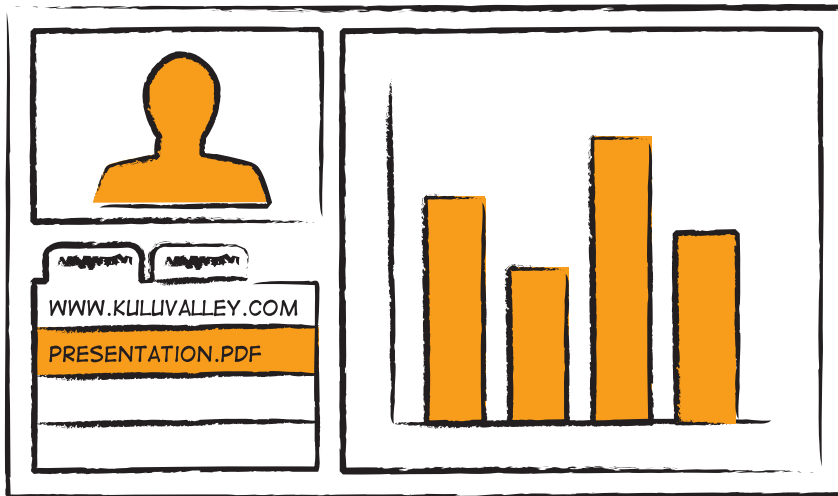




**DIGITAL
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AWARDS**2011

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Welcome

Hello and welcome to the second annual Digital Impact awards, the UK's largest dedicated celebration of digital work in corporate communications.

In creating the DIAs last year, we wanted to create a destination event for digital specialists tell their stories, network with peers and share best practice.

The buzz around last year's event and the greater scale of this year's suggests there is plenty of appetite to see digital excellence acknowledged and rewarded.

So tonight we're once again 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.

A huge 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. Good luck!

Neil Gibbons

Editor, Communicate magazine

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Meet the judges



Adam Vincenzini, head of digital, *Paratus Communications*

Adam is the head of digital at Paratus Communications. Brands he currently advises include The Coca-Cola Company, AXA, Costa Coffee and Decathlon. Prior to joining Paratus, Adam was responsible for developing and launching the Australian Cricket Family – the biggest online community of Australian cricket fans ever assembled as part of the marketing team at Cricket Australia. Other brands and organisations he has worked with include adidas, B&Q, Ford and Emirates. Adam is a prolific blogger at his own blog – COMMScorner.com – and as a guest blogger for TheNextWeb.com and PRDaily.com. He was the co-founder of Europe's most popular weekly PR and media chat on Twitter, #CommsChat.



Alan Parker, head of dialogue, *GolinHarris*

As head of dialogue for GolinHarris UK, Alan is responsible for managing and developing the digital practice within the UK. He works with clients to help them tell their brand stories in the most interesting way. He is jointly responsible for the global development and management of the Connectors community within GolinHarris. He is tasked with developing a global team of storytellers that work across mainstream and social media. He is responsible for developing holistic communication planning tools that combine earned, owned and bought media.



Anil Pillai, CEO, *LBI*

Anil Pillai is the CEO of LBI and has been with the company since 1996. He has led teams to win some of the greatest new business efforts, including Virgin Atlantic, Compare the Market, E-ON and Coca Cola. In addition to this he continues to provide executive leadership to key client engagements, such as BT and Ericsson, helping advise on their digital strategies and across consumer, business, enterprise and corporate markets. He also sits on the European Ad:Tech advisory board, run by DMG Group and is a consultant to the IPA for digital effectiveness and agency development.



Candace Kuss, director of planning for Interactive Strategy Direct EMEA, *Hill & Knowlton*

Candace is the senior digital counsel for H&K clients across sectors, including P&G and adidas, and prior to H&K, was a creative director at Ogilvy Interactive and SVP/creative director at both Digitas and Modem Media. She's worked with many iconic brands, including Sony, Unilever and Disney. Candace led the creative teams building the first ever Kraft.com, DietCoke.com and the KodakPictureNetwork.com and has overseen a wide variety of online creative campaigns.



Drew Spencer, strategy director, *Wireworks*

Drew Spencer is a lifelong technology geek who has spent the past 14 years on the interactive side of advertising agencies. Drew moved to the UK in 2006, joining Euro RSCG Riley as head of digital strategy, then digital director, then chief strategy officer of three Euro RSCG group agencies overseeing planning, digital strategy and digital development. Drew has worked on and won numerous awards for integrated campaigns, social media projects and websites for brands including Reckitt Benckiser, Asda, Expedia, IBM and Starbucks.



Gary Glozier, creative director, *TH_NK*

Gary is the driving force for creativity and design within TH_NK. For over 9 years, his experience and infectious commitment to design excellence has manifested itself across the client portfolio. Gary oversees creative output, including illustration, animation and interface design, taking responsibility for upholding TH_NK's high standards. He also ensures that creative and user experience are seamlessly reconciled, finished products remain appealing and user focused. Gary is a founding member of TH_NK and played a major role in establishing the company as one of the UK's leading digital agencies.



James McCobb, head of digital marketing, *Network Rail*

James is head of digital marketing at Network Rail, a Digital Impact Gold award winner. His team is overhauling the company's internal and external digital communications so they can quickly and simply share complex concepts and information. He has worked for some of the most talented communication companies, and as Global Brand Communications Director for Rainey Kelly Campbell Roalfe/Y&R and Head of Client Services at Euro RSCG his clients included Jaguar Cars, BAE Systems' fast attack submarines and Mateus Rosé.



Justin Cooke, CEO, *Fortune Cookie*

Justin Cooke is recognised as one of the UK's leading digital media experts. In 2010, he was named the third most influential person in digital by New Media Age. Justin is chair of BIMA, and founder and CEO of Fortune Cookie, one of the most respected interactive design agencies in the world. Justin is also a board director of EPIServer, the world's fastest growing content management and community platform. He prides himself on employing the greatest talent in the digital industry and producing award-winning work of a consistently world-class standard.

**Katie Mantell, head of digital communications, *The King's Fund***

Katie Mantell is head of digital communications at the health thinktank and charity The King's Fund. She has led web and social media activities since 2004, establishing it as a social media leader in its sector. A digital campaign around the general election, comprising an interactive quiz, live streaming and integrated social media activities, scooped a Digital Impact Award. Katie's experience includes building a global network of science journalists for a development charity, and two years as editor for a Chilean human rights website.

**Louise Burwood, head of client services, *Commetric***

Louise Burwood has over 11 years experience in the media analysis and reputation diagnostic fields. Louise has an in-depth understanding of a wide variety of evaluation techniques, and works with her clients to identify and build the most appropriate research solutions from the 'bottom up'. Currently Louise heads up the client services team at Commetric, working across a range of clients and sectors. Louise previously spent eight years at Metrica helping the agency to grow from a seven person start up.

**Lucy Nixon, editor, *Corporate Eye***

Lucy is the editor at Corporate Eye, which helps clients to amplify their core messages and brand through the corporate website. Lucy is responsible for developing and managing the Corporate Eye blog and for producing reports to clients on website best practice by industry and stakeholder. She also developed the Corporate Eye approach to benchmarking corporate websites, so she's reviewed more corporate websites than she likes to think about.

**Mark Hill, principal, *The Group***

Mark founded interactive communication agency The Group in 1991 and began building corporate web sites in 1995. The Group has broadened its digital offering into marketing and campaign sites, blogging and brand management portals and online annual and corporate responsibility reporting. The company provides online communications services to more than 1 in 10 FTSE100 companies. The Group's online corporate communications clients include Centrica, InterContinental Hotels, Imperial Tobacco, Visa Europe, Kingfisher, Rexam, Barclays, Prudential, Provident Financial, Tullow Oil and SABMiller.

**Mark Pack, head of digital, *MHP***

Dr Mark Pack is MHP's head of digital, having previously run the Liberal Democrat online general election campaign in 2001 and 2005. During his time at the Liberal Democrats his team's firsts included the first UK party leader on Facebook, the first UK party leader on YouTube and the first UK candidate website to take credit card donations. Mark's work at MHP includes online reputation management for a range of clients particularly, since the merger with Hogarth and Penrose, in the financial sector. Channel 4 has described him as a "blog guru". Clients Mark has worked with include Andrex, Cancer Campaigning Group, L&Q Housing Association, Moonpig, Punter Southall and Total UK.

