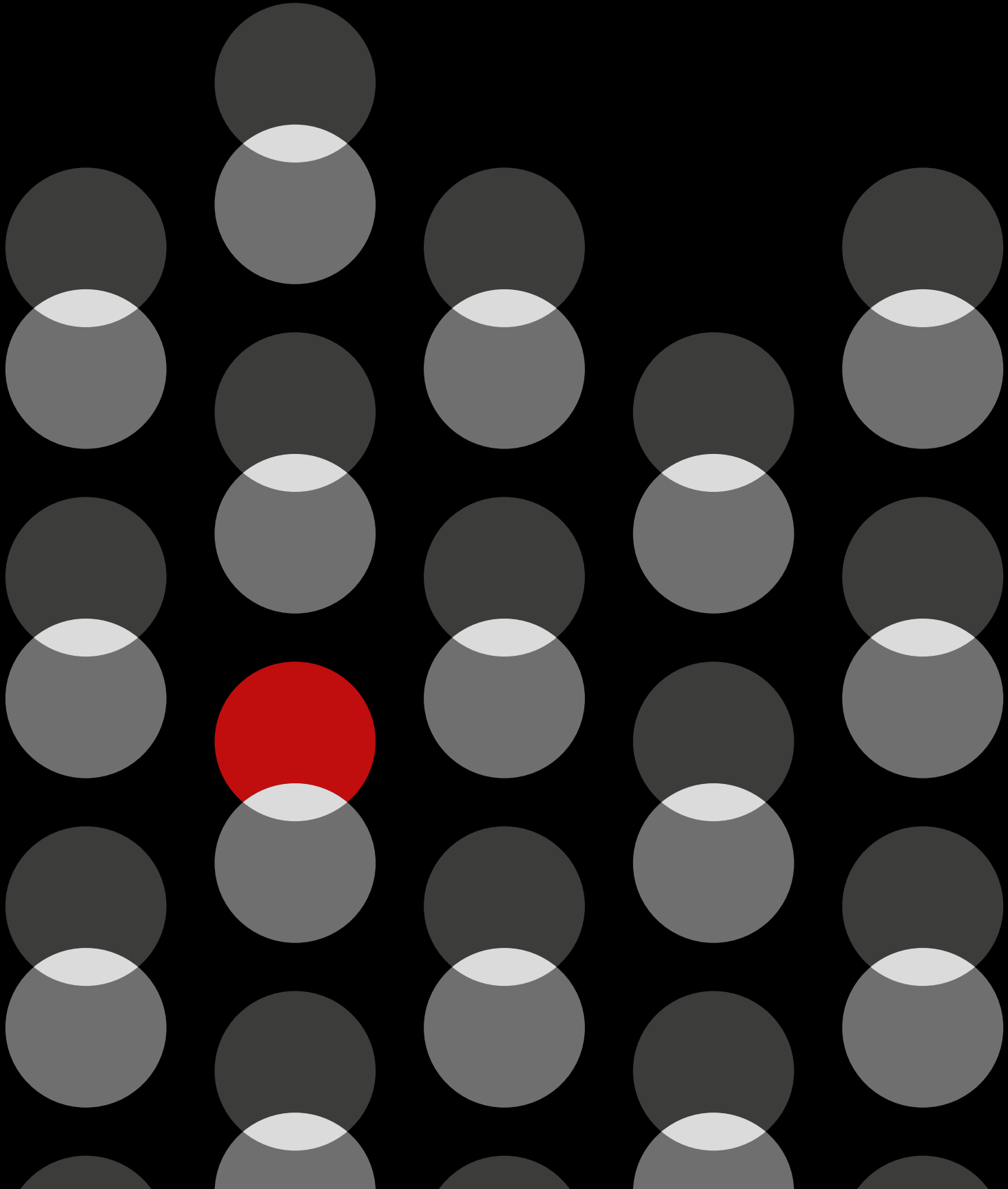


**WINNERS
BOOK**





Rebecca Pardon
Editor
Communicate magazine

The fourth year of the Lens Awards has proven, yet again, the power film still holds when engaging an internal audience. The breadth of work was astounding, as always; some campaigns were emotional, some tongue-in-cheek and some aesthetically breath-taking, but all with an important message to convey. The creative flair, detail, courage and pride apparent in this year's entries has set the benchmark for corporate communications high and emphasises the enduring appeal and suppleness of a camera lens.

This year's winning organisations have incorporated video towards broad range of commendable goals, including promoting inclusive internal cultures, challenging stigmas around particular industries and even reflecting on what can be learnt from sensitive events in a company's history.

It is always a privilege to be in the room on judging days and to hear the discussion and debate – and then even the hush of a captive audience – as they reviewed the winning work. A huge and well-deserved congratulations to all of tonight's winners for their commitment to achieving the best communications through film!

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GRAND ACCOLADES

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78 Video of the year

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CAVENDISH
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JUDGES



Anna Crichton
Vice president, marketing
strategy and content
Korn Ferry

Anna is the vice president of marketing strategy and content at Korn Ferry, a global organisational consultancy that helps clients align their talent and business strategy. With nearly two decades of experience in PR and marketing, Anna specialises in B2B strategy and content creation. She is passionate about designing and delivering impactful campaigns that are driven by audience insight, clear objectives and creative execution. Anna enjoys exploring new ways to craft and distribute engaging content across multiple channels and platforms.



Marta Falconi
Head of content and publishing
Georg Fischer

Marta is currently the head of content and publishing at Georg Fischer, a Swiss-based international industrial company. Prior to that, she worked as a senior communications manager and editor-in-chief at Swiss Re, a global reinsurer. Marta began her career in print and broadcast journalism, working for The Associated Press and Dow Jones/ The Wall Street Journal. She was also a freelance writer, editor and producer for a number of international news outlets.



Steve Garvey
Founder
Moving Image

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



Peter Hay
Head of brand and content
Risilience

Peter is head of brand and content at award-winning, climate-analytics firm Risilience. With over 20 years' experience, working first as a journalist and then as a communications and content lead, he has spent most of his career at the cutting edge of the B2B technology space. Visual identity and, specifically, photography, have always played a key role in Peter's career, through the development of brand strategy and guidelines, as well as content production.



Richard Humphries
Social video producer
Vodafone

Richard is an experienced video industry professional with over 12 years' experience in the telco sector. Building on 15 years of prior graphic design and marketing experience, he creates content using a combination of cinema cameras and smartphones. He also scripts, animates and scores music to produce high-quality video content. Richard's video content spans a variety of audiences including bringing products to life for consumers, retail spaces, employee engagement communications and high-profile launch events.



Simon Jeffers
Senior creative manager
Liberty Global

Simon is the senior creative manager at Liberty Global leading on video content for internal and external audiences. Recognised and awarded for inspirational leadership and storytelling, he works with creative teams to share compelling stories that evoke an emotional connection—expanding engagement, conversation and brand loyalty.



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JUDGES



Jessica Park
Global executive producer, video
Bain & Company

Cutting her teeth in broadcast journalism in Australia, Jessica 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 Goldman Sachs and Bain & Company. Jessica is passionate about videos that communicate a brand's values, heritage, achievements and ambitions by positioning the audience at the heart of the story.



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. Jeremy 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.



Sophie Reynolds
PR manager
Travelodge

Spanning a career in PR for over 13 years, Sophie has worked across a range of travel, fashion and lifestyle brands specialising in corporate, consumer and crisis communications. Having worked at Travelodge now for six years, Sophie's previous employers include Debenhams, House of Fraser and Harrods and therefore she has extensive experience of working across a variety of product offerings from luxury to budget and has a great understanding of the range in approaches of how these offerings should be communicated to consumers through the media.



Simon Sanders
Principal specialist, SEO and content
NTT Ltd.

Simon is a creative marketer and a co-founder of Opinium, a strategic insights agency. He is currently building demand and revenue for NTT, a top 5 global technology and business solutions provider. He has produced pioneering and pragmatic work alike for media owners, agencies and in-house teams, helping them gain the attention, reputation and revenue. He's applied his strategic focus, tactical nous and creative expertise across advertising, broadcast programming, content creation, copywriting, editorial, market research, PR, SEO, social media, sponsorship, web content and more.



Simon Sanett
Senior group digital manager
National Grid

Simon is the senior digital team leader for corporate communications at National Grid. His career highlight to date was maximising National Grid's Principal Partnership at COP26 by executing a multi-award-winning campaign and pushing innovation across National Grid's social media and content during the COP26 fortnight. Simon's background is from communications agencies (H&K, Freuds, Grayling, Porter Novelli) where he led the digital, content and social strategy across a large variety of sectors and clients.



Johanna von Rumohr
Creative director
Edelman

Based in Berlin, Johanna joined Edelman in 2019 as a creative director. She specialises in creative concepts, 360 degree communication, digital marketing, storytelling and content marketing. Johanna's core competency is creative storytelling with a holistic approach. Her job is to find the big idea for a campaign and then think and conceptualise it across all channels for B2B, B2C and employer brand communications. Johanna strongly believes in earned creative ideas that are talkable and based on a highly relevant insight.

WINNERS

BUSINESS PURPOSE OR AUDIENCE

Best video targeted to a general audience

Gold – Bowel Research UK and Bladonmore

Silver – bp brand & creative

Silver – LNER – Royal Train

Bronze – LNER – Flying Scotsman

Highly commended –

Lazard and Brunswick Creative

Highly commended –

Payoneer and Gravity Global

Best video targeted to the internal audience

Gold – bp brand & creative and Polar Media

Gold – Deloitte US with We Are Tilt

Silver – LNER – New HQ

Bronze – Cala Homes and Alchemy Films

Highly commended –

Barclays with Kineo and Zing Films

Highly commended –

Stonewater and Cavendish

Best video targeted to the investor audience

Gold – PAI Partners and Bladonmore

Silver – Aurrigo International and Instinctif Partners

Bronze – KPMG and We Are Tilt

Best employer brand video

Gold – HS2 and DRPG

Silver – BAE Systems Digital Intelligence and Kaptcha

Bronze – Howden and Big Button

Bronze – LNER – International Women's Day

Highly commended –

Legal & General and Kaptcha

Best use of video to assist reputation management

Gold – Boskalis

Silver – SEGRO

Silver – Standard Chartered and Brunswick Creative

Bronze – Philip Morris International

Best use of video to aid CSR

Gold – LNER – Customer & Community Investment Fund Series

Silver – Deloitte US with We Are Tilt

Bronze – Cala Homes and Alchemy Films

STYLE AND CREATIVITY

Best use of video on social media

Gold – Watchfinder & Co and OneFifty Consultancy

Silver – Boskalis

Silver – LNER – Customer & Community Investment Fund Series

Bronze – Payoneer and Gravity Global

Bronze – Petrofac – People Make Petrofac

Highly commended – Edge Empower and Gravity Global

Best data visualisation

Gold – BAE Systems Digital Intelligence and Kaptcha

Silver – Kongsberg Maritime and Bloc Digital

Best documentary style video

Gold – LNER – Café 16

Silver – Howden and Big Button

Best live or experiential video

Gold – GoCardless and Big Button

Silver – LNER – Flying Scotsman

Bronze – PAI Partners and Bladonmore

Best animation

Gold – Rolls-Royce and Bloc Digital

Silver – Osprey EV Charging Network and BearJam

Bronze – Associated British Ports (ABP) and Polar Media

Bronze – SEGRO

Best interactive video

Gold – SEGRO

Best creative execution

Gold – KPMG and We Are Tilt

Gold – Petrofac – What does a good engineer look like?

Silver – Alexion and Edelman

Bronze – BAE Systems Digital Intelligence and Kaptcha

Bronze – McKinsey and Brunswick Creative

Highly commended –

Company of Cooks and BearJam

STRATEGY

Best copy style or tone of voice

Gold – KPMG and We Are Tilt

Bronze – Watchfinder & Co and OneFifty Consultancy

Best innovation

Gold – KPMG and We Are Tilt

Silver – Watchfinder & Co and OneFifty Consultancy

Bronze – Control Techniques and Bloc Digital

Bronze – Philip Morris International

Highly commended –

Philip Morris International

Best portfolio approach

Gold – BAE Systems Digital Intelligence and Kaptcha

Silver – Petrofac – 'Energy Talks by Petrofac' podcast

Bronze – LNER – Flying Scotsman

Best use of video as part of an integrated campaign

Gold – LNER – International Women's Day

Gold – United Utilities and Cavendish

Silver – GMAC and Wardour

Bronze – Boskalis

Bronze – GoCardless and Big Button

Highly commended – Payoneer and Gravity Global

Best one-off video campaign

Gold – KPMG and We Are Tilt

Silver – GMAC and Wardour

Best long-term video strategy

Gold – LNER

Silver – SEGRO

Best creative strategy

Gold – Bowel Research UK and Bladonmore

Silver – Stonewater and Cavendish

Bronze – McKinsey and Brunswick Creative

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

Gold – Bowel Research UK and Bladonmore

Silver – HospiceCare North Northumberland and Chris Jackson Media

Best use of video from the energy, utilities and extractives sector

Gold – Petrofac – What does a good engineer look like?

