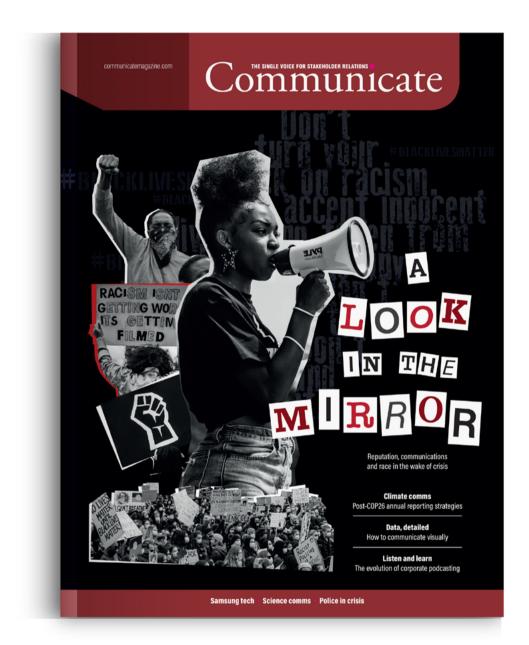
## CEA The Corporate Engagement Awards 2022

## WINNERS BOOK

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



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## Welcome



We know that there are difficult times ahead of us. Inflation, the cost of living crisis and unprecedented increases in our energy bills. One can only hope that our politicians are able to rise to the enormous challenges we will soon face. Equally, we will need business to play a strong role in supporting its employees, customers and wider stakeholder audiences.

The winners tonight have stepped up to the plate, they've taken on board their commitment and obligations to a wider community and looked at ways with which they can work with those organisations dedicated to making a difference in society. Tonight's awards recognise the efforts that companies make with their CSR, community and sustainability partnerships. Those partnerships cut across all aspects of life, be it with charities, the arts, sports organisations and others. Tonight's Grand prix winners, highlighted how an organisation, ITV, was able to use its platform for good. Through the 'Concert for Ukraine', ITV galvanised the UK around a shared goal of raising as much money as possible for the Disasters Emergency Committee's (DEC) humanitarian effort in Ukraine. It wasn't just the exceptional fundraising that made this project a worthy winner: it was the innovation, the creativity and the determination to make it work that mean these two organisations walk away with tonight's top honour.

These two organisations are worthy winners, but they have one thing in common with all of tonight's other trophy holders – an understanding of the importance that business has within the fabric of our society and an understanding of the difference they can make. There is good in business and all of tonight's winners have shown us that this is something we should celebrate.

Andrew Thomas Publisher Communicate magazine

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## JUDGES



Rumina Ali Corporate partnerships manager The Prince's Trust

Rumina is a corporate partnerships manager at The Prince's Trust, working with leading brands across the UK to give young people the opportunity to create a better future through employment, education, and enterprise. Rumina creates mutually beneficial partnerships through a range of fundraising initiatives, from employee engagement to commercial campaigns. She's proud to play a part in enabling businesses to have true impact in communities across the country. Prior to this, Rumina had gained experience working in the charity sector with organisations like Marie Curie and JUSTICE.



Richard Amos Head of corporate partnerships Samaritans

Richard joined Samaritans in September 2022. Previously at Mind, Richard established the first new partnerships team, which has successfully secured partnerships with brands such as Co-op Group, Dunelm, English Football League, Allianz, McVitie's and Kleenex. Prior to Mind, Richard led the development of new strategic partnerships for Diabetes UK, with pharmaceuticals such as Janssen-Cilag (J&J) and Novo Nordisk. When working at Alzheimer's Society he led several successful bids, including the Santander and Nestlé partnerships.



Kathryn Baddeley Head of CSR Cisco UK & Ireland

Kathryn is the head of corporate social responsibility for Cisco UK & Ireland, leading and enabling innovative CSR initiatives, many of which are focused on digital skills and work to support disadvantaged groups into the digital industry. She also co-leads Cisco's Inclusion and collaboration board supporting inclusive communities across the business. Kathryn is also vice-chair of the board of trustees of Berkshire Women's Aid where she seeks to use her professional experience to support victims of domestic abuse.



Maurizio Borgatti Head of corporate partnerships The Mission to Seafarers

Maurizio has worked in the charity sector for over a decade, with charities such as Diabetes UK, The British Heart Foundation, and Save the Children. He also has experience working on partnerships with companies such as Tesco and GSK. Maurizio specialises in building mutually beneficial partnerships and the creative acquisition of new partners. At The Mission to Seafarers, Maurizio managed a diverse portfolio of global corporate partners.



Gavin Bostock Senior manager, head of CSR, co-lead inclusion Network Rail

Gavin is an experienced corporate affairs leader who has worked across high profile issues, including transport and planning in both public and private sectors. He delivered a successful campaign for National Bus Strategy and has worked to change the communications culture around public transport to focus on wider benefits to economy, society and environment.



Alex Caine Head of corporate partnerships Movember

Alex leads the UK and Europe corporate partnerships team at global men's health charity Movember. Prior to this, she worked in corporate for over a decade, at charities including Breast Cancer Now and The Royal British Legion. Alex cares about creating mutually beneficial brand partnerships, as well as innovative internal engagement and employee wellbeing programmes.



Lucy Dormandy Director, corporate sustainability Wellington Management

Lucy is director of corporate sustainability at asset management firm Wellington Management, where she is implementing and leading the company's internal global corporate sustainability efforts. She has 15 years' experience working in corporate sustainability across the public and private sector, for organisations such as Aviva, Hilton and Philips. During her time at Aviva, her work included leading their award-winning ESG reporting approach and their £12m global five-year partnership with the Red Cross.



Ellie Failes Senior partnerships manager Fairtrade foundation

Ellie is senior partnerships manager at the Fairtrade Foundation. Ellie works with businesses to improve the social and environmental aspects of their supply chains, empower farmers and workers globally, and to make trade fairer for all. By working together with commercial organisations, Ellie builds mutually beneficial partnerships that deliver positive change for people and the planet. Prior to this, Ellie worked at the Royal British Legion for six years, managing high profile partnerships and developing awardwinning marketing campaigns.