**Paul Taylor, team head, RAF recruitment digital, *COI***

Paul Taylor has worked within the digital sector for the last 15 years. After several years working within the agency sector Paul moved to COI, the Government's centre for communications and marketing excellence. Paul is responsible for all digital work that COI produce for the Royal Air Force. He is responsible for strategic decision making across the account. Paul is also the strategy & planning lead for COI's Mobile Insight Team, and sits on the IAB's Mobile Leadership Council.

**Peter Kemp, managing director, *Global3digital***

Peter Kemp is managing director of global3digital, the specialist online corporate communications agency behind many of UK plc's most creative corporate websites. global3digital's multi-platform, CMS driven solutions enable clients including Shire, TUI Travel, Dixons Retail and RSA to engage with stakeholders via both their desktops and mobile devices. The company's state of the art hosting infrastructure has consistently maintained 99.9% uptime since it started out in 1999 and its industry renowned, proactive, 24/7 support & knowledge outsourcing services, ensures clients' websites are always up to date and compliant with regulatory requirements.

**Peter Marcus, director, *Harvard PR***

Peter Marcus is director at Harvard PR with a background in corporate and consumer PR, both online and offline, for media, telecoms and consumer technology brands. His client experience includes TalkTalk, Virgin, the Discovery Channel, FindaProperty.com, InsureandGo.com, Rank, Sky, Sennheiser and Fujitsu. His campaign for TalkTalk won a Digital Impact award in 2010.

**Richard Nunn, head of group brand and web, Legal & General**

Richard is responsible for modernising the Legal & General brand. His career in financial services has been from both client and agency perspective. He's passionate that customer insight is used to drive effective marketing and engagement. He has established a successful front end web platform and is finalising the re-branding of all the web content across 20+ websites and thousands of assets. He rates his greatest achievement as obtaining a click through rate of over 7% in the initial tranche of banners launching the first insurance aggregator site.

**Simon Henderson, director of corporate responsibility & digital media, Centrica plc**

Simon Henderson is director of corporate responsibility & digital media at Centrica plc. Current responsibilities include the development and communication of Centrica's corporate responsibility strategy and programmes including delivery of the online CR report. He also leads programmes to increase engagement with stakeholders through digital and social media. Previous responsibilities included director of internal communications, where he was responsible for developing and coordinating a group-wide communications programme in support of key business objectives, and responsibility for media and policy communications.

**Simon Thresh, digital communications manager, SABMiller PLC**

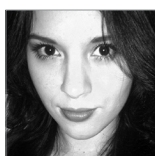
Simon Thresh is digital communications manager for SABMiller plc, with responsibility for the development and implementation of digital strategy for corporate communications. Simon has a background in sustainability and corporate responsibility, from setting strategy, to measuring delivery and reporting the outcomes, and was previously Senior Partner at Acona Ltd. In 2010 SABMiller received Digital Impact Awards for use of digital to aid a CR campaign, and its online newsroom.

**Stephen Waddington, managing director, Speed**

Stephen Waddington co-founded Speed, the UK agency at the forefront of helping brands such as Nikon, Symantec, The Economist, Tesco and Virgin Media Business manage their reputation in traditional, online and social media. A trained journalist, Stephen understands how the media landscape works online and offline and champions good practice as a writer, conference speaker and award winning-blogger. He sits on the PRCA Council, the CIPR Council and is a member of the CIPR's Social Media Panel. Prior to Speed, Stephen co-founded Rainier PR which was acquired by Loewy in 2007. Stephen is also chairman of Admiral PR & Marketing.

**Tom Kelly, head of project delivery, Omobono**

Tom Kelly leads project delivery at Omobono for brands including Coca Cola Enterprises, Accenture & the Financial Services Authority. He also delivered the online rebrand of the private aviation company Ocean Sky – recipient of a gold Digital Impact Award and a Transform Award. He is passionate about all things digital and has worked in the sector since graduating university with Honours in Computer Science and a Masters in Digital Media Design.

**Vikki Chowney, content writer, Jaguar Future**

Vikki is a writer with substantial experience in PR, media and communications. She is currently working with Jaguar as content editor for the launch of its C-X16 concept car and is also a Communicate columnist. Previously, Vikki was editor of Reputation Online, a sister title to new media age at Centaur Media, that presented both editorial and user-generated coverage of the digital PR landscape. Before joining Centaur, Vikki worked with brands such as O2, Talk Talk, and Big Yellow Self Storage. She also helped to co-found The Really Mobile Project and contributed to the site regularly during its early life.

Criteria

The judges of the Digital Impact Awards discussed the merits of each entry and were then asked to score them according to the following criteria:

Strategy – How accurately did the entry identify the needs of the organisation? Was the entry appropriate to, and integrated into, the overall corporate strategy, and the specific need?

Execution – How closely did the final product match the initial concept? Did the outcome live up to the idea? Was the digital campaign comprehensive?

Creativity/innovation – Did it display innovation and originality in its looks and feel, tone of voice, method of distribution?

Effectiveness – Did the project achieve its goals? Did the award entry clearly demonstrate the ultimate effectiveness of the project?

Only entries that scored above a determined threshold received Gold awards.

Who won what

Deliverables

Best corporate website

Reckitt Benckiser (The Workroom) - Gold

BBC TV Licensing (TH_NK & Capita) - Silver

Centrica plc (The Group) - Bronze

British Land (The Group) - Highly commended

Tullow Oil (The Group) - Highly commended

Best use of SEO for corporate communications

Jumeirah (bigmouthmedia) - Gold

Best use of mobile and portable devices

New Look - Gold

Snow+Rock (Sequence) - Silver

Harrods Limited (Imano plc) - Bronze

Box UK - Highly commended

Marks & Spencer (Investis) - Highly commended

Best use of digital to aid a CR campaign

Coca-Cola Europe (Paratus Communications) - Gold

Balfour Beatty (Radley Yeldar) - Silver

Tullow Oil (The Group) - Bronze

Prudential plc (Investis) - Highly commended

SEB (Hallvarsson & Halvarsson) - Highly commended

Best use of digital in a change or brand transformation situation

Wembley (Dare & M&C Saatchi Sports & Entertainment) - Gold

RBS History 100 (HeathWallace) - Silver

RBS Changing the bank (HeathWallace) - Bronze

Best use of online video

Metropolitan Police Service (AMV BBDO) - Gold

Corning Incorporated (Doremus) - Silver

Coca-Cola Europe (Paratus Communications) - Bronze

Nokia (1000heads) - Highly commended

Pearson (Radley Yeldar) - Highly commended

Best corporate viral campaign

Corning Incorporated (Doremus) - Gold

Vodafone (TBG Digital) - Silver

Red Sky Vision - Bronze

Social Media

Best use of existing social media platforms/sites

Metropolitan Police Service (AMV BBDO) - Gold

Nokia (1000heads) - Silver

LBi (Billboard Brawling) - Bronze

Heineken Poland (TBG Digital) - Highly commended

Mini (Renegade Media) - Highly commended

Best development of own social media tools/platforms

Footlocker Europe (SapientNitro) - Gold

Branded3 - Silver

Farming First (Glasshouse Partnership) - Bronze

Best community development

Footlocker Europe (SapientNitro) - Gold

Hendrick's (LBi) - Silver

New Look - Bronze

Best use of social media in a crisis

Gatwick Airport (The Rabbit Agency) - Gold

Best use of digital to an internal audience

Best intranet

Heineken (SmallWorlders) - Gold

National Grid (LBi) - Silver

Interflora (Branded3) - Bronze

Best digital employee communication

Telefónica - Gold

Arup (Ferrier Pearce) - Silver

Deloitte (Radley Yeldar) - Bronze

Aviva (Words&Pictures) – Highly commended

British Gas (Blackbridge Communications & The DHC Consultancy) – Highly commended

