

CMA INTERNATIONAL CONTENT MARKETING AWARDS 2017 NOMINATIONS

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Best Automotive

Title	Client	Agency
Harley Owners Group EMEA Communications	Harley-Davidson EMEA	Archant Dialogue
Fortheride.com	Triumph Motorcycles	Made by Sonder Ltd
ŠKODA Tour De Celeb	ŠKODA	MediaCom
Chrysler PacifiKids	Chrysler	Mosaic
#GetThereWithGinola	Nissan Motor (GB) Limited	Red Bee
The Iron Knight	Volvo Trucks	Spoon
Middle Lane Hogging	Confused.com	The 10 Group
Roadtrip for a Reason	Land Rover	The Precinct & Spark44
Bloomberg/BMW Group's #Beyond100	BMW Group	Vizeum & Ketchum
Chase Your Dream, No Matter What	Bridgestone	WeAreFearless

Best FMCG

Title	Client	Agency
Count Your Chickens	Birds Eye	Inkling
Badger Ultimate Beer Sheds	Badger Beer	Joint
#Wimblewatch	Evian	MEC Wavemaker
Triggering the Need for Colgate Sensitive Pro Relief (CSPR)	Colgate	MEC Wavemaker
An Oykos Island Escape	Danone	MEC Wavemaker

Best Finance

Title	Client	Agency
Using Content to Stand Out	EBS	256
Prosper and Thrive	Santander	Arnold Worldwide
House2Home	Experian UK	Brickwall
Cash Smart	Wonga	Cedar
Breaking Through Barriers with Good Vibes	Sunny	Inside Online
Smart Investor	Barclays	ITN Productions
Bringing Out Your Inner Entrepreneur	Swedbank	KIT Creative Studio
To Talk About Children's Savings	Swedbank	KIT Creative Studio
Dare to Believe	Allianz	MediaCom
ContentLive	RBS Group	Progressive Content

Best Travel

Title	Client	Agency
Discovery and Silk Road	Cathay Pacific	Cedar
IAG Portfolio	International Airlines Group	Cedar
#OMGB Home of Amazing Moments	VisitBritain	Expedia Media Solutions
KLM and Holland Herald	KLM Royal Dutch Airlines	G+J Custom Content
The Vertical Penalty	Scandic Hotels	Geelmuyden Kiese
Qantas Magazine & Travel Insider	Qantas	Medium Rare Content Agency
SAS70	Scandinavian Airlines	OTW
Exodus Travels	Exodus Travels	Red Bee
Destination Canada 2017	Destination Canada	TCO London
IHG 'Book Direct 2017'	InterContinental Hotels Group	That Lot Creatives

Best Membership

Title	Client	Agency
InTheBlack	CPA Australia	Bauer Works, part of Bauer Media Group
The Club: British Airways	British Airways	Cedar
4thePlayer	Professional Footballers' Association	Future Fusion
NS and SPOOR Membership	NS (National Railway Netherlands)	G+J Custom Content
Supply Management	CIPS	Haymarket Network
RSPB	RSPB	Immediate Media
My VIP	Pets at Home	John Brown Media
Changing Perceptions and Putting Members First	Foodservice Consultants Society International (FCSI)	Progressive Content
CIMA FM magazine	The Chartered Institute of Management Accountants	SevenC3
Girlguiding	Girlguiding	Sunday

Best Retail Consumer

Title	Client	Agency
East of England Co-op Customer Magazine	East of England Co-op	Archant Dialogue
Tesco Portfolio	Tesco	Cedar
Good Living	ASDA	Hearst UK
adidas GLITCH	adidas GLITCH	iris
Everyday Experts	Shell	iris
Waitrose Food	Waitrose	John Brown Media
Fresh Living	Pick n Pay	John Brown Media
John Lewis Edition	John Lewis	John Brown Media
KIWI LilleGo'	KIWI Minipris	Spoon
#LOVEGIVING: Rewarding the Nations' Christmas Givers with The Presents Of A Lifetime	Very.co.uk	The Story Lab & Vizeum

Best Non-Retail Consumer

Title	Client	Agency
Sonar	Lapperre	Bold & pepper
Gåsmamman – The Real Story	C More	Bonnier News Brand Studio and Wasp Communication
surviVR	Samsung	C - the branded CONTENT agency & Leo Burnett Israel & Reshet TV
The Last Druid Book Launch	Novelist Glen L Hall	Everything Different
Playing with Fire – The Unexpected Property Viewing	The Norwegian Directorate for Civil Protection (DSB)	Geelmuyden Kiese, Production Company: Globus Media
Power Your Passion	Milton Keynes College	Itineris
Direct Advice for Dads	HBF Health	Mahlab

