

Winners

Communicate magazine



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Welcome

Thank you for joining us this evening at the 2012 Digital Impact Awards. I'm delighted you could be here as we celebrate some incredible examples of digital communications from across the globe.

The Digital Impact Awards is the UK's leading celebration of excellence in digital stakeholder communications, and the awards programme received more entries than ever before this year, of a truly staggering standard. I'd like to thank all our judges for giving us their time and expertise – I believe they've picked a fantastic set of winners.

I hope that the Digital Impact Awards will continue the precedent set in earlier years of providing a benchmark for best practice in digital stakeholder relations. The Gold, Silver, Bronze and Highly commended winners tonight have demonstrated the incredible work that can be done when digital communication is approached from a place of strategic, aligned thinking – whether it's through a website, mobile devices, videos, or in any sector from financial to retail.

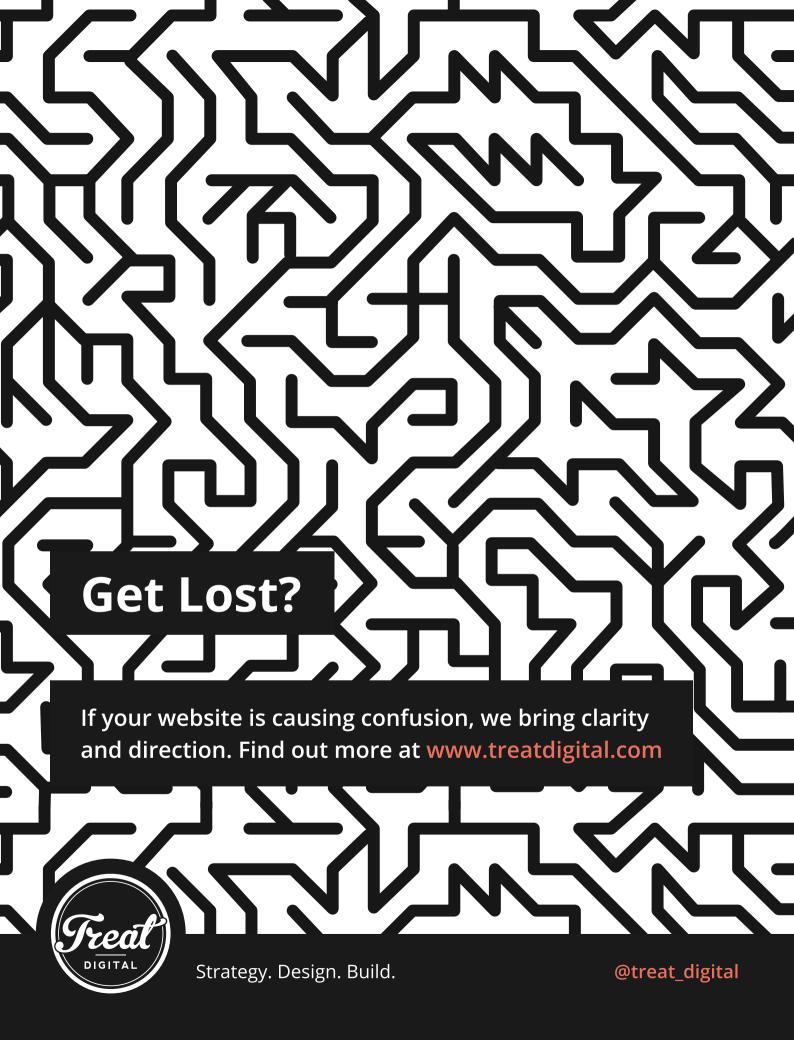
I'd like to thank everyone who entered the Digital Impact Awards, and all our sponsors for making such a great evening possible. Congratulations to the winners & finalists – we look forward to seeing you again next year!

Molly Pierce

Editor, Communicate magazine

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Meet the host

Steve Mould is a science presenter and comedy performer who specialises in all things boffin-related. Steve has a MA from Oxford University in Physics and can be seen on various shows as a science pundit, in charge of blowing things up and giving expert opinions on affairs in the mad world of science. He can also be seen regularly on Blue Peter as their resident science expert.

Steve runs the sell-out night of science and comedy, Festival of The Spoken Nerd and is one half of geeky sketch double act Mould & Arrowsmith.

He recently hosted alongside Brian Cox at Science Live! at the Science Museum.

History of the Digital Impact Awards

Now in its third year, the annual Digital Impact Awards have grown from their inception in 2010 to one of the largest and best-respected awards ceremonies in digital communications. More pertinently, the Digital Impact Awards were the first to recognise digital work across all areas of corporate communications since social media exploded just a few years ago.

The inaugural awards in 2010 came about due to there being no existing way of effectively measuring and rewarding interesting and innovating digital communication, despite its growing importance in the business world.

This was new territory, and soon the awards were set up, recognising best practice in all areas of corporate communications, including media relations, social media, investor relations, and internal communications with categories that focus on strategy, execution, content and evaluation.

2010 saw Centrica pick up the first Grand Prix for excellence in digital communications for its work with The Group, whose clients also picked up a further seven awards. The benchmark was set, kindling a sense of competition in what was still a fairly new area for many organisations. The 2011 awards promised to be bigger.

2011 saw the awards return on a grander scale, with more entrants than ever before vying for each award. The Grand Prix went to the Metropolitan Police Service and AMV BBDO for the brilliant 'Who killed Deon?' project, which, through a series of excellently produced videos, told the narrative of one boy's stabbing from the viewpoints of six different people involved. The campaign used Facebook and other social media platforms to engage with the teenagers watching on issued raised in the films, and raised the bar for digital communicators.

As digital media continues to grow in terms of scope and importance, the Digital Impact Awards continue grow with it. The 2012 awards feature new categories and a brand new special award, the Kulu Valley Community Choice Award, giving all the companies shortlisted the chance to showcase their entries in a brand new light: an interactive visual message.

The 2012 Digital Impact Awards are bigger and bolder, but stay true to their original purpose. They recognise and reward excellence in digital stakeholder communications. The importance of the awards lies in their role as an industry-wide benchmark for digital communications, and as digital media continues to expand into the future, redefining what is possible, the Digital Impact Awards will be there to recognise and reward excellence in the industry.



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Meet the judges



Luke Alexander, Four Communications

Luke leads the digital team at Four Communications, one of the UK's leading independent integrated agencies. His varied career takes in everything from reputation management to video editing. He currently specialises in campaigns which span platforms and channels, consulting on digital and social media strategy for organisations such as the British Library and the Glasgow 2014 Commonwealth Games.



Neil Barnett, Friends Life Group

Neil is the online communications manager for the Friends Life Group. Responsible for the introduction and development of the first Friends Life intranet in 2000, Neil has also focused on digital communications for external corporate audiences. During the listing on the London Stock Exchange in 2001, Neil introduced a new corporate online presence for the Friends Provident Group. In 2009, Neil was responsible for leading the financial services sector into social media with one of the first Twitter accounts aimed at independent financial advisors and customers.



Sophie Brendel, BBC

Sophie is the head of digital communications at the BBC, responsible for communications strategy, publicity activity and reputation management for digital services including BBC Online, iPlayer, R&D, technology and archive. Sophie also leads the BBC's Digital Engagement team, heading up online and social media activity across BBC communications. Prior to joining the BBC, Sophie worked for Thomson Reuters in New York and London.



