



# UK Social Media Awards

# 2025 Judge Comments

## BEST USE OF FACEBOOK

### WINNER

#### DesignMyNight

This campaign is a wonderful example of organic social done right. With no budget, a small team, and sharp strategic thinking, they rebuilt their Facebook presence from the ground up and absolutely nailed it. Judges loved the exceptional organic growth, strong visuals, brilliant captioning, and deep understanding of the platform's evolving algorithms. For a team of just two to deliver such consistent, high-quality content across multiple platforms is nothing short of remarkable. The results were impressive and the momentum they have for 2025 is even more exciting.

## BEST USE OF INSTAGRAM

### WINNER

#### Autotrader UK & Collective Studios

The Autotrader Car Hunt

This campaign demonstrates next-level creativity, community engagement, and real-world impact. Judges loved how digital attention was turned into real-life action, generating a buzz both online and across the city. With a tight brand identity, innovative use of UGC, and playful elements like QR codes, Instagram stories, and even a 3D printer, the team delivered a joyful experience that smashed KPIs and built a genuine brand connection.

## BEST USE OF YOUTUBE

### WINNER

#### Banijay UK

Would I Lie To You? YouTube Channel

Banijay UK demonstrated a deep understanding of their audience, using community behaviour and data to shape content, turning fan insights into editorial gold. Their agile approach, clever remixing of archive footage, and smart use of long-form and live YouTube content led to outstanding growth in views, revenue, and engagement.

## BEST USE OF SNAPCHAT

### WINNER

#### Performics @ Starcom & Invisalign

Biting into Teen Markets with Snap-Story Brilliance

This is a masterclass in strategic timing, platform-native execution, and audience insight. Launching on Boxing Day was a bold yet brilliantly calculated move, capturing high digital engagement at a moment when younger audiences were most active. By leveraging Snapchat's First Story format with bold, snappy-native creative, the team maximised impact in an underserved space, driving standout results in a crowded market.

## BEST USE OF TIKTOK

### WINNER

#### Currys, iSite TV & Fabric Social

It's a brat Summer at Currys with offers that hit different AF

Bold, brilliant, and benchmark-setting! From platform-native humour and pitch-perfect casting to a trend-leading concept that reshaped perceptions, this was a masterclass in cultural fluency. The campaign carved a distinct brand identity, nailed cross-generational appeal, drove real-life site traffic, and set the standard for how brands should show up on TikTok. A viral moment turned movement, and everyone else followed.

## BEST USE OF LINKEDIN

### WINNER

#### SAY Communications & i-PRO

Increasing Awareness and LinkedIn Connections for a New Security Brand

A well-researched, data-led campaign with impressive results. Smart use of carousels, quotes, and timely trends made the content stand out especially on LinkedIn, where they clearly understood the platform's two-way nature. Strong creative execution, clear objectives, and impactful storytelling through screenshots and posts.

## BEST USE OF LINKEDIN

### SILVER

#### ACCA with Blackbridge Communications

A World Without Accountants

A daring, brilliant campaign that brought much-needed humour to LinkedIn, showing the profession in a fresh, unexpected light. Great creative, strong integration, and impressive results grounded in clear analysis.

## BEST AUDIENCE ENGAGEMENT CAMPAIGN

### WINNER

#### VCCP & Virgin Media O2

Daisy vs Scammers

A standout campaign that truly broke new ground. The innovative and strategic use of generative AI to 'scambait' at scale was not only fresh and original, it felt deeply human. It sparked real behaviour change while delivering superb, largely organic results. This is a masterclass in how to make AI work for good, blending creativity, talkability, and cross-generational reach through smart PR and social. Outstanding work that brought a complex issue to life in an engaging, shareable, and impactful way.

## BEST SOCIAL INFLUENCER CAMPAIGN

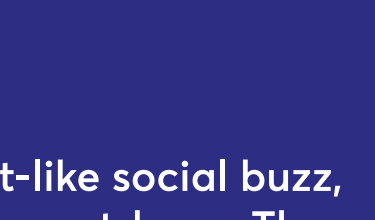
### WINNER

#### HelloFranses! & Pop Mart

From Pop Mart to Pop Culture via Labubus

With razor-sharp strategy, clever scarcity tactics, and cult-like social buzz, this campaign has transformed a niche toy into a fashion must-have. The judges were wowed by the creativity, precision, and phenomenal results.

