

# CEA

The Corporate  
Engagement  
Awards 2013



## WINNERS

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## Welcome

Perhaps we shouldn't be surprised to see 102% growth in this year's Corporate Engagement Awards. The importance of corporate reputation seems to grow at a faster rate than home counties' property prices. Companies have witnessed the repercussions BP faced post-Deepwater Horizon, the problems Primark had over fatalities sadly suffered by its suppliers and the impact palm oil protestors had on Unilever. The reputational benefits made by effective, strategic corporate partnerships, sponsorship and philanthropy won't make crises go away, but they enable a post-crisis dialogue to start from a different position. In addition, consumers are increasingly demanding that companies which provide their goods and services act responsibly. Staff are demanding the same of their employers; shareholders of their corporate investments and so on.

Nonetheless, we were pleasantly taken aback when judging this year's entries into the Corporate Engagement Awards. It wasn't just the number of entries that surprised us; the calibre of this year's entries also seemed to be of a much higher standard than in the past. Companies are reaching out and engaging with their communities and making their brands relevant to a wider swath of society in unique and creative ways. And the Corporate Engagement Awards are, perhaps, the only way for companies to benchmark these efforts.

All this explains why this year the Corporate Engagement Awards is being held in a larger venue, with a high-profile television presenter and a glitzier set. But that's less relevant than why we're here. We're here to honour the relationships, the partnerships and the creativity that the present companies have developed. And to all the winners and shortlisted entrants, we raise our glasses. There's good in business, and tonight we celebrate it.

### Andrew Thomas

Publishing editor, *Communicate* magazine

## Contents

- 04 Meet the judges
- 07 Who won what

### The Awards

#### Sector

- 08 Best arts and culture partnership  
Best partnership in sports and leisure
- 09 Best combined partnership

#### Strategy

- 11 Best open-ended partnership  
Best collaboration for a single event
- 12 Best pro bono work for charitable, social or ethical cause  
Most effective long-term philanthropic scheme, foundation or programme
- 14 Most innovative collaboration

#### Objective

- 15 Best programme to raise brand awareness  
Best alignment with brand values through partnership or collaboration
- 17 Best employee engagement programme
- 18 Best foundation programme

#### Activity

- 19 Best PR and external communication during an engagement programme  
Best execution during an engagement programme
- 21 Best community involvement in a corporate engagement programme  
Best activity relating to the London 2012 Olympics
- 22 Grand Prix

## Meet the judges



**Amit Aggarwal, *British Heart Foundation***

Amit has been head of corporate sponsorship at the British Heart Foundation since 2011, after 14 years at PricewaterhouseCoopers and the Australian Government. Since leading the corporate partnerships team, Amit has overseen the formation of new relationships with De Vere Group, Flora pro.activ and The FA. While working for the Australian Government's international trade and investment arm, he established new offices in Manchester and Dublin, and managed key strategic partnerships with Westfield, Qantas and Macquarie.



**Ben Brakes, *Whitbread***

Ben has been an environment professional for over 14 years, having spent 10 years previously as environmental manager at Barclaycard before progressing to Whitbread. Ben is currently managing both an industry leading fuel cell optimisation project in Glastonbury and an energy measurement project. Ben holds an honours degree in environmental monitoring from Derby University and is an active member of IEMA, UK Hospitality Restaurant Carbon Forum and the Global HCMI Hotel Carbon Measurement Group.



**Richard Brophy, *Herbert Smith Freehills LLP***

Richard is head of corporate responsibility at Herbert Smith Freehills. His work covers all aspects of corporate responsibility, with a particular specialism in education, business and human rights. He is a board member of the corporate responsibility group – the learning and development network for CR professionals. Richard has an LLM in international economic law, justice and development from the University of London, is a fellow of the RSA and an alumnus of the University of Cambridge programme in sustainability leadership.



**Dave Butler, *Grainger plc***

Dave is director of strategy and change at Grainger plc, responsible for leading major change projects to enable Grainger to take advantage of the changing residential property market. He also heads up the development and communication of corporate strategy and responsibility activities. Previous to his current role he was director of corporate affairs. Prior to joining Grainger, Dave launched and directed Reita, the multi-award winning information portal for REITs and worked as a consultant across the financial and property sectors



**Caroline Cook, *Eurasian Natural Resources Corporation***

Caroline is head of community development and stakeholder engagement at Eurasian Natural Resources Corporation, a global mining company, where she is responsible for leading the company's approach to community engagement and human rights. Prior to joining ENRC she headed up CSR at BAM Construct where she was involved the development of the company's community development strategy and 'Making TIME for Communities Programme', amongst other initiatives. Caroline has worked across the corporate, international consulting, public and not-for-profit sector.



