



DIGITAL IMPACT AWARDS²⁰¹⁵

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Welcome

Digital plays a role in almost every communications campaign, but it is those that are pushing their limitations in the digital sphere, breaking down barriers and driving innovation, that the Digital Impact Awards celebrates. Each year we recognise new achievements and see the industry overcome new challenges.

This year's winners used digital to disrupt traditional communications platforms, changed the way the corporate website is perceived, made political change through digital communications, reached new audiences and new markets. This year's 'Digital campaign of the year' winner, ITV Studios and Rawnnet, integrated a TV format with mobile apps to make a difference at a trade convention. Our 'Digital in-house team of the year,' The King's Fund, changed the national political conversation about health during the 2015 election.

SABMiller reinterpreted its corporate website to better represent its corporate values as well as its portfolio of beverages. The British Heart Foundation used digital to spark a movement and change perceptions about health and wellbeing. Companies undergoing change, like Oxfam, used digital to communicate with employees and keep communications channels open throughout the changes. Evaluation has also improved as organisations put more of an emphasis on action and engagement metrics.

The digital industry in Britain, and across Europe, is constantly adapting to changing circumstances and has become nimble enough to develop creative, effective communications of the utmost standard. The Digital Impact Awards celebrates these successes. We congratulate all the winners tonight and look forward to recognising the achievements of the digital communications industry in 2016.

Brittany Golob

Editor,

Communicate magazine

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Meet the judges



Sita Aley, director, head of employee digital channels, Coutts

Sita joined Coutts in January 2012 with a mandate to implement digital technologies to improve ways of working for Coutts staff – this has been achieved by the successful roll out of Coutts Connected using SharePoint 2013 as the underlying platform, alongside a powerful workflow tool. Prior to this, Sita spent six years at Barclays Wealth, where she was initially responsible for communications for the UK Private Bank, and subsequently head of digital channels, for both the internal and external sites and social media.



Kate Barton, social media manager, ao.com

Kate is the social media manager for ao.com, running the group social strategy for both UK and Germany. Joining the company three years ago, she has seen it transform from Appliances Online to ao.com, driving a huge amount of brand awareness through social. Using engaging content and smartly-targeted advertising, Kate and her team have built up a massive Facebook fan base of 1.6m, twice won the PayPal retail award for best use of social, and the Social Buzz award for best social media customer service strategy.



Wedge Black, founder, Kilobox Communiqué/Intranet Now

Wedge is an independent communications and intranet specialist and founder of the Intranet Now conference, Wedge started out in corporate communications 10 years ago and now helps larger organisations improve their intranets.



Ronnie Brown, group digital manager, Hiscox

Ronnie is group digital manager at Hiscox. He moved into digital in 1999 as he was fascinated with new technology and its effects on human behaviour, particularly in marketing – where he started his career. Finding value for businesses in this intersection of technology and behaviour is where he is most happy and productive. Spending time both agency- and client-side has given him a rounded view of digital communications. Ronnie has been a member of the IAB Social Media Council for the last five years.



Toby Coffey, head of digital development, National Theatre

Toby is head of digital development for the National Theatre (NT). He is responsible for the creative and technical development of the digital interfaces between the NT and its audiences. Relevant areas include online, UX, cross-platform, app development, digital publishing, interactive installations, AR, transmedia and documentary production. He has 15 years of expertise in the digital arena from creative, technical, production and social perspectives.



Charlotte Curle, senior digital communications manager, Standard Chartered

As a senior digital communications manager for Standard Chartered, Charlotte works across the bank's websites, social media and intranet. This year, she launched a new thought leadership site, content driven annual report summary and is currently working on a refreshed social media strategy and the roll out of a new social intranet. Prior to joining the bank, Charlotte worked for in-house marketing teams in property and consultancy.



Daniel Curtis, digital manager, Grant Thornton

Daniel has been digital manager at Grant Thornton for the past three years and was previously at KPMG for 10 years. He is responsible for digital marketing operations and the development of platforms including a suite of corporate and campaign websites, CMS, email marketing and analytics. He prides himself on taking the personal approach with a cross-set of technical skills ranging from information architecture and UX to coding, SEO and analytics that deliver the appropriate digital solutions for projects.



Greg Emson, head of digital marketing, ITV Studios

Greg oversees all digital marketing activities within the company's international distribution business. This remit covers websites, social media, email marketing, app development and live digital experiences. Prior to this, Greg held similar roles at BBC Worldwide, for six years, and at Sony Pictures Television.



Matt Everitt, associate partner, IBM Interactive Experience

Matt leads the strategy and design team at IBM Interactive Experience. He is spearheading IBM's work in personalisation, combining data analytics and enterprise marketing technology. Matt has many years of experience working with blue chip firms to define and execute digital strategy. He is passionate about bringing creative, experience design and technology teams together to deliver brand experiences. He has worked with clients including Barclays, Marks & Spencer, Diageo, Unilever, Cathay Pacific and British Airways.



Alex Flahive, digital manager, Greater Manchester Fire and Rescue Service

Alex is the digital manager for Greater Manchester Fire and Rescue Service (GMFRS). He joined GMFRS in 2011 and has transformed the way the organisation communicates via video and photography. Previously he worked as a freelance digital producer for a range of clients including Disney, NME and the BBC.

**Luke Handley, digital marketing and web manager, Worldpay**

Luke is the digital marketing and web manager for Worldpay, a leading global provider of payment and risk services, processing millions of transactions every day. He is responsible for Worldpay's corporate website which includes delivering the development roadmap, content management and ensuring the website is integrated into digital marketing campaigns. Luke has 11 years of marketing and digital experience, working within financial services, computer software and technology.

**Adrian Harris, head of digital communications, Bupa**

Adrian has been head of digital communications at Bupa since February 2015. In this role, he oversees the global external digital and social channels. Before that, he was head of digital communications at Tesco for a number of years and led the company through major change projects, including the creation of a dedicated in-house video team and the rolling out a social and digital platform for its 320,000 UK store employees.

**John Horsley, founder, Digital Doughnut**

John is the founder of Digital Doughnut and Digital Marketing, LinkedIn's fifth-largest group. He has over 15 years of digital marketing experience and has seen the industry grow from the early internet pioneers to today's bustling marketplace. John is highly influential in the world of marketing and regularly judges both marketing and technology awards. Both the British Interactive Media Association and the Drum magazine have ranked John as one of the top 100 people in the UK's digital industry.

**Anna Lankester, digital communications and brand manager, BG Group**

As digital communications and brand manager for BG Group, Anna leads the strategy and execution for the group's external digital communications including its corporate website and social media. Over the last two years, Anna has driven a digital transformation at BG Group, overseeing the building and relaunch of the multi-award winning bg-group.com and establishing a corporate presence across multiple social platforms. Prior to BG Group, Anna worked both in-house and in agencies in digital and communications roles.

**Simon Lewis, co-founder, Edge Global Media Group**

Simon is co-founder of Edge Global Media Group, a portfolio of outstanding award-winning brands specific to the marketing, creative and digital industry. One of which is the UK Marketing Network – the largest, most engaged, group of marketing professionals in the country. Within the network, Simon produces sector-specific and regional events and conferences, helping engage top marketers both digitally and in person. He writes content for OnlyMarketingJobs.com, the leading job board within the marketing and digital industry.

**Alwin Magimay, head of digital and analytics, KPMG UK**

Alwin is helping KPMG establish market leadership in digital and analytics. Prior to this, Alwin helped Deloitte establish Deloitte Digital, designing and building a new set of digital and analytics. Before joining Deloitte, Alwin was the managing director of Accenture's media and entertainment business in Asia Pacific. Alwin is a non-executive board member of the Institute of Data Science and a member of the Smart London Board to advise the mayor on how London can put digital at the heart of making the capital a better place.

**Guy Magrath, global head of e-commerce, RS Components**

Guy is global head of eCommerce at RS Components (RS) and has responsibility for integrating e-commerce across all marketing processes throughout the global business. His remit is to develop and exploit digital marketing assets, ensure the group is making full use of all digital channels to increase awareness of the RS brand and enhance customer lifecycle marketing while delivering the optimal online experience for customers worldwide. Previously, Guy spent four years as head of UK marketing at RS.

**Katie Mantell, assistant director of communications, The King's Fund**

Katie is assistant director of communications (content & digital) at The King's Fund, a leading health policy think tank. She has a particular interest in content strategy, and has overall strategic responsibility for The King's Fund's on- and off-line content. Katie has more than 15 years of experience working on digital strategy and developing engaging and effective content in organisations working on health, scientific and social issues.

**Amos Mtaita, digital media analyst, Deutsche Post DHL**

Amos is a digital media content analyst in corporate communications at Deutsche Post DHL in Bonn, Germany. In this role, Amos analyses and monitors the performance of content published on owned and earned digital channels, in order to derive insights and actions that effectively increase qualified brand awareness, stake engagement and enhance brand perception.



comprend

**Congratulations to our clients
on being short-listed for the
Digital Impact Awards 2015**

Saab – Best Corporate Website
BBVA – Best Online Annual Report

comprend.com
Digital Corporate Communications

Get in touch
email phil.marchant@comprend.com

**Amanda Neylon, head of digital, Macmillan Cancer Support**

Amanda is head of digital at Macmillan Cancer Support, responsible for the charity's digital presence across platforms. She has over 10 years of experience in the digital world, having started in the car industry at Vauxhall Motors back when the web was all about Flash microsites. As the web changed, she moved to the charity sector at Diabetes UK to revolutionise its online services and then worked on public sector digital engagement at the Metropolitan Police before joining Macmillan.

