

2008 EMEA SABRE AWARD NOMINEES

GEOGRAPHY

AFRICA

Shine 2010

First National Bank with Fleishman-Hillard, South Africa

CEO "Call to Action"

Safaricom with Gina Din Communications, Kenya

Short and Sweet Campaign

Procter & Gamble East Africa with Ogilvy Public Relations, Kenya

The African Launch of the Ibrahim Index

The Mo Ibrahim Foundation with Portland, United Kingdom

Malta Guinness Street Dance Africa

Diageo with Publicis Consultants PR, United Kingdom

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

Toilet 2012.pl

CWS-boco with Fleishman-Hillard, Poland

Better Buy It on Agito - Change of the Shopping Habits in Poland

Agito with Partner of Promotion, Poland

More Donors - More Life

Ministry of Health and Social Development of Russia with SPN Ogilvy, Russia

Steering Waterville to Safe Waters

Rezidor Hotel Group with SPN Ogilvy, Russia

Launch of the Largest Start-Up Bank in the Europe Since 30 Years

Alior Bank with United PR, Poland

BENELUX

Give Them Back Their Game!

Stichting Idee Reclame (SIRE) with Hill & Knowlton, Netherlands

Dutch Championship Reverse Parking for Women

Hertz with Junior Senior, Netherlands

Snorers Sleep-In

GlaxoSmithKline Consumer Health with Trimedia, Belgium

Pure Tomatoes with Passion

Mutti with Weber Shandwick, Belgium

Uniever Washes Dirty Hands

Uniever with Winkelman en van Hessen, Netherlands

DAS (DEUTSCHLAND, AUSTRIA, SWITZERLAND)

SABRE Award Entry for DAS (Deutschland, Austria, Switzerland)

BT with Axicom Cohn & Wolfe, Germany

"I Speak Dragon!"

Nuance with HBI Helga Bailey GmbH, Germany

Web 2.0 Klasse

Telekom Austria TA AG with Hohegger, Austria

Children's Book: "Tscho - Total Control"

Microsoft Austria with Pleon Publico, Austria

TrekStor Entertainment Park (IFA and CeBIT 2008)

TrekStor with Schwartz Public Relations, Germany

EASTERN EUROPE

Change: Opportunity for Growth

ENEL with Action Global Communications, Romania

Digital Slovakia

System ABC with BeefBrothers, Czech Republic

Emil the Pigeon - Play on Words

The Bell School with Donath Burson-Marsteller, Czech Republic

Sara Salidkova Auction In Support of Synot's Deti Kultura Sport Charity

Synot Holding with Ewing Public Relations, Czech Republic

Babiy Yar book Launch Campaign

Roshen with Pleon Talan, Ukraine

FRANCE

Facebook: Making France More Open and Connected
Facebook with Ballou Public Relations, France

INPES: Alcohol Risk Awareness Campaign for the Youngsters
INPES with Euro RSCG C&O, France

Wineandco: The Sale of the Century
Wineandco with Hopscotch, France

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

Fighting Childhood Cancer: National Communication
Federation Enfants et Sante/Child Health Federation with Wellcom Agency, France

IBERIA (SPAIN AND PORTUGAL)

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

The Hera Project
Abbott Laboratories with Edelman, Spain

SpinVox
SpinVox with Hotwire, United Kingdom

Launch of Intrinsic in Spain
P&G Pharmaceuticals with Ketchum SEIS, Spain

Your New Life Awaits
Monster.es with Marco de Comunicacion, Spain

MEDITERRANEAN (ITALY AND GREECE)

Tap Dogs (International Festival, Kypria 2008)
JY Productions with Action Global Communications, Cyprus

Do You Know Everything About 34?
Hewlett Packard (HP) with Burson-Marsteller, Italy

The Real Norwegian Taste Experience
Norwegian Seafood Export Council with Edelman, Italy

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

eBay Pink Rooms
eBay Italy and Casa Facile with Noesis, Italy

NORDICS (DENMARK, FINLAND, NORWAY, SWEDEN)

"Handen på Brystet" - A Collective Guide for Breast Cancer Patients
AstraZeneca with Effector Communications, Denmark

The Olsen Gang and the Russian Jewel
The One and Only Company with Have PR & Kommunikation, Denmark

Sackboy Says: Little Big Planet Launch
Sony Playstation 3 with Hill & Knowlton, Denmark

