

2026 GEMA AWARDS

GENERAL ENTERTAINMENT - UK

WINNERS



2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

CONGRATULATIONS!

Dear GEMA Community,

Behind every campaign, trailer, design and idea are people who cared enough to push it further. People who found a fresh perspective, made a bold choice, or helped a team see what was possible. This is your moment to be celebrated.

Congratulations to the nominees and winners of the 2026 GEMA Awards: General Entertainment - UK.
You represent a creative community whose influence reaches well beyond the UK. Your work helps audiences discover something they will love, gives programmes a place in people's lives, and turns anticipation into shared experience. That takes imagination, instinct and a deep understanding of people.

We know how much it takes to deliver work of this standard. The finished work rarely reveals all the decisions, revisions and persistence behind it. These awards are an opportunity to recognise that effort, the teams who make it possible, and the craft that deserves to be seen and valued. This year, that recognition carries special meaning as we celebrate 70 years of GEMA. Across seven decades and many changes in how entertainment reaches audiences, this community has continued to give people a reason to watch, listen, care and connect. Our history belongs to the people who have built that connection, and the work in these pages is part of that continuing story.

For me, this anniversary is also a reminder of our responsibility to this community: to champion the value of your work, create opportunities to learn from one another, and help make room for the next generation. GEMA's future will be shaped by how well we serve the people moving this industry forward.

Thank you to our judges and jurors for the care, expertise and time you brought to recognising this year's work. To our members, sponsors, partners, Board and team, thank you for helping us bring this community together and give its achievements the recognition they deserve.

To every nominee and winner: I hope you take a moment to enjoy what you have accomplished, share this recognition with the people who helped you get here, and feel proud of your place in this industry.

It is a privilege to celebrate you in our 70th year.

Warmly,

Stacy La Cotera
President
The Global Entertainment Marketing Academy of Arts & Sciences

