

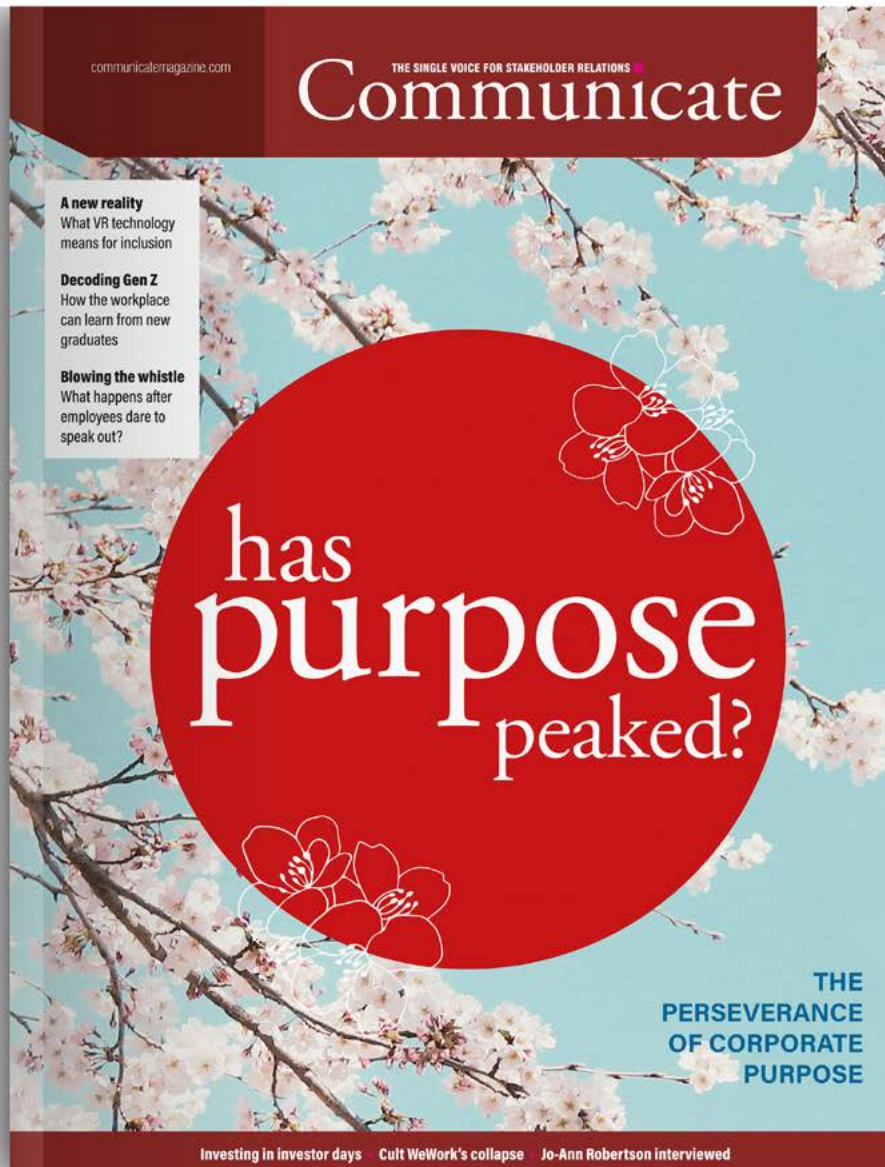


Corporate
Content
Awards
2024

WINNERS BOOK



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



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

www.communicatemagazine.com

WELCOME



What has been very apparent in our seventh year of the Corporate Content Awards is the ever-enduring, universal appeal of a good story. Perpetually at the heart of any good communications campaign, our winners have proven that corporate initiatives can enjoy all the scope and depth of a gripping narrative. From long-form film to playful animation, the Corporate Content Awards aspires to capture all the breadth of work falling under the umbrella of 'corporate content,' and our strongest entries have managed to hook their audiences through being emotional, provocative and inspiring.

And among those campaigns' captive audiences sit our judges. It is always a pleasure to be in the room on judging days, as conscientious hours are spent poring over, discussing and debating the winning work. This year, our winners have shown that no topic is too sensitive or complex to be woven into an engaging campaign. From the seriousness of health and safety within the mining industry and the technical details of climate change initiatives, to the visual feast of glossy food magazines, the whirl of the creative minds set to work behind these projects is detectable.

An enormous and very well-deserved congratulations to all of tonight's winners for their commitment to achieving the best communications through use of content!

Rebecca Pardon
Editor
Communicate magazine

- 4 Judges
- 8 Winners
- 10 Best content campaign to assist with corporate positioning
- 12 Best content campaign to assist with reputation management
- 14 Best content targeted to the CSR community
- 16 Best content targeted to the internal audience
- 18 Best purpose-driven content
- 20 Best use of video
- 22 Best use of digital
- 24 Best use of animation
- 26 Best use of print
- 28 Best use of audio and podcasts
- 30 Best use of a visual property
- 32 Best use of a celebrity or influencer
- 35 Best use of copy style or tone of voice
- 36 Best corporate blog
- 38 Best use of content with an existing external community
- 40 Best user-generated content
- 42 Best use of content in a live or experiential setting
- 44 Best branded content publication
- 46 Best branded content site
- 48 Best use of data
- 50 Best use of content on social media
- 52 Best one-off content campaign
- 54 Best long-term use of content
- 56 Best corporate storyteller
- 58 Grand prix

JUDGES



Kate Aldridge

**VP, corporate communications
*Element Materials Technology***

Kate is VP, corporate communications at Element Materials Technology. Previously, Kate was senior vice president, corporate communications and content, for Paysafe and had global responsibility for Paysafe's PR, content strategy, internal communications and corporate responsibility programme. Kate is a corporate communications leader with over 25 years' international communications experience; she has worked in a range of industry sectors including technology, travel, financial services and sports marketing.



Jonathan Beasley

**Global senior communications manager
*Hays***

Jonathan is global senior communications manager at Hays plc and has over ten years' experience in the industry. As a key member of the global corporate communications team, Jonathan's responsibilities include raising the profile of the Hays brand externally and managing global communications campaigns – both internally and externally. Jonathan works across the group to support Hays' regional marketing teams and plays an integral role in CEO communications.



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. She is currently responsible for group brand social media and content at Legal & General, a leading financial services and investment management company.



Stuti Das

**Global head of communications and PR
*Acuity Knowledge Partners***

As head of communications and PR at Acuity Knowledge Partners, Stuti creates a global strategy to support the company's goals and encourage profitable business growth, market expansion, thought leadership and talent acquisition. Through targeted media appearances, speaking opportunities and industry conferences, she strategically positions Acuity executive senior leaders and spokespeople as thought leaders and industry visionaries. She is also responsible for developing and continuously improving the brand identity, positioning and messaging.



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 a team of content creators at Deloitte, working on the firm's brand story and priority campaigns, including climate, technology and inclusion. She is also part of the team behind The Green Room, the firm's much-loved podcast. Prior to joining Deloitte, Tiffany worked as communications advisor at Royal Bank of Canada.



Nira Gale

**Vice president of communications
*Transportation Insight***

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



Imran Javaid
Senior management global
media relations
PwC

Imran is part of senior management for global media relations at PwC. 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. In his previous role, he 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.



Parveen Johal
Financial and strategic
communications lead
John Lewis

With over 20 years of experience in leading complex multi-stakeholder strategies for global and UK brands, Parveen is a seasoned communications professional and trusted advisor to senior executives. As financial and strategic communications lead at John Lewis Partnership, Parveen is responsible for developing and executing the corporate narrative, financial communications and stakeholder engagement for one of the UK's most iconic and respected retail businesses.



Hayley Kadrout
Head of digital content
Bally's Interactive

Hayley has spent the last decade working in the content creation space – from writing lifestyle articles for print and digital magazine titles, to crafting social and content strategies for brands. She has written for titles such as OK! Online, Stylist and The National, worked with publications and brands in London and Dubai and headed up teams both in-house and agency side. Now, Hayley leads the digital content team at Bally's Interactive, bringing her journalistic know-how to six UK brands to create commercially conscious content.



Michael Pullan
Head of digital
communications
Centrica

Michael leads on digital communications for Centrica, the UK's biggest energy company and parent company to British Gas. His role stretches across both web and social media planning and executing the digital communications strategy to enhance and protect Centrica's reputation and drive brand awareness. He's responsible for centrica.com, the corporate hub, ensuring the company's strategic direction is understood by investors, shareholders and potential employees. Prior to joining Centrica, Michael was head of PR and social in EMEA for Panasonic Business.



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

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. He is embarking on a new content strategy to help NICE deliver the aims of its ambitious new five-year strategy.



Claire Watts
Head of communications
and PR
Travers Smith

Claire is a media and communications professional with nearly 15 years of experience across the legal and professional services sector working both in-house at leading law firms and agency side. Claire is currently head of communications and PR at law firm Travers Smith, where she is responsible for overseeing all internal and external communications at the firm, with a particular focus on supporting the senior management in communicating the firm's strategy to key stakeholders.

Break a leg* IKEA and Haleon

We're proud to work with IKEA and
Haleon to make impactful work.

Good luck to all shortlisted entries tonight!

*whether it's chair leg
repairs, or relieving leg pain
– our clients are the best.



GIVEN

We're an award-winning strategic and
creative consultancy. We help some
of the world's biggest brands define,
embed and activate their purpose.

Find out more at givenagency.com or
get in touch at info@givenagency.com

Your brand's marketing partner.

We're your full-service creative resource –
from digital development to event production,
large-scale print to warehousing and fulfilment.
We're here to help your brand navigate the
complexities of marketing in the modern world.

www.linney.com

LINNEY 

JUDGES



Sharon Willis
Marketing and
communications lead
UK Power Networks Services

Sharon is the marketing and communications lead for UK Power Networks Services, part of the UK Power Networks group. Her role oversees all marketing, external and internal communications and customer experience activities. Sharon is highly experienced with over 30 years' construction experience across a broad variety of UK and international strategic roles covering most sectors of the infrastructure market, combined with extensive experience of dealing with stakeholders on sensitive business issues to mitigate reputational damage to brand.



Paul Wooding
Head of corporate
communications
KX

Paul is an experienced corporate communications professional with a strong track record of creating impactful communications programmes that deliver measurable commercial results. With a mix of agency and in-house experience, Paul has worked for many of the world's leading technology companies including HP, Huawei, Microsoft, Samsung and Western Digital. In his role as head of corporate communications at FD Technologies, Paul's focus was predominantly on building brand awareness for the firm's vector database products.