Silver – Boskalis

Silver – bp brand & creative

Bronze – Petrofac – People Make Petrofac

Best use of video from the engineering and manufacturing sector

Gold – JCB and Brunswick Creative

Silver – Aurrigo International and Instinctif Partners

Best use of video from the financial services sector

Gold – Lazard and Brunswick Creative

Silver – Payoneer and Gravity Global

Bronze – Charles Taylor and Wardour

Best use of video from the healthcare and pharmaceutical sector

Gold – Alexion and Edelman

Best use of video from the lifestyle and wellbeing sector

Gold – Watchfinder & Co and OneFifty Consultancy

Bronze – LNER – Café 16 & Men in Sheds

Best use of video from the professional services sector

Gold – KPMG and We Are Tilt

Silver – McKinsey and Brunswick Creative

Bronze – Edge Empower and Gravity Global

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

Gold – SEGRO

Gold – XYZ Reality

Best use of video from the public sector

Gold – Ministry of Justice

Silver – LNER – Royal Train

Best use of video from the sports, travel, leisure and tourism sector

Gold – LNER – Century

Bronze – Ten Lifestyle Group

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

Gold – SEGRO

Silver – LNER – FutureLabs

Best use of video from the transport and logistics sector

Gold – HS2 and DRPG

Silver – Aurrigo International and Instinctif Partners

GRAND ACCOLADES**Video production company of the year**

Winner – We Are Tilt

Video of the year

Winner – HS2 and DRPG

BEST VIDEO TARGETED TO A GENERAL AUDIENCE



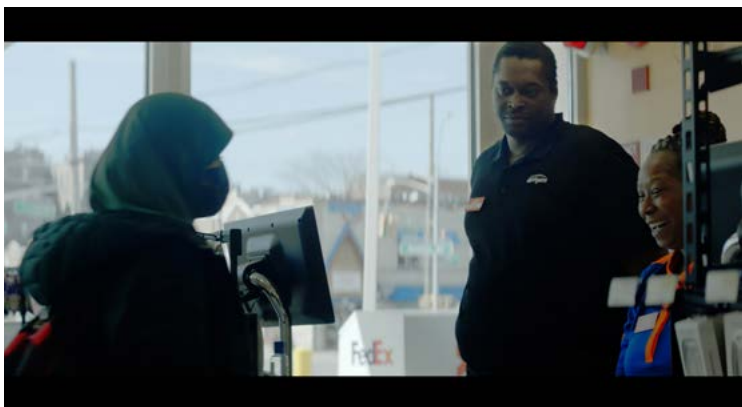
Bowel Research UK and Bladonmore

Gold

With past successes in raising awareness of bowel cancer and diseases, Bowel Research UK and Bladonmore were in 'second album territory' as they tried to shift the focus onto fundraising in their 2022 campaign. Instead of simply talking about the value of fundraising to support scientific research, the #Auguts campaign examined Bowel Research UK's unique approach. The series of films uses candid conversations between patients and researchers, getting to the impact of disease on people's lives.

The films opened up the conversation around bowel diseases and saw the charity outstrip its target donations by 41%. #Auguts' gutsy approach was lauded by judges, who said, "I really like the approach with the pairs talking directly to each other. A good job was done in creating those pairs. It feels authentic and educational. The strong videos are very human and empathetic."

BEST VIDEO TARGETED TO A GENERAL AUDIENCE



bp brand & creative Silver

As part of bp's ongoing strategy to shift into an integrated energy company, it released a film showcasing its fresh approach to convenience stores on its New York forecourts. The launch of AM/PM shops on the East Coast gave bp the opportunity to express its commitment to the community and communicate in an authentic way. One judge said it had a "very authentic New York vibe. The voiceover is so cool. I would like to go on watching this."



LNER – Royal Train Silver

In celebration of the Queen's Platinum Jubilee, LNER unveiled a video of its crowning glory, the Royal Train. The film explored the railway's role in keeping the royal family moving, from explosive detection dogs to signalmen to drivers. The popular social media asset received thousands of views during the busy jubilee period. Judges thought the film was engaging, celebratory and relatable.



LNER – Flying Scotsman Bronze

LNER wanted to take its excitement and passion for Britain's railways to the general public in its celebration of the return of the Flying Scotsman engine to Doncaster. The film was created on location with a challenging timeframe and communicates the value the heritage engine plays in the hearts and minds of railway enthusiasts, as well as its role in Britain's transportation history. "LNER knows how to hit its target audience and ask the right questions," one judge said.

Lazard and Brunswick Creative Highly commended

Lazard worked with Brunswick Creative on a narrative film celebrating the company's 175 years at the heart of finance, industry and government.

Payoneer and Gravity Global Highly commended

International payments fintech Payoneer worked with Gravity Global to increase registrations and broaden awareness of its capabilities.

BEST VIDEO TARGETED TO THE INTERNAL AUDIENCE



bp brand & creative and Polar Media Gold

A catastrophic and fatal explosion in a bp processing plant in Texas in 2005 sparked a radical change in the company's approach to health and safety. To communicate the motivations behind its hardline on safety protocols to its employees, it crafted a documentary-style film looking back at the Texas City explosion. Featuring first-hand accounts of the disaster brought home a sense of immediacy to the viewer. The message – delivered in a powerful narrative – reinforces bp's culture of safety and learning from the past.

The reflective look back has also inspired employees in the present, who connected emotionally with the material and messaging. Judges thought the difficult topic was handled sensitively while also blending business needs into the moment of reflection. One judge said this was an "important and clever way to reinforce the lessons of 2005. I can imagine that having quite a strong impact on people in terms of creating behaviour change."



Deloitte US with We Are Tilt Gold

Deloitte's diversity and inclusion film series could easily have portrayed a happy-go-lucky version of the company's employees. Instead, it chose to inspire behaviour change with a memorable, vivid style that asks viewers to think about their own words and actions and how they affect others. The film reached 84% of the company's US audience – far outstripping the target 50% viewership – and inspired 95% of people to indicate a 'new or improved insight into DEI.'

Judges thought the production quality was of an impeccable standard, with We Are Tilt drawing on high-profile consumer brand styles to make an impact. One judge said, "These videos stopped me in my tracks. When have I ever sat there and watched six videos – some nearly six minutes in length – and felt completely engrossed? Opening minds can then transcend into the workplace."

BEST VIDEO TARGETED TO THE INTERNAL AUDIENCE



LNER – New HQ **Silver**

Managing a shift to a new office can be tricky. LNER did so by delivering an internal video answering employee questions about the new headquarters in York. The result is approachable and works to myth-bust and prepare staff for the shift to the company's new home. "What a great way to bring an ordinary subject to life!" said one judge. Another said, "I actually really enjoyed this video. It spurred a lot of excitement without overloading people with information."



Cala Homes and Alchemy Films **Bronze**

Suicide rates among construction workers are abnormally high compared to the national average. Cala Homes wanted to provide support for its workforce by encouraging a conversation around mental health. Employees valued the video so much, Cala Homes used it externally as well. Judges praised Alchemy Films' strategy for its sensitivity and forthright narrative, breaking a challenging taboo in the male-dominated construction industry.

Barclays with Kineo and Zing Films **Highly commended**

Stonewater and Cavendish **Highly commended**

Housing association Stonewater worked with Cavendish on a diversity and inclusion film that judges thought was expertly pitched and authentic.

BEST VIDEO TARGETED TO THE INVESTOR AUDIENCE



PAI Partners and Bladonmore **Gold**

PAI Partners had to tell a compelling story to its investors about its carve-out of the Tropicana brand from under the PepsiCo umbrella. This groundbreaking investment was effectively communicated in a bold, punchy way, clearly showing the impact it had on the company and on Tropicana itself. More powerful than a simple speech, the Bladonmore film uses excellent pacing, music and storytelling to showcase the acquisition.

Despite being the second choice for communicating the deal, judges agreed that it was a first-class result. “The use of music heightened the drama for the audience,” said one. Another judge called it an “impressive” video with “thoughtful and creative distillation of the message, which likely resulted in a more effective and engaging presentation than a live message might have delivered.”

BEST VIDEO TARGETED TO THE INVESTOR AUDIENCE



Aurigo International and Instinctif Partners **Silver**

Aurigo International's unique business was brought to life through the tale of its unique approach to design innovation and manufacturing. The Instinctif Partners film marked a shift in tone around electric vehicles. It didn't simply talk about environmental benefits, but about a change in the way vehicles are crafted and dreamed up.



KPMG and We Are Tilt **Bronze**

To cut through the noise around ESG targeted at investors, KPMG worked with We Are Tilt to craft a visually engaging, narrative film focusing on sustainability. The result is an effective piece of storytelling that judges praised for its excellent images, tone of voice and tie in to the brand's values.

BEST EMPLOYER BRAND VIDEO



HS2 and DRPG

Gold

The construction industry is often perceived of as traditionally male and stereotypically so at that. But, the modern image of that industry belies expectations. HS2 wanted to portray this through a moving portrait of one of its own. 'Katrina's Story' showcases a mobile crane operator's experience as a trans woman working on HS2. Her honest account of her worksite and relationship with colleagues lends an authentic, unexpected view of construction.

DRPG's filming techniques create an intimate, engrossing setting that makes a memorable impact on the viewer. One judge said, "It's hard to imagine this video not having an impact on its viewer. This is a standout moment for storytelling that celebrates inclusivity, while remaining sensitive." Another added, "This is an inspiring, well-executed story that demonstrates how employees are accepted and treated."

BEST EMPLOYER BRAND VIDEO



BAE Systems Digital Intelligence and Kaptcha

Silver

To invigorate its employer brand, BAE Systems Digital Intelligence worked with Kaptcha on a series of films and social edits that present an exciting, cutting-edge view of defence and digital intelligence. Using similar motion graphics and personal stories across the series, the films are linked without being repetitive. Judges thought this was a “genuinely interesting series” that generated excellent awareness and value for BAE Systems Digital Intelligence as an employer.



Howden and Big Button

Bronze

Howden wanted to showcase the variety of careers available within the insurance industry. Two documentary-style films explore how its unique approach challenges the expected norms for the sector and offer a dynamic view of life at Howden. Big Button’s beautiful cinematography and storytelling make this “extremely effective at humanising something most would consider intangible,” according to one judge.



LNER – International Women’s Day

Bronze

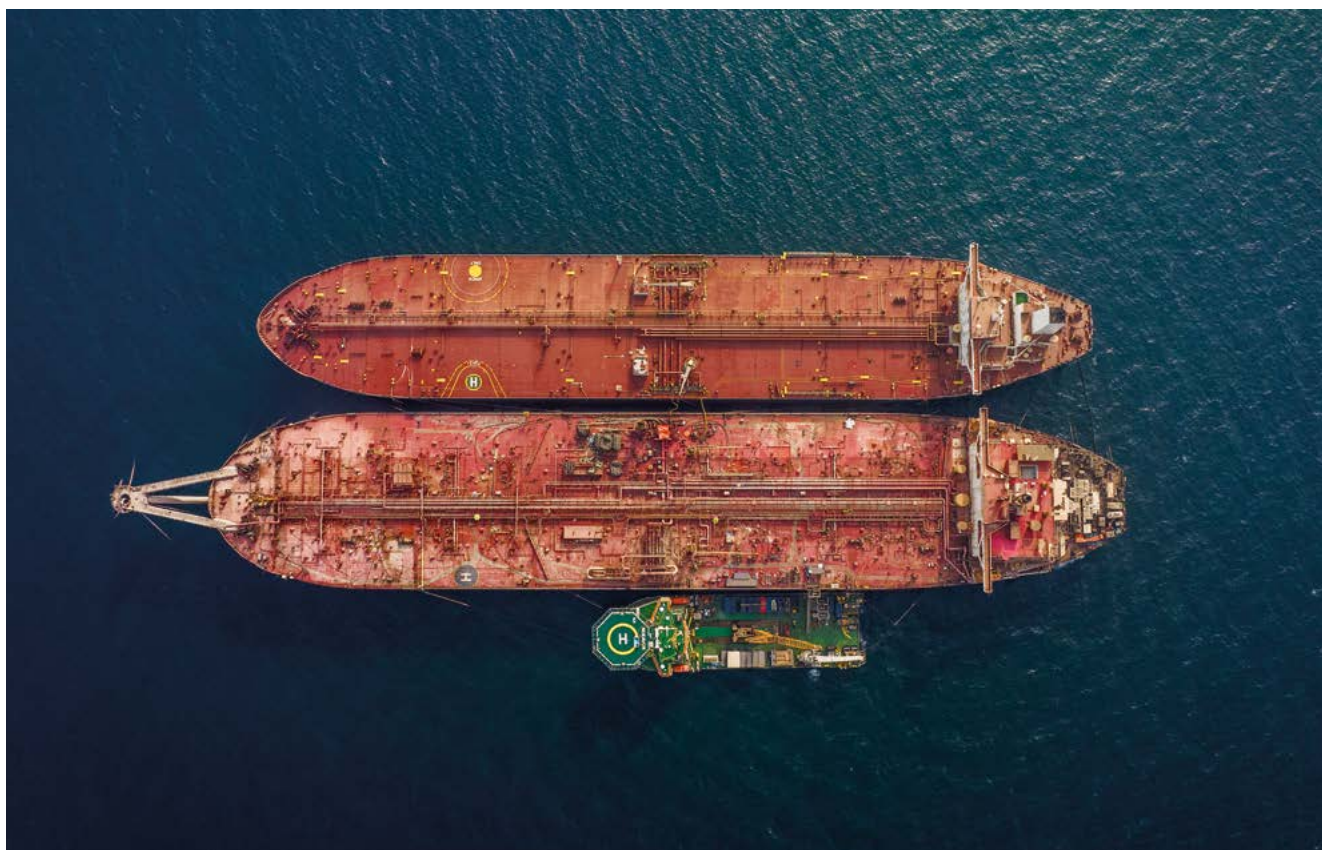
LNER is challenging perceptions of women on the railways by showcasing the stories of some of the thousands of women working on its rails. The personal accounts and variety of careers depicted present an unexpected view of careers on the British railway. “I applaud the willingness to go beyond the ‘celebratory’ aspect of International Women’s Day. The personalities were interesting and the film had a good, authentic tone,” said one judge.

