



# Winners 2012

## ACCOMPLISHMENT

### 1 SOCIAL MEDIA CAMPAIGN OF THE YEAR

Maersk Line

**Maersk Line in social media**

Boehringer Ingelheim GmbH

**1 Mission 1 Million - Getting to the Heart of Stroke**

with Ogilvy DigitalHealth and Ogilvy HealthPR

Vodafone Turkey

**Vodafone's FreeZone:  
„Live Young, Live Free“**

with Plasenta Conversation Agency

### 2 ONLINE STRATEGY OF THE YEAR

Overseas Development Institute

**A digital strategy for think tanks**

MARS GmbH

**Adoption Drive**

with elbkind GmbH

Vestas Wind Systems

**Energy Transparency**

with Vertic

### 3 INNOVATION OF THE YEAR

Procter & Gamble Nordic

**Ariel Fashion Shoot**

with MSL Nordic, Saatchi & Saatchi

Stockholm, Mediacom

R.T.I. s.p.a. Mediaset group

**COTTO E MANGIATO – LE RICETTE  
DEI FAN**

Boehringer Ingelheim

**Boehringer Ingelheim's Syrum Game**

with Nitro Digital

## ONLINE CAMPAIGNS

### 4 COMPANIES

Siemens Romania

**Siemens Race**

with Pi2 PR

EKO-KOM

**Samosebou**

with Euro RSCG Prague

Vodafone D2 GmbH

**Vodafone BufferBusters**

with OMD Germany, EOL Intermedia

### 5 ASSOCIATIONS

Die Nordsee GmbH

**WattWiki: a modern repository for  
eternity**

with Straub & Linardatos GmbH

APCOR - Portuguese Cork Association

**Better living. With cork.**

with Hering Schuppener Unternehmens-  
beratung für Kommunikation GmbH

V+O Communications on behalf of 21

businesses

**Greece is Changing**

with Bakers Digital Communication

### 6 NGOS

Terre des hommes

**Orange BOXES**

with Wopata SARL

Alfa-Omega Communications

**Video Blog Game „I Saw Estonia“**

with Alfa-Omega Communications

World Economic Forum

**One Year One Change**

## 7 INSTITUTIONS

VisitSweden, Swedish institute

**Curators of Sweden**

with Volontaire

European Commission - DG CONNECT

**Innovative stakeholder engagement  
in the Digital Agenda for Europe  
(DAE)Engagement**

with P.A.U Education with Tech4i2

Innovatives Niedersachsen GmbH

**German State of Lower Saxony:  
The First University Product Sample -  
Lectures in a Banner**

with OMD Germany

## 8 PRODUCT CAMPAIGN

Procter & Gamble Nordic

**Ariel Fashion Shoot**

with MSL Nordic, Saatchi & Saatchi

Stockholm, Mediacom

Avon Cosmetics Romania

**Avon „Space for me“**

with G2 Romania

Ledarna

**World's best CV**

with Britny

## 9 PRODUCT LAUNCH

Maurice Lacroix

**The French Job**

with JWT/Fabrikant

Beiersdorf

**Wake up your wow !**

with DraftFCB

Domino's Pizza Turkey

**Social Pizza**

with Promoqube

Rügenwalder Mühle  
**Sausage Democracy**  
with elbkind

## ONLINE STRATEGIES

### 10 CRISIS COMMUNICATION

ÖBB Holding AG  
**Lovestorm**

A1 Telekom Austria AG  
**A1 Social Media Shitstorm Prevention**

TTNET  
**Rate Hike Period Communications Management**  
with N'PR Communication

### 11 INTERNAL COMMUNICATION

MasterCard Europe  
**NoCash@MasterCard**

HSBC  
**HSBC NOW**

MAN Diesel & Turbo SE  
**Around the World in 80 Days**

### 12 DIGITAL PUBLIC AFFAIRS

International Consortium of British Pensioners  
**International Consortium of British Pensioners**  
with Champollion Digital

GE  
**GEforCEE - Dialogue for the economic prosperity of over 130 million Europeans**  
with Grayling

VisitSweden, Swedish institute  
**Curators of Sweden**  
with Volontaire

### 13 DIGITAL MONITORING AND EVALUATION

Telecom Italia S.p.A.  
**Reputation Monitoring Room**

Coca-Cola GmbH  
**Link Social Media Crisis Prevention and Management (SCPM) with Influencer Relations Management (IRM) and implement interdisciplinary evaluation processes**  
with fischerAppelt, relations GmbH

Deutsche Telekom AG  
**TRI\*M Digital Reputation Manager - Deutsche Telekom**  
with TNS Infratest GmbH

### 14 CSR COMMUNICATION

Zavarovalnica Triglav, d.d.  
**Let's Clean our Mountains and Hills**

Koninklijke Philips Electronics N.V.  
**The Philips Livable Cities Award**  
with OneVoice

Weleda  
**The Weleda Scholarship (Weledastipendiet)**  
with Pronto

### 15 EMPLOYER BRANDING

SONAE  
**Contact Network**

Bayer  
**Flashmob for Karlheinz**

Linklaters  
**Linklaters Career Magazine**  
with Ogilvy Public Relations

## ONLINE MEDIA AND TOOLS

### 16 CORPORATE WEBSITE

Danish Crown  
**Danish Crown Corporate Website**  
with Skybrud.dk

Dole Fresh Fruit Europe OHG  
**Dole Earth**  
with Haassenstein by SinnerSchrader Deutschland GmbH

Pirelli & C. Spa  
**Pirelli Global Corporate Site**  
with Nurun Italia

### 17 INTRANET

Coca-Cola Enterprises  
**iConnect: Social intranet for Coca-Cola Enterprises**  
with Avvio, Slalom

