**2012 EMEA DIAMOND SABRE AWARD NOMINEES**

**Source:** [**http://www.holmesreport.com/news-info/11690/EMEA-Diamond-and-Gold-SABRE-Finalists-Announced.aspx**](http://www.holmesreport.com/news-info/11690/EMEA-Diamond-and-Gold-SABRE-Finalists-Announced.aspx)

**CEO OF THE YEAR**

Thomas Ebeling: From "Nobody" to "Media Man of the Year"

Pro Sieben Sat 1 Media with Hering Schuppener

**THE SABRE AWARD FOR SUPERIOR ACHIEVEMENT IN BRAND-BUILDING**

**125 Years of Maggie Würze**

Maggie with Grayling

**Truvia: Turning Over a New Leaf in the UK**

Truvia with Kaizo

**FedEx Deliver Panda-monium Across the Globe**

FedEx with Ketchum Pleon

**Wake Up the Town**

Philips with Ketchum Pleon

**I Love Ukraine**

Kyivstar with SPN Ogilvy

**THE SABRE AWARD FOR SUPERIOR ACHIEVEMENT IN REPUTATION MANAGEMENT**

**Less Bank More Life: Launch of New Direct Bank Zuno**

Zuno Bank

**TV Licensing's Telescope: A Focus on the Nation's Viewing Habits**

BBC TV Licensing with Fishburn Hedges

**From "The Molotov-RibbentropiPipeline" to Respected Partner in Energy Supply**

Nord Stream with Hill+Knowlton Strategies

**World Menu Report**

Unilever Food Solutions with salt

**Books on the Phone**

Turk Telecom

**THE SABRE AWARD FOR SUPERIOR ACHIEVEMENT IN MEASUREMENT AND EVALUATION**

**"Big Night Out" Campaign - Max Colour Effect**

Procter & Gamble - Max Factor with Ketchum Pleon

**The Beauty of Proof**

Procter & Gamble - Olay Professional Range with Ketchum Pleon

**NIVEA SUN Summer Edition**

Beiersdorf AG, NIVEA SUN in cooperation with the Piper Verlag publishing house with Molthan van Loon Communications

**2012 EMEA GOLD SABRE AWARD NOMINEES**

**AFRICA**

**Lifebuoy School of 5 Hand Washing Campaign**

Unilever Kenya with Apex Porter Novelli

**Sungura Sam (Teaching Children to Wash their Hands) Campaign**

Unilever Kenya and World Good Programme with Apex Porter Novelli

**Morocco Mall: Morocco's Kingdom Latest Jewel and Africa's Top Mall**

Morocco Mall with Fleishman-Hillard

**Women in Leadership Conference**

Barclays and Ciar Africa with Ogilvy PR

**Corporate PR Intervention**

Guinness Nigeria with The Quadrant Company

**THE BALKANS**

**Speak Out Against Domestic Violence**

Avon Bulgaria with All Channels Communications

**Now I Can See the Future**

The Government of the Republic of Moldova with BDR Associates

**Dinner with Electrolux**

Electrolux with GolinHarris

**I Matter Campaign**

SOS Children's Villages Bulgaria with Symmetric Communication Consultancy

**Meet the Indestructible**

Varta Romania with The Practice

**THE BALTIC**

**Breakfast Gives Power**

Partnership for Health

**Eurobasket Lithuania 2011 Integrated Communications Campaign**

Local Organizing Committee EuroBasket 2011

**Via Toll: Electronic Toll Collection System in Poland**

Kapsch with Grayling

**Child Online Safety Campaign**

Microsoft Lithuania with Integrity PR

**Attention! Phonoholism**

InternetQ Poland with On Board Public Relations

**BENELUX**

**Flower Bus**

The Flower Council of Holland with Bijl, partners in public relations

**Energy Future Program**

Shell with Edelman

**Transforming IBM Through Social Media**

IBM Benelux with Ketchum Pleon

**JIJ & Overijssel**

Provincie Overijssel with Porter Novelli

**Children Do Not Separate…**

Sire with Winkelman Van Hessen

**DACH**

**Farting to Stardom**

Bayer Healthcare Germany

**Brise Discreet Launch: Scented Wax Figure Exhibition**

SC Johnson – Brise with Edelman

**Better Living With Cork**

Portuguese Cork Association with Hering Schuppener

**2015 Financial Centre Strategy**

Swiss Bankers Association with Ketchum Pleon

**Mercedes-Benz Press Communication IAA 2011 - "For the Next 125 ! Years"**

Daimler AG, Global Communications Mercedes-Benz Cars (COM/MBC) with Oliver Schrott Kommunikation

