

2008 EMEA SABRE AWARD WINNERS

GEOGRAPHY

AFRICA

Presented to

Malta Guinness Street Dance Africa
Diageo with Publicis Consultants PR, United Kingdom

BALTIC REGION (POLAND, RUSSIA, ESTONIA, LATVIA, LITHUANIA)

Presented to

Toilet 2012.pl
CWS-boco with Fleishman-Hillard, Poland

BENELUX

Presented to

Pure Tomatoes with Passion
Mutti with Weber Shandwick, Belgium

DAS (DEUTSCHLAND, AUSTRIA, SWITZERLAND)

Web 2.0 Klasse
Telekom Austria TA AG with Hochegger, Austria

EASTERN EUROPE

Presented to

Digital Slovakia
System ABC with BeefBrothers, Czech Republic

FRANCE

Presented to

Campagne des Pas Pour La Vie
Societe Francaise de Medecine Vasculaire with MS&L, France

IBERIA (SPAIN AND PORTUGAL)

Presented to

Make Room For It In Your Handbag
Control with Burson-Marsteller, Spain

MEDITERRANEAN (ITALY AND GREECE)

Presented to

www.cesviano.org, Join the Game and Make a Difference
CESVI with Ketchum, Italy

NORDICS (DENMARK, FINLAND, NORWAY, SWEDEN)

Presented to

Absolut Machines
The Absolut Company with Jung and Great Works, Sweden

TURKEY AND THE MIDDLE EAST

Presented to

Launch of Dubai Foundation for Women and Children
Dubai Foundation for Women and Children with Weber Shandwick, United Arab
Emirates

UNITED KINGDOM AND IRELAND (LESS THAN £50,000 IN FEES)

Presented to

Wasted Youth
Wasted Youth with Unity, United Kingdom

UNITED KINGDOM AND IRELAND (£50,000-£100,000 IN FEES)

Presented to

Championing McJobs
McDonald's UK, United Kingdom

UNITED KINGDOM AND IRELAND (£100,000 FEES OR MORE)

Presented to

Pigs are Worth It!
BPEX and the National Pig Association with Weber Shandwick and Good Relations and
HD Communications, United Kingdom

MULTI-COUNTRY PROGRAMME (MORE THAN ONE COUNTRY)

Presented to

Malta Guinness Street Dance Africa
Diageo with Publicis Consultants PR, United Kingdom

PAN-EUROPEAN PROGRAMME (AT LEAST FIVE COUNTRIES)

Presented to

National Identity Fraud Prevention Week 2008
Fellowes with Fleishman-Hillard, United Kingdom

PRACTICE AREAS

Marketing Communications

BUSINESS-TO-BUSINESS MARKETING

Presented to

TNT Post Demonstrates the Benefits of Competition in the UK Postal Market
TNT Post UK with Four Communications, United Kingdom

CONSUMER MARKETING (EXISTING PRODUCT)

Presented to

Heart Health Checks
Lloyds Pharmacy with Citigate Dewe Rogerson, United Kingdom

CONSUMER MARKETING (NEW PRODUCT)

Presented to

Wonderbra by Dita Von Teese
Wonderbra with JCPR, United Kingdom

INTEGRATED MARKETING

Presented to

Kit-Kat Senses: Only Girls Aloud
Nestle Confectionary with Frank PR, United Kingdom

Corporate Reputation

CORPORATE IMAGE

Presented to

Launch of Zain in Africa
Zain with Weber Shandwick, United Kingdom

EMPLOYEE COMMUNICATIONS

Presented to

Nuova Pomugliano
Fiat Group Automobiles with Hill & Knowlton, Italy

EXECUTIVE LEADERSHIP

Presented to

We Stand for Our Values
Siemens AG with Pleon, Germany

FINANCIAL COMMUNICATIONS

Presented to

Safaricom IPO
Safaricom with Gina Din Communications, Kenya

CHANGE MANAGEMENT

Presented to

Fortis: Reconnecting with Shareholders
Fortis with Interel PR & PA, Belgium

Engaging Society

CAUSE-RELATED MARKETING

Presented to

Pampers UNICEF 1 Pack = 1 Vaccine Campaign
Procter & Gamble Babycare with Tonic Life Communications, United Kingdom

COMMUNITY RELATIONS

Presented to

Hola, Soy Romano
Governmental Strategies Agency with Saatchi & Saatchi Public Relations, Romania

CORPORATE SOCIAL RESPONSIBILITY

Presented to

Sicuramente Web

Microsoft Italia with Edelman, Italy

SUSTAINABILITY

Presented to

Green Streets: Britain's Biggest Ever Energy Saving Challenge
British Gas New Energy with Blue Rubicon, United Kingdom