Legal & General and Kaptcha

Highly commended

To change perceptions of its work and inspire people behind its mission of ‘inclusive capitalism,’ Legal & General worked with Kaptcha on engaging films showcasing its work on improving the UK’s infrastructure.

BEST USE OF VIDEO TO ASSIST REPUTATION MANAGEMENT



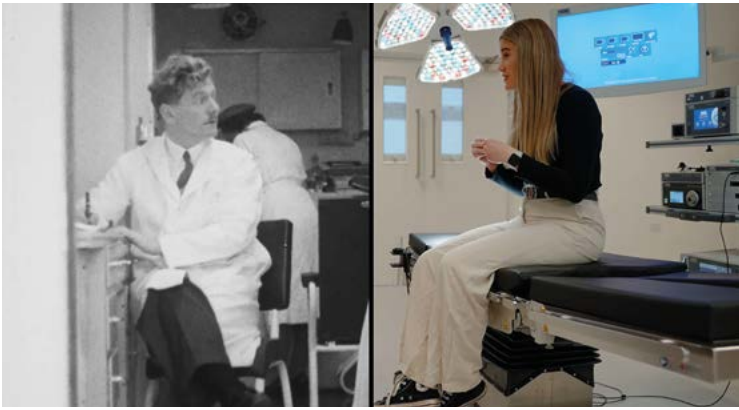
Boskalis

Gold

Maritime company Boskalis used a video communications strategy to support its external communications around the salvage of the FSO Safer. The decaying oil tanker was lying off the coast of Yemen. An unsettled political situation coupled with a rich marine ecosystem and a decrepit ship full of oil was a disaster in waiting. Boskalis and its subsidiary SMIT Salvage worked with the UN to salvage the oil and avert catastrophe. Using 4K drone footage, animation and high-quality B-roll for broadcast networks, Boskalis effectively used video to support its public relations.

The excellent communications strategy was clever in its ability to deliver quality footage in a timely manner to global news outlets. “The timeliness of transmitting the footage and the focus on providing a wealth of angles would have been the difference for newsrooms in giving this airtime or not,” said one judge.

BEST USE OF VIDEO TO ASSIST REPUTATION MANAGEMENT



SEGRO Silver

Property brand SEGRO's compelling 'Then and Now' film shows a different side of the Slough Trading Estate; a historical one. The film depicts side-by-side and interactive footage of the estate in the 1950s and today, knitting the images together on screen. One judge called it a "wonderful video." Adding that "words are very unnecessary to show that SEGRO has been and will always be part of the community."



Standard Chartered and Brunswick Creative Silver

Standard Chartered worked with Brunswick Creative to showcase a unique story from one of its 'Futuremakers.' The personal look into a Kenyan entrepreneur's nursing and care business is compelling and beautifully shot. With only a lightly branded touch, the film delivers a memorable impact and subtly connects the story to Standard Chartered. Judges thought this was a successful approach as it allowed the company's social impact to shine.



Philip Morris International Bronze

Philip Morris International (PMI) has a significant amount of PR work to do to tell the story of its transformation from a cigarette company to a smoke-free tobacco company. The cinematic film captivates the viewer and delivers the message of a smoke-free future for PMI effectively.

BEST USE OF VIDEO TO AID CSR



LNER – Customer & Community Investment Fund Series

Gold

LNER has a strong commitment to its communities, offering support to local and national charities, delivering environmental initiatives and supporting people along its routes. That support extends to communications material as well. It developed videos exploring each of its charity partnerships, then allowed those videos to be used by each organisation. With a light touch of LNER branding, the films offered small organisations making a big impact to communicate more effectively.

Judges loved the human element in these videos. “I felt I connected with this so much more because of the authentic conversations being had,” said one judge. “The project really did feel strong and genuine.” The online audience agreed, with thousands of views and positive comments across LNER’s and its partners’ social channels.

BEST USE OF VIDEO TO AID CSR



Deloitte US with We Are Tilt **Silver**

Deloitte US worked with We Are Tilt to change perspectives and behaviours around diversity, equity and inclusion. With a series of emotive films that make viewers take notice, the storytelling shares a powerful, thought-provoking message. Judges praised the quality of execution and the nationwide impact Deloitte US had, particularly among its primary target audience of its own employees.



Cala Homes and Alchemy Films **Bronze**

In a bold statement, Cala Homes sets out its community pledge, offering an interesting insight into its commitment to the areas in which it builds. Alchemy Films brings the subject to life through engaging interviews and clever shots of Cala Homes' CSR in action. Judges thought the films were well-produced and reflected an authentic view of Cala Homes' commitment to CSR.

BEST USE OF VIDEO ON SOCIAL MEDIA

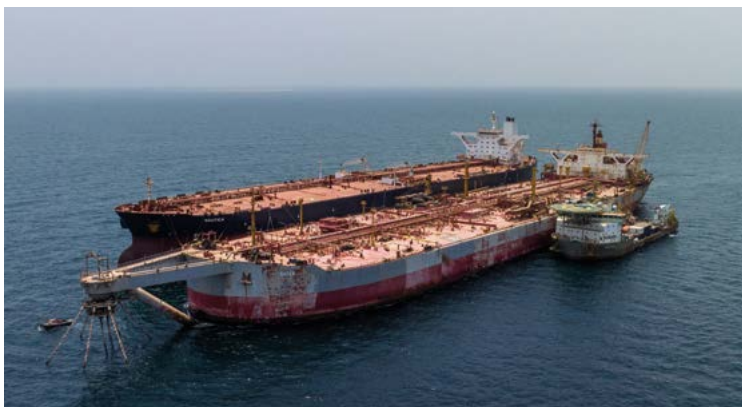


Watchfinder & Co and OneFifty Consultancy Gold

Watchfinder & Co knew that it needed to tap into a new demographic of female luxury buyers. It had a vibrant community of men interested in premium and luxury watches. But its tactics had to change to appeal to a broader audience. It worked with OneFifty Consultancy on a savvy approach to its social video content. It used influencers and language cues from the fine wine category to reach potential Watchfinder fans.

The lateral approach paid off as thousands engaged with Watchfinder's content. Viewers of the campaign spent 30% more time on the Watchfinder & Co site than the average user. Judges called this "a great example of a data-led, social-first strategy." One added that it's "a true social-first campaign, not one where social is used as just another channel." Judges praised the creativity and efficacy of the content strategy.

BEST USE OF VIDEO ON SOCIAL MEDIA



Boskalis **Silver**

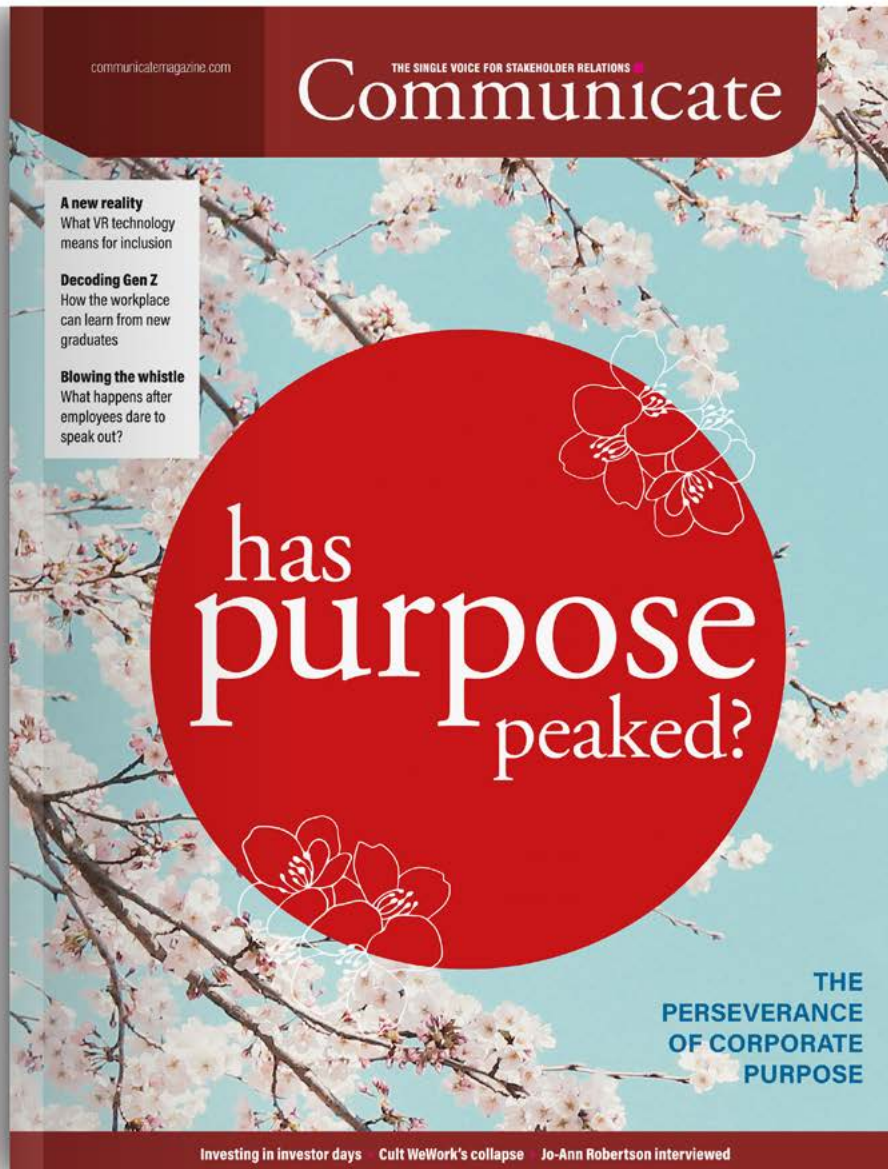
Boskalis used a plethora of video content from its dismantling of the FSO Safer oil tanker off the coast of Yemen to engage its audience around marine salvage. The informative, visually compelling campaign helped improve Boskalis' reputation as a maritime salvage expert. One judge said this showed a "thoughtful mapping of social video strategy to all points in the event lifecycle. It really gave the audience a thorough and managed experience of the salvage operation."



LNER – Customer & Community Investment Fund Series **Silver**

LNER used videos of its charity partnerships to engage its own audiences as well as provide communications material for its partners to use themselves. This strategy "effectively shines a light on CSR programmes without hogging the limelight," according to one judge. Others praised the storytelling and authentic tone of the videos.

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www.communicatemagazine.com

BEST USE OF VIDEO ON SOCIAL MEDIA



Payoneer and Gravity Global Bronze

Payoneer worked with Gravity Global to change the conversation around global payments for SMEs. With a 15% increase in new registrations and 27% uplift in incremental registrations, the impact on Payoneer's target audience was clear. Judges thought the content itself was catchy and visually intriguing and used graphics effectively.



