

## Winners of the 22<sup>nd</sup> Annual IPRA Golden World Awards for PR Excellence

<b>Agency</b>	<b>Category</b>	<b>Title</b>	<b>Client</b>
Good Relations	Business-to-business - Agency	Airbus Comfort Campaign	Airbus
CROS	Business-to-business - Inhouse	GOLD RESERVE: educational program of CROS and the Higher School of Economics	Lukoil
Weber Shandwick	Communication Research - Agency	Putting the M(anchester) in MBA	Manchester Business School
Graffiti PR, Graffiti BBDO, Webstyler	Community Relations - Agency	Everyone can Become an Entrepreneur	OMV Petrom Romania
Akbati Shopping Mall/Akis REIT	Community Relations - Inhouse	LIFE INSIDE	
navos - Public Dialogue Consultants GmbH	Community Relations - Inhouse	Get off the podium, talk on equal terms: Community dialogue for SuedLink - Germany's largest infrastructure project for the energy transition	TenneT TSO GmbH
MSL GROUP	Consumer PR for an existing product - Agency	For Breath that Sizzles! Scope Bacon	P&G
LLORENTE & CUENCA	Consumer PR for an existing service - Agency	Peruvian Press is Future	Sociedad de Empresas Periodísticas del Perú (SEPP)
MSL GROUP	Consumer PR for an Existing Service - Agency	Ken Delmar Paper Towel Picasso	P&G
Hooper Consulting International	Consumer PR for an Existing Service - Inhouse	Hobby Clubs	Garanti Pension
Weber Shandwick	Corporate communications - Agency	Pearson - Thank Your Teacher	Pearson India

<b>Nanyang Technological University, Singapore</b>	<b>Corporate communications - Inhouse</b>	<b>A global university on the rise</b>	
<b>ATW Communications</b>	<b>Corporate responsibility - Agency</b>	<b>Share Your Meal</b>	<b>DANONE</b>
<b>Weber Shandwick</b>	<b>Crisis management - Agency</b>	<b>Baby Infant Formula + Food Contamination Scare = Potential Crisis Catastrophe for Danone Nutricia</b>	<b>Danone Nutricia</b>
<b>navos - Public Dialogue Consultants GmbH</b>	<b>Crisis Management - Inhouse</b>	<b>Courage to talk on equal terms in a crisis: Community dialogue for SuedLink - Germany's largest infrastructure project for the energy transition</b>	<b>TenneT TSO GmbH</b>
<b>MSL GROUP</b>	<b>Digital Media Relations - Agency</b>	<b>Halloween Treats Gone Wrong</b>	<b>P&amp;G</b>
<b>MSL GROUP</b>	<b>Digital Media Relations - Agency</b>	<b>Ken Delmar Paper Towel Picasso</b>	<b>P&amp;G</b>
<b>Havas PR Global Collective</b>	<b>Environmental - Agency</b>	<b>Creating a Global Media Team to Move Action on Climate to the Forefront</b>	<b>United Nations Foundation</b>
<b>Hill+Knowlton Strategies Ltd</b>	<b>Event management - Agency</b>	<b>adidas: Launching brazuca to the World</b>	<b>The Harley Street Clinic</b>
<b>SPN COMMUNICATIONS</b>	<b>Event Management - Agency</b>	<b>MuzArteria – 2013: Saving Lives Together</b>	<b>the Ministry of Public Health of Russia</b>
<b>Weber Shandwick</b>	<b>Event management - Agency</b>	<b>Streets of Spain</b>	<b>Campo Viejo</b>
<b>Event management - Inhouse</b>	<b>"Please Please Me" New Year Merriment</b>	<b>Kanyon Shopping Center</b>	
<b>FTI Consulting, Inc.</b>	<b>Financial services &amp; investor relations - Agency</b>	<b>Driving Towards Success on a Global Stage and Launching one of the Year's Most Successful Chinese Company IPOs in the U.S.</b>	<b>Autohome Inc.</b>

