

WINNERS AND SHORTLISTED PROJECTS



WWW.EXCELLENCE-AWARDS.EU

ACCOMPLISHMENT

Best Campaign

WINNER: Department for Children, Schools & Families:
Rhyme4Respect
With Trimedia Harrison Cowley

APA NOVA Bucharest: Why we love Bucharest
With GMP PR

Media Regionalise, Polskapresse, TP Group Foundation:
School without Bullying
With Profile

Sochi 2014 Bid Committee: Sochi's Bid to Host the 2014 Winter
Olympics
With Weber Shandwick

Yum! Brands: KFC Global Relaunch - Face from Space
With Weber Shandwick

Newcomer Agency of the Year

WINNER: GMP PR

Bond PR

CitySavvy

Man Bites Dog

Trimedia Harrison Cowley

Agency of the Year

WINNER: Burson Marsteller Europe

Hill & Knowlton

Mmd Corporate, Public Affairs & Public Relations Consultants

Shine Communications

Weber Shandwick

INDUSTRIES AND INSTITUTIONS

Automotive and Transport

WINNER: Scania CV AB: Young European truck Driver 2007

Saab Automobile / General Motors Europe:
The New Saab 9-3 Media Launch
With Grass Roots Group PLC

The Public Transport Association Malta: The Maltese Route Bus
Service Management
With Maltabus Advertising Ltd

UPS: Fashion Contest 2007
With Interel

Volvo Construction Equipment: Safety For You Campaign

Technologies

WINNER: HTCI-Hellenic Technology Clusters Initiative:
The Silicon Valley of Greece
With Advocate / Burson-Marsteller

Konica Minolta: Pimp my Printer
With Firefly Communications

Linden Lab: Virtual World, Real Message - Second Life
With Octane PR / Lewis PR

Panasonic Marketing Europe GmbH: Panasonic toughbook
- A European Challenge
With Publicis Consultants Deutschland GmbH

Playstation: Playstation 3-3 Rooms
With Shine Communications

Telecommunications

WINNER: BT Corporate Responsibility:
Finding a New Voice for the BT Speaking Clock
With Trimedia Harrison Cowley

Mobile Telesystems (MTS): MTS - Breakthrough

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Telefonica S.A.: Telefonica: From Strategic Plan to Internal Communication management model
With Grupo Inforpress

THUS: Next-generation networks

VimpelCom (“Beeline” trade mark): Mobile Etiquette
With SPN Ogilvy Public Relations

Finance

WINNER: Dresdner Kleinwort / Dresdner Bank AG: Going the Extra Mile

Banca Monte Dei Paschi Di Siena: An Italian History since 1472
With Catoni Associati

Bank Julius Bar: What is Excellence?
With Jung von Matt, Zurich

Commerzbank AG: Unternehmer Perspektiven-Eine
With A&B ONE kommunikationsagentur GmbH

PricewaterhouseCoopers AG: Good People, Good Questions
With Festland AG

Consumer Health

WINNER: European Commission — DG Sanco: Help, for a life without tobacco
With Ligaris

Boehringer Ingelheim: Restless Legs Syndrome — Dialogue for Diagnosis Patient/Doctor Animation
With Shirehealth PR

European Copper Institute: Copper — The New Weapon Against Hospital Superbugs

GAIN: Are You With Me?
With Pleon Netherlands

UCB SA: New UCB Corporate Internet website

Fashion & Beauty

WINNER: Fiona Bennett: A Hat for Europe
With Publicis Consultants

eBay / Tradera: Second Hand Wedding Fashion for First Class Brides
With Mahir PR

John Lewis: Never Knowingly Undersized
With Rain Communications

Nokia Multimedia: Awesome Boots
With Prime PR

Procter & Gamble: Discreet Megadance campaign
With MC Media Company

Sport & Lifestyle

WINNER: The Football Association: England Women — Girls United

Adidas: Wear the Colours
With Prime PR

Electronic Arts: FIFA08
With Shine Communications

Sochi 2014 Bid Committee: Sochi Bid to host the 2014 Winter Olympics
With Weber Shandwick

The Football Association: Wembley Stadium Opening

Entertainment & Culture

WINNER: Energy Splash: O Corpo Humano como nunca o viu Bodies the Exhibition
With Lift Consulting

Hewlett-Packard: HP and NG Create an Open Air Gallery
With Porter Novelli

Koc Holding: International Istanbul Biennial Sponsorship

Vodafone: Vodafone Live Music
With Shine Communications

Westminster City Council: Notting Hill Carnival

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Travel & Tourism

WINNER: Regional Marketing Project Group, Mecklenburg-Vorpommern: The XXL Beach Chair. MV - The Place to be
With Pleon