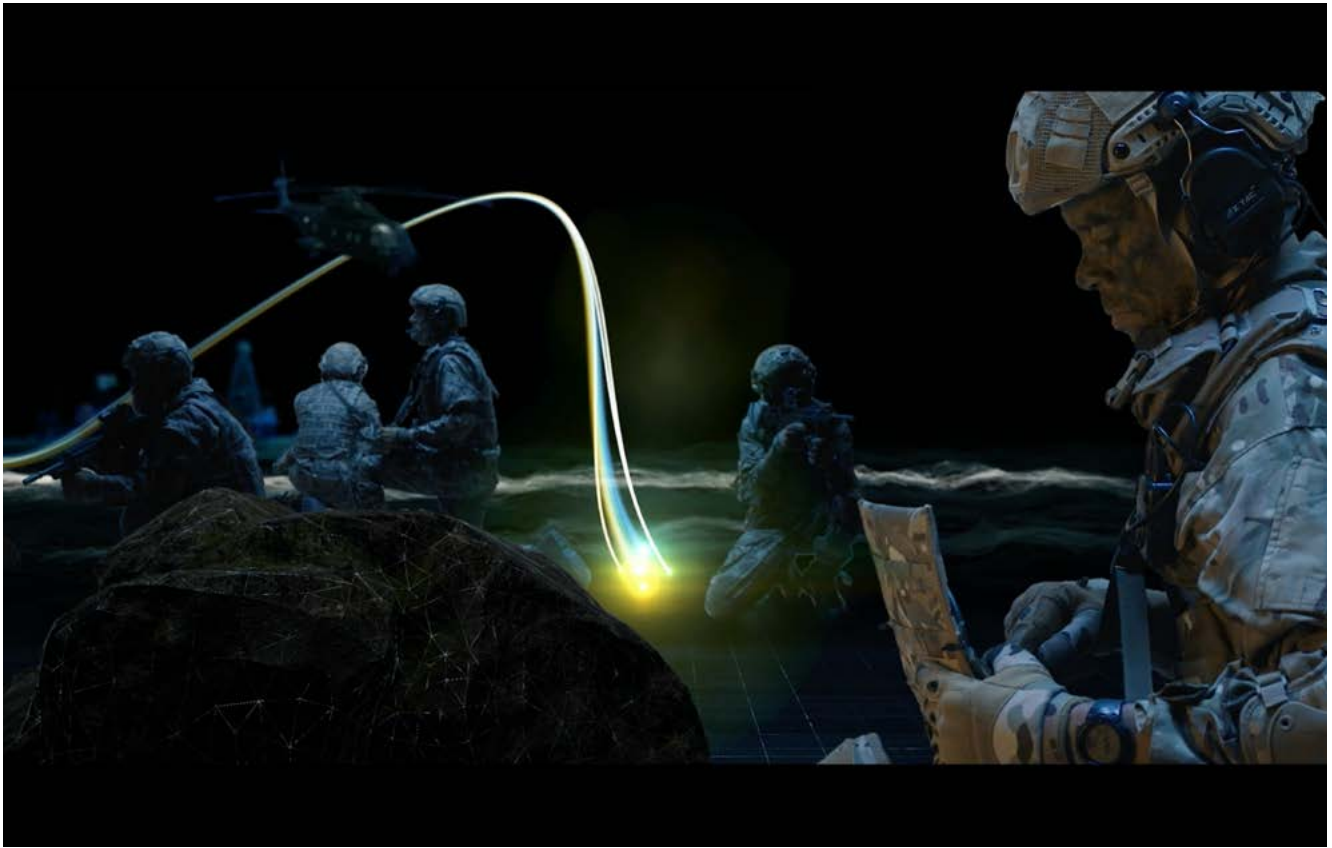
Petrofac – People Make Petrofac Bronze

Petrofac's employer brand series 'People Make Petrofac' takes a look into the motivations some of its employees had for joining the business. With no budget for production and only £500 for amplification, the in-house team achieved a morale boosting campaign while creating a strong asset for Petrofac's reputation as an employer.

Edge Empower and Gravity Global Highly commended

Gravity Global brought Edge Empower's groundbreaking DE&I software to life in a dynamic, graphic video that made an impact on the latter's target audience.

BEST DATA VISUALISATION



BAE Systems Digital Intelligence and Kaptcha

Gold

BAE Systems Digital Intelligence worked with Kaptcha to bring its digital intelligence service to life through film. The cinematic, story-driven video explores the complex world of data-driven intelligence and showcases BAE Systems Digital Intelligence's work to improve national security. The information delivered on screen is complemented by elegant cinematography and a high quality script and voiceover.

Judges loved this slick, visually pleasing approach to corporate video. One said it was in a "different league." Another praised the "very slick visuals that make the data feel appealing in its application." Another said, "I really liked this. The compelling storyline piecing together the strands of data is well put together and demonstrates real value."

BEST DATA VISUALISATION



Kongsberg Maritime and Bloc Digital Silver

Kongsberg Maritime and Bloc Digital delivered an informative, engaging film that discusses key milestones in the maritime industry's low-emissions future. Judges thought the video was an excellent way to communicate this complicated concept. One said, "This is a good explainer video that made a big impact on awareness and revenue generation."

BEST DOCUMENTARY STYLE VIDEO



LNER – Café 16

Gold

One of LNER's commitments to its communities is through its support of Café 16, a prisoner rehabilitation programme that sees inmates and former inmates reenter the workforce in a positive way. The documentary-style film allows viewers to connect with two programme participants as they discuss the life-changing nature of their participation in the Oswin Project.

The film delivered an engaged viewership and positive social media content for the Oswin Project and LNER. Judges liked this approach. One said, "It was filmed in such a way that you feel more of a participant than a viewer." Others praised the "excellent video and human connection," and "great story with engaging personalities."

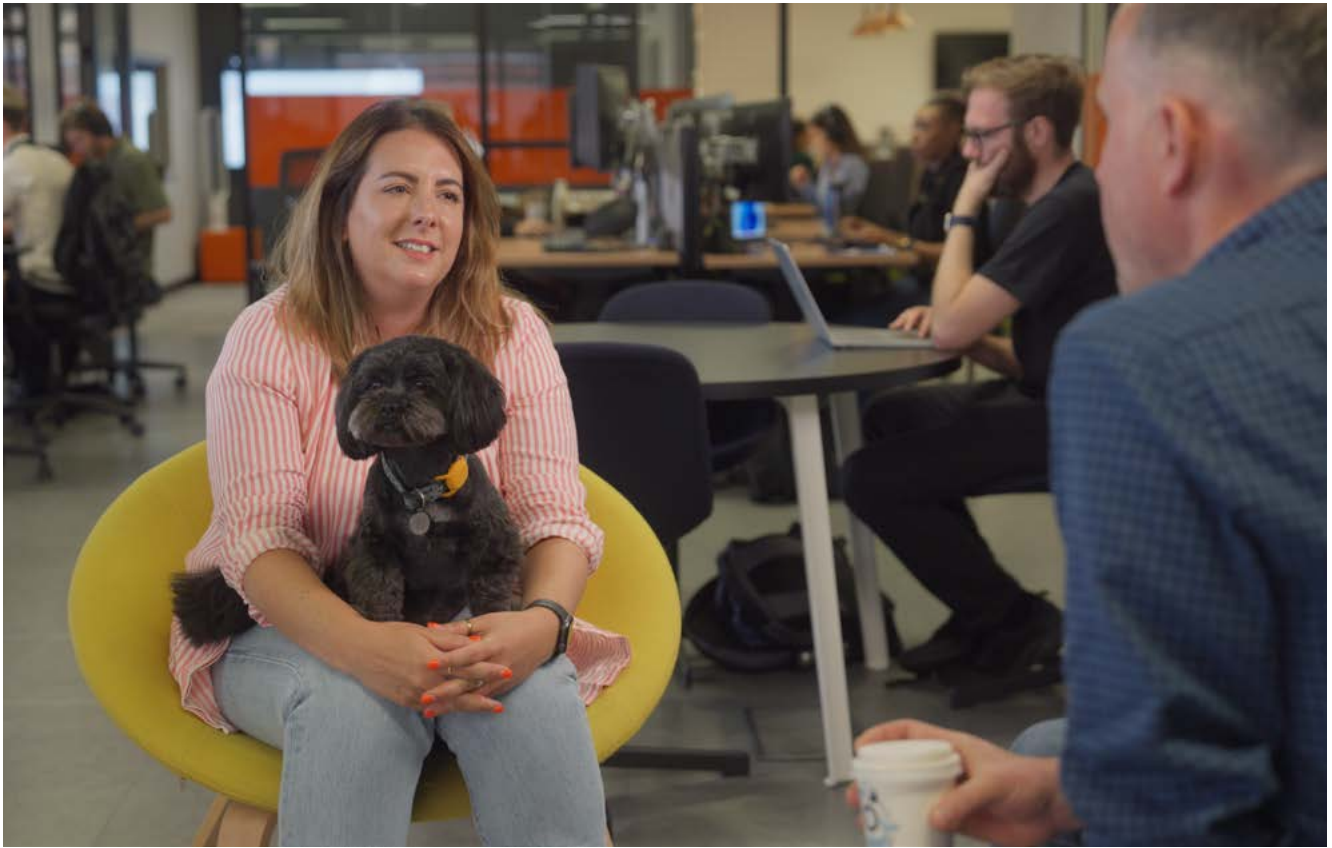
BEST DOCUMENTARY STYLE VIDEO



Howden and Big Button **Silver**

Insurer Howden worked with Big Button on two premium documentaries focusing on insurance acting as a force for good in the world. The interesting subject matter is coupled with compelling footage and well-crafted storytelling. Judges said, “The story invited us in with human connection. There were strong visuals and it was well shot. They tell a good story well.”

BEST LIVE OR EXPERIENTIAL VIDEO



GoCardless and Big Button

Gold

GoCardless' sponsorship of the JustGiving Awards was documented by Big Button in a live stream and series of produced videos showcasing the ethos behind the awards and the partnership. The film is inspiring and clearly depicts the alignment of the two brands. The warm, approachable feel of the films also served to challenge perceptions of a tech sector often accused of detachment and aloofness.

Judges thought this film was a success, delivering key messages in an approachable way. "I can really see this resonating at the event," said one judge. "What a great message to deliver by showcasing the campaigning. It delivered the feel-good factor and likely increased brand awareness."

BEST LIVE OR EXPERIENTIAL VIDEO



LNER – Flying Scotsman Silver

LNER shot the arrival of the Flying Scotsman to Doncaster station live and on-site in a minuscule time window. It sourced interviews with key attendees and showcased the meaning of the return of the heritage steam engine to the city. “They used their time wisely,” said one judge. Others praised the key interviews and interesting subject matter.



PAI Partners and Bladonmore Bronze

Private equity firm PAI Partners worked with Bladonmore on a film for its 2023 AGM, documenting its carve out of the Tropicana Brands Group from the PepsiCo portfolio. Bladonmore injects a sense of immediacy and urgency into the topic, creating an effective, compelling piece of content for PAI Partners. Judges thought the use of music and editing “heightened the drama for the audience.”

BEST ANIMATION



Rolls-Royce and Bloc Digital

Gold

Rolls-Royce wanted to make a monumental impact at the annual Farnborough International Airshow. Its new Orpheus jet engine took flight in a cinematic fashion. The animation, crafted by Bloc Digital, brought the engine to life alongside a fire-breathing dragon, launching to the skies in tandem. The film was a hit at the air show and beyond, propelling Rolls-Royce to the front of every conversation around engine power.

Judges thought the concept was well designed, with clever nods to the Orpheus and Eurydice myth playing out through fire and flight. "I loved the style. It had a lot of power. It gently told the story and worked perfectly," said one. Another judge said, "Wow! Powerful animation craft. You get the impression that it's about the most important player in the category."

BEST ANIMATION



Osprey EV Charging Network and BearJam Silver

Osprey EV Charging Network delivered a lovely, clear animation depicting the UK's complicated energy infrastructure in an educational, easy-to-access way. The charming animation by BearJam brings the viewer on the journey throughout the energy grid and into the EV charging network. One judge praised the "complicated message that has been animated to create an engaging and captivating story for its audience."



Associated British Ports (ABP) and Polar Media Bronze

Associated British Ports (ABP)'s sustainability journey is lovingly brought to life with interestingly rendered geometric characters. The intriguing faces and creatures in the maritime landscape help bring the ABP voyage to life. Judges loved the Polar Media animation style, with one adding, "It has a bit of a charming, old-fashioned style with a lot of love in the detail."



SEGRO Bronze

SEGRO brings a sense of playfulness and wonder to the complex topic of data centres, engaging the viewer with a richly animated cityscape. Judges loved the amount of detail and precision present in the animation, one adding, "You always want to know what happens next." The film has already had success in strengthening SEGRO's relationships with partners and customers.

BEST INTERACTIVE VIDEO



SEGRO

Gold

In a truly ingenious move, SEGRO unites past and present in its video concept showcasing the Slough Trading Estate. It places historical footage of the site next to modern images, allowing the viewer to toggle between the two screens, exploring more on either side of the historical divide. The concept of 'everything changes, but everything stays the same' is visually depicted through the mirror images that bring the Slough site to life.

