

Corporate
Content
Awards
North America 2021

WINNERS BOOK

KPMG: Our Impact Plan

Our global ESG commitments — holding us accountable for progress so we make an even more positive impact on the world.

kpmg.com/ourimpactplan



Welcome



This is the second year for the Corporate Content Awards, here in North America. It follows five years of celebrating the best in corporate narrative and storytelling in Europe. On both sides of the Atlantic we wanted to benchmark the way organisations use content to reach their corporate audiences and recognise the strategic thought behind the work; the problem solving; the insight; the communications solutions.

It's been a particularly challenging year for anyone in corporate communications but what has really stood out is that those companies who have embraced strategic and creative storytelling have had a clear advantage in engaging with their various publics.

This year's winners should feel immensely proud of the work they have been able to craft and implement - we are so pleased to celebrate strategic, creative storytelling and congratulate all the winners of this year's Corporate Content Awards.

Andrew Thomas
President, Cravenhill Publishing
Founder, Corporate Content Awards

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Judges



Maliha Aqeel
Director, global communications and digital channels
Fix Network World

Maliha is an award-winning, communication and inbound marketing professional that helps companies harness the power of their brand to drive engagement and achieve measurable business results. Maliha spent several years in an agency, before switching to client side. Over the past 15+ years, she has developed and led content and marketing communication programs for B2B companies in the financial and professional services sectors.



Daniella Carrie
Manager, social media and content strategy
Cardinal Health

Daniella is manager of social media and content strategy at Cardinal Health where she helps oversee organic and paid boosting social media strategy as well as governance, social listening, and thought leadership strategy. Daniella has gained experience over the past seven years in her former roles at Amazon and MetLife, where she helped to launch social media for Amazon Fashion, and leading MetLife brand storytelling content strategy at the enterprise level.



Kristen Fallon
Vice president, brand and digital marketing
GE Healthcare

Kristen leads the global brand and digital marketing program at medical technology and software company, GE Healthcare. She is responsible for the team building and executing brand messaging, thought leadership, and storytelling, as well as the strategy, design and management of owned and paid channels. Throughout her career, Kristen has helped non-profits and the private sector meaningfully engage with stakeholders and grow market share.



Dea Fischer
Global internal communications and employer brand
Squarespace

Dea is a communications and culture leader responsible for internal and executive communications, employer brand and recruitment marketing & employee experience. Dea has previously held senior communications roles at Pernod Ricard, Spotify and American Express.



Nira Gale
Senior manager, employee communications, flight operations
Delta Air Lines

Nira has over 20 years of comms experience, spanning the private, public and not-for-profit sectors. In 2017, she moved to the US where she is currently senior communications manager at Delta Air Lines at their global headquarters in Atlanta. Prior to joining Delta Air Lines, she worked as communications advisor and later communications manager at FedEx for over 10 years. Nira's experience includes the development of local and global award-winning communication strategies, crisis management, and employee communications.



DJ Hamm
Head of social media
Securian Financial

DJ is a consumer-led social media strategist with demonstrated success in building and scaling social and digital marketing programs. In his current role, he is leading the enterprise social media program at a Fortune 500 financial services brand. Known among industry peers, DJ is frequently sought-after to speak to internal social teams, academia, and present at industry conferences. Leveraging cross-sector experience leading public relations and digital or social marketing teams to foster innovative strategies that drive tangible results.



Cindy Hoots
Senior manager of employee experience and communications
Amazon Web Services

Cindy is the senior manager, employee experience and communications for Amazon Web Services, overseeing employee and culture communications, executive communications, and the storytelling strategy. In 2020, she launched a new content management system to help inform, inspire, and empower Amazon's close to one million employees to be better brand advocates. With 20 years of experience in external and internal comms, she found her passion in employee engagement.



Karen Johnston
Director of communications
IC Thrive

Karen is an accomplished communications professional with over 18 years of experience in corporate, non-profit, big project, tech and agency environments. Karen is particularly excited about the changing business landscape and the role of internal communicators within this new environment. At IC Thrive, she currently heads-up a team of communicators who dedicate their efforts to finding software and service solutions to make the lives of those tasked with internal communications infinitely easier.



Rob Manfredo
Vice president, head of marketing and communications
OTG Management

Rob Manfredo is a public relations leader with decades of experience handling corporate communications. Throughout his 24-year career, companies and executives have trusted him to steer their engagement with the public, media, and stakeholders. Whether in-house at Sony Electronics or as an agency counselor for consumer, lifestyle, and technology brands and products. Rob was most recently director of corporate communications in the U.S. for global tech leader Huawei.



Veronica Rossini
Global head of marketing and communications
Tent Partnership for Refugees

Veronica is the director of marketing and communications at Tent, overseeing earned and owned media, research output and events. Prior to joining Tent, she was the director of communications at Girl Effect, a UK-based non-profit founded by the Nike Foundation. In this role, she managed all global communications activities for the parent brand through high-profile integrated campaigns. She spent the majority of her career at communications consultancies in the UK advising corporate clients such as McDonald's, Instagram and the Guardian News & Media.



