

DIGITAL IMPACT AWARDS 2013



Winners

Communicate
magazine



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Welcome

The Digital Impact Awards was launched in 2010. Little did we know back then how much digital communications would change the way organisations engaged with their audiences.

For many, 2010 was gamechanging – the iPad was launched a month after the first awards event took place. It was also the year Twitter matured; its usage grew from two million tweets per day in 2009 to over 25 million in 2010. And it was the year that we first heard the phrase ‘responsive design.’

Instagram, Pinterest, Vine were all yet to launch in the year of the first Digital Impact Awards; held in a pub theatre in Notting Hill Gate with an audience of 150 people.

Fast forward from 2010 to 2013. Half of the shortlisted companies tonight wouldn’t have been able to do then what they can do now. It isn’t just that the digital channels weren’t there or weren’t used enough, but over the past four years, we have seen the creativity, the strategic insight and the execution skills of digital communications professionals improve on what they have always done well. Communicate.

In many ways, perhaps, these changes have helped those who win Digital Impact Awards. No longer are digital channels or platforms included in a campaign because they are the new shiny thing. They are employed because they are the right thing. And that has brought out even more of the strength in creativity, strategy and implementation that defines all of tonight’s winners.

To all of those winners: congratulations; you truly are ‘best in class.’

Andrew Thomas

Publishing editor,
Communicate magazine

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Meet the judges



Ricardo Carvalho, *Royal Dutch Shell*

Ricardo is head of digital development at Royal Dutch Shell in the Netherlands. His responsibilities involve developing digital solutions for external communications and other Shell businesses in support of the ambition to be seen as the world's most innovative energy company. Ricardo has been in this position for over a year but began working with Shell in 2006. He has previously worked as a freelance consultant as well as senior consultant in Madrid, Portugal and London for companies such as Indra Sistemas and Icon Media Lab.



Michael Docherty, *Cancer Research UK*

Michael Docherty is Cancer Research UK's head of digital and has been with the charity since late 2007. He is responsible for keeping the charity's presence amongst the top health & information digital destinations in the UK. Prior to CRUK Michael was a group marketing manager at Telstra, Australia's leading communications company, and has held various product and brand marketing roles at Yahoo!, Hutchison Telecoms & Fairfax Digital.



Amr Elrawi, *Cisco Systems*

Amr is EMEA campaigns digital manager at Cisco Systems. Overall Amr has over 13 years of solid experience in marketing, digital and international business. Prior to his current role Amr was Cisco London 2012 digital lead, where he won several global awards. Amr spent ten years at Vodafone in various roles from new media consultant to web experience manager. He has a bachelor's degree in fine arts from Helwan University and MBA degree from Warwick Business School. In his spare time, Amr enjoys football and photography.



John Horsley, *Digital Doughnut*

John Horsley is chairman of Communitize Ltd the company behind DigitalDoughnut.com, is a member of the BIMA executive board and is the founder of the Digital Marketing group on LinkedIn the 11th biggest group on LinkedIn. In 2009 FastCompany ranked John in the top 50 most influential people on the web. Digital Doughnut brings together the global digital community over information, training and events in the UK, US and Netherlands. Digital Doughnut provides the opportunity to; network with peers, share experiences, access training, resources and the latest thinking on best practice digital marketing, trends and innovation.



Ian Howlett, *Conran Design Group*

Ian is currently head of digital at Conran Design Group and has over 15 years' experience of managing and developing digital agencies. Ian previously worked at SalterBaxter and Radley Yeldar in digital roles. He is a highly experienced digital professional with experience across a broad range of sectors including financial services, publishing, media, charity consumer and corporate. Ian speaks fluent German as a result of his degree in International Business and modern languages at Aston University.



Shivvy Jervis, *Telefonica*

Shivvy is head of digital media for Telefonica Digital (the innovation arm of Telefonica), where she has oversight of online, social and multimedia content globally. She has a background in TV journalism, having reported for Reuters and CNN's Asia affiliate channel. As of April 2013, she has blogged for the Huffington Post on future tech. Her day job sees her crafting content across themes spanning connected machines, tech startups, open web and mobile advertising. She created - and produces - the Digital Futures video series, curates a thought leadership portal.



Nicholas Laws, *University of Westminster*

Nick is head of digital communications and publishing at the University of Westminster, responsible for the University's presence across digital signage, online, print & branding, and mobile, as well as dealing with issues management. He has over ten years international experience, starting his career as a stagiaire for the European Commission in the Communication and Audio Visual Directorate followed by stints in Geneva and lately Copenhagen where he was the online communications manager for the biotech company DuPont.



Joanna Montgomery, *Bauer Media*

Joanna is currently head of digital marketing at Bauer Media, looking after audience and content strategy across the London Lifestyle portfolio. She has worked within digital for 12+ years, spanning the increasingly-blurred fields of content, audience, editorial, product, social and technology. Joanna started her career at the BBC before moving to AOL, where she became director of lifestyle and entertainment for Europe. She then worked at Travelzoo UK before moving to BSkyB where she was head of digital for Sky Living. She took up her current role at Bauer in December 2012.



Amanda Neylon, *Macmillan Cancer Support*

Amanda is head of digital at Macmillan Cancer Support, responsible for all of the charities digital presence from mobile to websites via social media and online marketing. She has over 10 years experience in the digital world, having started her virtual journey in the car industry at Vauxhall Motors back when the web was all about sexy Flash microsites. She moved to the charity sector at Diabetes UK to revolutionise its web services and then worked on public sector digital engagement at the Metropolitan Police before joining Macmillan.



Stuart Ross, *Transport for London*

Stuart Ross is director of news at Transport for London (TfL), the capital's integrated transport authority, chaired by Mayor Boris Johnson. With 27 million daily journeys on the capital's roads and rails, TfL is rarely out of the public eye. Stuart is proud to have led a step-change in TfL's proactive PR campaigning and digital and social media capacity. Successes include cutting teenage road deaths, Safer Travel at Night through reducing the use of unbooked and unlicensed minicabs and promoting an increase in cycling. TfL also led the successful 'Get Ahead of the Games' campaign.

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**Howard Scott, *National Trust***

Howard is head of digital content at National Trust and has worked within digital roles for over 15 years with a hybrid background covering technology, creative thinking, strategy and delivery. Currently head of digital, content & user experience for The National Trust, he was, until recently, on the board of Sequence as digital marketing director. In his spare time Howard is a lecturer at Southampton University on the subject of digital marketing and an exec of BIMA, the British Interactive Media Association, helping create a relationship between BIMA and the university

**Dirk Singer, *Rabbit***

Dirk is the founder of Rabbit, social media agency of the year 2012. His career spans almost 20 years of having worked in PR and the media, including handling projects for three of the world's biggest technology companies, Yahoo!, Google and Microsoft. Dirk runs a social photography blog (8mpx.co.uk) and is additionally London ambassador for photo network EyeEm.

**Bryan Smith, *Smith and Nephew***

With over 17 years' experience in digital, Bryan Smith is currently director of digital communications on the corporate affairs team at Smith & Nephew plc. Previously, he was project director in digital agencies Fortune Cookie and Profero, where his clients included Europcar, ASOS and Barclays. He spent four years as principal advisor digital communications & corporate communications at Rio Tinto plc, having been agency side for many years managing digital projects for companies such as GSK, BP, Shell, Channel 4, Ford UK, Sony Europe and IMG.

**Luke Surry, *British Heart Foundation***

Luke is digital manager at the British Heart Foundation, responsible for the charity's websites, social media, marketing, video production and user insight. Luke has over 12 years' experience working in digital. He spent his formative years producing content for the BBC Sport website, before moving into the charity sector in 2005. He has worked for the Youth Sport Trust, Asthma UK and Family lives. Luke likes to create simple, engaging user journeys based on strong user insight.

**Laila Takeh, *UNICEF***

Laila is head of digital engagement at UNICEF UK. She has been working in digital for over a decade across a number of charities; MS Society, Action on Hearing Loss, British Heart Foundation and now UNICEF UK. She has a large amount of digital experience across fundraising, awareness and advocacy campaigns. With a background in computer science and visual arts she has equal concern for technology and creativity.

**Max Tatton-Brown**

Max Tatton-Brown is an independent comms consultant, specialising in online opportunities and their relationship with traditional marketing methods. He has also written about emerging tech for publications including Wired and .net. Max excels at helping fast-growing, ambitious companies develop social media capabilities and resources that create competitive advantage. From B2B and enterprise to global consumer brands, his specialist knowledge is key in advising the right blend of areas like search and social with traditional techniques to get maximum results.

**Klavs Valskov, *Maersk Line***

Klavs has worked in PR, marketing and communication since 1999 – with organisations such as L'Oréal, Accenture, Nordea Bank and in ministries for the Danish Government. Since 2008 he has been head of communication & branding for the world's largest container shipping company, Maersk Line. His team manages everything from internal mass comms and leadership comms to public relations and controls all the company's digital platforms.

**Dominc Walters, *Black Sun plc***

Dominic is director of communications and digital strategy for Black Sun plc where he is responsible for evolving the digital offer and working with clients to develop fully integrated corporate communications strategies. He has extensive corporate communications experience having spent over 16 years in the industry. Before his current role, he was head of brand & corporate promotion at BAE Systems where he also defined and delivered the global digital strategy for the business.

