



## SHORTLISTED PROJECTS

WWW.EXCELLENCE-AWARDS.EU

### ACCOMPLISHMENT

#### Best Campaign

**WINNER: Aldi Stores UK: Aldi's Amazing Hope in a Jar**  
*With Kavanagh Communications*

eBay Italy: Pink Rooms  
*With Noesis*

Fellowes: Protecting Europe's Identity  
*With Fleishman-Hillard*

Mozilla Organisation: Firefox 3 Download Day - A Guinness World Record  
*With Racepoint Group*

WRAP: Love Food Hate Waste  
*With Trimedia UK*

#### Newcomer Agency of the Year

**WINNER: The Remarkable Group**

#### Agency of the Year

**WINNER: Trimedia**

Burson - Marsteller Europe, Middle East and Africa

Edelman (Europe)

Scholz & Friends Agenda

Weber Shandwick

### INDUSTRIES AND INSTITUTIONS

#### Automotive and Transport

**WINNER: BMW Group: BMW Efficient Dynamics**

Air Transport Action Group Geneva: Clearer Vision. Clearer Skies.  
*With Fleishman-Hillard*

Fraport AG: The airport is growing - the region is growing, too  
*With Publicis Consultants and Publicis Frankfurt*

Goodyear Dunlop Czech Tyres: Safety Kindergarten  
*With Weber Shandwick*

Skoda: Around the World in 800 Euro  
*With Prime PR*

#### Energy

**WINNER: Vattenfall: Climate signature - Consumers fighting climate change**  
*With MRM Starsky, Lowe Brindfors and Starcom*

Elia System Operator: Branding Elia - Powering a world in progress  
*With VVL/BBDO*

Galp Energía: Euro 08 Ambition Bus  
*With Imago*

PETROM: Resources for the future  
*With Ogilvy Group*

Siram: The environment is an industrial challenge  
*With D'Antona & Partners*

#### Technology and Consumer Electronics

**WINNER: Mozilla Organisation: Firefox 3 Download Day - A Guinness World Record**  
*With Racepoint Group*

German Federal Ministry of Education and Research: 100 Products of the Future  
*With Scholz & Friends Agenda*

Hewlett-Packard International: Quality Me Time  
*With Porter Novelli*

Sony: Sony Rolly Launch  
*With Bassat Ogilvy Comunicación*

Sulake Corporation: Habbo: Building a Brand Amongst Teens  
*With Edelman*

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### Telecommunication

**WINNER: Halebop: Mess is More**

*With Prime PR*

Bluetooth Special Interest Group: Celebrating the 10th Birthday and Looking Forward to the Future

*With Porter Novelli*

Sonim Technologies: Toughest Phone

*With Mahir PR*

Telia Sonera: i-Phone Telia Sonera

*With Prime PR*

Tellabs: Tuning in to Mobile TV

*With CC Group*

### Finance

**WINNER: Alior Bank: Launch of the Largest Start-up Bank in Europe for the past 30 Years**

*With United PR*

ING Wholesale Banking: Fitter, Focused, Further

Turkiye Is Bankasy (Isbank): Money Box Exhibition

*With Zarakol Public Relations*

UniCreditBank: Rebranding of UniCredit Bank

*With Kuzmenkov & Associates*

Visa: Ending the Retailer's Love Affair with Cash

*With Eloqui PR*

### Health

**WINNER: World Hepatitis Alliance: World Hepatitis Day 2008 - Am I number 12?**

*With Fleishman-Hillard*

Gen-Probe: Media Campaign for Better Access to Improve Prostate Cancer Diagnosis

*With F & H Porter Novelli*

German Association of Research - Based Pharmaceutical Companies: Information Campaign: "Research is the best medicine"

