



WINNERLIST 2012

SPECIAL PRIZE OF THE JURY FOR CREATIVITY & INNOVATION

Ventspils City:
State within a state
Nords Porter Novelli

1. BEST CAMPAIGN

Royal Mail Group:
London 2012 Gold Medal Stamps - PR campaign

2. NEWCOMER AGENCY OF THE YEAR

nimbletank

3. AGENCY OF THE YEAR

Ketchum

4. AUTOMOTIVE & TRANSPORT

FedEx:
FedEx delivers Panda-monium across the Globe
Ketchum

5. ENERGY

Intersolar Europe :
Social Relevance Beyond Economic Downturns
fischerAppelt

6. TECHNOLOGY & CONSUMER ELECTRONICS

Imperva:
How Imperva showcased security expertise during a hacker attack on the Vatican
LEWIS PR

7. TELECOMMUNICATIONS

Nokia:
Nokia N9 Pilots
Wenderfalck

8. FINANCE

CSOB:
HOW INFIDELITY THREATENS FAMILY BUDGETS
Bison & Rose

9. HEALTH

H.Lundbeck AB:
Putting the spotlight on severe PMS
MSL Stockholm AB

10. FASHION & BEAUTY

Unilever:
AXE Anarchy for Her
Het PR bureau



11. SPORT & LIFESTYLE

Unibet:

How to make betting social in social media

Cohn & Wolfe

12. ENTERTAINMENT & CULTURE

LG Electronics:

GEEKS AREN'T FREAKS - How LEWIS PR tackled the negative stereotypes of gamers

LEWIS PR

13. SCIENCE AND EDUCATION

UPC Romania :

Tech School

Graffiti Public Relations (Ketchum Affiliate)

14. TRAVEL & TOURISM

Finnair and Helsinki Airport:

Quality Hunters Season 2

Miltton

15. FOOD & BEVERAGE

Domino's Pizza:

Domino's Safe Sound

Mediatic, Proudly Represents, Indie Amsterdam

16. ECOLOGY & ENVIRONMENT

Luleå Business Agency:

The Node Pole

Prime

17. GOVERNMENT AGENCIES & PARTIES

MSB Swedish Civil Contingencies Agency:

Parental Multitasking

Prime

18. ASSOCIATIONS

Design and Technology Association:

We Believe in D&T

Weber Shandwick

Farming First:

The Female Face of Farming

Glasshouse Partnership

19. NON-GOVERNMENTAL ORGANISATIONS

Melk.no:

The breakfast journey

PR-operatørene

20. INTERNATIONAL COMMUNICATION

Stockholm Business Region:

Stockholm - New iPad Act

Step2 Communication

21. CHANGE COMMUNICATION

Nokia:

Nokia Bridge Program

22. INTERNAL COMMUNICATION

Akzo Nobel:

Hans Wijers Farewell campaign



23. CRISIS COMMUNICATION

Wintershall Holding GmbH:

Corporate responsibility in conflict situations – Wintershall crisis communication during and after the uprising in its partner country Libya

navos Public Dialogue Consultants GmbH

24. FINANCIAL COMMUNICATION

VISA:

Visa Europe – 2012 Card tax payments

Grayling

25. MERGERS & ACQUISITIONS

Vattenfall:

Nuon to Vattenfall

Emic Communications

26. LAUNCH

Ventspils City :

STATE WITHIN A STATE

Nords Porter Novelli, DDB Latvia

27. RELAUNCH

Immobiliare.it:

The definitive Home

MY PR

28. EMPLOYER BRANDING

Blocket:

Blocket Easter Eggs

Jung Relations

29. CORPORATE SOCIAL RESPONSIBILITY

Viasat:

Childrens Cancer Cooperation

30. EVENT

Maxxium UK Ltd:

The Courvoisier Institute of Grand Cocktails

Focus PR

31. PUBLIC AFFAIRS

AVON Hungary:

Petition for the parliamentary debate on legislating domestic violence in the Criminal Code of Hungary