Vikki Chowney, TMW

Vikki is head of community at intelligent influence agency TMW. She's a former journalist, most recently as news editor for Econsultancy. From 2009 - 2011 she edited Reputation Online, a sister title to new media age that presented both editorial and user-generated coverage of the digital PR landscape. She also penned a monthly column for Communicate magazine throughout 2011. In a previous life Vikki worked in PR, specialising in digital and social media for clients including Acceleration, ZYB, Skype and Vodafone.



William Cookson, Razorfish

William has learnt from the best in the digital industry: he started as a junior designer at Brand New Media in Leeds and was further inspired at AKQA. After almost four years as part of the Poke team, he joined Razorfish in 2012 as creative director. Some memorable brands he's created things for are Nike, Manchester City, Orange, Coca-Cola and Mulberry. In his spare time he works on www.believe.in which is designed to connect people to charities and empower them to do good.



Nick Edell, Hill + Knowlton Strategies

Nick is responsible for further developing H+K's digital content development offer across all sectors. He brings a rich design and development background with detailed technical understanding of digital projects including: bespoke and open-source CMS sites, e-commerce sites, campaign-specific sites, apps and off-line multimedia projects. Nick lives in Cambridgeshire and is a passionate lo-fi photographer – he recently set up an open arts space in a disused K6 phonebox in his village.



Jennie Gerry, OTM (UK) Ltd

Jennie has been working in the area of digital communications since 1997, when she set up digital agency Real Design. Since then she has continued to be a founder director of what later became Real451, working on a diverse range of digital products for brands such as BBC, Turner and TFL. Last year Real451 joined OTM (part of Target TMCG – one of the UK's leading independent media companies) where Jennie now heads up a strong digital team.



Billy Greenhalgh, HR Media Ltd

Billy has led the development of digital communications at HR Media for over six years. His role as head of digital communications places him in charge of the largest growth area for the company and highlights his management capacity for complex projects incorporating mixed elements of website provision, social media, video, audio and traditional PR. Alongside his broader remit, Billy's work as an account manager has embraced media relations with an ongoing specialism in crisis communications.



Abby Guthkelch, Royal Mail

Abby is the head of digital communications and planning at Royal Mail Group. She has a proven track record in maximising digital integration across internal and external communication to transform and enhance brand, customer and colleague advocacy. Abby has worked in senior corporate communications, investor relations, and digital consulting positions both in-house (private and public sector) and agency-side.



Maz Hayes, RBS

Maz has worked for a dozen years across the digital spectrum within financial services. Her present role drives forward the digital proposition in support of the RBS Group communications and engagement strategy. She is currently preoccupied with integrating the best of real-time social media into established digital channels. She is excited by the possibilities presented by the future of digital and is delighted to be part of the panel of judges in this year's Digital Impact Awards.



Neil Jenkins, Coca-Cola Enterprises

Neil is responsible for driving internal communications strategy at Coca-Cola Enterprises, which manufactures and distributes Coca-Cola products in Great Britain, France, Benelux, Norway and Sweden. His role includes developing how the company uses digital communications to engage its multinational workforce of 13,500 employees. Neil joined the business in 2008. Earlier in his career, he held senior internal communications positions at Vodafone and Siemens.



Jo Johnson, London Symphony Orchestra

Jo is responsible for the London Symphony Orchestra's website, e-marketing, social media, mobile projects and digital content. She speaks on digital strategy and content at seminars and lectures, most recently the Asociación Española de Orquestas Sinfónicas, L'Association Française des Orchestres and City University, and consults with orchestras and arts organisations around the world. Jo also chairs the Digital Managers' Forum of the Association of British Orchestras.



Sue MacMillan, Mumsnet

Sue Macmillan is head of business development at Mumsnet - the UK's busiest online parenting site. She has worked as a digital consultant, advising large companies, startups and NGOs on digital marketing techniques and prior to that was head of digital at the Labour Party.



Ben Matthews, Bright One

Ben is a freelance digital PR consultant specialising in tech, media and charity sectors. He was awarded Young PR Professional of the Year 2010 and is the youngest ever PR professional to be featured in PR Week. His freelance clients include American Express, WWF and LOCOG.



Linda McBain, Save the Children

Linda McBain has been the digital marketing manager at Save the Children since January 2011, managing its social media, email marketing, mobile marketing, PPC and display advertising activity. She has eight years of experience in marketing experience, and has spent the last six years working in digital for the charity sector. You can find her on Twitter (@Lindamcb.



Pieter Myburgh, Anglo American

Pieter Myburgh is head of marketing communications & digital at Anglo American. In this capacity he recently managed the changeover to the new Anglo American brand, launched a global advertising campaign, and oversees Anglo American's web, intranet and recently launched social media platforms. He is also responsible for sponsorships and digital asset management. He has over 20 years of experience in both internal and external communication management both globally and locally covering mining, manufacturing, higher education and consultancy.



Anil Pillai, LBi

Anil has been with LBi since 1996 having been a founding member of Oyster, which LBi bought in 2005. He was promoted to his current role as CEO in 2010. Since joining LBi, Anil has helped shape digital strategies and programmes for brands like ASDA, E.ON and Lloyds TSB, as well as managing the day-to-day running of the agency. Anil is also chair of the IPA Digital Business Committee, and is on the steering committee for iMedia.



Jeremy Probert, London City Airport

Jeremy has over 20 years of experience in corporate affairs, gained working across a range of industry sectors including events, leisure retail, health and fitness, brewing, electronic payment and – latterly – aviation. His remits have included external (media) relations, internal communications, public affairs, marketing/brand communications and issues and crisis management. Not only can he organise a piss-up in a brewery, he actually has.



Rav Punia, Rio Tinto

Rav Punia is the head of digital for Rio Tinto, the diversified and global mining group. He is responsible for the development and delivery of the group's digital and social media strategy. Prior to joining Rio Tinto Rav worked in senior positions in both agency and client side, providing expertise on all aspects of digital and mobile initiatives.



Phil Ryan, 3 Monkeys Communications

Phil has 11 years of technology and digital marketing experience. He currently advises clients on how best to leverage new and social media. Phil is well versed in providing digital strategy and implementing online campaigns and community management programmes on behalf of his clients, and has overseen the creation of digital assets (everything from full websites, video content, applications and animations), managing a team of developers, designers and audio/ visual specialists. His current clients include Microsoft, BiC and Gumtree.



Alexandra Saxon, Research Councils UK

As head of communications, Alexandra is responsible for the Research Council UK internal and external comms strategies including all media, web, publications, events and other activities. She was a member of the BIS Science and the Media working group and is currently a member of the Online Media Group for Science. Before joining RCUK, Alexandra worked within the Economic and Social Research Council and prior to that, English Heritage. Her career has also spanned PR, brand management and marketing across other public and private sector organisations.



Bryan Smith, Smith & Nephew PLC

Bryan Smith is currently director of digital communications at FTSE100 medical devices company Smith & Nephew PLC, based in the group head office in London. With a background in both digital agencies (most recently holding senior positions at both Profero and Fortune Cookie) and client side (including Rio Tinto where he launched some of the FTSE100's first social media channels) he has over 18 years of experience in digital communications.



Mark Sproul, Edinburgh Napier University

Mark has worked in the higher education sector for five years and in marketing/communications for 15 years. He currently manages the digital and creative team to deliver internet, brand development, campaigns and publications. Mark has driven improvement and integration across internet, customer relationship management and marketing campaigns. A keen social media advocate, Mark has ensured the University regards it as a key channel for both marketing and engagement.



