




WINNERS BOOK



DATA
COMMS 2024
AWARDS



The UK's leading magazine for corporate communications and stakeholder relations



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WELCOME



In today's digital world, data hums in the background of our day-to-day behaviours, decision-making and communications. Valuable enough to cause diplomatic spats between global superpowers but so deftly light-footed that we don't notice as it comes and goes, data defines this century in a way that oil has the previous one. The DataComms Awards, now in its third year, celebrates how data can inspire creative ideas and be the connecting force that makes communications feel more human.

This year, our judges marvelled at how insights from data analysis have been carved into stunning immersive experiences, sharp crisis response strategies and storytelling that has audiences hooked. One of this year's campaigns, 'The Novartis Parvillon,' has become a bustling social hub for learning and collaboration based off data and measurement. Our Grand prix winner, SC Johnson's 'The Blue Paradox,' is a simulation that showcases the beauty of data while bringing the threat of plastic pollution to life. As always, a profound congratulations to this year's well-deserving winners.

REBECCA PARDON
EDITOR
COMMUNICATE MAGAZINE

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STRENGTH IN NUMBERS

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MEET THE JUDGES



SONYA CULLINGTON
**FORMER DEPUTY DIRECTOR,
PR AND COMMUNICATIONS**
THE ROYAL MARSDEN
NHS FOUNDATION TRUST

Sonya is a strategic communications and media specialist. With over 20 years' experience across national and international political and health systems. Sonya has led teams to deliver insightful and impactful public policy campaigns at European Parliament, Number 10, the Department for Health and Social Care and many more. In her former role as deputy director of PR and communications at The Royal Marsden NHS Foundation Trust, Sonya was responsible for a busy and diverse portfolio of media outputs.



ROB HOLTOM
**EXECUTIVE DIRECTOR – DIGITAL,
DATA AND TECHNOLOGY (DDAT,)**
TRANSFORMATION AND DELIVERY
INFORMATION
COMMISSIONER'S OFFICE

At the Information Commissioner's Office, Rob is responsible for the digital services, data capabilities and technology that underpin the organisation's operations and strategic transformation.



CHARLOTTE LANDER
HEAD OF SOCIAL MEDIA
STANDARD CHARTERED BANK

Charlotte has dedicated over 15 years to digital marketing, working with large global corporates, CEOs and top consultancies along the way. She's data-driven and loves applying insights, strategy and creativity to achieving business goals. Specialising in social media, Charlotte experienced most of the social firsts for brands and, as the social media director at Standard Chartered Bank, leads their global social media approach.



BERNICE MAUNE
CORPORATE AFFAIRS AND
PR MANAGER
MTN GROUP FINTECH

As MTN Group Fintech's corporate affairs and PR manager, Bernice has a purposeful approach towards diverse situational challenges and the ability to thrive in fast-paced, technology-driven environments. As a highly creative and innovative professional, with sharp commercial acumen, she has pioneered communications encompassing public relations, content marketing, digital marketing, personal branding, internal and external corporate communication strategies for stakeholders. Bernice does this whilst significantly contributing to the overall momentum of the organisation as a whole.



VANESSA MCINTYRE
AI AND DATA CONSULTANT
ENDEAVOUR
INFORMATION SOLUTIONS

Vanessa began her career in 2013 within consulting as a Qlikview developer, utilising her degree in interactive multimedia design to create compelling visualisation with data. In 2016, she was awarded an internal innovation award for her work on an interactive proposal. In 2018, Vanessa moved to a new role as joint lead of a Belfast based data visualisation team, a role that involved leading development of data visualisation projects, mentoring and training team members, growing the capability within the team and the team itself.



RAFI MENDELSON
VP OF MARKETING
CYABRA

Raised in the halls of PR agencies, Rafi has over a decade of experience building global teams and managing departments from Fortune 100 companies to 10-person startups. Whilst dabbling in B2B, B2C and B2G, the constant has been Rafi's passion for data-led storytelling. Today, he is vice president of marketing at Cyabra, a disinformation platform exposing malicious actors and bot networks across social media. The company has just been placed in Wired magazine's hottest startups list.



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Ensure your brand is a peacock
in a park full of pigeons



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The instinct to be distinct

Good luck finalists!

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MEET THE JUDGES



PAUL MIDDLETON
FORMER HEAD OF COMMUNICATIONS
THIRD BRIDGE GROUP LIMITED

Paul was the former head of communications at Third Bridge Group Limited, a global investment research company. Paul was responsible for growing and protecting Third Bridge's international reputation through media relations, influencer relations and competitive intelligence. Paul has also worked at KPMG UK where he led their Brexit communications strategy and Ketchum where he managed agency communications.



ADRIAN PINDER
HEAD OF DIGITAL AND DATA
DS SMITH

Adrian is currently head of digital and data at DS Smith, a leading FTSE 100 manufacturer of packaging solutions. He has nearly 30 years' experience in technology development and innovation, including over 10 years in digital and data transformations. Adrian previously worked for the engineering firms Atkins, General Electric and Jacobs and started his career as a technologist in the UK Government working in the Ministry of Defence and Department of Trade and Industry. He has an MBA from Manchester University and a degree in physics from Cambridge University.

THE WINNERS

DATA INSIGHT

Best data insight from a communications campaign (one-off)

Gold – Aramco

Silver – Clarivate –

Top 100 Global Innovators

Bronze – PwC Ireland and Ruepoint

Best data insight from communications activity (ongoing)

Gold – TELUS and Onclusive

Silver – Aramco

Silver – Bowen Craggs

Bronze – Banana Moon Day Nursery

Franchise and Denfield

Bronze – EC-PR

Best data insight from an integrated campaign

Gold – Novartis and Commetric

Silver – Clarivate – Citation Laureates

Silver – VisitBritain and Commetric

Bronze – Allianz and Ruepoint

Bronze – Honda Europe and CARMA

Best real-time response

Gold – Merlin Entertainments and NewsWhip

Silver – Harvester and

OneFifty Consultancy

Best media coverage impact assessment

Gold – Honda Europe and CARMA

Gold – TELUS and Onclusive

Silver – Smart Energy GB and

Echo Research

Bronze – Allianz and Ruepoint

Best data-driven competitive intelligence

Gold – Sage and OneFifty Consultancy

Gold – Wellesley and Denfield

Bronze – PwC Ireland and Ruepoint

DATA USE

Best use of data to assist reputation management

Gold – Aramco

Gold – DP World and Echo Research

Silver – KPMG and Onclusive

Bronze – A Data Pro

Bronze – Merlin Entertainments

and NewsWhip

Highly commended – Bowen Craggs

Most innovative use of data

Gold – Clarivate –

Annual G20 scorecard

Gold – Hendy Group and Denfield

Silver – GoodShape and 3THINKRS

Bronze – GSK with Hill & Knowlton

and Set Reset

Bronze – TELUS and Onclusive

Highly commended –

Merlin Entertainments and NewsWhip

Best data-driven corporate storytelling

Gold – GoodShape and 3THINKRS

Gold – Renewi and Wardour

Silver – Honda Europe and CARMA

Silver – KPMG and Onclusive

Bronze – Aramco

Best data-driven corporate reporting

Gold – Renewi and Wardour

Bronze – Merlin Entertainments

and NewsWhip

Best data-driven internal communications

Gold – Arriva Rail London and

106 Communications

Silver – Aldi and Citypress

DATA COMMUNICATIONS

Most innovative format to display data

Gold – SC Johnson and

Conservation International with

Ogilvy, Radical Media and Set Reset

Silver – Clarivate –

Top 100 Global Innovators

Best interactive data display

Gold – GSK with Hill & Knowlton

and Set Reset

Silver – Aramco

GRAND ACCOLADE

Grand prix

Winner – SC Johnson and
Conservation International with
Ogilvy, Radical Media and Set Reset

