

# Corporate Content Awards

North America 2020

Celebrating the best in creative content,  
corporate storytelling and communications

**WINNERS BOOK**

IPG CONGRATULATES  
ALL OF THE NOMINEES  
— FOR THE —  
CORPORATE CONTENT  
AWARDS

IPG

## Welcome



The Corporate Content Awards has been celebrating the best in corporate narrative and storytelling for the past four years in Europe. But this year goes further. It recognizes excellent creative and strategic content across North America. It celebrates the strategic thought behind the work; the problem solving; the insight; the communications solutions.

All this year's entries highlighted how companies are using corporate narrative and storytelling to develop an authentic voice with stakeholders. And that ability to communicate creatively and impactfully through content will be as important as ever in the months and years to come.

This year's winners should feel immensely proud of the work they've able to craft and implement, whether that was before or after the onset of the Covid-19 crisis. We are pleased to celebrate strategic, creative storytelling and congratulate all of the winners of the Corporate Content Awards!

**Brittany Golob**  
Editor in chief,  
Communicate magazine

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## Judges



**Karen Clyne, head of global communications, BlackBerry**

Karen is the head of global communications at BlackBerry. She manages a global team responsible for corporate communications, content strategy and campaigns, internal and external communications, crisis, social media, advocacy, executive thought leadership, and brand promotion. Before joining BlackBerry, she was executive vice president and western region general manager at MWWPR. She also led the US technology practice at MWWPR.



**Amanda Coffee, global corporate communications, PayPal**

Amanda is a senior manager of global corporate communications at PayPal. In addition to managing global media relations and executive visibility projects for the CEO and CFO, Amanda supports social media activations for major corporate announcements. Amanda leads story development for earned media business features. She also supports global strategies, plans and execution for financial communications, including earnings and M&A initiatives, public policy, crisis and corporate announcements.



**Kristin Fallon, head of content & storytelling, GE Healthcare**

Kristin is the global head of content and storytelling for GE Healthcare, where she is responsible for the company's brand storytelling and content marketing. Her most recent project sent a filmmaker out in a mobile home to cover stories of courage, kindness, and innovation in the healthcare industry during Covid-19. Throughout her career, Kristin has helped non-profits and the private sector meaningfully engage with stakeholders and gain market share.



**Nira Gale, communications manager, FedEx**

Nira has over 20 years of communications experience, spanning the private, public and not-for-profit sectors. Nira joined FedEx 10 years ago. In 2017, she moved from the UK to the US to join FedEx Logistics as its communications manager. Nira's experience includes the development of local and global award-winning communication strategies, crisis management, media relations and employee communications.



**Conall Gribben, director, global communications, Cable & Wireless Communications**

Conall is a senior brand communications professional, who has worked across the UK, US, Latin America and the Caribbean. At Cable & Wireless Communications, he leads brand, creative and marketing communications for its B2B markets, having launched the brands Flow Business in Barbados and +Móvil Negocios in Panama. As culture and employer brand lead, he developed the company's vision and employee philosophy. Prior to relocating to the US, he worked at Virgin Media, Openreach and BT in London in senior brand, communications and digital roles.

## Judges



**Cindy Hoots, senior manager of employee experience & communications, Amazon Web Services**

With more than 15 years of experience in communications and employee engagement, Cindy has worked at some of the largest multinational companies in the world, including Starbucks, KPMG, Unilever and Amazon. She has created and driven integrated communications strategies, served as a business partner for internal functions, helped leaders refine their personal brand and positioned executives as thought leaders in their industries. She currently oversees employee experience and communications at Amazon Web Services.



**Stephanie Manas, senior manager of internal communications and employee experience, Shutterstock**

Stephanie is the senior manager of internal communications and employee experience at Shutterstock. Stephanie is focused on building a high-performing culture where employees are connected to, and motivated by, the company's vision and core principles. She manages global internal and executive communications, leads employee giving and volunteerism, and oversees company events. Prior to that, Stephanie held similar roles at Peet's Coffee and Ogilvy.



**Rob Manfredo, director of corporate communications, Huawei Technologies USA**

Rob is a director of corporate communications for Huawei Technologies, USA. Rob helps the organization navigate a difficult media, political and competitive environment. He believes that compelling content can unite stakeholders, brands and critics – and takes great care to optimize distribution across all channels. Throughout his 20-year career he has supported global brands such as AT&T, Huawei, Johnson & Johnson, Samsung, SAP, Sony, Visa and Yahoo!. Rob holds a degree in communications studies from the State University of New York at Cortland.



**Courtney McGrory, director of content, Accenture**

Courtney directs marketing and communications for the legal team at Accenture, where she's responsible for content and messaging to an organization of 2,800 professionals. She oversees executive, people and legal operations communications, as well as ethics and compliance programs for Accenture's 550,000 people worldwide. Prior to Accenture, Courtney held content marketing roles as head of content strategy at Oppenheimer Funds and was director of financial content at Time Inc.