Teri Wade
Director of communications and influence
Rippel

Teri has more than 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. She currently serves as director of communications and influence at The Rippel Foundation, a non-profit operating foundation that works with health-focused partners throughout the United States.



Madeline Wyatt
Director, communications and creative services
SUEZ North America

Madeline is a communications leader with over 20 years of experience in community engagement, employee relations, strategic and crisis communications. She has extensive expertise in marketing, public relations, communications and stakeholder engagement. She currently works as director of communications and creative services at SUEZ North America. Her areas of expertise include planning and executing major events, policy and procedure development, employee development and creating brand engagement.

Winners

Best content campaign to assist with corporate positioning

Gold – Axiad

Silver – KPMG International

Bronze – GE Healthcare with MikeyKay Films and Battenhall

Highly Commended – T. Rowe Price and Imprint

Best content targeted to the CSR community

Gold – KPMG International

Silver – Imperial College Business School and Peregrine Communications

Bronze – Tchibo and Rosen Group

Best content targeted to the investor audience

Gold – CFA Institute and Living Group

Bronze – United Power Inc and Telideo Productions

Best content targeted to the internal audience

Silver – LivaNova

Best use of video

Gold – GE Healthcare and MikeyKay Films

Silver – LivaNova

Bronze – Random42 Scientific Communication

Best use of animation

Gold – Dianomi and Living Group

Silver – Axiad

Best use of digital

Gold – RELX

Best use of audio and podcasts

Gold – Hogan Lovells and Northam Media

Silver – VMware and TEAM LEWIS

Best use of a visual property

Gold – Hausfeld and Living Group

Silver – GE Healthcare with MikeyKay Films and Battenhall

Best copy style or tone of voice

Gold – GE Healthcare with MikeyKay Films and Battenhall

Best content-driven brand created community

Silver – CFA Institute and Living Group

Best use of content in a live or experiential setting

Silver – Las Vegas Raiders and BRC Imagination Arts

Most creative use of owned media channels

Gold – RELX

Silver – GE Healthcare and MikeyKay Films

Best branded content

Gold – Hausfeld and Living Group

Silver – HP Inc.

Bronze – Axiad

Best use of data

Gold – VMware and TEAM LEWIS

Silver – FlexShares and Imprint

Bronze – State Street Global Advisors and Living Group

Best one-off content campaign

Gold – LivaNova

Best long-term use of content

Gold – Publicis Sapient - the HOW channel experience

Silver – T. Rowe Price and Imprint

Bronze – Publicis Sapient - The Digital Life Index

Best corporate content during Covid-19

Gold – GE Healthcare with MikeyKay Films and Battenhall

Silver – HP Inc.

Best corporate storyteller

RELX

Grand prix

Hausfeld and Living Group

Don't let transformational wait until next year.

It can be tempting to put off
that industry-defining
campaign until next year.

But in an asset management
landscape that's changing
– *and changing fast* – doing
the same thing as last year
is **no longer the safe option.**

Start today:



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Best content campaign to assist with corporate positioning

Gold – Axiad

As a small company in the cybersecurity landscape, Axiad developed SMARTidentity, an integrated marketing campaign aiming to support its corporate positioning. Interviews with Axiad employees, partners, and customers helped to identify the problems that Axiad Cloud solves which then informed a targeted strategy.

The campaign included an animated video alongside content featuring executive employees. Axiad also devised an updated homepage, an eBook, social media content and an email campaign. The ongoing campaign has already achieved tangible results, with a 53% increase in its social media following. It played a vital role in securing funding from Invictus Growth Partners, while also equipping the sales team with the necessary tools to close deals. "Thoughtfully created, thoroughly researched and implemented," praised one judge.



Silver – KPMG International

KPMG launched the 'KPMG: Our Impact Plan' with the aim to collate its global environmental, social and governance commitments. The campaign aligned KPMG's commitments against the United Nations Sustainability Goals to strengthen its corporate position. Using stories and imagery of KPMG people, it achieved 11k page views, over 100k video views and positive media coverage.



Bronze – GE Healthcare with MikeyKay Films and Battenhall

GE Healthcare devised a video campaign focusing on real stories from frontline healthcare workers using GE Healthcare equipment to combat negative narratives around Covid-19. The 42 video series was the company's best performing campaign and it successfully positioned the brand at the heart of the Covid-19 conversation.



Highly Commended – T. Rowe Price and Imprint

Best content targeted to the CSR community



Gold – KPMG International

In January 2021, KPMG International combined its various ESG commitments and aligned its strategy against the United Nation's Sustainability Goals. The 'KPMG: Our Impact Plan' was divided into four categories: planet, people, prosperity and governance. It focused on demonstrating transparency with its stakeholders, including the external CSR community.

By clearly outlining its goals and commitments, KPMG was able to measure progress and hold itself accountable. Competitor and best practice research enabled the team to understand how peers and sustainability leaders present CSR activity. Captivating stories and visual assets brought KPMG's commitments to life and delivered an engaging document, alongside an easy-to-navigate layout on its owned website. Judges were impressed with the results, "Beautiful, authentic and robust," said one judge.



