

Communicate magazine

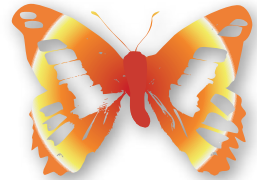
Digital Impact Awards

Arrival of the *fittest*!



Ponytailed geek

Colourless, largely ignored by other species



Yellowing paper moth

Almost extinct



Gorgeous trophyhunter

Voracious feeder, devouring entire budgets



Nexxar sapiens

Highly evolved future of online reporting



PDF fritillary

Annual visitor from print, awkward in online environment



Nocturnus negligibilis

Active only by day, rarely seen after sunset



Gutenbergius maladaptivus

Unlikely to survive depletion of printed habitat

www.nexxar.com

– the natural selection for online reporting

Binary finery

Welcome to the inaugural Digital Impact Awards, the first dedicated celebration of digital work in corporate communications. We hope you'll relish the opportunity to tell your digital stories, network with peers and share best practice.

As the buzz around these awards goes to show, it's high time digital excellence was acknowledged and rewarded.

There's no doubt that the digital space is increasingly where opinions are formed and reputation is shaped. Research by Kantar Media Precise into several of tonight's winners (which you'll find throughout this report) shows that organisations are increasingly being discussed on social media, rather than just mainstream media.

So tonight we're saluting the inspiring, the creative and the effective in all areas of digital corporate communications including media relations, social media, investor relations, and internal communications.

Thank you to everyone who entered the awards and to all our sponsors for making tonight possible. And of course congratulations to all our winners and finalists. Keep up the good work!

Neil Gibbons

Editor, Communicate Magazine

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Meet the judges



Chiara Bressani

Chiara is head of group communications at spirits company Gruppo Campari. She is responsible for the global corporate image, the international brand PR and crisis communications.



Andy Muncer

Andy is global head of marketing communications for ING. In an 18-year communications career, he has also worked for the London Stock Exchange and Lloyd's Register.



Sarah Probert

Sarah is marketing director at Research in Motion (RIM) and is responsible for marketing strategies across the EMEA region.



Rishi Saha

Rishi is head of new media for the Conservative party. He was behind the rebuild of conservative.com and the campaigning and fundraising platform MyConservatives.



Paul Taylor

Paul is head of strategy and planning for the COI, sitting in the Mobile Insight Team and has also been named 'Digital Champion' for Birmingham City Council.



Jon Hickman

Jon is a lecturer and researcher at Birmingham City University School of Media with a specific interest in web and new media, social media and alternative and independent media.



Paul Armstrong

Paul is director of social media for Kindred. He also runs the @themediasdying Twitter network, which charts the industry's metamorphosis and has attracted over 26,000 followers.



Drew Benvie

Drew is MD of 33 Digital. His background is in corporate, online, technology and social media PR and he was previously a director at Hotwire where he ran the company's digital division.



Charlie Cannell

Charlie is the CEO of Cantos and previously worked at Abbott Mead Vickers BBDO as the director of digital services. He once also led the European digital unit of Edelman/JCPR.



Mark Hill

Mark founded the interactive communication agency The Group in 1991. Its digital offering now includes marketing and campaign sites, blogging and brand management portals and online reporting.



Neville Hobson

Neville is the head of social media Europe for communications company WCG. He has over 25 years of experience in public and media relations, marketing and communication as well as financial and investor relations.



Lucy Nixon

Lucy is editor of Corporate Eye, responsible for developing and managing the Corporate Eye blog and its approach to benchmarking corporate websites. Previously, she spent ten years at Accenture as a management consultant.



Adam Parker

Adam is CEO of Realwire, the online news release distribution service. He is also a chartered accountant and previously spent nine years at PricewaterhouseCoopers.



Anil Pillai

Anil is MD of LBi, and has a background in digital with specific expertise in organisational design, e-commerce, digital strategy, content, design and development processes for enterprise clients.



Richard Sambrook

Richard is global vice chairman and chief content officer at Edelman. Prior to Edelman, he had a 30 year career in BBC journalism being director of sport, news and global news successively.



Stephen Waddington

Stephen is MD of PR consultancy Speed. He is a PR entrepreneur as well as a trained journalist, conference speaker, and media commentator on PR and social media, digital and traditional media.



Mark Pack

Mark is head of digital for Mandate Communications, previously working as head of innovations for the Liberal Democrats. He was a member of the Electoral Commission's Political Parties Panel until 2009.



Gaylene Ravenscroft

Gaylene is lead counsel for digital communications at Hill & Knowlton. She ran a web agency for seven years and has been in online marketing for over ten.