**Holly McKinlay, senior director communications, WWF**

Holly has 15 years of experience in marketing communications, brand strategy, PR and strategic planning for not-for profit organizations, governments, and consumer brands. Her experience spans multiple markets where she has lived and worked, including the UK, Australia, UAE and North America. Holly has been with the World Wildlife Fund (WWF) for five years, working in the UK and US. She drives communications strategy for the organization's goals on food and freshwater sustainability and leads the UK brand campaign.

## Judges



**Chad Parizman, head of social media and digital communications, Pfizer**

Chad is a content marketing executive with over 15 years of experience defining and executing the brand vision for enterprise companies in the entertainment and pharmaceutical industries. He focuses on building and empowering large teams to pioneer innovative digital, communications, and social media campaigns to drive brand awareness, customer acquisition and employee engagement. Currently at Pfizer, Chad worked at Scripps for three years and has experience in tech startups and SMEs.



**Dominic Pendry, vice president of corporate communications, Bed, Bath & Beyond**

Dominic is a strategic advisor to Bed, Bath & Beyond's CEO and executive team and leads external and internal communications across the business and its retail brands. His role includes reputation management, corporate brand development, purpose communications, crisis and issues management, as well as ongoing public relations. Dominic joined the company after several years working for PR agencies, including Edelman and FleishmanHillard. He has also acted as a senior advisor to a variety of Fortune 500 and equivalent companies.



**Teri Wade, vice president, marketing and communications, Amida Care**

Teri has more than 25 years of experience leading communications and marketing programs for non-profit organizations. She has devoted her career to helping mission-driven organizations develop strategies that build their visibility and audience engagement. She has served as a strategic communications consultant to numerous nonprofit organizations, including the Human Services Council of New York, the Urban Resource Institute, Catalyst, the National Black Leadership Commission on Health, and the Schott Foundation for Public Education.



**Mark Walters, global head of communications, KPMG**

Mark is the global head of communications for KPMG, a professional services firm with more than more than 220,000 employees worldwide, generating annual revenues of nearly \$30bn. He has almost two decades of strategic communications experience at the executive level, having led external communications at AIA, the largest publicly listed pan-Asian life insurance group, and directed the global communications department at Dentons, the world's largest law firm.



**Madeline Wyatt, director, communications and creative services, Suez in North America**

Madeline is a communications leader with over 20 years of experience in community engagement, employee relations, strategic and crisis communications. Additional areas of expertise include planning and executing major events, policy and procedure development, employee development and creating brand engagement. Madeline delivers a unique combination of corporate and design experience with extensive expertise in marketing, public relations, communications and stakeholder engagement.



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# Winners

## Best content campaign to assist with corporate positioning

Gold - Spectacular Northwest Territories with Brand Momentum Inc and Outcrop Communications  
Silver - HSBC US and Atlantic Wave

## Best content targeted to the CSR community

Gold - Molson Coors Beverage Company and Flag Communication  
Silver - Mondélez International and MerchantCantos  
Bronze - Macpaw and Bang Bang Productions

## Best content targeted to the investor audience

Gold - CFA Institute and Living  
Silver - Downtown Denver Partnership and ArtHouse Design  
Bronze - Prologis and Atlantic Wave

## Best content targeted to the internal audience

Gold - LivaNova  
Silver - Interpublic Group  
Bronze - Ingram Micro Canada

## Best use of video

Gold - Kamik (Genfoot Inc.) and Toast Studio  
Silver - Shutterstock and Simple Story  
Bronze - UJA Federation of Greater Toronto and 5Gear Studios  
Highly commended - Votary Films

## Best use of digital

Gold - Spectacular Northwest Territories with Brand Momentum Inc and Outcrop Communications  
Silver - RELX  
Bronze - MyUS.com

## Best use of print

Gold - IFC

## Best use of a visual property

Gold - Kasowitz and Living  
Silver - Downtown Denver Partnership and ArtHouse Design  
Bronze - Interpublic Group

## Best use of a celebrity or influencer

Gold - The Brumos Collection and Dalton Agency

## Best copy style or tone of voice

Gold - IFC

## Best use of content with an existing external community

Gold - Detroit Grooming Co. and Franco  
Silver - Avaya and A-Vision

## Best user-generated content

Gold - Cisco and TINT

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

Gold - ASICS and Edelman  
Silver - Pratt & Whitney and Valtech  
Bronze - Gurney's Resorts and The Charles Group  
Highly Commended - Senior Placement Services and The McRae Agency

## Most creative use of owned media channels

Gold - RELX  
Silver - Interpublic Group  
Bronze - LivaNova

## Best branded content site

Gold - Kasowitz and Living  
Silver - Reltio  
Bronze - Enviva



# Winners

## **Best interactive content**

Gold - Spectacular Northwest Territories with  
Brand Momentum Inc and Outcrop

Silver - Communication Nestlé and  
Hill + Knowlton Strategies

## **Best use of content in a social context**

Gold - Zephyr Epic and Major Tom

Silver - CFA Institute and Living

## **Best one-off content campaign**

Gold - The Brumos Collection and Dalton Agency

Silver - Pratt & Whitney and Valtech

Bronze - Spectacular Northwest Territories with  
Brand Momentum Inc and Outcrop Communications

