

Corporate
Content
Awards
Europe 2023

WINNERS BOOK

Keep people hanging on your every w_

We make **podcasts for brands** that people love listening to.

Give us a shout. We're all ears.

Get in touch
hello@18sixty.uk



**Cravenhill Publishing is a publishing and events business
focused on corporate and brand communications.**

Cravenhill Publishing is the publisher of Communicate magazine and Transform magazine.

Cravenhill Publishing's awards division organises a number of industry leading awards programmes that seek to benchmark and reward best practice in the fields in which they operate.

For further information about our awards and entry process please email:

Michelle at michelle.manton@communicatemagazine.co.uk (for Communicate events)

Lauren at lditcher@transformmagazine.net (for Transform events)

cravenhillpublishing.com

Welcome



This is the sixth year for the Corporate Content Awards and each year it has got better. Better and stronger, not just in the entries but in all aspects of the awards programme. Our judges, for example, come from organisations that have such strong reputations as corporate storytellers, be they from the tech sector like Honeywell or Paysafe, from the financial sector like Legal & General or Credit Suisse, the public sector like the National Institute for Health and Care Excellence or from more consumer facing firms such as John Lewis or Unilever.

My belief is that by having such a talented judging panel we, in turn, attract the best examples of corporate communications where corporate narrative and storytelling has been placed centre stage. This year's winners are celebrated for their creativity, their strategic thought and for pushing communications forward through excellent content. The winners here tonight exhibit best practice in the development and implementation of content for corporate audiences. I know the judges have found the process enjoyable, interesting and educational.

It is the judges who have determined this year's roster of winners and they were struck by the high standards of creative work from the entrants and the excellent results in the delivery of their content.

We congratulate all of tonight's winners for their commitment to achieving the best communications through the use of content. Congratulations!

Andrew Thomas
Publisher
Communicate magazine

- 4 Meet the judges**
- 8 Winners**
- 12 Best content campaign to assist with corporate positioning**
- 15 Best content campaign to assist with reputation management**
- 16 Best content targeted to the CSR community**
- 18 Best content targeted to the investor audience**
- 19 Best content targeted to the internal audience**
- 20 Best use of video**
- 21 Best use of digital**
- 22 Best use of animation**
- 23 Best use of print**
- 24 Best use of audio or podcast**
- 26 Best use of a visual property**
- 27 Best use of mobile**
- 29 Best use of a celebrity or influencer**
- 30 Best use of content with an existing external community**
- 31 Best use of content in a live or experiential setting**
- 32 Most creative use of owned media channels**
- 33 Best branded content publication**
- 34 Best branded content site**
- 35 Best use of data**
- 36 Best use of content in a social context**
- 37 Best one-off content campaign**
- 38 Best long-term use of content**
- 40 Best corporate storyteller**
- 42 Grand prix**

Judges



Kate Aldridge
SVP corporate communications
and content
Paysafe

As senior vice president of corporate communications and content for Paysafe, Kate has global responsibility for Paysafe's PR, content and 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.



Jonathan Beasley
Global senior
communications manager
Hays

Jonathan is global senior communications manager at Hays plc and has over ten years of experience in the industry. A key member of the global corporate communications team, his main responsibilities include raising the profile of the Hays brand and managing global external and internal communications campaigns. Jonathan works across the group to support Hays' regional marketing teams and plays an integral role in CEO communications.



Noreen Biddle Shah
Head of marketing and
communications
Numis

Noreen is head of marketing and communications at Numis investment bank, sitting on both its executive and ESG committees. Noreen has almost two decades of financial communications experience, having previously led global client marketing and corporate communications at State Street, and worked at ETF Securities and the Investment Association. Noreen launched the campaign group Reboot in 2020 to use the power of communications to promote greater diversity through discussions about ethnicity in the workplace and society, with a particular focus within the financial services industry.



Kate Boothman
Head of communications
Battersea Power Station
Development Company

Kate is the head of communications at Battersea Power Station Development Company (BPSDC), the firm behind the restoration of the iconic power station which opened in October 2022. She led the strategy and execution of the external and internal communications for the regeneration project and is a member of the ESG Committee. Kate has over 12 years of communications experience, working in a wide range of sectors including the retail, financial, media and energy industries. Prior to joining BPSDC, she worked at Brunswick Group and at a sustainability focused consultancy in New York.



Neil Bradford
Head of communications
and marketing
London Luton Airport

Neil heads up the marketing and communications team at London Luton Airport with responsibility for all content, corporate comms, media relations, marketing and public affairs. Neil places a strong focus on content and video storytelling following a 20-year broadcasting career with the BBC, ITV and commercial radio as a broadcast journalist. Neil has steered the airport's communications team through challenges including a major redevelopment and the Covid pandemic. Under his leadership, London Luton Airport has scooped up golds at the Corporate Content Awards and Digital Impact Awards.



Richard Carpenter
CEO
Bladonmore

Richard is responsible for driving Bladonmore's strategy and the running of their global business. Throughout his career, Richard has helped a large number of the world's leading organisations to define and deliver their stories. Covering investor communications, sustainability and employee engagement, he has worked with the likes of Aviva, Facebook, Alibaba, HSBC and the London Stock Exchange. Before joining Bladonmore, Richard was CEO of MerchantCantos, part of Brunswick Group. A former journalist at the Mail on Sunday, he is also author of various books on corporate governance and investor relations.



Stephanie Cocks
Head of content and design
Cazoo

Steff is currently a senior content designer at Cazoo, where she is transforming the way people buy used cars. Before joining Cazoo, she was head of content and design at Thames Water, the UK's largest water company. She introduced user-centred design to the business and created its first content design and product design team. This team went on to redesign and replatform the Thames Water website. Previously, Steff was content manager at telecommunications company EE.



David Cook
Senior director,
EMEA communications
Honeywell

David is responsible for leading Honeywell's communications team across EMEA, a region encompassing the company's global businesses and representing approximately 30,000 employees. David is responsible for driving the communications strategies and programmes to support Honeywell in becoming the world's leading software-industrial company. David has over 20 years of international communications experience; prior to Honeywell, he led Canon's internal and external communications functions across EMEA.



Sarah Cook
Group head of brand
content strategy
Legal & General

Sarah has worked in communications for over 15 years, both in-house and for agencies. Sarah is currently responsible for brand social media and content at Legal & General, a leading financial services and investment management company.



Gary Corcoran
Head of corporate
communications and content
Polar Capital

Gary joined Polar Capital last year, after 12 years at Last Word Media, where he was an editorial director and responsible for its publications globally. Gary has over 25 years of industry experience, having previously spent 11 years in various senior marketing and business development roles at Legal & General.



Tiffany De Koninck
Creative content manager
Deloitte

Tiffany is an award-winning content creator based in London. Originally trained as a translator, she has worked in a variety of communications roles and industries around the world. In her current role, Tiffany leads on creative content for Deloitte's priority campaigns, including climate, people and wellbeing. She is also part of the team behind The Green Room, the firm's much-loved podcast. Prior to starting at Deloitte, Tiffany was corporate communications advisor at RBC.



David Hendy
Head of corporate
communications
Mace Group

David is head of corporate communications for Mace Group, one of the UK's leading construction and built environment consultancy firms. He is responsible for all of Mace's external communications, as well as engagement with Mace's 7,500 colleagues around the globe. David has spent over five years at Mace, and before that worked in-house at a FTSE 100 firm. He has experience delivering communications on behalf of a wider range of businesses, including some of the UK's leading developers and infrastructure delivery organisations.

Judges



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. Prior to Credit Suisse, Imran spent five years working in the insurance sector devising both proactive and reactive media strategies.



Parveen Johal
Financial and communications strategist
John Lewis

Parveen has over 20 years of communications experience in leading complex multi-stakeholder strategies for UK and global brands in the retail, technology, healthcare, media, travel and hospitality sectors. She is currently responsible for financial and strategic communications at the John Lewis Partnership and has previously held senior communications roles at Bupa, Expedia, Sainsbury's, The Telegraph, Hilton Worldwide and Pizza Express.



Madeleine Little
Senior director, international corporate communications
Dun & Bradstreet

With over two decades of experience agency-side and in-house in regional and global roles, Madeleine specialises in developing and implementing corporate communications and content marketing strategies for global corporates. She is currently head of communications at global data and analytics firm Dun & Bradstreet, and previously held senior roles at global financial and professional services firms Aon and JLL. While based in Singapore with JLL, Madeleine led the development and launch of the firm's award-winning global content platform, a first in the real estate industry at the time.



Michael Pullan
Head of digital communications
Centrica

Michael leads on digital communications for Centrica. His role spans both web and social media planning and includes executing the digital communications strategy to enhance Centrica's reputation, driving brand awareness. Michael is responsible for ensuring the company's strategic direction is understood by investors, shareholders and potential employees. Prior to joining Centrica, Michael was Panasonic Business' head of PR and social in EMEA.