**Robert Wint, *Barclays Bank***

Robert is digital content and publishing director at Barclays Bank. He has worked at Barclays Bank for three years and has set up and developed Barclays UK social media activity, while working in the retail marketing team and has held senior marketing roles at several technology providers. Robert has worked in the multi-channel world of customer service since 1986 – whether that's through face to face, call centre or digital channels.

Who won what

Deliverables

Best corporate website

[Gold GlaxoSmithKline \(Radley Yeldar\)](#)

Silver HEINEKEN (Addison Group and eFocus)

Silver Rexam PLC (Addison Group)

Bronze Tesco (Addison Group)

Highly commended Laing O'Rourke (Radley Yeldar)

Best corporate app

[Gold Future plc](#)

Silver Rexam PLC (Addison Group)

Best use of SEO for corporate communications

[Gold ADT \(Bloom Agency\)](#)

Highly commended Robert Dyas (Threepipe)

Best use of mobile and portable devices

[Gold Barclays](#)

[Gold RBS \(SapientNitro\)](#)

Silver PureGym (Indicia)

Bronze British Heart Foundation

Highly commended Shell International (Tigerspike)

Best use of digital to aid a CR campaign

[Gold The IKEA Foundation \(Kindred\)](#)

Silver Aviva (Hill+Knowlton Strategies)

Bronze Waitrose (Stepping Stone Media)

Highly commended SABMiller plc

Highly commended Tesco (Addison Group)

Best use of digital in a change or rebrand situation

[Gold mflldirect \(Yucca\)](#)

Silver Bwin (AKQA)

Bronze Allianz (STEAK)

Highly commended Aberdeen Asset Management Ltd

Highly commended The Commercial Bank of Qatar (Industry)

Best use of online video

[Gold NIVEA \(Agency Republic\)](#)

Silver NSPCC – ChildLine (ShootMedia)

Bronze Capita, on behalf of HSE for GasSafe (VINCE Media and The Team Brand Communications Consultants)

Highly commended PwC (MerchantCantos)

Highly commended Rexona (R/GA London)

Best corporate viral campaign

[Gold Beats by Dr. Dre \(R/GA London\)](#)

Silver Turkcell (Wanda Digital)

Best digital communication as part of an integrated campaign

[Gold British Heart Foundation](#)

Silver Comms-care (Purestone TFM)

Bronze Shop Direct Group (Indicia)

Highly commended Accenture (Omobono)

Social Media

Best use of existing social media platforms

[Gold Nike \(AKQA\)](#)

Silver Debenhams Spring (STEEL London)

Bronze Doritos Mariachi (AMVBDO)

Bronze Turkcell (Wanda Digital)

Highly commended EY (SAS London)

Highly commended Mars Snickers (AMVBDO)

Best development of proprietary social media tools/platforms

[Gold Getty Images \(R/GA London\)](#)

Highly commended Competwition (Branded3)

Best community development

[Gold Nike \(AKQA\)](#)

Silver Digital Unite (Slingshot Sponsorship)

Bronze O2 (Hope&Glory)

Highly commended Golden Wonder (BOTTLE)

Best use of digital to an internal audience

Best intranet

[Gold Coca-Cola Enterprises](#)

Bronze Forevermark (SmallWorlders)

Best digital employee communication

[Gold British Airways \(Wardour\)](#)

Silver The IKEA Foundation (Kindred)

Bronze Sainsbury's (ICM Research)

Highly commended Orange Global (e3 Media)

Highly commended Action for Children

Best use of digital to an investment audience

Best online annual report

[Gold Rexam PLC \(Addison Group\)](#)

[Gold Sainsbury's \(SAS London\)](#)

Silver Tesco (Addison Group)

Bronze Prudential plc (Addison Group)

Highly commended BASF SE

Highly commended Rio Tinto (Black Sun)

Best use of digital to aid media relations

Best online newsroom

Gold NVIDIA (NASDAQ OMX)

Bronze LinkedIn (NASDAQ OMX)

Evaluation

Best process to evaluate a digital campaign/digital communications

Gold Premier Inn (DigitasLBi)

Silver Coca-Cola Europe (Commetric)

Bronze An oil major (Commetric)

Highly commended Golden Wonder (BOTTLE)

Sector

Best use of digital by a NGO, NFP or charity

Gold Kids Company (AMVBDDO)

Gold NSPCC – ChildLine (ShootMedia)

Silver The IKEA Foundation (Kindred)

Bronze Capita, on behalf of HSE for GasSafe (VINCE Media and The Team Brand Communications Consultants)

Highly commended Young Scot (Storm ID)

Best use of digital in the engineering and manufacturing sector

Gold Puma Energy (MerchantCantos)

Silver Shell International (Tigerspike)

Bronze EDF Energy (Corporate Edge)

Best use of digital in the financial services sector

Gold Barclays

Silver Aviva (Hill+Knowlton Strategies)

Bronze The Commercial Bank of Qatar (Industry)

Highly commended Barclays (Jacaranda)

Highly commended borro (Threepipe)

Best use of digital in the professional services sector

Gold ESPC (Storm ID)

Silver Accenture (Omobono)

Bronze Eddisons Chartered Surveyors (9xb)

Highly commended Association of Online Publishers (InPress Online)

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

Gold O2 (Hope&Glory)

Gold Sony Mobile (DigitasLBi)

Silver Sony Pro Europe (Faith the Agency)

Bronze BT (SAS London)

Best use of digital in the engineering and manufacturing sector

Gold Subsea 7 (Black Sun)

Best use of digital in the food and beverages sector

Gold Doritos Mariachi (AMVBDDO)

Silver Mars Snickers (AMVBDDO)

Bronze Meantime Brewing (Hope&Glory)

Highly commended Den Gamle Fabrik (Essencius and Unfold by Essencius)

Highly commended Lavazza (Focus PR)

Best use of digital in the retail sector

Gold Greggs (STEEL London)

Silver Shop Direct Group (Indicia)

Bronze Debenhams Beauty (STEEL London)

Bronze Debenhams Spring (STEEL London)

Highly commended Printed.com (Threepipe)

Best use of digital in the travel and leisure sector

Gold PureGym (Indicia)

Silver TaylorMade adidas (Purestone TFM)

Bronze Betfred (IgnitionOne)

Bronze Virgin Atlantic Airways (DigitasLBi)

Highly commended Cunard (DigitasLBi)

Best use of digital in the healthcare sector

Gold NIVEA (Agency Republic)

Silver FreederM (Bray Leino)

Silver Lundbeck (OgilvyDigitalHealth and Ogilvy HeathPR)

Bronze BMS / AZ (Ogilvy DigitalHealth)

Highly commended Tudor Reilly Health

Best use of digital in the property sector

Gold Green Park (Further)

Silver Shaftesbury (Black Sun)

Bronze Amtico International (Freestyle Interactive)

Best use of digital in the public sector

Gold Corinium Museum (TapMob)

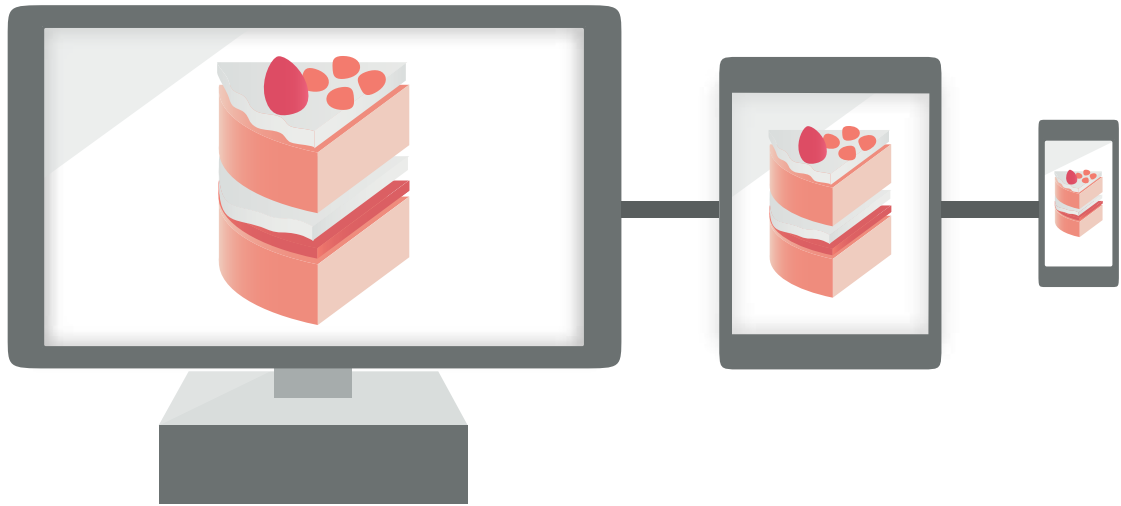
Digital agency of the year

AMVBDDO

Digital campaign of the year

Nike (AKQA)

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Best corporate website

Gold – GlaxoSmithKline (Radley Yeldar)

Silver – HEINEKEN (Addison Group and eFocus)

Silver – RexamPLC (Addison Group)

Bronze – Tesco (Addison Group)

Highly commended – Laing O'Rourke (Radley Yeldar)

GlaxoSmithKline (GSK) is one of the world's largest healthcare companies. Communications in the healthcare sector requires attention to be paid to the media, the general public and external organisations. In addressing these issues, Radley Yeldar and GSK sought to connect with stakeholders through the company's web presence.

