

**LENS**  
**AWARDS**  
2025

**WINNERS**  
**BOOK**





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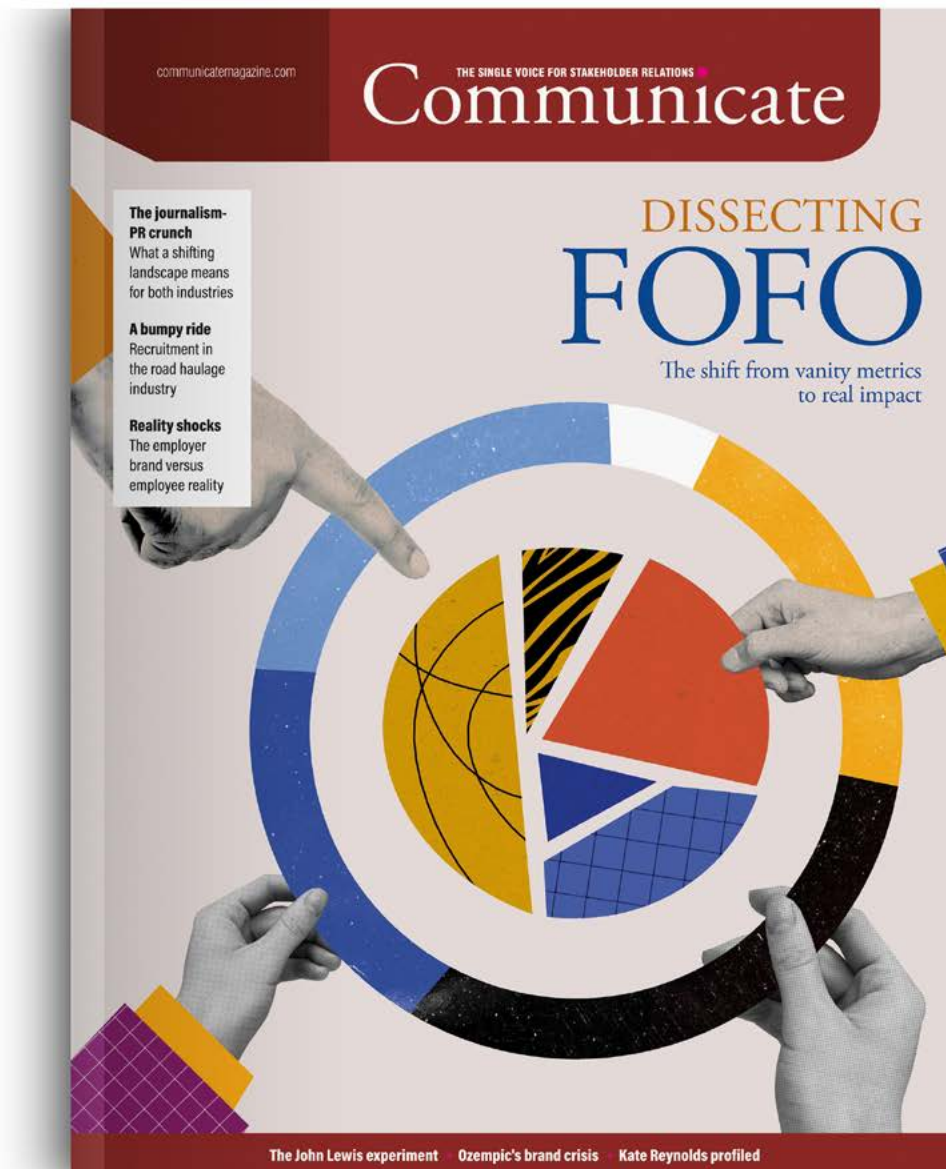
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## NOTE FROM THE EDITOR



Rebecca Pardon  
Editor  
*Communicate magazine*

It is through video that the creativity of some of the strongest corporate campaigns is most apparent. It is where familiar faces and voices bring a human touch to corporate strategies, where animation can concoct scenes as entertaining as they are informative, and where well-placed music and imagery have the power to conjure any emotion from an audience with ease. At the same time, however, video campaigns can become a contentious battle for the fickle attention span of modern audiences, who leisurely flit from one media platform to the next.

Against this fascinating and dynamic backdrop, Communicate magazine's Lens Awards for corporate videos enters into the fray to gain a sense of a fast-evolving industry. We pride ourselves on our ability to discover and celebrate the very best in the field, but our awards programme is also an opportunity to gain invaluable insights. In this book, you will find a detailed analysis of your peers' and competitors' work, as well as the secrets to the success of our 2025 Gold winners.

The quantity and calibre of entries this year was outstanding but not at all surprising; being now in our fifth year of the Lens Awards, we are well aware of the skill and creative expertise humming within this sector. But tonight's celebration could not have taken place without our exceptional panel of judges, who spent tireless hours reviewing this year's fabulous and competitive work. An enormous congratulations to our spectacular winners for their commitment to achieving the best communications through film!

# Your voice matters.

But only if someone's listening.

If you have a story to tell, we know how to capture your audience's attention.

Our award-winning creative services span design, digital and video production.

Through the power of video, we bring brand stories to life. From live action to animation, podcasts to VR, we help our clients messages to land with impact.



**CAVENDISH**  
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# MEET THE JUDGES



**Homam Ayaso**  
Director of video  
*BuzzFeed Inc. UK*

Homam is an award-winning creative director with 20 years' experience in advertising, marketing and media. He worked across all media for significant international brands and markets such as technology, banking, governments, gaming, automobile, travel and more. Homam specialises in brand transformations. He joined BuzzFeed in early 2022 to relaunch 'Tasty in the UK', focusing on creators and culture. His work with BuzzFeed, driving innovation, brand extensions and data-driven customer success, was featured by Bloomberg news, The Drum and Al Arabiya.



**Jon Bates**  
Employee and executive  
communications lead,  
Western Europe  
*Microsoft*

As a dynamic and entrepreneurial internal communications leader, Jon is dedicated to transforming how companies communicate internally, making it as impactful as their external storytelling. With expertise in creating thumb-stopping content, measuring engagement and coaching leaders, Jon excels at bringing strategy to life and enhancing company culture. Currently, he drives employee and executive communications for Microsoft Western Europe, fostering connection and empowerment across teams.



**Sarah Cook**  
Marketing and communications  
*The RSA (The Royal Society  
for Encouragement of Arts,  
Manufactures and Commerce)*

Sarah has worked in communications for nearly 20 years, both in-house and for agencies. She is currently in the communications and marketing team at the Royal Society for the Encouragement of Arts, Manufactures and Commerce (RSA), delivering integrated fundraising and awareness campaigns. Before this, Sarah was group head of brand and content strategy at Legal & General, a FTSE 100 financial services company. She has also worked for international law firm Freshfields, working with colleagues in Europe, Asia and the US on global marketing campaigns.



**Andy Duckworth**  
Former head of video production  
and communications  
*Tradetq*

Andy is an award-winning communications leader and seasoned video production expert with a career spanning more than two decades. He brings a blend of agency experience and journalistic acumen to his roles and excels in crafting compelling corporate content. Andy manages end-to-end video production processes, from scriptwriting and directing to editing and publishing. His technical proficiency extends to live event production, where he has directed and streamed events globally. Andy's international portfolio includes filming projects in countries such as Canada, India and Mexico.



**Sinéad Duffy**  
Managing director  
*Camcor Sustainable Development*

Sinéad is a seasoned corporate communications and reputation and sustainability professional with over 25 years' experience in top multinational life sciences companies, leading creative communications campaigns and activity. Sinéad's focus has been on sustainability communications and she supported Bayer's international engagement around its new sustainability strategy. Passionate about the potential of innovation and technology for a more sustainable future and addressing climate change, she advises organisations on how to build their profiles and supports senior leaders to tell their stories in a way that resonates with target audiences.



**Kevin Geoghegan**  
Head of content and channels  
*STARK Building Materials UK*

Kevin is an award-winning communications professional with a background in broadcast and digital journalism. Since joining STARK UK he has developed and launched a new intranet and has produced films celebrating the work of colleagues from as far afield as Shetland and Oban. Passionate about storytelling, he spent more than 15 years at BBC News before moving into corporate communications, spending three years at Anglo American where he created digital content, hosted podcasts and live events and moderated panel discussions.

# BEARJAM

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**Cravenhill publishing is a publishing and events business  
focused on corporate and brand communications.**

Cravenhill publishing is the publisher of Communicate magazine and Transform magazine.

Cravenhill publishing's awards division organises a number of industry leading awards programmes that seek to benchmark and reward best practice in the fields in which they operate.

For further information about our awards and entry process please email:  
Melanie at [melanie.han@cravenhillpublishing.com](mailto:melanie.han@cravenhillpublishing.com)

[cravenhillpublishing.com](http://cravenhillpublishing.com)



# MEET THE JUDGES



**Andrew Goddard**  
Media studio lead  
*Rentokil Initial*

Andrew is a video specialist with expertise in conceptualising and creating videos for businesses in a broad spectrum of industries. Andrew started his career at a London agency delivering post-production services for the international film and TV industry. Here, he developed a talent for editing and motion graphics, and a lifelong pursuit of learning new technologies and techniques. Andrew launched a successful business providing video production services to brands such as Microsoft, ODEON Cinemas and Universal Pictures.



**Toni Gregory**  
Head of content marketing  
*GoCardless*

Toni is the global head of content marketing at GoCardless and is responsible for defining and executing the organisation's content strategy as a tool to drive brand awareness. She joined in 2021 and leads a team of content and sponsorship marketers deployed across the organisation. Toni has over 10 years of marketing experience, specialising in content marketing and brand engagement. Prior to GoCardless, she held roles at SaaS organisation Blackbaud and its sister company, JustGiving, as well as tech start-up City Pantry (acquired by Just Eat).



**Sarah Heming**  
Former director marketing communications  
*Zoetis*

Sarah is a seasoned marketing and communications professional with over 15 years of experience in the healthcare sector. She has held leadership roles at Abbott Nutrition, Molnlycke Health Care and Zoetis where she spearheaded strategic initiatives that significantly enhanced brand visibility and market share. Sarah has managed comprehensive corporate rebranding projects, aligning brand identities with evolving market dynamics and organisational goals. A strong advocate for purpose-led culture, Sarah has led and reported on corporate social responsibility efforts.



**Scott Horsfield**  
Head of film  
*DRPG*

With over 30 years' experience in film, Scott is an award-winning director and producer with a background in large-scale productions for brand, communications, marketing and sports. Scott has worked across a wide spectrum of content taking in both long and short form for clients in professional services, finance, FMCG, automotive and retail. Scott is head of film at DRPG, a creative communications group now listed second in the UK's film agency listing by EVCOM and Moving Image.



**Amanda Kamin**  
Chief marketing and communications officer  
*Digital Catapult*

A senior corporate reputation specialist with 20 years' marketing and communications experience, Amanda is chief marketing communications officer at Digital Catapult. Having worked at international organisations (Motorola, Visa Europe and VisionFund) and within the UK public sector (Food From Britain) in both agency and in-house roles, she has broad experience across a range of markets and audiences. Amanda is skilled in multichannel oversight, leadership communications and quality content generation.



**Paul Mallaghan**  
Director/head of creative strategy  
*We Are Tilt*

Paul heads up the creative strategy and content teams at We Are Tilt, a studio that makes big, emotional digital experiences for world-class clients, from Diageo to Deloitte, the BBC to Vodafone. Paul's work as director and writer has seen him pick up awards including The Drum Social Purpose, DIA Grand Prix, Anthem Awards, Webby and a Cannes Black Dolphin for 'Best Director'. Tilt takes on projects that matter and move people: from helping reduce international drink driving rates, to explaining the science of love.

# MEET THE JUDGES



**Bronač McNeill**  
Chair  
*Bloom UK*

Bronač is a champion for inclusive leadership as a founding member and chair of Bloom. She is also a leader in creative excellence: with over 15 years behind the lens and a Cannes Lion award-winner, her career stands as a testament to her diverse talents and deep empathy for her subjects. Bronač has captured a wide array of individuals, from politicians and pop stars to drag queens and the public at large.



**Jessica Park**  
Senior director, global executive  
producer of video  
*Bain & Company*

Cutting her teeth in broadcast journalism in Australia, Jess has always believed in the power of people and pictures. With more than two decades of storytelling experience, she has covered global news events, media trained C-suite executives and stood up and run in-house creative production studios for premium brands such as Bain & Company and Goldman Sachs. Jess is passionate about videos that communicate a brand's values, heritage, achievements and ambitions by positioning the audience at the heart of the story.



**Alejandra Ravassa**  
Head of production  
*YouTube Creative Studio*

With a proven track record in crafting impactful campaigns for global brands like Google and Apple, Alejandra's expertise spans production planning, account management and team leadership. Her international experience, coupled with a passion for innovation and inclusivity, provides a unique perspective on advertising that resonates across cultures. Alejandra's dedication to mentoring and fostering talent further underscores her commitment to the industry's evolution. As a judge, she'll champion work that pushes boundaries, sparks conversations and truly embodies the spirit of creative excellence.



**Jeremy Reichman**  
Head of video production  
*Temenos*

Jeremy first discovered 3D software during his degree in manufacturing engineering. But his passion for film really accelerated while attending the USC School of Cinematic Arts in LA, learning 2D and 3D animation principles from some world-renowned names in Hollywood. He began his production career back in the UK as a runner at a 3D stereo conversion company, before spending time at advertising agencies within the 'Big Four' as a decoupled producer.



**Simon Sanders**  
Principal specialist, SEO and  
content strategy  
*NTT Data Inc*

Simon is a creative marketer with an unhealthy obsession with both the art and the science of the trade. He's produced some pioneering work and, unavoidably, his fair share of pragmatic 'just get it done' stuff too. Whether for agencies, in-house teams or clients, Simon has helped them get the attention, reputation and revenue they seek, and usually deserve. Combining strategic focus, tactical cunning and creative prowess, Simon has earned stars and scars from working in advertising, PR, social media, content and SEO.



**Mark Stephens**  
Lead producer  
*Creative Studio,*  
*Lloyds Banking Group*

Mark is an executive producer and film lead for Lloyds Banking Group's in-house 'Creative Studio', working with a talented team of producers, editors, filmmakers, motion and graphic designers, creating best-in-class content for Lloyds corporate social and internal channels. Across his career, Mark has journeyed across planning, marketing, creative, communications and strategy.