Laura Roach
Communications manager
Livv Housing Group

Laura is a CAM qualified marketing and communications professional with over 16 years of award-winning experience in internal and external communications. Based in the North West, she has been in her position as communications manager at Livv Housing Group for over three years. Laura's current role involves developing and delivering communications for around 25,000 customers living in the group's 13,000 properties, as well as 500 employees. Prior to joining Livv, Laura has worked in various communications roles in the public and private sectors.



Julie Stott
Chief marketing officer
Travers Smith

As chief marketing officer, Julie is responsible for all aspects of Travers Smith's marketing, communications and business development activities. In 2019, Julie spearheaded a rebrand of Travers Smith, which involved a new visual identity, tone of voice and approach to its clients. This resulted in Travers Smith winning several awards, including the Grand prix at the 2020 Corporate Content Awards. Julie's experience spans business strategy and management, marketing and communications, and business development. She has managed large teams both within the UK and internationally.



Sanjay Tandy
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 communication strategies and campaigns in the healthcare sector, covering the NHS, drug development, public health and prevention agenda. In his current role, Sanjay is associate director for content and channels at NICE, the National Institute for Health and Care Excellence. Sanjay is embarking on a new content strategy to help NICE deliver the aims of its ambitious new five-year strategy.



Jessica Tompkinson
Global head of communications and corporate affairs
Unilever

Jessica is head of global communications and corporate affairs at Unilever. She is responsible for managing internal and external communications for the team, underpinning Unilever's operational excellence through impactful campaigns, storytelling and change management. Prior to joining Unilever, Jessica led communications and corporate affairs at global technology companies in the FTSE 100 and NASDAQ, including Cisco and Intersection. She started her career in corporate and regulatory affairs at British American Tobacco.



Michael Ward
Head of communications
Ferguson plc

Mike is a communications executive with 15 years of experience, ten of which were spent managing FTSE 100 teams to promote and protect business reputation. He is enthusiastic about developing and executing integrated communication strategies across all channels, and passionate about collaborative working. Mike started his career agency-side before moving in-house to run external communications at TUI and then in 2015 joined Ferguson, leading the Group's communications strategy.

Winners

Best content campaign to assist with corporate positioning

Gold – Alludo

Gold – ISG

Silver – Arriva Group and WPA Pinfold

Bronze – Legal & General and Wardour

Bronze – Microsoft and Edelman

Highly commended – Mace

Best content campaign to assist with reputation management

Gold – Arriva Group and WPA Pinfold

Silver – Greater Anglia and Fresh Air Production

Bronze – 55Redefined and Media Zoo

Bronze – National Grid and Fresh Air Production

Highly commended – BASF and Fresh Air Production

Best content targeted to the CSR community

Gold – Budweiser Brewing Group UK&I and Hanover Communications

Silver – Dentsply Sirona

Silver – Legal & General and Wardour

Bronze – LNER and The Corner

Bronze – Property Week and Blackstock

Highly commended – Aston Martin and Luminous

Best content targeted to the investor audience

Gold – bp

Silver – IUCN and Fresh Air Production

Bronze – Fullers and Luminous

Highly commended – Wickes and Luminous

Best content targeted to the internal audience

Gold – Globant

Silver – ASOS and Media Zoo

Silver – Burberry and Media Zoo

Bronze – Dentsply Sirona

Highly commended – Paysafe

Best use of video

Gold – ASOS and Media Zoo

Silver – Chocolate Ltd

Bronze – Bowel Research UK (BRUK) and Bladonmore

Bronze – bp

Highly commended – LNER and The Corner

Highly commended – Philip Morris International

Best use of digital

Gold – Embraer - Profit Hunter Tech Shark and Gravity Global

Silver – CFA UK and Vested Communications

Silver – Vodafone

Bronze – Embraer - Energia Fly the Future and Gravity Global

Best use of animation

Gold – Renewi and Wardour

Bronze – Tate & Lyle and Content Creatures

Best use of print

Gold – Ocado and Sunday

Silver – RBC Brewin Dolphin and Wardour

Bronze – RSA and Wardour

Best use of audio or podcast

Gold – Vygo and Lower Street

Silver – Canopy & Stars and 18Sixty

Silver – IRESS and Fresh Air Production

Bronze – Property Week and Blackstock

Bronze – Royal Botanic Gardens Kew and Fresh Air Production

Highly commended – National Lottery and Fresh Air Production

Best use of a visual property

Gold – Renewi and Wardour

Bronze – Tate & Lyle and Content Creatures

Best use of mobile

Gold – Vodafone

Silver – Deutsche Bank and Wardour

Best use of celebrity or influencer

Gold – Ecologi and 33Seconds

Silver – National Lottery and Fresh Air Production

Bronze – Cognito

Best use of content with an existing external community

Gold – Deutsche Bank and Wardour

Bronze – Cognito

Best use of content in a live or experiential setting

Gold – Embraer and Gravity Global

Silver – Travers Smith

Bronze – bp

Most creative use of owned media channels

Gold – EHL Group

Silver – Cognito

Best branded content publication

Gold – Ocado and Sunday

Silver – RBC Brewin Dolphin and Wardour

Silver – RSA and Wardour

Bronze – Travers Smith

Highly commended – Bidwells and Blackstock

Best branded content site

Gold – Vodafone

Silver – Markel UK and Wardour

Bronze – The Royal Institution of Chartered Surveyors (RICS) and Sunday

Best use of data

Gold – Cyclomedia and TEAM LEWIS

Silver – Carroll Technologies and GlobalData

Bronze – Ecologi and 33Seconds

Best use of content in a social context

Gold – Philip Morris International

Bronze – 55Redefined and Media Zoo

Best one-off content campaign

Gold – Bowel Research UK (BRUK) and Bladonmore

Silver – Philip Morris International -
Beginning of a smoke-free future

Bronze – Philip Morris International -
Leveraging a change in leadership

Bronze – Vodafone

Highly commended – DuPont Mobility & Materials
and Bright Space

Highly commended – LNER and The Corner

Best long-term use of content

Gold – ABB and Fresh Air Production

Silver – RSA and Wardour

Bronze – Embraer and Gravity Global

Bronze – Lloyds Register Foundation and Fresh Air Production

Highly commended – Deutsche Bank and Wardour

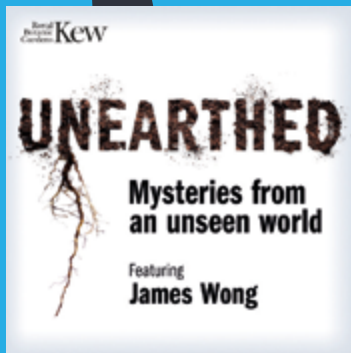
Highly commended – The Royal Institution of Chartered Surveyors (RICS) and Sunday

Best corporate storyteller

Winner – Bowel Research UK (BRUK) and Bladonmore

Grand prix

Winner – EHL Group

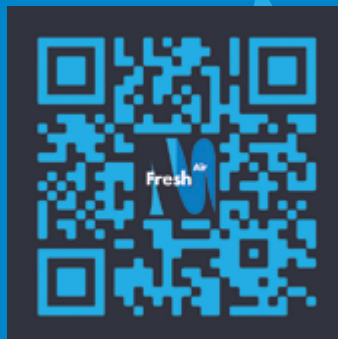


AWARDED BEST CORPORATE STORYTELLERS IN 2022



STOP CLICKBAITING
START
POD
CASTING

GET IN TOUCH



Best content campaign to assist with corporate positioning

Alludo

Gold

In September last year, global software industry company Corel reintroduced itself for the world as Alludo: the rebrand reflects how dramatically the company has evolved over 35 years, with a modern, visually stunning and future-focused new identity. Alludo spent countless hours interviewing employees and customers, researching its history and planning a roadmap for the future. Authenticity was integral to the rebrand, with Alludo representing what the company is today, and representing the foundation on which its future will be built.

Alludo placed its people at the heart of this transformation. The employee campaign 'Work3' sought to empower the individual and challenge assumptions around work culture. The campaign involved 'Brand Battle' challenges, designed to unite employees under the new purpose to empower all you do.



ISG

Gold

Global construction specialist ISG launched its 'The Power of Place' (TPOP) campaign to position the company as a thought leader and advisor to its clients. The campaign is comprised of two projects, with one looking into the significance of physical spaces, and the second looking at the true cost of inaction. Results of the campaign's research found a 19% revenue boost for firms that invested in hybrid work during the pandemic, and that 69% of businesses experienced an increase in productivity following investment in the workplace.

The research was implemented across a wide range of platforms and social channels, with results showing that 25% of the campaign's target audience engaged with the content. TPOP's ROI was an impressive 182%. One judge praised the campaign's "really clear objectives, very robust research process and good channel strategy."



Arriva Group and WPA Pinfold

Silver

After years of growth across Europe, Arriva wanted to reintroduce itself as stronger and more competitive for the future. The company partnered with WPA Pinfold to help articulate its new vision and tell its brand story. Arriva worked closely with employees, conducting company-wide research, to understand the values and behaviours that are best-suited to the brand moving forward.



