



SHORTLIST 2011

1. Best Campaign

The Jury will select the best campaign from all of the shortlisted projects and announce the winner during the gala ceremony.

2. Newcomer Agency of the Year

Chapter Four Communications Consulting
Coopr
Promoqube
Story Fountain
Trigger Oslo

3. Agency of the Year

Brands2Life
Edelman
Grayling
Ketchum Pleon
Prime PR

4. Automotive and Transport

Audi Sverige
Test drive your idea
With Prime PR

Citroën
Citroën Creative Donation

Goodyear Dunlop Italia
Safety Together - A road safety education project by Goodyear
With D'Antona & Partners

NXP Semiconductors

Sending a Strong Signal to Save Lives: European eCall Trial 2010

Volvo Car Corporation
VOLVO CONCEPT YOU
With Jung Relations

5. Energy

Fortum
Fortum - Electric Art
With Prime PR, Garbergs and Bodén & Co

GE Power & Water
GE's FlexEfficiency 50 Power Plant - a Path to a Clean Energy Future
With Edelman and Hopscotch Europe in One

OMV Petrom
Rediscover Romania
With iLeo Marketing Interactiv

Sharp
A renewable power that's FIT for purpose
With Brands2Life

Vattenfall
Is it Possible to Live a One Tonne Life?
With MRM Starsky



6. Technology and Consumer Electronics

CWJobs

CWJobs.co.uk AR CV

With Lexis Public Relations

Husqvarna

The lawn watcher: Norway's laziest summer job

With PR-operatørene

Pricerunner

Pricerunner - International skiing holiday survey

With Grayling

Sony Ericsson

Love my village, love my smartphone

With Burson-Marsteller

Tata Consultancy Services

Running to 1st Place

7. Telecommunication

BT

Trunking in support of The BT Sport Relief Challenge:

Walliams vs The Thames

With Porter Novelli

Deutsche Telekom

Twitter-Reporter

With Weber Shandwick

djuice

The Human App

With Trigger Oslo

Telenor

Surf Academy

With Grayling

T-Systems International

www.appfahren.de

With zweimaleins werbeagentur

8. Finance

AKBANK

AKBANK Build & Manage

Alecta

It's human to be shortsighted

With Prime PR

ING-DiBa

finanzversteh.de - Digital Companion for German Bank

Customers

With MSL Germany

Jyske Bank

Jyske Bank TV

MasterCard

Slim studeren = geld beheren (Smart study = money management)

With Weber Shandwick

9. Health

Boehringer Ingelheim Pharma

Unleash Your Poet

With Ketchum Pleon

Bristol-Myers Squibb España

Ice sculptures against melanoma

With Bungalow25

Merck Sweden

World-Wide Cancer Reporting? In Your Pocket

With Dahlheim & Sjöqvist

Pfizer Belgium

Memory Problems: Is there a hidden side to your loved ones?

With Ogilvy Public Relations Brussels

Polska Unia Onkologii (Polish Union of Oncology), GSK Commercial
National Program for Teenagers "I've got the answer for cancer" (MAM HAKA NA RAKA)

With Hill and Knowlton Poland



10. Fashion and Beauty

Anti Sweden Jeans

Fashion Week in Hell

With Trigger Oslo

Procter & Gamble

Do you have an affair with your hair?

With Porter Novelli

Procter & Gamble

Ariel Fashion Shoot

With MSL Nordic/Saatchi & Saatchi

Renova

A good way to get toilet paper into the paper

With Inforpress Group

Scottish Enterprise/Textiles Scotland

And a thread runs through it...