Best use of digital to an investment audience

Best online annual report

Centrica plc (The Group) – Gold

Legal & General Group plc (nexxar) - Silver

Heineken (Addison) - Bronze

Logica (SAS) - Bronze

Xstrata plc (nexxar) – Highly commended

Best use of digital to aid media relations

Best online newsroom

adidas (Synaptic Digital) - Gold

Maersk (Synaptic Digital) - Silver

University of Cambridge - Bronze

Best multimedia press release

PayPal UK & PizzaExpress (Wolfstar Consultancy) - Gold

Goodyear Dunlop Europe (Synaptic Digital) - Silver

Gardena (Cision & Eklips Digital Advisors) - Bronze

Evaluation

Best evaluation process

Cision - Silver

Moreover Technologies - Silver

Sector

Best use of digital by a NGO, NFP or charity

Samaritans - Gold

Action on Hearing Loss (Redweb) - Silver

Royal Wedding Charitable Gift Fund (GGMR) – Bronze

The Meningitis Trust (Renegade Media) – Highly commended

World Vision UK (Box UK) – Highly commended

Best use of digital by sector

Energy

Centrica plc (The Group) - Gold

Financial Services

Lombard (Purestone) - Gold

Professional Services

The Actuarial Profession (Slam Global) - Gold

Media & Telecommunication

Intel (Hill & Knowlton) - Gold

Public

Metropolitan Police Service (AMV BBDO) - Gold

Retail

Tesco (MerchantCantos) - Gold

Travel

bmibaby (The Rabbit Agency) - Gold

Utilities

E.ON (LBi) - Gold

Digital agency of the year

LBi

Grand Prix for excellence in digital stakeholder relations

Metropolitan Police Service (AMV BBDO)

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Best corporate website

Gold Reckitt Benckiser (The Workroom)

Silver BBC TV Licensing (TH_NK & Capita)

Bronze Centrica (The Group)

Highly commended British Land (The Group)

Highly commended Tullow Oil (The Group)

The Workroom redesigned Reckitt Benckiser's (RB) website to raise RB's profile and generate more online traffic. RB was looking to broaden its stakeholder content and move towards engaging with younger career-seekers as opposed to an investor audience. The new website was also meant to showcase the RB brand, presenting it as dynamic and contemporary, and express the company's personality as entrepreneurial, strong, fast-acting, direct and highly effective.

'The Power behind the Powerbrands', RB's redesigned website, seeks to present the RB product range in engaging ways and with creative techniques that bring the content to life. Products are shown in 3D interactive environments (such as the supermarket shelf or around the home), a video guide introduces visitors to RB on the homepage, and an animated pinboard signposts the Careers section.

Workroom redesigned the site, aiming to make RB.com easily accessible for the various types of users who visit it: students, graduates and early career seekers, FMCG professionals, media, shareholders, investors, consumers and employees worldwide. A section of the site tailored to each group's individual needs can be found directly on the homepage.

The redesigned site launched in May 2010, and since then RB has seen a 269% increase in page views per month (over 3 million) from March 2010 to March 2011. Success is tracked through Google Analytics.



Best use of SEO for corporate communications

Gold Jumeirah (bigmouthmedia)

Seeking to increase relevant and high-quality search engine traffic, the international luxury hotel and resort management brand Jumeirah partnered with bigmouthmedia to create a highly targeted Search Engine Optimization campaign. Targeted at the high end traveller, the campaign aimed to drive high rankings and sales for destination-specific keywords.

Increasing search engine visibility involved site redesign, change in site management and the creation of new content. Aside from changes in site content, additional corporate content was introduced, such as Jumeirah's luxury magazine, which was disseminated online to help SEO whilst improving the user experience.

To maximise the benefit of SEO, the campaign addressed the need for a change in culture within the company. Training programs ensured that staff within the PR, marcoms and IT departments understood the role of SEO and that strategic SEO and online brand representation were aligned.

When working on Jumeirah's site authority, the campaign also took into account the growing importance of social networking sites, and took the opportunity to ensure the necessary support to go viral.

The campaign exceeded its targets with 26% increases in both site traffic and bookings and set on a fast-track course to excellent ROI. Jumeirah's use of SEO has led to significant results since the campaign's launch in January 2010 with a 50% increase in revenue from organic searches.

Best use of mobile and portable devices

Gold New Look

Silver Snow+Rock (Sequence)

Bronze Harrods Limited (Imano plc)

Highly commended Box UK

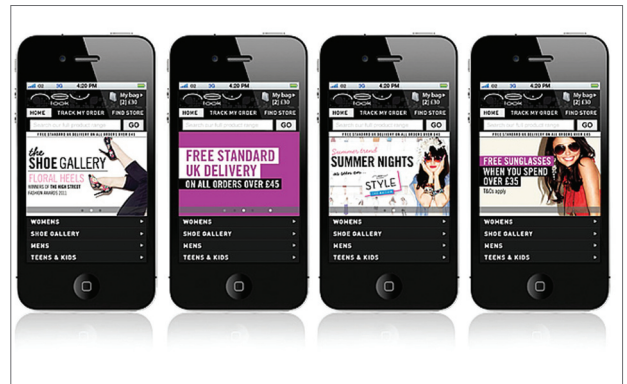
Highly commended Marks & Spencer (Investis)

355 million customers visited New Look last year either online or in store, with monthly mobile visits doubling between April and December. Recognising that their primary demographic, young women, represented the biggest users of mobile internet and mobile commerce channels, New Look created their first fully transactional mobile website which launched in April 2011.

Due to research suggesting that over twice as many women used mobile browsers as used apps to visit retail sites in 2010, New Look chose to create a mobile internet site and provided a solution for all handsets. As a result, mobile sales have increased by 515% and visits to the site have increased by 850% since last year.

New Look's aim was to be recognised as a leading international multi-channel retailer and give customers the choice of ordering what they want, how they want (new channels such as mobile, order in store) and where they want (deliver to home, shop or international).

Key features of the site include: fast journey time from homepage to products, single consumer shopping basket between the website and the mobile site, seamless viewing with accordion navigation to reduce page refreshes, and nominated day and time delivery. The mobile site also aims to allow ease of browsing with products in one, two or three column formats. The payment process differs from many mobile commerce checkouts in that it is fast for registered users, without excluding unregistered customers.



Best use of digital to aid a CR campaign

Gold Coca-Cola Europe (Paratus Communications)

Silver Balfour Beatty (Radley Yeldar)

Bronze Tullow Oil (The Group)

Highly commended Prudential Plc (Investis)

Highly commended SEB (Hallvarsson & Halvarsson)

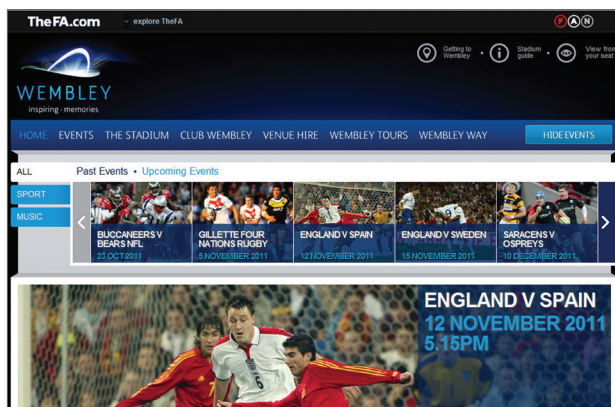
Coca-Cola is committed to providing at least two-million Africans with clean water and sanitation by 2015 as part of its Replenish Africa Initiative (RAIN).

To make this a reality, Coca-Cola worked with Paratus who brought RAIN to life by launching Music for RAIN – a campaign headlined by a fundraising soundtrack and videos featuring Solange Knowles, Chris Taylor and Twin Shadow. Donations could be made through a “donate to download” system at MusicforRAIN.net. Two pre-recorded videos were used as the catalyst to spark online discussions about water access issues in Africa and encourage online donations to Coca-Cola's projects supporting these causes.

A bespoke “donate to download” micro-site was created for people to donate money to the cause in exchange for the song. Paratus also approached YouTube and successfully encouraged it to feature the video and cause on World Water Day.

