

Content & PR

UK AWARDS

2025 JUDGE COMMENTS

RETAIL AND ECOMMERCE CAMPAIGN OF THE YEAR

Winner
House Digital & Fothergill's
Digging Fothergill's Out of the Mud of a Failed Migration

After a challenging migration, House Digital successfully revitalised Fothergill's, infusing the brand with the personality and vitality needed to thrive in a competitive marketplace. The campaign had clearly defined objectives and a well-structured plan to achieve them. Strong results were delivered, with seamless transitions into securing valuable media coverage, demonstrating effective use of content across multiple channels.

TRAVEL / LEISURE CAMPAIGN OF THE YEAR

Silver
Good Brothers & MoneySuperMarket
Blue Sky Thinking for Travel Insurance

This campaign brilliantly balances proactive and reactive tactics to seize every opportunity. From the swift, impactful coverage when planes were grounded in July to tying into seasonal trends and even capitalising on the CrowdStrike IT crash, the team's newsjacking prowess shines. The Plane Food campaign stands out for 'creating news' in a crowded space with relevance and originality. By focusing on audience and business outcomes rather than SEO alone, they reversed a long-term decline in referring domains and amplified media visibility, driving meaningful conversions.

AUTOMOTIVE CAMPAIGN OF THE YEAR

Winner
Honchō Search & Group 1 Automotive
Dashboard Doubts

A well-executed campaign with clear purpose and stunning visuals. The strategic use of budget, alongside creative ideas like the dashboard and quiz, really stood out. The growth during this period is particularly impressive, showing how thoughtful planning and innovative tactics can drive significant results.

FMCG CAMPAIGN OF THE YEAR

Winner
Bottle & Yutaka
#SushiMe

A perfectly timed, fame-driven campaign that proves how a bold creative concept, tied to a national day can generate serious commercial impact in a short time frame. The playful use of influencers, timed perfectly around Sushi Day and the football, brought humour and mass appeal, while the PR stunt element delivered standout media moments.

B2C CAMPAIGN OF THE YEAR

Winner
Teamspirit and Bupa
Break Through and Be Heard

This campaign impressed with the use of how data and research can be harnessed to create a powerful, targeted message with creativity at its core. By focusing on the real needs of parents of preteens and leveraging Bupa's expertise, the campaign not only raised awareness but also provided much-needed support in a complex field. The seamless integration of different elements and the strategic approach to tackling such a sensitive issue made this campaign not just impactful, but memorable.

BEST USE OF RESEARCH

Winner
Say Communications & Gigamon
Hybrid Cloud Security: Closing the Cybersecurity Preparedness Gap

This campaign exemplifies the gold standard in research-led marketing. By delivering a regionally nuanced and exceptionally well-structured global study, the team transformed complex cybersecurity challenges, like encrypted traffic risks and tool sprawl into compelling narratives that deeply resonated with both media and security professionals. The research was smartly targeted at C-level decision-makers and served as the foundation for a multi-format, cross-channel content strategy that balanced technical credibility with broad audience engagement.

PODCAST/AUDIO CAMPAIGN OF THE YEAR

Winner
SEC Newgate UK & GIB AM
Women in Climate

In 2025, women should have ample opportunities to discuss climate change and circular thinking on global stages like COP and Davos, yet that's still not the case. This podcast series added significant value by highlighting the need to amplify women's voices at such events but also showcased them as powerful, engaging advocates for system change. A truly impactful and essential initiative.

BEST CONTENT SERIES

Winner
Sustainable Energy First
The Energy Advice Hub

Tackling the critical topic of sustainable energy, Sustainable Energy First has built a high-trust ecosystem through the Energy Advice Hub, offering clear, practical content without commercial barriers. The editorial approach is impressively multifaceted, all designed to support time-poor professionals in high-energy-use sectors. What truly sets this apart is the series' organic strength: no paid promotion, yet demonstrable industry impact and audience growth.