**Carolyn Esser, *Bill and Melinda Gates Foundation***

Carolyn is senior communications officer at the Bill and Melinda Gates Foundation, where she is responsible for the foundation's communications strategy in Europe aimed at raising awareness of the foundation and the initiatives that it supports. Prior to joining the foundation, Carolyn was global communications director at Logica, where she was responsible for managing the company's corporate reputation. She started her career in communications at Brunswick, the leading financial and corporate communications consultancy.



**Jackie Fast, *Slingshot Sponsorship***

Jackie is the managing director of Slingshot Sponsorship – an innovative strategic sponsorship agency. Founded with the premise to build and develop sponsorship as a strategic and valuable marketing activity for businesses. Over its three years of existence, Slingshot Sponsorship has grown to work across numerous verticals with clients ranging from grass roots charities to the world's best known music artists. Some of Slingshot's current clients include: Spotify, Outlook Festival and the British Heart Foundation.



**Julian Gorham, *Carnegie Orr***

Julian is head of brand at Carnegie Orr. He specialises in positioning organisations and aligning creative execution with business intention. Julian has organised and facilitated numerous strategic and creative workshops for clients around the world. NGO clients include ActionAid, Oxfam, Amnesty International and Greenpeace. He was part of the team that developed Nectar – the consumer rewards scheme, and Flexit – T-Mobile tariffs across Europe amongst others. Julian is an occasional speaker at Strathclyde University business school.



**Mike Kelly, *KPMG LLP***

Mike is head of CSR programmes at KPMG and leads its programme across Europe, Middle East and Africa. Under his direction, KPMG has been ranked first for giving something back by The Sunday Times and first for corporate social responsibility by the Financial Times as well as a Platinum Plus ranking with Business in the Community. Prior to this role he led the United Nations Environment Programme's engagement with the financial sector and remains a special adviser to the UN.

**Karen Morris, *brandmeetsbrand***

Karen is the director of brandmeetsbrand, an independent sponsorship consultancy. She has 20 years experience working in media and sponsorship. Karen was head of sponsorship at Classic FM when she was headhunted to set up the arts and entertainment division of Premiere Group. In 2003, she set up her own agency and has worked for Cancer Research UK, seeking partners for Race for Life; the Greater London Authority and more. Karen is an experienced sponsorship professional and member of the European Sponsorship Association.

**Ben Pawsey, *Sustainable Brands***

Ben is executive producer of Sustainable Brands, developing dialogue and facilitating knowledge sharing among the Sustainable Brands vanguard. Since graduating with a degree in industrial design, Ben has worked in the third sector, developed startups and managed new revenue streams within businesses. He also runs the Sustainable Brands Innovation Open, a global startup competition catalysing the success of companies balancing profit with purpose

**Natasha Plowman, *Diageo Western Europe***

Natasha is head of corporate affairs at Diageo Western Europe. She has been a corporate affairs specialist for nearly 15 years, working across corporate, non-government, government and political organisations. Natasha has been with Diageo, for over five years and in that time led the global roll out of Diageo's flagship responsible drinking engagement programme, DRINKiQ, headed up communications for the Africa region and is now responsible for the creation of consumer facing CSR campaigns across Western Europe.

**Robert Powell, *CMS Cameron McKenna LLP***

Robert is CSR manager at CMS Cameron McKenna, he began his CSR career in 2010 having joined CMS in 2007. In this short time, Robert has expanded CMS' programme by introducing new volunteering schemes and introducing Special Olympics as the firm's first European charity partner. Robert played a key role in developing the firm's pro bono programme. He was also shortlisted for LawWorks best pro bono coordinator and was named the winner in 2012.

**Marianne Rance, *Science Museum***

Marianne is head of corporate relationships at the Science Museum. As head of corporate relationships at the museum, she looks after high profile partners and leading the fundraising campaign to secure the museum's ambitious master plans from corporate funding sources. Prior to this, Marianne moved to Hong Kong where she worked for IMG, the international sponsorship consultants, and the Hong Kong Cancer Fund. She taught on the industry's first sponsorship foundation course run by the European Sponsorship Association.

