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IBP Journalism Awards 2018 **Digital service category: Dezeen**

Dezeen is the world's most popular online architecture and design magazine (source: Alexa).

During the judging period, our goal was to increase traffic, while increasing our reputation as an innovative brand that sets the global agenda. We did this by showing bravery and leadership in tackling some of the biggest topics that concern our global audience.

We addressed the terrible gender balance in architecture with a ground-breaking survey of the world's 100 biggest firms, finding that women occupy just 10% of senior roles. We followed this up with our Move the Needle campaign, which highlighted poor gender balance across the sector.

The campaigns sent shockwaves through the industry and led dozens of firms to overhaul their policies. Our Good Design for a Bad World talks series explored how design can help tackle problems such as climate change and the refugee crisis. Held during Dutch Design Week, they were the best attended talks in the event's history and amassed 100,000 livestream viewers online.

We were also hugely ambitious in diversifying the types of content we produce. We produced Elevation, an agenda-setting documentary explaining how drones will transform cities. The film was screened at festivals and conferences around the world and has been watched over 750,000 times across YouTube and social media.

Using our own drone, we shot stunning architectural movies around the world and experimented with 360-degree video, including a highly viewed series of movies shot at the Venice Architecture Biennale.

This innovative activity helped us achieve our best ever audience figures:

Unique visits: 24,721,143 (up 9.95% from the same period the previous year)

Visits: 55,312,092 (up 8.7%)

Page views: 104,101,760 (up 1.29%)

Instagram followers: 1,555,760 (up 30.09%)

Facebook followers: 930,412 (up 9.21%)

Twitter followers: 953,672 (up 16.19%)

We also significantly increased the diversity and ambition of our branded content.

We worked with celebrated illustrator Jean Jullien to produce an animated movie telling the story of chair brand Emeco, which launched to great acclaim.

We also launched a design competition with Samsung and produced a series of short movies about innovative housing solutions for MINI.

Finally, we launched Dezeen Awards, an awards programme seeking the best architecture, interiors and design. The response was phenomenal, with over 3,600 entries from 91 countries, making us the biggest architecture and design awards programme in the world in our first year.

URL access

Please find links below to the editorial campaigns, initiatives and branded content referenced in our entry.

Dezeen: www.dezeen.com

Dezeen's gender survey: <https://www.dezeen.com/?p=1140856>

Move the Needle campaign: <https://www.dezeen.com/?p=1189520>

Good Design for a Bad World talks programme: <https://www.dezeen.com/?p=1263865>

Elevation documentary: www.dezeen.com/elevation

Dezeen's drone videos: www.dezeen.com/tag/drone-movies-dezeen

Dezeen's 360-degree videos: www.dezeen.com/tag/360-degree-videos-dezeen

Jean Jullien and Emeco film: <https://www.dezeen.com/?p=1177942>

Samsung competition: www.dezeen.com/tag/samsung-ambient-mode-design-competition

MINI partnership: www.dezeen.com/miniliving

Dezeen Awards: www.dezeen.com/awards