In less than 10 days during March, the campaign reached \$13,321, eclipsing its \$10,000 donation target and generated more than 900,000 views on YouTube. The campaign also received coverage in more than 300 pieces of online media, including pieces on MTV.com and Spin Magazine. The DIA judges commented on the excellent results achieved by the CR campaign, and the way in which it leveraged the Coke brand for good use.





Best use of digital in a change or brand transformation situation

Gold Wembley (Dare & M&C Saatchi Sports & Entertainment)

Silver RBS History 100 (HeathWallace)

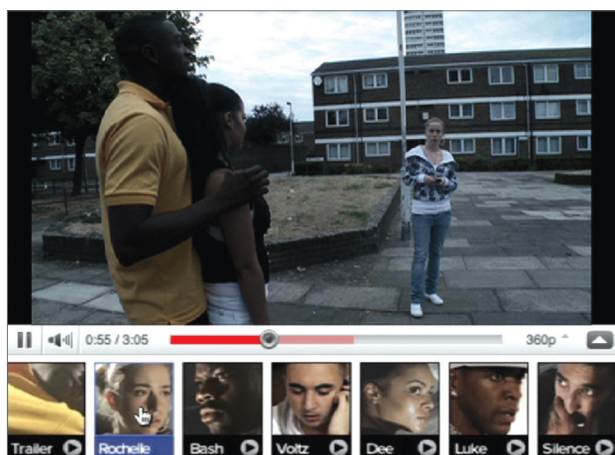
Bronze RBS Changing the bank (HeathWallace)

When Wembley changed its branding last year it dropped the "stadium" and introduced "Inspiring Memories" as it tried to present itself as the pre-eminent sports and entertainment venue, instead of just a football destination. When the O2 opened in 2007, it had increased competition with Wembley for entertainment audiences.

For the brand transition, Wembley created a strong digital platform to attract and inspire new audiences to visit Wembley. This featured a new website giving prominence to the event calendar while showcasing other commercial properties such as Club Wembley and The Wembley Tour, increasing interactions through digital and social media channels, and increasing the database and Facebook fans to create cross-selling opportunities. Website content itself was geared to a "big eventers" audience and worked to present itself as an inspiring, must-play venue for performers.

The website also presents the Wembley 360, a 23-Gigapixel panoramic that captured every fan at the Manchester City V Stoke City FA Cup Final, allowing Facebook users to tag themselves. A second 360 degree image celebrated Take That's record-breaking tour. Competitions and polls through its website and Facebook increased user activity and interaction. The Digital Impact Awards judging panel commended the site for its use of this technology as appropriate and effective for the brand.

These combined efforts increased Wembley's Facebook page fans from 2,000 to 12,000 in one month, the 360 sports photo received 23,871 tags (25% of the attendees), 70 pieces of PR were generated and one million people visited the site in May.



Best use of online video

Gold Metropolitan Police Service (AMV BBDO)

Silver Corning Incorporated (Doremus)

Bronze Coca-Cola Europe (Paratus Communications)

Highly commended Nokia (1000heads)

Highly commended Pearson (Radley Yeldar)

"Who Killed Deon?" was a campaign designed for Metropolitan Police Service by AMV BBDO and Mediacom to convince teenagers in London not to get involved with youth violence by engaging them with Joint Enterprise, a law that means you can be convicted for the end crime simply by being connected.

The trailer video shows the story of a teen killed with a knife at a party. Six other videos show the different people involved and the viewer is meant to guess 'whodunnit', with a resulting message saying that even if the person did not commit the final crime, he or she would still be charged for murder because of the Joint Enterprise law.

The campaign delivered more than six times the level of engagement than the average for Facebook campaigns, with 37,836 Facebook likes, and over 89% of the fans were in the target audience of 13-17-year-olds. Also, because the audience watched an average of 3.5 videos before correctly guessing the murderer, the Joint Enterprise message was delivered 3 times to each viewer.

Who Killed Deon was covered by BBC News, Capital FM and XFM, the Evening Standard, BBC Newsbeat, Daily Mirror and local press (such as including Enfield Independent, Hackney Gazette and Willesden and Brent Times).

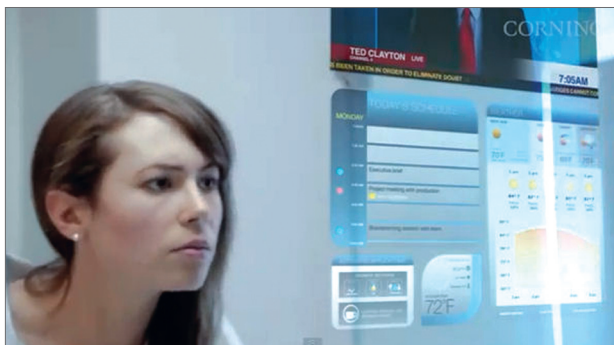
Judges noted the video as being "powerful and effective, a tough subject confronted head-on," and "a hard-hitting message delivered with an effective execution."

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+44 (0)20 7920 9734 or Staffan Lindgren, Managing
Director (International) on +46 8 407 22 12**





Best corporate viral campaign

Gold Corning Incorporated (Doremus)

Silver Vodafone (TBG Digital)

Bronze Red Sky Vision

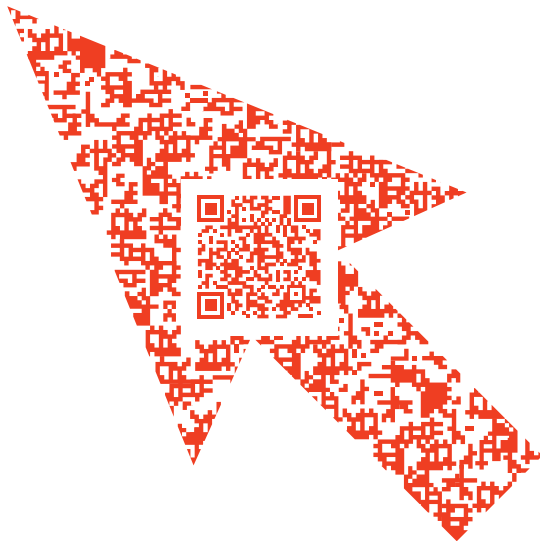
Corning Incorporated is the world leader in specialty glass and ceramics, creating components for consumer electronics, mobile emissions control, telecommunications and life sciences. However, within the business technology community the company has remained outside the spotlight.

Corning created a corporate vision video to cement their position as a technology leader, to raise awareness of their current business activities and to help drive and extend the business. 'A Day Made of Glass', developed by Doremus, shows a family using an array of technological glass innovations created by Corning as they move through their day.

The premiere of 'A Day Made of Glass' in February 2011 was met with enthusiasm by investors and analysts. Other target audiences include designers, manufacturers, and potential business partners.

In addition to the role of the video as a conversation starter between Corning's top executives and product design and R&D organizations, the video's viral success showed its broader appeal, with over 13.5 million views on YouTube in less than 4 months. This success relied on the portrayal of a world that viewers would want to share with others, achieved by striking a balance between an understanding of materials technology and capturing people's imagination for what their future might hold.

The video has helped open doors to potential new customers and partners, from Fortune 100 companies to the U.S. military. 'A Day Made of Glass' has also contributed to increased Corning brand awareness and increased online buzz about Corning from bloggers and the mainstream media.