MOST INNOVATIVE PR CAMPAIGN OF THE YEAR

Winner
Honchō Search & Group 1 Automotive
Dashboard Doubts

This campaign is a standout example of strategic creativity delivering beyond expectations. By integrating gamification in a way that resonated with both journalists and consumers, it added genuine engagement and value across the board. Backed by strong research, the campaign not only surpassed its KPIs but also produced insightful, evergreen content that will continue to drive value long after launch.

DIGITAL PR STUNT CAMPAIGN OF THE YEAR

Winner
Bottled Imagination & Protein Works
Doms Proteinon

A truly ingenious campaign that went above and beyond expectations. By creating a believable, in-demand product, the team not only delivered substantial business value but also transformed a one-day PR stunt into a full-scale brand moment that captured national attention. The ability to adapt and overcome unexpected challenges, all while driving impressive results, speaks volumes about the team's creativity, resilience, and strategic execution.

BEST USE OF INFLUENCER/CELEBRITY IN A PR CAMPAIGN

Winner
Bottle & Yutaka
#SushiMe

This campaign demonstrated a deep understanding of the clients' needs, successfully delivering the required results. The team grasped the target audience's needs and crafted content that resonated with them, mixing celebrity influence, micro-influencer authenticity, and user-generated content to great effect. Influencers were key to its success, driving high interest through strategic product placements and brand mentions.

EMERGING TALENT AWARD

Winner
Sophie Shuliakovska
KINESSO UK&I

Sophie exemplifies the kind of proactive, ambitious PR professional every team hopes for, someone who not only seizes opportunities to grow their skills but consistently delivers meaningful results for their clients. Their early leadership qualities highlight a maturity and drive well beyond their level. It's also clear that Sophie is deeply engaged in the culture of the organisation, playing an active role in shaping and enhancing it.

SMALL PR AGENCY OF THE YEAR

Winner
Bottled Imagination

Impressive financial growth and strong client retention highlight the agency's effective strategies and ability to nurture long-term relationships. The creative integration of PR with strategic partnerships and social media engagement sets them apart, driving significant results in the competitive digital PR landscape. The use of visuals throughout the narrative enhances the story, providing a clear, compelling view of their success.

LARGE CONTENT AGENCY OF THE YEAR

Winner
KINESSO
The rebrand served as a perfect launch pad for growth and refinement as an agency. Embracing AI as a core strategy is essential, and they have executed it brilliantly. It's great that the example went beyond visuals, offering valuable commentary on measurable improvements. A smart, forward-thinking approach that truly demonstrates progress.

FINANCE CAMPAIGN OF THE YEAR

Winner
The fresh Group & Grayling for Visa
Gen Alpha beta tests the future of payments

This campaign is an excellent example of how bold, out-of-the-box thinking can be harnessed to reshape brand perception and position Visa as a forward-thinking innovator. By zeroing in on a niche audience and delivering storytelling rooted in future-focused insights, the campaign not only engaged meaningfully but also elevated Visa's voice as an inclusive thought leader. Smart use of news hooks and sponsorships amplified the message, resulting in standout media coverage and reinforcing the brand's relevance in a rapidly evolving landscape.

ENTERTAINMENT / SPORT CAMPAIGN OF THE YEAR

Winner
Mitre Studios & Jungle Club
Ant & Dec

A truly innovative campaign that not only delivered impressive results but also fostered a real fan community. The content and copy were fantastic, and the rave reviews from both fans and industry peers highlighted its success. The 100% organic, in-house approach is brilliant, and the way Gen Z was engaged by letting them take control was a standout move. The light, fun tone made it feel like people were joining a club they genuinely wanted to be a part of.

THIRD SECTOR/NOT FOR PROFIT / CHARITY CAMPAIGN OF THE YEAR

Winner
The Marketing Pod & Xoserve with Fuel Bank Foundation
The price of warmth: Impossible choices for a green future

This campaign addressing fuel poverty was a powerful and timely initiative that effectively drove awareness and change around a critical issue. The event's creative and immersive strategy brought the topic to life, making a real impact on both the audience and the wider conversation. The focus on influencing policy and driving change in this area is essential for long-term social good. The request to repeat the event highlights its success in not only raising awareness but also fostering tangible action within the community.