# MEET THE JUDGES

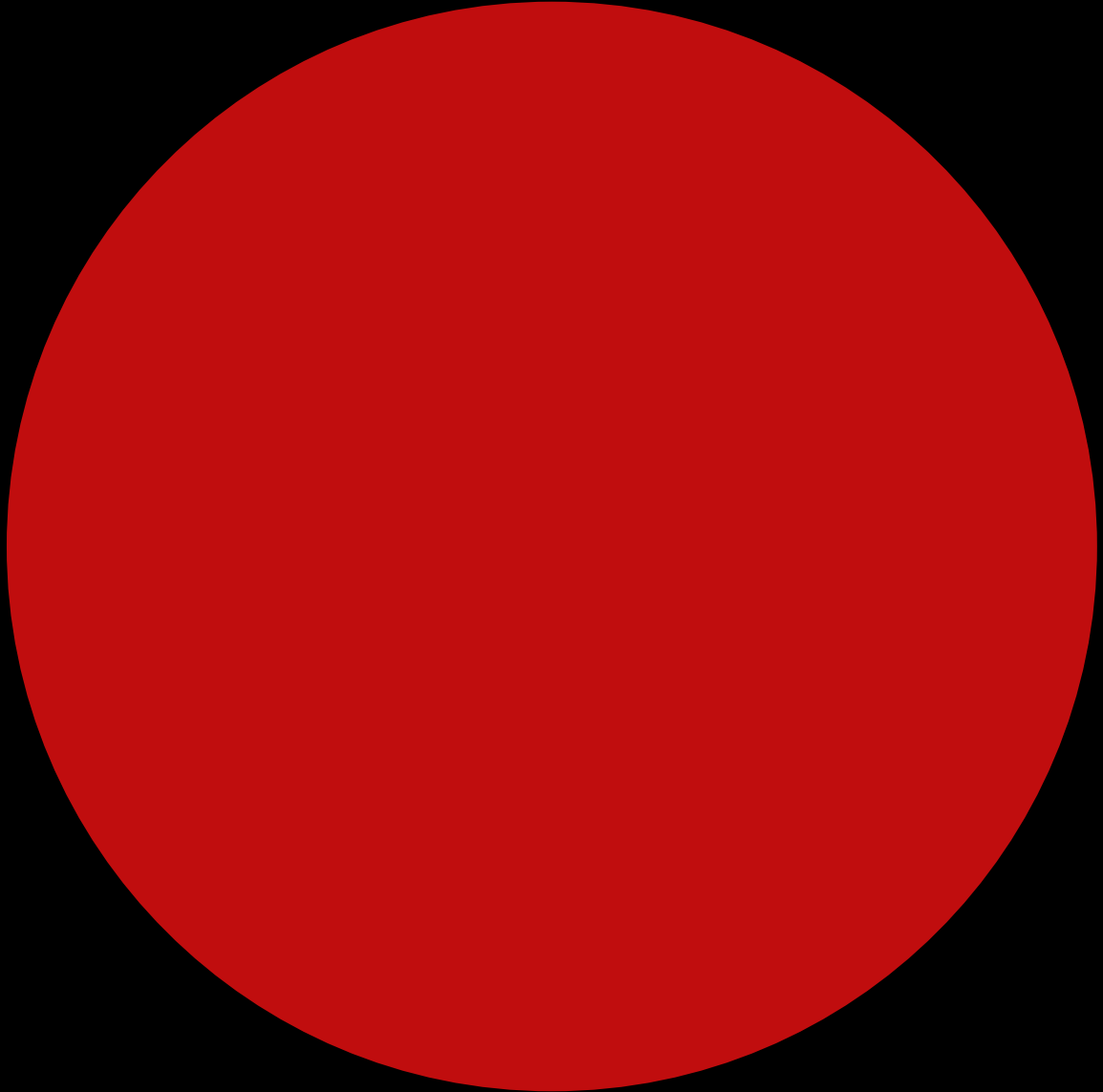


**Neill Torbit**  
Head of brand design and creative  
*Rightmove*

Neill's worked with video his entire career, for over 20 years. Firstly, as a TV news journalist and producer in New Zealand, followed by a decade working for UK agencies and broadcasters like Sky and ITV, which saw him write, produce and direct hundreds of hours of video content (promos, ads, documentaries, infotainment and corporate comms) including a Cannes Lion shortlisted video series in collaboration with British Cycling.



# THE WINNERS



# THE WINNERS

## BUSINESS OBJECTIVES OR AUDIENCE

### Best Video Targeted to a General Stakeholder Audience

Gold – Conversation Over Borders and Bladonmore

Gold – Silent Pool Gin and NRG

Silver – dsm-firmerich and Brunswick Creative

Bronze – Skipton Group and Brunswick Creative

### Best Video Targeted to the Internal Audience

Gold – BT and DRPG

Silver – Arcadis and Tribe Culture Change

Bronze – Amazon and Gorilla Gorilla!

Bronze – Barclays

Highly commended – Phoenix Group and Emperor

### Best Video Targeted to the Investor Audience

Gold – Anglo American and Gorilla Gorilla!

Silver – Mubadala Investment Company and Emperor

Bronze – SoftBank Group and Bladonmore

Highly commended – Knight Frank and Bear Jam

### Best Employer Brand Video

Gold – Unum UK and Rocking Horse Pictures

Silver – Skipton Group and Brunswick Creative

Bronze – Adarma and NRG

### Best Use of Video to Aid CSR/ESG

Gold – University of Warwick

Silver – LNER and Chris Jackson Media — Customer & Community Investment Fund Series

Bronze – Standard Chartered and Brunswick Creative

Bronze – Howden and Big Button

### Best Use of Video to Support EDI

Gold – CGI and Leap Create

Silver – Kingfisher plc and Cavendish Consulting

Bronze – Lumo

## STYLE AND CREATIVITY

### Best Use of Video on Social Media

Gold – Hull Trains

Silver – M&G Investments and ITCH

Bronze – Magic Light Pictures and NRG

Highly commended – Embraer Commercial Aviation and Gravity Global

### Best Documentary Style Video

Gold – Natasha Allergy Research Foundation and CASA Creative Film

Silver – Leeds and York Partnership NHS Foundation Trust and Deadline Digital

Bronze – Conversation Over Borders and Bladonmore

Bronze – Zurich Insurance UK and VideoFrog

Highly commended – Amazon and Gorilla Gorilla!

### Best Live or Experiential Video

Gold – EE Live and DRPG

Gold – GoCardless and Big Button

### Best Animation

Gold – Worcestershire County Cricket Club and DRPG

Silver – Embraer Commercial Aviation and Gravity Global

Bronze – Rentokil and NRG

# THE WINNERS

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## STRATEGY

### **Best Creative Execution**

**Gold** – Dow and Emperor

**Silver** – Silent Pool Gin and NRG

**Bronze** – dsm-firmenich and  
Brunswick Creative

### **Best Use or Promotion of Artificial Intelligence**

**Gold** – Dow and Emperor

**Gold** – Osprey Charging  
Network Ltd and Bear Jam

**Bronze** – SoftBank Group  
and Bladonmore

### **Best Copy Style or Tone of Voice**

**Gold** – RTW and SampsonMay

**Gold** – Skipton Group and  
Brunswick Creative

**Silver** – Hull Trains

**Bronze** – Ignis

### **Best Innovation**

**Gold** – Dow and Emperor

**Silver** – CGI and Leap Create

### **Best Use of Video as Part of an Integrated Campaign**

**Gold** – Embraer Commercial  
Aviation and Gravity Global

**Gold** – Southern Water and  
Cavendish Consulting

**Silver** – M&G Investments and  
Gravity Global

**Bronze** – IFS

**Bronze** – SoftBank Group  
and Bladonmore

### **Best One-Off Video Campaign**

**Gold** – Lumo

**Silver** – GoCardless

### **Best Long-Term Video Strategy**

**Gold** – Arcadis and  
Tribe Culture Change

**Silver** – Embraer Commercial  
Aviation and Gravity Global

### **Best Creative Strategy**

**Gold** – Standard Chartered and  
Brunswick Creative

**Silver** – Bapco Energies  
and Interstate

**Bronze** – Embraer Commercial  
Aviation and Gravity Global

# THE WINNERS

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## SECTOR

### **Best Use of Video by a Charity, NGO or Not-For-Profit**

**Gold – Natasha Allergy Research Foundation and CASA Creative Film**

Silver – HospiceCare North Northumberland and Chris Jackson Media

Bronze – SignHealth and NRG

Highly commended – Conversation Over Borders and Bladonmore

### **Best Use of Video from the Energy and Utilities Sector**

**Gold – Cero Generation and Emperor**

Silver – Bapco Energies and Interstate

Bronze – Höegh Evi and Brandpie

### **Best Use of Video from the Engineering, Mining and Manufacturing Sector**

**Gold – Anglo American and Gorilla Gorilla!**

Silver – Embraer Commercial Aviation and Gravity Global

Bronze – Anglo American and Brunswick Creative

### **Best Use of Video from the Financial Services Sector**

**Gold – M&G Investments and ITCH**

**Gold – Zurich Insurance UK and VideoFrog**

Silver – SoftBank Group and Bladonmore

Bronze – GoCardless

Highly commended – Flood Re and Cavendish Consulting

### **Best Use of Video from the Food and Beverage Sector**

**Gold – Silent Pool Gin and NRG**

Silver – dsm-firmenich and Brunswick Creative

### **Best Use of Video from the Healthcare and Pharmaceutical Sector**

**Gold – Alexion and Edelman Spain**

Silver – RTW and SampsonMay – Science Animation

Bronze – RTW and SampsonMay – Our purpose video

### **Best Use of Video from the Professional Services Sector**

**Gold – Institution of Engineering and Technology (IET) and Redactive**

Bronze – Unum UK and Rocking Horse Pictures

### **Best Use of Video from the Property, Construction and Facilities Management Sector**

**Gold – Housing Matters**

Bronze – Q Scaffolding and NRG

### **Best Use of Video from the Public Sector**

**Gold – Ministry of Justice**

Silver – Royal Air Force with Not Going to Uni and Content Marketing Pod

### **Best Use of Video from the Technology, Media and Telecommunications Sector**

**Gold – Ignis**

Silver – IFS

### **Best Use of Video from the Transport and Logistics Sector**

**Gold – Osprey Charging Network Ltd and Bear Jam**

Silver – Lumo

Bronze – Amazon and Gorilla Gorilla!



# THE WINNERS

GRAND  
ACCOLADES

VIDEO PRODUCTION  
COMPANY OF THE YEAR

**DRPG**

*Winner*

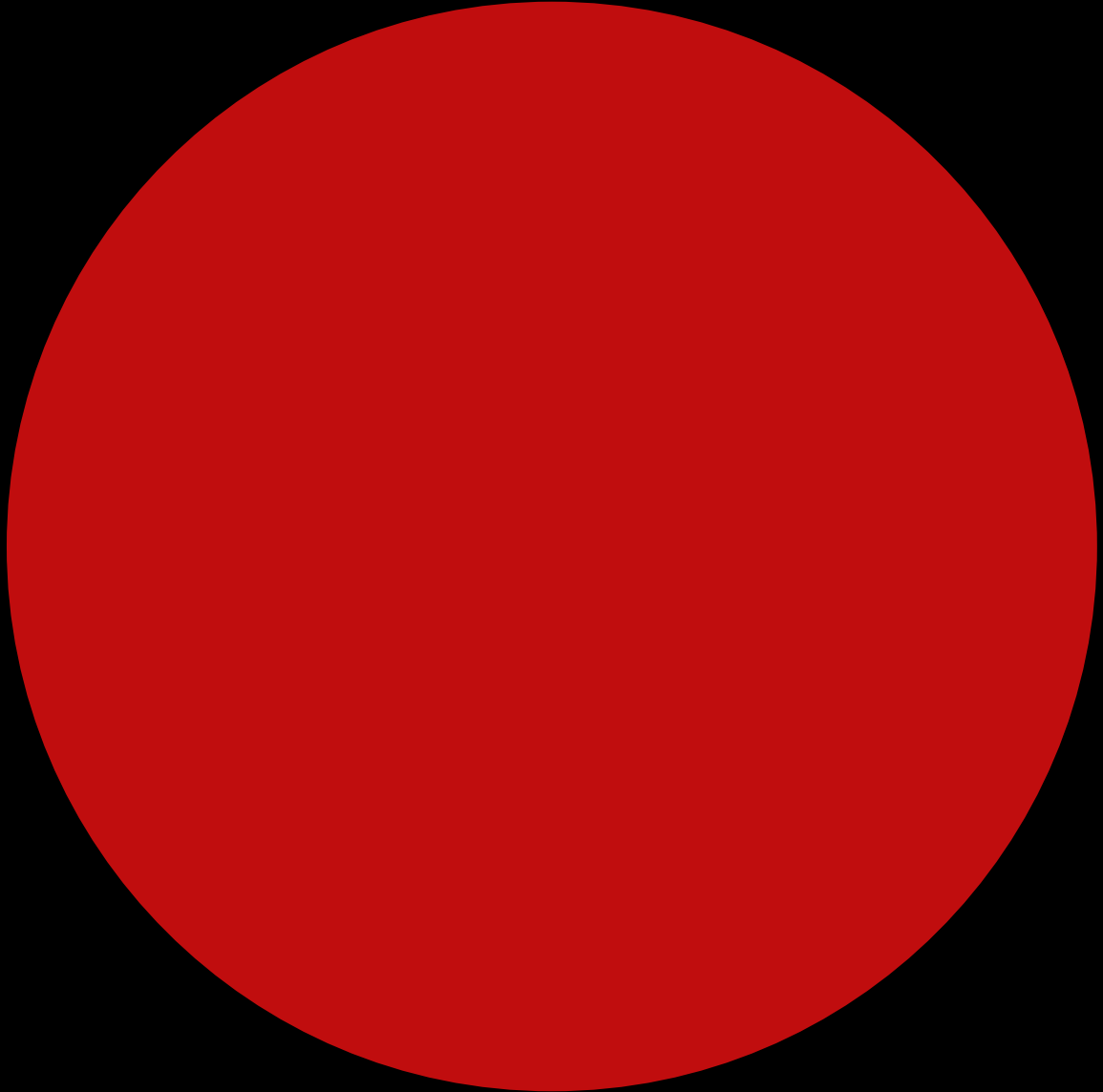
VIDEO OF THE YEAR

**Dow and Emperor**

*Winner*



**BUSINESS  
OBJECTIVES  
OR AUDIENCE**



# BEST VIDEO TARGETED TO A GENERAL STAKEHOLDER AUDIENCE

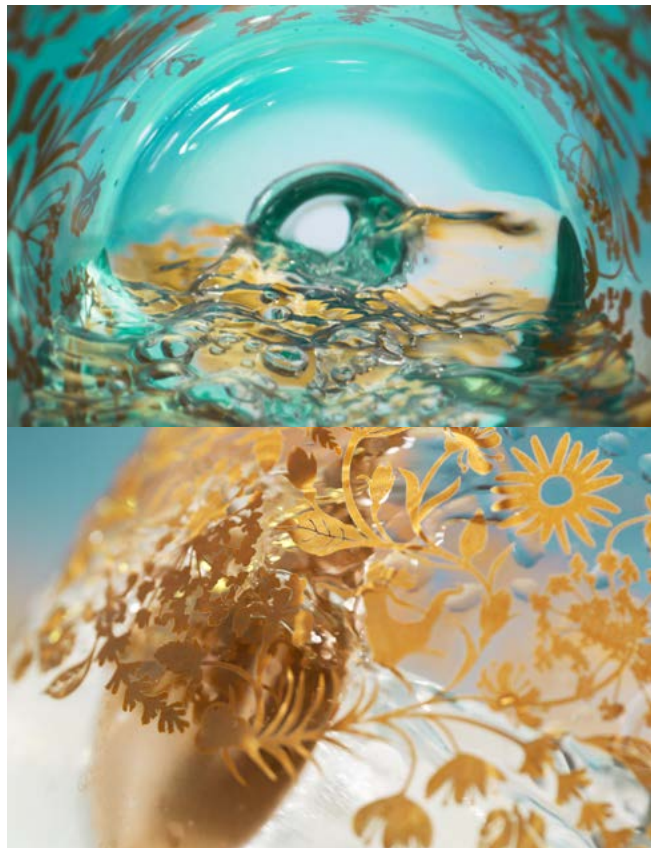


## Conversation Over Borders and Bladonmore

**Gold**

Conversation Over Borders (COB) is a UK charity that supports people fleeing war and persecution, helping them find safety in the UK. To enhance its impact, COB worked with Bladonmore to create a film, featuring Paul, a refugee from Tanzania, to highlight how the charity helps individuals not just survive but also thrive in their new lives, reducing isolation and supporting their integration into UK society.

COB developed a two-part approach to enhance communications: media training for leaders and a short film showcasing their stories, boosting confidence and demonstrating the charity's impact. Since working together, COB has improved message clarity, especially for leaders in media. Results include five times more LinkedIn interactions, 2,000 film views and a 10% increase in volunteers. Judges praised the power of the film's "difficult" story, describing the work as "engaging and compassionate".



## Silent Pool Gin and NRG Gold

Silent Pool Gin worked with NRG to produce a 30-second promotional ad highlighting its premium gin's layered flavours and floral essence. The video is designed for display at Heathrow Terminal 5's duty-free stand and across social media. With a modest budget and a four-month timeline, the concept combines real-world footage and 3D animation to visualise the gin's unique flavours.

