



ipra

The International Public Relations Association

GOLDEN WORLD
AWARDS FOR EXCELLENCE
2018



The International Public Relations Association
Golden World Awards For Excellence
2018

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The IPRA Golden World Awards for Excellence 2018: demonstrating global professionalism

IPRA has run the Golden World Awards (GWA) since 1990. From the start, the central aim has been to highlight excellence in public relations from around the globe.

Over the years shifts in emphasis in the GWA entries have been noticeable. Public relations have made a major shift to being more strategic. Clients of agencies and the in-house clients of PR and communication departments have become more sophisticated in their expectations. This is reflected in the 2018 entries. Also, the influx of university-trained staff into the profession (a departure from the era in which journalists were often recruited into PR) has brought a more defined understanding of communication theory among PR professionals. This is a welcome process.

Of course, there will always be a place for gut feeling. Any profession that thrives on creativity needs this, but too much intuition and too little rationality will eventually hamper the achievement of long-term objectives and goals. It is satisfying to witness this balance in the entries for the 2018 Golden World Awards for Excellence.

Bart de Vries, IPRA President 2018

2018 International Jury

Australia

Tracy Jones
Ian Rumsby

Austria

Anne-Gret Iturriaga
Abarzua

Belgium

Philippe Borremans

Bulgaria

Maria Gergova-
Bengtsson
Denitsa Sacheva
Svetlana Stavreva-
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China

Lydia Lee

Cyprus

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Egypt

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Loula Zaklama

Finland

Arja Schadewitz
Eeva-Liisa Vallin

France

Chantal
Carrère-Cuny

Germany

Isabelle Prochnow

Ghana

Esther Cobbah

The Netherlands

Bart de Vries

Nigeria

Yomi Badejo-
Okusanya

The Philippines

Richard Burgos
Edd Fuentes

Russia

Elena Fadeeva
Maria Vakhmistrova

Saudi Arabia

Mohammed Al Eady
Hasan Al Hasan
Faisal Zahrani

Serbia

Natasa Pavlovic

South Africa

Bridget von Holdt

Spain

Eric Ordeix

Turkey

Zehra Gungor

United Kingdom

Jo Browning
Nigel Chism
Esra Dillon
Rob Gray
Jane Hammond
Andrew Napier
Jacqueline Purcell

United States

Jim McQueeny

The Judges' Report

Traditionally, IPRA utilises the help of a wide group of judges from around the world to do the preliminary online judging. In the spring, after the entries' deadline closes, each GWA judge is allocated several categories to evaluate online and thus help establish a shortlist per category. Next, a group of 20-25 judges convenes in person to pore over these shortlists during a single intensive workday. For the 2018 GWAs, the judges came together in Brussels in early July. This report is based on their discussions and observations during that day of judging and on a survey among the judges who were in Brussels, which IPRA conducted immediately afterwards.

Societal impact



One of the striking trends judges reported in 2018 were entries focusing on creating positive societal impact. Professional communications have generally been about effecting change. Not often is an assignment geared towards the opposite.

More than a handful of the 2018 entries were about offsetting the impact of current threats. In the CSR category, for instance, several entries addressed water issues. Ranging from the availability of clean drinking water in hard-hit areas to water conservation efforts.

One particularly striking entry took on the habit of onlookers at traffic accidents to record emergency services aiding victims at the scene. These onlookers were confronted with their controversial behavior in real time. An entry such as this puts the potentially dubious role of the citizen journalist squarely into the debate of social media versus privacy.

Measuring

Measuring the impact of PR has become mainstream. The question remains, however, what to measure. Should it be the mere coverage (expressed in terms such as tone



of voice be it positive or negative) or the actual realisation of stated objectives? And what should these objectives, given they are made measurable, be about? Can they be directly related to the organisational goals and objectives?

Judging the 2018 GWA entries, judges found to their relief that the much-maligned Advertising Value Equivalent is certainly on the way out as a measuring tool. True, there was still quite a bit of media value expressed in dollars and cents. But increasingly this was accompanied by efforts to gauge the actual effects on behavior as well. Newer digital tools played an important role in this. Several entries focused in their objectives on business-related outcomes and tried hard to measure those outcomes.

Trends

Asked about significant trends in this year's entries, judges mentioned several noteworthy ones. There



was a shift from traditional PR tools (the nuts and bolts in the tactical plans) to creativity, which in turn led to interesting solutions.

I have mentioned the real-time interventions in the campaign against traffic accident tourism and social media posting. Another example is the Aeroflot campaign highlighting the auxiliary use of their sniffing dogs. Originally and still fundamentally meant to sniff out explosives, the dogs turn out to have beneficial effects on youngsters dealing with problems like autism. It was this insight that led to a creative campaign creating more understanding and at the same time celebrating an important anniversary.

Budget

Another area where traditional methods gave way to newer ones is the shift to online and social media. Rare is the



campaign that did not make use of these media. However, successful use of online and social media requires a deep understanding of content creation and engagement. Several entries provided a good example of this understanding. This was especially true with entries in the low-budget category PR on a shoestring. Many practitioners would probably say that such understanding is a *condicio sine qua non*. Judges evaluated entries that, with limited budgets, turned to highly creative use of social media to accomplish engagement.