With Weber Shandwick

11. Sports and Lifestyle

Cuprinol (AkzoNobel)

National Shed of the Year

With Grayling

IAAF

IAAF - No World Cup Blackout Campaign

With Burson-Marsteller

Lagerhaus

Lagerhaus Blog-up Stores

With Prime PR

Nike Sweden

American Made

With A World Beneath

Ronald McDonald Kinderfonds

Opening Ronald McDonald Centre - the First Sports Centre for disabled children in Western-Europe

With Ketchum Pleon

12. Entertainment and Culture

Ashley Madison

Life is short, have an affair

With Marco de Comunicación

Coca-Cola

Coca Cola 24 Hour Twitter Session

With Lexis Public Relations

Dutch Broadcasting Orchestras

Please Don't Stop The Music

With Burson-Marsteller

Hafslund

Energy company electrifies crazy band

With PR-operatørene

Hasbro Poland

Monopoly Polska - Vote for Your City

With Weber Shandwick

13. Science and Education

ATLAS Experiment at CERN

ATLAS Mural

Bayer

The Baylab project

Metropolitan University College

The Metropolitan World of Possibilities

With Bysted

Siemens

Victoria20.20

With Rogalski Grigoriu Public Relations

The Hague Institute for the Internationalisation of Law (HiiL)

Law of the Future 2011: How will law evolve in the next twenty years?

With Publmarket



14. Travel and Tourism

Deutsche Bahn

Deutsche Bahn - Boss Ticket

With Ogilvy Public Relations

Finnair

Finnair - Rethink Quality

With Milton

Ruefa

Ruefa Globehopper

With Euro RSCG 4D

The City of Stockholm

Stockholm - there's an app for that

With Prime PR and Creuna

Visa Europe

Visa Europe London 2012 Expenditure and Economic Impact Report

With Hill & Knowlton

15. Food and Beverage

Coca-Cola

Coca Cola 24 Hour Twitter Session

With Lexis Public Relations

Cofresco Frischhalteprodukte

Save Food - an initiative by Toppits

With Edelman

Kraft Foods Sweden Marabou

Sweet Mind Trick

With Prime PR, Ogilvy Stockholm and Starcom

Sara Lee Southern Europe

A PR campaign achieves a record launch for Marcilla

L'aRôme Espresso

With Grupo Inforpress

UNILEVER Deutschland

Be the Next LÄTTA Girl

With Edelman Germany

16. Ecology and Environment

APCOR

I Love Natural Cork

With Grayling

Green Revolution Association

I Love Velo (I'Velo)

International Paper

The Little Book Series

With Digital Marmalade

MOL

MOL Cooking Oil Campaign

Selfridges & Co

Project Ocean

With Gabrielle Shaw Communications

17. Government Agencies and Parties

Federal State Statistics Service

The All-Russia Census of 2010: "Everyone matters to Russia"

With CROS Public Relations & Public affairs company

FAO, EPFL and ECHO

Professional Football Against Hunger

TV Licensing

TV Licensing's TeleScope: a focus on the nation's viewing habits

With Fishburn Hedges

UnabhängigeBeauftragtezurAufarbeitungdessexuellenKindesmissbrauchs

It helps to talk ("Sprechen hilft")

With Scholz & Friends Berlin

United Nations Romania

Human Rights Day 2010

With GMP PR



18. Associations

Almond Board of California
California Almonds: Good To Go
With Porter Novelli

Baltic and International Maritime Council (BIMCO)
Save Our Seafarers
With RMS

Farming First
The Story of Agriculture and the Green Economy
With Glasshouse Partnership

IAAF
IAAF - No World Cup Blackout Campaign
With Burson-Marsteller

Royal College of Speech and Language Therapists
Giving Voice
With Weber Shandwick

19. Non-Governmental Organisations

Beatbullying
Beatbullying's The Big March
With Frank PR

Initiative vermisste Kinder
Germany will find you
With kempertrautmann and fischerAppelt

J&T Charity Fund
Save Czech Children!
With Fleishman-Hillard

Thomson Reuters Foundation
Danger poll: the 5 worst countries for women to live in

United Nations Food and Agriculture Organization
EndingHunger movement

20. International Communication

KLM
KLM Tile & Inspire
With Tribal DDB/DDB Amsterdam

Nikon
Big Hands
With Brands2Life

Selfridges & Co
Project Ocean
With Gabrielle Shaw Communications

Smirnoff
The Smirnoff Nightlife Exchange Project
With Splendid Communications

Vilnius City Municipality
Don't make me get the tank!