**Kristian Norling, founder, Intranätverk**

Kristian is founder of Intranätverk and has been working at the intersection of communication and technology, with intranet and websites in many different roles for years. Kristian has experience from different aspects of intranet and internet use through work as a communications manager, project manager, infomaster and webmaster. Before starting and arranging the Intranätverk intranet conferences and community of practice, he was the market communication director for a leading enterprise search consultancy.

**Marina Plessas, principal adviser, external digital, corporate communications, Rio Tinto**

Marina has 15 years of experience in the digital space across London and Sydney, including six years at Rio Tinto. She has managed a number of corporate sites, along with online reporting suites, mobile and social media campaigns, and has a real passion for user experience. As principal advisor, external digital, corporate communications at Rio Tinto, her most recent challenge has been amalgamating 30 sites across the business into one global site, riotinto.com.

**Pete Richardson, digital communications manager, London Fire Brigade**

Pete is the digital communications manager at the London Fire Brigade, Europe's largest fire and rescue service. Pete has a passion for developing engaging, relevant content, and is leading the brigade's first digital communication strategy. Pete has more than 10 years of experience in working on digital projects and developing effective content for cause-focused organisations including the British Heart Foundation.

**Batuhan Suzer, head of digital design, Turkcell**

Batuhan leads digital design for Turkcell, the leading mobile operator in Turkey. Batuhan is responsible for driving digital strategy and digital design for Turkcell's services and segments. He joined Turkcell in mid-2008 with responsibility across digital communication and has managed many award winning projects. Batuhan also coaches advertising students. He has expertise in mobile applications, digital channel management and digital communication.

**Claire Thatcher, senior digital manager, EE**

Claire is a senior digital manager at EE. She joined EE in 2011 and during her time there has led teams and executed on a variety of digital transformation programmes. This includes the launch of ee.co.uk in 2012, EE's '3 into 1' digital programme in which, after the decommissioning of orange.co.uk and t-mobile.co.uk, the EE digital estate transitioned from three websites into one, and last year was the cross-channel programme lead for EE's digital transformation.

**Rachel Thomas, head of digital, British Council**

Rachel is head of digital at the British Council, she defines and leads the digital strategy for the British Council's corporate communications channels. Rachel is responsible for the British Council's global, corporate digital presence, including the organisation's highly successful 'Voices' editorial channel. Prior to her role at the British Council, Rachel worked at Disney for seven years, managing the strategic planning of Walt Disney Studios and franchise websites across EMEA.

**Jude Widdowson, head of digital communications, Interserve**

Jude is head of digital communications at Interserve she enables the communications, manages the strategy, develops and delivers the online and social communications across the Interserve Group. Successes include project managing the development of the company's website – which won two golds at the Digital Impact Awards last year – a portal dedicated to our sustainability programme, an engagement and discount portal for our 80,000 employees and a social media strategy implemented across each division.

**Sue Winston, head of corporate reputation and online communications, Aviva plc**

Sue is head of corporate reputation and online communications at Aviva plc. Within the group communications team, Sue's role is to ensure that Aviva's corporate story is communicated well online – through Aviva's corporate website and annual report, use of social media, engaging with online commentators and film. She is also responsible for reputation risk, crisis planning and corporate communications governance. Having begun her career with Nikon UK, Sue then worked for a small PR consultancy.

Who won what

Deliverables

Best corporate website

Gold – SABMiller and MSLGROUP

Silver – Kinleigh Folkard & Hayward and Fresh Egg

Bronze – Anglo American and Investis

Bronze – Saab and Comprend

Highly commended – De Beers Group and Black Sun

Highly commended – Murata and Living Group

Best use of mobile and portable devices

Gold – Arriva Bus and Freestyle Interactive

Silver – HSBC NOW Share

Silver – The Royal Academy of Arts and Goodman Fox

Bronze – Liftshare and DigitasLBi

Highly commended – Castrol and Bray Leino

Highly commended – OneTurkcell

Best use of SEO for corporate communications

Gold – HotelClub and Verve Search

Silver – Expedia Nordics and Verve Search

Bronze – Direct Blinds and Epiphany

Highly commended – Dreams Beds and Inside Online

Best use of digital to aid a CR campaign

Gold – British Heart Foundation

Silver – IKEA Foundation and Kindred

Bronze – IKEA and Hope&Glory

Best digital rebrand

Gold – Fuller's and True

Silver – Microsoft Lumia and 1000heads Ltd

Silver – Rawnet

Bronze – Marie Curie

Bronze – Murata and Living Group

Highly commended – De Beers Group and Black Sun

Best use of online video

Gold – Peek and DigitasLBi

Bronze – Alcatel-Lucent and Lonelyleap

Bronze – Nomura and Living Group

Highly commended – IKEA and Hope&Glory

Best corporate viral campaign

Gold – CoppaFeel!

Silver – DigitasLBi

Best digital communication as part of an integrated campaign

Gold – The King's Fund

Silver – Tata Consultancy Services

Bronze – Galderma and Ogilvy Healthworld

Bronze – LinkedIn and Brands2Life

Bronze – Nomura and Living Group

Highly commended – The Financial Times

Social media

Best use of existing social media platforms

Gold – ITV Studios and Rawnet

Silver – Boehringer Ingelheim and Ogilvy Healthworld

Silver – The Netherlands Board of Tourism and Conventions and Expedia Media Solutions

Bronze – Garanti Bank and Kramp Advertising Agency

Best development of proprietary social media platforms

Gold – SENDirect and Connect

Best community development

Gold – Currys PC World and 1000heads Ltd

Gold – Phillips and Emanate (One Voice Connect)

Silver – Magic Light Pictures and Wilderness

Best use of digital to an internal audience

Best intranet

Gold – Canon and MSLGROUP

Silver – Klick Inc.

Best digital employee communications

Gold – Oxfam

Silver – Boehringer Ingelheim and Ogilvy Healthworld

Bronze – HSBC NOW Share

Bronze – IKEA Foundation and Kindred

Highly commended – Hitachi and WPA Pinfold Ltd

Best use of digital to an investment audience

Best online annual report

Gold – WPP plc and Addison Group

Silver – BBVA and Comprend

Silver – BT and MSLGROUP

Bronze – Alcatel-Lucent and Lonelyleap

Highly commended – ING Group

Highly commended – Rolls-Royce plc and Conran Design Group

Evaluation

Best evaluation strategy

Gold – Anglo American and Edelman

Silver – The Economist and UM London

Bronze – Bupa Global and DigitasLBi

Highly commended – British Council Russia and PR News

Sector

Best use of digital by a charity, NGO or NFP

Gold – The King's Fund

Silver – Marie Curie

Silver – UNICEF and e3 Media

Bronze – Comic Relief

Highly commended – Macmillan Cancer Support and agenda21 Digital

Highly commended – SENDirect and Connect

Best use of digital from the energy & utilities sector

Gold – British Gas Connected Homes

Bronze – Calor and Freestyle Interactive

Highly commended – Shell and Radley Yeldar

Best use of digital from the engineering & manufacturing sector

Gold – Honda and Lost Boys

Silver – RS Components

Bronze – RS Components and Freestyle Interactive

Highly commended – The Renault Nissan Alliance and DigitasLBi

Highly commended – Ubisense and Omobono

Best use of digital from the extractives sector

Silver – io oil & gas consulting and Bisqit

Bronze – De Beers Group and Black Sun

Highly commended – Anglo American, Edelman and Investis

Best use of digital from the financial services sector

Gold – RBS and SapientNitro

Silver – Commercial Bank of Dubai and Industry

Silver – FSCS and UM London

Bronze – Nomura and Living Group

Highly commended – Leeds Building Society and Home

Best use of digital from the food & beverage sector

Gold – Hellmann's (Unilever) and Ogilvy Group UK

Bronze – Pepsico and Blippar

Best use of digital from the healthcare sector

Gold – The King's Fund

Silver – AstraZeneca and DigitasLBi

Bronze – The Royal College of Nursing

Highly commended – Acorda Therapeutics and Klick Inc.

Highly commended – Bupa Global and DigitasLBi

Highly commended – Novartis Pharmaceuticals Corp and Klick Inc.