Silver – Imperial College Business School and Peregrine Communications

Peregrine Communications worked with Imperial College Business School to help its Centre for Climate Finance and Investment to raise awareness and understanding of its contributions to the CSR community. The result was a +572% increase in page clicks on the website, and a +906% increase in time spent on those pages.



Bronze – Tchibo and Rosen Group

Roasted coffee market leader, Tchibo, worked with Rosen Group to design and develop its very first Sustainability magazine. The publication took an in-depth look at how to create change within CSR, from human rights and the living income for farmers and workers, to environmental protection and climate change. The magazine was positively received by readers and Tchibo plans to continue publishing annually.

Best content targeted to the investor audience

Gold – CFA Institute and Living Group

Over the past two years, Living Group has worked closely with the CFA Institute to build the online personal brand of its CEO and president. Together they delivered an impactful and strategic campaign on LinkedIn and Twitter, specifically designed to target financial advisors and their investing clients. The CFA Institute also wanted to improve its digital brand intelligence and strengthen its member community through the pandemic.

Living Group helped to position the tone of voice and deliver organic content including short and informative interview clips. The result was an impressive 736% increase in LinkedIn followers over 19 months. Judges were impressed with the use of data to understand the investor audience and deliver engaging content. "Strong objectives that are backed by a solid strategy and implementation plan," said one judge.



Bronze – United Power Inc and Telideo Productions

United Power is one of Colorado's major electrical service providers. In 2020, the business was unable to deliver its in-person investor conference as a result of Covid-19. Telideo Productions were tasked with bringing the 2019 Financial Report to life in a digital format. The 20 minute slide deck was condensed into an engaging animation that captivated the viewers and generated positive feedback from investors.



Best content targeted to the internal audience

Silver – LivaNova

LivaNova is a mid-sized global medical device company, formed in 2015 by a merger between two companies with complimentary expertise. This campaign worked to unite employees across the organization and ensure they felt part of a cohesive unit. LivaNova shared internal company news stories via 14 brief but engaging videos, achieving an 88% online open rate.



Best use of video



Gold – GE Healthcare and MikeyKay Films

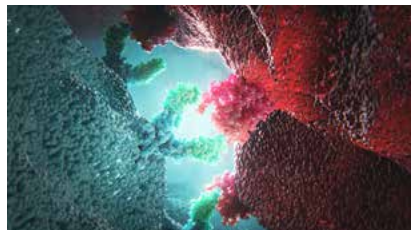
To combat the negative dialogue circulating around Covid-19, GE Healthcare quickly implemented a campaign to counter this narrative and inspire courage, kindness and innovation. GE Healthcare leveraged its position as a provider of equipment to frontline healthcare professionals and created a series of short videos capturing the real human stories at the center of the fight against Covid-19.

It created a series of social-first videos which served as a news engine across their owned channels. The content showed how frontline healthcare workers were fighting the virus, but also how GE Healthcare was ensuring resources met patient demands. Judges were impressed with the use of organic content and the smooth interweaving of information and storytelling. "The videos are pure and organic" said one judge. "Engaging, interesting and informative," commented another.



Silver – LivaNova

To keep employees up to date with company news in a streamlined and engaging format, LivaNova developed a monthly video that consolidated this content. The video was developed with subtitles in seven languages and made available both online and offline for employees to view. The Edge News Now campaign was described by employees as "punchy, professional and timely."



Bronze – Random42 Scientific Communication

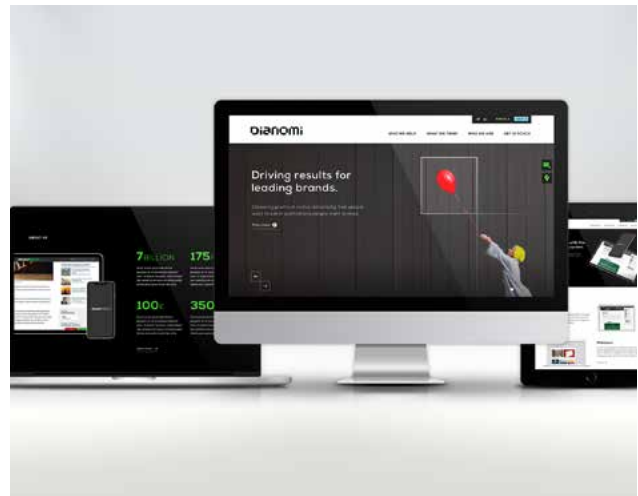
As a global provider of digital scientific solutions to the pharmaceutical, biotech and medical device industry, Random42 wanted to bring challenging scientific concepts to life. This campaign explained dry eye disease and the product designed to alleviate symptoms. The combination of high-quality medical animation and scientific storytelling resulted in a visually engaging campaign.

Best use of animation

Gold – Dianomi and Living Group

Technology specialist and global leader in online native advertising, Dianomi, wanted to demonstrate its offering in an increasingly competitive marketplace. Living Group were tasked with revamping Dianomi's marketing materials to inject a greater sense of personality, confidence and purpose. It used animation to communicate the Dianomi brand purpose in under two minutes.

