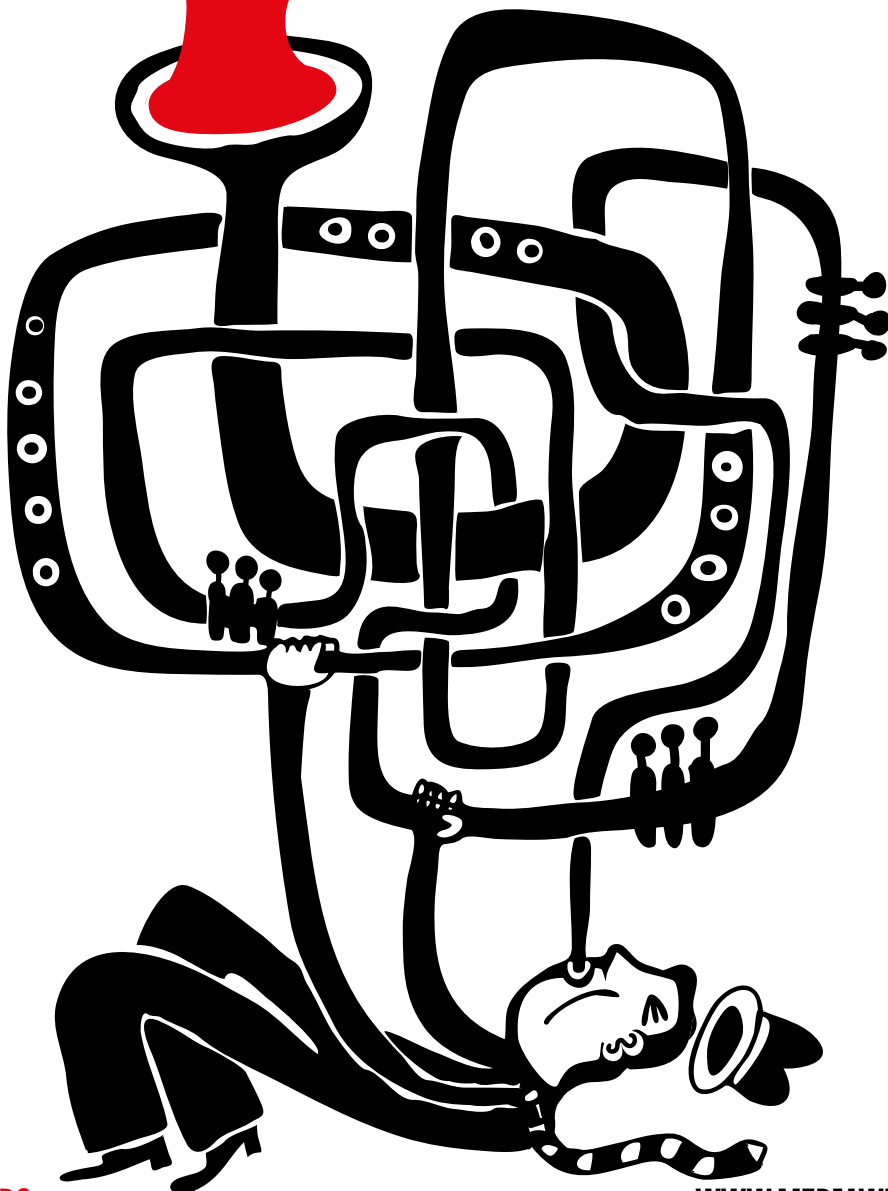


MediaWeek
AWARDS

PART OF **campaign**

**BOOK OF
THE NIGHT**
2021



#MEDIaweekAWARDS

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CONTENTS

MediaWeek AWARDS

PART OF **campaign**

BEST AGENCY PARTNER Sponsored by Reach Solutions	3	RESEARCH INSIGHT	19
AGENCY – MEDIA IDEA: UNDER £250K	5	RISING STAR: AGENCY Sponsored by Mail Metro	20
AGENCY – MEDIA IDEA: £250K – £1M	6	RISING STAR: MEDIA OWNER	22
SMALL COLLABORATION: BUDGET UNDER £250K	7	BEST USE OF CONTENT: BUDGET UNDER £250K	23
AGENCY – MEDIA IDEA: OVER £1M	8	BEST USE OF CONTENT: BUDGET OVER £250K	24
AGENCY – MEDIA IDEA: LAUNCH Sponsored by Hearst	9	MEDIA INNOVATION Sponsored by Finecast	25
LARGE COLLABORATION: BUDGET OVER £250K	11	MEDIA CREATIVITY	27
MEDIA OWNER – MEDIA IDEA: UNDER £250K	12	LONG-TERM MEDIA STRATEGY	28
MEDIA OWNER – MEDIA IDEA: £250K – £1M	13	BEST USE OF AUDIO Sponsored by Radiocentre	29
MEDIA OWNER – MEDIA IDEA: OVER £1M	14	MEDIA BRAND OF THE YEAR	31
MEDIA OWNER – MEDIA IDEA: LAUNCH	15	MEDIA LEADER OF THE YEAR	32
BEST USE OF DATA FOR AUDIENCE BUYING	16	MEDIA AGENCY OF THE YEAR Sponsored by Reach Solutions	33
ECONOMETRICS	17	SALES TEAM OF THE YEAR	34
TRADE BODY RESEARCH	18	GRAND PRIX Sponsored by Clear Channel	35

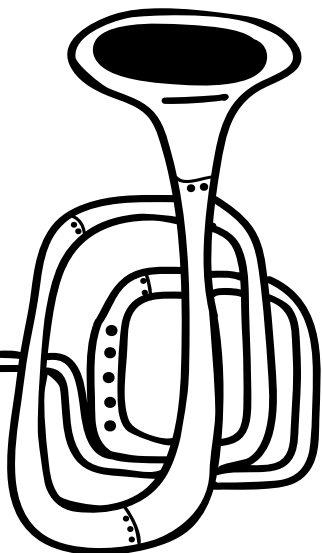
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#MEDIaweekAWARDS

BEST AGENCY PARTNER

WINNER

MG OMD



“MG OMD have always been a fantastic partner to work with however when you find your business (cinema) is shut due to covid they stepped up more than anyone else. They provided services to help the industry back on its feet, pulled in favours from other media owners and agencies and gave the team unprecedented access to their teams and clients.”

“MG OMD CONTINUE TO BE BEST IN CLASS FOR COLLABORATION AND THE SHARPEST EXECUTION.”

“MG OMD have consistently come up with interesting approaches to using our medium. They are always on in terms of communication and why they want to do something. Clear briefs and always ask questions even the challenging ones. They have also been very much the unsung hero during covid. Driving the government’s communications in innovative and thoughtful ways.”

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Consumer Business of the Year 2021 - Reach plc

AGENCY – MEDIA IDEA: UNDER £250K

GOLD

PHD

**The ad break we never expected to be in,
The British Heart Foundation**



The British Heart Foundation (BHF) had no intention of advertising during the Euro 2020 football tournament but the issue of CPR became headline news during Denmark's opening game versus Finland. The world witnessed the collapse of footballer Christian Eriksen and the work of those who performed life-saving treatment on the pitch.

Most people, however, don't have highly trained medical support teams immediately on hand, meaning that less than one in ten people in the UK survive a cardiac arrest. The BHF created an ad to run during the following Denmark game, just three days later. 'The ad we never expected to make' used the context of Eriksen's collapse (but didn't refer directly to it), with a voiceover from Vinnie Jones about why knowing CPR could make a difference.

Its message: 'help save lives by learning CPR' was amplified across social media by people including famous footballers such as David Seaman. Visits to the BHF's website increased significantly and the ad was seen by 1.6mln viewers.

Judges said this was a 'reactionary piece of communications, achieving a great reach in a short amount of time and in the right channel.' They praised the 'remarkable results' and said the campaign demonstrated what collaboration in the industry can achieve.

SILVER

GOODSTUFF

Toast & Jam, Yorkshire Tea

Yorkshire Tea has some of the most loyal and passionate brand advocates in the world so the launch of its 'Toast & Jam' brew was likely to be polarising. Driving buzz and trial, while not alienating loyal fans of the brand was key. Some consumers expressed excitement and delight, while there were many dissenters, with often hilarious critiques. Yorkshire Tea used these reviews verbatim, taking them out of social and into its ad campaign. These were displayed on OOH less than 48 hours after the comments were posted, supported by Spotify takeovers activity on Twitter, Facebook and Instagram.

BRONZE

THE7STARS

Bringing the past back to life, Ancestry

The 7 September 2020 was the 80th anniversary of the Blitz, providing Ancestry with a fitting moment to commemorate, as well as an opportunity to transcend generations and spark intrigue in family history amongst a younger demographic base. The campaign was themed on returning to the 1940s and bringing the past back to life. A takeover of the iconic Piccadilly Lights in central London featured original ads from that time, from vintage Guinness Time clocks to neon Coca-Cola signs. To mark eighty years, eighty artists were selected from across the UK to turn each regional Blitz record into a story, providing eighty pieces of contemporary art that formed the campaign creative. These were displayed at high-profile sites.

FINALISTS

Craft Media London, G-Force by Goodstuff, Wax On with The Body Shop: Be Right Back World

MG OMD with Pladis: Big Flipz Game Dropz

MediaCom with Global, Say It Now, MullenLowe, AMillionAds with Berocca: "Launch Berocca Boost"

OMD UK with Google: Google x Time Out Black Pound Day

AGENCY – MEDIA IDEA: £250K – £1M

GOLD

PHD

**VW ID.3 - Eating Pollution,
Volkswagen UK**



As part of its commitment to being carbon neutral by 2050, Volkswagen developed the ID.3, the world's first fully electric car to be produced and delivered 100% net carbon neutral. PHD was tasked with demonstrating the brand's eco-credentials and delivering sales targets at a time when Covid-19 was impacting greatly on the sector.

The strategy focused on proving credentials through actions rather than words, with a series of mural ads created with an air purifying paint called Airlite. This meant that the ads for the ID.3 were actively 'eating' pollution from the air. The murals were displayed in several UK cities and every 100 square meters of paint used delivered the same effect as planting 100 square meters of mature woodland, creating an 'invisible forest' on the walls.

When the campaign ended, the murals were painted with white Airlite paint, continuing the brand's 'clean air legacy' pledge. Across one year, this was akin to offsetting the emissions of 18 cars. The campaign also used carbon neutral digital OOH locations which only use green energy to power their screens.

Judges said it was a brilliant idea that was well executed and that using eco-channels was particularly inspiring. "VW understood the audience and went beyond delivering the message with words on an ad; they took action by using channels that had the least impact on the environment, showing eco-commitment through the whole comms plan," they said.