PUBLIC EDUCATION

Presented to

Mortel Scooter
French Road Prevention Association with i&e Consultants, France

Advocacy

CORPORATE AND ISSUES ADVERTISING

Presented to

EDF "Bleu Ciel" Campaign
EDF with Euro RSCG C&O, France

CRISIS AND ISSUES MANAGEMENT

Presented to

The Sun Still Shines
Kenya Flower Council with Ogilvy Public Relations, Kenya

PUBLIC AFFAIRS

Presented to

Campaign for the Rights of Security Workers
NSZZ Solidarnosc with On Board PR, Poland

Media Relations

CORPORATE MEDIA RELATIONS

Presented to

Flying High: Etihad 2008
Etihad Airways with Four Communications, United Arab Emirates

NEW AND DIGITAL MEDIA

For the Rights of Everybody
Waldensian Church of Italy with Text 100, Italy

PRODUCT MEDIA RELATIONS

Presented to

AQA 63336: Brilliant Answers Press Office
AQA 63336 with Shine Communications, United Kingdom

Events

PUBLICITY STUNT

Presented to

True Character in a Faceless World: Launching the Lotus Evora
Lotus Cars Ltd. With Focus PR, United Kingdom

SPECIAL EVENT

Presented to

Wasted Youth
Wasted Youth with Unity, United Kingdom

SPONSORSHIP

Presented to

Turkish Chess Federation Sponsorship
Turkiye is Bankasi (Isbank) with Zarakol Communications, Turkey

INDUSTRY SECTOR

Consumer Goods

AUTOMOTIVE

Presented to

Around the World in 800 Euros
Skoda with Prime PR, Sweden

FOOD

Presented to

Nogger Choc is Back
Unilever, Langnese with Edelman, Germany

BEVERAGE

Presented to

Common People Olympics
Quadrant Amroq Beverages (Prigat Brand) with The Practice, Romania

FASHION AND BEAUTY

Presented to

Black at Heart
adidas with Prime PR, Sweden

HOUSEHOLD PRODUCTS

Presented to

Ariel Turn to 30
Procter & Gamble with Porter Novelli, Netherlands

CONSUMER PRODUCTS

Presented to

Children's Home Closing, Families Open Up
Artsana with MS&L, Italy

Consumer Services

ENTERTAINMENT, CULTURE AND SPORT

Presented to

Bookfest 2008: Books Have Answers
The Romanian Publishers Association with McCann PR, Romania

FINANCIAL SERVICE FIRMS

Presented to

Making Sense of Money
Moneyexpert.com with Citigate Dewe Rogerson, United Kingdom

RESTAURANTS AND FOOD SERVICE

Presented to

The Open Doors Programme: Transparency Equals Trust
McDonald's Switzerland with Trimedia, Switzerland

RETAILERS

Presented to

Aldi's Amazing Hope in a Jar

Aldi with Kavanagh Communications, United Kingdom

TRAVEL AND TOURISM

Presented to

Body. Mind. Madeira. See It.

Madeira Promotion Bureau with Marco de Comunicacion, Spain

Business-to-Business

INDUSTRIAL AND MANUFACTURING

Presented to

Building a Moat Around Sarantel

Sarantel with The Hoffman Agency, United Kingdom

PROFESSIONAL SERVICE FIRMS

Presented to

Cohen Millstein's Air Passenger Victory

Cohen Millstein with Spada, United Kingdom

CONSTRUCTION AND DEVELOPMENT

Presented to

Perfect Partner in Tango and Construction

Holcim with Executive Group, Serbia

Healthcare

CONSUMER HEALTH

Presented to

Driving Consumer Purchase and Healthcare Professional Endorsement of the Probiotic Actimel
Danone with Allidura Consumer, United Kingdom

PHARMACEUTICAL

Presented to

For You and the Ones You Love
GlaxoSmithKline Bulgaria with All Channels Communication, Bulgaria

HEALTHCARE PROVIDERS

Presented to

Prevention is Better Than Cure
Broadreach Healthcare with Fleishman-Hillard, South Africa

Technology

CONSUMER TECH

Presented to

Making Spam Sexy for McAfee
McAfee with The Red Consultancy, United Kingdom

TECHNOLOGY

Presented to

Secure Your CV!
IProfile with Brands2Life, United Kingdom

TELECOMMUNICATIONS

Presented to

Full Support For Education
Türk Telekom, Turkey

Non-Corporate

CHARITIES AND NOT-FOR-PROFITS

Presented to

Am I Number 12? World Hepatitis Day 2008
World Hepatitis Alliance with Fleishman-Hillard, United Kingdom

PUBLIC SECTOR

Presented to

CEO "Call to Action"
Safaricom with Gina Din Communications, Kenya

TRADE ASSOCIATIONS

Presented to

Combating Copyright Theft
Industry Trust for IP Awareness with Blue Rubicon, United Kingdom

BEST USE OF RESEARCH AND EVALUATION

Presented to

Pleon Peformedia: Measuring the ROI of PR
Center Parc Germany with Pleon, Germany