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

Atava Insures Fun
Atava with Mahir PR, Sweden

TURKEY AND THE MIDDLE EAST

Building Government Communications in a New Era of Democracy
Ministry of Works, Kingdom of Bahrain with Hill & Knowlton, Bahrain

Luxury Mobile Phone Launch
Motorola with NettResults Public Relations, United Arab Emirates

Desert Islands: Phase One Launch
Tourism Development & Investment Company with TBWA\RAAD\PR, United Arab Emirates

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

e-billing
Türk Telekom, Turkey

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

Symantec Internet Security Threat Report (ISTR) Volume XIII
Symantec with Bite Communications, United Kingdom

Farewell to the Humble Press Release
Sniff with Chameleon PR, United Kingdom

Green Ireland
Enterprise Ireland with Eulogy! PR, United Kingdom

Orange Rockcorps: Busta Rhymes
Orange Rockcorps with Unity, United Kingdom

Wasted Youth
Wasted Youth with Unity, United Kingdom

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

Stop the Charge
Greater Manchester Momentum Group with Communique PR, United Kingdom

Live Your Life Before You Start Another
Bayer Healthcare with Fleishman-Hillard, Ireland

Launch of Philips Intimate Massagers
Philips Consumer Lifestyle and MS&L, United Kingdom

From Teenagers' Bedrooms to Mums' Front Room Yoga Class - Launching Nintendo Wii
Fit
Nintendo UK with The Red Consultancy, United Kingdom

Championing McJobs
McDonald's UK, United Kingdom

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

The National Year of Reading: A Year-Long Celebration of Reading
Department for Children, Schools and Families and the National Literacy Trust with
Blue Rubicon, United Kingdom

Know Your Limits

Department of Health with Fishburn Hedges, United Kingdom

National Lottery Good Causes Roadshow - Get the Balls Rolling!
National Lottery Promotions Unit with The Red Consultancy, United Kingdom

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

MULTI-COUNTRY PROGRAMME (MORE THAN ONE COUNTRY)

The Freedom to Communicate - Mobile Broadband Initiative
GSM Association with CCGroup, United Kingdom

Minimize Me
Max with Cohn & Wolfe, Sweden

Global Mexico Tourism Public Relations Campaign
Mexico Tourism Board with Comunicacion Iberoamerica, Spain

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

AXA/forum
AXA Groupe with Publicis Consultants | Van Sluis, Netherlands

PAN-EUROPEAN PROGRAMME (AT LEAST FIVE COUNTRIES)

Enviro.aero: An Industry United
Air Transport Action Group (ATAG) with Fleishman-Hillard, Belgium

European Business Limbers Up with Avaya
Avaya Inc. with Fleishman-Hillard, United Kingdom

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

Messenger Dating Rules
Microsoft MSN with Trimedia, United Kingdom

MasterCard Heart of Commerce
MasterCard Europe with Weber Shandwick, United Kingdom

2008 EMEA SABRE AWARD NOMINEES

PRACTICE AREAS

MARKETING COMMUNICATIONS

BUSINESS-TO-BUSINESS MARKETING

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

Metro Naming Rights
Dubai Roads and Transport Authority with Hill & Knowlton, United Arab Emirates

Experian Retail Insight 2009
Experian with Hotwire, United Kingdom

SWX Europe: Swiss Block
Six - Swiss Exchange with Penrose Financial, United Kingdom

SABRE Award Entry for Business-to-Consumer Marketing
Rainier PR, United Kingdom

CONSUMER MARKETING (EXISTING PRODUCT)

I'm Dreaming of a Site Christmas
Kelkoo with Brands2Life, United Kingdom

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

Germany Walks the Dog
Mars Petcare with Edelman, Germany

Snapas
Pernod Ricard with Jung and Hr. Rasmusons Matbyra, Sweden

Tea Days in Poland
Dilmah with Solski Burson-Marsteller, Poland

CONSUMER MARKETING (NEW PRODUCT)

The Divorce Fair
Sdu Uitgevers & Result ADR with Coebergh Communicatie, Netherlands

National Honey Week 2008
The Honey Association with Grayling, United Kingdom

Wonderbra by Dita Von Teese
Wonderbra with JCPR, United Kingdom

Wasa Sandwich 2008
Wasabrod with Prime PR, Sweden

Launch of Victoria Sports Betting
Victoria with Weber Shandwick, Spain

INTEGRATED MARKETING

The First Erectile Dysfunction School for Women
Lilly (Cialis) with Cohn & Wolfe, Spain