21. Change Communication

Carpatcement Holding
Hand over the helmet!
With The Practice

Henkel
Introduction of new Vision & Values at Henkel

KPN
CEO transition communication "Continuity in a new KPN"

Maersk Oil
Communications shaping the change agenda at Maersk Oil
With Bell Pottinger

Stora Enso
Stora Enso Rethink
With N2 Marketing

Telefonica
Telefonica Employee Engagement campaign
With Lambie-Nairn, SomeOne and The Writer



22. Internal Communication

Boehringer Ingelheim Pharma

Unleash Your Poet

With Ketchum Pleon

CTT - Correios de Portugal

Portugal Connosco

Jyske Bank

Jyske Bank TV

MAN Diesel & Turbo

Around the World in 80 Days

With Open

Harrods

Making History

23. Crisis Communication

Metzeler von der Fecht

Leveling the Noise - How Communication Paved the Way for the Successful Restructuring of Acument Germany

With HERING SCHUPPENER Consulting

NATLAND Group

NATLAND Group, savior of Slavia Prague

With PR.Konektor

NRIC

Project Communication campaign for mastering of crisis situation: The Strike readiness of the Railway Syndicates in Bulgaria and prevention of effective strike in the National Railway Infrastructure

Oxford Brookes University

Oxford Brookes: £1 million a day

REA - Research Executive Agency

SAFE-COMMS Counter-Terrorism Crisis Communications Strategies for Recovery and Continuity

With A&B One

24. Financial Communication

Ahold

Ahold Annual & Sustainability Reporting

With Radley Yeldar

Bankia

Bankia IPO launch

With Kreab Gavin Anderson

Deutsche Bank PBC and Agora

Education in Finance

Franklin Templeton Investment

Franklin Templeton Investments lists the Property Fund on the Bucharest Stock Exchange

With GolinHarris Romania and Lansons Communications UK

ING Group

ing.world

25. Mergers and Acquisitions

A1 Telekom Austria

A1 - We are 1!

With PKP BBDO

ALSTOM GRID

The Creation of Alstom Grid

Daimler

Daimler AG successfully takes over Tognum AG, together with Rolls-Royce Group plc

With FTI Consulting

Sanofi

Genzyme joins Sanofi: A new Beginning, a continued commitment to patients

SPIE

Digital Origami : "Une histoire de SPIE, naître et renaître"

With Bee Buzziness



26. Launch

Europlakat

Launch of self-service bicycle system Bicikelj

With Futura PR

IKEA

The People's IKEA catalogue

With PR-operatørene

Lagerhaus

Lagerhaus Blog-up Stores

With Prime PR

Procter & Gamble

Ariel Fashion Shoot

With MSL Nordic/Saatchi & Saatchi

Sara Lee Southern Europe

A PR campaign achieves a record launch for Marcilla

L'aRôme Espresso

With Grupo Inforpress

27. Relaunch

UNICEF

Stop the Nightmare of Malaria

With Edelman

Akbank

Wings Sartorialist

Mattel

Comeback of the year

John Lewis

John Lewis Fashion on First

With Rain Communications

UNILEVER Deutschland

Becel Heart Circulation Tour

With Edelman

28. HR Communication

BBVA

Cascading (& Flow back up): Effective Call to action

Continental

Senior Executive Convention 2011

With circ

DSM Nederland

A Union of Minds for Pensions Change

With Bex*communicatie

TechTeam Global

Crazy about computers!

