

UK DIGITAL EXCELLENCE AWARDS

2025 JUDGES' COMMENTS

STANDOUT B2B WEBSITE OF THE YEAR

WINNER

EVOLUTED & BAUER

Launching A Major US Sports Brand In The UK

An impressive creative solution for product customisation, seamlessly integrating a back-office solution for phone orders. Evoluted's innovative use of Shopify's existing B2B features, such as the custom bulk ordering system and personalised catalogues, greatly enhances efficiency for large trade purchases.

STANDOUT B2C WEBSITE OF THE YEAR

WINNER

EXPOSURE NINJA & DSLD MORTGAGE

<https://www.dslmortgage.com>

An incredibly effective lead-generation website with clear, results-driven conversion goals. The use of custom-built mortgage calculators, interactive maps, and segmented loan application forms is a standout feature, simplifying complex financial decisions for customers.

STANDOUT B2B eCOMMERCE WEBSITE OF THE YEAR

WINNER

KPS DIGITAL & BRAKES CATERING EQUIPMENT

<https://www.brakesce.co.uk/>

An exceptional strategy with clear, actionable steps to achieve set goals. Delivering a fully overhauled eCommerce platform in just six months is a remarkable achievement. The addition of guest checkout, dual checkout flows, and flexible delivery options enhances accessibility and user experience. The impressive increase in web traffic and revenue growth are a testament to the success of the redesign.

STANDOUT B2C ECOMMERCE WEBSITE OF THE YEAR

WINNER

PET DRUGS ONLINE & AWA DIGITAL

petdrugsonline.co.uk

A standout approach using experimentation to drive clear, credible results. The data-backed strategy led to significant improvements in conversion rates and revenue. A/B testing and CRO were key in enhancing site navigation, prescription ordering, and subscription clarity, boosting both conversion and customer retention.

STANDOUT PUBLIC SECTOR / NOT-FOR-PROFIT / CHARITY WEBSITE OF THE YEAR

WINNER

ALL HUMAN & WATERWAYS IRELAND

waterwaysireland.org

A well-structured overview with clear strategies and impressive creativity in UX, colour choices, and accessibility. The results and presentation are outstanding. This website is a stellar example of user-centric digital transformation, balancing accessibility, usability, and brand presence.

STANDOUT B2B SEO CAMPAIGN OF THE YEAR

WINNER

GROWTHACK & ELEMENTSUITE

Positioning for Buyer-led Growth

An impressive campaign that began with a workshop with sales and C-suite to align on business goals. Clear objectives, effective audience segmentation, and a solid growth hacking approach led to remarkable results. The SEO strategy drove organic growth, contributing millions in potential revenue. Brand repositioning, AI-driven content, and a revamped website strengthened market positioning, making this a standout success.

STANDOUT B2C SEO CAMPAIGN OF THE YEAR

WINNER

CLICK CONSULT & UEFA

Strategise. Search. Score. The SEO success behind EURO 2024

The pre and post-match SEO approach is both innovative and highly effective, addressing the challenges of content updates while delivering outstanding results. The clear presentation of their measurement strategy, showing where they started and where they aimed to go demonstrates a well-thought-out plan.

STANDOUT B2C PPC CAMPAIGN OF THE YEAR

WINNER

360 OH & YOUR MEDICALS PHARMACY

Prescription for Success: Scaling YourMedicals.co.uk

An outstanding campaign that exemplifies precision and innovation. The strong identification of the target audience, coupled with a well-structured PPC strategy, showcases a deep understanding of market dynamics. The use of AI-driven optimisation, smart bidding, and strategic budget allocation has clearly driven impressive growth.

STANDOUT B2C PPC CAMPAIGN OF THE YEAR

SILVER

PERFORMICS @ STARCOM & CITROËN

Driving Innovation: Europe's First Vehicle Feed Campaign

This campaign showcases a bold approach, with brands willing to take risks and experiment with fresh tactics and formats. The strategic planning, combined with side-by-side campaign comparisons for benchmarking, adds real value. The collaboration with Google to optimise a new campaign format is a smart move, setting a high bar for innovation in the industry!

STANDOUT INTEGRATED B2C CAMPAIGN OF THE YEAR

WINNER

GENESIS & BARISTA BAR

'Appy Days App Launch

An outstanding campaign with a clear breakdown of budget, goals, and customer behaviour, driving both short- and long-term success. The inclusion of advertising creatives brought the communication concept to life, especially across dynamic social media platforms. Great use of app development to achieve goals and set the client up for future growth.

STANDOUT PAID MEDIA CAMPAIGN OF THE YEAR

WINNER

GENESIS & BARISTA BAR

'Appy Days App Launch

The seamless integration of app development and campaign execution not only achieved the client's goals but also provided a powerful tool for sustained future growth. Overcoming challenges with innovation and agility, this campaign drove exceptional engagement, new sign-ups, and surpassed KPI targets.

