

An abstract graphic featuring a large red circle in the lower half and a smaller grey circle in the upper left. The red circle overlaps the grey one, creating a white lens-shaped intersection. In the top right corner, there is a small red circle containing the letter 'L'.

LENS
2023 AWARDS

WINNERS
BOOK

Bringing Events to Life
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LONDON

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EXETER

Welcome



If ever there were questions on the effectiveness of video in communicating key messages to organisations' corporate and non-customer audiences then one glance at the shortlist of this year's Lens Awards for corporate video would surely lay those doubts to rest.

This year's winners have met their challenges head on, with strategic excellence and immense creative flair. The winning organisations have used video to introduce a new uniform to their employee, created a reputation-enhancing documentary worthy of a prime time TV slot, got their investors to understand the corporate issues ahead of an investor day, celebrated strong women to attract more of the same, tackled teenage drinking and much, much more. The results have been astounding.

It was a privilege to sit in on the judging days and listen to the discussions and the debates on the winning work. I know the judges were as impressed as I was.

To all the winners tonight, congratulations.

Andrew Thomas
Publisher
Communicate magazine

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GRAND ACCOLADE

- 38 **Video of the year**

JUDGES



Gareth Brookes
Digital and brand specialist
Tata Steel Europe

With over 12 years' experience in manufacturing and the third sector, Gareth brings award-winning videography, design and storytelling skills to the steel industry. As well as being a core rich-content creator and an advocate of authentic communications, Gareth shares his knowledge and experience across the organisation to give a wider tranche of employees the confidence to shoot and edit user-generated smartphone content. As a recipient of several industry awards and a CIPR accredited PR practitioner, Gareth regularly shares his skills with professional communication peers.



Simon Crofts
Client services director
Big Button

Simon is an award-winning producer whose work has been recognised by the Royal Television Society, New York Festivals, EVCOM and Cannes TV. Simon develops effective video strategy, creative and content. His work has achieved over 45 million organic views, measurable ROI, improved sales performance and significant increases in brand consideration for clients including Serco, Amazon, Xerox and Network Rail on global change comms projects, TV and cinema commercials, promo films and viral/social media content.



George Fuller
Senior digital communications officer
(video production)
House of Commons

George is a communications and video production professional with many years of experience working for ITN Productions, The Telegraph and as a freelance producer. George currently holds a role in the public sector for the House of Commons, and regularly works with the speaker of the House of Commons, Sir Lindsay Hoyle, as well as Parliamentary staff to produce videos on events and procedures across Westminster.



Steve Garvey
Founder
Moving Image News

Steve helps brands to achieve business results with the emotive power of film. Steve has over 30 years of experience in film and video as an agency head, producer and in-house comms director. Moving Image News is the independent hub for insights into brand video and corporate film, using data to analyse video, and sharing the results. Moving Image News blends a unique understanding of brand video with an extensive database of film content and audience engagement.

Richard Humphries
Social video producer
Vodafone UK

Richard is an experienced video industry professional with over 12 years' experience in the telco sector. Building on 15 years of prior graphic design and marketing experience, he creates content using a combination of cinema cameras and smartphones. Richard currently holds a role as social video producer for Vodafone UK, focusing on creating eye-catching content to engage and support customers, build brand awareness and drive positive sentiment.

Rabia Jones
Head of creative, global communications
HSBC

Rabia is a passionate producer-director with more than 15 years' experience creating inspiring branded content for some of the world's biggest brands. A keen storyteller, Rabia has filmed footballing legend Pelé in a favela in Rio, superstar rapper Akon in Lagos, X-Box Halo characters in Lichtenstein and Magnum photographers around the world. Rabia's career spans stints in television, broadcast PR, creative agencies and more recently in-house with HSBC's Group Reputation team where she oversees and produces multimedia content for HSBC's Group social media channels and corporate website.



Simon Kramers

Head of film

Deloitte UK

Simon is an award-winning documentary filmmaker with a passion for telling stories. Kramers started out working in broadcast news, where he worked with a team of investigative journalists to tell hard-hitting stories with a national reach. For the past eight years, Simon has been working agency side as a creative producer, working with brands like Vodafone, Jaguar Land Rover and SAP. Last year, he started his latest role as the head of film at Deloitte, working within their in-house creative agency, 368.

Connor Matheson

Video manager

Department of Work and Pensions

Connor is an ambitious, passionate and creative visual storyteller with three years' experience freelancing for a diverse client base. Connor is currently video manager at Department of Work and Pensions, delivering multi-media digital projects with a focus around the web and social media.

Janet Morgan

Former head of corporate affairs

LifeArc

Janet is an award-winning corporate communications professional specialising in science, healthcare and technology. With a degree in biochemistry, it was the opportunity to tell stories about science, technology and health that attracted Janet to the world of communications many years ago. She has worked with charities, membership organisations and some of the world's largest companies, and has also headed up communications teams at GSK, Nuffield Health and LifeArc.



Sheloa Nichols

Head of content and channels

Ministry of Justice

Sheloa is an award-winning digital content strategist and storyteller with over 13 years of industry experience crafting impactful digital to deliver insight-driven, multi-channel communications that inspire audiences, increase engagement, create community and build awareness. Sheloa has worked in partnership with countless global brands from Nike to Bose to Dior. Currently Sheloa is the head of content and channels at the Ministry of Justice where she leads on content innovation and digital strategy.

Kulveer Ranger

Global head of strategy and communications FS&I

Atos

Kulveer is head of strategy, marketing, communications and public affairs for Northern Europe, India and APAC at Atos, a global leader in digital transformation with 110,000 employees in 73 countries. Kulveer has been a leading figure in the development and communication of innovative, technology-led services and has a unique track record of working in politics, the public and private sectors over the last 25 years.

Doug Revolta

Head of video

What Car?

Doug worked as a journalist at What Car? for more than eight years and he is currently head of video. Doug's primary role is writing and presenting all the content that appears on What Car?'s YouTube channel, which is watched by two million people each month and has more than 410,000 subscribers. It is Doug's job to ensure all the video output carries What Car?'s insightful, informed and engaging tone.

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www.communicatemagazine.com

JUDGES



Gareth Scurlock

Head of content and communications
TMF Group

Gareth has worked as a digital editor and content manager for more than 20 years. Gareth created the NME.com's first summer festival website in 1999 before spending ten years as an editor at The Times and Sunday Times. He was online deputy travel editor for six of those, creating and curating a travel images channel. Since 2020 Gareth has been head of content and communications at TMF Group, a global professional services firm. His role includes corporate video creation and strategy.