Upbeat music accompanied the fast-paced animation and script to deliver brand and product storytelling in a compelling way. By utilizing Dianomi's proprietary algorithm, Living Group was able target the content to maximize impact across publications and audiences. The result was a collection of strong, professional and slick assets that aligned with the objectives and business results. The 90-second animation has been viewed on Dianomi's website over 100k times in just 12 months.



Silver – Axiad

Axiad developed its SMARTidentity animation video to support its corporate positioning as a small company in the cybersecurity landscape. The animation successfully breaks down the complexities of the SMARTidentity product using simple language and bright visuals. The animation has proven results with over 7.8k views on YouTube, which is over 6k more than its highest viewed video.



Best use of digital

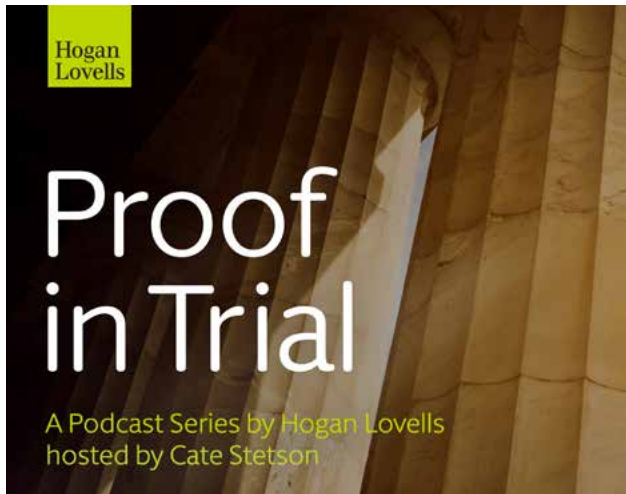
Gold – RELX

FTSE 15 business to business information and analytics group, RELX, was struggling to generate positive earned media. To overcome this challenge, RELX implemented Shorthand, a parallax storytelling platform, to tell visually compelling stories about its business and people. RELX embedded third party tools to create interactive graphics allowing users to interact with the data.

It also adopted the use of interactive maps and a scroll-based map animation tool. The newly engaging and vibrant content was then promoted on social media using micro-targeting to generate tens of thousands of reads. The campaign has steadily gained momentum over the past year, with content engagement increasing thirteen-fold in just 18 months. Judges praised the impressive use of metrics, "Visually dynamic and interesting," said one judge.



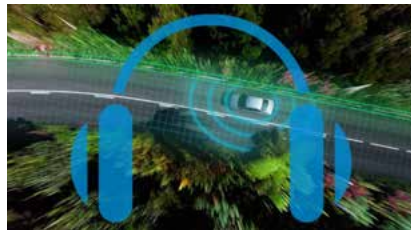
Best use of audio and podcasts



Gold – Hogan Lovells and Northam Media

Hogan Lovells wanted to position its litigation practice as one of the best in North America and raise awareness of its success and expertise. Northam Media were commissioned to develop a podcast series that would go behind the scenes and engage with audiences beyond the legal profession. Each episode of the 'Proof in Trial' podcast tells the story of a particular case, including the wrongful conviction of two black teenagers that led to a death row sentence, and a tech company whose trade secrets were stolen.

The podcast tells the stories from the clients' perspective, with insight from lawyers working to improve external awareness of Hogan Lovells capabilities. The results exceeded ambitions to reach an audience of 10,000 per episode, while also receiving rave reviews from listeners. "Stellar creative work!" praised one judge.



Silver – VMware and TEAM LEWIS

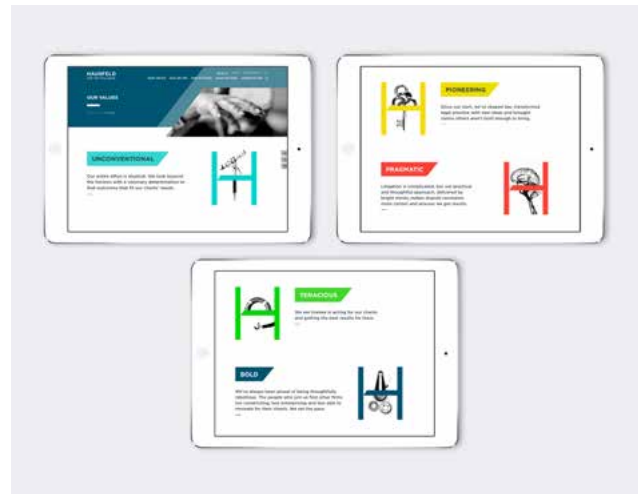
The Pop Culture Tech podcast from VMware looks at the current trends in digital culture and the use of innovative technologies such as AI and 5G. It aimed to raise awareness of VMware's thought leadership platform and was therefore targeted to business leaders, IT decision makers and those interested in tech. The initial 11 episodes gained an impressive 1.2m page views.