Best data insight from a
communications campaign (one-off)



We are a strategic partner for Gamers8: The Land of Heroes

We officially sponsor Aramco SIM Arena, which aims to provide racing enthusiasts with a competitive and challenging experience

Through our partnership, we aim to:

GOLD

Aramco

Since 2017, Aramco has been a strategic partner to Gamers8, the world's largest gaming and e-sports event based in Riyadh, in an effort to support local communities through STEM education and to develop new digital industry job creation in Saudi Arabia. In order to help online engagements to meet their full potential, Aramco utilised two data insights: corporate reputation research revealing the views of international stakeholders and digital conversation analysis around the energy industry.

Through this insight, Gamers8's campaign was amplified and globalised. Aramco was able to reframe and re-energise the brand's commitment to local communities, while channelling and promoting content through a global partnership with F1. From 2022 to 2023, global posts on Gamers8 doubled, as did in-person visits to the Riyadh-based Aramco SIM Arena. Judges described the work as "creative, innovative and insightful."

Best data insight from a communications campaign (one-off)



SILVER

Clarivate – Top 100 Global Innovators

First launched in 2012, the Top 100 Global Innovators programme from Clarivate has become an annual campaign that celebrates those organisations demonstrating exceptionally innovative ideas and strategies. Last year, Clarivate harnessed the success and prestige of this initiative to elevate brand awareness and trust from consumers. Within a month, the campaign achieved over 2,000 pieces of earned media coverage. Judges praised the “successful campaign.”



BRONZE

PwC Ireland and Ruepoint

PwC Ireland's 'Budget 2023' campaign, produced in partnership with Ruepoint, put media data insight at its heart. Around the government's annual budget announcement and finance bill, PwC Ireland adopted an integrated, data-led approach to planning, which helped keep its focus on tangible outcomes and measurable business targets. Judges enjoyed the campaign's breakdown of data insights.

Best data insight from a **communications activity (ongoing)**



GOLD

TELUS and Onclusive

In the Autumn of 2022, telecoms company TELUS partnered with Onclusive to develop a new integrated measurement system. This was intended to enable TELUS to accurately evaluate the wider impact of its work and to improve its articulation of key messaging across media platforms and towards stakeholders.

The solution was a bespoke PR Effectiveness scoring system, which would measure the delivery of key messaging, the impact of key spokespeople's presence and the results from communications. Onclusive's analysis also included measuring stakeholder perceptions and receptibility to different outputs and insightful reporting to present the findings. The analysis from the study has helped to put an end to knee-jerk decision-making. Furthermore, by linking brand activities with stakeholder comments, the measurement system helped to provide evidence to executives on how business decisions impact reputation. Judges commended the "good use of tracking of owned, earned and paid" and "actionable measurement ecosystem."

Best data insight from a communications activity (ongoing)

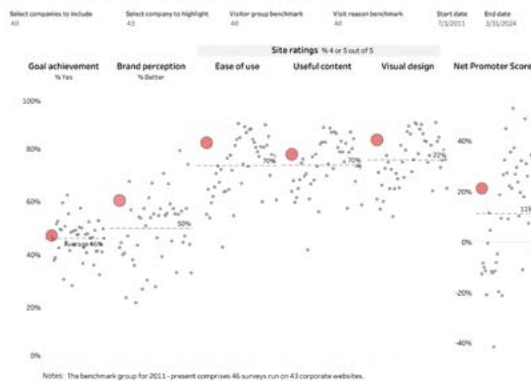


SILVER

Aramco

Aramco has been a strategic partner to Gamers8, the world's largest gaming and e-sports event based in Riyadh since 2017. In order to help the brand to reach its full potential, Aramco utilised two data insights: corporate reputation research revealing the views of international stakeholders and digital conversation analysis around the energy industry. Judges enjoyed the link between engineering hydrocarbon tracking expertise and the “really comprehensive approach.”

Benchmark group: Distribution for all metrics



SILVER

Bowen Craggs

Bowen Craggs corporate communications consultancy wanted respondents to its annual ‘Visitor Research Surveys’ to be able to voice their opinions more effectively, so problems could be addressed and solved. Survey responses are aggregated in a ‘Visitor Research Benchmark,’ allowing clients to compare themselves anonymously against peers, with data presented in interactive dashboards. Judges described the campaign as “an example of strong execution against a simple, focused objective and keeping that over a long period of time.”



BRONZE

Banana Moon Day Nursery Franchise and Denfield

In 2016, Banana Moon Day Nursery Franchise partnered with full-service marketing agency Denfield. The agency helped to provide data insights that bolstered strategic decision-making when Banana Moon Day Nursery Franchise selected new nursery locations. Data insights have also facilitated better understanding of target audiences, leading to stronger marketing campaigns. This has led to Banana Moon Day Nursery Franchise opening 33 new nurseries in just eight years. Judges described the visual presentation as “clear and compelling.”

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Our expert posting services are designed to maximise your reach and impact as a senior business executive. Every month, we craft a meticulously planned content calendar tailored to your skills, knowledge, and expertise.

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Sit back and watch as your thought-provoking content captivates your audience and sparks meaningful conversations. We'll handle the technicalities while you focus on what matters most.

Your success is our priority. We'll arrange a 30-minute catch-up session at the end of each month. Share upcoming events, industry insights, and business priorities, allowing us to fine-tune our approach and align with your goals.

- 1 MONTHLY CONTENT CALENDAR
- 2 CONTENT SCHEDULED WEEKLY FOR APPROVAL
- 3 ONCE APPROVED, CONTENT SCHEDULED FOR WEEK AHEAD
- 4 MONTHLY PROGRESS MEETINGS



BRONZE

EC-PR

EC-PR believed it was important to put regular measurement and evaluation at the heart of its marketing output, leading to a noticeable improvement in the impact of content assets and increased brand visibility. Judges were impressed by the campaign’s “strong results,” which showed that traffic to ec-pr.com increased from 150 visits per month in 2018, to over 4,000 in 2023. Judges “appreciated the strength of the organisation” when applying a data-driven approach to its own marketing.

Best data insight from an integrated campaign

Full circle: Novartis Pavillon, Basel

Can a building be a communications channel?



GOLD

Novartis and Commetric

The Novartis Pavillon in Basel opened to the public in April 2022. The building is described as a 'learning space,' where events and exhibitions are held; the building has quickly become a tourist attraction that celebrates communication, measurement and collaboration.

The Novartis Pavillon was launched by Novartis in an effort to support the local community and to demonstrate how a building can also function as a communications channel. Data and measurement are integral to the Novartis Pavillon's design, which includes a 'Wonders of Medicine' exhibition space and a 'Structure of Life' mural. Partnering with Commetric, Novartis launched a multi-channel approach to drive interest in the building, encompassing everything from advertising at airports to school visits. In the year since the launch, Novartis Pavillon received 80,000 visitors and has hosted over 150 events. Judges praised the "innovative campaign," its good use of population data and its clear objectives.