Rebecca Williams

Group photo and video
production manager
TUI

Rebecca is a skilled and experienced expert in photography, video, content management, content strategy and lean process implementation. Rebecca has produced and art directed hundreds of hotel and destination videos, and thousands of images for TUI since 2005. Rebecca has contributed to creating and implementing content strategies with a KPI to manage and maintain images for over 4000 hotels. She is now part of the senior management team in group content and focuses on developing, maintaining and implementing visual guidelines for TUI UK and TUI Group.

WINNERS

BUSINESS PURPOSE/AUDIENCE

Best video targeted to a general audience

Gold – Bowel Research UK (BRUK) and Bladonmore

Silver – East Midlands Railway

Bronze – Microsoft and Edelman

Highly commended – Elsevier and Edenspiekermann

Best video targeted to the investor audience

Gold – Moody's Corporation and Brunswick Creative

Silver – West Midlands Growth Company and ITN Business

Bronze – bp

Best video targeted to the internal audience

Gold – East Midlands Railway

Silver – Halma plc and Taylor Made Media

Bronze – bp

Best use of video for the employer brand

Gold – LNER

Bronze – East Midlands Railway

Highly commended – bp

Best use of video to assist reputation management

Gold – Philip Morris International

Silver – Redrow and GB Snowsports Partnership with DRPG

Bronze – East Midlands Railway

Bronze – Postman and Big Button

Highly commended – bp

Best use of video to aid CSR

Gold – Diageo with We Are Tilt and Collingwood Learning

Silver – Lloyds Bank and DRPG

Bronze – Associated British Foods, Jordans Cereals and Middle Table

Bronze – Virgin Media O2 and Taylor Made Media

Highly commended – LNER

STYLE/CREATIVITY

Best use of video with social media

Gold – Embraer - Profit Hunter Tech Shark and Gravity Global

Silver – LNER - People with Pride

Bronze – LNER - IC225 Livery Unveil

Highly commended – Embraer - Energia Fly the Future and Gravity Global

Best data visualisation

Gold – Eurelectric

Bronze – GAIA-X and Press Play Filme

Best video in a documentary style

Gold – MSD Sharp & Dohme GmbH and Edelman

Silver – LNER

Bronze – Philip Morris International

Best live or experiential video

Gold – SEGRO

Silver – Embraer and Gravity Global

Bronze – LNER

Best animation

Gold – Embraer and Gravity Global

Silver – Biogen Italy and Edelman

Silver – Influencer and Perspective Pictures

Bronze – Postman and Big Button

Highly commended – Eurelectric

Best creative execution

Silver – SEGRO

Bronze – Elsevier and Edenspiekermann

Bronze – Philip Morris International

STRATEGY

Best copy style or tone of voice

Gold – United Nations Population Fund and Edelman

Silver – SEGRO

Bronze – Elsevier and Edenspiekermann

Best innovation

Silver – SEGRO

Bronze – Cadence Design Systems and Callaghan Consulting Solutions

Highly commended – Philip Morris International

Best portfolio approach

Gold – Redrow and DRPG

Best use of video as part of an integrated campaign

Gold – Bowel Research UK (BRUK) and Bladonmore

Silver – Embraer and Gravity Global

Bronze – LNER

Bronze – The Department for Business, Energy & Industrial Strategy and Sledge

Best one-off video campaign

Gold – The Floor and Perspective Pictures

Silver – Bowel Research UK (BRUK) and Bladonmore

Best long-term video strategy

Gold – Diageo with We Are Tilt and Collingwood Learning

Silver – Accenture and Taylor Made Media

Silver – GoCardless and Big Button

Bronze – Elsevier and Edenspiekermann

Bronze – Redrow and DRPG

Best creative strategy

Gold – Diageo with We Are Tilt and Collingwood Learning

Silver – SEGRO

Bronze – Elsevier and Edenspiekermann

SECTOR**Best use of video by a charity, NGO, or NFP**

Gold – Bowel Research UK (BRUK) and Bladonmore

Silver – Fondation Des Femmes and Edelman

Bronze – United Nations Population Fund and Edelman

Highly commended – The Department for Business,

Energy & Industrial Strategy and Sledge

Highly commended – W2S (Wembley to Soweto Foundation)
and Morton PR

**Best use of video from the engineering and
manufacturing sector**

Gold – Embraer - Profit Hunter and Gravity Global

Silver – Smiths Metal Centres

Bronze – Embraer - Energia Fly the Future and Gravity Global

Best use of video from the food and beverage sector

Gold – Red Bull and Perspective Pictures

Silver – Diageo with We Are Tilt and Collingwood Learning

Bronze – Gusbourne and Taylor Made Media

**Best use of video from the healthcare and
pharmaceutical sector**

Gold – MSD Sharp & Dohme GmbH and Edelman

Silver – Biogen Italy and Edelman

Bronze – Genetic Alliance UK and ITN Business

Highly commended – Elsevier and Edenspiekermann

**Best use of video from the industrial and
basic materials sector**

Gold – DuPont Mobility & Materials and Bright Space

**Best use of video from the property, construction
and facilities management sector**

Gold – Redrow and DRPG

Silver – SEGRO

Best use of video from the public sector

Gold – Digital Content and Channels, Ministry of Justice

**Best use of video from the technology, media, and
telecommunications sector**

Gold – Blue Yonder and Bold Content

Silver – Postman and Big Button

**Best use of video from the transport and
logistics sector**

Gold – East Midlands Railway

Silver – LNER

Bronze – Hamburg Port Authority, NXP Semiconductors
and Callaghan Consulting Solutions

Video of the year

Winner – MSD Sharp & Dohme GmbH and Edelman

Best video targeted to a general audience

Bowel Research UK (BRUK) and Bladonmore

Gold

Bowel Research UK (BRUK) approached Bladonmore with the ambition of designing an engaging social media campaign to raise brand awareness. The powerful #auguts campaign was built upon the concept of “getting comfortable with the uncomfortable”, aimed at tackling stigma around bowel disease. BRUK and Bladonmore's emotive ‘hero video’ featured a series of interviews with people, discussing the experience of living with bowel diseases. The video is a call-to-action, designed to spark conversation. Results show that this was achieved, with a Facebook-user reach of three million, up an incredible 16,000% from the preceding month.

Alongside the video, the #auguts hashtag was used throughout August in a similar style to Movember or Veganuary. A visual look and feel for #auguts campaign were designed so that its theme could be reflected on BRUK's website, too.

East Midlands Railway

Silver

East Midlands Railway's (EMR) campaign celebrates its new fleet of ‘Aurora’ intercity trains, which serve the main cities and towns on the Midlands Main Line. The documentary-style video campaign captures how several departments worked to bring the new trains into service and highlights the positive impact the project has had on the region.

