



# 2026 JUDGES COMMENTS

## BEST DIGITAL MARKETING CAMPAIGN - RETAIL

**WINNER**  
**CONNECTIVE3 & BARKER AND STONEHOUSE**  
Overstock To Overachievement: Paid Media That Delivered Beyond Expectation  
Connective3 delivered an exceptional, inventory-driven strategy that clearly demonstrated how media can relieve warehouse pressure. Their set precise targets, aligned budgets to a defined stock-pressure challenge and applied rigorous evaluation throughout. The results were outstanding, materially surpassing the plan with transparent and thorough reporting.

## BEST DIGITAL MARKETING CAMPAIGN - FINANCE

**WINNER**  
**CAPITA & DEPARTMENT FOR EDUCATION**

Communicating about Teachers' Pensions  
They demonstrated exceptional strategic discipline and executional focus in one of the most challenging behavioural categories imaginable. Their case studies and research around pensions were particularly impressive. The results significantly outperformed benchmarks, showcasing the team's ability to drive genuine behaviour change and deliver financial literacy impact at a national scale.

## BEST DIGITAL MARKETING CAMPAIGN - TRAVEL/LEISURE

**WINNER**  
**VIVID EVERYWHERE & VISIT PEAK DISTRICT & DERBYSHIRE**

Visit Derby: Summer is a Big Deal

They presented a clear, well-structured campaign story with strong alignment between objectives, strategy, and execution. Their deep understanding of the target audience and carefully considered strategic choices contributed to their impressive results.

## BEST DIGITAL MARKETING CAMPAIGN - ENTERTAINMENT/SPORTS

**WINNER**  
**VEGA & RANK INTERACTIVE**

Strictly First to Market

Vega's reactive approach proved highly effective, as reflected in the campaign results achieved on a relatively low budget. This is a strong example of influencer-led digital PR and also demonstrates how betting brands can successfully engage with entertainment.

## BEST DIGITAL MARKETING CAMPAIGN - THIRD SECTOR

**WINNER**  
**TRUNK & FARESHARE**

Fuller Lives

They delivered an outstanding demonstration of purpose-driven SEO within budget constraints, achieving measurable growth. Targets were clearly defined, technology was modern, and the reporting was fully transparent. Their approach, which seamlessly combined fundraising and volunteer acquisition within a single creative system, showcased both strategic vision and operational excellence.

## BEST DIGITAL MARKETING CAMPAIGN - PUBLIC SECTOR

**WINNER**  
**REPUBLIC OF MEDIA & TFGM**

Tap to the Future

Their creativity and execution were above typical public sector standards. The strategy was thoughtful, modern and multi-layered, showing a clear understanding of the challenge. The implementation was detailed, transparent and highly structured, resulting in a campaign that was both well-executed and genuinely impactful.

## BEST DIGITAL MARKETING CAMPAIGN - HEALTH AND BEAUTY

**WINNER**  
**EVOLVED & SUPPLEMENT HUB**

Supplementing Success, Sustaining Growth

This robust integrated campaign showcased a solid strategic foundation and excellent execution, with a methodical approach that delivered transformational results. The recoupling of the headless architecture is a major achievement, demonstrating deep technical capability.

## BEST DIGITAL MARKETING CAMPAIGN - EDUCATION

**WINNER**  
**NCUK & WATERFALL AGENCY**

Dare to Dream campaign

This was a sophisticated, insight-led rebranding and recruitment campaign that delivered genuine transformation for a global education brand. Their commitment to inclusivity, particularly through multilingual execution and culturally adaptive assets, set a strong benchmark in the sector. We especially valued their budget transparency, clear audience targeting, and robust outcomes, demonstrating both strategic excellence and measurable impact.

## BEST DIGITAL MARKETING CAMPAIGN - AUTOMOTIVE

**WINNER**  
**ESSENCEMEDIACOM NORTH & VERTU**

Merging Lanes with Automotive Automation

We thought their innovative use of AI to drive efficiencies and prioritise resources was a smart approach in a complex migration, delivering results that exceeded the client's expectations. Achieving growth during a volatile period while managing a massive consolidation is exceptional, making this a benchmark-setting campaign.

## BEST DIGITAL MARKETING CAMPAIGN - REAL ESTATE

**WINNER**  
**THE BROADWAY BRADFORD**

Bradford's Largest Sensory Room

We loved the storytelling and impressive creativity. This solid, well-crafted campaign delivered excellent execution and strong results. It's a great example of how digital marketing can create real value for the community. Their performance was strong across all metrics and the campaign clearly enhanced the visitor experience.

## BEST DIGITAL MARKETING CAMPAIGN - HOSPITALITY

**WINNER**  
**TRUNK & GREENE KING SPORT**

Hosting the Nation

Delivering results that stood out in this category, the campaign showcased a clear and coherent through-line from objectives to activity to outcomes. Their strong behavioural insight with clever mechanics and outstanding execution made this campaign truly exceptional.

## BEST DIGITAL MARKETING CAMPAIGN - HEALTHCARE

**WINNER**  
**CONNECTIVE3 & ALIVECOR**

Heartbeat of Success: Driving Growth in a Restricted Health Category

A campaign that was expertly tailored to the complex landscape of healthcare marketing. The team's compliance-first approach, combined with behavioral science insights and culturally relevant creatives, allowed them to effectively reach both mature and emerging markets. The outstanding targeting ROI reflects the agency's strong understanding of their target audience.

## BEST DIGITAL MARKETING CAMPAIGN - B2B

**WINNER**  
**ASCENSOR & YESS ELECTRICAL**

We thought the campaign demonstrated a deep understanding of their customer base, with a clear focus on the needs of their B2B clients.

They integrated the customer journey across SEO, PPC, and CRO, while simultaneously growing revenue and maintaining a strong client relationship.

Overall, this campaign stands out as a true standout achievement.

## BEST DIGITAL MARKETING CAMPAIGN - FMCG

**WINNER**  
**CEDARWOOD DIGITAL & VAPESUPERSTORE**

Using Data To Drive Success In A Competitive Vertical

Their understanding of their target audience was particularly strong, and their tailored messaging and channel in a considered, robust way.

Their results were outstanding, and the powerful client testimonial really stood out.

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## BEST DIGITAL MARKETING CAMPAIGN - FMCG

**WINNER**  
**CEDARWOOD DIGITAL & VAPESUPERSTORE**

Turning Structural Challenges into 15.2% PPC Growth

Their approach was rigorous and thoughtful, demonstrating a clear understanding of the commercial challenge at hand.

The campaign showcased solid PPC craft, turning structural limitations into performance gains and delivering impressive growth.

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