Paul Taylor, Forevermark Diamonds at De Beers

Having spent his career working solely within the digital world, Paul currently finds himself as global head of digital at Forevermark Diamonds from De Beers delivering the global strategy and overseeing the delivery of advertising, websites, social and mobile activity across China, Japan, India and the US. Originally from a creative background, Paul worked within many agencies before going client side. Paul is passionate about all things mobile and speaks regularly at events.



James Thellusson, Lexis PR

James is head of corporate and business communication at Lexis PR. He also oversees Glasshouse Partnership, Lexis' CSR & sustainability consultancy, which he founded. He advises clients on strategy, corporate campaigning, CSR, crisis & issues management, media relations, social media and reputation management and has won over 20 awards during his career including a Digital Impact Award for http://pioneers.bcs.org/. Prior to his current role, James was CEO at Edelman UK and EU MD at Cohn & Wolfe having worked as a journalist and advertising copywriter.

Who won what

Deliverables

Best corporate website

Gold - Tesco (The Group) Silver - J Sainsbury plc (SAS) Bronze - BBC Highly commended - Saudi Aramco (LBi) Highly commended - TelecityGroup (Design by Structure)

Best use of SEO for corporate communications

Gold - Mixamate (inPress Online) Silver - Kuoni (LBi) Bronze - Asda (Razorfish)

Best use of mobile and portable devices

Gold - Harper Collins Silver - Nokia and CNN Bronze - Centrica (The Group) Highly commended - The R&A (Endava)

Best use of digital to aid a CR campaign

Gold - Aviva and Railway Children (Hill+Knowlton Strategies) Bronze - Centrica (Context) Bronze - WPP

Best use of digital in a change or rebrand situation

Gold - Burton's Biscuit Co. (UM London) Silver - Hachette (The BIO Agency) Bronze - Microsoft (LBi) Bronze - TelecityGroup (Design by Structure) Highly commended - East Cambridgeshire District Council (Ferrier Pearce)

Best use of online video

Gold - Coalition for Equal Marriage (NÜKO)

Silver - Corning Incorporated (Doremus) Bronze - Microsoft (LBi) Highly commended - O2 (Hope and Glory PR) Highly commended - Tesco

Best corporate viral campaign

Gold - Corning Incorporated (Doremus) Silver - Promark PR (Ossian Productions) Silver - Satmetrix (Threepipe) Bronze - Bank Constanta (LeavingStone) Highly commended - LBi Rave Highly commended - Cisco (Octopus)

Best digital corporate advertising campaign

Gold - Bank Constanta (LeavingStone) Silver - Barclays (LBi)

Best digital communication as part of an integrated campaign

Gold - Reckitt Benckiser (The Workroom)

Silver - Skype (1000heads) Bronze - Accenture (Omobono) Highly commended - Doritos (AMV BBDO) Highly commended - Farming First (Glasshouse Partnership)

Social Media

Best use of existing social media platforms/sites

Gold - Nissan (AKQA) Silver - Skype (1000heads) Silver - bmibaby (The Rabbit Agency) Bronze - Bank Constanta (LeavingStone) Bronze - bmi (The Rabbit Agency) Highly commended - BBC

Best development of own social media tools/platforms

Gold - Nokia and CNN Silver - Skype (1000heads) Bronze - Sony Xperia Media Review Hub (Wolfstar Consultancy)

Best community development

Gold - bmibaby (The Rabbit Agency) Silver- Unilever (Kaizo) Bronze - Skype (1000heads) Highly commended - Castrol EDGE (M&C Saatchi Sport and Entertainment) Highly commended - SAP (Octopus)

Best use of digital to an internal audience

Best intranet Gold - Clarks – Your Connection (Bray Leino Yucca) Bronze Coca-Cola Enterprises

Best digital employee communication

Gold - Accenture (Omobono) Silver - Royal Mail Group Bronze - National Grid (WPA Pinfold) Highly commended - Coca-Cola Enterprises

Best use of digital to an investment audience

Best online annual report

Gold - Tesco (The Group) Silver - Aviva (SAS) Silver - Prudential (The Group) Bronze - Tullow Oil (The Group) Highly commended - British American Tobacco (MerchantCantos)

Best use of digital to aid media relations

Best online newsroom

Gold - Honda (NASDAQ OMX) Silver - BBC Silver - Heathrow (NASDAQ OMX) Bronze - Centrica (The Group) Highly commended - imagineear (Mynewsdesk)

Evaluation

Best process to evaluate a digital project

Gold - Practical Action (BOTTLE) Silver - Barratt (LBi)

Sector

Best use of digital by a NGO, NFP or charity Gold - National Trust (Flint PR)

Silver - RNLI (Redweb) Bronze - Practical Action (BOTTLE) Highly commended - Army Cadets (Spencer du Bois) Highly commended - Coalition for Equal Marriage (NÜKO)

Best use of digital in the energy sector

Gold - Centrica (The Group) Silver - British Gas Business (Rufus Leonard) Bronze - British Gas (Rufus Leonard)

Best use of digital in the financial services sector

Gold - Citibank App for iPad Silver - Lloyds (LBi) Bronze - Ericsson Money (Threepipe) Highly commended - Bank Constanta (LeavingStone) Highly commended - Lombard Group (Purestone)

Best use of digital in the professional services sector

Gold - Accenture (Omobono) Silver - Satmetrix (Threepipe)

Best use of digital in the technology, media & telecoms sector

Gold - O2 (Hope and Glory PR) Silver - Sony Xperia (LBi) Bronze - Skype (1000heads) Bronze - TelecityGroup (Design by Structure) Highly commended - Kinetic (Purestone)

Best use of digital in the engineering and manufacturing sector

Gold - Johnson Matthey Silver - NLMK (Black Sun) Bronze - Alstom (Freestyle Interactive)

Best use of digital in the food & beverages sector

Gold - Greggs (STEEL) Silver - Guinness (iProspect) Bronze - SwipeStation (Clock)

Best use of digital in the retail sector

Gold - Motilo (LBi) Silver - Greggs (STEEL) Bronze - Fox Home Entertainment (iProspect) Bronze - Tesco (The Group) Highly commended - BrandAlley (iProspect)

Best use of digital in the travel & leisure sector Gold - bmibaby (The Rabbit Agency)

Silver - Taylor Made Adidas Golf (Purestone) Bronze - Travelodge (iProspect) Bronze - Shorefields Holidays (Redweb) Highly commended - bmi (The Rabbit Agency)

Best use of digital in the extraction sector

Gold - Saudi Aramco (LBi) Silver - Rio Tinto (Black Sun)

Best use of digital in the utilities sector

Gold - British Gas Business (Rufus Leonard) Silver - Total (9xb) Bronze - British Gas (Rufus Leonard)

Best use of digital in the property sector

Gold - Barratt (LBi) Gold - McCarthy & Stone (Redweb) Silver - Foxtons

Best use of digital in the public sector

Gold - Northumberland County Council Silver - Royal Mail Group Bronze - East Cambridgeshire District Council (Ferrier Pearce)

Digital Agency of the year The Group

Grand Prix for excellence in digital stakeholder communications Reckitt Benckiser (The Workroom)

DELIVERABLES

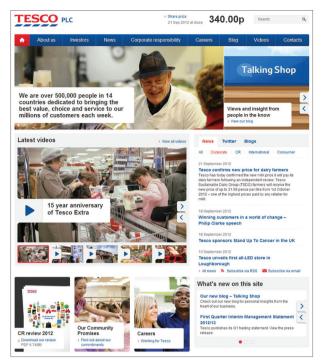
Best corporate website

Gold Tesco (The Group) Silver J Sainsbury plc (SAS) Bronze BBC Highly commended Saudi Aramco (LBi) Highly commended TelecityGroup (Design by Structure)

Tesco launched www.tescoplc.com in the hope of engaging its stakeholders by delivering information about Tesco directly in new, interesting and innovative ways. With an audience stretching further than most companies, Tesco understood the importance of making its website accessible to everyone: employees, customers, investors and analysts, students, governments, NGOs, and regulators.