Microsoft and Edelman

Bronze

Microsoft's ‘The Future of Work’ campaign demonstrates how the company has used the emergence of hybrid work as an opportunity to transform its business, focusing on empowering employees, customers and partners to embrace flexible lifestyles. With the introduction of a new position, chief hybrid officer (CHO), Microsoft's people-first campaign positions it as a future-focused company that is not afraid of change.

Elsevier and Edenspiekermann

Highly commended

Elsevier's campaign positions its new sub-brand Elsevier Health as a major healthcare vendor.

Best video targeted to the investor audience

Moody's Corporation and Brunswick Creative

Gold

At Moody's Corporation, Investor Day is a business-critical opportunity to highlight the company's financial performance, strategic direction, culture and vision for the future. Moody's campaign used this day as a chance to communicate with stakeholders and to engage with attendees ahead of the Investor Day event, partnering with Brunswick Creative to develop a set of creative, modern and sophisticated films to shine a light on the company's strategy narrative.

Recognising the growing appetite for better quality storytelling from businesses that has emerged since the pandemic, Moody's creative campaign includes six beautifully shot 15–20 minute investor films, social cuts and a highlights reel. Human storytelling is at the heart of this campaign. Results show that the campaign's content was viewed over 380,000 times.

West Midlands Growth Company and ITN Business

Silver

West Midlands Growth Company's (WMGC) campaign is designed to tell the West Midlands investment narrative through a series of sector-focused films, engaging the audience by telling the human stories behind the businesses, industries and people in the region. WMGC ensured its campaign was imbued with a sense of authenticity and used social media to target its audience.

bp

Bronze

bp and EnBW's campaign documents the progress of a major offshore wind project, known as Morven. The campaign's short film captures the moment that bp and EnBW were announced as winners of a lease to develop the project on the east coast of Scotland. The Morven project is expected to unlock a number of investments across the country.

Best video targeted to the internal audience

East Midlands Railway

Gold

The launch of East Midlands Railway's (EMR) bespoke new uniform saw the company swap the tracks for a runway, with employees being invited to partake in a filmed catwalk that celebrated the new distinctive wardrobe, the brand and the people wearing it. Over 2,300 EMR employees proudly debuted the new uniform. The film was published to EMR social channels and has received an "overwhelmingly" positive response from employees.

The uniform is worn by employees within the customer service, drive and fleet areas of EMR's business, and is designed to be a varied 'open wardrobe' from which staff may select the fit and style that suits them best, individually. The exciting catwalk launch, along with the uniform itself, is designed to empower and celebrate employees.

Halma plc and Taylor Made Media

Silver

Halma plc's 'United by a purpose' campaign highlights the importance of what Halma's people do, inspiring a sense of pride and community in the Halma brand. Halma put human experience at the heart of its campaign, linking the stories of employees and the people impacted by their work.

bp

Bronze

bp's campaign communicates its new 'digital upgrade' to employees, helping their understanding of the new changes in a way that is exciting and visually striking, but informative. The campaign video pairs an interesting location with an artistic use of graphics, animation and lighting to create a visually engaging experience.

Best use of video for the employer brand

LNER

Gold

London North Eastern Railway (LNER) wanted to extend its support of International Women's Day by creating a campaign showcasing some of the extraordinary women within its workforce. The official theme of this campaign was 'Break the Bias', hoping to improve opportunities for women within the rail sector.

To achieve this goal, LNER commissioned research which uncovered the real experience of women within the workspace, and the biases they are facing. LNER gave women a platform to share their experiences, involving women across all areas of LNER and from fellow operators within the rail industry. The campaign's launch event saw over 80 women attend; nine in ten attendees left feeling "inspired and positive". The campaign delivered 96 individual pieces of content across regional, national and trade.

East Midlands Railway

Bronze

East Midlands Railway (EMR) launched its video campaign as part of National Apprenticeship Week, which celebrates apprenticeships and their achievements across the UK. As a company that has been recruiting apprentices since 2016, EMR's series of engaging videos is inspirational to its internal audience, and attractive to new talent in the industry.

bp

Highly commended

bp's 'vision film' is an innovative approach to communicating bp's company strategy.

Best use of video to assist reputation management

Philip Morris International

Gold

Philip Morris International's (PMI) campaign film is a stunning 15-minute documentary, told in six distinctive chapters, highlighting Japan's public health success story; since the introduction of smoke-free alternatives, cigarette sales are declining in Japan. After being released in mid-2022, this has already become one of PMI's most successful globally driven video-led campaigns. The campaign has resonated with PMI's affiliates worldwide, being utilised for local adaptation in locations such as Japan, Mexico and Colombia.

Creativity, agility and innovation were critical to produce a long-form video that kept audiences engaged while communicating complex messages. These efforts have paid off, as the documentary has generated more than 50,000 views since May 2022, resonating with a global audience.

Redrow and GB Snowsports Partnership with DRPG

Silver

Redrow's short documentary campaign tells the story of Paralympian Menna Fitzpatrick, showcasing the synergy between Redrow and GB Snowsports. The campaign is inspiring and emotive. One judge described the campaign as: "A very unusual partnership that has been conveyed in an inspiring and uplifting way, with compelling footage and powerful storytelling."

East Midlands Railway

Bronze

East Midlands Railway's (EMR) 'A Day in the Life' video series sought to celebrate the company's longstanding commitment to recruiting apprentices, in accordance with National Apprenticeship Week. The videos showcase EMR's apprentices, documenting their day-to-day responsibilities and the wide range of work they undertake. EMR's apprenticeship scheme received outstanding feedback after the campaign.

Postman and Big Button

Bronze

Postman's campaign was launched to celebrate its partnership with WhatsApp. The campaign follows the WhatsApp customer story, which documents the development of the WhatsApp Business platform. One judge described the entry as "well-presented and clear", saying: "This is a niche tech area that this campaign and video have made clear and understandable."

bp

Highly commended

bp's film showcased its credentials in wind power generation, as it moves towards renewable energy.

Best use of video to aid CSR

Diageo with We Are Tilt and Collingwood Learning

Gold

Smashed Online is not only a campaign, but an experience, designed to address young people on the issue of underage drinking. The digital experience targets young people between the ages of 11 and 13 worldwide, equipping them with the tools required to make informed decisions around alcohol, peer pressure and negative influence. Smashed Online's content can be adapted to different languages and cultures, hoping to tackle underage drinking with "positive thinking."

Diageo's interactive film invites its audience into the story, encouraging viewers to ask themselves: 'What would I do differently?' After experiencing Smashed Online, 92% of young people surveyed said they're less likely to drink underage. By mid-2022, the campaign had reached an audience of 534,000 people worldwide. Smashed Online is also being enrolled in school curriculums internationally.