The judging criteria

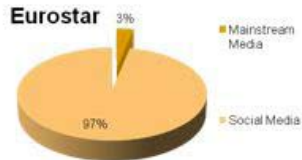
Considering each entry's strategy, creativity, and execution we asked our panel of judges to identify the entries that:

- accurately identified the needs of the organisation, especially in relation to the target audience
- exceeded expectations by displaying innovation and originality, connecting with its audience
- matched the initial concept and specifications with successful and effective implementation

The highest scoring entries were only awarded a gold prize if the judges felt they had achieved excellence.

	Category	Award	Winner	
Deliverables	Best corporate website	Gold	Centrica (The Group)	
		Silver	Kingfisher (The Group)	
		Bronze	Asda Stores	
	Best corporate blog	Gold	BDO (Edelman)	
	Best use of mobile	Gold	Central Office of Information & the Department for Children, Schools and Families (20:20)	
		Silver	Autotrader (Sponge Group)	
		Bronze	RBS Retail (Mediacom)	
	Best use of digital to aid a CR campaign	Gold	Network Rail (Further)	
		Silver	BCS (Glasshouse Partnership)	
		Bronze	SABMiller (the Group)	
	Best use of digital in a change or brand transformation situation	Gold	O3b Network (Merchant)	
		Silver	BCS (Uffindell)	
		Bronze	Diageo /Ketel One (Red Letter Design)	
	Best online video	Gold	BCS (Glasshouse Partnership)	
		Silver	Home Retail Group (SAS)	
		Bronze	J Sainsbury (SAS)	
	Best corporate viral campaign	Gold	3M (20:20)	
		Silver	Vodafone (TBG Digital)	
	Best integration of digital and traditional formats	Gold	P&MM Employee Benefits (Summersault)	
		Silver	S&C Johnson (Edelman)	
	Bronze	B.Braun Medical (HR Media Ltd)		
Social media	Best corporate advertising campaign	Gold	Deutsche Bank (Doremus)	
	Best use of existing social media tools/sites	Gold	E.ON (SalterBaxter)	
		Silver	BBC World Service	
		Bronze	Centrica	
	Best development of proprietary social media tools	Silver	Edelman	
	Best community development	Gold	TalkTalk (Citigate Dewe Rogerson)	
		Silver	Lloyds TSB Commercial Finance (Freestyle Interactive)	
	Best use of social media in a crisis	Gold	Eurostar (We Are Social)	
	Internal	Best intranet	Gold	WebJam
			Silver	Royal Mail (The Reading Room)
		Bronze	Credit Suisse	
Best digital employee communication		Gold	DHL (theblueballroom)	
		Silver	Boots	
		Bronze	T-Mobile	
Investment		Bronze	BP (World Television)	
	Best online annual report	Gold	Centrica (The Group)	
		Gold	Prudential (The Group)	
		Silver	WPP (Addison)	
		Bronze	Home Retail Group (SAS)	
		Bronze	Legal and General (Nexsar)	
Media relations	Best online newsroom	Gold	SABMiller (The Group)	
		Silver	First Direct (Wolfstar Consultancy)	
		Bronze	Visit Britain (Glide Technologies)	
	Best multimedia press release	Gold	Sony Ericsson (Wolfstar Consultancy)	
		Silver	The Coca-Cola Company (World Television)	
		Gold	Commetric	
		Gold	Ocean Sky (Omobono)	
		Gold	Syngenta (Echo Research)	
Evaluation Sector	General industrial	Gold	Northern Rock (Th_nk ltd)	
	Financial services	Gold	FT.com	
	Media	Gold	Liberal Democrats (Echo Research)	
	Other public sector	Gold	TalkTalk (Citigate Dewe Rogerson)	
	Telecommunications	Gold	The King's Fund	
	NGO, NFP or charity	Gold	Macmillan Cancer Support	
		Silver	School Food Trust (Spinaker Direct)	
		Bronze	Unite the Union (Redweb)	
		Bronze		
		Bronze		

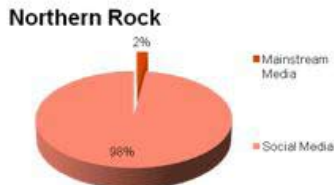
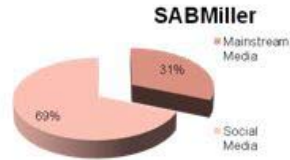
8,959
Eurostar in mainstream media
267,000
Eurostar in social media



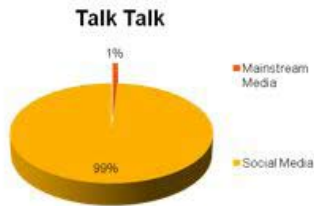
KEY

- Volume of tracked mentions 2010
- Mainstream Media: newspapers, magazines, tv, radio, internet
- Social Media: blogs, forums, boards, review sites
- English language only