**CENTRAL EASTERN EUROPE**

**2011 Crisis Communications for Skanska**

Skanska

**Prague Taxi Design Contest**

Dassault Systèmes with Grayling

**7thsense: Say It With a Sign**

Slovak Telekom with Neopublic Porter Novelli

**Skylink TV**

Tradetec with PRAM Consulting

**Easter Egg PR Stunt**

Vodafone Czech Republic

**FRANCE**

**Orsay Museum's Renovation**

Orsay Museum

**Electrolux Cleaning Party**

Electrolux France with Agence Elan

**Always Protecting Futures**

P&G Always with MSLGroup

**Lenovo High-End Paris Fashion Show**

Lenovo with Text 100

**Max Havelaar: Bet on People!**

Max Havelaar with Wellcom

**IBERIA**

**For You, For Me, For Sex with a Good Heart**

Spanish Heart Foundation with Apple Tree Communications

**5000 Tenderness Gestures with Milka**

Milka (Kraft Foods) with Edelman

**A Good Way to Get Toilet Paper Into the Paper**

Renova with Inforpress Group

**Microsoft Feeds Portugal**

Microsoft with Lift Consulting

**The Special One, by Youngnetwork, to Unibet**

Unibet with Youngnetwork

**MEDITERRANEAN**

**SABRE Entry into the Mediterranean Category**

Nestle Hellas with Advocate/Burson-Marsteller

**Public Book Friends**

Public with Bakers Digital Communication

**Love My Village, Love My Smart Phone**

Sony Ericsson with Burson-Marsteller

**Videogames Take Over Milan**

AESVI with Burson-Marsteller

**90 Icons to Tell (or Rewrite) 150 years of Italian History**

Lottomatica Group with Edelman

**THE MIDDLE EAST**

**Announcement of US$1bn Partnership Between Aujam and Coca-Cola**

Aujam Industries with Asda'a Burson-Marsteller

**Job Seekers Allowance Programme**

Saudi Arabian Ministry of Labour with Elixir

**Through the Gates: FIFA Club World Cup UAE 2010**

Flash Entertainment with Four Communications

**I Love You My Country**

Memac Ogilvy

**Tomorrow/Bokra Charity Song Initiative**

Global Gumbo Group (G3) with TRACCS

**NORDICS**

**AC-Sanafor for the Finnish Diabetes Association: Do You Know This Type? We know him!**

The Finnish Diabetes Association

**Paywall on Twitter for the Homeless**

Stockholm Stadmission with Deportivo

**Run for Light**

Forum with Prime

**The Human App**

DJuice with Trigger Oslo

**Preem Evolution Diesel**

Preem with You Me Agency, etc

**RUSSIA AND THE CIS**

**Social Entrepreneurship. Everyone Has a Chance**

Fund of Regional Social Programs "Our Future" with CROS

**For Those Who Do**

Lenovo Fleishman-Hillard Vanguard

**How Facebook Made People Fall In Love With It**

Facebook with Grayling

**National CSR Forum: Driving Change of Mind**

PRP Group

**Every Day is Yours: Empowering Diabetes Patients to Improve Their Lives**

Sanofi with SPN Ogilvy

**TURKEY**

**One Master, Thousand Masters**

Anadolu Sigorta with ARPR Iletisim

**"Children's Orchards" Project**

Coca-Cola with Caretta Communications Consultancy

**Anything is Possible with TTNet**

TTNet with N'PR

**Farmer Club: Vodafone Reaps What It Sows**

Vodafone Turkey with Unite

**UNITED KINGDOM AND IRELAND (LESS THAN £50,000 IN FEES)**

**Body Image Lesson**

Media Smart with APCO Worldwide

**Wonderland Carphone**

Warehouse with Cake

**I Luv MY Can**

Beverage Can Makers Europe with onechocolate communications

**Sunny-3**

SKCIN with Reynolds MacKenzie

**Give In to Gü**

Gü Puds with Wild Card

**Books on the Phone**

Turk Telecom

 **UNITED KINGDOM AND IRELAND (£50,000 - £100,000 IN FEES)**

**Cyber Isn't Just a Crime, It's War**

Arc Sight with Atomic PR

**A Whole New Ball Game**

The Health Lottery with Cirkle

**Project Ocean**

Selfridges with Gabrielle Shaw Communications

**Captain Morgan Brings Back Naval Tradition of "Splicing the Main Brace"**

Captain Morgan, Diageo with Ogilvy PR

**Think-Work-Play**

Pernod Absinthe

 **UNITED KINGDOM AND IRELAND (£100,000 IN FEES OR MORE)**

**Kenco Millicano Launch**

Kenco (Kraft) with GolinHarris

**Expat Banking with Lloyds TSB**

Lloyds TSB International with Grayling

**Truvia: Turning Over a New Leaf in the UK**

Truvia with Kaizo

**Winning for Laird Shareholders**

Laird with Maitland

**Sunrise Before Daybreak**

EDF Energy with Weber Shandwick

**MULTI-COUNTRY PROGRAMME (ONE TO FOUR EMEA MARKETS)**

**Mixing Oil and Water: How Blue Via Helped a Global Telco Connect**

Blue Via with 33 Digital and Hotwire

**Aviva: You Are the Big Picture**

Aviva with Blue Rubicon

**Global Ori Store and Nokia N8 Launch**

Nokia with Grayling

**Wake Up the Town**

Philips with with Ketchum Pleon

**W for Winner**

Mattel with Ogilvy PR

**PAN-EUROPEAN PROGRAMME (FIVE OR MORE EMEA MARKETS)**

**Save Food: An Initiative by Toppits/Albal**

Cofresco

**Making Call of Duty: Modern Warfareand the Biggest Entertainment Launch of All Time**

Activision with Frank PR

**To Fly. To Serve**

British Airways with Grayling

**Change the Story: Rationalize the Debate**

Nord Stream with Hill+Knowlton Strategies

**Severe Weather Warning: The European Climate Map**

Hay Group with Man Bites Dog

**GLOBAL PROGRAMME (MULTIPLE MARKETS IN MULTIPLE REGIONS, LED FROM EMEA)**

**Your Sun Your Energy**

Cambre Associates

**Room for Thought**

American Express with Fever

**Worldwide Broadcast Coverage: Inauguration Ceremony of President Alassone Ouattara of the Republic of the Ivory Coast**