Best use of a visual property

Gold – Hausfeld and Living Group

Hausfeld enlisted the help of Living Group to develop a new visual brand that would reflect the personality of the law firm and improve engagement with its stakeholders. The brand strategy was informed by objective insights including internal interviews and external viewpoints.

Living Group also utilized its proprietary Living Ratings research to carry out competitor analysis and identify the Hausfeld brand as 'thoughtfully rebellious'. Bold colors, black and white photography and thought-provoking illustrations truly brought Hausfeld's culture and ethos to life. The result was a 49% increase in visitors to the website, and a 64% increase in the time spent on the website. Judges praised the clean, engaging and accessible rebrand with clearly demonstrated results. "Brilliantly creative, innovative, and visually strong," said one judge.



Silver – GE Healthcare with MikeyKay Films and Battenhall

GE Healthcare created a series of videos to combat negative media coverage of the Covid-19 pandemic. The videos focused on emotive storytelling from frontline health workers, which were then shared across digital platforms. The visual property used clear and simple images to stand out in a crowded social media landscape.



Best copy style or tone of voice

Gold – GE Healthcare and MikeyKay Films

GE Healthcare rapidly mobilized a campaign to counteract the fearful and negative narratives circulating through news streams during the pandemic. As a medical equipment provider, GE Healthcare utilized its unique access to stories from frontline workers at the center of the fight against Covid-19. Season one of the campaign consisted of 42 documentary style videos, filmed across 42 days in the US.

The unfiltered messages and raw footage enabled GE to share emotive stories of courage and highlight its position as a digital innovator supporting Covid-19 patients. This campaign reinvented the brand's storytelling strategy and implemented a tone of voice that was honest, authentic and impactful. The short videos adopted a simplistic yet informative tone that conveyed GE Healthcare's brand ethos. Judges were impressed with the personal tone of voice to tell the stories with sensitivity.



Best content-driven brand created community



Silver – CFA Institute and Living Group

The CFA Institute worked with Living Group to improve the visibility of its CEO and president, while also strengthening the CFA member community. Living Group delivered consistent and targeted social content in an authentic and human tone of voice. Not only did the campaign vastly increase the CEO's social following, but it also successfully built a platform for the CFA community to connect and communicate long-term.

Best use of content in a live or experiential setting



Silver – Las Vegas Raiders and BRC Imagination Arts

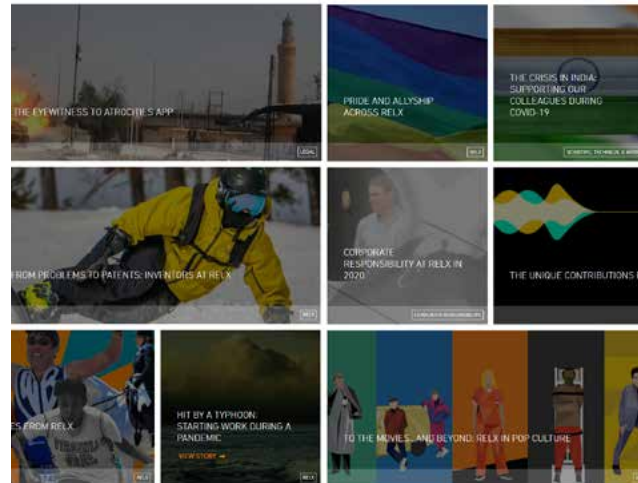
Las Vegas Raiders wanted to create an engaging fan experience that went beyond a traditional stadium tour. BRC Imagination Arts conducted foundational research into the Raiders history and combined creativity and digital innovation to include a range of immersive features. The result was a complete 70-minute entertainment experience that has been praised by visitors as truly embodying what the Raiders stand for.

Most creative use of owned media channels

Gold – RELX

Following its adoption of storytelling platform Shorthand, RELX utilized its owned media channels to promote its new visually engaging content. The combination of a powerful digital media platform with compelling and immersive content has since become central to the brand's owned media content strategy.

To ensure this momentum was sustainable it ran micro-targeted campaigns on social media, which resulted in a dramatic increase in the number of reads. In one example, RELX used Shorthand to bring its 98-page annual corporate responsibility report to life before promoting the story on social media channels targeted at investors. The story achieved an impressive 12k reads compared to the previous year's 2.5k downloads via the RELX website. "Identified a problem and solved it with their owned channels," commented one judge.



Silver – GE Healthcare and MikeyKay Films

GE Healthcare created a series of emotive documentary style videos to tell the story of frontline healthcare during the pandemic. The videos were published in a strategic and consistent manner across the company's owned social media channels. The content temporarily transformed the channels into informative news streams that could directly engage with external audiences.



Best branded content



Gold – Hausfeld and Living Group

Hausfeld has experienced significant growth over the past 13 years. As a result, it needed to close the gap between the law firm's current status and success and ensure its digital branded content followed suit.