The approach features macro shots of the gin and a metaphorical 'world of flavour' in the form of smoke and floating botanicals, blending live action with animation. Advanced filming techniques, including ultra-macro lenses and a high-speed camera, were used for the shoot. After several design iterations, the final ad showcases both the gin's elegance and its botanical elements, with custom sound and music. Sales increased by 65%. "Great visuals, clear storytelling, clear sales impact," said one judge.

# BEST VIDEO TARGETED TO A GENERAL STAKEHOLDER AUDIENCE



## **dsm-firmenich and Brunswick Creative** **Silver**

Produced by Brunswick Creative, the 'Dreamcatchers' film introduces dsm-firmenich, a global science-based leader in essential ingredients for fragrances, food and wellness. The film, aimed at diverse global audiences, uses a child's voice to convey themes of progress, sustainability and collaboration. "A well-shot, scripted and graded piece of film," said one judge.



## **Skipton Group and Brunswick Creative** **Bronze**

Skipton Group worked with Brunswick Creative to produce a film centred on a fictional colleague and showcases the breadth of career opportunities within the group. One judge described the project as a "really creative way of pulling together all the branches of Skipton and communicating the impact in a beautifully human way."

## BEST VIDEO TARGETED TO THE INTERNAL AUDIENCE



### **BT and DRPG**

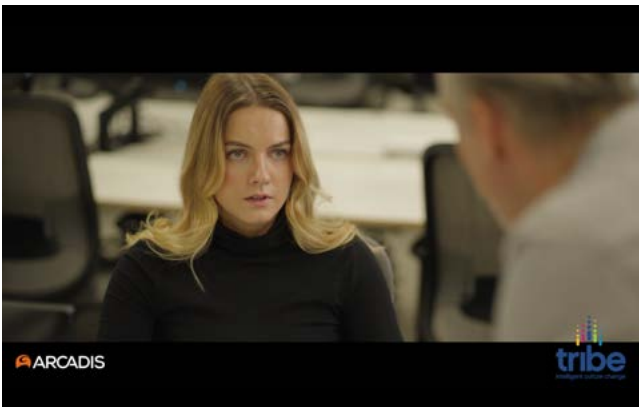
#### **Gold**

BT worked with DRPG to introduce a groundbreaking family-leave policy offering extensive paid leave for new parents and carers. To launch the program, they curated a film showcasing real employee stories. The film aimed to authentically highlight the policy, engage internal staff and boost BT's reputation as a family-friendly employer, attracting potential recruits.

To highlight BT's new family-leave programme, the film uses real footage from employees, showcasing personal moments like births and caring for loved ones. Despite initial hesitation, a successful internal campaign encouraged staff to get comfortable sharing their stories. The narrative focuses on emotional, life-changing experiences, demonstrating how BT's enhanced leave policy supports employees. "The emotional impact of this film was very powerful, and it feels like BT really cares for its staff," one judge commented.



# BEST VIDEO TARGETED TO THE INTERNAL AUDIENCE



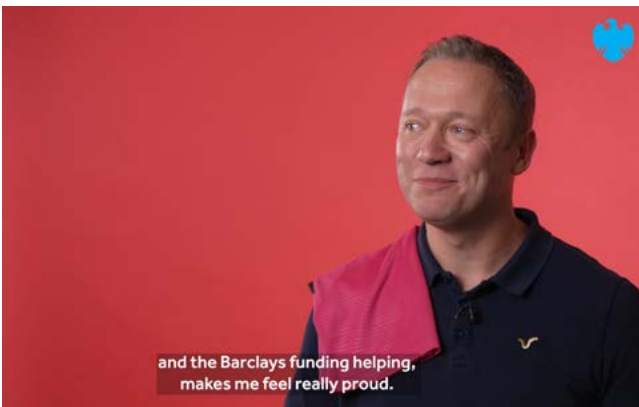
## Arcadis and Tribe Culture Change Silver

Tribe Culture Change produced 'Pocket Soaps' for Arcadis, a drama series using real employee stories to raise awareness around health, safety and wellbeing. These soap opera-style episodes, shared globally with 36,000 staff, aim to improve workplace culture and stimulate conversation. Positive feedback indicates strong engagement. One judge described the work as "very expository and earnest".



## Amazon and Gorilla Gorilla! Bronze

Amazon's DSP program is supported by regional 'Ignite' events, where franchise leaders share insights. For one European event, Amazon worked with Gorilla Gorilla! to produce a documentary-style film to inspire and motivate others. Through intimate interviews and personal visuals, the film aims to foster growth and demonstrate achievable success for DSP leaders across the network.



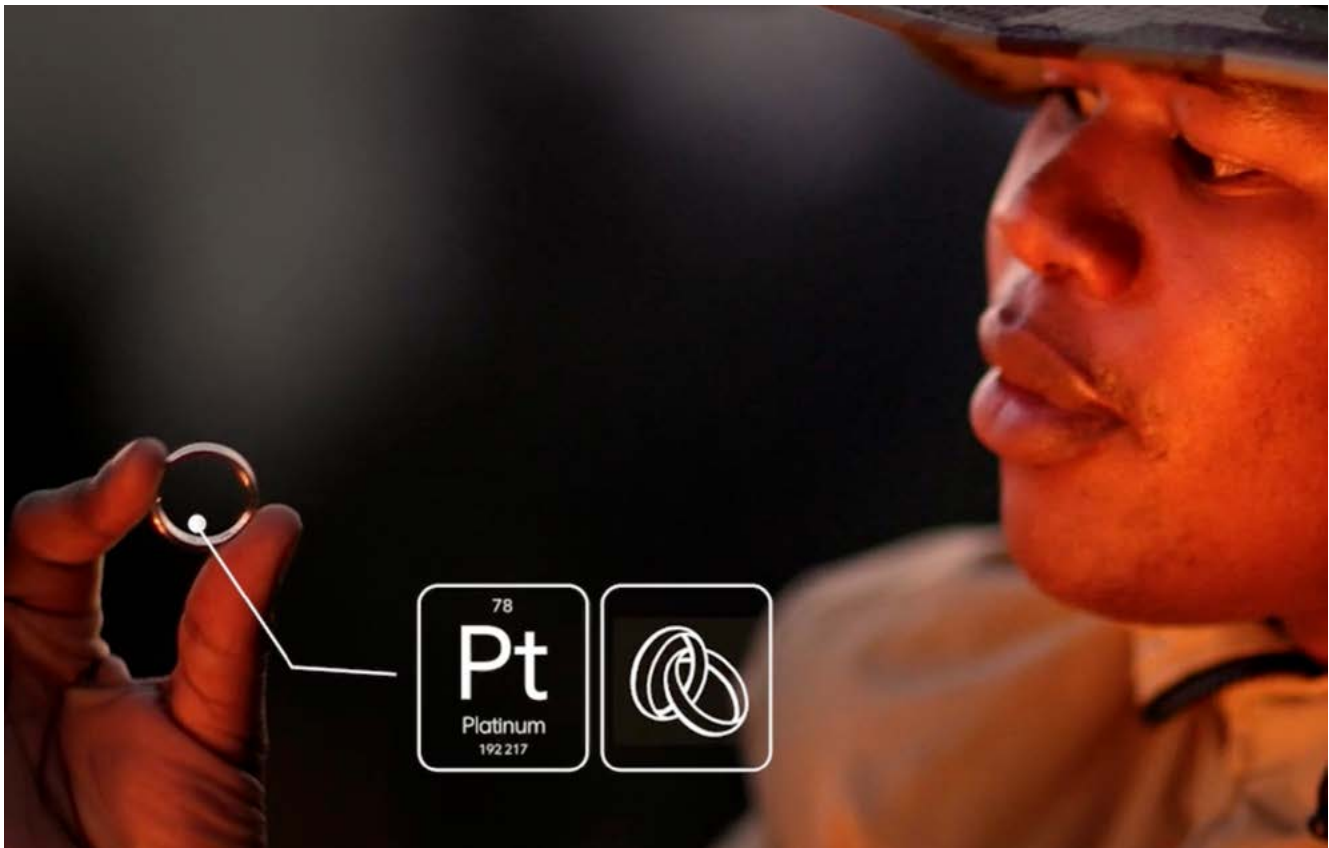
## Barclays Bronze

Barclays created an internal film to celebrate its renewed football partnerships, aiming to foster global colleague pride. Featuring diverse stories from colleagues worldwide, the film highlights Barclays' long-standing ties to the Premier League, Women's Super League and the FA. It emphasises the bank's commitment to community and sponsorship as part of its business strategy. Judges praised the impressive results.

## Phoenix Group and Emperor Highly commended

Phoenix Group and Emperor created animations to unify employees, clarifying the organisation's purpose and strategy for greater engagement.

## BEST VIDEO TARGETED TO THE INVESTOR AUDIENCE



### Anglo American and Gorilla Gorilla!

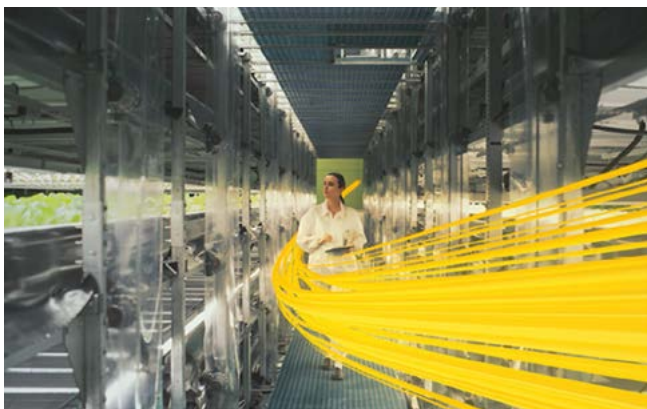
#### Gold

Anglo American worked with Gorilla Gorilla! with the aim of highlighting Platinum's expanding role in sustainable technology, from hydrogen-powered vehicles to energy-efficient computing. Its research revealed that key stakeholders – investors, governments and regional officials – lacked awareness of Platinum's diverse applications. To address this, it produced a short film showcasing the company's significance through a personal narrative.

The film follows Bohlale, an Anglo American employee, on a day off, reflecting on Platinum's importance to his health, career and the environment. The human-centred approach, avoiding clichéd formats, creates an emotional connection with viewers. The film's success is evident in its high engagement and positive feedback, reinforcing the impact of showcasing people in a relatable, authentic way. One judge commented: "Fantastic storytelling from a human and corporate perspective – well woven together with impact."



# BEST VIDEO TARGETED TO THE INVESTOR AUDIENCE



## Mubadala Investment Company and Emperor

**Silver**

Mubadala Investment Company worked with Emperor to launch a video campaign to enhance global brand visibility. The video connects tennis precision with Mubadala's investment strategies, highlighting its commitment to excellence, progress and innovation. The video aims to expand Mubadala's global footprint and resonate with investors, ensuring an impactful message. "Solid and impactful" was how one judge described the entry.



## SoftBank Group and Bladonmore

**Bronze**

SoftBank Group aimed to differentiate itself from AI hype by showcasing its long history of investing in innovative tech. It worked with Bladonmore to launch the campaign '[AI] What Dreams Are Made Of'. The campaign highlights childhood dreams and links them to SoftBank's AI investments. One judge praised the "beautiful execution and storytelling."

## Knight Frank and Bear Jam

**Highly commended**

Knight Frank collaborated with Bear Jam to create a targeted 45-minute webinar for investors.

# BEST EMPLOYER BRAND VIDEO



## **Unum UK and Rocking Horse Pictures** **Gold**

'The Unum Story' is a visually engaging brand film, produced with Rocking Horse Pictures, showcasing Unum's mission to help the working world thrive. Combining abstract visuals and authentic employee narratives, it highlights Unum's employee benefits, such as income protection, life insurance and health support services.

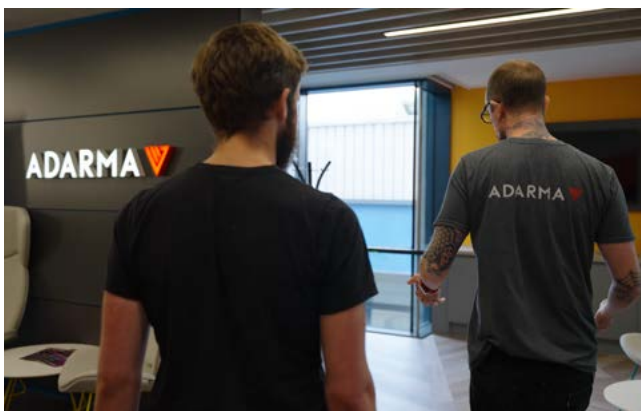
The film serves multiple purposes: boosting internal engagement, supporting external marketing and aiding sales presentations. It effectively communicates Unum's services and values – empowerment, care and social responsibility – while resonating emotionally with viewers. The film's success is reflected in its rapid reach, garnering more than 5,000 views in its first week. Judges loved the entry's creative approach and excellent execution, describing the film as an "excellent use of a new dynamic way of presenting the company values and purpose."

# BEST EMPLOYER BRAND VIDEO



## **Skipton Group and Brunswick Creative** **Silver**

Skipton Group is a collaboration of global businesses, hoping to create impact in the UK housing sector and raise awareness among employees about the group's collective power. Working with Brunswick Creative, Skipton created a film to demonstrate the potential of collaboration, highlighting career opportunities within the group. Judges described the campaign as “unique” and “memorable”.



## **Adarma and NRG** **Bronze**

The ‘Cyber Defenders’ campaign for Adarma, produced by NRG, aims to attract talent by showcasing Adarma’s passion and expertise in cybersecurity. Three hero films were created, each highlighting a different role and featuring real employees. The films emphasise Adarma’s inclusive approach to recruitment. Judges described the films as “genuine” and “warm”.

## BEST USE OF VIDEO TO AID CSR/ESG



### University of Warwick

#### Gold

The University of Warwick's five-part video series highlights its 2030 sustainability strategy, focusing on improving biodiversity. The series showcases vulnerable species on campus and encourages action to support sustainability, aligning with the university's commitment to CSR and ESG goals. It provides insight into the sustainability team's efforts and emphasises the importance of environmental responsibility at the university.

The University of Warwick's in-house video project highlights its 720-acre green campus, showcasing wildlife such as birds, moths and hedgehogs. The five videos feature biodiversity surveys, litter picks and citizen science projects using the iNaturalist app. These efforts helped protect vulnerable species and attracted three new team members to the sustainability department. Judges praised the project's "great story" and "beautiful visuals".



# BEST USE OF VIDEO TO AID CSR/ESG



## LNER and Chris Jackson Media — Customer & Community Investment Fund Series

**Silver**

LNER's Customer and Community Investment Fund supports charities along its route, focusing on mental health, education, employability, diversity, inclusion and sustainability. The documentaries, produced by Chris Jackson Media, promote social responsibility while reaching diverse audiences. Judges praised the "sensitivity" of the initiatives.



## Standard Chartered and Brunswick Creative

**Bronze**

Standard Chartered worked with Brunswick Creative to create a brand campaign to showcase its sustainability strategy. Five films were produced featuring sustainability leaders to highlight the bank's expertise in areas like blended finance and carbon markets. Using visually compelling projections, the films convey complex sustainability topics in an accessible, engaging way. Judges described the work as "beautiful".



## Howden and Big Button

**Bronze**

Howden, a global insurance group, worked with Big Button to launch 'The Good News Show' to raise awareness of its CSR initiatives among its 15,000 employees. The quarterly, magazine-style video series highlights Howden's global charity and environmental efforts, using employee presenters and remote interviews. One judge described the initiative as a great way to inform and entertain.

# BEST USE OF VIDEO TO SUPPORT EDI



## CGI and Leap Create

### Gold

CGI partnered with Leap Create to make the 'No Holding Back' video series, aiming to highlight the diverse experiences of CGI partners from minority backgrounds. The campaign focuses on real stories, using first-person perspectives captured through inner monologues and head-mounted cameras.