WINNERS

Best content campaign to assist with corporate positioning

Gold – ISG

Silver – GMAC and Wardour

Silver – Shell Marine

Bronze – Iress and Fresh Air Production

Highly commended – Accor

Highly commended – Allied Universal® and G4S with FTI Consulting LLP and Delineo

Best content campaign to assist with reputation management

Gold – Philip Morris International – Rethink Disruption

Silver – Eurofighter Typhoon

Silver – LivaNova

Bronze – Hyarchis and Cognito

Best content targeted to the CSR community

Gold – EDGE Strategy and Gravity Global

Silver – Legal & General and Wardour

Best content targeted to the internal audience

Gold – bp

Gold – CFA Institute and H&H

Silver – Internal Communications, Retail Banking, NatWest

Silver – Royal Mail and Linney

Bronze – Civil Service Pensions, MyCSP and Fresh Air Production

Bronze – Haleon and Given

Best purpose-driven content

Gold – IKEA and Given

Silver – EDGE Strategy and Gravity Global

Silver – Legal & General and Wardour

Bronze – BMJ Publishing Group Ltd.

Bronze – Cardano

Best use of video

Gold – Anglo American and H&H

Silver – Mazars and Living Group

Silver – The Institute of Chartered Accountants in England and Wales (ICAEW) and Sunday

Bronze – Allen & Overy and TEAM LEWIS

Bronze – KPMG and We Are Tilt

Highly commended – EDGE Strategy and Gravity Global

Best use of digital

Gold – Mazars and Living Group

Silver – EDGE Strategy and Gravity Global

Silver – Payoneer and Gravity Global

Bronze – LivaNova

Bronze – PayTech Talk and Cognito

Bronze – Travers Smith

Best use of animation

Gold – Akin and Living Group

Gold – Church of England and Wardour

Silver – Dell Technologies and Silver Agency

Bronze – Incyte and Random42 Scientific Communication

Best use of print

Gold – Ocado and Sunday

Silver – RSA and Wardour

Bronze – RBC Brewin Dolphin and Wardour

Best use of audio and podcasts

Gold – Iress and Fresh Air Production

Silver – BASF and Fresh Air Production

Silver – Southeastern Trains, The Team and Fresh Air Production

Bronze – Legal & General and Fresh Air Production

Bronze – PTC and 18Sixty

Highly commended – ABB and Fresh Air Production

Highly commended – EPAM

Best use of a visual property

Gold – Akin and Living Group

Silver – Renewi and Wardour

Best use of a celebrity or influencer

Gold – KPMG and We Are Tilt

Silver – P&O Cruises and Sunday

Bronze – EDGE Strategy and Gravity Global

Best use of copy style or tone of voice

Gold – KPMG and We Are Tilt

Best corporate blog

Gold – SThree and Wardour

Bronze – Philip Morris International

Best use of content with an existing external community

Gold – The Institute of Chartered Accountants in England and Wales (ICAEW) and Sunday

Silver – Dell Technologies and Redactive

Best user-generated content

Gold – TUI and MSL UK

Bronze – Mazars and Living Group

Best use of content in a live or experiential setting

Gold – P&O Cruises and Sunday

Bronze – PAI Partners and Bladonmore

Best branded content publication

Gold – Ocado and Sunday

Silver – RBC Brewin Dolphin and Wardour

Bronze – RSA and Wardour

Best branded content site

Gold – Akin and Living Group

Silver – BICS and Isoline Communications

Bronze – Northern Data and TEAM LEWIS

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

Best use of data

Gold – Allied Universal® and G4S with FTI Consulting LLP and Delineo

Silver – EPAM

Bronze – Ayiming and Aspectus Group

Bronze – Bitbloom and Aspectus Group

Best use of content on social media

Gold – Aecon Group Inc.

Gold – EDGE Strategy and Gravity Global

Silver – P&O Cruises and Sunday

Bronze – Payoneer and Gravity Global

Highly commended – Philip Morris International – Future Reimagined

Highly commended – Philip Morris International – LinkedIn

Best one-off content campaign

Gold – GMAC and Wardour

Silver – The Institute of Chartered Accountants in England and Wales (ICAEW) and Sunday

Bronze – Hyarchis and Cognito

Highly commended – Philip Morris International – Future Reimagined

Best long-term use of content

Gold – PTC and 18Sixty

Silver – Anglo American

Silver – RBC Brewin Dolphin and Wardour

Bronze – ABB and Fresh Air Production

Bronze – RSA and Wardour

GRAND ACCOLADES

Best corporate storyteller

Winner – Anglo American and H&H

Grand prix

Winner – ISG

BEST CONTENT CAMPAIGN TO ASSIST WITH CORPORATE POSITIONING



ISG Gold

Post-COP26, global construction company ISG wanted to demonstrate its commitment to being an ethical company for all stakeholders. Its campaign was designed to take a deeper look at how the company could redefine value based on a purpose-driven framework, where value is determined by societal benefit. The new measurement index would benchmark assets for building owners that encompassed the full ESG spectrum. Crucially, this then allowed ISG to create a heat map of opportunity across the UK. The data compiled would help to inform future strategic planning and provide opportunity for all regions in the UK to share knowledge. The creation of a holistic index and a new way of defining value was truly ground-breaking.

The campaign resulted in £4.1 billion of pipeline opportunity value related to the campaign target audience and 62% of strategic consultants engaged with the content. Judges described the campaign as “really exciting and creative.”

BEST CONTENT CAMPAIGN TO ASSIST WITH CORPORATE POSITIONING



GMAC and Wardour

Silver

Since launching in 1954, the Graduate Management Admission Test (GMAT™) has been the gold standard. The Graduate Management Admission Council (GMAC) partnered with Wardour with the task of persuading hundreds of thousands of Gen Z students to globally engage with content around a new exam. The campaign content was hugely varied, featuring infographics, explainer videos, narrative blogs and animations.



Shell Marine

Silver

Shell Marine launched its campaign to position the company as a thought leader and to drive positive change in the shipping industry. As well as raising awareness of Shell Marine as a decarbonisation partner and thought leader, the campaign sought to educate the shipping audiences about the urgency of decarbonisation.



Iress and Fresh Air Production

Bronze

Hoping to improve build awareness and frustrated by stagnant performance analytics and a lack of reach, Iress partnered with Fresh Air Production to capture the industry's attention through conversation. Its podcast platform aspired to have broader appeal and to allow outspoken experts to 'do the talking.' Judges commended the podcast's "great host, provocative titles and excellent chat."

Accor

Highly commended

Accor's thought leadership series was implemented to leverage Accor's hospitality expertise and improve customer engagement.

Allied Universal® and G4S with FTI Consulting LLP and Delineo

Highly commended

Allied Universal® and G4S used its 'World Security Report' with FTI Consulting LLP and Delineo to promote its expertise on matters of physical security.

BEST CONTENT CAMPAIGN TO ASSIST WITH **REPUTATION MANAGEMENT**



Philip Morris International – Rethink Disruption

Gold

Philip Morris International (PMI) launched its integrated 'Rethink Disruption' campaign, with milestone moments in May and September 2023. The campaign aimed to reach governments and key opinion leaders with real-world data that supported smoke-free products and regulation. The powerful campaign was spread across multiple channels and outperformed any of PMI's previous campaigns. The campaign aspired to create impact and generate dialogue around the human cost of the global smoking crisis, targeting a key audience.

Two events were leveraged to reach the campaign's audience: the UnHerd Club in London in May, at which CEO Jacek Olczak delivered a speech and the week of the UNGA in New York City in September. The former was broadcast on LinkedIn Live and received over 33,000 views, while the latter – broadcast on ReutersPlus. – received over 1.7 million.

BEST CONTENT CAMPAIGN TO ASSIST WITH REPUTATION MANAGEMENT



Eurofighter Typhoon

Silver

Eurofighter launched its campaign 'The Fighter Show' in order to tell the Eurofighter story in a way that felt original and fresh. Designed to inform, educate and entertain by sharing the remarkable stories of individuals behind the Eurofighter Typhoon, the campaign targeted its audience through social media – especially YouTube. Impressive results showed a 23% increase in subscribers within four months.

LivaNova
Careers for the head and heart

Work that
matters,
at a place
we want
to be.



LivaNova

Silver

Global medical device company LivaNova wanted to develop an employee value proposition which would attract and retain the best people. As part of the campaign, LivaNova developed employer brand books, while also launching posters, digital signage and a revamped 'Careers' section on the website. Video content included 'Work That Matters' testimonial employee videos and a 'Women in Medtech' interview series.



Hyarchis and Cognito

Bronze

Hyarchis asked Cognito to draft a thought-leadership market report featuring predictions in the KYC and AML space. The aim was to provide valuable insights and predictions in the key issues that financial institutions will need to be aware of in the coming years. Judges commended the work as a "good, multi-faceted campaign."

BEST CONTENT TARGETED TO THE CSR COMMUNITY



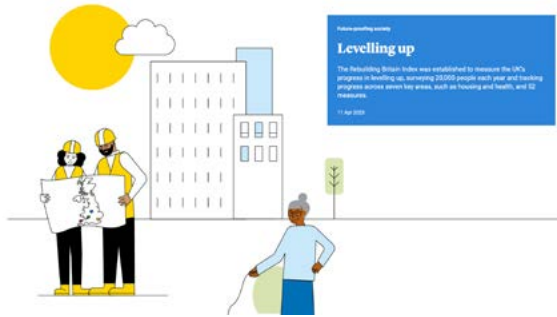
EDGE Strategy and Gravity Global

Gold

The 'Real. World. Change.' campaign was launched by DE&I business EDGE Strategy and Gravity Global to promote its new brand, which would raise awareness of its software-based solutions. To further support the rebrand, EDGE Strategy created a 'Go To Market' strategy using the 'Fame, Admiration and Belief' methodology, which help to promote brand awareness. The campaign was anchored in a core brand idea and its strategies included equipping employees with new marketing collateral, raising the profile of EDGE Strategy CEO Aniela Unguresan and improving customer and on-boarding experiences.

The campaign also hoped to capture a sense of authenticity through using a high contrast, black and white photographic style; the images also removed the contrast of skin colour in order to create an inclusive playing field for the audience. Judges praised the campaign's "excellent results" and omnichannel approach.

BEST CONTENT TARGETED TO THE CSR COMMUNITY



Legal & General and Wardour Silver

Financial services group Legal & General aspires to inclusive capitalism when investing in long-term assets and describes its purpose as improving the lives of customers while creating value for shareholders. The group partnered with Wardour to launch a content programme which would explain the complex ideas behind inclusive capitalism and promote its corporate social responsibility efforts.

BEST CONTENT TARGETED TO THE INTERNAL AUDIENCE



bp Gold

In 2005, an explosion devastated bp's Texas City refinery. The incident has played a significant role in shaping the company's culture since and has led to a rigorous approach to safety. After 18 years, few members of bp's staff recall the tragedy and bp's campaign hoped to bring the event back to people's memories.

The campaign's film featured employees who had witnessed the incident first-hand and shared the lessons learned and progress made in refining bp's business since. Designed to feel raw and authentic, the film brings these lessons to life and serves as a reminder that safety must always be a priority. One judge described the campaign as a "very brave video not shying away from the worst part of their history." Another described how the work "sent chills down my spine!"



CFA Institute and H&H Gold

The Research and Policy Center (RPC) is the next state in the CFA Institute's journey to elevate the investment profession. Finding that its internal audience was not as engaged however – broadly considering the RPC to be just a database – the institute launched a campaign to change this. The initiative involved inviting the CFA Institute's most enthusiastic advocates to be beta testers on the RPC site.