Living Group applied its marketing intelligence data to inform the creation of a new website that would move away from the traditional law firm template and encompass the personality of the brand. It created visually striking images and design technology that would ensure cut-through against other law firms. The new brand and website has successfully engaged with current clients and allowed the firm to expand into new markets and engage with new audiences. It resulted in a 49% increase in the number of visitors to the website and a 64% increase in the time spent on the website. Judges praised the branded content as "clean, engaging, accessible."



Silver – HP Inc.

HP launched the Innovation magazine, to position the information technology company as a thought leader in the industry. It used subtle branding throughout the publication to enhance the brand reputation and inspire optimism about its future. Released in both digital and print formats through the pandemic, the Summer 2020 issue resulted in a 76% increase in page views.



Bronze – Axiad

Axiad developed a playbook titled 'Guide to Passwordless Anywhere' which looked at how companies can achieve a passwordless business. The publication addressed concerns from IT leaders as well as the long-term impact of going passwordless. The playbook tells the story of passwordless in a visual and engaging way. The campaigns went on to develop leads, spread awareness and inform customers.

Best use of data

Gold – VMware and TEAM LEWIS

VMWare worked with Vanson Bourne to devise a thought-leadership campaign around digital transformation. It planned to conduct research which was swiftly adapted to cover new and current issues when the pandemic hit.

The global survey analyzed more than 5,000 app developers, business decision makers and IT decision makers across 17 countries. The agile use of data enabled the thought leadership campaign and research findings to become relevant to a much wider audience, outside VMware's typical selection of IT cloud and data center professionals. It utilized VMware's account and contact lists to build a tailored audience of business and IT decision makers. To amplify the results in a captivating way, VMware told the story of digital transformation through various chapters via an immersive site. One judge praised, "Powerful use of data to bring in the human element."



Silver – FlexShares and Imprint

FlexShares produced thought leadership from its proprietary research the 'Advisor Teams and Diversity Study.' The research examined the motivations and mechanics of building financial advisor teams and hiring diverse teams. FlexShares then partnered with Imprint to create a robust campaign with a landing page hub containing content in multiple formats.



Bronze – State Street Global Advisors and Living Group

State Street Global Advisors worked with Living Group to turn a mass of existing asset allocation target date fund information into a data-driven online tool. This opened up a host of client conversations and opportunities for SSGA's sales and marketing teams. The simplified narrative successfully used engaging graphics to simplify the data and tell complex stories while educating users.



Best one-off content campaign



Gold – LivaNova

To ensure medical device company, LivaNova, could continue to operate through the pandemic it launched the internal 'Healthy Habits' campaign, to provide employees in the essential industries with daily insights and tips to stop the spread of Covid-19. The content relied on guidance from the World Health Organization and focused on four high-level, daily practices employees could perform to keep themselves safe at work.

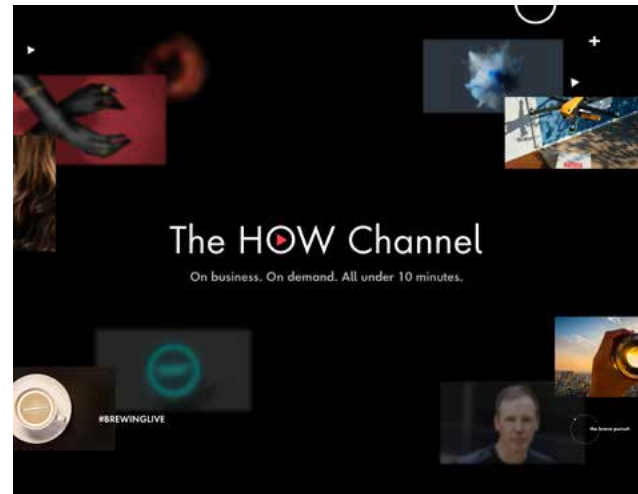
The two-month campaign was strategic in its approach against a clear objective that required short-term immediate impact. LivaNova created various assets including two videos, a screen saver, social media posts, posters and a dedicated page on its Intranet and employee training sessions. The results speak for themselves, with an extremely low Covid-19 case count throughout the pandemic and employee feedback stating the campaign positively impacted their at-home practices.

Best long-term use of content

Gold – Publicis Sapient - the HOW channel experience

Publicis Sapient wanted to design an engaging platform which would enable its thought leadership content to stand out. Foundational insights revealed that the target audience prefer video to reading, but they will not watch anything longer than 10 minutes. The HOW channel was created as an on-demand video platform designed to replicate consumer-facing streaming networks with short and engaging newsroom-style content.

The Publicis Sapient team wrote and produced 10 series with over 50 videos, complete with dynamic personalization and content specific to the user's IP-based customer data. The customer-centric experience will continue to be shared with B2B audiences, generating quality sales accepted leads. "Brilliant evolution of owned content and platform which is driving meaningful business results!" said one judge.



Silver – T. Rowe Price and Imprint

Global investment firm, T. Rowe Price, has consistently delivered rich informative content to its retail clients. Its core education program, T.Rowe Price Insights is the primary way for firms to communicate with investors and provide guidance. The long-term project built up the website's Insight section and focused on producing digital-first content.