Best data insight from an integrated campaign



SILVER

Clarivate – Citation Laureates

The Citation Laureates 2023 campaign from Clarivate combined innovative use of data and stakeholder advocacy to highlight the work of researchers to their peers, the global research community and the general public. The campaign drove 54,000 website visits, a 19% increase in media coverage and a 56% average increase in social metrics. Judges described the campaign as “nicely-rounded.”



SILVER

VisitBritain and Commetric

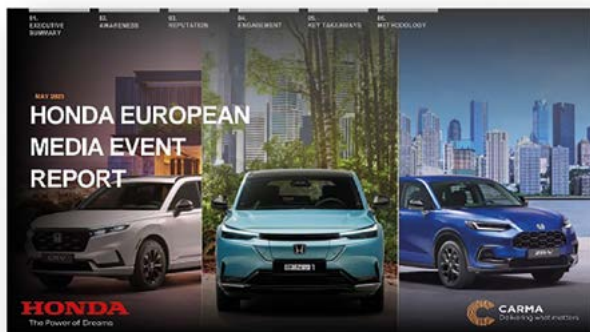
With just over a six-month lead time between the host city announcement and the Eurovision Song Contest taking place in Liverpool in May 2023, VisitBritain and Commetric had limited time to execute communications activities. Through multi-channel, data-led marketing measurement programmes, the campaign achieved a 42% increase in engagement rate across social media and 556,000 completed video views.



BRONZE

Allianz and Ruepoint

Ruepoint has been helping Allianz to evaluate earned media strengths and weaknesses since 2017, identifying threats and opportunities from competitor news coverage. Allianz's quarterly earned media evaluation programme includes provided insight through measurement of voice, sentiment, prominence, category and PR campaigns.

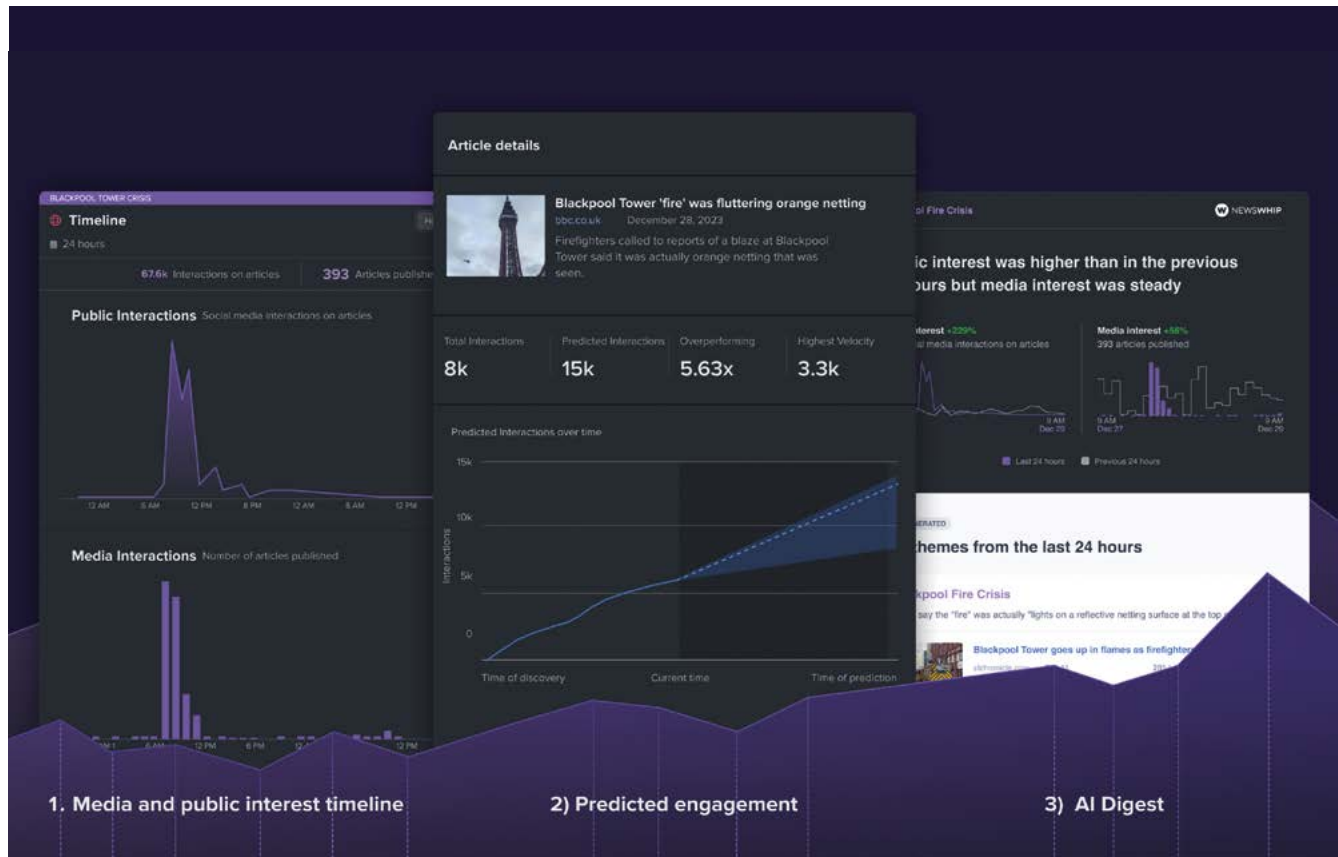


BRONZE

Honda Europe and CARMA

Last year, Honda used CARMA's strategic advice to optimise its storytelling of its latest product and corporate announcements across Europe. Analysis showed that the storytelling approach, guided by CARMA's expertise, led to a spike in audience interest, measured through an increase in web traffic to its product launch page.

Best real-time response



GOLD

Merlin Entertainments and NewsWhip

In December last year, Merlin Entertainments felt it needed to stay ahead of a live issue unfolding at one of its top UK attractions, the Blackpool Tower. Equipped with NewsWhip's predictive media insight platform, Merlin Entertainments was able to identify misinformation across news articles and social media posts as they were published in real-time, allowing the company to immediately intervene and debunk misinformation.

Three phases comprised Merlin Entertainments' crisis response: tracking and identifying initial signs of an emerging story, activating the alerts function in NewsWhip's platform to forecast potential impact and proactively correcting misinformation. The incredibly efficient initiative helped to move the public's attention onto the correct information, with Merlin Entertainments' corrective articles and social media posts earning 250,000 engagements. One judge praised the work as a "great example of how planned processes and real-time data can complement each other to save reputation and proactively manage it."