A series of videos were created and posted on the website, covering topics such as Tesco's financial results, its online business and work with local suppliers, all conveying the company's strength and depth. The videos proved hugely popular with the total number of views and RTs reaching 45,733.

The new website facilitated access to social media, including links to Tesco accounts on Twitter, YouTube and LinkedIn, but maintained its easy accessibility to all users. In recent months there has been a vast increase in visitor traffic, who on average spend over seven minutes on the site. The website has received very positive feedback from journalists, investors and stakeholders



Best use of SEO for corporate communications

Gold Mixamate (inPress Online) Silver Kuoni (LBi) Bronze Asda (Razorfish)

The UK's leading provider of mix-on-site concrete and seed Mixamate partnered with inPress Online with the intention of creating better visibility online after having noted an increase in tail-off calls in the Yellow Pages. This meant that modern consumers would be able to find Mixamate when searching for building materials online even once the Yellow Pages have disappeared.

Search engine optimization was therefore placed at the very centre of the company's communications. A new website was established, which included videos and images put through by YouTube and Google+, blog posts and press releases, all of which were optimized for search. This ensured an enhancement in website traffic and an improvement in web rankings as well as creating leads. Additionally 80+ key search terms were created to improve search results in Mixamate's favour, allowing it to compete with larger building material companies.

The campaign was hugely successful, with Mixamate now ranking on the first page for 59 of the 80+ key search terms and within the top 10 pages of Google for almost all. Furthermore, according to Google analysts, between May 2010 and May 2012 the total number of views of the Mixamate website has grown 101.9%. This success has led to a wider marketing and communications strategy being constructed around SEO, including PR, social media, print mailouts and advertising.



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DELIVERABLES

Best use of mobile and portable devices

Gold HarperCollins (the OTHER media) Silver Nokia and CNN Bronze Centrica (The Group) Highly commended The R&A (Endava)

The OTHER media was approached by HarperCollins with the request of helping the publisher to create an app version of "Wonders" with Brian Cox, to be released first for iPad and later for iPhone. The OTHER media hoped to take all of the elements available from Cox's tremendously successful "Wonders" brand and find a way to create an interesting and enjoyable reading experience to be consumed on a mobile device with ease and style.

It was decided by the team at the OTHER media that two in-house technologies needed to be developed in order to produce a fresh and innovative multimedia digital publishing experience. A new 3D engine was created capable of handling more complex animations and high-resolution textures, which played on the new iPad's impressive graphics and clear display. Next a brand new publishing platform was built: Glide Publisher. Glide Publisher provided an exciting, new digital reading experience, with scrollable items of text and access to other media elements such as images and videos, which without having to press play, expand as you scroll.

Not only does the app include more than two and a half hours of video from the series, hundreds of images and a story told in Cox's accessible and familiar style, but it proved to be hugely successful across the country. The app became 'App of the week' by midnight on the day of its release on AppStore, and was rated an average of 4.5 stars from more than 500 AppStore purchasers, many of which did award it the full 5 stars. Criticism of the app worldwide remained positive and it was even dubbed "perfect" by the iMore reviewer.



Best use of digital to aid a CR campaign

Gold Aviva and Railway Children (Hill+Knowlton Strategies) Bronze Centrica (Context) Bronze WPP

Looking to spread the word about the dangers of young people on the streets, Aviva and H+K Strategies teamed up with Railway Children to launch an integrated digital campaign, featuring a bespoke Facebook group and featurequality dance video.

The team thought that the issue was often overlooked (homeless children are often not reported missing, or have ran away from home), and as such, the campaign aimed to spread awareness through digital and social engagement, rallying 13-24 year olds to participate and raise funds.

The Street Dance For Change campaign called on young people to upload their own freestyle dance video to win Diversity tickets; for every view of the video, Aviva donated £2 to Railway Children, with a target of raising £50k. The campaign also featured an interactive Facebook app, which acted as a central hub with two tabs; one for youth engagement sharing interactive content, the other featuring more detailed information for an adult audience.

The campaign exceeded all expectations, raising over £100,000 for Railway Children. The campaign videos were viewed more than 338,000 times on YouTube, and the campaign itself reached coverage on BBC1, Hellomagazine. com and FirstNews. For the £368k budget the campaign reached an audience of 38.2m people, costing less than £1 per person per engagement

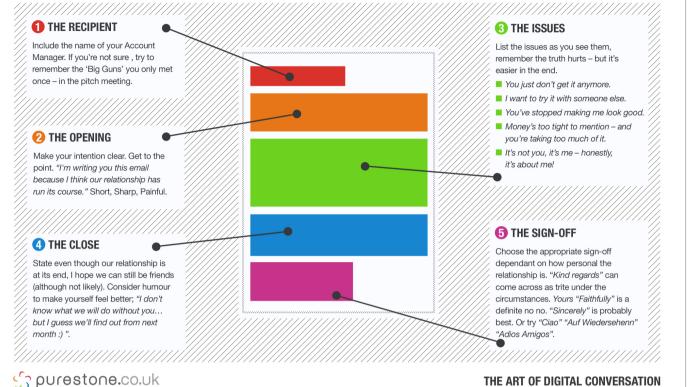


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DELIVERABLES



Best use of digital in a change or rebrand situation

Gold Burton's Biscuit Co. (UM London) Silver Hachette (The BIO Agency) Bronze Microsoft (LBi) Bronze TelecityGroup (Design by Structure) Highly commended East Cambridgeshire District Council (Ferrier Pearce)

In order to re-launch the brand Wagon Wheels, Burton's Biscuit Company joined forces with UM London. It was decided that Wagon Wheels was to take a completely new direction, away from the old Wild West theme, and instead become the centre of a campaign focused on alien conspiracy.

Wagon Wheels, it was felt, had lost touch with the modern teenage audience, one totally immersed in the new era of digital and social media. Therefore a campaign was launched redesigning Wagon Wheels and encouraging teenagers across the UK to get involved in a digital adventure which posited that the biscuits were full of "Martian mallow" and so held the secret to alien conspiracy.

A central blog was created around three main characters carrying out an investigation, following clues and looking for 'proof' of alien existence. Videos of these investigations were scattered across kids' popular and gaming websites, urging them to join in the quest and in total gained over 11 million views. The kids were then given the opportunity to get involved in the investigation, searching for clues themselves through an MSN Hub with the chance to win an Xbox, which proved successful.

The re-launch successfully captured the attention of the teen audience, with sales of Wagon Wheels between the April-June campaign period totalling a sales total uplift of +50% and average sales increasing by 24%



Best use of online video

Gold Coalition for Equal Marriage (NÜKO) Silver Corning Incorporated (Doremus) Bronze Microsoft (LBi) Highly commended O2 (Hope and Glory PR) Highly commended Tesco

"Homecoming" was a video campaign launched to raise awareness of the UK Home Office consultation into the introduction of same sex marriages. It was created as a direct response to an online anti same-sex marriage campaign, lobbying all those not in favour of same-sex marriage to take part in the UK consultation to outweigh the positive responses.