SILVER

PHD

Addressing the 'No Fixed Address' Problem, HSBC

When you don't have a home, it's hard to get a bank account, which can prevent access to government benefits and wages. HSBC UK offers a 'No Fixed Address' service (NFA), partnering with various charities, including Shelter, which essentially act as the applicants' home address. HSBC wanted to raise awareness of how it could help the most vulnerable in society get access to financial products such as a bank account. Its campaign was spearheaded by media that appeared exactly where the problem is usually found, with a series of specially-designed bus shelter vinyl wraps across the country. The campaign also generated larger reach by appearing in national publications that had previously aligned themselves with homeless causes.

BRONZE

MEDIACOM

Britain's Best Neighbours, Lloyds Banking Group, Halifax

With high streets deserted during lockdown, Halifax sought to boost its brand presence with a campaign driving positivity around the neighbourhoods people were stuck in. Lockdown was creating a 'Marmite effect' on people's relationships with their homes; some grew to love them, many came to hate them. With a rallying cry across Global's radio channels, Reach newspapers and social media, Halifax called on the nation to nominate their exceptional neighbours. Six winners were chosen and their stories were told across Heart, Smooth, Classic and Radio X. Full page editorial and native placement across 26 regional titles, 250 Streethub screens, and geo-targeted paid social, made winners famous in their local communities.

FINALISTS

Goodstuff and Channel 4 with eve sleep: Sunday Night Switch Off
Wavemaker UK with Nationwide Building Society: Turning swearing, racism and death threats into mutual respect
ePerformance with The Body Shop: Unseen Kingdoms, The Body Shop
MediaCom: Lockdown Lines

SMALL COLLABORATION: BUDGET UNDER £250K

GOLD

ITV WITH SAATCHI & SAATCHI

The ad break we never expected to be in,
The British Heart Foundation

This is the ad
that we never expected to make.

The British Heart Foundation (BHF) had no plans to advertise during Euro 2020. But following the shocking collapse of Denmark footballer, Christian Eriksen on the pitch, the charity collaborated with a number of partners across an intense 72 hours to create and deliver a powerful contextual media moment on how CPR can save lives.

ITV made a 40-second slot available even though there was no live campaign, no existing ad and no media budget. But with negotiation on the TV spot complete, the BHF, ITV, Saatchi & Saatchi and PHD worked together on a “help save lives, by learning CPR”, with the resulting ad broadcast just three days later.

‘The ad break we never expected to be in’ featured a voiceover by Vinnie Jones highlighting the importance of knowing how to administer CPR, and was seen live by 1.6m viewers. Visits to the BHF’s ‘How to save a life’ website increased significantly.

Judges said the campaign was ‘very astute, well aligned and reactive, demonstrating agility and drive to go from concept to reality so quickly and in such a broadcast medium. It was an example of exceptional collaboration, simple yet effective.’

SILVER

CHANNEL 4 WITH SAINSBURY’S, ALDI, ASDA, CO-OP, ICELAND, LIDL, M&S, TESCO AND WAITROSE & PARTNERS

#StandAgainstRacism, Sainsbury’s

Sainsbury’s had launched the first in a collection of nostalgic Christmas adverts, telling how a father and daughter’s excitement for Christmas gets them talking about Dad’s gravy and his ‘famous’ gravy song. It featured a Black family which some people reacted to by posting offensive and racist comments on social media. Channel 4 brought the UK’s leading supermarkets together in one entire ad-break to highlight that racism is never acceptable. Ads from Aldi, Asda, Co-op, Iceland, Lidl, M&S, Tesco and Waitrose & Partners were split across the two breaks, airing one after the other – something the supermarkets would usually actively avoid. The activity carried the hashtag #StandAgainstRacism.

BRONZE

AMS MEDIA, CROSSMEDIA, GOODSTUFF, REPUBLIC OF MEDIA, THE SPECIALIST WORKS, THE7STARS, TOTAL MEDIA WITH 10 OTHER INDIE MEDIA AGENCIES, CREATURE, COUNTLESS MEDIA OWNERS AND SEVERAL INTERMEDIARIES

Land of Independents

Seventeen media agencies came together to share experiences and support one another during the pandemic. They launched a new holiday ‘destination’, The Land of Independents, creating a marketing campaign to share their collective success story, their benefits to clients and something everyone could all be proud of. A suite of travel ads introduced The Land of Independents and directed clients to a bespoke website. The site listed information and contacts for all 17 agencies, detailing each agency’s accolades and awards, demonstrating not only the sector’s combined size but also its breadth, quality of work and achievements.

FINALISTS

MediaCom, Deliveroo with Treasury Wine Estates, Wolf Blass: Wolf Blass Wednesdays

The Face and galdem with BBC: I May Destroy You

the7stars, Book of Man with H&M: Always Forward

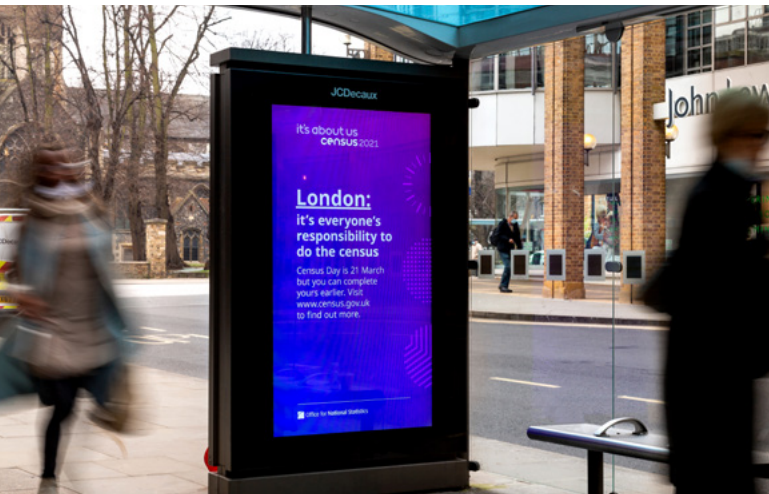
MediaCom with Global, Say It Now, MullenLowe, AMillionAds with Berocca: “Launch Berocca Boost”

AGENCY – MEDIA IDEA: OVER £1M

GOLD

MG OMD

ONS Census 2021, HM Government



The census is a once-in-a-decade opportunity to get an updated picture of what England and Wales' population looks like. The data which the ONS collects informs government and private sector decisions that will impact society and the economy for years to come. To be as effective as possible, it needs to be a true reflection of society and so needs to be completed by as many people as possible. Manning Gottlieb OMD helped deliver the first predominantly online census in England and Wales, with a campaign that aimed to reach more than 26 million households. It aimed to illustrate the importance of collecting data and statistics for the census to improve lives, particularly in light of the Covid-19 outbreak.

Balancing the need for scale alongside the requirements of a campaign targeting many varied and specific communities, required a clear approach to audience buying, fuelled by smart and responsible use of data. In creating a clear process and framework for targeting, MG OMD increased the efficiency of reaching specific audiences, the relevancy of the message and overall, delivered record levels of Census completion.

Judges said that the campaign demonstrated “excellent strategy that absolutely nailed the objective. [It] started broad and narrowed the focus in a reactive way depending on how audiences were engaging,” they said.

SILVER

CARAT

Cadbury Worldwide Hide, Mondelēz | Cadbury

Easter is normally a time when the family comes together. But a year into lockdown, social sentiment tracking showed the mood of the nation was at an all-time low. Cadbury created the Cadbury Worldwide Hide, a bespoke digital platform powered by Google Street View, where consumers were encouraged to hide an Easter egg anywhere in the world for a loved one. This digital experience was all about encouraging the nation to hide an egg in a bid to bring back the spirit of giving at Easter. Gifters were prompted to write a series of personalised clues to help receivers find the hidden egg.

BRONZE

PHD

#LOOKS LIKE GUINNESS, Diageo | Guinness

As a brand, Guinness is associated with how it's poured in a pub more than any other brand. With pubs reopening post-lockdown, Guinness wanted to be at the front of the queue to be the punters' 'first pint'. The campaign idea was based on the fact that when you're longing for something – whether it's a loved one or your favourite pint – you find reminders of it everywhere. A series of ads used the brand's famous black and white pint iconography in everyday scenarios, while the campaign also used weather-triggered creative, activated depending on whether it was warm weather or raining, using copy such as “it's raining. It's pouring”.

FINALISTS

Mindshare UK & KFC: How KFC (temporarily) paused the world's most inappropriate end line, with KFC

iProspect, Dentsu International: Dentsu draws the line against malaria to help end it for good, with Malaria No More UK

MediaCom with TFL, Diva Agency and Red Consultancy with PlayStation: The Launch of PS5

MG OMD with Virgin Media: V Festival

OMD UK with McDonald's: McDonald's Family Fun Hub

AGENCY – MEDIA IDEA: LAUNCH

GOLD

CARAT

How Cadbury sold out of the new Twirl Orange in 5 minutes by treating the chocolate bars like they were Glasto tickets, Mondelēz | Cadbury Twirl Orange



For the launch of Twirl Orange, Cadbury wanted to target the notoriously hard-to-reach Gen Z. With everything from concerts to social gatherings postponed due to the pandemic, consumers were giving a disproportionate importance to life's little pleasures. Cadbury recognised that Twirl Orange could be something to get excited about.

It treated the new Twirl Orange like Glastonbury tickets and created the world's first presale for a 69p chocolate bar. The release date was announced on Twitter, with people asked to tweet @CadburyUK with the hashtag #twirlorangepresale. This placed people in a digital queue, giving them the chance to purchase the new Twirl for 69p. Those in the queue were sent an automated branded message on Twitter that told them their position in the queue, being regularly updated the closer they got to the front. These were then shared organically by those in the queue.

Recipients were sent their bar in the post along with personalised collectables congratulating them on being lucky. They took photos of themselves and shared it on their social feeds.

#MEDIaweekAWARDS

Judges said this 'was a very smart campaign, with results that speak for themselves,' and that it demonstrated innovation and creativity to reach a young audience, with great tone to the submission and clear tangible results.'

SILVER

MEDIACOM WITH TFL, DIVA AGENCY AND RED CONSULTANCY

The launch of PS5, PlayStation

The launch of PS5 needed to have cultural cut-through; by turning the iconic London Underground signs at Oxford Circus into the famous PlayStation shapes, the campaign achieved just that. This imagery was instantly recognisable to both gamers and non-gamers and those venturing into Oxford Circus tube station found the shapes had made their way into many areas of station signage and branding. Four other Underground stations across London were taken over by some of the next generation's most loved games, featuring scenery and characters from fan-favourite franchises. These included Mile End Station paying homage to Marvel's Spider-Man: Miles Morales by becoming 'Miles End'.