**Tim Reading, *Cospa***

Tim is a director and founder of Cospa, a creative agency that specialises in working with brands to achieve greater returns from social innovation projects through cross-sector partnerships. One of Cospa's benchmark projects is the Volunteer It Yourself (VIY) project in partnership with Wickes. In 2012, VIY won three awards at the Corporate Engagement Awards, including the Grand Prix. Tim's past experience covers a multitude of roles in marketing, sponsorship, and public relations with corporates and charities.

**Simon Richards, *TalkTalk Group***

Simon is head of sustainability at TalkTalk Group, a leading provider of broadband, phone and TV services. He covers many aspects of corporate responsibility, including environmental sustainability and social investment. Simon is a board member of Corporate Responsibility Group, which is the learning and development network run for – and by – CR practitioners. Previously, he spent over a decade in commercial roles in the technology sector. Simon read business at the University of Brighton, including a year at HP.

**Laura Sears, *Victoria & Albert Museum***

Laura is head of corporate partnerships at the Victoria & Albert Museum. After graduating from King's College London and working in publishing for a year, Laura began her career in arts fundraising at the V&A in 2002, before moving to BAFTA and then the Science Museum. She returned to the V&A in 2007. Laura has been involved in securing support and is responsible for delivering return on investment to corporate partners for many high profile exhibitions and events.

**Ellie Springett, *ARM Holdings***

Ellie is head of marketing communications and PR at ARM Holdings, and has 18 years experience as a marketing and branding expert. At ARM Holdings, her work has focused on thought leadership programmes that elevate the position of ARM in the world. Ellie has experience in executive communications and corporate positioning after working with Richard Branson at Virgin Unite. Ellie has worked both in-house and agency-side for companies that include Microsoft, The Energy Saving Trust, Royal Mail and British Gas.

**Charlotte Webb, *Cancer Research UK***

Charlotte is senior manager of corporate sponsorship at Cancer Research UK. Since 2008, Charlotte has brought her expertise to Cancer Research UK, where she has been responsible for the valuation and sponsorship strategy behind Race for Life. More recently, Charlotte has taken on the development of sponsorship strategy across Cancer Research UK, securing millions in additional income. Charlotte is completely passionate about the potential corporate sector has to make a sustainable, positive impact on society through partnership and social investment.



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## Who won what

### Sector

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#### Best arts and culture partnership

Gold – BT National Portrait Gallery Road to 2012

Silver – Lansons Communications and HighTide Partnership

Bronze – National Portrait Gallery and FTI Consulting for Late Shift

Bronze – The Southwold Concert Series

Highly commended – Aberdeen Asset Management Partnership with Jazz FM

#### Best charity collaboration

Silver – Summer of Sport

Bronze – CMS Charity Partnership

Highly commended – 20 Years of War Child Exhibition

#### Best partnership in sports and leisure

Gold – TCS Amsterdam Marathon: Running with Business Impact

Silver – McDonald's Grassroots Football Programme: Ten Years of Teamwork

Bronze – UPS and London 2012

#### Best combined partnership

Gold – Aviva #1every5

Silver – Mencap's Little Noise Sessions in association with Toshiba

Bronze – Creative Pioneers Challenge

Highly commended – Summer of Sport

### Strategy

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#### Best open-ended partnership

Gold – Intuit, PopUp Britain

Bronze – MasterCard, WFP campaign

#### Best collaboration for a single event

Gold – Hyde Park Winter Wonderland meets Ice Age 4

Silver – Mencap's Little Noise Sessions in association with Toshiba

Bronze – IBM and Ketchum – Winning at Wimbledon

Highly commended – UPS and London 2012

#### Best pro bono work for charitable, social or ethical cause

Gold – BRIGHT

Silver – The Southwold Concert Series

Bronze – Industry and Education

Engagement

Bronze – Shelter Programme

Highly commended – Increasing the Bandwidth for the 30% Club programme with BNY Mellon

#### Most effective long-term philanthropic scheme, foundation or programme

Gold – Waitrose Community Matters

Silver – The Southwold Concert Series

Bronze – Rural Broadband Working Group

Highly commended – TelecityGroup's programme providing support and education to disadvantaged young people