## **Best long-term use of content**

Gold - Avaya and A-Vision

Silver - Vertiv and Fahlgren Mortine

Bronze - Rachel Harrison Consultancy

Highly Commended - Société General and  
MultiVision Digital

## **Best corporate storyteller**

Molson Coors Beverage Company and  
Flag Communication

## **Grand prix**

Spectacular Northwest Territories with  
Brand Momentum Inc and Outcrop Communications

# Best content campaign to assist with corporate positioning

## Gold - Spectacular Northwest Territories with Brand Momentum Inc and Outcrop Communications

Spectacular Northwest Territories had a monumental challenge to change perceptions of the region among tourists, the travel trade and Canada's general public in the midst of the Covid-19 crisis. To do so, it worked with Brand Momentum and Outcrop Communications on a corporate positioning and branding project. The #NWTWillChangeYou campaign was truly driven by content. It included PR content, trade show VR experiences, at-home interactive content, film and launch activations. Canadians and our judges both praised the campaign. One judge said, "I loved seeing this come to life. There was a beautiful creative and strategic execution with strong objectives, planning and implementation." The campaign generated a huge amount of press coverage, social media engagements and travel trade conversations.



## Silver - HSBC US and Atlantic Wave

HSBC had to counter its North American reputation as a bank for international and uber-wealthy clients. It worked with Atlantic Wave on a film that highlighted its work with small businesses. The film was impactful, resonated with HSBC's audience and has since generated new business for the bank.



## Best content targeted to the CSR community



### Gold - Molson Coors Beverage Company and Flag Communication

In order to change the conversation around brewing, Molson Coors delivered a carefully considered 2019 sustainability report commenting on the brewer's 2025 sustainability strategy and objectives. It worked with Flag Communication on a magazine-style report that used storytelling and credibility-building reporting to set out Molson Coors' plans for a more sustainable future. The elegant and engaging design made an impact with the company's investment audience while also generating a good deal of press coverage too. Judges loved the style and tone of this report as much as its objectives and narrative. One called it an "excellent pivot from the prior year in terms of creativity." Another said the content was "engaging and easy to understand with a great use of visuals."



### Silver - Mondēlez and MerchantCantos

Merging two CSR oriented documents into one, Mondēlez and MerchantCantos delivered a sustainability report that broadened the tone and linked the company's CSR positioning to its business-critical operations. Judges praised the integration of business strategy into the stakeholder communications. One said it was "thoroughly researched, planned and transparent."



### Bronze - Macpaw and Bang Bang Productions

Software company Macpaw wanted to explore its purpose and CSR messaging in a video campaign. It worked with Bang Bang productions on a creative, experiential and inventive film-centric approach. Generating greater brand awareness and media coverage in the process, it put Macpaw's CSR positioning front and center.

## Best content targeted to the investor audience

### Gold - CFA Institute and Living

To support a change in leadership, the Chartered Financial Analyst Institute (CFA) worked with Living on a comprehensive content campaign designed to introduce members to the new regime. Content was developed with a social-first strategy in mind. It was tailored to reach the many internal groups within the CFA while also offering an industry-wide authoritative narrative. Not only did the content campaign support the change in CEO, but it generated greater interest in membership, increased LinkedIn engagement and boosted the organization's reputation. Judges praised this campaign's planning process and its creative approach. They thought the strategic focus on LinkedIn was very astute and resulted in engaging content. The clear objectives and strong use of digital communications helped the CFA stand out while also delivering on the organization's goals.



### Silver - Downtown Denver Partnership and ArtHouse Design

In the midst of a changing environment and population in downtown Denver, the Downtown Denver Partnership wanted to reevaluate the area's branding and its urban design. Judges loved the well-executed, memorable brand design with one adding, "This was a beautiful, creative project helping to revitalize a neighborhood."



### Bronze - Prologis and Atlantic Wave

To reinvigorate interest in its portfolio of warehouses, trucks and logistics facilities in the New York area, Prologis worked with Atlantic Wave on animations and graphics that would better communicate its positioning to investors. One judge said, "The video and the data really helped to bring this project to life."



# Best content targeted to the internal audience



## Gold - LivaNova

LivaNova is a medical innovation company formed from the merger of two firms, based in Houston and Milan. To unite the internal audience following the merger, LivaNova delivered a content-heavy internal communications campaign. The campaign gave employees a point around which to rally and united the diverse audience. By ensuring content was localized and personal, the company's mission, values and positioning were approachable and relevant. As a result, the internal brand's awareness was nearly unanimous and 88% of employees said they personally find value in the new mission. Nearly all expressed a commitment to apply the mission and values to their everyday work. Judges loved this approach. One said, "This was well-researched and creative. It defined the shared culture and rolled out values in a clear fashion. It's empowering and helps to tell the corporate story."



