



WINNERS

ACCOMPLISHMENT

1 Social Media Campaign of the Year

Koç
Koç Fest
with *VO2 Digital*

Mammut Sports Group
150 years of Mammut – the biggest peak project in history
with *webguerillas*

SAS
Love is in the air

2 Online Strategy of the Year

SC OMV Petrom SA
Rediscover Romania
with *iLeo Marketing Interactiv*

Alfred Ritter
Make Friends, Not Fans
with *elbkind*

Carl Zeiss Camera Lens Division
Social Media Case: Carl Zeiss Camera Lens Division
with *Storymaker Agentur für Public Relations*

3 Innovation of the Year

TURKCELL
Daha Fazla Tweet
with *Rabarba*

Deutsche Post
Social Memories
with *Cosalux*

ING-DiBa
Das Geldautomaten Preisradar
with *MSL Germany*

ONLINE CAMPAIGNS

4 Companies

Volkswagen Danmark
Everybody deserves a Volkswagen
with *DDB*

Intel
Über Morgen / The Tomorrow Project
with *haberlein & mauerer*

LEGO
LEGO DUPLO Easter campaign – so many ways to play
with *fuel new media*

6 NGOs

SIRE
'Ik ben er nog' (I'm still here)
with *Lewis PR*

The African Medical and Research Foundation
AMREF – Status of Africa: Mother's Day
with *Bartle Bogle Hegarty Global*

World Food Programme
WeFeedback

7 Institutions

newteacherstalk
NEWTEACHERSTALK

European Commission - DG Environment
BIODIVERSITY: „WE ARE ALL IN THIS TOGETHER“
with *Ogilvy PR Belgium*

Thomson Reuters Foundation
THE 5 WORST COUNTRIES FOR A WOMAN TO BE BORN

ONLINE STRATEGIES

8 Crisis Communication

AENA
Aena and Spanish air traffic controllers strike: flying over problems to give public service
with *Inforpress Group*

Cadbury France
Bubble gum burst on the Net
with *Fleishman-Hillard France*

Türk Telekom
Türk Telekom's new crisis management strategy
with *Bona Digital*

9 Internal Communication

BASF SE
connect.BASF

A1 Telekom Austria
A1 – We are 1!
with *PKP BBDO*

Allianz Slovakia
Allianz TV

10 Digital Public Affairs

Farming First
“The Story of Agriculture and the Green Economy” infographic
with *Glasshouse Partnership*

ATAG
Enviro.aero
with *Fleishman-Hillard*

WWF Belgium
All to Nagoya
with *Ogilvy PR Belgium*

11 Digital Monitoring and Evaluation

Deutsche Post DHL
Deutsche Post DHL Corporate Monitoring & Reporting and E-Postbrief Monitoring & Customer Interaction
with *B.I.G. Business Intelligence Group*

Kanon Vodka
Kanon Vodka
with *Pronto*

Web Excellence Forum
The WebXF Online Communication Cockpit

12 CSR Communication

BBVA
BBVA Bancaparatodos

Allianz SE
Allianz Knowledge Partnersite

Gedeon Richter
HAVING MS
with *Hill and Knowlton*

ONLINE MEDIA AND TOOLS

13 Corporate Website

Henkel Cosmetics
Schwarzkopf Homepage

Siemens
siemens.com – the evolution of a Corporate Website
with *Virtual Identity*

Thomson Reuters Foundation
Alernet

14 Intranet

Randstad
Randstad 50 Club Gold
with *MSL Amsterdam*

ArcelorMittal
MyArcelorMittal.Com

Czech Society of internal Medicine
Intranet
with *Medica Healthworld*

15 Online Newsroom

Boehringer Ingelheim
The White Room – Oncology Media Resource from Boehringer Ingelheim
with *Ogilvy Healthworld and infill*

ABN AMRO
See the new path ABN AMRO has taken
with *Van Zandbeek and Selmore*

Adam Opel
Opel Connect – Social Media Hub

16 Corporate Weblog

RTE
Au-delà des lignes

achtung! GmbH
Dealhunter – In search of the best deals

newteacherstalk
newteachersblog

17 Online Community

Initiative vermisste Kinder
Deutschland findet Euch („Germany will find you“)
with *fischerAppelt and kempertrautmann*