2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

Meet The Jury



PETER ALLINSON
AMAZON PRIME VIDEO



RICHARD BIGGS
BBC CREATIVE



JAMES BLUNDEN
INTERMISSION FILM



ELLIOT CARDONA
LEROY & ROSE



EMMA CASSIDY
SKYDANCE



MICHAEL CROMWELL
BMG



DANIELLA DICKINSON
BBC STUDIOS



KATE GARTLAND
NARRATIVE ENTERTAINMENT UK



MARK HILLS
FACTORY STUDIOS



MEGAN MCGREGOR
MAKE IT SOCIAL



LEE PARKER
CREATIVE DIRECTOR



PAUL PHILPOTT
UKTV



KENNY REYNOLDS
HEARST NETWORKS



SASAN ROOHI
THE WALT DISNEY COMPANY



DAN SULLY
PARAMOUNT



MATHIAS UPTON-HANSEN
BLACKLIST



MALOU VAN ROOIJ
ZEALOT UK



ANDY VASEY
CHANNEL 4

2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

Judges

ALAN TONER
ALECIA KELTER
ALEX KENT
ALEXANDRA ARSENE
ALEXANDRA KIRK
AMY COOK
ANDI TAJTI
ANDREW IACOVIDES
ANNE DAVIES
ARIANNA SMITH
BARRY DYER
BERTIE LEIGH
BIANCA LORENZO-PEREZ
CALLUM ANDERTON
CHARLIE DEDMAN
CHARLOTTE BLACKBURNE-BIRCH
CHERYL VAZ
CHRISTINE RUSSELL
CIARA FERREIRA
CLAIRE HIGGINSON
CLAIRE WATSON
DAVID HICKS
DEBBIE DILLON
DIEGO CASSIA
DOMINIC DEW
ED DE LACY
ED WEBSTER
EDIZ HUSEYIN
EDUARDA BOSTOCK
EMILY BARKER
EMILY SHAW
ETHAN URQUHART
FAYE ROBSON-STOKES
FAYE WESSELY
GARY DAVIES
GENEVIEVE SIMMS
GENEVIEVE SLIGCHER
GEORGINA MARCANTONIO
HAAMID ALI
HANNAH WINSTANLEY
HARRY MATTHEWSON
HELEN MORGAN-GEARY
HELLIE BARCROFT
IONI BERESFORD-COLE
ISOBEL ASKWITH
JAKE MARKWELL
JAMES BROWN
JAMES GERRARD-JONES
JAMES PARRY
JAMES WOOD
JANE RECORD
JASON BARON
JASON THOMSON
JORDEN HEFFERNAN
JUDITH EDELSTEIN
KAREN KNOX
KATE BODDINGTON
KATE GREGORY
KELLI PETER
KEVIN RIXON
LAUREN MCEVADDY
LISA PETTIT
LUCIA ANGELIDES
LUWINA LO
LYDIA HAWORTH
MAGGIE ROGERS
MARK HYDE
MARK ROGERSON
MARY GREGORY
MATT ALLEN
MATTHEW HENRY
MATTHEW STEPHENSON
MIA GUTIERREZ MAXWELL
MOSTAFA FAHMY
NIKHIL CHAVDA
NIKKI SAMANI
PADDY POWER
RACHEL ROBERTS
RALF MANIEGO
RYAN CASEY
SAM MURPHY
SAMANTHA KAPUTALAMBA
SARAH WARD
SEAN WORKMAN
SENNI WHITAKER
SERGEY SAPRYGIN
SHANNON NEWTON
SIMON LOTZE
SOPHIE ALMKLEV
STANLEY MATTHEWMAN
SUMMER BLAIR
SUSAN AYTON
TESS CUMING
THILINI GUNARATNA
TOM BIRD
UZMA PAINCHUN
VICTORIA DALTON
YILMAZ USTUNKAYA

2026 GEMA AWARDS

GENERAL ENTERTAINMENT - UK

Creative Team 'Of The Year'

BBC CREATIVE

BBC CREATIVE



2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

VIDEO SPOTS



BEST BRAND SPOT

GOLD WINNER

WHAT HAS THE BBC EVER DONE FOR ME?