Working with H&H and using gamification, CFA Institute's employees took part in a series of challenges through which they could explore the RPC site thoroughly, checking for issues and digging deep into content as they went. To add to the excitement, prizes were dotted throughout the experience, encouraging employees to complete challenges. 400 employees signed up to participate and the campaign received CFA Institute's highest engagement yet, with over 300 comments.

BEST CONTENT TARGETED TO THE INTERNAL AUDIENCE



Internal Communications, Retail Banking, NatWest Silver

A survey by NatWest found that its employees felt they were not getting enough information regarding market insights and how the business was performing. To address this gap, a campaign was launched to reflect a storytelling-based approach. Through a series of thought-leader style interview videos, employees were provided a deeper knowledge of the market and the company's progress.



Royal Mail and Linney Silver

Sharing relevant messages with employees in diverse roles across an estate stretching from Cornwall to Caithness presents demographic and geographic challenges for Royal Mail. For the past three years, Linney has been designing a quarterly employee magazine to help Royal Mail reach its audience. The judges commended the heart-warming and relatable content.



Civil Service Pensions, MyCSP and Fresh Air Production Bronze

MyCSP creates content for pension scheme members and engagement is always crucial when helping people to understand the scheme and how to make informed choices about their future. In partnership with Fresh Air Production, Civil Service Pensions, MyCSP launched a podcast which would help members absorb important information. Judges praised the podcast's "strong presenters, very human feel and simplicity."

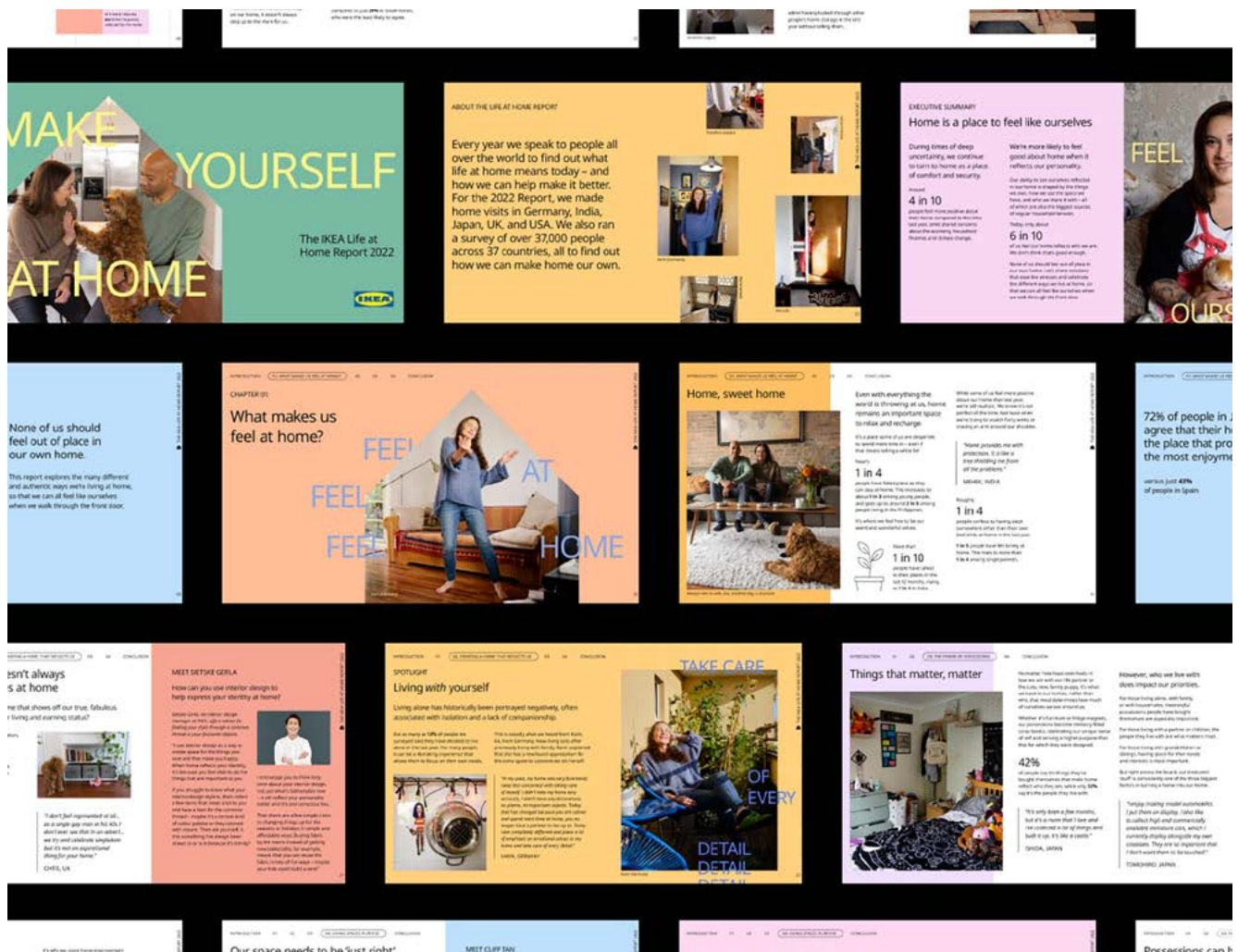
Powerful stories.
Breaking barriers.



Haleon and Given Bronze

Consumer health company Haleon has set itself the goal of empowering millions of people a year to be more included in opportunities for better everyday health, hoping to empower 50 million people a year by 2025. In order to achieve this, Haleon partnered with Economist Impact and Given to develop a quantitative Health Inclusivity Index to explore barriers to effective everyday health.

BEST PURPOSE-DRIVEN CONTENT



IKEA and Given Gold

IKEA has the ambition of becoming the number one source for 'life at home' knowledge. Its 'Life At Home Report' and corresponding campaign, crafted with Given, gained excellent insights into the connection between people's homes and their identities. Introduced across 37 markets and hundreds of teams, the report engaged an audience of 37,405 people and incorporated home visits and in-depth interviews across five markets.

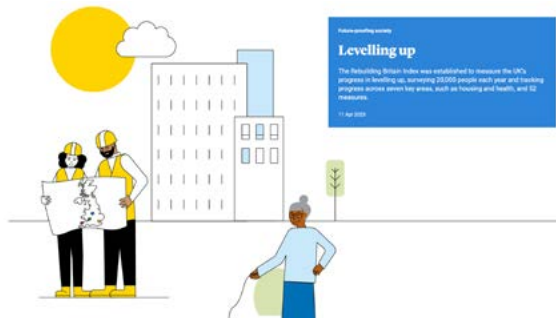
The diversity captured by the report was remarkable, including different genders, ages, geographies and home constellations. The report's findings were finally brought to life through a film depicting how different people design their homes. Across social media, the campaign has achieved more than 3.3 million impressions and more than 6,900 clicks. Judges described the campaign as "strong" and "insightful."

BEST PURPOSE-DRIVEN CONTENT



EDGE Strategy and Gravity Global Silver

The 'Real. World. Change.' campaign was launched by DE&I business EDGE Strategy and Gravity Global to promote its new brand, which would raise awareness of its software-based solutions. The campaign was anchored in a core brand idea and its strategies included equipping employees with new marketing collateral, raising the profile of EDGE Strategy CEO Aniela Unguresan and improving customer and on-boarding experiences.



Legal & General and Wardour Silver

Financial services group Legal & General tasked Wardour with helping it to explain the complex ideas of inclusive capitalism and how the company is bringing this to life. Through a breadth of outputs, Wardour has promoted Legal & General's CSR efforts through interactive video, animations and even wall vinyls. After a year, website dwell time had increased by 18%.



BMJ Publishing Group Ltd. Bronze

BMJ Publishing Group Ltd. launched its impact report to effectively communicate the tangible impact of BMJ on global healthcare, enhance awareness and trust among the target audience and to promote BMJ's role as a partner to healthcare organisations worldwide. Through extensive research, BMJ was able to identify key impact areas and stories that would resonate with their target audience.



Cardano Bronze

Cardano felt it was crucial that pension trustees and their advisors worked collaboratively to create a more diverse and inclusive industry. Following findings from a DEI survey, a three-month marketing campaign was launched, aimed at a broad audience and utilising multiple channels to reach them. The key objective was to raise brand awareness and to kick-start conversations across the sector.

BEST USE OF VIDEO



Anglo American and H&H

Gold

Despite acknowledging that safety in the mining industry is no game, mining company Anglo American worked with H&H to put gamification technology at the centre of a strategic communications approach to improving safety measures for its employees. Post-pandemic, the company found that thinking around safety needed a reset; its safety programme, 'Stand Up For Safety,' was an ambitious effort to create an effective learning environment where people felt free to discuss important and difficult topics.

The gamification aspect invited employees to identify their 'player types,' which enabled them to explore unique strengths and discuss ways to strengthen their team dynamic. In addition, five films were curated for employees world-wide; these were watched by 95,000 employees across 45 countries. Judges commended the "really strong campaign" and "very creative concept."

BEST USE OF VIDEO



Mazars and Living Group

Silver

Hoping to reach a target audience of potential new talent, Mazars launched a campaign, with Living Group, that hoped to bring its employer value proposition to life and to address the misconceptions surrounding the profession. The campaign hoped to position Mazars as a 'school of excellence' and as possessing an entrepreneurial spirit. Judges described the work as "very impressive."



The Institute of Chartered Accountants in England and Wales (ICAEW) and Sunday

Silver

The Institute of Chartered Accountants in England and Wales (ICAEW)'s 'New Boardroom Agenda' campaign, with Sunday, looks at why the demand for more engaged and active boards is growing and how the role of board members is evolving in response. ICAEW wanted to communicate the impact of the accounting profession in improving corporate governance and how boards must learn to evolve.



Allen & Overy and TEAM LEWIS

Bronze

Allen & Overy's 'Future Disputes Group' was created to help business leaders to consider often overlooked questions before pursuing opportunities in new, emerging fields. To promote this new capability, Allen & Overy and TEAM LEWIS launched a video-focused campaign designed to promote the innovative potential of the team and the subject matter. Judges praised the impressive results.