BRONZE

GOODSTUFF

Launching the UK's biggest ever start up, Cazoo

For its launch to the consumer market, online car retailer Cazoo decided to go big from the outset, aiming for mass reach to rapidly grow the brand. It wanted to feel big, modern, and legitimate from the outset. Cazoo ran a trio of ads in a single break of Dancing on Ice, reaching millions of highly-engaged viewers and went for bold takeovers, with cover wraps of Metro and OOH displays on London's Cromwell Road catching the attention of commuters. Bespoke radio ads built on the distinctive 'Cazoo, yeah' sonic trigger, embedding the brand firmly in consumers' minds.

FINALISTS

MediaCom with The Coca-Cola Company: Appreciate Your Locals

PHD with Volkswagen UK: VW ID.3 – Eating Pollution

OMD UK with Channel 4: Channel 4 It's a Sin

MediaCom with Ann Summers: My Viv

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From all at

H E A R S T

#PositivelyHearst

LARGE COLLABORATION: BUDGET OVER £250K

GOLD

MG OMD, ITV, CHANNEL 4, SKY, CH5 AND S4C

ONS Census 2021, HM Government



2021 is a census year, a once-in-a-decade opportunity to get an updated picture of what England and Wales' population looks like. The data which the ONS collect informs government and private sector decisions that will impact society and the economy for years to come. To be as effective as possible, it needs to be a true reflection of society and so needs to be completed by as many people as possible.

The campaign for 'census day' aimed to reach more than 26 million households and wanted to illustrate the importance of collecting data and statistics for the census to improve lives, particularly in light of the Covid-19 outbreak.

Balancing the need for scale alongside the requirements of a campaign targeting many varied and specific communities required a clear approach to audience buying, fuelled by smart and responsible use of data. In creating a clear process and framework for targeting, all parties involved in the campaign managed to increase the efficiency of reaching specific audiences, upping the relevancy of the message and overall, delivering record levels of census completion.

Judges said the campaign demonstrated a great collaboration with 'hugely impressive' results. They also singled out the clear insights and the fact that it made 'census day' a talked-about event. "There was good creative thinking and a smart use of data, creating a cultural moment," they said.

SILVER

MEDIACOM WITH TFL, DIVA AGENCY AND RED CONSULTANCY

The Launch of PS5, PlayStation

The launch of the PS5 in November last year called for something spectacular. It was competing for attention against other console launches and against a background dominated by news of Covid and Brexit. To convey the PS5's cultural importance, the world-renowned London Underground sign was paired with PlayStation's own brand iconography: the shapes that have represented PlayStation since 1994. The takeover took place at Oxford Circus tube station and four other underground stations across London were taken over by some of the next generation's most loved games. These included Mile End Station paying homage to Marvel's Spider-Man: Miles Morales by becoming 'Miles End', and Lancaster Gate which became 'Ratchet & Clankaster Gate'.

BRONZE

HEARST UK & WAKE THE BEAR

Cosmopolitan Home Made & Wake The Bear x NatWest: Empowering millions of women to create positive long-term financial habits for life, Natwest

Natwest wanted to reach out to the under 35s in a meaningful and supportive way. It partnered with Cosmopolitan on its 'Home Made' initiative, creating the 'Home Made House'. This gave five young women from diverse backgrounds the chance to live together rent-free for a year in Manchester, and learn healthy habits along the way. Housemates detailed their journey through a programme of Cosmopolitan cross-tailored content, helping Natwest to tailor financial advice. Alongside print and digital, other channels such as IGTV and TikTok were used, adding a more 'human' element to the campaign.

FINALISTS

MediaCom, Reach, Global, NCA, Grayling with Lloyds Banking Group, Halifax: Britain's Best Neighbours

ITV, MG OMD, Waitrose, NFU, DEFRA, Wonderhood Studios and adam&eveDDB with Waitrose & Partners: 'Pick For Britain'

OMD UK, Talon, Global, King with Activision King: Candy Crush All Stars Tournament

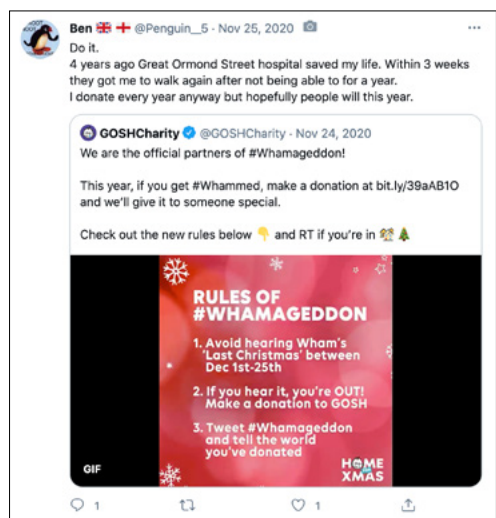
MG OMD, NHSBT, Sky and BT with NHS Blood and Transplant: NHS BT Plasma Donation

MEDIA OWNER – MEDIA IDEA: UNDER £250K

GOLD

TWITTER UK

#Whamageddon, Great Ormond Street Hospital Charity



In 2020 during the pandemic, Great Ormond Street Hospital's annual Christmas fundraising campaign was dealt a blow - volunteers were unable to collect donations on Britain's streets, in hospitals or at train stations. This situation was compounded by the fact that many charity appeals were competing for attention during the festive season.

A community of people on Twitter were playing a game called #Whamageddon. The aim is to go as long as possible without hearing Wham's iconic song 'Last Christmas' before midnight on 24 December. It inspired GOSH to come up with the following: if you get 'Whammed', donate to Great Ormond Street Hospital and they'll give it to someone special... (special... special...)

With the target audience being parents who could relate to the charity's work with children, #Whamageddon also perfectly tapped into their nostalgia of the 80's when 'Last Christmas' was a hit. The campaign, delivered on a limited budget, over-performed and far exceeded expectations. It was the most successful Twitter campaign in the charity's history and raised awareness of GOSH among new groups of people.

Judges said this was a great idea that was 'executed brilliantly with strong results', and that it 'tapped into a moment and the nostalgia of yesteryear's pop era.'

SILVER

ITV

British Heart Foundation: The ad no-one expected to make, British Heart Foundation

During Euro 2020, 29-year-old professional footballer Christian Eriksen suffered a cardiac arrest on the pitch, highlighting how such a tragedy can happen to anyone, at any time. While Eriksen received immediate expert medical support, the incident raised the question of 'Would you or I know how to help?' ITV, The British Heart Foundation, PHD and Saatchi & Saatchi saw a way to turn this shocking incident into a wakeup call for the masses, working together to swiftly produce "The ad that no-one expected to make", delivered in just three days. This inspired the nation to save more lives by learning CPR.

BRONZE

SKY MEDIA

A Trio of Teatime Tales with David Walliams, McCain and Family Fund

Teatime Tales is a partnership between McCain, Family Fund and Sky Media, designed to offer a relatable way to understand the day-to-day nuances of life for families living with disabled or seriously ill children and young people. McCain partnered with Family Fund to positively impact the lives of these vulnerable low-income families, and to highlight their role as a brand who can unite all families around the togetherness of teatime. A partnership with Sky needed to span both objectives in a cohesive way. Sky looked to the world of family content, specifically children's books, and created an animated series of TVCs narrated by David Walliams, which made the children the stars of the content and used real stories to enhance emotional engagement.

FINALISTS

Bauer Media with Netflix: Magic Eurosong - Eurovision Song Contest: The Story of Fire Saga

Immediate Media:, Take 10 To Play, Immediate Media, Lego Duplo and Initiative

Global, the media & entertainment group: Heart Toddler Trax with Organix by Global / VCCP / The Fourth Angel / Organix

Reach Solutions & Essence with BT: Giving Para Football Premier Treatment

LADbible Group with PlayStation: Play Day: How LADbible Group marked the biggest moment of the decade in gaming with a nationwide day off

MEDIA OWNER – MEDIA IDEA: £250K – £1M

GOLD

ITV

'Pick For Britain' with Waitrose & Partners, Waitrose & Partners



Travel restrictions imposed during the pandemic prevented migrant workers from helping out with harvests, and supermarket shelves were running out of supplies. The celebrated 'Land Army' campaign from World War Two had kept the nation fed and held a fond place in the nation's heart.

This led to the campaign idea - building a new Land Army of 70,000 volunteers to help get the food off the fields and onto shop shelves, driven by a collaboration between NFU, DEFRA, Waitrose, adam&eveDDB, MG OMD, Wonderhood and ITV.

ITV's This Morning showcased experts from the NFU, Waitrose, DEFRA and farmers, alongside well-known countryside celebrities Amanda Owen and Alan Titchmarsh, highlighting the urgent need to harvest food. ITV created a campaign across ITV airtime, the ITV Hub and social and CRM to recruit volunteers, who could sign up via a dedicated website. Within three hours of launch the site had 900,000 visits and two weeks later, 87,000 volunteers had signed up. Their stories were showcased in a documentary broadcast on ITV.

Judges said this was a 'great idea, brilliantly executed through an extensive multi-partner collaboration.' They highlighted the 'hugely impressive results and said the campaign was a prime example of 'advertising for the social good'.

SILVER

4SALES

#TogetherAgainstHate, Nationwide & Wavemaker

After seeing the level of online abuse directed at the real people featured in their advertising, Nationwide wanted to bring the problem into the public arena. Partnering with Channel 4, known for its commitment to diversity, the campaign featured a three-minute film with real employees from brands talking to camera about why they love their jobs helping customers. The film was distorted with interruptions of shocking, real-life examples of abusive behaviour, and was launched during Gogglebox for maximum reach and attention. The campaign delivered emotional impact at scale.

BRONZE

TWITCH, CARAT AND GREY

Frank, The Gaming Zombie with Pringles

Pringles wanted to target gamers in an authentic way. It co-created a gaming-inspired mascot called Frank, a Pringles-loving cowboy from the West of Dead game and worked with Twitch, the world's leading live-streaming service and home to the largest community of gamers. To launch Frank, Pringles and Twitch broke the character out of the game, out of a screen and into a streamer's room, eliminating the barrier between the online and the real world. Frank burst out of popular Twitch Streamer, Leah's livestream, attracted by the pop of a Pringles can, before 'heading off' on a European tour, visiting other streamers.