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## BEST COLLABORATION WITH A CONTENT CREATOR

### WINNER

#### Banijay UK

Celebrity Big Brother 2025 Animals Campaign

Playful, clever, and perfectly timed, this campaign tapped into the nation's love for animals and Big Brother with a humorous twist that stood out in the crowded April Fools' space. The creative approach was simple yet effective, using micro-influencers and platform-native content to drive buzz and relatability. With strong alignment to brand, smart channel choice, and impressive results on a tight budget, it was a standout moment of fun and originality.

## BEST COLLABORATION WITH AN INFLUENCER

### WINNER

#### Richard Sales & Scrub Daddy UK

The Sponge That Broke the Internet

A standout example of what happens when bold creativity meets the right partnership. By collaborating closely with Richard Sales, not just as talent, but as a creative lead, Scrub Daddy delivered an innovative, authentic campaign that broke away from traditional influencer playbooks. The strategy was smart, the execution was perfectly aligned with TikTok culture, and the results speak volume, smashing KPIs and building real brand affinity.

## BEST USE OF RESEARCH AND EVALUATION

### WINNER

#### TUI Brand Social Team

TUI Brand Christmas Elves Campaign: working with Leo Burnett & Meta

A smart, well-balanced campaign that combined creative charm with strategic rigour. Testing a clear hypothesis showed real ambition, and collaboration between Leo's and Meta ensured strong, effective assets. The engaging Christmas creative resonated with audiences, backed by impressive results and robust evaluation.

## BEST USE OF SOCIAL MEDIA IN A CRISIS

### WINNER

#### VCCP & Virgin Media O2

Daisy vs Scammers

An incredible, standout campaign that brilliantly used humour and light-heartedness to engage audiences during a crisis. The authentic use of the 'scambaiting' genre perfectly aligned with platform culture, making the videos both enjoyable and highly effective. Supported by a well-written case study and thorough materials, this campaign demonstrates a strong understanding of community engagement and creative execution.

## MOST IMPACTFUL SOCIAL MEDIA INNOVATION

### WINNER

#### Autotrader UK & Collective Studios

The Autotrader Car Hunt

Loved the creative blend of real-world and social to connect and engage audiences, with impressive ad-hoc, scrappy shown through Instagram DM tracking and a smart ratio system. The fully integrated approach effectively overcame challenges and delivered strong commercial results.

## MOST INNOVATIVE SOCIAL MEDIA CAMPAIGN

### WINNER

#### Hearts & Science UK and Allwyn

Olympic Moments

A masterclass in ambition matched by execution. Built on deep insights and guided by clearly defined, quantifiable objectives, this campaign tackled the complex challenge of operating at 'Olympic speed' and delivered. From pioneering industry-first activations on X to embedding interactive, emotionally resonant content, the team demonstrated a bold, strategic approach that resonated powerfully with its audience.

## MOST INNOVATIVE SOCIAL MEDIA CAMPAIGN

### SILVER

#### VCCP & Virgin Media O2

Daisy vs Scammers

With a serious mission to fight fraud, the team combined cutting-edge technology, smart strategy, and genuine humour, delivering Daisy the AI granny, a brilliantly engaging character that not only entertained but also educated. The use of real data, authentic voice talent, and viral cross-platform content made the campaign feel human, even while powered by AI.

## BEST LOW BUDGET CAMPAIGN

### WINNER

#### The Handy Marketing Company

Domestic Abuse Education

This campaign stood out for its clear, SMART objectives, strong structure, and powerful purpose. The judges praised the team's ability to deliver impressive results on a low budget, using data to demonstrate real impact. With multiple organisations signing up for training and numerous policy downloads, the campaign not only raised awareness of a critical workplace issue but also drove meaningful change, a true example of purpose-led marketing done right.

## BEST USE OF UGC

### WINNER

#### Autotrader UK & Collective Studios

The Autotrader Car Hunt

This campaign has a smart, well-rounded strategy that seamlessly integrates paid, earned, and owned channels. The judges were particularly impressed by the thoughtful use of UGC, giving people a real stake in the experience, and how the team adapted in real-time to what was working across platforms. Geo-targeting, platform tools, and strong results made this a standout, feel-good campaign with real impact.