KPMG and We Are Tilt

Bronze

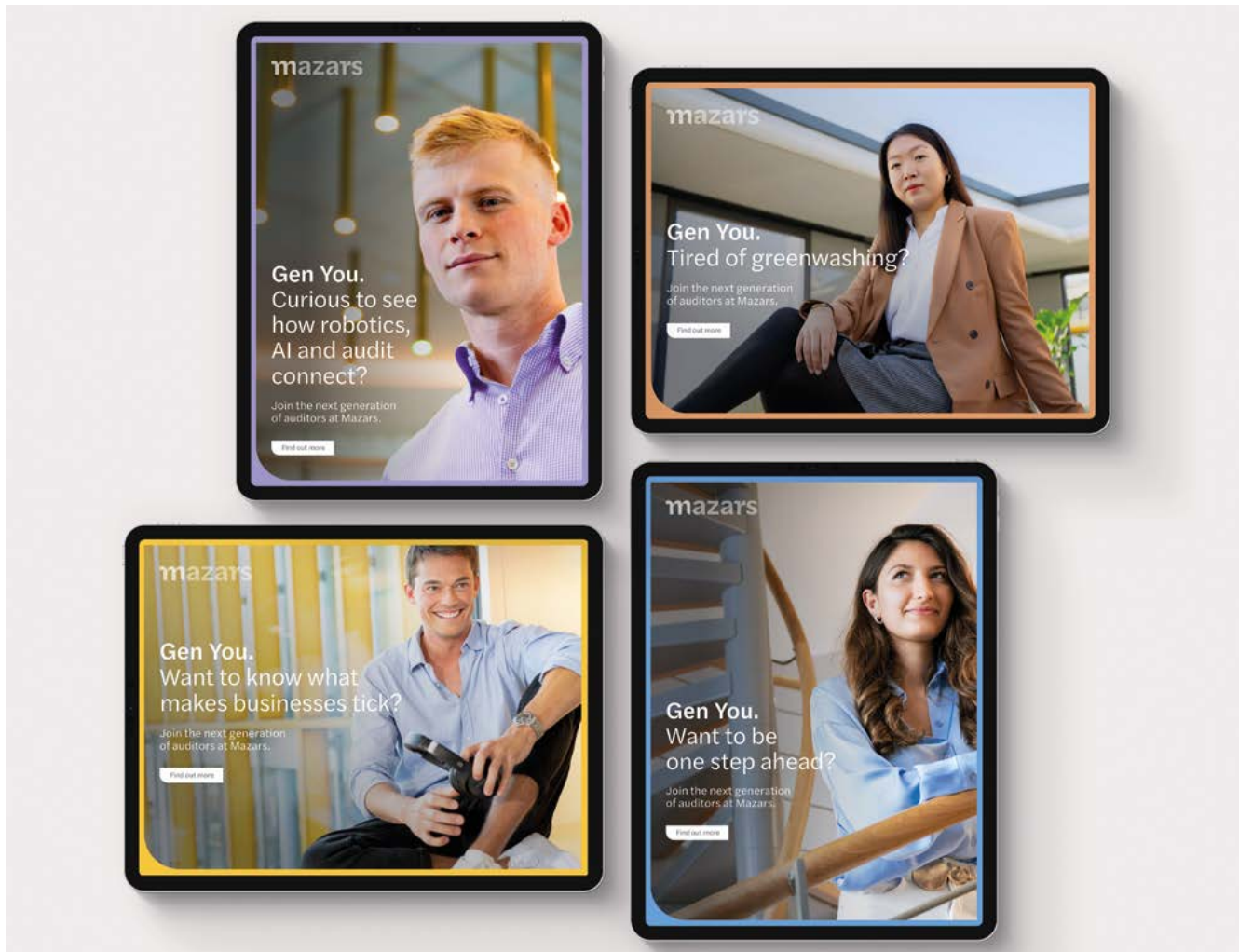
The 'Be Curious' campaign was originally designed by KPMG and We Are Tilt to inspire a wide range of employees. Its guiding campaign strategy was to celebrate the joy of curiosity; through inviting space scientist and broadcaster Maggie Aderin-Pocock to be the face of the campaign and setting the main film in one of the UK's leading planetariums, the campaign feels awe-inspiring and distinctive.

EDGE Strategy and Gravity Global

Highly commended

'Real. World. Change.' promoted EDGE Strategy's rebrand, crafted with Gravity Global, as well as the importance of diversity and inclusion.

BEST USE OF DIGITAL



Mazars and Living Group Gold

Mazars wanted to launch a campaign that would encourage young people to join the firm and begin a career in audit. At the heart of its campaign, crafted with Living Group, was an effort to bring the Mazars employer value proposition to life in order to promote misconceptions surrounding the profession and to promote Mazars as a 'school of excellence' and as possessing an entrepreneurial spirit.

Focusing on a target audience of 18-25 year olds, Mazars understood the importance of capturing its audience's attention through being visually appealing and meaningful. A two-minute video with four distinct chapters was curated to show the opportunities in the audit profession, alongside four video shorts tapping into different career mindsets and ambitions. Having run it across 25 countries globally, the impressive campaign received 4.7 million impressions on LinkedIn and over 2.3 million completed video views.

BEST USE OF DIGITAL



EDGE Strategy and Gravity Global

Silver

DE&I business EDGE Strategy launched its 'Real. World. Change' campaign alongside Gravity Global to promote its rebrand and the importance of diversity and inclusion. To further support the rebrand, EDGE Strategy created a 'Go To Market' strategy using 'Fame, Admiration and Belief' methodology, which helped to promote brand awareness. Judges described it as a "well-rounded campaign with good results."



Payoneer and Gravity Global

Silver

Global fintech company Payoneer launched a campaign with Gravity Global to position itself as the 'go-to digital commerce partner for global SMBs.' The campaign hoped to increase Payoneer's brand awareness and consideration, while also promoting a 'north star' for employees to aspire to everyday. Impressive results showed brand awareness increase by 10% across all markets.



LivaNova

Bronze

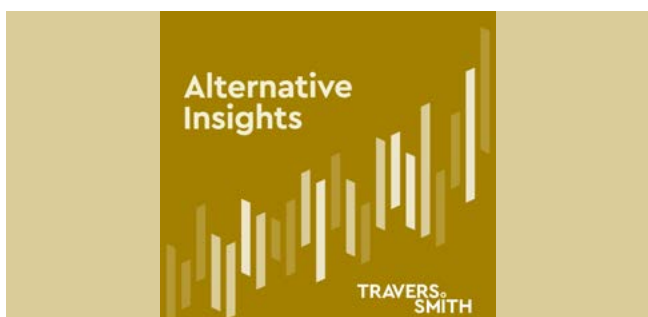
LivaNova produces perfusion systems, such as heart-lung machines and cardiopulmonary equipment. When debuting its latest advancement, the Essenz™ Perfusion System, LivaNova wanted to showcase its commitment to innovation. The company launched a new website designed to provide an immersive experience to users. Judges commended the "impressive mission" and described the website experience as "excellent."



PayTech Talk and Cognito

Bronze

PayTech Talk was launched in 2021 as a podcast discussing a wide breadth of topics, from what science fiction can tell us about future payments to orchestration and breaking data silos in financial services. The objective, tackled by Cognito, is not only to inform audiences, but to build a digital community within the international payments technology industry.



Travers Smith

Bronze

Law firm Travers Smith had acknowledged an increasingly competitive and changing landscape. It launched 'Alternative and Sustainability Insights' briefings – a series of regular briefings for the alternative asset management industry. The publication is sent to over 4,000 people at 10:00 every other Friday, tackling topical, legal, tax or regulatory issues from the perspective of its audience.

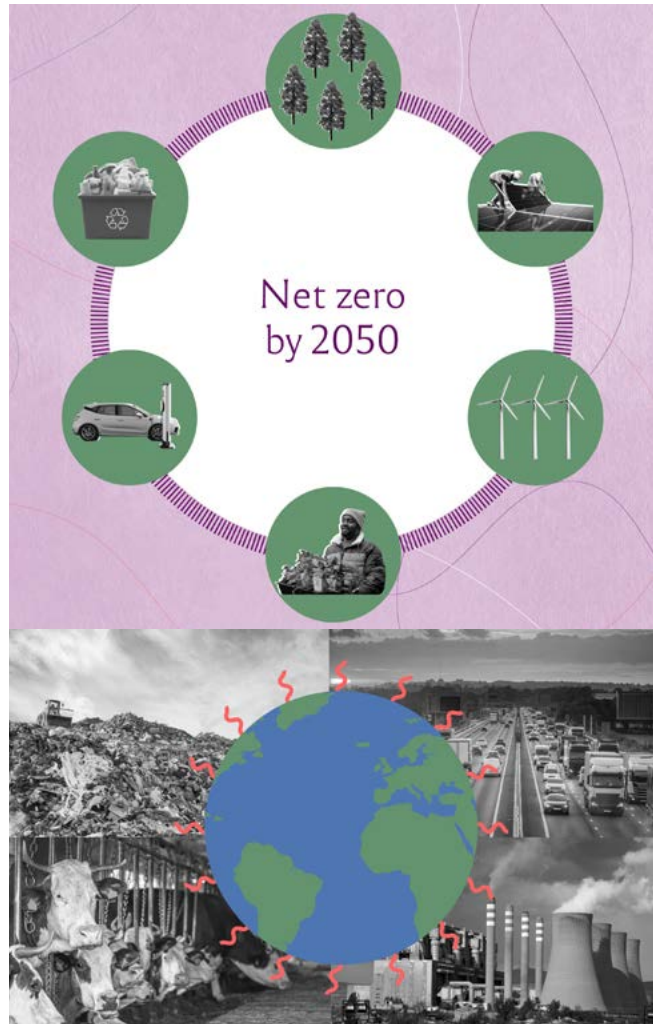
BEST USE OF ANIMATION



Akin and Living Group Gold

International law firm Akin turned to Living Group to help define a new, digital-first path for the firm's brand, which would also appeal to its target audience and would incorporate digital content. While its visual identity, content and website had served the firm well for many years, Akin believed its brand was no longer reflective of the personality of a fast-moving, progressive and innovative law firm. Through its rebrand, Akin sought realignment between the firm's past and future identities and an emphasis on its internal culture.

In March 2023, Akin successfully launched its new brand, bolstered by a new website and engaging animations. Akin and Living Group's creative efforts resulted in a 51% increase in visitors to Akin's website and its brand video received 5,000 views. Judges described the campaign as "fresh," "bold" and "creative."



Church of England and Wardour Gold

Church of England's educational climate animation – produced in collaboration with Wardour – was its first video-based campaign. Its goal was to help the Church Commissioners to communicate what the investment division of the Church Commissioners for England does with its portfolio and why and to define its commitment to a net zero portfolio by 2050. The campaign also sought to direct traffic to the Church Commissioners' more in-depth Climate Action Plan report.

The impressive animation highlights the organisation's vision for the future, while demonstrating how it puts ethical and responsible investment at the heart of its strategy. In the four weeks since the campaign's launch, Church of England's animation campaign received over 2.2 million impressions and attracted over 600 clicks to the Climate Action Report.

BEST USE OF ANIMATION



Dell Technologies and Silver Agency **Silver**

'Seas of Change' is an animated video series created by Silver Agency for Dell Technologies with the primary objective of highlighting the company's interest in advancing human progress through environmental, social and governance targets. The fully animated series was described as "well researched" and "fresh" by the judges.



Incyte and **Random42 Scientific Communication** **Bronze**

Incyte wanted to educate vitiligo patients of all ages and backgrounds about the mechanism of the disease and to improve their adherence to its product by educating them on how to use it and what to expect. Turning to Random42 Scientific Communication, Incyte used animation to create an engaging melanocyte character, Martin, who explained the treatment results to expect and the importance of sticking to the treatment plan.

BEST USE OF PRINT



Ocado and Sunday

Gold

As an online retailer, Ocado has limited opportunity to physically interact with its customers. Its 'OcadoLife' magazine, available to customers at the online checkout, attempts to bridge this gap and create a connection. The magazine seeks to inspire customers and keep them connected even post-transaction. Celebrating a shared passion for food, the magazine promotes recipe ideas while also supporting promotional events and selling opportunities for suppliers.