The film aimed to provoke an emotional response from the general public to encourage sharing on Twitter and Facebook, raising the profile of the Coalition for Equal Marriage and attracting the attention of influential figures to the government consultation. Additionally, it sought to capture the attention of the gay media, such as the Gay Times, and also mainstream media like the BBC and The Times. Stephen Fry promoted the video through his Twitter account which boosted viewings.

With over 700,000 views in its first week online, the campaign topped YouTube's most watched list and attracted the attention of personalities such as Deputy PM Nick Clegg, Home Secretary Teresa May, and Richard Branson, all of whom posted their own responses to the video on YouTube. The film has been featured in numerous newspapers such as The Guardian, The Independent, and The Daily Mail and has also received TV and radio coverage. Interestingly, the film debuted in a Milan Film Festival and has inspired the Out4marriage.org campaign, with various celebrity and MP endorsements.

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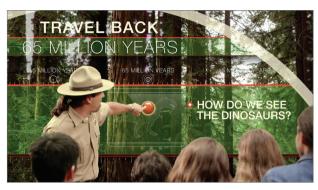
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DELIVERABLES



Best corporate viral campaign

Gold Corning Incorporated (Doremus) Silver Promark PR (Ossian Productions) Silver Satmetrix (Threepipe) Bronze Bank Constanta (LeavingStone) Highly commended LBi Rave Highly commended Cisco (Octopus)

This partnership won gold in the same category and silver for Best use of online video at last year's Digital Impact Awards for the first 'A Day Made of Glass', and has followed up that success with a longer video and glimpse behind the scenes in 'A Day Made of Glass 2'

Doremus was tasked with further promoting Corning's new innovative glass technology on a budget that did not allow for mainstream marketing techniques. The video followed a day through the eyes of a family using Corning's glass products, extending the uses already seen in the first video. A Day Made of Glass 2' also went viral online, continuing to capture the audience reached in 2011, and was shared across multiple platforms and received press coverage for its popularity.

Corning was attempting to change the perception of its brand in the process. By showcasing the 160-year-old company's breakthrough technology, Doremus has repositioned Corning in the minds of consumers. Doremus suggests that the media buy for similar coverage would have cost \$100 million. The YouTube and social media-based campaign achieved the same success for a fraction of the cost. Additionally, the brand has been successfully repositioned with interest for Corning products coming from the White House and U.S. Military as well as consumers.



Best digital corporate advertising campaign

Gold Bank Constanta (LeavingStone) **Silver** Barclays (LBi)

Georgia as a country is increasingly finding that its local banking centre is largely dominated by inner city banks. Bank Constanta therefore realised it needed to do something if it was to break into the capital city and appeal to urban customers. Consequently LeavingStone launched an advertising campaign in order to appeal to those in the city and thus improve Constanta's image.

It was important to move away from the notion that the countryside is 'technologically backward' and so it was decided that the campaign would use Facebook as a way of bonding with potential customers. The campaign targeted profile pictures, allowing people to create unique characters in their own image through a Facebook application. They would then set these as their profile pictures, noting their pride in rural origins by spreading the message "we all come from the countryside!"

This message spread rapidly through Facebook, engaging around 130,000 or one quarter of the Georgian Facebook population. About 110,000 of these were from the capital city, which meant a huge success. Furthermore, more than 53,000 people changed their profile pictures in the first two weeks and the brand's Facebook page was filled with positive feedback. As a result of this campaign, Constanta saw a 21% increase in the number of clients.

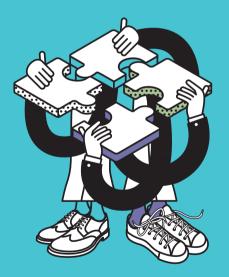


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Best digital communication as part of an integrated campaign

Gold Reckitt Benckiser (The Workroom) Silver Skype (1000heads) Bronze Accenture (Omobono) Highly commended Doritos (AMV BBDO) Highly commended Farming First (Glasshouse Partnership)

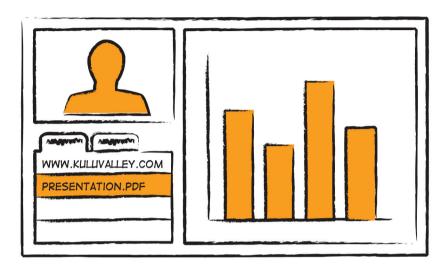
In an effort to raise brand awareness and raise career consideration amongst students, graduates and those in business careers, Reckitt Benckiser and The Workroom teamed up to launch an extremely successful year-long integrated campaign.

While most of RB's "Powerbrands" are household names, a large section of its audience doesn't know anything about the corporate brand itself. The future of RB depends upon recruiting influential, innovative and ambitious people, and it became of significant importance to ensure that those unaware of potential career opportunities within the corporate brand were enlightened.

The message of the campaign became "heart thumping opportunity" and a focus on the opportunity to become employed through RB was emphasised across all advertising, successfully playing up to the target audience of students and graduates. Well known Powerbrands such as Durex and Dettol were successfully adapted to include catchy career -related messages, for example Dettol "kills 99.9% of all boring jobs". Additionally, on-campus events at different universities attracted students to their website and Facebook page and two viral games, UrbAN THRILL and Crazie RBrands, were established with further communication carried out through blogs, Twitter and LinkedIn.

The overall results were astoundingly successful. There was a 98% upsurge in visits to the RB jobs board page, and the number of Likes on RB's Facebook increased by a huge 410%. Furthermore, UrbAN THRILL and Crazie RBrands reached the top 10 in the Global and European viral charts, proving their wide success.

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SOCIAL MEDIA



Best use of existing social media platforms/sites

Gold Nissan (AKQA) Silver Skype (1000heads) Silver bmibaby (The Rabbit Agency) Bronze Bank Constanta (LeavingStone) Bronze bmi (The Rabbit Agency) Highly commended BBC

Nissan sought to create a campaign platform upon which the Nissan brand could establish better traction by building upon the success of the Micra in India. Working with AKQA, Nissan launched the campaign "New Star of India", a Bollywood movie starring famous actor Ranbir Kapoor, 100 Nissan Micras and 20 lucky co-stars chosen by a Facebook competition.

It began with Kapoor addressing his fans in a teaser video, asking them to audition for the chance to star in his new movie "New Star of India". A partnership with the Times of India network was made to announce the auditions on their TV and radio channels and in their newspapers. A Facebook App was then launched so that fans from all over India could upload their auditions, which were then voted on by the public. The 100 most popular were narrowed down to 20 winners, who were then flown to Bollywood's top studios to meet and act with Kapoor.

The film was launched with a première, TV and cinema trailers and even had its own separately released soundtrack and music video, which ensured that it caught the attention of everyone in India. As a result of the campaign, Nissan's Facebook page membership grew from a few hundred to over half a million in just three months – making it the top automotive brand in India. Nissan also succeeded in establishing a close relationship with the youth of India.



Best development of own social media tools/ platforms

Gold Nokia and CNN Silver Skype (1000heads) Bronze Sony Xperia Media Review Hub (Wolfstar Consultancy)

Working with CNN, Nokia set out to establish an app that would allow users quick and easy access directly from their phones to iReport, which is CNN's social network for news.

An immensely popular website, iReport has been logged from every country in the world and has over 1 million users logging 500+ reports a day. Nokia's app would allow users to download CNN iReports to their mobile phones wherever their location and with ease and flair. The app was promoted by CNN and Nokia across TV and digital media, directing people to the Marketplace where they could download it.

There were over 130,000 global app downloads and an extremely positive review of 4.5 stars on Marketplace, proving iReport to be very successful.