Jeremy Gould Senior corporate partnerships manager Stroke Association

Jeremy is the senior corporate partnerships manager at the Stroke Association, focusing on creating new strategic partnerships to add shared value and rebuild lives after a stroke. Before this, Jeremy led the corporate account management and individual major donor teams. He has worked in other high value fundraising roles at a range of domestic and international charities, including Carers UK, World Child Cancer and HelpAge International.



Mirième Hill Global corporate responsibility project manager RELX

Mirième is a corporate responsibility, stakeholder engagement and communications specialist with over 15 years' experience in private sector, not-for-profit and FTSE100 in the UK and overseas. Prior to joining the corporate responsibility team at RELX, Mirième held roles in communications, stakeholder engagement and responsible business at ITV and Virgin Holidays, and previously participated as a guest judge at the Observer Ethical Awards and the World Responsible Tourism Awards.



Stephen Nutt Head of strategic projects and communications (partnerships) NSPCC

Stephen has worked at the NSPCC for eight years. In his current role as head of strategic projects and communications (partnerships), he manages a team dealing with non-fundraising aspects of partnership work, including pro-bono and corporate volunteering. Stephen specialises in developing and implementing joint marketing and comms campaigns with the NSPCC's corporate partners. In previous roles at the NSPCC, he has developed and managed policy-influencing campaigns, including the NSPCC's Talk PANTS campaign.



Mayaz Rahman Head of corporate partnerships Crisis

Mayaz is head of corporate partnerships at Crisis UK, the national charity for homelessness, leading on private sector engagement. Mayaz has over 14 years' experience working on partnerships for charities including UNICEF, Breast Cancer Campaign, and The Prince's Trust. Mayaz has spent four years working in the private sector, helping companies such as FedEx, P&G and KFC set up community programmes.

# JUDGES



Laura Roberts Head of charity and corporate communications *IGD* 

Laura is head of charity and corporate communications at IGD. IGD is an organisation of two interconnected communities: commercial insight and social impact. Laura oversees all marketing and communications activity for Social Impact from IGD, which unites and inspires the food and consumer goods industry to drive positive change across economic, social and environmental issues. She also manages the organisation's internal and corporate communications strategies. Following a five-year stint as a B2B journalist, Laura moved into the world of PR and corporate communications over 10 years ago.



Lucy Ruff Charity foundation manager Poundland

Lucy is charity foundation manager at Poundland. Lucy oversees all Poundland's charitable activity, including the management of the Poundland Foundation, which works to transform communities and change lives across the UK. The Poundland Foundation currently supports three national charity partners: Make A Wish UK, Tommy's and Whizz Kidz. Passionate about charity work from an early age, Lucy has worked for several national and local charities, including The Royal Marsden Cancer Charity, The Eve Appeal and Severn Hospice.



Catherine Russell Head of sustainable business Vodafone

Catherine is head of sustainable business at Vodafone UK and has 25 years' experience within large corporate and in private legal practice. Catherine is responsible for helping the company build a better future and to meet ESG goals. Focusing on closing the digital divide, Catherine and her team have led programmes helping to connect over 750,000 people during the pandemic. Catherine led Vodafone's award-winning everyone.connected programme in June 2021, aiming to connect a further one million digitally excluded people by the end of 2022.



Matt Sparkes Global head of sustainability Linklaters

Matt heads Linklaters work on responsible business globally, ensuring that Linklater's ESG performance meets expectations and reflects the advice Linklater's gives to clients on related areas. Matt is co-chair of the Legal Sustainability Alliance, chair of Business for Societal Impact and an advisory member for both the UNGC-UK Network and the Living Wage Foundation.



Tanushree Srivastava Corporate partnerhips officer Royal British Legion

Tanushree has been working in the charity sector for over a decade and during this time she has worked across various income streams with leading charities, such as Macmillan Cancer Support and The Prince's Trust. In her current role as the corporate partnerships officer at The Royal British Legion, she is delivering impact for funders and the charity through collaborative partnerships, with particular focus on employee engagement initiatives. She is a committed fundraiser, and her work philosophy is: 'If you don't ask, you don't get'.



Naeman Symonds-Baig Corporate partnerships manager London Youth

Naeman is the corporate partnerships manager at London Youth, managing key partnerships that support the youth sector in London. He has over seven years' experience of winning corporate partnerships and managing strategic accounts at causes such as Prostate Cancer UK and Sense. In these roles he has delivered a variety of shared value partnerships, from nationwide Charity of the Year partnerships to cause-related marketing programmes with household brands, even breaking a Guinness World Record.



Kesah Trowell Head of sustainability and ESG The Watches of Switzerland Group

Kesah is group head of sustainability and environment social governance (ESG) for The Watches of Switzerland Group and has 30 years of experience within public and private sector organisations across public relations, colleague engagement, corporate social responsibility and ESG. Kesah has spent her career initiating innovative ways to positively influence behaviours and is proud to have picked up 19 prestigious awards and accolades along the way, including three Corporate Engagement Awards.



#### Preeya Varsani Head of corporate partnerships Women for Women International

Preeya is head of corporate partnerships at Women for Women International and has been part of the organisation since 2017. Before that, Preeya worked in fashion and beauty PR, culminating in her position as head of global PR and events at Charlotte Tilbury, where launching a charity partnership led to her transition to working for women survivors of war. Now, Preeya leads a portfolio of corporate partners, including Charlotte Tilbury and Jimmy Choo. She is passionate about helping companies make the most of their social purpose.

# WINNERS

#### PARTNERSHIPS

Best arts and culture programme Gold – Robert Walters Group, UK New Artist and Saatchi Gallery

#### Best charity, NGO or NFP programme

**Gold - HSBC UK and The Scouts Association** Silver – Alzheimer's Society and Santander UK Bronze – Barclays and Family Action Highly commended – Barnardo's and Vodafone UK Highly commended – Centrica and Carers UK

#### **Best educational programme**

## Gold - Norton with World Association of Girl Guides and Girl Scouts

Silver – Credit Suisse and Plan International Silver – School Food Matters and Belazu Bronze – HSBC UK and The Scouts Association Bronze – Samsung UK, We Are Futures, B+A London, Exposure London, FutureLearn and Digital Catapult Highly commended – Sky, Adobe and We Are Futures

#### Best environmental or sustainable programme

Gold – WONGDOODY Silver – AWI and Brunswick Group Bronze – KPMG UK, Giki Zero and Hubbub