American Express Gold Card: Take off - American Express Gold Card Membership Rewards Program
With cpz Ogilvy Public Relations GmbH

Madeira Promotion Bureau (AP Madeira):
Body.Mind.Madeira.See.It
With Marco de Comunicacion

MSC Cruises: The Mediterranean choice of reference
With Marco de Comunicacion

Pestana Group - Hotels & Tourism: Pestana Group 2006 Financial
With Lift Consulting

Food & Beverage

WINNER: Burger King: Chicken — Actors casting
With Edelman

California Walnut Commission: Menus with Heart
With Inforpress

Cerveceros de Espana: Road Demands You Alcohol Free
With Burson-Marsteller

Heineken Romania: PR Launch Campaign of Heineken Draughtkeg
With Grey Bucharest

Yum! Brands: KFC Global Relaunch - Face from Space
With Weber Shandwick

Ecology & Environment

WINNER: Anglian Water: Shopping Trolley Art

GE: The Hamburg Ecomagination Event
With Proximity

Tuborg Romania: Green Umbrella
With Tempo Advertising

UPM Kymmene Corporation: Forest Life - An Interactive Online Experience
With Valve Branding Ltd.

ÖKO-Pannon: The Selective Waste Collector Country
With Noguchi Porter Novelli

Government Agencies & Parties

WINNER: Department for Children, Schools & Families: Rhyme4Respect
With Trimedia Harrison Cowley

Commission for Rural Communities
With Eloqui PR

German Federal Ministry for Health: Bewegung und Gesundheit (Exercise & Health)
With A&B ONE kommunikationsagentur

The Foreign and Commonwealth Office: Know before you go
With Trimedia Harrison Cowley

Westminster City Council: One City

Associations

WINNER: Sanofi-aventis / The Association for the Study of Infectious Diseases: New Citizens, new patients
With Publicis Dialog

Action Contre la Faim: Campaign for Action Against Hunger
With Publicis Consultants

Madeira Promotion Bureau (AP Madeira): Body.Mind.Madeira. See.It
With Marco de Comunicacion

German Association of Research-based Pharmaceutical Companies: Research in the Best Medicine
With Scholz & Friends Agenda

Sony Ericsson WTA Tour: Smashing Sex Inequality in Grand Slam Tennis
With Cohn & Wolfe

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Non-Profit Organisations

WINNER: CONCORD - European NGO confederation for relief & development: Pan-European press action on the reality of the European Aid for developing countries

International Committee of the Red Cross:
Combatant or Civilian? It's a vital distinction
With Sixty-Six

Marie Curie Cancer Care: Daffodil Roadshow
With Weber Shandwick

Oxfam: Oxfam Unwrapped
With Shine Communications

Terre des Hommes - Child Relief: European Child Protection
Website of International Campaign against Child Trafficking

COMMUNICATIONS

Multicultural Communication

WINNER: Department for Children, Schools & Families:
Rhyme4Respect
With Trimedia Harrison Cowley

E-Plus Mobilfunk GmbH & Co. KG : AY YILDIZ - The First
Mobile Communications Brand for People of Turkish Descent in
Germany
With Trimedia Communications Deutschland GmbH

Bayerische HypoVereinsbank AG:
German-Turkish Forum

Euractiv: Crosslingual Network

Daimler: Mondialogo — An initiative by Daimler and Unesco

International Communication

WINNER: Edelman UK: Global Peace Index

European Commission — DG Sanco:
Help, for a life without tobacco
With Ligaris

HSBC The Future of Retirement — The New Old Age
With Hill & Knowlton

Regional Marketing Group MV: The XXL Beach Chair. MV - The
Place to be
With Pleon

Sochi 2014 Bid Committee:
Sochis Bid to host the 2014 Winter Olympics
With Weber Shandwick

Change Communication

WINNER: Alstom Power: Cafezinhos, a new approach to focus
groups

WINNER: Deutsche Post World Net: First Choice
With The Brand Union, Deekling Arndt Advisors

Bank Pekao SA: Merger with Bank BPH

Gothaer Versicherungs VVaG: Gothaer - Repositionierung
With komm.passion GmbH

Ministry of Labor and Social Policy, Bulgaria:
Child Welfare Reform in Bulgaria
With Janev & Janev Ltd.