PROPERTY AND CONSTRUCTION CAMPAIGN OF THE YEAR

Winner
The Marketing Pod & Constructionline
The Procurement Act: Positioning Constructionline as a voice of authority in the public sector

This approach effectively targeted both public sector suppliers and buyers and the use of varied content to address a clear knowledge gap positioned Constructionline as the go-to authority on the topic. The balance between providing valuable, informative content without being overly compliance-focused is spot on, making it both engaging and credible.

REAL TIME RESPONSE CAMPAIGN OF THE YEAR

Winner
Honchō & Dick Lovett
Changing Lanes: From Complexity to Clarity

Honchō's ability to maximise storytelling across multiple platforms with Dick Lovett is impressive. By addressing the emotive aspects of car ownership and clearing up misconceptions about taxation, they've provided valuable clarity through authoritative content. A great example of leveraging audience concerns to create impactful, informative narratives.

BEST USE OF RESEARCH

Silver
Propellernet & CV Villas
The World's Bluest Water: A Search & PR Success Story

An expert fusion of scientific research and creative storytelling, this campaign stood out for its innovative concept and flawless execution. The clever application of scientific colour analysis to travel was both original and credible, delivering remarkable results on a modest budget. The data was not only relevant but truly integral to the narrative, elevating content rather than supporting it as an afterthought.

MOST INNOVATIVE CONTENT CAMPAIGN OF THE YEAR

Winner
iSite TV, Currys and Fabric Social
How Currys become the face of social media

An exciting campaign that truly harnessed the power of TikTok and amplified its impact through creative PR. The team used the viral success of the 'Bluest' water to create a narrative of authenticity. It's clear they understand Gen Z and millennial audiences, delivering exactly what resonates in social feeds. The focus on driving traffic and turning viewers into customers shows a strategic approach that goes beyond social engagement, delivering real business results.

BEST CONTENT SERIES

Silver
WithYou
Women of WithYou

A powerful and purpose-driven content series that exemplifies how authentic storytelling can drive real impact. 'Women of WithYou' tackled addiction and mental health with exceptional sensitivity, placing vulnerable voices at the heart of the narrative. The series impressed for its emotionally resonant, platform-specific content and smart use of diverse formats, all delivered through in-house, organic means.

BEST LOW BUDGET PR CAMPAIGN OF THE YEAR

Winner
Propellernet & CV Villas
The World's Bluest Water: A Search & PR Success Story

An outstanding demonstration of how sharp strategy, creative vision, and smart research can deliver extraordinary impact, without the backing of a large budget. This campaign's use of YinMin Blue to define the 'bluest' waters brought scientific credibility and originality to travel PR, captivating both media and consumers alike. The fusion of data-driven storytelling and SEO-savvy execution enabled Propellernet to achieve standout media coverage and overtake major competitors in key search rankings.

BEST USE OF CREATIVITY IN A PR CAMPAIGN

Winner
Bottled Imagination & MedExpress UK
Come On You Blues

This campaign took a tricky, often-overlooked topic and turned it into something fun, bold, and completely engaging. From football fans to meme pages, people talked about it, laughed, shared, and even the client got involved. By blending football culture, humour, and smart PR, it helped MedExpress become more than just a pharmacy, it became a conversation starter. This is a prime example of how humour and culture can spark important conversations and deliver great results.

BEST USE OF INFLUENCER/CELEBRITY IN A PR CAMPAIGN

Silver
Vega & Rank Interactive
Strictly First to Market

The use of audience-relevant content ensured targets were hit and surpassed. The influencer chosen played a key role, with her engagement, reach, and interest driving strong results. It's particularly impressive how quickly the agency identified and overcame challenges. The agency's communication strategy was spot-on, securing impressive coverage and delivering great value-for-money considering the talent cost.