Radley Yeldar focused on GSK's aim to improve the quality of its consumers' lives. This was to be reflected in a narrative-based user experience that would address navigation, branding and content placement. The design and user experience of the main corporate website would then be applied to 50 local market sites in order to maintain consistency but still allow local teams ownership of their individual websites.

The new website eases the navigation through content and brings formerly disparate information together to form a coherent brand story. It also simultaneously employs a magazine approach to content themes, opening a window onto the world of global healthcare by explaining GSK's impact around the world and ensuring that wherever users are on the website, they understand what GSK stands for.

The new site, which is both user-friendly and easy to update with fresh and relevant content, brings GSK's brand story to life in an engaging, convincing and reputation-enhancing way. Extensive user testing and attention to users' needs has also provided insight into how the navigation, interface and design has resulted in extremely positive feedback since the website's launch in October 2012.



Best corporate app

Gold – Future plc

Silver – Rexam PLC (Addison Group)

Future plc hosts 51 million international consumers per month by creating content and advertising solutions across a range of platforms. Its online presence has grown annually by 46%. However the digital media company felt that there was an opportunity to show rather than tell its investor narrative.

The core team, comprised of director of communications Chris Taylor and senior designer Marcus Teague, was tasked with producing a digital edition of the Annual Report through the use of the company's app-creation software, FutureFolio. The project was undertaken alongside a major in-house rebrand.

Creating a series of eight video interviews with CEO Mark Wood, the team included a video carousel within the Operating Review section of the report. The app also contains an interactive, tap-to-reveal infographic about Future plc and a three minute video which encompasses the digital focus of Future's overall strategy.

The app was developed internally by the two-man team to maximise efficiency and minimise cost. It was also delivered on time so that it could be debuted to investors and analysts at the same time as the print edition, at which point the app received an overwhelmingly positive reaction from stakeholders. It has since opened a new revenue stream for Future, whose sales team is now in negotiations to deploy the software for other corporate clients.

Best use of SEO for corporate communications

Gold – ADT (Bloom Agency)

Silver – Robert Dyas (Threepipe)

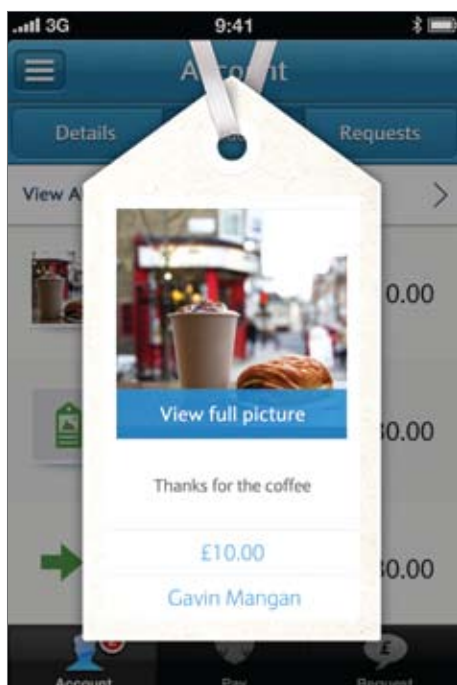
From its foundation in digital marketing, Bloom's six year relationship with international security expert, ADT, has grown to deliver integrated and creative solutions. ADT's previous campaigns had focused on customers' potential loss of possessions and the benefits of ADT's services. However, Bloom turned this approach on its head by instead focusing on the emotional connotations of burglary.

Using this research Bloom applied a bold and versatile approach to the client's digital communications as well as implementing a hard-hitting TV campaign. Both platforms centred on the primary message, "What is most precious to you?" and employed SEO as the cornerstone of the campaign, focusing on providing the client with confidence to talk about its products from a new standpoint.

ADT's organic search traffic increased by 40% year-on-year from 197,970 to 276,783, and it secured the top position in Google's rankings for the competitive search terms: "home security," "security systems" and "alarm systems." Judges were impressed by the results and ADT and Bloom's attention to changing needs in corporate SEO. One judge says, "Excellent objective and well processed SEO campaign. The above the line advertising has helped the campaign which is more part of a digital campaign than pure SEO but nonetheless, a good effort with good results." Judges also noted that Bloom's execution of the campaign was a chief contributor to the excellent results experienced.



DELIVERABLES



Best use of mobile and portable devices

Gold – Barclays

Gold – RBS (SapientNitro)

Silver – PureGym (Indicia Limited)

Bronze – British Heart Foundation

Highly commended – Shell International (Tigerspike)

Delivered in just 90 days, Barclays Pingit was originally created to introduce a new type of payment method. However, upon its launch, it quickly established itself as the single mobile banking platform for personal, business and corporate customers, allowing anyone over the age of 16 in the UK to send and receive cash using their smartphone.

Not only marketing the app as a universal offer to customers and non-customers, Barclays also successfully found a way to make payments fun and simple without sacrificing security. By supporting customers through video and print content on Barclays.co.uk, telephone and Twitter support; Barclays was able to pursue its vision of simplifying its customers' lives. Barclays then used social media platforms to create viral momentum online and fuel app downloads.

Judges unanimously agreed that Pingit deserved commendation for its innovative and useful approach to financial solutions. One judge says, "Great example of using digital technology to improve our life experience. Also a very easy to use mobile app that linked to the brand and core business objectives."

Since its launch, Pingit's popularity has grown virally both among Barclays and non-Barclays customers. The company recorded over 120,000 downloads in the first five days after the app's release and the service consistently recruits twice as many customers as online banking every month. Barclays has endeavoured to exploit new mobile innovations to update and expand the reach and functionality of Barclays Pingit so as to push mobile technology to its utmost effectiveness.



Best use of mobile and portable devices

Gold – Barclays

Gold – RBS (SapientNitro)

Silver – PureGym (Indicia Limited)

Bronze – British Heart Foundation

Highly commended – Shell International (Tigerspike)

Natwest and RBS' new digital strategy stemmed from the belief that the brand promises driving their practices – "Helpful banking" and "Here for you" – had to mean something beyond simple added convenience via banking on the go. RBS' mobile assets had to deliver the brand experience in an emotional and unexpected way. Thus, the challenge was in how to market the use of mobile banking as a step forward for the sector.

SapientNitro's insight was simple and powerful. It created a casual and easy-to-use version of Emergency Cash that would be of assistance for the bank's customers, called GetCash. Rather than creating a stand-alone app, GetCash functions within the existing mobile banking app, which has an active audience of over two million customers who use the service an average of 26 times a month.

During testing, participants felt that the product was simple and straightforward, factors which are largely assumed to be a part of why the app is so successful, as with its inclusion into the existing app, RBS and NatWest were able to reach more customers, faster than through traditional banking strategies. As the app addressed a customer need through a creative solution, the judges thought that RBS and Sapient Nitro's use of mobile was worthy of a gold award. One judge says, "Well planned product innovation and integration with the existing app. Genuinely solving a real customer need too."

Applying Brands In The Real World



Making Imagination Reality...

All too often a brand identity falls short of realising its full potential. What lives in the imagination doesn't quite translate into reality. Organisations and creative teams often possess some of the skills, but not all of the specialist expertise required to execute the brand ideology in the real world.

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Best use of digital to aid a CR campaign

Gold – The IKEA Foundation (Kindred)

Silver – Aviva (Hill+Knowlton Strategies)

Bronze – Waitrose (Stepping Stone Media)

Highly commended – SABMiller plc

Highly commended – Tesco (Addison Group)

Despite being one of the largest global charitable foundations, the IKEA Foundation's problem was that awareness of its achievements among stakeholders remained low. Kindred formulated an innovative digital strategy aimed at educating and engaging groups of IKEA employees and mobilising them as ambassadors of the IKEA Foundation.

The IWitness programme recruited staff to gain first-hand experience of the projects funded by the foundation. IWitness participants were given training and digital equipment so they could act as roving reporters on the Foundation's behalf. Their reports were published on the Foundation's Global Citizens Blog and promoted via social media. The blog includes Q&A sessions with IWitnesses, videos, inspirational quotes, image competitions and Friday Fact quizzes, in addition to quotes by the partners, infographics and an interactive annual review of Foundation achievements.

The results speak for themselves, according to judges. IKEA's ability to engage its target audience and achieve real results was a testament to the project's effectiveness. The campaign resulted in over 100 IWitnesses successfully taking part in missions overseas and sharing their experiences with a potential reach of over 15,000 on Facebook, gaining over 50,000 'likes' and 120,000 engaged users. Throughout the campaign, the Foundation's content reached over 13 million users and traffic to the Global Citizens Blog increased by 323%.



Best use of digital in a change or rebrand situation

Gold – mflldirect (Yucca)

Silver – Bwin (AKQA)

Bronze – Allianz (STEAK)

Highly commended – Aberdeen Asset Management Ltd

Highly commended – The Commercial Bank of Qatar (Industry)

mflldirect, a leading trade website for car sales in the UK, launched the Connect programme to engage with independent and franchise car dealers. The challenge Yucca and mflldirect faced was to replace a valued, successful and highly personalised offline service with a predominantly online experience.

