
SHORTLISTED PROJECTS

WWW.EXCELLENCE-AWARDS.EU



ACCOMPLISHMENT

BEST CAMPAIGN

 Electrolux
Vac From the Sea
Prime Group and Electrolux PR Studio

Activision
The Launch of Modern Warfare 2
Frank PR

Coca-Cola Norge
Pimp Your Campingvogn

Ecologists Without Borders Association
Let's Clean Up Slovenia in a Day!
Pristop

E-Feel
Letsbuyit – How to Generate Great Visibility Starting From a Simple Ad?
Wellcom

Honda Motor Europe
Live Every Litre

International Olympic Committee
Youth Olympic Games

Opel Spain
Nanny on Board – The Launch of the Meriva
Weber Shandwick Spain

Philips
Philips CVE Parallel Lines
OneVoice

we7
David takes on Goliath
Hotwire

NEWCOMER AGENCY OF THE YEAR



Whyte Corporate Affairs

OHA Communication

Paper Communications

Promoqube

Think Kong

AGENCY OF THE YEAR



Edelman (Europe)

Burson-Marsteller Europe, Middle East and Africa

Hotwire

Prime Group

Wellcom

SPECIAL JURY AWARD FOR CREATIVITY AND COURAGE



Tele2 Latvia

Tele2 Relaunch

Inspired

SHORTLISTED PROJECTS

WWW.EXCELLENCE-AWARDS.EU

INDUSTRIES AND INSTITUTIONS

AUTOMOTIVE & TRANSPORT

Honda Motor Europe
Live Every Litre

Gefyra
Ride the Bridge – The SAFE Riders’ Crossing

Renault Romania
Renault “Family Story”
Graffiti Public Relations

Saab Automobile
Securing an Independent Future for Saab Automobile

Wärtsilä Corporation
Shipping Scenarios 2030
Hill & Knowlton Finland

ENERGY

Nord Stream
Nord Stream Pipeline: Securing Europe’s Energy Supply

Fortum
Stockholm’s Darkest Places
Prime Group

Hafslund
Hafslund’s Children’s Climate Festival
PR-operatørene

OMV Petrom
Rediscover Romania
Leo Burnett Romania

Shell Deutschland Oil
16th Shell Youth Study
Publicis Consultants | Deutschland PRCC Germany

TECHNOLOGY & CONSUMER ELECTRONICS

Electrolux
Music that Sucks
Prime Group and Electrolux PR Studio

Hewlett-Packard
HP-Bletchley Park
Edelman

LG
LG Mobile Italian Cup Text Messaging Competition
Text 100

Microsoft Sweden
The Snitch
JMW Kommunikation

Philips
Philips CVE Parallel Lines
OneVoice

TELECOMMUNICATION

Orange Slovensko
Two Flies With One Stroke... The TELCO World’s First Independent Corporate Ombudsman
Donath-Burson-Marsteller

BT
BT Adam and Jane ‘What Happens Next’ Campaign
Fishburn Hedges

Deutsche Telekom
eEtiquette – Guidelines For a Digital Lifestyle
Schröder & Schömbs PR

KPN
Hi Pokie Foetsie
Winkelman en Van Hessen

Skype
Victory Day
Grayling Ukraine

SHORTLISTED PROJECTS

WWW.EXCELLENCE-AWARDS.EU

FINANCE

EAA

Introducing the 77 Billion Startup – The First Winding Up Agency in Germany
Hering Schuppener Consulting

Bank Millennium
Advertise our Account – YouTube Competition of Bank Millennium

INVERCO, Asociación Española de Instituciones de Inversión Colectiva y Planes de Pensiones
“Most of Us Stay, And a Lot of Them Will Come Back...”
C&IC Comunicación y Relaciones Públicas

Mastercard Europe
Mastercard’s Maestro Angels
Weber Shandwick Belgium

Wüstenrot und Württembergische
Growing Together to ‘Get it Covered’ – Forming a Joint Vision for Being the Experts for Savings, Investment and Risk-Protection