Best use of digital from the professional services sector

Gold – Thomson Reuters and Omobono

Silver – KPMG UK and Radley Yeldar

Bronze – Arup and Brands2Life

Highly commended – EY and Wardour

Highly commended – PA Consulting and Omobono

Highly commended – TLT Solicitors and Bray Leino Yucca

Best use of digital from the property sector

Gold – Hilson Moran and Wagstaffs

Silver – Kinleigh Folkard & Hayward and Fresh Egg

Silver – Taylor Wimpey and Wagstaffs

Bronze – Mace and Radley Yeldar

Highly commended – Willmott Dixon and UXB London

Best use of digital from the public sector

Silver – Royal Botanic Gardens, Kew

Highly commended – Egypt Economic Development Conference and Hill+Knowlton Strategies

Best use of the digital from the retail sector

Gold – UGG and Lost Boys

Silver – H&M and UM London

Bronze – Philips Home Living and Ketchum and the

OneVoiceConnect UK team

Highly commended – IKEA and Hope&Glory

Highly commended – Philips Avert and Ketchum and the OneVoiceConnect UK team

Best use of digital from the technology, media & telecommunications sector

Gold – Tata Consultancy Services

Silver – British Gas Connected Homes

Bronze – Türk Telekom and VODEM

Highly commended – Murata and Living Group

Best use of the digital from the travel & leisure sector

Gold – Liftshare and DigitasLBi

Silver – HotelClub and Verve Search

Bronze – Insight Vacations and Redweb

Bronze – Powder White and w digital

Highly commended – Bristol Airport and e3 Media

Highly commended – Jurys Inn and agenda21 Digital

Special awards**Digital agency of the year**

Winner – MSLGROUP

Digital in-house team of the year

Winner – The King's Fund

Digital campaign of the year

Winner – ITV Studios and Rawnet

DELIVERABLES

Best corporate website

SABMiller and MSLGROUP

Gold

A creative partnership between SABMiller and MSLGROUP put authentic and engaging storytelling at the top of the agenda for brewery giant's new corporate website. The goal, to drive engagement in an open and conversational way, starts with SABMiller's people. A cross-functional editorial team supports the development of new stories from within the business. Adopting a 'brand as publisher' model adds more of the personal touch, sharing stories directly rather than through traditional channels. A beautifully implemented, responsive design ensures that the high quality content is easy to navigate and access across all devices. Soaring to 10th place in the FT index of corporate web effectiveness within four months of launch, while boosting story article views by a colossal 290%, the new site's heart and soul resonates with SABMiller's goal to become the most admired beverage company in the world. Described by judges as, "A beautiful site to both look at and engage with." They marvelled at how, "The stories draw you in and leave you feeling informed."



Kinleigh Folkard & Hayward and Fresh Egg

Silver

Building on Kinleigh Folkard & Hayward's expert knowledge of the London property market, Fresh Egg has delivered a clean, beautifully designed and fully responsive website that's every bit the 'des res' for the capital's buyers and sellers.



Anglo American and Investis

Bronze

Digging deep to reveal rich content, global mining group Anglo American has unearthed a clear, compelling and dynamic new website with the help of Investis.



Saab and Comprand

Bronze

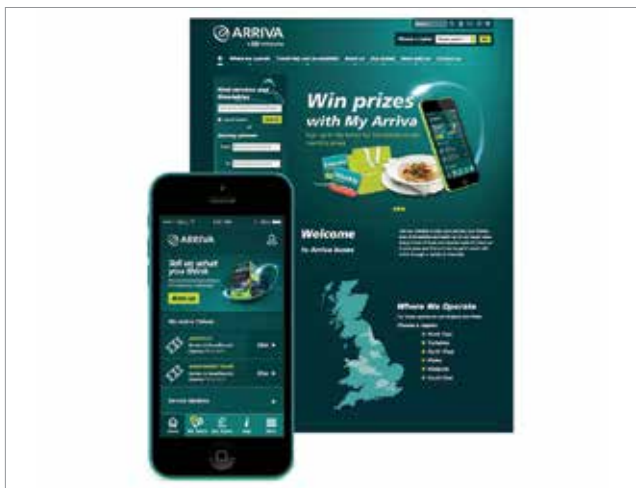
Engineering a perfect fit between corporate and commercial sites, Saab and Comprand have created a flexible web platform that positions Saab Group at the forefront of innovation and technology – whatever the audience.



Highly commended – De Beers Group and Black Sun

Highly commended – Murata and Living Group

Best use of mobile and portable devices



Arriva Bus and Freestyle Interactive

Gold

Arriva Bus and Freestyle Interactive have created a seamless bus ticketing app that's become a true king of the road.

As a leading bus operator, delivering more than 1.5bn passenger journeys a year, Arriva wanted its Bus M-Ticket App to deliver a world class experience. Intending to boost users, in-app purchases and the coveted App Store rating, Arriva and Freestyle Interactive put simplicity and usability at the heart of the app's revamp. Powered by in-depth audience insight, the creative partnership has crafted an app experience that's not only simple, but enjoyable too. Replacing drop down interactions with one-click buttons, simplifying ticket descriptions and easing the journey with supporting content, use of the M-Ticket is as easy as hopping on the bus.

Motoring ahead since its relaunch, the app received a three-star rating within two weeks of release and has delivered a 17% plus revenue boost and 15% increase in transaction numbers. One judge said, "Really well researched with clear objectives."



HSBC NOW Share

Silver

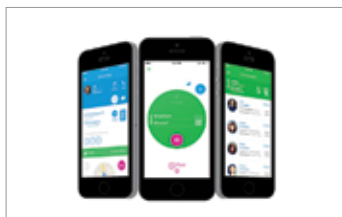
Inspiring uploads across more than 10 countries and over 1,000 downloads within four weeks of launch, HSBC's revolutionary NOW Share app takes employee engagement to another level. Launched in just eight weeks – from concept to delivery – the app makes it easy for HSBC's 250,000 employees to share their ideas and experiences with colleagues around the globe.



The Royal Academy of Arts and Goodman Fox

Silver

Adopting a mobile-first approach enabled the RA and Goodman Fox to launch a crowd-pleasing web app that deftly distils the entire works from the RA's Summer Exhibition. Never before have the entire works from an exhibition been displayed online – an achievement that enabled users to discover new art and share their favourite works from the world's largest open-submission art exhibition.



Liftshare and Digitas LBi

Bronze

Smoothly directing traffic from the roads to the web, Liftshare's car sharing app more than doubled interaction with this force-for-good brand within six months of launch.

Highly commended – Castrol and Bray Leino

Highly commended – OneTurkcell

DELIVERABLES

Best use of SEO for corporate communications

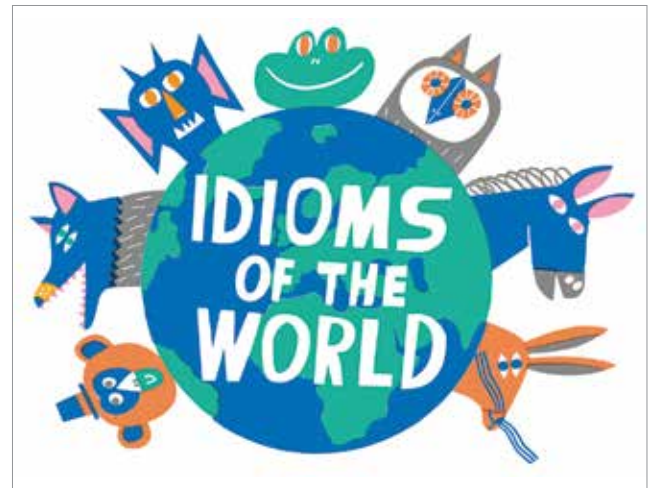
HotelClub and Verve Search

Gold

Sharing the world's weird and wonderful idioms put HotelClub firmly on the map with international travellers in an engaging and creative SEO campaign with Verve Search.

Led by eye-catching graphics around 'lost in translation' wisdoms of the world (did you know you'd have a frog in your mouth if you said the wrong thing in Finnish?), the campaign helped boost engagement and build brand awareness. Interest spread like wildfire on the web, sparking more than 2.4m views via 182,000 social shares, and reaching 339 sites, including the

Independent, the Guardian and the Daily Mail, not to mention offline coverage in the Observer. Achieving its mission to gain top-tier, authoritative links, the campaign overcame editorial scepticism to marketers to deliver genuine engagement and a colossal ROI of 1,342%. And it wowed our judges too, who praised the campaign as, "Humorous and engaging," and, "A great campaign idea and well executed."



Expedia Nordics and Verve Search

Silver

Expedia and Verve Search inspired a sense of wanderlust across the Nordic markets to deliver a unique and infinitely shareable campaign on an economy class budget. High quality links with official tourist bodies, combined with top-flight travel content, helped grow visibility of Expedia's Nordic sites by an average of 19%.



Direct Blinds and Epiphany

Bronze

Letting the light in with savvy SEO from Epiphany has helped transform Direct Blinds into a major player in the home furnishing sector and has boosted online revenue by more than 300%.



Highly commended – Dreams Beds and Inside Online

**Fighting your corner.
Media licensing,
lobbying legislation,
paid internships.
Join the UK's
largest body for
PR professionals.**

We regularly provide an authoritative voice for the industry, commenting on issues such as recruitment and retention in the PR industry, diversity, freedom of the press, and the need for standards in PR and lobbying.

The PRCA has saved PR practitioners an estimated £100 million through legal battles with the Newspaper Licensing Agency (NLA).

In our campaign to defend the rights of PR and communications teams to share online articles without infringing copyright laws, the PRCA has been to the High Court, the Copyright Tribunal, the Court of Appeal, the Supreme Court and finally the Court of Justice of the European Union – which accepted all of our arguments, changing copyright law across the EU.

