



WINNERLIST 2013

1. BEST CAMPAIGN

Febelfin:

See how easily freaks can take over your life

BalticSea2020:

Saving the Fish

FleishmanHillard

Danske Bank:

Positioning the first mobile payment solution on the Danish market via one of the largest integrated campaigns in 2013

Fastighetsbyrån:

Sambotestet

Wenderfalck

GREAT Britain:

GREAT Britain campaign

Radley Yeldar

IKEA Norway:

#Bringthemomentback

Trigger Oslo AS

Immobiliare.it:

A garage with a view

MY PR

Mondelez Polska SA:

Milka. The most tender town.

The Salvation Army Switzerland:

“You And Me“ – Eurovision Song Contest 2013

UNHCR and UNICEF:

One million Syrian refugee children

2. NEWCOMER AGENCY OF THE YEAR

Iteo

Miltton Networks

navos – Public Dialogue Consultants GmbH

3. AGENCY OF THE YEAR

Edelman

Burson-Marsteller EMEA

FTI Consulting Brussels

Ketchum

Tangerine PR

4. AUTOMOTIVE & TRANSPORT

BMW AG:

BMW i Multi-Stakeholder

Citroën:

Le Social Detour

Edelman

DB Regio AG:

In all Honesty

Ketchum Pleon Germany

Mercedes-Benz Polska sp. z o.o.:

Stacja Mercedes

Volvo Cars:

The Unbranded Launch

Jung Relations



5. ENERGY

Enel S.p.A.:

Enel Lab – Energy Changer competition

Schneider Electric Industries SAS:

Schneider-Electric-Marathon-de-Paris – Supporting the Schneider Electric energy efficiency claims through the ambition of making it the first ever energy neutral Marathon.

Siemens AG, Sector Energy:

The Road to Daegu – A global energy dialogue

Trans Adriatic Pipeline:

Opening the Southern Gas Corridor

FTI Consulting Brussels

Wintershall Holding GmbH:

European virtues for worldwide energy generation: Technology, environmental protection, reliability – the strategic communication at Wintershall

navos – Public Dialogue Consultants GmbH

6. TECHNOLOGY & CONSUMER ELECTRONICS

Philips:

New Light on Old Masters

OneVoice Connect (FleishmanHillard)

VMware:

The Cloud Coup D'état

Brands2Life

Electrolux AB – Small Appliances:

Clean Your Mind

Prime

IBM:

IBM seen in 3D. PR and Social Media Drive.

A New Sales Approach

Ketchum

Skype:

The Magic of Pantomime

Atomic PR

7. TELECOMMUNICATIONS

Fastweb:

Fastline

M&C Saatchi Spa

EE:

THE UK'S FIRST SUPERFAST 4G NETWORK

Nelson Bostock Group and M&C Saatchi PR

KPN:

The first and the fastest rollout:

The launch of KPN's 4G mobile network in The Netherlands.

Hill+Knowlton Strategies

simyo:

Upwardly Mobile: How Simyo moved upmarket with a mobile microsite

LEWIS PR

Vodafone:

Dreams Academy

8. FINANCE

CPP:

“Stop Pickpocketing“

Inforpress

Česká pojišťovna a. s.:

BEZKOLA.cz – Are abandoned bikes safe on the streets?

AMI Communications, spol. s r. o.

Danske Bank:

Launch of the first mobile payment solution on the Danish market with one of the largest campaigns this year



HSBC:
HSBC Hints & Tips
Hill+Knowlton Strategies

transparo AG:
The Parking Championship
fischerAppelt AG

WeBank:
The Smammas
Burson-Marsteller

9. HEALTH

Gripex:
Man Flu
MSLGROUP Poland

Cherish Life Foundation:
Coalition For a New Prevention 2013
Rogalski Damaschin PR

DG SANCO European Commission:
Quit Smoking with Barca
Tonic Life Communications and Saatchi & Saatchi Brussels

GlaxoSmithKline Consumer Healthcare:
Smiling Romania
GMP PR

Retina Implant:
We can rebuild him – Bringing Bionic Vision to Britain: Retina Implant
MSL London

10. FASHION & BEAUTY

Topman:
Topman360
TBG Digital

eBay:
New Talent Shop
Edelman Spain

Engelschiøn Marwell Hauge:
Look at me
PR-operatørene

Gabriella Salvete s.r.o.:
PR playing a lead role in building the masstige brand of Gabriella Salvete decorative cosmetics.
Ogilvy Public Relations, s.r.o.