#### Most innovative collaboration

Gold – 20 Years of War Child Exhibition: Slinkachu Collaboration

Silver – The water-food-energy nexus live debates

Bronze – The Transform Programme

### Objective

---

#### Best programme to raise brand awareness

Gold – TCS Amsterdam Marathon: Running with Business Impact

Silver – Aberdeen Asset Management Scottish Open 2013

Bronze – MasterCard, WFP campaign

#### Best alignment with brand values through partnership or collaboration

Gold – Hyde Park Winter Wonderland meets Ice Age 4

Silver – BT. Bringing us all together for London 2012

Silver – Working Together to Improve People's Lives through Technology

Bronze – National Portrait Gallery and FTI Consulting for Late Shift

#### Best employee engagement programme

Gold – IWitness Global Citizens

Programme – The IKEA Foundation

Gold – UPS and London 2012

Silver – Games Maker Orientation Events

#### Best foundation programme

Gold – Minigrants ArcelorMittal Foundation

Silver – The British Gas Energy Trust

### Activity

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#### Best PR and external communication during an engagement programme

Gold – Aviva #1every5

Bronze – IBM and Ketchum – Winning at Wimbledon

#### Best execution during an engagement programme

Gold – Aviva #1every5

Silver – UPS and London 2012

Bronze – IBM and Ketchum – Winning at Wimbledon

Highly commended – Shelter Programme

#### Best community involvement in a corporate engagement programme

Gold – McDonald's Grassroots Football Programme: Ten Years of Teamwork

Silver – BRIGHT

Bronze – TCS Amsterdam Marathon: Running with Business Impact

#### Best activity relating to the London 2012 Olympics

Gold – Games Maker Orientation Events

Silver – BT. Bringing us all together for London 2012

Silver – The Lord's Taverners and BT Sensory Rooms Project

Bronze – Coca-Cola Great Britain and StreetGames

Highly commended – Summer of Sport

### For sponsored organisations

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#### Best collaborative approach

Silver – Maximising the Commercial Potential for the What Car? Awards

Silver – Summer of Sport

Bronze – The Autocar-Courland Next Generation Award

#### Grand Prix

Intuit, PopUp Britain

## SECTOR

### Best arts and culture partnership

**Gold** – BT National Portrait Gallery Road to 2012

**Silver** – Lansons Communications and HighTide Partnership

**Bronze** – National Portrait Gallery and FTI Consulting for Late Shift

**Bronze** – The Southwold Concert Series

**Highly commended** – Aberdeen Asset Management Partnership with Jazz FM

BT and the National Portrait Gallery teamed up on a project to create 115 portraits of British athletes, coaches and those involved in the delivery of the Games, to create a visual story of the London 2012 Olympics. This unique partnership was initiated as a direct result of BT and the National Portrait Gallery's mutual objective to contribute creatively towards the legacy of the London Olympics.

By commissioning international photographers such as Nadav Kander and Brian Griffin, the partnership pioneered the largest photographic event ever to be displayed in the National Portrait Gallery, attracting close to 1.2 million visitors. Throughout the implementation period, the National Portrait Gallery showcased three different exhibitions: 'Setting Out' (2010), 'Changing Pace' (2011) and 'Aiming High' (2012), which was attended by the Duchess of Cambridge and Danny Boyle.

However, 'The Road to 2012' also took a regional outdoor exhibition tour, spanning from Cardiff to Edinburgh to Birmingham. One of the most successful of these was a social media initiative that gained 'The Road to 2012' around 26,000 Facebook likes and 37,000 Twitter followers. The innovative project received over 200 mentions in the UK media alone.

The project not only allowed BT to reinforce its role as the official communications services provider of London 2012, but also highlighted the brand's longstanding support of the arts. One of the judges says this was "a well-planned partnership, showing impressive and tangible results and legacy for both partners."



### Best partnership in sports and leisure

**Gold** – TCS Amsterdam Marathon: Running with Business Impact

**Silver** – McDonald's Grassroots Football Programme: Ten Years of Teamwork

**Bronze** – UPS and London 2012

One of the judges says the title sponsors of the Amsterdam Marathon, Tata Consultancy Services (TCS), was able to "leverage resources to go way beyond the B2B objectives" in the creation of a highly successful partnership with the sporting event. The company used the marathon as a platform to establish brand awareness, deepen its client relationships and actively involve employees while promoting the company's belief in the importance of sports and health.

The 2011 marathon was heavily focused on employee engagement, thus TCS' senior management was motivated to emphasise client participation the following year. With the creation of joint client-TCS running teams, the number of client runners jumped from 80 to 700 in 2012 – a 775% increase.

