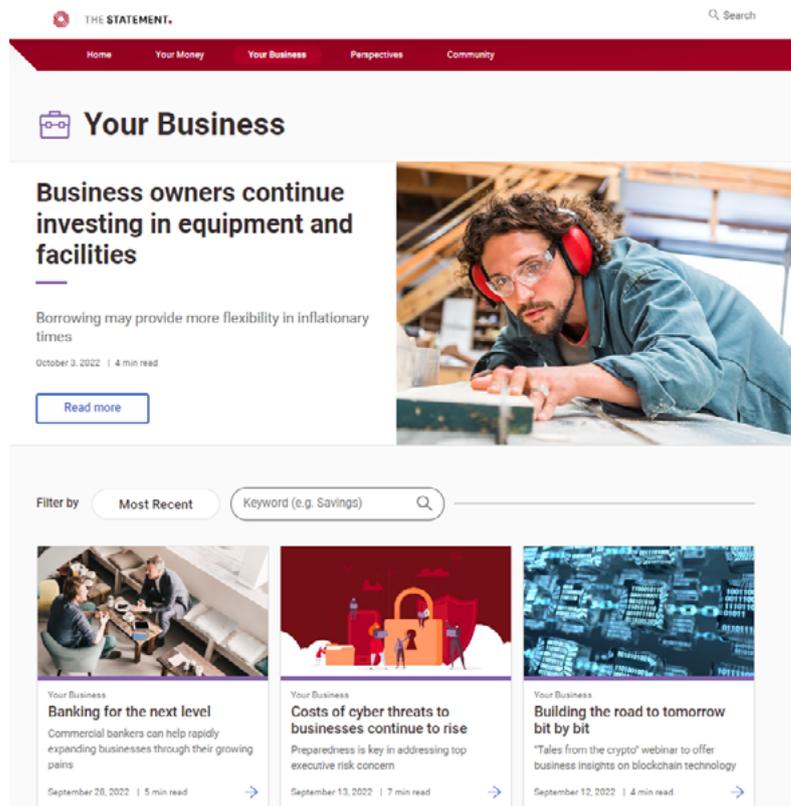
Winner – GE Healthcare

Best content campaign to assist with corporate positioning

BOK Financial Gold

BOK Financial's excellent initiative uses a research-informed business case to pitch brand journalism to leadership in 2019, in an effort to shift from product marketing to thought leadership and consumer education. Despite the pandemic derailing its progress just as the initiative was set in motion, the BOK Financial team managed to remain focused on its goal of producing owned content.

The brand journalism program is hoped to provide a powerful avenue to build brand recognition, increase visibility for company experts and give target audiences easier access to valuable information. Judges praised the clarity of the entry's objectives and strategy, and its impressive results. One judge said, "BOK Financial did meaningful research. The initiative demonstrates a shift in approach and meaningful outcomes."



Imagination Technologies and Cheerful Twentyfirst

Silver

After a difficult two years, Imagination Technologies wanted to re-energize its internal teams, reconnect with customers and boost its recruitment drive. The film project follows the story of two climbers scaling a mountain, sporting an analogy which focuses on human values. Judges described the entry as a "beautiful submission" demonstrating "tremendous research and effort."



Peregrine Communications

Bronze

Peregrine's report brings together corporate communications, digital, design and branding with strategic insight, to help clients meet and exceed their objectives. The report uses home channels and earns media for leverage and distribution. Judges described the entry as "beautifully designed", with clear evidence of time and effort invested into their work.



Best content campaign to assist with reputation management



Aecon Group Inc.

Silver

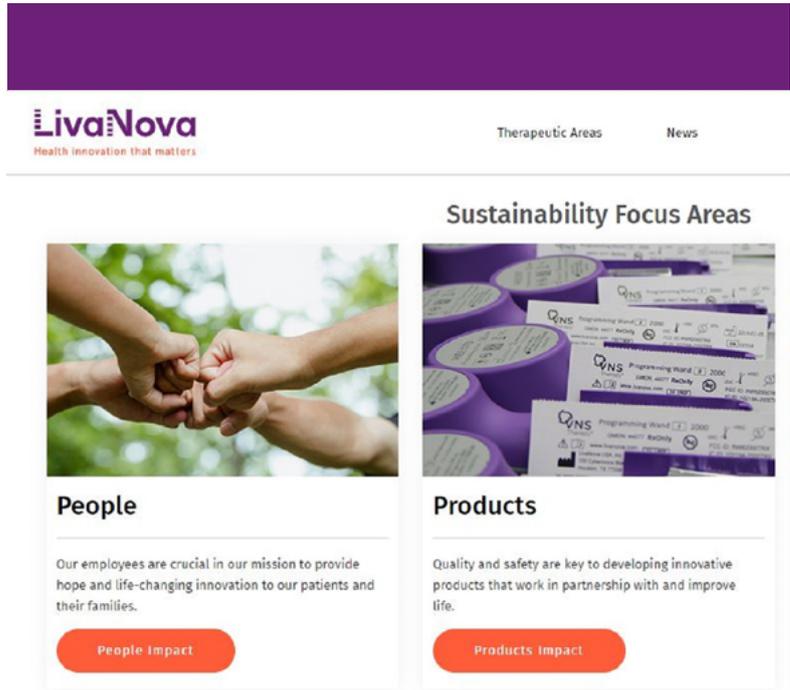
Aecon Group designed its campaign to celebrate employee pride. #AeconProud campaign hopes to reignite pride in Aecon decision to remain a Canadian, publicly traded company. Judges described the entry as exhibiting a “mix of physical-meets-digital” and as a “solid campaign with good social results.” One judge said, “A good link between internal and external.”