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Best use of existing social media platforms/sites

Gold Metropolitan Police Service (AMV BBDO)

Silver Nokia (1000heads)

Bronze LBi (Billboard Brawling)

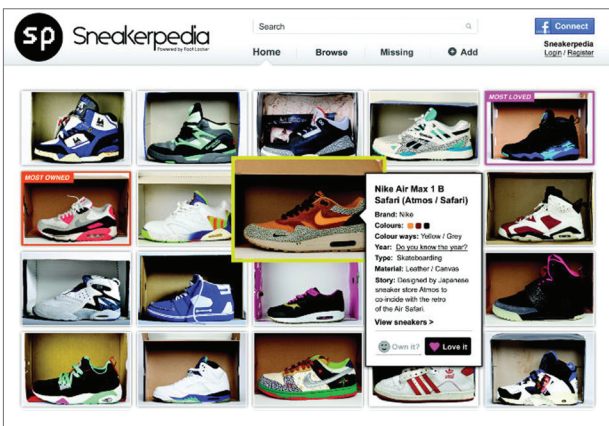
Highly commended Heineken Poland (TBG Digital)

Highly commended Mini (Renegade Media)

To convince teenagers in London not to get involved in youth violence, a campaign was launched in August which aimed to communicate the law known as Joint Enterprise, which means that by merely being connected to a crime you can be charged for the end crime. To engage teenagers a 'whodunnit' was hosted on Facebook, chosen not only for its wide reach but because it facilitates the coordination and escalation of many youth crimes. The campaign generated a total of 3,857 comments on the networking site and achieved a 28% fanning rate, exceeding the campaign's targets.

The Facebook page 'whokilleddeon' features a trailer that introduces the six characters involved in a fictional murder. On choosing who they think the murderer is, the user is able to watch a short film depicting the crime from the viewpoint of that character. At the end of the short film it is revealed whether that character was the murderer, and the Joint Enterprise law is illustrated: whether that character committed the final crime or not, they could still be charged with murder.

The viewer is invited to then watch another of the short films which results in reiteration of the Joint Enterprise law. This use of social media has therefore led to good communication of the main concept with 59% of respondents suggesting the main message was 'You can be charged with murder even if you did not actually kill someone' and 44% suggesting 'Don't get involved with weapons/ guns/ knives'



Best development of own social media tools/platforms

Gold Foot Locker Europe (SapientNitro)

Silver Branded3

Bronze Farming First (Glasshouse Partnership)

Sneakerpedia is the first ever visual-wiki, designed to connect trainer fans with Foot Locker's 'enthusiasm beyond reason' for trainers. The unique content format provides a new user experience in the world of user-generated content. By being the first visual wiki, Sneakerpedia also aims to put all trainers on a pedestal.

An interest in other collector's trainers and friendly rivalry within the "sneakerhead" community prompted the creation of a community space to allow fans to connect and discuss trainer trends, where profiles exist both for individual users and for each of the trainer models in the archive.

Created for Foot Locker by SapientNitro, Sneakerpedia contains no links to retailers, and minimal Foot Locker branding, thereby establishing itself as a community space rather than a market space. Sneakerpedia also fills a different niche to large trainer retailers as it is a collaboratively edited trainer archiving project.

To generate the initial content of the interesting and rare trainers, the exclusive Beta club was created to allow 350 prominent sneakerheads to upload their collections. The Beta club was publicized by means of an exclusive party and a trailer released on Vimeo. The Beta Club was oversubscribed within 9 hours, other prospective members being kept up to date via Twitter until the public launch in May 2011.

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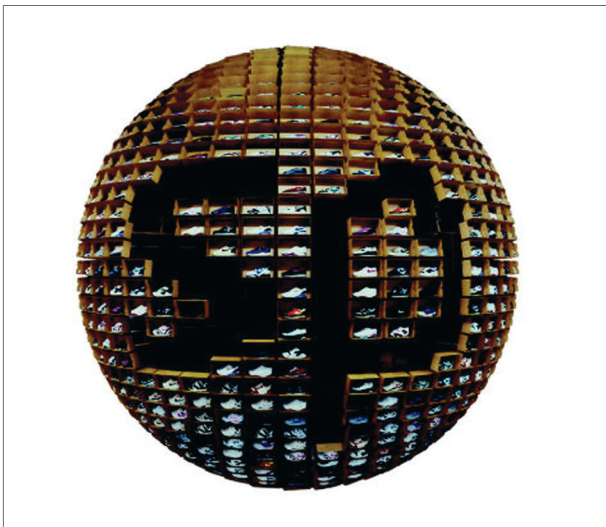
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Best community development

Gold Foot Locker Europe (SapientNitro)

Silver Hendrick's (LBi)

Bronze New Look

Sneakerpedia, created for Footlocker Europe with the help of SapientNitro, is the world's largest trainer archiving project designed to connect trainer fans with Foot Locker's 'enthusiasm beyond reason' for trainers. This community space allows fans to connect, share, discuss, follow and help shape future trainer trends.

To be successful they knew they would need pictures of interesting, unusual and rare trainers to be uploaded to the site, which meant attracting the world's top "sneakerheads" to upload their collections with zero media spend. Thus the Beta Club was opened to 350 of Europe's most passionate "sneakerheads".

Next an explanatory video was released on Vimeo, inviting "sneakerheads" to join the Beta Club. Responses posted to Sneakerpedia's Twitter account resulted in access codes/invitations to join the Beta Club. It was so popular that within 9 hours the club was oversubscribed.

The Beta Club was launched with an exclusive party featuring legendary trainer collectors DJ Kool Bob Love and DJ Clark Kent. "Sneakerpedians" even photographed and uploaded all the sneakers worn that night.

The Vimeo movie generated 4.7m Twitter responses, 6.3m online impressions and more than \$1m in unpaid media exposure. The Twitter account continued to keep others interested and engaged in trainer discussions, as well as keeping followers up-to-date about the public launch of May 2011.

Judges commended this community development for its "outstanding strategy, concept, delivery" and called it "bang on for objectives and strategy, very creative".



Best use of social media for crisis communications

Gold Gatwick Airport (The Rabbit Agency)

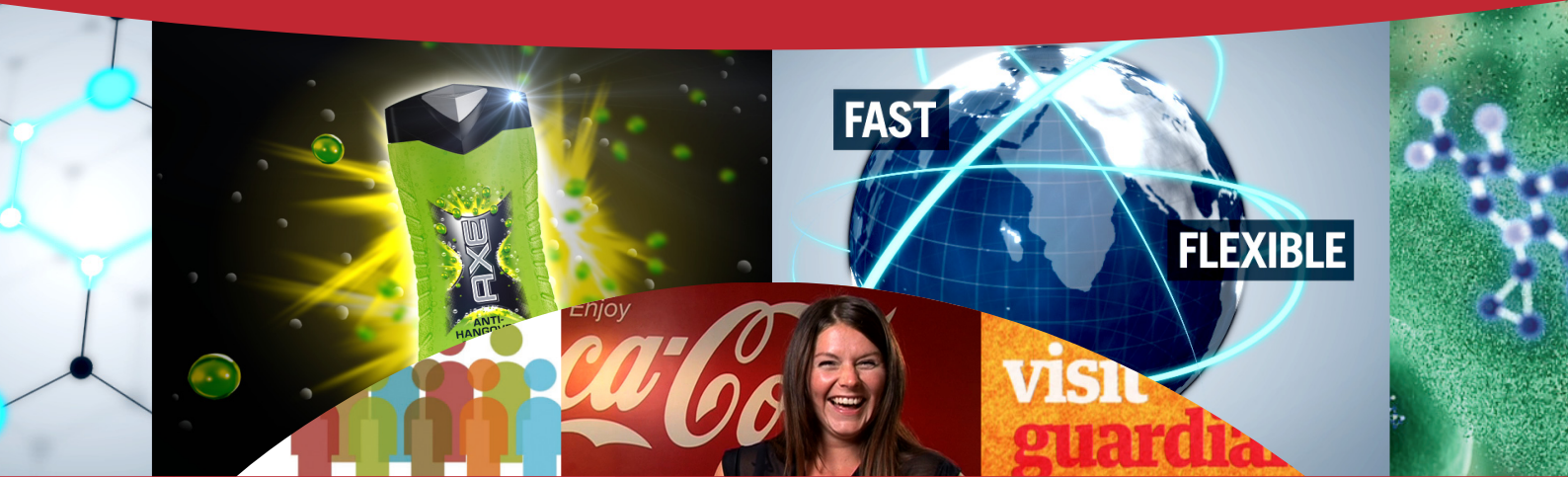
In December 2010, the UK's airports were disrupted by heavy snow fall leading to severe disruption for passengers. Gatwick airport remained largely open during this time, using Twitter as a round the clock customer services tool. Prompts were placed on the Gatwick website, inviting passengers to follow Gatwick on Twitter for information on flights and how to get to the airport in the snow.