Best real-time response

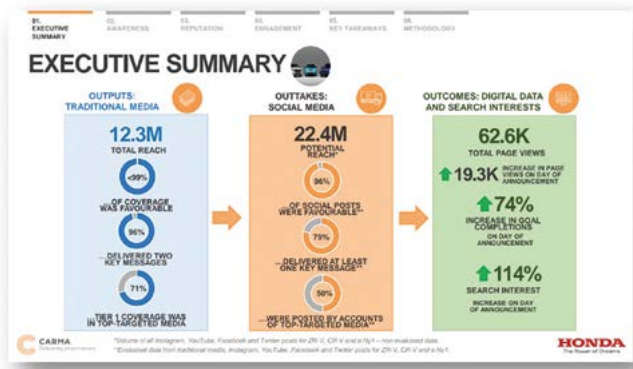
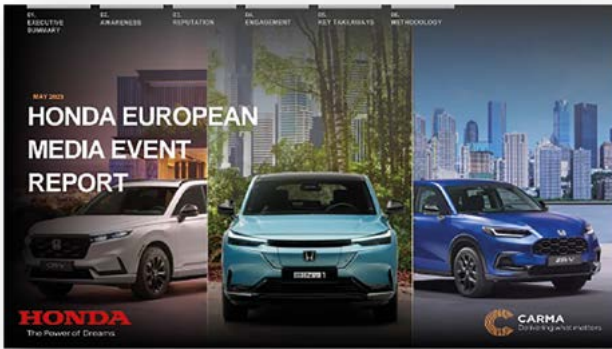


SILVER

Harvester and OneFifty Consultancy

With over 150 restaurants throughout the UK, Harvester wanted to ensure customers returned to feeling comfortable with in-restaurant dining post-pandemic. Working with OneFifty Consultancy, the brand ran analysis on customer attitudes towards food safety on social media and monitored conversations. This meant Harvester was able to identify consumer trends and quickly respond to comments and questions with personalised responses.

Best media coverage impact assessment



GOLD

Honda Europe and CARMA

Honda Europe began working with CARMA in 2020 to create a powerful European evaluation programme which would help to leverage media insights at a national, regional and international level to help shape the brand's storytelling. Last year, Honda used CARMA's strategic advice to optimise its storytelling of its latest product and corporate announcements across Europe. Analysis showed that the storytelling approach, guided by CARMA expertise, led to a spike in audience interest, measured through an increase in web traffic to its product launch page.

Going forward, Honda's European team benefits from a truly integrated PR research programme that enables the company to effectively measure the impact of communications performance and pre-empt upcoming trends. When launching three new SUVs in 2023, announcements generated 12.3 million impressions each and 71% of coverage landed in top-targeted media. One judge described the programme as a "very comprehensive and strategic approach to delivering on clients needs."



GOLD

TELUS and Onclusive

Telecoms company TELUS, partnered with Onclusive in 2022 to develop a new integrated measurement system, designed to enable TELUS to accurately evaluate the wider impact of its work and to improve its articulation of key messaging across media platforms and towards stakeholders.

The final, bespoke PR effectiveness scoring system meant TELUS could measure the delivery of key messaging, the impact of key spokespeople's presence and the results from communications. Onclusive's analysis also included measuring stakeholder perceptions and receptibility to different outputs and insightful reporting to present the findings. The analysis from the study has helped to put an end to knee-jerk decision-making. Furthermore, by linking brand activities with stakeholder comments, the measurement system helped to provide evidence to executives on how business decisions impact reputation. Judges praised the "well-planned and considered campaign" and its "good use of tangible data presented in a clear and simple way."

Best media coverage impact assessment



SILVER

Smart Energy GB and Echo Research

Smart Energy GB partnered with Echo Research to use in-depth, human-led media analysis to help the general public to understand the benefits of smart meters. The strategy measures media conversation around smart meters, providing Smart Energy GB with a cohesive view of the landscape alongside evaluation of communications activity to inform strategy and planning.



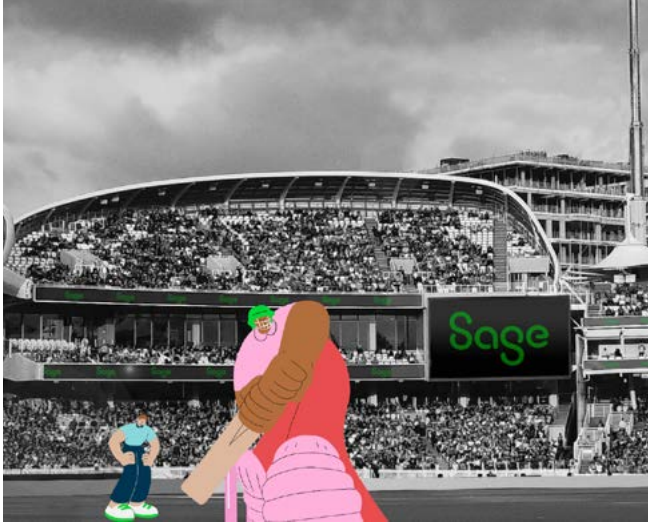
BRONZE

Allianz and Ruepoint

Ruepoint has worked with Allianz since 2017, helping it to evaluate earned media strengths and weaknesses and to identify threats and opportunities from competitor news coverage. Allianz's quarterly earned media evaluation programme includes provided insight through measurement of voice, sentiment, prominence, category and PR campaigns. Judges described the campaign as a "worthy challenge."

Best data-driven competitive intelligence

Sage



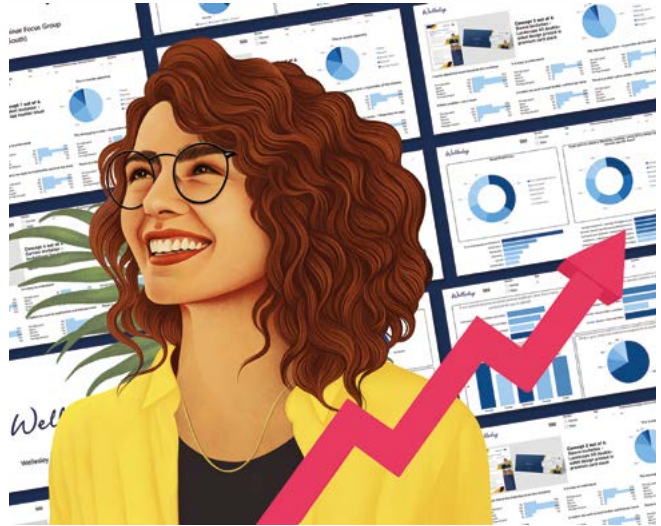
GOLD

Sage and OneFifty Consultancy

As a small group, accounting software organisation Sage wanted to understand how its competitors were engaging with accounting professionals and to gain insights to understand how the group could best maintain and grow. In order to gather data-driven competitor intelligence, Sage partnered with OneFifty Consultancy to analyse the attitudes and conversations of its accountant audience, and competitor activity, for over twelve months, identifying key trends. This analysis was visualised through a live dashboard, described by judges as an “ultimately successful approach to monitoring and insights.”

The results were impressive, with over two million accountant conversations analysed across the year. The data was used to inform six campaigns dedicated to accountants, which drove over eleven million impressions and 550,000 engagements on social media. Judges commended the campaign’s “clever approach” and use of “deep listening.”

Wellesley



GOLD

Wellesley and Denfield

Denfield has been working with Wellesley for six years, helping the company to source new clients through its seminars. Through in-depth client analysis, territory planning and refined data purchasing, Denfield was able to reach target audiences. In January this year, extensive data analysis helped Wellesley to achieve its milestone of reaching £1 billion client funds under management, with expertly led wealth management seminars being the main source of new business.

In-depth analysis at every stage was crucial to Denfield’s approach. A ‘Power BI’ dashboard was used to analyse the mosaic types of invitees, attendees and those who had converted to becoming a client. Denfield also analysed which seminar locations were working well and which advisors had the highest conversion numbers. Judges praised the “clear data-led PR campaign,” describing it as “solid work.”