BBC CREATIVE

SILVER WINNER

DISNEY+ A LIFETIME OF GREAT STORIES - CHRISTMAS SPOT 2025

DISNEY+ CREATIVE

Agency Credit: VCCP

BRONZE WINNER

YOU & U

UKTV

Agency Credit: The Armoury



BEST COMEDY

GOLD WINNER

HOW TO GET TO HEAVEN FROM BELFAST - OFFICIAL TRAILER

ZEALOT

Brand Credit: Netflix

SILVER WINNER

DRAMATIC HEAD TURNS

ORKA PIXELS

Brand Credit: Amazon Prime Video

BRONZE WINNER

CRANK UP THE COMEDY

4CREATIVE



BEST DRAMA - ORIGINATED

GOLD WINNER

EASTENDERS THE NIGHT THAT CHANGES EVERYTHING

BBC CREATIVE

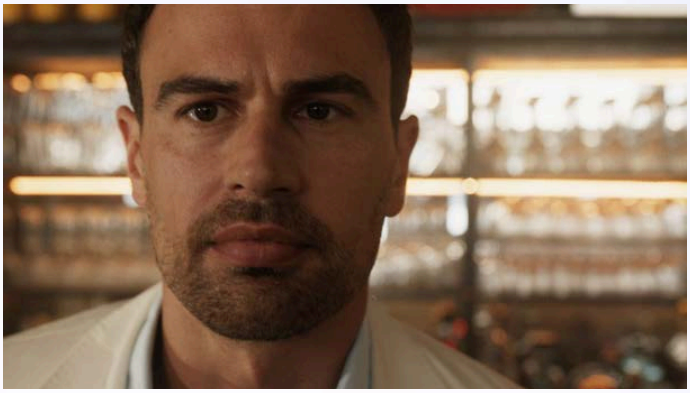
SILVER WINNER

THE GAME - TEASER

JAMES HENRY CREATIVE HEAVY INDUSTRIES

2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

VIDEO SPOTS



BEST DRAMA - CLIP-BASED

GOLD WINNER

THE GENTLEMEN: SEASON 2 - OFFICIAL TEASER
ZEALOT
Brand Credit: Netflix

SILVER WINNER
GIRL TAKEN
PARAMOUNT +

SILVER WINNER
TRIGGER POINT SERIES 4 CINEMA 60
ITV

BRONZE WINNER
SWEETPEA S2 TEASER
SKY CREATIVE



BEST ENTERTAINMENT

GOLD WINNER

THE MOST WONDERFUL TIME OF THE YEAR
ITV



BEST FACTUAL, DOCUMENTARY OR CURRENT AFFAIRS - ORIGINATED

GOLD WINNER

JOE WICKS: LICENSED TO KILL
4CREATIVE

SILVER WINNER
NATIONAL GEOGRAPHIC: KILLING HITLER
TWDC CREATIVE

BRONZE WINNER
CONVICTIONS GONE BAD WITH WILL MELLOR - TEASE
HEARST NETWORKS

2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

VIDEO SPOTS



BEST FACTUAL, DOCUMENTARY OR CURRENT AFFAIRS - CLIP-BASED

GOLD WINNER

KYLIE - OFFICIAL TRAILER
ZEALOT
Brand Credit: Netflix

SILVER WINNER
TRAFFIC COPS
PARAMOUNT UK

BRONZE WINNER
NATIONAL GEOGRAPHIC: CHERNOBYL: INSIDE THE MELTDOWN
TWDC CREATIVE



BEST FILM

GOLD WINNER

ZONE OF INTEREST
4CREATIVE

SILVER WINNER
POINT BREAK ON MTV
PARAMOUNT CREATIVE MTVE INTERNATIONAL

BRONZE WINNER
THE DA VINCI CODE TRILOGY
PARAMOUNT UK



BEST KIDS

GOLD WINNER

LET'S GET LOUD
PARAMOUNT CREATIVE UK

SILVER WINNER
NATIONAL GEOGRAPHIC: THE BEAR TRAIL
TWDC CREATIVE

BRONZE WINNER
SPONGEBOB-ATHON
PARAMOUNT CREATIVE UK

2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

VIDEO SPOTS



BEST LIFESTYLE & LEISURE

GOLD WINNER

JAMIE OLIVER COLLECTION
4CREATIVE

SILVER WINNER
BREAKING DAD AT CHRISTMAS ON COMEDY CENTRAL
PARAMOUNT CREATIVE MTVE INTERNATIONAL

BRONZE WINNER
QUEST: YORKSHIRE AUCTION HOUSE
WARNER BROS DISCOVERY EMEA



BEST REACTIVE WORK

GOLD WINNER

100 YEARS ON PLANET EARTH
SKY CREATIVE



BEST REALITY

GOLD WINNER

TRAITOR ARRIVALS
BBC CREATIVE

SILVER WINNER
LOVE ISLAND SUMMER SERIES 13 2026 LAUNCH
ITV
Agency Credit: Private Island