FINALISTS

**Reach & Carat with Co-op Funeralcare:
Supporting a grieving nation**

News UK with Range Rover: News UK & Range Rover

MEDIA OWNER – MEDIA IDEA: OVER £1M

GOLD

ITV

Tesco & I'm A Celebrity: Banishing The Naughty List, Tesco



With the prospect of a second winter Covid wave slowing store visits in the run-up to Christmas 2020, Tesco had a plan to encourage shoppers to do one extra shop. The insight was based on the following: while the nation had largely been compliant and well-behaved across the year, they could be forgiven for occasional slip-ups; so this Christmas, there is no naughty list.

Working with ITV's I'm a Celebrity, Get Me Out of Here show, the insight led to 'Castle Confessions', a series of ads featuring contextually relevant content – filmed within hours of campmates leaving the show – and rewarding them for spilling the beans with Tesco food. An exact replica of the dungeon diary room from the show was built in a Cheshire hotel, near to the Welsh castle where campmates stayed upon leaving the show.

Nothing existed before the series began, so all ad content was driven directly by live storylines. Each celebrity 'confession' featured the most recently ejected campmate, meaning there was only 12 hours to script, record and edit so that the ad was broadcast during the same episode in which their 'naughty behaviour' was featured.

The level of buzz around Tesco doubled, there was an increase in year-on-year Christmas sales and the campaign reached millions of people in the first

five days.

Judges praised the guilt-free messaging behind the campaign and the reactive and timely nature of it and said it provided 'powerful contextual relevance that was fun and turned round quickly.'

SILVER

ITV

WW and This Morning Wellness, WW

As WW broadened its focus beyond weight loss into wellness, ITV helped double purchase intent among viewers with the first 'Wellness' partnership in This Morning's 33-year history. This involved bespoke airtime and broadcast sponsorship blended with digital, social and app content, featuring on-screen talent and viewers. The partnership helped WW develop its territory beyond food, linking to other health and wellness topics, giving it a role outside of mealtimes and reinforcing its manifesto of building healthy habits for real life. Spontaneous and prompted awareness was significantly higher than the sponsorship norms and purchase intent amongst This Morning viewers was almost double that of non-viewers.

BRONZE

4SALES

EA Sports FIFA 21: Winners of the 2020 Diversity in Advertising Award, EA Sports, m/SIX, adam&eveDDB

Channel 4's 2020 Diversity in Advertising Award focused on the authentic representation of Black, Asian and Minority Ethnic cultures. EA Sports, creative agency adam&eveDDB and media agency m/SIX won the award, receiving £1m to launch their authentic and impactful FIFA 21 campaign. The creative explored the Midnight Ramadan League; a grassroots football team set-up to help those who struggle to play during their Ramadan fast. EA wanted to provide an authentic representation and inspire the next generation of South Asian footballers in their advert. The ad tells the story of Qaiser, a British Asian teenager, who leaves the family home late at night before arriving to play football in his Ramadan league.

FINALISTS

ITV Media, adam&eveDDB, Channel 4, Essence, Sky UK with Veg Power: ITV Eat Them To Defeat Them

Mail Metro Media with Tesco and MediaCom: Feeding Britain

ITV with Virgin Media: ITV and Virgin Media bring on the V Festival

MEDIA OWNER – MEDIA IDEA: LAUNCH

GOLD

ITV

'Pick For Britain, Waitrose & Partners



In summer 2020, Covid-19 stopped travel in its tracks: with none of the usual migrant workforce to pick the harvest, the supermarket shelves were emptying fast. While there was plenty of food in the fields, there was no one to harvest this. The idea was to revive the celebrated 'Land Army' campaign from World War 2, which had kept the nation fed. This led to the launch of a new Land Army-inspired campaign, to mobilise 70,000 volunteers to help with the harvests and put food on the supermarket shelves.

The campaign involved a collaboration between NFU, DEFRA, Waitrose, adam&eveDDB, MG OMD, Wonderhood and ITV, overseeing a three-stage plan. Experts, editorial and airtime were used to encourage and inspire, via ITV's This Morning show. A volunteer recruitment drive was run across ITV airtime, the ITV Hub, social and CRM and an emotive black and white commercial invoking memories of the effort of the Land Army during the war was produced, with volunteers signing up to a special recruitment website.

To thank all those involved, a documentary featured on primetime ITV, following the volunteers' stories and fronted by Alan Titchmarsh, Amanda Owen and Angelica Bell. The show highlighted an extraordinary "Summer on the Farm" and one where the nation had come together

and mirrored the amazing endeavours of the original Land Army of 1939-45.

Judges said the campaign connected to viewers' emotions and achieved great reach, not only through the campaign but also through further earned media. They added: "There was a great response from volunteers and a strong use of ITV's owned channels and assets. A great example of collaboration."

SILVER

JUNGLE CREATIONS

Four Nine's New Year's Revolution, Four Nine

In 2020, women's interests media brand Four Nine conducted research to find out about the state of people's mental health, and how they were feeling about the new year and January in particular, which is often besieged by 'new year, new you' messages from advertisers. This uncovered that women were suffering at high rates with their mental health in the wake of the pandemic. Four Nine's New Year's Revolution campaign encouraged women to rebel against the pressure to make unrealistic new year's resolutions and instead focus on their mental health. The campaign made a significant impact with women around the world who were inspired by the message.

BRONZE

BAUER MEDIA

Samsung 21 Moments Campaign, Samsung

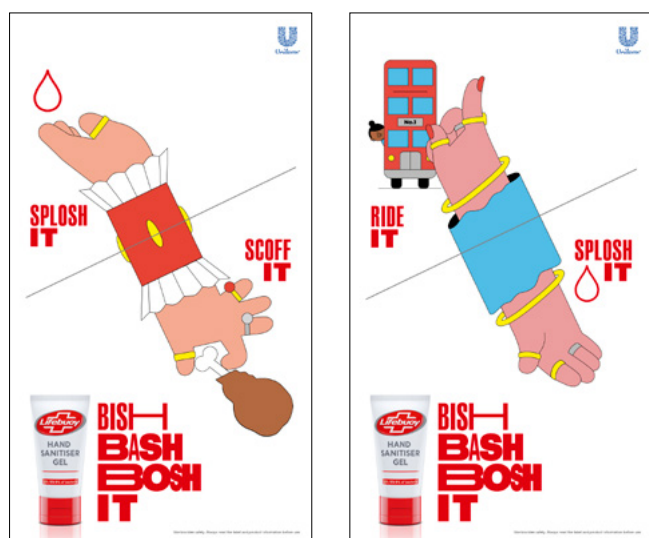
The Samsung Galaxy S21 5G series was one of the most eagerly-anticipated mobile phone launches in 2021, with Bauer Media as Samsung's sole audio partner. The campaign spanned three phases. The launch day marked the start of an eight-day promotion spanning 150 radio stations across the Bauer and partner station portfolio. Over the first week, listeners were given 21 chances to win the phone. The second campaign phase saw Samsung become the sponsor across Absolute Radio, Kiss and Magic Radio's afternoon shows. There were four consecutive ad free breaks per afternoon show, for six days, resulting in 21 Songs in a row ad-free. The final phase featured a series of social video content drops, with Ronan Keating and Jason Manford sharing 21 moments in their lockdown lives.

BEST USE OF DATA FOR AUDIENCE BUYING

GOLD

BLIS AND MINDSHARE UK

If we can spot it, we can Bish Bash Bosh it, Unilever – Lifebuoy



Hygiene soap brand Lifebuoy relaunched in the UK in August 2020, as people were slowly returning to more active lives post-lockdown. It wanted to offer a public service to the UK at a time of need and support long-term behaviour change around hand hygiene.

Data had shown that in the pandemic's early stages, hand-washing and sanitising rates had more than doubled, but past data from previous diseases showed the rate could easily slip back. Lifebuoy wanted to sustain that early doubling in the rate of handwashing and sanitising. The campaign was themed around 'If we can spot it, we can Bish Bash Bosh it.'

Key hand sanitising moments that in-home media alone couldn't reach were identified, with the strategy to target people's out-and-about daily routines when they should be sanitising their hands but could easily forget. The routine people would return to at scale after a national lockdown was the big unknown.

Lifebuoy created The Infection Protection System data engine. It fused Government infection data by region with Blis first-party mobility data signals, to identify heightened moments of need. Analysis of government data helped pre-identify regions that were moving into higher risk of infection, while mobile data indicated when the target audience

were returning to certain daily activities at scale. Each week the campaign was replanned, using the previous five days' insights, to ensure cut-through in the most at-risk regions and places.

Judges said the campaign used data to impact not only targeting but also creativity, creating a campaign that resonated with the public's habits/daily life. They said the campaign showed 'a great use of data and collaboration in a challenging, fast-moving period.'

SILVER

PERFORMICS AT STARCOM

Starcom and Asics: Winning the UK's race for freedom, Asics

When lockdown created the biggest surge in running the UK has ever seen, Asics responded by bringing an in-store experience online via 'The Shoe Finder' It emulates the in-store experience by asking targeted questions and making it easy for runners to find their perfect shoes. Audience research gave a data snapshot of three distinct groups of runners. A range of media including paid social, paid search, YouTube, and Google Discovery ads was used, and messaging across media and the website was tailored to meet the needs of each audience, so they could quickly access The Shoe Finder. Social behaviour was also analysed to identify and target new buyers the minute they showed interest.

BRONZE

SPARK FOUNDRY UK

Settling the biggest debate in search marketing, Asda

Should you pay for branded keywords? Why would you pay for Google Ads if someone is searching for your brand? Yet if you leave your search results unprotected, you risk competitors stealing your traffic. Spark Foundry devised a middle ground; using a custom script linked to a selection of search APIs it created Search Harmony. This enables automatic assessment of competitor activity on an hour-by-hour basis, allowing brands to make real-time decisions on their search spend. The system was tested with Asda and the successful trial resulted in clients signing up.

FINALISTS

Starcom & Digitas with Samsung: Managing Customer Data to build a brand

MiQ and Havas Media Group London with Starbucks: Reaching Starbucks customers in lockdown with anonymised mobile data

Hearts & Science with Yakult: PIBs vs. BPDs (Bottles Per Day): Delivering outcomes-driven TV at scale

Initiative with Lego: Joyful Focus

ECONOMETRICS

GOLD

UM

Real-time econometric creative decisioning, Johnson & Johnson (Imodium)



For anyone who suffers from the (often chronic) causes of diarrhoea, the idea of travelling or being out and about to enjoy a meal with friends and family can be fraught with anxiety.

2020 represented a very difficult challenge for everyone and Johnson & Johnson's Imodium brand was no exception, but for different reasons – the 'stay at home' messaging actually presented a silver lining for some diarrhoea sufferers. In a year without precedent or datasets, Compass Connect, a new piece of technology, was created to predict sales ahead of time and to determine which creative message to push at the right moment.