Lloyds Bank and DRPG

Silver

Following a recent report for the UK Strategy for Financial Wellbeing, which highlighted the necessity of financial wellbeing across the UK, Lloyds wanted to produce materials to help children and young adults manage their money day-to-day, in the transition to financial independence. The campaign's three films expertly combine dramatic sequences and pieces.

Associated British Foods, Jordans Cereals and Middle Table

Bronze

Associated British Food's (ABF) campaign explains and promotes the company's partnership with Jordan's Farm. The partnership supports efforts towards sustainable agriculture and "creating naturally delicious and nutritious foods through loving, growing and protecting nature." The campaign's video is visually beautiful, informative, impactful and engaging.

Virgin Media O2 and Taylor Made Media

Bronze

Virgin Media O2 introduced this campaign to launch its five-year strategic partnership with Carers UK. The campaign's short film highlights the issue of loneliness among unpaid carers and directly encourages unpaid carers to self-identify as such in order to receive the support they need. One judge described the campaign as a "fine film with an excellent script."

LNER

Highly commended

LNER's 'People of Pride' campaign shines a spotlight on its LGBTQ+ colleagues and communities.

Best use of video with social media

Embraer - Profit Hunter Tech Shark and Gravity Global

Gold

Embraer's Profit Hunter Tech Shark campaign was designed as a "showstopper" idea, hoping to promote its brand awareness outside of the Americas. Beginning as an animation, the 'Tech Shark' campaign has now become the livery of the first Embraer Profit Hunter aircraft, exhibited at a live airshow event in Singapore in February 2022. Today, it is the most talked about campaign in the aviation industry, continuing to spark conversation amongst global audiences.

Its use of social media to achieve this was certainly a success, with 3.65 million impressions across Facebook, LinkedIn and Twitter. The campaign has generated a 174% brand reach increase and 85% increase in brand mentions. Its popularity on social channels ensured the campaign achieved its objectives.

LNER - People with Pride

Silver

London North Eastern Railway (LNER) showed its support for the LGBTQ+ community with its 'People with Pride' campaign. As 2022 saw the Pride festival celebrated in-person for the first time since the Covid-19 pandemic, LNER took the opportunity to share the stories of 'local heroes', documenting their experiences and feelings about Pride.

LNER - IC225 Livery Unveil

Bronze

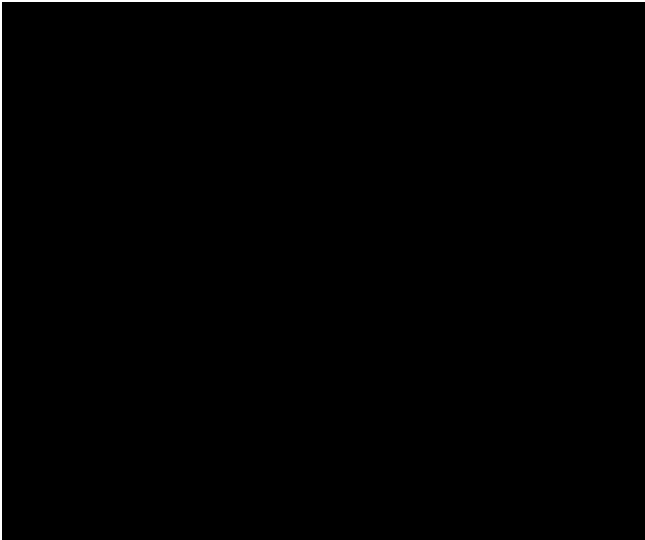
London North Eastern Railway (LNER) unveiled its new livery for the InterCity 225 train fleet. With the fleet having been first introduced in 1989, the distinctive livery would help prepare the trains for their final years in passenger service ahead of retirement. The livery was revealed in a short and punchy, 40-second video, featuring 80's-style music.

Embraer - Energia Fly the Future and Gravity Global

Highly commended

Embraer's 'Fly the Future' campaign promotes the aerospace company's journey to net zero by 2050.

Best data visualisation



Eurelectric

Gold

The findings of Eurelectric's Power Barometer 2021 were accompanied by a video presenting the Secretary General's key conclusions from the study, and which also featured dynamic projections from the company's data. Presenting data in this format made for a highly engaging and informative video campaign. The Power Barometer is becoming a key marker for the European energy community, and, in its most recent legislative package, the European Commission has taken on board the study's central message that regulatory reality must urgently catch up with ambition.

Eurelectric's video campaign made its study easily digestible for a wide audience while remaining valuable to policymakers and specialists. Its launch event had 1,000 participants, including journalists who referenced the campaign in 310 articles worldwide.

GAIA-X and Press Play Filme

Bronze

Press Play Filme's campaign promotes the launch of the GAIA-X project, which is building competitive and secure data infrastructure for Europe. The campaign conveys the complex technological and digital process in a clear and engaging way. It is through blending animation with occasional 'real people' scenes that the video manages to feel human and 'accessible' to audiences.

Best video in a documentary style

MSD Sharp & Dohme GmbH and Edelman

Gold

Biopharmaceutical company MSD Sharp & Dohme GmbH (MSD) launched its video campaign to demonstrate its commitment to cancer patients and cancer survivors. The films feature patients sharing their experiences with the audience, in an emotional and inspiring documentary series. MSD's campaign gives cancer patients and survivors a voice, positioning them at the centre of the campaign in a way that is touching and uplifting.

MSD's campaign hoped to set the agenda for cancer aftercare across the healthcare industry in Germany, and to raise awareness of challenges faced by cancer survivors and of the work that MSD does. Results show the video campaign's success, as it received three million impressions across social media channels and generated 10,000 clicks to MSD's campaign website.

LNER

Silver

London North Eastern Railway's (LNER) campaign celebrates its communities up and down the East Coast route, showcasing positive stories and sharing different perspectives. The campaign makes use of social media channels for the stories. On Twitter, the campaign's documentary video received almost 4,000 views; on YouTube, it received almost 3,000.

Philip Morris International

Bronze

After being released in mid-2022, Philip Morris International's (PMI) video campaign has already become one of its most successful globally driven video-led campaigns. The stunning 15-minute documentary highlights how, since the introduction of smoke-free alternatives, cigarette sales are declining in Japan. The campaign has resonated with PMI's affiliates worldwide, being utilised for local adaptation in locations globally.

Best live or experiential video

SEGRO

Gold

Having recently celebrated its 100th birthday, the largest listed UK property company, SEGRO, wanted to take the opportunity to celebrate its “past, present and future” through video. To tell the company’s story SEGRO launched a film which would be projection-mapped onto an enormous wall. The film’s script was curated from over 16,000 pieces of information that had been chronicled by a historian, then archived and digitised for SEGRO.

Over 500 guests attended the film viewing, giving unanimously positive feedback. Over 1,500 school children also watched the film as part of a community engagement programme. Judges described the campaign as a “great experience” and “innovative and immersive.”