## Silver - Interpublic Group

Global marketing solutions holding company Interpublic Group (IPG) had to address its internal audience throughout the crises of the past months. It used leadership communications and diversity and inclusion content to address mental health and wellbeing, racial inequality and the company's D&I positioning. Judges praised this internal comms strategy and IPG's swift response to the issues.



## Bronze - Ingram Micro Canada

Responding to the Covid-19 crisis, tech brand Ingram Micro Canada had to effectively communicate with its internal audience around the issues that have affected them and their work. Judges thought the strategy was comprehensive and that the content suite was robust. One praised the use of user-generated content and the focus on employees' lives.



# Best use of video

## Gold - Kamik (Genfoot Inc.) and Toast Studio

With a prior focus on products, rather than the brand's positioning, footwear company Kamik needed to shift its communications strategy in order to grow. It worked with Toast Studio on a brand film that spoke to the company's values and delivered a sense of nostalgia in the process. This storytelling approach helped shift the brand's positioning and clarified its purpose to its target audience. Sparking the 'free play' movement, Kamik focused on shifting parents' attitudes toward childhood free play. It was a unanimous winner. Judges loved the authenticity and emotion inherent in the video – which brought two adult groups of former childhood friends together to play. The hero film was broken down into shorter videos and teasers for use across multiple channels. One judge said, "I love this video. I was so engaged in the story; it was fun, nostalgic and a bit sad. I'm onboard!"



## Silver - Shutterstock and Simply Story

Shutterstock and Simply Story issued a film designed to communicate the company's many solutions to problems facing CTOs or tech professionals. The result is clear in terms of messaging, it uses clever animation and clarifies a highly complex topic. Judges thought the creative really hit the mark. One said, "Nice use of animated video to bring to life a subject that you can't touch or feel."



## Bronze - UJA Federation of Greater Toronto and 5Gear Studios

The United Jewish Appeal began its annual charity drive with the support of 5Gear Studios. Focusing on domestic violence, familial and job support and care for the elderly, the film delivers an emotional impact while clearly communicating UJA's work. Judges called this courageous, powerful and moving.



## Highly commended - Votary Films

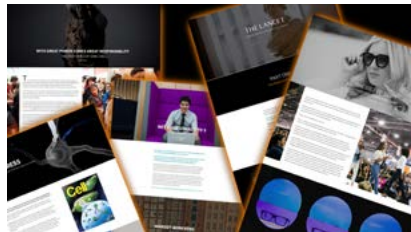


## Best use of digital



### Gold - Spectacular Northwest Territories with Brand Momentum Inc and Outcrop Communications

Spectacular Northwest Territories used an agile, multichannel approach that delivered a high impact on its target audience. The #NWTWillChangeYou campaign was much more than a hashtag. Brand Momentum and Outcrop Communications teamed up with the Canadian province to put the Northwest Territories on the map. It delivered social content, VR experiences, films and a travel trade strategy that effectively rebranded the territory. Putting digital content first generated thousands of engagements online and off. The campaign creatively used VR technology to allow tourists and business partners to explore the Northwest Territories, thereby building interest and a connection with the region. Judges loved the visual impact, the multichannel strategy and the impressive media coverage generated by the campaign.



### Silver - RELX

RELX unveiled a parallax storytelling platform, Shorthand, to communicate its shift from print publishing to a digital consulting company. Judges thought this strategic approach was well targeted, visually impactful and a good choice for the target audience. One said, "They found a technology that works and then supercharged it. Great execution."



### Bronze - MyUS.com

Facing increased competition in cross-border logistics and shipping, MyUS.com had to improve its SEO and online content. Its campaign used kawaii-style characters and clearly delineated the lifestyle benefits – rather than the logistics process – offered by the company. One judge said, "I love the courage shown by the team. This is a great example of solid marketing; well planned and executed."

## Best use of print

### Gold - IFC

A member of the World Bank Group, the IFC is a global development institution focused on the private sector in emerging markets. Its annual report had to cater for a diverse, global audience. To effectively communicate with its many audiences and clearly outline the organization's strategy and activities, it developed an annual report driven by stories. The report uses distinctive images, clear language and a format that limits the amount of text on any one page. The result is eminently readable and has been translated into seven languages. It has since recorded over 10,000 downloads and charted 150,000 unique online visitors.



## Best use of a visual property



### Gold - Kasowitz and Living

Law firm Kasowitz had a unique problem it was tasked with overcoming. It had to stand out from the competition to pack a punch. Working with Living, it developed a digital strategy and rebrand that put its litigation skills on show through video and digital content. Films pepper the new website with monochrome color palettes, aggressive language and a clear positioning. Judges found the approach bold, original and unexpected. "The results were high-impact, modern, relevant and relatable," said one judge. Another added, "This was an all-around fantastic initiative. Bravo!" while outlining the strategic planning and execution as truly creative and well-conceived. A clear winner, Kasowitz's content differentiates it capably and memorably.



### Silver - Downtown Denver Partnership and Arthouse Design

The Downtown Denver Partnership worked with ArtHouse Design to deliver a new brand and investment proposition for Upper Downtown. Judges were blown away by the creative approach. The ambigram logo was deployed across the city's brand touchpoints, creating a clearer narrative for residents, businesses, investors and developers.