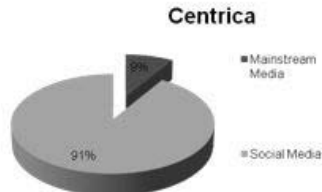
11,353
SABMiller in mainstream media
25,000
SABMiller in social media



14,745
Northern Rock in mainstream media
698,000
Northern Rock in social media



5,220
Talk Talk in mainstream media
580,000
Talk Talk in social media



15,071
Centrica in mainstream media
176,000
Centrica in social media

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Best corporate website

Gold award winner: **Centrica plc (The Group)**

Centrica's website needs to reflect its many subsidiaries and brands without the advantages of a corporate brand that is widely recognised by consumers.

Centrica.com manages to illustrate how all the operations fit together while demonstrating that Centrica is a leading edge company that is a viable option for investment opportunity and responsible business.

The site was initially launched in 2008 but Centrica has been working continuously to maintain a modern image. And because the website has several quite distinct audience groups including investors, journalists and employees, it has to be both suitable for, and easily accessible to, all groups. To that end, a survey of users was undertaken to understand how each group used the site and with extensive use of web metrics, as well as user feedback, the site has been constantly assessed and improved.

New technologies such as blogs and charting



tools have been incorporated so that users can access information in ways that are most convenient for them. At the same time, judges were impressed by the website's personalisation features which focus on specific target audience groups.

This user-centric approach has paid off – average time spent on the website has increased by over 16%.

Silver:

Kingfisher (The Group)

Bronze:

Asda Stores

Best corporate blog

Gold award winner: **BDO (Edelman)**

Jeremy Newman, the CEO of BDO International, is said to be the only senior individual in financial services to regularly produce a blog. As a consequence, he has become a highly visible figure in the blogosphere.

After the near collapse of the banking system in 2008, it was clear that an authoritative voice was needed to project visions of the future of the economy and finance with clarity. Edelman Digital was tasked with leveraging the 'CEO Insights' blog to position BDO as a thought-leader in the industry and provide a platform from which the organisation's stance on issues such as regulation and ethics could be stated.

The approach was to make 'CEO Insights' a focal point for planned social media activity. Edelman worked with Jeremy to build trust and confidence within the company, the financial industry and the business community, demonstrating clear vision in an economic downturn.



Despite its relative youth, 'CEO Insights' has achieved a great deal. It has a Google Page Rank of 5 and an Alex Ranking of 2 million. There is also a sustained readership of 3,000 views per month from influential media figures both on and offline, resulting in frequent references in mainstream press.



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Best use of mobile

Gold award winner: **Central Office of Information & the Department for Children, Schools and Families (20:20)**

Promoting safe sex to 16-18 year olds is challenging, especially as research has shown teenagers are increasingly unlikely to respond to conventional forms of advertising. The Central Office of Information and the Department of Children, Schools and Families wanted to address that apathy and so they tasked 20:20, a digital marketing agency, to engage with teenagers on this topic.

The mobile phone has personal, intimate qualities making it an ideal channel of communication to the target audience. Safe sex could be talked about on the audience's preferred ground, away from parents and teachers. The result was 'thmnls' (Thumbnails) the first interactive mobile drama that teenagers could download on their mobiles for free.

Over 22 weeks, 60-second 'thmnls' episodes were sent to mobile phones every Friday at 7pm. Afterwards, the audience received a range of direct, interactive elements from 'thmnls' characters



including personalised SMS, MMS and phone calls. It was also made possible to text back to discuss safe sex issues, creating a direct dialogue.

This was a unique marketing strategy that reached its target audience in an innovative way. The strategy created a media buzz through social media channels, interviews at Radio 1 and BBC1extra and local press. While the number of subscriptions remains confidential, over 280,000 unique visitors were drawn to the campaign website.

Silver:

Autotrader (Sponge Group)

Bronze:

RBS Retail (Mediacom)

Best use of digital to aid a CR campaign

Gold award winner: **Network Rail (Further)**

Network Rail – which owns, operates and maintains the rail network in Britain – is undergoing a transformation to deliver all of its communications online. As a part of this transition, it wanted its corporate responsibility report to be more than just a printed document uploaded to the website.

Instead, it sought to develop a CR report with an online, fully interactive interface, a CR site that would allow users to explore the information in a fun way.

A not-for-dividend company that has no shareholders, Network Rail believes that corporate responsibility is about doing the right thing for rail users, customers, staff and the environment. The challenge for the report was to effectively illustrate Network Rail's commitment to maintaining accessibility and sustainability.