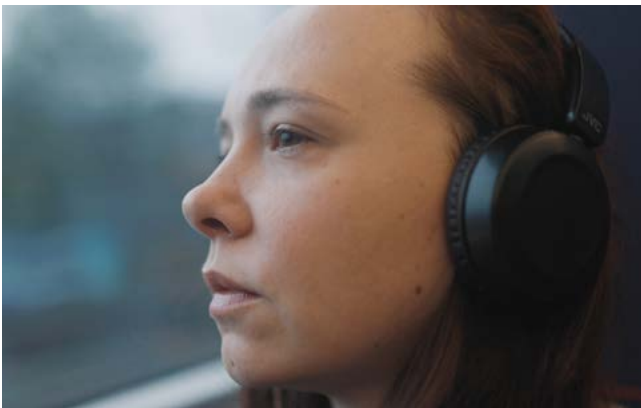
Three employees share personal challenges, such as imposter syndrome, tokenism and neurodivergence. The campaign led to significant social media engagement and sparked internal conversations on diversity and inclusion. It also served as an effective recruitment tool, especially for attracting underrepresented talent. Judges described feeling personally invested in the campaign and praised how the series "humanises" the company.

## BEST USE OF VIDEO TO SUPPORT EDI



### **Kingfisher plc and Cavendish Consulting** Silver

Kingfisher plc worked with Cavendish Consulting to launch its global 'Together. Stronger.' EDI campaign, with a video encouraging colleagues to speak up against discrimination. The film features 20 employees from diverse backgrounds across multiple countries, sharing personal stories. One judge described the work as "simple and well executed".



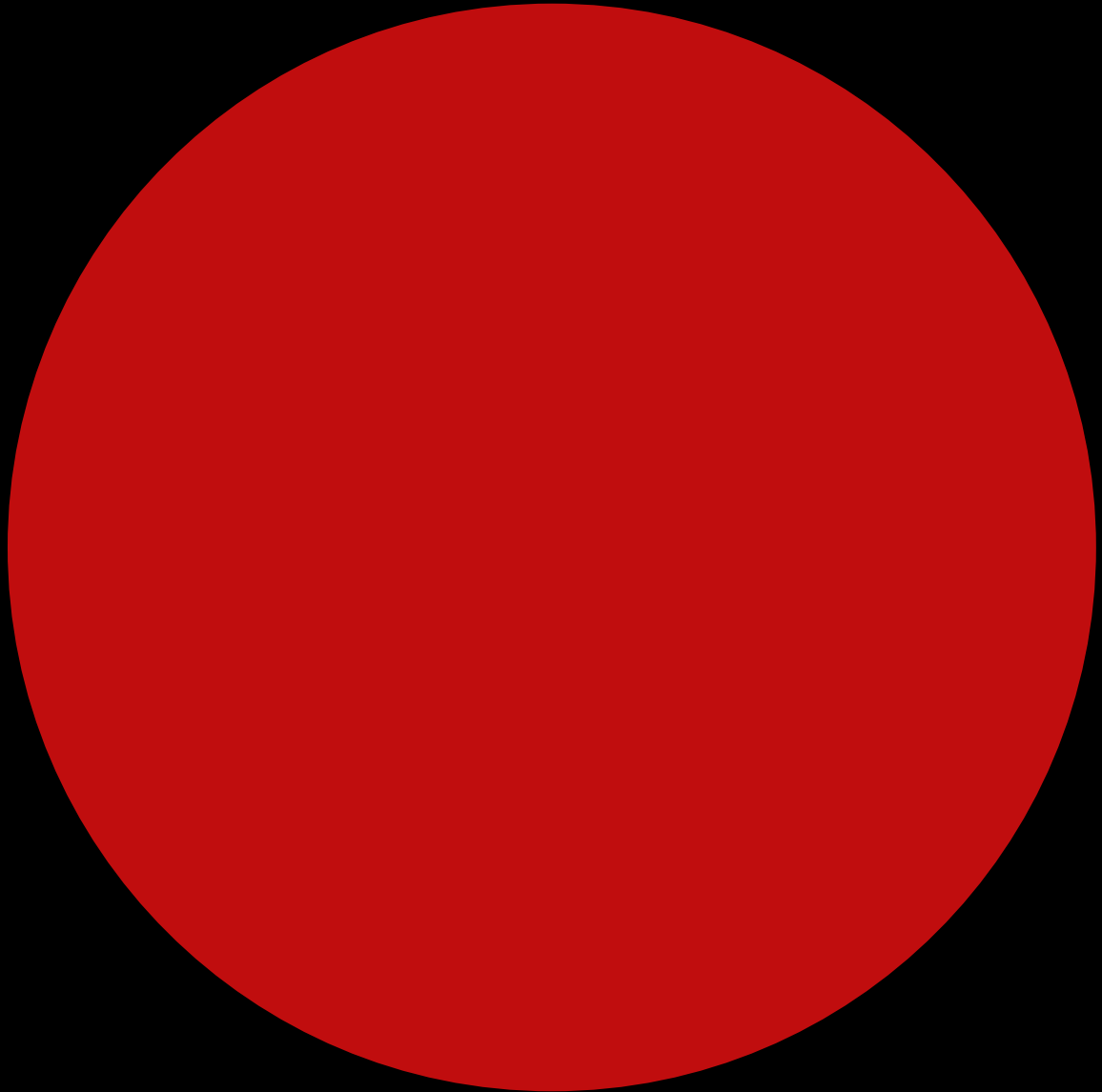
### **Lumo** Bronze

Lumo, a new rail operator, invited neurodiverse campaigner Katie Toner to share her experiences with colleagues to improve accessibility and inclusivity. Filmed during Autism Awareness Month, the video showcases Katie's journey and insights, highlighting Lumo's commitment to neurodiversity. It sparked industry discussions and was well received. Judges described the work as "touching".





# STYLE AND CREATIVITY



# BEST USE OF VIDEO ON SOCIAL MEDIA



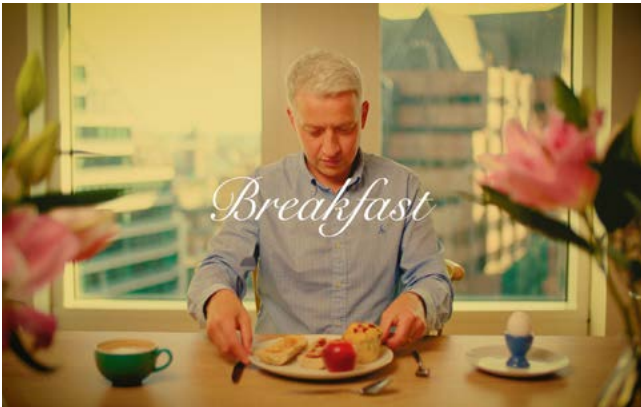
## Hull Trains

### Gold

Hull Trains launched a video campaign for Mental Health Awareness Week 2024. Focusing on the theme 'Movement: Moving more for our mental health', the campaign highlights beautiful natural locations along the Hull Trains route.

Collaborating with Yorkshire Wildlife Trust and broadcaster Jon Mitchell, Hull Trains produced eight videos emphasising the benefits of nature for mental wellbeing. The campaign, which garnered significant media attention, achieved more than 32,000 impressions and 1,000 engagements. It was praised for its subtle promotion of the brand, using a documentary-style approach to raise awareness of mental health and showcase the region's beauty. The initiative was a success in promoting inclusivity, raising awareness and engaging both customers and colleagues. One judge commented: "A lovely set of short films, which were perfectly executed against the objective."

# BEST USE OF VIDEO ON SOCIAL MEDIA



## M&G Investments and ITCH Silver

M&G Investments partnered with ITCH for an innovative LinkedIn campaign to launch its new magazine, Ampersand. The main video, inspired by the 'Accidental Wes Anderson' TikTok trend, generated a buzz, surpassing all campaign objectives. The campaign drove nearly 6,000 page views and 200 registrations for future issues, boosting brand awareness and engagement. "Great concept, well delivered," one judge observed.



## Magic Light Pictures and NRG Bronze

Magic Light Pictures partnered with NRG for a dynamic campaign featuring Team GB and Gruffalo characters to engage children and families ahead of the 2024 Paris Olympics. The project involved producing a series of 60-second sports and exercise videos, blending fun with education. One judge praised the "solid series of videos that get their message across well."

## Embraer Commercial Aviation and Gravity Global Highly commended

Embraer Commercial Aviation's 'Accelerate Opportunity' campaign with Gravity Global strengthened brand positioning.

# BEST DOCUMENTARY STYLE VIDEO



## **Natasha Allergy Research Foundation and CASA Creative Film**

### **Gold**

Natasha Allergy Research Foundation (NARF)'s documentary, produced by CASA Creative Film, tells the story of Natasha Ednan-Laperouse, a young woman who tragically died after suffering a severe allergic reaction to a Pret A Manger baguette. The film highlights NARF's mission to eliminate allergies through pioneering research. It aims to secure a significant corporate partnership to unlock critical annual funding for allergy research.

The video uses authentic first-person accounts and emotional testimonies to share the real-life impact of Natasha's death, shedding light on food allergies and the importance of further research. One judge described how "time stood still" while watching the film.

# BEST DOCUMENTARY STYLE VIDEO



## Leeds and York Partnership NHS Foundation Trust and Deadline Digital Silver

The Leeds and York Partnership NHS Foundation Trust's 'CONNECT' service offers specialised mental health treatment for adults with eating disorders across multiple regions. Deadline Digital produced a compelling film showcasing Jake's recovery journey to promote the service. The film aims to inspire hope and reduce stigma around seeking help. Judges described the film as "fantastic".



## Conversation Over Borders and Bladonmore

**Bronze**

Conversation Over Borders (COB) is a UK charity supporting people fleeing war and persecution. It offers English classes, mental health support and digital inclusion. Working with Bladonmore to curate a film showcasing personal stories, COB has sought to enhance its messaging and impact. Judges praised the film's authentic and empathetic style.



## Zurich Insurance UK and VideoFrog

**Bronze**

Zurich Insurance UK worked with VideoFrog to create a documentary for its 'Rehabilitation – Getting Britain Better' campaign, highlighting the impact of long-term health issues on the UK workforce. The film focuses on Sue, a Covid patient, and her journey with Zurich's rehabilitation support. Judges described the work as "beautifully shot".

## Amazon and Gorilla Gorilla!

**Highly commended**

Amazon created a documentary about franchise leader Fred, inspiring others through his success story.





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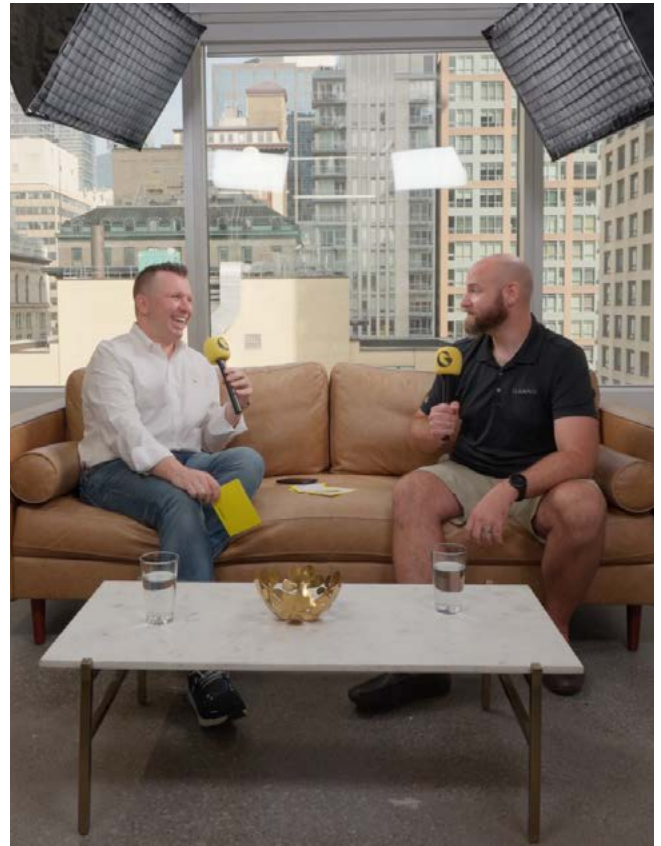
# BEST LIVE OR EXPERIENTIAL VIDEO



## EE Live and DRPG Gold

EE Live's 'Big Broadcast' project, produced with DRPG, was a multimedia-driven experiential event, designed to deliver an impactful live broadcast experience. The challenge was to make the broadcast element more engaging, interactive and fun. It incorporates innovative show formats and cutting-edge multimedia integration to engage audiences dynamically.

The event leverages diverse platforms and technologies to communicate brand messages with impact. The final event represents a fusion of storytelling and technology, creating a memorable audience connection while setting a high standard for future experiential events. Judges praised the project's impressive execution, with one describing the entry as "a really big project that was brilliantly delivered."



## GoCardless and Big Button Gold

GoCardless, a global leader in recurring payments, used customer advocacy videos for its GC Live event. This year, the event features a fresh, engaging approach with a 'sofa chat' format filmed in five countries. The videos, produced with Big Button, highlight customer success stories, creating a fun, interactive experience through a 'three-minute challenge'.

The initiative fosters camaraderie, encourages feedback and improves understanding of customer needs, enhancing GoCardless' internal culture. Filmed across Paris, Berlin, Toronto, Melbourne and London, the project successfully engages more than 700 employees, delivering five films under budget and ahead of schedule. The films were well received and praised by GoCardless' CEO.



# BEST ANIMATION



## Worcestershire County Cricket Club and DRPG

### Gold

Worcestershire County Cricket Club (WCCC) partnered with DRPG to create a captivating kit-launch film for the 2024 season, aimed at exciting fans and boosting ticket and kit sales. Drawing inspiration from the club's underdog spirit and community pride, the film features advanced animation, a poem and local landmarks.

It premiered during a live Sky Sports broadcast and was met with enthusiastic fan reception. The campaign achieved more than five million views, a 17% increase in ticket sales for the 'Vitality Blast' and a fourfold rise in shirt pre-orders, setting new records for WCCC. The project successfully reinforced the club's brand identity and showcased its deep connection with its community. Judges loved the film's sense of heritage and community, praising the great summary and distillation of messaging, strong script and visual style.



# BEST ANIMATION



## **Embraer Commercial Aviation and Gravity Global** **Silver**

Embraer Commercial Aviation, a global leader in regional jets, aimed to differentiate itself from Boeing and Airbus by positioning itself as agile and customer-centric. Its 'Accelerate Opportunity' campaign, produced with Gravity Global, showcases the company's innovation and personal approach. The campaign achieved more than two million views. "Polished, eye-catching and memorable," was how judges described the work.



## **Rentokil and NRG** **Bronze**

Rentokil tasked NRG with creating a cinematic 3D animation to promote its Radar X vermin-trapping system. The film needed to highlight the product's six key advantages, integrate digital features and be adaptable for global markets. Despite a tight budget and multiple revisions, the final product exceeded expectations, combining visually striking animations with a tailored sound design.