#### Best pro-bono work for a charitable, social or ethical cause

Gold – DEC, Livewire and ITV Silver – OC&C and the NSPCC Bronze – Open Eyes and SoftServe Highly commended – Her Majesty's Prison & Probation Service and Twinning Project

#### Best sports and leisure programme

## Gold – Age UK, The Football Association and Sport England

Silver – Her Majesty's Prison & Probation Service and Twinning Project

#### Best combined programme

Silver – AstraZeneca, Credit Suisse, DAZN, McLaren and Plan International UK

#### SPONSORSHIP

Best alignment of brand values through a sponsorship activity Silver – Samaritans and Three

Best engagement of an internal audience in a sponsorship programme Gold – Sir Robert McAlpine and ParalympicsGB

#### Most effective sponsorship of a single event

Gold – Marks and Spencer, Betty Crocker, Nescafé, ITV and Macmillan Cancer Support Bronze – Citi and IG Group with Teach First

#### CORPORATE SOCIAL RESPONSIBILITY

## Best CSR activity/programme to support or develop a corporate reputation

**Gold – Alzheimer's Society and Santander UK** Bronze – Ford of Europe and WPP Ford Team Highly commended – Atos

#### Best alignment of brand values during a CSR programme

Gold – Ford of Europe and WPP Ford Team Gold – Poundland Silver – Vodafone UK Bronze – Atos

#### Best community involvement during a CSR programme

Gold – AD Ports Group Gold – Arla and Hill+Knowlton Strategies Silver – Turkish Aerospace

## Best engagement of an internal audience in a CSR programme

Gold – Open Eyes and SoftServe Silver – Volvo Cars and Hill+Knowlton Strategies

#### Best collaboration for a single event

Gold – DEC, Livewire and ITV Silver – Robert Walters Group, UK New Artist and Saatchi Gallery

#### Most innovative collaboration

Gold - Network Rail and Shelter Silver - Disasters Emergency Committee (DEC) and NatWest Group Bronze - Matalan and the NSPCC Highly commended - Poundland, Make-A-Wish UK, Tommy's, and Whizz-Kidz Highly commended - WONGD00DY

#### **Best foundation**

**Gold – The Pret Foundation** Silver – Whole Kids Foundation Bronze – Poundland Foundation

TIME

#### Most effective one-off campaign

**Gold – Disasters Emergency Committee (DEC) and NatWest Group** Silver – Makmende Media and Cartier Women's Initiative Bronze – Investec and Hubbub

#### Most effective long-term commitment

Gold – Beiersdorf (NIVEA Sun) and Cancer Research UK Silver – Internet Matters Bronze – Superdrug, Savers and Marie Curie Highly commended – Skills Builders and UBS Highly commended – Veg Power and ITV

#### COMMUNICATION

#### **Best internal communications**

**Gold - RSSB and Big Button** Silver - Volvo Cars and Hill+Knowlton Strategies Highly commended - Edrington and Brunswick Group

#### **Best PR and external communications**

Gold – Samaritans and Three Silver – Arla and Hill+Knowlton Strategies Bronze – Internet Matters, Electronic Arts with Goldbug, FleishmanHillard and the7stars Highly commended – Ford of Europe and WPP Ford Team

#### PROCESS

#### Best collaborative approach

Gold – Samaritans and Three Silver – Scope and ITV Bronze – Centrica and Carers UK Highly commended – WONGDOODY

#### **Best execution**

Gold - Credit Suisse and Plan International Gold - RSSB and Big Button Silver - Barclays and Family Action Bronze - Citi and IG Group with Teach First Highly commended - Atos

#### Best management of a programme

Silver – Publicis Sapient Bronze – HSBC and Hill+Knowlton Strategies

Best team effort during a programme Silver – Atos

Grand prix Winner – DEC, Livewire and ITV

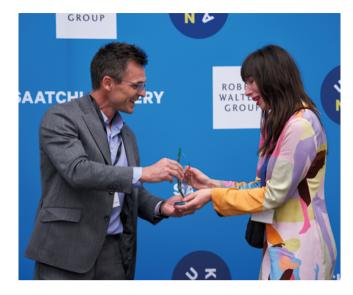
## Best arts and culture programme

## Robert Walters Group, UK New Artist and Saatchi Gallery

Gold

The Robert Walters Group UK New Artist of the Year Award, produced in collaboration with Saatchi Gallery, is an impressive initiative, helping to discover and celebrate exceptional emerging artists whose work is reflective of contemporary Britain. The award not only provides a platform for new artists to showcase their work at Saatchi Gallery, but also provides a £10,000 cash prize for first place, and £5,000 for those in second place.

After running for three years the programme has seen impressive growth, exceeding expectations in 2021, award entries increased by 92% compared to the first year. After a difficult few years for the arts and culture sector, the award programme has managed to evolve over the pandemic and emerge stronger than ever. Judges praised the "impressive reach and amazing development during Covid and beyond."



## Best charity, NGO or NFP programme







## HSBC UK and The Scouts Association Gold

HSBC UK and The Scouts Association collaborated with the shared goal of raising financial awareness and understanding among young people, developing a fun and adventurous programme teaching participants financial capability. The programme is an excellent example of a company at the heart of the financial sector helping to build financial health and champion diversity. The brilliant partnership began in 2020 and has grown to be worth £600,000 over three years.

The partnership resulted widespread media coverage, raising greater awareness to the issue of financial literacy, and has seen 73,000 new Money Skill badges earned since the programme's launch. One judged said, "I wished they had Money Skills badges when I was a child!"

## Alzheimer's Society and Santander UK

Silver

One million people will be living with dementia in the UK by 2025. Santander's brilliant partnership with Alzheimer's Society saw vital funds provided to the charity at a time when its services were more needed than ever. The 'win-win' partnership was well delivered, with clear objectives and an impressive use of experts to ensure that it hit the mark.

## Barclays and Family Action Bronze

Barclays and Family Action worked together to provide holistic support to over four thousand vulnerable families affected by the Covid-19 pandemic, including grants, food clubs, and employability support. The Community Aid Package plan had a thorough approach with strong outcomes, seeing 95% of grant recipients reporting reduced financial pressures and 48% reporting improved employment prospects.

#### Barnardo's and Vodafone UK

Highly commended

Barnando's and Vodafone UK's strong and impressive initiative addresses the digital divide in the UK.

#### **Centrica and Carers UK**

Highly commended

The organisations launched an amazing programme supporting the 6.5 million unpaid carers across the UK.