Engaging dealers was critical to the programme's success, so the personality and personalisation of Connect was key. The strategy consisted of a series of targeted communications to 1,000 selected independent and franchise dealerships, encouraging them to remain active, buy more and interact with mflldirect online. Email was used as a primary means of communication, with other tools brought in to complement mflldirect's dealer communications. Judges thought the chosen tools effectively addressed both mflldirect's audience and the needs of its communications team throughout the launch and implementation of the Connect programme. One judge says, "Nice use of daily email to educate dealer. The campaign can clearly scale out to all 5,500 dealerships."

Through the use of regularly updated design work, video and other content, the project targeted areas in which dealers had requested more support. Connect is supported internally by three virtual sales executives who's roles are to replicate the role of a dedicated sales executive while building the relationship with online clients. The name and identity of Connect has been well received by all audiences, resulting in a 31.9% sales increase and a 20% increase in active buyers.

Ensuring video is easyJet's most powerful communication tool



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Best use of online video

Gold – NIVEA (Agency Republic)

Silver – NSPCC – ChildLine (ShootMedia)

Bronze – Capita, on behalf of HSE for GasSafe (VINCE Media and The Team Brand Communications Consultants)

Highly commended – PwC (MerchantCantos)

Highly commended – Rexona (R/GA London)

NIVEA has prided itself on its innovation in dedication to meeting the need of its consumers by developing effective new products with creative promotional strategies.

To accompany the launch of NIVEA's new deodorant, Stress Protect, Agency Republic designed a unique entertaining and interactive YouTube video called A Date to Remember. It intended to educate a younger target market and to forge deeper connections between consumers and the brand.

The video, which features a first date scenario, could be made more stressful by the audience interacting with objects within the scene and was intended to educate as much as to entertain. Each object would launch a different stressful scenario which, thanks to NIVEA Stress Protect, would never cause the heroine to lose her cool.

The campaign, which judges say was engaging and well executed, was launched on Valentine's Day and proved incredibly successful in engaging NIVEA's new target audience. NIVEA's use of an emotionally-engaging and interactive tool allowed it to stand out from its peers and reach its new target audience with ease. With an average engagement time of just under seven minutes, the campaign reached over three million people, half of whom clicked on an average of five of the nine possible interactions.



Best corporate viral campaign

Gold – Beats by Dr. Dre (R/GA London)

Silver – Turkcell (Wanda Digital)

Beats identified that its target audience had one thing in common: a cherished sense of individuality. Intended to engage with this quality, R/GA London worked with Beats on the 2012 launch of its new coloured headphones to create a campaign driven by the self-expression of Beats fans.

The campaign began with an inspired launch at the London 2012 Olympic Games. R/GA assisted Beats in creating custom headphones based on the colours of the competing teams, effectively making them a part of the Olympian uniform and thus, rapidly taking the world by storm.

By kickstarting a culture based around sound and self expression, Beats stole Olympic headlines. "Beats by Dr. Dre felt like an Olympic sponsor," one judge says. "One of the most tightly managed and controlled sponsorship properties was virally penetrated. An outstanding campaign!"

The star-studded TV spot and event tour promoted through Twitter's #showyourcolor campaign resulted in an additional 1.7 million people joining the Beats Army, including a 76% growth in Instagram followers and a 57% increase in YouTube subscribers. Ten of the most original contributors were featured on the next TV spot, serving as a massive call to action for fans. Reaching 180 countries, #showyourcolor not only secured Beats as the #1 audio brand, accounting for 80% of all premium headphone sales in the US during the 2012 Christmas holidays, it also established Beats as a global leader in the culture of self expression.

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Best digital communication as part of an integrated campaign

Gold – British Heart Foundation

Silver – Comms-care (Purestone TFM)

Bronze – Shop Direct Group (Indicia)

Highly commended – Accenture (Omobono)

The British Heart Foundation and pioneering image recognition specialists Blippar launched a revolutionary campaign hijacking cigarette packets and transforming them into augmented reality content. This unique project was designed to inspire and help smokers quit on the 30th annual No Smoking Day.

By virtually hijacking cigarette packets and causing them to 'erupt' in a cloud of digital smoke before being replaced with 3D representations of items the smoker could purchase if they "swapped fags for swag," the campaign was able to capture the imaginations of Britain's 10 million smokers. It gained significant media interest, causing one judge to praise it as having a "good, simple execution with a talkability factor."

The social and traditional media coverage reached a combined circulation of over three million, including blanket coverage on prime time broadcast channel Sky News, as well as regular slots on BBC London.

The most tangible proof of the campaign's success however, can be found in the results of the No Smoking Day Commissions GfK NOP survey which assesses the UK population's awareness of, and participation in, the campaign. This year, 3,685 UK adults aged 16+ were surveyed with 52% saying they were aware of No Smoking Day and 20% saying they had made an attempt to quit – equating to over 1 million smokers in the UK overall making an attempt to quit.

SOCIAL MEDIA

Best use of existing social media platforms

Gold – Nike (AKQA)

Silver – Debenhams Spring (STEEL London)

Bronze – Doritos Mariachi (AMVBDO)

Bronze – Turkcell (Wanda Digital)

Highly commended – EY (SAS London)

Highly commended – Mars Snickers (AMVBDO)

Young players often want to emulate their sporting heroes. Thus, their purchasing choices are often athlete-driven rather than brand-centric. They do however still want their brands to support their passions. Nike saw an opportunity to increase brand engagement on both a business and consumer front through its Nike Academy programme for young footballers.

Through the power of social media, Nike and AKQA were able to expose the inner workings of a professional club to the target demographic, by challenging aspiring young footballers to earn a place at the Academy's trials via Facebook. This enabled so-called football-obsessed teens (FOTs) to see exactly how professional academies trained, and the level of work and talent needed to succeed. Operating full-time from world-class facilities based in Loughborough and trained by professional coaches, the squad's entire journey was shared with FOTs on social media who were able to watch the team play against the very best – Barcelona, Arsenal, Inter Milan – with a combination of pride and envy. The Academy now boasts 390,000 likes and enjoys a larger and more engaged fan base online than many established Premier League clubs.

In addition to fostering the growth of a total 17 professional players, the programme's success is apparent as its social media output dominates Premier League teams in terms of social engagement. One judge says the campaign was effective because of its use of social as a personalisation and engagement tool, "Great content strategy. Great personalisation. Great use of Facebook and online/offline integration. Great Campaign."



Best development of proprietary social media tools/platforms

Gold – Getty Images (R/GA London)

Highly commended – Competwition (Branded3)

Getty Images is one of the world's most prominent photography licensing organisations. It employs some of the best photojournalists in the business and offers clients a variety of services for both print and digital media. In order to maintain its status in the minds of media editors, R/GA London developed The Feed, a new social content manager that generates the most relevant imagery for a given day or topic.

The Feed is driven by social conversation. It monitors social media and automatically publishes imagery related to that conversation in real time, instantly visualising current trends. The judges appreciate the innovation and usefulness of The Feed and were pleased with the execution of the tool's design. Judges say the tool's unique concept is a gamechanger for image providers and digital image consumption.

The Feed was able to achieve the objectives set out by Getty Images. It reinforced perceptions of the image company as an innovative business and introduced fresh revenue streams via content-hungry brands. The Feed also has reach into personal social networks as it can be accessed via Facebook, making Getty Images' world-class content accessible to the public. The tool has generated a PR value of over \$10 million since its release at the end of 2012 and has received coverage throughout the digital media.





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SOCIAL MEDIA

Best community development

Gold – Nike (AKQA)

Silver – Digital Unite (Slingshot Sponsorship)

Bronze – O2 (Hope&Glory)

Highly commended – Golden Wonder (BOTTLE)

Nike sought to create a campaign platform that would serve and enable its core consumers – football-obsessed teens (FOTs) – to become better players, while reinforcing Nike's status as the football brand that helps FOTs realise their potential.

Working with AKQA, Nike accomplished this by creating the world's first social media football club: Nike Academy. The team was designed to increase brand engagement in both a business and a consumer sense. FOTs are often emotionally invested in their sport, as it is often intrinsically linked to their hopes and dreams. The sporting giant wanted to show FOTs that the 'gap' between their idols and them was conquerable with the right work ethic, training and support – all of which are provided through the Academy.

Being able to take part in trials and follow, via social media, the progress of people like themselves through their training; FOTs were given the opportunity to see exactly the level of work and talent needed for them to succeed.

Successful, previous campaigns have birthed players like Tom Rogic, now a rising star at Celtic who has just qualified for the World Cup with Australia. But, most importantly, the Academy gives FOTs the chance to live their dream.

While the project itself was engaging and unique, it also presented Nike with a unique opportunity to endorse its products in an unobtrusive setting. One of the judges says, "Excellent linking between the product/brand, sponsorship and the campaign. Great idea and engaged audience."





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INTERNAL AUDIENCE



Best intranet

Gold Coca-Cola Enterprises

Bronze Forevermark (SmallWorlders)

Coca-Cola Enterprises (CCE) has a massive internal audience comprised of a majority percentage of non-desk bound employees. Engaging those 13,000 employees via an intranet solution can be a challenging task. CCE also wanted to deliver consistent content and functionality that allows employees to become more informed about the goings-on within the business.

The resulting intranet, called iConnect, was therefore translated into a mobile platform as well. iConnect Mobile allows the hundreds of field-based employees to use their company iPhones to access the iConnect tool and engage with CCE content, all during business hours.