Rabbit had been brought in when the Gatwick communications team embarked on a social media programme in June 2010. This was as part of the £1 billion investment programme introduced by Gatwick's new owners, GIP, which had the aim of transforming the passenger experience. The social media programme included training staff how to operate Twitter and respond to queries in a crisis. This training was put to use when the social network became the primary passenger / airport communications channel during the pre-Christmas week. Twitter was manned 24 hours a day, with the communications team and Rabbit taking it in turn to man the feed.

The communications team worked closely with the media and terminal teams to send out 940 Twitter updates between 18 and 22 December, during which period Gatwick was mentioned 300 times an hour on the social network. On 21 December, Gatwick had 18,139 followers on Twitter, an increase of 444% compared to 21 November.

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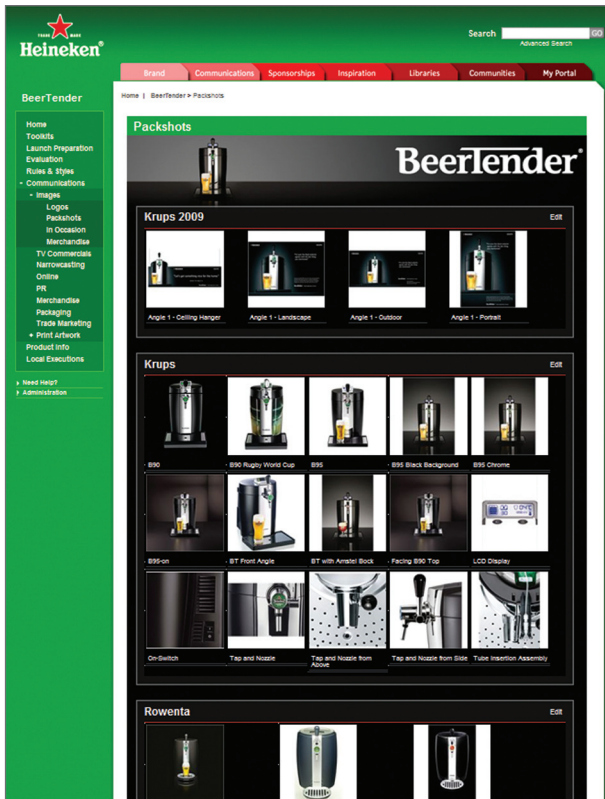


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Best intranet

Gold Heineken (SmallWorlders)

Silver National Grid (LBi)

Bronze Interflora (Branded3)

Heineken had BrandPortal, their new intranet, designed to replace several systems used to distribute brand guidelines and assets to brand teams and agency partners. BrandPortal became a single, reliable, searchable resource for Heineken to present a single brand message globally. And with this functionality came a means for inward communication and global collaboration, connecting around 3,000 Heineken employees and 250 agency personnel.

Inside BrandPortal, themed sections were created around specific platforms and campaigns that contain news articles, digital assets, tool kits, style guides and examples of local execution. Markets around the world can access this as part of their brand planning process. The BrandPortal also provides community sections to develop and encourage discussion and decisions regarding campaigns, new concepts and ideas and developing projects. This activity is posted in the "What's happening within the community?" feed, allowing users from around the world to contribute. User profiles are accessible in a "lightbox" popup everywhere a user's name appears and provides information on previous experience, section subscriptions and a short biography.

Other functions include a Google-like search experience and the My Portal page, which acts as an activity feed listing all the latest activity from people, sections and communities the user has subscribed to.

The intranet was built with user input and the design was modified to reflect user preferences. Since its creation, constant monitoring and user reviews have helped shape how the BrandPortal evolves to meet Heineken's and the user's needs.



Best digital employee communication

Gold Telefónica

Silver Arup (Ferrier Pearce)

Bronze Deloitte (Radley Yeldar)

Highly commended Aviva (Words&Pictures)

Highly commended British Gas (Blackbridge Communications & The DHC Consultancy)

Telefónica is one of the world's largest telecoms companies with more than 260,000 people working in 25 countries. It acts as the parent company to brands such as O2 in Europe, Movistar in Spain and Latin America and Vivo in Brazil. However, Telefónica wanted its employees to feel united: in Europe that meant O2 people would become Telefónica people, bringing together five countries to create one culture. The 25,977 O2 employees across the UK, Germany, Ireland, Czech Republic and Slovakia would now represent the Telefónica brand.

Telefónica worked with its employees to do this, providing information and explanations for the change, learning what this meant to employees and presenting reasons for them to be proud to be part of the overall parent company.

The campaign was online as it had to span five countries in a cost-effective manner, and be instant, interactive, trackable and measurable. They also preferred it to be environmentally friendly.

Three agencies, Lambie-Nairn, Someone, and The Writer, helped create several online elements for the campaign including an agenda-setting video from the CEO, a 10-day online teaser campaign ('Did you know?') as an interactive microsite giving insight to Telefónica, and a downloadable managers' briefing pack ('Pass it on') so managers could provide team members with essential information.

Best online annual report

Gold Centrica (The Group)

Silver Legal & General Group plc (nexsar)

Bronze Heineken (Addison)

Bronze Logica (SAS)

Highly commended Xstrata plc (nexsar)

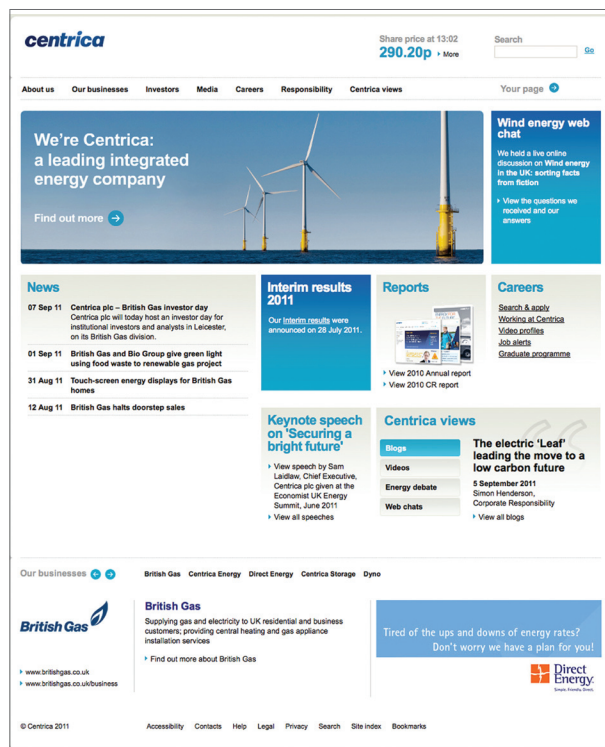
Centrica is a top 30 FTSE100 company with growing energy business in the UK and North America. Its online annual report was launched in March 2011, and engages with investors, analysts and other interested stakeholders interactively, allowing Centrica to report on the progress of its four strategic priorities which had been introduced in February 2010.

The Group aimed to transform Centrica's large, printed annual report document and transform it into an engaging site. It successfully presented a comprehensive review of the business using clear and innovative navigation, video interviews, click and slide reveal, case studies and design features. Other features included e-communications for shareholders and easily accessible information for current and potential employees, suppliers, customers, media and other interested parties.

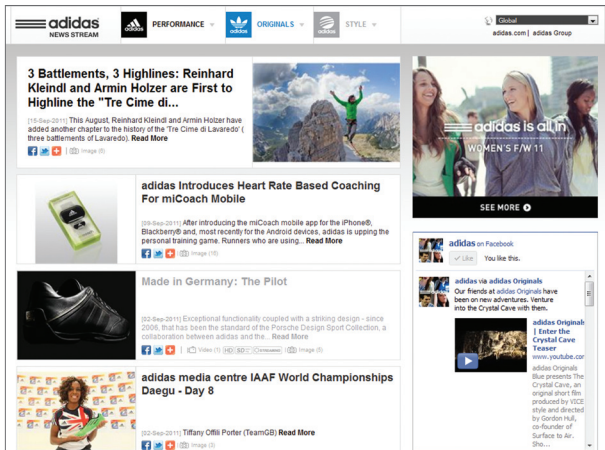
To make the site relevant to the main audiences (shareholders and analysts), The Group developed a data centre for users to chart and compare Centrica's financial and non-financial data. Notes to the accounts also appear on screen to be read quickly and easily instead of navigating away from the page being read.