Republic of the Ivory Coast with Hopscotch Europe in One

**FedEx Deliver Panda-monium Across the Globe**

FedEx with Ketchum Pleon

**Global Introduction of the LIFE Corporate Values at Bayer**

Bayer AG with Ketchum Pleon

**BUSINESS-TO-BUSINESS MARKETING**

**Highlighting the Insecurities of Social Media**

Sophos with Johnson King

**Gladvertising: Launching 3M/GTG to the World**

3M/GTG with M&C Saatchi PR

**Adobe Brings Creativity to the Classroom**

Adobe with The Red Consultancy

**A Thread Runs Through It…**

Weber Shandwick

**Becoming the Boss**

CA Technologies

**CONSUMER MARKETING (EXISTING PRODUCT)**

**Colgate "Keep Britain Smiling"**

Colgate Palmolive with Cohn & Wolfe

**Owning the Gadget Queue**

AQA 63336 and Protectyourbubble.com with Dynamo

**The Gofika Man**

Goteborgs Kex with Grayling

**Sharing Smile for La Vache Qui…**

La Vache Qui Rit with Weber Shandwick

**Ski Maestro**

MasterCard with Weber Shandwick

**CONSUMER MARKETING (NEW PRODUCT)**

**Planet Jedward Joins the Disney Universe**

Disney

**Bulmers No 17**

Heineken

**W London**

John Doe Communications

**The Arcists**

Sony Ericsson with Jung Relations

**The Thousand Readers of Jacob de Zoet**

Sceptre

**INTEGRATED MARKETING**

**The Captain's Island**

Diageo with Edelman

**2011 Census (UK)**

Office of National Statistics/COI with Four Communications

**DNB 11.11.11**

DNB ASA with Gambit Hill & Knowlton

**Skyr**

Kavli with Grayling

**Accenture Advertising and Integrated Marketing Campaign**

Accenture with TBWA

**CORPORATE IMAGE**

**Wii Sind das GE in GErmany**

General Electric with Burson-Marsteller

**How to Beat the Internet Giants**

FixeAds with Corpcom - Prime Relations

**Less Bank More Life…**

Zuno Bank

**Blogoree Bloggers' Community**

Romtelecom with FTW Media

**125 Women for Change**

Avon with The Practice and Starcom Mediavest Group

**EMPLOYEE COMMUNICATIONS**

**Driving CSR Passion in Bacardi Employees**

Bacardi Limited with Burson-Marsteller

**Global Impressions of Bosch**

Robert Bosch with Dorten

**On Top of the World**

Bayer with GolinHarris

**Internal Communications Online: Towards 2.0 Culture**

Telefonica with Inforpress Group

**Nocash@MasterCard**

MasterCard Europe

**FINANCIAL COMMUNICATIONS**

**Russians Go For Gold and Join FTSE 100**

Polymetal with College Hill

**Sberbank: Transparency from the Top**

Sberbank of Russia with CROS

**SABRE Entry into the Financial Communications Category**

First Quantum Minerals with The Mailtand Consultancy

**Yoplait's Takeover by General Mills**

General Mills

**Awakening a Sleeping Giant**

Arab Petroleum Investment Corporation with Weber Shandwick

**CAUSE-RELATED MARKETING**

**My Green City**

Coca-Cola HBC Bulgaria with APRA Porter Novelli

**Always Protecting Futures**

P&G Always with MSLGROUP

**Philips Livable Cities Initiative**

Philips with OneVoice, Omnicom Group

**Trunk for David**

BT with Porter Novelli

**Sainsbury's Million Kids Challenge**

Sainsbury's with Weber Shandwick

**COMMUNITY RELATIONS**

**Bacardi Supporting Its Local Communities**

Bacardi Limited with Burson-Marsteller

**What's Your Goal?**

nPower with Frank PR

**Doctor, You Are a Hero!**

Petrom/OMV Romania with Graffiti PR