## BEST USE OF SOCIAL MEDIA FOR ENTERTAINMENT

### WINNER

#### Mitre Studios & Ant & Dec

Jungle Club

This campaign turned social media into a true fan event, building not just buzz, but a fully immersive experience. With brave and innovative use of Instagram Broadcast Channels, live streaming, and seamless UGC integration, it transformed a timing challenge into an opportunity to spark cultural conversation and create a genuine superfan community.

## BEST USE OF SOCIAL MEDIA FOR FINANCE

### WINNER

#### The ABI, PLSA and Third City on behalf of the pensions industry

Face Forward

This campaign masterfully targeted an often overlooked audience with data-driven insights while still appealing broadly. Taking a risk with an engaged influencer paired with a trusted financial expert paid off, delivering fun, relatable, and engaging content that resonates with the audience. A fantastic example of creativity, strategy, and risk-taking coming together for impressive impact.

## BEST USE OF SOCIAL MEDIA FOR RETAIL

### WINNER

#### HelloFranses! & Pop Mart

From Pop Mart to Pop Culture via Labubus

A masterclass in engineered hype and cultural brand building. It was impressive to see a merge of streetwear aesthetics, scarcity psychology, and creator economy thinking with precision. With a modest budget, it sparked a viral buzz, national press, and real-world demand. A standout example of how to launch with impact.

## BEST USE OF SOCIAL MEDIA FOR RETAIL

### SILVER

#### Currys, iSite TV & Fabric Social

How Currys became all everyone was talking about

This campaign stood out for its platform-native creativity, smart use of humour, and seamless integration of retail messaging in content that felt authentic and entertaining. With a strong collaborative model, the flowless, tech-savvy launches to playful, community-driven content, approach, the team achieved staggering results and national recognition.

## BEST USE OF SOCIAL MEDIA FOR FMCG

### WINNER

#### Favola & Organix

Lil' Ballers for TikTok

This campaign impressed with its creative, relatable, and joyful use of TikTok, proving that even toddlers can make brilliant content stars! With a smart mix of paid, organic, and influencer activity, the team delivered a campaign that was socially native, strategically sound, and genuinely fun. The judges loved how it spoke directly to its young parental audience with authenticity and humour, using community-driven storytelling to exceed objectives and build real brand personality.

## BEST USE OF SOCIAL MEDIA FOR FASHION

### WINNER

#### HelloFranses! & Pop Mart

From Pop Mart to Pop Culture via Labubus

This campaign was a masterclass in turning a niche product into a full-blown cultural phenomenon. From curated creator partnerships to bold collaboration, every move felt intentional and culturally in tune. The use of social, social proof, and community storytelling created real-world hype, digital frenzy, and outstanding results. A truly iconic campaign that redefined what fashion culture can be.

## BEST USE OF SOCIAL MEDIA FOR HEALTH AND BEAUTY

### WINNER

#### The Good Influence & Willpowders

'Getting High On Life'

Standing out for its bold mission to challenge diet culture with honesty, authenticity, and cultural relevance. The campaign is backed by strong insights and a smart identification, delivered through layered storytelling across influencers and creators, leading to powerful engagement and brand trust. Overall, a brilliantly executed, insight-led, and rebellious campaign that drove real business impact.

## BEST USE OF SOCIAL MEDIA FOR HEALTH AND BEAUTY

### SILVER

#### Coolr and Bupa

Need a Lift?

With a clear mission to break down the taboos around men's mental health, this campaign combined humour, relatability, and data-led insights in a format that felt both fresh and authentic. From the innovative car conversations with Martin Kemp to the premium production and storytelling, every element was carefully crafted to engage audiences without losing the seriousness of the topic.

## BEST USE OF SOCIAL MEDIA FOR TRAVEL AND TOURISM

### WINNER

#### Carousel & Buxton Crescent

Reinvigorating spa stay bookings for Buxton Crescent

A beautifully executed brand revival for Buxton Crescent, blending luxury travel appeal with strong commercial outcomes. The judges liked the clear, conversion-led objectives, smart persona building, and effective use of paid support to drive traffic and ROAS. The visual identity was elevated without losing heritage, while influencer integration added tone-perfect credibility. A modern, multi-stream strategy that smashed its targets, and set a new standard in destination marketing.