Regionality

IPRA's Golden World Awards are the most global among the PR award schemes currently in existence.



This is primarily due to IPRA's global reach in members. Each year, the GWA comprises entries from countries across the world. Hence, judges are faced with the question of how to apply evaluation criteria. Entries are required to pay specific attention to a clear definition of the assignment in terms of problem or task, research, strategy and tactics, execution, and results. Be this as it may, what remains is the question how to evaluate entries in their specific social, economic, and political context. A typical question is: *"Does an entry set its objectives with sufficient ambition given the scope of the problem?"* Sometimes, judges had to weigh how the art of the possible was applied in an entry from a given country. In other instances, judges took into consideration the level of maturity of the PR profession in the region. IPRA's judges are certainly helped in this regard by the fact that the group as a whole is comprised of professionals from across the world. Time and again judges found that successful entries were able to translate communication objectives into communication activities that held local relevance and were effectively integrated into local culture.

Value of GWA

Winning a Golden World Award for Excellence is a joyful occasion for the winner. I can attest to this from personal experience. More importantly though, is the recognition of that word: excellence. We have set up



the GWA competition with the specific aim to be an inspiration for the global public relations community. IPRA is a yardstick by which PR practitioners can measure their own achievements and help to raise the bar. Asked about their view of the value of the GWAs, judges responded by pointing out the implicit validation of quality. They also mentioned the helpful boost in recognition and reputation that an in-house PR department receives from winning a GWA. Two years ago, a Philips campaign called Breathless Choir was awarded the Grand Prix at the GWA Gala in Doha, Qatar. In the period thereafter, the prize-winning campaign featured prominently on a Philips' billboard campaign. A clear instance in which a Golden World Award added to Philips' corporate reputation.

Again, based on personal observation, the value of the GWAs also resides in the personal pride among the winning professionals themselves. If ever a communication team were to experience a boost in working together, it is from winning a GWA. Recognition, both globally and among the widening circle of professional colleagues, is therefore the keyword. Nothing can beat that.

And next year: enter to win

Finally, a word about the process of entering IPRA's GWA. In the survey a number of judges indicated their opinion that it's sensible to enter more than one category with the same campaign. Obviously, it might increase the chance of winning. But more tellingly, several judges remarked that final judging happens across categories by differing judges. So, where one judge may not choose a winner in category A, another might very well pick the same entry as winner for category B. Does this mean that judges themselves apply differing criteria? IPRA tries to maintain a transparent quality standard across the board. But this does not prevent different small personal preferences from one judge to another. In viewing the judges' responses on this question, it seems the balance sways to multiple entries for one and the same campaign.

Bart de Vries, GWA Judge and IPRA President 2018

Arts and entertainment – Agency

Craft sake week

Sunny Side Up and Craft Sake Company, Japan

Craft Sake Week is an event sponsored by former soccer player Hidetoshi Nakata and features brewers from around the country. The event gives consumers an opportunity to taste different brands, meet the brew masters, and be exposed to the culture and tradition of sake. With a series of creative ideas such as the smartphone app to engage a younger audience, Sakenomy, Sunny Side boosted audiences to 110,000, 1.5 times as much as the previous year.

Arts and entertainment – Agency

Windows to Russia: masterpieces of seven generations

FleishmanHillard Vanguard/Orta and Ingosstrakh, Russia

To celebrate its 70th anniversary, Russian insurance company Ingosstrakh launched a unique road show that toured over 100 masterpieces from Moscow's museums. The artworks covered seven generations and travelled an extraordinary 50,000 km across Russia's 11 time zones. The supporting campaign brought over 1500 print and 40 TV stories. One in two Russian citizens saw the information about the project that reached 100 million people.

Arts and entertainment – Inhouse

Tarkan's album launch via fizy

Turkcell, Turkey

This project brought together Turkish megastar pop singer Tarkan and the digital music platform fizy. The campaign addressed changing music habits. Tarkan released his new album 10 on the music platform. Through this cooperation his music was not only listened to but also viewed, and personalized content was made available to the user. On fizy, 50,000 songs were downloaded in the first 24 hours.

Business-to-business – Agency

Castle keepsake

Dentsu PR and Sakura Paxx, Japan

This initiative saw Sakura Paxx, a firm specialising in cardboard and packaging, leverage its expertise to support the restoration of Kumamoto Castle which had suffered extensive damage in the 2016 Kumamoto earthquakes. The sale of cardboard Kumamoto Castle model kits generated cash and awareness for the restoration. Supported by a video the model kits also won a prestigious top 100 placement in the 2017 Good Design Awards.

Business-to-business – Agency

The bank that hacked the system

Graffiti PR and UniCredit Bank, Romania

This campaign positioned Romania's UniCredit bank as the #BankofCreativeMinds with an academy for potential entrepreneurs. With a series of videos and other media it reached over nine million potential customers with stories about entrepreneurs from the Romanian cities of Bucharest, Cluj and Timișoara. It featured a mentoring programme using the bank's senior employees and helped sell the bank's business-related services.