This would ensure that as the brand's audiences were going in and out of lockdown, and with the stresses that brings to their condition, Johnson & Johnson could continue to be there as a brand when they really needed it. The campaign was activated against the right triggers, at the right time, with the right message, in the right channels and at speed and scale, delivering impressive results.

Judges said this was a really imaginative use of econometrics insight to create a dynamic activation platform, building from the original media strategy to respond to a new covid landscape. "The challenge and solution were both clearly articulated and increased effectiveness," they said.

SILVER

MFUSE

Developing a 6th Sense for Virgin Money, Virgin Money

The work that MFUSE has done with Virgin Money shows how econometrics can be 'operationalised' into client-agency ways of working. A monthly econometric 'full funnel' view of how marketing and media investments work and can be optimised is now 'hardwired' into Virgin Money and MFUSE investment decision making. The benefits include reducing reliance on 'last touch' attribution and bringing positive changes in terms of process, people, planning and productivity, whilst also delivering very strong commercial business outcomes. Annual targets were delivered four months ahead of schedule.

BRONZE

THE7STARS

Modelling a unicorn, Gousto

Meal kit brands are characterised by high levels of trials, with marketing aiming to convert customers beyond the first month. The work the 7stars has done with meal kit provider Gousto has demonstrated the lifecycle effects of media investments for a high growth subscription business. It has helped the brand align its media investment with its commercial ambitions to deliver profitability and a unicorn valuation, and provided a compelling story for how a start-up should be using econometric work to fuel growth.

TRADE BODY RESEARCH

GOLD

HOUSE51

Signalling Success, Thinkbox

TV ads drive the strongest fitness, social and trust signals

Ad signalling power by media channel (% positively scoring / agreeing to statement) - Adults							
Signal	Average	TV	Newspapers	Magazines	Radio	Social Media	Video sharing
Quality	32%	43%	34%	39%	37%	19%	22%
Financial strength	31%	50%	32%	32%	32%	21%	20%
Confidence	47%	58%	49%	48%	49%	40%	42%
Fitness' signal average	37%	50%	39%	38%	39%	27%	28%
Well known	44%	52%	44%	44%	48%	40%	38%
Popularity	37%	50%	39%	41%	39%	24%	29%
Success	37%	43%	37%	41%	38%	32%	31%
'Social' signal average	39%	48%	40%	42%	41%	32%	33%
Trust	25%	30%	26%	29%	29%	20%	19%
All measure average	38%	47%	37%	38%	39%	28%	29%

Source: Signalling Success, 2020, house51/Thinkbox. Base: all adults (3,654)

thinkbox

Ad signalling power by media channel – 16-34s

Ad signalling power by media channel (% positively scoring / agreeing to statement) - 16-34							
Signal	Average	TV	Newspapers	Magazines	Radio	Social Media	Video sharing
Quality	29%	46%	18%	36%	34%	18%	21%
Financial strength	40%	48%	23%	29%	30%	21%	18%
Confidence	40%	55%	38%	38%	40%	34%	36%
Fitness' signal average	33%	50%	28%	34%	35%	24%	25%
Well known	41%	50%	36%	42%	40%	39%	39%
Popularity	41%	57%	35%	42%	42%	32%	37%
Success	39%	48%	31%	40%	38%	37%	38%
'Social' signal average	40%	52%	34%	41%	40%	36%	38%
Trust	24%	33%	18%	27%	27%	23%	17%
All measure average	35%	48%	28%	36%	36%	29%	29%

Source: Signalling Success, 2020, house51/Thinkbox. Base: 16-34

thinkbox

‘Signalling Success’ is the UK’s first study dedicated to media signalling - that how a brand communicates says as much about it as the message itself. The cross-media study aimed to unpick how different media influence brand perception and what this means for advertising in practice.

‘Signalling Success’ was highly experimental in design, with 3,600 people split into groups to judge fictionalised brands in one of four product categories (online retail, mobile phone network, home insurance and FMCG). All they had to base their judgements on were a description of the brands and details of a launch advertising campaign using a single medium.

In each case, the campaign information given was identical except for the medium being used. This isolated the signalling effects of that medium, as all other variables were identical.

The advertising channels tested were TV, newspapers, magazines, radio, social media, and video sharing sites. Cinema and out of home were not tested as fieldwork took place during lockdown, so including them may have biased results.

Results showed that TV consistently delivered the strongest signals. To date, and despite lockdowns, the study has been presented 80 times to more than 2,000 people and downloaded globally.

Judges said it was an ‘excellent piece of research’, ‘routed in behavioural understanding’ and which adds value to the industry.

RESEARCH INSIGHT

GOLD

GLOBAL, THE MEDIA & ENTERTAINMENT GROUP WITH LEGO AND ON DEVICE RESEARCH

Listening to Lego with Global and On Device Research, Initiative



ADULTS WELCOME

In January 2021 Global ran Lego's first audio campaign; a fully integrated digital audio and podcast partnership to position Lego adult sets as a way of bringing 'Joyful Focus' during the lockdown at the start of the year.

Lego had never used audio before, so Global had just one opportunity to show that the medium could work for such a visual product. It provided a research study to demonstrate not just audio's impact on the overall campaign but also the contribution each audio element made.

Three different ads were produced for Lego to support their car, architecture, and art-themed sets. Using listener data, audience segments of listeners were created that had interests in these categories and then they were cross-referenced against lifestyle statements to see if they were passionate about mindfulness, creativity and connection. These audience groups were then targeted with the Lego copy most relevant to their interests across different digital audio touchpoints.

The campaign outperformed benchmarks for all the metrics tested. Judges said: "This research study was innovative in its approach. It delivered upon the challenge laid down by Lego and ultimately led to an increase in spend in the audio medium."

SILVER

MAIL METRO MEDIA

The Generation Factor

Mail Metro Media wanted to deepen its understanding of every generation by drawing on the diverse readership across its brands. In March 2020, it surveyed 1,500 people aged 10-73 to understand who they were, what concerned them and what they expected from brands and advertising. The Generation Factor research has been presented to more than 25 agencies and clients and it has influenced the way the media owner now talks about its audiences in pitches and analysis, placing far more importance on their unifying and dividing factors.

BRONZE

DENTSU IN PARTNERSHIP WITH LUMEN AND TVISION

Addressing the attention challenge and building a new value system for our clients

In 2018 Dentsu made a commitment to address the challenge of 'attention' and pioneer a new value system to address this. It recognised that the opportunity to communicate only arises if attention is paid, and that is the most fundamental purpose of any piece of communication. Dentsu's Attention Economy project represents the single largest attention study ever undertaken, and achieved its goal of effectively laying the foundation for a new and more effective value system for clients. The dataset filled a knowledge gap around attention to media in three areas: attention vs viewability, the media factors that affect attention and the value of attention.

FINALISTS

Goodstuff with Samaritans: Lighting up the Darkest Hours

Goodstuff with GambleAware: From Psychology to Psychographics

Wavemaker UK: How to increase your Social Intelligence

Pinterest (in partnership with Sparkler Consulting): Inspiration

Nation: Stop Interrupting, Start Inspiring

RISING STAR: AGENCY

WINNER

ANDY ANKRAH

senior director, head of technology consulting, Merkle



Andy Ankrah started at Merkle as a technical web analytics consultant, progressing through to his current role, where he leads a division of 28 people. Last year, he founded Merkle's UK Customer Experience Optimisation practice, in response to the challenges presented by a new partnership. His team has been responsible for designing customer data/experience platform solutions and aligning cross-channel programmes for CX management.

Ankrah and his team have also led global rollouts of new technology for some of Merkle's biggest clients, strengthening the agency's share of market and enabling clients to achieve data-driven, relevant and personally-informed experiences across advertising, marketing, service and e-commerce.

Ankrah has not rested on his laurels, and is now working on building a technology consulting practice within the strategy team, with the aim of accelerating Merkle's customer experience management vision. Ankrah wants the agency to be seen as trusted advisors in articulating CXM needs.

Judges said that Ankrah 'has taken challenges head on and turned them into solutions,' and that he is 'unquestionably at the forefront of technology and how the industry is pivoting.'

They singled out the fact that he was 'trusted to set up his own teams within the business very quickly within his time at Merkle' and the fact that he showed 'ability to transition'.

HIGHLY COMMENDED

EMILY TRENOUTH

head of influencer marketing, MediaCom UK

Emily Trenouth joined MediaCom in late 2019, developing the agency's influencer marketing product from scratch and leading a team of five. Her work has led to significant increases in department revenue, making influencer marketing the fastest-growing division within MediaCom's content and creative department. She has built strong relationships with a number of clients and has helped to shape the industry, regularly appearing on podcasts and speaking at industry conferences. She is also passionate about gender equality and backing future female talent, which she is driving externally as a board member of mentoring programme OK Mentor.

FINALISTS

Zeynep Arat, strategy director, Essence UK

Jessica Taylor, data strategy associate director, Essence UK

Ronil Rawal, associate planning director, OMD UK

George Goldberg, advanced insight manager & data engineer, Hearts & Science

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Mail METRO MEDIA

**Smashing to have Media Week Awards
back in real life this year...
(almost as smashing as our heads
the next morning!)**

**Huge congratulations to all of the winners,
from everyone at Mail Metro Media!**



Remember to tag us in your 360 videos
@MailMetroMedia

RISING STAR: MEDIA OWNER

WINNER

CASSANDRA MCDONALD

senior research manager, Vevo



vevo

At music video network Vevo, Cassandra McDonald is responsible for all non-US markets, ensuring Vevo has sufficient data on each market and analysing performance in every country across the UK, EMEA and APAC. This extends to growing Vevo's OTT distribution worldwide, using data and insights to make Vevo a more intelligent proposition for distribution partners, such as Samsung TV Plus, NetRange, Foxxum and Pluto TV.

McDonald is also committed to advancing DE&I and is driving cultural change at Vevo, inspiring management and her colleagues to support the next generation of talent. She is a founding member of Vevo's Cultural Connections committee which was established to ensure the company continues to be an inclusive and progressive workplace.

She is also passionate about giving back to her local community, and is a school governor sitting on the finance committee, overseeing budget, marketing, fundraising, procurement and pay. She is also a SEND governor, ensuring all children with special educational needs and disabilities are supported through their education.

Judges said that McDonald's work "is clearly best in class and has found answers to a lot of questions that have been needed for a long time" and said she had taken "the initiative for the benefit of the industry to prove the value of connected TV."