Café PR

32. ISSUES & REPUTATION MANAGEMENT

Belgian Pharmacists' Association (APB):

“Lights Out”: First ever national ‘strike’ by pharmacists in Belgium

Ogilvy Public Relations Brussels

33. EVALUATION

Richemont:

Creating a Global Measurement Framework for Digital Media Coverage: Accompanying Luxury Industry Leaders in their Online Engagement Strategy

StrategyOne / Edelman Berland

34. ANNUAL REPORT

Danish Crown:

It's all about food

CZOO



35. CSR REPORT

GRUPO MAHOU- SAN MIGUEL:

All new technologies for sustainability: Mahou-San Miguel, a sustainable and interactive report

Inforpress

36. COMPANY BROCHURE

BMW AG:

What Drives Us

hw.design GmbH

37. CORPORATE ADVERTISING

Dassault Systèmes:

Dassault Systèmes: IFWE

TheFrameworks

38. CORPORATE FILM & VIDEO

AkzoNobel:

Hans Wijers Farewell Film

ICAMERA

39. EMPLOYEE PUBLICATION

GE:

Imagine Knowing More About GE

GE

40. EXTERNAL PUBLICATION

SAP AG:

SAP Milestones

grasundsterne GmbH

41. INTRANET

Heineken International:

Heineken Innovation Platform

SmallWorlders

42. BLOG

Deutsche Post DHL:

Delivering tomorrow - dialogue on future trends

Interone GmbH

43. WEBSITE

Dole Fresh Fruit Europe OHG:

„Visit my Farm!“ - Dole Earth

Haasenstein by SinnerSchrader Deutschland GmbH

44. SOCIAL MEDIA

Alzheimer's Disease International:

Donating FB timelines to support Alzheimer's Disease

Ogilvy Group Belgium

45. ONLINE VIDEO CHANNEL

Febelfin:

Febelfin's amazing mind reader

46. UNITED KINGDOM, IRELAND

FedEx:

FedEx delivers Panda-monium across the Globe

Ketchum



47. FRANCE

Danone Eaux France:

Badoit Express (Danone Water France)

Agence ELAN

48. SPAIN

BEKO Home Appliances:

Bring your clothes to life

Marco de Comunicaci3n

49. PORTUGAL

Funda33o Francisco Manuel dos Santos:

Conhecer a Crise

VIEW Isobar

50. ITALY, MALTA

Danone:

Danone adopts the salami village

Burson-Marsteller

51. GERMANY

DB Mobility Logistics AG:

The World of DB

Burson-Marsteller GmbH

Stiftung Mercator/Robert Bosch Stiftung:

Ich will Europa / I want Europe

Blumberry

52. SWITZERLAND, AUSTRIA

ASFINAG:

Bei Staubildung Rettungsgasse

P8 GmbH

53. BELGIUM, NETHERLANDS, LUXEMBOURG

Domino's Pizza:

Domino's Safe Sound

Mediatic, Proudly Represents, Indie Amsterdam

54. NORWAY, SWEDEN, FINLAND, DENMARK, ICELAND

Stabburet:

The Soup Nazi - a Norwegian soup launch

Trigger Oslo

55. ESTONIA, LITHUANIA, LATVIA

P.R.A.E. Public Relations

Microsoft Baltics:

Work From Anywhere Day

56. POLAND, RUSSIA, UKRAINE

Cisowianka:

Let's Play Football!

Ciszewski MSL

57. HUNGARY, CZECH REPUBLIC, SLOVAKIA

3M:

The Super Color Spring/Summer '12 Collection Fashion Event

Ogilvy Public Relations Prague

58. BULGARIA, ROMANIA, CROATIA, SLOVENIA, SERBIA, MONTENEGRO, BOSNIA-HERZEGOVINA

Siemens Romania SRL:

Siemens Race

Pi2 PR



59. GREECE, CYPRUS

Nespresso Hellas:

Nespresso Pixie Launch

Weber Shandwick Athens, Weber Shandwick Athens

60. TURKEY

Kanyon Shopping Center:

„Retail in a Box“

PRO Communications