The new website has an interactive element that, unlike many other web-based interactive experiences, uses accessible web technologies while demonstrating Network Rail's commitments.



By incorporating an interactive element, the experience becomes more engaging and informative, and appeals to a wider audience group.

Initial research shows that, using the new website, 80% of viewers have learnt more about Network Rail and 70% have reported on an improved perception of the company.

Silver:

BCS (Glasshouse Partnership)

Bronze:

SABMiller (The Group)

Communicate magazine

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Best use of digital in a change or brand transformation situation

Gold award winner: **O3b Networks (Merchant)**

When reporting and communications agency Merchant was first approached by O3b Networks, a next-generation satellite provider that offers faster delivery of broadband services via satellite, it found a company with a logo but no other structured brand guidelines.

So it was appointed to create a website that would give O3b a completely new look and feel without discarding the original logo.

The site had to appeal to investors, potential investors, potential customers and employees. With only six weeks to scope and develop a site that would establish the brand and no other marketing collateral, Merchant faced an enormous challenge.

The strategy for the website was aligned with the primary business objectives: to initiate sales and encourage interest from potential investors. The credibility of existing brands such as Google were consistently used throughout the site to back up the investment proposition and the site also used video content detailing why key people felt



the O3b proposition was so strong.

Once live, the website was so well received that O3b asked Merchant to push the website theme across the whole company. Feedback from users has been almost universally positive; so positive in fact that the website has acted as an important role in sales initiation, particularly for companies operating in separate areas of the world.

Now Merchant has rolled the brand across the entire marketing collateral and written the new brand guidelines.

Silver:

BCS (Uffindell)

Bronze:

Diageo/Ketel One

(Red Letter Design)

Best use of online video

Gold award winner: **BCS (Glasshouse Partnership)**

The BCS (the name for the Chartered Institute of IT) has a dual function – it is both a membership organisation with over 700,000 members globally and a charity dedicated to promoting IT.

The latter role is important. The number of students taking Computing at A-level has fallen for the past five years and the number of undergraduates taking Computer Science is also down. The negative stereotype of IT as being 'geeky' has been damaging for its reputation.

So the challenge was to launch a campaign that would alter the perception of IT professionals and promote computing in a cost-effective way. The result was a series of short films that were endorsed by celebrities to attract the general public. The format was inspired by the BBC's 'Great Britons' and was promoted both on and offline. In addition, a website was designed in order to encourage interaction with the facilities enabling the audience to watch, vote, and comment on the videos as well as making them easy to share.



A launch event was held in order to generate interest. Some of the celebrities involved attended the event, encouraging various media outlets to talk about the campaign.

The website was launched in May 2010 and, by the launch of the Digital Impact awards, had attracted 7,250 visitors, 8,128 votes and videos had been viewed 26,867 times.

Silver:

Home Retail Group (SAS)

Bronze:

J Sainsbury (SAS)

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Best corporate viral campaign

Gold award winner: **3M (20:20)**

Everybody knows about Yellow Post-it Notes, but not necessarily about the other Post-it Products.

3M, the company behind Post-it, wanted to change that. So it enlisted the help of 20:20 to create a digital campaign that would raise brand awareness of its other products. The campaign was to primarily target office workers (typically women aged between 25 and 45) and engage them with the brand, educating them on the whole range of products.

Knowing the target audience for the campaign was generally socially active and regularly communicated through digital social media such

as Facebook, 20:20 and 3M decided to develop a multi-player, online game to inject a bit of fun into the office. By integrating it into existing communities, they knew it would be extensively shared and played.

The result was 'Draw-it', a game that resembles an online version of Pictionary. Taking it in turns, each player has to draw clues using a new Post-it Product to use each time. It has already attracted over 3 million players, equating to over 290,000 hours of brand interaction which exceeded the expectations of exposure to the brand by 300%.

Silver:

Vodafone (TBG Digital)

Best integration of digital and traditional formats

Gold award winner: **P&MM Employee Benefits (Summersault Communications)**

P&MM is a marketing services agency that supplies tailored benefits packages to be made available to employees. But P&MM felt its printed collateral was outdated, and its web presence lacked functionality. Summersault was tasked with revamping the branding of printed materials and updating the website.

The site needed to reinvigorate P&MM's offering and be more user-friendly. Most importantly the products and services of P&MM needed to be made more apparent and attractive.

Summersault redesigned the P&MM brand,

giving it a feel that was vibrant and contemporary, yet neutral enough not to clash with client branding. It also developed a series of specifications which provided clear guidance on how the website should be developed. It also built a demo site that the P&MM sales team could use collectively with the restyled printed material.