The PRCA has consistently defended the public affairs industry regarding the provision of a statutory register of lobbyists.

With our Intern Campaign we tackled unpaid internships in the PR industry. With our #30Days campaign we fought for prompt payment of PR agencies.

We're fighting the industry's corner – so if you are not a member contact francis.ingham@prca.org.uk to join us.

Find out more:
T: 020 7233 6026
www.prca.org.uk

DELIVERABLES

Best use of digital to aid a CR campaign

British Heart Foundation

Gold

Harnessing the power of digital, the British Heart Foundation's Nation of Lifesavers (NoL) campaign is leading a sea change in cardiac arrest survival rates and equipping the public with life-saving skills.

A key goal was to inspire 600 secondary schools and community groups to sign up to the BHF's 'Call Push Rescue' training programme, and to press for mandatory CPR lessons in schools.

Launch day included a potent, promoted Twitter trend that generated 16.8m impressions. This was supported by a suite of digital tools on the BHF's website, where people could join an online CPR petition, submit a letter to their local MP and register for a Call Push Rescue pack.

The campaign exceeded the target for Call Push Rescue registrations within two weeks of launch, attracting 920 sign-ups, which has grown to almost 3,000 applications to date. Praised by Digital Impact judges for its, "Great use of social media and targeting," the campaign has also hit home in a more personal way – most recently saving the life of a secondary school child.



IKEA Foundation and Kindred

Silver

Championing charity and community involvement among staff when the majority have no access to computers at work has been a surmountable barrier for the IKEA Foundation. Working with Kindred to bring people together 'in their own time' through charity trips, blog and Facebook engagement, the IKEA Foundation has created a sharing and caring community.



IKEA and Hope&Glory

Bronze

A series of real-life bedtime stories gave an emotional depth to IKEA's soft toy charity campaign, helping it to reach 69% of UK parents and raise more than €500,000 for Save the Children and Unicef.



Best digital rebrand



Fuller's and True

Gold

Fuller's and True have delivered a website that captures the unique quality and charm of a brewing legend, while positioning it as a force for the future.

Building on tradition to showcase Fuller's innovation and resonate with the craft beer drinking generation, the rebrand never lost sight of Fuller's founding principle of 'excellence in everything they do.' This translated into a bold vision to create an online experience that delivers outstanding stories, insights, imagery and interactions.

Bringing Fuller's into the 21st century in style, the design solution presents an elegant, intuitive and fully responsive site, from widescreen to mobile. It's packed with surprising features that intend to change the way people perceive Fuller's, yet delivers all the warmth and outstanding experience of a Fuller's pub.

Our judges felt equally at home, describing the site as a, "Fantastic rebrand," and, "A clear leap from old to new."



Microsoft Lumia and 1000heads Ltd

Silver

Never losing the personal touch and putting customers first was a winning combination for the mammoth migration of 81m Nokia fans to Microsoft Lumia across social platforms. With the help of 1000heads, 93% of followers are still on board, and there's been no shift of sentiment or engagement on any platform.



Rawnet

Silver

Rawnet has done away with communications agency website conventions to deliver a site packed with verve and originality, that has boosted monthly traffic by 250%. Helping to attract bigger fish ensured the rebrand paid for itself in a matter of months.



Marie Curie

Bronze

Responding to a fundamental shift in Marie Curie's ethos to become a charity that's for everyone facing terminal illness, the digital team has driven brand consistency and boosted engagement.

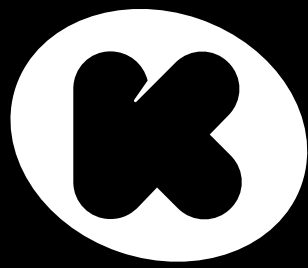


Murata and Living Group

Bronze

Beautifully blending past and future for Japanese electronics giant Murata, Living Group encapsulated the company's 'adaptable, flexible and unrestricted' approach in a striking digital rebrand.

Highly commended – De Beers Group and Black Sun



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Best use of online video



Peek and DigitasLBi

Gold

Working with Sony Mobile to champion the Peek 'Portable Eye Examination Kit' smart phone, DigitasLBi delivered a compelling story that has boosted the sight-saving technology's impact.

A film featuring the live diagnosis of Marian and her subsequent successful treatment conveys Peek's features and benefits in a relatable way. It helps create an emotional connection with the target audience of healthcare professionals, tech influencers and people with an interest in the developing world, to increase fundraising for the technology and further its roll out in South America and Africa.

Already generating more than 200,000 views on YouTube, the video has helped secure more than £126,000 from over 1,400 backers across 69 countries. It has also enabled Peek to make a real impact in the field, where the technology has already screened 21,000 people and identified 800 vision problems. Praised by judges for telling a, "Great story," and achieving, "Great results," they were ultimately won over by how the video communicates the technology in a human way.



Alcatel-Lucent and LonelyLeap

Bronze

Showing the human side of Alcatel-Lucent's new emergency radio communications system for Dallas, LonelyLeap's video cuts deep to tell a compelling story of life-saving technology.



Nomura and Living Group

Bronze

Setting Nomura apart as a success story in the aftermath of the financial crisis, Living Group's suite of video content furthers the company's goal to become the foremost global Asian investment bank.

Highly commended – IKEA and Hope&Glory

DELIVERABLES

Best corporate viral campaign

CoppaFeel!

Gold

As the UK's only breast cancer charity dedicated to raising awareness of the disease among young women, CoppaFeel! met the challenge of engaging its audience with an innovative and eye-catching display of viral marketing.

With research indicating that many young women in the UK struggle to describe their breasts beyond the words 'big' or 'small,' the charity kickstarted a national conversation about breasts under the hashtag #whatnormalfeelslike. CoppaFeel!'s campaign encouraged women to get in touch with their own bodies and take a stronger interest in their health. Powerful social media efforts, along with pop up 'Boob Booths' featuring images and ambassadors led to remarkable engagement.

The campaign captured more than 120m impressions including over 90m on Twitter. More impressively, the project was delivered with zero media budget – but reaped £180,000 of video value and £15m in media value. Judges praised the campaign for its bold approach, excellent reach and innovation.



DigitasLBi

Silver

In reviving its Summer of Love initiative, DigitasLBi proved that the best way to get employees to give back is to give equally in return. The programme, which saw staff given a half-day off every Friday for 10 weeks of summer, captured hearts, driving greater engagement and productivity and even a 20% increase in job applications.



Best digital communication as part of an integrated campaign

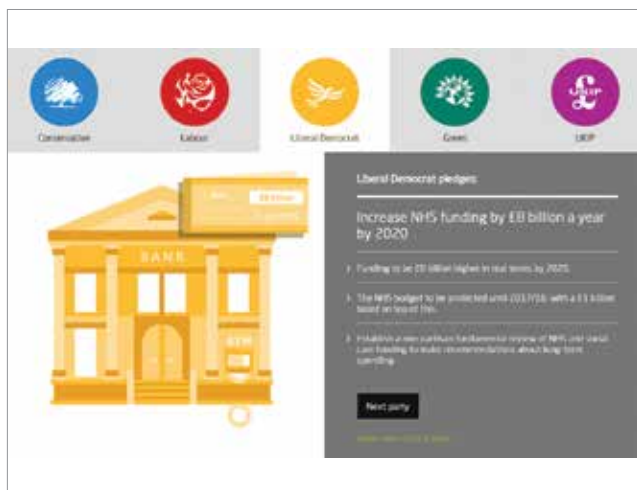
The King's Fund

Gold

Knowing that the NHS would be a key battleground in the 2015 general election, health think tank and charity, The King's Fund, took full advantage of the opportunity to raise interest and awareness with the public. Through a comprehensive, cross-channel campaign that sought to educate as well as engage, The King's Fund established itself as central to the debate, dramatically raising its profile in the process.

Over the course of the election campaign, The King's Fund's election tracker made it easy for voters to follow health issues, while a two-part audit of NHS reform and performance under the coalition government provided essential background.

A strong social media initiative along with expert blogs, a live-streamed debate, weekly round-ups of media coverage, quizzes and an animated infographic proved to be a powerful draw card for voters. Traffic for the health charity's site increased by 50%, and Twitter retweets grew by 67%.



Tata Consultancy Services

Silver

To help the Amsterdam Marathon reach new audiences, promote its brand and boost community engagement, Tata Consultancy Services launched an innovative campaign, celebrating participants as superheroes. Social media hashtags, online galleries and shareable runners' stories provided the core of the initiative, which saw record wins for the event.



Galderma and Ogilvy Healthworld

Bronze

Giving a public face to a poorly understood medical condition, Galderma and Ogilvy Healthworld partnered to raise awareness and support for sufferers of rosacea. The campaign ran across 21 markets and reached over 420m people.



LinkedIn and Brands2Life

Bronze

To motivate its users to update their profile pictures, LinkedIn teamed up with agency Brands2Life for the New Norms @Work campaign. The initiative, which was built around the #WorkSelfie hashtag, drew over 90,000 engagements and was LinkedIn's most successful integrated global campaign to date.