HEALTH

Gedeon Richter Marketing Polska
“Having MS”
Hill & Knowlton Poland

Abbott Laboratories Poland
Immunisation of Premature Infants on RS Virus
Primum PR

Association of Pharmaceutical Manufacturers in Estonia
Cutting the Pharmacy Cash Register Tape – For the Unemployed
Corpore

AstraZeneca Russia
Forming the AstraZeneca Russia Corporate Reputation: From A to Z
Edelman Imageland

FoldRX
A New National Day in the Portuguese Calendar: “First National Day Against Paramyloidosis – The Little Feet Disease”
Infopress Group

FASHION & BEAUTY

Weight Watchers Benelux
The Launch of Pro Points – From Torture to Pleasure
Weber Shandwick Belgium

ACO Apotekens Composita
Spotless Comeback
Prime Group

Diversa Spezialitäten
Le Rituel by Piper-Heidsieck and Christian Louboutin
Publicis Consultants | Deutschland PRCC Germany

Impulse
Impulse Diaries and The Saturdays
Six PR

Triumph
Bring and Renew: Triumph’s Facebook Campaign
Lift Consulting

SPORTS & LIFESTYLE

INJOY Quality Cooperation
FIBO Initiative: “How Fit Are You at 90?”
komm.passion

Cowes Week
Cowes Week 2010
Focus PR

International Olympic Committee
Youth Olympic Games

Prague International Marathon
Prague International Marathon
JWA Prague

Puma Bulgaria
Honey I Love Football Too
Publicis Consultants | MARC

SHORTLISTED PROJECTS

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ENTERTAINMENT & CULTURE

 Bucharest Zoo
Digital Zoo
Graffiti Public Relations

Activision
The Launch of Modern Warfare 2
Frank PR

Martynas Mazvydas National Library of Lithuania
Write a Song for a Star
VRP Hill & Knowlton

Norwegian Broadcasting Corporation
'Share the Moment' – International Flash Mob Dance for the Eurovision Song Contest 2010

Reader's Digest
European of the Year
The Practice

SCIENCE & EDUCATION

 CERN
LHC First Physics


ESSEC
You Have the Answer
Euro RSCG C&O

German Ministry of Education and Research
Year of Science: Energy
Scholz & Friends Agenda

NTNU – Norwegian University of Science & Technology
The Battle for the Future

Summer Uni
Fix Up, Look Sharp! Do Something New This Summer
Eloqui PR

TRAVEL & TOURISM

 Visit York
Unlocking York
Willoughby PR

7 Wonders of Portugal
7 Natural Wonders of Portugal Communication
YoungNetwork

Alton Towers Resort
Launch of TH13TEEN
Frank PR

Deutsche Lufthansa
Introducing the Lufthansa Airbus A380
Burson-Marsteller

Xacobeo
Xacobeo around the World
Llorente y Cuenca

FOOD & BEVERAGE

 Kraft Foods Nordic
Save Christmas
Prime Group

Diageo
Talisker Bounty Boat Expedition
Grayling UK

Innocent Drinks
The Innocent Big Knit 2009 Campaign "There's No One Quite Like Grandma"
Frank PR

Kraft Foods Nordic
Marabou Polka
Prime Group

Pepsi Lipton International
The Anti-Hugh Jackman Campaign
GMP Public Relations

SHORTLISTED PROJECTS

WWW.EXCELLENCE-AWARDS.EU

ECOLOGY & ENVIRONMENT

European Commission DG Environment
Biodiversity. We Are All in This Together
Ogilvy Public Relations Brussels

ALBA Group
Political Campaign Against Retrograde Steps in the Incorporation of the EU Directive on Waste Into German Law

Apa Nova Bucharest
The Day When an Entire City Recycles
GMP Public Relations Romania

Hafslund
Hafslund's Children's Climate Festival
PR-operatørene

Latvia's State Forests and SEB banka
Oxygen
Deep White

GOVERNMENT AGENCIES & PARTIES

Försäkringskassan
100 Old Things for 100 New Ideas
Garbergs Advertising Agency

Austrian Development Agency
Ke Nako – Africa Now!
Grayling Austria

Equality Commission for Northern Ireland
Real People, Real Change

European Commission DG ECHO
The Humanitarian Labyrinth
Lowe PR

Spanish Committee of the United Nations Refugee Agency - EACNUR
Join the Refugee Convoy
Weber Shandwick