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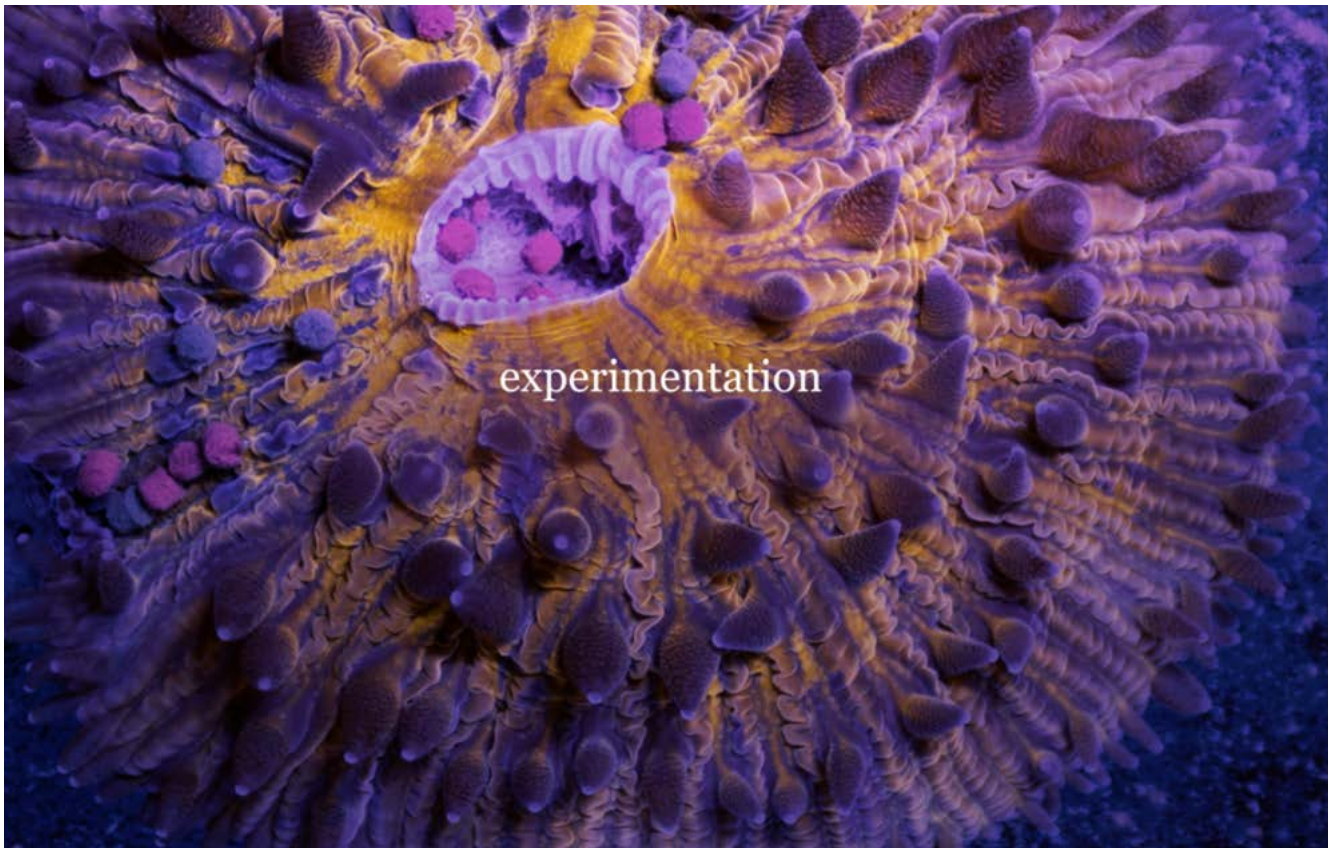
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# BEST CREATIVE EXECUTION



## **Dow and Emperor**

### **Gold**

Dow, a leading global chemical producer, aimed to inspire support for its mission to create a circular economy for plastics through an impactful cinematic experience. Partnering with Emperor, it developed 'The Original Innovator', a film designed to engage Dow's employees, clients and partners.

The film, divided into three chapters, addresses themes of circularity, waste management and AI. The narrative combines scientific facts with emotional storytelling, using stunning visuals and VFX to merge technology with nature. A custom five-screen setup with synchronised lighting and wind machines enhances the immersive experience. The project marked a creative leap for Emperor, combining emotionally driven storytelling with cinematic quality to emphasise the urgency and potential of Dow's sustainability goals. One judge summarised: "Amazing creative, fantastic creative approach and impressive sound mix."



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# BEST CREATIVE EXECUTION



## Silent Pool Gin and NRG Silver

Silent Pool Gin worked with NRG to produce a 30-second ad to showcase its premium gin's rich flavour and floral essence. Aimed at travellers in Heathrow's Terminal 5 and social media platforms, the video combines real-world footage and 3D animation to create a captivating visual journey. Judges described the video as "clever".

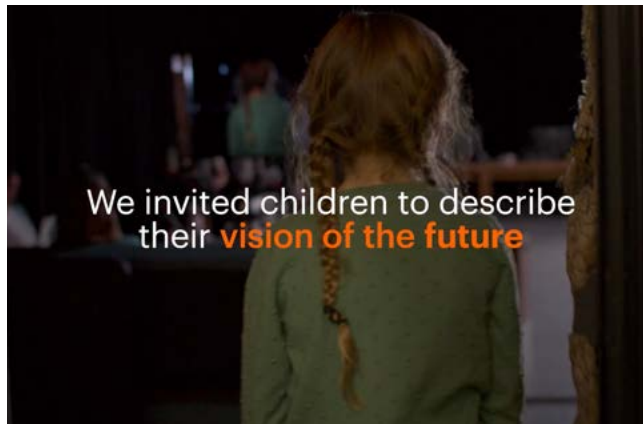


## dsm-firmenich and Brunswick Creative Bronze

The 'Dreamcatchers' film, produced by Brunswick Creative for dsm-firmenich, aims to subtly convey the company's mission and global impact. The film centres on children and their dreams, aligning with the brand's goals of progress, sustainability and collaboration. The evocative, heartwarming narrative uses a child's voice to emotionally connect with audiences worldwide. Judges described the work as "simple but beautiful".



# BEST USE OR PROMOTION OF ARTIFICIAL INTELLIGENCE



## Dow and Emperor Gold

Dow partnered with Emperor to create 'The Original Innovator', a film blending cinematic visuals with a compelling narrative to communicate the company's sustainability goals. Using visual effects to merge AI with nature, the film offers a fresh perspective on technology's role in environmental progress.

A custom five-screen setup with synchronised lighting and wind machines enhances the sensory experience. The film's emotional depth, driven by collaboration among the creative team, was crucial to its success. Initially created for an internal event, the film was so impactful that Dow released it externally via LinkedIn, engaging a broader audience. By fusing scientific precision with emotional storytelling, the film effectively conveys the urgency of Dow's mission, motivating stakeholders to act and amplifying the company's message. Judges described the work as "hugely impactful".

## Osprey Charging Network Ltd and Bear Jam Gold

Bear Jam collaborated with Osprey Charging Network to create a unique video campaign exploring children's visions of the future. Using AI tools, it generated visuals based on children's imaginative descriptions of people, places and the planet.

These images are showcased in a video that captures children's emotional reactions as they see their ideas come to life, emphasising sustainable innovation. The campaign highlights the potential of electric vehicle charging and its impact on the future. By involving children, the project fosters a fresh, hopeful perspective on a tech-driven, sustainable future. The campaign successfully engaged its target audience, including families and environmentally conscious consumers, generating significant social media engagement. Judges described the work as "creative and playful".

# BEST USE OR PROMOTION OF ARTIFICIAL INTELLIGENCE



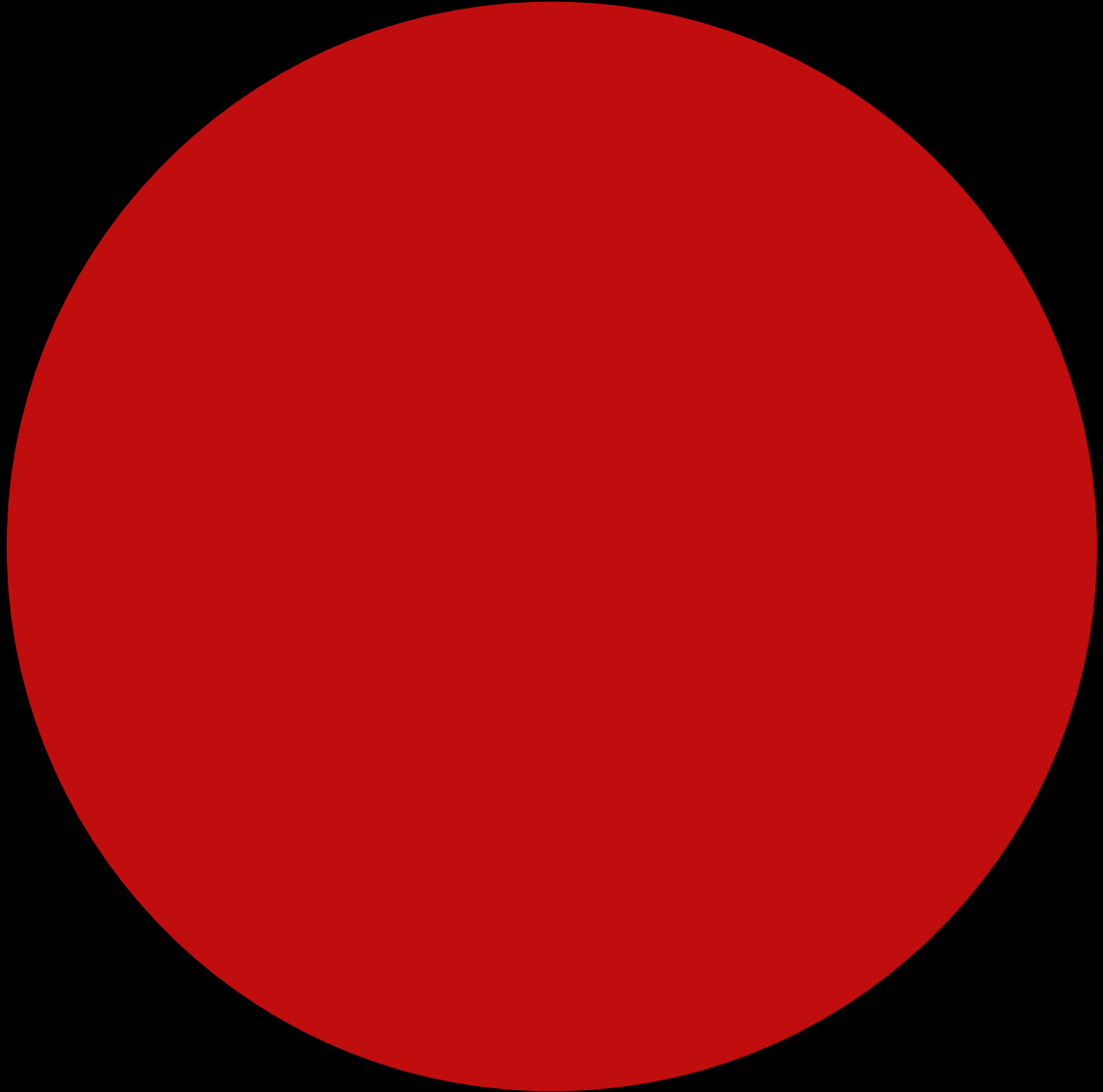
## SoftBank Group and Bladonmore Bronze

SoftBank Group's campaign, '[AI] What dreams are made of', produced with Bladonmore, aimed to distinguish the brand in the AI space by linking its investments to childhood dreams and human progress. The campaign humanises the brand, emphasises SoftBank's visionary leadership and achieved more than five million opportunities to see within its first 10 days. Judges described it as "beautifully shot and produced".

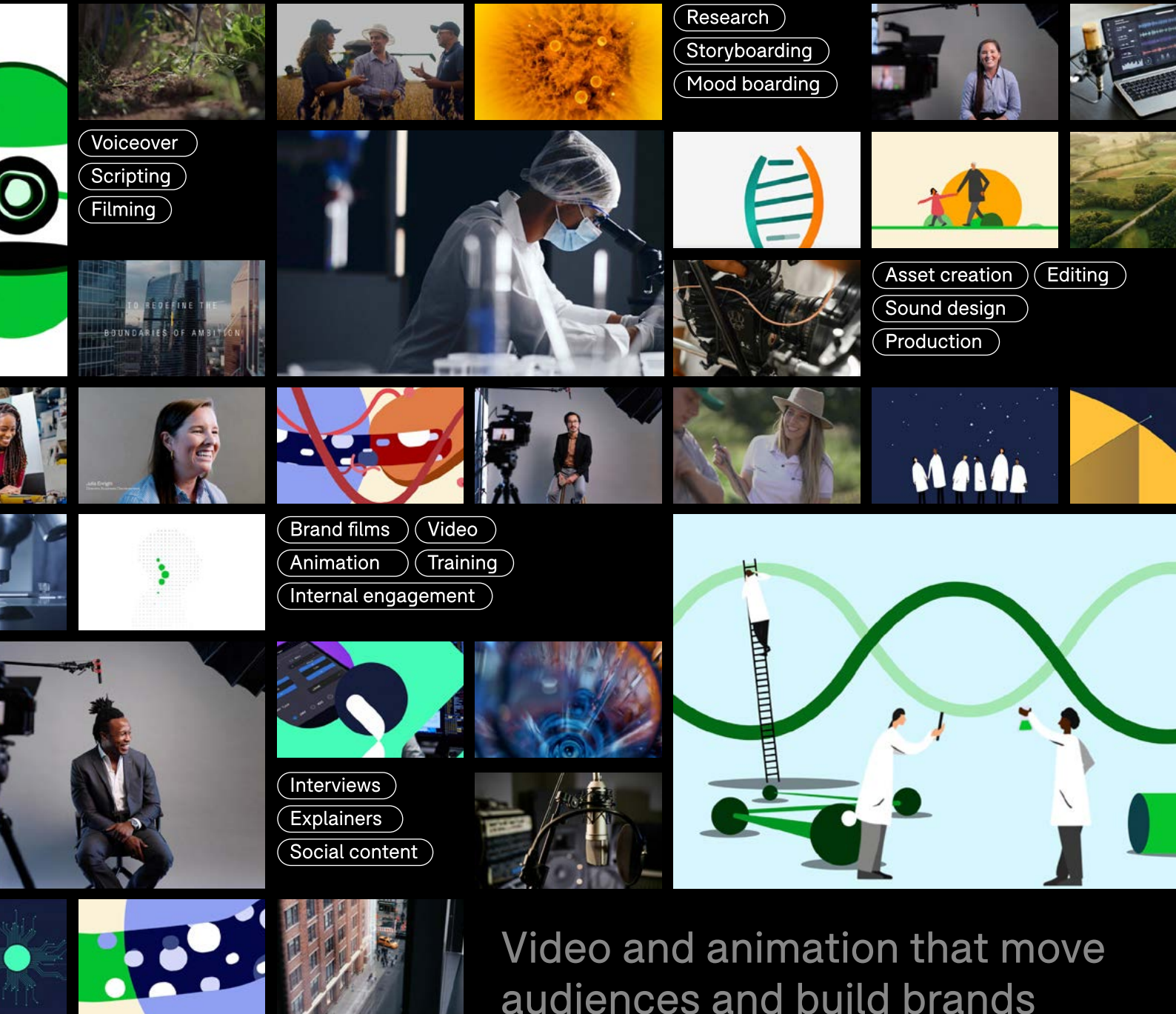




# STRATEGY

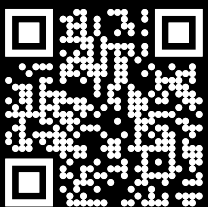


# S-M



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## BEST COPY STYLE OR TONE OF VOICE



### RTW and SampsonMay Gold

RTW is a global life sciences firm focused on breakthrough therapies in biotech and medtech. In 2023, RTW worked with SampsonMay to produce a video to reflect its evolving purpose-driven brand, showcasing its diverse and collaborative team.

The 'Believing in Each Other' video aims to inform, capture authentic personalities and engage viewers through compelling production. It highlights RTW's inclusive, entrepreneurial culture, integrating interviews, b-roll and multi-camera setups. The video was used across recruitment events, internal meetings and social media. Post-launch, user engagement on RTW's website significantly improved: average session duration increased by 52%, page views rose by 17% and bounce rates dropped by 41%, reflecting positive audience feedback. Judges praised the authenticity of the initiative.