TCS, the IT services branch of the mega-giant Tata Group, produced a mobile app to complement the event. The app guided guests and participants around the marathon route and contained an interactive training programme and tracking capabilities. This feature allowed guests to virtually follow runners around the race route according to their names and participant numbers. To further promote the interactive qualities of the mobile app, TCS created backgrounds upon which spectators could pose as runners in the Amsterdam Marathon and share the accompanying photos on social media.

On the day, the 'TCS Fast Lane' area inside the Olympic stadium played host to 2,500 guests, provided food, massages and an impressive view of the start and finish lines for runners and their families.







## Best combined partnership

**Gold** – Aviva #1every5

**Silver** – Mencap's Little Noise Sessions in association with Toshiba

**Bronze** – Creative Pioneers Challenge

**Highly commended** – Summer of Sport

Financial services provider Aviva tasked its agency, Hill+Knowlton Strategies, with combining two existing partnerships – Aviva's long-term and international CSR partnership with Railway Children, a charity that supports vulnerable children under 16 who live alone on the streets, and its five-year sponsorship of Norwich City Football Club – into a single campaign. The result was a unified campaign that generated enormous public response, including celebrity involvement from the likes of Ricky Gervais.

H+K Strategies developed the #1every5 Twitter campaign to support Railway Children through the power and reach of the most popular sport in the world: football. Norwich City players gave the partnership significant exposure when they wore the charity's logo on their shirts during a Premier League game that was aired on Sky Sports and attended by 27,000 fans.

However the campaign, which takes its name from the statistic that one child runs away from home every five minutes in the UK, was championed by what the judges called a "very successful orientation to social media." The innovative Twitter campaign pledged that for every retweet during the Norwich City vs. Everton match, Aviva would donate £1 to Railway Children. Generating huge public interest, the tweets and retweets earned Railway Children around £100,000 – over five times the original target.

H+K's solution to Aviva's brief to combine two markedly different existing relationships into an unlikely partnership, sparked a campaign that is not only being used as a case study for social media engagement but also exceeded all of Aviva's internal targets.

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### Best open-ended partnership

**Gold** – Intuit, PopUp Britain

**Bronze** – MasterCard, WFP campaign

Launched in 2011 as the retail arm of StartUp Britain, PopUp Britain is the brainchild of eight independent entrepreneurs. The project was designed to address the dichotomy between the increase in the number of people setting up their own businesses – there were 484,224 new businesses registered at Companies House in 2012 – and the decrease in high street shops – closing at a rate of 20 per day.

Software firm Intuit, an existing primary sponsor of StartUp Britain, entered into a mutually beneficial partnership for the PopUp Britain project. Intuit provided its recently piloted on-the-go credit card payment technology to tenants of the initial six PopUp Britain stores at no charge. This facilitated checkout processes while allowing Intuit crucial exposure for their new equipment.

PopUp Britain aimed to breathe life back into British high streets by giving start-ups and microbusinesses, 60% of which are set up online or at home, the opportunity to expand by providing low-cost access to vacant high street shops. The first store, opened in a Richmond estate agency that had stood empty for a year, was co-occupied and co-funded by over 60 start-ups over the next five months. Judges say the project shows “real potential to transform a key social issue across Britain.” The businesses, ranging from t-shirt companies to eco-antique teacup candle retailers, were charged just £150 to occupy the space.

With a further two shops opened in July and vast media coverage, PopUp Britain has allowed around 200 British businesses to get a taste for high street retail. About 81% of entrepreneurs said the programme was good for their business while 91% said they would participate in the programme again.



### Best collaboration of a single event

**Gold** – Hyde Park Winter Wonderland meets Ice Age 4

**Silver** – Mencap's Little Noise Sessions in association with Toshiba

**Bronze** – IBM and Ketchum - Winning at Wimbledon

**Highly commended** – UPS and London 2012

Hyde Park's unswervingly popular Winter Wonderland was transformed by a comprehensive branding campaign to promote the DVD release of family film Ice Age 4: Continental Drift, distributed by film giant 20th Century Fox.

By developing a tailored sponsorship agreement, brandmeetsbrand were able to create a bespoke branding strategy for the release while ensuring that all material met the overall theme of the event. London's largest outdoor ice rink, advantageously situated by the entrance and exit to the Winter Wonderland attraction park, was renovated to become an 'Ice Age 4' fairyland complete with a canopy of 15,000 white lights that complemented the brand's colour scheme.