With The Practice

Tieto Poland

Tieto - Passion for Future

With On Board PR Ecco Network

29. Corporate Social Responsibility

ERSTE Foundation

The Social Business Tour 2010

With circ

InterContinental Hotels & Resorts

Responsible Business Week

With LAW Creative

InternetQ Poland

Attention! Phonoholism

With On Board PR Ecco Network

Procter & Gamble UK

Pampers & UNICEF

With Fleishman-Hillard

Renault Polska

School Safety Clubs (part of Renault "Safety for all" programme)

With Allegro Agency Anna Gogacz



30. Event

Buutvrij for life

Buutvrij moves to a new office

European Commission

To understand - not exclude

With Partner of Promotion

Finnair

Angry Birds Asian Challenge

With Milton

Philips

Philips Livable Cities Award

With OneVoice

Transcontinental Services

Target Ski Jumping Contest of Adam Malysz – Adam's Bull's Eye

With Testa Communications

31. Public Affairs

City of Hamburg

Train of Ideas

With fischerAppelt

International Paper

Carbon Leakage Here We Come! - mitigating the unfair impact of the EU Emissions Trading Scheme (EU/ETS) in Poland

With Eamonn Bates Europe

NXP Semiconductors

Sending a Strong Signal to Save Lives: European eCall Trial 2010

Royal College of Speech and Language Therapists

Giving Voice

With Weber Shandwick

WWF Belgium

All to Nagoya

With Ogilvy Public Relations Brussels

32. Issues and Reputation Management

Deutsche Post DHL

Glücksatlas Deutschland - German Happiness Atlas 2011

With BBDO Interone and höfermedia

Immobiliare.it

Safety Street

With Lewis PR

Oxford Brookes University

Oxford Brookes: £1 million a day

Rosia Montana Gold Corporation

Transparency is gold!

With The Practice

Viasat Sweden

Viasat Sports takes over Facebook in Sweden

With Domingo PR

33. Evaluation

GSMA

GSMA Mobile Broadband Global Promotion Campaign

With Commetric

LANXESS

LANXESS Issues Compass

With Ketchum Pleon

Nord Stream

Nord Stream: Evaluation Essential for Building Europe's Most Complex Infrastructure Project

With Hill & Knowlton

Philips

Philips/OneVoice Measurement System

With OneVoice

Verizon Business

Commetric monthly media analysis for Verizon Business EMEA

With Commetric



34. Annual Report

AkzoNobel

A year of delivering Tomorrow's Answers Today

Vorwerk

Vorwerk Annual Report 2010

With Orangelab

RTL Group

RTL Group Annual Report 2010

With ringzwei

Wienerberger

We can stand this much longer

With Mensalia

WPP

WPP Annual Report 2010

With Addison

35. Company Brochure

DFE Pharma

The pursuit of excipient excellence

With Zandbeek Communication Group

Ernst & Young

Performance Preview

With WARDOUR

METRO AG

Metro Retail Compendium 2010/2011

Robert Bosch

Global Impressions of Bosch

With Dorten

SONAE

Sonae Around Your World

With Ivity Brand Corp

36. Corporate Advertising

Banca Etruria

Economia Reale

BMW

BMW Group Sustainability Campaign 2011

With Interone

EADS

EADS brand campaign

Holst Centre

Holst Centre - from flux to form

With credo.creatie

Owens-Illinois

Glass Is Life

With TBWA CORPORATE

37. Corporate Film & Video

Magnezit Group

Animated cartoon «Our help-mate Magnesite»

Siemens

/answers

With Virtual Identity

SNCF

Film presenting SNCF Group in 2011

With Elephant at work

Turk Telekom

“Stories Worthy of Turkey” Documentary

With Capitol Ogilvy PR

Volvo Construction Equipment

The Master Builder



38. Employee Publication

ADIF (Spanish Administrator of Rail Infrastructure)
Adif jumps on the digital bandwagon with his new online corporate magazine
With Inforpress Group

Deutsche Bank
Forum Magazine for Deutsche Bank

METRO Cash & Carry Deutschland
Carry On
With Ketchum Pleon

Ringier
Domo Corporate and Employee Magazine

Rio Tinto
Spirit magazine

Robert Bosch
Global Impressions of Bosch
With Dorten

39. External Publication

Bundesdruckerei
Einmalig 12- Das Magazin der Bundesdruckerei
With Krowne Communications and Rat für Ruhm und Ehre

Daimler
Dimensions
With PRH Hamburg

Deutsche Post DHL
Delphi Magazine
With agenda media

FC Shakhtar
FC Shakhtar Club Magazine

Telefónica
Pulso
With MRMWW Spain

40. Intranet

A1 Telekom Austria
A1 - We are 1!
With PKP BBDO

ArcelorMittal
MyArcelorMittal.com

Deloitte
iSpace
With Radley Yeldar

EDP - ENERGIAS DE PORTUGAL
I am EDP

MAN Diesel & Turbo
Atlas

41. Blog

Arup
Arup Thoughts
With Radley Yeldar

Betfair
Betfair Views
With Investis

eBay
Dealhunter - in search of the best deals: blogger relations
With achtung!