Communication research – Agency

Nameless chores

Dentsu PR and Daiwa House, Japan

One aspect of gender inequality in Japan is housework, which has a profound impact on countless women and even the national economy. This campaign saw Daiwa House, one of Japan's leading house builders, try to address this situation through a combination of ingenious home design and a targeted campaign that combined surveys, online content, and offline events. This stimulated a nationwide conversation about what is termed *na mo naki kaji* or nameless chores.

Community engagement – Agency

The Trojan billboard

fisherAppelt and Ministry of the Interior, Germany

Social media sensationalism is an ever-growing problem. This is especially the case when the public takes and posts pictures of accident scenes, a behaviour that is dangerous for everyone. An innovative billboard combined with a staged accident got this message across to these so-called *gawkers*. The billboard flashed secret messages to the smartphones of people taking the pictures urging them to *Take care, not pics!*

Community engagement – Agency

Aeroflot's Sulimov dogs

FleishmanHillard Vanguard/Orta and Aeroflot, Russia

To celebrate its 95th anniversary, Russia's national airline Aeroflot created a pet therapy programme for children with autism. Using the company's own breed of Sulimov sniffer dogs the programme was a partnership between Aeroflot's canine training centre and medical professionals. This unique breed has a character making them suited for interacting with special needs children. The campaign helped communicate Aeroflot's long heritage and led to a trebling of its Facebook traffic.

Community engagement – Inhouse

TNT disaster preparedness caravan

Smart Communications, The Philippines

The TNT *tropang ready* (team ready) program engaged and mobilized Filipino youth to advocate a culture of preparedness in the disaster-prone Philippines by using a combination of information and entertainment in the programme. This disaster-preparedness programme highlights the important role of millennials in times of disasters as a potential source of information because they are digital-savvy and always active on social media.

Community relations – Agency

Big battery hunt

Hill+Knowlton Strategies and Duracell, United Kingdom

The UK has one of the lowest battery recycling rates in the EU resulting in over 20,000 tonnes of batteries in landfill annually. Duracell wanted to go beyond a recycling awareness scheme. Joining forces with the National Schools Partnership, H+K created The Big Battery Hunt a fun seasonal campaign that motivated families to recycle batteries over Easter 2017. The hunt collected 107,000 used batteries from just 40 schools.

Community relations – Inhouse

Cooperation with youth

GaziosmanPaşa Municipality, Turkey

This Istanbul district wanted to address the consequences flowing from poverty and inequality especially in the growing young population. The project targeted youth in the age range of 5–24 and brought together varying levels of sports opportunities as well as cash and tutoring to help with university entrance. Special projects included a theatre school and a *technofest* with rocket launches.

Consumer PR for an existing product – Agency

We are looking for LEGO kids professionals

PR One and LEGO, Korea

Based on the LEGO philosophy that creative activities stimulate the development of children, this expanded the boundaries of youth education in relation to the development of children by expressing their infinite creativity with LEGO bricks. The campaign addressed the decline in play with physical toys by encouraging the sharing of completed LEGO models via social media.

Consumer PR for an existing product – Agency

The race of drones

CROS and M.Video, Russia

The campaign sought to address a seasonal drop in sales from electronic retailer M.Video. The race was a promotional campaign based on extreme drone racing with a unique racing track. The final was held simultaneously online and offline. Within the live broadcast with 12 cameras, there were five that showed the race through the pilot's eyes. In-store sales rose by 4%.

Consumer PR for an existing product – Agency

First talk show for trucker in love

SPN Communications and Shell, Russia

The project targeted long-distance truckers who are significant Shell customers. Truckers spend a lot of time alone and miss their wives who are waiting for them back home. The project launched a fortnightly on-line talk show *Wife TV* released on a specially-created YouTube channel. Celebrity Marina Fedunkiv played host and interviewed real truckers' wives. Between family-related topics and light humour was a subtle promotion of Shell Rimula engine oil.

Consumer PR for an existing product – Agency

KFC battle

FleishmanHillard Vanguard/Orta and KFC, Russia

To increase the engagement of younger audiences KFC Russia created a social project that opened new horizons to millions of young people across the country as well as improving their relationship with the KFC brand. *KFC battle* included competitions and festivals in 30 cities, celebrity mentors, 240,000 contestants, and 50,000 messages on social media.

Corporate communications – Agency

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Corporate communications – Agency

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Corporate communications – Inhouse

#Volatility: turning education into assets

QC Partners, Germany

Frankfurt-based finance boutique QC Partners faced the need to educate German investors about new risks and to invigorate its fund business in order to avoid being squeezed out of the market by multinational competitors. This content-based, multichannel programme positioned QC Partners as the go-to resource for issues of market volatility and helped more than triple the assets under its management to €1.3 billion.

Corporate responsibility – Agency

Be a buddy and not a bully

Burson-Marsteller and Cartoon Network, South Africa

In 2017 Cartoon Network tasked Burson-Marsteller with a challenging, cause-driven project to raise awareness around the uncomfortable topic of bullying among kids across Africa. Based on initial research, this project selected a young role model: 15-year-old, double amputee paralympian Ntando Mahlangu. Not only was Ntando of the right age, he too had been bullied. Cartoon Network reported viewership figures of 4 million kids, aged 4 - 14 throughout the campaign.