Best content targeted to the CSR community

LivaNova Gold

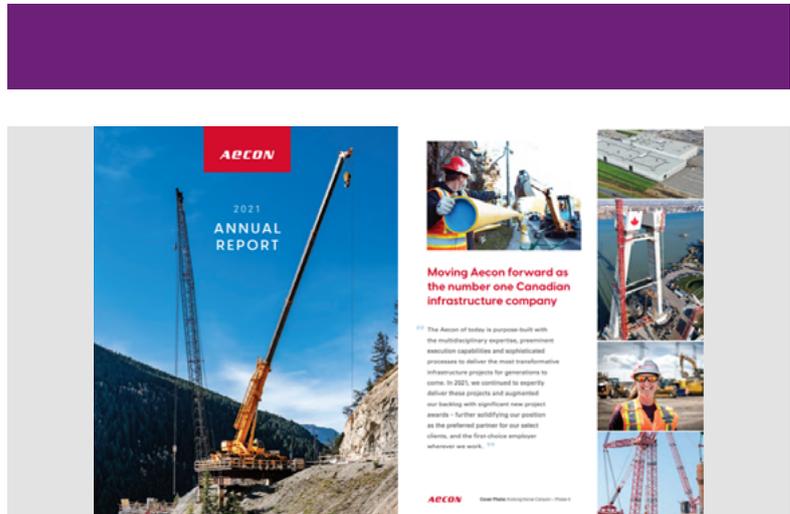
LivaNova’s entry seeks to answer the question: “are we telling the full story?” The company’s inspiring entry demonstrates its commitment to improving ESG transparency for around policies and practices for its audiences. LivaNova repositioned its ESG priorities into categories ‘People’, ‘Planet’ and ‘Products’ in a section of its website dedicated to sustainability, unveiling the new sustainability webpages via social media and at its ‘Investor Day’.

This move resulted in audiences sharing that they felt they had a greater understanding of LivaNova’s efforts to be a strong corporate citizen and saw the sustainability section receive improved scores with ESG rating agencies. Judges praised the “strong and detailed” entry. One judge said, “This is an impressive use of a limited budget with a tight deadline.”



Aecon Group Inc. Bronze

#AeconProud campaign was created to reignite pride in Aecon remaining a Canadian, publicly traded company, and to ensure that employee pride is recognized. Since the project’s launch in 2018, results showed a 41% increase in audience across social media channels and 155% increase in engagement year-over-year.



Best content targeted to the investor audience



CFA Institute and Living Group Gold

CFA Institute and Living Group's entry is an effort to create and connect a strong online community, with the objectives of bolstering connections, amplifying the reach of thought leadership, evangelizing CFA's mission to promote high ethics standards, and engaging and inspiring. This was done through placing CFA Institute's CEO and president, Margaret Franklin (Marg), at the heart of this initiative.

Marg's social media positioning sought to provide a calm voice and guiding light for her audience throughout the pandemic. A planned thought leadership schedule was designed to map out an effective calendar for Marg's posts and to curate an intellectual and approachable online persona. Results were impressive, with a 939% increase in LinkedIn followers, a 62% increase in LinkedIn connections and a 55% increase in Twitter followers, since the initiative's launch.



Aecon Group Inc. Silver

Employee pride is at the heart of Aecon Group's campaign. The #AeconProud campaign aims to reignite pride in Aecon remaining a Canadian publicly traded company. Judges were impressed by the campaign's results and clear objectives.



MFS and Imprint Bronze

MFS was looking to increase its awareness of active management capabilities among its institutional investor audience in North America. Judges were impressed by the 360 campaign and consistent design, praising the "experimental approach with YouTube" and good results.