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## BEST USE OF SOCIAL MEDIA FOR FOOD AND DRINK

### WINNER

#### Billion Dollar Boy & Old Mout Cider

Moutopia Unbottled

A brilliantly executed campaign that overcame category challenges with creativity and clarity. 'Moutopia' was a standout concept, youthful, vibrant, and culturally resonant. A masterclass in blending brand storytelling with smart influencer strategy to deliver both commercial impact and cultural relevance.

## BEST USE OF SOCIAL MEDIA FOR SPORTS AND FITNESS

### WINNER

#### The LTA, Little Dot Sport

The LTA: Serving up a summer of tennis

It is great to see the ambitious goals, sharp strategy, and exceptional delivery. With a clear understanding of the target audience and use of real-world moments and bold creative storytelling to drive both engagement and emotion. The team delivered three powerful narratives that resonated across platforms and outperformed competitor benchmarks. By combining sport, culture, and clever timing, the campaign didn't just meet objectives, it exceeded them, shifting perceptions and elevating visibility in a truly meaningful way.

## BEST USE OF SOCIAL MEDIA FOR HOME AND GARDEN

### WINNER

#### Which?

5 things I would never do as an X expert

This is a brilliant example of how creativity, clarity, and audience insight can deliver real impact, even with zero budget. The judges liked the clear, snappy, expert-led short form video for being vibrant, engaging, and genuinely useful, with a clear target audience and smart use of feedback to shape future content. A standout achievement by an in-house team that proves great ideas don't need big spend to succeed.

## BEST CHARITY / NOT-FOR-PROFIT CAMPAIGN

### WINNER

#### National Deaf Children's Society

A Message to Younger Me

This campaign stood out for its heart-warming storytelling, clear objectives, and powerful impact, all achieved with minimal budget. Judges praised its thoughtful, platform-native execution, creative strength, and transparency around challenges. Most of all, the social response and community engagement proved just how meaningful and effective this work truly was.

## BEST LONG-TERM STRATEGIC USE OF SOCIAL MEDIA

### WINNER

#### saintnicks & Ascot Racecourse

Elegance at Play on Social Media

This campaign tackled a tough brief with confidence and creativity, successfully modernising the perception of horse racing by focusing on authenticity, fashion, and relatable creators. With a smart, data-led strategy, brilliant persona targeting, and a strong multi-channel approach, it delivered standout results and a fresh, exciting angle that resonated with a new, affluent audience.

## BEST LONG-TERM STRATEGIC USE OF SOCIAL MEDIA

### SILVER

#### The Good Influence & Willpowders

'Getting High On Life'

Authentic, and brilliantly targeted, this marketing campaign made a confident entrance into a competitive space. With clear SMART objectives, a strong strategy, and audience-first creative, it spoke directly to its community and laid a solid foundation for long-term brand growth. From standout results to the thoughtful addition of a private community, this was a smart, well-executed campaign that has set the tone for future success.

## BEST INTEGRATED CAMPAIGN

### WINNER

#### Drogo5 London & Plusnet

Cosy January Deals

A smart, data-led campaign that proved you don't need a big budget to make a big impact. By leaning into cosy home trends, selecting the right influencers, and showcasing the brand's standout customer service, this campaign delivered bold creative, brilliant results, and real, measurable sales.

## BEST INTEGRATED CAMPAIGN

### SILVER

#### saintnicks & Ascot Racecourse

Capturing the magic of Royal Ascot

This is a well-researched, data-driven campaign with SMART objectives, clear persona targeting, and strong multi-channel execution. This campaign stood out with brilliant strategy, standout results, and a clever newsroom-style content approach that truly brought the brand to life.