Corporate responsibility – Agency

Bring the kindness

Mint BBDO and Amway, Russia

This project was a people-driven initiative that drew attention to the issues faced by foster families. It sought to solve the problem of secondary orphanhood, a crucial issue in Russia. The agency developed a series of 15 interactive quests tailored to specific regions within Russia involving hundreds of Amway volunteers. The project received the top CSR award at the regional *Eventiada IPRA Golden World Awards 2017*.

Corporate responsibility – Agency

Equal dictionary

Lobby PR and Arçelik, Turkey

Household appliances manufacturer Arçelik strives to empower women and support gender equality with its diversity strategies. This new campaign saw the launch on International Women's Day of a digital solution called *Equal dictionary*. This app included a dictionary and keyboard that filtered out sexist expressions and words. Guidance was provided by leading universities and the project was supported by video and influencer management.

Corporate responsibility – Inhouse

Turkey's engineer girls

Limak Foundation, Turkey

In partnership with the Ministry of Family and Social Policies and UNDP, Turkish construction company Limak addressed the issue that women are a minority in the field of engineering. Media included press releases, interviews, social media, billboards, brochures, and branded sweatshirts. One project brought together prospective students with mentors and role models, while another invited students to company-sponsored concerts.

Country, region and city – Agency

Expo 2017 Astana

Mikhailov & Partners and Expo 2017, Kazakhstan

Astana Expo 2017 was to be a basis for positioning both Kazakhstan and its capital Astana as emerging travel and business destinations. A falling oil price complicated this ambitious goal as budgets dropped. The key creative solution focused on the extraordinary architecture of the capital via a 44-minute documentary film entitled *Megastructures: Astana, city of the future* broadcast on the National Geographic channel in 23 languages and throughout 46 countries.

Country, region and city – Inhouse

Fascinating city Istanbul

Istanbul Metropolitan Municipality, Turkey

This project sought to promote the city of Istanbul via a series of integrated initiatives. One involved the internal training of guides to the city's tourist spots such as Topkapı Palace and Yerebatan Sarnıcı. Accessible tourism was promoted via a project to create tactile replicas of museum artefacts for the visually impaired as well as a special call centre. At the same time, the romance of Istanbul was promoted with free moonlight tours of the Bosphorus.

Crisis management – Agency

Prison decongestion

Image Merchants and The Prison Service, Nigeria

Alarmingly, 80% of the population of Nigerian prisons were Awaiting Trial Inmates who were technically innocent. The campaign sought initially to increase public awareness via media engagement in order to get the buy-in of critical stakeholders in the justice system. Results were impressive with an initial annual drop in these inmates to 70% and eventually to 66% by the end of the year.

Crisis management – Agency

Communication of a restructuring plan

V+O and Sklavenitis, Greece

Following the country's largest corporate bailout ever (Sklavenitis & Marinopoulos), retailer Sklavenitis became the largest employer in Greece. The company's huge restructuring plan would affect its 21,000 employees. During 2017, V+O managed to successfully communicate the plan to an internal audience of labour unions and employees as well as to the media. The key was to keep the positive reputation of Sklavenitis as one of the best employers in Greece.

Crisis management – Agency

Fighting the #1 fake news story

Hill+Knowlton Strategies and Recybem,

The Netherlands

Through 2016-2018, a highly-respected media outlet Zembla, suggested that the use of recycled crumb rubber in artificial turf for football pitches caused cancer. Although there was no evidence, media, politicians, football players, and parents embraced this view and wanted the crumb rubber banned. The campaign on behalf of the used tyre trade association Recybem mitigated the impact of this fake news avoiding the ban.

Crisis management – Inhouse

Integrated crisis management

Istanbul Metropolitan Municipality, Turkey

As Istanbul grows so do the city's challenges in meeting emergencies. The municipality developed a series of strategic action plans including 12 separate communication channels such as call centres, social media, web forms, e-mail, and WhatsApp providing 24/7 coverage. The key was anticipation of need for such issues as domestic hyperthermia, cars stuck in the snow and injured street animals. Extensive use was made of GPS-equipped rescue vehicles.

Digital media relations – Agency

Prima premature

Excel Communication/Perception Management and Procter & Gamble, Turkey

The campaign to help with premature babies succeeded in positioning Procter & Gamble's diaper brand Prima as one that "*prefers actions to words.*" Taking a step beyond simply donating diapers, there was a collaboration with local charity *El Bebek Gül Bebe*. Through a donation mechanism, the project generated concrete benefits and helped consumers take an active role by sharing their stories.

Digital media relations – Agency

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Environmental – Agency

***Hey Tosser!* litter tracking**

**Horizon and NSW Environment Protection Authority,
Australia**

This was the most recent in a series of PR campaigns to avoid litter gloriously entitled *Hey Tosser!* This time 40 GPS-fitted water bottles were released into waterways across New South Wales. The concept provided localised, ongoing, and real-time data and created connections with residents by providing the ability to monitor the journey of each bottle by posting engaging updates on social media. Reach exceeded 18m.