STANDOUT ORGANIC SOCIAL CAMPAIGN OF THE YEAR

WINNER

CAMPFIRE & NYX COSMETICS

April Fools Campaign

An extraordinary campaign that achieved incredible reach with no media spend. The creative and powerful approach, particularly the use of creators, set this campaign apart. What truly stands out is its ability to generate massive engagement entirely organically. The playful concept, combined with seamless UGC integration, turned it into a masterclass in leveraging social trends.

STANDOUT PAID SOCIAL MEDIA CAMPAIGN OF THE YEAR

WINNER

JACK.TM & SUPER DRAGON PUNCH FORCE 3

Building a Global Community via PPC

An insightful and well-executed campaign with a clear strategy, defined objectives, and a strong understanding of the target audience. Creative implementation and impactful results were achieved through smart use of Meta, TikTok, and Google, maximising reach and engagement.

STANDOUT LOW BUDGET SEO CAMPAIGN OF THE YEAR

WINNER

ABSOLUTE DIGITAL MEDIA & CHRISTMAS PYJAMAS

The Gift That Kept On Ranking

A truly inspiring campaign that proves impact isn't just about budget, it's about strategy, creativity, and commitment. Despite limited resources, the team delivered exceptional results, surpassing initial goals and standing out against bigger brands. The thoughtful approach to seasonality and the impressive performance for a brand-new website makes this achievement even more remarkable.

STANDOUT LOW BUDGET PPC CAMPAIGN OF THE YEAR

WINNER

JACK.TM & HEIDI

Peak Profits Using Automation

An exceptional case study in leveraging automation outside of Google's black box. This campaign is a masterclass in automation-driven PPC management, turning significant losses into impressive growth. Truly a brilliant example of how smart automation can drive outstanding results.

STANDOUT CHARITY / NOT-FOR-PROFIT CAMPAIGN OF THE YEAR

WINNER

CLIMBING TREES & ESSEX VIOLENCE

& VULNERABILITY UNIT

Youth Knife Harm Campaign

This life-changing initiative achieved real-world behavioural change despite budget limitations, showcasing creativity and strategic execution. The mix of ad creatives and content tailored to different user cohorts based on their awareness levels was spot-on. Additionally, the ability to navigate automated ad moderation through the clever use of keyword strategies further highlights the campaign's ingenuity.

STANDOUT ROI CAMPAIGN OF THE YEAR

WINNER

JACK.TM & HEIDI

Peak Profits Using Automation

An outstanding campaign with impressive results in a short period, driving massive spikes in profit margin. The inclusion of metrics and year-over-year comparisons further highlights the campaign's measurable success. A fantastic story of transforming an underdog brand's performance and exceeding conversion goals, while also outperforming AI.

STANDOUT USE OF META

WINNER

ACCORD MARKETING & SANDALS RESORTS

Meta Mastery: Crafting success through strategy

An exceptional campaign that delivers both strategy and results. The clear audience insights and smart full-funnel planning demonstrate a deep understanding of consumer behaviour. The strategic use of Meta's AI products has driven outstanding performance, exceeding key metrics. Coupled with strong creative elements and high-quality visuals, this campaign is a perfect blend of innovation and execution.

STANDOUT USE OF TIKTOK

WINNER

LASTING LEMONS & ITSU

soup'dumplings 'Your Tray, Your Way'

A brilliant example of how to drive real impact through engagement-led strategy. This campaign masterfully harnessed influencer creativity and UGC to activate the brand in an authentic, trend-driven way. The strategic focus on engagement over follower count ensured content felt native to TikTok, maximising virality and delivering impressive business results.

STANDOUT USE OF INFLUENCER MARKETING

WINNER

THE CORNER LONDON & TOYOTA GB

Test It Like You Own It

An innovative and consumer-first approach to addressing key EV buyer concerns. Leveraging influencer marketing to answer common questions makes the content far more engaging and relatable than traditional FAQ formats. This campaign demonstrates a deep understanding of the target audience, effectively breaking down barriers to EV adoption.

STANDOUT USE OF AI

WINNER

JACK.TM & MAPLIN

Remaking Maplin

An inspiring story of resilience and strategic brilliance, turning around a brand that had previously gone into administration. The deep understanding of the target audience, coupled with smart use of AI search data, maximised campaign bids and budgets to drive success.

STANDOUT USE OF DATA

WINNER

OMMAX & DIGITAL OCCUPANCY MANAGEMENT FOR NURSERIES

The tool seamlessly blends technology and care, saving time and energy while helping nurseries thrive. Most importantly, it allows staff to spend more time focusing on what matters most, caring for kids. This thoughtful solution not only addresses a real challenge but also enhances the lives of children, making a meaningful impact. A perfect balance of simplicity in identifying the target group with a challenge that was tackled brilliantly.