Pandora
Build Your Own Bracelet
with *IUM*

WEFRA Publishing
www.my-medical-education.com

18 Mobile and Apps

Deutscher Bundestag
„German Bundestag“ App
with *Babiel*

Akbank
Akbank Send Money App (Para Gonder)

LEGO
LEGO DUPLO mini games – so many ways to play
with *fuel new media*

19 Online Event

Randstad
Randstad 50 Club Gold
with *MSL Amsterdam*

Mammut Sports Group AG
150 years of Mammut - the biggest peak project in history
with *webguerillas*

World Economic Forum
Davos Interaction

T-Mobile Macedonia
Internet Everywhere
with *Saatchi & Saatchi*

20 Web Magazine

Siemens
/answers
with *Virtual Identity*

American Express Services Europe
Select SmartMag
with *Journal International*

Branders Group
The Brander

21 Online Newsletter

Vodafone D2
Vodafone TV Newsletter
with *COENO*

European Payments Council
EPC Newsletter

PwC Portugal
Hits of the month

22 Image Film

DSM
Bright Now the Cinema Movie
with *Group.IE*

Autoglass
2020 Vision The Future of the Windscreen
with *Lewis PR*

Samsung France
Galaxy SII – Unleash your Fingers
with *Heaven Conseil*

23 Web TV

Jyske Bank **Jyskebank.tv**

Daimler
smart. studio. – remix your reality.
with *fischerAppelt*

Siemens
Siemens YouTube Brand Channel
with *Conrad Caine*

24 Annual Report

Thomson Reuters Foundation **Annual Report**

Legal & General Group
Legal & General Online and iPad Annual Report
with *Nexxar*

Posten Norge
**Norway Post:
Annual and Sustainability report 2010**

25 CSR Report

Deutsche Bank **Pass on your passion and build social capital** with *Zeros&Ones and Advanto*

Sonae Sierra
Creating Effective CSR Communications

SPIE
The „Hyper“ 2.0
with *Bee-Buzziness*

26 Online Competition

Hasbro Poland **Building the new Monopoly Polska** with *Weber Shandwick*

MasterCard
MasterCard's Maestro Angels
with *Weber Shandwick*

Volkswagen Danmark
Everybody deserves a Volkswagen
with *DDB*

27 Corporate Games

World Food Programme **Freerice**

Valtra
Tune My Tractor
with *Frantic*

Volkswagen
Volkswagen GTI Edition 35
with *Fishlabs Entertainment*

28 Viral Communication

Alfred Ritter **Blog Chocolate** with *elbkind*

ASUS Polska
Release Santa Claus 2 (Uwolnij Swietego Mikolaja 2)
with *Monday PRVodafone D2*

Vodafone TV-Star
with *EOL Intermedia*

SOCIAL MEDIA AND COMMUNITY

29 Community Presence

Philips **Innovations in Health & Innovations in Light** with *OneVoice powered by Omnicom*

Coca Cola /Fanta
Fanta truth or dare app
with *argonauten G2 | G2 Germany*

GE
GE Triathlon Community
with *IMG*

30 Twitter Profile

Deutsche Telekom **Twitter-Reporter for Deutsche Telekom** with *Weber Shandwick*

Adam Opel
How do we provide service on Twitter?

WaterAid
#wateraid24

31 YouTube Channel

The Walt Disney Company, Disney Channel
Disney Channel YouTube
with *Pronto Communication*

BBVA
Liga BBVA

RT
RT

ACADEMIC RESEARCH

32 Best Bachelor's Thesis

Freja Bange Nyboe & Anne Katherine Kjær
The Nerve center - a virtual communication tool to support cancer patients
with *Roskilde University, Denmark*

Kalin Kalinov
The Heat-Seeking Model
with *Sofia University „St. Kelemt Ohridski“*

Ilze Borodkina
Collective narrative construction in participation-oriented virtual community.
University of Latvia

33 Best Master's Thesis

Jeannette Gusko
The Image of German Corporations on Wikipedia: Theoretical groundwork, empirical analysis and courses of action
University of Leipzig

Elisabeth Enckell
Social Media – A Source of Value Creation or a Hyped Way of Wasting Resources?
Stockholm School of Economics

Liva Brice
Self presentation in social networking sites: construction of digital life story
University of Latvia