Environmental – Agency

2-minute shower songs

Atmosphere Communications and Sanlam, South Africa

Cape Town was set to be the first major city in the world to run out of water. With bathrooms accounting for 80% of water usage Sanlam knew that getting people to shorten shower time was needed. The campaign enlisted the country's ten biggest artists to recreate two-minute versions of their hits in the *2-minute shower songs* album. Promotion included a life-size shower with karaoke screen and a showerhead microphone travelling around Cape Town.

Event management – Agency

First look

FleishmanHillard and Samsung, USA

The challenge was to launch the new QLED TV at the crowded marketplace of the USA Consumer Electronics Show 2017 and to become a leading voice in a “*sea of sameness*”. The First look event was launched at the iconic Frank Gehry-designed *Keep memory alive* event centre in Las Vegas. By making the launch both technical and experiential, Samsung was able to establish interest among top-tier media.

Event management – Agency

Simcity buildit school of politics

Dentsu PR and Electronic Arts, Japan

Simcity buildit school of politics is an inventive political institute that enabled the learning of politics using the smartphone game *Simcity* as a teaching material. This initiative tackled the declining interest in politics among youngsters and aimed to foster the development of future politicians. Launched at the timing of the Tokyo Metropolitan Assembly elections, the project gained 170 million media impressions including five feature articles in *Newsweek*.

Event management – Inhouse

Capitol has changed a lot, now it is your turn

Capitol Shopping Centre, Turkey

Capitol, opened in 1993, was the first shopping centre on the Asian side of Istanbul. The campaign communicated a refurbishment with the slogan *“The world is changing, Capitol has changed a lot as well”*. To communicate innovation it featured the new-generation electric vehicle Tesla and allowed each visitor a test drive using virtual reality. Revenue went up 23%.

Financial services & investor relations – Agency

Telegraaf Media Groep acquisition

Hill+Knowlton Strategies and Mediahuis, Netherlands

In late 2016, Belgian media company Mediahuis, prepared to acquire Telegraaf Media Group, owner of the largest Dutch newspaper De Telegraaf. The group’s market position had been in decline and opinion leaders and employees were sceptical that a Belgian group would help, especially given a competitive interest by media tycoon John de Mol, the Dutch Rupert Murdoch. The communications strategy targeted key stakeholders with a diplomatic approach. The approach was successful.

Financial services & investor relations – Inhouse

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Financial services & investor relations – Inhouse

A home of your own

The Post Office, United Kingdom

Ahead of the launch of two innovative new mortgage products, the UK Post Office launched *A home of your own*, a communication campaign designed to raise awareness of the Post Office as a relevant financial services provider with a focus on first-time buyers. Within the campaign, as a tool to emphasise relevance, was an online city-affordability search tool to help people understand where they could best afford to buy in 15 cities across the country.

Food and beverage – Agency

You are how you eat

Stein IAS and Ingredient, United Kingdom

Ingredient provides the food industry with product formulations and ingredients with a focus on the balance between cost, nutrition and the eating experience. In 2017 the company wanted to communicate its ability to control texture and other sensory factors. The challenge was to drive thinking from flavour to tailored products based on eating styles. Online campaigns included the webinar Four eating styles: yoghurt.

Food and beverage – Agency

KFC battle

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Gaming and virtual reality – Agency

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Gaming and virtual reality – Inhouse

Smart awareness

Dubai Police, United Arab Emirates

Dubai Police employed a set of cutting-edge smart video games as an innovative and engaging way to address anti-social behaviour among young people. Electronic games are one of the best ways to engage youth and thus a perfect means to spread awareness. The project tested games with 40 focus groups and more than 1200 students from different cities in the UAE. The smart awareness video games reached 24 million worldwide.

Healthcare – Agency

Manyata: #DontForgetMoms

Weber Shandwick and MSD for Mothers, India

Nearly 45,000 mothers die in India every year during childbirth due to negligence and lack of quality care. MSD for Mothers focuses on improving the health of mothers before, during, and after childbirth. MSD sought help to launch *Manyata* a certification programme for private maternity providers issued by the Federation of Obstetric and Gynaecological Societies of India. The campaign, *#DontForgetMoms*, raised awareness via workshops, a website and a video.

Healthcare – Agency

Eye can succeed

Fuentes and Essilor, The Philippines

Around 10% of Filipino school children have eye problems. In 2017, Essilor Vision Foundation launched *Eye can succeed*, to highlight the vital role of good vision to success. The foundation provided free eye care and glasses to senior high school students. The 12-day event took place in three schools and served a total of 5490 students. Stories were shared with local media helping to establish Essilor as a global ophthalmic company that helps Filipinos realise their dreams.

Healthcare – Agency

Secret detective

Weber Shandwick and GSK, China

Due to social stigma, athlete's foot is rarely discussed publicly in China. So how could GSK engage people in its effort to promote *Lamisil*, a world-leading cure for athlete's foot? The strategy was to help people discover the solution themselves like detectives investigating a crime. A mock crime scene was set up in a Shanghai shopping mall and passers-by were invited to investigate clues hidden in a crossword puzzle. Sales increased by 37%.