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SOCIAL MEDIA



Best community development

Gold bmibaby (The Rabbit Agency) Silver Unilever (Kaizo) Bronze Skype (1000heads) Highly commended Castrol EDGE (M&C Saatchi Sport and Entertainment) Highly commended SAP (Octopus)

As one of the smallest airlines in the world, with only 14 planes, bmibaby teamed up with The Rabbit Agency to launch the campaign "My Europe". The campaign aimed to encourage more people to travel and to raise the airline's profile by asking travellers to upload their best holiday photos to the social network Instagram with a chance of winning free flights.

Travellers uploaded their photos to Instagram accompanied by country specific hashtags, for example #myholland and #myswitzerland. The best photo from each country, chosen by the community, was then awarded free flights at the end of that month.

50,000+ photos were uploaded with hashtags relating to countries in bmibaby's campaign and bmibaby became the third most talked about airline on Instagram above travel giants Lufthansa, British Airways and United Airlines.

BEST USE OF DIGITAL TO AN INTERNAL AUDIENCE

Best intranet

Gold Clarks – Your Connection (Bray Leino Yucca) **Bronze** Coca-Cola Enterprises

Bray Leino Yucca was approached to design and build Clarks' new international franchise extranet, "Your Connection", linking franchise-holders around the world. Clarks, which is the global number one everyday shoe brand, previously had no central system or the ability to communicate in multiple languages, instead all managing and sales figures for stores across the world were handled through Excel spreadsheets and all brand communications was sent via email or post.

Ease of use was paramount for the extranet, and it was developed to complement the consumer brand and site design. The central system runs on an adapted version of Microsoft SharePoint 2010, which allows for open communication in six different languages, document sharing, reporting, real time updates and users logging in daily.

"Your Connection" is live in 14 different countries and there are currently 700 users worldwide all able to use the system to view their sales targets and weekly tasks, download the relevant documents to support those tasks and update the status of tasks, connecting Clarks stakeholders all around the world.



Best digital employee communication

Gold Accenture (Omobono) Silver Royal Mail Group Bronze National Grid (WPA Pinfold) Highly commended Coca-Cola Enterprises

Looking for the best way to attract potential employees at the lowest cost possible, Accenture and Omobono launched the Employee Referral Programme (ERP). By asking existing employees to refer friends, relatives or ex-colleagues to job opportunities at Accenture, they would be breaking into an entirely new pool of untapped potential.

Posters were put up around offices advertising the programme, and emails and videos were circulated explaining how employees could help shape the future of the team and therefore the company by referring those they know. The employees were also offered bonuses for each successful referral, which created a good incentive.

As a result of the ERP, Accenture has saved £11million in recruitment fees and the number of referral applications has increased by 200%. Additionally, the number of employees hired through the campaign has risen from 1100 to 1800 a month.



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BEST USE OF DIGITAL TO AN INVESTMENT AUDIENCE

Best online annual report

Gold Tesco (The Group) Silver Aviva (SAS) Silver Prudential (The Group) Bronze Tullow Oil (The Group) Highly commended British American Tobacco (MerchantCantos)

Tesco was keen to establish an online annual report website that encouraged shareholders to visit and added a sense of value that could not be felt through the hard copy. It was also important to appeal to a broad audience including staff members, journalists and customers.

The online report that Tesco developed tells an honest, simple and consistent story of how the company achieves value for stakeholders and how the core of their goals remains securing customer loyalty. On the website, emphasis was placed on video interviews with Tesco senior directors, including the CEO and Chairman, which were uploaded online and made for a more engaging and accessible way of explaining business.

The online annual report brought strength to the printed hard copy and complemented the PLC site by mirroring its design, acting as an extension of the PLC site as opposed to a separate microsite. It was visited a total of 6,907 times in the last nine days of May, and the video section proved itself the most popular part of the site with a total of 2,374 visits also within the space of nine days.





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BEST USE OF DIGITAL TO AID MEDIA RELATIONS

Best online newsroom

Gold Honda (NASDAQ OMX) Silver BBC Silver Heathrow (NASDAQ OMX) Bronze Centrica (The Group) Highly commended imagineear (Mynewsdesk)

Seeking to modernise its online newsroom, NASDAQ OMX was approached by Honda to help create a design-led newsroom that would appear more appealing to journalists and in particular the motoring press.

The team wanted the site to appear warm and informal, yet innovative and engaging. All media content is downloadable from the product page and searchable using keywords. The site is easily navigated by separate sections for each product line and social media buttons across all of the stories, which makes it accessible to the general public. This encourages a wider sharing of Honda's news and ensures content reaches a larger audience.

The PR team at Honda is now much more efficiently able to manage public-facing content and the site also offers a fresh, more professional online presence. Additionally, to Honda's advantage the use of NASDAQ OMX's SaaS system means that any updates or enhancements to the management platform are free of charge, ensuring therefore that they are always up to date with the latest industry developments.



EVALUATION



Best process to evaluate a digital project

Gold Practical Action (BOTTLE) **Silver** Barratt (LBi)

With 2012 being the Year of Sustainable Energy for All and the Rio20+ Earth Summit in June, BOTTLE set up Practical Action in order to produce a wave of awareness and support from across the digital and tech communities to ensure that the issue of energy access was high on the agenda.

The team realised that they had a limited budget, so decided to raise awareness across social media channels, and a process-driven campaign was developed, focusing on people with strong social graphs and an interest in digital technology, and who had the online influence to incite others to act.

The results exceeded expectations. With a budget of only £10,000, the project achieved over 100 articles or mentions on blogs, websites and forums including Mashable, Forbes.com and National Geographic; nearly 60 topic-relevant commenting opportunities on blogs and websites and 3500 identified interactions on Twitter, Facebook and Google+. In addition, there were over 20,000 views of Practical Action's YouTube and Flickr content.

Practical Action and BOTTLE's approach showed how an intelligent, targeted strategy for social media built around engagement can deliver a great ROI at a relatively low cost.

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To find out more visit: www.gatehousegroup.co.uk/accelerate or email sue@ioic.org.uk

SECTOR



Best use of digital by an NGO, NFP or charity

Gold National Trust (Flint PR) Silver RNLI (Redweb) Bronze Practical Action (BOTTLE) Highly commended Army Cadets (Spencer du Bois) Highly commended Coalition for Equal Marriage (NÜKO)

Seeking to update their brand perception and reach out to younger demographics, National trust and Flint PR teamed up to create National Trust Soho Stories.

The team soon realised that they did not need to own property in order fulfil its mandate to celebrate and preserve Britain's cultural heritage. This allowed for wider scope for creative initiatives to engage with the target demographic. The team also considered that their demographic consisted of 18-35 year old inner-city Londoners on the lookout for something, and as such, they decided to target them through digital media.

A geo-location based app was created, which retells the cultural history of Soho through the anecdotes and recollections of high profile contributors including actors, musicians, artists and local members of the community.

With the momentum built through social media, marketing and both private and public events, meant that there was already considerable media interest in the campaign by the time the app went live. The national media took an interest, with the Daily Mail and 9 further national newspapers writing up about the app. Over 3 million people were reached on Twitter, and the initiative was exposed to an estimated total of 400 million people.



Best use of digital in the energy sector

Gold Centrica (The Group) Silver British Gas Business (Rufus Leonard) Bronze British Gas (Rufus Leonard)

Determined to stay ahead in online innovations and developments in the energy market, Centrica.com launched its 'News and views' section in November 2011. A powerful platform, it brings together Centrica's updates and viewpoints; news releases, blogs, consultation responses, videos, speeches or position statements on key topics. Centrica also introduced the first FTSE 100 HTML5 web app, identifying a gap in its online offer for mobile and tablet users.