Procter & Gamble Nordics:
Gillette Master Your Style
MSLGROUP and Isobar

11. SPORT & LIFESTYLE

Chello Central Europe:
EL CLÁSICO – The battle of fans
PR.Konektor

AIK Fotboll AB:
Paint it Black

IKEA Norway:
#Bringthemomentback
Trigger Oslo AS

Jordan House Care AS:
The right tools can create wonders
Trigger Oslo AS

Stadium:
MyVictoryFace
cohn wolfe

12. ENTERTAINMENT & CULTURE

Peer Gynt A/S:
Peer Gynt
Trigger Oslo AS

Budapesti Vidám Park Zrt.:
The last year of the iconic funfair – The communication of the closing season of the Amusement Park of Budapest
PR Agent Kft. and Art Media Kft.



Microsoft Sverige:

Halo – Are You Worthy?

Jung Relations

Philips:

New Light on Old Masters

OneVoice Connect (FleishmanHillard)

Thule:

The Way I Roll

Jung Relations

13. SCIENCE AND EDUCATION

University of Leicester:

The Search for Richard III

Fri tanke förlag:

Talk to space

Wenderfalck

Kern & Sohn:

The Gnome Experiment

Ogilvy Public Relations GmbH

Rotterdam School of Management, Erasmus University:

Increase the retention rate of BSc students by integrating RSM's forward-thinking I WILL movement into the compulsory goal-setting course

Software Campus, c/o EIT ICT Labs Germany:

Software Campus

14. TRAVEL & TOURISM

VisitDenmark:

The Little Mermaid goes global

ACCOR SA:

Sleep Art

BETC DIGITAL

Curaçao Tourist Board Europe:

Beach-Partnership between Timmendorfer Strand/Germany and Cas Abao Beach/Curaçao

Zucker.Kommunikation GmbH

Expedia:

Look to Norway

PR-operatørene

Finavia Oyj:

Smooth Travelling Report

Milton

15. FOOD & BEVERAGE

Lantmännen Doggy:

Cat helps cat

Prime

Cardini's Caesars Salad dressing:

Cardini's Original Caesar Salad Dressing

PR STUNT

Mondelez Polska SA:

Milka. The most tender town.

Nigab:

Tullaward

Edelman Stockholm

OLW:

Potato-TV

JMW kommunikation

VAASAN Group:

Launch of the new black bread product

"Triin's rye bread" on Estonian market

Hamburg & Partners and Burson-Marsteller Tallinn



16. ECOLOGY & ENVIRONMENT

BUND für Umwelt und Naturschutz Deutschland,
Landesverband Berlin e.V.:

Tree Concert

Ketchum Pleon

Alliance for Beverage Cartons and the
Environment UK:

The Future of Beverage Carton

Recycling in the UK

College Hill

OVAM & Fost Plus, as partners of the Flemish Ministry
of Living Environment, Nature and Culture:

Making bins into base stations:

LEWIS PR helps to solve a litter problem

LEWIS PR

Sberbank:

All-Russia Sberbank Green Marathon

PR support

CROS

Tetra Pak Sverige AB and Market Area Nordics:

Reincarnation

Prime

17. GOVERNMENT AGENCIES & PARTIES

Försäkringskassan (The Swedish Social
Insurance Agency):

Enemies of Despair

Prime

Custodial Institutions Agency and Ministry
of Security and Justice:

Buch in de Bajes (Joe in Jail or Pete in Prison)

European Commission:

A world you like

Scholz and Friends

GREAT Britain:

GREAT Britain campaign

Radley Yeldar

Ministry of Social Affairs and Employment:

Knowing what you are worth!