FINALISTS

Meredith Nissen, account director, UK, Spotify Advertising
Siobhan McDade, brand development director, Jungle Creations
Jenny Shevlin, planning director, Reach Solutions

BEST USE OF CONTENT: BUDGET UNDER £250K

GOLD

4SALES

Channel 4 & Dove Hair presents 'Hair Power: Me and My Afro', Dove Hair & Unilever Entertainment



For many Black men, women and children in the UK, race-based hair discrimination is a daily reality. Dove wanted to raise awareness of this issue. The idea was to turn author and broadcaster Emma Dabiri's ground-breaking book *Don't Touch My Hair* into a taboo-busting AFP documentary, which celebrated the beauty, individuality and personal experiences of Black Hair.

The show was driven by frank and challenging conversations with 100 people whose identities had been shaped by their black hair. They revealed the impact society has had on black hair, and the impact black hair has had on the world. Conversations ranged from what makes black hair different to the beauty regimens that are a rite of passage and source of empowerment for many, which opened up a subject that for too long had been off-limits.

The campaign launched as a part of Channel 4's Black History Month series of programmes and was further promoted on All 4 and Channel 4 social, alongside bespoke cut down edits for Dove's own channels. The programme made an impact, encouraged action and educated people about Black Hair.

Judges said: "This is a great campaign for raising awareness, delivered at the right time from the right broadcaster. A powerful piece of work on an incredibly important subject, with exceptional results."

SILVER

UM

Hungry for Lockdown Love, Just Eat

The takeaway food industry boomed over lockdown but Just Eat was losing share of its highest value audience, the 'urban spenders.' This audience's love lives were also in lockdown, and 51% of them said they would use a food delivery service to virtually dine with someone outside of their household. Just Eat saw an opportunity to do more than just deliver food; it could also deliver joy and happiness every day by encouraging 'urban spenders' to have virtual takeaway dates. In partnership with LADBible, Just Eat created a series of humble and humorous content pieces about 'Love in Lockdown', keeping its target audience entertained, warming them to the brand and inspiring them to have takeaway dates of their own.

BRONZE

ZENTH

Natwest: Gaming in Lockdown pays Dividends for Kids, Natwest

NatWest has been educating kids about money since the 1980s, and also has its finance-in-schools initiative, MoneySense – the government-approved programme for teaching kids about financial capability. But in 2020, Natwest realised it needed to repackaging its MoneySense content for a lockdown audience. It created the Island Saver game, partnering with a network of credible and fun gaming influencers who created authentic, high energy content. On launch day, Natwest worked with popular gaming YouTuber, Yammy, to demo and review the game to her 2.54m followers. Search visibility on Xbox, Playstation and Nintendo Switch was maximised, making it quick and easy to download the game.

FINALISTS

Global, the media & entertainment group with Organix:
Heart Toddler Trax with Organix

Zenith with Natwest: £9k for Zoom: What's the value of university in a pandemic?

UM with Mattel/Barbie: Changing perceptions of Barbie?
It's Doll's Play...

Performics at Starcom with Domino's: Data-Led Content Wins at the Speed of NHS Emergency Services

BEST USE OF CONTENT: BUDGET OVER £250K

GOLD

TWITCH, CARAT AND GREY

Frank, The Gaming Zombie, Pringles



Pringles wanted to target gamers, positioning the crisps as their ideal snack as it leaves fingers less greasy. Gamers are notoriously hard to reach, however, and shy away from anything they perceive as inauthentic.

Enter Frank, a Pringles-loving zombie cowboy from the 'West of Dead' (WoD) game. To blur the lines between the online and the real world, Frank burst out of WoD, attracted by the pop of a Pringles can. This took place live on Leah's stream, one of Twitch's most engaging creators, with Frank landing with a thud in her room. Over two hours, the pair created bespoke, live content, playing games. Those tuning in were able to interact with Frank, teaching him how to game and competing in challenges to win prizes.

Ahead of the breakout, the livestream was promoted on Twitch's homepage to bolster viewership without giving away the surprise. Frank continued the experience by visiting seven other streamers across Europe. To ensure authenticity, they were briefed on key talking points but were given freedom to be themselves. Frank went on to star in Twitch Premium ads with the message 'Play, Pop, Eat'.

Judges praised the gamification and characterisation involved to make the campaign relevant to the audience and the platform and said it created engaging content for an audience who 'demand authenticity'.

SILVER

CRAFT MEDIA

Unseen Kingdoms, The Body Shop

The Body Shop lacked cultural relevance and young women had no idea what the brand stood for. To change perceptions, The Body Shop channelled founder Anita Roddick's activist spirit. For 2020, The Body Shop partnered with End Youth Homelessness to highlight female homelessness, pairing real women who had been affected by the issue with spoken word poets, so they could tell their stories. Together, they wrote gritty yet uplifting poems, and these were turned into a content series titled 'Unseen Kingdoms'. It was distributed across video posts, IGTV and Stories, culminating in an immersive 10-minute YouTube film. The content then became The Body Shop's first ever Christmas TV advert.

BRONZE

OMD UK

McDonald's Family Fun Hub, McDonald's

As April 2020 began, McDonald's faced considerable uncertainty. The UK's biggest restaurant chain had launched its McDelivery service in 2019, but with lockdown, delivery became the business, with the brand at the mercy of third-party apps. Whilst those apps were getting people the food they wanted, McDonald's brand trust scores were suffering. The brand didn't want to be another logo inside a delivery app: it had to give people what they were missing. My McDonald's app was transformed from functional assistance to shared experience, creating The Family Fun Hub to virtualise people's favourite in-person McDonald's moments.

FINALISTS

MediaCom, Mail Online, ITN with Lloyds Banking Group:
By Your Side

4Sales & MG OMD with the Home Office: Home Office Police
Recruitment & Channel 4 - Untold: The Police

OMD UK with McDonald's: McDonald's Reassurance

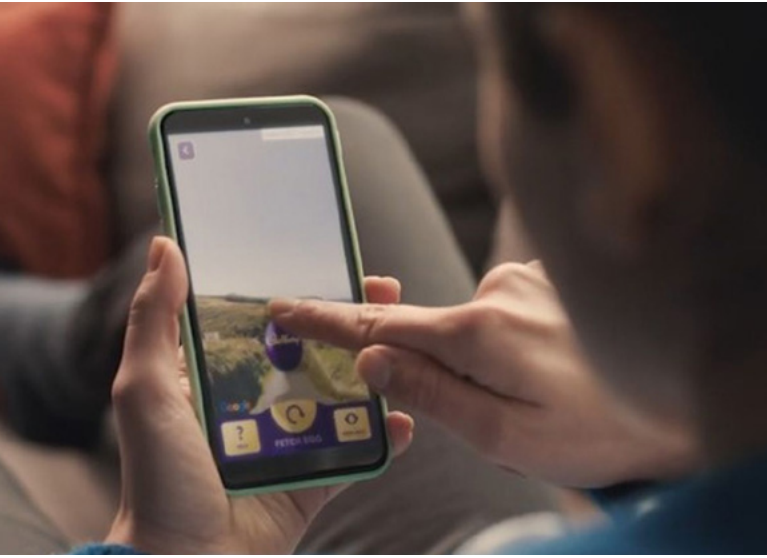
The Kite Factory with WaterAid: Mars & "The Girl Who Built
A Rocket"

MEDIA INNOVATION

GOLD

CARAT

**Cadbury Worldwide Hide,
Mondelēz | Cadbury**



The ritual of gifting an egg at Easter was in long-term decline as the tradition lacked relevance and excitement and was seen as an occasion for children. Easter is also normally a time when the family comes together. In 2021, a year into lockdown, social sentiment tracking showed the mood of the nation was at an all-time low.

Cadbury wanted to get the buzz back and turned its focus on the 'hider' of eggs rather than the receiver. The Cadbury Worldwide Hide was a bespoke digital platform powered by Google where consumers across the nation were encouraged to hide an Easter egg anywhere in the world for a loved one. This digital experience was all about encouraging the nation to hide an egg in a bid to bring back the spirit and buzz of giving at Easter.

The gifter was then prompted to write a series of personalised clues to help the receiver find the hidden egg. The hider was given two options; either buy an egg from the Cadbury Easter range that their loved one would physically receive once they found the egg, or send a virtual egg without needing to make a purchase. Once the platform achieved momentum, TV and OOH with a clear call to action encouraged visits to the site.

Judges said the campaign demonstrated 'great innovation', connecting with the target audience in an authentic way.

#MEDIaweekAWARDS

SILVER

SKY MEDIA

CFlight: the long-awaited solution

As viewing behaviour continues to evolve, the need for a consistent, combined TV measurement solution was top of the industry agenda. Sky Media launched CFlight, which unifies impressions across all screens, devices and audiences and calculates de-duplicated reach for linear and VOD campaigns. More than 700 campaigns have been processed, giving advertisers proof that VOD adds incremental reach. It's not just measuring Sky Media campaigns across all 140 of its channels – the brand is working with ITV, Channel 4 and STV to build a complete view of broadcaster VOD using CFlight.

BRONZE

MEDIACOM

Colour Picker, Dulux

In 2020, homes became offices and people were keen to splash new colour on their walls. But with shops closed, there was no way of buying samples to test a new colour. Dulux saw an opportunity to reinvent the way people colour match and get testers into people's homes, using bespoke tech to transform the customer journey and enable people to be confident in their colour choices. Its 'Colour Picker' tool was housed within Ideal Home editorial pages online. Such was the success of the partnership that the Dulux Colour Picker Tool continues to live on Ideal Home.