**GE Healthimagination**

GE Healthcare with TBWA Raad and Ketchum Raad

**The CIOB Art of Building Competition**

The Chartered Institue of Building with The Whiteoaks Consultancy

**CORPORATE SOCIAL RESPONSIBILITY**

**Drink & Live Different…**

Carlsberg with Edelman

**Giving Life a Chance**

Sanofi with Fleishman-Hillard Vanguard

**CSR Awards**

CSR Fonden with Have Kommunikation

**Use Your Head: A Campaign Against Digital Bullying**

Telenor Norway with Trigger Oslo

**The Italiana, by Youngnetwork, to Tecnica Industrial**

Tecnica Industrial with Youngnetwork

**PUBLIC EDUCATION**

**Grey Pride**

Anchor with Citizen Brando

**Ce Soir Il Conclut**

Enterprise & Prevention with Cohn & Wolfe

**World Wide Cancer Reporting in Your Pocket**

Merck Sweden with Dahlheim & Sjökvist

**Charity Foundation "Helping Children"/Eesti Pandipakend**

**Early Alzheimer's Disease Awareness Campaign**

**Roche**

**CRISIS MANAGEMENT**

**Saviours: Ensuring the Survival of a Pioneering Provider of Key Services for the Welfare of Childrens**

Trimega Laboratories with Cubitt Consulting

**Defence of Emperia Holding Against a Hostile Takeover on WSE**

Emperia Holding

**There Can Only Be One Tiger**

Dariusz Michalczewski

**Portugal's First Social Media Crisis**

Ensitel with Porter Novelli

**Crisis Communication Plan**

British American Tobacco with The Quadrant Company

**ISSUES MANAGEMENT**

**"Stars Don't Fall From the Sky" Project**

Czech Oympic

**NS Time for Reading**

NS

**Transparency is Gold**

Rosa Montana Gold Corporation with The Practice

**Evolving from a Snobbish to a Consumer Centric Brand**

British Airways with The Quadrant Company

**Withers LLP: The F1 Chief, the Footballer, His Privacy and Their Lawyers**

Withers LLP with Spada

**PUBLIC AFFAIRS**

**Advocating EU Law for Europe's Iconic Car Brands**

European Small Volume Car Manufacturers Alliance with Burson-Marsteller

**VRS Today! Campaign**

Sorenson Communications with Fleishman-Hillard

**Abolishing Potash Protection**

Fintec

**Getting the Deal Done: Saving the Steel Industry**

Sahaviriya Steel Industries with Interel Consulting

**Protecting Free Market Principles**

Polish Association of Producers and Exporters of Fruits and Vegetables

**CORPORATE MEDIA RELATIONS**

**A New Millennium**

Millennium & Copthorne with Four Communications

**Brazil, a Destination to Suit All Tastes**

Embratur with Llorente & Cuenca

**From .com to .brand: Creating a PR Sensation**

Melbourne IT with Marlin PR

**No News is Big News**

Telia with Prime

**Coca-Cola Pro sa Sardegna**

Coca-Cola HBC Italia

**PRODUCT MEDIA RELATIONS (CONSUMER MEDIA)**

**Britain's Wildest Adventure**

Chessington World of Adventures Resort with Clarion Communications

**De-Tech Campaign**

St Vincent and the Grenadines Tourism Authority with Four bgb

**125 Years of Maggie Würze**

Maggie with Grayling

**TDS Racing and World Series by Renault….**

PC Tools with onechocolate Communications

**Joint Health of the Nation**

Seven Seas with Virgo Consumer Health

**PRODUCT MEDIA RELATIONS (TRADE MEDIA)**

**Danfoss: "Every Degree Counts" Campaign**

Danfoss with Ciszewski MSL

**LG Land of Plenty European Launch Event**

LG Electronics Germany with F&H Porter Novelli