IN-HOUSE CONTENT TEAM OF THE YEAR

Winner
Starling Bank
In-House Content Team for Noteworthy

This campaign masterfully taps into the emotive power of money, using relatable, real-life stories to break taboos and make the audience feel seen and heard. The team's expertise and adaptability. Consistently delivering strong results across multiple disciplines, this agency has proven itself a reliable partner with a proven track record of success for a diverse range of clients with both client and employee-centric approaches driving success.

SMALL CONTENT AGENCY OF THE YEAR

Winner
NORTH

NORTH's ability to provide tailored, specialised support for each brief speaks to their expertise and adaptability. Consistently delivering strong results across multiple disciplines, this agency has proven itself a reliable partner with a proven track record of success for a diverse range of clients with both client and employee-centric approaches driving success.

THANKS TO OUR PARTNERS



DIGITAL AGENCY NETWORK



TRAVEL / LEISURE CAMPAIGN OF THE YEAR

Winner
Propellernet & CV Villas
The World's Bluest Water: A Search & PR Success Story

A beautifully executed campaign that evokes emotion and wanderlust from the very first glance, just the title alone sparks the imagination. The blend of storytelling and science, particularly through the creative use of colour analysis to uncover the world's bluest waters, is both innovative and memorable. This is a standout example of how creativity, SEO, and media relations can work in perfect harmony. The exceptional link-building and boost in brand visibility are a testament to the team's ability to craft a campaign that not only captures attention but delivers real impact.

HEALTH, FASHION & BEAUTY CAMPAIGN OF THE YEAR

Winner
Bottled Imagination & MedExpress UK
Come On You Blues

Leveraging football and influencer engagement to address a sensitive health topic exemplifies true creative excellence. By breaking the stigma with boldness, humour, and cultural insight, Bottled Imagination set a new standard for impactful communication. The campaign achieved outstanding results, surpassing all KPIs, securing extensive media coverage, garnering thousands of Instagram likes, and significantly increasing branded search visibility, demonstrate its measurable success and cultural resonance.

TECHNOLOGY CAMPAIGN OF THE YEAR

Winner
Eleven Hundred Agency & Fivetran
From back-end to the front pages

EHA's execution blended technical depth with human storytelling, turning complex utility-like services into compelling, relatable narratives. The use of credible customer references especially from household names, added real weight to the messaging, while smart newsjacking and original research drove impressive media traction. In a space where earned media is notoriously tough, this campaign proved that with insight-led storytelling and creativity, even niche products can command attention and deliver exceptional results.

B2B CAMPAIGN OF THE YEAR

Winner
Screaming Frog & Good Travel Management
Thinking out of the B2B box

This campaign is an exceptional showcase of how smart, data-led creativity can transform a traditional B2B sector like corporate travel. With strong strategic planning, inventive content execution, and exceptional SEO results, Screaming Frog delivered a campaign that not only smashed KPIs but also elevated GTM's visibility in a highly competitive space. The mix of timely commentary, consumer crossovers, and B2B thought leadership was executed with precision, proving that even without surveys or internal data, sharp thinking and solid storytelling can drive powerful brand and business outcomes.

INFLUENCER/CELEBRITY CAMPAIGN OF THE YEAR

Winner
Bottle & Yutaka
#SushiMe

#SushiMe is a brilliant example of how to blend pop culture, humour, and smart influencer strategy to create viral magic. Yutaka's campaign turned sushi into a scroll-stopping, shareable art form, leveraging a celebrity chef, pun-packed sculptures, and UGC challenges to deliver massive reach and standout engagement. Beyond the short-term wins, the uplift in brand recall and share of voice shows this wasn't just a flash-in-the-pan stunt, it was a culturally attuned, strategically executed campaign that brought long-term brand value to the table.