Mergers and Acquisitions

WINNER: PRR PUMA: Against All Odds
With Hering Schuppener Consulting

Alcatel Lucent: Merger of Equals
With Euro RSCG C&O

Fortis: Fortis in the ABN AMRO acquisition process

Henkel KGaA: Acquisition of National Starch

Martinsa: Takeover by Martinso of FADESA
With Llorente & Cuenca

Crisis Communication

WINNER: BrainLab: Crisis in Ghent
With Fleishman-Hillard

Astroc: FENIX Project
With Llorente & Cuenca

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Citibank Belgium: Troubles during the Elections
With Interel

Euromedic International:
Crisis Management - dialysis centre in Poland
With Partner of Promotion

Lanxess AG: The best crisis communications begins before a crisis occurs - LANXESS crisis communications system
With Pleon GmbH

Financial Communication

WINNER: Gentium: The 'Brain in Italy' campaign
With Burson Marsteller

Central European Media Enterprises: CME Investor Conference in Bucharest

Gadu - Gadu: Gadu-Gadu - more than internet communicator
With Partner of Promotion

Glitnir: University of Harvard as a Credible Third Party

Raiffeisenbank EAD / Raiffeisen Capital Management / Vienna & Raiffeisen Asset Management: Investment Behavior In Bulgaria
With GFK Austria and GFK Bulgaria

Best Launch

WINNER: Danone Belgium: Danone Enters the Segment of Demo-Nutrition
With Interel

Ketchum for BMW Group: International Launch of BMW Welt
With Ketchum

Gorenje: ORA - ITO by Gorenje
With Pristop

MasterCard: PayPass - Coin Bridge
With Weber Shandwick

Sony Playstation: Launch of Playstation 3
With Shine Communications

Best Relaunch

WINNER: Yum! Brands (KFC): Global Relaunch - Face from Space
With Weber Shandwick

Burger King: Chicken - Actors casting
With Edelman Spain

Heidi Klum for Taft
With With Brandzeichen

McDonald's: a New Happy Meal
With Prime PR

The Football Association: Wembley Stadium Opening

HR Communication

WINNER: LloydsPharma: Do You Swallow Everything?
With Iotta Communications

McDonald's: Golden Opportunities
With Burson Marsteller Denmark

Kompania Piwowska SA: A Company of Initiatives
With Sigma International (Poland) Ltd

Syngenta: 'Tell us your story' - Building employee engagement through the Syngenta Award program
With Brand Union London

The Rezidor Hotel Group:
Employee Communication & Development Tools

Corporate Social Responsibility

WINNER: Shell Companies in Europe: European Shell Eco-Marathon

AVON Cosmetics Bulgaria: Out of Love for Life - AVON against breast cancer
With All Channels Communication

Bayer AG: A Century of Bayer.Kultur
With Pleon GmbH

Kraft Foods: Discovering the World of Coffee
With Burson-Marsteller

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Sanofi-aventis / The Association for the Study of Infectious Diseases: New Citizens, new patients

With Publicis Dialog

Event

WINNER: Marketing für Deutschland GmbH:
365 Landmarks in the Land of Ideas

With Scholz & Friends Agenda

PepsiCo International: Pepsi Winter Campaign

With Pleon Graffiti

The FA Communications Division: England Women - Girls United

The Football Association

The Football Association: Wembley Stadium Opening

Vodafone Romania:

The Rolling Stones PR Communication Campaign

Public Affairs

WINNER: NSZZ Solidarnosc: Low Wages - a Barrier to Poland's Development

With On Board PR Relations

Assicor, ITF and the Made In...for Transparency coalition:
Made in...? Knowing the Origin

With Apco Worldwide

The Global Fund to fight AIDS, Tuberculosis and Malaria:
10 minutes - 20 lives: The Global Fund's G8 Campaign

With Publicis Consultants Deutschland GmbH

Initiative of New Social Market Economy (INSM):
The Voice of Economic Reason

With Scholz & Friends Agenda

Reckitt Benckiser, Zentiva, GlaxoSmithKline: Misuse of the over-the-counter drugs containing pseudophedrine for illicit production of methamphetamine

With Donath - Burson - Marsteller

Sony Ericsson WTA Tour:

Smashing Sex Inequality in Grand Slam Tennis

With Cohn & Wolfe

Issues & Reputation Management

WINNER: UPM - Kymmene Corporation: UPM Forest Life

With Valve Branding Ltd

German Association of Research-based Pharmaceutical Companies: Research in the Best Medicine

With Scholz & Friends Agenda

KPMG Ltd: KPMG's Media Institute

Lanxess AG: The best crisis communication begins before a crisis occurs - Lanxess crisis communications system