Bronze – Publicis Sapient - The Digital Life Index

Publicis Sapient created an ongoing consumer behaviour survey, The Digital Life Index, which responded to a knowledge gap around consumer behaviour using data that would help clients when informing digital business strategies. The research successfully increased awareness of Publicis Sapient and strengthened its reputation as a brand that understands consumers.



Best corporate content during Covid-19



Gold – GE Healthcare with MikeyKay Films and Battenhall

As global cases of Covid-19 rose during early 2020, GE Healthcare noticed a rise in online conversations spreading dread and negativity. The company quickly sprang into action to produce a counter-narrative of hope and positivity, all while leveraging its resources as a global medical technology innovator. It produced 42 videos, filmed and released in just 42 days, telling the story of frontline workers including healthcare workers using GE healthcare equipment to treat and save Covid-19 patients.

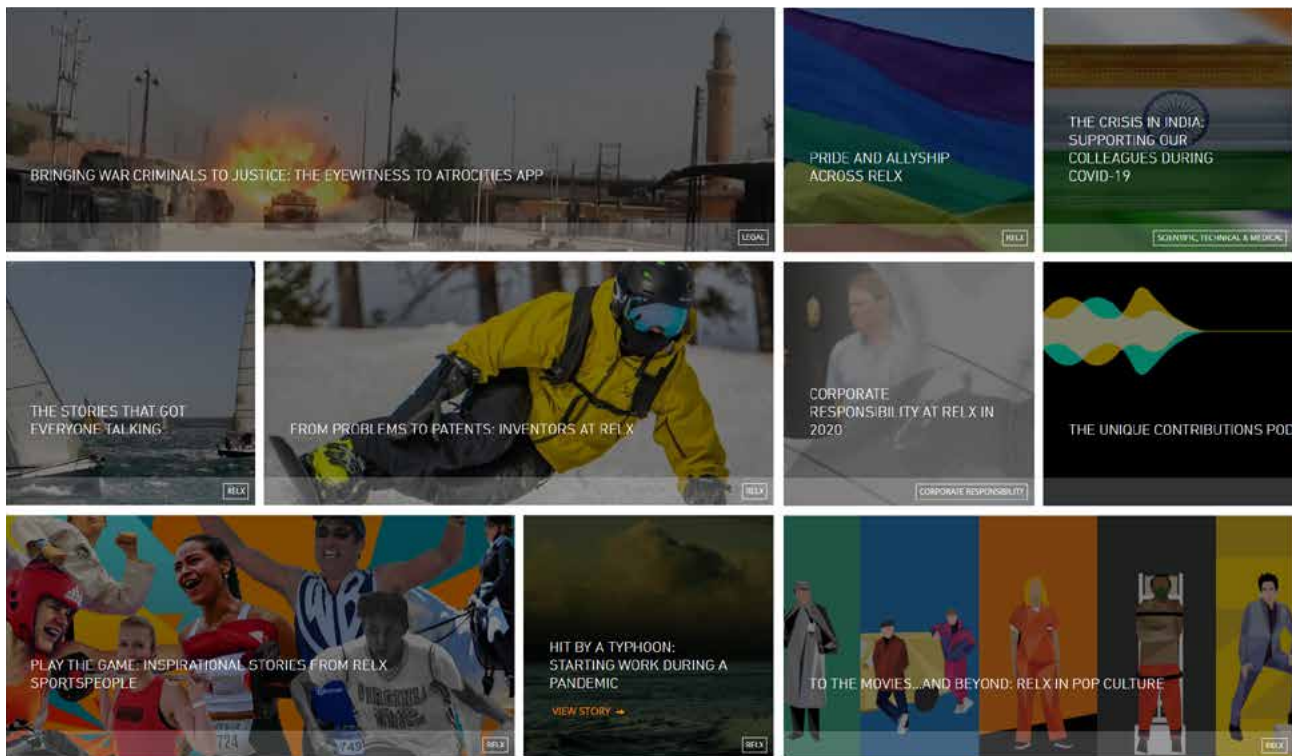
The content put a creative spin on corporate video and provided a unique, engaging and immediate response to the Covid-19 pandemic. It has since produced four seasons of the 'On the Frontline' video series supported by photographic assets to celebrate healthcare heroes. Judges loved the personal touch and quick mobilization of the campaign that made a clear human response to Covid-19.



Silver – HP Inc.

HP produced the Innovation magazine to promote its corporate messaging goals such as tech innovation, sustainability, and diversity and equity. The content worked to enhance the company's reputation and connect with partners, customers and industry leaders. Alongside the print issue, Innovation was also published online, achieving an impressive 76% increase in page views.

Best corporate storyteller



Winner – RELX

RELX identified a clear challenge in its ability to generate positive earned media. It swiftly devised a plan to overcome this problem and ensure its corporate storytelling was stronger and more engaging than ever before. The first step was to adopt Shorthand, a parallax storytelling platform that is not often used by corporations, to reinvigorate the way it told stories about the business and its people.