Best content campaign to assist with corporate positioning

Urban regeneration in Sheffield

We are investing in the urban regeneration of Sheffield as part of our inclusive capitalism strategy to regenerate towns and cities across the UK. Our investment is in the Viscor Blue development scheme, which is a regeneration of part of the city centre. Post the decline of the industrial era, we are creating a whole new community with places for people to live and work.

11 May 2022



Legal & General and Wardour

Bronze

FTSE 100 company Legal & General wanted to raise awareness for its brand and strategy, seeking to develop a positive opinion of the company among the public and key-decision makers. This was done through promoting its inclusive capitalism activities in engaging and varying formats. One judge commented that the entry was “wonderfully executed.”

Microsoft and Edelman

Bronze

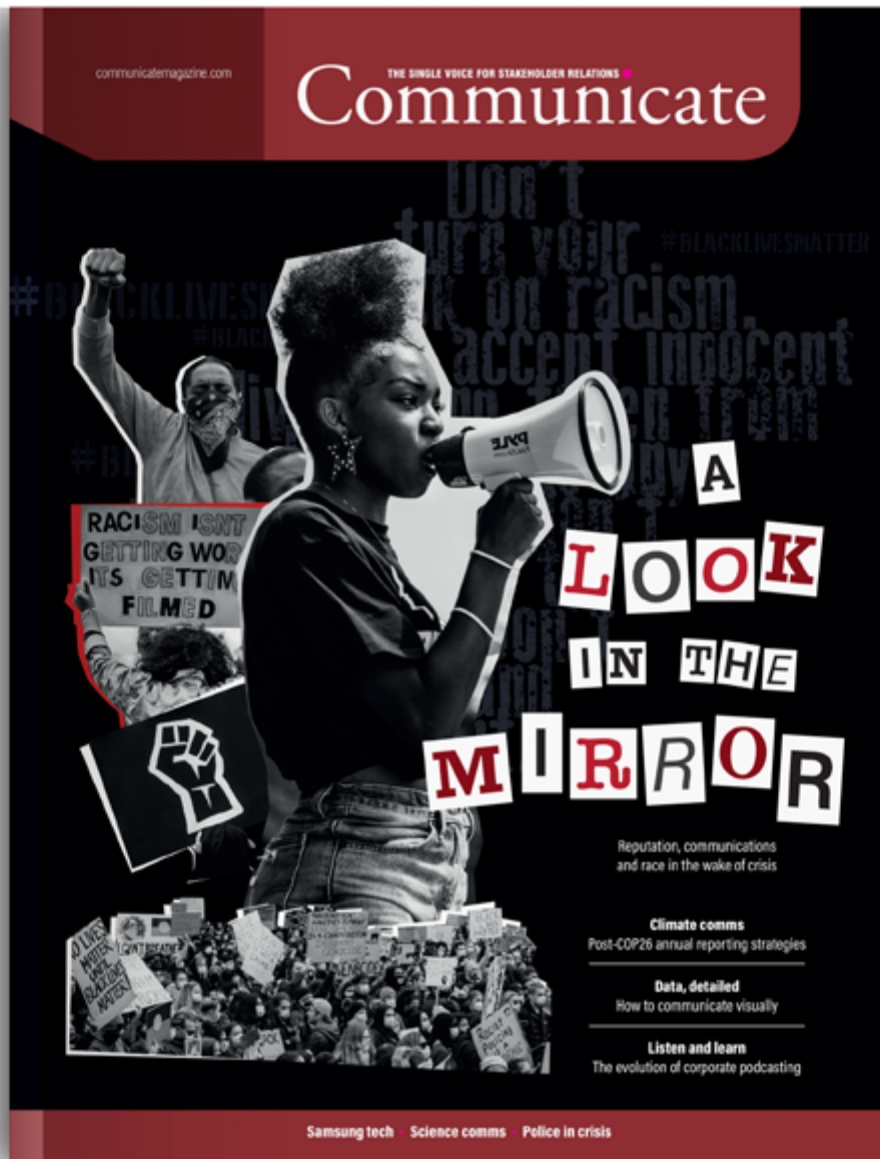
‘The Future of Work’ is a campaign designed by Edelman to position Microsoft as a thought leader in hybrid working in the Netherlands. The campaign introduces Microsoft as a pioneer in remote working solutions that empowers employees and businesses to thrive in the shifting modern world. Four Microsoft employees featured in the campaign, describing their individual work lifestyles.

Mace

Highly commended

Mace’s campaign marks the beginning of its journey to becoming a purpose-led business.

The UK's leading magazine for corporate communications and stakeholder relations



Subscribe for £90 a year and receive discounts and exclusive event offers on entries into any of Communicate magazine's awards programmes. For more information email Emma at emma.macdonald@communicatemagazine.co.uk

www.communicatemagazine.com

Best content campaign to assist with reputation management



Arriva Group and WPA Pinfold

Gold

Arriva wanted to rebrand itself as a future-focused company with a clear vision and purpose. In order to articulate this in a clear and engaging way, it partnered with WPA Pinfold to help tell its brand story. This was achieved by working closely with Arriva staff; a company-wide survey was conducted to understand the values and behaviours that should be central to Arriva moving forward.

WPA Pinfold created a strategy video for Arriva that used a narrative to tell Arriva's brand story and to convey its purpose, explaining how the brand has touched people's lives and what this means to employees. 9/10 surveyed Arriva leaders said they felt "excited" by the brand's new vision, with 96% saying they understood Arriva's refreshed purpose. One judge said, "This huge undertaking was really well executed and thought through."



Greater Anglia and Fresh Air Production

Silver

Train operating company Greater Anglia partnered with Fresh Air Production to launch a podcast hosted by its internal team; the magazine show was intended to make the most of Greater Anglia's brilliant people and their shared passion for trains. Topics explored include finding a seat on a busy train and how stations can be made greener.



55Redefined and Media Zoo

Bronze

The 55Redefined group champions ageing, redefining what it means to be aged 55 and over. The group challenges the status quo and advocates for age diversity, positivity and inclusivity across all areas of life. Its promotional film defies stereotypes associated with the 55-plus demographic. One judge commented: "strong research, engaging creative content and it achieved its objectives - great!"



National Grid and Fresh Air Production

Bronze

National Grid plays a crucial role in connecting millions of people to the energy they use every day and is on a journey to find ways to make the energy system cleaner. The company paired with Fresh Air Production to launch 'The Clean Energy Revolution', a podcast targeting a young and climate-engaged audience.

BASF and Fresh Air Production

Highly commended

'The Science Behind Your Salad' podcast explores the stories behind the global food production industry.

Best content targeted to the CSR community

Budweiser Brewing Group UK&I and Hanover Communications

Gold

When AB InBev's marketing director in Ukraine, Anna Rudenko, was forced to flee her home following Russia's invasion, the company rallied behind her and its employees in the war-torn country. Wanting to go further in its support of Ukraine, AB InBev introduced Ukraine's most-loved beer, Chernigivske, in the UK. 100% of profits made from Chernigivske were donated to humanitarian relief.

A total of £1 million was generated by this campaign. Central to its incredible success was its UK press and digital activity: the brand received 43 high-value pieces of coverage across consumer and B2B outlets. Within just a few months, Chernigivske amassed over 150 million media impressions and a further 77,000 across corporate LinkedIn and Twitter audiences. One judge enthused that the campaign was "fantastic, creative and innovative with a clear net benefit."



Dentsply Sirona

Silver

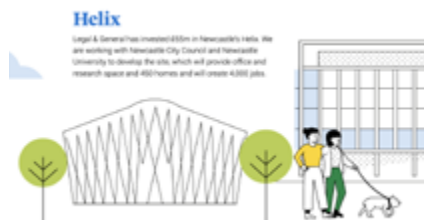
'BEYOND – Taking Action for a Brighter World' is a campaign launched by dental product manufacturer Dentsply Sirona to promote its purpose of improving oral health globally, and the integrity with which the company is committed to achieving this goal. The campaign raises awareness of, and engages stakeholders in, the company's journey towards a more sustainable dental industry.



Legal & General and Wardour

Silver

Legal & General wanted to promote brand awareness and understanding, drawing particular attention to its inclusive capitalism strategy which began in 2019. The company promoted its inclusive capitalism activities in formats that would be engaging to audiences, including an animation. One judge stated: "This is a great entry with strong results, creativity and delivery."



Best content targeted to the CSR community



LNER and The Corner

Bronze

London North Eastern Railway (LNER) wanted to shine a spotlight on its LGBTQ+ colleagues and communities, highlighting what pride means to them. Its 'People with Pride' campaign shared the stories of 'local heroes', with its video content featuring volunteers willing to speak about their experiences of, and feelings towards, pride. The campaign received almost 290,000 impressions across LNER channels.