The approach is innovative in the commercial property space and inspiring for members of the local community. Its unveiling during an event at the Slough Museum captivated local stakeholders while its social reach proved its broad appeal as a piece of film content. Judges thought this creative approach was outstanding, offering an unprecedented view of Slough's heritage and SEGRO's unique approach to property development.

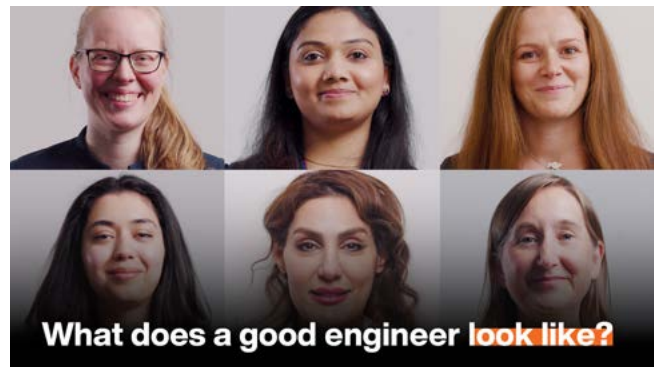
BEST CREATIVE EXECUTION



KPMG and We Are Tilt Gold

KPMG's Deal Advisory team has to be creative. It has to think about the challenges that companies face and deliver unique and bespoke solutions for its clients. But, learning and curiosity had stagnated in the team. To inspire a culture shift and encourage employees to engage in professional development, KPMG and We Are Tilt crafted a curiosity-driven film starring scientist Maggie Aderin-Pocock.

The impactful narration and quality graphics present a compelling case for lifelong learning. And the results proved its success, with employees across the business turning to KPMG's learning resources with gusto. "I love this video," said one judge. "It brings you right in from the start and I really like what's been achieved here."



Petrofac – What does a good engineer look like? Gold

For International Women in Engineering Day, Petrofac released a unique video busting myths and perceptions about women in engineering. It asked generative AI to describe what a good engineer looks like, using the results to narrate its film. The narration describes how the assets and knowledge an engineer has, not his or her appearance, make for an excellent scientist. Images flick from woman to woman as this narration flows, complementing the commentary with simple portraits of Petrofac's employees.

This memorable and resonant film is simple yet stunning. One judge called it "a simple but brilliant concept," adding, "I really enjoyed what it showcases and how it was implemented. The AI connection didn't feel clunky. It felt very much like a tool that made the women the stars of the film. Excellent."

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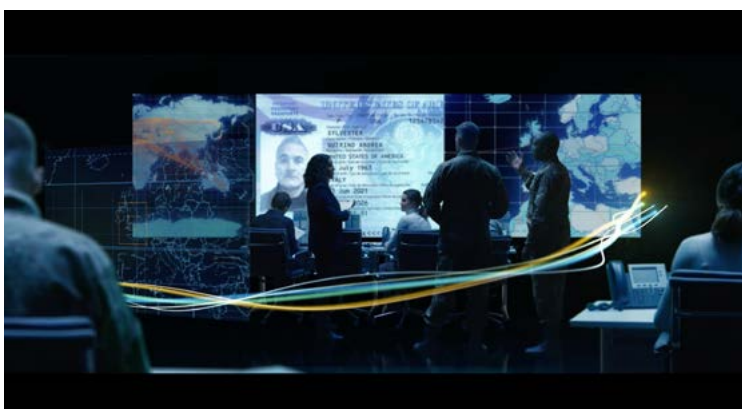
GRAND PRIX

BEST CREATIVE EXECUTION



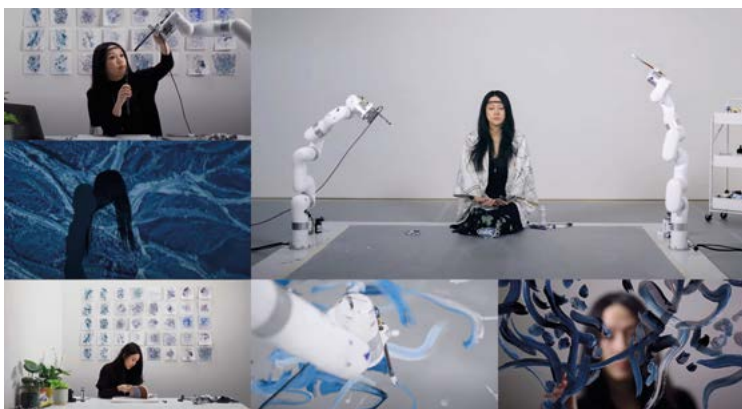
Alexion and Edelman Silver

Biopharma company Alexion worked with Edelman on the 'A Step In Time' campaign telling the story of those with rare diseases. The beautiful film gets its message across visually with excellent complementary storytelling and music. "Beautiful choreography leads the audience on a personal journey," said one judge, highlighting the film's connection between movement and messaging.



BAE Systems Digital Intelligence and Kaptcha Bronze

BAE Systems Digital Intelligence and Kaptcha's creation of a cinematic filming style with integrated data visualisation and vivid storytelling make for an effective, creative and immersive on-screen world. The films had an impact on the audience, clearly getting across the points of differentiation BAE Systems Digital Intelligence unit has to offer.



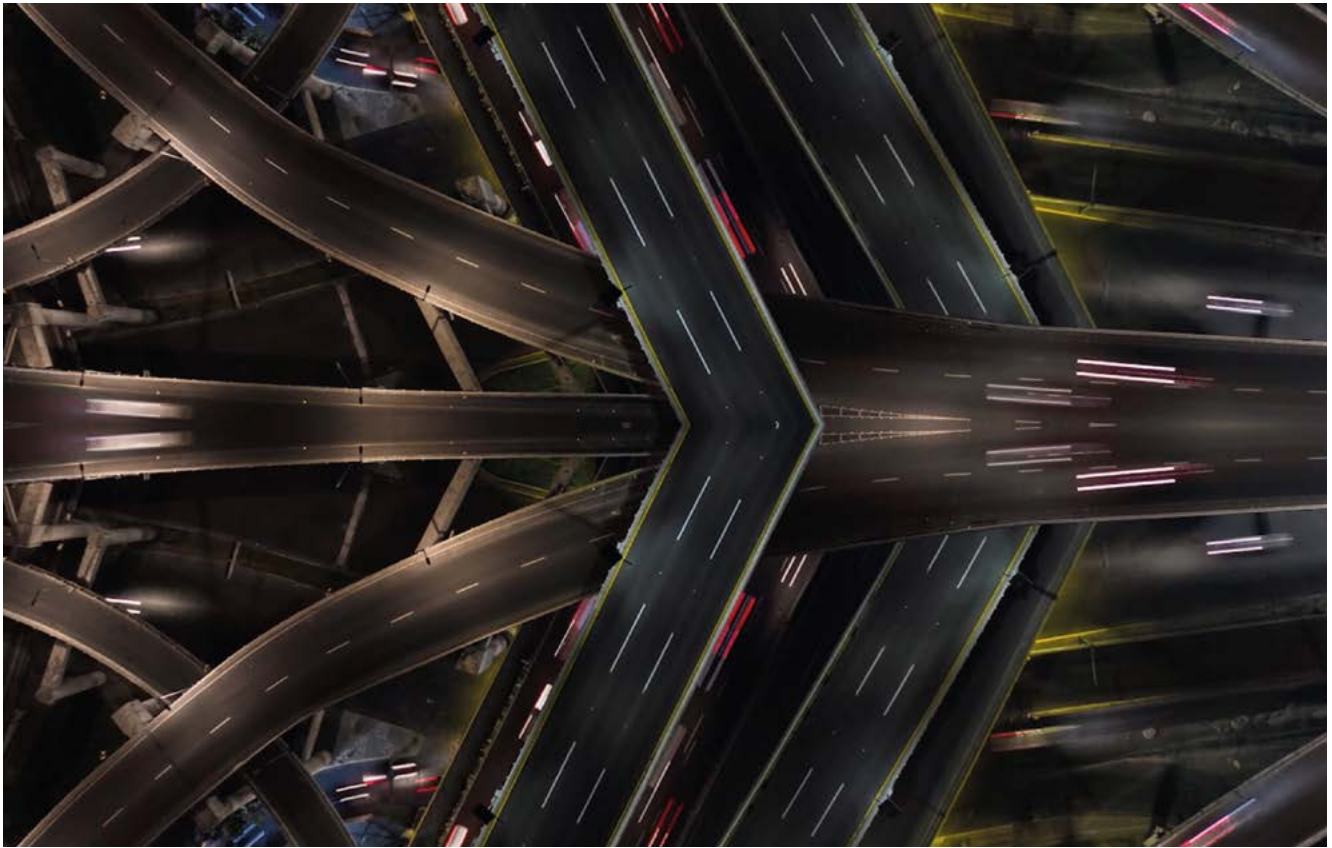
McKinsey and Brunswick Creative Bronze

Uniting art and technology in a creative way, McKinsey visually unites its brand with its new acquisition, Quantum Black. The Brunswick Creative film is beautifully shot and straightforward in its storytelling, allowing the viewer to engage with a highly conceptual, abstract strategy in a tangible way. "The topic is fascinating and is creative in its own right. It's very educational and multifaceted," said one judge.

Company of Cooks and BearJam Highly commended

BearJam uses a dinner party setting to bring to life Company of Cooks' ethos, expertise and experience in a suitably on-brand way.

BEST COPY STYLE OR TONE OF VOICE



KPMG and We Are Tilt

Gold

KPMG's deal advisory team wanted to learn and develop but felt a lack of time and resources. We Are Tilt answered the call, challenging the team to embrace its curiosity and embrace a culture of learning. To promote this shift, its 'Be Curious' film uses a sense of possibility to deliver its message. With language promoting credibility and wonder, the video successfully launches a new era of curiosity within the deal advisory team.

As a result, KPMG saw twice the amount of visits to its development resources year-on-year. Judges loved the approach to language and tone, saying that presenter Maggie Aderin-Pocock "took them on a journey." The script's mysterious and curiosity-driven tone married well with the personal delivery.

BEST COPY STYLE OR TONE OF VOICE



Watchfinder & Co and OneFifty Consultancy

Bronze

Watchfinder & Co's clever use of social media mapping allowed it to tap into an entirely new demographic of female consumers. By uniting the language used by wine aficionados to connect with luxury watches, OneFifty Consultancy built a new customer segment for Watchfinder & Co through social video. Judges called it a "perfect fit of the tones of voice of both worlds."

BEST INNOVATION



KPMG and We Are Tilt

Gold

KPMG wanted to showcase its commitment to improving the environment and reducing its carbon footprint. Its video 'One Blue Marble' used a blend of innovative technologies to bring this story to life while also crafting a production that is carbon neutral. By living its values – and achieving an Albert Sustainable Production Certification – KPMG and We Are Tilt are getting the environmental message across both on screen and behind the scenes.

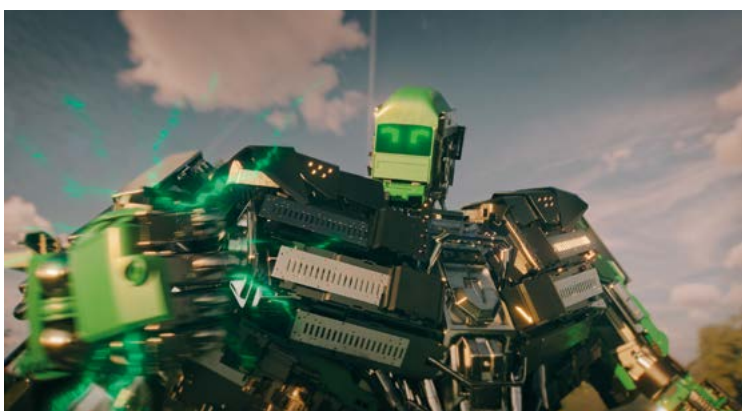
Judges loved the production value of this film, adding that the powerful storytelling helped bring the viewers in and compel them to act. "It made it clear why ESG matters and what KPMG can actually do for you," said one judge.

BEST INNOVATION



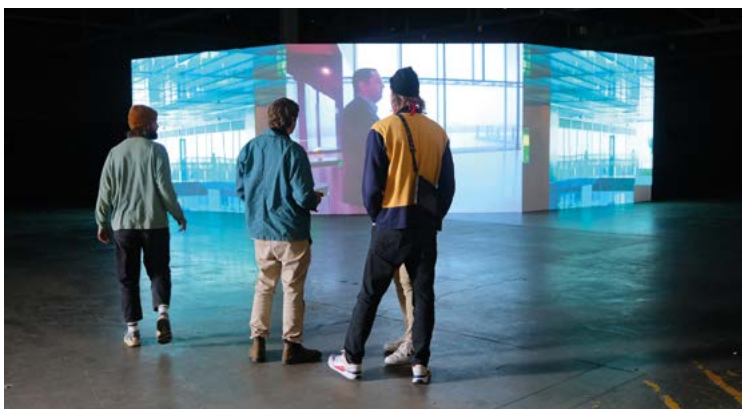
Watchfinder & Co and OneFifty Consultancy Silver

Watchfinder & Co looked at video differently. Instead of producing slick social ads, it worked with OneFifty Consultancy to craft an influencer and social video strategy targeting a new demographic by working with tangentially related categories. This strategy yielded excellent results and impressed judges with its unique approach to audience research and social listening.