ASSOCIATIONS

ACC-Association of Communication Companies
Belgian Advertising Agencies go on a Virtual Strike
Famous / Whyte Corporate Affairs

ANAIP-Spanish National Association of Plastic Manufacturers
Bolsa Coco (Brainwave Bag)
Hill & Knowlton Spain

Association of Swedish Premier League Clubs
Swedish National Supporter Team
Brand PR

Confederation of Swedish Enterprise
Jobbgrillen
JKL / MS&L Nordic

German Confederation of Chambers of Skilled Crafts
Campaign for the German Skilled Crafts
Scholz & Friends

NON-GOVERNMENTAL ORGANISATIONS

Onkomaják
Gut Tour 2010 – Colon and Rectal Cancer Information and Prevention Campaign
Donath-Burson-Marsteller

Beatbullying
Beating the Bullies Over Anti-Bullying Week
Frank PR

Fundación ONCE
Awareness Campaign 'Capable'
Shackleton

International Organization for Migration
Buy Responsibly
Saatchi & Saatchi

The Global Fund to fight Aids, Tuberculosis and Malaria
Born HIV Free

SHORTLISTED PROJECTS

WWW.EXCELLENCE-AWARDS.EU



COMMUNICATIONS

INTERNATIONAL COMMUNICATION

 Electrolux
Vac From the Sea
Prime Group and Electrolux PR Studio

BMC Software
Driving Sales In A Downturn
Waggener Edstrom

GE
GE Ecomagination Challenge
Eloqui

International Union of Railways
Train to Copenhagen

L'Oréal-UNESCO
"The World Needs Science, and Science Needs Women"
Agence ELAN

CHANGE COMMUNICATION

 KPN
A Novel Approach to Inspiring Leadership Storytelling
Bex* Communicatie

A1 Telekom Austria
Change Projekt A1 Telekom Austria
PLEON Publico Public Relations

AstraZeneca
Gods and Mountains
CHA Insideout Communications

Metro Group
Living Compliance Culture in a Global Corporation
Deekeling & Arndt Advisors

Santander
Becoming Santander in the UK

INTERNAL COMMUNICATION

 Randstad
Randstad 50 Club Gold
Publicis Consultants | Van Sluis

British American Tobacco CZ
Unique People – Unique Brands
Ogilvy Public Relations Prague

Delta Lloyd Group
Sterk Concept Delta Lloyd Group
Proof Reputation

Lloyds Banking Group
One Bank – Terms and Conditions 2010
Simply Good Advice

Unilever
Unilever Fit Business

CRISIS COMMUNICATION

 Saab Automobile
Securing an Independent Future for Saab Automobile

BAE Systems
Saving BAE Systems' Reputation During Investigations
Financial Dynamics

Ministry for Industry, Energy and Tourism
Inspired by Iceland
Islenska – The Icelandic Ad Agency

Nortura
Overcoming Crisis

Yara International
Yara Crisis Communications Program
Leidar

SHORTLISTED PROJECTS

WWW.EXCELLENCE-AWARDS.EU

FINANCIAL COMMUNICATION

 Aviva
Mind the Gap

Allianz
Bald

BASF
BASF Investor Relations – A Benchmark in IR Communication

Kabel Deutschland
The Icebreaker – IPO Communication in Economic and Financial Crisis

Ströer Out-of-Home Media
Initial Public Offering of Ströer Out-of-Home Media
Hering Schuppener Consulting

MERGERS & ACQUISITIONS

 Ferrovial
Communicating Ferrovial's Merger with Cintra: A Rebranding Story

Caja Mediterráneo, Cajastur, Caja Extremadura and Caja Cantabria
Base: Integration of Four Savings Banks Around One Central Entity
Llorente & Cuenca