Other features on the site include feedback facility, a glossary of terms, a lockable horizontal navigation system at the top of the screen, videos of the chairman and business unit managing directors discussing performance and future plans and summary boxes highlighting key information to break up large pages of text.

The 2010 annual report was uploaded in March and within the first three weeks the site had 11,036 page views, 3,899 visits and 975 downloads.



Best online newsroom



Gold adidas (Synaptic Digital)
Silver Maersk (Synaptic Digital)
Bronze University of Cambridge

adidas worked with Synaptic Digital to design its global online newsroom, NEWS STREAM, to support adidas Performance's activities around the World Cup. NEWS STREAM would provide information for today's brand audiences: the global media, news influencers, fans and internal stakeholders.

Version 1 of NEWS STREAM supported adidas' FIFA World Cup 2010 sponsorship with a global news site. Version 2 built on the original success with an enterprise-wide solution with more powerful social media and multimedia integration. All of the multimedia materials on the site could be downloaded instantly in all available formats for media and consumer use. The brand categories were also extended in Version 2, taking in Performance, Originals and Style.

Outside of providing content, the site also incorporated translation features to make the content available across thirteen additional country sites including the US, UK, France, Germany, Spain, Brazil, Russia, China, Japan, Greece, Latin America, New Zealand and South Africa.

Within two weeks of the launch the newsroom saw 13,000 unique visitors, 1,000 videos downloaded, 2,000 stills downloaded, 75 countries reached and 300 social media shares. This helped increase coverage of adidas, strengthened media relations in local markets and increased adidas' share of voice in traditional, online and social media.

Best multimedia press release

Gold PayPal UK and PizzaExpress (Wolfstar Consultancy)
Silver Goodyear Dunlop Europe (Synaptic Digital)
Bronze Gardena (Cision & Eklips Digital Advisers)



Wolfstar Consultancy created a multimedia press release to support the launch of the Pay Pal and PizzaExpress iPhone app that would allow customers to pay their bill through their iPhone. The aim for the app was to provide customers with a way to leave the restaurant when they wanted to, and was expected to be handy for those in a rush or with restless children.

The campaign surrounding the app's launch focused on consumer news, technology news sites and sectors relevant to PizzaExpress and Pay Pal.

The press release contained the press release, an explanatory video made in partnership with Newspepper and hosted on Pay Pal's YouTube channel, screenshots of the app and a link to the Pay Pal gallery on Flickr, images of PizzaExpress, a Q&A, links to download the app from the Apple Store, and "retweet" and "like" buttons for sharing on social media networks. Key media contacts received a teaser directing them to this release.

The press release generated 1,232 mentions online about the PizzaExpress Pay Pal app, with a potential audience reach of 2.06 million. Coverage included The Daily Mail, Daily Telegraph, New York Times, FT.com blog, BBC Click, The Guardian, New Media Age and other tech, food, app and marketing sites. "PizzaExpress" also trended worldwide on Twitter and the app became number one in the UK for the "Free, Lifestyle" category during its first week available.

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The screenshot shows the Samaritans Facebook page. The header includes the Facebook logo and a search bar. The page is titled 'Samaritans' and 'Starting', with a 'Like' button. A profile picture of a woman is shown. The main content area is titled 'Starting the conversation' and contains text about the challenges of helping someone in distress, followed by a list of tips. The left sidebar includes contact information, a navigation menu, and a section for 'About'.

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Wall
Info
Welcome
Want to talk?
Worried?
Signs
Starting
Support us
MORE +

About
Samaritans exists to provide confidential emotional support to the distress...
More

10,501
like this

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Befrienders Worldwide

Songs to Save a Life

Samaritans **Starting** Like

Non-profit organisation

If you haven't already, support us by clicking the Like button Like 11K

Starting the conversation

The chances are your friend will appreciate you asking how they are. You don't have to be able to solve their problem, or even completely understand it. Knowing they've got someone in their corner who cares might just make things a little easier.

Start by letting them know you want to help. It can be difficult to have that initial conversation with the person you are worried about.

Here are a few tips to help you start:

- **Invite the conversation:** Often people want to open up, but wait until someone asks how they are. Find a good time, and give it a try.
- **Ask questions:** Choose questions that encourage people to open up, like "What happened about...?", "Tell me about...", "How do you feel about...?"
- **Show you understand:** Ask follow-up questions and repeat back the key things your friend has told you, using phrases like "So you're saying...". "So you think...".
- **Talk about feelings:** Often people find it easier to talk about facts. Asking about their feelings shows you care and can be of more help.
- **Respect their choices:** It can be tempting to try and solve someone's problems for them. It's usually better though for people to make their own decisions. Help them think of all the options, but leave the choice to them.
- **Look after yourself:** Supporting someone else can be hard. Give yourself time to recover and share how you feel with someone you trust.

Best use of digital by a NGO, NFP or charity

Gold Samaritans

Silver Action on Hearing Loss (Redweb)

Bronze World Vision UK (Box UK)

Highly commended Royal Wedding Charitable Gift Fund (GGMR)

Highly commended The Meningitis Trust (Renegade Media)

Samaritans partnered with Facebook to create a new scheme that will allow Facebook users to get help for a friend they believe is struggling to cope or feeling suicidal. Facebook's Help Centre now allows people to tell Samaritans of status updates or wall posts that may be of concern. From there Samaritans is able to contact the "distressed friend" and offer expert support. The Samaritans Facebook page also provides information on supporting friends in need, such as how to start a difficult conversation and spot the signs of distress.

Before this partnership, Samaritans struggled to help those who reached out to them through social media because of their confidentiality policy.

Samaritans chose to work with Facebook because it is currently the largest social networking site in the UK and it is the first suicide prevention initiative of its kind in the UK.

The news coverage surrounding the launch reached more than 20 million people in the UK with an advertising value of £146,000. The story ran in every national newspaper as well as Time magazine and select broadcast programmes. Notable people to support the campaign through social networks included Stephen Fry, Eliza Doolittle, The Hoosiers and Geoff Lloyd.

Judges said Samaritans' digital presence "makes good use of Facebook functionality", was "well thought-through", "simple but effective" and a "good presence in an area that matters."

Best use of digital by sector

Energy

Gold Centrica plc (The Group)

Integrated energy company, Centrica is not a consumer brand but has a number of key stakeholders including investors and corporate audiences. The top 30 FTSE100 company was Established in 1997 following the demerger of Centrica from British Gas plc.

To demonstrate transparency, trust and accountability, to protect Centrica's reputation online and to counter potential myths and misperceptions about the energy industry, Centrica Views was created at www.centrica.com/views. This tool for engaging with online audiences acts as a platform for debate through the mediums of blogs, videos, downloads, and web chats using the integration of Twitter, Facebook and YouTube. The average number of page views per month is over 6,000.

Centrica were keen to develop an interactive platform to allow feedback from their audiences to be published and monitored, to boost SEO and to show the human side of the business. Topics discussed have included nuclear and renewable energies.

Financial Services

Gold Lombard (Purestone)

Lombard is part of the Royal Bank of Scotland Group, offering services in corporate, business, retail and private wealth markets. In order to reinvigorate Lombard's existing customer base, long term strategic partner and digital specialist, Purestone were brought in to implement a retention campaign.

Aims of the campaign were to ensure that asset finance is a considered solution and is understood by the customer, and that Lombard is the provider of choice. One of the key strengths of Lombard as a provider are the one-on-one asset specialists available. Therefore the campaign sought to make customers aware of this provision and ensure that Lombard is not seen as a faceless organisation.

The campaign focused on the personal customer journey and worked through email, web and online applications. The two main aspects of the strategy were email between sales representative and customer and microsites as a tailored end point to the customer's experience.