Infographics enabled users to interact with the data and brand content. Immersive visuals, powerful images and illustrated stories resulted in more impactful digital storytelling that captivated stakeholders. Social media micro-targeting elevated the corporate stories and successfully tripled the number of reads compared with the previous year. This campaign successfully took RELX's storytelling strategy to the next level with new tools and technology working to bring the content to life.

The compelling content conveys RELX's identity and culture as a data-driven company. By the end of 2020, it achieved a thirteen-fold increase in the number of reads, with three of its stories exceeding 15k reads. Judges agreed RELX was a clear winner of the best corporate storyteller award. "Impressive metrics and visually dynamic results," praised one judge.



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

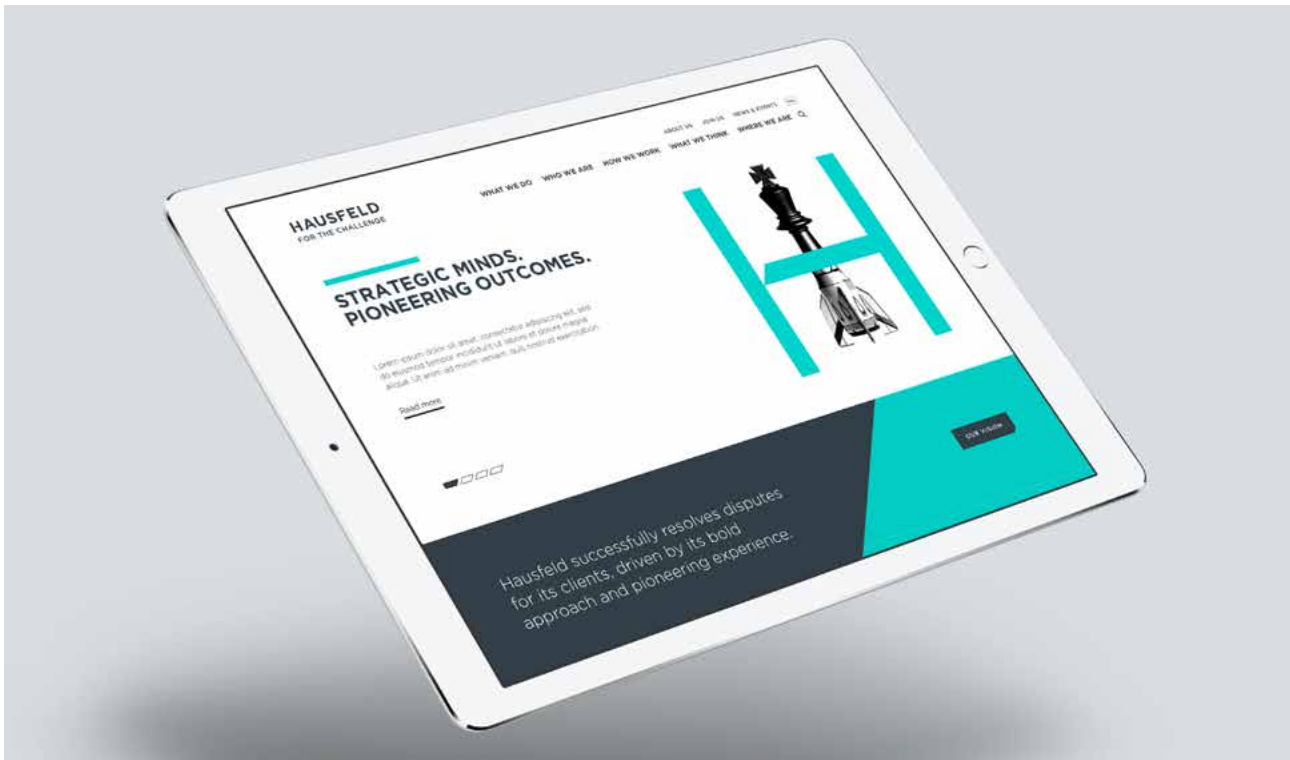
EVENTS HOSTED BY COMMUNICATE MAGAZINE



EVENTS HOSTED BY TRANSFORM MAGAZINE



Grand prix



Winner – Hausfeld and Living Group

Living Group helped global leading law firm, Hausfeld to redesign its visual identity following 13 years of growth. This rebrand saw the development of new proprietary visual property that reflected the brand ethos and engaged with internal partners and attorneys.

The strategy was based on a foundation of research collected from internal and external interviews, while also utilizing insight from Living Group's in-depth competitor ratings. Conference calls and workshops with attorneys from across the firm were combined with external viewpoints from clients and partner firms, to truly understand the essence of Hausfeld and create a digital identity that would reflect this. Purposeful messaging included five tangible brand values, a proposition statement and a new tone of voice.

The creative was built around the idea of Hausfeld as 'thoughtfully rebellious' with two opposing characteristics being at the heart of the brand identity. Bold colors combined with black and white photography provided a stunning visual asset to be used across a range of external and internal marketing materials. The result was a clear and striking design with messaging and visuals that truly brought the Hausfeld law firm to life. Judges applauded this well-rounded campaign as a standout creative project, "Brilliantly creative, innovative and visually strong," said one judge.

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