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Best content targeted to the internal audience

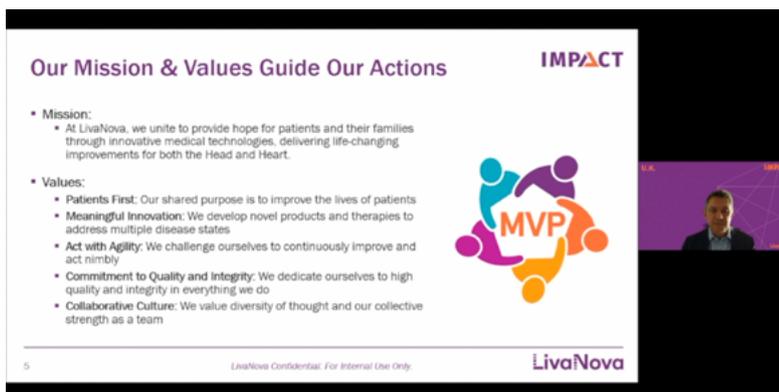


The Dufresne Group

Gold

The Dufresne Group's inspiring internal awards program, the 'Circle of Excellence Awards', is a flagship employee recognition program. Each year, the program recognizes and celebrates employees' efforts at exhibiting the company's values and for generally 'being extraordinary'. Each employee receiving an award also receives a mini-documentary video created about them, comprised of interviews with friends and colleagues, images from their time at the company, and additional materials related to their personality or interests. Overall, over two hours of personalized video content is produced for the program.

Judges applauded the "well executed campaign" that celebrated employees at every level. The entry was praised for its excellent, extensive, time-intensive and thoughtful effort at employee engagement. One judge observed that, "Although low budget, this is clearly a work of passion", while another described the entry as "authentic."



LivaNova

Bronze

LivaNova sought to replicate in-person CEO Town Halls in the virtual space due to social distancing regulations. Launched using Microsoft Teams, the meetings continued even during lockdowns. One judge said, "Shifting to presenting town halls in a virtual format is a challenge and that LivaNova did a good job." Judges praised the good use of budget and impressive results.



Wolters Kluwer Enablon

Bronze

The Kick-Off global virtual events are designed to engage colleagues around Enablon's purpose, solutions and mission. One judge said, "A lot of thought went into putting together this corporate internal event - full marks for research and planning." Another described the entry as a "solid strategy; it was hard to execute, and they succeeded."

Best use of video

GE Healthcare

Gold

'On the Frontlines' is an inspiring campaign, comprised of a series of short, social-first videos of between three to seven minutes. The series grew to become a news channel highlighting courage, kindness and innovation, hoping to help guide its audience through a period of despair in early 2020, as Covid-19 cases surged. The videos provide an up-close look at how GE Healthcare and others were fighting the virus, and how they were evolving resources to meet patient demands.

Now approaching its third year, the initiative continues to feature a range of topics relevant to the industry. Judges described the entry as "beautiful, compelling and heart-felt." One judge said, "I found myself watching this entire video. I loved the variety of drone shots, matched with interviews and first-person narrative."



Random42 Scientific Communication

Gold

Random42's film is directed at a healthcare professional (HCP) audience, seeking to introduce viewers to the lesser-known Lp(a) cholesterol and informing them on the genetics behind its variability and how its elevated levels can lead to increased risk in atherosclerotic cardiovascular disease (ASCVD). The excellently detailed and convincing video visually conveys the concept of the disease.

One judge described the entry as having "smashed its objective." Judges complimented the video's stunning graphics and well-written voice over and how the entry effortlessly translates a "complex medical matter into an easy-to-understand video."



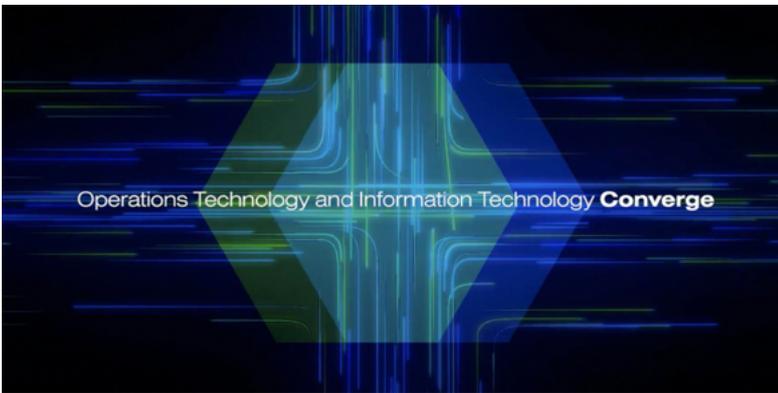
Best use of video



The Dufresne Group

Silver

The 'Circle of Excellence Awards' flagship employee recognition program celebrates employees' efforts at exhibiting the company's values and for generally 'being extraordinary'. One judge said, "This is a great idea to improve employee engagement, and a tremendous effort and undertaking." Another said, "I loved this campaign because of its effectiveness, and clever, yet simple, way of making employees feel special."



Greene Tweed

Bronze

Greene Tweed's digital transformation campaign provides employees with information about changes and developments to the factory floor, with the introduction of smart-connected products and new operations leading to a future of so-called 'Smart Factories'. The video communications campaign is a tool to engage employees in a rapidly changing and innovative culture.