Property Week and Blackstock

Bronze

In order to reach a broader audience, and to engage with stakeholders more personally, Blackstock has been publishing its 'PropCast' and 'BossCast' podcast series since 2018, in partnership with PropertyWeek. The podcast, produced in-house, has featured numerous high-profile guests and is an excellent way for the company to reach key clients.

Aston Martin and Luminous

Highly commended

Aston Martin's ESG campaign 'Racing. Green.' maps its route becoming a sustainable automotive company.

Best content targeted to the investor audience

bp Gold

bp's short film was released on the day that bp and EnBW were announced as winners of a bid to develop a major offshore wind project, off the east coast of Scotland. This achievement is expected to unlock numerous investments across the country, leveraging EnBW's experience in offshore wind.

The film, described as "beautiful" by judges, was intended to achieve three objectives: to thank the Scottish government, to showcase bp's commitment to the project and its investment in Scotland, and to excite and intrigue stakeholders. The bold and contemporary style of the film's text makes its messaging impactful while remaining stylistically impressive. One judge observed, "The strong imagery and typography feel distinctively bp."



IUCN and Fresh Air Production

Silver

The International Union for Conservation of Nature (IUCN) is uniquely composed of both government and civil society organisations, meaning its membership brings a wealth of experience. IUCN's podcast, produced with Fresh Air Production, gave its investor audience access to discussions led by industry experts on how private finance can be used to help protect the ocean.



Fullers and Luminous

Bronze

Pubs and hotels business Fullers saw the pandemic as an opportunity to rethink how it conveys its purpose and story. With the help of its communications agency Luminous, Fullers set out to better engage with stakeholder groups and influence attractive investment. Fullers' refreshed brand and website were based on the creative concept of championing the people who make Fullers great.

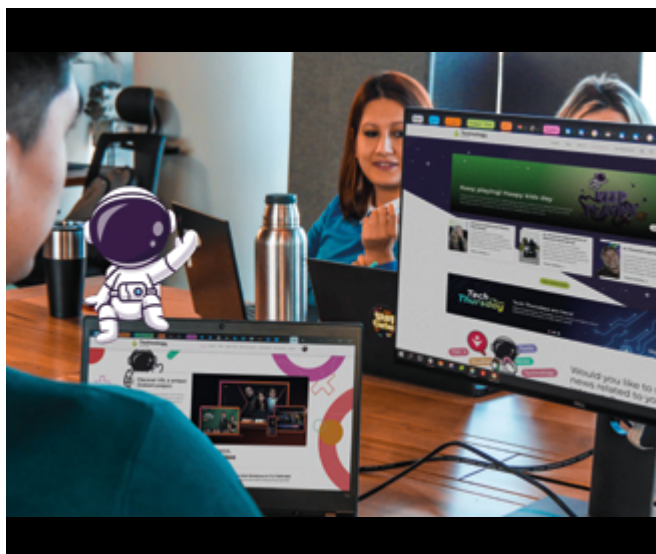


Wickes and Luminous

Highly commended

Wickes' annual report uses graphics and imagery to showcase its culture and business strategy.

Best content targeted to the internal audience



Globant **Gold**

Digitally native company Globant works to help organisations reinvent themselves and unleash their potential through utilising the latest technologies. Its 'Technology Portal' platform was introduced to facilitate communication, collaboration and engagement within the Globant organisation. Working as a centralised knowledge base, the platform means its global employees are more connected, and more productive, than ever. The portal creates a personalised experience for users, with real-time content keeping employees up to date on latest industry trends. The platform encompasses an incredible employee reach of 27,000 people across thirteen time zones, 50 cities and 21 countries.

One judge commented: "Creating a personalised approach to each user is a great idea and ensures they are seeing content relevant to them." Impressive results show visits to the platform in 2022 were up by 67% from the previous year.



ASOS and Media Zoo **Silver**

ASOS paired with Media Zoo to help spark a cultural shift within its organisation, hoping to further champion the DEI agenda. This was done by creating a training experience for all ASOS employees, ensuring they felt comfortable and confident partaking in the DEI conversation, and being themselves at the company. Research was carried out through an internal Vibe Survey.



Burberry and Media Zoo **Silver**

Burberry wanted to depict the tanning and finishing process of its leather in an inspiring and informative way, with the ultimate goal of educating Burberry colleagues about the leather process. Important to the campaign was ensuring the style and tone aligned with the Burberry brand. The 'Leather 101' film is emotive yet educational, and unlike any other internal training film.



Dentsply Sirona **Bronze**

Dentsply Sirona's sustainability strategy 'BEYOND – Taking Action for a Brighter World' emphasises the dental manufacturer's purpose, outlining its three pillars of action as 'Healthy Planet, Healthy Smiles, and Healthy Business.' Its BEYOND communications campaign conveys the integrity with which Dentsply Sirona is committed to its goal of providing sustainable solutions to improve oral health globally.

Paysafe **Highly commended**

The 'Friday Update' communication channel was launched to cut through the noise by reducing email traffic.

Best use of video

ASOS and Media Zoo

Gold

Wanting to spark a cultural shift within its organisation and show its commitment to the DEI agenda, ASOS teamed with Media Zoo to create a training experience for employees. The experience was designed to ensure employees feel comfortable and confident not only in discussing DEI issues, but in being themselves at work without judgement. The campaign was supported by a 'Vibe Survey' which conducted internal research and revealed many senior white male colleagues felt uncomfortable talking about DEI issues for fear of offending and others felt it was an inclusive place to work, but more could be done.

ASOS' campaign shows a willingness to be vulnerable and its attentiveness to its employees. A 360 campaign approach involved emotive films, rich digital learning content and immersive in-person and virtual experiences, deployed over a 12-month period.



Chocolate Ltd

Silver

Chocolate Ltd wanted to bring the story of the Turing building to life, using video to show how the building has been designed to evolve with the changes of the workplace. The campaign pushes the boundaries of what can be achieved through animation. Judges described the entry as "brilliantly creative" and "cool, urban and very new."



Bowel Research UK (BRUK) and Bladonmore

Bronze

Bowel Research UK (BRUK) and Bladonmore's #auguts campaign challenges its audience to get comfortable having conversations about experiences of living with bowel diseases, asking viewers "Have you got the guts?" The campaign feels light and engaging, featuring people sharing their experiences of living with the diseases and serving as a call to action for change.



bp

Bronze

bp's campaign sought to bring the company's new strategic direction to life with a vision film. Conscious of the risk of being accused of greenwashing, bp's campaign prioritises transparency and honesty. Its visuals take the viewers on a journey through the bp brand, filming bespoke footage from eight bp locations worldwide.



LNER and The Corner

Highly commended

LNER used video to unveil its new look for its InterCity 225 train fleet.

Philip Morris International

Highly commended

PMI's documentary campaign highlights the positive impact smoke-free cigarette alternatives have on public health.

Best use of digital



Embraer - Profit Hunter Tech Shark and Gravity Global

Gold

The 'Profit Hunter' campaign was designed as a showstopper campaign, intended to raise awareness for the brand internationally. The striking campaign is now the most talked about in the aviation industry, continuing to intrigue and engage a global audience. The 'Tech Shark' campaign was so successful as an animation that it now features on the aircraft livery itself, debuted at first live air show event in Singapore in February last year.

The campaign encompassed live and virtual events, viral video content and digital animations, seeking to lead aviation headlines on sustainability and demonstrate how Embraer has managed to solve its profit-making and sustainability challenges without compromise. Judges described the entry as "a phenomenal and highly creative campaign."



CFA UK and Vested Communications

Silver

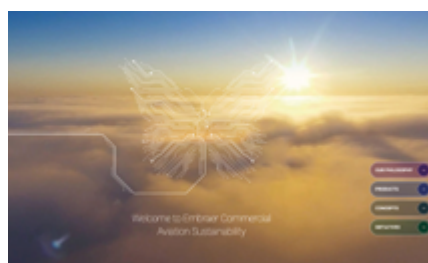
CFA UK represents 11,000 investment professionals across the UK. Its campaign with Vested Communications highlights the impact that investment management can have on climate change, ultimately hoping to drive action, increase engagement and raise standards across the profession. The digital-first, omni-channel campaign used dynamic content to create a sense of urgency and generated an incredible 600% ROI and over 334,000 impressions.



Vodafone

Silver

Vodafone's new brand proposition, 'Together we can', was launched to improve and enhance the brand's digital presence. Its new website was designed to engage users with multiple interactive experiences and featured new digital storytelling experiences that aligned with Vodafone's core purpose messaging strategy. Judges commented that the campaign showed "very deep research" and appeared "well-crafted."



Embraer - Energia Fly the Future and Gravity Global

Bronze

Brazilian company Embraer competes with giants Boeing and Airbus as a world leader in aircraft manufacturing. Embraer launched an exciting hybrid event to demonstrate its vision for the sustainable aircraft of the future, engaging with a large audience of customers, investors and journalists. The event's YouTube video has now amassed more than 218,000 views.