*With Scholz & Friends Agenda*

GlaxoSmithKline: Snorers Sleep In

*With Trimedia*

PruHealth: Communicating the Vitality Wheel

*With Lansons Communications*

### Fashion and Beauty

**WINNER: Aldi Stores UK: Aldi's Amazing Hope in a Jar**

*With Kavanagh Communications*

Fruit of the Loom: 1st National Day of Underwear

*With Publicis Consultants*

Procter & Gamble: Test it Yourself

*With Porter Novelli*

Tripictures: Sex and the City / Sexo en Nueva York

*With Burson - Marsteller Spain*

Unilever: Dove Pro Age - Beauty Has No Age Limit

*With Caf  PR*

### Sports & Lifestyle

**WINNER: Manchester United: Munich Remembered**

Betfair: Betfair at the UEFA Euro 2008 - World's Largest Advertising Hoarding

*With wopr Public Relations*

Cesky Sermirsky Svaz: Fencing Makes Itself Heard Again

*With PR Point*

Snowsport GB: Taking Snowsports to a New Altitude

*With Weber Shandwick*

UEFA: Eat for Goals

### Entertainment and Culture

**WINNER: The Romanian Publishers' Association: BOOKFEST. Books Have Answers**

*With McCANN PR*

AESVI: Videogames: Part and Parcel of Contemporary Culture

*With Burson - Marsteller Italy*

Culturesfrance: European Cultural Season

*With Publicis Consultants*

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English Heritage: Championing St. George's Day  
With Grayling Global

Solvalla: Framtidens Mötesplats (The Venue Of the Future)  
With Trimedia Sweden

### Travel and Tourism

**WINNER: Club Med: Social Media Campaign**  
With Interel PR & PA

Madeira Promotion Bureau: Body. Mind. Madeira. See it  
With Marco de Comunicación

Sousa Cunhal Turismo: An Exclusive Farming Experience - L'and Vineyards  
With Lift Consulting & Ivity

Thalys International: The New Thalys - The Relaunch of the Successful Red Train  
With Interel PR & PA

Zell am See Kaprun: Polish days in Zell am See - Kaprun  
With Testa Communications

### Food and Beverage

**WINNER: CIAA: Insight Study**  
With APCO Worldwide

Cerveceros de España: Un Dedo de Espuma, Dos Dedos de Frente - A thick Head on Your Beer but Not on Your Shoulders  
With Burson - Marsteller Spain

Mars (Petcare, Pedigree): Pedigree Campaign for Dogs Nature  
With Edelman

Pepsi: Pepsi Light - Dani Come Home After the Game  
With Pleon Graffiti

Quadrant Amroq Beverages: Common People Olympics  
With The Practice

### Ecology and Environment

**WINNER: WRAP: Love Food Hate Waste**  
With Trimedia UK

Coca-Cola GB: Coke Can Creations  
With Trimedia UK

DHL Express Global: DHL GoGreen

The Galician Forest Industry: The Forest is Our Life, Help us to Look After It  
With Torres y Carrera

WIND Hellas Telecommunications: WIND Hellas' Campaign for the Protection of the Greek Sea

### Government Agencies & Parties

**WINNER: Hungarian Ministry of Foreign Affairs: ThesEUs 2011**  
With Weber Shandwick

The Austrian Federal Ministry for Education, the Arts and Culture and the Ministry of Science and Research: It's up to YOU! Get involved in Democracy. An awareness-raising campaign with and for young people  
With Trimedia Austria

European Commission: Sustainable Energy Europe 2005-2008  
With Mostra

German Road Safety Council & Federal Ministry of Transport: Runter vom Gas!  
With Scholz & Friends Agenda

Information Commissioner's Office (ICO): Privacy Matters  
With Trimedia UK

### Associations

**WINNER: British Pig Executive and National Pig Association: Pigs are Worth it!**  
With Weber Shandwick UK, Good Relations and HD Communications

Madeira Promotion Bureau: Body. Mind. Madeira. See it.  
With Marco de Comunicación

PlasticsEurope: The World in 2030  
With Blueprint Partners

The Federation of the Brewing and Soft Drinks Industry: When You're Drunk You're a Jerk  
With Taitomyly

The Swedish Forest Industry: The Forest and the Climate  
With Granath Euro RSCG and Prime PR

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## SHORTLISTED PROJECTS



### Non - Profit Organisations

**WINNER:** World Vision Romania: I Want in the Ninth Grade!  
*With The Practice*

Council of Europe: Raise Your Hand Against Smacking!  
*With Saatchi & Saatchi London*

ICM: We All Need a Brain  
*With Publicis Consultants*

SECS - Society for Contraceptive and Sexual Education: Love Without Worries  
*With GMP PR*

Waldensian Reformed Church: For the Rights of Everybody  
*With Text 100*

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### COMMUNICATIONS

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#### International Communication

**WINNER:** Bacardi Limited: Champions Drink Responsibly  
*With Burson - Marsteller*

BMW Group: BMW Efficient Dynamics

Corus: Small Actions: Big Results  
*With FHD*

Fellowes: Protecting Europe's Identity  
*With Fleishman - Hillard*

Henkel: Consumer Day (Planète Conso)  
*With Agence Escapades*

#### Multicultural Communication

**WINNER:** Gefyra: A Human Bridge as a Symbol of Intercultural Dialogue

Hypo Vereinsbank: Hypo Vereinsbank German - Turkish Forum  
*With Pleon*

Jerusalem Municipality: Bringing Buddhism to Jerusalem  
*With Glaubicz Garwolinska Consultants*