The site launched for four clients in June 2010 and already two of the sites have shown a 43% increase in usage. It will launch to the remaining clients over the next year.

Silver:

S&C Johnson (Edelman)

Bronze:

B. Braun Medical (HR Media)

Best digital corporate advertising campaign

Gold award winner: **Deutsche Bank (Doremus)**

Deutsche Bank is a leading global investment bank that recently launched 'SuperX', an algorithmic trading tool that sits on Autobahn, the electronic trading platform.

The challenge was to both raise awareness of the product at launch but also actively involve the target in the 'smarter' Autobahn experience.

The result was an innovative, interactive, digital approach that was subtly intrusive and engaging. The strategy was based around 'smarter liquidity' with interactive, liquid metal acting as the visual anchor.

The target audience is equity traders, a small group that are difficult to reach and hard to impress. To communicate through specialist trade sites the message had to be immediately arresting and disruptive.

The resulting solution was a great success, both with the target audience and the media. Sites not originally included in the schedule offered to run it for free, generating significant added value. The market share and notional value has increased, and the campaign has received huge interest and positive feedback.

We think
**you're all
winners.**

Our compliments to all of tonight's winners and nominees


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Best use of existing social media tools

Gold award winner: **E.ON (SalterBaxter)**

With news media frequently discussing and debating environmental issues, reporting sustainability issues in the energy sector is challenging. What's needed is a balance between stating the facts and engaging the audience in issues influencing overall policy.

E.ON, one of the largest energy providers in Europe, wanted to showcase its work on sustainability and participate in the ongoing dialogue, especially on issues that affected it. But it recognised that its reputation for corporate responsibility communications wasn't strong. So it called on SalterBaxter, a creative communications and strategy advising company, to help alter this image.

Research indicated it was important to join existing online discussions, rather than develop new forums, exploiting pre-existing tools to manage the conversations. Salterbaxter developed a social conversation tracker to help E.ON monitor, and ultimately engage in, the dialogue. It involves reapplying a simple but effective open



source social media search engine (ContextVoice) to filter topics, tweets and videos that are relevant to E.ON and its audience. This drew E.ON's attention to new topics as they emerged allowing it to participate in all current conversations and develop its corporate reputation.

The tracker has been responsible for 70% of the site traffic to the 'Our Responsibilities' section of the website.

Silver:
BBC World Service
Bronze:
Centrica

Best development of proprietary social media tools

Silver award winner: **Edelman**

Although no entry in this category was deemed strong enough to merit a gold award, PR company Edelman was the highest rated entry and won a silver award.

Today, people have unprecedented access to information and build personal networks of information, carefully selecting who to listen to and trust. Edelman is at the forefront of exploring the latest technology for effective communication.

It is, says Edelman, a common misconception that popularity on Twitter equates to influence. It should not therefore be the only metric that defines importance. Instead, Edelman created a proprietary tool, 'TweetLevel', which compiles data from more than 30 sources and feeds it through an algorithm to create a ranking system in the Twittersphere. Four weightings are taken into consideration: popularity, how many follows you have; influence, what you say is interesting and relevant; engagement, you actively participate in the community; and



trusted, that people trust what you are saying.

Within 48 hours of 'TweetLevel' being officially launched, over 1 million data requests had been retrieved. The tool continues to be used by clients to identify key tweeters and monitor their social media engagement. 'TweetLevel' has been widely reference by the news media and several third parties have used the interface to create league tables of lead tweeters in specific fields

Social media

Best community development

Gold award winner: **TalkTalk (Citigate Dewe Rogerson)**

The government's proposed plan to tighten copyright law with the Digital Economy Bill met a great deal of criticism. The concern was it would give the entertainment giants and the government too much control.

The Bill was going to allow rightsholders to circumvent the courts and compel ISPs to disconnect customers suspected of copyright infringement.

TalkTalk established itself as the consumer voice against the Bill, launching a campaign christened 'Don't Disconnect Us' which was developed in conjunction with Citigate Dewe Rogerson. The campaign aimed to reinforce TalkTalk's status as a challenger brand.

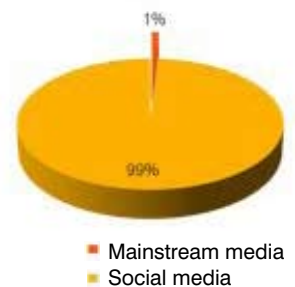
Key elements of the campaign included a petition lodged on the number 10 website which has been signed by over 35,300 people making it the fifth most signed petition on the site.