**The Sage Business Index….**

Sage Group with The Red Consultancy

**At Home with the NHS**

Honeywell HomMed with The Whiteoaks Consultancy

**Mobile Economic Time**

CA Technologies

**DIGITAL CAMPAIGN**

**Achieving Digital Independence with the FT Webapp**

Financial Times with 33Digital

**Aena and Spanish Air Traffic Controllers Strike: Flying Over Problems to Give Public Service**

Aena with Inforpress Group

**Volvo Concept You**

Volvo Car Corporation with Jung Relations

**Imagine Motto**

Manfrotto with MSLGroup

**The 5 Experience**

The Wrigley Company with Publicasity

**BLOGGER OUTREACH**

**Defy the Darkness**

Sony Ericsson with Jung Relations

**Ariel Fashion Shoot**

Procter & Gamble Nordics with MSLGROUP

**Are You Having an Affair with Your Hair?**

Procter & Gamble - Wella Pro Series with Porter Novelli

**Making Innocent Fridge Magnets a Hot Topic**

Innocent with The Red Consultancy

**Ford Blogger Rally: Paris-Frankfurt**

Ford with WPP

**SOCIAL MEDIA/SOCIAL NETWORKING CAMPAIGN**

**Kenyans4Kenya Campaign**

Kenya Red Cross with Gina Din Corporate Communications

**Leading by Example: Elastoplast Exemplaplast**

Beiersdorf UK – Elastoplast with Onlinefire

**Bio Oil with Pegasus PR**

**Indesit Loves Football**

Indesit with Shine Communications

**Launching Ericsson Money**

Ericsson Money with Threepipe

**MARKETING TO MEN**

**Specialist Audience: Marketing to Men/Experiential: Special Event**

Playstation with John Doe Communications

**The Grandiosa Game**

Procordia with Jung Relations

**Karcher Cleans Britain**

Karcher with Shine Communications

**Volkswagen Amarok: Knowledge is Power**

Volkswagen Commercial Vehicles with Shine Communications

**Mobil 1 Track Challenge**

Exxon Mobil with Weber Shandwick

**MARKETING TO WOMEN**

**Cointeauversial Self-Defense on High Heels**

Cointreau with Edelman

**Be the Next Lätta Girl**

Unilever – Lätta with Edelman

**Coca-Cola Light/Diet Coke by Karl Lagerfeld**

Diet Coke

**Big Night Out Campaign**

Procter & Gamble - Max Factor with Ketchum Pleon

**Pure Bliss! Launching Cadbury Dairy Milk Bliss Tablets**

Cadbury Dairy Milk with The Red Consultancy

**MARKETING TO YOUTH**

**Urbangame "Get the Kingston Wi-Drive"**

Kingston Technology with Ciszewski MSL

**Coca-Cola 24 Hour Twitter Session**

Coca-Cola Company with Lexis

**Durex Condom Tester Campaign**

Durex (Reckitt Benckiser) with Prat Porter Novelli

**Justin Bieber Never Say Never DVD and Blu-ray**

Paramount Home Entertainment with Shine Communications

**Nivea Modernization**

Beiersdorf Hellas with V+O Communications

**MARKETING TO SENIORS**

**Spring Clean Your Meds**

Lloydspharmacy with Grayling

**Simple and Stylish Mobile Phones for Seniors**

Doro with Grayling

**Financial Academy for Seniors**

Swedbank with Integrity PR

**Reviving an Icon**

Playtex with Lexis

**The Age UK Enterprises Silver RPI**

Age UK Enterprises with Teamspirit Public Relations

**MULTICULTURAL MARKETING**

**Voltaren Active Joints Tour**

Novartis Consumer Health with Edelman

**Unleash the Grease Buster**

P&G Professional – Deepio with Ketchum Pleon

**The New Austrians**

The Skills Group