In collaboration with Sunday, Ocado is able to design strong and eye-catching cover designs and bold food features, which hope to inspire a 'must make, must eat' response from readers. Vibrant illustrations help to bring the magazine's stories and recipes to life in a way that feels fresh and original. Recent research by the retailer found 56% of readers felt inspired to try new products after reading OcadoLife.

BEST USE OF PRINT



RSA and Wardour Silver

Four times a year, the 'RSA Journal' drops into the mailboxes of the 30,000 members of the Royal Society for the encouragement of arts, manufacturers and commerce (RSA). Throughout 2020 to 2021, the journal was redesigned by Wardour to appeal to a younger and more global audience. Judges commended the "beautifully crafted magazine."



RBC Brewin Dolphin and Wardour Bronze

'Perspective' magazine encompasses general interest topics, thought leadership, lifestyle and finance content and is released biannually to the clients of wealth manager RBC Brewin Dolphin. Designed by Wardour to spark conversation with RBC Brewin Dolphin's representatives, the magazine aspires to promote the company as having its finger on the pulse of global developments. Judges praised the "beautiful imagery and editorial."

BEST USE OF AUDIO AND PODCASTS



Iress and Fresh Air Production

Gold

Iress, a financial services company, sought to enhance brand awareness through traditional channels like white papers and blogs. However, faced with repeatedly stagnant performance analytics and limited reach, the company decided to explore new avenues. Partnering with Fresh Air Production, Iress shifted its strategy to capture the industry's attention through engaging conversations. Its podcast platform aspired to have broader appeal and to allow outspoken experts to 'do the talking.'

Hosted by comedian Olga Koch, the two series of the 'upfront' podcast feature frank conversations with experts in financial literacy, education, brand, customer experience, trends, technology and leadership. The podcast has received a rating of 4.9 out of 5 on Apple Podcasts and has received a whopping 86,000 downloads. Judges enthused that they "loved" the podcast, commending its "great host, provocative titles and excellent chat."

BEST USE OF AUDIO AND PODCASTS



BASF and Fresh Air Production

Silver

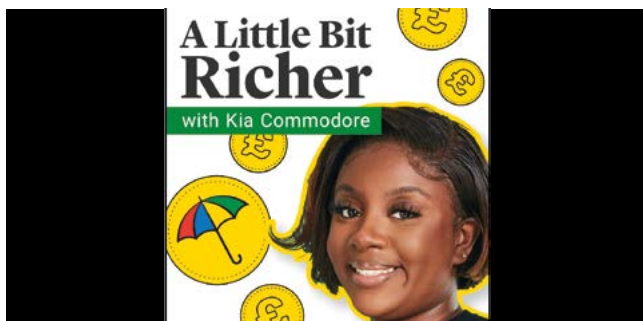
Chemicals company BASF launched its 'The Science Behind Your Salad' podcast series, alongside Fresh Air Production, hosted by journalist Jane Craigie, with the idea of exploring the story behind a different crop in each episode. The goal of this initiative was to shine a spotlight on the innovation, science and technology behind people's food.



Southeastern Trains, The Team and Fresh Air Production

Silver

Southeastern Trains wanted to inspire and encourage 'leisure travel' by train across their network covering Kent and East Sussex. The challenge was doing so in a way that created enduring, 'evergreen' content with long-term value. Its podcast series, with The Team and Fresh Air Production, served as a guide to the regions and appeals to a variety of travellers, each episode presented by a different celebrity.



Legal & General and Fresh Air Production

Bronze

Legal & General wanted to produce content that would be genuinely helpful and useful to a young audience. Targeting an audience of people in their 20s and 30s, its new podcast with Fresh Air Production aimed to help young people to think about their financial wellbeing in the same way they think about mental health.



PTC and 18Sixty

Bronze

Computer software company PTC launched its 'The Third Angle' podcast with 18Sixty to help promote itself as the most trusted, innovative and experienced company in the digital transformation market. Through the stories told on the platform, PTC strives to show how its technology can contribute to creating exceptional products with hugely positive impacts in a way that engages and immerses the listener.

ABB and Fresh Air Production

Highly commended

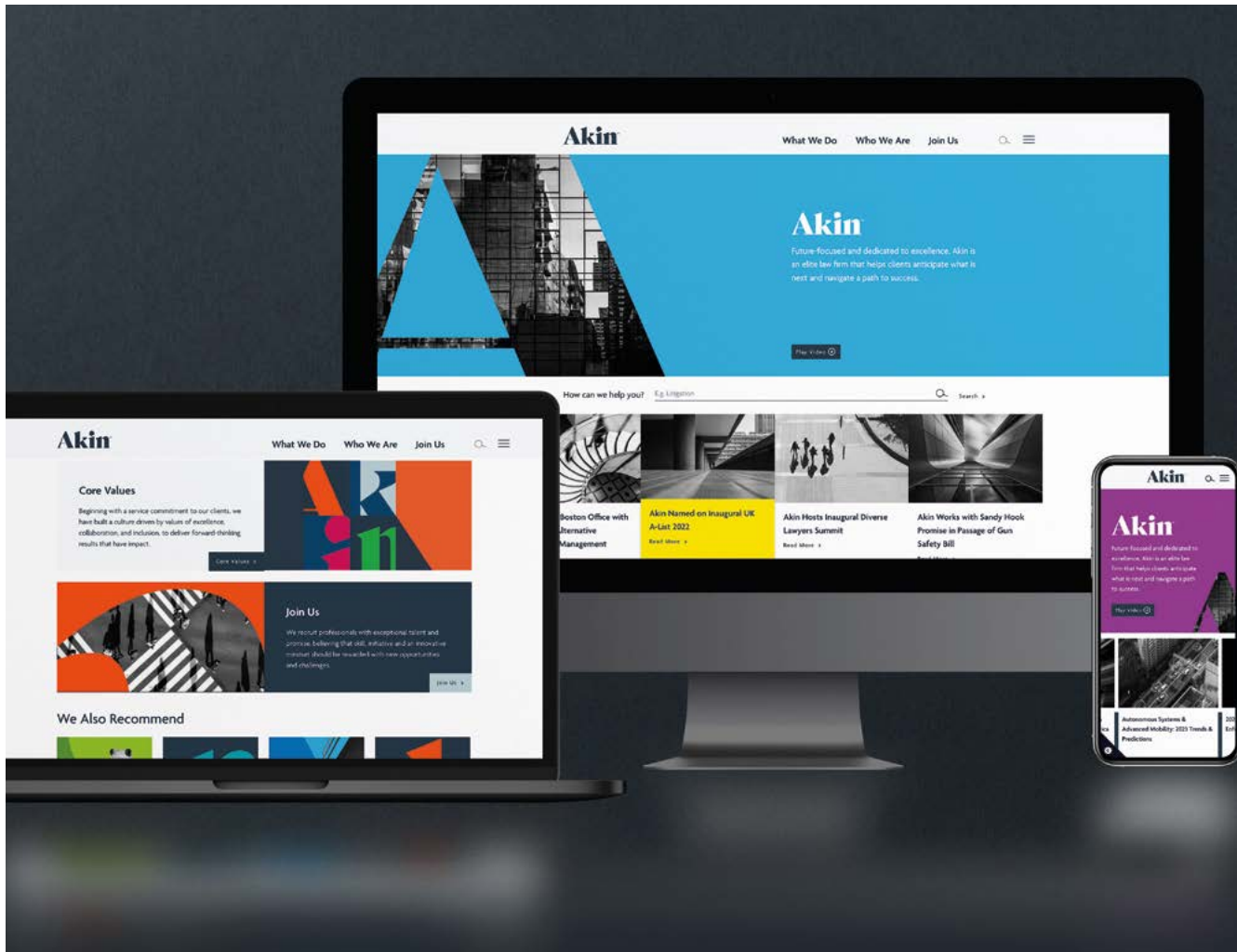
'The Robot Podcast' by ABB and Fresh Air Production opens up the world of robots in an exciting and accessible way.

EPAM

Highly commended

EPAM's podcasts are designed to equip business leaders with up-to-the-minute information directly to their ears.

BEST USE OF A VISUAL PROPERTY



Akin and Living Group Gold

International law firm Akin wanted to define a new, digital-first path for the firm's brand, which would also appeal to its target audience and would incorporate digital content. Through its rebrand, Akin sought realignment between the firm's past and future identities and an emphasis on its internal culture. While its visual identity, content and website had served the firm well for many years, Akin believed its brand was no longer reflective of the personality of a fastmoving, progressive and innovative law firm.

The new brand, developed with Living Group, was successfully launched in March 2023, bolstered by a new website and engaging animations. Akin and Living Group's creative efforts resulted in a 51% increase in visitors to Akin's website and its brand video received 5,000 views. Judges described the campaign as a "very creative and effective revamp."

BEST USE OF A VISUAL PROPERTY



Renewi and Wardour Silver

Wardour has been producing annual reports for Renewi since 2014, but its 2023 annual report and sustainability review was distinctive for its use of photography. With a new reporting team in place, Renewi aspired to be bolder than ever, utilising its secondary products to be part of the design and making them the hero of the reports.

BEST USE OF A CELEBRITY OR INFLUENCER



KPMG and We Are Tilt

Gold

KPMG's 'Be Curious' campaign was originally designed to inspire a wide range of employees in KPMG UK's deal advisory serve line. Its broad project goals included bringing more traffic to the deal advisory business school website, achieving a target of 5,000 additional website visits and inspiring employees to develop a 'growth mindset' and access the learning offers at KPMG.

Its guiding campaign strategy, developed with We Are Tilt, was to celebrate the joy of curiosity; through inviting space scientist and broadcaster Maggie Aderin-Pocock to be the face of the campaign and setting the main film in one of the UK's leading planetariums. The campaign felt awe-inspiring and distinctive with the judges praising the choice of celebrity, commending the "impactful video and compelling narrative" which "inspires its audience to think differently."

BEST USE OF A CELEBRITY OR INFLUENCER



P&O Cruises and Sunday **Silver**

For the naming ceremony of its new 'sunshine ship' Arvia, P&O Cruises organised a star-studded event in Barbados. In order to drive excitement around the ceremony, the company created a striking social media campaign with Sunday which would build anticipation and deliver views on the day and beyond.



EDGE Strategy and Gravity Global **Bronze**

DE&I business EDGE Strategy, launched its rebrand hoping to raise awareness of its software-based solutions. The 'Real. World. Change.' campaign was launched with support from Gravity Global to promote the rebrand and the importance of diversity and inclusion. To further support the rebrand, EDGE Strategy created a 'Go To Market' strategy using 'Fame, Admiration and Belief' methodology, which helped to promote brand awareness.

FIRST FOR KNOWLEDGE

Your clients are thirsty for premium content.

Whether it's developing your premium content, go-to-market content strategy or lead gen campaigns, we blend our deep sector knowledge and award-winning creativity to help our clients in the financial, professional services and technology sectors create difference.