With Pleon GmbH

McDonald's Norge AS: Myth Busting Program - Streetlife Road Show

With Burson-Marsteller

Evaluation

WINNER: Westminster City Council: Westminster Reputation Tracker

Henkel KGaA: Successful Global Communications Steering and Controlling

Rhone Vet Ltd: Frontline Combo Campaign - "One drop of love"

With MC Media Company Ltd

Union Asset Management Holding AG: Controlling and Reporting Media Relations Work using Communications Dashboard

With Lautenbach SASS

Xerox Europe: Pan European Key Performance Indicators

With Media Measurement Limited

CORPORATE MEDIA

Annual Report

WINNER: Wienerberger AG: In Some Ways It Was a Good Year. In Other Ways It Was a Bad Year

With Mensalia Unternehmensberatungs GmbH / Büro X

Flughafen Wien AG: How to Run an Airport - Everything you need to know to successfully run an airport!

With Mensalia Unternehmensberatungs GmbH / Rosebud, Inc.

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Fortis: Fortis Annual Review 2006

With *Dartgroup*

Kreissparkasse Aue-Schwarzenberg: Brueckenbauer - Bridge-builder

With *wollmerstaedt.communications*

RTL Group: How We Created Value in 2006

With *Agentur ringzwei*

Company Brochure

WINNER: Coca-Cola Romania Company: The book of Smiles - 15-year anniversary book of The Coca-Cola Romania Company

With *McCann PR*

ABN AMRO Risk Advisory Service:

Risk - let's look again

With *FHD*

Deutsche Bahn AG, Communications DB Logistics:

Logistics - The magazine for customers

With *Kircher Burkhardt GmbH*

McDonald's: Corporate Presentation of McDonald's in the Netherlands

With *Porter Novelli*

United Biscuits: UB Corporate Brochure

Corporate Advertising

WINNER: Pearn Kandola: Campaign for Pearn Kandola

With *Masius / Publicis Consultants*

Alitalia - Linee Aeree Italiane S.p.A: Volare, Nella Tua Vita (Flying, In Your Life)

With *saatchi & saatchi*

4D Hispano: Expanding the Universe

With *Marco de Coomunicaion*

T-Systems Enterprises Services GmbH: Campaign Real ICT, TV commercial, Ads

With *Philipp and Keuntje GmbH*

Employee Publication

WINNER: Deutsche Telekom AG: You and Me

With *G+J Corporate Media GmbH*

Dexia: Team + Spirit

Fortis: Fortis Tribune

Robert Bosch GmbH: Bosch-Zunder

With *Kircher Burkhardt GmbH*

University of Nottingham: Exchange

External Publication

WINNER: Phonak AG: Hear the World Magazine

Daimler AG: Global Supplier Magazine

Metro Group: Metro Retail Compendium

Roca Corporacion Empresarial: Waterdrops

With *Ulled Comunicacion*

Roland Berger Strategy Consultants: think: act

With *Burda Yukom Publishing GmbH*

Intranet

WINNER: Indesit Company: Insight - Indesit Company Intranet

Cognis: Web 2.0 on the Cognis infonet

With *JP Kom*

O2 Germany: Intranet News Channel of O2 Germany

Ringier AG Publishing House: eDomo

Podcast

WINNER: University of Bath: Bath Pod - Broadcasting our research to the world

BASF - The Chemical Company: BASF Podcast Service

With *audio:link and audioetage*

European Commission: EU news comes alive

With *Ogilvy Public Relations*

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Heinz: Heinz Totcasts
With Shine Communications

University of Oxford: PodOxford

Blog

WINNER: ING: Our Virtual Holland
With Linden Lab

Delphi Deutschland GmbH: Alles über EVE (All about EVE)
- Delphi News Blog

Kobalt Productions GmbH: Polylog TV
With Knallgrau New Media Solutions GmbH

Microsoft Austria GmbH: Windows Vista Blog
With Knallgrau New Media Solutions GmbH

PricewaterhouseCoopers AG: www.goodquestions.ch
With Festland AG

Website

WINNER: UPM - Kymmene Corporation: UPM - Forest Life
With Valve Branding Ltd

Alitalia - Linee Aeree Italiane S.p.A: Alitalia Corporate Website
With saatchi & saatchi