## Best educational programme

## Norton with World Association of Girl Guides and Girl Scouts

## Gold

The partnership between Norton and the World Association of Girl Guides and Girl Scouts was inspired by pressing issues facing young internet users, such as cyberbullying and exposure to violent content or misinformation, which were made apparent by increased internet use during the pandemic. Surf Smart, the new interactive educational programme, was launched to help girls and young women to gain the skills and confidence to navigate the internet safely. The programme had a global impact, reaching 550,000 girls and young women in over 44 countries.

The programme showed an excellent alignment of the mutual objectives of both organisations and was delivered in an amazing four different languages. Judges praised the "long-term sustainability of the programme." One judge said, "This is another really important issue for girls today, addressed by a great partnership."

## Credit Suisse and Plan International

Silver

Credit Suisse and Plan International have been in partnership since 2008, delivering education to some of the world's most vulnerable children. In 2014, the organisations launched a Financial Education for Girls Programme, delivered in Brazil, China, India and Rwanda between 2014-2018. Its impacts are clear and long-lasting, with the impressive programme now being replicated outside the original target group.

## School Food Matters and Belazu

Silver

School Food Matters worked with Belazu to create an impressive initiative that appealed to local state secondary schools and sought to open-up the variety of careers in the food industry. Their innovative, fun and impactful work helped to educate local children on how food is produced and utilised the areas of expertise of each organisation.







## Best educational programme





#### HSBC UK and The Scouts Association Bronze

HSBC UK and The Scouts Association launched an initiative to raise financial awareness among young people, developing a fun and adventurous educational programme. The initiative showed strong research and a clear progression, with excellent longterm resources for The Scouts Association. One judge said, "This programme is teaching essential skills that will have an impact for years."

## Samsung UK, We Are Futures, B+A London, Exposure London, FutureLearn and Digital Catapult Bronze

The Solve for Tomorrow programme is a powerful initiative launched by Samsung to address disrupted education and the widening digital divide impacting young people's learning. The programme enabled young people from all backgrounds to get creative and explore alternative methods of learning. Over 17,000 young people were directly engaged with the programme in 2021.

#### Sky, Adobe and We Are Futures

Highly commended

The Edit programme provides young people with key opportunities to bridge the digital divide by developing essential digital and communication skills, using Adobe's industry-leading creative editing software.

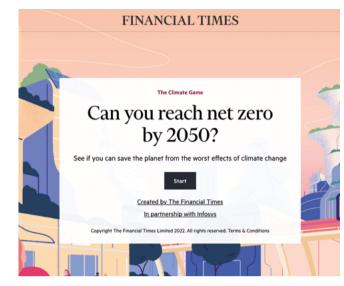
# INTERNAL COMMUNICATIONS AND ENGAGEMENT AWARDS

## Entry deadline 3 February 2023

The Internal Communications and Engagement Awards celebrates and highlights the impact internal communications has on a business, the role of the internal communicator within an organisation and the creative strategies developed to promote an engaged workforce.

communicatemagazine.com/iceawards

## Best environmental or sustainable programme



# <complex-block>



## WONGDOODY

#### Gold

WONGDOODY partnered with The Financial Times to launch 'The Climate Game', an original and creative initiative challenging its players to reach net-zero by 2050 to protect the planet from the worst effects of climate change. The initiative produced excellent results, with half a million plays since it was first debuted on the FT homepage, and numerous requests from international organisations for the game to be syndicated and translated. The Climate Game is also now being used in sixth form colleges by teachers to create lesson plans, raising awareness of the climate crisis and what can be done to prevent it.

One judge said, "This is an extremely innovative approach to the climate crisis, and I like the gamification element, it is very applicable to the school environment."

## AWI and Brunswick Group

Silver

AWI partnered with Brunswick to launch an impressive sustainability campaign designed to address the gaps in the EU's new sustainability label for the clothing industry. The campaign shows potential to make a tangible difference, with an imaginative and bold approach.

#### KPMG UK, Giki Zero and Hubbub Bronze

Hubbub and KPMG, in partnership with Giki Zero, launched 'Game On', an impressively thought-out sustainability initiative to honour COP26. The aim was to bring to life the vital role KPMG plays in responding to the net-zero carbon agenda, and to emphasise the power of collective action. One judge said, "It feel like a great place to start with awareness raising."

# Best pro-bono work for a charitable, social or ethical cause

## DEC, Livewire and ITV

#### Gold

ITV and Livewire partnered with single shared goal of raising as much money as possible to support The Disasters Emergency Committee's (DEC) humanitarian effort in Ukraine. The brilliant fundraising initiative, Concert for Ukraine, was remarkably planned and delivered in less than three weeks, involving multiple players bringing specialist skills and a wealth of experience. Their work massively exceeded fundraising expectations by an incredible £10 million, with a total amount raised of £13.4 million. One judge said, "This was a fantastic feat, reflecting huge amount of generosity and raising high levels of awareness amongst the general public."

Another judge said, "This is a brilliant example of pro-bono work, with a very short turnaround time, amazing results and very topical. It shows excellent collaboration between all involved, including advertisers."

## OC&C and the NSPCC

Silver

A team of five OC&C staff volunteered to spend four weeks working full-time developing a brilliant, robust evidence base for a new service aimed at secondary school children. The impressive service was designed for NSPCC, helping to protect children and young people from sexual abuse. OC&C committed £250,000 in commercial value of their consulting services to the project.

## Open Eyes and SoftServe

#### Bronze

Open Eyes charity fund was launched by SoftServe as a fantastic initiative to engage with the most disadvantaged young people, working to improve both their IT skills and language capabilities. One judge said, "I love this idea of a corporate opening its doors to local school children to use their resources, it feels genuine and grassroots."

## Her Majesty's Prison & Probation Service and Twinning Project Highly commended

This partnership is an impactful initiative for an important cause, assisting in prisoners' rehabilitation.







## Best sports and leisure programme



## Age UK, The Football Association and Sport England Gold

Age UK, The Football Association and Sport England united to launch an excellent and critical programme that would have a long-lasting impact, connecting with older people through sport. Targeting older people, especially those from underrepresented communities, the programme sought to increase physical activity and to tackle social isolation. This issue is particularly significant following government lockdowns, which saw months of social isolation and inactivity. The programme launched 70 football groups across the country, engaging more than 1,200 older players at over 12,000 individual sessions.