The intranet was launched in nine countries in April 2013 by creating a mobile interface compliant with SharePoint 2010. Employees then had instant, mobile access to payslips, news and branded content, all of which was redesigned specifically for the smartphone. iConnect Mobile was responsible for a 50% increase in global news readership and increased interest in CCE colleagues stories in other countries. The tool's HR functions also allowed employees to apply for leave, view payslips and verify labour distribution reports. All from the comfort of their own mobile devices. The judges note that the intranet solution is an evolution of existing mobile tools and intranets and excels at addressing the needs of a mobile workforce. One judge says, "Just miles ahead of any of the other entries." The CCE iConnect Mobile system was a useful and engaging way to communicate with an otherwise hard-to-reach workforce."



Best digital employee communication

Gold – British Airways (Wardour)

Silver – The IKEA Foundation (Kindred)

Bronze – Sainsbury's (ICM Research)

Highly commended – Orange Global (e3 Media)

Highly commended – Action for Children

Many sponsors of the London 2012 Olympics sought to use the games to engage employees and introduce new methods of communicating internally. Official airline partner, British Airways, alongside Wardour, developed an app for internal use called Trackside. The app was available to BA's 38,000 employees throughout the Olympic and Paralympic Games.

But BA also wanted to inject a sense of fun into the sponsorship of the event. In doing so, BA allowed employees to volunteer at Park Live, the main entertainment venue running throughout the Olympics and to attend events. All of this content and information was available via the app as a means of making staff feel involved in the sponsorship and experience the excitement of the Olympics, even if they couldn't be there in person.

The content uploaded to the Trackside app kept employees involved throughout the weeks of the games and gave employees an increased sense of pride in BA. One of the judges says, "Good to see a company putting so much effort into engaging its staff around the Olympics. A digital first approach and the results look impressive." The app generated a 10% increase in engagement and pride scores in a post-Games survey alongside a 12% reduction in disengaged employees. Remarkably, 90% of employees felt that BA's sponsorship of the Olympics made them feel more positive about their role in the company.

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INVESTMENT AUDIENCE



Best online annual report

Gold – Rexam PLC (Addison Group)

Gold – Sainsbury's (SAS London)

Silver – Tesco (Addison Group)

Bronze – Prudential plc (Addison Group)

Highly commended – BASF SE

Highly commended – Rio Tinto (Black Sun)

Online annual reports have become one of the centrepieces of corporate communications. If it is executed well, an annual report can make the most of the digital platform and serve as an invaluable tool for investors, journalists and stakeholders. One of the two gold winners in this category, Rexam, worked with Addison Group in developing an interactive, branded annual report.

This year's report was intended to demonstrate Rexam's manufacturing excellence and adherence to innovation as a leading consumer packaging company. The report was also designed with visual references to the main corporate site, which had recently been relaunched. Responsiveness was a third consideration as those reading an annual report often access it from a tablet or mobile device.

The report is split into five core areas some of which contains an introductory video –one featuring CEO Graham Chipchase – other pages provide introductory statements or audio/visual content. The rest of the content is broken down into manageable amounts and divided by subject and type. One of the judges says, "Great design, well executed. [Tone of voice] on brand. And some thought given to user needs [shareholder register info for instance]."

The resulting report adhered to users needs, both visual and technological, and accounted for a 10% increase in downloads over the 2011 report. As stakeholders are increasingly going mobile, a coherent and effective annual report only serves to enhance Rexam's investor relations and corporate communications.



Best online annual report

Gold – Rexam PLC (Addison Group)

Gold – Sainsbury's (SAS London)

Silver – Tesco (Addison Group)

Bronze – Prudential plc (Addison Group)

Highly commended – BASF SE

Highly commended – Rio Tinto (Black Sun)

Sainsbury's and SAS have been corporate reporting partners for the past decade. The 2013 annual report follows in the footsteps of the successful 2012 report, which was lauded for its ease of navigation. However, this year, SAS pushed the creative elements of the design further to ensure engagement with Sainsbury's performance and strategy. With a supermarket full of household goods at its fingertips, SAS recreated a family's refrigerator door on the cover of the printed report and used block letters, evoking magnets, and the illusion of food and produce sprawled across a kitchen table throughout the design.

The judges loved the design as it was well-conceived and offered no gimmicks. One of the key objectives of the design was navigability and clarity. SAS focused on signposting and style in directing users through the site and between pages. Video content is also used to introduce sections of the report and social sharing is encouraged throughout. In the section of the report delineating Sainsbury's marketplace, statistics are related to consumer activity in a relatable, visually compelling manner. The traditional statistics and financial tables are included, but are signposted well and offer comprehensive, yet simple detail in the headings and section dividers.

Though results have not yet been analysed, Sainsbury's and its investors were pleased with the navigation and design of the 2013 report, as were the judges of this category who honoured it with a gold award.

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MEDIA RELATIONS



Best online newsroom

Gold – NVIDIA (NASDAQ OMX)

Bronze – LinkedIn (NASDAQ OMX)

NVIDIA, as a digitally-focused brand itself, found that it's online news portal was unable to meet its digital-savvy users' expectations. To address this, NVIDIA sought to create an interactive, social media-friendly, comprehensive online destination. It hoped to build engagement and encourage awareness on social media channels.

NASDAQ OMX designed a newsroom that would maximise existing assets while remaining on brand. The newsroom was also intended to bring all of NVIDIA's reams of content onto one easily accessible site. The resulting digital portal allows users to search...The new product also allows NVIDIA to maximise SEO through the use of search engine-friendly URLs.

As a result of the radical changes made to NVIDIA's online newsroom, social sharing of content drastically increased and press releases began to be shared across all social channels. The judges lauded this entry for its ability to provide a home for all of NVIDIA's content and social assets while maintaining a usable structure and addressing the needs of users, both the general public and the media. One judge says, "NVIDIA have created an engaging and effective hub that pulls together owned and aggregated content effectively. A good and trustworthy destination for news and media contacts." Another adds that the newsroom is "comprehensive and innovative without being alienating."

EVALUATION

Best process to evaluate a digital campaign/digital communications

Gold – Premier Inn (DigitasLBI)

Silver – Coca-Cola Europe (Commetric)

Bronze – An oil major (Commetric)

Highly commended – Golden Wonder (BOTTLE)

Premier Inn faced the challenge of improving online sales and customer experience without the of detracting from user experience. In this case, ROI was the most important objective when pioneering changes online. Premier Inn sought a massive revenue increase as a result of programme and wanted to better understand the online user journey. LBi was tasked with measuring both the quantitative and qualitative results achieved by the programme.

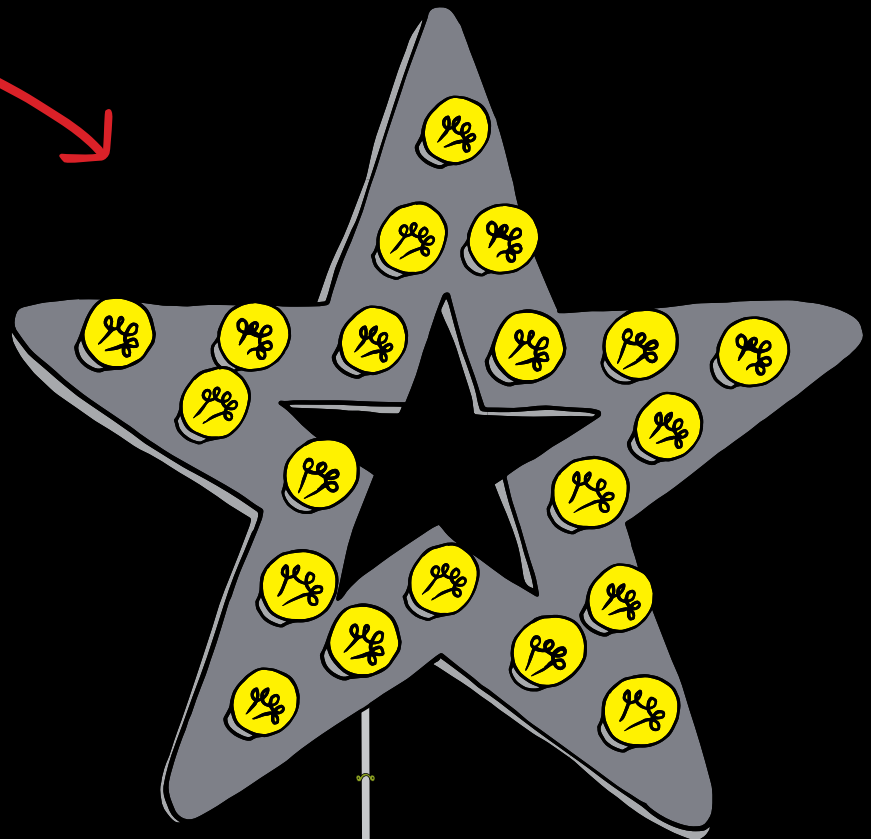
LBi used an intensive study of website analytics data to map the complex user journeys and identify which factors prevented the ultimate purchasing decision from occurring. Such data, in combination with qualitative assessment of customer experience, allowed LBi to design solutions to better understand ROI and address the difficulties inherent in the online user journey.