Deutsche Bank
Deutsche Bank's Communication of Capital Increase Combined with Takeover Offer for Postbank

K+S Aktiengesellschaft
"Shaping the Future of Salt" – The Acquisition of Morton Salt and the Crucial Role of Communication During the Integration Process
Brunswick Group

Océ
Beat the Press, Communication of an Acquisition

LAUNCH

 Opera Software
Approved

Alton Towers Resort
Launch of TH13TEEN
Frank PR

Opel Spain
Nanny on Board – The Launch of the Meriva
Weber Shandwick Spain

Sandisk
Taking Imaging to the Extreme
Text 100

SC Johnson
Top-Notch Inside and Out! 00 null null WC Frische-Siegel on a Hygiene Mission
Edelman

RELAUNCH

 Artiach
A Return to Tradition
Marco de Comunicación

Impulse
Impulse Diaries and The Saturdays
Six PR

Kraft Foods Nordic
Save Christmas
Prime Group

National Museums Northern Ireland
Reopening the Ulster Museum
JPR

Volvo
Get to Know the Second Face of the Volvo S60
Euro RSCG Sensors

SHORTLISTED PROJECTS

WWW.EXCELLENCE-AWARDS.EU

HR COMMUNICATION

BASF

Kick it! Match it! Win it! – BASF's Communications Strategy for the 2010 World Cup
Webtarget/Fasihi

BNP Paribas
Ace Manager
TBWA Corporate

Coca-Cola HBC Romania
Talents on Board!
Image PR

Mars Polska
Mars Polska Employer Branding Campaign
Grayling

McDonald's Promotions
McDonald's Campaign
Castenow, Burson-Marsteller and Neue Digitale

CORPORATE SOCIAL RESPONSIBILITY

T.Garanti Bankasi

Women Entrepreneurship Program

Avon Beauty Products Company
Avon Breast Cancer Walk 2010
Fleishman-Hillard Vanguard

GlaxoSmithKline
GSK Greece Community Partnership – One Year Results
Home Nursing Programme for Children with Cancer

TNT
TNT Emergency Response – Airlift to the Philippines

Vodafone Czech Republic
Year of Difference

EVENT

Avon Beauty Products Company
Avon Breast Cancer Walk 2010
Fleishman-Hillard Vanguard

Eni
Eni G&P Night
TBWA ITALIA

InBev Deutschland
Hasseröder World Cup Man Camp
Edelman

Kraft Foods Russia
Coffee Cup 2010 – Creating the Most Special Coffee Set in Russia
SPN Ogilvy

United Nations Development Programme
Match Against Poverty for Haiti

PUBLIC AFFAIRS

Abbott
Fit for Work Europe
Weber Shandwick UK and Weber Shandwick Belgium

ALBA Group
Political Campaign Against Retrograde Steps in the Incorporation of the EU Directive on Waste into German Law

British Brands Group
Campaign for a Supermarket Ombudsman
Burson-Marsteller

Hospodárske noviny
Absurdity of the Year
Bison & Rose

SHV Gas
The Future of Rural Energy in Europe (FREE) Initiative
Fleishman-Hillard

SHORTLISTED PROJECTS

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ISSUES & REPUTATION MANAGEMENT

ING Belgium
The Bank of Tomorrow
Ketchum Pleon Belgium

AstraZeneca Russia
*Forming the AstraZeneca Russia Corporate Reputation:
From A to Z*
Edelman Imagemand

BBC TV Licensing
Viewing Things Differently
Fishburn Hedges

CURRENTA
Chempark: Nachbarschaft Hilfe – Neighbours Helping Neighbours
MCOM Research

Provincie Noord-Brabant
How to Deal with the Brabant Citizens' Initiative

EVALUATION

United Arab Emirates
*UAE – A Nation in the Public Eye: A Game Plan for Better
Communication in Europe/Globally*
Echo Research