Nomura and Living Group

Bronze

Bold marketing, clever positioning and digital innovation proved their worth in Living Group's brand-championing campaign for Japanese investment bank, Nomura. The campaign drew more than 1.9m impressions and a CTR more than 9% above industry average.



Highly commended – The Financial Times

SOCIAL MEDIA

Best use of existing social media platforms

ITV Studios and Rawnet

Gold

ITV Studios partnered with Rawnet to give television producers a firsthand taste of the 'Secret Life of Students/Teens' format with an interactive campaign that delivered big results for a small budget at the MIPCOM global entertainment expo.

In a bold move, the partnership eschewed mass-marketing altogether, instead inviting 46 key decision makers to experience the format close-up through a network of custom smartphones. The phones, loaded with content themed around 'The Secret Life of MIPCOM' gave each user an anonymous alias and set them free to start conversations with other participants. Encouraged by a mixture of scheduled and spontaneous content, the networked event proved to be a huge hit with participants.

Described by event organisers as, "The most ambitious social media campaign of any MIPCOM market to date," the initiative leveraged strong results. The format was given the green light for a series in France with other key European networks soon to follow.



Boehringer Ingelheim and Ogilvy Healthworld

Silver

Boehringer Ingelheim lived up to its reputation as a social media innovator in the healthcare sector with the #HealthyHeart2015 campaign. A series of 12 short videos drew over 1m views in a single month, making the campaign the most successful social media initiative ever undertaken by the company.



The Netherlands Board of Tourism and Conventions and Expedia Media Solutions

Silver

To coincide with a year-long celebration of Dutch artist Vincent van Gogh, The Netherlands Board of Tourism and Conventions partnered with Expedia Media Solutions to paint an appealing portrait of holidaying in Holland. The campaign drove 2.2m Twitter impressions and led to double-digit growth in visitors to The Netherlands.



Garanti Bank and Kramp Advertising Agency

Bronze

To help newlywed couples launch their lives together, Turkey's Garanti Bank partnered with Kramp Advertising Agency to open a one-stop shop on Pinterest. Curated content and exclusive deals proved the perfect match for couples, gaining Garanti a band of new followers.



Best development of proprietary social media platforms

SENDirect and Connect

Gold

SENDirect is a revolutionary platform that supports the parents and carers of children with disabilities and special educational needs by connecting them with services that can help. Designed to create a self-supporting community of parents and carers, the platform allows users to research and compare local services, communicate, review and negotiate on provision and even make instant payments for goods and services.

The platform, delivered in collaboration by SEND Consortium, Connect Internet Solutions and a number of charities, features a simple and satisfying user experience, intuitive design and a constantly expanding set of useful features.

The strength of the SENDirect offering is immediately obvious from its results – with over 27,000 unique visitors and 144,000 page views since launch in January 2015 and 3,783 service offerings from 530 registered providers.

Described by one judge as, “A great project, that has identified a need and met it effectively,” SENDirect is already proving its worth to countless UK families.



SOCIAL MEDIA

Best community development

Currys PC World and 1000heads Ltd

Gold

Choosing a new computer is a bit like choosing a date – or at least it should be, according to Currys PC World. The electronics retailer recently teamed up with social media agency 1000heads and dating website MatchMaker.com to show that just as with dating, buying electronics is all about asking the right questions.

Currys community managers took to social media, asking customers how and when they liked to use their technology and then followed up in one-on-one conversations to make personal recommendations. Meanwhile, MatchMaker.com was hard at work crafting custom content about how would-be romantics can get more out of their electronic devices.

The response was tremendous, with over 865,000 users voicing their innermost technological desires and 3m social media impressions. As one judge said, “A well thought out, well researched campaign, bringing a unique way to communicate with the community and develop content.”



Philips and Emanate (One Voice Connect)

Gold

Capitalising on the popularity of Game of Thrones and its bevy of bearded blokes, shaving expert Philips and agency Emanate forged an alliance to create #ManeOfThrones, a light-hearted take on the world of male grooming.

Philips made clever use of the #GOT hashtag to connect with its audience, releasing tweets during episodes of the show commenting on the facial fuzz sported by characters. The campaign also included a competitive element, with participants pledging their allegiance to one of the seven kingdoms in the series in a battle to see whose hirsute stylings would prove most popular.

Running over 10 episodes, the campaign reached almost 700,000 consumers and secured a near 70% share of voice over competitors Gillette and Braun. “Really great way to host a meaty and trending conversation,” said one of the judges, “Community well groomed.”



Magic Light Pictures and Wilderness

Silver

Maintaining engagement while rapidly building community numbers can be challenging. Even more so when the target audience is time-poor parents. Yet Wilderness worked with Magic Light Pictures, growing its Room on the Broom Film Facebook community by 50% while still maintaining a 5% engagement. It was a spellbinding strategy with clearly demonstrable results.



BEST USE OF DIGITAL TO AN INTERNAL AUDIENCE

Best intranet



Canon and MSLGROUP

Gold

As a leader in the field of imaging and optical products, Canon has high stakes in the technology that is increasingly connecting the world. Little surprise then that its 2015 initiative, Project Miru – named after the Japanese verb ‘to see’ – was focused on helping Canon’s employees connect with one another and work more collaboratively.

Conceived in partnership with PR firm MSLGROUP, Project Miru was designed with several goals in mind: to flatten hierarchies, connecting employees across disciplines and countries, promote collaborative tools such as Office 365’s application suite, and develop an intranet that delivers the functionality that Canon’s staff need.

Transition to the new style of work was aided by a 260-strong team of ‘Miru Mentors’ which acted as an advocacy group for early adoption of the intranet, animated demo videos, infographics and gamified activities for staff.

The results have already been impressive – within two months, Canon logged 24 occasions in which Miru had directly aided business success.



Klick Inc.

Silver


Klick has transformed the way its staff works with Genome, an operating system that harnesses big data and social technologies to drive staff success. Featuring unique, collaborative tools, more than 1m pages of content, and home to over 6,400 projects, Genome has become part of Klick’s operational DNA.



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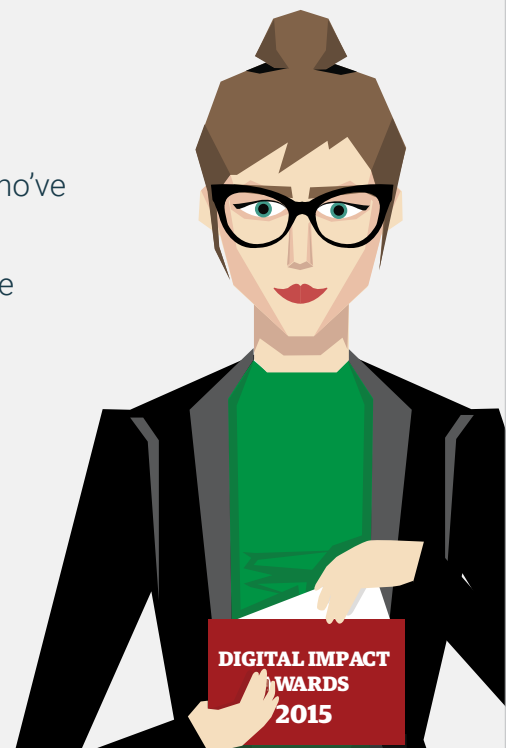
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BEST USE OF DIGITAL TO AN INTERNAL AUDIENCE

Best digital employee communications



Oxfam Gold

Oxfam's workforce outside its UK-based headquarters is made up of small groups of people in far-flung locations and charity shops. This raises obvious communication challenges, and a need to help employees feel an authentic connection to their leadership at a time of significant change.

To drive employee engagement, an ambitious online platform was created. 'Ask me Anything' allows staff to engage freely in public conversations with management. There are no rules and no script – employees ask questions, and members of the leadership team reply on an informal level. Conversations develop and ideas are shared.

The response was overwhelming. In three weeks from launch, 600 people from 33 countries and 25 shops had made a contribution. The feedback was almost universally positive; staff said the leadership team seemed more approachable, modern and receptive to ideas. Judges liked both concept and execution, describing it as, "Well-structured with a refreshing, open approach."



Boehringer Ingelheim and Ogilvy Healthworld Silver

As an antidote to one-way, presentation-based communication, Boehringer Ingelheim sought a creative experience to cement learning and end its latest product-launch event on a high. Ogilvy Healthworld's solution blended augmented reality with an educational game. The result: an exciting, engaging experience that was an outstanding success.



HSBC NOW Share Bronze

HSBC's bespoke NOW Share app allows employees around the world to share their opinions and experiences on video. The app was a resounding success with staff – 72% said it would strengthen communication and relationships across the bank.



IKEA Foundation and Kindred Bronze

The IKEA Foundation and Kindred needed a do-it-yourself approach to internal comms with their non desk-bound audience. Thanks to Facebook, blogs and other out-of-work content, the thriving, enthusiastic community is now 375,000 strong.