The campaign also successfully engaged Stephen Fry, who posted several tweets on



the issue, and judged a competition launched during the campaign to create a piece of protest content, that has since been viewed 8,800 times on YouTube. The campaign lasted six months and generated a considerable amount of coverage including nearly 40,000 posts across various websites, forums and blogs.

The online sentiment towards TalkTalk was transformed from largely negative to largely positive, with some people joining TalkTalk on principle alone.



Media analysis and intelligence supplied by Kantar Media Precise

Silver:

Lloyds TSB Commercial Finance (Freestyle Interactive)

Best use of social media in a crisis

Gold award winner: **Eurostar (We Are Social)**

Eurostar faced a PR nightmare in December last year when five trains suffered an electrical breakdown, trapping thousands of passengers mid-tunnel. With no choice but to cancel further services, tens of thousands were left stranded over the Christmas break. The crisis quickly dominated the news, generating universally negative coverage.

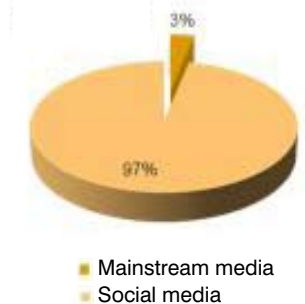
Eurostar had previously appointed We Are Social, an international conversation agency, to design a social media marketing scheme but ignored the advice to create a crisis management strategy. This meant the December crisis had to be tackled from a standstill position.

A multi-pronged plan quickly took form: social media conversation monitoring was the first step, collating frequently asked questions and responding to customer enquiries. The FAQs were soon published on the blog, as was an initial response from the CEO of Eurostar. He also uploaded a video clip apologising to, and reassuring customers that was propagated



via Facebook and Twitter. In the following days, We Are Social maintained a cycle of listening and responding to customer questions as well as frequently updating the FAQs page.

The immediate human response and fast actions of We Are Social helped turn the social media conversation into a positive discussion which directly helped Eurostar's reputation.



Media analysis and intelligence supplied by Kantar Media Precise

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Karl Brookes, head of communications & marketing,
NHS Salford, Erica Zandelin, manager, internet
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communications, DHL and many, many more*

- How can you keep your company's integrity and reputation intact when control is harder to manage?
- How can you effectively use the information gained from social media evaluation?
- How do you catch the attention of the tech savvy internet generation?
- How do you ensure you have the planning, expertise and resource to manage communications during a crisis?
- How can companies reach out to dispersed employees and keep them engaged?

*Find the answers to these questions
and many more*

What they said about the London Social Media in a Corporate Context conference

*Absolutely brilliant and inspiring
Very authoritative
Excellent - good to see social media in action
Excellent format
Really interesting*

*Very good, thanks for organising
The best conference I've been to on this subject - and I've been to a few
Very topical, very relevant, very useful
So many amazing speakers
The food was good!*

Best use of digital to an internal audience

Best intranet

Gold award winner: **JamJar (Webjam)**

Webjam is an agency that uses its expertise in social publishing and engagement to connect companies to their customers and employees. It creates a platform allowing businesses to manage their online reputation into a single branded environment. Additionally, user-centric social media strategies are developed for internal use that aims to enhance employee engagement. Webjam wanted to exploit its skills to create an intranet for its own employees to improve their understanding of the company and contribute to discussion.

'JamJar' was the result, an interactive platform providing access to information by both top-down and bottom-up methods. It is a virtual portal for employees to share their knowledge and any news as well as inspire ideas through lively conversation.

The portal was built using a bottom-up approach, based on end-users' preferences, involving employees from the very beginning. The site is a single location for external news (via embedded RSS feeds) and internal discussion,



where users are encouraged to share information.

JamJar has already been successful in meeting the primary objective of being a daily destination for employees of Webjam.

Tellingly, email traffic has reduced by 57%, demonstrating the switch from emailing to social media style conversations which are effective in encouraging information flow and idea sharing.

Silver:

Royal Mail (The Reading Room)

Bronze:

Credit Suisse

Best digital employee communication

Gold award winner: **DHL (theblueballroom)**

DHL is a huge organisation, with 500,000 employees across 220 different countries.

Last year, the company celebrated its 40th anniversary but, in the midst of a global recession, the company opted out of an extravagant celebration, choosing instead to recognise the input of its workers by launching a global employee photo competition. The challenge was to commemorate the anniversary at a low cost and remain inclusive across all national boundaries.

The attention of employees needed to be caught to inspire participation across the vast audience without the expensive writing, translation and print costs. DHL therefore chose a digital campaign to capitalise on cost-efficiency and provide a platform for global users to communicate.

A purpose built micro-site was developed that allowed users to upload, comment and vote on photos. Careful planning meant that this was accessible for all employees, including those



without a company email address.