To find out how we can help you, please contact:
Greg Hobden | greg.hobden@living-group.com

New York | London | Hong Kong www.living-group.com

Living 

BEST USE OF COPY STYLE OR TONE OF VOICE



KPMG and We Are Tilt

Gold

Designed to inspire a wider range of employees from KPMG UK's deal advisory service line, KPMG and We Are Tilt's 'Be Curious' campaign celebrates the joy of curiosity. Its broad project goals included bringing more traffic to the deal advisory business school website, achieving a target of 5,000 additional website visits and inspiring employees to develop a 'growth mindset' and access the learning offers at KPMG.

By inviting space scientist and broadcaster Maggie Aderin-Pocock to be the face of the campaign and setting the main film in one of the UK's leading planetariums, the campaign feels awe-inspiring and distinctive. Judges were impressed by the campaign's visuals and multi-channel use of content. One judge described the work as a "really creative way to engage an internal audience."

BEST CORPORATE BLOG

Dive into our research

In each section we dive deeply into the attitudes and experiences of STEM professionals, exploring the motivations behind their responses and what businesses can do to support them. With greater importance being placed on **job security** and **personal purpose**, married with concerns over **wellbeing**, an ageing population and the potential impact of **AI and automation**, creating a **fulfilling and supportive work environment** is more important than ever.

But while finding the right balance between harnessing the pace of change in technology, engaging and maintaining the trust of their workforces, is a difficult one to crack, it is critical to the success of any business.



STEM professionals value career security over a pay rise

In today's economic climate, labour market shifts and megatrends are revolutionising the working world and influencing professionals' needs.

🕒 7 minutes

[Read more >](#)



STEM professionals want more from their roles than employers are offering

Apart from attractive salary rates and benefits, candidates continue to want flexibility. But how that looks has changed.

🕒 7 minutes

[Read more >](#)



Purpose is the key driver in STEM professionals' careers

Purpose at work has become more important, and intrinsic personal purpose far outweighs organisational extrinsic purpose.

🕒 7 minutes

[Read more >](#)



SThree and Wardour Gold

Wardour has worked closely with SThree-specialist SThree on content creation since 2020, with the overall aim of engaging a global audience of clients and candidates across STEM-focused organisations globally. One approach has been through the creation of SThree's corporate blog, which is used as a narrative tool to amplify the company's position, both as a global leader in STEM sectors and as a thought leader in the STEM recruitment space.

Between August 2022 and August 2023, SThree's corporate 'insights and research' blog section on its website had over 16,000 views and an average engagement time of 1.01 minutes. In 2023 to date, the blogs have received 9,900 views. Judges praised the "fresh take on reinvigorating STEM" and were impressed with its results.

BEST CORPORATE BLOG

Leaders of change

PMI's thought leaders share their insights and expertise on the changing face of business and how companies must pivot today to deliver a better tomorrow.

Latest features



Philip Morris International Bronze

Philip Morris International (PMI) introduced its 'Leaders of Change' section to its website in May 2021. The goal was to establish meaningful connections with external audiences and to humanise the company through tackling tough subjects, challenging antiquated notions and celebrating thought leadership. Judges commended the campaign's "bold ambition" and the "accessible and impactful messaging."

BEST USE OF CONTENT WITH AN EXISTING EXTERNAL COMMUNITY



The Institute of Chartered Accountants in England and Wales (ICAEW) and Sunday Gold

The Institute of Chartered Accountants in England and Wales (ICAEW)'s 'New Boardroom Agenda' campaign looks at why the demand for more engaged and active boards is growing and how the role of board members is evolving in response. ICAEW wanted to communicate the impact of the accounting profession in improving corporate governance and how boards must learn to evolve to modern-day challenges and stakeholder expectations.

The New Boardroom Agenda campaign, crafted with Sunday, told the stories of board members that have broken the mould and who think differently, prioritising long-term decision-making in managing their businesses. The campaign included films, profile interviews, podcasts and a series of articles. It attracted 158,000 impressions on LinkedIn and a special podcast episode, 'How should a board approach exec pay and what are the risks of getting it wrong?', received over 700 listens.

BEST USE OF CONTENT WITH AN EXISTING EXTERNAL COMMUNITY



Dell Technologies and Redactive Silver

Dell Technologies wanted to create a content marketing campaign with the primary objective of brand consideration. The campaign, with Redactive, sought to position the company as the number one tech provider for the UK's small business community through raising awareness of its products, highlighting the role of 'Dell Technologies Advisors' and supporting wider Dell Technologies campaigns.

BEST USER-GENERATED CONTENT



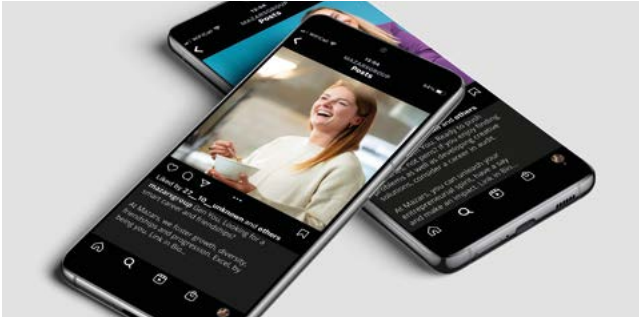
TUI and MSL UK

Gold

During the global Covid-19 pandemic, planes were grounded, holidays refunded and many of TUI's employees were furloughed or made redundant: the future looked very uncertain. TUI needed to find a way to win back talent and unite and energise its 61,000 employees, during the biggest crisis the travel sector had ever seen.

'Let's TUI it' is the company's first global employer branding proposition. The campaign, crafted with MSL UK, celebrated a 'can do' attitude towards TUI's customers and between its employees. Employees worldwide were asked to submit videos of their everyday work life, which were compiled to create a user-generated launch video which authentically represented life at TUI. Over 500 videos were submitted to contribute towards the launch film and 90% of employees surveyed expressed feeling proud or good about working at TUI following the campaign.

BEST USER-GENERATED CONTENT



Mazars and Living Group

Bronze

Focusing on a target audience of 18–25 year olds, Mazars wanted to launch a campaign that would encourage young people to join the firm and begin a career in audit. At the heart of its campaign, developed alongside Living Group, was an effort to bring the Mazars employer value proposition to life in order to promote misconceptions surrounding the profession.

BEST USE OF CONTENT IN A LIVE OR EXPERIENTIAL SETTING



P&O Cruises and Sunday **Gold**

For the naming ceremony of its new 'sunshine ship' Arvia, P&O Cruises organised a star-studded event in Barbados, with help from Sunday. In order to drive excitement around the ceremony, the company wanted to create a striking social media campaign which would build anticipation and deliver views on the day and beyond.

The strategy for the campaign involved three key phases: the countdown, the live event and post-event. These three stages would aim to 'drive excitement and engagement' through working with talent and influencers, being promoted across social media by celebrities such as Olly Murs and developing a memorable hashtag to collate content. Overall, 109 individual posts were created as part of the campaign and 43 assets were posted across social platforms. On the night, the event received over 59,000 views and trended at second place on YouTube.

BEST USE OF CONTENT IN A LIVE OR EXPERIENTIAL SETTING



PAI Partners and Bladonmore

Bronze

Private equity firm PAI Partners commissioned Bladonmore to produce a film on its recent investment in Tropicana Brands Group, to be screened at the 2023 annual general meeting. The film aspired to capture the nature and importance of the landmark deal, which was critical to the firm's growth and reputation. Judges commended the "solid campaign."

BEST BRANDED CONTENT PUBLICATION



Ocado and Sunday

Gold

'OcadoLife' magazine, by Sunday, bridges the gap between online retailer Ocado and its customers. Available to customers at the online checkout, the magazine attempts to create a connection. The magazine seeks to inspire customers and keep them connected even post-transaction. Celebrating a shared passion for food, the magazine promotes recipe ideas while also supporting promotional events and selling opportunities for suppliers.

Vibrant illustrations help to bring the magazine's stories and recipes to life in a way that feels fresh and original. Recent research by the retailer found 56% of readers felt inspired to try new products after reading OcadoLife. Judges were impressed by the clear passion for the magazine, along with the "bold editorial choices" which reflect Ocado's audience and the current climate.

BEST BRANDED CONTENT PUBLICATION



RBC Brewin Dolphin and Wardour Silver

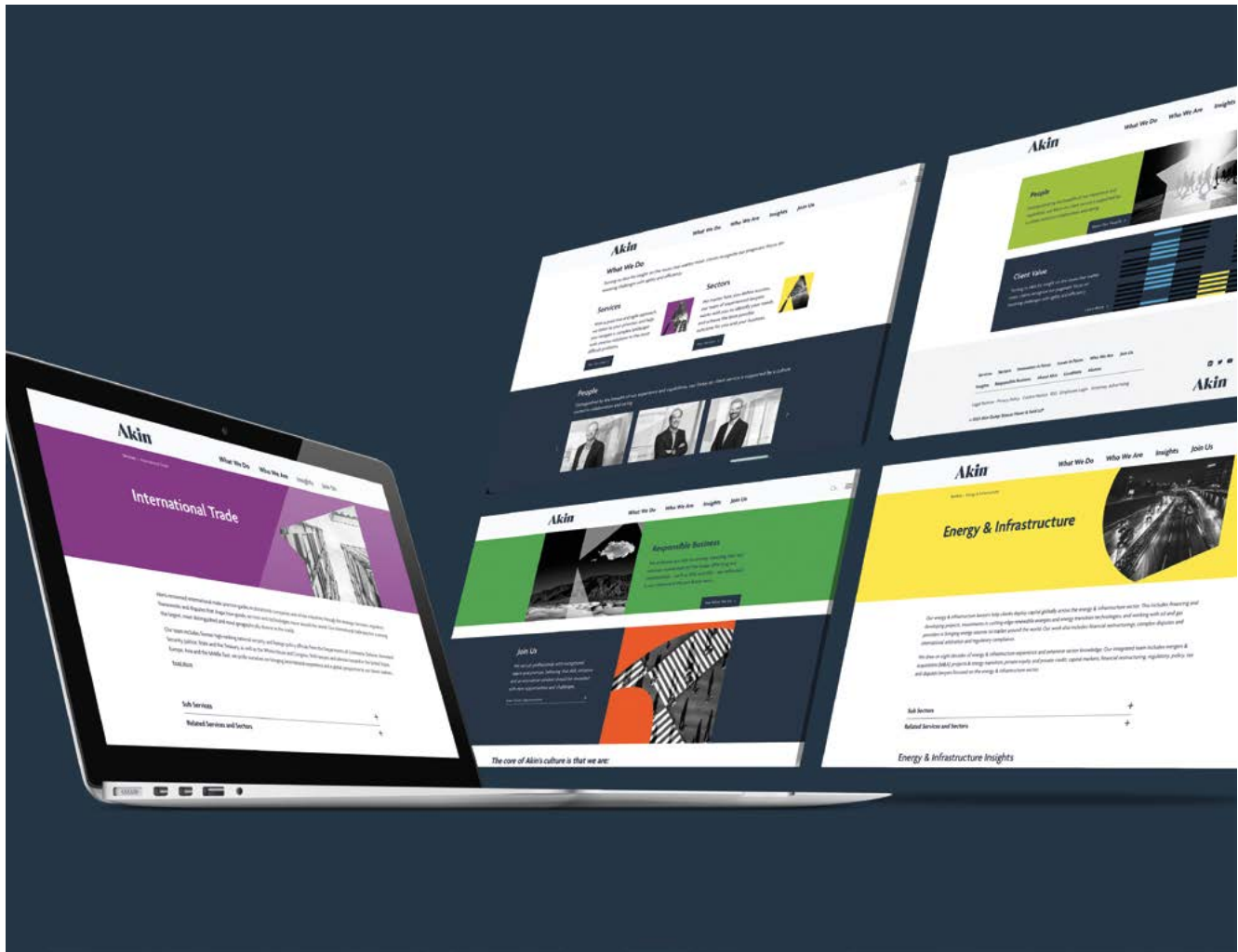
RBC Brewin Dolphin partnered with Wardour to launch 'Perspective,' a magazine encompassing general interest topics, thought leadership, lifestyle and financial content. Released biannually to the clients of wealth managers, 'Perspective' is designed to spark conversation and aspires to promote the company as having its finger on the pulse of global developments. Judges commended the magazine's "eclectic and diverse topics."



