



**WINNERLIST 2012**

# Winnerlist 2012



## 01. Social Media Campaign of the Year

Maersk Drilling

Maersk Line in social media

**WINNER**

Boehringer Ingelheim Pharma  
GmbH & Co. KG

1 Mission 1 Million – Getting to the  
Heart of Stroke

*Ogilvy Health PR, Ogilvy Group UK  
Ogilvy Public Relations*

Vodafone

Vodafone's FreeZone: Live Young

# Winnerlist 2012



## 02. Online Strategy of the Year

Overseas Development Institute  
A digital strategy for think tanks  
*UNISON Greater London*

**WINNER**

Heute in Hamburg SessionLine UG  
Adoption Drive  
*elbkind*

Vestas Wind Systems A/S  
Energy Transparency

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## 03. Innovation of the Year

Procter & Gamble

Ariel Fashion Shoot

MSLGROUP JKL Group

**WINNER**

Boehringer Ingelheim Pharma

Boehringer Ingelheim's Syrum Game

Nitro Digital

RTI - MEDIASET GROUP

COTTO E MANGIATO - LE RICETTE  
DEI FAN

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## 04. Companies

Siemens

Siemens Race

TeamNet

WINNER

Havas Media (Istanbul, Turkey)

Samosebou

Vodafone

Vodafone BufferBusters

Omnicom Media Group Germany

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## 05. Associations

H&M Hennes & Mauritz

WattWiki: a modern repository for  
eternity

Die Nordsee

**WINNER**

APCOR

Better living. With cork.

*Hering Schuppener Unternehmens-  
beratung für Kommunikation GmbH*

V+O Communication

Greece is Changing

*Bakers Digital Communication*

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## 06. NGOs

terre des hommes

Orange BOXES

Wopata

**WINNER**

World Economic Forum

One Year One Change

Alfa-Omega Communications

Video Blog Game I Saw Estonia

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## 07. Institutions

The Swedish Institute, VisitSweden  
Curators of Sweden  
*Volontaire*

**WINNER**

Omnicom Media Group Germany  
German State of Lower Saxony: The  
First University Product Sample –  
Lectures in a Banner  
*Omnicom Media Group Germany*

European Commission DG Commu-  
nications Networks, Content and  
Technology  
Innovative stakeholder engagement  
in the Digital Agenda for Europe  
(DAE) Engagement  
*Tech4i2*



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## 08. Product Campaign

Procter & Gamble

Ariel Fashion Shoot

*MSLGROUP JKL Group*

**WINNER**

G2 Romania

Avon Space for me

Ledarna

World's best CV

*Britny Stockholm*

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## 09. Product launch

Maurice Lacroix  
The French Job  
*JWT / Fabrikant*

WINNER

Promoqube  
Social Pizza

Heute in Hamburg SessionLine  
Sausage Democracy  
*elbkind*

FCB Paris  
Wake up your wow !

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## 10. Crisis Communication

ÖBB Holding

Lovestorm

**WINNER**

A1 & Telekom Austria Group

A1 Social Media Shitstorm Prevention

N'PR Communication Consultancy

Rate Hike Period Communications Management

# Winnerlist 2012



## 11. Internal Communication

MasterCard  
NoCash@MasterCard

**WINNER**

HSBC Holdings, HSBC Bank  
HSBC NOW  
*Harkness Kennett*

MAN Diesel & Turbo  
Lovestorm

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## 12. Digital Public Affairs

Big Society Capital

International Consortium of British Pensioners

*Grayling Hungary*

**WINNER**

General Electric

GEforCEE - Dialogue for the economic prosperity of over 130 million Europeans

*Extreme Net*

VisitSweden, The Swedish Institute  
Curators of Sweden

*Volontaire*

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## 13. Digital Monitoring and Evaluation

Telecom Italia / TNS Infratest Shared Service / Deutsche Telekom / TNS Infratest Sozialforschung  
Reputation Monitoring Room

**WINNER**

Coca-Cola

Link Social Media Crisis Prevention and Management (SCPM) with Influencer Relations Management (IRM) and implement interdisciplinary evaluation processes

*fischerAppelt, relations GmbH/  
fischerAppelt, play*

Deutsche Telekom

TRI\*M Digital Reputation Manager

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## 14. CSR Communication

Zavaroalnica Triglav, Formitas

Let's Clean our Mountains and Hills

**WINNER**

The Philips Livable Cities Award

The Philips Livable Cities Award

*Fleishman-Hillard*

Weledastipendiet

The Weleda Scholarship

*Pronto Communication*

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## 15. Employer Branding

Sonae Sierra

Contact Network

WINNER

Bayer Business Services

Flashmob for Karlheinz

Messe Essen

Linklaters Career Magazine

*Ogilvy Public Relations*



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## 16. Corporate Website

Skybrud.dk

Danish Crown Corporate Website

*AnneVillemoes.dk*

WINNER

Dole Fresh Fruit Europe

*Dole Earth*

*Haasenstein by SinnerSchrader  
Deutschland*

Pirelli Tyre

*Pirelli Global Corporate Site*

*K-Team Consulting*

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## 17. Intranet

Coca-Cola European Partners Great Britain Limited / Coca Cola Enterprises

iConnect: Social intranet for Coca-Cola Enterprises

*Slalom / Avvio*

Unilever Espana

Inside Unilever Customer Development Collaboration Zone

Quintiles

iQ | Quintiles intranet

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## 18. Online Newsroom

BBC London

BBC Media Centre

**WINNER**

FONIC

FONIC Newsroom

*Fink & Fuchs*

Henkel

Henkel Social Media Newsroom

*menadwork kommunikation*

# Winnerlist 2012



## 19. Corporate Weblog

Amnesty International  
Space for Transparency relaunch  
APCO Worldwide

**WINNER**

Interone / Deutsche Post DHL  
*Delivering Tomorrow*  
*beckmann's communication |*  
*consulting | coaching*