### Bronze - Interpublic Group

Interpublic put its people at the heart of its website redesign. It built a library of authentic imagery and complementary illustrations that communicated the company's positioning for external and internal audiences, alike. Judges thought the strategy was considered and praised the strong visual execution.

## Best use of a celebrity or influencer

### Gold - The Brumos Collection and Dalton Agency

Lehman Keen became the brand ambassador for the Brumos Collection as it engaged in the transition from a private collection to a public museum. Keen, an American race car driver, had previously won a championship for the Brumos Racing team and had a strong following on social media. The Dalton Agency used the Brumos Collection's own social media channels and the partnership with Keen to highlight the collection of rare and wonderful Porsche vehicles.

By focusing on a niche target audience, the content campaign was able to deliver media coverage, social engagement and excitement for the museum's opening. One judge said this was a "Great way to make the initiative pop!" Another cited the museum's sold out tickets as proof positive of the cool, creative content's success. Praise could not have been higher for the straightforward strategy, clearly outlined objectives and mutual benefits for all parties involved.



## Best copy style or tone of voice

### Gold - IFC

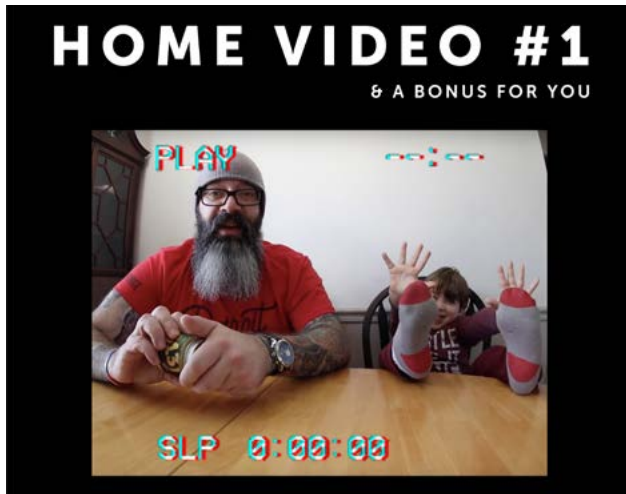
In developing its annual report, the IFC had to overcome a prominent challenge: making its diverse operations and purpose clear for an international, multilingual and economically varied audience. Using a rich color palette and distinctive imagery, the IFC set out a unique visual style. But its narrative is where the report shines. Its storytelling is written in clear, plain language and is complemented by the imagery and formatting of the pages themselves. By breaking copy into smaller chunks and integrating interesting layout designs into the report, the IFC ensured it could communicate with all of its target audiences.

Furthermore, it translated the report into seven languages. That not only proved that the copy style was effective, but ensured the IFC could communicate more widely than the English-speaking world. And the data backs up the report's success with thousands of downloads and hundreds of thousands of online views.





## Best use of content within an existing external community



### Gold - Detroit Grooming Co. and Franco

With a strong community of brand loyalists and a dual retail and wholesale audience, the Detroit Grooming Co. (DGC) had a solid foundation for its products. But, Covid-19 caused the mass closure of barbershops and hair salons, putting the company at risk. The brand worked with Franco to engage its most loyal followers with online content. Targeting its audience through email and YouTube, DGC debuted content that conveyed a sense of normalcy in the midst of a turbulent time. A cross-platform video series saw founder Michael Haddad regularly speak to the company's audience. How-tos, grooming tips, shared experiences and even a Turkish coffee brewing demonstration allowed customers to build a stronger personal connection with the brand. As a result, DGC recorded a 25% increase in its year-on-year gross sales revenue, a remarkable feat for a retailer during the Covid-19 pandemic.



### Silver - Avaya and A-Vision

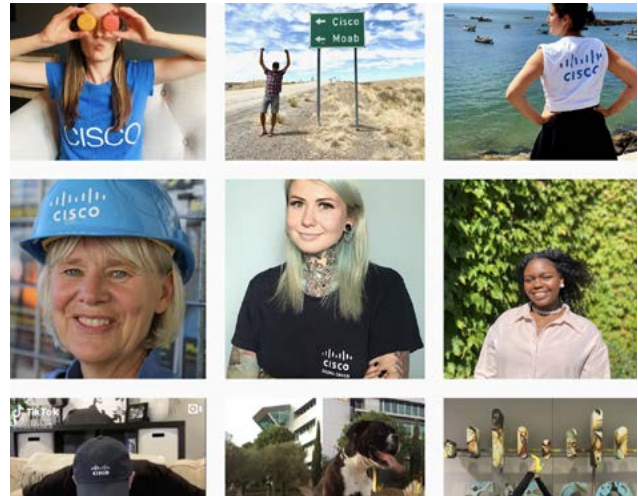
Avaya's customer-oriented content had the dual impact of engaging prospective partners and showcasing the company's technological capabilities. Working with A-Vision to deliver an innovative, interactive customer showcase, Avaya has firmly linked its tech business with creative communications and innovative content.