Embraer and Gravity Global

Silver

Originating as an animation, Embraer’s campaign design has now become the livery of the first Embraer Profit Hunter aircraft, exhibited at a live airshow event in Singapore in February 2022. Embraer’s Profit Hunter campaign has amassed 3.65 million impressions across Facebook, LinkedIn and Twitter, while also generating a 174% brand reach increase and 85% increase in brand mentions.

LNER

Bronze

Middlesborough was added to London North Eastern Railway’s (LNER) Azuma train route in December 2021, with it being the first direct train service between the town and London in over 30 years. A stunning launch event was organised for the inaugural service, with close relationships built with the local community and video used to amplify the excitement.

Best animation

Embraer and Gravity Global

Gold

Embraer's Profit Hunter campaign is the most talked about in the aviation industry, continuing to spark conversation amid global audiences. Although Embraer's video campaign originated as a hugely successful and original animation, it has now become the livery of the first Embraer Profit Hunter aircraft, exhibited at a live airshow event in Singapore in February 2022.

Designed as a "showstopper" idea, the campaign hoped to promote brand awareness outside of the Americas. Its implementation across social media channels has seen the video engage with global audiences, with 3.65 million impressions across Facebook, LinkedIn and Twitter. The campaign has generated a 174% brand reach increase and 85% increase in brand mentions. Its popularity on social channels ensured the campaign reached its objectives.

Biogen Italy and Edelman

Silver

Biogen's 'Wolf Tells the SMA Story' campaign raises awareness of Spinal Muscular Atrophy (SMA), a rare neurological disease. Early diagnosis of SMA greatly improves management of the disease and the ability to adapt to its challenges; Biogen's campaign addresses a broad audience in an engaging and empathetic way, hoping to promote early diagnosis.

Influencer and Perspective Pictures

Silver

Influencer's campaign, designed to promote its brand, incorporates user-generated content and animated graphics to create an animation focusing on the power of human connection. The snappy and attention-grabbing animation is an excellent advert for the company, and an impressive use of graphics. One judge summarised: "This video delivers with pace, style and clear messaging."

Postman and Big Button

Bronze

Postman and Big Button's campaign advertises the development of WhatsApp Business platform in a style that is clear, slick and enjoyable. Its video is used as an explainer within the wider campaign, with animation playing a crucial role in assisting the audience's understanding of a complex technological subject. One judge said, "The campaign is attractive, and the animation is appealing."

Eurelectric

Highly commended

Eurelectric's video outlined the challenges faced by the company in deploying new, clean installations.

Best creative execution

SEGRO

Silver

With SEGRO's film script being curated from over 16,000 pieces of information that had been chronicled by a historian, it was important for the campaign to remain concise and engaging. By keeping the film narration short, SEGRO focused on the visual and ensured that the audience were hooked throughout. One judge described the entry as "fun" and "fizzing with energy."

Elsevier and Edenspiekermann

Bronze

Hoping to avoid the cold and clinical clichés of doctors in white coats, Elsevier's 'Future of Health' campaign promotes its sub-brand, Elsevier Health, in a personable and "human" way. Besides its one main video, the campaign is comprised of a series of short video interviews with in-house experts. The campaign is refreshingly simple, instilling optimism in the future.

Philip Morris International

Bronze

Philip Morris International's (PMI) documentary campaign used creativity, agility and innovation to produce a long-form video that kept audiences engaged while communicating complex messages. These efforts have paid off, as the documentary has generated more than 50,000 views since May 2022, resonating with a global audience.

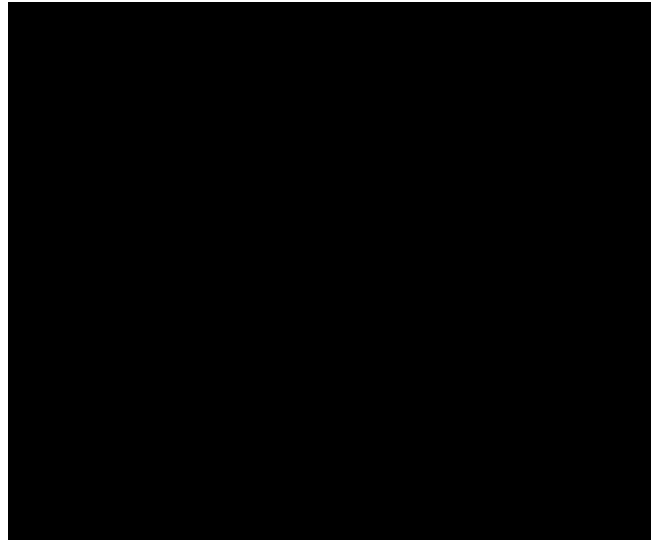
Best copy style or tone of voice

United Nations Population Fund and Edelman

Gold

The United Nations Population Fund's (UNFPA) campaign wants to equip people with the social media language and tools to claim their 'bodyright', helping to protect against the non-consensual use of images of women's bodies online. The bodyright campaign is designed to increase public education around, raise awareness of this issue and drive digital activism. The campaign's tone of voice resonates with its young Gen-Z audience, with the campaign video featuring spoken-word poet Rakaya Fetuga, who tells the central story in a poetic, modern MC-style.

The provocative campaign helped to spark conversation on the subject. UNFPA's campaign has a global reach of 1.7 billion and received 5,300 mentions.



SEGRO

Silver

SEGRO's campaign saw a film projection-mapped onto a large wall for viewing and featured 16,000 pieces of information that had been chronicled by a historian. The visually striking film celebrates the company's "past, present and future." It saw the creation of a stunning campaign, which resonated with its audience and received unanimously positive feedback.

Elsevier and Edenspiekermann

Bronze

Elsevier's 'Future of Health' campaign feels personable and "human", featuring a series of short video interviews with in-house experts. The campaign promotes the sub-brand Elsevier Health and its tone and infuses an optimistic tone for the future.

Best innovation

SEGRO

Silver

SEGRO's film, telling the story of the company's "past, present and future", was impressively projection-mapped onto a large wall. Its script was comprised of over 16,000 pieces of information that had been chronicled by a historian, archived and digitised for SEGRO. The film received unanimously positive feedback from its audience.

Cadence Design Systems and Callaghan Consulting Solutions

Bronze

Cadence Design Systems used innovative storytelling to showcase its automotive in one video. The 'Automotive Innovations Highlights' video is a concise viewing experience, introducing a 'branching' feature that allows viewers to decide the content they would like to watch. To keep the video relevant, the topics are continually updated to keep up with new innovations.

Philip Morris International

Highly commended

This striking long-form film depicts the decline of smoking in Japan owing to smoke-free alternatives.