One judge said, "This is a great application, really well written and with clear outcomes. The relationship with the FA gives the programme strong credentials."



## Her Majesty's Prison & Probation Service and Twinning Project

Silver

The Twinning Project was the result of a brilliant partnership between Her Majesty's Prison and Probation Service and professional football, with the objective of twinning every prison in England and Wales with a local professional football club. The excellent programme saw 73 clubs indicating their desire to take part, and the commencement of 35 courses in 2021.

## **Best combined programme**



## AstraZeneca, Credit Suisse, DAZN, McLaren and Plan International UK

Silver

Honouring International Day of the Girl in October, Plan International developed brilliant global programme 'Girls Takeover', in partnership with AstraZeneca, Credit Suisse, DAZN and McLaren Automotive. The programme saw hundreds of girls worldwide step into the roles of senior business leaders for a day to demand equal power, freedom and representation for girls and young women.

# Best alignment of brand values through a sponsorship activity

## Samaritans and Three

Silver

Samaritans and Three united to launch 'Better Phone Friend', a great project empowering audiences to be better listeners by promoting different listening types across TV, radio as well as social media, with tips on how to improve and endorsements from high-profile celebrities and influencers. The project championed moments of human connection, and the power of listening.



# Best engagement of an internal audience in a sponsorship programme

## Sir Robert McAlpine and ParalympicsGB Gold

Sir Robert McAlpine, ParalympicsGB and British Paralympic Association partnered after seeing an opportunity to bring inclusion, specifically to those with a disability, to life, inspiring and engaging audiences and working towards making real change for disabled people. The project saw an incredible 27% increase in the number of job applications from disabled candidates, proving the project's impressive longevity. One judge said, "This partnership has successfully helped to inspire change around both its workforce and how it does business - a thorough entry and a pleasure to judge."

The campaign was designed entirely in-house, leveraging ParalympicsGB assets creatively across the business and recruiting employees from regional offices to feature in the campaign. Results showed a 13% increase in employee engagement overall, and a 13% increase in positive media showing Sir Robert McAlpine as an inclusive employer.



## Most effective sponsorship of a single event



## Marks and Spencer, Betty Crocker, Nescafé, ITV and Macmillan Cancer Support

## Gold

This partnership raised an incredible £13 million for people living with cancer in the last year. The strategy behind the project included monthly meetings with senior stakeholders, co-developed fundraising opportunities, and all-partner briefings to align the cancer support proposition, marketing, and communications. The project saw impressive breadth, working across a diverse range of partners with ideas and initiatives to engage with different audiences. There was improved engagement with employees, greater awareness raised of Macmillan, recruitment of new shoppers and an increase in product sales and footfall. For Macmillan, the project secured additional sign-ups to Cancer Support.

One judge said, "This project shows great strategic planning and identification of challenges and realistic objectives. This is a multifaceted, wide-reaching, and strategic partnership."



## Citi and IG Group with Teach First Bronze

During the Covid-19 pandemic, Citi and IG Group with Teach First had to re-think their popular Run the River concept. In 2021, they invited runners to partake in an innovative, alternative virtual event from anywhere in the world: 'It doesn't matter where you run, just that you run'. Money raised went to teachers in deprived schools.

# Best CSR activity/programme to support or develop a corporate reputation

## Alzheimer's Society and Santander UK Gold

Santander was determined to make a difference to the experience of the millions of people living with dementia in the UK. Santander's amazing partnership with Alzheimer's Society sought to transform the dementia landscape, creating the UK's best dementia-friendly bank. Over 300 Santander employees volunteered as Alzheimer's Society callers, providing over 10,000 friendly and crucial conversations to dementia sufferers during the pandemic.

Santander employees fundraised £2.1 million, and the Santander Foundation donated an additional £1.5 million in response to Covid-19, to Alzheimer's Society. The partnership saw the creation of a series of finance videos to help people affected by dementia understand more about complicated financial topics, which gained 31,000 views. One judge said, "This is a powerful, strategic partnership, with lots of great results and a clear legacy. It is an example to the banking sector."

## Ford of Europe and WPP Ford Team Bronze

After a YouTube comment under the video launch of Ford's Ranger Raptor described the colour of the vehicle as 'very gay', Ford took the excellent and creative initiative of promoting the #VeryGayRaptor campaign. One judge said, "This is a great example of a brilliant reactive response. It has been developed into a genuine campaign to support the LGBTQ+ community."

## Atos

Highly commended

Atos' great concept had the critical goal of addressing climate change, with excellent activation.





## Best alignment of brand values during a CSR programme



## Ford of Europe and WPP Ford Team Gold

After a YouTube comment under the video launch of Ford's Ranger Raptor described the colour of the vehicle as 'very gay', Ford took the excellent and creative initiative of promoting #VeryGayRaptor campaign. The campaign received over 146 million impressions and 38,000 post interactions on Facebook, over 5.9 million impressions and 118,000 engagements on Instagram, and over 32 million impressions and over 4.5,000 tweets and retweets on Twitter.

Popular TikTok influencer Josh Helfgott posted a video on #VeryGayRaptor which received 4.2 million views. One judge said, "This is a great example of a brilliant reactive response. It has been developed into a genuine campaign to support the LGBTQ community." Another judge added, "I think this is a really bold campaign, showing some excellent results."







## Poundland

#### Gold

#Proudland is a partnership between Poundland and three children's charities: Make-A-Wish, Tommy's and Whizz-Kids. Since the launch of the partnership in 2017, it has raised £5.5 million, changing the lives of 16,307 families, completely surpassing the original target of 10,000 families.

The fundraising target was tripled to £3 million over three years after exceeding the original target. It was through the establishment of strong partnership values that Poundland was able to benefit from the partnership extension and consistently exceed fundraising targets. The values emphasised by the four organisations were: trust, empowerment, and respect. The partnership has been extended by another two years with a further £2.5 million commitment. Incredibly, this has already been achieved, and the fundraising total stands at £5.5 million today.

## Vodafone UK

Silver

Around 1.5 million UK households do not have internet access and around 12 million people lack basic digital skills; Vodafone's incredible campaign sought to combat this digital divide. Vodafone provided 335,000 disadvantaged school children with three months of free internet. One judge described the campaign as "strong and multi-dimensional, with clear links to brand values."