*Bex*communicatie*

18. ASSOCIATIONS

Foreign Investors Council:

My profession: Doctor in Romania

GMP PR

Beta-i:

Power to the entrepreneurs

Corpcom - Prime Relations

DigitalEurope:

Copyright Levies Campaign

APCO Worldwide

Free Dawit:

Sit with Dawit

JMW kommunikation

Freiburger Münsterbauverein e.V.:

“We build together!” Campaign for the salvation of the world’s oldest Gothic cathedral tower

Schleiner + Partner Kommunikation GmbH

19. NON-GOVERNMENTAL ORGANISATIONS

The Salvation Army Switzerland:

“You And Me“ – Eurovision Song Contest 2013

Cherish Life Foundation:

Coalition For a New Prevention 2013

Rogalski Damaschin PR

Sue Ryder:

Your Time Will Come

Havas PR Prague

World Hepatitis Alliance:

Know It. Confront It – World Hepatitis Day 2013

Red Door Communications



WWF (European Policy Office):
Stop Bankrupting our Oceans

20. INTERNATIONAL COMMUNICATION

ING Nederland:
Night Watch flashmob for Rijksmuseum
JWT Amsterdam

Bayer AG:
150 Years of Bayer

Monster:
Monster Cool Jobs
Weber Shandwick

Robert Bosch GmbH:
**“Invented for life“: Corporate storytelling
and digital campaigning**
Ketchum Pleon GmbH

The Legatum Institute:
**Putting Prosperity On The Map: The
Legatum Institute Prosperity Index**
Man Bites Dog

21. CHANGE COMMUNICATION

DSM Nederland:
Agreeing to agree: the power of one
*Bex*communicatie*

Kuhn, Kammann & Kuhn GmbH:
Program Magellan
Heraeus Holding GmbH

Merck KGaA:
**“Fit for 2018” – Communication concept on
the transformation program of the Merck Group**

Microsoft:
Lisbon Eperience
Lift Consulting

Procordia Food:
**Our journey to build Orkla Foods Sweden: Merger of
three companies into a leading Swedish food company**

22. INTERNAL COMMUNICATION

Philips International BV:
Philips Brand Jam

Avanade:
Picture Your Perfect Candidate
Waggener Edstrom

Deutsche Post DHL:
DHL's Got Talent
Redcatco

Gerresheimer AG:
Gerresheimer product world

Mars Nordics:
**Building an internal communication app
for one of the World's leading consumer
goods companies**
MSLGROUP and SHAPE

23. CRISIS COMMUNICATION

Marinopoulos SA.:
**Making crisis an opportunity for
Marinopoulos S.A.**
Weber Shandwick Athens

IKEA Romania:
Swedish Meatballs Crisis
THE PRACTICE

SAP AG:
“Die Hard” International Crisis Preparedness
Burson-Marsteller Germany

SPI Group:
**Stolichnaya stands strong with the global
LGBT community**
Focus PR



Visit Belfast:
Backin' Belfast

24. FINANCIAL COMMUNICATION

EADS:
Investor Relations App

Electool:
Financial communication of Fluenta, one of the first cloud based spend management solutions in CEE countries

Ericsson AB:
Our Journey Starts Now! Ericsson Welcomes 900 Employees from Technicolor Broadcast Services

KION GROUP AG:
IPO of the KION GROUP AG

25. LAUNCH

Morrisons:
Launch of Morrisonscellar.com and Taste Test
Focus PR

BlackBerry:
The Last Stand – Launching BlackBerry 10 in the German speaking Markets
Hotwire Public Relations Germany GmbH

Procter & Gamble Nordics:
Gillette Master Your Style
MSLGROUP and Isobar

Samsung Electronics Romania:
Life is a mission. Here's your companion.
THE PRACTICE