Best use of animation

Renewi and Wardour

Gold

Wardour was tasked with creating a dynamic, highly visual animation that told the Renewi story and the company's purpose in a succinct and engaging way. Recycling 8.3 million tonnes of materials each year, and boasting a carbon avoidance of 3.1 million tonnes, Renewi's aim is to be the leading waste-to-product company and to be seen as an organisation at the heart of the circular economy.

The campaign's four CGI globes tell the Renewi brand story and convey its purpose in strikingly impressive visual form. Engaging, high-impact visual content, tied-in with Renewi's annual report and sustainability review, succinctly and creatively strengthened its brand identity. The animated globes are now used across Renewi's crucial reports and even feature as Teams backgrounds for its international employees.



Tate & Lyle and Content Creatures

Bronze

Content Creatures created animated assets to illustrate a campaign launched by Tate & Lyle, which depicted a moment of cultural change for the company. 'The Ripple Effect' is a film designed to encourage transformation and experimentation, presenting these concepts as empowering features of an evolving business. Its graphic, bright and colourful style was key to its success.



Best use of print



Ocado and Sunday

Gold

As an entirely online retailer, Ocado needed to think outside the box in order to engage with its customers. OcadoLife magazine was launched to enhance the brand's interaction with its customers, communicating Ocado's value message and helping to overcome the customer perception of high prices which followed its partnership with Marks & Spencer.

Through a combination of inspired ideas and clever commissioning, the magazine promotes a passion for food and features recipes, supplier exclusives, expert features and behind-the-scenes brand stories, highlighting Ocado's commitment to sustainability and good service. Recent research has shown that 56% of readers felt inspired to try new or unusual products after reading OcadoLife. One judge commented: "This entry shows how a clear purpose leads to strong results - the magazine looks great and uses influencers well."



RBC Brewin Dolphin and Wardour

Silver

Publication, Perspective, provides readers with a chance to be exposed to new opportunities and hopes to spark new conversations. As a bi-annual magazine of general interest, Perspective was launched to distinguish the firm from competitors by appealing to readers with varying levels of financial knowledge. One judge described the entry as a "great use of creativity."



RSA and Wardour

Bronze

Sent quarterly to the 30,000 members of the Royal Society for the encouragement of Arts, Manufactures and Commerce (RSA), The RSA Journal is an essential part of the brand's mission. Wardour worked closely with RSA staff to ensure the magazine reflected current themes and pieces that were on-brand. One judge commented: "Wonderfully done, with a strong purpose and mission."

Best use of audio or podcast

Vygo and Lower Street

Gold

'The Unicorn Launcher' podcast was produced for tech start-up Vygo. It follows founders, Ben and Joel as they navigate the challenges of launching a business. The objectives of the podcast were to raise awareness of Vygo among potential investors, presenting itself as well-governed and ethically led, and to secure the services of Matt Mochary, a business man and investor, in coaching the company.

The immense success of the podcast saw both of these goals achieved. Attracting an international audience, 'The Unicorn Launcher' was ranked the number one business podcast in Australia and in the top 100 business podcasts in the US. One judge commented, "This campaign has an innovative and different approach – it makes me want to subscribe!"



Canopy & Stars and 18Sixty

Silver

As part of its five-year plan, travel agency Canopy & Stars launched a campaign to differentiate itself and reach a broader audience that shared in the company's love of nature and the planet. This involved the launch of 'A Life More Wild' podcast, inviting listeners to engage with the brand with a more immersive experience.



IRESS and Fresh Air Production

Silver

IRESS claims to be the biggest financial services technology company "you've never heard of." In order to change this, its 'Upfront' podcast, produced in collaboration with Fresh Air Production, sees the company step out from behind the scenes. Upfront is helping to raise brand awareness within IRESS' core markets, especially in the UK.



Best use of audio or podcast



Property Week and Blackstock

Bronze

Communications agency Blackstock Consulting has been running its 'PropCast' and 'BossCast' podcast series in partnership with PropertyWeek since 2018. With prominent figures across the industry featuring on the podcast, such as Aviva, BlackRock, BNP Paribas and British Land, Blackstock's campaign sought to reflect the cross-sector impact of its audio-visual content. In 2022, the podcast received an incredible 40,000 listens.



Royal Botanic Gardens Kew and Fresh Air Production

Bronze

Following the success of Royal Botanic Gardens Kew's first podcast series 'Unearthed: Mysteries of an Unseen World', Kew released a second series, this time focusing on the future of the world's food systems. Within its first 12 days, 'Unearthed: Journeys into the future of food' saw listener numbers up by 43% from its first series.

National Lottery and Fresh Air Production

Highly commended

'Amazing Starts Here' podcast highlights projects funded by the National Lottery, targeting a young audience.

Best use of a visual property

Renewi and Wardour

Gold

Renewi recycles 8.4 million tonnes of material each year and boasts a carbon avoidance of 3.1 million tonnes. The company aims to be the leading waste-to-produce company and to be seen to be truly at the heart of the circular economy, with sustainable initiatives at its core. Wardour worked with Renewi to produce a campaign involving four stunning CGI globes, telling the Renewi brand story and conveying its purpose in strikingly impressive visual form.

The engaging, high-impact visual content, tied in with Renewi's annual report and sustainability review, succinctly and creatively strengthened its brand identity. The campaign was such a success that Renewi is considering incorporating it into future marketing strategies. One judge commented: "This is a delightful campaign which shines with the globes, telling a story in their own right."



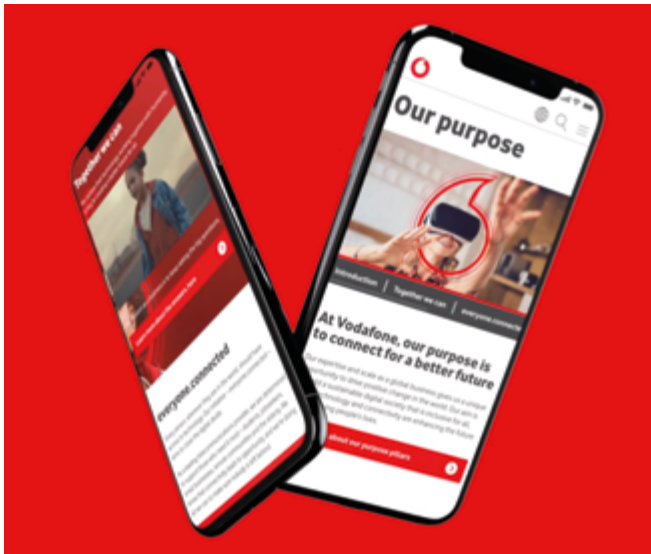
Tate & Lyle and Content Creatures

Bronze

'The Ripple Effect' is a bright, colourful and engaging film designed by Content Creatures, as part of a campaign illustrating a moment of cultural change at Tate & Lyle. The engaging and optimistic content presents the company's cultural evolution, and the new Tate & Lyle rebrand, as a moment of opportunity and purpose.



Best use of mobile



Vodafone

Gold

Vodafone's campaign delivered a digital experience targeting its external audience, prioritising the use of mobile-first experiences. The brand's new digital initiative, Spotlight Stories, enabled it to bring exciting global projects to life for the audience, creating new interest in the Vodafone brand and purpose.