### Skipton Group and Brunswick Creative Gold

Skipton Group's mission is to unite its businesses under a common purpose: to impact the UK housing sector. To increase internal awareness, Skipton worked with Brunswick Creative to produce a film showcasing the power of collaboration within the group.

The film uses a fictional colleague, Akim, to highlight the value of connecting talent across businesses, featuring real stories and facts. With a warm, relatable tone rooted in Yorkshire, the film aims to inspire both current and prospective employees. The production was cost-effective, using minimal location filming and creative visuals like green-screen photos and personal memories. Feedback from more than 16,000 employees was overwhelmingly positive, enhancing employee pride and understanding of Skipton's collective impact. One judge said: "The video did a great job of bringing to life the impact of an employee in the tone of voice of the business."



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## BEST COPY STYLE OR TONE OF VOICE



### Hull Trains Silver

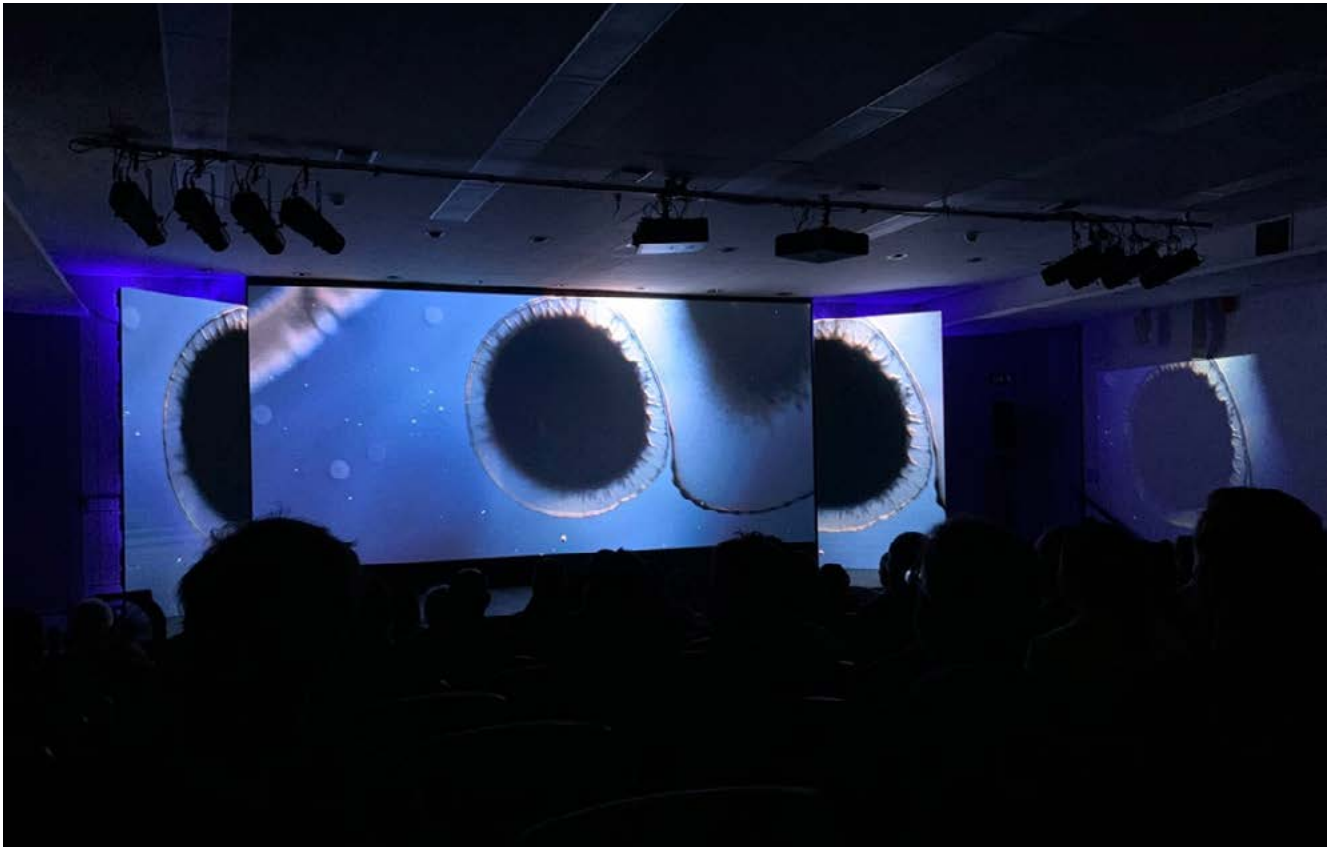
Hull Trains launched a video series during Mental Health Awareness Week to promote mental health and showcase scenic locations along its route. The campaign highlights the benefits of nature for wellbeing and supports the Yorkshire Wildlife Trust. The series gained significant social media engagement, with more than 32,000 impressions and 1,100 interactions. Judges praised the “lovely set of short films”.



### Ignis Bronze

Ignis created a dynamic, blended animation video to communicate its values internally and externally. The video incorporates employee-sourced language, focusing on actionable values such as sustainability and collaboration. Launched at a town hall and amplified on LinkedIn, it led to a 15% increase in work enjoyment and a 24% rise in positive mental wellbeing. Judges describe the “standout” entry as “powerful”.

# BEST INNOVATION



## Dow and Emperor

### Gold

Emperor collaborated with Dow, alongside a sustainability consultant, to create the film 'The Original Innovator', aimed at Dow's clients, partners and employees. The film tackles complex scientific topics, such as circularity, waste management and AI, balancing technical accuracy with creative storytelling.

Divided into three chapters, each section aims to evoke specific emotions: awe, surprise and excitement. The narrative avoids jargon, delivering an emotional yet intellectually engaging story. Research-driven insights inform the script, using compelling natural-world stories to resonate with the audience. The film aims to connect with viewers on a deeper level, hoping to leave its audience with a sense of anticipation for future innovations. "A beautiful film and an ambitious project," one judge observed.

# BEST INNOVATION



## CGI and Leap Create Silver

The 'No Holding Back' campaign by CGI and Leap Create involves an innovative video series highlighting the company's inclusive workplace culture. Instead of traditional interviews, CGI shares personal stories through inner monologues, with immersive scenes depicting their challenges. The campaign generated significant engagement, increased video views and boosted CGI's recruitment. Judges praised its simplicity and successful execution.



# BEST USE OF VIDEO AS PART OF AN INTEGRATED CAMPAIGN



## Embraer Commercial Aviation and Gravity Global Gold

Embraer Commercial Aviation, in collaboration with Gravity Global, created the 'Engineering Change' mini-series to showcase its innovations in sustainability. The series, consisting of three episodes, covers topics like mission-driven architecture, eco-friendly demonstrators and future cabin designs.

The initiative hoped to position Embraer as a thought leader in sustainability, highlighting its ongoing efforts to evaluate and develop innovative solutions. The series not only generated impressive visual content but also raised awareness about Embraer's work. Judges described the submission as "strong and professional", with a clear objective, great effects and impressive results.



## Southern Water and Cavendish Consulting Gold

Southern Water's 'Target 100' campaign, 'Make one change', was produced with Cavendish Consulting to address water scarcity in South East England, aiming to reduce daily water consumption from 127 to 100 litres per person by 2045. Through research, the campaign identifies key customer segments and uses simple, relatable messaging to drive behaviour change.

The hero video, featuring practical water-saving tips, highlights the collective impact of small changes, making water conservation feel achievable and beneficial. The multi-channel campaign targets specific water-stressed areas, leveraging TV, social media and real-time weather data to optimise reach. With a focus on sustainability, the campaign successfully increased awareness, engagement and recall, fostering a long-term shift in attitudes toward water efficiency. "A great campaign, great use of video and well-executed integration," one judge enthused.

# BEST USE OF VIDEO AS PART OF AN INTEGRATED CAMPAIGN



## M&G Investments and Gravity Global Silver

M&G Investments and Gravity Global’s campaign, ‘Intelligence Connected’, focuses on highlighting the power of data and technology in driving smarter investment decisions. Using engaging social films, the campaign showcases M&G’s innovative approach to investment management. “The work stands out as playful and innovative in the investor market,” said one judge.



## IFS Bronze

IFS’ campaign, ‘IFS.ai OOH’, targeted C-level executives in key industries, using more than 500 global advertisements in airports, in-flight media, event activations and social platforms. With a focus on showcasing IFS’ AI-driven solutions, it aims to raise brand awareness and drive business consideration. One judge described the research and audience-targeting as “next level”.



## SoftBank Group and Bladonmore Bronze

SoftBank Group’s ‘[AI] What Dreams Are Made Of’ campaign, produced with Bladonmore, aims to differentiate the brand from AI hype by highlighting its long history of investing in transformative tech. The campaign leverages childhood imagination, showcasing fantastical dreams and connecting them to SoftBank’s AI-driven investments. It achieved more than five million impressions within 10 days. Judges described the work as “beautifully shot”.



# BEST ONE-OFF VIDEO CAMPAIGN



## Lumo Gold

Lumo, a rail operator, created a unique campaign during Northern Pride to promote train travel over flying. Featuring two drag queens, the video highlights the environmental benefits of trains, which are 22 times greener than planes, and compares the travel experiences.

Aimed at encouraging people to travel from London to Newcastle, the video was shared on TikTok, Instagram, X and Facebook. It achieved significant engagement, with more than 10,000 views on TikTok, and was Lumo's most successful video in three years. The campaign also showcases Lumo's sustainability efforts, such as eliminating plastic bottles. The video reached new audiences and helped increase Lumo's social media presence, with a high engagement rate of nearly 70% on TikTok. One judge praised its "beautiful execution".

# BEST ONE-OFF VIDEO CAMPAIGN



## GoCardless Silver

GoCardless, founded in 2011, helps grassroots sports clubs collect membership fees. Serving more than 85,000 businesses globally, it aims to support small clubs and simplify payments. Partnering with Swim England, GoCardless raised awareness through a video showcasing the challenges of managing payments. "Strong and relatable" is how judges described the work.

# BEST LONG-TERM VIDEO STRATEGY



## Arcadis and Tribe Culture Change

### Gold

The 'Pocket Soaps' project, created by Tribe Culture Change for Arcadis, uses short soap opera-style videos to enhance Arcadis' workplace culture, focusing on health, safety and wellbeing. These dramas feature fictional characters facing real-life challenges, reflecting the company's everyday attitudes, behaviours and values.

The initiative aims to raise awareness of cultural maturity, helping Arcadis move from a 'level three' to a 'level four' culture. With six episodes produced so far, the pocket soaps engage employees emotionally, making safety and cultural issues more memorable and impactful. The films, which cost £20,000 per episode, complement workshops and discussions, encouraging debate around behaviours that affect safety. Judges praised the work's "fantastic coverage of the grey areas".

# BEST LONG-TERM VIDEO STRATEGY



## **Embraer Commercial Aviation and Gravity Global** **Silver**

Embraer Commercial Aviation worked with Gravity Global to launch its 'Accelerate' initiative, which included a film featuring Embraer's innovations and emphasising the company's commitment to technological advancements. Judges praised the "simple, high-impact visual nature" of the film.



# BEST CREATIVE STRATEGY



## Standard Chartered and Brunswick Creative Gold

Standard Chartered worked with Brunswick Creative to launch a brand campaign to enhance engagement around its core sustainability strategy, focusing on its four 'Innovation Hubs': adaptation finance, blended finance, carbon markets and nature-positive solutions. These hubs aim to drive sustainability through scalable solutions for clients and markets.

The campaign features five films highlighting the bank's leadership in sustainability, showcasing key figures such as Marisa Drew, chief sustainability officer. The films, produced with attention to clarity and impact, feature stunning visuals of nature projected onto studio sets to create a compelling, organic atmosphere. The campaign was launched at a company-wide town hall and has been widely praised both internally and externally. Judges praised the strong strategy and sustainable model.



# BEST CREATIVE STRATEGY



## **Bapco Energies and Interstate** **Silver**

Bapco Energies wanted to capture and reflect its vision for Bahrain's energy future. Interstate produced a cinematic film to showcase Bapco Energies' transformation, highlighting its commitment to sustainability and decarbonisation. Judges described the video as "beautiful".



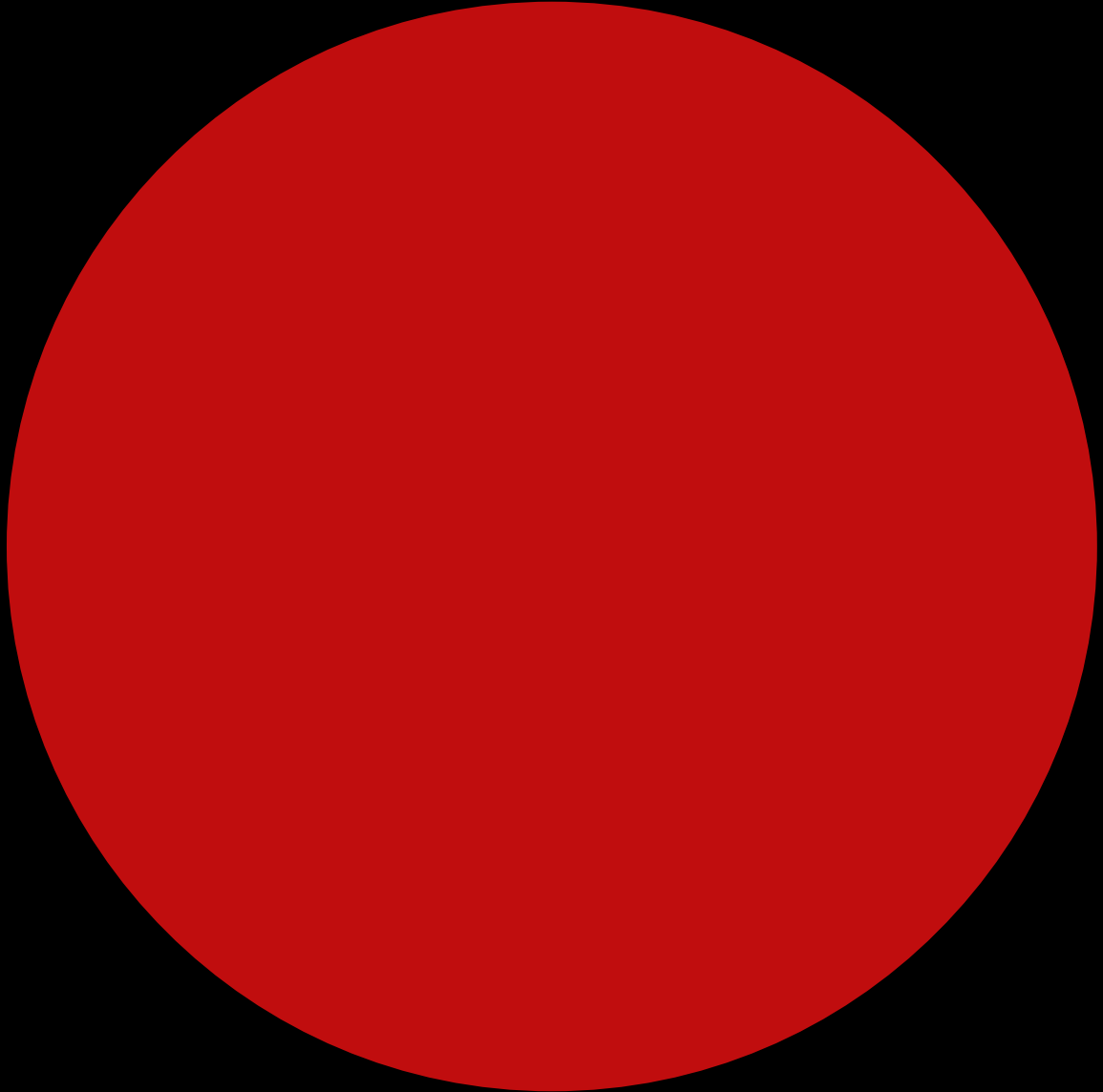
## **Embraer Commercial Aviation and Gravity Global**

### **Bronze**

Embraer's 'Accelerate Opportunity' campaign aims to differentiate the brand from competitors Boeing and Airbus by highlighting its agility and customer-focused innovation. A cinematic film showcases Embraer's expertise and commitment to accelerating customer success. The campaign achieved global reach, with more than two million views on YouTube and 17 million social media impressions. Judges praised the campaign's creativity.