## Atos

#### Bronze

Atos launched Digital Vision: COP26 in June 2021 to raise awareness among world leaders and influencers of the importance of accelerating decarbonisation, with emphasis on doing so through use of digital tools and data. The campaign saw the growth of Atos' reputation in the decarbonisation field and demonstrated the role of digital tools in the journey to net zero.

## Best community involvement during a CSR programme

## **AD Ports Group**

#### Gold

Marsa Mina is an exciting new waterfront lifestyle-destination located at Zayed Port. The project was created by AD Ports Group to provide convenience and entertainment for the local community and cruise ships visiting the port.

Marsa Mina is a vibrant, fun, and relaxed environment, designed to 'de-stress' visitors. It is hoped that the area will serve as a platform for entrepreneurial initiatives by providing small and medium homegrown projects a space to promote their business. For example, Marsa Mina is a hub for unique retail and dining experiences. Judges commended the sense of community and the use of real estate to offer support and opportunities to local projects. One judge said, "This project has clear objectives and amazing implementations across a range of activities."

## Arla and Hill+Knowlton Strategies Gold

Arla Bee Road is a call-to-action to create a national network of pollinator 'pit stops' for bees. The project sought to create a series of 'pit stops' to support bees and essential pollination. The pit-stops are comprised of large patches of land filled with bee-friendly flowers, allowing bees to rest and refuel.

The wonderful project was supported by Hill+Knowlton's hardhitting, consumer-focused campaign designed to inspire, inform and engage. Over 125,000 households and consumer groups snapped up Arla's seed packs, and the project saw a 1300% increase in visits to Arla's website. One judge commented, "This is a buzzy entry with great media coverage and is a brilliant way to engage families and local communities."





Silver

Turkish Aerospace launched 'Women Inspiring the Sky' mentoring programme to increase women's presence in the aviation industry, inspire stronger efforts towards gender equality and to create longterm awareness by connecting students and employees through a mentor scheme. One judge said, "This is a great, targeted and wellput-together programme."



## Best engagement of an internal audience in a CSR programme



## Open Eyes and SoftServe Gold

Open Eyes charity fund was launched by SoftServe as a fantastic initiative to engage with the most disadvantaged young people, working to improve both their IT skills and language capabilities. The goals of the partnership were to create an effective environment for charitable and volunteering activity, to promote charitable practices and to actively develop the locations of the campaign's operations.

Each year, Open Eyes allocates over \$400,000 and supports over 20 projects; since the launch of one of its projects, IT Pupil in 2017, 70 children from orphanages and low-income families joined the course, with most participants developing an interest in a career in IT. One judge said,"I love this idea of a corporate opening its doors to local school children to use their resources, it feels genuine and grassroots."



## Volvo Cars and Hill+Knowlton Strategies Silver

The 'Our Time To Take IT' campaign was designed to normalise taking parental leave by 'opting-in' all employees into their 24 weeks of parental leave, and supporting them in taking this time out. Since the project's launch, all regions and major Volvo plants are using the offer and there has been an increase in men taking parental leave.

## Best collaboration for a single event

## DEC, Livewire and ITV

## Gold

ITV and Livewire partnered with single shared goal of raising as much money as possible to support The Disasters Emergency Committee's (DEC) humanitarian effort in Ukraine. The brilliant fundraising initiative, Concert for Ukraine, was remarkably planned and delivered in less than three weeks, involving multiple players bringing specialist skills and a wealth of experience. One judge said, "I would struggle to think of how more could be achieved in the given timeframes; it is really impressive to see strong collaboration across so many stakeholders, with a clear vision and aim."

The results speak for themselves, as the project massively exceeded fundraising expectations by an incredible £10 million, with a total amount raised of £13.4 million. One judge said, "This was a fantastic feat, reflecting huge amount of generosity and raising high levels of awareness."

## Robert Walters Group, UK New Artist and Saatchi Gallery

Silver

The Robert Walters Group UK New Artist of the Year Award is an impressive initiative, helping to discover and celebrate exceptional emerging artists whose work is reflective of contemporary Britain. The award provides a platform for new artists to showcase their work at Saatchi Gallery, and provides a £10,000 cash prize for first place, and £5,000 for second place.





## Most innovative collaboration







#### Network Rail and Shelter Gold

In 2020, over 2,600 people slept on the streets each night, a 35% increase from 2015. The 'Routes Out of Homelessness' programme was launched to provide a strategic approach to addressing homelessness on the railway. In its first year, the programme saw 289 referrals, supported 132 people into temporary accommodation and 13 into permanent homes; 102 people sustained accommodation for at least three months and there were no returns to rough sleeping. Judges praised the strong social impact and collaboration with policy leaders.

Furthermore, the project is piloting dedicating outreach teams to engage the street community in and around stations, involving many individuals who have experienced homelessness themselves. One judge said, "I liked the fact people with lived experience of homelessness were involved in the campaign. It's an innovative solution to a genuine problem."

## Disasters Emergency Committee (DEC) and NatWest Group Silver

The Disasters Emergency Committee (DEC) and NatWest Group partnership focused on improving existing methods of donating to the DEC and the creation of customer-facing digital ways to do so. This initiative was able to capture the groundswell of customer support for the current global humanitarian crises. The excellent results saw £4.4 million donated in-app since 2020.

#### Matalan and the NSPCC Bronze

'Talk PANTS' is a brilliant campaign designed by the NSPCC to help parents communicate with primary-school aged children about sexual abuse, thereby improving children's understanding of the issue and helping to ensure their safety. In 2020, Matalan helped to design a plush toy mascot for the campaign, 'Pantosaurus': all 10,000 units were sold. Judges praised the great partnering and influencing.

## Poundland, Make-A-Wish UK, Tommy's, and Whizz-Kidz

Highly commended

Since launching in 2017, £5.5 million has been raised, changing the lives of 16,307 families.

#### WONGDOODY

**Highly commended** 

The Climate Game is a fantastic initiative challenging its players to reach net-zero by 2050.

## **Best foundation**

## The Pret Foundation

## Gold

The Pret Foundation's objective is to help alleviate hunger, poverty and homelessness. The brilliant Rising Star programme is part of Pret's Ukrainian Unemployment Programme, designed to support Ukrainian refugees; the programme offers training and provides a simple application process in the Ukrainian native language. The Pret Foundation provided one-on-one counselling, covered work travel costs, English language tuition, £1000 vouchers for household items and immediate access to a Hardship Fund to help cover other needs, as well as support in finding accommodation.