Best portfolio approach

Redrow and DRPG

Gold

As the UK's leading premium builder of new homes, Redrow worked with DRPG to produce visual assets that would work flexibly across channels, promoting its brand in a unified approach and exhibiting creativity and innovation across visual media outlets. Content launched by the campaign includes training films, homeowner support and conference content, all created in line with Redrow's three key business values of thriving communities, building responsibly and valuing people. Its video helped to promote these values and assisted in the modernisation of the brand.

Redrow's campaign video received an impressive 2.1 million views on YouTube. Key outcomes from the partnership included a core management team to oversee a scalable network of video creators and photographers across the UK, and the introduction of an automated briefing job and management system.

Best use of video as part of an integrated campaign

Bowel Research UK (BRUK) and Bladonmore

Gold

Bowel Research UK (BRUK) and Bladonmore's hero video is an emotive call to action, designed to spark conversation and to build upon the concept of "getting comfortable with the uncomfortable." The video features a series of interviews with individuals discussing the experience of living with bowel diseases.

The video sits alongside a wider campaign aimed at tackling the stigma around bowel disease and raising brand awareness. It featured an #auguts hashtag, which was used throughout the August month in similar style to Movember or Veganuary. A visual look and feel for #auguts campaign was designed so that its theme could be reflected on BRUK's website, too. Results show that this was achieved, with a Facebook-user reach of three million, up an incredible 16,000% from the preceding month.

Embraer and Gravity Global

Silver

Embraer's Profit Hunter "showstopper" campaign hoped to promote brand awareness outside of the Americas. Today, it is still the most talked about campaign in the aviation industry, continuing to spark conversation among global audiences. The campaign design also featured in a live airshow event in Singapore last year.

LNER

Bronze

London North Eastern Railway's (LNER) campaign features a short and punchy, 40-second video, unveiling its new livery for the InterCity 225 train fleet. With the fleet having been first introduced in 1989, the campaign video is complete with 80's-style music. The new and distinctive livery would help prepare the trains for their final years in passenger service ahead of retirement.

The Department for Business, Energy & Industrial Strategy and Sledge

Bronze

Sledge worked with the Department of Business, Energy and Industrial Strategy (BEIS) to produce a video campaign on the Forest, Agriculture and Commodity Trade (FACT) dialogue initiative, which was launched as part of the COP26 presidency in 2021. The campaign moved away from the boardroom to film content across several locations and involved renowned celebrities and government ambassadors.

Best one-off video campaign

The Floor and Perspective Pictures

Gold

Connectivity, community, creativity and expression are at the heart of The Floor's campaign, which hopes to promote the brand to a broad audience. The campaign's video brings The Floor's aesthetic to life, cementing it as the go-to platform for creators and communities.

What distinguishes this campaign video is the use of creator profiles, user-generated content and animated graphics, which combine to create a highly textured film focused on the innovation behind The Floor's work.

Engaging visuals paired with a dynamic script made for a visually striking and engaging film and ensured that the campaign's objective of promoting its platform was achieved.

Bowel Research UK (BRUK) and Bladonmore

Silver

Bowel Research UK (BRUK) and Bladonmore's hoped to de-stigmatize bowel cancer. With the aim of sparking honest and "uncomfortable" conversations, the charity's video features a series of individuals discussing their experiences living with bowel diseases. The campaign's goal of helping people to get "comfortable with the uncomfortable" was assisted by using the #auguts hashtag throughout August.

Best long-term video strategy

Diageo with We Are Tilt and Collingwood Learning

Gold

The Smashed Online campaign seeks to equip young people with the tools needed to make informed decisions around alcohol, peer pressure and negative influence. The digital experience is designed to address young people worldwide, between the ages of 11 and 13, raising awareness to the dangers of underage drinking. The campaign is adaptable to different languages and cultures, seeking to tackle underage drinking with “positive thinking.”

Diageo's interactive film invites its audience inside the story, and encourages them to ask themselves: 'What would I do differently?' After experiencing Smashed Online, 92% of young people surveyed said they're less likely to drink underage. By mid-2022, the campaign had reached an audience of 534,000 people worldwide. Smashed Online is also being enrolled in school curriculums internationally.

Accenture and Taylor Made Media

Silver

Global professional services company Accenture launched its 'Tomorrow, Today' video news show for business leaders wanting to “change faster and grow stronger.” Each of the show's episodes bring together experts and explores topics such as sustainability, security, the metaverse and social commerce. The interviews have been a success within its target audience, with the interviews receiving 4,800 views and counting.

GoCardless and Big Button

Silver

Having launched its Customer Advocacy Programme as part of its ongoing global campaign, GoCardless is on a mission to build simple and secure bank payment solutions for businesses and people everywhere. Video is integral to this campaign's success; Big Button oversaw the creation of 33 video stories since March 2021, which spanned eight regions globally and included multiple languages.

Elsevier and Edenspiekermann

Bronze

With the introduction of new sub-brand Elsevier Health, the 'Future of Health' campaign clearly outlines the brand's plans for the future through engaging visuals. Supported by videos featuring interviews with in-house experts, the campaign is inspiring and optimistic. Judges were impressed by the “eye-catching” illustrations and the campaign's outstanding results.

Redrow and DRPG

Bronze

Over the last 18 months DRPG has been working with the UK's leading premium builder of new homes, Redrow, to deliver and strategically place visual content across regional divisions and group departments. The campaign saw the production of 1000 items of media content, 1,600 photographic assets and a combined 37,873 hours of YouTube watch time.

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Entry deadline **16 June 2023**

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digitalimpactawards.com/europe/

Best creative strategy

Diageo with We Are Tilt and Collingwood Learning

Gold

With its digital content being adaptable to different languages and cultures, the Smashed Online campaign addresses young people worldwide to raise awareness to the dangers of underage drinking. The campaign seeks to equip young people with the tools needed to make informed decisions around alcohol, peer pressure and negative influence. The Smashed Online campaign seeks to tackle underage drinking with “positive thinking.”

Diageo's interactive film invites its audience inside the story and encourages them to ask themselves: 'What would I do differently?' After experiencing Smashed Online, 92% of young people surveyed said they're less likely to drink underage. By mid-2022, the campaign had reached an audience of 534,000 people worldwide. Smashed Online is also being enrolled in school curriculums internationally.

SEGRO

Silver

SEGRO's campaign celebrated the company's “past, present and future” with a visually striking campaign. Its campaign film included 16,000 pieces of information that had been chronicled by a historian. The film was then projection-mapped onto a large wall for viewing. This stunning campaign received unanimously positive feedback from its audience.