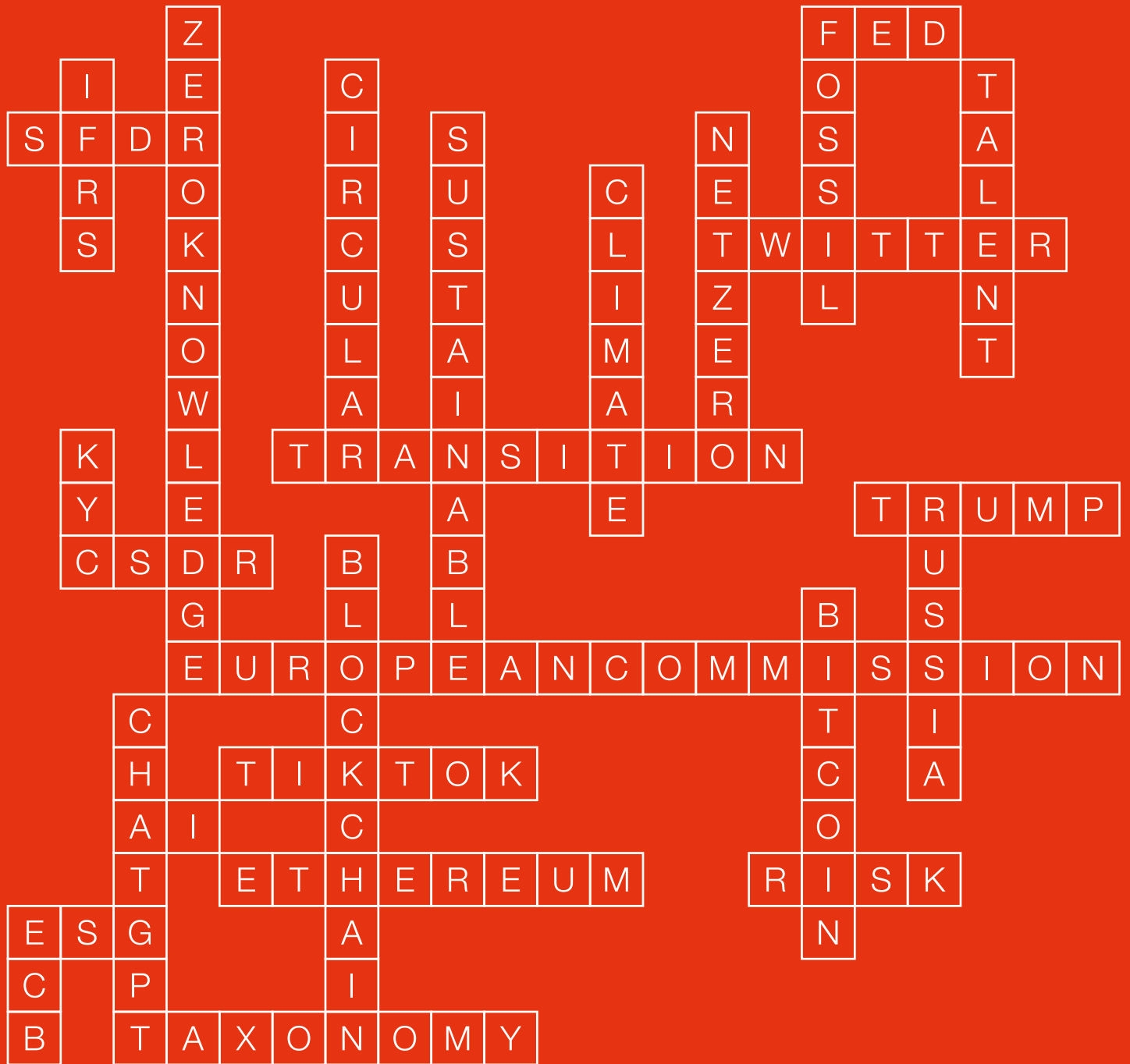
The interactive and visual content was designed so that users could 'swipe' through stories with ease and resulted in a boost in audience engagement. This fast, digestible and accessible delivery of content meant Vodafone was able to interest, and connect with, global audiences beyond what a simple news article or PDF could achieve. One judge enthused: "I loved the look and feel, and I would definitely engage with the stories on the mobile app."



Deutsche Bank and Wardour

Silver

Deutsche Bank's newly launched app 'flow' provides a digital alternative to its bi-annual printed publication of the same name. The 'flow' app promises its readers exclusive financial insights at your fingertips, a statement which has resulted in 3,000 readers eagerly downloading the app within the first three months. 'flow' has an impressive engagement time of almost 19 minutes.



We communicate what's next



New York | London
Amsterdam | Düsseldorf
Singapore | Hong Kong | Sydney

Cognito
cognitomedia.com

Best use of a celebrity or influencer



Ecologi and 33Seconds

Gold

Entrepreneur and businessman Steven Bartlett joined the 'Power of Possible' campaign fresh from filming his first series as an investor on Dragons' Den. The campaign, launched by climate action platform Ecologi and agency 33Seconds, hoped to drive awareness of the Ecologi brand among a business audience around Earth Day in April 2022. Bartlett featured as the campaign's ambassador and starred in a central campaign video; with several million social media followers, he helped the campaign to achieve its incredible total approximate reach of 709 million.

'Power of Possible' included a study of 500 UK SME owners and their opinions on sustainability, as well as an interactive quiz. One judge commented: "I loved this campaign and what it set out to achieve." Another judge observed that the campaign was "worthy of being a winner."



National Lottery and Fresh Air Production

Silver

'Amazing Starts Here' is a podcast commissioned by the National Lottery 'Good Causes' programme and produced in partnership with Fresh Air Production. It is designed to connect young people with projects funded by the National Lottery, engaging with its audience by featuring Love Island winner Amber-Rose Gill, who has an incredible Instagram following of 2.7 million.



Cognito

Bronze

Cognito produced the 'Deal Talk' podcast for Ansarada, as the Sydney-based virtual data room provider hopes to expand into the Dutch mergers and acquisitions market. Dutch Olympic speedskater Ben van der Burg was invited to be the host of the series.

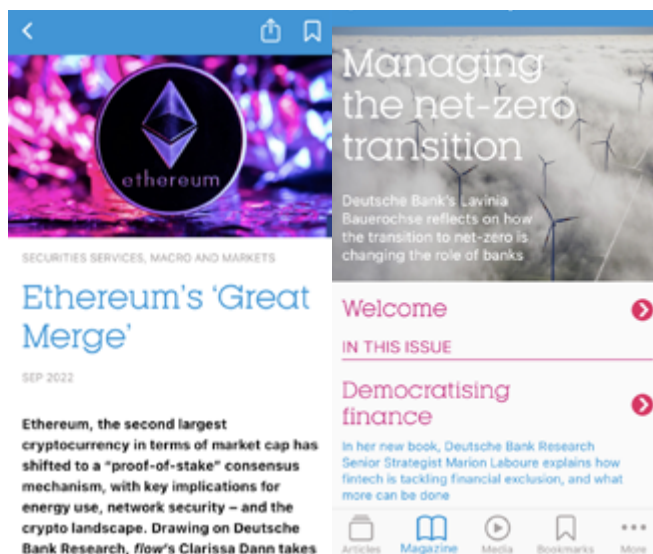
Best use of content with an existing external community

Deutsche Bank and Wardour

Gold

Deutsche Bank partnered with Wardour to produce a digital version of its bi-annual printed publication, flow. The 'flow' app promises exclusive financial insights at your fingertips to readers, and a statement which attracted 3,000 downloads within the first three months. The app sought to deliver several articles every week, allowing readers regular access to in-depth, topical features written by the 'flow' team.

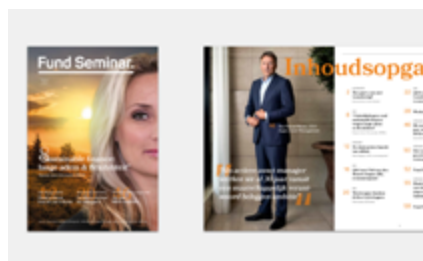
In order to be as accessible to readers as possible, 'flow' does not feature any ads, spam or paywalls that could interrupt the user while reading. The easy and convenient app has proven popular with its audience, achieving an impressive engagement time of almost 19 minutes. One judge described the entry as "engaging and active", commending Deutsche Bank's "clear objectives" and "great use of digital."



Cognito

Bronze

Fund Seminar dates back to 2009, seeing professionals in wealth management meet each year in September. The Fund Seminar magazine was recently launched to be distributed at the event. The magazine features independent articles covering issues being addressed throughout the day. Despite the magazine's luxury feel, it is packed with interviews and articles on macro-economics, asset management, regulatory and inflation.



Best use of content in a live or experiential setting



Embraer and Gravity Global

Gold

Brazilian aircraft manufacturer Embraer envisions a major transformation to how we travel in the hope of achieving net zero by 2050. In 2021, the company introduced four concept regional aircrafts that are powered by new propulsion technologies and renewable energies. Wanting to share its vision and commitment with the global aviation community, Embraer partnered with Gravity Global to launch its exciting 'Energia' programme, designed to be as visually impressive as the aircrafts themselves.

Besides designing the stunning aircraft livery, Gravity Global launched a campaign which featured a spectacular webcast event showing the Energia aircraft as 3D holograms. The campaign saw an increase in positive sentiment for Embraer, and its leadership on sustainability, from 28% to 70%. Judges commended the entry's "clear objectives, slick event, integrated content and strong results."



Travers Smith

Silver

Law firm Travers Smith hosted an inaugural firm-wide conference for asset managers, bringing together global experts and key individuals from the asset management industry in order to create a unique opportunity to explore important issues and network. They used QR codes to introduce interactive features to the event, and to allow continued engagement for attendees between and beyond sessions.



bp

Bronze

bp launched two-hour, presenter-led shows, broadcast live from studios at bp's headquarters in London, in an effort to bring colleagues together across the Atlantic. The 'bp&me2' shows were produced by the People & Culture team, each show being designed for different time zones. Conversations, led by bp CEO Bernard Looney, cover topics important to employees, such as work-life balance and wellbeing.

Most creative use of owned media channels

EHL Group

Gold

EHL Hospitality Business School is ranked as the world's leading hospitality management school and comes fifth in business and management in Switzerland. Having been educating generations of business leaders and hoteliers for 130 years, its TikTok campaign demonstrates how EHL is unafraid of innovation and change.