The results were hugely impressive with over 2,800 photographs being uploaded, 18,000 registered users, 112 countries submitting photos and 5.6 million hits.

The site generated a cross-border conversation with 3,400 comments being made on the photos which demonstrated the pride of the employees as well as their engagement with the brand.

Silver:

Boots

=Bronze:

T-Mobile

=Bronze:

BP (World Television)

Best use of digital to an investment audience

Best online annual report

Gold award winner: **Centrica plc**

Centrica is one of two gold award winners in this category.

A growing energy business in the UK and North America with several large trading brands including British Gas, Centrica decided in March 2010 to move its shareholder communications and reporting from print to online.

This created the challenge of creating a user-friendly website that was easy to navigate. Acknowledging that the online environment is more engaging for its users, Centrica aimed to make the information easily accessible for all demographics.

Centrica undertook research of its primary audience for the reports (shareholders and analysts) taking what they wanted into consideration when developing the strategy. It also developed a range of tools enabling users to identify and monitor content that interests them. The rapport between the chairman and the attendees at the AGM was harnessed with shareholders encouraged to visit the site and



provide feedback.

Within the first seven days of going live, the report received 12,034 page views, 3,353 visits and 1,068 downloads – a significant increase from the previous year. By clearly signposting the online shareholder services, those electing to receive their communications electronically has increased – and so, consequently, has engagement with private shareholders.

Gold award winner: **Prudential plc (The Group)**

Prudential is an international financial services group serving approximately 25 million customers across three continents. With this year's annual report, it wanted to foster two-way communication with stakeholders as well as build on the campaign 'There's more to Prudential' which showed how the company has built on the success of its strategy.

The resulting report was based on four key themes: accelerating, strengthening, focusing and optimising Prudential's strategy and performance. So the report had to be engaging, accessible and easy to navigate.

Tools such as 'Your pages' were incorporated allowing users to save, print, email or download pages from the report, notes can also be added to individual pages which can be printed or downloaded for future use. Additional features were included to help break content down into succinct sections, for example Excel downloads for financial statements. The interactive 'Priorities and achievements' section categorises information according to each business unit.



Web metrics statistics have been used to monitor and analyse the user behaviour on the report that determine the popular content and user engagement. The report went online in April and since its launch has received 8,156 page views.

Silver:

WPP (Addison)

=Bronze:

Home Retail Group (SAS)

=Bronze:

Legal and General (Nexsar)

Best use of digital to aid media relations

Best online newsroom

Gold award winner: **SABMiller (The Group)**

SABMiller is one of the world's largest brewing companies, with interests and distribution agreements across six continents. But it wanted to create a better performing news and media section of its website to act as a 'media hub' for journalists and stakeholders. It also wanted to promote content more effectively on its homepage.

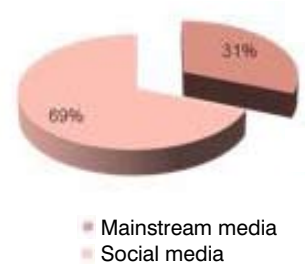
The primary aim, then, was to provide a regularly updated news and media section for SABMiller's target audience, primarily journalists and investors. The objectives were to make the homepage work harder; make a more effective use of page real estate; increase the flexibility of the types of information displayed; introduce a live feed to the section and make access easier for a variety of media resources.

Working with The Group, SABMiller began by conducting research into competitor sites and news media sites. It also analysed the current web metrics of the news and media section – how it was being used and the behavioural trends of the users – to provide a better understanding on how



the redesigned section had to perform.

Launched in November 2009, the section currently receives around 9,800 visitors per month which is a 20% increase on last year.



Media analysis and intelligence supplied by Kantar Media Precise

Silver:

First Direct (Wolfstar Consultancy)

Bronze:

Visit Britain (Glide Technologies)

Best multimedia press release

Gold award winner: **Sony Ericsson (Wolfstar Consultancy)**

Sony Ericsson is the fifth largest handset manufacturer in an extremely competitive marketplace. In 2009, it collaborated with fashion house Dolce & Gabbana to produce the 'Jalou', a limited edition handset to appeal to fashion and style conscious customers.

As the product was aimed at a niche audience, the marketing budget was not huge, so Sony Ericsson sought instead to emphasise the use of online channels as well as traditional media. It already had a successful working relationship with Wolfstar, a marketing communications consultancy, and so utilised its skills again.

Sony Ericsson worked with Saatchi & Saatchi to create a TV commercial, but did not commit any budget to broadcast airtime.