BRONZE WINNER
TEEN MOM UK TURNS 10 ON MTV
PARAMOUNT CREATIVE MTVE INTERNATIONAL

2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

VIDEO SPOTS



BEST SEASON OR STUNT

GOLD WINNER

A VERY SPECIAL DELIVERY
LUX AETERNA
Brand Credit: BBC Studios

SILVER WINNER
ITV CHARADES
ITV

BRONZE WINNER
YOUR NEXT OBSESSION
ORKA PIXELS
Brand Credit: Amazon Prime Video



BEST SPORTS - ORIGINATED

GOLD WINNER

LET'S MAKE IT ICONIC
BBC CREATIVE

SILVER WINNER
TRAILS WILL BLAZE
BBC CREATIVE

BRONZE WINNER
WORLD CUP 2026 LAUNCH
ITV



BEST SPORTS - CLIP-BASED

GOLD WINNER

UNTOLD UK - MONTAGE TRAILER
ZEALOT
Brand Credit: Netflix

SILVER WINNER
24HRS OF LE MANS
WBD CREATIVE STUDIO EMEA

BRONZE WINNER
ROLAND GARROS - LEAVE YOUR MARK
WBD CREATIVE STUDIO EMEA

2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

VIDEO SPOTS



SOMETHING FOR NOTHING

GOLD WINNER

ID: SUMMER OF SECRETS
WARNER BROS DISCOVERY EMEA
Agency Credit: Large Format Films

SILVER WINNER
UFC - THE MIRACLE
WBD CREATIVE STUDIO EMEA

BRONZE WINNER
NATIONAL GEOGRAPHIC: THE BEAR TRAIL
TWDC CREATIVE



BEST UK PRODUCTION FOR NON-UK BROADCAST

GOLD WINNER

ID: SUMMER OF SECRETS
WARNER BROS DISCOVERY EMEA

SILVER WINNER
BIG MISTAKES - OFFICIAL TRAILER
ZEALOT
Brand Credit: Netflix

BRONZE WINNER
CHORNOBYL: DAYS THAT SHOCKED THE WORLD
WARNER BROS DISCOVERY EMEA

2026 GEMA AWARDS
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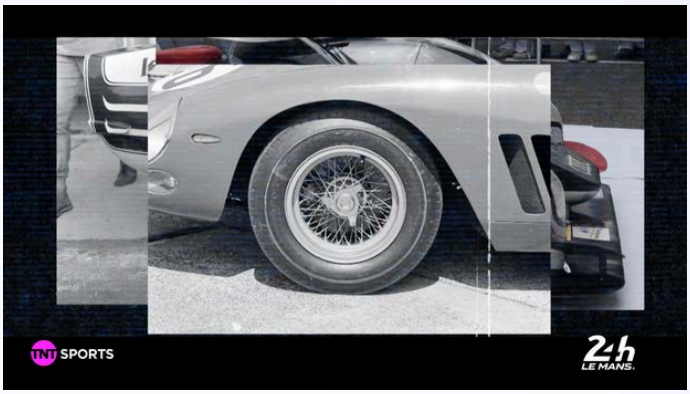
CRAFT IN VIDEO



BEST USE OF EDITING

GOLD WINNER

24HRS OF LE MANS
WBD CREATIVE STUDIO EMEA

SILVER WINNER
MYSTERY MATINEES
NARRATIVE ENTERTAINMENT

BRONZE WINNER
WHAT HAS THE BBC EVER DONE FOR ME?
BBC CREATIVE



BEST USE OF COPYWRITING

GOLD WINNER

MORNING HABIT
BBC CREATIVE

SILVER WINNER
TLC: ZERO STARS
WARNER BROS DISCOVERY EMEA

BRONZE WINNER
MTV'S CELEBRITY EX ON THE BEACH
PARAMOUNT CREATIVE MTVE INTERNATIONAL



BEST USE OF DIRECTION

GOLD WINNER

WHAT HAS THE BBC EVER DONE FOR ME?
BBC CREATIVE

SILVER WINNER
TRAILS WILL BLAZE
BBC CREATIVE

BRONZE WINNER
LET'S MAKE IT ICONIC
BBC CREATIVE

2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

CRAFT IN VIDEO



BEST USE OF HUMOUR

GOLD WINNER
FA CUP - DARE TO DREAM
WBD CREATIVE STUDIO EMEA

SILVER WINNER
WHAT'S IN MY BAG
BBC CREATIVE

BRONZE WINNER
NOW - HBO MAX
SKY CREATIVE



BEST USE OF MUSIC

GOLD WINNER
WHAT HAS THE BBC EVER DONE FOR ME?
BBC CREATIVE

SILVER WINNER
DISNEY+ SINGS LET IT GO
DISNEY+ CREATIVE

BRONZE WINNER
POINT BREAK ON MTV
PARAMOUNT CREATIVE MTVE INTERNATIONAL



BEST USE OF SCRIPTWRITING

GOLD WINNER
WHAT HAS THE BBC EVER DONE FOR ME?
BBC CREATIVE

SILVER WINNER
GREAT! TV Brand SPOT
NARRATIVE ENTERTAINMENT
Agency Credit: Make Giants