**SECTOR**



## BEST USE OF VIDEO BY A CHARITY, NGO OR NOT-FOR-PROFIT



### **Natasha Allergy Research Foundation and CASA Creative Film**

#### **Gold**

CASA Creative Film produced a documentary-style video for the Natasha Allergy Research Foundation (NARF) within a tight six-day deadline. The film tells the emotional story of Natasha Ednan-Laperouse, a young woman who tragically died after an allergic reaction to a Pret A Manger sandwich. It highlights NARF's mission to eradicate allergies through pioneering research.

The project aims to secure a high-profile corporate partnership to unlock vital annual funding. Judges praised the “intimacy” of the film, commending its sensitivity. Despite the length of the film, judges found the story gripping and compelling.

# BEST USE OF VIDEO BY A CHARITY, NGO OR NOT-FOR-PROFIT



## HospiceCare North Northumberland and Chris Jackson Media

### Silver

The film 'Michael & Margy's Story' sensitively addresses end-of-life care, raising awareness for HospiceCare North Northumberland. Produced with Chris Jackson Media, it highlights the emotional journey of families receiving in-home care. The video helped the charity raise more than £63,000, including £48,000 through 'The Big Give'. Judges described the story as "moving" and "beautifully filmed".



## SignHealth and NRG

### Bronze

SignHealth approached NRG to create a campaign addressing domestic abuse. The film portrays three forms of abuse – sexual, financial and physical or verbal – through authentic case studies. Featuring a diverse deaf cast, the film aims to empower viewers with the message 'you are not alone' and guide them to support. The campaign was described as "memorable" by judges.

## Conversation Over Borders and Bladonmore

### Highly commended

Conversation Over Borders and Bladonmore's film highlights its impact, showcasing the journey of Tanzanian refugee Paul from isolation to empowerment through community.

# BEST USE OF VIDEO FROM THE ENERGY AND UTILITIES SECTOR



## Cero Generation and Emperor

### Gold

Cero Generation partnered with Emperor to create a video campaign that effectively combines technical messaging with personal stories. The project focuses on deep, authentic employee interviews, showcasing individuals' personal motivations and connections to Cero Generation's sustainability mission.

Through careful research and planning, the interviews are made relatable and engaging. The innovative use of a green-screen studio allows for creative visual storytelling, integrating personal photographs, stock footage and original clips to complement the dialogue. This approach made complex topics like climate change accessible, especially to younger audiences. Using the Vox Box system helped contributors feel comfortable and natural, enhancing the authenticity of their stories. The final series of videos presents Cero Generation's mission as both transparent and emotionally resonant, reinforcing the brand's vision for a sustainable, net-zero future. A "fabulous capture of a younger audience," commented one judge.

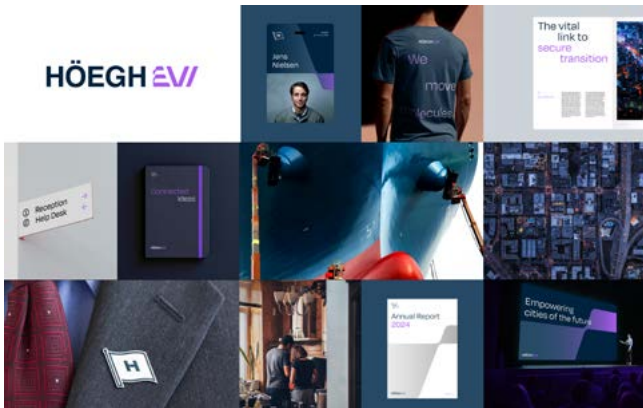


# BEST USE OF VIDEO FROM THE ENERGY AND UTILITIES SECTOR



## Bapco Energies and Interstate Silver

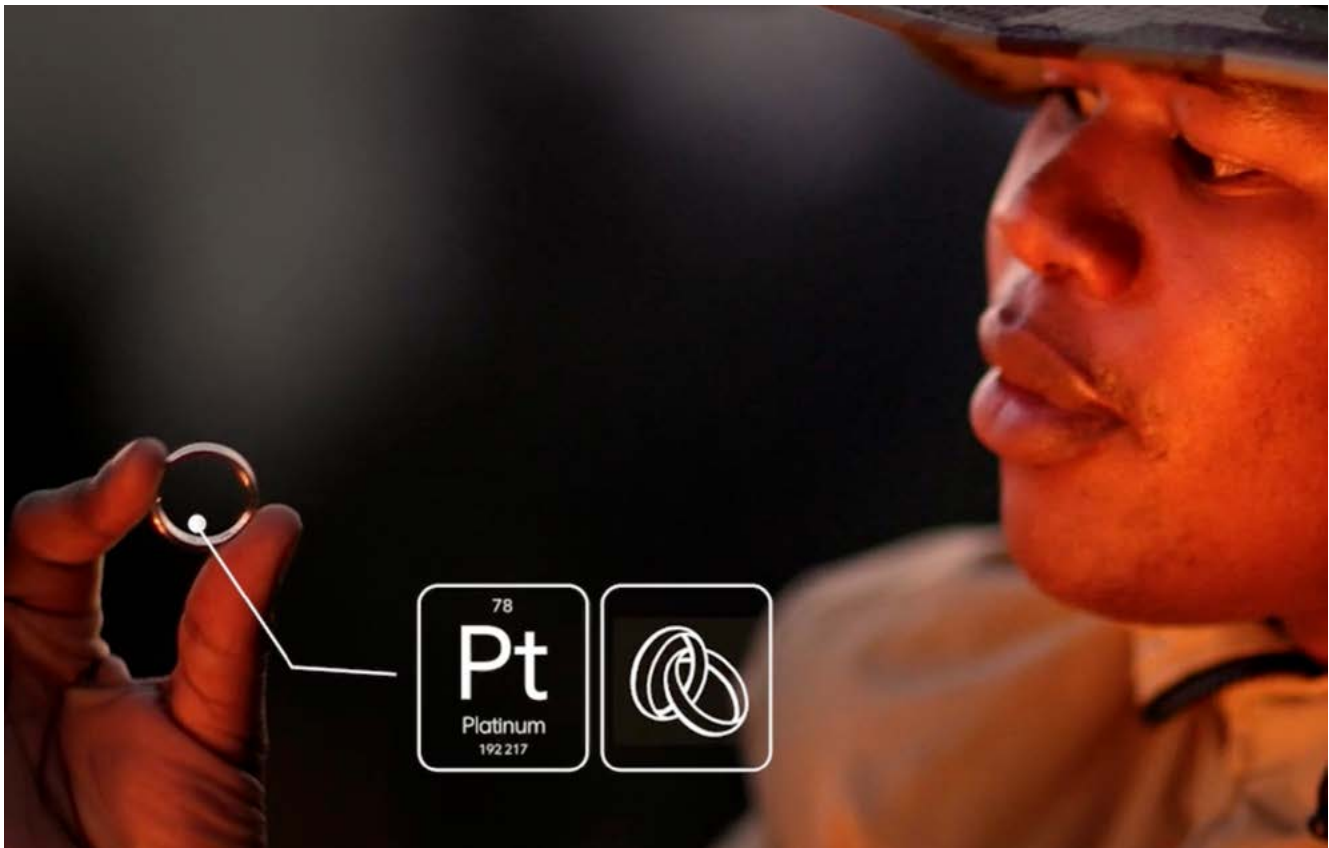
Bahrain's energy company, Bapco Energies, partnered with Interstate to unify its energy assets and drive internationalisation. The centrepiece of the rebranding was a cinematic film showcasing Bapco Energies' vision for renewable energy and the country's decarbonisation efforts. Using CGI and real footage, the film highlights Bapco's legacy and future ambitions. Judges praised the campaign's "great construction" of the story.



## Höegh Evi and Brandpie Bronze

Höegh LNG, a key player in LNG supply, evolved its brand to Höegh Evi as part of its expansion into clean energy infrastructure. This rebranding reflects the company's role in energy security and transition. A brand film was created to highlight its legacy and future, using CGI and stock footage. "Energetic" and "stirring" was how judges described the work.

# BEST USE OF VIDEO FROM THE ENGINEERING, MINING AND MANUFACTURING SECTOR



## Anglo American and Gorilla Gorilla!

### Gold

Platinum's importance is growing, with uses ranging from hydrogen-powered vehicles to energy-efficient technology. However, Anglo American's research uncovered a significant gap in understanding among key stakeholders about platinum's diverse applications and its potential to contribute to a cleaner, more sustainable future.

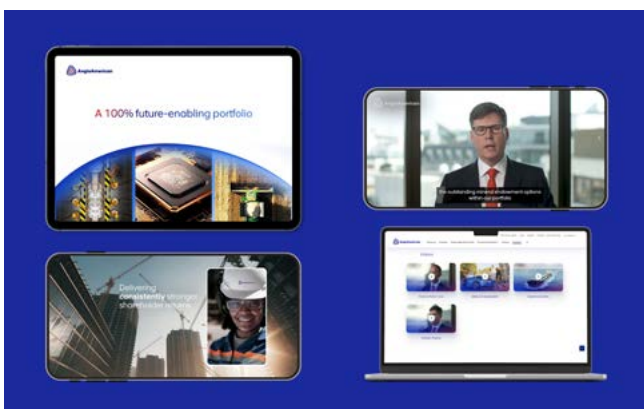
To bridge this gap, Anglo American worked with Gorilla Gorilla! to create a short film that showcases platinum's significance. The documentary follows Bohlale, an Anglo American employee, on a reflective journey through the South African countryside, contemplating how platinum impacts his health, career and the environment. By focusing on his personal story, the film makes the message relatable and emotionally resonant. This human-centred approach generated high engagement, positive feedback and effectively highlighted platinum's broader societal and environmental importance. One judge praised the film's "beautiful use of lighting and the natural world to convey the brand's ethos."

# BEST USE OF VIDEO FROM THE ENGINEERING, MINING AND MANUFACTURING SECTOR



## Embraer Commercial Aviation and Gravity Global Silver

Embraer Commercial Aviation, in collaboration with Gravity Global, launched the 'Engineering Change' mini-series, showcasing its sustainability efforts. The series highlights innovations like mission-driven architecture, the Eco Demonstrator and future cabin designs. It hopes to strengthen Embraer's position as a thought leader in aviation sustainability, raising awareness about ongoing initiatives. Judges praised its impactful and visually stunning presentation.



## Anglo American and Brunswick Creative Bronze

Anglo American's 2024 half-year results were communicated through a series of videos produced by Brunswick Creative, including 'Results in a Minute' and 'Strategic Update' films, emphasising a strategic transformation post-takeover defence. CEO and CFO interviews helped engage diverse audiences, boosting market sentiment and contributing to a rise in share price on results day. Judges described the work as "polished and to the point".





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# BEST USE OF VIDEO FROM THE FINANCIAL SERVICES SECTOR



## M&G Investments and ITCH Gold

M&G Investments partnered with ITCH to launch its new magazine, 'Ampersand', through a LinkedIn campaign. The campaign used the popular TikTok trend 'Accidental Wes Anderson' for its main video, creating buzz and driving brand awareness. Despite a tight budget and short timeline, the campaign delivered impressive results.

The strategy involved a main video, teaser and follow-up animations aligned to Ampersand articles, amplified by M&G's employees with large LinkedIn followings. The content not only drove traffic to the Ampersand website, leading to 5,998 page views and 200 registrations for future issues, but also outperformed previous M&G LinkedIn campaigns. One judge praised the work as "well executed, eye-catching and colourful in a bland market."



## Zurich Insurance UK and VideoFrog Gold

Zurich Insurance UK worked with VideoFrog to create a documentary as part of its 'Rehabilitation – Getting Britain Better' campaign, highlighting long-term health issues in the UK workforce. Research shows one in three employees suffers from long-term health problems, leading to significant absenteeism. The documentary, featuring Sue's journey with long Covid, aims to raise awareness of Zurich's support through group income-protection policies.

It uses innovative techniques, such as a vintage lens to symbolise 'brain fog', and captures Sue's authentic experiences, including her first meeting with a Zurich rehabilitation consultant. The film, distributed via various channels, gained 8,700 impressions and 1,500 views. Judges praised the documentary's authentic storytelling and human connection.



# BEST USE OF VIDEO FROM THE FINANCIAL SERVICES SECTOR

## SoftBank Group and Bladonmore Silver

SoftBank Group worked with Bladonmore as it sought to differentiate itself in the crowded AI space with a campaign highlighting its track record as a 'visionary' investor. Its campaign, '[AI] What Dreams Are Made Of', contrasts childhood dreams with AI's potential to bring them to life, positioning SoftBank as a leader in AI innovation. Judges praised the "beautiful execution".



## GoCardless Bronze

GoCardless, founded in 2011, helps grassroots sports clubs collect membership fees. Serving more than 85,000 businesses worldwide, the company aims to support small clubs, especially with payment management. In partnership with Swim England, it created a video to raise awareness among volunteers and clubs about simplifying payments. The video, showcasing real-world challenges, targets volunteers across England's aquatic clubs.



## Flood Re and Cavendish Consulting Highly commended

Flood Re's campaign created by Cavendish Consulting highlights flood resilience, using emotive animation to raise awareness and encourage prevention.

## BEST USE OF VIDEO FROM THE FOOD AND BEVERAGE SECTOR



### **Silent Pool Gin and NRG** **Gold**

Silent Pool Gin's spring campaign, produced with NRG, aimed to showcase the gin's rich, botanical flavour through a visually captivating 30-second promotional video. Targeting busy holiday travellers in airports, the video was displayed on an LED pillar screen in Heathrow Terminal 5 and on social media.

The concept combines real-world footage with animated 3D elements, blending cinematic visuals with imaginative, metaphorical worlds of flavour. The team drew inspiration from floating bubbles and ethereal landscapes, exploring macro and micro-scale perspectives. By using slow-motion and dynamic shots, they emphasise the gin's clarity, while 3D animation depicts floating botanicals and wispy smoke, evoking the sensory experience of the drink. The project integrates generative AI for design innovation. "A complex animation made to look simple and beautiful to a general audience – you can almost smell the ingredients," said one judge.

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# BEST USE OF VIDEO FROM THE FOOD AND BEVERAGE SECTOR



## **dsm-firmenich and Brunswick Creative Silver**

The 'Dreamcatchers' film for dsm-firmenich, produced with Brunswick Creative, subtly showcases the company's diverse products through a heartwarming narrative. Centred around children collecting dreams globally, the film aligns with the company's goals of sustainability, progress and improving lives. The film uses childlike innocence to convey the company's work in fragrances, food and wellness.



# BEST USE OF VIDEO FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR



## Alexion and Edelman Spain

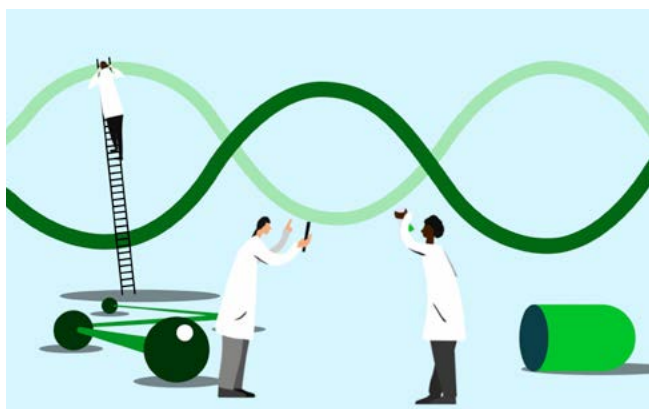
### Gold

Alexion and Edelman Spain created a social experiment to raise awareness of rare disease (RD) patients' experiences. In a consultation setting, RD patients are asked personal questions, gradually leading to an emotional moment where the observer, poet Noah Higón Bellver (also an RD patient), presents each individual with a unique 'Identity Diagnosis'—a poem highlighting who they truly are beyond their condition.