Highly commended – Hitachi and WPA Pinfold Ltd



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BEST USE OF DIGITAL TO AN INVESTMENT AUDIENCE

Best online annual report



WPP plc and Addison Group

Gold

WPP brought its annual report to life on the web with a beautifully bold, bright and streamlined approach. Featuring the vibrant works of African artists, the report's eye-catching design was matched by a brave approach to navigation. As the company's most important opportunity to engage and communicate with stakeholders, WPP capitalised on every chance to add functionality and ease-of-use features.

Minimised pagination let visitors keep reading without having to link to another page, while clear navigational elements within the content made it easy to get around. The report respected its time-poor online audience, surfacing the most popular text and video content on the homepage. A 'report switcher' also let users easily flip between the annual, sustainability and pro bono reports – maximising web traffic without the user ever leaving the page.

Digital Impact judges loved the visuals and the usability, "Very easy to digest, easy message to consume, nice design theme, works especially well on mobile."



BBVA and Comprend

Silver

A pioneer in the digital financial sphere, BBVA was banking on Comprend to produce a report that suits every reader's needs and interests. It delivered a fully-responsive, cross-device microsite that clearly communicates the facts via insightful video, infographics and text.



BT and MSLGROUP

Silver

Building on the success of last year's online offering, MSLGROUP has created a dynamic, integrated summary of BT's annual report and accounts. With innovation at its heart, the tantalising taster features interactive business models, video previews and engaging infographics.



Alcatel-Lucent and Lonelyleap

Bronze

Lonyleap created a profile-raising digital report for Alcatel-Lucent, highlighting the crucial work the telecoms giant performs to keep the worldwide web running. The message struck home – engagement with the brand increased by 600%.

Highly commended – ING Group

Highly commended – Rolls-Royce plc and Conran Design Group

EVALUATION

Best evaluation strategy

Anglo American and Edelman

Gold

Anglo American has dug deep into data in its quest to become the leading mining company on social media. It knew a data-driven approach would be essential to getting internal stakeholders on board – requiring new methods of social data mining to build rock solid business cases and measure success.

With Edelman's help, Anglo American began by checking whether its existing performance evaluation methods could be applied to social, then looked to other companies for ideas. The result was a dashboard that captured every social media data point and a scorecard that has revolutionised its approach.

Starting with the numbers has smoothed the process of getting board-level buy-in, and the social media scorecard is now being applied to wider corporate communications. Our judges were particularly impressed with the clarity of the strategy. One said, "It's great to see the numbers being used to show actionable results."



The Economist and UM London

Silver

UM helped the Economist boost subscribers with a data-driven campaign that put ads in contextually-relevant but unexpected places. Underpinned by data and fuelled by the latest ad technology, the strategy got the Economist right in front of prospective customers. Targets were smashed – the campaign won 9,350 new subscribers against an initial goal of 1,500.



Bupa Global and DigitasLBI

Bronze

A streamlined user journey and integrated landing page and quote form boosted Bupa Global's conversion rate by a healthy 40%, thanks to DigitasLBI's data-led approach.



Highly commended – British Council Russia and PR News



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SECTOR

Best use of digital by a charity, NGO or NFP

The King's Fund

Gold

The 2015 general election provided a springboard for health charity and think tank The King's Fund to become a leading web destination for health policy insight and analysis.

At the forefront of the strategy was the election tracker, which gave regular updates on each party's stance from its powerful position in the search rankings. Striking visuals and infographics provided easily-digested analysis on hot topics. Richer content in health audits, expert blogs and email roundups were there for those seeking detailed analysis of the continuing political debate around health matters.

Keeping its finger on the health policy pulse paid off, with traffic surging over the course of the election. In fact, The King's Fund has successfully positioned itself at the centre of the ongoing debate on health policy. Our judges particularly liked the, "Excellent graphics that distilled complex information into accessible formats."



Marie Curie

Silver

A radical overhaul of the Marie Curie website has helped the charity reconnect with supporters and beneficiaries by putting users at its heart. Not only has the new audience-focused site boosted engagement, donations and revenue, it has also empowered Marie Curie's own internal teams.



UNICEF and e3 Media

Silver

UNICEF partnered with e3 Media to build an online experience to empower Scottish children to understand their human rights to live happier, safer lives. e3 built an interactive game with prizes that teaches children what their rights are and how they apply to building a rewarding life. Surpassing participation targets by 25%, the Launch Pad digital site puts fun and educational games at its heart to drive engagement.



Comic Relief

Bronze

The 'Meet Ngosa' interactive story inspires children to fundraise for Comic Relief by teaching them about the daily life of a young Zambian girl living in poverty. Downloaded thousands of times, the story received over 20,000 views over three months, making it the second most popular learning resource on rednoseday.com.



Highly commended – Macmillan Cancer Support and agenda21 Digital

Highly commended – SENDirect and Connect

Best use of digital from the energy & utilities sector



British Gas Connected Homes

Gold

Challenging itself to help customers understand their energy bills more easily, British Gas turned to the interactive capabilities of the internet for a solution. 'My Energy' makes consumption clear and empowers customers to take action on their energy consumption.

Taking existing complex usage data and deploying rigorous user testing, British Gas created an interface that communicates energy consumption in a readily understandable and actionable way. The result is a smart metering experience that respects and empowers its users, putting them in control of their energy use.

My Energy has changed the way British Gas customers understand and discuss energy consumption. Over half of customers using the service report better understanding, and the majority of those have altered their energy use as a result.

The judges felt the solution was a particularly good fit for its users, commenting, "Excellent use of user testing to drive a digital solution more customers will understand and use."



Calor and Freestyle Interactive

Bronze

Beginning as a rebrand of calor.co.uk, Freestyle overhauled the entire user experience, creating an impressive shop front and dynamically presenting Calor's trusted gas and propane offerings.

Highly commended – Shell and Radley Yeldar



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Best use of digital from the engineering & manufacturing sector



Honda and Lost Boys

Gold

Honda and Lost Boys had one clear aim: to simplify the process of choosing a Honda car across platforms and across the world. The challenge was huge, with more than 100 global websites to unify into one central all-encompassing hub, catering for users in 24 languages.

An exhaustive research phase left no stone unturned. Hundreds of users were asked what they wanted from the website, identifying a need to cater to both emotional and practical aspects of buying a car. The rich new site weaves together thousands of engineering and design stories, helping prospective customers connect and identify with their dream car.

The result is a playful experience that revs up the brand with a single, search engine optimised and consistent point of entry. Our judges fell for the site's beauty and ease of use, describing its design and execution as, "World class."



RS Components

Silver

Engineers all over the world depend on RS for tools and components and now they have a precision e-commerce site that delivers. Improvements to search, usability and content have engineered a smooth ordering process and increased sales revenue across the site.



RS Components and Freestyle Interactive

Bronze

To find solutions for global energy poverty, RS Components, alongside Freestyle Interactive, put its prototyping tools to good use in a live charity hackathon that also attracted 50,000 software downloads over the campaign period.

Highly commended – The Renault Nissan Alliance and DigitasLBi

Highly commended – Ubisense and Omobono

SECTOR

Best use of digital from the extractives sector

io oil & gas consulting and Bisqit

Silver

As a new company in the challenging energy sector, 'io oil & gas consulting' needed to make an impact. Brand agency Bisqit built io's image from the ground up, anchoring the brand around the concept of 'Powerful Thinking'. This approach extended to its digital channels, with its parallax scrolling, dynamic website standing out, from both visual and content perspectives.



De Beers Group and Black Sun

Bronze

To polish De Beers' unique position in the diamond market, Black Sun conceived two new websites, launched them with a bang, and crowned De Beers king of the diamond sector online.



Highly commended – Anglo American, Edelman and Investis

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SECTOR

Best use of digital from the financial services sector

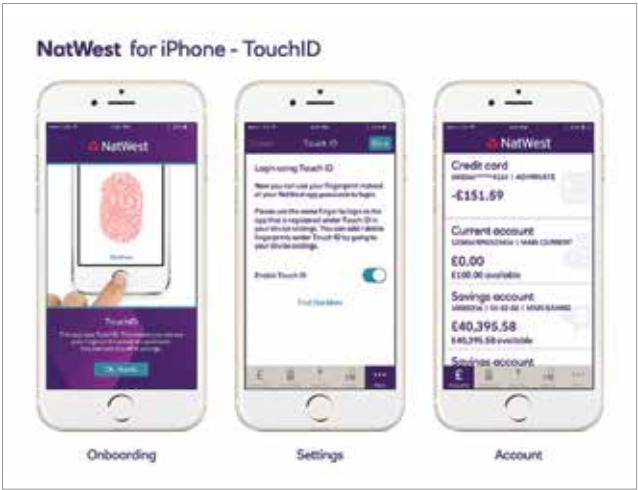
RBS and SapientNitro

Gold

Smartphone apps have brought banking to the fingertips of customers the world over and RBS and SapientNitro have brought it even closer to hand.

Taking advantage of Apple’s new TouchID fingerprint sensor, RBS has introduced fingerprint authorisation to its app, allowing millions of mobile banking users to forget tricky passcodes, confusing rules and fumbling fobs. By simply using their own fingerprints, RBS customers can access their finances in seconds. Not only is TouchID faster and easier, it’s also more secure – an essential consideration given that research into the financial services sector shows that 80% of customers prefer biometric to password-based security measures.