Egypt: Gift of the Sun
Egyptian Tourism Authority with Fleishman-Hillard, France

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

Our Future. It's in Our Hands
Learning & Skills Council with Hill & Knowlton, United Kingdom

Dublin on Ice 2007-2008
Bravo! Group with Razor Consulting Ltd., Ireland

CORPORATE REPUTATION

CORPORATE IMAGE

Keeping the Wheels Turning
Cycling England with Blue Rubicon, United Kingdom

Talent Cub: Discovering Your Business Potential
Diners Cub Polska with Fleishman-Hillard, Poland

"Increase the Pressure"
LAG Paralympics (Swedish Team Paralympics) with JKL Group, Sweden

19th World Petroleum Congress

Llorente & Cuenca, Spain

Launch of Zain in Africa

Zain with Weber Shandwick, United Kingdom

EMPLOYEE COMMUNICATIONS

Sony Ericsson Internal Communications Programme 2008

Sony Ericsson CEEMEA Region with Brando, United Kingdom

Nuova Pomugliano

Fiat Group Automobiles with Hill & Knowlton, Italy

Dossier Terry S.

Prorail with Hoofdrumte, Netherlands

DKV 75th Anniversary: Increase of Benefits as a Result of Employer Branding Dripping Campaign

DKV Seguros with Inforpress, Spain

AstraZeneca's Biannual Satisfaction Survey

AstraZeneca with Lift Consulting, Portugal

EXECUTIVE LEADERSHIP

Orey: 120 Years of History Towards the Future

Orey Group with Corpcom-Prime Relations, Portugal

Reach the Top at 30: Great Stories Need Great Communication

Fonte Viva/ Miguel Ribeiro Ferreira with Corpcom-Prime Relations, Portugal

ENEL-MED Medical Centre - Effective CEO Positioning

Centrum Medyczne ENEL-MED S.A. with Euro RSCG Sensors, Poland

SatisFactory

HypoVereinsbank with Pleon, Germany

We Stand for Our Values

Siemens AG with Pleon, Germany

FINANCIAL COMMUNICATIONS

ASOS is Amazon of Fashion

ASOS with Cubitt Consulting, United Kingdom

Safaricom IPO

Safaricom with Gina Din Communications, Kenya

Gold and Proud of It!

Grolsch with Hill & Knowlton, Netherlands

Raise the Price!

Corporate Express with Hill & Knowlton, Netherlands

Launch of Delta Lloyd Europees Deelnemingen Fund

Delta Lloyd Asset Management with Weber Shandwick, Netherlands

CHANGE MANAGEMENT

Merger Between Campofrio and Groupe Smithfield

Campofrio and Groupe Smithfield with Burson-Marsteller, Spain

Creating a New German Banking Champion

Commerzbank AG with Hering Schuppener Consulting, Germany

Fortis: Reconnecting with Shareholders

Fortis with Interel PR & PA, Belgium

ENGAGING SOCIETY

CAUSE-RELATED MARKETING

From Love to Life: Avon Against Breast Cancer

Avon Bulgaria with All Channels Communication, Bulgaria

From If to Life

European Commission Humanitarian Aid Department with Pleon, United Kingdom

The Village of Joy: When Reality Becomes a Fairy Tale

Marinopoulos Coffee Company with Publicis Consultants, Greece

Taxi with Baby Car Seat on Board!

Liberty Direct with Publicis Consultants | Rowland, Poland

Pampers UNICEF 1 Pack = 1 Vaccine Campaign

Procter & Gamble Babycare with Tonic Life Communications, United Kingdom

COMMUNITY RELATIONS

BT Community Connections
BT with Lumina, United Kingdom

Parks of the Future
Petrom with Ogilvy Group, Romania

Sony Science Show 2008
Sony Gulf with Promoseven, United Arab Emirates

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

The First Class Guide to Britain
Royal Mail with Shine Communications, United Kingdom

CORPORATE SOCIAL RESPONSIBILITY

Supporting the Birthplace of Modern Computing
PGP Corporation with Johnson King, United Kingdom

Mediastarter Canal + Cyfrowy, Alert Media Communications
Canal + Cyfrowy with Alert Media Communications, Poland

Cherchez La Femme
Fujitsu Siemens Computers with Donath Burson-Marsteller, Czech Republic