**AUTOMOTIVE**

**Range Rover Evoque Pulse of the City Project**

Land Rover with The Brooklyn Brothers

**Safety Together…**

Shell V Power Network

Shell with Edelman

**Spirit of Ecstasy Centenary**

Rolls-Royce Motor Cars with Focus PR

**Range Rover Evoke Launch Activation Programme**

Land Rover with Grayling

**Range Rover Evoque Pulse of the City Project**

Land Rover The Brooklyn Brothers

**FASHION AND BEAUTY**

**100 Years Nivea**

Beiersdorf – Nivea

**The Beauty of Proof**

Procter & Gamble - Olay Professional Range with Ketchum Pleon

**Forever 21 London Launch**

Forever 21 with Shine Communications

**ghd Scarlet Show**

ghd with Shine Communications

**Chambord Loves…**

Brown Forman with TVC

**FOOD AND BEVERAGE**

**Live Actively! 2011**

Nestle Bulgaria with APRA Porter Novelli

**PR Introduction of 1-2 Open HAK Cap**

Hak with Creative Venue

**Pasta Lovers: Milaneza Supports World Pasta Day**

Milaneza with Lift Consulting

**Yoplait's Takeover by General Mills**

General Mills

**World Class: Raising the Bar**

Diageo with Splendid Communications

**CONSUMER PRODUCTS**

**Crafted for Destruction**

Nike Sweden with A World Beneath

**Comeback of the Year: Ken**

Mattel with F&H Porter Novelli

**The Authentic Transformers Experience Lands in Spain**

Hasbro with Grayling

**W for Winner…**

Mattel with Ogilvy PR

**Monopoly Polska: Vote for Your City**

Hasbro with Weber Shandwick

**ENTERTAINMENT**

**Please Don't Stop the Music**

Dutch Broadcasting Orchestras with Burson-Marsteller

**Bridesmaids Home Entertainment Launch**

Universal Pictures UK with Cohn & Wolfe

**Consumer Services: Entertainment**

Playstation with John Doe Communications

**Disney Junior Programming Block Launch**

The Walt Disney Company with Nicola Porter Novelli

**Absorbent: A SpongeBob Exhibit**

Nickelodeon-Viacom International Media Networks with Pro-Vision Group

**FINANCIAL SERVICES**

**Everyone Needs a Back-Up Plan**

Unum with Alision London; Blue Rubicon, Zenith Optimedia

**The Halifax: Generation Rent**

Lloyds Banking Group with Blue Rubicon

**Scottish Widows Centre for the Modern Family**

Scottish Widows with Cohn & Wolfe and Burson-Marsteller

**ING Diba with MSL Group**

**Mankind is Shortsighted**

Alecta with Prime

**FOOD SERVICE**

**The Launch of Millions of Milkshakes UAE**

Emirates Hospitality with Asda'a Burson-Marsteller

**McDonald's Open Farms**

McDonald's UK with Blue Rubicon

**Starbucks Youth Action**

Starbucks with Edelman

**Wizards of Smile**

McDonald's with Twenty Four Seven PR

**Tweet for Eats**

Benito's Hat

**RETAILERS**

**Switch the Fish**

Sainsbury's with Blue Rubicon

**IKEA Happy to Bed YouTube Experience**

IKEA with Cake

**Blog Up Stores**

Langerhaus

**I Believe in Santa Claus**

Liberty Center with Rogalski Grigoriu Public Relations

**eBay Fashion**

eBay UK with Shine Communications

**TRAVEL AND TOURISM**

**Warming the Ice**

Klingeis Consulting with BDR Associates

**Universal Design**

Scandic Hotels Norway with Burson-Marsteller

**Healthy Hotels**

Millennium & Copthorne with Four Communications

**The Standkorb: Brand Ambassador of a German Federal State**

Office of the Prime Minister of Mecklenburg-Western Pomerania (Germany) with Molthan van Loon Communications