The results demonstrated the power of the new service – more than 8,000 Twitter posts referenced it in just 24 hours and in five days, 72% of all capable iOS logins were via TouchID. Press coverage was strong, both online and off, and iOS App Store reviews were boosted from three to four stars.



Commercial Bank of Dubai and Industry

Silver

To reinforce its image as a market leader in the use of technology, the Commercial Bank of Dubai partnered with Industry to digitally empower its in-branch offerings. Touch-screens, digital wall displays and integrated apps set in a minimalist branch design revitalised CBD’s offerings, propelling the bank into new markets.



FSCS and UM London

Silver

FSCS, the UK’s financial compensation fund, called on UM London to help raise awareness and foster trust in its services. Videos starring celebrity ambassadors and content featured on Mail Online hit home, boosting awareness of the FSCS by 18%.



Nomura and Living Group

Bronze

Living Group helped Japanese investment bank Nomura connect with new audiences with an integrated digital campaign. A dedicated microsite featuring a suite of video content boosted the bank’s awareness, drawing in almost 2m monthly impressions and more than 6,500 visits between May and June 2015 – 784% above target.



Highly commended – Leeds Building Society and Home

Best use of digital from the food & beverage sector

Hellmann's (Unilever) and Ogilvy Group UK

Gold

Hellmann's brought burgers into the digital age with the help of Ogilvy Group UK in a sumptuous summer campaign. In an attempt to expand its market to younger generations, the mayonnaise moguls delivered an integrated campaign leveraging the newfound popularity of food selfies and 'life hacking' on social media.

The centrepiece of the campaign was a video starring a digital hack of Hellmann's own – a robotic 3D printing arm, capable of capturing facial features and reproducing them as condiment art. Also featured in videos were a miniature branded BBQ grill, a solar-powered Hellmann's lantern and a barbecue that dances to a DJ deck.

The campaign's audience was broadened by an appeal to prominent bloggers, who helped to promote Hellmann's, increasing reach by 20m.

Described by one judge as, "A fun campaign – playful and well-targeted," the marketing push has brought the 'burger selfie' into the Millennial lexicon. The campaign also captured 225,500 views on YouTube and a total earned media reach of 136.8m across all online platforms.



Pepsico and Blippar

Bronze

Pepsi Turkey partnered with augmented reality expert Blippar to turn Pepsi products into dynamic digital channels. Using the Blippar app, Pepsi customers were able to unlock an augmented-reality experience, offering games, a movie trailer, competitions and social media shareables.



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Best use of digital from the healthcare sector



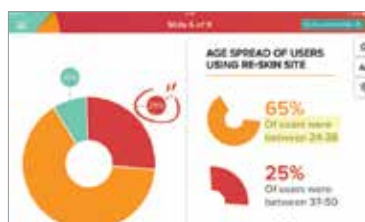
The King's Fund

Gold

The King's Fund demonstrated the power of a well-aligned digital strategy with its bid to become the premiere source of analysis and debate on health during the run-up to the 2015 UK general election.

At the core of the fund's campaign was its health policy 'Election Tracker,' enabling voters to easily follow developments in the debate, delivered as bite-size pieces of information. An animated infographic, built on a mobile-compatible site, provided further information for voters with a simple but striking design that made complex issues engagingly easy to explore.

This combination of high-quality analysis, compelling and shareable digital content and cross-channel, mobile-compatible deployment quickly positioned The King's Fund as a central voice in the health policy debate.



AstraZeneca and DigitasLBi

Silver

AstraZeneca's Conference Notes, developed with DigitasLBi, has revolutionised the way participants interact with conference content. The app allows live slide transition streaming straight to smart devices, taking the stress out of note taking and enabling attendees to focus on contributing to the discussion.



The Royal College of Nursing

Bronze

In the lead up to the 2015 UK general election, The Royal College of Nursing campaigned for its members and motivated them to vote with an inspiring digital initiative that resonated deeply with the nursing profession.

Highly commended – Acorda Therapeutics and Klick Inc.

Highly commended – Bupa Global and DigitasLBi

Highly commended – Novartis Pharmaceuticals Corp and Klick Inc.

SECTOR

Best use of digital from the professional services sector

Thomson Reuters and Omobono

Gold

As one of the world's leading sources of intelligent information for businesses and professionals, Thomson Reuters was challenged to educate its clients about the new Solvency II insurance introduced by the European parliament.

Working with digital agency Omobono, it produced a powerful diagnostic tool that could guide clients through Solvency II requirements. Knowing the tool was catering to a savvy, informed audience, it was designed with a professional look and depth of content. Targeted user journeys were also a central focus, with contextual information throughout and a personalised PDF of results upon completion.

In addition to helping clients, the tool also works as a powerful way to generate leads in a personal way.



KPMG UK and Radley Yeldar

Silver

Radley Yeldar was on hand to help KPMG UK rejuvenate its content offerings with the creation of corporate e-zine KPMG SLANT. Featuring curated content from some of KPMG's best and brightest, and supported by a microsite and cross-channel social media push, the campaign has already won the firm a new client.



Arup and Brands2Life

Bronze

Brands2Life transformed Arup's social media presence with a clear content strategy focused on starting conversations and communicating the professional services firm's story. The initiative has paid off handsomely – with a 125% increase in web traffic to Arup's site.



Highly commended – EY and Wardour

Highly commended – PA Consulting and Omobono

Highly commended – TLT Solicitors and Bray Leino Yucca

Best use of digital from the property sector



Hilson Moran and Wagstaffs

Gold

While engineering firm Hilson Moran may be the name behind many of London's prestigious high-rise developments, the extent of its work is often hidden behind facades, metres above the eyes of the public. To combat this lack of recognition, digital agency Wagstaffs created 'Stand Out,' an app designed to help Hilson Moran do exactly that.

The first-of-its-kind app allows users to explore the internal workings of a tower in augmented reality – created from 2D overlays and 3D geometry – demonstrating the insight and skill that goes into Hilson Moran's work.

The app was not only a brand-boosting success globally, downloaded in 25 countries, but also helped Hilson Moran break away from competitors at the international property expo MIPIM. As a result of its popularity, Hilson Moran has already begun planning another app for use at future events.



Kinleigh Folkard & Hayward and Fresh Egg

Silver

Leading London property expert Kinleigh Folkard & Hayward has risen to new heights with a website delivered by Fresh Egg. Delivering compatibility across browsers and devices, fresh content, a clean design and a sharp brand focus, has led to a 23% increase in 'contact a branch' conversion.



Taylor Wimpey and Wagstaffs

Silver

Property developer Taylor Wimpey is now able to give its clients a first-hand view of its new homes with VUITNOW, a revolutionary tool built by digital agency Wagstaffs. The app allows buyers to stroll virtually through properties before they are even built – and has already proven itself as a powerful sales tool.



Mace and Radley Yeldar

Bronze

Digital agency Radley Yeldar brought Mace's 25 years of architectural excellence to life with Mace World, an interactive, living and breathing online city landscape populated with some of Mace's most iconic building and infrastructure projects.

Highly commended – Willmott Dixon and UXB London

SECTOR

Best use of digital from the public sector

Royal Botanic Gardens, Kew

Silver

Supported by the Royal Botanic Gardens, Kew, Grow Wild is a campaign that inspires and empowers local communities to come together to enjoy nature. Supported by their powerful integrated digital activity across various platform, the initiative not only enjoyed expectation-surpassing engagement but also transformed hectares of city space with the vibrant colours of UK wildflowers.



Highly commended – Egypt Economic Development Conference and Hill+Knowlton Strategies

Best use of the digital from the retail sector



UGG and Lost Boys

Gold

Rescuing shoe shoppers from tired toes and style dramas formed the heart of #UGGSOS, an innovative and experiential social campaign from UGG and digital agency Lost Boys. Stepping out beyond the classic sheepskin boot, UGG was keen to remind its customers that only some of its range is woolly.

Over four weeks, the #UGGSOS team was on hand in London, Birmingham, Manchester and Leeds to deliver shoes to stressed shoppers who tweeted the #UGGSOS hashtag. With #UGGSOS branded mopeds, free gifts for nearby shoppers and a camera crew to capture the moment for social media, the team started generating results quickly.

Described by one judge as a, "Fantastic campaign that actively went to where the customers were and engaged with them," the initiative found strong success – generating over 10m impressions, reaching 2.3m people and increasing positive sentiment toward UGG by 22%.



H&M and UM London

Silver

To restore excitement and glamour to the designer collaboration concept, H&M turned to UM London to promote its partnership with fashion guru Alexander Wang. The centrepiece of the campaign was the Box of Wang, a pop-up treat that blended the digital and physical, revealing items from the collection in response to hashtagged tweets.



Philips Home Living and Ketchum and the OneVoiceConnect UK team

Bronze

With a campaign success rate that was 30% over target, Philips Home Living's campaign took in data capture, social media, user-generated content creation and community engagement, all brilliantly executed by Ketchum and OneVoiceConnect.