Instead, it took a different approach. Wolfstar conducted a mini social media audit to identify the most influential fashion and consumer blogs, and also created a bespoke website to house the social media press release, enabling it to custom



design the news release to reflect the partnership between two high-profile brands. The website included news release copy on the handset, images and the official TV advert on YouTube for easy sharing.

The advert was viewed more than 34,800 times. The release was given coverage across other media platforms including blogs and mainstream newspapers such as The Independent and The Mirror.

Silver:

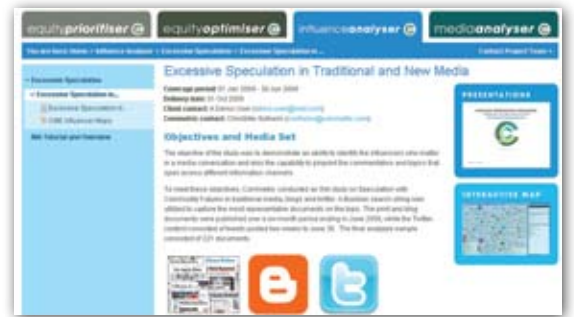
The Coca-Cola Company (World Television)

Best evaluation process

Gold award winner: **Commetric**

The media landscape is rapidly evolving and, as changes are made, communicators need to understand and visualise how influencers across the different media are networked and linked together. This allows optimum outreach to Key Opinion Leaders (KOLs), identifies the influencers that bridge different communication channels, and gains an understanding of their own influences versus competitors.

Traditional media evaluation has provided a two-dimensional view of the most prominent commentators within print media, or network mapping of a single medium, such as blogs. Commetric is an independent media research and technology company that saw the opportunity for an innovative evaluation process that brought together automated and manual techniques that could offer a 360-degree view of influencer networks across all types of content, with the results being delivered online.



The change in media evaluation was prompted by the communication team at Chicago Mercantile Exchange (CME) who wanted to explore the evolution of media, specifically how influencers in new media channels differed from those they already knew from print, and to discover new KOLs for outreach.

The results were used to inform communication planning and tactics for future media outreach.

Best use of digital by sector

NGO, NFP or charity

Gold award winner: **The King's Fund**

Silver award winner: **Macmillan Cancer Support**

=Bronze award winner: **School Food Trust (Spinaker Direct)**

=Bronze award winner: **Unite the Union (Redweb)**

Aerospace

Gold award winner: **Ocean Sky (Omobono)**

General industrial

Gold award winner: **Syngenta (Echo Research)**

Financial sector

Gold award winner: **Northern Rock (TH_NK)**

Media sector

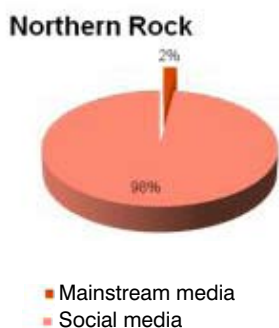
Gold award winner: **FT.com**

Other public sector

Gold award winner: **Liberal Democrats (Echo Research)**

Telecommunications

Gold award winner: **TalkTalk (Citigate Dewe Rogerson)**



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Communicate magazine

Transform

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Grand Prix for excellence in digital communication

Winner: Centrica plc

Centrica is certainly making a name for itself in the digital space.

Winner of two gold awards and a bronze in this year's Digital Impact Awards – for best corporate website, best online annual report and best use of existing social media tools respectively – the energy giant has demonstrated a flair for both leading edge HTML reporting and real-time stakeholder engagement.

As such, it's a worthy winner of the first Grand Prix for excellence in digital communication.

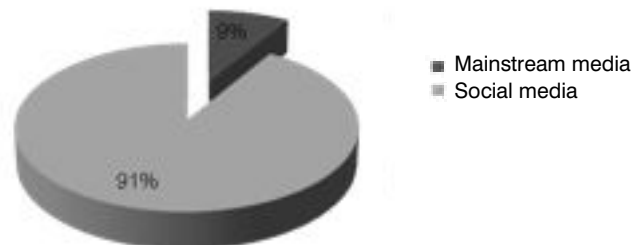
The company appears to be reaping the benefits of a formidable partnership with digital communications agency The Group, with whom it has worked since 2000. Together, they pay careful attention to creating an online presence that caters for the needs of Centrica's diverse stakeholders: investors, journalists and employees across several regions.

Accessibility has therefore been a particular watchword for both the corporate site and the reporting suite. Audience research has helped Centrica to understand the needs of each group while web metrics and user feedback has led to continual improvement.



At the same time though, it has grasped the new, embracing social media, blogging and personalisation, demonstrating innovation and creativity and willingness to encourage two-way dialogue with audiences.

As one judge said of the winning company: "Centrica, they just get it."



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