BRONZE WINNER
MEN'S WORLD CUP - CHOOSE SCOTLAND
BBC CREATIVE

2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

CRAFT IN VIDEO



BEST USE OF SOUND DESIGN

GOLD WINNER

100 YEARS ON PLANET EARTH
SKY CREATIVE

SILVER WINNER

WHAT HAS THE BBC EVER DONE FOR ME?
BBC CREATIVE & FACTORY STUDIOS

BRONZE WINNER

LET'S MAKE IT ICONIC
FACTORY STUDIOS
Agency Credit: BBC Creative



BEST USE OF VOICE

GOLD WINNER

TRUMP VS THE TRUTH
4VOICE

SILVER WINNER

PUDSEY SPEAKS
BBC CREATIVE

BRONZE WINNER

THE ROCK ON COMEDY CENTRAL
PARAMOUNT CREATIVE MTVE INTERNATIONAL

2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

DESIGN



BEST CHANNEL BRANDING PACKAGE

GOLD WINNER

SKY SPORTS F1
SKY CREATIVE

SILVER WINNER
SKY LOGO REFRESH
SKY CREATIVE

BRONZE WINNER
THE GREAT! BRAND REFRESH OF 2025
NARRATIVE ENTERTAINMENT
Agency Credit: Make Giants



BEST IDENTS

GOLD WINNER

BBC ONE CHRISTMAS IDENTS
BBC CREATIVE

SILVER WINNER
MTV SEASONAL IDENTS
PARAMOUNT CREATIVE MTVE INTERNATIONAL
Agency Credit: Joe Melhuish