Designed by students for students, TikTok channel @EHLStudentLife serves as a platform from which characters play out real-life stories that immerse its Gen-Z target audience in the reality of EHL student life. The channel's content showcases EHL's culture and its international community in an authentic and convincing way. One judge described the entry as an "excellent integration of life social interaction with a corporate channel." Excellent results show that the campaign amassed over 9.5 million views and over 450,000 likes.



Cognito

Silver

In order to raise its brand profile in the niche Dutch mergers and acquisitions industry, Sydney-based virtual data room provider Ansarada partnered with Cognito to produce a podcast series. Cognito developed, organised, produced and distributed the 'Deal Talk' podcast, which acted as a catalyst for brand awareness and explored M&A-related topics.



Best branded content publication



Ocado and Sunday Gold

Online-only grocery retailer Ocado has limited opportunity to physically interact with customers. Its magazine OcadoLife provides a solution, keeping customers engaged even after checkout. The magazine includes targeted and achievable recipes, supplier exclusives, expert features and behind-the-scenes brand stories, highlighting Ocado's commitment to sustainability and service. OcadoLife is infused with a passion for food, boasting a visually stunning design and fresh, original content.

To test the magazine's impact on early-stage retention, Ocado sent copies to a select group of customers as a sample in June last year. This resulted in an 11% increase in retention across three retention stages. Recent research has shown that 56% of readers feel inspired to try new or unusual products after reading OcadoLife. Judges commended the entry's "clear strategy, beautiful look and feel, and impressive results."



RBC Brewin Dolphin and Wardour Silver

Bi-annual publication Perspective was launched by Wardour to distinguish RBC Brewin Dolphin from competitors while appealing to an audience with varying levels of financial knowledge. 16,000 copies of the magazine are mailed to international clients twice a year. An incredible 90% of readers have rated the magazine quality as "good" or "excellent."



RSA and Wardour Silver

The RSA Journal is sent quarterly to the 30,000 members of the Royal Society for the encouragement of Arts, Manufactures and Commerce (RSA). With the magazine having been first published in 1783, Wardour worked closely with RSA staff to ensure the magazine's content remained on-brand and relevant. One judge declared the entry "a beautiful piece of content."



Travers Smith Bronze

Law firm Travers Smith publishes its annual Dispute Resolution Yearbook in both a digital and hard format, providing thought leadership pieces on trending topics and crucial insights to the UK litigation market. One judge said the report felt "human and impactful", presented in a way that would "resonate with the audience."

Bidwells and Blackstock Highly commended

Bidwell's Radical Capital report was produced to raise their profile whilst championing the Oxford-Cambridge Arc as a central pillar of UK GDP growth.

Best branded content site

Vodafone

Gold

Leading technology communications company, Vodafone wanted to harness the power of digital storytelling alongside its new website relaunch. The campaign sought to produce exciting new content that would promote Vodafone's purpose across all global audiences. To achieve this, Vodafone launched Spotlight Stories, leveraging technology from Google's popular Web Stories feature.

This #CreateConnections campaign used the power of digital art to convey Vodafone's brand story. Its new website is visually striking and slick, and seamlessly easy to navigate. One judge described Vodafone's relaunch as a "beautiful and recognisable design." Another judge commended the brand's use of digital storytelling, saying: "This is a great way of telling stories through using multiple media tools."



Markel UK and Wardour

Silver

Markel UK approached Wardour for support with a digital content campaign to engage its audience and position the company as a leader in its sector. The Cover was launched as an exciting, new thought-leadership and branded content website. It has already received over 13,000 page views of article content, and the bounce rate has decreased from the previous website.



The Royal Institution of Chartered Surveyors (RICS) and Sunday

Bronze

Modus is a global publication of the Royal Institution of Chartered Surveyors for professionals working in the built environment. In 2022, Modus maximised its impact through improving its digital presence, reaching a broader audience through podcasts and data visualisation. Modus has been tackling the more difficult topics, such as how European housing models have negatively impacted Native American communities.



Best use of data



Cyclomedia and TEAM LEWIS

Gold

Cyclomedia develops, builds and operates advanced mobile mapping systems that visualise highly populated urban areas. The valuable insights gathered from this data helps municipalities, governments and businesses to create greener, more accessible and safer environments. Through its partnership with TEAM LEWIS, Cyclomedia hoped to raise brand awareness as a basis for further partnerships with governments across Europe.

TEAM LEWIS conducted a European-wide study in 16 cities to assess road safety. After questioning road users on topics such as road safety, quality and accessibility, the research results were presented in the Urban Road Safety Index. Planned to return annually, the study puts Cyclomedia on the map, and gives guidance to governments on improving urban road safety. One judge commented: "Great use of data which is brought to life in an engaging and accessible format."



Carroll Technologies and GlobalData

Silver

Carroll Technologies' campaign involved using an AI product which used data to position content where it was most likely to be read, resulting in over 400 targeted leads, thereby accelerating its business. One judge described the entry as an "amazing use of data to tailor content and see tangible results off the back of the content."



Ecologi and 33Seconds

Bronze

33Seconds' campaign for leading climate action platform Ecologi is designed to cut through the noise around climate change and gain the attention of business decision-makers and consumers. The 'Power of Possible' campaign featured entrepreneur Steven Bartlett, and targeted audiences across multiple channels. The campaign brought hope to the climate issue, which has been shrouded in negativity for a long time.

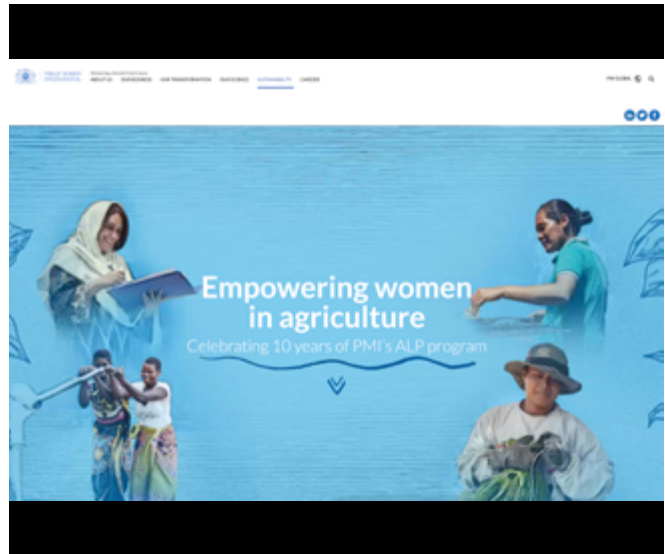
Best use of content in a social context

Philip Morris International

Gold

Philip Morris International has clearly defined its purpose as being dedicated to delivering a smoke-free future by replacing cigarettes with smoke-free alternatives as quickly as possible. The objective of the company's campaign was to increase traffic to its website through social posts in order to educate its audience about the brand's purpose and journey. This was achieved through Shorthand, a digital storytelling platform that builds interactive journeys for social platforms. The campaign's social posts were shareable and visually exciting.

Three bespoke shorthand stories were shared across social media, achieving an incredible one million total impressions surpassing the campaign's target by 15%. One judge described the campaign as "a simple way to bring content to life with some powerful statistics."



55Redefined and Media Zoo

Bronze

The goal of UK-based group 55Redefined is to redefine what it means to be in the 55-plus age category. Its promotional film, launched by Media Zoo, tackles stereotypes and champions age diversity. The film speaks to a generation that feels misrepresented, hoping to inspire and excite the demographic about the opportunities that age brings.



Best one-off content campaign



Bowel Research UK (BRUK) and Bladonmore Gold

The objective of Bowel Research UK's (BRUK) campaign was to tackle the stigma that surrounds bowel diseases, and to raise the profile of BRUK. The campaign sought to encourage its audience to feel more comfortable sharing their stories and experiences of the diseases, and to feel empowered to speak up regarding the issue.

Research conducted by the #auguts campaign found that many do not feel comfortable discussing the subject with friends or family. The campaign's 'Have you got the guts?' concept used a light and playful tone to create a sense of comfort. A hero video features people talking about their experiences with the diseases, serving as a call to action that encourages its audience to normalise talking about the subject.



Philip Morris International - Beginning of a smoke-free future Silver

Philip Morris International (PMI) believes there is still a cloud of confusion around smoke-free cigarettes and their potential. PMI's 15-minute documentary and accompanying digital campaign seeks to clear the air, highlighting how smoke-free alternatives can positively impact public health. To demonstrate this, the campaign focuses on the decline of cigarette sales in Japan.



Philip Morris International - Leveraging a change in leadership Bronze

Philip Morris International saw its change of leadership, with Jacek Olczak replacing André Calantzopoulos as CEO, as an opportunity to reiterate its commitment to a smoke-free future, highlighting its timeline for achieving this goal. Creative campaign 'Unsmoke the Future' featured in news outlets and platforms across social media, gaining over 8,800 total engagements and 705,000 impressions.