Volvo Cars:
The Unbranded Launch
Jung Relations

26. RELAUNCH

Beyond Dark:
Measure of Pleasure
Beyond Dark and Ogilvy Public Relations/London

Bilfinger SE:
Bilfinger Berger becomes New Bilfinger – Brand relaunch of Bilfinger. The repositioning of a long-standing German brand: from a leading construction company to an engineering and services company
KorzerWünsche GmbH and The Hamptons Bay – Design Company

Jordan House Care AS:
The right tools can create wonders
Trigger Oslo AS

Libri.de Internet GmbH:
The future of reading – Libri.de becomes eBook.de
ad publica Public Relations GmbH

Nordisk Kellogg's:
Kellogg's Special K Instashop
Prime

27. EMPLOYER BRANDING

Salym Petroleum:
Anniversary Calendar 2013

Altran:
Career, the Live Chat Web TV show for your future @Altran

BASF SE:
Video Job Posting
GALLION filmproduktion

EADS Deutschland GmbH:
EADS-Ideenflug
jungvornweg



Grupo CH:

Be a Monster

28. CORPORATE SOCIAL RESPONSIBILITY

Ferrovial:

Social Infrastructure Program

Always and UNESCO:

Help These Hands Write The Future

MSL London

Coca-Cola Deutschland GmbH:

Fanta Playground Initiative 2013

FAKTOR 3 AG

OMV AG:

**Austria is looking for the queens
of technology**

Grayling Austria GmbH

SIA Lattelecom:

**Computer literacy project for seniors
“Connect, Latvia!”**

29. EVENT

transparo AG:

The Parking Championship

fischerAppelt AG

Deutsche Bank AG and CC Art:

**“MACHT KUNST“: Berlin’s biggest free
art event ever**

Discovery Communications Spain & Portugal:

Discovery Underground

Jägermeister:

World’s Coldest Gig

Clarion Communications

Microsoft:

Halo 4: Experience Halo

Edelman

30. PUBLIC AFFAIRS

Deutscher Ringer-Bund e.V.:

Save Olympic Wrestling

pioneer communications GmbH

Allianz Bahnausbau:

Railway expansion alliance

Farner Consulting AG

BalticSea2020:

Saving the Fish with

BalticSea2020

FleishmanHillard

Romanian Association for Patient Protection :

**It’s time for Hepatitis C patients to
take the matter into their own hands**

McCann PR

We Effect:

Equal Aid

Prime

31. ISSUES & REPUTATION MANAGEMENT

Acceleris:

The National Federation of Fishermen’s

Organisations – Navigating a Perfect

“Media“ Storm

APB (Belgian Pharmacists’ Association):

Superhero? Pharmacist!

Ogilvy Brussels

Deutscher Ringer-Bund e.V.:

Save Olympic Wrestling

pioneer communications GmbH

ProRail:

Blogging ProRail Back on Track

FleishmanHillard Amsterdam



Regus:
Reaching out to Road Warriors: How Regus rolled its office solutions out to the DACH markets
LEWIS PR

32. EVALUATION

APCO Worldwide:
TradeMarks

Almond Board of California:
Going nutty for measurement: Evaluating the Snack Happy campaign
Porter Novelli Ltd

BBVA:
Neuro-Science metrics BBVA

Coca-Cola:
Diet Coke Fashion collaboration with Jean Paul Gaultier
Commetric

National Research University "Higher School of Economics":
"Higher School of Economics" – "Golden Reserve"
CROS

33. ANNUAL REPORT

Transparency International:
Annual Report 2012

Danish Crown:
125 Years of Food History
CZOO

New Frontier International Holding GmbH:
The Missing Link – Invented by nature. Enhanced by us.