BRONZE WINNER
TNT SPORTS PILLAR IDENTS
WARNER BROS. DISCOVERY SPORTS CREATIVE EMEA
Agency Credit: Motionbox



BEST USE OF ANIMATION

GOLD WINNER

LET'S MAKE IT ICONIC
BBC CREATIVE

SILVER WINNER
TRAILS WILL BLAZE
BBC CREATIVE

BRONZE WINNER
NATIONAL GEOGRAPHIC: THE BEAR TRAIL
TWDC CREATIVE

2026 GEMA AWARDS
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DESIGN



BEST USE OF MOTION GRAPHIC DESIGN

GOLD WINNER

AGATHA CHRISTIE'S SEVEN DIALS - OFFICIAL TEASER

ZEALOT

Brand Credit: Netflix

SILVER WINNER

BBC SOUNDS CHRISTMAS

BBC CREATIVE

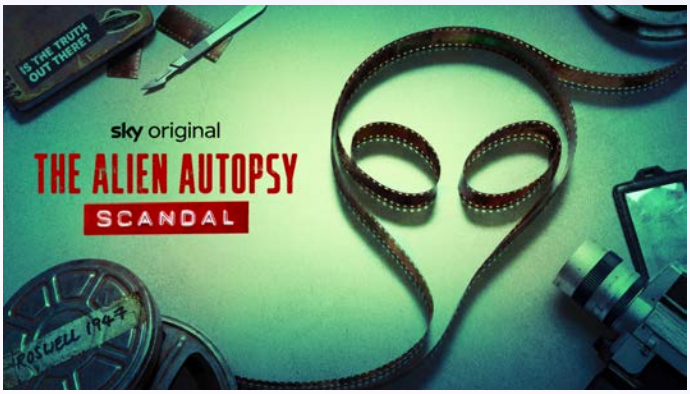
BRONZE WINNER

TEEN MOM UK TURNS 10 ON MTV

PARAMOUNT CREATIVE MTVE INTERNATIONAL

2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

KEY ART



BEST KEY ART

GOLD WINNER

THE ALIEN AUTOPSY SCANDAL
SKY CREATIVE

SILVER WINNER
GIRL TAKEN
PARAMOUNT +

BRONZE WINNER
TLC: ZERO STARS
WARNER BROS DISCOVERY EMEA



BEST KEY VISUAL

GOLD WINNER

ROLAND GARROS - LEAVE YOUR MARK
WBD CREATIVE STUDIO EMEA

SILVER WINNER
THE BODIES ON THE BRIDGE
HEARST NETWORKS

BRONZE WINNER
BOOKISH SERIES 2
UKTV



BEST PRESS / OUT OF HOME

GOLD WINNER

INDIE FOREVER
BBC CREATIVE

SILVER WINNER
DISNEY+ X PRINTWORKS - A LIFETIME OF GREAT STORIES
DISNEY+ CREATIVE
Agency Credit: Copperworks

BRONZE WINNER
SKY SPORTS START OF SEASON 2026
SKY CREATIVE

2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

KEY ART



BEST USE OF ILLUSTRATION

GOLD WINNER

ALICE AND STEVE - APOLOGY CARDS
DISNEY+ MARKETING
Agency Credit: Chris Christodoulou