STANDOUT UX

WINNER

LEASELOCO

Data Complexity To Leasing Simplicity

LeaseLoco has simplified the car leasing journey with AI-driven search and price alerts, enhancing the user experience. The campaign delivered impressive results, with higher user engagement, conversion rates, and revenue.

STANDOUT PLATFORM / TECHNOLOGY / TOOL

WINNER

E.ON NEXT

Billie

An incredibly well-defined and thoughtful solution to a long-standing problem. The USP is not only creative but also highly relevant, addressing clear objectives that make a tangible difference in the industry. This tool is both impressive and long overdue, bringing much-needed innovation.

STANDOUT PLATFORM / TECHNOLOGY / TOOL

SILVER

COATS DIGITAL

GSDCost

An outstanding example of technology developed with a strong sense of social responsibility at its core. The inclusion of the Fair Wage Tool feature is especially commendable, showcasing a genuine commitment to ethical practices and positive impact.

STANDOUT APP

WINNER

ALCONEX

Creating a digital Workforce with our stand-out industry-first app, UtiliMate

An outstanding showcase of innovation and impact. The app not only resonates with its target audience but also delivers tangible results. This app highlights the perfect blend of strategy and execution. A truly impressive achievement in driving both engagement and bottom-line growth.

SOFTWARE INNOVATION AWARD

WINNER

SALESFIRE & SALESFIRE AI

A price-effective platform that empowers e-commerce businesses of all sizes. The integrated approach of collecting data and sending targeted emails and SMS is brilliant. Impressive use of ID profiling, real-time tracking, and personalised retargeting. With competitive pricing and seamless integration, this David vs. Goliath story delivers outstanding results.

STANDOUT USE OF CONVERSION OPTIMISATION

WINNER

MERKLE & HISCOX

Personalising the Quote and Buy funnel

An excellent, data-driven approach to reducing funnel friction, with clear insights and impressive results. This campaign showcases a strong understanding of user needs and effectively optimises the conversion journey.

STANDOUT AI SOFTWARE SOLUTION

WINNER

ASK BOSCO®

AI Marketing Analytics for Reporting, Forecasting & Benchmarking.

The no-code setup makes the software accessible and user-friendly, while the budget scenario planning feature is a game-changer, eliminating guesswork and optimising marketing spend with precision. It's fantastic to see AI being applied in a way that genuinely streamlines operations and delivers measurable results.

STANDOUT CRO AGENCY OF THE YEAR

WINNER

ALL HUMAN

A truly compelling entry that beautifully captures the agency's journey and evolution. The excellent client feedback highlights the measurable value being delivered, showcasing a clear impact on their success. It's inspiring to see how the agency continuously adapts to new challenges, innovates in its approach, and stands out from the crowd.

STANDOUT PR AGENCY OF THE YEAR

WINNER

THE FLYWHEELERS

The Flywheelers showcase an innovative approach to a challenging year with a subscription model that offers flexibility without any tie-ins. The agency's accomplishments go beyond business metrics, with notable growth, expanded offerings, industry recognition, and investment in the team. This campaign demonstrates outstanding year-on-year revenue growth, offering clients the flexibility to shift seamlessly between PR, content marketing, and digital services.

STANDOUT PAID MEDIA AGENCY OF THE YEAR

WINNER

HOUSE OF PERFORMANCE

An inspiring example of how a strong company culture fuels success, the commitment to training junior staff and prioritising well-being showcases a people-first approach that drives both growth and excellence. With impressive financial performance, clear strategic thinking, and proactive problem-solving, this company is setting new standards.

STANDOUT IN-HOUSE TEAM OF THE YEAR

WINNER

LYOYD'S LIST INTELLIGENCE MARKETING TEAM

An exceptional campaign that provides a clear and insightful overview of the agency's structure and the challenges faced throughout the campaign. The well-defined objectives and baseline set a strong foundation for success. The resolution of the website issues added significant value to the overall strategy.

STANDOUT SMALL INTEGRATED DIGITAL AGENCY OF THE YEAR

WINNER

HEUR

Heur excels at identifying and overcoming challenges proactively, demonstrating foresight and strategic agility. The clear organisational goals reflect the founders' strong commitment to both business development and fostering a positive culture.

STANDOUT LARGE INTEGRATED DIGITAL AGENCY OF THE YEAR

WINNER

EVOLUTED

Evoluted is a standout agency, balancing business performance with a strong commitment to social goals for people and the planet. Their recent achievements highlight the importance of employee and client satisfaction alongside revenue. The quality of work reflects their focus on employee development, and the clear environmental focus is inspiring.

SPONSORED BY

tribe
GLOBAL

SPONSORED BY

PIMENTO.

THANKS TO OUR 2025 PARTNERS

 MANCHESTERDM

 DAN DIGITAL AGENCY NETWORK

 Boost

 PIMENTO.

 **tribe**
GLOBAL