The team wanted to emphasise Centrica's interactive approach, with users having the option to comment on corporate and graduate blogs, as well as pages in the Responsibility section. This approach is extended beyond Centrica. com with social media profiles, which are actively used to engage with users and support on and offline communications.

Strict regulation in the energy market requires Centrica's communications to offer full transparency. And the news section allows Centrica to respond quickly to news, changes in the market and key issues, utilizing a bespoke content management system to stay ahead of the game.

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SECTOR



Best use of digital in the financial services sector

Gold Citibank App for iPad Silver Lloyds (LBi) Bronze Ericsson Money (Threepipe) Highly commended Bank Constanta (LeavingStone) Highly commended Lombard Group (Purestone)

Seeking to find a service design-led mobile approach to online banking, The app looked to maximise the potential of the tablet and the new user behaviour it leads to.

The team designed the service with emphasis on visuals and simplicity, allowing customers to interact with their bank on a more personal level. With graphs showing personal spending trends, data time frames and overall debt, customers can better understand how their own data compares to others with a similar income.

Whilst other banks created their tablet apps by enlarging phone apps for the bigger screen, the Citibank app was designed from scratch and offers an entirely new form of digital banking experience.



Best use of digital in the professional services sector

Gold Accenture (Omobono) **Silver** Satmetrix (Threepipe)

Aiming to establish a forum for enhancing the global sustainability business agenda, Accenture teamed up with Omobono to engage with senior leaders about the value that businesses can derive from focusing on the sustainability agenda.

The digital campaign consisted of a unique global marketing programme and one day virtual event which broadcasted from around the world for 12 hours straight. Digital channels were used to highlight the new sustainability agenda for businesses, emphasising sustainability as a strategic business issue. During the event, nobody stepped on a plane or printed a single piece of collateral.

The results exceeded expectations. 53 global speakers from 21 locations spoke at the event, and over 2,500 people watched from 85 countries. The event also trended on Twitter, generating 7,123,288 impressions.



Best use of digital in the technology, media & telecoms sector

Gold O2 (Hope and Glory PR) Silver Sony Xperia (LBi) Bronze Skype (1000heads) Bronze TelecityGroup (Design by Structure) Highly commended Kinetic (Purestone)

Attempting to dramatically increase positive sentiment across O2's social media channels during the key Christmas sales period, O2 teamed up with Hope and Glory PR to create a digital Santa's grotto.

With a particular focus on Twitter and YouTube, the weeklong social media campaign saw #o2santa delivering people's personal messages from its digital grotto via Twitter and YouTube. #o2santa delivered 1,024 filmed messages, generated 2,800 Tweets from users (and an additional 1,500 mentions on Twitter), and reached 4,394,000 people across the social network.

The outcome was to create a buzz around the O2 brand, with people engaging with the brand via social media, creating a vehicle to talk about O2 schemes such as priority moments, O2's loyalty scheme.

SECTOR

Best use of digital in the engineering and manufacturing sector

Gold Johnson Matthey Silver NLMK (Black Sun) Bronze Alstom (Freestyle Interactive)

With a feeling that the company had fallen behind in terms of digital communication, Johnson Matthey decided it was time to launch itself into the 21st century by building a brand new website.

The company needed to attract high calibre graduates from scientific backgrounds, a group which typically uses social media, so JM set out to reach them through Twitter, linking videos of employees talking about their work to the site.

In addition, a new iPad app was targeted at investors, where they could find a 'virtual briefcase', with all of the latest financial reports. Crucially, all content on the app is available offline in order to reach an audience which is on the move. There is now a prominent, consistent digital face of Johnson Matthey, changing the way stakeholders perceive the company.



Best use of digital in the food & beverages sector

Gold Greggs (STEEL) Silver Guinness (iProspect) Bronze SwipeStation (Clock)

Lacking a budget for a traditional product launch, Greggs teamed up with STEEL to launch the doughnuts through social media, with the intentions of delivering brand awareness, engaging with customers, and driving sales.

The idea was to bring the doughnuts to life by turning them into Superstars on Facebook, Twitter and YouTube. With each doughnut having 'real' jobs, friends, and back stories, they competed to become 'The Greggs Superstar Doughnut 2011'.

Fans and customers engaged with the various YouTube videos, Facebook profiles and active Twitter accounts, and the campaign went viral. In just five weeks, 1.5 million doughnuts were sold and the campaign reached 13,000,000 impressions across social media. Comments like 'I just ate a Jaffa Cake Doughnut, now I'm talking to one!' were common.



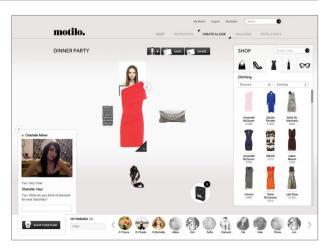
Best use of digital in the retail sector

Gold Motilo (LBi) Silver Greggs (STEEL) Bronze Fox Home Entertainment (iProspect) Bronze Tesco (The Group) Highly commended BrandAlley (iProspect)

The aim was to recreate a high-end shopping experience with friends in the comfort of your own home. To make it work, Motilo created a shared space that allows users to start a social shopping experience at any time, dragging and dropping items from the shop into their canvas.

By inviting friends via a Skype-style live conversation, users then collaboratively tweaked their looks. These looks were then shared via other social networks for comments.

Uniquely, Motilo emphasises the social side of shopping online, with users able to exchange honest advice with each other as they would on the high street. The result is to create a wholly new digital experience of shopping from the comfort of your own home.





Best use of digital in the travel & leisure sector

Gold bmibaby (The Rabbit Agency) Silver Taylor Made Adidas Golf (Purestone) Bronze Travelodge (iProspect) Bronze Shorefield Holidays (Redweb) Highly commended bmi (The Rabbit Agency)

Searching for a way to capitalise on the inherently visual aspect of travel, bmibaby launched a social media campaign on the then newly created Instagram. MyEurope saw around 50,000 unique pieces of visual content being submitted from across Europe in a series of country specific photography challenges.

Tapping into an already existing network of influencers (at the time there were over 50 Instagram groups, today there are 300+), bmibaby launched a series of challenges related to the countries which users felt had been their best destination.

Other challenges soon followed, and more Instagram images were mentioned with bmibaby than most of its larger competitors.



Best use of digital in the extraction sector

Gold Saudi Aramco (LBi) **Silver** Rio Tinto (Black Sun)

Saudi Aramco, as a global extraction company, needed a website to take their corporate message global, explaining their work to Saudi nationals, employees, corporate partners and international government and consumers.

After a fact-finding mission into the heart of the Saudi Arabian desert, the team came up with a conceptual idea for their new website. They wanted to take the story of mining deep through the digital realm.

So they produced a one page website, where the user can mine deeper for information, with 1000s of pages of information rationalised into sizable chunks. The website became an experience, allowing the user to uncover the stories that were relevant to them. The site was later translated to Arabic, which meant flipping the design, but retaining the same core idea.

The result is a user-friendly, adaptable one page website reaching its global audience. Average daily visitors to site since its launch has increased from 6,000 to 14,000 people a day, representing an increase of around 135%.



Best use of digital in the utilities sector

Gold British Gas Business (Rufus Leonard) Silver Total (9xb) Bronze British Gas (Rufus Leonard)

Research by British Gas showed that stakeholders lacked understanding of the industry, costs and legislation associated with energy, and that they wished to understand its costs are calculated. The team realised that they had to replace complex jargon with everyday language, published through an accessible guide.