New content was then implemented to address the above problems which, in turn, led to a 99% confidence in the new features' ability to change the user experience in a positive way. A 1,644% increase in ROI was delivered in seven months. Judges noted that the evaluation process was well executed and the detailed results met the objectives delineated at the outset. One judge adds, "I think it is great approach and very linked to company products and business objectives." LBi, by creating a bespoke evaluation system, ensured that not only would Premier Inn achieve the best-possible analytics, but that the resulting changes made to the user journey would address consumers' needs as well.



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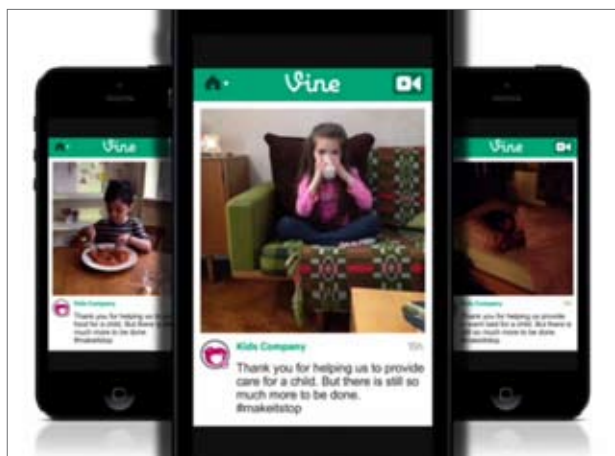
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Best use of digital by a NGO, NFP or charity

Gold – Kids Company (AMVBDDO)

Gold – NSPCC – ChildLine (ShootMedia)

Silver – The IKEA Foundation (Kindred)

Bronze – Capita, on behalf of HSE for GasSafe (VINCE Media and The Team Brand Communications Consultants)

Highly commended – Young Scot (Storm ID)

Kids Company is a hands-on group that works with the nation's neglected children. It runs residential summer camps, Christmas food banks and year-round mentorship programmes. However, the challenge Kids Company and AMVBDDO were faced with was a lack of awareness, a problem that subsequently affected fundraising efforts.

To address this issue, AMVBDDO and Kids Company developed a campaign that promoted awareness of children's suffering and neglect in the capital through the short, looping nature of Vine. They debuted three gritty clips – one of a young girl swigging from a bottle of vodka, another of a boy sleeping on the ground and a third of a boy eating from a bin – as part of the Make it Stop campaign. Once a donation was made, the supporter was shown a new Vine – of a child drinking milk, eating a proper meal or sleeping in a bed.

The campaign saw an immediate return. Over one million online impressions were generated and thousands of people retweeted the videos, including an MP. The campaign is also one of the first to use Vine to address a serious social issue. One of the judges says, "Fantastic! My only query was around using Vine alone, but it seemed to do the trick." In communicating about the people with which it works everyday, Kids Company was able to build awareness of its own work through a subtle, yet effective campaign.



Best use of digital by a NGO, NFP or charity

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ChildLine, a charity that supports teenagers and children experiencing abuse, sought to engage with the 12-15 year olds who visited its website because they were experiencing physical abuse. This sensitive topic and difficult age group caused ChildLine to seek an appropriate solution in terms of both audience and content. Additionally, with this group's digital familiarity, any resulting content had to compare to quality film or television productions.

The solution was a video that would sit within ChildLine's physical abuse microsite. NSPCC provided its support and resources throughout the development of the ShootMedia-produced film. NSPCC content planner Andrew Hunter was a writer and the director of the resulting It Follows Me Around film.

The film saw the highest number of views of any NSPCC issues-based video with audience retention around 60%. Views of the physical abuse page jumped by 1,654% compared to the same period in 2012. The film's success may be due to any number of factors, but one of the key strategies during production was to keep the perspective of the teenager in mind. Instead of preaching to or talking about this audience, the film spoke to what teenage victims of physical abuse were actually thinking and feeling. This led to a positive reception among the target audience and greater engagement with ChildLine's services.

Best use of digital in the energy and utilities sector

Gold – Puma Energy (MerchantCantos)

Silver – Shell International (Tigerspike)

Bronze – EDF Energy (Corporate Edge)

Puma Energy, part of Swiss company Trafigura, is mid- and down-stream oil company that has recently consolidated and rebranded. As a means of reaching its 35 markets sprawled across five continents, MerchantCantos redesigned the Puma Energy website. The site was intended to position Puma as a market leader in global energy and to address the needs of visitors on various devices.

The resulting website eases navigation by using landing pages with full-bleed photos and large titles. The site reflects the design of the company's annual report, which features the same style of titles and an array of professional photography. Most of the photographs were taken by a fashion photographer who was charged with depicting the machinery of energy production in a visually compelling manner. The resulting photos lend a glamorous view of Puma's enterprises.

MerchantCantos' work for the digital portion of the project provided a sense of consistency across the entire brand. However, it also served to consolidate the numerous properties that comprised Puma Energy under a single coherent brand. Introducing a responsive design allows Puma the flexibility to communicate with audiences on a variety of devices and in a range of places. The judges took notice of this aspect of the design and one says, "The responsive design is nice and future proofs the site for devices."



Best use of digital by the engineering and manufacturing sector

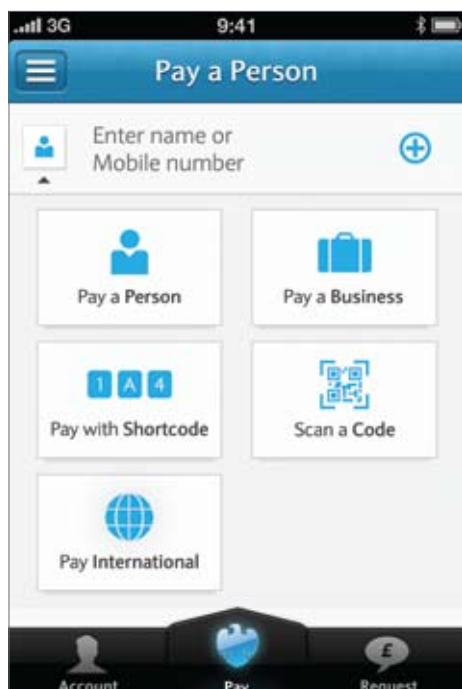
Gold – Subsea 7 (Black Sun)

Inherent in nearly all communications of a technical nature in the engineering sector are challenged with explaining a complex process to a non-technical audience. Thus was the case when Subsea 7 – a leading provider of deepsea and offshore construction and engineering solutions – partnered with Black Sun to communicate the services it offered to a variety of audiences.

Black Sun focused on redesigning the Subsea 7 website to give the company more control over its content. The changes extended to printed materials, and to the company's annual report and the website, included rich media that would better explain the business.

Black Sun's success, however, is most apparent on Subsea 7's new digital platforms. The communications team at Subsea 7 now have the ability to produce and publish content within minutes. They also create interactive illustrations, display videos and other graphics that explain the business' technical elements in a coherent and comprehensive manner. Though the company's web and digital assets have been revolutionised, the new website achieved a marked secondary result as well: the graduate employment section of the site is now the second most-visited page. This has proven Black Sun's success at explaining what is a compelling, albeit complex, business to an interested, yet external audience. The judges lauded the ability of the digital design to communicate a complex subject in an effective way.





Best use of digital in the financial services sector

Gold – Barclays

Silver – Aviva (Hill+Knowlton Strategies)

Bronze – The Commercial Bank of Qatar (Industry)

Highly commended – Barclays (Jacaranda)

Highly commended – borro (Threepipe)

Barclays made forays into the world of mobile technology as a means to outstrip its competitors within the digital sector and to better serve its customers who sought on-the-go banking solutions.

Barclay's Pingit app allows anyone over the age of 16 in the UK to send and receive cash using just a mobile number. This has revolutionised the usage of digital applications within the financial services sector and sets a new standard of simplicity and functionality.

Described by The Daily Telegraph as "The biggest watershed in banking since the launch of the credit card," the app was launched in February 2012. This made Barclays the first bank in Europe to launch a free, instant mobile payments service and therefore cementing its position as the leading instant mobile payment solution provider. The app has since been expanded, allowing users to send money internationally for free. It also offers businesses the facility to register, which would allow users the convenience of paying by smartphone rather than by cash.

By enabling users to make instant payments, the app is successfully driving up Barclays' customer retention, with the service breaking through the £1 million payment barrier in less than three weeks and over £135 million transferred so far. Building the network through the uniqueness of Pingit, has also allowed Barclays to reduce its customer acquisition costs.



Best use of digital in the professional services sector

Gold ESPC (Storm ID)

Silver Accenture (Omobono)

Bronze Eddisons Chartered Surveyors (9xb)

Highly commended Association of Online Publishers (inPress Online)

Many industries have recognised the move to mobile is inevitable. For those in the property sector, that move has been accelerated with the rapid abandonment of print advertisements in favour of online listings. The Edinburgh Solicitors Property Centre (ESPC) is the property marketing body representing 200 solicitor estate agents in the Edinburgh area. ESPC.com had undergone a recent refurbishment and was the primary listings channel for the group. However, it was apparent that soon, those accessing the site remotely would become the majority audience, particularly when simultaneously viewing properties online and in the field.

In order to ensure that these users did not have a subpar online experience, Storm ID was brought in to develop a responsive website. The objectives were to deliver the same quality of functionality and experience as on the desktop site. Competitors had been focusing on costly app development, but ESPC foresaw the prominence of responsive web in the sector and pursued the responsive route.