Best data-driven competitive intelligence



BRONZE

PwC Ireland and Ruepoint

The 'Budget 2023' campaign, produced by PwC Ireland in partnership with Ruepoint, put media data insight at its heart. Around the government's annual budget announcement and finance bill, PwC Ireland adopted an integrated, data-led approach to planning, which helped keep its focus on tangible outcomes and measurable business targets. Judges commended the "interesting use of historic data."



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Best use of data to assist reputation management



GOLD

Aramco

Aramco created a sophisticated global programme that can analyse and 'tag' communications content across channels to help corporate communications to deliver maximum reputational impact; so far, over 4,000 pieces of content have been analysed across over 15 channels. In order to help clients ensure that content is consistently addressing attributes of reputation that shape stakeholder perception, Aramco had developed its 'Content Tagging' programme to train subject matter experts in evaluating the reputational qualities of Aramco's published content. It did so by 'tagging' each piece according to its alignment with a list of key drivers and targeted supportive behaviours.

By late 2022, the Content Tagging Programme proved to be highly reliable, finally being introduced to all creative groups across Aramco. A year on, 20 subject matter experts had been trained and over 4,000 pieces of content analysed. "This was a really comprehensive approach that really left no stone unturned in understanding perspectives on reputation" commended one judge.



GLOBAL REPUTATION AND TRUST MEASUREMENT PROGRAMME 2023

FULL REPORT OF FINDINGS | JANUARY 2024

GOLD

DP World and Echo Research

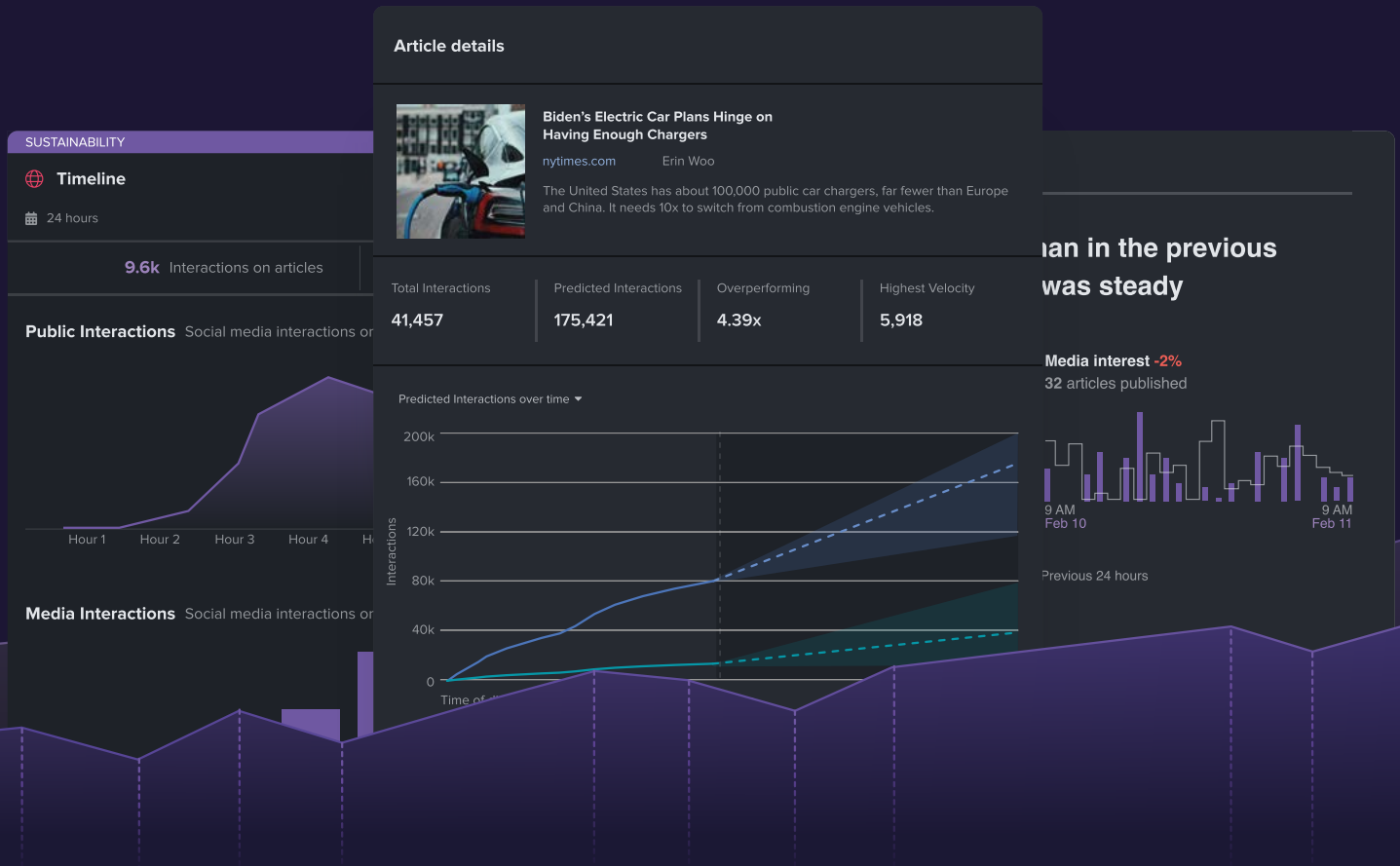
Since 2021, Echo Research has worked with global port operator DP World to build and run its first global reputation measurement programme for DP World's leadership team and board. This is to ensure that the company's strategic positioning, engagement and communications efforts were materially building trust and support worldwide. In a highly competitive and interconnected business environment, reputation is crucial in establishing and maintaining stakeholder relationships.

Key performance indicators (KPIs) were designed specifically for DP World to cover reputational and commercial considerations for consistent, long-term annual tracking. Creative approaches to improve stakeholder participation included a global online consumer survey, interviews with industry influencers and engaging email invitations. Judges praised the programme's "solid, methodical approach to developing a comprehensive view of sentiment measures."

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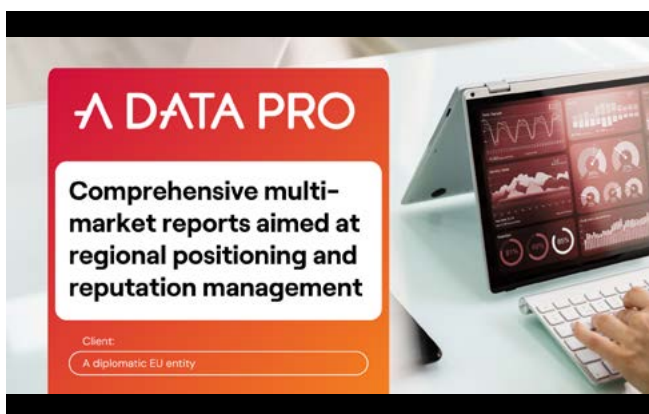
Best use of data to assist reputation management



SILVER

KPMG and Onclusive

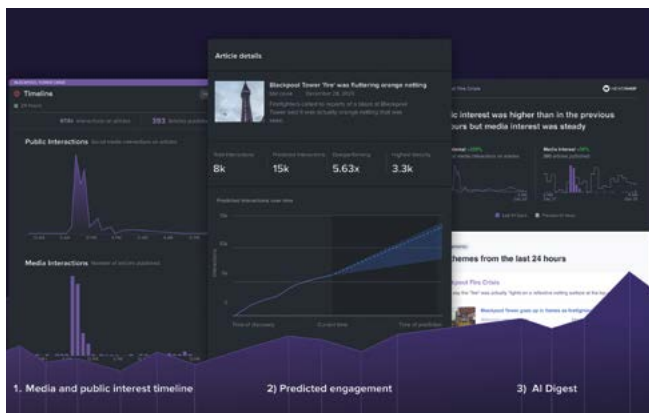
For KPMG, an audit, tax and advisory firm, communications are absolutely pivotal in speaking to its audience of senior business leaders, regulators and economists, articulating complex messaging and differentiating the firm from peers. Working with Onclusive, KPMG bolstered its communications strategy through qualitative media analysis and public affairs tracking. One judge described it as a “solid approach” and praised the “stronger visual representation that brought it to life.”