RSA and Wardour Bronze

The 'RSA Journal' is received by the 30,000 members of Royal Society for the encouragement of arts, manufacturers and commerce (RSA) four times a year. Throughout 2020 to 2021, the journal was redesigned by Wardour to appeal to a younger and more global audience. Judges commended the "beautifully crafted magazine."

BEST BRANDED CONTENT SITE

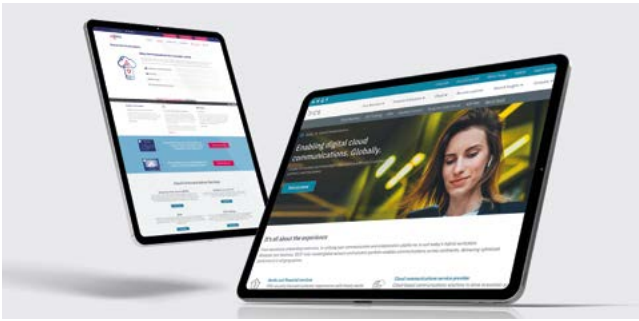


Akin and Living Group Gold

While its visual identity, content and website had served the firm well for many years, international law firm Akin believed its brand was no longer reflective of the personality of a fastmoving, progressive and innovative law firm. It turned to Living Group to help define a new, digital-first path for the firm's brand, which would also appeal to its target audience and would incorporate digital content. Through its rebrand, Akin sought realignment between the firm's past and future identities and an emphasis on its internal culture.

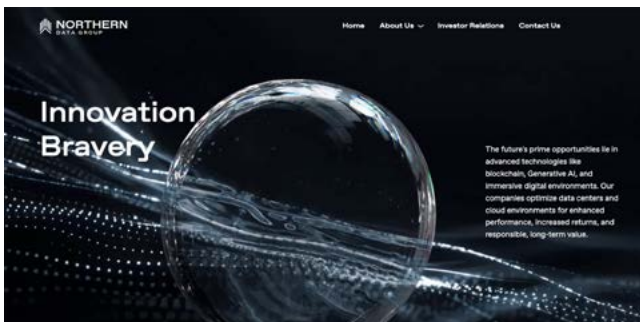
In March 2023, Akin successfully launched its new brand, bolstered by a new website and engaging animations. Akin and Living Group's creative efforts resulted in a 51% increase in visitors to Akin's website and its brand video received 5,000 views. Judges described the campaign as a "strong, digital-first and diverse campaign."

BEST BRANDED CONTENT SITE



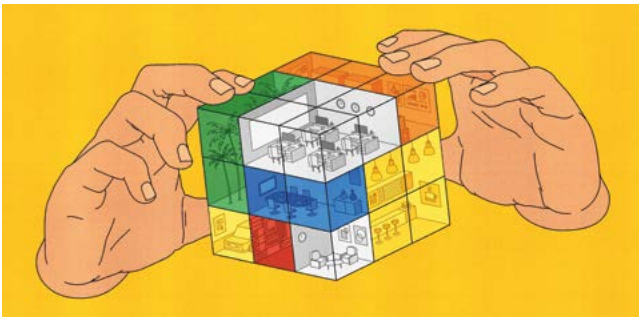
BICS and Isoline Communications Silver

Recognising that the B2B communications industry was rapidly evolving and changing, BICS felt its pre-existing website no longer reflected its purpose and strategy. In partnership with Isoline Communications, BICS worked to devise a long-term, future-proofed approach for a simpler and more effective website. Judges described the site as “stunningly successful.”



Northern Data and TEAM LEWIS Bronze

Northern Data tasked TEAM LEWIS with creating three new divisional brands to reflect its new positioning and to reposition the original Northern Data as its 'parent brand.' This move hoped to diversify the business from its successful Bitcoin mining heritage. Each brand needed its own website and to feel unique within its own industry.



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

'Modus' is the global production of the Royal Institution of Chartered Surveyors (RICS), existing to help its members do their jobs by bringing award-winning insight and opinion on the build environment from around the world. Sunday was tasked with creating content that would engage members at all stages of their careers through incisive journalism.

BEST USE OF DATA



Allied Universal® and G4S with FTI Consulting LLP and Delineo Gold

Allied Universal® and G4S launched its 'World Security Report' to promote the company as possessing on matters of physical security. The report aimed to help companies and the wider industry to prosper through understanding the experiences of others in a disrupted world. The corresponding campaign, developed alongside FTI Consulting LLP and Delineo, also sought to attract media coverage in key strategic markets, while an interactive microsite showcased the report's data and featured videos on key findings and analysis from security experts.

The report surveyed 1,775 chief security officers in 30 countries at companies with a combined annual revenue of over USD\$20 tn. The campaign vastly surpassed its goal of achieving 300 pieces of media coverage and instead achieved over 750 articles and broadcast interviews, with an estimated reach of 5.7 billion. The report has received over 1,500 downloads.

BEST USE OF DATA



EPAM Silver

EPAM is constantly seeking to better understand its clients and prospects, as well as clients' needs, motivations and challenges. At the end of 2022, it surveyed over 900 senior leaders from technology, digital, data, product and people departments from around the world. This was with the goal of better understanding IT leadership's role in digital transformation.



Ayiming and Aspectus Group Bronze

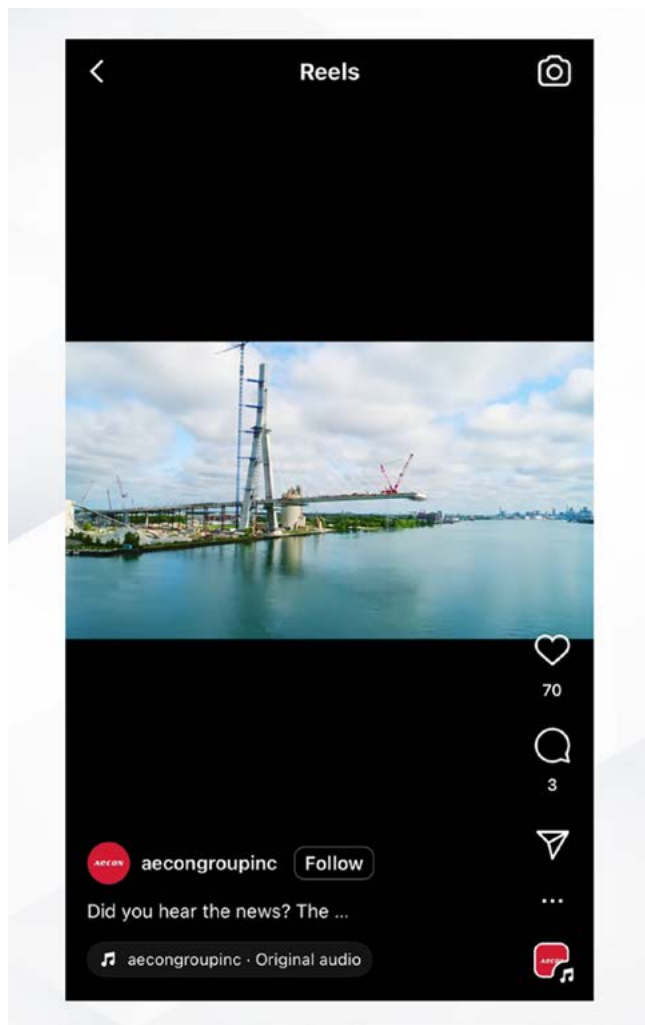
Global consultancy firm Ayiming has been designing two targeted UK-focused research reports with Aspectus Group to create a UK-specific data and insights campaign, the UKIB and UKHRB, across its two business lines. The data provided invaluable, actionable insights and information to fully understand the topic and make informed decisions. One judge commented that the campaign "delivered good bang for the buck."

Bitbloom and Aspectus Group Bronze

UK-based start-up Bitbloom specialises in leveraging smart data to enhance wind power performance. Its machine learning tool predicts the real productivity potential for each type of windfarm. In collaboration with Aspectus, Bitbloom applied its tool to open data from UK and French windfarms. This unique campaign saw the data turned into a whitepaper promoted across LinkedIn.



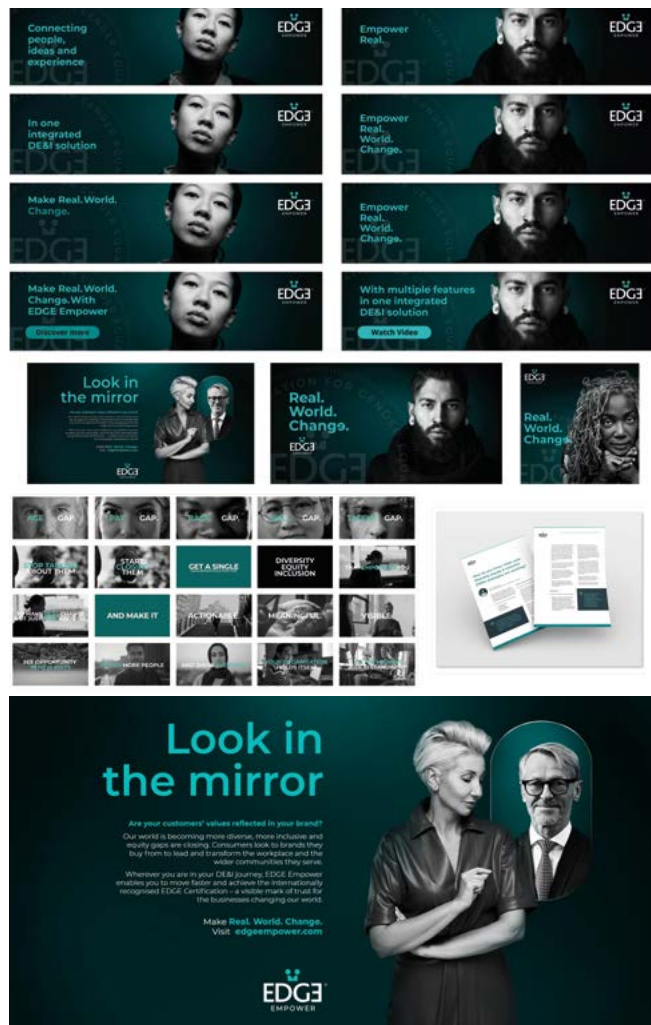
BEST USE OF CONTENT ON SOCIAL MEDIA



Aecon Group Inc. Gold

During the Covid-19 pandemic, construction company Aecon Group Inc. escalated its focus on recruitment. In its efforts to expand its candidate pool and attract applicants from untapped markets, Aecon looked to encourage women to join the construction trade. This year, the 'Aecon Women in Trades' (AWIT) programme sought to leverage its presence across social media platforms; in its efforts to reach its target audience, Aecon became the first construction company to join TikTok.