The campaign aims to humanise RD sufferers, showcasing their dreams and plans, not just their diseases. It raises awareness about the challenges RD patients face, including a long diagnostic journey, and calls for actionable solutions from policymakers. The campaign aimed to shift public perception, emphasising that RD patients deserve meaningful lives beyond their diagnoses. Judges described feeling close to tears, praising the campaign's "strong emotional storytelling, bringing powerful explanations of conditions to life."

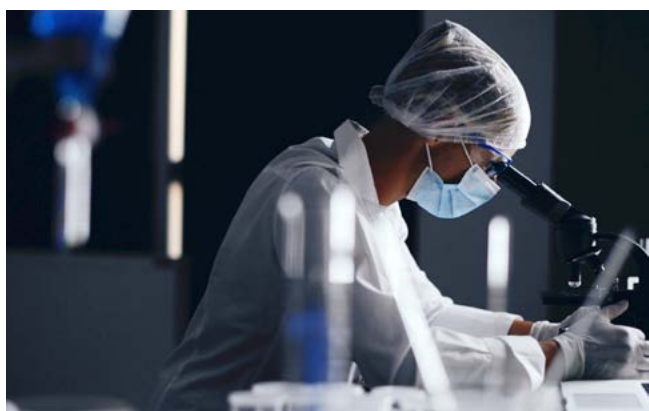


# BEST USE OF VIDEO FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR



## **RTW and SampsonMay – Science Animation** **Silver**

RTW, a leading life sciences firm, worked with SampsonMay to produce a concise, less than one-minute animation to explain its evolution from a hedge fund to a biotech company. The video, created as part of a rebranding effort, highlights the integration of science, investment and entrepreneurialism. Judges praised its “warmth and simplicity”.



## **RTW and SampsonMay – Our purpose video** **Bronze**

RTW partnered with SampsonMay to create a strategic brand video capturing its purpose: ‘to power breakthrough therapies that transform lives’. The 90-second video highlights RTW’s work in bio and medtech, including philanthropy through the RTW Charitable Foundation. Judges praised its simplicity and concision.

## BEST USE OF VIDEO FROM THE PROFESSIONAL SERVICES SECTOR



### **Institution of Engineering and Technology (IET) and Redactive** **Gold**

The Institution of Engineering and Technology (IET) and Redactive's video campaign emphasises thorough research, clear scripting and iterative feedback, creating an impactful narrative. Key elements include strategic audience targeting through keyword research and social media, as well as promotion via trailers.

The Institution of Engineering and Technology (IET) uses dynamic sound design to enhance engagement, and a deconstructed logo for visual appeal. Additionally, motion design is modernised for adaptability, contributing to a sleek and visually captivating experience. The integration of storyboarding, thumbnail design and creative collaboration led to videos that resonated with viewers, maximising impact and engagement. "A very ambitious set of films that deliver creatively and help elevate the brand beyond its normal audience," said one judge.

# BEST USE OF VIDEO FROM THE PROFESSIONAL SERVICES SECTOR



## Unum UK and Rocking Horse Pictures Bronze

'The Unum Story' is a visually innovative brand film, produced with Rocking Horse Pictures, showcasing Unum UK's employee benefits and commitment to empowerment, care and social responsibility. Combining abstract visuals and authentic employee narratives, the film highlights Unum UK's services and market leadership. It achieved more than 5,000 views in its first week. Judges described the work as "stylish" and "well presented".

# BEST USE OF VIDEO FROM THE PROPERTY, CONSTRUCTION AND FACILITIES MANAGEMENT SECTOR



## Housing Matters

### Gold

Housing Matters' film highlights the widespread impact of housing insecurity in Bristol, focusing on individuals facing issues like disrepair, eviction and homelessness. Created with input from former clients, it aims to raise brand awareness, drive website traffic and increase donations.

The film emphasises the emotional realities of housing insecurity, using intimate scenes juxtaposed with stark environments to evoke empathy. It targets wealthy individuals, corporations and community supporters, with the goal of securing long-term financial backing. The project was developed with guidance from an advisory board of former clients to ensure an authentic narrative. The campaign's success will be measured through website metrics, email analytics and social media performance, reflecting the charity's mission to support marginalised communities in Bristol. "A lovely short and subtle video that delivers its message calmly and with care," praised one judge.

# BEST USE OF VIDEO FROM THE **PROPERTY,** **CONSTRUCTION AND FACILITIES MANAGEMENT SECTOR**



## **Q Scaffolding and NRG**

### **Bronze**

The Q Scaffolding brand film, produced with NRG, showcases the company's expertise and safety in the construction sector. Filmed across various locations, including London and Brighton, the film highlights its skill in scaffolding design and implementation. With aerial shots, energetic editing and a focus on safety, the video positions Q Scaffolding as a leader in the field. Judges praised the "great standout film".



# BEST USE OF VIDEO FROM THE PUBLIC SECTOR



## Ministry of Justice

### Gold

Fred Sirieix's charity, The Right Course, partnered with the Ministry of Justice (MoJ) to create 'Served', a groundbreaking documentary about prisoners at HMP Lincoln learning Michelin-starred service. The film aims to highlight the impact of vocational training on reducing reoffending.

Filmed over six months, it garnered 2.5 million impressions and 400,000 views, surpassing expectations. Fred's celebrity status and social media following helped reach broader, non-government audiences, raising awareness of rehabilitation efforts. The film's success led to increased YouTube subscribers and served as a model for future government communications. By showcasing powerful stories, including that of a prisoner striving for change for his daughter, the project shifts public perception on reducing reoffending and demonstrates the potential of celebrity-led campaigns in driving social change. "A brilliant piece of creative work," praised one judge.

## BEST USE OF VIDEO FROM THE PUBLIC SECTOR



### **Royal Air Force with Not Going to Uni and Content Marketing Pod** **Silver**

The Royal Air Force (RAF) partnered with Not Going to Uni and Content Marketing Pod to create engaging content aimed at inspiring and educating young people about RAF careers. Its strategy included producing video series like 'Adventure Training', 'Find Your Force' and 'The Cookalong' to showcase various RAF roles. The content reached more than 24 million people. Judges were impressed by the volume of high-quality videos.

# BEST USE OF VIDEO FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR



## **Ignis** **Gold**

Ignis created a dynamic, blended-animation video to showcase its values and engage its internal audience. The video was crafted using employee input to reflect its tone and resonates with core values such as teamwork, sustainability and enjoyment. Launched internally at a town hall, the video was amplified externally via LinkedIn and email signatures.

The campaign led to a 15% increase in work enjoyment, improved mental wellbeing and higher engagement with sustainability initiatives. Externally, the video achieved a 63% increase in views and its values-based approach earned positive feedback from clients and staff alike. Key outcomes include improved employee retention and cultural alignment, with Ignis being awarded as one of the best places to work. “The design is amazing and is brought to life brilliantly with amazing attention to detail,” said one judge.

# BEST USE OF VIDEO FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR



## IFS Silver

IFS' 'IFS.ai OOH' campaign, targets C-level executives in industries like manufacturing and aerospace, with more than 500 ads across eight airports, in-flight ads and event activations. Early results of the campaign show 68% of passengers and 70% of decision-makers considering IFS. The campaign reached 91 million impressions, boosting brand awareness and engagement, and is being replicated globally for continued impact.



# BEST USE OF VIDEO FROM THE TRANSPORT AND LOGISTICS SECTOR



## Osprey Charging Network Ltd and Bear Jam

**Gold**

Osprey Charging Network Ltd partnered with Bear Jam to create a campaign that inspired children to imagine the future of transportation and its impact on people, places and the planet. The project uses AI-generated visuals based on children's ideas to reinforce Osprey's message of sustainability and innovation.

Through a blend of live-action footage and AI animation, the video engages viewers emotionally and highlights Osprey Charging Network Ltd's leadership in electric vehicle infrastructure. The campaign reached more than 1.4 million people across digital and social platforms, generating more than 469,000 video views and positive engagement. It significantly strengthened Osprey Charging Network Ltd's brand, positioning it as a key player in the future of sustainable transport, with a focus on eco-friendly innovation. "Well created and delivered with an inspiring angle," praised one judge.



# BEST USE OF VIDEO FROM THE TRANSPORT AND LOGISTICS SECTOR



## **Lumo** **Silver**

Lumo, a new rail operator, worked with neurodiverse campaigner Katie Toner to enhance inclusivity for passengers with hidden disabilities. During Autism Awareness Month, Katie shared her experiences, helping Lumo improve accessibility. A video documenting her visit, including her feedback on services, gained significant engagement and sparked wider industry conversations. Judges described the work as “touching” and “personal”.

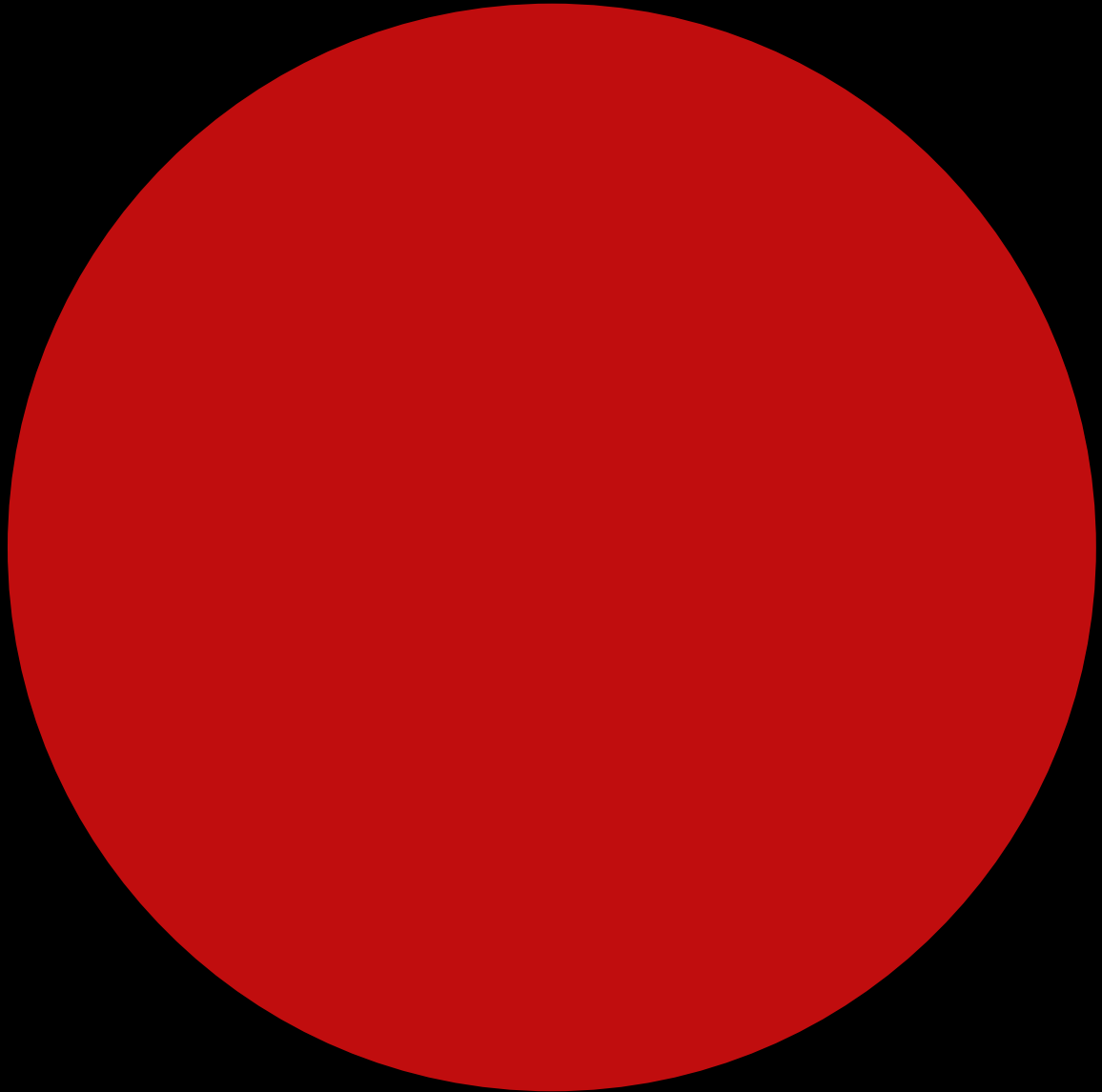


## **Amazon and Gorilla Gorilla!** **Bronze**

Amazon's 'Delivery Service Partner' (DSP) programme commissioned a documentary-style film highlighting Fred, a franchise leader with an inspiring success story. The film made by Gorilla Gorilla! balances personal and commercial elements, using intimate interviews and archival footage to emotionally connect with DSP leaders. It aims to motivate others by showcasing Fred's journey and demonstrating that success is achievable for franchisees. “A simple story, well told,” said one judge.



# GRAND ACCOLADES



# VIDEO PRODUCTION COMPANY OF THE YEAR



## **DRPG** **Winner**

With its exceptional ability to deliver high-impact, creative campaigns that deeply resonate with audiences, DRPG stands out as our leading video production company this year. Its standout projects exemplify the company's creativity, innovation and success in transforming client needs into compelling narratives.

For Worcestershire County Cricket Club (WCCC), DRPG crafted a stunning kit-launch film that captures the club's underdog spirit and community pride. Using advanced animation, local landmarks and a poignant poem, the film ignited excitement among fans and showcased WCCC's deep connection with its community. Premiering during a live Sky Sports broadcast, the film exceeded expectations, garnering more than five million views. The campaign resulted in a 17% increase in ticket sales for the 'Vitality Blast' and a fourfold rise in shirt pre-orders, breaking records for the club.

DRPG also collaborated with BT to launch a pioneering family-leave policy. By creating an emotionally driven film that highlights real employee stories, DRPG authentically conveys the human impact of the policy. The project engaged BT's internal staff and enhanced the company's reputation as a family-friendly employer, successfully attracting potential recruits. The film's emotionally powerful narrative and real-life footage demonstrate DRPG's ability to craft compelling stories that resonate with diverse audiences.

Its entries into the Lens Awards this year demonstrate DRPG's expertise in not only producing visually stunning content but also curating deeply emotional, impactful stories that deliver measurable results. From boosting ticket sales to enhancing brand reputation, DRPG's innovative and emotionally resonant work has set a new standard in video production.



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# VIDEO OF THE YEAR



## Dow and Emperor

### Winner

The 'Original Innovator' film, created by Emperor for Dow, marks a bold departure from traditional corporate communications, using emotionally charged storytelling to highlight Dow's sustainability goals. Divided into three chapters – circularity, waste management and artificial intelligence – the film aims to engage both intellectually and emotionally, immersing the audience through stunning visual special effects, cinema-quality footage and a carefully crafted narrative.

Emperor's innovative approach combines nature's grandeur with cutting-edge technology, seamlessly integrating VFX to depict AI in a visually striking manner. This emotional journey is further enhanced by a custom five-screen setup with synchronised lighting and wind machines, creating a deeply immersive experience. The collaboration among the creative team ensured a cohesive narrative that resonates with viewers, making Dow's sustainability mission both urgent and inspiring.

The film's success surpassed expectations. Initially created for an internal Dow event, its impact led the company to release it externally on LinkedIn, where it became a highly engaging part of Dow's social media campaign. The film's combination of scientific accuracy and emotional appeal helped communicate Dow's mission and inspired key stakeholders to act. The project marked a creative milestone for Emperor, successfully blending cinematic storytelling with a critical message, and its reception underscored the power of emotionally driven corporate communications.



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