Quintiles  
**iQ | Quintiles intranet**

Unilever Spain  
**Inside Unilever Customer Development Collaboration Zone**

### 18 ONLINE NEWSROOM

BBC  
**BBC Media Centre**

FONIC GmbH  
**FONIC Newsroom**  
with Fink & Fuchs PR

Henkel AG & Co. KGaA  
**Henkel Social Media Newsroom**

## 19 CORPORATE WEBLOG

Transparency International  
**Space for Transparency relaunch**

Deutsche Post DHL  
**Delivering Tomorrow**  
with Interone GmbH

Movistar  
**Movistar SMEs: Con Tu Negocio**  
with Territorio creativo

## 20 ONLINE COMMUNITY

A1 Telekom Austria AG  
**A1 Support Community**  
with seso media group gmbh

BBVA  
**@CIBBVA Innovation Center**

ING  
**Buzz**

## 21 MOBILE AND APPS

The British Red Cross  
**First Aid by the British and American Red Cross**  
with 3 Sided Cube

Optimus  
**Car Sharing**

SONAE MC - CONTINENTE  
**Chef Online iPhone & iPad App**  
with EURO RSCG 4D LISBOA

## 22 ONLINE EVENT

ATLAS Experiment  
**ATLAS Virtual Visits**  
with ATLAS Experiment

Procter & Gamble Nordic  
**Ariel Fashion Shoot**  
with MSL Nordic, Saatchi & Saatchi  
Stockholm, Mediacom

Royal Opera House  
**Royal Ballet LIVE**

## 23 WEB MAGAZINE

AkzoNobel  
**A-Magazine Online**  
with Label A

Provinzial NordWest Versicherung AG  
**Hier**  
with Ogilvy Germany

# Horst und Edeltraut  
**# Horst und Edeltraut**  
with muehlhausmoers coporate communications

## 24 ONLINE NEWSLETTER

OTTO (GmbH & Co. KG)  
**Two for Fashion Newsletter**  
with Companions GmbH

Henkel AG & Co. KGaA  
**Henkel Aktuell Newsletter**  
with menadwork kommunikation GmbH

Swissôtel Hotels & Resorts  
**Allegra**

## 25 IMAGE FILM

Türk Telekom  
**Türk Telekom Sings From 81 Cities**

European Commission DG Environment  
**Generation Awake**  
with Ogilvy PR Brussels

Transparency International  
**What is the Corruption Perceptions Index?**  
with Column Five Media

## 26 WEB TV

HSBC  
**HSBC NOW**

Jyske Bank  
**Two for the Price of One/Jyskebank.tv**

NSB - Norwegian State Railways  
**Kundesport - The Customer Track**  
with Industry Media Group

## 27 ANNUAL REPORT

Volkswagen AG  
**iPad App Volkswagen Annual Report 2011**  
with 3st kommunikation GmbH

Audi AG  
**Audi 2011 Annual Report**  
with Gruner + Jahr Corporate Editors GmbH

Wolters Kluwer  
**Wolters Kluwer 2011 Annual Report**  
with Nexsar

## 28 CSR REPORT

SPIE  
**Responsible hyper annual report**  
with Bee Buzziness

International Post Corporation  
**IPC Postal Sector Sustainability Report 2011**  
with The Reference

OP-Pohjola Group  
**OP-Pohjola Group Corporate Social Responsibility Report 2011**

## 29 ONLINE COMPETITION

velcom (member of Austrian Telekom Group)

### **Battle of Universities**

with PRKVADRAT

Grolsch

### **The Grolsch Column Contest**

with Weber Shandwick

Stockholm School of Economics

### **Business Creator of The Year**

with Pronto

## 30 CORPORATE GAMES

Volkswagen Group China

### **Sports Car Challenge**

with Fishlabs Entertainment GmbH

Boehringer Ingelheim

### **Boehringer Ingelheim's Syrum Game**

with Nitro Digital

EDP Energias de Portugal, S.A.

### **City On**

Microsoft Sweden

### **The Swindler**

with JMW kommunikation, Delorean

## 31 VIRAL COMMUNICATION

Stockholm Business Region

### **New iPad Act - Stockholm**

with Step2

Coalition For Equal Marriage

### **Homecoming | Equal Marriage**

with Remarkable Group

European Health Insurance Card (EHIC)

### **Hot Summer Holidays! - European Health Insurance Card (EHIC) campaign**

with mostra

## SOCIAL MEDIA AND COMMUNITY

### 32 COMMUNITY PRESENCE

Maersk Line

#### **Maersk Line in social media**

Primark

#### **Primark Community Presence**

with Grayling

Zagrebacka Pivovara

#### **The Flag.**

with Petar Pavi Studio

### 33 TWITTER PROFILE

Philips

#### **The social heart of surgery**

with OneVoice (Fleishman-Hillard)

Manchester City Football Club

#### **Manchester City Football Club - #Together**

VisitSweden, Swedish institute

#### **Curators of Sweden**

with Volontaire

### 34 YOUTUBE CHANNEL

Deutsche Bank

#### **New Digital Formats**

eni

#### **eni video channel**

Manchester City Football Club

#### **Manchester City Football Club YouTube Channel**

## ACADEMIC RESEARCH

### 35 BEST ACADEMIC THESIS

Chao-Ping Hong

#### **Social Media Communication Factors in Energy Campaigns**

Dublin City University, Ireland

Stephan Obermueller

#### **Event 2.0 - Impact and Influence of virtual events on business communications**

University of Applied Sciences Kufstein, Austria

Fabian Kreuzer

#### **Informative cheese, meat and fish counter - a guidance for your purchase**

HfG Schwäbisch Gmünd, Germany