Healthcare – Inhouse

Launching the K-Health app

Maccabi Healthcare Services, Israel

Israel's Maccabi partnered with US-based K-Health to develop an innovative personal health app. The challenge was to market the app against established competition. An imaginative media launch and hands-on approach included visits to Maccabi clinics to photograph patients who were using the app for the first time. Results were over 25,000 downloads meaning the app rose to be number one in both the Israeli iOS and Google Play app stores.

Influencer management – Agency

**Changing housework from a job to *Joy*
Dentsu PR and Procter & Gamble, Japan**

In Japan, conservative attitudes to gender roles and the ingrained stereotype that housework is women's work, means attempts to challenge the status quo are often met with a considerable backlash. This project accounted for such risks by using influencer management. On behalf of the detergent brand *Joy*, a partnership with a photo agency also helped promote the idea of couples doing housework together.

Influencer management – Agency

**Olay women's day
DeVries Global and Procter & Gamble, China**

Societal pressure in China often makes women fear aging. Cosmetic brand Olay was lagging behind competitors in its emotional resonance and wanted to encourage the full potential of women. This campaign, staged on International Women's Day, enlisted inspiring influential women to trigger public conversations on the bigger role women play in China around the theme *Fearless of age, I have my story*.

Internal communications – Agency

Defrosting German-Russian relations navos and Wintershall, Germany

Russia is indispensable for the EU's energy supply and a core region for Wintershall, Germany's largest oil and gas producer. However, EU-Russia relations are at a low point. In Siberia, Wintershall has been operating the Achimgaz joint venture with Gazprom since 2003. With Siberian bikers and a Babushka, the company brought the Siberian team spirit to their headquarters in Kassel, Germany, breaking down stereotypes and trying to defrost the political climate.

Internal communications – Inhouse

Sharing Pan American Energy, Argentina

The *Sharing* programme rewards Pan American Energy's work teams for remarkable contributions. For other employees it represents an opportunity to learn best practice. The programme has generated 1250 improvements since 1998. Both efficiency and safety are recognised during *Share Day*, an annual event showcasing the best contributions.

Internal communications – Inhouse

Celebrate and donate

INEOS, Austria

This was a successful internal communication campaign of three months, engaging employees of INEOS in Cologne and contributing to society at the same time. The chemical site at Cologne was founded in 1957 and so celebrated its 60th anniversary in 2017. INEOS gave its employees the possibility to donate €60 to one charitable organisation from three sectors: kids, culture or sport. Over half of all employees took part donating over €70,000.

Internal communications – Inhouse

#Yvengers

Global Media Alliance, Ghana

YFM, is the number one urban radio station in Ghana. The award-winning radio station wanted to strengthen the team bond and spark some excitement between presenters, technicians and management. #Yvengers started a week before the premier of the movie *Avengers Infinity War*. The campaign created artworks of the station's DJs, presenters and managers among others as the super-hero characters from the *Avenger* movie franchise and shared them via social media.

International campaign – Agency

Girls in STEM

Creation and Microsoft Europe, United Kingdom

The EU could face a shortage of around 900,000 IT workers by 2020 while in OECD countries less than 1 in 5 computer science graduates are female. This data-based campaign began with an intensive analysis of the root causes of gender inequality examining some of the issues that deter women from becoming more involved in STEM (science, technology, engineering, mathematics). The results were communicated widely with European policy makers, industrialists and academics.

Launch of a new product – Agency

State of the art

Noguchi & Peters and LG, Hungary

The LG Signature OLED W7 is a unique TV. The OLED panel guarantees lifelike, dynamic colours and at just 4mm is extremely thin, so it can be hung on the wall like a picture. Taking this as the core creative idea, an exhibition was staged in Budapest's Lumas art gallery using the TV – something that was literally *state of the art* – in an art gallery. Visitors thought they were seeing a real work of art. LG sales increased twofold.

Launch of a new service – Agency

Man on the curtain

Dentsu PR and Leopalace 21, Japan

Leopalace 21 is a home security company which wanted to address the issue of the high number of Japanese women living alone often being targeted by burglars. *Man on the curtain* is a smartphone app which, when combined with a projector, beams a male silhouette onto the curtains in order to trick criminals. As a result, brand trust went up by over 82%.

Media relations – Agency

Innovation prize for Africa

Djembe and African Innovation Foundation, Africa

Djembe executed a multi-faceted strategy that brought the theme *African innovation: investing in prosperity to life*, immersing participants into the messaging during a two-day programme. The strategy raised awareness of the potential power of African innovation to address the challenges faced in the region. This programme was geographically diverse, gathering people from across the African continent.

NGO campaign – Agency

World water day

Marco de Comunicacion and World Water Council, Spain

As many as 12% of the global population has no access to clean drinking water. Water-related diseases resulting from this account for more deaths in a single year than car accidents and AIDS combined. World Water Day was used as an anchor for the World Water Council to be a global voice for water security. Over 1500 news pieces were generated in just 10 days reaching a total audience of over 1 billion people.