SILVER WINNER

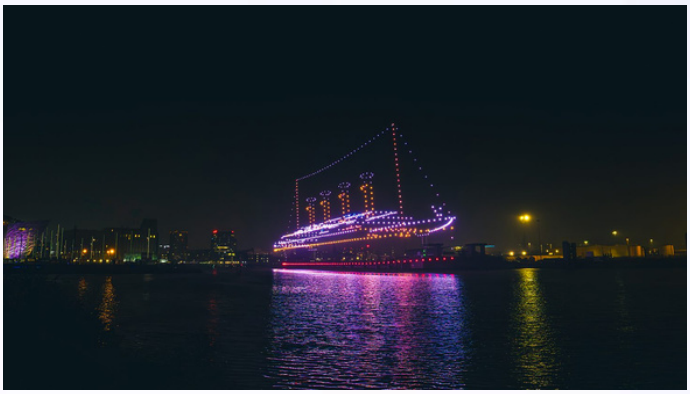
NATIONAL GEOGRAPHIC: TO CATCH A SMUGGLER
TWDC CREATIVE

BRONZE WINNER

NATIONAL GEOGRAPHIC: CAR S.O.S S14 KA
TWDC CREATIVE
Agency Credit: MMMultiply

2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

EXPERIENTIAL | EVENTS | ACTIVATION



EXPERIENTIAL ACTIVATION

GOLD WINNER

MADE OF NORTHERN IRELAND

BBC CREATIVE & BBC NI MKT

SILVER WINNER

DISNEY+ X PRINTWORKS - A LIFETIME OF GREAT STORIES

DISNEY+ CREATIVE

Agency Credit: Copperworks

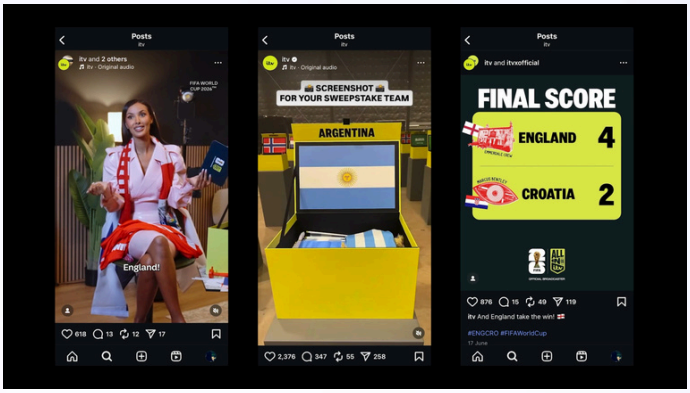
BRONZE WINNER

FXS THE BEAR SEASON 5 - FINAL SEASON. SERVED HATCH ACTIVATION

DISNEY+ MARKETING

2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

CAMPAIGNS



BEST INTEGRATED CAMPAIGN

GOLD WINNER

WORLD CUP 2026
ITV

SILVER WINNER

ITV Brand 2026
ITV

BRONZE WINNER

SATURDAY NIGHT LIVE UK LAUNCH CAMPAIGN
SKY CREATIVE



BEST ON-AIR CAMPAIGN

GOLD WINNER

WHAT HAS THE BBC EVER DONE FOR ME?
BBC CREATIVE

SILVER WINNER

NATIONAL GEOGRAPHIC: CHERNOBYL: INSIDE THE MELTDOWN
TWDC CREATIVE

BRONZE WINNER

IT'S RIGHT HERE
ORKA PIXELS
Brand Credit: Amazon Prime Video

2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

SOCIAL MEDIA



BEST USE OF SOCIAL MEDIA CAMPAIGN - ORGANIC

GOLD WINNER

NATIONAL GEOGRAPHIC: WILD CHRISTMAS
TWDC CREATIVE

SILVER WINNER

WHAT'S IN MY BAG
BBC CREATIVE

BRONZE WINNER

RAISING CHELSEA ORGANIC SOCIAL CAMPAIGN
DISNEY+ CREATIVE



BEST USE OF SOCIAL MEDIA CAMPAIGN - PAID

GOLD WINNER

MAKING THE CASE
BBC CREATIVE

SILVER WINNER

LOVE ISLAND ALL STARS 2026
ITV

BRONZE WINNER

HULU STORIES MAKE YOU - DISNEY+ HULU SOCIAL CAMPAIGN
DISNEY+ CREATIVE

BRAND PARTNERSHIPS



BEST SPONSORSHIP / BRAND PARTNERSHIP

GOLD WINNER

PARTNERSHIP AGAINST FRAUD

NARRATIVE ENTERTAINMENT

Agency Credit: Make Giants

2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

EFFECTIVENESS



BEST MEDIA PLANNING

GOLD WINNER
SATURDAY NIGHT LIVE UK LAUNCH
SKY

SILVER WINNER
HERE FOR THE DRAMA
CHANNEL 4

BRONZE WINNER
WHAT HAS THE BBC EVER DONE FOR ME?
BBC



BEST PRODUCTION

GOLD WINNER
WHAT HAS THE BBC EVER DONE FOR ME?
BBC CREATIVE

SILVER WINNER
FA CUP - DARE TO DREAM
WBD CREATIVE STUDIO EMEA

BRONZE WINNER
WORLD CUP 2026
ITV

2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

SPECIAL AWARDS



BEST NEWCOMER

GOLD WINNER

FIA ALLY
BBC CREATIVE

SILVER WINNER
ZENOBIA DASSU
DISNEY+ CREATIVE

BRONZE WINNER
SEAN WORKMAN
SKY CREATIVE



INCLUSION & CHANGE

GOLD WINNER

PUDSEY SPEAKS
BBC CREATIVE

SILVER WINNER
THE UPPER THIRD
NARRATIVE ENTERTAINMENT

BRONZE WINNER
CHANGE DRIVERS - DOUGLAS MCMASTER
WARNER BROS DISCOVERY EMEA

2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

Thank You to...

OUR OFFICIAL 2026 MEDIA PARTNER

THE Hollywood REPORTER

OUR 2026 AWARDS CREATIVE PARTNER

WOODWORK©
Design & Direction Co.

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Thank You to...

THE OFFICIAL VOICE OF THE 2026 GEMA AWARDS

KELLY-ANNE SMITH
voiceover

OUR AWARDS SHOW PRODUCTION PARTNER

DotDotDot

2026 GEMA AWARDS

GENERAL ENTERTAINMENT - UK

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