## BEST REAL TIME RESPONSE CAMPAIGN

### WINNER

#### Dove & Mindshare UK

#Faceof10

This campaign stood out for its powerful purpose, not just its performance; it wasn't about chasing metrics, it was about creating meaningful change. The judges were impressed by the brand's bold stance on social responsibility, tackling the influence of social media on young people with authenticity and care. By smartly leveraging TikTok and partnering with diverse creators, Dove and Mindshare sparked a genuine conversation that resonated far beyond the screen. A creative, conscience-led campaign that redefined what beauty and brand impact can look like today.

## BEST BEST REAL TIME RESPONSE CAMPAIGN

### SILVER

#### Electrical Safety First

The Traitors

This campaign was a brilliant example of how bold, creative thinking can drive a big impact on a small budget. Judges were impressed by the smart, timely use of AI to tap into a cultural moment and bring its message to life in a fresh, social-first way. With no paid spend, they managed to cut through the noise, showing that with the right idea and execution, even a small team can make a powerful statement. A standout example of trend-led creativity used with purpose and care.

## BEST USE OF PAID SOCIAL

### WINNER

#### Fabric Social & Ocado

Buy Women Built (WBD 2025)

A purpose-led campaign with real heart and impact. It took a fresh, authentic approach to WBD, steering clear of tokenism and driving genuine engagement. The team's swift, thoughtful handling of negativity showed true agility and integrity. A standout example of community-led creativity that exceeded expectations and delivered meaningful change.

## BEST USE OF PAID SOCIAL

### SILVER

#### Hearts & Science UK & Allwyn

Olympic Moments

The innovative UK-first approach, real-time activation, and bold content cut through the noise during a busy period, delivering strong results. Thoughtfully tailored creatives for each channel maximised audience engagement, and smart budget allocation ensured maximum impact. A truly compelling and forward-thinking campaign.

## BEST USE OF AI IN SOCIAL MEDIA

### WINNER

#### Naturally Social & Wiltshire Police

#EndExploitation

A sharp, resourceful campaign that proves big impact doesn't need a big budget. Smart, transparent use of AI reduced production costs, enabling greater reach and creative flexibility. The iterative approach and use of familiar tools made the work both accessible and effective, offering valuable lessons for others. A standout example of strategic, budget-conscious creativity with real-world results and legacy.

## BEST USE OF AI IN SOCIAL MEDIA

### SILVER

#### Waitrose & Partners

Weather Resistant Summer Campaign

A refreshingly different and smart campaign, creative, relevant, and grounded in data. Tapping into the unpredictability of British weather with AI-driven automation was both clever and practical, delivering an incredible revenue growth. Equally remarkable is their proud commitment to diversity, a vital strength that continues to be nurtured and fuels their success.

## EMERGING TALENT AWARD

### WINNER

#### Annabelle Heaven-Ince

Scrub Daddy UK

Annabelle is a powerhouse behind Scrub Daddy's social success. The bold, playful content used to drive a massive increase in brand visibility has transformed the brand from a niche cleaning product into a culturally relevant, community-driven favourite. From standout collaborations with big brands to consistently nailing the tone on TikTok and Instagram, Annabelle brought fresh energy, creativity, and tangible results to the brand's social presence.

## BEST IN-HOUSE TEAM

### WINNER

#### Space NK

#### Deep Media Team Powerhouse

With deep platform knowledge, bold creative instincts, and a clear understanding of their audience, the Space NK team consistently deliver standout, social-first work across TikTok, Instagram, and YouTube. From the flowless, tech-savvy launches to playful, community-driven content, they've shown how to build brand love while managing multiple voices and channels with ease. A small but mighty team setting the benchmark for beauty retail on social.

## BEST IN-HOUSE TEAM

### SILVER

#### Transport for London (TfL)

#### Great Media Team

It was social to see the TfL team's strong leadership, clear content pillars, and storytelling that ladder back to both business goals and customer needs. With a thoughtful, structured approach and a bold shift in tone, the team turned social into a key channel for engagement, education, and brand-building, all while staying true to TfL's heritage. A standout example of public sector innovation on social.

## BEST IN-AGENCY TEAM

### WINNER

#### Little Dot Sport

This agency impressed the judges, with their forward-thinking approach to sustainability, a clear focus on meaningful metrics, and standout social-first thinking. With an impressive client portfolio, strong values, and innovative use of social to build genuine audience connection, this team delivered not just great results, but impact that truly matters.

## BEST