Vodafone Bronze

Vodafone's '#CreateConnections' campaign sought to challenge one of the biggest barriers to digital inclusion: the cost of smartphones. This campaign raised awareness of the challenges surrounding smartphone access. Collaborations with four artists across Africa explored how smartphones had transformed communities across the continent.

DuPont Mobility & Materials and Bright Space Highly commended

Bright Space provided the strategic direction and content for DuPont Mobility & Materials's five-month social media campaign.

LNER and The Corner Highly commended

LNER's 'People with Pride' campaign highlights what the pride festival means to LGBTQ+ employees and communities.

Best long-term use of content

ABB and Fresh Air Production

Gold

ABB Robotics is one of the world's largest developers and manufacturers of robots. As a way of conveying the company's purpose, and to help people understand what robots contribute to the world, ABB paired with Fresh Air Production to launch its podcast. This platform allowed the company to create detailed, accessible and nuanced content that its audience – both those already following the robotics industry and those who are interested in learning more - could engage with.

Presenter Fran Scott suffuses the podcast, which has featured regular guests, with a contagious passion for the topics it addresses, such as what robots can contribute to sustainable food production, medical services and electric vehicles. Judges described the entry as an example of "excellent long-term content that really hits the mark."



RSA and Wardour

Silver

The RSA Journal, sent quarterly to the 30,000 members of the Royal Society for the encouragement of Arts, Manufactures and Commerce (RSA), shines a spotlight on societal challenges. First published in 1783, Wardour has been working closely with RSA staff to ensure the magazine's content remain on-brand and relevant. One judge declared the entry "a beautiful piece of content."



Best long-term use of content



Embraer and Gravity Global

Bronze

The 'Tech Shark' campaign was designed as a showstopper idea for Embraer, intended to promote its brand globally. The striking campaign is now the most talked about in the aviation industry, having started as an animation and now become part of the Embraer Profit Hunter aircraft's livery. Judges described the campaign as a "creative approach with impressive results."



Lloyds Register Foundation and Fresh Air Production

Bronze

Global charity Lloyds Register Foundation is driven by its mission to engineer a safer world. The charity partnered with Fresh Air Production to produce a podcast that would move the health and safety conversation away from hard hats and clipboards, towards addressing world's bigger, most urgent safety concerns. Topics include AI and mental health.

Deutsche Bank and Wardour

Highly commended

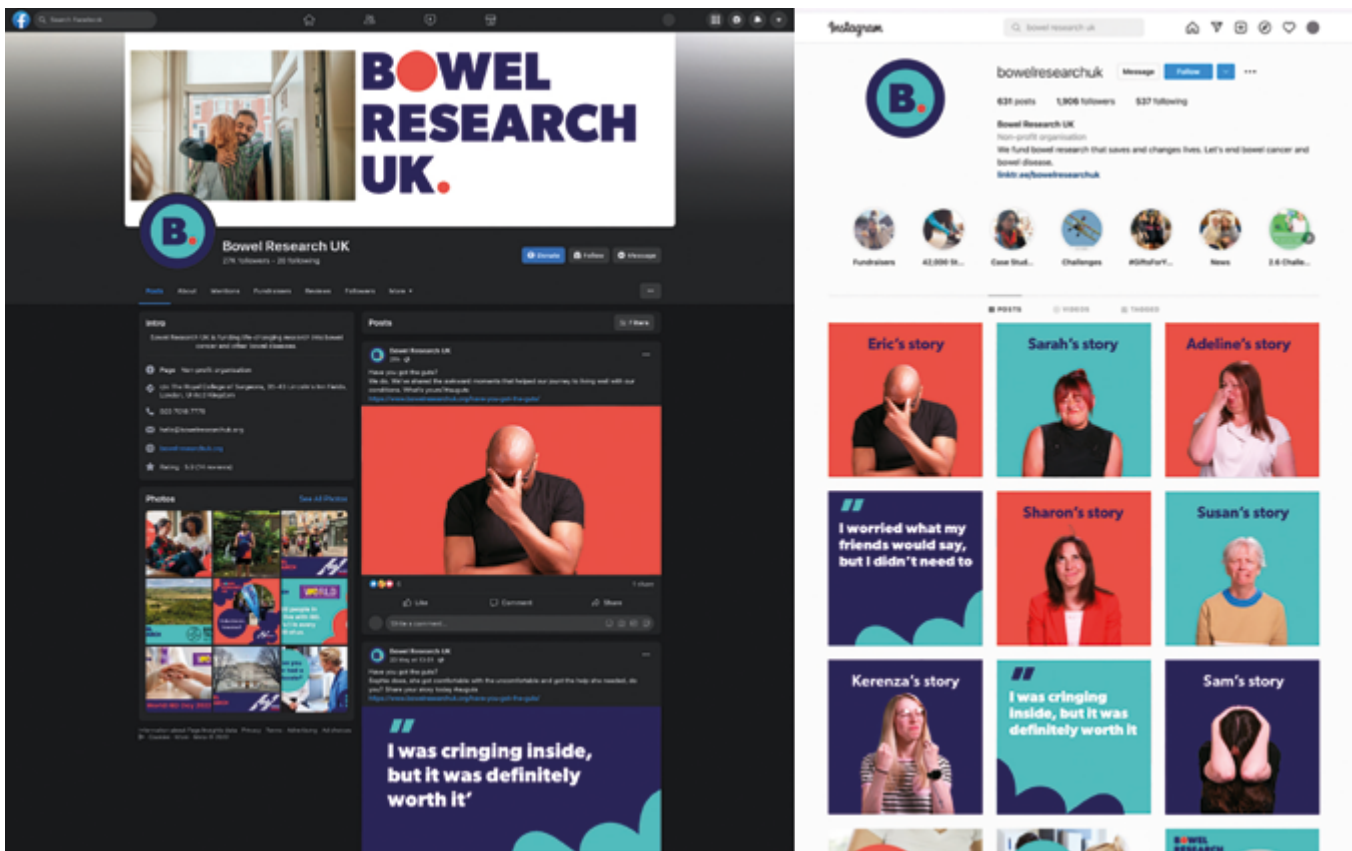
Deutsche Bank's annual publication 'flow' was re-launched as an app, promising readers exclusive financial insights.

The Royal Institution of Chartered Surveyors (RICS) and Sunday

Highly commended

A successful transition to digital saw RICS's publication Modus increase its unique visits up 38%.

Best corporate storyteller



Bowel Research UK (BRUK) and Bladonmore Winner

Bowel Research UK (BRUK) and Bladonmore's #auguts campaign was built on the concept of getting people comfortable with the uncomfortable, and inspiring open and honest conversations around bowel diseases. The campaign challenges its audience to act, probing it with the question "Have you got the guts?" Overall, this fearless, potentially life-saving campaign tells a story of bravery and resilience.

BRUK's project involved extensive research which found that people living with inflammatory diseases such as Crohn's, ulcerative colitis and diverticulosis - or those who had been treated for bowel cancer - were often reluctant to talk about their disorders, preferring to hide their conditions from friends and family.

The #auguts campaign sought to change this through giving a platform to people's stories. Short films featuring individuals sharing their experiences of bowel diseases were published on social media gradually, over the course of a month, to keep conversation and engagement alive. This film series is the centrepiece of the campaign, involving contributors speaking directly to camera and sharing embarrassing moments related to their conditions. Despite its challenging subject, BRUK's campaign is infused with humour and positivity, showing that you are not defined by your disease.

The aim of #auguts was to get people talking, and the rates of engagement with its social media posts show that this was achieved. BRUK's Facebook page showed the strongest performance, with an incredible user reach of three million, which was up 16,000% from the previous month.

MORE CHANCES TO WIN



EVENTS HOSTED BY COMMUNICATE MAGAZINE



For more information about Communicate events email Michelle at michelle.manton@communicatemagazine.co.uk
communicatemagazine.com/awards/

Grand prix



EHL Group

Winner

EHL Hospitality Business School is ranked as the world's top hospitality management school. The school has been educating generations of leaders and hoteliers for 130 years; with this campaign, EHL wanted to raise further awareness of life at the school, in the hope of appealing to potential future students. To do this, EHL launched its own TikTok channel, which was a huge transformation to EHL's communications and recruitment strategy.

The channel promoted the daily experiences of EHL students in an authentic and engaging way, drawing inspiration from its student volunteers to create the most unique and relatable content. EHL's campaign brilliantly showcases its international community and the strength of its dual educational model. TikTok proves the perfect platform to imbue an audience with a brand experience, allowing viewers to connect with EHL through real people and authentic stories.

As the videos were designed by students, for students, EHL's campaign was able to resonate strongly with a young audience of potential future applicants. Videos were crafted around viral TikTok trends, framing life at EHL through the lens of its student population. With a total production of 185 videos since September 2021, EHL developed a creative and successful community channel that attracted an incredible 22,000 followers and 9.5 million views. The school's purpose and its commitment to its students shone throughout this campaign, shedding light on a holistic picture of life at EHL.