Highly commended – IKEA and Hope&Glory

Highly commended – Philips AVENT and Ketchum and the OneVoiceConnect UK team

SECTOR

Best use of digital from the technology, media & telecommunications sector

Tata Consultancy Services

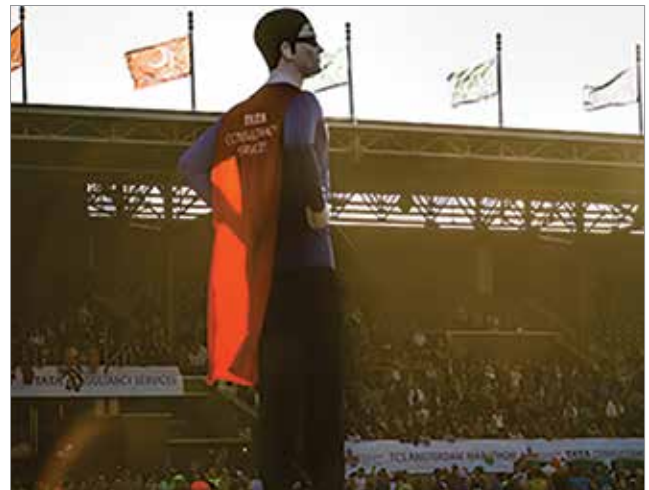
Gold

As the leading sponsor of the Amsterdam Marathon for the past five years, Tata Consultancy Services (TCS) proved the perfect fit to assist the event in drawing wider participation and engagement.

In tribute to the remarkable efforts of the marathon's participants, TCS chose the theme of superheroes – normal people stepping up to become extraordinary, achieving personal bests and making their communities proud.

Through pre-event PR and advertising, TCS encouraged runners to use the hashtag #TCSsuperheroes to share their training progress and act as ambassadors for the event. The result was authentic, shareable content that drove engagement and further promoted the marathon.

The campaign, which one judge described as having, "Great engagement and reach," leveraged record interest in the event, with organic reach equivalent to 90% of the Netherlands population and an average of more than 14 interactions per tweet.



British Gas Connected Homes

Silver

British Gas Connected Homes has revolutionised the way Britons monitor their energy usage with the innovative app, 'my energy.' The app allows users to remotely check their meters, see how much their power costs as they use it and provides data for daily, weekly and monthly usage.



Türk Telekom and VODEM

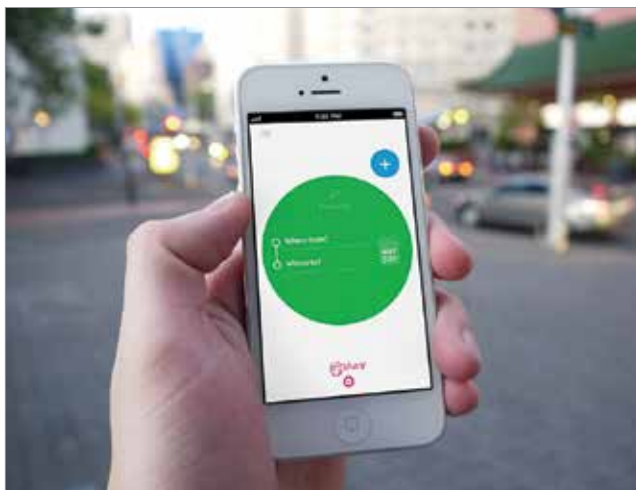
Bronze

Türk Telekom delivered a transcendent marketing campaign to promote OHM, its online service centre in a zen way. Playing on the Turkish pronunciation of OHM, resonating with the Buddhist meditative mantra, Türk Telekom and VODEM produced a series of entertaining videos that demonstrated the peace of mind offered by its service.



Highly commended – Murata and Living Group

Best use of the digital from the travel & leisure sector



Liftshare and DigitasLBi

Gold

For over 10 years, Liftshare has operated as a corporate champion of the sharing economy, helping businesses to encourage car lift-sharing among their employees. Now the brand has turned its eye to the public sector, setting itself the challenge of turning the 200m car rides over 10 miles made every month in the UK into lift-sharing opportunities.

Realising that the solution would be more about connecting people than journeys, Liftshare partnered with DigitasLBi to embark on an innovative strategy of on- and offline marketing supported by interactive, engaging and functional mobile apps.

The apps, featuring in-journey updates, push-notifications and a rating system, made it easy for customers to organise a lift-share, helping drive customer growth. The apps, in combination with Liftshare's website, have doubled traffic in just six months.



HotelClub and Verve Search

Silver

HotelClub and Verve Search proved the business value of comedy with Idioms of the World, a brand-building campaign that presented figures of speech from around the world as if they were meant literally. Perfectly positioned to appeal to HotelClub's global, well-travelled customers, the initiative proved a humorous and engaging way of capturing audience attention.



Insight Vacations and Redweb

Bronze

Redweb provided Toronto-based tour operator Insight Vacations with a powerful boost to its digital presence through a new website. Engaging user journeys, brand alignment and new functionality have all helped to grow online bookings by 33% and delivered a 204% increase in newsletter subscriptions.



Powder White and w digital

Bronze

Focused keywords, an updated tone of voice and an engagement-optimised landing page formed the basis of w digital's impressive boost to Powder White's online sales. The result: a staggering 1162% increase in online enquiries.

Highly commended – Bristol Airport and e3 Media

Highly commended – Jurys Inn and agenda21 Digital



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*Source: PR Newswire web analytics

Digital agency of the year



MSLGROUP

Winner

It has been an eventful year for the formerly-named SAS, the division of MSLGROUP that is honoured as this year's Digital agency of the year. Having worked alongside MSL London and Capital MSL since its acquisition by French media giant Publicis, the 26 year old communications agency finally shed its ties from original founders Messrs Stocks, Austin and Sice a year ago this month, with a full rebrand to today's MSLGROUP name. It was a move that clients either did not mourn, did not care or thought necessary, as the work from MSLGROUP this year has surpassed the agency's previous submissions quite considerably.

Despite the new name it hasn't strayed too far from its original offering. Its origins lie as a corporate communications design agency, offering corporate design, corporate reporting and internal communications. Tonight MSLGROUP has won gold in the Best corporate website category for its work with SABMiller and in the Best intranet category with Canon while also picking up silver in the Best online annual report with BT. It is a story far more of staying true to its roots rather than going back to them.

The agency does not look like staying still either. To coincide with the rebrand, Jeremy Sice stepped down from the CEO role of his former part-eponymously named agency, the last one of the founding trio to do so. He was replaced by joint CEOs, Jason Frank and James Parsons, who between them had nearly 40 years' experience with the company. Their longevity with the firm hasn't seemed to have tempered their determination for growth; the recent acquisition of sustainability firm Salterbaxter highlighting their ambition.

MSLGROUP has graced the Digital Impact Awards shortlist on a number of occasions in the past. This year it is a worthy winner of the Digital agency of the year.

Clean up at the next awards



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Digital in-house team of the year


 The King's Fund logo, featuring the text "The King's Fund" in a bold, sans-serif font, followed by a stylized chevron symbol pointing to the right.

The King's Fund

Winner

The King's Fund is an independent charity that works to improve healthcare in the UK. During the 2015 election, that challenge extended to inform the parties of issues related to health and healthcare and to shape healthcare policy for a better future. The hard work of its in-house digital team, which worked tirelessly to develop content – ranging from interactive graphics to online quizzes to insightful blog posts to social media messaging – earns it this year's 'Digital in-house team of the year' award.

One judge said the team exhibited, "Excellent forward planning and creative ways of making NHS issues easier to understand and engage with." Another noted that its use of digital helped to simplify complex information allowing it to become a "go-to organisation for info on the NHS." A third said, "The results reflected the objectives and demonstrated that the work was effective and well-received by the target audience."

This yielded an overall success for The King's Fund. Not only was healthcare a hot-button issue throughout the election debate, but traffic to The King's Fund site rose by 50% and its Twitter engagement by 67%. The election tracker tool became an easy-to-use tool for those following the debate and earned the team the admiration of the Digital Impact Awards judges.

The King's Fund's outright success in meeting its objectives and the comprehensive, untiring approach it took have earned it the title of the 'Digital in-house team of the year.'

SPECIAL AWARDS

Digital campaign of the year

ITV Studios and Rawnet

Winner

Displaying the power of digital to make a difference, ITV Studios partnered with Rawnet to bring the 'Secret Life of Students/Teens' television format to life at the MIPCOM entertainment industry expo.

In the crowded trade show environment, costly printed adverts can have little impact. ITV Studios opted for a powerful, targeted strategy, sending 46 influential MIPCOM attendees custom smartphones loaded with entertaining, event-focused content. The phones were also networked in a mirror of the 'Secret Life' format, allowing users to have anonymous conversations during the event, driving engagement with ITV and boosting awareness of their offering.

The most comical and eventful interactions between users were later turned into an illustrated Tumblr blog, creating a shareable MIPCOM memento for all involved.

Over 800 WhatsApp messages, 175 tweets and more than 100 images and videos were shared across the smartphone network during the four-day event, resulting in the 'Secret Life' format being given the green light in France and actively considered in other European territories.

The judges said "The campaign was completely unique and the most engaging possible to the true target audience." Adding "They took a risk, but obviously stood out from the rest with a clear plan, all the right assets, and results that speak volumes."



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