Best use of audio or podcasts

EPAM Systems Inc.

Silver

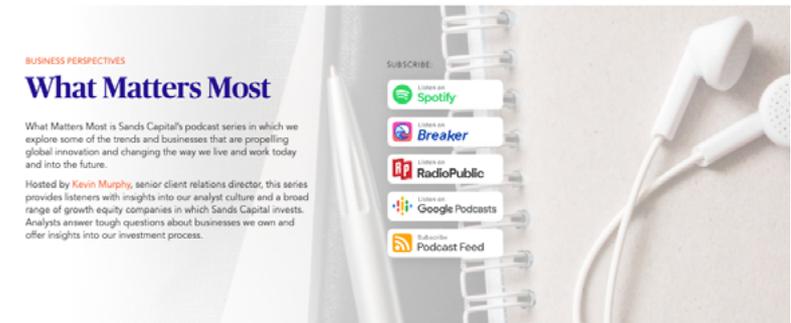
The EPAM Continuum Podcast Network is designed to educate, interest and aid both external and internal audiences, who are involved in the challenging work of designing 21st century ecosystems. One judge said, "A lot goes into creating podcasts, and EPAM goes the extra mile beyond that." Judges praised the "impressive guests, insight and smart conversations."



Sands Capital and Imprint

Bronze

Sands Capital's 'What Matters Most' podcast series allows listeners deeper insight into innovative companies, featuring Sands Capital portfolio managers and analysts sharing their thoughts on the companies Sands Capital invests in. The podcast hopes to give listeners greater transparency into how Sands Capital invests. Judges described the entry as a "very interesting concept", with easily accessible content.



Best use of a visual property



Broadridge and Living Group Silver

The 2022 CX Survey report aimed to position Broadridge as a knowledgeable thought leader in customer experience and communications, clearly demonstrating Broadridge's findings and engaging the audience. Judges were impressed by the strong design and presentation of data, praising the interactivity feature, and the use of colorful and professional visuals to "tell a simple story."

Best copy style and/or tone of voice

GE Healthcare

Gold

GE Healthcare's incredible campaign, 'On the Frontlines', is a news channel designed to inspire hope and solidarity, as its audience navigated surging Covid cases in early 2020. Comprised of short, social-first videos of between three to seven minutes, videos provided an up-close look at how GE Healthcare and others were fighting the virus, and how they were evolving resources to meet patient demands. The series was designed as a news channel highlighting courage, kindness and innovation – values authentic to the GE Healthcare brand.

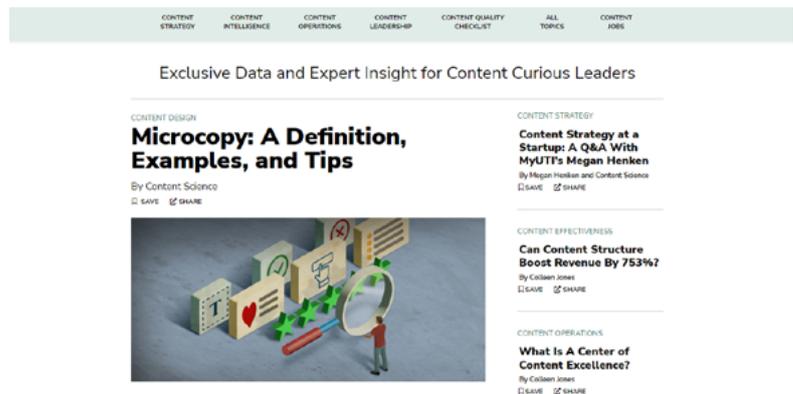
Judges commended the entry's excellent storytelling and its emotionally engaging tone, with the interview format being considered effective. One judge said, "I thought their copy style really hit the mark, evoking emotion and compassion." Another judge summarized the entry as "storytelling excellence."



Content Science

Bronze

Content Science Review is an award-winning digital magazine and educational program, reaching content-curious leaders around the world at all levels. One judge said, "I really liked their inclusion of further improvements they made to audio." Another described the entry as "very well thought out and well-written – the taxonomy of the content supports the style and tone well."



Best corporate blog



Taos Footwear and Taktical Digital Gold

The Shoe Muse initiative was launched by Taktical to increase Taos' sales and presence through engaging content. Since its launch in 2018, it has since grown to become a fundamental aspect of Taos's business. The campaign hopes to achieve an increase in sales through strategically reaching new customers while carefully optimizing the budget. Data shows that the Shoe Muse blog is not only attracting potential customers who might convert later on, but is also converting users directly, with blog posts which are now being monetized. Shoe Muse blog 'A Quick Guide to Finding your Perfect Shoe Size' amassed \$7,497 in revenue since being published in November 2020. Judges praised the 'beautiful and well laid-out submission', with one judge commenting, "This is a great, easy-to-read blog; the objective was to increase sales, and they achieved this."