OMV Exploration & Production: Explore Diversity, Produce Identity  
*With Communication Matters*

Westminsters City Council: Notting Hill Carnival

#### Change Communication

**WINNER:** Agito: Better Buy it on Agito - Change of the Shopping Habits in Poland  
*With Partner of Promotion*

AXA Belgium: AXA Group Brand Evolution

Enel: Change - Opportunity Growth  
*With Action Global Communications Romania*

Faculty of Life Science, Frederiksberg Campus, University of Copenhagen: A Different Anniversary Celebration - Business Success Through Event Communication

Prague Public Transportation Company: Communicate changes in the Prague Public Transport Company  
*With Bison & Rose Public Relations*

#### Mergers and Acquisitions

**WINNER:** Commerzbank: Creating a New German Banking Champion  
*With Hering Schuppener Consulting*

Allianz: YOU make the difference

Banca Monte dei Paschi di Siena: Banca Antonveneta - The Bank That Knows You  
*With Catoni Associati*

De Telefoongids BV: Acquisition of Truvo Netherlands by De Telefoongids  
*With Edelman*

NXP Semiconductors: NXP M & A Campaign  
*With Text 100*

#### Crisis Communication

**WINNER:** Stockholm County: Calming the Population of Stockholm  
*With Prime PR*

Deutsche Bahn Mobility Networks Logistics: New Form of Crisis Communications During the Longest Trade Dispute in Germany from June 2007 to March 2008  
*With Meta Communication International*

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Helsinki Vesi: How to Maintain the Good Reputation of Helsinki Tap Water?

*With AC-Sanafor*

Société Générale: Going Forward, Taking Action

Unibet Group: Arrest of Unibet Ceo

*With Publicis Consultants*

### Financial Communication

**WINNER:** Caja Mediterráneo: Cam Initial Public Offering, a Deal to Make History

*With Llorente & Cuenca*

Delta Lloyd Asset Management: Europees Deelnemingen Fund

*With Weber Shandwick*

TelecityGroup: IPO of Telecity Group

*With Brunswick Group*

The Stonehage Group: The Go-To Wealth Management Advisors to UHNW International Families

*With Cubitt Consulting*

Thomson Reuters: The Combination of Thomson Corporation and Reuters Group

### Launch

**WINNER:** Greenbag - Act Eco-Friendly

*With Edelman Polska*

Alior Bank: Launch of the largest start-up bank in Europe for the past 30 years

*With United PR*

BMW Group: BMW Welt / Junior Campus

*With Ketchum*

Mercedes-Benz: Mercedes-Benz CLC World Premiere

*With Pleon*

Tripictures: Sex and the City / Sexo en Nueva York

*With Burson - Marsteller Spain*

### Relaunch

**WINNER:** The Body Shop: Nature's Way to Beautiful

*With Marco de Comunicación*

Kuoni Travel: Helvetic Tours Relaunch

Olympic Coalition: Olympic Area Amsterdam

*With Van Dooren Advies*

Sonim Technologies: Toughest phone

*With Mahir PR*

Thalys International: The new Thalys - the Relaunch of the Successful Red Train

*With Interel PR & PA*

### HR Communication

**WINNER:** ING Wholesale Banking: Recruitment Campaign High Potentials

*With Made in Haarlem BY*

Diageo: Induction Booklet

*With FHD*

E.ON Sverige: E.ON Young Heroes

*With JMW Kommunikation and Heimer & Co*

GE Money: Internal re-branding campaign of Domenia Credit, Motoractive Leasing and Estima Finance companies into GE Money

*With The Practice*

Henkel: Henkel Innovation Challenge

### Corporate Social Responsibility

**WINNER:** Vodafone: Cut-it-out Campaign

*With Three Pipe*

Coca-Cola Germany: Mission Olympic - Wanted: Germany's Most Active City

*With Jeschenko Medienagentur Berlin*

Ikea Norway: U & I - Unicef and Ikea for the many children

McDonald's: Ronald McDonald House of Charity - The Fourth House

*With Prime PR*

Microsoft: IT Fitness

*With Fink & Fuchs PR AG*

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### Event

**WINNER:** Hertz: Dutch Championship - Reverse Parking for Women  
*With Junior Senior*

Cutty Sark: Shanghai-London since 1870  
*With Edelman*

EDP Energias de Portugal: EDP 7 Wonders

Faculty of Life Sciences, Frederiksberg Campus, University of Copenhagen: A Different Anniversary Celebration - Business Success Through Event Communication