Sicuramente Web
Microsoft Italia with Edelman, Italy

National Programme for Teenagers "I've Got the Answer for Cancer"
GlaxoSmithKline with Feedback/Hill & Knowlton

SUSTAINABILITY

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

Differenziati: Henkel Promotes Sustainability
Henkel with Burson-Marsteller, Italy

Battery Recycling Campaign: From Why to When

Swedish Environmental Protection Agency/Battery Recycling Campaign with Edelman, Sweden

Kyocera Environmental Award
Kyocera with komm.passion, Germany

Land Rover's Sustainability Programme (Our Planet)
Land Rover with Trimedia, United Kingdom

PUBLIC EDUCATION

Screenthing
Industry Trust for Industrial Property Awareness with Blue Rubicon, United Kingdom

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

Flexible Worker-Partnership Family
Bialystok School of Economics with On Board PR, Poland

Shaping Mobile Culture Behavior in Ukraine
Kyivstar with SPN Ogilvy, Ukraine

Love Food Hate Waste
Waste and Resource Action Programme (WRAP) with Trimedia, United Kingdom

ADVOCACY

CORPORATE AND ISSUES ADVERTISING

Ostrava: A Region for Life
OKD with Bison & Rose, Czech Republic

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

Happy Body
FEVIA (Belgian Food Industry Federation) with Interel PR & PA, Belgium

You Control Climate Change
European Commission, Directorate - General Environment with Media Consulta
International Holding AG, Germany

Les Boîtes

Ministry for Economy, Industry and Labor with Publicis Consultants, France

CRISIS AND ISSUES MANAGEMENT

Clever Naschen

Mars Subwaren Deutschland with Edelman, Germany

Flooding: Managing Reputation and Long-Term Business Risk Mitigation for Direct Line

Direct Line with Lansons Communications, United Kingdom

The Sun Still Shines

Kenya Flower Council with Ogilvy Public Relations, Kenya

AIG Life Romania- From "The Beast" to "The Beauty"

AIG Life Romania with Saatchi & Saatchi Public Relations, Romania

Nuclear Incident in Belgium

Institute of Radioelements with Whyte Corporate Affairs, Belgium

PUBLIC AFFAIRS

Diabetes in the Developing World: Diabetes Press Summit India (November 2008)

World Diabetes Foundation with Biosector 2, United Kingdom

Stamping Out Software Piracy in Glasgow

BSA with Brands2Life, United Kingdom

Smart Metering Campaign

Energy Retail Association with Four Communications, United Kingdom

Campaign for the Rights of Security Workers

NSZZ Solidarnosc with On Board PR, Poland

Be Smart: Think Vaccination

GlaxoSmithKline with V+O Communication, Greece

MEDIA RELATIONS

CORPORATE MEDIA RELATIONS

Flying High: Etihad 2008

Etihad Airways with Four Communications, United Arab Emirates

Twofour54: The Launch
Twofour54 with Hill & Knowlton, United Arab Emirates

Creating the Aldi Effect
Aldi with Kavanagh Communications, United Kingdom

Allianz Confidence Index
Allianz Deutschland AG with Moltjan van Loon Communication Consultants, Germany

Czech Regional Compass of Opportunities
MasterCard Europe with Ogilvy Public Relations, Czech Republic

NEW AND DIGITAL MEDIA

Simply Science
SGCI Chemie Pharma Schweiz with Burson-Marsteller, Switzerland

Runaway From Moscow
Sony Ericsson with PR Technologies, Russia

Donken Rap
McDonald's with Prime PR, Sweden

Mess is More
Halebop with Prime PR, Sweden

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

PRODUCT MEDIA RELATIONS

Das Deutschlandauto (The German Car)
Mobile de/eBay Motors with achtung! Kommunikation, Germany

Read Together
Learndirect with Consolidated PR, United Kingdom

2008 Royal Mail Special Stamps Launch
Royal Mail with Eulogy! PR, United Kingdom

Quality Me Time
Hewlett-Packard, PSG EMEA with Porter Novelli, France

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

EVENTS

PUBLICITY STUNT

Disneyland Resort Paris: The Twilight Zone Tower of Terror
Disneyland Resort Paris with Cow PR, United Kingdom

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

Maxwell House Selection Launch in Beirut - Fashion Event of the Century
Kraft Foods with Memac Ogilvy Public Relations, Lebanon

Electronic Arts: Mercenaries 2
Electronic Arts with Shine Communications, United Kingdom