FINALISTS

MediaCom with Global, Say It Now, MullenLowe, AMillionAds with Berocca: "Launch Berocca Boost"

4Sales with Multiple Brands: Brandm4tch: The First Cookieless Data Matching Broadcaster Product

Sky Media: Web Attribution: Attributing the true picture of TV Advertising

Zenith with Edrington, Laphroaig: Guaranteed sales, or pay nothing. That's Innovation

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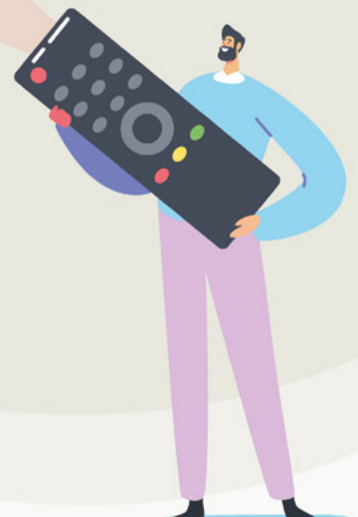
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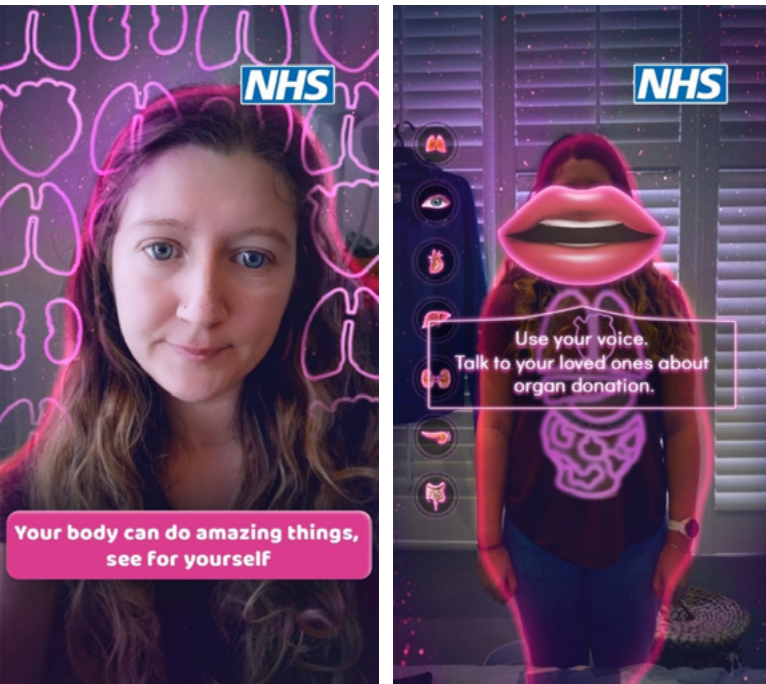


MEDIA CREATIVITY

GOLD

MG OMD

Organ Donation, HM Government



In May 2020, the law around organ donation in England was changed to allow more people to save more lives. Those over 18 and who have not opted out or who are not in an excluded group, will be considered to agree to become an organ donor when they die. But research showed that fewer than half of families agree to organ donation if they were unaware of their loved one's decision.

NHS Blood and Transplant partnered with Snapchat to get younger people talking about organ donation in a more relaxed way. It drove organ donation awareness with the launch of a body-tracking Augmented Reality (AR) Lens.

The AR Lens enabled Snapchatters to locate and learn about key organs within the body. It was the first of its kind and also used infographics to engage and educate younger audiences, particularly in the 16-20 age range.

Judges said this was a vital topic, with a campaign demonstrating a great use of technology and innovation, and which delivered compelling results. They said: "There was insight upfront, with a really clever execution and with media innovation at the heart. It was a difficult topic, tackled in a relevant way to engage an audience despite their low interest."

SILVER

TWITCH, CARAT AND GREY

Frank, The Gaming Zombie, Pringles

Pringles has always been a snack for the special occasion rather than habitual eating. By targeting gamers, Pringles wanted to change this, and become more of an everyday part of gamers' lives. Frank, the zombie cowboy from the hit indie game West of Dead, was brought to life in the real world through a series of live interactions, where he began his love affair with Pringles. Partnering with Twitch and Verizon helped connect Frank with the core gaming and Xbox audiences, enhancing the experience for everyone. Activity ran with a complete multi-channel approach, combining influencers, digital display, social and gaming platforms in the UK.

BRONZE

MEDIACOM WITH TFL, DIVA AGENCY AND RED CONSULTANCY

The Launch of PS5, PlayStation

For the launch of the PS5 the console needed something spectacular. It needed creativity that would enable genuine cultural cut-through, despite all the noise around Covid and Brexit, and which would stand out from the competition. By turning the iconic London Underground signs at Oxford Circus into the celebrated PlayStation shapes, and with the shapes making their way into many areas of station signage and branding, the campaign achieved just that. A further takeover of four other Underground stations featured characters from fan-favourite franchises. There was significant social media buzz as a result, helping to spread the word not just in the UK but worldwide too.

FINALISTS

ITV, MediaCom and Somethin' Else with Tesco: Tesco & I'm A Celebrity: Banishing The Naughty List!

OMD UK with Google: Google x Time Out Black Pound Day

PHD with HSBC UK: Addressing the 'No Fixed Address' Problem

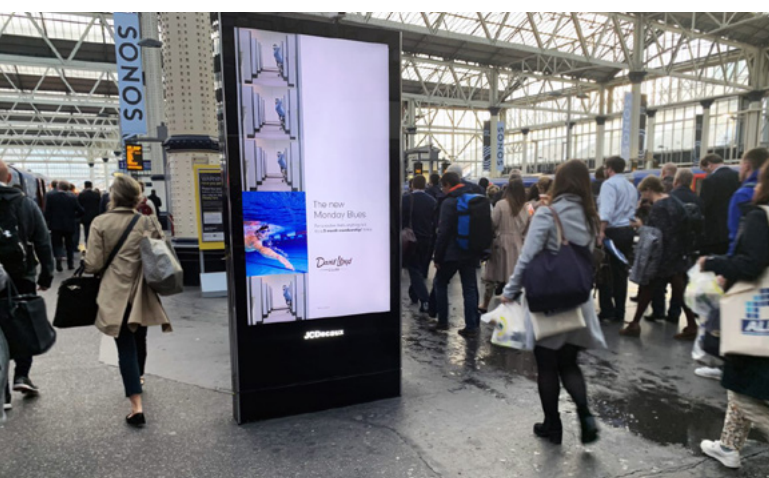
ITV and PHD with British Heart Foundation: British Heart Foundation: The ad no-one expected to make

LONG-TERM MEDIA STRATEGY

GOLD

THE KITE FACTORY

From performance to brand building –
A story of growth for David Lloyd
Leisure, David Lloyd Leisure



Health, sport and leisure group David Lloyd Leisure mapped out a four-year journey with The Kite Factory in 2017, using data and insight, aimed at generating short-term revenue to fund long-term growth.

In year one, digital performance media was restructured to categorise clubs into tiers, enabling club performance to be optimized on a weekly basis. A DRTV-focused approach with the addition of a clear call-to-action restored David Lloyd Leisure's faith in television. In year two, econometric modelling helped show the effect of offers, seasonality, key events such as Wimbledon, and competitor spend. This insight would inform budget allocation for the rest of the year to deliver three times growth year on year.

Insight learnt over the previous two years was applied in year three, stress testing channels such as online display and social media to feed more data into the econometric modelling, while year four saw a brand-response campaign focusing predominantly on boosting understanding and consideration with 'Prosperous Families', David Lloyd's most valuable customer segment. There was a 13% average growth in annual enquiry volumes from 2015-2019.

Judges said the campaign demonstrates the vital role that media agencies play in business growth. "It's a really well thought-through response to real business changes, acknowledging financial necessities but still thinking long-term. There was good use of econometrics and modelling to aid media decisioning and a great mix of strategy and tactics," they said.

SILVER

ZENITH

Saving NatWest £3.6m... in student Railcards!!!, Natwest

In 2013, NatWest launched its first Student Living Index(SLI) , a study into the cost of living and job prospects for UK universities. SLI provides prospective students with insider knowledge on the financial realities of student living across the UK. It benchmarks universities against financial metrics such as average rent, weekly grocery shop, price of a pint of beer, costs of travel and part time job prospects. Over the past seven years, 150,000 students have used SLI to help make a more informed decision about their university and it has directly delivered over 36,000 new customers to the bank.

BRONZE

SPARK FOUNDRY UK

The long journey from the Christmas cheeseboard to the summer picnic blanket, Boursin

Spark Foundry was tasked with revitalising the growth of cheese brand Boursin and altering perceptions of the brand as a onetime purchase - with nearly one-third of customers only buying the cheese in the run-up to Christmas. From 2017 to 2020, it developed an approach that saw the brand strengthen its association with summer eating occasions such as BBQs and picnics, using digital channels, particularly social, along with DOOH to drive further reach and brand fame. A content partnership with Twisted inspired recipes beyond the cheeseboard and consideration for the brand increased across the three years of activity.

FINALISTS

Starcom, Saatchi & Saatchi, Digitas with Visa: Visa 'Where You Shop Matters'

MG OMD with HM Government: Truth Project, No One Left Behind

Hearts & Science with Thames Water: Fighting the Fatbergs one nudge at a time

BEST USE OF AUDIO

GOLD

GLOBAL

Heart Toddler Trax, Organix



Organix offers a range of fun-filled baby foods and toddler snacks, using the same ingredients in its food as you would find in adults' food, but adapting it to the tastes of toddlers.

But taste manifests itself in many ways and isn't exclusive to food. With different tastes in clothes, cars, and even people, Organix decided to apply this principle to music. In the same way Organix specially designs their food for tiny taste buds, Britain's favourite feel-good radio brand and its playlist was redesigned for tiny ears (or 'audio palates') to reaffirm Organix's taste credentials and bring to life Organix's brand positioning of 'nobody understands little people's tastes like Organix'.

This led to the concept of Heart Toddler Trax - a pop-up station from Heart and Organix playing the same Heart playlist of loved songs but with tracks musically 'reimagined' to suit the tastes of younger audiences. Toddler Trax, available on Global Player, featured a whole host of favourite Heart tracks reimagined as lullabies. It was packed full of hits by Ed Sheeran, Pink, Adele, Justin Timberlake, Lady Gaga, Bruno Mars and more.

Judges said this was an "imaginative campaign showing real thought and insight into the sector." They enjoyed the approach to making people think about how taste can differ and said "it was a brilliant idea to toddler-ise well known music in a pop-up radio station which made it relatable to many parents."

SILVER

WAVEMAKER UK

Radio Saved this Video Star, Netflix

The enduring popularity of the Eurovision Song Contest prompted Netflix to release Eurovision Song Contest: The Story of Fire Saga, a comedy that follows two Icelandic singers as they are given the chance to represent their country at the famous event. The pandemic put paid to a planned campaign revolving around events and OOH reach so Netflix turned to radio, creating a station with Bauer dedicated exclusively to Eurovision music and featuring past performers, interviews and competitions. Magic: Eurosong was jam-packed with former Eurovision star station hosts, including 1997 host Ronan Keating, interviews with the film cast, super fans and Bauer presenters and attracted millions of fans.

BRONZE

MEDIACOM, BAUER, GLOBAL, WIRELESS

Little Helps Day, Tesco

Tesco wanted to communicate stories of helpfulness to the nation and in a media first, partnered with the three biggest radio networks to create 'Little Helps Day', a celebration of great local heroes and Tesco community projects. Each station told stories specific to their community or niche. Talksport focused on sporting projects Tesco had provided grants for, while Heart aired stories specific to each region, all achieved through Tesco's 'Bags of Help' Scheme. Each station asked listeners to nominate friends, family, local heroes or organisations to win their own 'little help' in the form of a Tesco voucher. The campaign reached 24 million people in 24 hours.