Molkerei Weihenstephan: Weihenstephan Milk Day  
*With F & H Porter Novelli*

### Public Affairs

**WINNER:** Initiative for a New Social Market Economy: Access to Work  
*With Scholz & Friends Agenda*

fischerAppelt Kommunikation: Seitensprünge

Novonordisk: Changing Diabetes  
*With Burson - Marsteller Italy*

Slovak Media Blog Slovak Press Watch: Slovak media environment survey  
*With Donath - Burson - Marsteller*

The Independent and Self-Governing Trade Union Solidary: The Campaign for the Rights of the Security Workers  
*With On Board PR*

### Issues & Reputation Management

**WINNER:** Adidas Group: Beijing 2008 Olympic Games

Air Transport Action Group Geneva: Clearer Vision. Clearer Skies.  
*With Fleishman-Hillard*

DLA Piper: The Legalities of Web 2.0  
*With Firefly Communication*

Gate Gourmet: Creating a new legacy  
*With APCO Worldwide*

Shell Deutschland Oil: Shell Energie-Dialog  
*With Publicis Consultants*

### Evaluation

**WINNER:** Cognis: Steering and measuring the corporate communications strategy

BrandLoyalty: Worldwide Evaluation of Reputation  
*With Euro RSCG Bicker*

Henkel: Global Communications Steering + Controlling

Hewlett-Packard: Taking the Media Analysis to the Next Level  
*With Burson - Marsteller Germany*

Zurich Financial Services: Media Reputation and Resonance Analysis

## CORPORATE MEDIA

### Annual Report

**WINNER:** Vorwerk: Annual Report 2007  
*With Hermann Michels and Regina Goellner*

Kreissparkasse Aue-Schwarzenberg: Eine Bank für uns. (A bank for us.)  
*With Wollmerstaedt Communications*

Modern Times Group MTG: Hello and Welcome to MTG's Annual Report 2007

RTL Group: Annual Report 2007  
*With Ringzwei*

WPP: Annual Report 2007  
*With Addison Corporate Marketing*

### Company Brochure

**WINNER:** Hochtief Aktiengesellschaft: Image Book  
*With Struwe und Partner Agentur für Kommunikation*

De Nederlandsche Bank: A richly illustrated short story

Deutsche Bahn: Deutsche Bahn moving people - Linking worlds  
*With Kircher Burkhardt*

Volvo Construction Equipment: Corporate Brochure 2008  
*With SE10 Creative*

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Wessex Reserve Forces & Cadets Association: TA 100 - 100 stories for 100 years  
With *Trimedia UK*

### Corporate Advertising

**WINNER:** Arcelor Mittal: The Secret Ingredient Campaign  
With *TBWA/Corporate*

Alcatel-Lucent: "Always on" Campaign  
With *June 21 and Euro RSCG C&O*

EADS: Made by EADS  
With *Publicis*

Lanxess: Energizing Chemistry

University of Liverpool: Corporate Advertisements  
With *Finch Advertising*

### Corporate TV & Video

**WINNER:** SEB: Web videos  
With *MRM Starsky*

BP International: First Oil  
With *Lonestar Productions*

Deutsche Bank: We've built a strong bank  
With *Gehrish & Krack Filmproduction*

EDP Energias de Portugal: EDP ON - Corporate TV

Powerflute - Savon Sellu: The Guardian  
With *Recommended Finland*

### Employee Publication

**WINNER:** Cowi: Os Selv (About us) - an uncensored employee magazine that pulls no punches

AkzoNobel: Transform Magazine

ArcelorMittal: boldspirit - wide internal magazine  
With *Thoburns*

Diageo: Induction Booklet  
With *FHD*

Kuoni Travel: The Link-Kuonis Employee Magazine  
With *Herbert Winkler Creative Solutions*

### External Publication

**WINNER:** Requiem: toBe Magazine - Breaking the Taboos of Death and Funerals  
With *Trimedia*

COWI: Feature - A journalistic magazine with an attitude

Electronic Arts: EA - Magazin  
With *Muehlhaus & Moers Kommunikation*

KPMG: Clarity - the magazine of economy and society

WPP: Atticus Journal  
With *Addison Corporate Marketing*

### Intranet

**WINNER:** Wärtsilä Corporation: Wärtsilä Global Intranet Compass  
With *Trainers House*

Lindorff: Lindorff Intranet for Employees (LIFE)