Ooh La La: Sexing Up Energy Savings Week
Energy Saving Trust with Weber Shandwick, United Kingdom

SPECIAL EVENT

Radio Carbon 87.7FM
Carbon Bar with Cow PR, United Kingdom

Lipton Tea Presentation
Unilever with Global Events, Spain

BT Chairman's Awards
BT with Lumina, United Kingdom

Cooking Up Secondary Prevention for Post-MI Patients
Solvay Healthcare with Red Door Communications, United Kingdom

Wasted Youth
Wasted Youth with Unity, United Kingdom

SPONSORSHIP

Oasis of Light
Philips with MS&L, Sweden

Nordea Riga Marathon - From Local Race to International Recognition
Nordea Bank Latvia with Nords Event Communications, Latvia

The Dreamhack Event
Symantec with Text 100, Sweden

Olympic Torch Relay
Samsung with Weber Shandwick, United Kingdom

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

INDUSTRY SECTOR

AUTOMOTIVE

Shell Eco Challenge 2008
Shell Deutschland Oil GmbH with Edelman, Germany

Junior Campus at BMW Welt - "One of the Biggest Car Maker in Bavaria"
BMW Group with Ketchum, Germany

BMW Excellence in Sales 2008
BMW AG with Pleon, Germany

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

Safety Kindergarten
Goodyear Dunlop Tires Czech and Slovakia with Weber Shandwick, Czech Republic

FOOD

PR for the Cookbooks "Topkoks voor Thuisokoks"
TNT with Bex*communicatie, Netherlands

Nogger Choc is Back
Unilever, Langnese with Edelman, Germany

Mars Refuel Fund
Mars Consumer Drinks with Escapade, United Kingdom

Provision of Clean Potable Water in the Area of Yussigu In Kenya

Chitos SA with Politics Strategic Communications, Greece

Lotte Xylitol Launch

Lotte Confectionery Ltd. with SPN Ogilvy, Russia

BEVERAGE

Coca-Cola Media Christmas Brunch

Coca-Cola HBC Bulgaria with APRA Porter Novelli, Bulgaria

Enjoy Organic Wine Drinking

Barone Pizzini with Carl Byoir & Associates, Italy

Mission Olympic - Wanted: Germany's Most Active City

Coca-Cola Germany with Jeschenko Medienagentur Berlin GmbH, Germany

Dani Come Home

Pepsi Light with Pleon Graffiti, Romania

Common People Olympics

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

FASHION AND BEAUTY

Don't Let Body Odor Brand You

Unilever South Central Europe with Lowe Public Relations, Romania

Re-inventing the Hush Puppies Brand in 2008

Hush Puppies with Mandate Communications, United Kingdom

The Body Shop, Nature's Way to Be Beautiful

The Body Shop (L'Oreal) with Marco de Comunicacion, Spain

Clear: First Impressions Study Center

Clear Vita ABE with PR Technologies, Russia

Black at Heart

adidas with Prime PR, Sweden

HOUSEHOLD PRODUCTS

Café Boutique by Saeco

Saeco International Group with Cohn & Wolfe, Italy

Heston Blumenthal and the Diamond Standard Finishing School
Reckitt Benckiser Finish Dishwasher Tablets with Euro RSCG Biss Lancaster, United Kingdom

Making the Case for Carbon Recycling
Tetra Pak with Fishburn Hedges, United Kingdom

Whirlpool Galactic Show
Whirlpool with Ogilvy Public Relations, Czech Republic

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

CONSUMER PRODUCTS

How to Avoid Water Crisis?
Helsinki Water with AC-Sanafor, Finland

Team Jamaica and Usain Bolt Sponsorship
Puma with Edelman, United Kingdom

Launching Flip Mino
Flip Video with Kaizo, United Kingdom

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

eBay Shopping Neutral
eBay with Shine Communications, United Kingdom

CONSUMER SERVICES

ENTERTAINMENT, CULTURE AND SPORT

Call of Duty: World at War Launch
Activision with Brands2Life, United Kingdom

"Der Hamburger Weg" - The HSU Sponsoring Initiative
Hamburger Sport-Verein (HSU)/SPORTFIVE GmbH & Co. KG with fischerAppelt Kommunikation, Germany

Liverpool European Capital of Culture '08
Liverpool Culture Company with Four Communications, United Kingdom

The 350th Anniversary of the Royal Danish Lifeguard
The Royal Danish Lifeguard with Have PR & Kommunikation, Denmark