The energy company teamed up with Rufus Leonard to set up 'Energy made simple', a section of the website explaining energy basics, what makes up the cost of energy, billing and contracts, and how to save energy, all in simple terms.

Visitors spent an average of 24 minutes on the site. Over 50% of traffic was driven by natural search, and the site is now used as a 'bible' by the customer service teams. In addition, The Plain English Campaign endorsed the website with their Crystal Mark for clarity.





WHEN THE INTERNET WAS YOUNG ...

... there were a handful of brave and pioneering agencies. These pioneers specialised in helping brands make sense of the new digital reality. Gradually realising that they would be stronger together, the agencies united to form LBi.

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This can be difficult and requires a special kind of wizardry. We call it 'blending' and it's the source of our magic.

Blending is about working with clients to cast a diverse range of talent, from creative technologists to film producers, orchgurus, film producers orchestrating their contributions so that the outcome takes a brand further on their digital journey, delighting and surprising their customers along the way.

At first it was only a sprinkling of enlightened and insightful brands that looked to LBi to guide them on their quest for digital mastery. But the shifting balance of power in the kingdom quickly meant that more and more companies began to turn to LBi and its band of blenders to help them navigate the topsy-turvy digital world.

Not only did these brands want a trusty companion to guide them on their journey, they wanted to learn the skills that could once again help them delight their customers and make them feel loved and cherished.

LBi became known across the kingdom as a strategic partner and great friend to all brands.

WHAT'S NEXT...





SECTOR





Best use of digital in the property sector

Gold Barratt (LBi) **Silver** Foxtons

The mission was to transform the perception of Barratt Homes and the reality of the home-buying process: a brand challenge of changing customer perception to show the quality of Barratt homes, and maintaining market superiority with an online presence.

The team realised that Barratt's online presence needed a big idea behind it, and came up with the concept of 'Moving you forward', which now underpins the whole site. The campaign focused on the need to provide step-by-step support to home movers, from first considerations through to moving in.

The website features clear visual searching and filtering, making it easier to find the ideal house. The image galleries are large, making the homes easier to explore. Also, the website is supported by clear Q&A areas, intuitive maps and a contact console which allows people to shortlist options and book viewings.

The website received favourable customer reviews, and in the first two weeks of launch, visits to the site were up 48%. Appointment bookings increased by 25%, with registration completion forms standing at 98%.

Gold McCarthy & Stone (Redweb)

The key was to deliver a website that would be functional for McCarthy & Stone's elderly residents, yet engaging for a younger, secondary audience of family members browsing on the behalf of residents and potential residents.

McCarthy & Stone teamed up with Redweb to redesign the website, improving its digital interface to meet those aims without sacrificing functionality or design

The team carried out intensive user research and testing. The site features a spacious, clean layout, allowing for line spacing and a starting font size that is slightly larger than normal, so as to cater for the visually impaired.

The result is an aesthetically pleasing website that provides functionality for older residents without being patronising and a smartly optimised user experience befitting a large property development company that engages with the core group of the secondary audience.



Best use of digital in the public sector

Gold Northumberland County Council Silver Royal Mail Group Bronze East Cambridgeshire District Council (Ferrier Pearce)

Northumberland County Council, serving one of the largest counties in England with a dispersed population, aimed to create a web presence in order to modernise its image and promote its 34 libraries.

The council launched a project which enabled customers to carry out tasks online and interact more with the council. Development of the website was promoted through local PR, and social media was used to drive awareness of the changes. Ongoing feedback was encouraged so that the process remained dynamic and changes could be implemented.

Visitors to the new homepage trebled, with almost 9000 people joining a Northumberland library since launch. The web presence has been used to bring the physical libraries and digital services together, as well as promoting partnerships between library branches.

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the **group**

Digital agency of the year

The Group

In the third year of the Digital Impact Awards, choosing one organisation to take home the prestigious accolade of Digital agency of the year has been a harder task than ever. The remarkable work put forward across all the categories has revealed that the standard of digital communications across the UK and Europe is incredibly high.

Eventually, however, one winner became clear. The Group's work across categories and sectors emphasises alignment, progress, and exploring the possibilities that the online world opens up for corporate communications. This agency has displayed consistent excellence, delivering online communications for its clients that push boundaries whilst always remaining on-brand.

In its work for Tesco, The Group delivered a corporate website that enables the company's multiple sets of stakeholders to get the information they need. The site is content-rich, with a focus on videos that set the agenda prior to the release of Preliminary Results, and fully cross-linked with the brand's presence on social media platforms.

The Group also created an online annual report for Tesco – and in fact swept the Best online annual report category this year, with a Gold, a Silver, and a Bronze, for Tesco, Prudential, and Tullow Oil respectively. Online reporting is still an area where many companies trip up, either failing to understand what their shareholders require from online reporting in addition to the traditional printed format, or complicating the online version beyond comprehension.

The report that The Group created for Centrica, the FTSE 100 energy company, was aligned with the company's desire to represent the offline report in a clear format, with intuitive navigation and an innovative layout that overcomes the problem of excessively long reports. The Group and Centrica also wove feedback and sharing facilities into the report in order to take advantage of its interactive nature. This report contributed to Centrica taking Gold in the Energy sector this year, along with its success in Best mobile and portable devices and Best online newsroom.

Innovative, but not for innovation's sake; impressive, but accessible; moving forward, but not leaving the past behind: we are proud to announce that The Group is the 2012 Digital Impact Awards Digital agency of the year.

Grand Prix for excellence in digital stakeholder relations Reckitt Benckiser (The Workroom)



The 2012 Digital Impact Awards were entered by brands and organisations across the spectrum, demonstrating every conceivable form of digital communication. Our Grand Prix for excellence in digital stakeholder relations is, therefore, not an accolade to be handed out carelessly, but rather goes to the piece of work that we believe stood out beyond all others.

The campaign put forward by Reckitt Benckiser and The Workroom has already taken home one Gold tonight, for best digital communication as part of an integrated campaign. What sets apart the work, however, is the fact that it addresses an old need – how do you recruit the best people to work for your company? – by putting to work the newest means of communicating.

Reckitt Benckiser is a global powerhouse in the household, health and personal care products market. However, much of its public face is divided between the 'Powerbrands' which account for 69% of its net revenue: brands such as Clearsil, Durex, Nurofen, and Vanish.

In order for RB to maintain and grow its status in the FMCG sector, it needs to attract the best people to join its workforce of 27,000 people worldwide. This was where the company ran into a problem – it wanted to attract high-flyers to the corporate brand, but lacked visibility when compared to its Powerbrands and its competitors.

The campaign that resulted from this need put digital at the heart of its communications. Starting with offline events, RB's strategy drove potential candidates to its website and Facebook page, developed viral games, and criss-crossed social platforms to communicate activity and opportunities to its target audience.

The project went by the name 'Heart Thumping Opportunity', and was rolled out across nine countries (Australia, Brazil, France, Germany, India, Italy, Russia and the USA, in addition to the UK) – a level of coordination that would have been difficult to achieve without full digital capabilities.

RB and The Workroom built this campaign on the back of Powerbrands such as Durex and Dettol, incorporating instantly recognisably visuals with new messaging, and also worked to make the RB corporate brand attractive to its target – university-leavers – through gamification with ongoing seeding.

It was an overwhelmingly successful campaign that delivered on its objectives from the start as well as proving its ability to evolve. We are delighted to award it with the 2012 Digital Impact Awards Grand Prix for excellence in digital stakeholder relations.





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