**Best Internal Company
Engagement**

Title	Client	Agency
Up To Speed 4You: British Airways	British Airways	Cedar
The Roger Collective	Virgin Group	John Brown Media
Your Steinhoff	Steinhoff	John Brown Media
The Patch	Cadent	Made by Sonder Ltd
t magazine	Tesco	Made by Sonder Ltd
Försvarets Forum	Swedish Armed Forces	Make Your Mark
IKEA Global Coworker	IKEA	OTW
Everything's Possible (Alles Kan)	VodafoneZiggo	PROOF
Upside Down (Op z'n kop)	Ziggo	PROOF
Pursuit	The De Beers Group of Companies	Sunday

Best Specialist

Title	Client	Agency
Trainspotting 2: Guide to Edinburgh	Sony Pictures Home Entertainment	8 Million Stories
Clicks to Bricks in Six	ASDA	Blue 449
SurvivR	Samsung	C - the branded CONTENT agency & Leo Burnett Israel & Reshet
Toys Catalogue	Tesco	Cedar
The Truck Driver's Mother	The Norwegian Labour Inspection Authority	Geelmuyden Kiese
Standing Up for the Children Without Care	SOS Children's Villages	Geelmuyden Kiese
Playing with Fire – The Unexpected Property Viewing	The Norwegian Directorate for Civil Protection (DSB)	Geelmuyden Kiese, Production Company: Globus Media
Science of Play: Discover Toddlers	Danone/Nutricia, Aptamil Growing Up Milk	MEC Wavemaker
Salary Guides 2017	REED	Punch Communications
#SheInspiresMe	Twitter	Twitter Studio

Best B2B

Title	Client	Agency
Generation Z, the Store & the Technology Ticking Clock	Vodat International	Fieldworks Marketing
The Truck Driver's Mother	The Norwegian Labour Inspection Authority	Geelmuyden Kiese
We Have No One to Lose	The Norwegian Labour Inspection Authority	Geelmuyden Kiese
Believe in The UK International Campaign #GreatTrade	UK Department of International Trade	Bloomberg Media Studios
B2B Heroes	Ziggo	LVB
Inmarsat Aviation 'Bring it On'	Inmarsat Aviation	OgilvyOne Business
ContentLive	RBS	Progressive Content
The SAP Business Reimagined Tour	SAP	SAP
Land Business	Strutt & Parker	Sunday
RICS Thought Leadership Content Programme	RICS	Sunday

Best Real-Time Activation

Title	Client	Agency
#MGINSIDER – Hijacking London Fashion Week	McArthur Glen	7Stars
Royal Hijacks	ASDA	Hoot
Smart Investor	Barclays	ITN Productions
The Show	Matalan	ITN Productions for ITV AdVentures
National Biscuit Day: The Ultimate Dunk Off – Live!	Pladis – McVitie’s	MEC Wavemaker
#SistersMeet	Azamara Club Cruises	VERB Interactive Inc.

Best Distribution Strategy

Title	Client	Agency
The Good, the Bad and the Hired	REED	ITN Productions
The Journey of Blood	Sanquin Blood Supply	LVB
Women In STEM	Various	Mediaplanet
Machine Conversations	KONE	Spoon
Impeller Distribution Campaign	Xylem	Spoon

Best Use of Data & Insight

Title	Client	Agency
Tesco Seasonal Planning	Tesco	Cedar
IAG AEROLab	International Airlines Group	Cedar
Fighting a National Trust Crisis: Restoring Public Opinion on Vaccination	Conseil National de l'Ordre des médecins (French GMC)	Citizen Press
The Truck Driver's Mother	The Norwegian Labour Inspection Authority	Geelmuyden Kiese
Very Inspired	Very	John Brown Media
This Is Belonging	The British Army/Capita plc	Karmarama
Using Data to Break a Record	Berghs	KIT Creative Studio
We've got #ChristmasCovered	Vodafone	MEC Wavemaker
Voltarol - Back on Track	GSK	MediaCom
Salary Guides 2017	REED	Punch Communications

Best Annual Content Strategy

Title	Client	Agency
Hyper Local, Persona Driven Content for Lead Generation	EBS	256
TSB Local Pride	TSB	360i Europe
British Airways: Pathfinder	British Airways	Cedar
myGalaxy	Samsung	iris
Waitrose Food	Waitrose	John Brown Media
My Pet Pals	Pets at Home	John Brown Media
Spinneys Magazine	Spinneys	John Brown Media
Direct Advice for Dads	HBF Health	Mahlab
Coop - a Brand Building Mediahouse	Coop Norway	Redink
Selling Australia to the World	Tourism Australia	Storyation