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

FINANCIAL SERVICE FIRMS

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

Helping Britain's Young Talent Win Olympic Gold
Visa Europe with Eloqui Public Relations, United Kingdom

Family Finance Academy - A Social Programme of Provident Polska
Provident Polska with Euro RSCG Sensors, Poland

Form IMB to UniCredit Bank
Unicredit Bank with Kuzmenkov & Associates, Russia

The Loans ABC Program
Renaissance Capital Commercial Bank with SPN Ogilvy, Russia

RESTAURANTS AND FOOD SERVICE

Starbucks: Gold Standard Market Launch 2008
Starbucks with Best Communications, Czech Republic

The World's Best Quality Burger
Burger King with Cow PR, United Kingdom

Crew Image
McDonald's with Prime PR, Sweden

When Theo's Mum Met Rio's Mum - Now McDonald's Community Football Campaign
Got "Mum's on the Ball"
McDonald's UK with The Red Consultancy, United Kingdom

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

RETAILERS

Babysafe
Tesco with BMA Communications, United Kingdom

The End of Dutch Postal Office: Change = Chance
Postkantoren/ING/TNT with Hill & Knowlton, Netherlands

Kaupthing Luxembourg: How Public Affairs Can make the Difference
Kaupthing Luxembourg with Interel PR & PA, Belgium

Aldi's Amazing Hope in a Jar
Aldi with Kavanagh Communications, United Kingdom

The B-Day
IKEA Norway with Peto PR, Norway

TRAVEL AND TOURISM

Launch of the Hard Days Night Hotel
Hard Days Night Hotel with Eulogy! PR, United Kingdom

Enterprise Employment Campaign
Enterprise Rent-A-Car with Mandate Communications, United Kingdom

Body. Mind. Madeira. See It.
Madeira Promotion Bureau with Marco de Comunicacion, Spain

Visit London Brand Identity Programme
Visit London Ltd. with Saffron Brand Consultants, United Kingdom

Launching Europe's First Air Taxi
Blink with The Communication Group, United Kingdom

BUSINESS-TO-BUSINESS

INDUSTRIAL AND MANUFACTURING

Protection of Wild Birds
CEZ Group with AMI Communications, Czech Republic

Nyrstar: A Social Restructuring in a Tense Social Climate
Nyrstar with Interel PR & PA, Belgium

Most Profitable Rail in the World

CTL Logistics with Partner of Promotion, Poland

Building a Moat Around Sarantel
Sarantel with The Hoffman Agency, United Kingdom

Lost in Translation
CSM Bakery Supplies with Winkelman en van Hessen, Netherlands

PROFESSIONAL SERVICE FIRMS

Fight or Flight?
Hay Group with Man Bites Dog, United Kingdom

"Keeping the Flame Alive" - E4B SME Fuel Poverty Campaign
Electricity 4 Business with Nelson Bostock Communications, United Kingdom

Cohen Millstein's Air Passenger Victory
Cohen Millstein with Spada, United Kingdom

The IT Director Internet Soap
IBM with Text 100, Germany

Jobtour 2008
Randstad with Weber Shandwick, Spain

CONSTRUCTION AND DEVELOPMENT

Safety and the Environment
Lafarge Cement with Burson-Marsteller, Spain

Perfect Partner in Tango and Construction
Holcim with Executive Group, Serbia

Implementing Corporate Values
Holcim (Switzerland) with Farner Consulting, Switzerland

Abu Dhabi Plan 2030
Abu Dhabi Urban Planning Council with Four Communications, United Arab Emirates

The Park of Light - Bring Back the SKRA to Varsovians
SKRA Sports Club and Global Partners Investment Fund with Partner of Promotion,
Poland

HEALTHCARE

CONSUMER TECH

Driving Consumer Purchase and Healthcare Professional Endorsement of the Probiotic Actimel

Danone with Allidura Consumer, United Kingdom

Bundesweite Aufklärungskampagne: "Tell Someone: Ich Sag's Weiter- Du Auch?"
Sanofi Pasteur MSD with Circlecomm, Germany