# Best user-generated content

## Gold - Cisco and TINT

Cisco's employer brand strategy is designed around user-generated content. It communicates life at Cisco in an authentic way through the voices of its employees. To tackle the internal communications challenges posed by Covid-19, Cisco and TINT harnessed the power of the existing @WeAreCisco social channels. It focused on Cisco's corporate culture, despite the fact that most of its employees were working remotely. It delivered content from people's lives outside of work to communicate Cisco's positioning as a supportive employer.

Kids, pets, diverse homes and baked goods were the stars of the show. Cisco tracked a 42% increase in new visitors and a dramatic reduction in bounce rate. And, brand love for Cisco among its internal audience remained high throughout the crisis.





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



### **Gold - ASICS and Edelman**

ASICS had planned a major press event in Kobe, Japan before the start of the Covid-19 pandemic. But, plans had to be changed in response to global events. The sportswear company teamed up with Edelman to translate its physical summit into a digital experience. The result was the ASICS Virtual Innovation Lab. The VR experience allowed ASICS to debut three new shoes. Headsets were sent to journalists around the world, alongside a PR toolkit supporting the launch of the new products and ASICS' innovation performance. Taking the product live in 19 markets, ASICS' launch was supported by over 200 news articles and hundreds of online mentions. Judges were impressed with the reactive response to the crisis. The VR experience coupled with an end-to-end marketing and PR campaign made ASICS the clear winner in this category.



### **Silver - Pratt & Whitney and Valtech**

To launch a new turboprop engine, Pratt & Whitney worked with Valtech on an event at the NBAA Trade Show in Las Vegas. Complemented by comprehensive interactive digital content, the launch impressed in person as well. "Excellent presentation in a live setting," said one judge. "It was effective and made a tough subject easy to understand."



### **Bronze - Gurney's Resorts and The Charles Group**

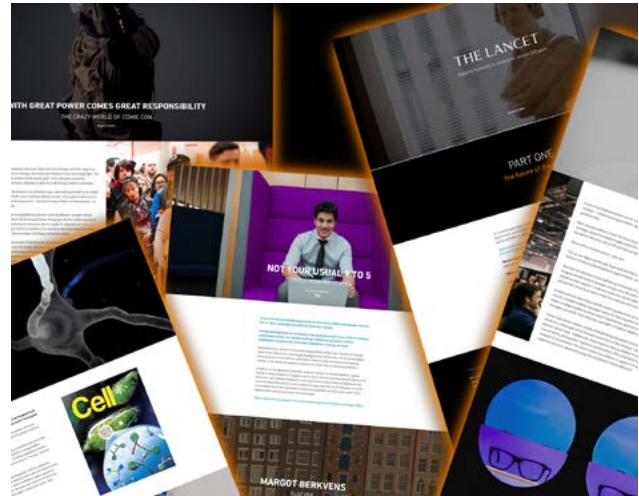
Without the summer sun, Gurney's Resorts' east coast hotel chain suffered from low numbers in the winter. It worked with the Charles to generate Instagrammable content surrounding the implementation of themed igloos. Judges loved the way this had a real impact on the business' success. "They understood their audiences well. It was creative and met the objectives," said one judge.

### **Highly commended - Senior Placement Services and The McRae Agency**

# Best creative use of owned media channels

## Gold - RELX

RELX's corporate communications were transformed by its use of digital content across its owned media channels. In the midst of a corporate transformation from a print publisher to a company offering digital-first analytics and decision making solutions, RELX had to communicate with its audiences around the change. To reach employees, investors, policy makers and the media in a systematic way through its own channels it turned to corporate storytelling. RELX delivered Shorthand, a parallax storytelling platform that consistently communicated with all of the company's stakeholder groups, offering transparent insights into the organization. "This is a clear winner," said one judge. Another added, "The storytelling approach is engaging and the results demonstrate that. The integrated digital strategy was really impressive."



## Silver - Interpublic Group

Interpublic's owned channels, newsletter and corporate website became the primary modes of communications for corporate content. Its agencies have contributed content from around the world, building up a sense of Interpublic's identity through its people. Judges loved this approach to transforming a newsletter and driving engagement across a brand's channels.



## Bronze - LivaNova

To support its creation through the merging of two companies, LivaNova made its EVP the MVP as it connected its global employees through internal communication channels around the company's mission, values and positioning. Judges thought this clever use of internal channels helped the company achieve a successful merger.



# Best branded content site



## Gold - Kasowitz and Living

Kasowitz had to differentiate itself from a sea of faceless law firms. It had to revamp its website and offer its partners a place to share their thoughts and expertise, thereby giving the firm an edge in the litigation landscape. To do so, it turned to Living for a full rebrand.

The firm's new website is aggressive, up-front and brash – much like the firm itself. It uses striking graphics, impactful video and a punchy tone of voice to communicate the brand's positioning clearly and simply. One judge said simply, "Extremely well done." Another added, "This entry was really impressive. A very striking and bold design that stood out right away. It's something very different from other legal sites. The brand and language was really provocative while staying true to the firm's essence."