Control Techniques and Bloc Digital Bronze

Computer drive manufacturer Control Techniques worked with Bloc Digital on a computer-powered film that brings to life a Transformer-like character, captivating audiences in celebration of its 50th birthday. Judges thought this “certainly stood out in terms of technique which will have made it a talking point and differentiated it from others in its industry.”



Philip Morris International Bronze

Philip Morris International's (PMI) 'Engineering Showlutions' series was designed to reach the internal audience by discussing the business' transformation. Designed to feel like a talk show, this approach was a shift in strategy for PMI, bringing a humanity and character to the company's communications. Judges thought this was “a good idea and a fun way to engage employees. And it looks like it certainly did do just that!”

Philip Morris International Highly commended

Philip Morris International debuted a visually impactful and resonant film about its shift to a smoke-less future.

BEST PORTFOLIO APPROACH



BAE Systems Digital Intelligence and Kaptcha

Gold

BAE Systems Digital Intelligence unit wanted to craft a video strategy that could be deployed across a number of channels and be adapted to different audiences. Kaptcha developed a system that used a similar visual style across a number of different films, edits and audiences. The cinematic style featured high quality storytelling, flowing data visualisation and captivating themes to reach external, recruitment and government audiences alike.

Judges loved the way the production “connected people’s stories to data” and took a cinematic approach. Not only did the video strategy make a huge impact on BAE Systems Digital Intelligence social channels, but viewers consistently watched upwards of 50% of the films. This strong testament to the efficacy of the portfolio is matched by judges’ appreciation for the quality and visual standards throughout.

BEST PORTFOLIO APPROACH



Petrofac – 'Energy Talks by Petrofac' podcast **Silver**

Petrofac took a unique approach to its podcast implementation. Instead of only releasing lengthy talks or snappy social cuts, it decided to reach all types of viewers through both formats. By imbuing its message in both the long-form videos and the shorter edits, it was able to get its message across for everyone. Judges called this “really inspirational,” and said it was a “well-crafted series.”



LNER – Flying Scotsman **Bronze**

LNER's documentation of the return of the Flying Scotsman engine to Doncaster was an excellent addition to its portfolio of films. It exemplifies the unique approach the rail operator takes to film, uniting heritage, modern logistics and a healthy dose of personality. Judges loved the character in this film, saying it was effective for rail fans, the media and the general public because of its excellent spokespeople and quintessential LNER style.

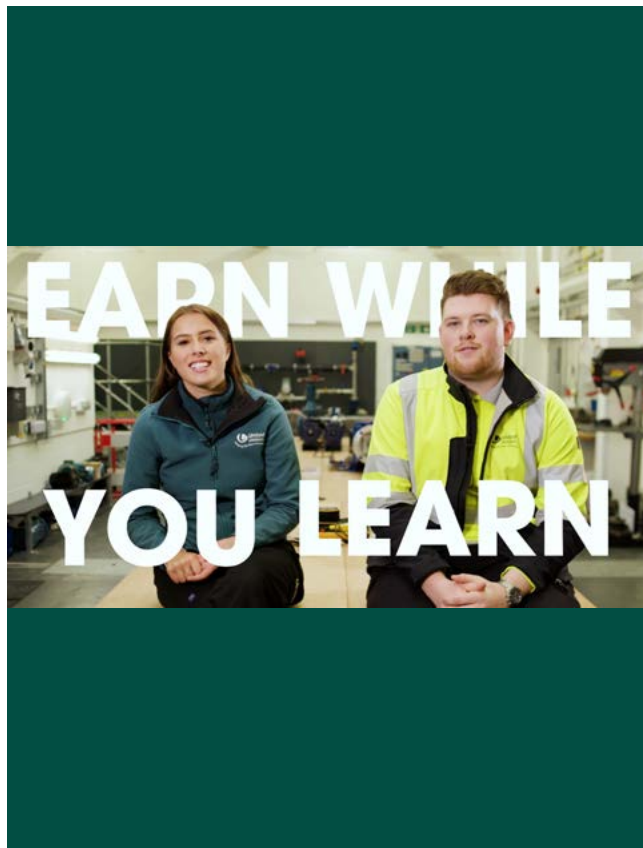
BEST USE OF VIDEO AS PART OF AN INTEGRATED CAMPAIGN



LNER – International Women’s Day Gold

LNER undertook research into career perceptions among young people, finding ‘train driver’ being one of the preferred professions once again. It folded this insight into its International Women’s Day campaign by crafting a video highlighting different roles – including that of a train driver – across the railways. The women in the film are engaging and help show a uniquely female side to LNER. The campaign was rolled out across social, traditional media and internally, making an impact on audiences across the country.

“I love the authenticity,” said one judge. “It shows a real change in a previously male-dominated workplace by letting female employees tell their own story.” Another said, “Even in this day and age we associate train drivers with males, so this feels like a step in the right direction. I like how organic this film is with the fact that it had no script, no commentary, nor any story captions in this video. The fact that it played on the main concourse at Kings Cross was a key factor to its success.”



United Utilities and Cavendish Gold

United Utilities wanted to turn potential interest from job candidates at recruitment events into job applications for its apprenticeship scheme. It built a social campaign that was designed to appeal to under-represented groups among its workforce and leave viewers with a strong sense of FOMO. Personal stories and a social edit were shared across United Utilities’ accounts with a host of assets appearing alongside them.

The Cavendish-developed campaign electrified the audience, yielding over 1,300 candidate applications and hundreds of thousands of impressions across social media. One judge said, “Outstanding results from a brilliantly executed campaign that was firmly rooted in its community. The videos are a strong fit with the brand, audience and message.”

BEST USE OF VIDEO AS PART OF AN INTEGRATED CAMPAIGN



GMAC and Wardour **Silver**

To evolve the GMAT test and avoid dropping from its market-leading position among entrance examinations to business and graduate schools, GMAC worked with Wardour on a punchy film promoting its new GMAT Focus Edition test. The video is simple, but results-driven and leaves viewers with a strong sense of motivation and empowerment. Judges thought this was right on the mark for the target audience in terms of messaging and visual style.



Boskalis **Bronze**

Boskalis' campaign around its salvage of the oil from the FSO Safer tanker used quality footage from the wreck to build a strong multichannel communications campaign. The result is a high-profile spotlight on maritime salvage that is supporting Boskalis' reputation and awareness-building efforts. Judges called this "a great achievement in terms of planning and strategy."



GoCardless and Big Button **Bronze**

Go Cardless' partnership with the JustGiving Awards was a well-suited match, allowing charity giving to be supported with seamless payments. Big Button produced a film documenting this partnership and showcasing the awards winners, yielding positive feedback from all audiences. "This film is emotional, warm, personable and celebratory," said one judge.

Payoneer and Gravity Global **Highly commended**

Payoneer worked with Gravity Global to reposition global payments systems and educate its audiences about a more streamlined, simple future for payments.

BEST ONE-OFF VIDEO CAMPAIGN



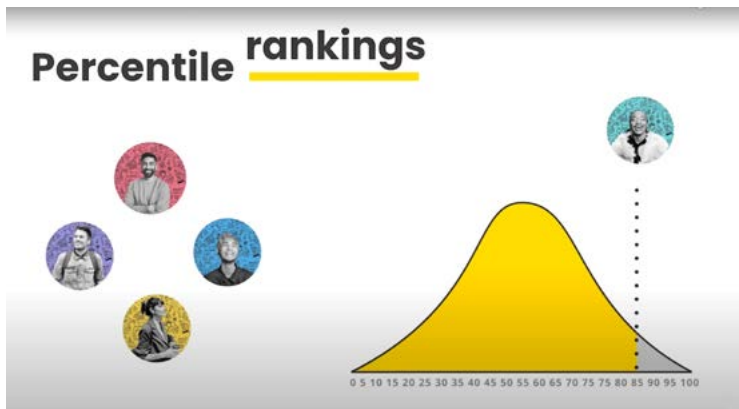
KPMG and We Are Tilt

Gold

KPMG has impressed with its 'Be Curious' film. Trying to inspire members of its deal advisory team to adopt a change in behaviour and continue to strive for professional development might have been an uphill battle. But, with a compelling film, excellent narration and a clear call to action, KPMG motivated employees to embrace their curiosity and seek out learning and development resources.

The results were immediate, with more than three times the amount of target users accessing the company's learning hub. Judges loved this approach. "This film is very clear and engaging. It sets its goal out in the opening scene and succeeds in making the audience curious," one said. Another added, "The video felt like you could unlock your inner child; ask questions, be curious, keep an open mind and be creative. The campaign had a good use of social media to communicate, tease questions and reinforce messages."

BEST ONE-OFF VIDEO CAMPAIGN



GMAC and Wardour Silver

GMAC's new test format, the GMAT Focus Edition, was teased in a short film by Wardour. By making viewers feel inspired and empowered, it delivered its key message that the GMAT is the primary entry point into the world's best business schools. Judges thought its effectiveness relied on its relevance to students as well as its simplicity and excellent execution.

BEST LONG-TERM VIDEO STRATEGY

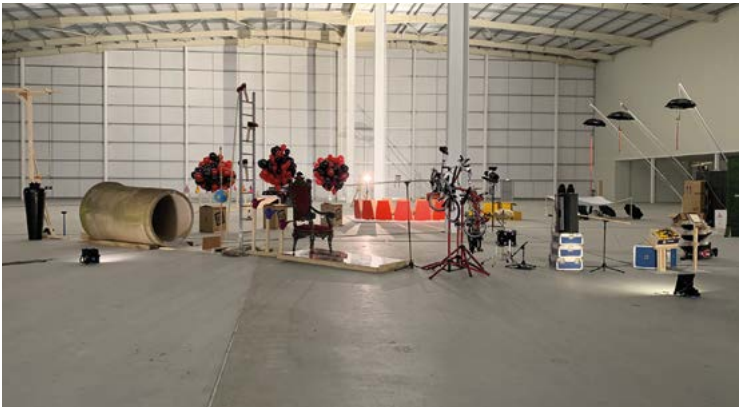


LNER Gold

For years, LNER's communications strategy has seen video chugging ahead under full steam. The railway's commitment to video has allowed it to engage an audience of regular rail riders, train aficionados and the general public with content ranging from entertaining to informative to imperative. Its use of video also engages its internal audience, with films designed to inspire employees and to tap into their passion for the railways.

With an effective multichannel strategy in place, LNER is able to broaden its reach across social media and use its vast collection of B-roll across broadcast news outlets. LNER has won several Lens awards this year and in the past and will no doubt continue to create excellent video communications well into the future. "They consistently showcase authentic voices that speak so well to the service element of their brand," said one judge. Another said, "Clearly, it's a really experienced team that knows exactly what it is doing. It knows how to produce the right video for the right audience in the right time frame."

BEST LONG-TERM VIDEO STRATEGY



SEGRO Silver

SEGRO doesn't rest on its laurels when it comes to video. Its meticulously planned, innovative and engaging films are interactive, immersive and story-driven, bringing to life the stories of the businesses and people that inhabit the spaces SEGRO has to offer. "SEGRO is to be commended for its sustained effort and stamina in pushing the creative boundaries of content in its industry," said one judge.

BEST CREATIVE STRATEGY



Bowel Research UK and Bladonmore

Gold

Bowel Research UK and Bladonmore had one successful #Auguts campaign under their belts. But, 2022 offered the opportunity for a gutsy strategic shift. Instead of focusing simply on building awareness of the charity, the new campaign would reframe the conversation around bowel diseases and bowel cancer. Often the ‘unsexy end of the dinner party conversation,’ bowel diseases were frankly and warmly discussed in a conversational film series.

The series led to a massive influx of donations, visitors to the charity’s website and media reach of the brand. “It was real, raw and honest,” said one judge. “I liked the simplicity of how it was shot. The topics were sensitive but it didn’t feel intrusive. I liked the fact that in order to raise awareness, [bowel diseases] needed to be talked about. That’s what this video did.”

BEST CREATIVE STRATEGY



Stonewater and Cavendish Silver

A searingly raw and intensely relatable film about the cost of living crisis sees housing association Stonewater tackle the headlines in an emotive, authentic way. Cavendish's creative direction says a lot even without dialogue. This moving look into the lives of everyday Brits struggling to make ends meet won praise from judges for its emotional connection and clear messaging.