**Airbnb: From Zero to One Hundred: Catapulted to 1st Place in Germany**

Airbnb Deutschaland

**INDUSTRIAL AND MANUFACTURING**

**The Import(ance) of Competence**

Jobba i Västerås with Care of Haus

**Arcelor Mittal Orbit**

Arcelor Mittal with Freud Communications

**Delivering SME Leads**

DHL Express with Hill+Knowlton Strategies

**Victoria 20.20**

Siemens with Rogalski Grigoriu Public Relations

**Definitely Mabey**

Mabey Bridge with Weber Shandwick

**PROFESSIONAL SERVICE FIRMS**

**Asda'a Burson Marsteller Arab Youth Survey 2010**

Asda'a Burson-Marsteller

**Edenred Achieves Market Driven Focus….**

Edenred with Ketchum

**CWJobs.co.uk Augmented Reality CV**

CWJobs.co.uk with Lexis

**The Cost Boomerang**

KPMG with Man Bites Dog

**Establishing Hughenden's Place at the Boardroom Table**

Hughenden Consulting with Round Earth Consulting

**REAL ESTATE AND CONSTRUCTION**

**10 x 10**

ICT Room with City Savvy

**Promotion of Sustainable Construction for Next Generation**

Holcim Hungaria with Grayling

**Wickes Tradebuilder**

Wickes with salt

**CONSUMER ELECTRONICS**

**A Remarkable Launch: Nikon Big Hands**

Nikon

**Meet the Indestructible**

Varta Romania with The Practice

**NESCAFÈ Dolce Gusto - Nordic Launch**

NESCAFÈ Dolce Gusto, Nestlé with Prat Porter Novelli

**Virgin Media Business Brings Clarity to the Cloud**

Virgin Media Business with Speed Communications

**Launch of Xperia Play**

Sony Ericsson with Wolfstar

**TECHNOLOGY: HARDWARE**

**The First Ever Owner of a Galaxy Tab 10.1 In the World**

Samsung with Burson-Marsteller

**The Oracle EMEA Recruitment Drive**

Oracle with CMG

**Reuse, Repair and Reduce….**

Comtek with Johnson King

**Casio: Bright Minds**

Casio with Waggener Edstrom

**Colt Verne Global Project**

Colt Technology with Weber Shandwick

**TECHNOLOGY: SOFTWARE AND SERVICES**

**Židlobežec**

Asseco Solutions – Helios with Beef Brothers

**Rise of the Great Green Datacentre**

PEER 1 Hosting with Champion Communications

**The Social Enterprise**

Salesforce.com with Lewis PR

**From Tech to Lifestyle: AVG's Brand Evolution**

AVG Technologies with MSLGROUP

**One Quick Tap for a Woman, One Giant Leap for the Future of Finance**

Barclaycard and Orange with The Red Consultancy

**TELECOMMUNICATIONS**

**Hungry Handsets 2012**

Arieso with CCGroup

**Surf Academy…**

Telenor with Grayling

**2020 Shaping Ideas**

Ericsson

**I Love Ukraine**

Kyivstar with SPN Ogilvy

**Twitter Reporter**

Deutsche Telekom with Weber Shandwick

**WEB-BASED BUSINESS**

**Trainspotter Wanted**

Silver Rail Technologies with Atomic PR

**Accidental Outlaw**

Nominet

**All I Want for Christmas**

Give as You Live with Firefly Communications

**Filling the Number One Vacancy in the UK Job Market**

Totaljobs.com with The Red Consultancy

**Real Parenting**

Netmums

**CONSUMER HEALTH**

**Savlon Adventure in Play**

Novartis Consumer Health with 3 Monkeys Communications

**The Novartis Consumer Health Midwife Project**

Novartis Consumer Health