Pirelli & C. Spa:
Pirelli Corporate Digital Ecosystem
Message Group Srl and K-Team Consulting Srl

WPP:
Annual Report 2012
Addison Group

34. CSR REPORT

IKEA:
Position IKEA Belgium as a leader in sustainability, both internally as externally
Whyte Corporate Affairs

Heineken:
Sustainability Report 2012
Addison Group

UniCredit Bank AG:
HVB sustainability report 2012

Vodafone:
Pioneers Sustainability

Wienerberger AG:
We won't live to see our greatest achievements
Mensalia GmbH, Büro X Design GmbH

35. COMPANY BROCHURE

SNCF:
Travelling to the heart of SNCF
M&CSAATCHI CORPORATE

CELESIO AG:
Celesio UK – Reinventing Health

Finavia Oyj:
Smooth Travelling Report
Milton

HOCHTIEF Aktiengesellschaft:
"Projects: Your wish – Our fulfillment"

OJSC SUEK:
SUEK/Company Brochure



36. CORPORATE ADVERTISING

ZON OPTIMUS:
ZON North Canyon

BMW AG:
Public Education BMW i

Dassault Systemes:
“IF WE“ Campaign
The Frameworks

ING Commercial Banking:
Proof of Performance

Shackleton:
**FCC & Financial
Times Campaign**
FCC Citizen Services

37. CORPORATE FILM AND VIDEO

Siemens AG:
Letter to Semy
Virtual Identity AG

MerchantCantos:
Mark Cutifani Video Diaries

Munich Airport Authority:
**LipDub Munich Airport: Living Ideas –
Connecting Lives**

Royal FrieslandCampina:
The Story of Milk
1Camera

Schneider Electric Industries SAS:
Charge the World. Change the World.

38. EMPLOYEE PUBLICATION

COWI A/S:
SCOPE

Aegon NV:
Share magazine
Media Partners

Canon Océ:
**How to get four thousand employees singing the same
song, Orchestrated communications: INNOVATE**

Netia:
@MAZING
Aude

Zavarovalnica Triglav:
Obzornik

39. EXTERNAL PUBLICATION

AkzoNobel:
AkzoNobel: A Magazine

Dow:
Dow IN magazine:
A Perspective on Global Packaging
FTI Consulting Brussels

EBV Elektronik GmbH & Co. KG:
The Quintessence of Sensor Technology
IndustryAgents GmbH

Franz Haniel & Cie. GmbH:
enkelfähig
Burda Creative Group GmbH

Stiftung Preußischer Kulturbesitz:
SPK Magazine
muehlhausmoers corporate communications gmbh



40. INTRANET

UniCredit S.p.A.:
UniCredit Group Intranet

AkzoNobel:
The Strategy Portal

BNL:
The new intranet: simple and collaborative

Chalhoub Group:
Edge
SmallWorlders

EDP – Energias de Portugal:
edpON intranet

41. BLOG

Altran:
innovation-makers.com,
the blog where people matter

ABB Asea Brown Boveri Ltd.:
ABB Conversations

Microsoft:
Microsoft – Eurovision 2013
Weber Shandwick

Turkcell:
Turkcell Blog

voestalpine AG:
voestalpine World
Championship blog
cemano communication gmbh

42. WEBSITE

McDonald's:
McDonald's Apprentice-platform
castenow communications

ABB Asea Brown Boveri Ltd:
ABB.com

Clarksons plc:
Embodying the global business of Clarksons
Radley Yeldar

Clinica Universidad de Navarra:
Cun Stories

Heineken:
Corporate website
Addison Group

Novartis:
Génération Proches

43. SOCIAL MEDIA

Hilton WW:
Hilton HHonors #Capturethemoment
Edelman

Burson-Marsteller:
Twiplomacy

Jordan House Care AS:
The right tools can create wonders
Trigger Oslo AS

Nordisk Kellogg's:
Kellogg's Special K Instashop
Prime

Stadium:
MyVictoryFace
cohn wolfe



44. MOBILE COMMUNICATION AND SOCIAL APPS

Waternet:

VaarWater – Smart City, Smart Canals

TamTam and TNO (Netherlands

Organisation for Applied Scientific Research)

European Commission – DG Sanco and

FC Barcelona:

Quit Smoking With Barça

Saatchi & Saatchi Brussels and Tonic Life Communications

Fastighetsbyrån:

Sambotestet

Wenderfalck

MSD Belgium:

MSD Pollen-Info App

Vademecom

VIPnet d.o.o.:

