



vation and initiative' as it won a series of awards for its output during

A special Ash Wednesday Instagram filter, using Virtual Reality techniques, the popular Time to Pray app & podcast and the 2020 Advent and Christmas campaign 'Comfort and Joy' were among areas of work honoured at the annual 'Digital Impact Awards' in London.

Competitors included household names such as Lloyds Banking Group, Fidelity, Centrica and Nestle.

The judging panel said: “The Church of England has demonstrated incredible innovation and initiative in its adoption of digital tools to support the Christian community through the pandemic.

“From online services to a multi-channels Christmas campaign to apps and virtual reality filters...The digital in-house team demonstrated rigor and creativity as it built its various projects on a vast foundation of research, as they developed digital solutions to immediate problems.”

The full list of awards is below:

Digital Impact Awards

- In House Digital Team of the Year – Church of England.
- The Church of England has won three golds in the Digital Impact Awards for:
 - o Best use of VR for the Ash Wednesday Instagram filter
 - o Best use of Audio for the Time to Pray app & podcast
 - o Best use of existing social media platforms for the 2020 Advent and Christmas campaign
- A further two silvers were awarded for:
 - o Best use of online video for the weekly online services
 - o Best digital employee communication for our Digital Labs training programme

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