**Lincin Range Launch**

Meda Pharmaceuticals with Red Door Communications

**Volt Exercise!**

Novarits Consumers Health with SPN Ogilvy

**Launch of Fit for Work in Poland**

Abbott Laboratories with Vision Group

**HEALTHCARE PROVIDERS**

**Securing a Voice for Pharmacy in the New NHS**

Lloydspharmacy with Fishburn Hedges

**Spring Clean Your Meds**

Lloydspharmacy with Grayling

**Launch of the First E-Learning Platform for Family Doctors: Stay Updated, Stay Competent**

SNMF with The Practice

**Bupa Global Challenge: Shall We Dance?**

BUPA

**Your Memories Matter**

BUPA

**MEDICAL DEVICES**

**Saving $1Bn with Doppler Integrated Communications….**

Deltex Medical with Hanover Communications

**Are You All Ears?**

Oi2 with Marco de Communicacion

**Scholl: Footlight on Scholl**

Reckitt Benckiser with Virgo Consumer Health

**PHARMACEUTICAL: RX**

**Senseless**

Merck Serono with Chandler Chicco Agency

**World Wide Cancer Reporting in Your Pocket**

Merck Sweden with Dahlheim & Sjökvist

**ADHD: Make Dreams Come True**

Shire Germany

**1 Mission I Million: Getting to the Heart of Stroke**

Boehringer Ingelheim with Ogilvy Health PR

**Dupuytren's Disease: It's in Your Hands**

Pfizer with The Red Consultancy

**ASSOCIATIONS**

**Frontline First**

Royal College of Nursing with Blue State Digital

**No Worldcup Blackout**

IAAF with Burson-Marsteller

**ETTSA and the Mouse: Click That Roars**

European Technology & Travel Services Association with Cambre Associates

**Farming First**

Farming First with Glasshouse Partnership

**Giving Voice**

Royal College of Speech and Language Therapists with Weber Shandwick

**EDUCATIONAL AND CULTURAL INSTITUTIONS**

**Films That Lead You to the Unexpected**

The 8th Dubai International Film Festival with Asda'a Burson-Marsteller

**Week of Media Literacy**

Mediawijzer.net with De Issuemakers

**Get Into Marketing**

The Chartered Institute of Marketing with Four Communications

**"Figures That Changed the World" Virtual Library**

Romanian Academy Library

**Sea Your Future: Study in Mecklenburg-Vorpommern**

Office of the Prime Minister of Mecklenburg-Western Pomerania (Germany) with Molthan van Loon Communications

**GOVERNMENT AGENCIES**

**Setting Boundaries**

The Norwegian Directorate of Health with Burson-Marsteller

**Back to Books, Or Mission Impossible**

Russian Federal Agency of Press and Mass Communications with CROS

**Train of Ideas**

City of Hamburg with fischerAppelt

**Green Driving: Break the Habits**

The Danish Transport Authority

**Invest in Morocco: Sharing Success**

Moroccan Investment & Development Agency with Marco de Communicacion

**NOT-FOR-PROFIT ORGANIZATIONS**

**Templeton Prize**

John Templeton Foundation with Bell Pottinger Business & Brand

**Championing the Low Carbon Economy**

Carbon Trust

**I'm Still Here**

Sire with Lewis PR

**A Cent from Each Shipment**

Gebrüder Weiss with Neopublic Porter Novelli

**#CowellMustPay**

Rhythmix