The impressive results showed over 600 applications to the programme. In the programme's first two months, one team member was training to be a leader, two were becoming hot chefs, three joined as baristas, and three more were working as front of house.



## Whole Kids Foundation

Silver

Whole Kids Foundation is working to combat the increase in levels of obesity. Under the foundation's amazing partnership with School Food Matters, over 3,000 children have visited a farm to pick vegetables for the first time and over 50,000 children have had the opportunity to partake in the Schools to Market programme, discovering more about the food industry.

## **Poundland Foundation**

## Bronze

Since the launch of the #Proudland campaign in 2017, it has raised an incredible £5.5 million, changing the lives of 16,307 disadvantaged families, completely surpassing the original target of 10,000 families. Judges admired the "solid commitment" to partner charities and fundraising.





## Most effective one-off campaign



## Disasters Emergency Committee (DEC) and NatWest Group Gold

The Disasters Emergency Committee (DEC) and NatWest Group partnership intended to improve existing methods of donating to the DEC, and also create new, customer-facing digital ways to do so. This initiative was able to capture the groundswell of customer support for the current global humanitarian crises. The excellent results saw £4.4 million donated in-app since 2020. The partnership also represented a long-standing relationship with long-term potential. Judges praised the speed at which the fundraising initiative was produced.

One judge said, "It goes to show that in times of crisis we can come together to inspire action and drive change! Excellent work on both sides."





## Makmende Media and Cartier Women's Initiative Silver

'Women Impact Entrepreneurs' was launched to foster connection and engagement for a global community that, under Covid-19, was unable to meet physically. The impressive campaign's objective was to unite a community of changemakers, thought leaders and women entrepreneurs around the potential of business in solving world issues.

#### Investec and Hubbub Bronze

Hubbub's excellent initiative with Investec saw 382 employees challenged to go plant-based for four weeks. The astonishing results saw 82% of participants saying that meat was not an 'essential' component of a healthy diet, post-challenge. Judges praised the clear and coherent campaign, and the clear, strong employee engagement.

## Most effective long-term commitment

## Beiersdorf (NIVEA Sun) and Cancer Research UK Gold

Beiersdorf's partnership with Cancer Research UK was intended to raise vital funds for skin cancer research and to educate the UK public on keeping safe in the sun. Faced with Covid-19 challenges, the impressive sun-safety campaign adapted by forming the NIVEA Sun Safety roadshow, designed to take sun safety messaging to the heart of communities.

The roadshow reached over 43,000 people, and the campaign overall reached 11.8 million people through its accompanying social and PR campaign. Awareness of the partnership increased by 103%, and 64% of interviewees could recall all three sun-safety tips as a result of the campaign. Judges commended the campaign's impressive outcomes and broad reach.



## **Internet Matters**

Silver

This impressive partnership was intended to help parents to make confident, informed choices about their child's online safety. Since its launch in 2014, Internet Matters has grown to become the leading online safety organisation in the UK, with nearly 10 million people visiting the Internet Matters website last year. Judges were impressed by the breadth of the partnership.

## Superdrug, Savers and Marie Curie

## Bronze

This strong partnership intended to deliver multi-year unrestricted funding to help support all aspects of Marie Curie's end of life care and support services. One judge said, "This is a really strong employee engagement partnership, centred on fundraising. It is nice to see a partnership of this scale continue to keep funds unrestricted."

#### Skills Builders and UBS

Highly commended

This impressive partnership showed impressive growth, targeting the skills gap among UK school children.

#### Veg Power and ITV

Highly commended

'Eat Them to Defeat Them' encourages children to eat vegetables with innovation and creativity.





## **Best internal communications**



## RSSB and Big Button Gold

RED is an impressive educational video programme produced by Big Button and Rail Safety and Standards Board (RSSB), helping to raise safety standards in UK rail to the highest possible level and to promote safety practices and learning opportunities. RED 59 was designed to focus on trespassing and to encourage frontline workers to regularly report on trespassing cases; the results showed that the programme reached an amazing 60,000 rail workers across the UK, while 1500 digital copies are being used by 300 trainers in briefings across 80 organisations.

Judges praised the "hugely impactful" video, and the campaign's life-changing results. One judge said, "I really liked the 'bottom up' editorial approach to this project. I was incredibly moved by the accompanying video."



## Volvo Cars and Hill+Knowlton Strategies

Silver

The 'Our Time To Take IT' campaign was designed to normalise taking parental leave by 'opting-in' all employees into their 24 weeks of parental leave, and supporting them in taking this time out. The campaign featured a variety of communications strategies, with excellent results that are broader than internal communications.

#### **Edrington and Brunswick Group**

Highly commended

This partnership saw the launch of an authentic, powerful film to inspire and connect employees.

# **Perfect partners**



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## **Best PR and external communications**



## Samaritans and Three

#### Gold

Samaritans and Three united to launch 'Better Phone Friend', a fantastic project empowering audiences to be better listeners by promoting different listening styles across TV, radio, and social media, with tips on how to improve and endorsements from high-profile celebrities and influencers. The project championed moments of human connection and the power of listening.

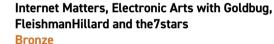
Judges loved the strong mix of communications channels, with videos that gave the campaign depth and personality. The results speak for themselves, securing both impressive reach and also driving behaviour change. One judge praised the "very genuine campaign, which has gone beyond its objectives thanks to the expertise of both partners."



## Arla and Hill+Knowlton Strategies

Silver

Arla Bee Road is a wonderful project creating a national network of pollinator 'pit stops' for bees. The campaign grew from an existing narrative around how Arla farmers support sustainability efforts and activated a variety of communications channels. Judges commended the engaging visuals, excellent brand story and exceptional results.



This partnership was intended to help parents to make confident, informed choices about their child's online safety. Judges praised the strong PR activity with a great celebrity hook, and the partnership's clear objectives and strategy.

Ford of Europe and WPP Ford Team

Highly commended

The launch of Mustang Mache-E was complimented by the original mock-release of a gasoline perfume.



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employers for carers

## **Congratulations to all of this evening's nominees**

**Centrica and Carers UK are proud** of our partnership to bring about a step change in the way that society recognises, values and supports carers.