Audi
Audi Reputation Performance Management
IPM United

Diageo
Responsible Drinking – Analysing the Public Discourse
Kantar Media

Web Excellence Forum
The WebXF Online Communication Cockpit

Westminster City Council
How Communications Works

CORPORATE MEDIA

ANNUAL REPORT

Wärtsilä Corporation
Wärtsilä's Annual Report 2009

DocCheck
Der Geriatrische Bericht (The Geriatric Report)
antwerpes

Kuoni Travel
Annual Report
Bueroecco Kommunikationsdesign

REWE Group
Wir handeln
Grintsch Communications

Van Gansewinkel Groep
No More Waste Annual Report

COMPANY BROCHURE

KPMG
The KPMG Story – Special "Clarity 100"
Bureau Mirko Borsche

Eni
Eni artist BROCHURE
TBWA ITALIA

Schönherr Attorneys at Law
Firm Profile '10
D. Bond Visual Communication

Stadt Zürich - Organisation und Informatik
We Work at the Heart of the City

Steria
40th Anniversary Brochure
Radley Yeldar

SHORTLISTED PROJECTS

WWW.EXCELLENCE-AWARDS.EU

CORPORATE ADVERTISING

 Coca Cola Enterprises
CCE European Stakeholder Campaign

Agence Marocaine de Développement des Investissements
Invest in Morocco
Marco de Comunicación and Publicis Consultants

Deutsche Post DHL
Global Integrated Advertising Campaign
180 Amsterdam

Dow Coating Materials
Splash Campaign
Gibbs & Soell PR Zurich & eatsleepthink

OMV Petrom
Christmas Wishes
Leo Burnett Romania

CORPORATE FILM & VIDEO

 Radley Yeldar
An Introduction to RY

Alpari
Cooking Forex

EDP Energias de Portugal
All We Need is Earth

Novartis
Healthcare – Where are We Headed?
Ruder Finn

OMV Petrom
My Story In Petrom
Leo Burnett Romania

REWE Group
Together For a Better Life

EMPLOYEE PUBLICATION

 HOERBIGER
We Have Enough... Work Ahead of Us.
BCA Mensalia Est.

Deutsche Telekom
You and Me
G+J Corporate Editors

New Look Retailers
Gem: New Look Staff Magazine

Nycomed
The Little Book of Who We Are

UniCredit Bank
one

EXTERNAL PUBLICATION

 Equality Commission for Northern Ireland
Real People, Real Change

Nexity
Paths to the City
Euro RSCG C&O

NTNU and SINTEF
Gemini

Schönherr Attorneys at Law
Roadmap '10
D. Bond Visual Communication

Telefónica España Grandes Clientes
Pulso
MRM Worldwide

SHORTLISTED PROJECTS

WWW.EXCELLENCE-AWARDS.EU

INTRANET

- Kompania Piwowarska
Male Piwo (Small Beer): A Networking Website Dedicated to Kompania Piwowarska Employees
- Deutsche Post DHL
Deutsche Post DHL's New Intranet – I Don't Search. I Find.
- EDP Energias de Portugal
"I am EDP" - EDP's Intranet
- Randstad
Randstad 50 Club Gold
Publicis Consultants | Van Sluis
- SNCF
Intranet & Julie Ferrier
Duke

BLOG

- Reckitt Benckiser
My RB Opportunity – Graduate Trainer Corporate Blog
- Husqvarna
Husqvarna Loggers Blog
Grayling
- Teleroute
Teleroute 25th Anniversary
Engage BBDO
- Veidekke
A Micro Newspaper for the Neighbourhood
PR-operatørene
- Wellcome Trust
Wellcome Trust Blog

WEBSITE

- Stora Enso
Global Responsibility
Morning Digital Design
- BKK
BKK on the Internet
- K+S Group
Redesign of Corporate Website
Roberts Interactive
- Manchester City Football Club
Building a Digital Hub
Edelman
- SOS-Kinderdorf e.V.
Revamp SOS-Kinderdorf.de
Aperto

SOCIAL MEDIA

- Hochschulinitiative Neue Bundesländer
Studying in the Far East
Scholz & Friends Agenda
- Fagor Industrial
A Recipe for Social Media Success
Lewis PR
- Hewlett Packard
HP Summer Camp for Young Gamers Leverages Sales
Dahlheim & Sjöqvist
- Hill's Pet Nutrition
My Hero
Euro RSCG PR
- Honda Motor Europe
Live Every Litre

