

IPRA GOLDEN WORLD AWARDS

WINNERS 2015

Category	Entry Title	Agency	Company	Country
Business-to-business - Agency	Dubai Gold & Commodities Exchange (DGCX), The DGC- X- Factor! How DGCX Transformed Its Regional and Global Profile	Weber Shandwick	Dubai Gold & Commodities Exchange (DGCX)	UAE
Business-to-business - Inhouse	Red Riding Hood in the Emirates A German Way of Engineering Oil and Gas	Navos - Public Dialogue Consultants	Wintershall Holding	Germany
Communication Research - Agency	Exploring Consumer Mobility Trends: Bank of America/Burson-Marsteller Conduct Industry-First Report	Burson-Marsteller	Bank of America	United States
Communication Research - Agency	Netflix: Its OK to Spoil	MSLGROUP	Netflix	United States
Communication Research - Inhouse	Imagem Corporativa: Exporting Brazil.	Imagem Corporativa	Imagem Corporativa	Brazil
Community Relations - Agency	Life is Simple with Internet - Creating Shared Value	Effect Public Relations	TTNET	Turkey
Community Relations - Inhouse	Doon Po Sa Amin	Smart Communications	Smart Communications	Phillipines
Consumer PR for an existing product - Agency	Bushmills Live	Smarts Communicate	Bushmills Irish Whiskey	United Kingdom
Consumer PR for an existing service - Agency	Zimowy Narodowy	Testa Communications	PL2012.plus	Poland
Consumer Pr For An Existing Service - Inhouse	Launch of RTA Smart Apps	Roads and Transport Authority	Roads and Transport Authority - Dubai	United Arab Emirates
Corporate Communications - Agency	Lansons for The Co-operative Bank: "Stabilisation and fightback"	Lansons	Co-op Bank	United Kingdom

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Corporate Communications - Inhouse	From Telecom to Spark - rebranding one of New Zealand's best known companies	Spark New Zealand	Spark New Zealand	New Zealand
Corporate responsibility - Agency	AVON Crusade against Breast Cancer	LLORENTE & CUENCA	AVON	Argentina
Corporate Responsibility - Inhouse	Business and Technical Education: a unique value proposition	Hooper Consulting International	Limak Kosovo International Airport	Kosovo
Crisis Management - Agency	Pekabesko product ban in Republika Srpska	Prime Communication d.o.o. Banjaluka	Leburia komerc d.o.o. Prnjavor	Bosnia
Digital Media Relations - Agency	Bushmills Live	Smarts Communicate	Bushmills Irish Whiskey	United Kingdom
Digital Media Relations - Inhouse	SurePayroll GWA Submission	SurePayroll		United States
Environmental - Agency	Give a Voice to Turkish Tea	Excel Communications Management	Unilever Lipton	Turkey
Event management - Agency	DOLE: The Wearable_Banana	Dentsu Young & Rubicam Inc. and Dentsu Public Relations Inc.	Dole Japan, Inc	Japan
Event management - Agency	Zorlu Shopping Mall Spring Festival	Hill and Knolwton Strategies Istanbul Office	Zorlu Shopping Mall	Turkey
Financial services & investor relations - Agency	Sanlam One Rand Man	Atmosphere Communications and King James Group	Sanlam	South Africa
Healthcare - Agency	#Backie - When Swedes turned their back on cancer	Burson-Marsteller	Euromelanoma	Sweden
Healthcare - Agency	grab your brush!	Noguchi Porter Novelli	Pfizer Hungary	Hungary
Integration of tradition & new media - Agency	Give a Voice to Turkish Tea	Excel Communications Management	Unilever Lipton	Turkey
Integration of tradition & new media - Inhouse	TaiKoo Hui's Third Anniversary Programme: Always on My Mind	TaiKoo Hui (Guangzhou) Development Company	TaiKoo Hui (Guangzhou) Development Company	China

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Internal communications - Agency	Be the Customer Challenge Sparks PayPal Growth Surge	MSLGROUP	Paypal	United States
International PR campaign - Agency	How Climate Broke Through	Havas PR	United Nations Foundation	United States
International PR campaign - Inhouse	Good Spirited: Building a Sustainable Future	Bacardi Limited	Bacardi Limited	Bermuda
Launch of a new product - Agency	Denza #futurepartners: An electric force for change	Weber Shandwick	Denza	China
Launch of a new service - Agency	Whatsred Hospitality 2.0	LLORENTE & CUENCA	Coca-Cola Iberia	Spain
Launch of a new service - Inhouse	Getin Point. Launch of the first self-service bank branch in Poland	Getin Noble Bank	Getin Noble Bank	Poland
Media relations - Agency	K9 anti-poaching awareness powered by photo-journalism	Burson-Marsteller Africa	Paramount Group	South Africa
Media relations - Inhouse	A press trip to Siberia media relations against all odds	navos - Public Dialogue Consultants	Wintershall Holding	Germany
NGO campaign - Agency	The game is on for women's health	Practum Consulting	Foundation Pilka jest Piekna / Federation of Amazon Clubs	Poland
NGO campaign - Agency	The Taj Must Smile	Weber Shandwick	NetApp	Hong Kong
NGO campaign - Inhouse	Tackling Homophobia in Sport	Sydney Convicts Rugby Union Club	Sydney Convicts Rugby Union Club	Australia
PR on a shoestring - Agency	The Empty Shop win	Weber Shandwick	Sandton City	South Africa
Public affairs - Agency	Amending the Public Procurement Act a campaign to raise employment and facilitate business through regulatory change	Lewiatan And Genesis Pr Poland	LEWIATAN	Poland
Public sector - Agency	The Taj Must Smile	Weber Shandwick	NetApp	Hong Kong
Public sector - Inhouse	WALK WITH MAYOR	CITY OF Å IBENIK	City of A Ibenik	Croatia
Publications - Agency	One country, One Team: KOMANDA.RF E-	SPN Communications	The Russian Olympic	Russia

	magazine		Committee	
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Publications - Inhouse	COM-MUNI-CAT-ING -- Bridging the PR communication gap in Japan	Dentsu Public Relations Inc.	Dentsu Public Relations Inc.	Japan
Reputation & Brand Management Online - Agency	The Power to Incite: Making Information Work for Ricoh	Weber Shandwick	Ricoh Americas Corporation	United States
Social Media for PR - Agency	Kindle Voyage: Re-igniting a Deeper Love for Reading in China	Weber Shandwick	DENZA	China
Social Media for PR - Agency	Always #LikeAGirl: Turning an Insult into a Confidence Movement	MSLGROUP	P&G Always	United States
Sponsorship - Agency	DOLE: The Wearable_Banana	Dentsu Young & Rubicam Inc. and Dentsu Public Relations Inc.	Dole Japan, Inc	Japan
Sponsorship - Inhouse	Painting life back into a mature sponsorship: The ANZ Daffodil Day Art Auction	ANZ New Zealand	ANZ New Zealand	New Zealand
Technology - Agency	#IAmAGamer	SAROTA PR	SAPPHIRE Technology	Poland
Technology - Inhouse	A German Forest in the Gulf How a fungus helps produce oil more efficiently	navos - Public Dialogue Consultants	Wintershall Holding	Germany
Travel & tourism - Agency	DSS Apprenticeship Program	TRACCS	Dubai Festivals and Retail Establishment	United Arab Emirates