Vip script

45. ONLINE VIDEO CHANNEL

Febelfin:

**See how easily freaks can
take over your life**

BMW AG:

BMW i Online Features

Groupe Mutuel :

LegisDigit@

JWT / FABRIKANT and Scandola SA

Jyske Bank:

Jyske Bank TV

science communications GmbH:

Society in Science – Eureka

46. UNITED KINGDOM, IRELAND

Beyond Dark:

Measure of Pleasure

Beyond Dark and Ogilvy Public Relations/London

EE:

THE UK'S FIRST SUPERFAST 4G NETWORK

Nelson Bostock Group and M&C Saatchi PR

Irish League of Credit Unions:

“What’s Left“ Campaign

Samsung:

Share your Now

Weber Shandwick

Topman:

Topman360

TBG Digital

47. FRANCE

Always and UNESCO:

Help These Hands Write The Future

MSL London

BNP Paribas Wealth Management:

Individual Philanthropy Index

Eni :

Renaissance meets Rococo:

**How Eni used a joint national love of
art to seal an acquisition**

LEWIS PR

SITL (Société d’Innovation et de Technologie de Lyon):

An exemplary reindustrialisation project

**The use of ecological technology to preserve
jobs at SITL**

WELLCOM



48. SPAIN

- Albal:
Albal Challenge “One day without leftovers”
Edelman Spain
- BBVA:
Yo Soy Empleo/ I am employment
- Evernote:
Remember Everything. The most successful App in Spain
Marco de Comunicación
- Cork:
“El corcho preserva lo bueno” (Cork preserves what’s good)
Influencia
- Microsoft:
Luarca comparte Luarca
Weber Shandwick

49. PORTUGAL

- Beta-i:
Power to the entrepreneurs
Corpcom - Prime Relations
- Discovery Communications Spain & Portugal:
D-DAY
- DouroAzul:
DouroAzul 20th Anniversary Gala
- easyJet:
easyJet – a Reputational Journey
Lift Consulting
- Fundação de Serralves:
Serralves in Hand

50. ITALY, MALTA

- Fastweb:
Fastline
M&C Saatchi Spa
- eBay:
eBay Living
Noesis srl
- Immobiliare.it:
A garage with a view
MY PR
- Microsoft:
YouthSpark @Italy: Microsoft Italy helps youth look at the bright side
Weber Shandwick
- WeBank:
The Smammas
Burson-Marsteller

51. GERMANY

- BUND für Umwelt und Naturschutz Deutschland, Landesverband Berlin e.V.:
Tree Concert
Ketchum Pleon
- CDU Federal Headquarters:
CDU Federal Election Campaign Germany 2013
Blumerry GmbH
- IDEG Informationsgemeinschaft Deutsches Geflügel GmbH:
10 Theses on Poultry Farming in Germany
Edelman
- McDonald’s Deutschland Inc.:
McDonald’s Deutschland: Unser Essen. Eure Fragen.
LessingvonKlenze Kommunikationsberatung GmbH
- RWE Innogy GmbH:
“Vom Winde gedreht“



52. SWITZERLAND, AUSTRIA

Wirtschaftskammer Niederösterreich, Landesinnung der Lebensmittelgewerbe and Berufsweig der Fleischer:

Austrian Butchers Versus McDonald's – A David Versus Goliath Story in the Digital Age

Ketchum Publico

Bundessozialamt für Soziales und Behindertenwesen:

fit2work on tour – Roadshow for a healthy workplace

ikp Wien GmbH

ÖBB-Infrastruktur AG:

Stay on the safe side

Roche Nederland and Roche Pharma (Schweiz) AG:

Virtualization of medical conferences

Quadia Online Video

The Salvation Army Switzerland:

“You And Me“ – Eurovision Song Contest 2013

53. BELGIUM, NETHERLANDS, LUXEMBOURG

Marktplaats:

How Cars Predicted Dutch General Elections

FleishmanHillard Amsterdam

Samsung Electronics Benelux:

World Premiere: How Brussels Philharmonic and Samsung turned a page in music history

LEWIS PR

Ministry of Social Affairs and Employment:

Knowing what you are worth!