SHORTLISTED PROJECTS

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NATIONAL AND REGIONAL CAMPAIGNS

UNITED KINGDOM, IRELAND

SC Johnson
Glade Shake n' Vac – Shake n' Vac Takes You Back
Edelman / JCPR

Breakthrough Breast Cancer
Fashion Targets Breast Cancer 2010

GlaxoSmithKline with Jo's Cervical Cancer Trust
Fight Cervical Cancer in Style
Weber Shandwick UK & SLAM PR UK

Health Service Executive
National Counselling Service

National Museums Northern Ireland
Reopening the Ulster Museum
JPR

FRANCE

E-Feel
Letsbuyit – How to Generate Great Visibility Starting From a Simple Ad?
Wellcom

Armée de Terre
Devenezvousmeme.com
TBWA

Coca-Cola France
Fanta Less Serious
Vanksen

Ferrero France
Kinder Village
Aspect Consulting

French Ministry of Education
Information Campaign for Parents
W&Cie

SPAIN

Skype
Skype & Baby Wards Campaign – Spain
Text 100

Aramón, Montañas de Aragón
“I dreamed of Aramón”
C&IC Comunicación y Relaciones Públicas

Deutsche Lufthansa
Introducing the Lufthansa A380 to Spain
Burson-Marsteller

Ketchum Pleon Spain
Christmas for Everyone

Sara Lee Southern Europe
A ‘Coffee for Everyone’
Inforpress Group

PORTUGAL

FoldRX
A New National Day in the Portuguese Calendar: “First National Day Against Paramyloidosis – The Little Feet Disease”
Inforpress Group

7 Wonders of Portugal
7 Natural Wonders of Portugal Communication
YoungNetwork

APEL
Books for All
Lift Consulting

Microsoft
High-Tech Small-Town School
Lift Consulting

Termas do Estoril
Luxury Thermae-Medicine as a Spa
Frontpage PR

SHORTLISTED PROJECTS

WWW.EXCELLENCE-AWARDS.EU

ITALY, MALTA

Immobiliare.it
Terrible Neighbour
 Lewis PR

Barilla
From Pasta Leadership to Thought Leadership
 Burson-Marsteller

Eni
Abitare il mondo – Energy for Development
 DNSEE Interactive Thinking

Fondazione ANIA
“I dissuade” – “Io dissuado” Campaign
 D’Antona & Partners

LG
LG Mobile Italian Cup Text Messaging Competition
 Text 100

GERMANY

SC Johnson
Top-Notch Inside and Out! 00 null null WC Frische-Siegel on a Hygiene Mission
 Edelman

Diversa Spezialitäten
METAXA Urlaubsbarometer – Germany’s First Twitter Mood Barometer
 Publicis Consultants | Deutschland PRCC Germany (GPRA)

Kampagnenbüro “Geben Gibt”
The “Geben Gibt” (Rewards of Giving) Campaign
 Molthan van Loon Communications Consultants / Ketchum
 Pleon Germany

RWE Rheinland Westfalen Netz
E-Bikes on Tour
 BlueChip

Sanofi-Aventis Deutschland
Know What Matters in Diabetes – Healthier Below 7
 Ogilvy Healthworld

SWITZERLAND, AUSTRIA

KPMG
KPMG – 100 Years’ Inspiring Growth

Japan Tobacco International (JTI) / Austria Tabak
Anti-Schmuggel-Kampagne (Anti-Smuggling Campaign)
 hofherr kommunikation wien