BRONZE

A Data Pro

A Data Pro has been delivering a wide range of monitoring and analysis services to help develop its client’s presence in target markets across the MENA region and improve its reputation. Combining meticulously acquired data with in-depth analysis, A Data Pro was able to provide its client with a holistic view of its reputation. Judges praised the use of “actional insights.”



BRONZE

Merlin Entertainments and NewsWhip

In December last year, Merlin Entertainments needed to stay ahead of a live issue unfolding at the Blackpool Tower. Equipped with NewsWhip’s predictive media insight platform, Merlin Entertainments was able to identify misinformation across news articles and social media posts as they were published in real-time, allowing the company to immediately intervene and debunk misinformation. Judges described the work as “powerful” and a “great example of real time reputation management.”

HIGHLY COMMENDED

Bowen Craggs

Bowen Craggs’ ‘Visitor Research Surveys’ provided data that helped clients to measure themselves against peers.

Most innovative use of data

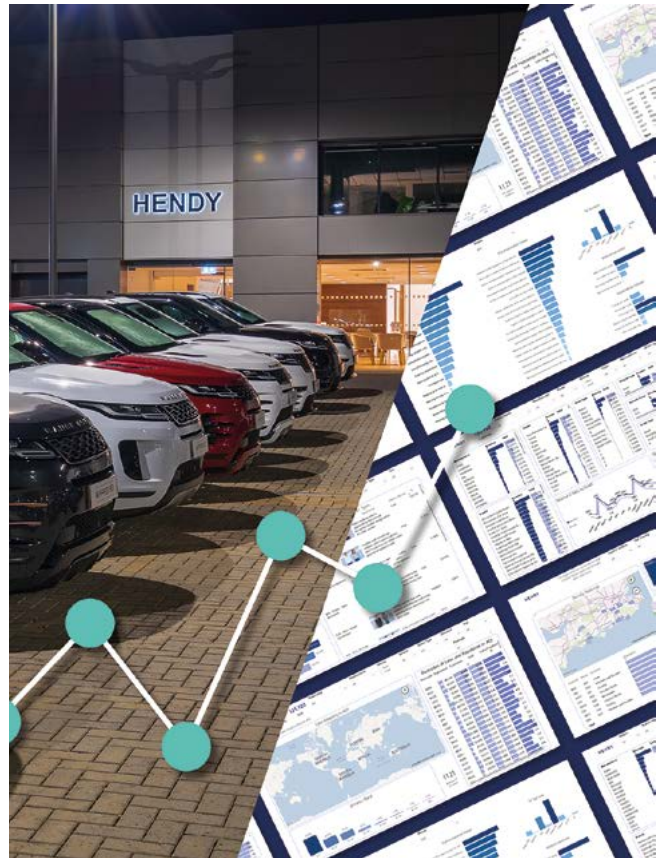


GOLD

Clarivate – Annual G20 scorecard

The Annual G20 scorecard from the Institute for Scientific Information (ISI) at Clarivate is a data tool designed to compare the research and innovation capabilities of the G20 nations. The economies of the G20 are a leading force in the global research system and the G20 scorecard serves as a vital reference for researchers, technologists and policymakers. In 2023, Clarivate launched the scorecard in a dynamic online format for the first time, in order to showcase its rich data and allow for a more meaningful exploration of analysis and insights.

Alongside an interactive data display, Clarivate published a downloadable PDF executive summary highlighting key findings. Results surpassed previous launches, with more than double the executive summary downloads compared to the previous year and nearly 3,700 webpage views. Judges praised the “solid use of multi-channels to engage and attract the audience,” with “good storytelling that is easy to follow and is engaging.”



GOLD

Hendy Group and Denfield

With 21 franchised brands at 102 dealerships across the South Coast, Hendy Group's customer base is large and varied. Its recent 'That's Hendy!' group campaign, produced with Denfield, was designed to implement Hendy's data-led strategy on a larger scale. As a campaign that didn't just sit under a single brand and location, it needed to resonate with all of Hendy Group's audiences to drive success.

The 2023 campaign's strategy was to position Hendy Group as a 'world class' customer service specialist, while reinforcing its status as the largest dealer group across the South Coast. Genuine review scores and testimonials were woven into marketing communications. Denfield was creative and innovative in executing mass media channels to target a varied audience. Results have seen a near 24% increase in vehicle enquiries, alongside a 23% rise in vehicle orders. “Lovely use of data and creative,” praised one judge, adding that “the overall statistics speak for themselves!”

Most innovative use of data



SILVER

GoodShape and 3THINKRS

Having re-branded itself – which included changing its name to GoodShape – FirstCare worked with 3THINKRS to launch a campaign around its new identity, utilising its dataset of 1.2 billion datapoints. The campaign used corporate storytelling to help bring immediate equity to the GoodShape brand; story exclusives landed in Bloomberg and other media platforms, meaning 7.4 million people read articles quoting GoodShape. “Very impactful with direct and clear messaging on use of data,” commended one judge.

BRONZE

GSK with Hill & Knowlton and Set Reset

GSK launched an interactive experience exhibition in partnership with Hill & Knowlton and Set Reset designed to showcase the power of data to inform and inspire. Participants interacted with the experience either through using tablets or scanning QR codes and were invited to provide answers and opinions on issues relating to the future of health innovation. One judge described it as an “amazingly visual way of displaying data.”



BRONZE

TELUS and Onclusive

Telecoms company TELUS partnered with Onclusive to develop a new integrated measurement system. A bespoke PR effectiveness scoring system meant TELUS could measure the delivery of key messaging, the impact of key spokespeople’s presence and the results from communications. Onclusive’s analysis also included measuring stakeholder perceptions and receptibility to different outputs and insightful reporting to present the findings.



HIGHLY COMMENDED

Merlin Entertainments and NewsWhip

Faced with a live crisis, Merlin Entertainments used NewsWhip’s predictive media insight platform to tackle misinformation.

Best data-driven corporate storytelling



GOLD

GoodShape and 3THINKRS

With many front line workers across the UK calling for strike action to improve pay deals, office workers pushing for remote working and a rise in employee sickness, absence management provider FirstCare came up with a solution. Having re-branded itself – which included changing its name to GoodShape – it worked with 3THINKRS to launch a campaign around its new identity, utilising its dataset of 1.2 billion datapoints.