Best use of content with an existing external community

CFA Institute and Living Group Gold

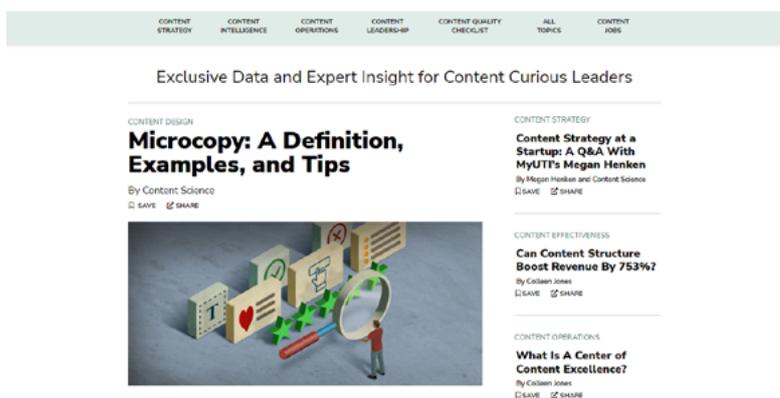
CFA Institute wanted to create and connect a strong online community. Living Group worked with the objectives of bolstering connections, amplifying the reach of thought leadership, evangelizing CFA's mission to promote high ethics standards whilst also being engaging and inspiring. This was done through placing CFA Institute's CEO and president, Margaret Franklin (Marg) at the heart of this initiative.

Marg's social media positioning sought to provide a calm voice and guiding light for her audience throughout the pandemic. The excellent use of social media meant that the campaign was able to reach the right audience and influence brand perception. Judges commended its 'clear objectives, strong research and creative campaign'.



Content Science Bronze

Content Science Review is an award-winning digital magazine and educational program, reaching content-curious leaders around the world at all levels. One judge said, "The magazine has really helpful content for readers, with an interesting approach." Judges were impressed by the strong results.



Best use of content in a live or experiential setting



Trademark and Slow Clap

Silver

Slow Clap's video project, 'Smartphone Photography Tips with Jessica Chou', was featured in the global digital event hosted by Adobe and provided practical tips for taking amazing photos at home during the pandemic. One judge commented, "This video has a very high production value and is well done. The first-person account includes helpful tips in a way that's inspiring."

Most creative use of owned media channels

GE Healthcare

Gold

Early 2020 was a period of surging Covid cases and widespread despair. Comprised of a series of short videos, GE Healthcare's inspiring news channel 'On the Frontlines' was introduced to inspire hope and solidarity. The videos provided an up-close look at how GE Healthcare and others were fighting the virus, and how they were evolving resources to meet patient demands.

"A best-in-class example of how a brand can enter the Covid-19 conversation in a way that feels relevant and ground-breaking" was one judge's description of the entry, continuing, "It was a great idea to include a filmmaker partner." Judges further commended the entry's use of statistics to support the storytelling.



Best branded content publication

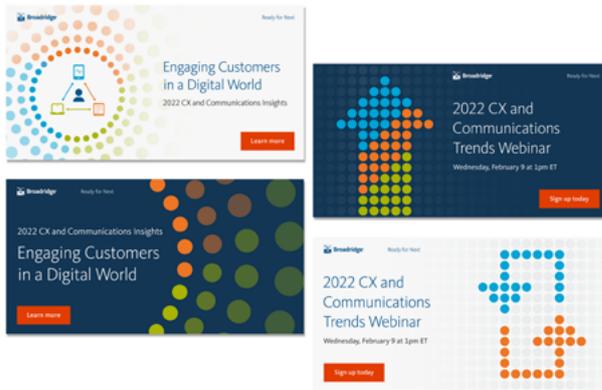


EPAM Systems Inc.

Gold

'Consumers Unmasked' is an impressive longitude study of over 3,000 Gen-Z consumers, across four stages, into the changing shape of customer attitudes and behavior experienced by people living in a hybrid world. This was launched by EPAM's service brand, EPAM Continuum. Questions the study aimed to answer included 'What new habits were formed during the pandemic?' and 'How will consumer behavior play out during another year of inevitable change?'

Judges were impressed by the quality of the entry's research. One judge applauded the entry's "good mix of qualitative and quantitative research", and its impressive approach to subjects such as hybrid work and the Metaverse.



Broadridge and Living Group

Silver

The 2022 CX Survey report aimed to position Broadridge as a knowledgeable thought leader in customer experience and communications, clearly demonstrating Broadridge's findings and engaging the audience. One judge describing the entry as a "really strong digital version of data, which is very creatively displayed." The entry was commended for its clear objectives and "top notch" implementation.