## Silver - Reltio

After extensive internal research, SaaS provider Reltio debuted the company's new website. Its result is massively streamlined with a new visual identity leading the way. The simplified content approach helped the company clarify its positioning toward customers and employees alike.



## Bronze - Enviva

Enviva's corporate website was unimaginative and impractical. As a leading provider of sustainable wood pellets as an alternative to coal, it had a wealth of content and stories to share with the world. Its new website capably showcases its footprint, its impact and its benefits. And the positive uptick in users was proof positive that the content-driven approach was the right step forward.

## Best interactive content

### Gold - Spectacular Northwest Territories with Brand Momentum Inc and Outcrop Communications

To change perceptions of one of Canada's most remote regions, Spectacular Northwest Territories focused on interactive content to make a difference. It deployed Oculus Rift headsets and a VR experience in cities across Canada and at trade shows. This offered consumers and travel trade professionals the opportunity to experience the best the Northwest Territories has to offer. The campaign then used film content from those experiences across digital advertising, social media and its own channels. Judges thought the videos used were beautiful and compelling. The visual content allowed Spectacular Northwest to bring the region to life. One judge says, "What a great way to bring the beauty of the Northwest Territories to folks who have never been," with another adding, "Immersive. Lush. Made me want to visit!"



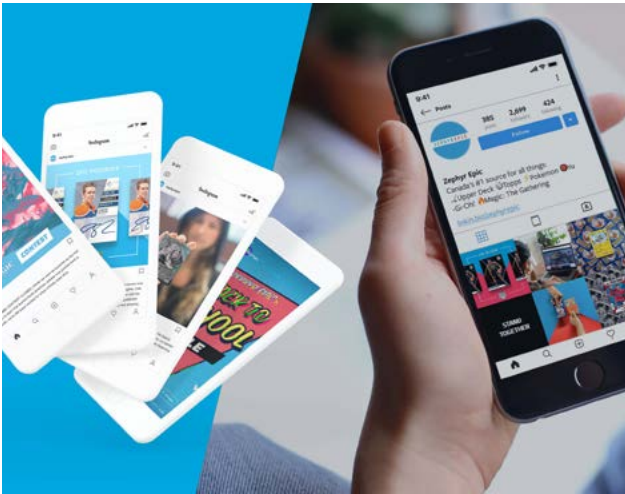
### Silver - Nestlé and Hill + Knowlton Strategies

To transform its internal sales, marketing and e-commerce internal web portal, Nestlé worked with Hill + Knowlton Strategies on a content-first approach. It developed mobile, video and gamification content while also setting out guidelines for future content. This resulted in a substantial increase in page views and users, thereby improving communications across the organization.





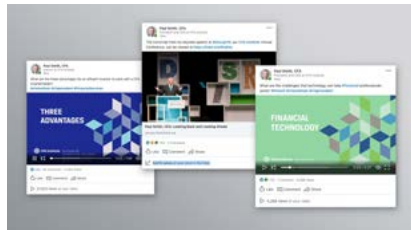
## Best use of content in a social context



### Gold - Zephyr Epic and Major Tom

Gaming and trading cards have long been a cult hit among niche audiences. But, with a business squarely operating in the analogue space, Zephyr Epic needed to reinvent itself as a digitally integrated brand. The beauty of the solution is that it heroes the experience offered by playing and trading cards, but translates it to the social setting. Posts were specifically tailored to target audiences and supported by community engagement strategies.

Major Tom analysed the existing audience groups to understand key points of emotional connection with the brand. Using its own channels and Instagram ads to improve reach, Zephyr Epic turned physical trading cards into a digital commodity. As a result, Zephyr Epic was able to strengthen its online community, thereby raising brand awareness and loyalty in the process.



### Silver - CFA Institute and Living

The CFA Institute worked with Living on a proactive, content-driven campaign designed to introduce new CEO Margaret Franklin and support members during the transition period. The LinkedIn campaign was a huge success. One judge called it "a well thought-out campaign with clear objectives, strong research and planning and a succinct execution."

## Best one-off content campaign

### Gold - The Brumos Collection and Dalton Agency

The Brumos Collection was facing the challenge of transforming a private race car collection into a public museum. To support this, it worked with the Dalton Agency on a one-off campaign that put content and influencer relations to good use. By targeting its niche audience capably and using its relationships with key influencers to its benefit, the launch of the museum was a huge success. The collection used its own website and social channels and implemented video, imagery and a timeline to connect with its audience. Judges thought this strategy was excellent. Combining the in-person experience with the digital one helped the Brumos Collection sell out of tickets ahead of opening day. One judge said the relatively small size of the collection and its audience made this campaign all the more noteworthy, adding, "The creative input and results output were impressive."



### Silver - Pratt & Whitney and Valtech

To support the introduction of a new turboprop engine, Pratt & Whitney worked with Valtech to deliver a content-based trade and B2B campaign. Judges thought the engaging, visually impactful content really brought the product to life. One said simply that it was "Engineering epitomized."