**Best Use of Content on Owned
 Media Channels**

Title	Client	Agency
IAG Portfolio	International Airlines Group	Cedar
Tesco Portfolio	Tesco	Cedar
SAGA: A Fairytale Journey Through the Norwegian Mountains	The Norwegian Trekking Association (DNT)	Geelmuyden Kiese
adidas GLITCH	adidas GLITCH	iris
Very Inspired	Very	John Brown Media
Direct Advice for Dads	HBF Health	Mahlab
Qantas Magazine & Travel Insider	Qantas	Medium Rare Content Agency
Coles Supermarkets	Coles Supermarkets	Medium Rare Content Agency
Home.Barclays – Content Strategy Relaunch	Barclays	Speak Media
IHG 'Book Direct 2017'	IHG (International Hotels Group)	That Lot Creatives

Best Use of Monetised Content

Title	Client	Agency
IAG Media	International Airlines Group	Cedar
The App That Came to Life	The Oslo District of Aker Brygge	Geelmuyden Kiese
The Big Day Out	c2c	MEC Wavemaker
Qantas Magazine & Travel Insider	Qantas	Medium Rare Content Agency
Coles Supermarkets	Coles Supermarkets	Medium Rare Content Agency
Sainsbury's magazine	Sainsbury's	SevenC3

Best Content Campaign

Title	Client	Agency
Elle's Christmas Star	Cystic Fibrosis Trust	Cystic Fibrosis Trust
1066: Year of the Normans	English Heritage	English Heritage
#BeHeard: AJ Fight of the Century	Beats by Dre	Havas Media, Sky Media, Anomaly, PMG, Laundry Service
From Selfie to Self-Expression	Huawei	Hill+Knowlton Strategies
The Show	Matalan	ITN Productions for ITV AdVentures
ŠKODA Tour De Celeb	ŠKODA	MediaCom
Be Ready For life	Manulife Singapore	Mediacorp Brand Studio
Unite for Parkinson's	Parkinson's UK / European Parkinson's Disease Association	Speak Media
KIWI LilleGo'	KIWI Minipris	Spoon
The Fifth Sense	CHANEL	Virtue / VICE

Best Use of Innovation

Title	Client	Agency
surviVR	Samsung	C - the branded CONTENT agency & Leo Burnett Israel & Reshet TV
Fantasy Stable League	Godolphin	CPL
Discover Your Aloha	The Hawai'i Tourism Authority	Expedia Media Solutions
adidas GLITCH	adidas GLITCH	iris
adidas #myneolabel	adidas	iris
Cracking the Developer Content Code: Driving Content Resonance for Hard to Reach Technical Audiences	Microsoft	Metia
Cadbury Buttons Taking You on a Trip Down Memory Lane	Cadbury	The Story Lab & Carat

Best Use of Print Within a Multi-Media Campaign

Title	Client	Agency
Center Parcs' Village Life Magazine	Center Parcs	Archant Dialogue
High Life	British Airways	Cedar
Tesco Magazine	Tesco	Cedar
First: British Airways	British Airways	Cedar
Excelente: Iberia	Iberia	Cedar
Icon - The Official Story of the Series Land Rover and Defender	Land Rover	Foxtrot Papa
Range Rover Velar and Jaguar E-Pace	Jaguar Land Rover	Foxtrot Papa
John Lewis Edition	John Lewis	John Brown Media
Delta	The Institute and Faculty of Actuaries (IFoA)	Redactive
Sainsbury's Magazine	Sainsbury's	SevenC3

Best Social

Title	Client	Agency
The Social Lead Gen Revolution	EBS	256
Harley-Davidson EMEA Events	Harley-Davidson EMEA	Archant Dialogue
The Norwegian King's Speech	Sylvsmidja (The Silver Blacksmith)	Geelmuyden Kiese
adidas Neo Snapchat	adidas	iris
YESIdn - Social Influencer Video Campaign	Youth Employment Skills London (Reed In Partnership)	JBH - The Content Agency
Chef Siphos Videos	Pick n Pay	John Brown Media
Badger Ultimate Beer Sheds	Badger Ales	Joint
#Wimblewatch	Evian	MEC Wavemaker
The Bachelorette	Hilton Head Island	VERB Interactive Inc.
#FollowTheSpiders	Warner Bros. Studio Tour London - The Making of Harry Potter	Warner Bros. Studio Tour London - The Making of Harry Potter

Best Use of SEO

Title	Client	Agency
Mythical Creatures Campaign	Expedia	BlueGlass
London Under the Microscope	Staveley Head	Branded3
Owning Sleep Through SEO	Dreams	Inside Online
Are You Sitting Comfortably?	Canesten	MediaCom
Driverless Cars: Gearing Up for a New Era of Motor Insurance	Adrian Flux Insurance Group	ToTheEnd and Further
The National Federation of Independent Business (NFIB)	The National Federation of Independent Business (NFIB)	VERB Interactive Inc.