After extensive user research and testing, the site debuted and was, within months, a major increase in site visits, property views, time on site and SEO were recorded compared with the previous year. The consistency across the mobile, tablet and desktop sites ensures the best-possible user experience. This seamless experience encourages the continued mobile-focus in the property sector.

SECTOR

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

Gold – O2 (Hope&Glory)

Gold – Sony Mobile (DigitasLBi)

Silver – Sony Pro Europe (Faith the Agency)

Bronze – BT (SAS London)

The second a traveller touches down in Paris or Prague or Palermo, that traveller's mobile phone provider typically sends a text message delineating the tariffs available in that country. While this may be a pleasant, or often, a not-so-pleasant surprise upon alighting from an airplane, O2 Travel sought a communications strategy that allowed for wider awareness of tariffs.

The decision was prompted by a decision by mobile providers to generate smaller sums of money from a wider pool of travellers. The challenge O2 faced arose from the previous policies of charging larger sums for data use overseas. People often automatically turn off their data when traveling.

Hope & Glory and O2 took to Instagram with the 'Gone Roamin' campaign. O2 engaged high-profile Instagram users who were sent on an O2 Travel Road Trip. They shared photos with the #o2travel tag and captioned the photos with information about the tariffs. The campaign was wildly successful on Instagram as 140 of the 210 pictures made the site's Popular Page and 850,000 likes were achieved.

One of the judges says, "This campaign has been very well received across the media, and whilst it's not focussed on the O2 website, it's objective and strategy has worked enormously well."

For O2 Travel, the campaign was also a success. Data roaming use increased by 151% and awareness of the new roaming tariff increased by 90%. Awareness of the O2 Travel brand also increased by 50%.



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

Gold – O2 (Hope&Glory)

Gold – Sony Mobile (DigitasLBi)

Silver – Sony Pro Europe (Faith the Agency)

Bronze – BT (SAS London)

Sony has been a leading manufacturer of electronics since the 1950s, but its presence on the mobile phone scene has had a more troubled background since its partnership with Ericsson. Sony realised this unsatisfactory market share was a publicity problem, not a technological one. Its phones were top-notch, it just needed some good old fashioned word-of-mouth promotion to challenge the top companies.

Through its longstanding relationship with LBi, Sony focused on the launch of the Xperia Z smartphone as a means to increase awareness. The target audience Sony hoped to engage was a curious one that sought new experiences and had an interest in technology. The campaign also had to have online reach and be shareable in order to succeed.

Online video was used to create a non-product centric content solution. The Xperia Vs campaign was developed as a series of films from brand ambassadors that pushed the phone's features to the extremes. The centrepiece of the campaign, Xperia Vs the Northern Lights, saw musical artists OK GO capture the sound of the Northern Lights in a four-minute track. OK GO then developed one of its oft-viral music videos using the resulting track.

The video's ensuing success on YouTube and other platforms speaks for itself. But Sony's ability to understand its audience's desires and interests in order to create an organically shareable solution, was remarkable.





Best use of digital in the food and beverages sector

Gold – Doritos Mariachi (AMVBDDO)

Silver – Mars Snickers (AMVBDDO)

Bronze – Meantime Brewing (Hope&Glory)

Highly commended – Den Gamle Fabrik (Essencius and Unfold by Essencius)

Highly commended – Lavazza (Focus PR)

A mariachi band traveled to dull English parties and transformed them by injecting Mexican flavour into tired English songs, including a catchy take on Human League's Don't You Want me Baby. The Mariachi Doritos project, carried out by AMVBDDO, was charged with injecting life into Doritos' UK-based social media channels and expand its audience into the 20-45 demographic.

The Mariachi Doritos Facebook page enabled fans to book the band for private parties and events around the country. The mariachis played at 70 gigs and created a bespoke song for each party based on the honoree's Facebook information. The gigs were streamed live on Facebook. The mariachis also played virtual gigs that ran through the Doritos Facebook page.

As a result, not only did Mariachi Doritos liven up some decidedly dull English parties, but it livened up Doritos' social media as well. The mariachis released a spoof on a classic Christmas single video that was viewed six times more than the official Christmas single and was the most viewed piece of content on YouTube in the week before Christmas.

The judges lauded the campaigns originality and sense of fun. One judge says, "Highly creative, and fantastic all round tie in with the online and offline activities. Great tactic to have folks try and get the band to their party/gig through the Doritos Facebook page. Very impressed overall."



Best use of digital in the retail sector

Gold – Greggs (STEEL London)

Silver – Shop Direct Group (Indicia)

Bronze – Debenhams Beauty (STEEL London)

Bronze – Debenhams Spring (STEEL London)

Highly commended – Printed.com (Threepipe)

Greggs' existing Facebook channel is engaging, current and popular among the chain's customers. However, Greggs asked STEEL London to work on its online brand engagement while trying to promote awareness of its handmade lunchtime sandwich range.

STEEL developed a Facebook app that allowed users to experiment with Greggs' range of fresh ingredients and create their own sandwiches. The best creations were set to a public vote with prize money and the winning sandwich being put on sale at the winner's local Greggs at stake.

The Sandwich Maker app saw nearly 8,000 entrants with 10.7% repeat visits. As the app was intended to engage customers with the ingredients and variety of options available to them at Greggs during lunchtime, the ability to work with those same ingredients addressed both online and offline habits. One of the judges says, "Good bridge between online and offline activity." App users were similarly pleased with the experience and spent, on average, about four minutes online at a time.

The winning sandwich, The Sicilian, took home 30% of the votes and combined some British favourites like rocket, sundried tomato and pesto. The campaign lasted for three weeks in all and was responsible for an uptick in Facebook fans by 62,076.

Best use of digital in the travel and leisure sector

Gold – PureGym (Indicia)

Silver – TaylorMade adidas (Purestone TFM)

Bronze – Betfred (IgnitionOne)

Bronze – Virgin Atlantic Airways (DigitasLBi)

Highly commended – Cunard (DigitasLBi)

Gyms typically have two peak seasons revolving around summer holidays and the beginning of the new year. During those time periods, and indeed throughout the year, people join gyms and fitness clubs with the intention of maintaining their fitness habits. Often, eagerness tapers off and customers are not retained. In order to address this problem, among others, PureGym, a challenger brand in the affordable sector, developed the my PureGym app with Indicia.

The app is the first digital solution among gym chains that is entirely consumer-focused and meets the needs of users. The interactive features alleviate some of the more difficult administrative processes of running a gym, including a real-time class booking system and the ability to find the appropriate equipment. One of the judges says, "Very cool and new approach that really put the customer in the heart of the execution." In focusing on the needs of the customer, the PureGym app was able to keep the user motivated, inspired and simultaneously engaged with the PureGym brand.

Since the app's launch in January 2013, it has been used by about 21,000 people each week. App users now account for 40% of PureGym's customer base. Time will tell if retention is addressed by the app, but the current users find that the functions available are useful and enriching to their fitness experiences.



Best use of digital in the healthcare sector

Gold – NIVEA (Agency Republic)

Silver – Freederderm (Bray Leino)

Silver – Lundbeck (Ogilvy DigitalHealth and Ogilvy HealthPR)

Bronze – BMS / AZ (Ogilvy DigitalHealth)

Highly commended – Tudor Reilly Health

A woman sits on a first date with a millionaire. She absentmindedly reaches to her left and begins...munching on a leaf of the table plant. The interactive YouTube video designed by Agency Republic for NIVEA's new Stress Protect deodorant seeks wider take up by a younger audience by forging a connection between the brand and its audience.

During Nivea's research, it determined that there are two types of sweat – that caused by exercise and that caused by emotional stress. The Stress Protect deodorant is designed to alleviate the effects of the latter and was to be targeted at young professionals with active love lives.

The resulting video was launched on Valentine's Day and resulted in a high level of interaction. Half of the three million who viewed the video clicked on five of the nine possible stressful scenarios the first date woman could get herself into. The average engagement time was nearly seven minutes. The video was able to play consistently as it was designed on a loop and seamlessly returned to the beginning over and over again with no disruption to the user experience.

The judges were pleased with the interactive video and the use of an interesting premise to engage with users. One judge says, "A fantastic use of video and Youtube to gain viewer engagement, lacked obvious defined goals but seen fantastic viewing time. Good innovation through these new channels."





Best use of digital in the property sector

Gold – Green Park (Further)

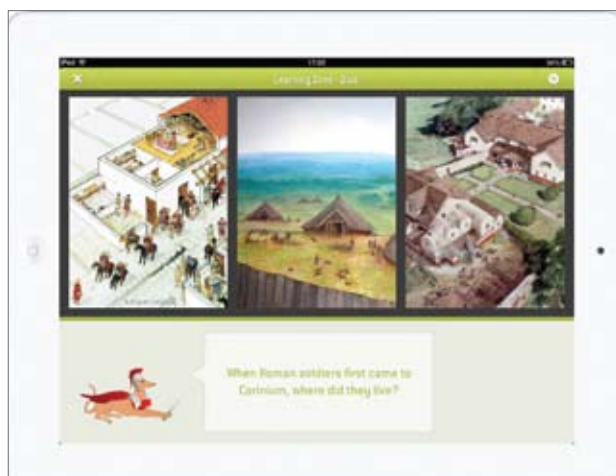
Silver – Shaftesbury (Black Sun)

Bronze – Amtico International (Freestyle Interactive)

Further says the perennial challenge facing the property sector is that unused developments make potential occupants and investors wary. Continuous disuse heightens this problem until, if nothing is changed, the development loses relevant earnings potential. Oxford Properties' Green Park Reading parcel was staring down this unfortunate future when it brought Further in to rebuild the office park's brand.