3THINKRS used corporate storytelling to help bring immediate equity to the GoodShape brand; pairing its creative storytelling with GoodShape's data science prowess, stories were unearthed, which helped get people talking. Story exclusives landed in Bloomberg and other media platforms, meaning 7.4 million people read articles quoting GoodShape. As a result, 25,000 social engagements and 8,300 social shares were generated. "The decision to adopt a digital-first approach and the detailed representation of the target audience indicate a well-thought-out strategy" praised one judge, further commending the "good use of real-time data and insights to stand out."



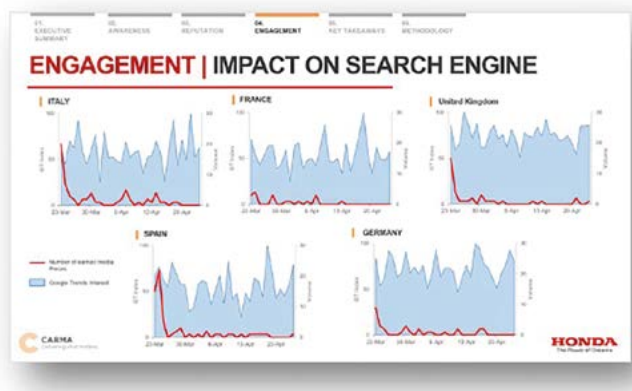
GOLD

Renewi and Wardour

Wardour has teamed with Renewi to help produce its annual reports since 2014. For its 2023 Annual Report and Accounts (ARA,) Wardour established a powerful data-driven storytelling concept that set the scene of the company and its mission, communicating Renewi's story accurately and beautifully.

For the 2023 ARA, data was used in conjunction with striking visuals to position Renewi as an innovative company at the cutting edge of the circular economy. Data was presented at each page of the report and was embedded into Renewi's corporate story. Judges were impressed by how the strong data visualisation "brought the story to life," commending the report's "strong visual impact with creative formats showing the conversion of waste to product."

Best data-driven corporate storytelling



SILVER

Honda Europe and CARMA

Honda Europe has been working with CARMA to create a powerful European evaluation programme since 2023. When launching its latest product last year, CARMA advised Honda to follow a storytelling approach that led to a spike in audience interest, measured through an increase in web traffic to its product launch page. Judges commended the campaign’s “very comprehensive and strategic approach.”

SILVER

KPMG and Onclusive

For audit, tax and advisory firm, KPMG, communications is absolutely pivotal when addressing its audience of senior business leaders, regulators and economists in order to articulate complex messaging and differentiate the firm from its peers. Working with Onclusive, KPMG bolstered its communications strategy through qualitative media analysis and public affairs tracking.



BRONZE


Aramco

Aramco’s ‘Global Corporate Reputation Management Programme’ provides comprehensive measures of its reputation and support levels each month. Last year alone, the programme gathered over 25,000 perception surveys and hosted hundreds of global focus groups and in-depth interviews to provide critical, qualitative insight into quantitative data.

Best data-driven corporate reporting

Our progress this year

In FY23 Renewi has made notable progress on its objectives, supported by significant developments.



€30m

Deployed into our circular innovations pipeline.

63.6%

Recycling rate increased to 63.6%.
FY22: 41.8% - new reported baseline

We doubled the volume of mattresses we are helping to recycle, announcing a further 1.5m will be recycled in the UK in addition to the 1.5m in Belgium and the Netherlands, supported by our investment in Retourmatras.

8.4m km

Our shared bio-LNG facility with Nordsol, which operates using organic waste processed by Renewi, has enabled 8.4m km of sustainable journeys.

Coolrec (a part of our Specialities Division) and Playmobil partnered to deliver high-quality recycled plastic for the toy maker's award-winning recycled Wiltopia range.

[Read more about this partnership on page 85](#)

Belgium's largest wind turbine on land installed on our site in Ghent.


[page 53](#)

€132.9m

Underlying EBIT decreased 1% to €132.9m.
FY22: €133.9m on revenue of €1.2bn (FY21: €1.3bn)

€5m+

Investment to increase volume and quality of glass recyclates in our Maltha business.



We appointed Katleen Vandeweyer as Non-Executive Director, Chair of the Audit Committee and member of the Nomination Committee.

[page 119](#)

In Belgium, as part of our investment of over €60m to support customer compliance, we responded to VLAREMA 8 legislation by building and commissioning our advanced sorting line for residual waste in Ghent.

GOLD

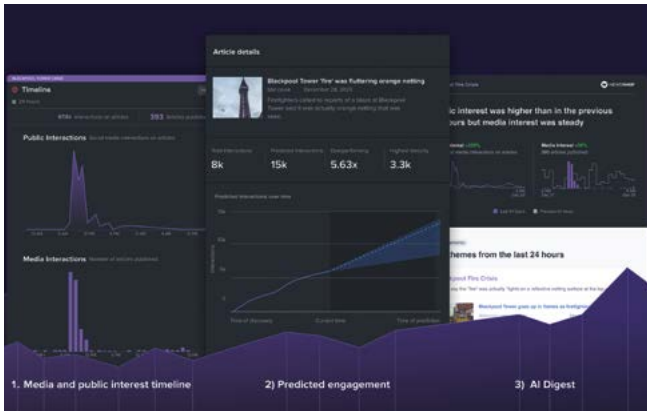
Renewi and Wardour

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30 DataComms Awards 2024 Data use