Henkel KGaA: Website Relaunch Project

UCB SA: New UCB Corporate Internet website

NATIONAL AND REGIONAL CAMPAIGNS

United Kingdom

WINNER: Mastercard: PayPass - Coin Bridge
With Weber Shandwick

Hay Group: Waking up to China
With Man Bites Dog

Hewlett-Packard: HP and BFI Enjoy a Perfect Premiere
With Porter Novelli

Sophos: The Facebook Probe - Who's Controlling the Corporate Network?
With Johnson King

The Foreign and Commonwealth Office: Know before you go
Trimedia Harrison Cowley

Germany

WINNER: EnBW: 2nd German Conference on Climate Change

Fiona Bennett: A Hat for Europe
With Publicis Consultants | Deutschland GmbH

Marketing für Deutschland:
365 Landmarks in the Land of Ideas
With Scholz & Friends Agenda

Regional Marketing Project Group, Mecklenburg-Vorpommern:
The XXL Beach Chair. MV - The Place to be
With Pleon Berlin

Viagogo Ltd: viagogo.de - Secondary ticketing conquers germany
With Publicis Consultants | Deutschland GmbH

Spain

WINNER: Laboratorios Intervet: a Pet, a Life. Be Responsible
With Marco de Comunicacion

Madeira Promotion Bureau: Body.Mind.Madeira.See.It
With Marco de Comunicacion

Carrefour España: Carefour Reloaded
With Burson-Marsteller Madrid

L'Oréal: La Estirpe de Isis. Mujeres de la Historia de la Ciencia
(The Isis' stock exhibition)
With Trimedia Spain

Sanofi-aventis / The Association for the Study of Infectious Diseases: New Citizens, new patients
With Publicis Dialog

Poland

WINNER: NSZZ "Solidarnosc": Low Wages - a Barrier to Poland's Development
With On Board Public Relations

3M: Safe on the Road with 3M
With Partner of Promotion

Procter & Gamble's Pampers Institute: Academy of Healthy Development
With Partner of Promotion

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Coalition of the Responsible Sales Programme - 21 Partners:
STOP 18! The National Day of Responsible Sales
With "U Siemachy" Association

Belgium, Netherlands, Luxemburg

WINNER: Gain: Are You With Me?
With Pleon Netherlands

Campina: Source Campaign for Campina
With Porter Novelli

Nintendo Benelux: Wii Will Sport You
With Euro RSCG Bikker

Greece, Turkey

WINNER: Wind Hellas: Wind «Much More»
With V+O Communication

Coca-Cola HBC Greece: Amita Motion Positive Energy Day
With V+O Communication

Credit Agricole & Emporiki Bank: Joining Forces
With V+O Communication

Global Tanitim: Global Green - Global Sensitivity for Global Problems

Turkiye Is Bankasi: Turkish Chess Federation Sponsorship Project
With Zakarol Public Relations

Norway, Sweden, Finland, Denmark

WINNER: AstraZeneca Sweden in collaboration with The Swedish Heart and Lung Association: Ten Women with COPD
With GCI Stockholm

Mars Finland Ltd: Whiskas Charity Campaign for Cats 2004
With AC-Sanafor Oy

Gladsaxe Ny Teater: Hamlet
With Have PR & Kommunikation

Nyt Dansk Musikteater: Lyset over Skagen
With Have PR & Kommunikation

StatoilHydro: Ormen Lange
With DDB

Southeast Europe

WINNER: ING Pension Fund:
Building sustainable retirement savings in Romania
With Mmd Corporate, Public Affairs & Public Relations Consultants

Consortium EFICOM, All Channels Communication and American University in Bulgaria :
"Europe on Wheels" Travelling Information Exhibition of the European Union
With Publicis Consultants MARC

Nacional / NCL Media Group:
Top scholarship for top Students
With Apriori Communications

Petrom SA: Parks of the Future
With Ogilvy Group

Serbian Broadcast Association:
Winner With a Heart
With New Moment New Ideas Company

Hungary, Czech Republic, Slovakia

WINNER: ÖKO-Pannon: The selective waste collector country
With Noguchi Porter Novelli

Coca-Cola Hungary: "Wake up your body" program
With Noguchi Porter Novelli

Lawson Software: "Rescue the CAT"
With Firefly Communications

Prague Stock Exchange: Repositioning
With Bison & Rose Public Relations

Provident Financial: CSR Strategy
With Euro RSCG Public Relations

Estonia, Lithuania, Latvia

WINNER: Samsung Electronics: Launch of the Ultra Editon II
With PRAE Public Relations

PUMA: PUMA comes to town
With KPMS & Partner

Samsung Electronics: Supporting Sports in the Baltic States
With PRAE Public Relations