Pimp My Locker Room

Novartis Consumer Health with Edelman, Germany

The Really Naked Celebrity Calendar

National Osteoporosis Society (UK) with Good Relations

Inaudito: The Adventure of Hearing

GAES with Grupo Inforpress, Spain

PHARMACEUTICAL

For You and the Ones You Love

GlaxoSmithKline Bulgaria with All Channels Communication, Bulgaria

Good Diabetes Control Program

sanofi-aventis with D'Antona & Partners, Italy

Lobbying for R&D Incentive for the Pharmaceutical Industry

sanofi-aventis/Chinoin with Mmd, Hungary

Cutting Through the Noise in Cardiology

Boehringer Ingelheim with OgilvyHealthPR, United Kingdom

Super Lice

ACO with Prime PR, Sweden

HEALTHCARE PROVIDERS

Barchester Healthcare - Dementia Awareness

Barchester Healthcare with Consolidated PR, United Kingdom

Prevention is Better Than Cure

Broadreach Healthcare with Fleishman-Hillard, South Africa

Take Care of Your Memory
Mutuam with Grupo BPMO, Spain

Encesta Por La Salud (Score for Health)
DKV Seguros with Grupo Inforpress, Spain

Welcome to the List
AF with Jung and Peacock, Sweden

TECHNOLOGY

CONSUMER TECH

Taking Technology Trends to the Masses
Trend Micro with Chocolate Communications, United Kingdom

Cashing In On the Mobile Phone Scrap Heap
Fonebank with Johnson King, United Kingdom

Capturing the World's "Virtual" Imagination
Linden Labs with Lewis PR, United Kingdom

Firefox 3 Download Day
Mozilla with Racepoint Group, United Kingdom

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

TECHNOLOGY

Secure Your CV!
IProfile with Brands2Life, United Kingdom

Teaching a 'Dinosaur' to Tapdance (online)
Unisys with Brands2Life, United Kingdom

The Big Switch with Google Enterprise
Google with Brands2Life, United Kingdom

Beem
Beem with Hotwire, United Kingdom

Initiative fur Energie-Intelligenz-EnQ

ZVEI - Zentralverband Elektrotechnik - und Elektronikindustrie e.v. with komm.passion,
Germany

TELECOMMUNICATIONS

OTE: EU Policy Handbook
Hellenic Telecommunications Organisation with APCO Worldwide, Greece

BT, Un Operador Mobil Diferente
BT with Axicom Cohn & Wolfe, Spain

Sonim: The World's Toughest Phone
Sonim Technologies with Mahir PR, Sweden

SABRE Award Entry for Telecommunications
Vodafone with Threepipe, United Kingdom

For Everyone
Türk Telekom, Turkey

NON-CORPORATE

CHARITIES AND NOT-FOR-PROFITS

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

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

Arab Children's Health Congress
HRH Princess Haya, Wife of the Ruler of Dubai with Hill & Knowlton, United Arab
Emirates

Glass Recycling Arrives in Fashion
Ecovidrio with Ketchum SEIS, Spain

Plane Unfair: The Big Ask
Friends of the Earth with Unity, United Kingdom

PUBLIC SECTOR

Breast Buddy for National Breastfeeding Awareness Week

Department of Health with Euro RSCG Biss Lancaster, United Kingdom

Initiative: IT Fitness

Microsoft and Partners with Fink & Fuchs, Germany

CEO "Call to Action"

Safaricom with Gina Din Communications, Kenya

TopBrainstorm

Stichting TopBrainstorm with Porter Novelli, Netherlands

ouveratous.skyblog.com

Haute Autorite de Lutte contre les Discriminations et Pour l'Egalité (HALDE) with Publicis Consultants, France

TRADE ASSOCIATIONS

Combating Copyright Theft

Industry Trust for IP Awareness with Blue Rubicon, United Kingdom

The World in 2030

Plastics Europe with Blueprint Partners, Belgium

The Forest is Our Life, Help Us to Look After It

Galician Forest Industry with Torres & Carrera, Spain

Responsible Gaming Day

European Gaming and Betting Association with Waggener Edstrom Worldwide, United Kingdom

Hey! Sono un Polimero!

Federchimica PlasticsEurope Italia with Zelian, Italy

BEST USE OF RESEARCH AND EVALUATION

BVCA Media Evaluation Project

British Private Equity and Venture Capital Association with Echo Research, United Kingdom

A Worldwide Reputation Research

Brand Loyalty with Euro RSCG Bikker, Netherlands

Pleon Peformedia: Measuring the ROI of PR

Center Parcs Germany with Pleon, Germany

Seeing the Bigger Picture...

Airbus SAS with Echo Research, United Kingdom

Face Value: Your Reputation as a Business

Coutts Private Bank with The Communication Group, United Kingdom