Aecon used SWOT and competitor analysis to gauge where it stood in the digital landscape. Focusing on recruiting more women into Aecon's skilled labour force, it knew its campaign needed to be impactful, visually interesting, dynamic, engaging and applicable to attract the next generation. As a result, over 120 women were recruited for the programme.

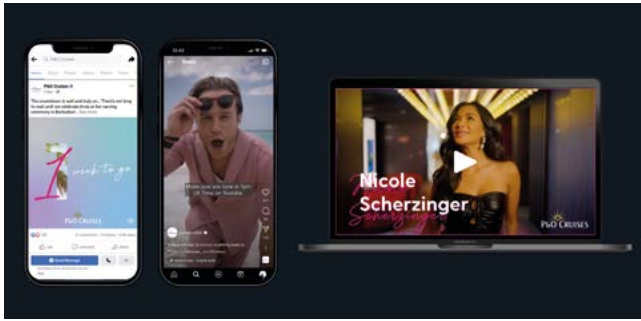


EDGE Strategy and Gravity Global Gold

DE&I business EDGE Strategy wanted to create a new brand which would raise awareness of its software-based solutions. The 'Real. World. Change.' campaign was launched to promote the rebrand and the importance of diversity and inclusion. To further support the rebrand, EDGE Strategy created a 'Go To Market' strategy using 'Fame, Admiration and Belief' methodology, which helped to promote brand awareness. The campaign was anchored in a core brand idea and its strategies included equipping employees with new marketing collateral, raising the profile of EDGE Strategy CEO Aniela Unguresan and improving customer and on-boarding experiences.

The campaign, developed with Gravity Global, also hoped to capture a sense of authenticity through using a high contrast, black and white photographic style; the images also removed the contrast of skin colour in order to create an inclusive playing field for the audience.

BEST USE OF CONTENT ON SOCIAL MEDIA



P&O Cruises and Sunday

Silver

P&O Cruises organised a star-studded event in Barbados for the naming ceremony of its new 'sunshine ship.' In order to drive excitement around the ceremony, the company wanted to create a striking social media campaign, with Sunday, which would build anticipation and deliver views on the day and beyond. Judges described the campaign as "very bold" and as demonstrating excellent planning.



Payoneer and Gravity Global

Bronze

Hoping to position itself as the 'go-to digital commerce partner for global SMBs,' global fintech company Payoneer launched a campaign in partnership with Gravity Global. The initiative hoped to increase Payoneer's brand awareness and consideration, while also promoting a 'north star' for employees to aspire to everyday. Impressive results showed brand awareness increase by 10% across all markets.

Philip Morris International – Future Reimagined

Highly commended

Philip Morris International's film depicted a reimagined future to help distance itself from tobacco associations.

Philip Morris International – LinkedIn

Highly commended

Through LinkedIn, Philip Morris International sought to educate its audience on its transformation aspirations.

BEST ONE-OFF CONTENT CAMPAIGN



**Accelerate your
future with the
GMAT™ Focus Edition.**

Register now



GMAC and Wardour **Gold**

The Graduate Management Admission Council (GMAC) partnered with Wardour to undertake the task of persuading hundreds of thousands of Gen Z students to globally engage with content around a new exam. Since its launch in 1954, the Graduate Management Admission Test (GMAT™) has been the gold standard. With the launch of the GMAT™ Focus Edition – designed to better meet the needs of today's candidates – GMAC hopes to maintain that market-leading position.

The campaign hoped to encourage more postgraduate business school candidates to take the GMAT™ Focus Edition rather than alternative exams. The campaign content was hugely varied, hoping to hook the audience in through infographics, explainer videos, narrative blogs and animations. Incredibly, the videos achieved over 5.8 million views in just over five months.

BEST ONE-OFF CONTENT CAMPAIGN



The Institute of Chartered Accountants in England and Wales (ICAEW) and Sunday Silver

'The New Boardroom Agenda' campaign, launched by the Institute of Chartered Accountants in England and Wales (ICAEW), explores why the demand for more engaged and active boards is growing and how the role of board members is evolving in response. ICAEW wanted to communicate the impact of the accounting profession in improving corporate governance and how boards must evolve.



Hyarchis and Cognito **Bronze**

Hyarchis tasked Cognito to draft a thought-leadership market report featuring predictions in the KYC and AML space. The aim was to provide valuable insights and predictions in the key issues that financial institutions will need to be aware of in the coming years. Judges commended the campaign's "good use of large industry events to launch thought-leadership."

Philip Morris International – Future Reimagined **Highly commended**

Through film, Philip Morris International hoped to reposition itself as prioritising a smoke-free future.

BEST LONG-TERM USE OF CONTENT



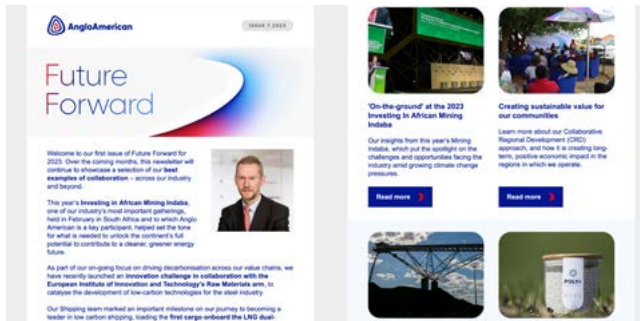
PTC and 18Sixty

Gold

Computer software company PTC launched its 'The Third Angle' podcast with 18Sixty to help promote itself as the most trusted, innovative and experienced company in the digital transformation market. Through the stories told on the platform, PTC strives to show how its technology can contribute to creating exceptional products with hugely positive impacts in a way that engages and immerses the listener.

'The Third Angle' podcast goes behind the scenes at some of the largest industrial companies around the world to learn about their most fascinating engineering breakthroughs, each story powered by PTC software. The podcast, published bi-weekly, has raced to over 125,000 downloads in just nine months and has been recommended by Apple as a top listen three times. The podcast peaked in the top 50 podcasts overall in the UK and the US.

BEST LONG-TERM USE OF CONTENT



Anglo American Silver

Anglo American's e-newsletter was designed to provide its audiences with a more comprehensive overview and regular update about the company's activities, milestones, key initiatives and core values. In 2021, Anglo American decided to expand the scope of the newsletter, shining a light on how the business also delivers sustainable value to stakeholders.



RBC Brewin Dolphin and Wardour Silver

'Perspective' magazine was launched by RBC Brewin Dolphin, in partnership with Wardour, to spark conversation among the wealth manager's clients. Through content that encompasses general interest topics, thought leadership, lifestyle and finance, the magazine hopes to promote the company as having its finger on the pulse of global developments. Judges praised the magazine's "fresh look and feel."



ABB and Fresh Air Production Bronze

ABB's podcast, launched in collaboration with Fresh Air Production, aspires to take its audience into the world of robots in an exciting and accessible way. Having just completed its fourth season, 'The Robot Podcast' is a key aspect of ABB Robotics' corporate content strategy. Judges praised the podcast as being "professional and well put together."



RSA and Wardour Bronze

Dropping into the mailboxes of the 30,000 members of the Royal Society for the encouragement of arts, manufacturers and commerce (RSA) four times a year, the 'RSA Journal' has been redesigned by Wardour to appeal to a younger and more global audience. Judges commended the "clear objective" and "good levels of research."

BEST CORPORATE STORYTELLER



Anglo American and H&H Winner

Despite the irrefutable seriousness of safety precautions within the mining industry, Anglo American chose to use gamification to make its safety programme fun, memorable and innovative, as well as informative and potentially life-saving. Post-pandemic, the company found that thinking around safety needed a reset; its safety programme, 'Stand Up For Safety,' was an ambitious effort to create an effective learning environment where people felt free to discuss important and difficult topics.

Anglo American and H&H created a six-month programme featuring five phases, based on gamification and scientifically proven to encourage people to challenge each other in a safe, non-confrontational way. The gamification aspect invited employees to identify their 'player types,' which enabled them to explore unique strengths and discuss ways to strengthen their team dynamic. The campaign hoped

to promote courage, curiosity and honesty around the topic of safety.

Each phase of the programme featured a video along with a suite of supporting materials. Following a teaser campaign and the launch event, teams would progress through three levels of the 'game.' Five films were curated for employees world-wide; these were watched by 95,000 employees across 45 countries. One judge enthused: "This is how you solve the problem of a diverse, multi-lingual workforce that has seen 1,000 health and safety videos before." Another praised the tangible impact of the campaign, which had "instant direct results leading to reduced injuries."

MORE CHANCES TO WIN



EVENTS HOSTED BY COMMUNICATE MAGAZINE



For more information about Communicate events email Lauren at lauren.ditcher@communicatemagazine.co.uk
communicatemagazine.com/awards/

Sustainable Buildings Monitor: Redefining value



ISG Winner

Global construction company ISG sought to position itself as embracing the climate change commitments following the COP26 summit. Through its campaign, ISG hoped to present itself as a trusted partner, an outstanding employer and an ethical company for its stakeholders. Through its refreshed report, ISG took a deeper look at how it could redefine value based on purpose-driven metrics. The campaign brought real-life value to its audience and positioned the company as distinctive from peers in a competitive industry.

ISG's new measurement index would benchmark assets for building owners that encompassed the full ESG spectrum. Crucially, this then allowed ISG to create a heat map of opportunity across the UK. The data compiled would help to inform future strategic planning and provide opportunity for all regions in the UK to share knowledge. The creation of a holistic index and a new way of defining value was truly ground-breaking.

The broader campaign used graphics and interpretation to help process the data, along with videos and

quotations to help stimulate the wider conversation. Live panels featuring trusted industry representatives resonated with ISG's wider target audience and project case studies and stories bolstered the campaign across social platforms. The campaign resulted in £4.1 bn of pipeline opportunity value related to the campaign target audience and 62% of strategic consultants engaged with the content. Judges described the campaign as "really exciting and creative." One judge enthused that the work was "the clearest example of solid corporate communications content working hard for the business."



Solutions in one place

From LNG to lubricants
and cylinder monitoring

Shell Marine



Learn more at:
www.shell.com/marine/LNGLube

✕ Comms_Events

📷 communicate_magazine

#CorporateContentAwards

www.corporatecontentawards.com