*Bex*communicatie*

Nationaal Comité Inhuldiging/ National Committee Inauguration:

Rallying 1.3 million children for the King's Games

Hill+Knowlton Strategies Philips:

You too can help save a life!

OneVoice Connect (FleishmanHillard)

54. NORWAY, SWEDEN, FINLAND, DENMARK, ICELAND

Oslo:

“Loo Sense“

Apeland AS

AIK Fotboll AB:

Paint it Black

Cramo Finland Oy:

The role models of Ice Hockey

OSG Communications

Norwegian AS:

Norway's least travelled

Trigger Oslo AS

Svenska Spel:

The Live Pulse

Jung Relations

55. ESTONIA, LITHUANIA, LATVIA

VAASAN Group:

Launch of the new black bread product “Triin's rye bread” on Estonian market

Hamburg & Partners and Burson-Marsteller Tallinn

Estonian Ploughing Association:

VIPs on tractors

Corpore

JCDecaux:

“Cyclocity Vilnius“ Launch

Integrity PR

Lietuvos draudimas:

Can You Trust Your Neighbour?

BVRG Burson-Marsteller



Samsung:
Samsung Smart Sessions
SponsorKing

56. POLAND, RUSSIA, UKRAINE

GlaxoSmithKline:
**National Program for Teenagers:
I've got the answer for cancer – 6th
edition (melanoma)**
Hill+Knowlton Strategies
Coca-Cola Poland Services:
Share the Happiness with Coca-Cola
Rc2 Raczkiwicz Chenczke Consultants

Lukoil:
**First International Social
innovations conference**
CROS

McDonald's:
McDonald's truthseekers
24/7PR and 24/7Digital

Ukrpochta (Ukrainian Mail):
Santa's Residence
SPN Ogilvy

57. HUNGARY, CZECH REPUBLIC, SLOVAKIA

Vseobecna zdravotni pojistovna Ceske republiky:
The Best School Canteen Lunch Competition
AMI Communications

HEINEKEN Hungária:
**Rock'n Beer – Cooperation between
Soproni and Tankesapda**
NeoNoir Communications Ltd

MVM Hungarian Electricity Ltd.:
MVM Energy Race 2013
Noguchi Porter Novelli

Partners Group SK (PG SK):
Financial Literacy Day
1st CLASS AGENCY

Pivovary Staropramen:
Staropramen Brewery: "The one connect us"
PR.Konektor

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

GMP Advertising:
Why don't you come over

Amnesty International:
The House of Cards
Rogalski Damaschin Public Relations

bTV media group:
Let's clean Bulgaria for a day
BBDO Group

Statistical Office of the Republic of Serbia:
**"Sign Up For Write-Up! Take your part in
Census of Agriculture!"**
Blumen group

Visa Europe:
**Visa Europe – 2013 Campaign to promote and
encourage card payments in the public sector**
Grayling

59. GREECE, CYPRUS

Nestle and Loumidis Papagalos:
**Inspiration in Crisis: Uniting Greeks to help
the traditional coffee places**
Advocate/B-M

Google:
Doodle4Google – My Greece
V+O Communication



Marinopoulos S.A.:
The Renaissance of a Leader
Weber Shandwick Athens

Nestlé Hellas S.A.:
NESCAFÉ® Classic: Magic is Next to You
V+O Communication

WIND Hellas Telecommunications S.A.:
W new contract

60. TURKEY

Garanti Pension:
“Back to School: Educating, not Employing Children“

Hilton WW:
Hilton HHonors #Capturethemoment
Edelman

Türkiye İş Bankası A.Ş.:
**Using Isbank Credit Cards also as
Museum Card-“ Müzekart“**

Unilever Turkey:
**Domestos Turkey CSR Campaign –
Fun Learning Hygiene**
Ünite İletişim ve Tanıtım Hizmetleri Ltd. Şti

Vodafone:
Dreams Academy