McKinsey and Brunswick Creative Bronze

McKinsey worked with Brunswick Creative to bring to life its concept of 'hybrid intelligence' in which it marries AI with human emotion and imagination. McKinsey cleverly elucidates the marriage of art and technology through the story of an artist using technology to create. The strategic unity between the subject and message of the video helps it deliver a memorable impact.

BEST USE OF VIDEO BY A CHARITY, NGO OR NFP



Bowel Research UK and Bladonmore

Gold

Charity communications – particularly those involved in scientific research and disease prevention – can often be anonymous and overly melodramatic. Bowel Research UK took a different tack by engaging in open, honest conversation as it sought to inspire more knowledge and clarity around bowel diseases and bowel cancer. Bladonmore followed through on this strategy with a film series of one-to-one conversations that warmly, yet clearly discuss bowel diseases.

This has given the charity a vast platform for communications and has generated unprecedented levels of fundraising and engagement. Judges called it “brave and bold,” “empathetic and human,” and “inspiring.” One said, “It was an amazing concept to bring both sides into an eye-level dialogue.” Others praised the connections between the participants and the educational nature of the conversations.

BEST USE OF VIDEO BY A CHARITY, NGO OR NFP



HospiceCare North Northumberland and Chris Jackson Media

Silver

HospiceCare North Northumberland worked with Chris Jackson Media to tell a valuable story about end-of-life care and the impact hospice carers can have on patients and their families. The heartfelt testimonial is “authentic and moving,” and “very impressive in terms of emotional depth,” according to judges, who praised this approach for driving home the immeasurable value of hospice care.

BEST USE OF VIDEO FROM THE ENERGY, UTILITIES AND EXTRACTIVES SECTOR



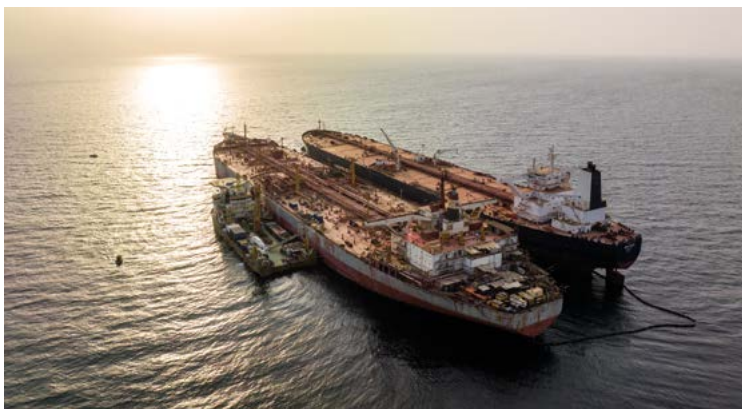
Petrofac – What does a good engineer look like?

Gold

Petrofac's in-house team asked generative AI what a good engineer looks like. The result is captivating. The film uses the AI description, documenting the skills and knowledge engineers have, saying that appearance is irrelevant to this, as narration. On screen, images of a diverse array of women shot in the same style and framing appear in sequence. It's an impactful, simple approach to showcasing Petrofac's female talent and inspiring its audiences on Women in Engineering Day.

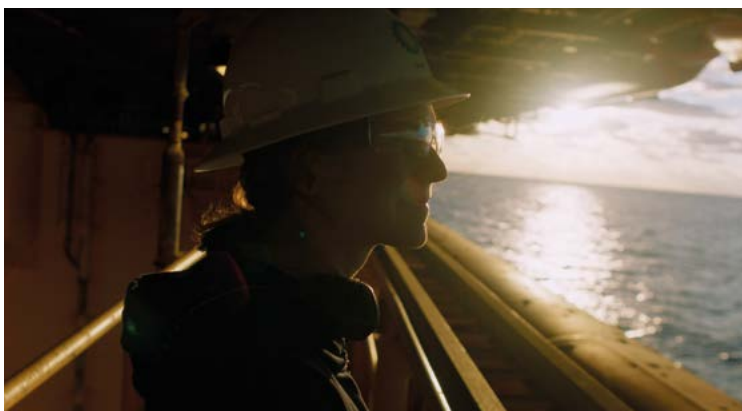
One judge said, "This is a lesson for everyone that ideas can overcome even the tiniest of budgets." Another called this "a remarkably effective and creative exploration of the subject matter. A real standout for me among all the entries, in all the categories. Thoughtful use of innovation with just the right production value to let the message shine."

BEST USE OF VIDEO FROM THE ENERGY, UTILITIES AND EXTRACTIVES SECTOR



Boskalis **Silver**

Boskalis' video-led strategy to documenting its salvage of the FSO Safer wreck off the coast of Yemen was an inspired one. It became the primary provider of quality footage around the high-profile operation to global broadcast news outlets. Similarly, the excellent footage allowed Boskalis to communicate about its maritime salvage business across many platforms.



bp brand & creative **Silver**

A beautifully shot, documentary-style film about the Na Kika offshore platform opens up a new visual style for bp's video communications. The compelling storytelling and personal approach is coupled with intriguing imagery to make an inherently watchable video. "This is a very well executed example of why case studies win every time," said one judge, praising the delicate handling of the message as well as the beautiful production quality.



Petrofac – People Make Petrofac **Bronze**

Petrofac's in-house employer brand campaign, 'People Make Petrofac' opens up a conversation for the recruitment audience about life at Petrofac. The effective, personal stories are coupled with quality production value and a clear narrative throughout the messaging. This successful campaign is a resonant example of Petrofac's excellent portfolio of video communications.

BEST USE OF VIDEO FROM THE ENGINEERING AND MANUFACTURING SECTOR



JCB and Brunswick Creative

Gold

JCB had to both excite and educate people around its hydrogen engines and innovative technology. At the same time, it had to put investors' minds at rest about the capabilities of the company's machines and their ability to do their jobs. Brunswick Creative delivered with an explanatory film that showcases the power of JCB's machinery alongside accessible explanations of the hydrogen-powered engine technology it is now using.

The video assets have made an impact on the target audience and have provided a platform for communication about a net zero future at JCB. Judges thought the storytelling was interesting, uniting science, environmental issues and engineering. With an informative approach and different visual styles, the judges thought the long edit was able to be used in a variety of different settings in shorter cuts.

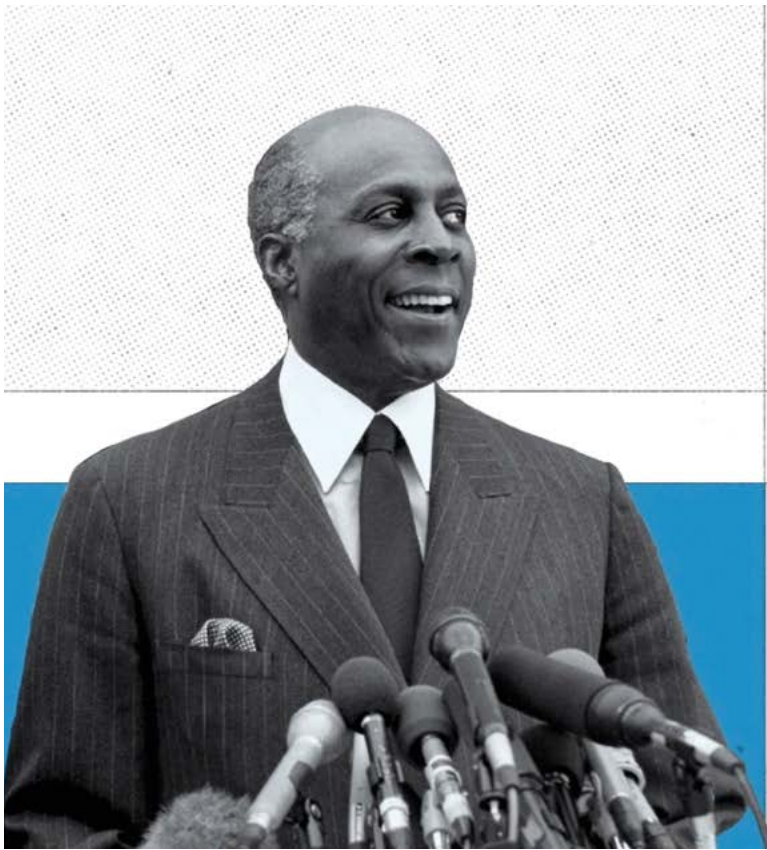
BEST USE OF VIDEO FROM THE ENGINEERING AND MANUFACTURING SECTOR



Aurrigo International and Instinctif Partners **Silver**

Aurrigo International's unique approach to driverless vehicle design and technology was brought to life in a compelling film delivered by Instinctif Partners. The film was well-suited to delivering a confident, intriguing message about the company to investors. Judges thought the in-depth view of Aurrigo International's products was engaging and effective on screen.

BEST USE OF VIDEO FROM THE FINANCIAL SERVICES SECTOR



Lazard and Brunswick Creative

Gold

Lazard wanted its 175th anniversary celebrations to look forward, not back. It wanted to build its employer brand while also telling an authentic story about its business. To achieve this, it worked with Brunswick Creative on a video communications strategy that blends historic imagery, modern photographs, employee insights and stories in a scrapbook-like approach that keeps the viewer engaged throughout.

The film creatively achieves its objectives while delivering on its title promise of showcasing a business that is 'always evolving.' Judges thought the storytelling was authentic and well-suited to the brand's positioning. One judge said, "The overall concept has been really well executed to the highest standard."

BEST USE OF VIDEO FROM THE FINANCIAL SERVICES SECTOR



Payoneer and Gravity Global Silver

Payoneer wanted to both raise awareness and educate potential clients about the simpler approach to international payments they could have. Working with Gravity Global, it presented a modern, fun film that indicates it is a “company that knows its positioning and delivers to its target audience,” according to one judge.



Charles Taylor and Wardour Bronze

Insurer Charles Taylor needed to demystify its business and present an accessible, simple story about the value it can add to a business. It worked with Wardour on a personable animation that tells a clear story in a visually fun way. Judges thought the storytelling was effective at achieving the company's objectives.

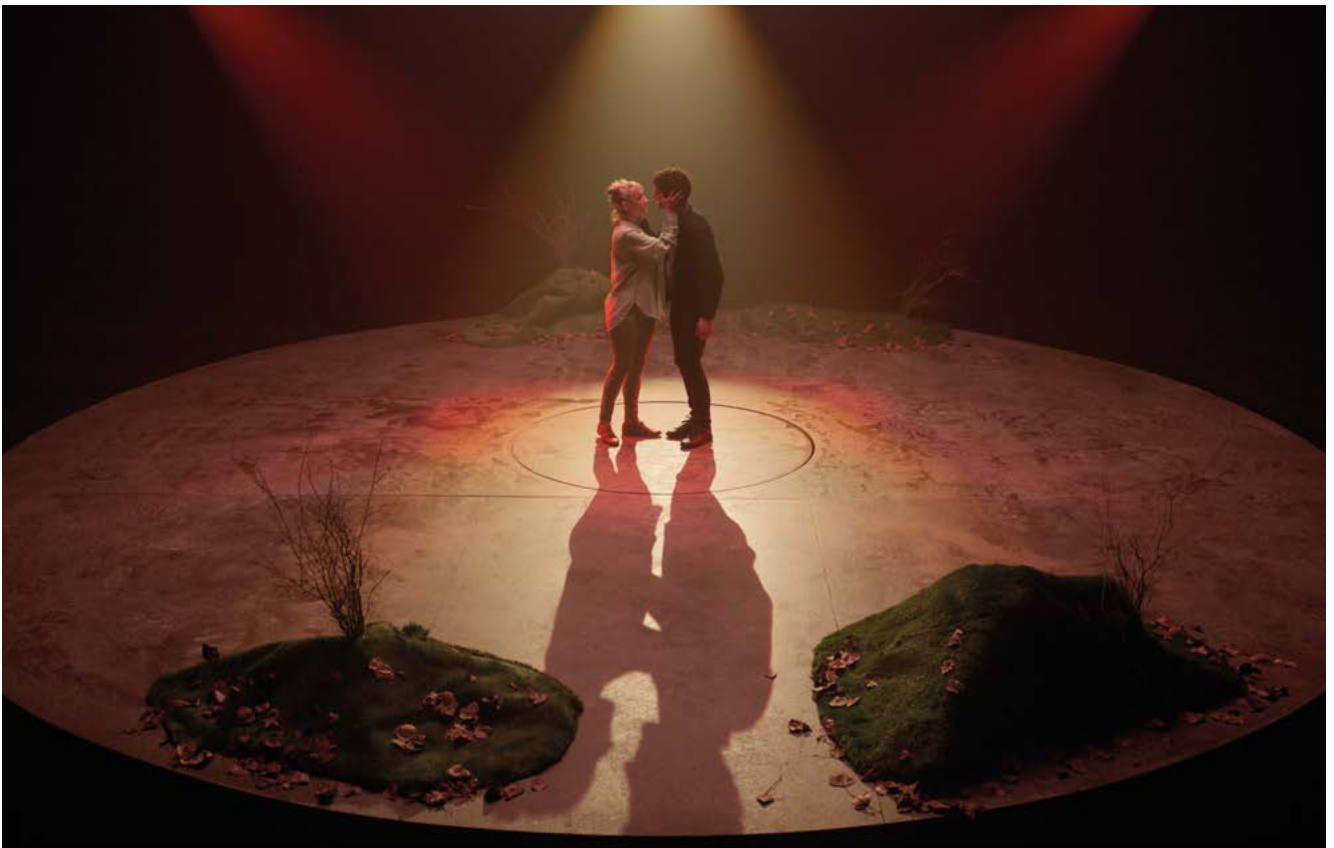
The logo features a light purple, irregular blob shape behind the text. The word 'CORPORATE' is in a smaller font, with a pink hexagon replacing the letter 'O'. 'ENGAGEMENT' is in a larger, bold font, and 'AWARDS 2024' is in a medium-sized font below it.