T. Rowe Price and Imprint

Bronze

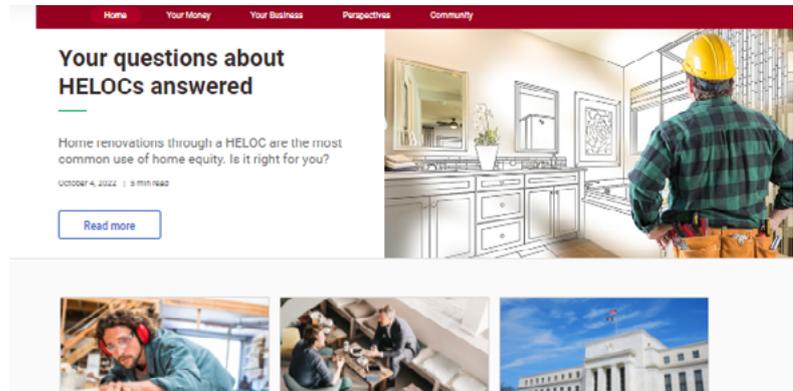
T. Rowe Price hoped to help investors reach their long-term financial goals. Investor magazine provides a breadth of information to individual investors and helps readers to understand complex financial topics. Judges described the campaign as "compelling" and commended the entry for managing to avoid being overly self-promotional, instead being "useful" to the target audience.

Best branded content site

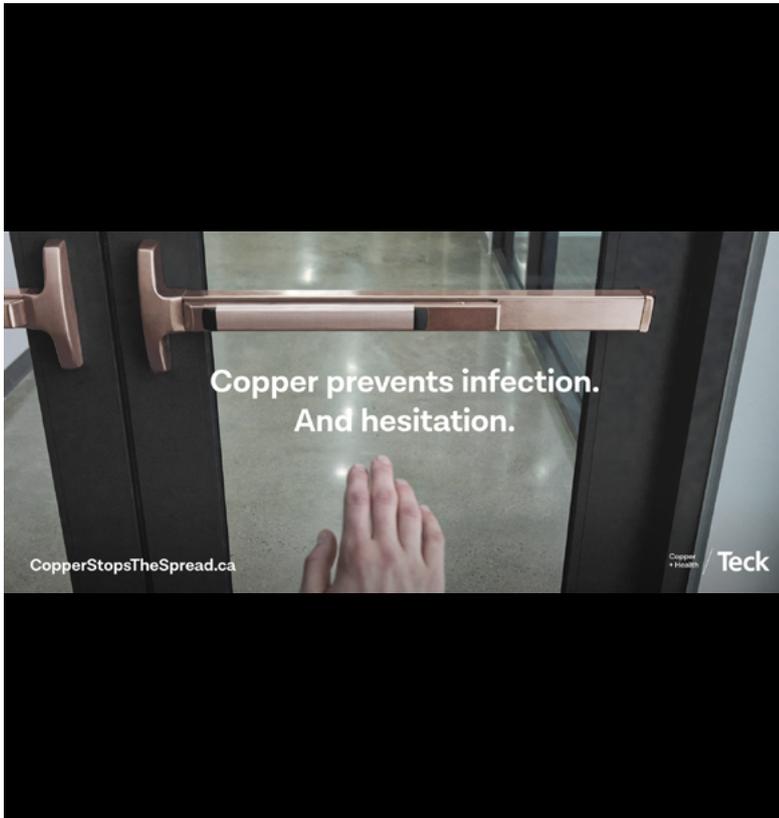
BOK Financial

Silver

This excellent initiative uses a research-informed business case to pitch brand journalism to leadership in 2019, in an effort to shift from product marketing to thought leadership and consumer education. Judges praised the design and impressive approach, describing the writing as "strong." One judge commented, "The great headlines capture the audience's attention and enable them to gain media attention too."



Best use of data

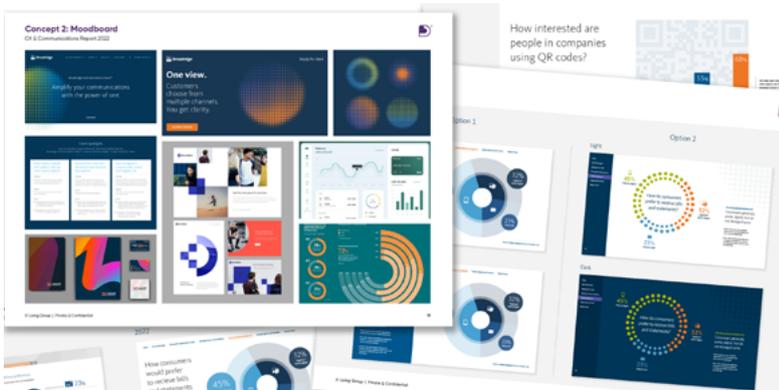


Teck and Major Tom

Gold

Prompted by the need for safe, clean public spaces, Teck and Major Tom's 'Copper & Health' campaign advocates for greater use of antimicrobial copper in public areas. The campaign is designed to spread awareness of the potential copper has to keep people safe and to put pressure on decision-makers. The ultimate hope for the campaign is to position copper as integral to plans to rebuild Canada as a healthier and more resilient country, post-pandemic.