PR on a shoestring – Agency

The world traveller

HvdM and Dutch Customs, The Netherlands

For Summer 2017, a record 1.5 million Dutch were expected to visit a destination outside the EU. To avoid people bringing home restricted goods, HvdM and advertising agency KesselsKramer unrolled the *World traveller* campaign. The goal was to stimulate the use of a Dutch Customs travel app designed to answer the simple question “Am I allowed to bring this home?” The campaign resulted in increased appreciation of customs officers and over 120,000 app downloads.

PR on a shoestring – Agency

Feel the colour

Llorente & Cuenca and Coca-Cola, Spain

Coca-Cola planned its third image relaunch in Spain. The strategy relied on the return of Coca-Cola's historical shade of red. The low-budget campaign played tribute to the colour with a *Feel the colour* exhibition, the first monochromatic exhibition around the colour red. The event was an opportunity for visitors to experience how the colour red smells, tastes, sounds, and feels.

PR on a shoestring – Agency

Athens bar show

V+O and Brown Forman, Greece

On the occasion of the Athens Bar Show 2017, the only annual educational expo for bar professionals in Athens, Jack Daniel's welcomed for the first time its assistant master distiller, Tennessee-based Chris Fletcher. Capitalising on his unique presence, the campaign implemented a plan with experiential components as well as exclusive interviews and stories. A high volume of publicity in top-tier media resulted from the low €5,000 budget.

Public affairs – Agency

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Public affairs – Agency

Election in the dark

Dentsu Inc and Yahoo!, Japan

Over 310,000 visually challenged people in Japan have difficulty in voting. They use screen reader software to vocalise information from the Internet but this only works on readable text and not graphic files. Unfortunately, election rules dictate the use of graphic PDF files for candidate information. The campaign launched a microsite containing candidate information that is completely readable through vocalisation software.

Public sector – Agency

Anti-fraud movement #FraudOff

A.W.Olsen & Partners and Ministry of Finance, Latvia

Public sector communication in Latvia usually avoids being provocative resulting in low visibility and is often uncoordinated across public agencies. To address the issue that over half of Latvia's population has been exposed to unfair practices over the last three years, this campaign across multiple agencies encouraged the use of the phrase *Atkrāpies meaning Fraud off in Latvian.*

Public sector – Inhouse

Road safety, smart mobility

Automobile Club d'Italia, Italy

The public sector Automobile Club d'Italia has a mission to promote road safety, sustainable mobility and motorsport. In today's Italy it faced an increase in road accidents after years of reduction, more polluting and dangerous cars, and fewer motorsport fans. The phased campaign leveraged the Formula 1 Monza Grand Prix as well as multiple-media channels to address the three issues.

Public sector – Inhouse

Tax amnesty

Ministry of Finance, Indonesia

To address a low level of tax declaration, the Indonesian Tax Bureau introduced an amnesty. In the knowledge that such amnesties often produce poor results the Bureau prepared a comprehensive communication strategy using targeted messages and delivered through integrated communication channels. Influencers were also used including the country President Joko Widodo. A record £255 million was declared in the first nine months.

Publications – Agency

Boko Haram media war

Image Merchants and Yushau Shuaib, Nigeria

The book *Boko Haram media war: an encounter with the Spymaster* was published to correct an erroneous impression about the war on terror during the tenure of former national security adviser, Sambo Dasuki, referred to as the *Spymaster*. The book authored by Yushau Shuaib, provides facts and figures on the accomplishments of security agencies during the tenure of the *Spymaster*. It also describes crisis communication strategies deployed in the war against Boko Haram.

Publications – Agency

Cosplay encyclopaedia

Dentsu Inc and Kodansha, Japan

This encyclopaedia sought to change the relationship between children and nature. It built on the Japanese tradition of cosplay, the wearing of a costume to identify with a specific character. Within The National Museum of Emerging Science and Innovation a series of wearable animal costumes allowed children to wear and feel the animals. It included photo spots with wearable body parts such as a butterfly, a mantis and a shellfish.

Publications – Inhouse

Cerro Dragón book

Pan American Energy, Argentina

Cerro Dragón. energy for Argentina's development is a high-end book to celebrate the 20th anniversary of Argentina's foremost oil and gas company, Pan American Energy. Cerro Dragón is the company's main area of activity. Over 3500 copies of the book were delivered to policy makers, journalists, trade unionists and employees as well as to communities impacted by the company's activities.

Reputation & brand management online – Agency

A new era of human-machine collaboration

Ruder Finn and Midea Group, China

Midea is one of the largest white goods manufacturers in China and is rapidly becoming a group with cutting-edge technologies in artificial intelligence and robotics. But its public image was still that of a white goods giant. This image-changing campaign centered on two high-profile events: the 2017 Fortune Global Forum, Guangzhou, and the 2018 Appliance & Electronics World Expo, Shanghai.

Reputation & brand management online – Agency

Hiring campaign for housewives

Dentsu Inc and McDonald's, Japan

Japan is pretty much behind in women's social advancement. Many housewives are in the situation of a *potential workforce* and they number over three million. McDonald's came up with a new employment policy and communicated that with a PR story. The policy introduced unheard-of flexibility, a work-life balance and minimum shifts of just two hours a week. Over 10,000 new female jobs were created.