Through a rebrand, Further and Oxford Properties sought to engage global estate directors, the commercial property market and potential and current tenants. Yet, the most common perception of Green Park was that the sprawling 195-acre complex was empty.

Two photographers were commissioned to depict the park as a living, breathing work complex. The photography and associated video content was then used across brand assets, including a new website. The Green Park website is one of the first in the B2B property sector to use a background of full screen, professional video, to be fully responsive and to allow users to create custom brochures about the complex. One of the judges notes that the use of video imbues the viewer with an immediate sense of activity. Another says the tools offered are genuinely useful as is the responsive design. With a 34% increase in site traffic and TMT giant Huawei moving into Green Park in April 2013, the rebrand has propelled Green Park from the ranks of dusty disuse into a new life through an innovative use of digital.



Best use of digital in the public sector

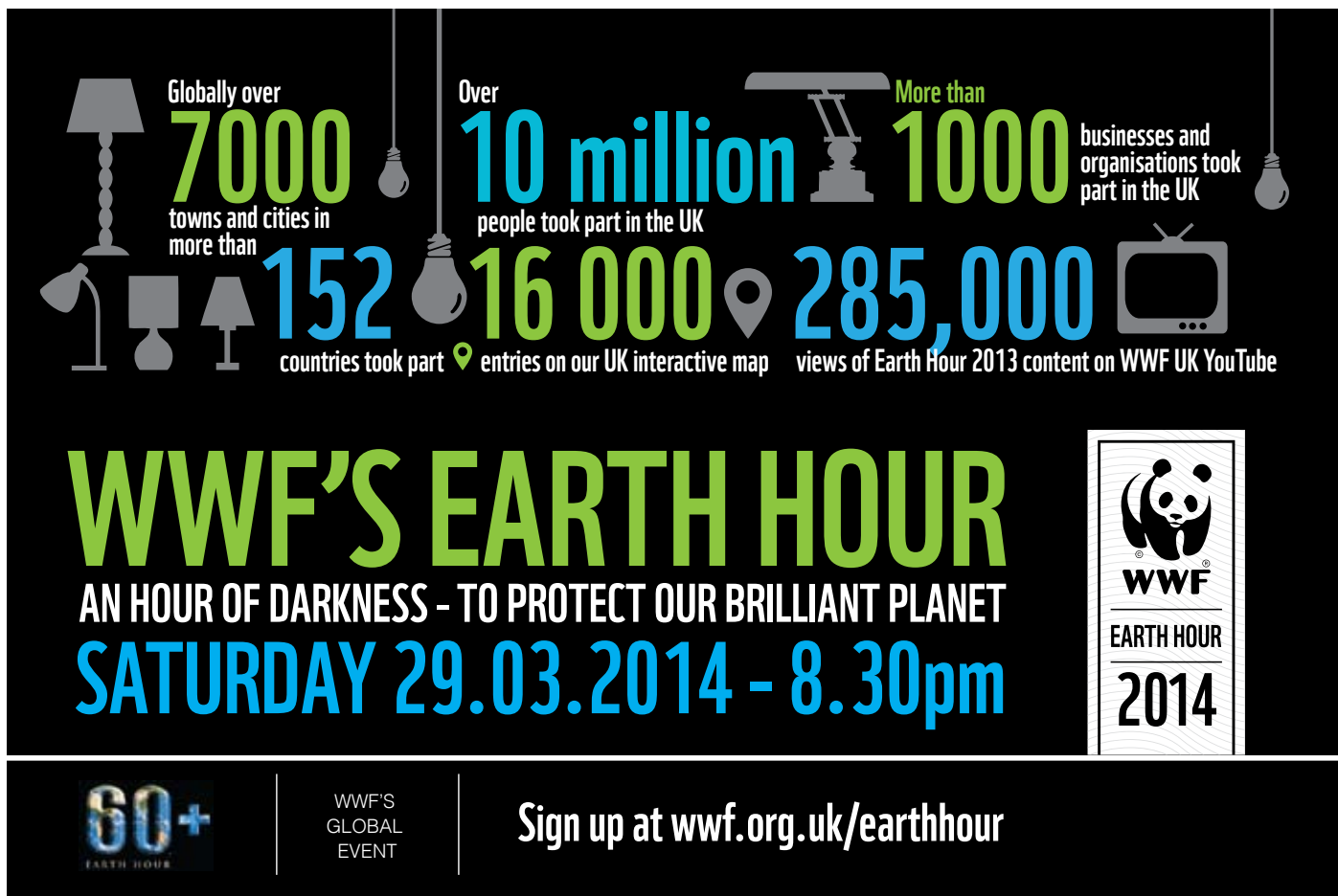
Gold – Corinium Museum (TapMob)

For a local museum in Cirencester, attracting a wider audience than that from the local community presented a challenge. For the Corinium Museum, even drawing schoolchildren and other visitors from the local area is competitive due to the area's prolific collection of Roman artefacts. Corinium needed to stand out from the crowd and reach a wider audience, and hopefully generate a new revenue stream along the way. The museum, alongside TapMob, decided an app would meet all of those objectives.

The resulting Romans App, available on Android and iPad provides an engaging platform with rich content that complements school curriculums, as does the museum itself. It allows Corinium to present its wealth of Roman information and artefacts and generate interest in the area's rich history. The interactive content gives remote users an experience as near as possible to actually viewing objects in person.

In curating the content for Romans App, TapMob undertook research with regional primary and secondary schools and collated input directly from pupils and teachers to determine what they were seeking from a Roman period-focused app. Archaeologists provided their input and delivered audio content based on their experiences excavating in the area.

While the app has been launched in the UK App Store's 'New & Noteworthy' section and fulfills the initial brief, it has spurred a renewed interest into the Corinium Museum's Roman collection on the part of visitors and interested parties alike.



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Digital agency of the year

AMVBBDO

It was a good year for AMVBBDO at the Digital Impact Awards. The agency took home two golds, a silver, a bronze and a highly commended award for its work with three different clients. Each campaign was unique and tailored to the clients' audience and needs in an unparalleled manner among the entries.

The first gold award AMVBBDO took home this evening was for its work with Kids Company. The 'Best use of digital by a NGO, NFP or charity' category offers tough competition. Digital is rapidly becoming a primary means of communications within the sector and this year's entries were of an excellent calibre. The Vine-based campaign that AMVBBDO designed for Kids Company was innovative in its use of platform, but also for its ability to address relevant, yet sensitive issues in an engaging manner for a socially-savvy audience.

The second gold went to AMVBBDO's work for Doritos in the 'Best use of digital in the food and beverages sector.' This work was lauded by judges and appreciated en masse by Doritos' digital audience. The Doritos Mariachi band brought Mexican flavour to a host of so-called dull English parties. In livening up said parties, the band also livened up Doritos' social media channels. It didn't hurt that the band's Christmas single had more reach than did the official Christmas #1.

The agency's work for Mars Snickers earned it a silver in the food and beverage sector and a highly commended in the 'Best use of existing social media' category; a category in which the Doritos campaign took home a bronze.

For AMVBBDO's ability to manipulate suitable social tools and channels in order to effectively engage its clients' vastly different audiences, it achieved both success in its campaigns and success at tonight's awards. For these reasons, we are proud to present AMVBBDO with the 'Digital agency of the year' award for the 2014 Digital Impact Awards.

Digital campaign of the year

Nike (AKQA)



Tonight's 'Digital campaign of the year' for excellence in digital communications and stakeholders relations is held in the highest esteem, going to the project that is felt best demonstrates the brilliance capable in this field.

The programme submitted by Nike in conjunction with AKQA has already taken home two gold awards, for 'Best use of existing social media' and 'Best community development.' What sets the Nike Academy project apart however, is its success in supporting a generation of football players while teaching prospective youngsters what it takes to advance to the professional level.

Nike is the world's leading innovator in athletic footwear, apparel, equipment and accessories. Its mission, as described by co-founder and legendary track and field coach, Bill Bowerman, is "To bring inspiration and innovation to every athlete in the world."

In order for Nike to achieve a higher level of brand engagement for its football products, however, Nike and AKQA chose to deploy the power of social media. They wanted to make consumers' dreams of learning to become professional football players come true by engaging so-called football-obsessed teens with the inner-workings of professional football clubs.

It was with this that the concept for the Nike Academy was formed. Operating full-time from world-class facilities in Loughborough, Nike broadcast and shared its new squad's journey from the initial trials in which anyone could try out, to matches against the very best – Barcelona, Arsenal, and Inter Milan to name a few.

It was an incredibly successful campaign that resonated with Nike's consumers by offering them a unique and personalised perspective on how to realise their potential and live their dreams. The project caused Nike football and the Nike Academy's social media presence to skyrocket in terms of engagement while simultaneously fostering a community of committed and engaged users.

It is therefore our great pleasure to award it with the 2013 Digital Impact Awards 'Digital campaign of the year' for AKQA's work on the Nike Academy.

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