<b>SPN COMMUNICATIONS</b>	<b>Financial services &amp; investor relations - Agency</b>	<b>Powering the Russian venture market</b>	<b>the Russian Venture Company</b>
	<b>Financial services &amp; investor relations - Inhouse</b>	<b>Hobby Clubs</b>	<b>Garanti Pension</b>
<b>Dahlheim &amp; Sjöqvist</b>	<b>Healthcare - Agency</b>	<b>Gaming Sleep Apnoea</b>	<b>ResMed Sweden</b>
<b>Well PR Agency</b>	<b>Healthcare - Agency</b>	<b>K&amp;H MediMagic Storytelling Doctors</b>	<b>K&amp;H Group</b>
<b>Hill+Knowlton Strategies Ltd</b>	<b>Integration and Tradition of New Media - Agency</b>	<b>Ben Saunders: Polar Explorer</b>	<b>The Harley Street Clinic</b>
Weber Shandwick	Integration and Tradition of New Media – Agency	Barbie #Unapologetic	Mattel
<b>Weber Shandwick</b>	<b>Internal communications - Agency</b>	<b>SUBWAY® Allstars</b>	<b>Subway Sandwiches Germany</b>
	<b>Internal communications - Inhouse</b>	<b>MRM Community</b>	<b>McArthur River Mining</b>
<b>Stein IAS</b>	<b>International PR campaign - Agency</b>	<b>Rubber Stamped!</b>	<b>Trelleborg Marine Systems</b>
<b>Weber Shandwick</b>	<b>International PR campaign - Agency</b>	<b>Changing perceptions: telling the story of delivering the greatest Winter Games in history</b>	<b>The Organising Committee of the Sochi 2014 Winter Olympic and Paralympic Games</b>
<b>Weber Shandwick</b>	<b>International PR campaign - Agency</b>	<b>Tokyo 2020</b>	<b>Tokyo 2020 Bid Committee</b>
<b>JPR</b>	<b>Launch of a new product - Agency</b>	<b>The launch of the Firefly Upsee</b>	<b>Leckey Design</b>
	<b>Launch of a new product - Inhouse</b>	<b>GPU14: The Launch of Next Generation AMD Radeon Graphics Cards</b>	<b>AMD</b>
<b>Qorvis MSLGROUP</b>	<b>Launch of a new service - Agency</b>	<b>Turning the Channel to Al Jazeera America</b>	<b>Al Jazeera America</b>
<b>PJ Lhuillier Group of</b>	<b>Launch of a New Service -</b>	<b>Pera PadaLove International</b>	<b>PJ Lhuillier Group of</b>

<b>Companies</b>	<b>Inhouse</b>	<b>Rewards Program</b>	<b>Companies</b>
<b>AXON INTERNATIONAL CORP.</b>	<b>Media relations - Agency</b>	<b>Project Macondo</b>	<b>BSA   THE SOFTWARE ALLIANCE</b>
<b>Weber Shandwick</b>	<b>Media relations - Agency</b>	<b>General Motors Revamps 70 Percent of Product Lineup in 2013: Refreshed Vehicles for a Refreshed Economy</b>	<b>General Motors</b>
<b>CSIRO</b>	<b>Media relations - Inhouse</b>	<b>Bees with Backpacks</b>	<b>Adam Harper</b>
	<b>NGO Campaign - Inhouse</b>	<b>FEM - Equal Opportunities Model</b>	<b>KAGIDER Women Entrepreneurs</b>
<b>Weber Shandwick</b>	<b>Online Crisis Communications - Agency</b>	<b>"Who is trying to kill Master Kong?"</b>	<b>Asthma Australia</b>
<b>Weber Shandwick</b>	<b>Online Crisis Communications - Agency</b>	<b>Greenpeace #iceclimb of the Shard</b>	<b>The Shard</b>
<b>partner of promotion sp. z o.o</b>	<b>PR on a shoestring - Agency</b>	<b>Spartans for Kids run for charity</b>	<b>Spartan for Kids</b>
	<b>PR on a Shoestring - Inhouse</b>	<b>Campaign surrounding the opening of Eagle Wood Neurological Care Centre</b>	<b>PJ Care</b>
<b>Bellenden</b>	<b>Public affairs - Agency</b>	<b>Reforming the Bailiff Legislation</b>	<b>Civil Enforcement Association and the High Court Enforcement Officers Association</b>
<b>SPN COMMUNICATIONS</b>	<b>Public Sector - Agency</b>	<b>A City Open for Movement: Supporting the introduction of paid on-street parking in Moscow</b>	<b>the Department for Transportation and Road Infrastructure Development of Moscow</b>
<b>Edelman Indonesia</b>	<b>Publications - Agency</b>	<b>PT Kaltim Pasifik Amoniak's Honouring the Dayaks</b>	<b>PT Kaltim Pasifik Amoniak (KPA)</b>
	<b>Publications - Inhouse</b>	<b>Spirit Magazine by Singapore Polytechnic</b>	<b>Singapore Polytechnic</b>

Jung Relations	Reputation and Brand Management Online - Agency	The Unbranded Launch	Volvo Cars
MSL GROUP	Reputation and Brand Management Online - Agency	Ken Delmar Paper Towel Picasso	P&G
MSLGROUP Poland	Social Media for PR - Agency	Loving Touch Matters	GlaxoSmithKline
	Social Media for PR - Inhouse	A Day at Kanyon	Kanyon Shopping Center
North Strategic	Sponsorship - Inhouse	Sport Chek Brand Development	FGL Sports Ltd. (Sport Chek)
	Sponsorship - Inhouse	DID Sponsorship (Dialogue in Dark)	TTNET
MSL GROUP	Technology - Agency	BenQ – Innovation for Eye Care	BenQ India Pvt Ltd
MSL GROUP	Technology - Agency	FiLIP: A Little Device For a Big World	FiLIP Technologies
SPN COMMUNICATIONS	Financial services & investor relations - Agency	Powering the Russian venture market	the Russian Venture Company
	Technology - Inhouse	“Our Survey Says”	Fortinet
APRA Porter Novelli	Travel & tourism - Agency	A LEGEND COMES TO LIFE	“Kamenitza” AD, a company of Molson Coors
Resorts World at Sentosa Pte Ltd	Travel & tourism - Inhouse	Halloween Horror Nights 3 at Universal Studios Singapore “Sisters of Evil” unleash their vengeance	Resorts World at Sentosa Pte Ltd