Reputation & brand management online – Agency

**Windows to Russia: masterpieces of seven generations
FleishmanHillard Vanguard/Orta and Ingosstrakh,
Russia**

To celebrate its 70th anniversary, Russian insurance company Ingosstrakh launched a unique road show that toured over 100 masterpieces from Moscow's museums. The artworks covered seven generations and travelled an extraordinary 50,000 km across Russia's 11 time zones. The supporting campaign brought over 1500 print and 40 TV stories. One in two Russian citizens saw the information about the project that reached 100 million people.

Reputation & brand management online – Inhouse

**Resetting NTU Singapore corporate identity
NTU, Singapore**

This 12-month corporate identity project for Nanyang Technological University proved to be more than a technical implementation exercise. The objective was to create a corporate identity that brands NTU as a Singapore university: the NTU acronym was not unique to this university. Wholly managed in-house with an external creative director, the project was delivered at a modest cost and surpassed its goal with 84% internal compliance in the first year.

Social media – Agency

Juntos sí liga

Orange 360 and Liga Contra el Cáncer, Peru

The Peruvian League against cancer called upon young volunteers for its annual fundraising activity creating a digital platform *Juntos sí liga* (we get it together). The campaign involved users of YouTube, Instagram and local influential bloggers as well as 10,000 volunteers. The fundraising this year reversed the usual pattern with young adults accounting for 80% of the total.

Social media – Inhouse

Music for Indonesia

Telkom, Indonesia

August 17th is Indonesia's independence day. Telkom chose to celebrate this in a digital way and targeted 15-25 year old mobile phone users, a group for whom the day was losing relevance. The idea was to invite people to show their national pride by singing the national anthem or to make a cover of patriotic songs and post the videos on Instagram. The campaign attracted both public and professional artists. More than 500 videos were listed.

Sponsorship – Inhouse

Amputee national football team

Turkcell, Turkey

Turkcell has supported disabled sportsmen for 10 years. In 2017, the support was extended to the amputee, hearing impaired and special sportsman national team. This was a team that had conquered the hearts of the public. The sponsorship and related communication support increased national pride in the team and more generally raised awareness of amputee sports in the country.

Sport – Inhouse

Go run for fun

INEOS, Austria

Go run for fun is the world's biggest children's charitable foundation that gets kids active and is organised by INEOS. Tackling the issue that modern technology makes staying indoors tempting, its single aim is to get as many kids running as possible through well-organised events backed up by educational support. Since its start in 2013, 230,000 young runners have taken part in events in the UK, France, Germany, Italy, Belgium, Switzerland, Norway, USA, and Mexico.

Sport – Agency

Delivering the Olympic winter games

Ketchum and Discovery, United Kingdom

For PyeongChang 2018, Discovery and Eurosport committed to deliver TV coverage of their first Olympic Games to 48 European markets in 21 languages. As the new home of the Olympics, Eurosport faced reputational challenges with an enthusiastic but ageing audience. The youth-focused campaign created a phased strategy including digital influencers who brought to life what an Olympic Games was like behind the cameras.

Travel & tourism – Agency

The world traveller

HvdM and Dutch Customs, The Netherlands

For Summer 2017, a record 1.5 million Dutch were expected to visit a destination outside the EU. To avoid people bringing home restricted goods, HvdM and advertising agency KesselsKramer unrolled the *World traveller* campaign. The goal was to stimulate the use of a Dutch Customs travel app designed to answer the simple question “*Am I allowed to bring this home?*” The campaign resulted in increased appreciation of customs officers and over 120,000 app downloads.

Travel & tourism – Agency

Aeroflot's Sulimov dogs

**FleishmanHillard Vanguard/Orta and Aeroflot,
Russia**

To celebrate its 95th anniversary, Russia's national airline Aeroflot, created a pet therapy programme for children with autism. Using the company's own breed of Sulimov sniffer dogs the programme was a partnership between Aeroflot's canine training centre and medical professionals. This unique breed has a character making them suited for interacting with special needs children. The campaign helped communicate Aeroflot's long heritage and led to a trebling of its Facebook traffic.

Travel & tourism – Inhouse

Gautrain-Mango Promotion

Bombela Concession Company, South Africa

Johannesburg's Gautrain rapid rail system was facing a year-on-year decline in ridership on both its airport service and during the December festive period. The campaign involved forming a partnership with South African low-cost airline Mango providing essentially free tickets and other promotional material to Mango passengers for the airport train service. During the campaign almost 80,000 promotional trips were recorded.

Special Awards

Saving lives in Anguilla

Aequitas Consulting and The Pure Anguilla Foundation, United Kingdom

In September 2017, hurricane Irma hit Anguilla, decimating the Caribbean island nation. In the days before the UK Government had showed a lack of commitment to these vulnerable citizens. The campaign targeted UK Prime Minister Theresa May, Foreign Secretary Boris Johnson and other policy makers. Aequitas MD Dorothea Hodge acted as spokesperson with hard-hitting media interviews. The campaign ultimately secured life-saving support for the island from the UK Government.

**The IPRA Golden World
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