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# I am a carer. I also have a career.

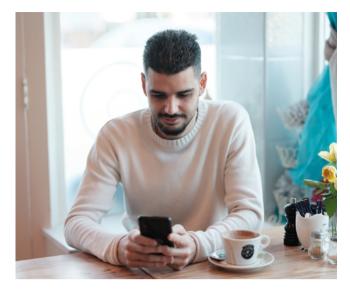
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## Best collaborative approach









ing can be icult, **talking about it** ouldn't be

## Samaritans and Three Gold

Samaritans and Three united to launch 'Better Phone Friend', a fantastic project empowering audiences to be better listeners by promoting different listening styles across TV, radio, and social media, with tips on how to improve and endorsements from high-profile celebrities and influencers. The project championed moments of human connection, and the power of listening.

Judges praised the excellent concept and synergy, with a clear rationale to the collaboration around the project. One judge said, "This partnership makes so much sense and I love the way it was executed, also showing very clear results."

## Scope and ITV

Silver

Scope and ITV's excellent campaign sought to raise awareness and understanding of disability, emphasising that most disabilities are hidden. The film launched on ITV primetime, running from August to October 2021. Nearly half of those who saw the advertisement campaign claimed it boosted their understanding of disability, and 89% claimed it made them more aware of invisible disability.

#### Centrica and Carers UK Bronze

The UK's worsening care crisis, with 91% of carers saying they missed out on financial or practical support due to not identifyir

missed out on financial or practical support due to not identifying as a carer, inspired Centrica and Carers UK's amazing programme designed to support carers. The three-year programme saw a 97% increase in Carers UK memberships and a 162% increase in carers being supported by Carers UK Helpline.

## WONGDOODY

Highly commended

The Climate Game is a collaborative initiative challenging its players to reach netzero by 2050.

## **Best execution**

## Credit Suisse and Plan International Gold

Honouring International Day of the Girl in October, Plan International developed brilliant global programme 'Girls Takeover', in partnership with AstraZeneca, Credit Suisse, DAZN and McLaren Automotive. The programme saw hundreds of girls worldwide step into the roles of senior business leaders for a day to demand equal power, freedom and representation for girls and young women.

Judges were impressed by the impact the programme had on governments and the state, with clear execution of goals, with the programme appearing "instrumental" in providing financial independence for girls and empowering them to succeed. Between 2014-2021, the programme reached over 274,207 children, of which 134,033 were girls.



## RSSB and Big Button

## Gold

RED is an impressive educational video programme produced by Big Button and Rail Safety and Standards Board (RSSB), helping to raise safety standards in UK rail to the highest possible level and to promote safety practices and learning opportunities. RED 59 was designed to focus on trespassing and to encourage frontline workers to regularly report on trespassing cases; the results showed that the programme reached an amazing 60,000 rail workers across the UK, while 1500 digital copies are being used by 300 trainers in briefings across 80 organisations.

Judges praised the "hugely impactful" video, and the campaign's life-changing results. One judge said, "I really liked the 'bottom up' editorial approach to this project. I was incredibly moved by the accompanying video."



## **Best execution**





## **Barclays and Family Action**

Silver

Family Action and Barclays worked together to provide amazing support to over four thousand vulnerable families affected by the Covid-19 pandemic, providing a holistic package which included a new grants programme, 18 new food clubs and a package of employability support for vulnerable communities. Over 95% of grant recipients reported reduced financial pressures and 48% reported provided employment prospects.

## Citi and IG Group with Teach First Bronze

During the Covid-19 pandemic, Teach First, Citi and IG Group had to re-think their popular Run the River concept. In 2021, they invited runners to partake in an innovative, alternative virtual event from anywhere in the world: 'it doesn't matter where you run, just that you run'. Money raised went to teachers at schools in deprived areas.

## Atos

Highly commended

This joint campaign comprises two Digital Visions, COP26 and Digital Banking, promoting sustainable CSR objectives.

## Best management of a programme

## **Publicis Sapient**

Silver

TMT Publicis Sapient University, formed in 2021, is an incredible 16-week cross-discipline, tactical learning programme incorporating diversity, equality and inclusion learning. The programme provides cross training, with the goal of building empathy and broadening understandings of other disciplines. Results from the pilot programme showed that all 60 participants found the experience useful, and 82% felt more connected to Publicis Sapient.

## HSBC and Hill+Knowlton Strategies

## Bronze

HSBC's Rugby Sevens programme is designed to drive positive brand impact and improve engagement amongst its core 'internationalist' audience, focusing on gender inequality in sport. One judge said, "Strong programme/campaign and the legacy of this programme appears meaningful."





## Best team effort during a programme



## Atos

Silver

Atos's Digital Vision: Digital Banking campaign was launched at a critical moment when the world was faced with both the Covid-19 pandemic and a climate emergency. The campaign aims to demonstrate to banking leaders how technology can help mould a safer and sustainable future for people and the planet.

## **Grand prix**



## DEC, Livewire and ITV Winner

ITV is Britain's biggest commercial broadcaster, reaching over 40 million viewers every week, putting the channel in the unmatched position to make a positive, global impact. As the situation in Ukraine deteriorated, ITV jumped at the opportunity to use its platforms for good. Through the 'Concert for Ukraine', ITV galvanised the UK around a shared goal of raising as much money as possible for the Disasters Emergency Committee's (DEC) humanitarian effort in Ukraine.

The concert was a one-off event that was incredibly planned and delivered in under three weeks and involved multiple players that brought specialist skills and a wealth of experience. One judge said, "I would struggle to think of how more could be achieved in the given timeframes; it is really impressive to see strong collaboration across so many stakeholders, with a clear vision and aim."

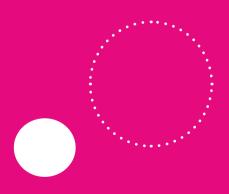
The results speak for themselves, as the project massively exceeded fundraising expectations by an incredible £10 million, with a total amount raised of £13.4 million. One judge said, "This was a fantastic feat, reflecting huge amount of generosity and raising high levels of awareness." In Ukraine, the money raised is being used to support the work of charities such as British Red Cross, Save the Children, Concern Worldwide and Age International, subsequently supporting the provision of shelter, food, water and hygiene kits, and supporting families.

Another judge said, "This is a brilliant example of pro-bono work; it shows excellent collaboration between all involved."

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