Best data-driven corporate reporting

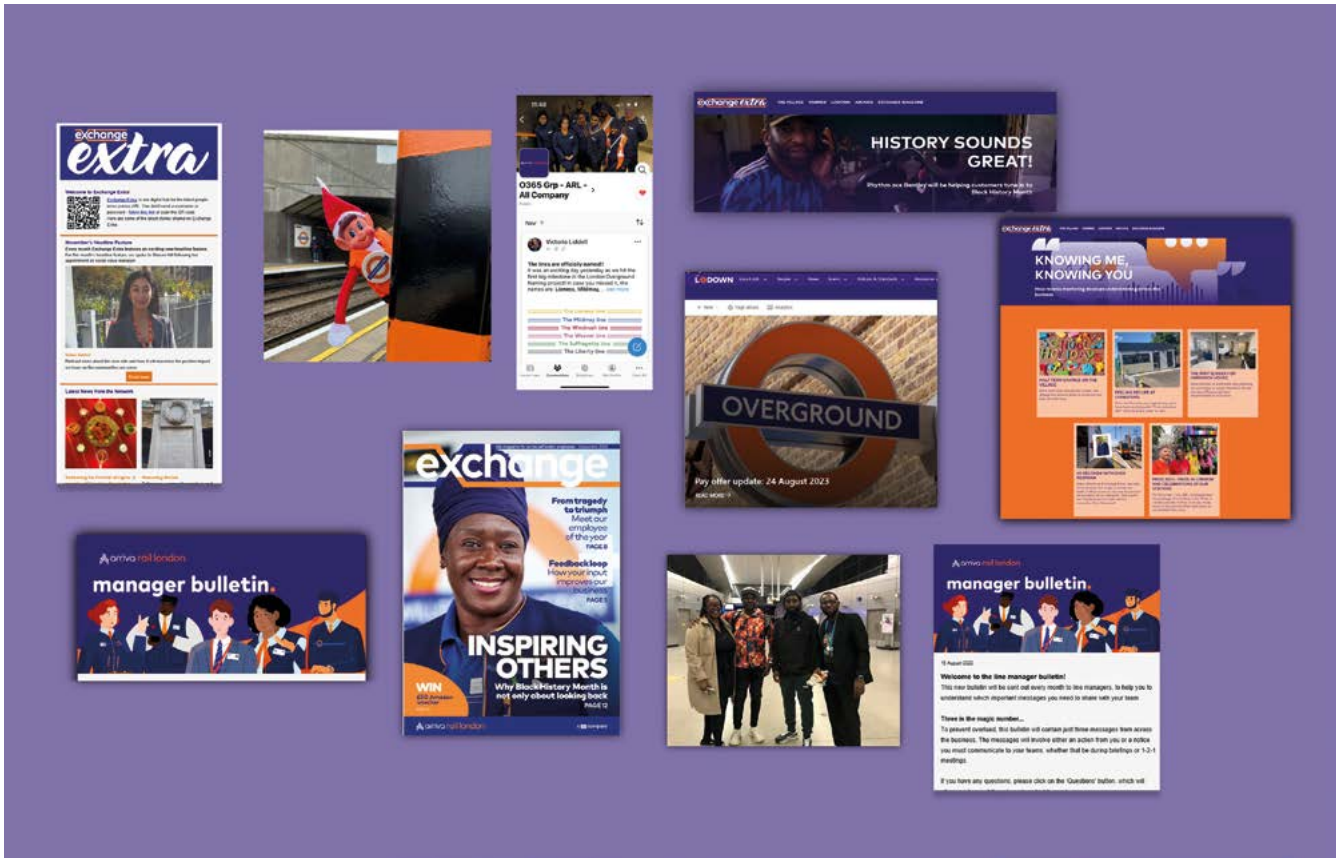


BRONZE

Merlin Entertainments and NewsWhip

In December last year, Merlin Entertainments needed to stay ahead of a live issue unfolding at the Blackpool Tower. Equipped with NewsWhip's predictive media insight platform, Merlin Entertainments was able to identify misinformation across news articles and social media posts as they were published in real-time, allowing the company to immediately intervene and debunk misinformation.

Best data-driven internal communications



GOLD

Arriva Rail London and 106 Communications

Arriva Rail London manages the London Overground on behalf of Transport for London. With 520,000 passengers across 106 miles of track every day, it is one of the busiest rail lines in the UK and has a complex network of teams and specialists to keep it running. Arriva Rail London realised that it needed more data to be able to evaluate the best way to reach its wide audience. Through analysis of current communications, interviews with leaders and stakeholders, focus groups with drivers and customer-facing staff and online surveys, Arriva Rail London in partnership with 106 Communications, compiled in-depth and vital insights.

Arriva Rail London's channels were streamlined and a new intranet launched with improved access and functionality; site visits increased by nearly 402%. A new line manager bulletin was introduced, with an open rate of 75% and emails streamlined, resulting in a 55% open rate increase. Judges thought the exploration of different user needs was powerful, praising the "clear focus and understanding of audience needs."

Best data-driven internal communications



SILVER

Aldi and Citypress

Aldi's 45,000-strong workforce uses the MyALDI app as a hub for its internal communications. This became a crucial source of information during the Covid-19 pandemic. In partnership with Citypress, the brand was able to increase engagement and traffic on the platform, identify the most effective methods of information-sharing and encourage community building. Judges praised the "well-presented" campaign and "liked the focus on stopping the use of ineffective communications."

Most innovative format to display data



GOLD

SC Johnson and Conservation International with Ogilvy, Radical Media and Set Reset

'The Blue Paradox' is an immersive five-room exhibit at Chicago's Museum of Science and Industry, designed to reveal the true impact of ocean plastic pollution. At the heart of the experience is a room dedicated to data visualisation hoping to educate visitors on the issue of oceanic plastic pollution.

SC Johnson and Conservation International worked with Ogilvy, Radical Media and Set Reset to create the spectacle using millions of motion-sensitive particles, designed to each represent an ounce of plastic. The particles respond as visitors move through the room, creating striking silhouettes and generating an interactive aspect that helps bring the data to life. Results show the profound impact of 'The Blue Paradox' on visitors, with over 30,000 guests signing pledges to reduce single-use plastics, over 21 million TikTok video views and over 1,000 shares across social media platforms. One judge enthused that the work showed an "absolutely breathtaking use of visuals, data and educational awareness." Another described the work as "excellent."

Most innovative format to display data



SILVER

Clarivate – Top 100 Global Innovators

Clarivate's Top 100 Global Innovators programme was first launched in 2012 and has now become an annual campaign that celebrates those organisations demonstrating exceptionally innovative ideas and strategies. Within a month of the campaign's launch, it achieved over 2,000 pieces of earned media coverage and 38 of those organisations featured on the list announced the achievement on their platforms. Judges were impressed by the "great use of different media tools to get the point across."

Best interactive data display



GOLD

GSK with Hill & Knowlton and Set Reset

GSK launched an interactive experience exhibition in partnership with Hill & Knowlton and Set Reset which was designed to showcase the power of data to inform and inspire. Participants interacted with the experience either through using tablets or scanning QR codes and were invited to provide answers and opinions on issues relating to the future of health innovation.

The answers were presented in an animated cluster of spheres that moved and flowed in constant motion, creating a mesmerising visual representation of collective thought. Attendees could view the latest results in real-time and see how their opinions compared to those of others. Over 1,750 participants engaged with the four-day exhibition and the data collated is being used by GSK to identify trends and gather insights. Judges praised the project, stating that, "Data has never been more beautiful" and highlighting the "stunning and exciting visuals."

Best interactive data display



SILVER

Aramco

Aramco's 'Global Corporate Reputation Management Programme' provides comprehensive measures of its reputation and support levels each month. Last year alone, the programme gathered over 25,000 perception surveys and hosted hundreds of focus groups and in-depth interviews. One judge commented, "This entry combines form with function, bringing data to life meaningfully with the audience clearly in mind."



GOLD

SC Johnson and Conservation International with Ogilvy, Radical Media and Set Reset

Immersive five-room exhibit 'The Blue Paradox' is held at Chicago's Museum of Science and Industry, having been designed to reveal the true impact of ocean plastic pollution. At the heart of the experience is a room dedicated to data visualisation aimed to educate visitors on the issue of oceanic plastic pollution.

SC Johnson and Conservation International worked with Ogilvy, Radical Media and Set Reset to create an awe-inspiring spectacle that used millions of motion-sensitive particles, each designed to represent an ounce of plastic. The particles respond as visitors move through the room, creating striking silhouettes and producing an interactive aspect that helps bring the data to life. The primary data visualisation – a real-time particle simulation – encodes the shocking rate at which plastic is filling our oceans. In addition to its interactive data visualisation, The Blue Paradox features a timeline sequence that traces the dramatic increase in plastic pollution over the past 70 years.

The Blue Paradox's visual narrative is complemented by animated data visualisations and infographics, providing visitors with a comprehensive understanding of the issue, from its origins to its devastating consequences for marine and human life. Weaving immersive storytelling with powerful data visualisation, results show the profound impact of The Blue Paradox on visitors. Over 30,000 guests signed pledges to reduce single-use plastics and the campaign received over 21 million TikTok video views and over 1,000 shares across social media platforms. "Absolutely breathtaking use of visuals, data and educational awareness. This was a fun, fascinating and engaging way to draw in audiences of all types without detracting from the importance of environmental change and impact," praised one judge, adding "favourite campaign of the whole awards programme!"

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