Elsevier and Edenspiekermann

Bronze

Elsevier's ‘Future of Health’ campaign promotes its sub-brand, Elsevier Health, in a personable and “human” style. Besides its main video, the campaign is comprised of a series of short video interviews with in-house experts. The campaign is refreshingly simple, instilling optimism for the future and seeking to avoid the clinical clichés of doctors in white coats.

Best use of video by a charity, NGO or NFP

Bowel Research UK (BRUK) and Bladonmore

Gold

Bowel Research UK (BRUK) and Bladonmore's campaign seeks to raise brand awareness, and to de-stigmatize bowel cancer. With the aim of sparking honest and "uncomfortable" conversations, the charity's hero video features a series of individuals discussing their experiences living with bowel diseases. The campaign's goal of helping people to get "comfortable with the uncomfortable" was assisted by the use of #auguts hashtag throughout August, used in a similar style to Movember or Veganuary. Despite its serious subject matter, BRUK's campaign is fun, light and engaging, as well as informative.

A visual look and feel for the #auguts campaign was designed so that its theme could be reflected on BRUK's website, too. Results show that this was achieved, with a Facebook-user reach of three million, up an incredible 16,000% from the preceding month.

Fondation Des Femmes and Edelman

Silver

The Fondation Des Femmes launched its campaign during the French presidential election to raise awareness of the issue of gender inequality. The public-facing campaign includes a thought-provoking film intended to mobilise the public to show their support, and to place pressure on presidential candidates to commit to addressing the issue.

United Nations Population Fund and Edelman

Bronze

The United Nations Population Fund's (UNFPA) campaign endeavoured to raise awareness of the issue of protecting of women's bodies' online. The campaign's thought-provoking videos sparked conversation on the subject. UNFPA's campaign had a global reach of 1.7 billion and received 5,300 mentions.

The Department for Business, Energy & Industrial Strategy and Sledge

Highly commended

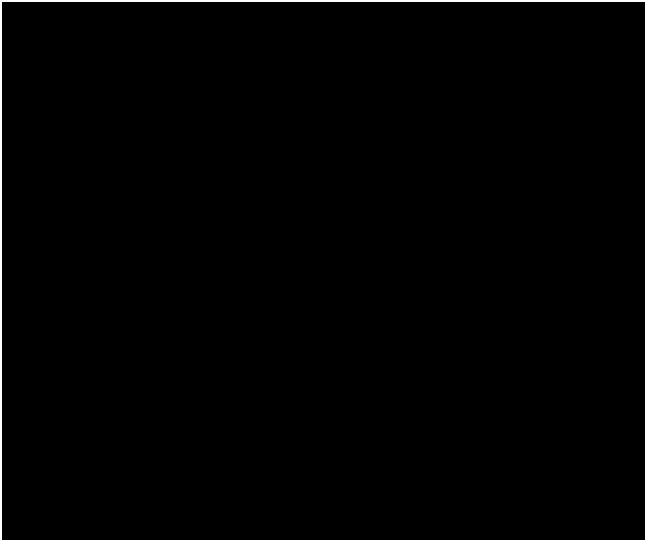
The Department for Business, Energy & Industrial Strategy's campaign hopes to encourage a reduction in deforestation from agricultural products globally.

W2S (Wembley to Soweto Foundation) and Morton PR

Highly commended

The Wembley to Soweto Foundation's campaign showcased the foundation's work with underprivileged young people.

Best use of video from the engineering and manufacturing sector



Embraer - Profit Hunter and Gravity Global

Gold

Embraer's Profit Hunter video campaign is visually striking. Its innovative style has engaged audiences worldwide, demonstrating aircraft technology in an exciting and creative way. Designed as a "showstopper" idea, the video campaign was implemented across social channels and has put the Embraer brand at the centre of the conversation. Today, it is the most talked about campaign in the aviation industry, continuing to spark discussion among global audiences.

The video campaign has received 3.65 million impressions across Facebook, LinkedIn and Twitter. It has also generated an impressive 174% brand reach increase and 85% increase in brand mentions.

Smiths Metal Centres

Silver

Smiths Metal Centres produced a promotional video to use at the UK Metals Expo, the first-ever exhibition dedicated to UK stockholding. They wanted to show a clear differentiation between the company and its competitors. The film is also intended to educate employees on the purpose of Smiths Metal Centres, targeting new employees in particular.

Embraer - Energia Fly the Future and Gravity Global

Bronze

Embraer's campaign promotes the company's revolutionary vision for transforming the way we fly and achieving net zero by 2050. Embraer unveiled four concept regional aircrafts in November 2021, all powered by new propulsion technologies and renewable energies. The campaign is as bold and innovative as the concept aircraft itself, promoting Embraer's vision to a global audience.

Best use of video from the food and beverage sector

Red Bull and Perspective Pictures

Gold

Perspective Pictures was given the challenge of re-thinking Red Bull's usual approach to event videos and harnessing the YouTube algorithm for Red Bull Paper Wings. In order to do this, the campaign considered the question: "How far can you throw a paper plane?"

The unique campaign includes YouTuber-turned-influencer Zac Alsop, merging the Red Bull energy drink, high-energy sports and engaging talent to create an inventive strategy. The impact of the film was impressive, achieving a reach of just under 100,000 and an average retention rate of 41.9%. The film received 80,000 views in four weeks and the campaign inspired a fanbase of paper plane fanatics. The film also resonates with employees, with it being one of the favourite projects of the Perspective Pictures and Red Bull partnership.

Diageo with We Are Tilt and Collingwood Learning

Silver

The Smashed Online digital experience addresses young people worldwide, between the ages of 11 and 13, raising awareness about underage drinking. The campaign seeks to equip young people with the tools needed to make informed decisions around alcohol and peer pressure. Smashed Online's content is designed to be adaptable to different languages and cultures, to tackle the issue with "positive thinking."

Gusbourne and Taylor Made Media

Bronze

Gusbourne produced a high-end, evocative film to launch its new vintage wine, Fifty One Degrees North. The campaign video is designed to match 'black and gold mood' of the bottle of the wine itself; the 8K camera behind the film used a vintage Angénieux lens to create a golden flare effect, which became the basis of the video's creative look.

Best use of video from the healthcare and pharmaceutical sector

MSD Sharp & Dohme GmbH and Edelman

Gold

Biopharmaceutical company MSD used video to share the stories of cancer patients and cancer survivors, positioning those individuals at the heart of its campaign. Sensitively focusing on the reality of life after cancer therapy, the video campaign is touching and uplifting, proving MSD's commitment to cancer patients and survivors.

MSD's campaign hoped to set the agenda for cancer aftercare across the healthcare industry in Germany, and to raise awareness of the challenges faced by cancer survivors and also the work that MSD does. Results show the video campaign's success, as it received three million impressions across social media channels and generated 10,000 clicks to MSD's campaign website.