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BEST USE OF VIDEO FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR



Alexion and Edelman

Gold

People with rare diseases can wait years before receiving a diagnosis and subsequent treatment. Alexion, part of AstraZeneca, wanted to raise awareness of this crucial healthcare issue and inspire healthcare professionals and governments to take steps to make change. Edelman depicted this plight in a moving film that depicts one person going around in circles while others live their lives around him. The emotional storyline offers a memorable and impactful message for viewers.

Not only was the campaign a social media success, garnering likes and interactions across all platforms, but it was picked up by traditional media outlets as well. Broadcasters and publications alike took note of the video, further broadening awareness of the journey those with rare diseases often have to endure.

BEST USE OF VIDEO FROM THE LIFESTYLE AND WELLBEING SECTOR



Watchfinder & Co and OneFifty Consultancy Gold

Watchfinder & Co wanted to expand its audience base from its core demographic of male luxury watch enthusiasts. It needed to reach people who weren't already watch lovers but had the potential to be so. OneFifty Consultancy carried out a social media audit, identifying crossover potential with consumers of fine wine social media content. The campaign reached out to fine wine influencers and used familiar language and filming styles to capture attentions.

This lateral approach worked well with the target audience, yielding excellent stats around website visits and buying potential. Judges loved the strategic creativity that went into this campaign. "It's consumer-led and impactful," said one judge. They thought the audience analysis was effective and clearly led to great results.

BEST USE OF VIDEO FROM THE LIFESTYLE AND WELLBEING SECTOR



LNER – Café 16 & Men in Sheds Bronze

LNER's videos about its partnerships with charities across the UK offered intimate views inside the people whose lives are changed for the better because of those organisations. Judges thought the authentic, human stories offered an emotional connection for the viewers and lent an unexpected eye on the rail operator's ESG engagement.

BEST USE OF VIDEO FROM THE PROFESSIONAL SERVICES SECTOR



KPMG and We Are Tilt

Gold

KPMG wanted to inspire a culture of learning and development within its deal advisory team. Although time and access to resources were barriers the team had noted in achieving this. KPMG used an inspiring video to kickoff its 'Be Curious' campaign, relaunching its development programme to the team. The film features scientist Maggie Aderin-Pocock and uses compelling data and storytelling to captivate the audience.

By inspiring employees to embrace their curiosity and wonder, KPMG and We Are Tilt were able to encourage massive engagement with learning resources. One judge called this "The right film for a well-defined project. Brings depth and humanity to ongoing education." Another praised the "engaging, inspiring, great production" that "did the job it needed to do."

BEST USE OF VIDEO FROM THE PROFESSIONAL SERVICES SECTOR



McKinsey and Brunswick Creative Silver

McKinsey's acquisition of AI firm Quantum Black was introduced through a video blending art, human intelligence and technology. Brunswick Creative drew out interesting stories and people to tell the complex story of McKinsey's new 'hybrid intelligence' offering. "A well-produced and compelling film. It's well put together and visually engaging," said one judge.



Edge Empower and Gravity Global Bronze

HR services provider Edge Empower worked with Gravity Global on a punchy promo video speaking to the needs of potential customers. The brand awareness film achieved a huge impact among the target audience, improving reach and engagement across the board. Judges liked the slick professionalism of the film and thought it was effective as a brand building tool.

A large red circle is positioned behind the text 'LENS AWARDS'. The letter 'L' is white and partially overlaps the circle, while the rest of the text is white and set against the black background.

LENS AWARDS

2025

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



SEGRO Gold

Property company SEGRO has been responsible for the Slough Trading Estate since 1920. To engage the local community, it wanted to showcase its commitment to the site and promote the estate's value to the city of Slough. It used a visually engaging style of positioning historical footage of the estate side-by-side with contemporary images. This allowed viewers to either toggle between the two or watch both as they melded together on screen.

The message was delivered successfully with this visual trope, delivering a simple, but not simplistic, resonance. Judges thought the film was inherently watchable and eminently engaging. It was "a clever and innovative way to showcase the then and now. It highlighted the evolution of the location as well as how much has changed, but in many ways how a lot has remained the same," said one judge, clearly emphasising the film's key message.



XYZ Reality Gold

XYZ Reality wanted to make a supersized impact on the construction industry. Therefore it took a superhero approach to its 'Accuracy is Everything' video. Using Hollywood-esque visual and audio cues, the film glorifies perfection and accuracy in construction, clearly communicating the company's commitment to saving construction companies time and money through excellent computer modelling.

The film had to make a big impact quickly to cut through on LinkedIn and its gritty imagery and high-contrast yellow and brown colour palette do so with panache. "They used clever animation and imagery to showcase how tech can help the construction industry. It's an impactful video and I felt the production team managed to achieve a lot with the budget," said one judge.

BEST USE OF VIDEO FROM THE PUBLIC SECTOR



Ministry of Justice

Gold

The Ministry of Justice's groundbreaking change in legislation around image-based sexual abuse is deftly brought to life on screen through a firsthand account of a victim-turned-changemaker. The legislative addition to the Online Safety Bill needed to be communicated to the general public to safeguard people's reputations and mental health. By doing so in a short, informative and interesting social video, the Ministry of Justice is getting the message straight to its target audiences in a no-nonsense way.

"This is a very powerful film that clearly hits the objectives and is well executed with a sensitive subject." Judges liked the no-frills approach as well as Georgia Harrison's expert handling of the subject. One judge added, "Remarkably impactful. The message is driven home to the audience in a memorable and authentic way."

BEST USE OF VIDEO FROM THE PUBLIC SECTOR



LNER – Royal Train Silver

LNER's 'Royal Train' film explores a unique British institution in an engaging way. The interesting story and brilliant use of heritage footage create a "well-executed human story," according to judges. It also showcases LNER's deft video communications strategy as it unites employee voices with a subject appealing to the general public while also being intrinsically rooted in Britain's railway infrastructure and heritage.

BEST USE OF VIDEO FROM THE SPORTS, TRAVEL, LEISURE AND TOURISM SECTOR



LNER – Century

Gold

To mark a century of operations, LNER unveiled the moniker of its first named train. The Azuma Century made its debut in York in 2023. Two films, one for social media and one for internal use, tell the story of the Century and those who have made an impact on the LNER throughout its century. The heartwarming personal stories are coupled with an interview with LNER's longest-serving and newest drivers, bookending the LNER career experience.

It's a film exemplifying the best of LNER's video communications, with a human interest element, strategic relevance and news-like filming style. Judges thought the effort and consideration that went into humanising the story – in one case finding the great-grandson of one of LNER's historic train drivers immortalised on the Century – contributed to the film's efficacy.

BEST USE OF VIDEO FROM THE SPORTS, TRAVEL, LEISURE AND TOURISM SECTOR



Ten Lifestyle Group Bronze

As part of its 'member's choice' campaign, Ten Lifestyle Group shines a spotlight on the historic, stunning five-star hotel, the Pierre, in New York. The hotel's beauty and charm and its general manager's passion win viewers' attentions and help tell the story of Ten Lifestyle Group's luxury travel offer.

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



SEGRO

Gold

Data centres occupy an essential, yet mystical place in the infrastructure of the modern world. They are utterly integral to every aspect of contemporary life, yet most people don't understand what they do – or even know they exist. As part of SEGRO's communications mission to showcase the businesses that occupy its properties, it took a detailed look at data centres in a compelling way. Using a 'Where's Wally'-like depiction of a city, the video allows viewers to take a closer look at the integrated role data centres have in society.

The use of an infinite filming technique taps into current trends in a clever way, effectively marrying the filmmaking style with the message and viewer need. Judges thought this video used every detail in a considered, smart way, "translating the idea of complexity" into something much easier to comprehend.

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



LNER – FutureLabs **Silver**

LNER's FutureLabs is its tech innovation hub, bringing science and development onto the railways. To tell the story of its tech-enabled solutions, it worked with a technology journalist to demo and showcase the future of the railway. Judges thought this was an interesting story to tell and said the way the industry continues to develop in future would be interesting to keep an eye on.

BEST USE OF VIDEO FROM THE TRANSPORT AND LOGISTICS SECTOR



HS2 and DRPG

Gold

HS2 worked with DRPG to challenge perceptions of the male-dominated construction industry with a personal view of one woman's transition journey. 'Katrina's Story' at once belies preconceived notions of construction's culture while also promoting HS2's diversity and inclusion credentials. Katrina's storytelling is authentic and captivating, bringing the viewer along with her journey.

Judges thought this storytelling was complemented by excellent filmmaking that avoided detracting from the personal narrative. "The reason it is so powerfully told really comes down to the provision of a safe, nurturing environment by the production team," said one judge. "Coupled with a minimal, but well-thought-out creative direction, this video is memorable, impactful and provides a real message of hope."

BEST USE OF VIDEO FROM THE TRANSPORT AND LOGISTICS SECTOR



Aurigo International and Instinctif Partners **Silver**

Autonomous vehicle company Aurigo International collaborated with Instinctif Partners on an investment film showcasing its groundbreaking design ethos and unprecedented vehicle concept. This intriguing view inside a cutting-edge company leaves the viewer with a sense of wonder and curiosity. "I imagine it will be a very valuable video asset for many audiences," said one judge.

VIDEO PRODUCTION COMPANY OF THE YEAR



We Are Tilt **Winner**

We Are Tilt has cornered the consultancy cinematic market. Its films for Deloitte US and KPMG have impressed judges at every turn. The company brings cinematic quality to bear on behalf of its clients and tells stories with care, honesty and joy.

In its films for KPMG, it induces viewers to take action, to care and its campaign results show them achieving that. With its 'Be Curious' film inspiring culture change within KPMG's Deal Advisory team and its viewership far outstripping initial projections. By combining expert narration with compelling storytelling and beautiful visuals, the films are of the highest quality. For Deloitte US, We Are Tilt prompted viewers to rethink their words and to consider the impact their words might have on others. This starkly filmed video is incisive and insightful, reaching viewers across Deloitte's US operations.

Judges were enthralled by We Are Tilt's work. The company took home Gold awards in the 'Best video targeted to the internal audience,' 'Best creative execution,' 'Best copy style or tone of voice,' 'Best innovation,' 'Best one-off video campaign,' and 'Best use of video from the professional services sector' categories. This outright success saw judges make comments like, "These videos stopped me in my tracks," and "An outstanding use of video to achieve a business goal with quality and style." We Are Tilt is the undeniable winner of this year's 'Video production company of the year' award.

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VIDEO OF THE YEAR



HS2 and DRPG

Winner

It's a rare thing for a video to be instantly impactful, memorable and personal, yet remain truly authentic at the same time. HS2's 'Katrina's Story' began life as a hero video for the company's International Women's Day communications. What they ended up creating was a searingly real, uplifting and industry-defying piece of corporate film.

The video tells the story of Katrina, a construction worker and trans woman. Through to-camera interviews and on-site footage, a modern picture of the construction industry unfolds, changing perceptions and daring viewers to think differently in the process. DRPG draws out the sensitive storyline in a warm, open way, inviting Katrina to share her personal experience with the world. Coupling this with images of Katrina on-site and doing her job helps to drive home the message that construction isn't the same old boys' club it used to be. It's a modern workplace – with all the diverse and wonderful stories that entails. The result is a diversity and inclusion story that is told exceptionally well and with remarkable success.

Taking home Golds in the 'Best employer brand video' and 'Best use of video from the transport and logistics sector' categories, 'Katrina's Story' was well-received by judges too. One judge called it "a wonderful video that transcends the transport and logistics sector and is insightful for anyone working in professional communications on how to make a thoughtful, sensitive video." Another said, "It is hard to imagine this video not having an impact on its viewer. This is a standout moment for storytelling that celebrates inclusivity while remaining sensitive to the talent." HS2 and DRPG are the clear and worthy recipients of this year's 'Video of the year' award.

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