### Bronze - Spectacular Northwest Territories with Brand Momentum Inc and Outcrop Communications

Spectacular Northwest Territories has consistently impressed judges for its use of engaging, beautiful and high-impact content. As a one-off campaign, it had achieved excellent results, though was affected by the onset of the Covid-19 pandemic. Judges said they expect it to continue achieving in a post-pandemic world.



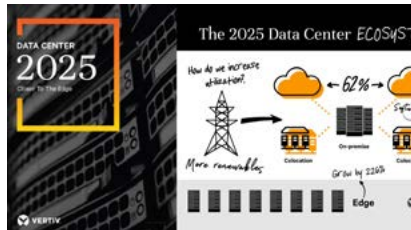


# Best long-term use of content



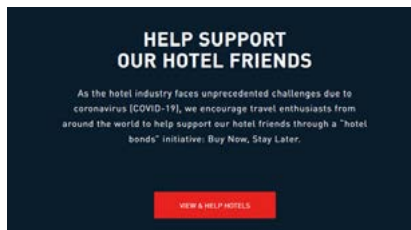
## Gold - Avaya and A-Vision

Communications and contact centre equipment and software company Avaya wanted to engage potential customers with its corporate story. It worked with A-Vision to develop content for the cutting-edge interactive technology installed in its headquarters. With over 50 pieces of content for a groundbreaking 22K interactive screen, a haptic table and individual theater screens, Avaya delivered an immersive content experience. Avaya's long-term installation intended to convert customers – and it has done so to great effect. Judges loved it, too. They thought the use of such technologically advanced content was innovative and novel in the B2B sales setting. "Very innovative," said one judge. "This is a creative, exciting and forward-looking vision using smart technology." Another praised the "great strategy from start to finish and impressive results."



## Silver - Vertiv and Fahlgren Mortine

Vertiv partnered with Fahlgren Mortine for a thought leadership initiative with content spanning over a decade. This positioned the company as a leader in the technology infrastructure industry. Content engaged internal and external stakeholders alike. Judges praised the interesting, storytelling approach with one saying this was a "great execution on a shoestring budget."



## Bronze - Rachel Harrison Consultancy

To support the hospitality industry through the pandemic, the Rachel Harrison Consultancy launched the 'Buy now, stay later' campaign. This innovative approach brought the industry together to solve a problem affecting everyone. Judges thought this concept was excellent and were positive that results would continue to show its success in the future.

## Highly commended - Société General and MultiVision Digital

## Best corporate storyteller



### Winner - Molson Coors Beverage Company and Flag Communication

The brewing industry has unique and critical ties to sustainable business operations. Without clean water or crops of barley, wheat and corn, beer cannot be made. It's no surprise, then, that Molson Coors Beverage Company – one of the world's largest brewers – is positioning itself as a resolutely sustainable business. To communicate this to its investors, the media and other stakeholder groups, it redefined its sustainability reporting process.

Molson Coors worked with Flag Communication to showcase the company's 2025 sustainability strategy in a unique way. The report, titled 'Raising the bar on beer' is a magazine-style piece of content with print, digital and employee engagement elements. It speaks to the UN's Sustainable Development Goals, the company's own ESG strategy and includes narrative on diversity and inclusion within the brewing industry. The sophisticated, eminently readable report does the job admirably, earning the company media coverage in the process.

Judges were overwhelming in their praise. They noted the clear strategy and alignment with Molson Coors' business objectives as well as the design and storytelling offered by the report. One said, "It presented the sustainability reporting in a clear and digestible way using imagery and graphics, but still getting the data in there." Another lauded its creative content, engaging storytelling and business imperative, adding simply, "Excellent!" The brewer's ability to position itself as a leader in the brewing industry on the subject of sustainability makes it a clear winner of the 'Best corporate storyteller' category.



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## Grand prix



### **Winner - Spectacular Northwest Territories with Brand Momentum Inc and Outcrop Communications**

Spectacular Northwest Territories hit every mark. It implemented a content campaign that was integrated, exciting, beautiful, memorable and emotionally impactful. It addressed the media, potential tourists and members of the travel trade alike. It was a stunning use of content to achieve a repositioning of Canada's Northwest Territories.

The campaign used VR experiences, digital content, a comprehensive PR strategy, a trade expo installation and influencer engagement to achieve massive levels of brand awareness. And, in the midst of this ambitious program, it had to contend with the onset of the Covid-19 crisis. Spectacular Northwest Territories worked with Brand Momentum and Outcrop Communications to change perceptions of the region and react to the changes presented to the tourism industry by the pandemic. Promoting its VR and digital content as a result, the impact in terms of social engagement, share of voice and press coverage was no less valuable.

Judges have consistently been impressed by this comprehensive campaign, praising its stunning imagery, effective video and VR content and strategic communications. "This is a great multichannel approach," said one judge, lauding the emotional brand connection and the clear expression of the campaign's theme throughout its content. Another added, "It made me want to visit!" Spectacular Northwest Territories' excellent use of content to achieve brand awareness and change perceptions make it a worthy recipient of the 'Grand Prix' award.