Kontanten
Cash for Cancer
With Grayling

Raiffeisen Bank
Raiffeisen Comunitati Grant Program
With DC Communication



42. Website

Daimler

Microsite New Actros

With PRH Hamburg

Henkel

SCHWARZKOPF HOMEPAGE

With kpunktnull, Condé Nast Digital, Namics Deutschland, elaika and Charax

Reckitt Benckiser.

RB.com Corporate Website Redesign

With The Workroom

Sanofi Pasteur MSD

www.impfenindialog.de

Siemens

siemens.com - the evolution of a Corporate Website

With Virtual Identity

43. Social Media

djuice

The Human App

With Trigger Oslo

Hasbro Poland

Monopoly Polska - Vote for Your City

With Weber Shandwick

Husqvarna

The lawn watcher: Norway's laziest summer job

With PR-operatørene

KLM

KLM Tile & Inspire

With Tribal DDB/DDB Amsterdam

SIRE

"I'm still here!" - Using Social Media to Raise Awareness of the Terminally ill

With LEWIS PR

44. United Kingdom, Ireland

Barclays Wealth

Mapping Wealth across the UK

With Cohn & Wolfe

Economist Intelligence Unit (EIU)

Economist Intelligence Unit (EIU)

With Grayling

Royal British Legion

2 MINUTE SILENCE

With Burson-Marsteller

Scottish Enterprise/Textiles Scotland

And a thread runs through it...

With Weber Shandwick

Sharp

A renewable power that's FIT for purpose

With Brands2Life

45. France

4D

Wakanda

With cubedesigners

ADOBE

Adobe Live - La Creative Week

With Ketchum Pleon

Coca-Cola

Coca-Cola 125th anniversary

With Agence ELAN

SPIE

The hyper 2.0 annual report 2010

With Bee-Buzziness

SPIE

Digital Origami : "Une histoire de SPIE, naître et renaître"

With Bee-Buzziness



46. Spain

Ashley Madison

Life is short, have an affair
With Marco de Comunicación

Bristol-Myers Squibb España
Ice sculptures against melanoma
With Bungalow25

Kraft Foods España Services
5000 Tenderness Gestures With Milka
With Edelman Spain

Renova
A good way to get toilet paper into the paper
With Inforpress Group

Tresemmé (unilever)
Take beauty online
With Marco de Comunicación

47. Portugal

Fnac Portugal
A self-managed blog with employee's generated content
With Inforpress Group Portugal

Live it Well Events
Live Beach
With YoungNetwork

Microsoft
Microsoft feeds Portugal
With Lift Consulting

Milaneza
Merry Guinness - Milaneza prepares the world's biggest aletria dessert in Christmas
With Lift Consulting

Unibet
Unibet, the special one
With YoungNetwork

48. Italy, Malta

Citroën
Citroen Creative Donation

Eni
Enizyme Annual Player
With Dnsee

IDF - International Diabetes Federation
Champions of Control Good Diabetes Compensation
With D'Antona & Partners

Immobiliare.it
Safety Street
With Lewis PR

Sony Ericsson
Love my village, love my smartphone
With Burson-Marsteller

49. Germany

Allianz Deutschland
Willi Weitzel hat's geschmalt
With Mhoch4 Die Fernsehagentur and Molthan van Loon Communications

Deutsche Bahn
Deutsche Bahn - Boss Ticket
With Ogilvy Public Relations

Initiative vermisste Kinder
Germany will find you
With fischerAppelt and kempertrautmann