Merck Serono International: Launch of Merck Serono Intranet  
With *Tonic Life Communication*

Portugal Telecom: Customer Care on Intranet

Weber Shandwick: The next generation Intranet for Weber Shandwick

### Podcast

**WINNER:** The University of Nottingham: Test Tube - For Nottingham Science City

Henkel: Message to the Henkel World

SPIE: Webcast, Energy and Climate - The end of a golden age?  
With *Brainsonic / Entrecom*

### Blog

**WINNER:** Halde: Ouvertatous.skyblog.com  
With *Publicis Consultants*

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Club Med: Social Media Campaign

*With Interel PR & PA*

Daimler: Daimler Blog

*With Edelman*

Intel: Intel Short Movie Contest

*With Text 100*

Yellow Pages: Quentes & Boas Challenge

*With Grupo Inforpress*

### Website

**WINNER: TuttoVitamine: TuttoVitamine.it**

*With Pleon Italy*

Cerveceros de España: Un dedo de espuma, dos dedos de frente - A thick head on your beer but not on your shoulders

*With Burson - Marsteller Spain*

Panasonic: Everything Matters

*With De - construct*

University of Copenhagen: Website modernisation project

usic - Swiss Association of Consulting Engineers: Initiative for the engineering profession

*With Trimedia Switzerland*

## NATIONAL AND REGIONAL CAMPAIGNS

### United Kingdom, Ireland

**WINNER: Aldi Stores UK: Aldi's Amazing Hope in a Jar**

*With Kavanagh Communications*

Aldi Stores UK: Creating the Aldi Effect

*With Kavanagh Communications*

Mozilla Organisation: Firefox 3 Download Day - A Guinness World Record

*With Racepoint Group*

Visa: Ending the retailer's love affair with cash

*With Eloqui Public Relations*

WRAP: Love Food Hate Waste

*With Trimedia UK*

### France

**WINNER: INPES: INPES, Alcohol**

*With Euro RSCG C&O*

Henkel: Consumer Day (Planète Conso)

*With Agence Escapades*

Lexington: HairMax laserComb PR Launch in France

*With Trimedia France*

SPIE: My SPIE

*With Bee Buzziness*

### Spain

**WINNER: Cerveceros de España: Un dedo de espuma, dos dedos de frente - A thick head on your beer but not on your shoulders**

*With Burson - Marsteller Spain*

Caja Mediterráneo: Cam Initial Public Offering, a Deal to Make History

*With Llorente & Cuenca*

Electronic Arts: Learning through commercial video games

*Grupo Inforpress*

Spanish Association of Toy Manufacturers: TOY CIRCUS

*With Best Relations*

Tripictures: Sex and the City / Sexo en Nueva York

*With Burson - Marsteller Spain*

### Portugal

**WINNER: Sousa Cunhal Turismo: An Exclusive Farming Experience - Land Vineyards**

*With Lift Consulting & Iivity*

Banco Espirito Santo: Be a Member of the Portuguese National Football Team

Yellow Pages: Quentes & Boas Challenge

*With Grupo Inforpress*

### Italy, Malta

**WINNER: eBay Italy: Pink Rooms**

*With Noesis*

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A.I.F.A Onlus: Knowing to understand

With Ketchum Italy

Samsonite Black Label: Creating a luxury buzz

With Ketchum Italy

TuttoVitamine: TuttoVitamine.it

With Pleon Italy

Voiello: Catwalk for Connoisseur

With D'Antona & Partners

### Germany

**WINNER: Microsoft: IT Fitness**

With Fink & Fuchs Public Relations

Allianz Deutschland: Allianz Confidence Index

With Molthan van Loon Communications Consultants GmbH

eBay: eBay neu erleben

With Weber Shandwick Germany

Fördergemeinschaft Nachhaltige Landwirtschaft: Das ist unsere Landwirtschaft

With Kompassion

Shell Deutschland Oil: Shell Eco Challenge 2008

With Edelman

### Switzerland, Austria

**WINNER: The Austrian Federal Ministry for Education, the Arts and Culture and the Ministry of Science and Research: It's up to YOU! Get involved in Democracy. An awareness-raising campaign with and for young people**