Universidad Europea de Madrid  
*Movistar SMEs: Con Tu Negocio*  
*Territorio creativo*

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## 20. Online Community

A1 & Telekom Austria Group, SeSo  
Media Group

A1 Support Community

**WINNER**

Banco Bilbao Vizcaya Argentaria /  
BBVA Innovation Center

@CIBBVA Innovation Center

ING Wholesale Banking

Buzz

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## 21. Mobile and Apps

British Red Cross

First Aid by the British and American Red Cross

*3 Sided Cube*

**WINNER**

NOS Comunicações

Car Sharing

Accenture / Sonae Sierra / Sonae MC

Chef Online iPhone & iPad App

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## 22. Online Event

University of Michigan ATLAS Experiment at CERN/ ATLAS Experiment at CERN

ATLAS Virtual Visits

**WINNER**

Procter & Gamble / MSLGROUP JKL Group

Ariel Fashion Shoot

Royal Opera House

Royal Ballet LIVE

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## 23. Web Magazine

Westfälische Provinzial Versicherung  
/ How to spend it /Kultur Ruhr

Hier

*Ogilvy Public Relations, Ogilvy &  
Mather*

**WINNER**

muehlhausmoers corporate commu-  
nications

# Horst und Edeltraut

Label, AkzoNobel Decorative Paints,  
Akzo Nobel

A-Magazine Online



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## 24. Online Newsletter

Otto Group

Two for Fashion Newsletter

*Companions*

**WINNER**

FRHI Hotels & Resorts Switzerland  
GmbH /Swissôtel Hotels & Resorts  
Swissôtel Management GmbH

*Allegra*

Henkel

*Henkel Aktuell Newsletter*

*menadwork kommunikation*

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## 25. Image Film

Türk Telekomünikasyon A.S.

Türk Telekom Sings From 81 Cities

**WINNER**

WPP

Generation Awake

*Ogilvy Public Relations Worldwide*

Transparency International e.V.

What is the Corruption Perceptions Index?

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## 26. Web TV

HSBC Bank

HSBC NOW

*Harkness Kennett, MerchantCantos*

**WINNER**

Plan Norge

Kundesporet - The Customer Track

Jyske Bank A/S

Two for the Price of One/  
Jyskebank.tv

*Støvring+Woodward Kommunikati-  
on Aps Århus*

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## 27. Annual Report

Volkswagen

iPad App Volkswagen Annual  
Report 2011

*3st kommunikation*

**WINNER**

G+J Corporate Editors

Audi 2011 Annual Report

Nexxar GmbH/Akzo Nobel

Wolters Kluwer 2011 Annual Report

*Anema Consultancy /Wolters Kluwer  
NV*

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## 28. CSR Report

Spie SA

Responsible hyper annual report

*Bee-Buzziness Grenoble*

**WINNER**

International Post Corporation

IPC Postal Sector Sustainability Report 2011

*FTI Consulting*

OP-Pohjola Group Central Cooperative

OP-Pohjola Group Corporate Social Responsibility Report 2011

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## 29. Online Competition

VELCOM / PRKVADRAT

Battle of Universities

*PR & BTL agency*

**WINNER**

Pronto Communication

Business Creator of The Year

Grolsch en Nieuwe Revu

The Grolsch Column Contest

*Weber Shandwick, coop*

# Winnerlist 2012



## 30. Corporate Game

Deep Silver FISHLABS Koch Media  
Sports Car Challenge

**WINNER**

Boehringer Ingelheim Pharma  
Boehringer Ingelheim's Syrum Game  
*Nitro Digital*

Energias de Portugal  
City On

Microsoft AB  
The Swindler  
*JMW Kommunikation*

# Winnerlist 2012



## 31. Viral Communication

Stockholm Business Region  
New iPad Act - Stockholm  
*Step2 Communication*

**WINNER**

Remarkable Group

Homecoming | Equal Marriage

European Commission /World  
Customs Organization

"Hot Summer Holidays!" – European  
Health Insurance Card (EHIC) cam-  
paign"

*MOSTRA Communication*



# Winnerlist 2012



## 32. Community Presence

Maersk Drilling

Maersk Line in social media

**WINNER**

Primark/Citigate Dewe Rogerson

*Primark Community Presence*

*Grayling Spain, Grayling Deutschland Büro Berlin*

Zagrebacka Pivovara

*The Flag.*

*Goldbach Audience Croatia*

# Winnerlist 2012



## 33. Twitter Profile

Text 100 Amsterdam

The social heart of surgery

*Fleishman-Hillard Inc.*

**WINNER**

The Swedish Institute, VisitSweden

Curators of Sweden

*Volontaire*

Manchester City Football Club

Manchester City Football Club -  
#Together

*Edelman*

# Winnerlist 2012



## 34. YouTube Channel

Deutsche Bank

Deutsche Bank: New digital formats

**WINNER**

Eni / U.S. Consulate General Milan

eni video channel

*Dnsee Interactive Thinking*

Manchester City Football Club

Manchester City Football Club You-  
Tube Channel

*Edelman*

# Winnerlist 2012



## 35. Best Academic Thesis

Dublin City University

Social Media Communication  
Factors in Energy Campaigns

**WINNER**

University of Applied Sciences  
Kufstein

Event 2.0 - Impact and Influence of  
virtual events on business communi-  
cations

Hochschule für Gestaltung Schwä-  
bisch Gmünd

Informative cheese, meat and  
fish counter – a guidance for your  
purchase