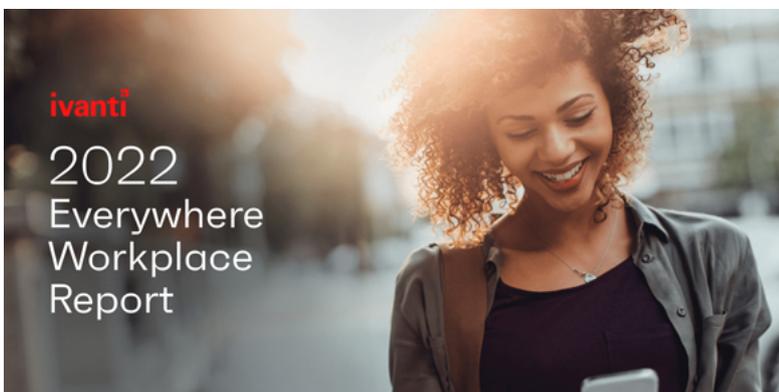
Judges described the campaign as "persuasive and effective", with creative and "easy to understand" visuals. One judge said, "Breaking the campaign objectives into phases was an effective tactic to drive awareness and, ultimately, advocacy."



Broadridge and Living Group

Silver

The 2022 CX Survey report aimed to position Broadridge as a knowledgeable thought leader in customer experience and communications, clearly demonstrating Broadridge's findings and engaging the audience. Judges described the entry as "clean, compelling and insightful", with an "impressive design and digital innovation." One judge said, "The way the report presented information made it easy-to-read and accessible for customers."



Ivanti

Silver

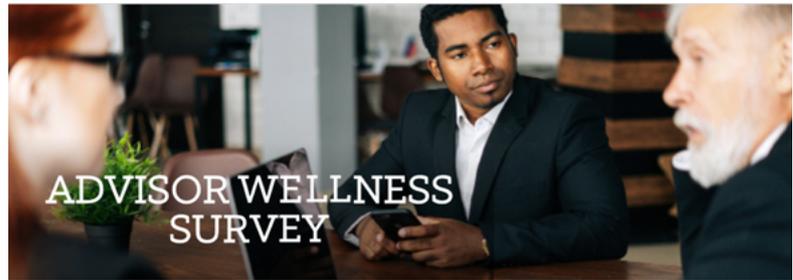
Ivanti's annual 'Everywhere Workplace' report allows employees to respond describing their experience of the post Covid-19 'Everywhere Workplace' phenomenon. Feedback from the report covered issues such as mental health impact and benefits of the more flexible workplace. Judges applauded the "incredible media results." One judge described the report as "timely, interesting and relevant."

Best use of data

FlexShares and Imprint

Bronze

The FlexShares Advisor Wellness Campaign includes an annual survey of advisor wellness, hoping to raise awareness of the brand, deliver practices management content to advisors and improve engagement with clients. One judge said, "This campaign shows a strategic approach to arm the company's sales team, with relevant materials and good points." Judges described the tool as "very creative."

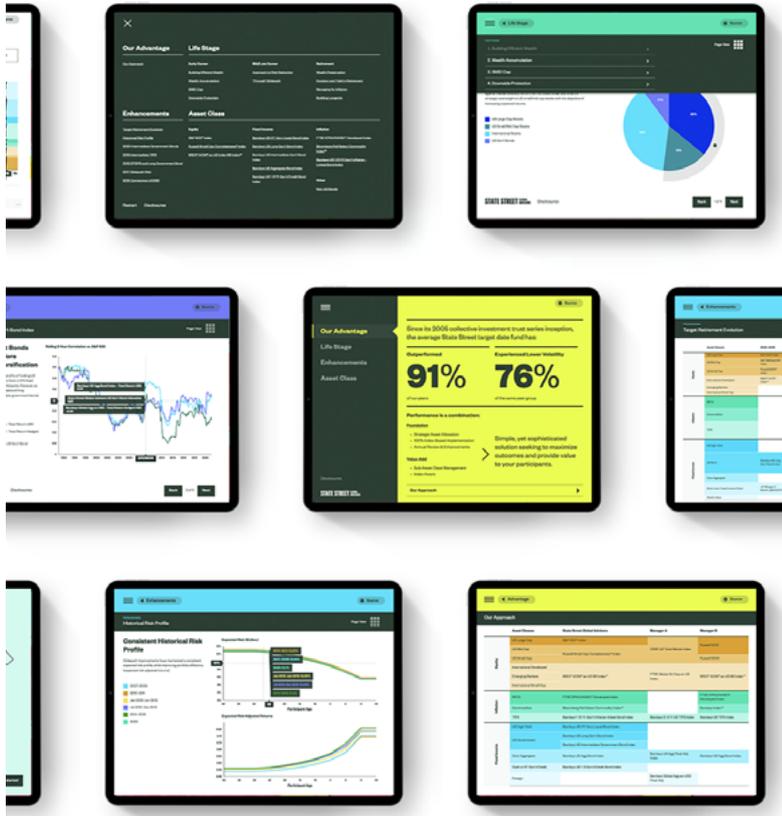


81%

Our third Advisor Wellness Survey found Covid-19's impact on the advisory industry was modest. Check out the