FINALISTS

Starcom (One Publicis Team Samsung) with Samsung: Launching the Samsung Galaxy S21: 21 Moments to be Happy

Starcom with KP Nuts: KP: How to Stay Nuts about Christmas despite being in 'Tiers' MG OMD with HM Government: Covid-19 Tiering

Global, the media & entertainment group with Sayitnow, MediaCom and A millionAds with Berocca: Actionable Audio Ads with Berocca

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CONGRATULATIONS TO TONIGHT'S WINNERS



It's great to be back together at the Media Week Awards.

Come and join us at Tuning In 2021. We're looking forward to being together again to explore the audio revolution.

Congress Centre London
9:30am, 10th November
Sign up at [Radiocentre.org](https://radiocentre.org)

TUNING 



RADIOCENTRE

See Radio Differently

MEDIA BRAND OF THE YEAR

GOLD

LADBIBLE GROUP



LADbible Group has grown to become one of the world's biggest publishers, reaching two-thirds of 18–34-year-olds in the UK and over half of all adults. Over the past 12 months, the media brand has circumnavigated a pandemic and established itself as a voice for Gen Z and millennials.

It has grown staff, offices and partnership footprint with agencies, as well as released new products to the market. It accrued over 30 industry awards and used its platform to make positive changes in culture and government policy, underlining its position as an authoritative voice in social.

LADbible Group launched its own Data, Insights and Planning (DIP) team to support agencies and commercial partners in their objective to reach youth audiences. Thus far in 2021, DIP has helped its client solutions team nearly triple revenue and the DIP team hosted LADbible Group's first-ever keynote at Cannes Lions.

The media brand has also become the first social publisher to join the IAB Board, reflecting the publisher's increasing influence in the digital advertising space. Alongside new office openings in Ireland, Australia and most recently New Zealand, the group has gone from strength to strength, creating award-winning campaigns for its commercial work with PlayStation, KFC, DHSC, the British Army, Haagen-Dazs and Camelot to name a few.

Judges singled out the brand for producing content that brings positivity, as well as for tackling important social topics, informing consumers and lobbying on their behalf. They said LADbible Group had 'impressive results' and was 'strong, innovative and fresh'.

SILVER

TIME OUT GROUP

In 2020, Time Out embraced the new reality, changing its content, home page, newsletter and even its logo to Time In - all at lightning speed. The brand reinvented itself to show its audience that it is able to connect and understand the needs of readers, and how it can still serve as their top resource, even during a time of global upheaval. Time Out also engaged its advertisers in its 'Love Local' campaign to support small, independent businesses and over the course of the last year, it has made a massive impact on the local businesses and vendors it supports.

BRONZE

4SALES

4Studio

In June 2020, amidst the global pandemic, 4Sales invested heavily in a new idea and launched 4Studio – a major new division within Channel 4 tasked with creating social-first content to youth audiences on social media channels. In keeping with Channel 4's strong heritage in reaching young audiences through its linear and VOD broadcast platforms, and providing and championing alternative views and reflecting modern society, 4Studio makes bold, daring, and premium content. It has pledged to work with brands which have something to say, not just sell.

FINALIST

News UK and Wireless: Times Radio

MEDIA LEADER OF THE YEAR

WINNER

ROB PIERRE

chief executive officer, Jellyfish



Rob Pierre, co-founder and CEO of Jellyfish, which describes itself as a ‘digital partner’ to some of the world’s leading brands, has grown an average of 45% annually over the last eight years and recorded significant revenue in 2020. The business, launched by Pierre in 2005, has 2250 employees across 40 global offices.

Over the course of the last year, Pierre has spearheaded a number of initiatives, including free digital marketing training for those on furlough, providing support to the industry and the wider community. Face-to-face courses were shifted to virtual classrooms and opened up to all, with Jellyfish donating over £8.5m of training during lockdown.

Despite the pandemic, Pierre pursued ambitious growth plans, with Jellyfish expanding in Latin America in October 2020 through two acquisitions. The agency has since made a further five acquisitions, expanding its depth of expertise, capabilities, and geographical reach.

Pierre also furthered Jellyfish’s commitment to diversity and inclusion, launching employee resource groups, including Jellyfish in Colour, SheUnit, and Parents and Pride, aimed at helping individuals to connect and to ensure every voice has the opportunity to be heard and amplified.

Judges said that under Pierre’s leadership, the agency’s performance had been ‘outstanding in the face of challenging times’. They praised the global training initiative for those on furlough, the agency’s commitment to DEI and the strong business results.

FINALISTS

Natalie Cummins, chief executive officer, Zenith

Julian Lloyd-Evans, chief revenue officer, Dennis Group

Nadine Young, chief executive officer, Starcom

Dominic Carter, group chief commercial officer, News UK

Kate Rowlinson, chief executive officer, UK, MediaCom UK

Serhat Ekinci, managing director, Unite, Omnicom Media Group

MEDIA AGENCY OF THE YEAR

WINNER

MG OMD



MG OMD delivered a standout performance in terms of retention and organic growth, as well as being responsible for some of the biggest campaigns in the UK, through OmniGov, the specialist unit in the agency that has looked after the UK government's media buying since 2018. Major campaigns included the 2021 Census for the Office for National Statistics, which aimed to illustrate the importance of collecting data and statistics for the census to improve lives, particularly in light of the Covid-19 outbreak.

The agency said it decided to use its short-term success to invest in its long-term future and grow MG OMD for the better commercially and culturally. "It's not how we all got through this period that matters, we believe it's how we come out of it stronger, with sustainable growth for a more successful long-term future," it said.

Judges noted that the agency 'effortlessly rose to the issues around public health during Covid and brought that focus to all aspects of their business. "This was one of the busiest agencies over the past 18 months with their public sector clients but on top of that, billings have grown significantly," they said. "The agency had a focus on existing people, future culture and business success."

FINALISTS

Zenith
Starcom
PHD
Initiative
OMD UK

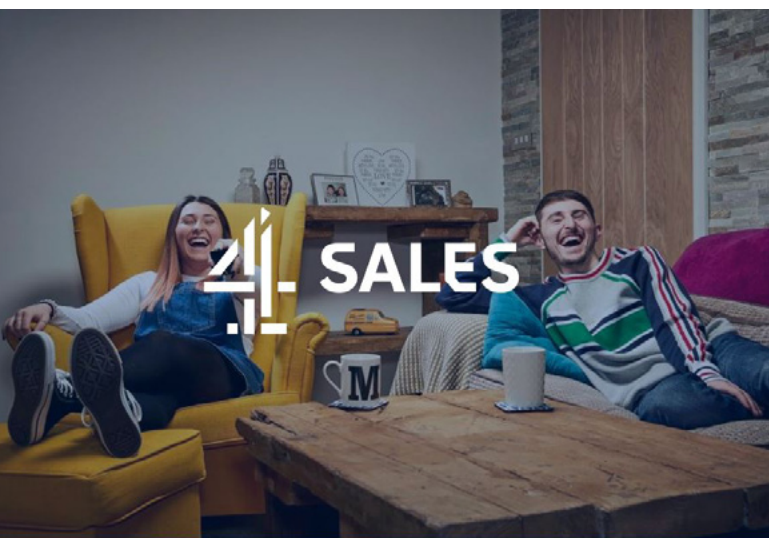
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Reach

SALES TEAM OF THE YEAR

WINNER

4SALES, CHANNEL 4



Judges said that 4Sales was ‘once again, leading the industry to drive creativity, innovation and make a positive impact on society’ and praised the team’s ‘innovation in product, services and initiative and clarity of strategy.’

In 2020, 4Sales introduced new leadership and shifted its operating structure to become more focused on client needs. Its commercial strategy focused on driving the digital side of the business and finding new routes to grow and diversify advertising income. 4Sales’ products include Brandm4tch, a data-matching solution enabling brands to utilise first-party data to target on All 4. In 2020, it launched 4Studio, a division focused on delivering high-quality social-first content to its engaged audiences across Channel 4-branded accounts on social media.

On the commercial creative front, there were bespoke ad break takeovers such as the second instalment of #TogetherAgainstHate with Nationwide, making 91% of Channel 4 viewers think differently about how they treat customer service staff. 4Sales has also strived to be recognised as the most progressive commercial partner to work with and last December, it delivered the first ad break ever to unite almost the entire supermarket sector to stand in solidarity with Sainsbury’s, following racist reaction to the supermarket’s Christmas commercial featuring a Black family. The resulting campaign – #StandAgainstRacism, created huge social buzz and raised massive awareness for the issue.

FINALISTS

Spotify UK&I Sales, Spotify

Blis UK Sales Team, Blis

Twitter UK, Twitter UK

Reach Solution, Reach

Sky Media, Sky Media

GRAND PRIX

WINNER

PHD

The ad break we never expected to be in, The British Heart Foundation

This is the ad
that we never expected to make.



This year's Grand Prix campaign was described by judges as 'outstanding work, meaningful and tactically spot on, with brilliant results.'

A near-fatal moment on a football pitch during Euro 2020 inspired The British Heart Foundation (BHF) to devise a campaign aimed at raising awareness of how to carry out CPR.

The charity had no intention of advertising during the football tournament but during Denmark's opening game versus Finland, the world witnessed the shocking collapse of Christian Eriksen on the pitch and the work of those who performed life-saving heroics on the international footballer.

CPR became headline news and the BHF recognised the role it could play in helping people to become potential life-savers. The charity created a high-impact message at speed, called 'The ad we never expected to make', a powerful contextual moment of TV, enabling the charity to deliver a vital "help save lives, by learning CPR" message. The ad used the context of Eriksen's collapse (but didn't refer directly to it), with actor Vinnie Jones, who had previously fronted a BHF CPR campaign, delivering the voiceover.

The 40" spot was broadcast just three days later – before the kick-off of Denmark's next game, and immediately after a studio discussion led by BHF ambassador Graeme Souness, who discussed his own coronary heart disease experiences in the context of Eriksen's collapse. Its impact was immediate, with the 'help save lives by learning CPR' message being amplified across social media.

The ad was seen live by 1.6mln viewers, visits to the BHF's 'How to save a life' website grew significantly and there was an increase in donations to the charity too.

Judges singled out the speed at which the campaign was put together and said: "This is great – properly agile, really important, incredibly low cost and what remarkable results."

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 Clear Channel

GET REAL

It's a reality check.

A reminder to ourselves about our place in the world.

And a challenge to everyone.

It's our role in shaping society. Our accountability to our partners.

Our responsibility to the public. Our commitment to our people.

And a roadmap to a sustainable future. 

It's an idea where, done right, everybody wins.



So, you'll see no statements of grandeur. No outlandish claims.

Just us. Having everyday **IMPACT**

Sometimes humble. Sometimes unmissable.

Always done right.

Want to Get Real?