With Trimedia Austria

Amt der Landesregierung Steiermark - Ressort Verkehrssicherheit: Superei

With Scoop next level

Kapsch CarrierCom: Awareness campaign for international digital train communication technology

Mc Donald's: Open Doors Programme

With Trimedia Switzerland

Swiss National Research Foundation (National Research Program ENDOCRINE DISRUPTORS): Consensus platforms

With Intext Communications

### Belgium, Netherlands, Luxembourg

**WINNER: The Whisky Talker: Introducing the World Whisky Index - don't drink...invest!!!**

With Euro RSCG Bikkar

Fortis: Reconnecting

With Interel PR & PA

GlaxoSmithKline: Snorers Sleep In

With Trimedia Belgium

Hertz: Dutch Championship - Reverse Parking for Women

With Junior Senior

KPN: ICT Campaign for KPN Business Market

With Porter Novelli

### Norway, Sweden, Finland, Denmark, Iceland

**WINNER: The Federation of the Brewing and Soft Drinks Industry: When you're drunk you're a jerk**

With Taitomylly

AstraZeneca: Man-to-Man chat on the golf course

With Burson - Marsteller

Hafslund: CC8-Climate Conference and Concert 2008

With PR-OPERATØRENE

The Norwegian University of Science & Technology (NTNU): The push for the yellow jersey

The Swedish Forest Industry: The Forest and the Climate

With Granath Euro RSCG and Prime PR

### Estonia, Lithuania, Latvia

**WINNER: Estonian Tyre Association: Tackling the dumped tyre problem**

With Corpore

AS Medisoft: Digiregistratuur (Digital Registration)

With Jugaste, Liiva ja Seimann (JLS)

Bocuse d'Or Academy and AEG Electrolux: Cheering for the best chef

With Corpore

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Latvian Federation of Food Enterprises: Choose Poultry

*With Consensus PR Latvia*

NGO Tallinnmeeting: Relay Race Children running for Children

*With Corpore*

### Poland, Russia

**WINNER:** GlaxoSmithKline: Mam Haka  
Na Raka (I've got the answer for cancer)

*With Feedback / Hill and Knowlton*

Agito: Better buy it on Agito - Change of the Shopping Habits in Poland

*With Partner of Promotion*

Alior Bank: Launch of the largest start-up bank in Europe for the past 30 years

*With United PR*

Siemens: Energy Saving technologies for the improving Quality of Life

*With Pleon Russia*

UniCredit Bank: Rebranding of UniCredit Bank

*With Kuzmenkov & Associates*

### Hungary, Czech Republic, Slovakia

**WINNER:** Slovak Media Blog Slovak Press  
Watch: Slovak media environment survey

*With Donath - Burson - Marsteller*

CEZ: Protection of wild birds against injuries caused by power lines

*With AMI Communications*

Goodyear Dunlop CzechTyres: Safety Kindergarten

*With Weber Shandwick*

Hungarian Ministry of Foreign Affairs: TheEU's 2011

*With Weber Shandwick*

Unilever: Integrated launch campaign for "Signal White Now" toothpaste

*With Junior Senior*

### Bulgaria, Romania, Croatia, Slovenia, Serbia, Montenegro, Bosnia-Herzegovina

**WINNER:** Quadrant Amroq Beverages: Common People Olympics

*With The Practice*

Avon Bulgaria: From love to life - Avon against breast cancer

*With All Channels Communication*

Hrvatske vode jadranski project: Public information campaign for Adriatic Project

*With Briefing*

Petrom: Resources for the Future

*With Ogilvy Group*

The Romanian Publishers' Association: BOOKFEST. Books have answers

*With McCANN PR*

### Greece, Cyprus

**WINNER:** WIND Hellas Telecommunications: Messenia - I want the most modernized school

*With V+O COMMUNICATION*

Gefyra: Azure Society (Kyani Kinonia)

JY Productions: Tap Dogs Show - International Festival Kypria 2008

*With Action Global Communications*

Microsoft: Heroes happen...in Greece

*With Out of the Box*

WIND Hellas Telecommunications: Protection of the Greek Sea

### Turkey

**WINNER:** Turkiye Is Bankasy (Isbank): One Million Books

*With Zarakol Public Relations*

AKBANK: "A Surrealist In Istanbul Salvador Dalí" Sponsorship

*With Effect and PUBLICIS YORUM*

Turkiye Is Bankasy (Isbank): 81 Students from 81 Cities

*With Zarakol Public Relations*

Turkiye Is Bankasy (Isbank): Money Box Exhibitions

*With Zarakol Public Relations*