Biogen Italy and Edelman

Silver

Biogen's 'Wolf Tells the SMA Story' raises awareness of Spinal Muscular Atrophy (SMA), a rare neurological disease. Early diagnosis of the disease is crucial and, to make an impact, Biogen's campaign is designed to appeal to as broad an audience as possible. Judges praised the campaign's strong research and excellent use of video.

Genetic Alliance UK and ITN Business

Bronze

ITN Business partnered with Genetic Alliance UK (GA-UK) to produce a news-style digital programme, raising awareness of people suffering from rare, genetic and undiagnosed conditions. The programme was anchored by ITN Business presenter Sangeeta Kandola and featured case study films from 12 different organisations, working to combat rare diseases and to support those living with them.

Elsevier and Edenspiekermann

Highly commended

Elsevier's 'Future of Health' campaign videos are informative, yet simple and engaging.

Best use of video from the industrial and basic materials sector

DuPont Mobility & Materials and Bright Space

Gold

Bright Space assisted in the production of eight films for DuPont Mobility & Materials' (DuPont M&M) five-month social media and content campaign in the run up to K, the main trade fair for the plastics and rubber industry. The films were created with the goal of embodying and promoting the theme of the campaign: 'Creating sustainable solutions to transform industries and improve lives through material science.'

The campaign played an important role in helping the campaign to impart knowledge and understanding of DuPont's M&M materials, and how they are applied. The films were created using DuPont M&M footage and were accentuated with emotive music. After being shared across social media platforms and on DuPont M&M's website, there was an impressive 21% increase in LinkedIn followers between Q2 and Q3.

Best use of video from the property, construction and facilities management sector

Redrow and DRPG

Gold

Redrow worked with DRPG to produce visual assets that would flexibly work across channels, promoting its brand, as the UK's leading premium builder of new homes, in a unified approach across visual media outlets, showing creativity and innovation. Content launched by the campaign includes training films, homeowner support and conference content, all created in line with Redrow's three key business values of thriving communities, building responsibly and valuing people. Its video helped to promote these values and helped to modernise the brand.

Redrow's campaign video received an impressive 2.1 million views on YouTube. Key outcomes from the partnership included a core management team, overseeing a scalable network of video creators and photographers across the UK, and the introduction of a new, automated briefing job and management system.

SEGRO

Silver

SEGRO wanted to tell the story of its "past, present and future" in an innovative and engaging way. The campaign's film would be projection-mapped onto an enormous wall, featuring a script curated from over 16,000 pieces of information that had been chronicled by a historian, archived and digitised for SEGRO.

Best use of video from the public sector

Digital Content and Channels, Ministry of Justice

Gold

The increasing challenge of the Criminal Justice System (CJS) is building confidence in the system in the face of an often-negative public perception. The role of this campaign was to promote an emotional response from its audience, and to increase positive brand recall among social followers and staff. The video 'trailer' was inspired by the Ministry of Justice's (MOJ) #JusticeTogether theme, and reflected the MOJ's values of purpose, humanity, openness and togetherness, with people placed at its heart.

The one-minute video celebrates staff across the spectrum of the CJS, from prison and probation officers to sexual assault counsellors and magistrates. Featuring memorable fragments of individuals' stories, the video was a resounding success; the campaign invited honest conversation and encouraged people to tag and share the video with their own 'justice heroes.'

Best use of video from the technology, media and telecommunications sector

Blue Yonder and Bold Content

Gold

Bold Content was commissioned by Blue Yonder to create an animated explainer video, highlighting the benefits of Transportation Management Solutions (TMS), a product which can help businesses to evaluate the sustainability credentials of various modes of transport. The use of animation meant that a complex piece of software was able to be explained in a simple and digestible, accessible format.

The campaign highlights Blue Yonder's continued focus on sustainability and promotes its efforts to help companies decrease the negative environmental impact of their transportation operations. The use of animation ensured that this video campaign boldly stood out from the crowd. Results show that the campaign met, and even exceeded, its objectives, receiving 61,400 views on LinkedIn.

Postman and Big Button

Silver

Postman and Big Button's campaign uses video to tell the customer story around the development of WhatsApp Business platform. The use of animation makes the complex technological subject accessible and enjoyable, with this playing a crucial role in assisting the audience's understanding of the platform. One judge commented: "The campaign's video is attractive, and the animation is appealing."

Best use of video from the transport and logistics sector

East Midlands Railway

Gold

Launched to celebrate its new fleet of 'Aurora' intercity trains, East Midlands Railway's (EMR) video campaign took its audience behind-the-scenes to see how the trains were built, capturing the complexities of - and hard work behind - the vast project, and bringing the new fleet to life. EMR's campaign highlights the importance of the project to the region, and the positive impact it has had on local suppliers.

EMR wanted to create a film that felt closer to a Netflix-style documentary than a corporate film, hoping that the final campaign would appeal to an audience beyond the rail community. The campaign's impressive results show EMR's success, with the film being viewed over 6,100 times; this is a particularly spectacular achievement considering the long-form format.

LNER

Silver

London North Eastern Railway's (LNER) campaign celebrated the latest location to be added to its iconic Azuma train route in December 2021. Middlesbrough received the first direct train service between the town and London in over 30 years. A launch event was organised for the inaugural service, using video to amplify the excitement.

Hamburg Port Authority, NXP Semiconductors and Callaghan Consulting Solutions

Bronze

The Green4TransPort initiative is a disruptive pilot project using innovative technology to highlight the work of the Green4TransPort project's environmental benefits and the contributions of the partners. The campaign managed to take a technical topic and present it in an accessible and engaging way.

Video of the year

MSD Sharp & Dohme GmbH and Edelman

Winner

The coveted 'Video of the year' is awarded to MSD Sharp & Dohme GmbH and Edelman for this partnership's emotive and inspiring campaign, documenting the day-to-day realities of people living with cancer and people trying to return to normal life after treatment. The campaign's films feature patients sharing their experiences with the audience in a documentary-style series that feels quietly sensitive but, at the same time, powerful. MSD gives cancer patients and survivors a voice, positioning them at the centre of the campaign in a way that is touching and uplifting. This entry demonstrates MSD's commitment to cancer patients and survivors and helps to create awareness of the importance of insurance provisions and free aftercare support.

250 cancer survivors were involved to inform campaign content. Along with the documentary videos, MSD's campaign saw the creation of a content hub, which was integrated into the client website. The hub provides service content for life after cancer therapy and includes five articles around the topic of 'life after cancer therapy.'

MSD's campaign hoped to set the agenda for cancer aftercare across the healthcare industry in Germany, and to raise awareness of challenges faced by cancer survivors and of the work that MSD does. Results show the video campaign's success, as it received three million impressions across social media channels and generated 10,000 clicks to MSD's campaign website.



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