Best Video - Singular

Title	Client	Agency
A1 Net Cube Influencer Marketing with Fabio Wibmer	A1 Telekom Austria AG	Austria.com/plus
Catsnake: UNICEF Generation	UNICEF UK	Catsnake Film
The Ultimate Housewarming	Aston Martin	Foxtrot Papa
The Truck Driver's Mother	The Norwegian Labour Inspection Authority	Geelmuyden Kiese
Sevens from Heaven	HSBC	Hill+Knowlton Strategies
Behind the Controls of Amsterdam Arena Stadium	Nuon Energy	LVB
Steps for Life	Suicidprevention i Väst & Västra Götalandsregionen	OTW
#iwasinspired Wiley Author Story video	Wiley	Plainsight
Salary Guide	REED	Progressive Content
Recruitment Campaign	SOS Alarm	Spoon

Best Video - Series

Title	Client	Agency
The AXA Research Files	AXA (Paris)	Coasthouse Productions
The Recruits / Bundeswehr - Die Rekruten	Federal Armed Forces / Bundeswehr	CROSSMEDIA / Castenow Communications
The Show	Matalan	ITN Productions for ITV AdVentures
YES!dn - Social Influencer Video Series	Youth Employment Skills London (Reed In Partnership)	JBH - The Content Agency
Livera #nothingtohide	Livera	LVB
#Wimblewatch	Evian	MEC Wavemaker
Allianz. Dare to Believe	Allianz	MediaCom
ŠKODA Tour De Celeb	ŠKODA	MediaCom
Anytime's Playtime feat. Sarah Sjöström	Betsson	OTW
Game Changers	Brand USA	Sparkloft Media

Best Use of Illustration

Title	Client	Agency
Hyundai Mercury Prize Illustrations	Hyundai Motor UK	Big Group
Made in the UK: Business Life	British Airways	Cedar
Rotterdam Rises: Excelente	Iberia	Cedar
UNICEF: A wall to remember	UNICEF France	Citizen Press
Scouting	The Scouting Association	Immediate Media
Paragraph	Sappi	John Brown Media
Broccoli & Brains	Lighterlife	Made by Sonder Ltd
Grand Central Art Meets Style AW17	Grand Central Shopping Centre (QIC)	Plump + Spry
CIMA FM magazine	Chartered Institute of Management Accountants	SevenC3
Modus	RICS	Sunday

Best Use of Photography

Title	Client	Agency
High Life	British Airways	Cedar
Business Life	British Airways	Cedar
Icon - The Official Story of the Series Land Rover and Defender	Land Rover	Foxtrot Papa
Kenya Airways and Msafiri inflight magazine	Kenya Airways	G+J Custom Content
Good Living	ASDA	Hearst UK
John Lewis Home	John Lewis	John Brown Media
Waitrose Food	Waitrose	John Brown Media
John Lewis Edition	John Lewis	John Brown Media
Very Inspired	Very	John Brown Media
John Lewis Baby SS17	John Lewis	Sunday

Editor of the Year

Title	Client	Agency
Kerry Smith	British Airways	Cedar
Jesus Huarte	Iberia	Cedar
Tim Hulse	British Airways	Cedar
William Sitwell	Waitrose	John Brown Media
Leah Mennies	Hannaford Supermarkets	John Brown Media
Kate Cornish	Pets at Home	John Brown Media
Andrew Geekie	RS Components & St. James's Place (SJP)	SevenC3
Helena Lang	Sainsbury's	SevenC3
Kenny MacIver	Fujitsu	SevenC3
Oliver Parsons	RICS	Sunday

Designer of the Year

Title	Client	Agency
Kris Short	Nikon, Eurostar, Mandarin Oriental	Cedar
Nacho Cachero	Iberia	Cedar
Steve Ellul	Cathay Pacific	Cedar
Jamie Trendall	American Airlines, Virgin Atlantic, Etihad Airways, Qatar Airways, CF Bucherer and more	Ink Global
James Tangwood	Virgin Group	John Brown Media
Clare Watters	John Lewis	John Brown Media
Laura Eyres	John Lewis	John Brown Media
Kerry Wakefield	Waitrose	John Brown Media
Christie Ferdinando	RICS	Sunday

Rising Star

Title	Agency
Stephen Kenwright	Branded3
Kateřina Borovanská	FREYA
Tom Cornish	MEC Wavemaker
Adam Woodbridge	REED
Andrew Wells	SevenC3
Emma Rees	SevenC3
Maxine Marshall	SevenC3
James Rumball	SevenC3
Anisa Awad	VERB Interactive