VIDEO CONTENT CAMPAIGN OF THE YEAR

Winner
iSite TV, Currys and Fabric Social
Bridging the generational divide through Skibidi Toilet Rizz: Currys' video content hits different AF

A bold, creative campaign that achieved impressive results with a modest budget. The viral success on TikTok, combined with TV and press coverage, not only sparked an industry trend but also showcased smart casting and a deep understanding of the brand's community. By making colleagues the heroes and adapting the approach for social, this campaign broke through from B2C to B2B, generating buzz and driving conversations.

BEST LOW BUDGET CONTENT CAMPAIGN OF THE YEAR

Winner
Emerald Green Media & Bittles Bar
The Bittles Bar Christmas Advert 2024

A heart-warming and original campaign that turned a local pub into a festive icon. The Bittles Bar Christmas Advert captured the venue's unique charm with humour and simplicity, breaking away from the standard seasonal formula to create something truly special. The campaign didn't just tell a story, it built a genuine fan community and drove real-world results, proving that with creativity, community spirit, and clever use of organic social, even a shoestring budget can deliver standout success.

BEST USE OF CONTENT IN A PR CAMPAIGN

Winner
Screaming Frog and InsureMyTrip
Inspiring travel content boosts Digital PR and SEO performance

A standout example of insight-driven marketing that masterfully blends clear objectives with a content-first strategy. This campaign not only identified the right conversations but also tailored its narrative to resonate across diverse audiences and geographies. By leveraging available tools for research and outreach, the team exceeded KPIs without relying on internal data or paid tools. Their ability to tap into cultural trends and deliver compelling stories is a testament to their creativity and precision, proving that effective storytelling can drive significant results.

BEST LOW BUDGET PR CAMPAIGN OF THE YEAR

Silver
Bottle & Harringtons
Paws in the City

This campaign turned a single overlooked search query into a rich, multi-channel experience. 'Paws in the City' is a standout example of how a content-first, search-led strategy, bolstered by clever PR, can outperform in a crowded landscape. With crystal-clear insight, seamless execution, and measurable uplift in both visibility and brand trust, this campaign proves that focus, creativity, and strategic amplification can deliver impressive results without a huge budget.

BEST USE OF CREATIVITY IN A PR CAMPAIGN

Silver
Bottle & Yutaka
#SushiMe

This campaign was brimming with personality and creativity, making sushi exciting and fun for families while staying true to the brand's vibe. Despite a small budget, it secured strong results and outcomes for the business. The creativity behind the campaign was the driving force behind its success and leveraging third parties to endorse it was another key creative element that contributed to its outstanding impact.

PR EVENT OF THE YEAR

Winner
Blueprint Partners & Lotus
Emeya Grand Tour

A beautifully crafted, experience-led event that exemplifies how thoughtful storytelling and sustainability can go hand in hand. The creative concept, grounded in a strong narrative arc of past, present, and future, not only brought the brand to life but made it easy for media and influencers to authentically share the journey with their audiences. Every detail, from the immersive press drive to the tailored engagement across touchpoints was executed with precision. The phenomenal results are a clear testament to the power of purpose-driven creativity and meticulous planning.

BEST NEW CONTENT AGENCY OF THE YEAR

Winner
Ruffie

Ruffie impressed with their strategic mindset and adaptability in meeting ambitious goals. Their ability to pivot when needed, alongside delivering multiple impressive campaigns, speaks to a forward-thinking approach with long-term success in mind. The first-year financials are impressive, and the successful CSR strategy adds a meaningful layer to their work. A well-executed effort from a team with clear expertise and experience in the industry.

LARGE PR AGENCY OF THE YEAR

Winner
Propellernet

Propellernet is truly excelling, consistently delivering exciting and creative ideas that drive real results. They've clearly fostered a workplace where people love to work, and it's evident they genuinely care about the planet and their community. Their strong campaign work and impressive outcomes show a focus on more than just commercial success. With clearly defined objectives across three core areas, it's fantastic to see their commitment to colleagues.