Medicines for Malaria Venture
Swiss Malaria Group: Malaria Awareness Campaign

OMV
How a Company Can Make its Strategy Come Alive
 Demner, Merlicek & Bergmann

Orange Communications
Orange Me
 Saatchi & Saatchi Switzerland

BELGIUM, NETHERLANDS, LUXEMBOURG

Cardif
Financial Education 2.0 – It’s All About the Numbers
 Lewis PR

Actiz
Daydreaming as a Foundation for Pride and Aspiration
 Bex* Communicatie

Atos Origin
Sustainable Growth

Barco
Projecting the Magic

Mastercard Europe
Mastercard’s Maestro Angels
 Weber Shandwick Belgium

SHORTLISTED PROJECTS

WWW.EXCELLENCE-AWARDS.EU

NORWAY, SWEDEN, FINLAND, DENMARK, ICELAND

Chiquita

A Smooth Way into Bloggers' Hearts

PR-operatørene

BenQ Nordic

Becoming Number One – The BenQ Underdog Story

Schwartz Communications

Coca-Cola Norge

Pimp Your Campingvogn

Confederation of Swedish Enterprise

Jobbgrillen

JKL / MS&L Nordic

Ministry for Industry, Energy and Tourism

Inspired by Iceland

Islenska – The Icelandic Ad Agency

Norwegian Broadcasting Corporation

'Share the Moment' – International Flash Mob Dance for the Eurovision Song Contest 2010

ESTONIA, LITHUANIA, LATVIA

Tele2 Latvia

Tele2 Relaunch

Inspired

AB Lietuvos Draudimas

Burglars See It Other Way

BVRG Burson-Marsteller

Association of Pharmaceutical Manufacturers in Estonia

Cutting the Pharmacy Cash Register Tape – For the Unemployed

Corpore

Karums

Dairy Product Brand Karums Supports the 10th Latvian

School Youth Song and Dance Festival

Hill & Knowlton Latvia

SEB Banka and Latvia's State Forests

Oxygen

Deep White

POLAND, RUSSIA, UKRAINE

URALSIB Financial Corporation

URALSIB Healthy Lifestyle

LG Electronics

LG On-Life Launch

Grayling Poland

McDonald's Poland

Safe Ride

Twenty Four Seven PR

Mobile Operator Life

To Help Is So Easy

Polish Agency for Enterprise Development

E-Business? Poland Can Do It!

Partner of Promotion

HUNGARY, CZECH REPUBLIC, SLOVAKIA

Vodafone Czech Republic

Key Statue

Madeta

Captain Lipaner is Sailing to Families

Ogilvy Public Relations Prague

Mars

PEDIGREE Adoption Drive, Hungary

Hill & Knowlton

Pivovary Staropramen

Find Your Keg

PR.Konektor

Tesco Stores

Nine Thousand Czechs Running for Life

Fleishman Hillard

SHORTLISTED PROJECTS

WWW.EXCELLENCE-AWARDS.EU



BULGARIA, ROMANIA, CROATIA, SLOVENIA, SERBIA, MONTENEGRO, BOSNIA-HERZEGOVINA

Coca-Cola Romania
FIFA World Cup Trophy Tour
McCann PR Romania

Ecologists Without Borders Association
Let's Clean Up Slovenia in a Day!
Pristop

European Union Police Mission in Bosnia and Herzegovina
Anti-Corruption Campaign 'Corruption Takes Everything From You'
Direct Media Bosnia and Herzegovina

Varta Romania
Charge Your Batteries with Varta
The Practice

Visa Europe
Tackling Shadow Economy in Romania Through Card Payments
Grayling Romania

GREECE, CYPRUS

Coca-Cola HBC Greece
"Mission Water"

Athenian Brewery
Contractual Barley Cultivation Programme
Civitas Ketchum

DuPont Hellas
Changing the Face – Piraeus Tower 2010
Advocate/ Burson-Marsteller

Saxo Bank
Raising Saxo Bank's Profile
V+O Communication

Wind Hellas Telecommunications
Children Win

TURKEY

Castrol Turkey
Castrol Economic And Safe Driving Simulator
Yo! Event Management

Akbank
Run to Red
Publicis Yorum

Isbank
Is Sanat Istanbul Hall in its 10th Year
MPR Hlakla Iliskiler

Sanofi-Aventis Turkey
AkademiKA
Medya Evi

Türk Telekom
Value to Turkey, Worth to Turkey
Capitol Ogilvy Public Relations Worldwide