TAKE OUR
QUIZ

Best interactive content



State Street Global Advisors and Living Group Gold

State Street Global Advisors (SSGA) teamed with Living Group with the aim of reaching intermediaries and individual investors more effectively, with a simplified explanation for a product they might not yet be aware of. The SSGA Target Date Fund Tool was launched with the key objectives of strengthening existing client relationships, strengthening the firm's reputation as one of the leading ETF and indexing pioneers and increasing revenues.

One judge praised how the tool managed to break down a complex topic into a digestible and visually appealing format. Judges praised the internal training aspect and were impressed by the good results which showed a direct impact.

Best long-term use of content

GE Healthcare

Gold

In the midst of the pandemic in 2020, GE Healthcare introduced a news channel featuring short, social-first videos of between three to seven minutes, designed to inspire courage, kindness and innovation. The videos provided an up-close look at how GE Healthcare and others were fighting the virus, and how they were evolving resources to meet patient demands.

One judge described the entry as “an inspiring and innovative approach that utilizes storytelling and emotional impact to great effect.” Judges commended the long-term potential of the campaign, emphasized by their ‘seasons and series’ approach.



Content Science

Bronze

Content Science Review is an award-winning digital magazine and educational program, reaching content-curious leaders around the world at all levels. One judge said, “I really loved the resulting infographic and ongoing content.” Another judge commented, “Long term it seems like a good strategy and the results support this. Top 50 facts is a strong piece of content.”

A screenshot of the Content Science website. At the top is a navigation bar with links for CONTENT STRATEGY, CONTENT INTELLIGENCE, CONTENT OPERATIONS, CONTENT LEADERSHIP, CONTENT QUALITY CHECKLIST, ALL TOPICS, and CONTENT JOBS. Below the navigation bar is a header that reads "Exclusive Data and Expert Insight for Content Curious Leaders". The main content area features three article cards. The first card is titled "Microcopy: A Definition, Examples, and Tips" by Content Science, with a "SAVE" and "SHARE" button. The second card is titled "Content Strategy at a Startup: A Q&A With MyUTI's Megan Henken" by Megan Henken and Content Science, with a "SAVE" and "SHARE" button. The third card is titled "Can Content Structure Boost Revenue By 753%?" by Colleen Jones, with a "SAVE" and "SHARE" button. Below the second and third cards are two more article cards: "What is A Center of Content Excellence?" by Colleen Jones, with a "SAVE" and "SHARE" button. The background of the article cards shows a 3D illustration of a person standing next to a large magnifying glass over a document, with various icons and text blocks around it.

Best corporate content during Covid-19



Trademark and Slow Clap

Gold

Slow Clap's video project, 'Smartphone Photography Tips with Jessica Chou,' was featured in the global digital event hosted by Adobe. Slowcap wanted to provide practical ways to take amazing photos at home during the pandemic, helping people to be creative even within the confines of the home.

Judges described the video as "really beautifully done", with one judge observing that the project "goes further than a typical 'how to' video." One judge said, "They told the story very well, with a beautifully shot video, of the perfect length, with useful tips." Another judge commended the impressive results and said, "They pivoted creatively to make the most of a global challenge, and turning it into an opportunity."

Grand prix



GE Healthcare

Winner

As early 2020 saw Covid-19 cases surge, GE Healthcare chose to combat a growing mood of despair with the launch of an inspiring video series, 'On the Frontlines'. It started as short, social-first videos of between three to seven minutes, designed as a news channel highlighting courage, kindness and innovation – values authentic to the GE Healthcare brand. The series provided an up-close look at how GE Healthcare and others were fighting the virus, and how they were evolving resources to meet patient demands.

The videos were a 'mash-up' of both news style and social-first content. The videos were hosted and edited with little post-production. Participants were interviewed in their own authentic environments, at work or at home, often in the middle of a long day or late night and often remotely, with a patchy connection.

Now approaching its third year, the initiative continues to feature a range of topics relevant to the industry. 'On the Frontlines' authentically engages employees, partners, customers and practitioners through providing insight into the unfiltered experiences of those on the frontlines and by creating dialogue around the greatest healthcare challenges being faced currently.

With season four achieving 113,000 views, at an average of 10,269 views per video, the series has grown to be a trusted source for powerful stories of hope and kindness. Judges described the entry as "beautiful, compelling and heart-felt." One judge said, "I found myself watching this entire video. I loved the variety of drone shots, matched with interviews and first-person narrative."