Professional Services

Gold The Actuarial Profession (Slam Global)

Perhaps because of their mathematical focus and their association with the insurance and pensions industry, the actuarial profession had gained the reputation of being dull and old fashioned number-crunchers.

To promote the brand image of actuaries as experts in risk, alongside the benefits of being an actuary, Slam Global launched a Facebook page as part of an integrated campaign

The campaign is aimed at graduates and provides both a platform for graduates and members of the actuarial profession to meet and an interactive experience to clear up misconceptions about actuaries and show the multi-faceted nature of the profession.

Since its launch, Slam have been monitoring the page's statistics and managing adapting content accordingly. Some of the features include a day in the life videos, a mathematical game and news on events and jobs.

The Facebook page has over 8000 members and achieves on average 200 views per day.

Utilities

Gold E.ON (LBi)

November 2010 saw the launch of energy company E.ON's Energy Fit program, a website that creates energy plans for individual customers. The aim of the site was to help UK residents save energy – for the benefit of the environment and to save money on their bills, to increase engagement with a brand that has historically struggled with trust issues and to function as a platform to encourage new customers to switch to E.ON.

The program starts with a 20 minute graphic survey that enables UK residents to understand their property's energy efficiency. Customers are then motivated to set achievable goals according to their personal Energy Fit Indicator.

With a completion rate of 86%, the data gained from the surveys will help move E.ON one step closer to their ambition to get people get Energy Fit. Since the launch of www.eonenergyfit.com over 35,000,000 kWh worth of energy has been saved.

Media & Telecommunication

Gold Intel (Hill & Knowlton)

In 2010, Intel asked Hill & Knowlton to help Intel reach a new audience, the creative industries, to demonstrate the product benefits of 'Intel Inside'. Intel is used to communicating to a traditional technology audience, but the creative industries are resistant to communication from 'big brands'. Hill & Knowlton's strategy was therefore to avoid mass communication and instead encourage collaboration and sharing among art design and media professionals.

'Remastered' was driven by the concept of digital technology as an artist's medium, asking the question 'what might have happened if the Old Masters had 'Intel Inside'?'. The campaign challenged young modern artists to reinterpret iconic masterpieces, using digital technology as their inspiration. Ten winning artists would see their work exhibited at a public Remastered exhibition.

The campaign had a social media reach of more than 1 million and generated a total of 65 articles across creative media titles.

Public

Gold Metropolitan Police Service (AMV BBDO)

Aiming to reduce youth crime in London, a campaign was launched in August which focused on communicating the law known as Joint Enterprise, which means that by merely being connected to a crime you can be charged for the end crime. To engage teenagers, a 'whodunnit' was hosted on Facebook, created by AMV BBDO and Mediacom.

The campaign generated a total of 3,857 comments on the networking site and achieved a 28% fanning rate, delivering more than six times the average level of engagement for a Facebook campaign.

Who Killed Deon was covered by BBC News, Capital FM, XFM, the Evening Standard, Daily Mirror and local press and led 59% of respondents to suggest that the main message was 'You can be charged with murder even if you did not actually kill someone' while 44% suggested 'Don't get involved with weapons/ guns/ knives'.

Retail

Gold Tesco (MerchantCantos)

Tesco's online audiences include investors, media, government, jobseekers and NGOs. MerchantCantos was engaged in December 2010 to rebuild the Tesco corporate website to meet each audience's requirements for content and functionality.

The site is the first point of call for global media, storing 5 years of Tesco press releases and financial information.

Since launch the site has been reviewed positively by all Tesco stakeholder groups and has successfully supported financial results activity such as 2011 preliminary results and Q1 interims. Tesco feedback is that the overall time to deliver financial results has been reduced from 30 minutes to just a few seconds. The site has also successfully supported the transition to the new CEO with press releases, presentation materials and video content.

Travel

Gold bmibaby (The Rabbit Agency)

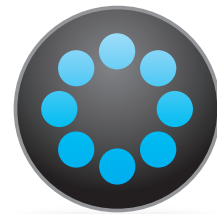
bmibaby is a UK-based low fares airline, flying to 35 destinations across the British Isles and Europe from Birmingham, Cardiff, East Midlands and Manchester Airport. The Rabbit agency was tasked with developing a cost effective digital strategy to inspire customers to have fun when travelling on priority routes.

bmibaby's priority routes change on a weekly basis, therefore the strategy had to be flexible to sustain the established customer service and also had to have the capacity to cope with crisis communication.

A Blogger Expert Panel was established, with each member selected for excellence in travel blogging and influence. Each blogger is profiled on the bmibaby blog, and the panel is now undertaking 'live' blogger trips to priority routes, of which there have been 19 so far. Trips are broadcast on Facebook, Twitter, Gowalla, the bmibaby blog and Instagram.

bmibaby is the first UK airline to launch a campaign on Instagram, the increasingly popular photo-sharing social network where it is collating the world's first crowd sourced destination guide.

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Digital agency of the year

LBI

With one gold award, two silvers, and one bronze, and with its media arm bigmouthmedia also winning a gold award, this year LBI has demonstrated the excellence of the digital services it provides for its clients who include Lloyds TSB, BT, Virgin Atlantic, and British Red Cross..

With offices in Europe, North America and Asia, LBI knows about keeping up internal communications on an international scale. They won the silver award this year for the intranet they created for National Grid which succeeded in connecting 28,000 employees globally without compromising the needs of the individual. As LBI has shown, this sort of work, when done well, can create a means not only for encouraging peers to get to know each other but also for connecting employees to the client's vision and for building personal loyalty to a new brand.

LBI's versatility extends to IR but it is for their consumer-facing services that they are best known. This year's award for best use of digital in the utilities sector was given to the E.ON Energy Fit Program, which improved public engagement with a client that has historically struggled with trust issues, and which led to tangible results in energy saved by customers throughout the UK. The website heavily relies on stakeholder interaction, and LBI delivered on that front, producing an engaging survey with a completion rate of 86%.

Understanding the ethos and spotting the USPs of clients are essential for any ambitious digital agency. The Hendrick's Curiositorium created by LBI to bring the Hendrick's brand story to life for fans is a wonderfully weird website that certainly embraces the brand's proud sense of peculiarity. The thriving creative atmosphere at LBI is also stimulated by the wide range of disciplines brought under one roof by the agency and the expertise it's able to bring to bear on projects, something the team refers to as 'blending'. As an agency that looks to the future in its campaigns, whilst not forgetting the communications lessons offered by the past, we are proud to present LBI with our inaugural Digital Agency of the Year Award.

Grand Prix for excellence in digital stakeholder relations

Metropolitan Police Service (AMV BBDO)

The winner of the Grand Prix for excellence in digital stakeholder relations is a campaign that placed digital communications at the heart of its strategy.

The work carried out by the Metropolitan Service with AMV BBDO has won three Gold Digital Impact Awards tonight for the 'Who killed Deon?' project. 'Who killed Deon?' utilised Facebook as a digital platform to reach out to the Metropolitan Police Service's primary audience for the campaign: London teenagers on the periphery of youth violence.

'Who killed Deon?' had a clear objective: to educate teenagers about the fact that under the law of Joint Enterprise, they might be charged with a crime that they didn't actually commit. The campaign illustrated the issue through a series of excellently produced videos that told the narrative of one boy's stabbing from the viewpoints of six different people involved, and used Facebook to engage with the teenagers watching on issues raised in the films.

A video campaign like this might previously have aired on TV or in cinemas, but the digital dimension AMV BBDO added to the work allowed the Metropolitan Police Service to get to grips with how teenagers understood the issues at stake, through asking questions on the Facebook page and enabling repeated viewings.

Tie ins with MTV and Spotify further consolidated the targeting of the campaign, which outstripped its delivery and engagement objectives. The strong take away of the main messages of 'Who killed Deon?' by the fans of the page also underlined its success.

'Who killed Deon?' delivers a powerful message that is enhanced, not complicated, by its relationship with digital platforms. We're delighted to award it the Digital Impact Awards Grand Prix.



CONGRATULATIONS!

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*Source: PR Newswire web analytics (May 2011)



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