Novartis Consumer Health
Voltaren Gelenk Aktiv Tour
With Edelman

RWE Deutschland
E-Bikes on Tour
With KOCH ESSEN Kommunikation + Design



51. Belgium, Netherlands, Luxembourg

CINOP

Shining the light on illiteracy with CINOP

With LEWIS PR

Dutch Broadcasting Orchestras

Please Don't Stop The Music

With Burson-Marsteller

Flower Council of Holland

Facebook Flower Bus

With Bijl, partners in public relations

KPN

Connecting KPN to the Netherlands through skating

Philips

Philips Center for Health and Wellbeing

With One Voice

52. Norway, Sweden, Finland, Denmark, Iceland

djuice

The Human App

With Trigger Oslo

Husqvarna

The lawn watcher: Norway's laziest summer job

With PR-operatørene

IKEA Norway

The Climate Match

With Trigger Oslo

Nike Sweden

American Made

With A World Beneath

Procter & Gamble

Ariel Fashion Shoot

With MSL Nordic/Saatchi & Saatchi

53. Estonia, Lithuania, Latvia

Estonian Banking Association (EBA, Eesti Pangaliit)

"Return the Coins": Campaign for the euro changeover by the Estonian Banking Association

With Corpore

Hamburg & Partners OÜ

Charity campaign "Helping children"

LESTO

Electricity: no more than necessary

Microsoft Lithuania

Child Online Safety Campaign

With Integrity PR

Omnitel

Launch of 4G LTE in Lithuania from the PR perspective

54. Poland, Russia, Ukraine

AstraZeneca Pharma Poland

EDUCATIONAL PROGRAM ABOUT MENTAL ILLNESSES "THE WAY TO MYSELF" (DROGA DO SIEBIE)

With Hill and Knowlton Poland

Federal State Statistics Service

The All-Russia Census of 2010: "Everyone matters to Russia"

With CROS Public Relations & Public affairs company

Renault Polska

School Safety Clubs (part of Renault "Safety for all" programme)

With Allegro Agency Anna Gogacz

Sanofi Russia

Giving Life a Chance

With Fleishman-Hillard Vanguard

Transcontinental Services

Whole Poland Wears Mustache

With Testa Communications



55. Hungary, Czech Republic, Slovakia

CEZ Prodej

Danger behind the door

With AMI Communications

Citibank Europe

Citibank bringing a new trend to the market

With Native PR

GE Money Bank

GE Money Facebook

With Ogilvy Public Relations

Holcim Hungária

Promotion of Sustainable Construction among next generation

NATLAND Group

NATLAND Group, savior of Slavia Prague

With PR.Konektor

56. Bulgaria, Romania, Croatia, Slovenia, Serbia

Coca-Cola Romania

Coca Cola 125th Anniversary: 125 years of sharing happiness

With McCann PR Romania

Coco Popescu

News from the future

With GMP PR

Nestlé Bulgaria

LIVE ACTIVELY! 2011

With APRA Porter Novelli

Nestlé Romania / MAGGI

MAGGI Academy

With Graffiti Public Relations, Member of BBDO Group Romania

Philips Bulgaria

Soulhunters

With Publicis Consultants | MARC

57. Greece, Cyprus

Beiersdorf Hellas

NIVEA Modernization

With V+O COMMUNICATION

Creta Farms

New Era for Creta Farms

With V+O COMMUNICATION

DIAGEO Hellas

City Walkers by Johnnie Walker - Every step you take is a choice

With Advocate/Burson-Marsteller

Tetra Pak South Eastern Europe

Tetra Pak Product Placement Events

WIND Hellas

WIND Hellas - Kids @ Safety, Internet, Mobile & Child

With V+O COMMUNICATION

58. Turkey

Akbank

Social Media Training

AstraZeneca Turkey

AstraZeneca Turkey

Efes

Carnavachi

Isbank

81 students from 81 cities

With MPR

Türk Telekom

SuperCan: First SuperHero in Turkey

With Bona Digital