The festive feel of the branding and advertising decoration was central to the success of the collaboration between PWR events, PS Live and 20th Century Fox. The project was celebrated by the judges as a “completely seamless fit between all parties, supported by the right timing, season and audience.”

About 60% of Winter Wonderland's visitors are estimated to be families. brandmeetsbrand's strategy highlighted these attendees as a crucial audience for the collaboration. brandmeetsbrand orchestrated DVD competitions, ran a VIP preview event attended by family-oriented celebrities like Katie Price and Rod Stewart.

The event achieved a value of £5.6 million in press coverage, benefiting both Ice Age 4's DVD sales figures over the festive season and PWR event attendance; the ice rink alone hosted over 163,000 skaters throughout the seven-week period.

## STRATEGY

### Best pro bono work for charitable, social or ethical cause

**Gold** – BRIGHT

**Silver** – The Southwold Concert Series

**Bronze** – Industry and Education Engagement

**Bronze** – Shelter Programme

**Highly commended** – Increasing the Bandwidth for the 30% Club programme with BNY Mellon

Launched in 2010, the BRIGHT programme is KPMG's first foray into cross-border pro bono work. It was hailed by the judges as "extremely impressive, even considering the scale and wealth of the firm." BRIGHT encourages employees to use their professional skills in local competitions by developing initiatives that power social and environmental innovation. The winners of these challenges are then able to apply for an international placement with one of three of BRIGHT's NGO partners: Fairtrade, Restless Development and Child Helpline International.

Over the last three years, BRIGHT's 96 participants, 90% of whom reported an increased pride in their work for KPMG, have delivered 7,738 hours of work across 10 countries in sub-Saharan Africa and Asia. So far this has provided a £2.6 million investment and by the end of this year alone, KPMG will have orchestrated a total of 120 placements.

Simon Collins, UK chairman of the firm, encourages employees to "use what we are good at to make more of a difference in society." The work done by BRIGHT participants aligns with KPMG's core values by focusing on economic empowerment, financial literacy and employability enhancement. KPMG values leading by example and, with a 51% increase in volunteering within the first year, the firm is well on its way to meeting the five-year, £5 million investment target as well as more holistic goal of contributing to the UN Millennium Development Goals.



### Most effective long-term philanthropic scheme, foundation or programme

**Gold** – Waitrose Community Matters

**Silver** – The Southwold Concert Series

**Bronze** – Rural Broadband Working Group

**Highly commended** – TelecityGroup's programme providing support and education to disadvantaged young people

Waitrose's Community Matters scheme, launched in 2008, is hailed by the judges as a "simple, but hugely effective way in which a retailer can demonstrate its CSR credentials in the local community."

Involving 294 Waitrose branches in the UK, Waitrose invites its employees and local communities to nominate local good causes for donations. Employees choose three local causes each month and shoppers are able to select their favourite cause by dropping a green plastic token, received at the time of purchase, into one of three boxes situated at the store exits. The £1,000 a month (or £500 for 'Little Waitrose' stores) that Waitrose donates from each branch is then split among the charities, proportional to the number of green tokens in each box. At the close of each trading quarter, the three organisations split £25,000 according to the distribution of votes.

To complement the scheme, Waitrose ensures that each branch develops a tailored local volunteering plan, often based on suggestions from customers. Waitrose expects each employee to partake in 'Partner Volunteering' for an average of 250 hours per store, equating to 75,000 hours in 2012.

Over the philanthropic scheme's five-year existence, Community Matters has received a Big Society Award from the prime minister and Waitrose has donated more than £14 million to over 40,000 'local good causes' ranging from supporting carers of the terminally ill to promoting youth interaction in sport.







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## STRATEGY

### Most innovative collaboration

**Gold** – 20 Years of War Child Exhibition: Slinkachu Collaboration

**Silver** – The water-food-energy nexus live debates

**Bronze** – The Transform Programme

War Child is an international charity that focuses on improving the support and protection provided to children affected by war on a global scale. O2 collaborated with War Child, its long-time partner, to jointly create and curate an exhibition honouring both the charity's 20th anniversary and its reception of a BRIT Special Recognition Award.

The partnership chose street artist Slinkachu, whose work is characterised by 'micro world' photography – using miniature human figurines to create comical scenes or warped perspectives. He was given almost entirely free reign to create pieces for the project. Slinkachu says, "My work features the unheard, the unseen, forgotten and the often ignored people in today's world." These qualities helped to make him an ideal candidate to showcase War Child's cause.

The commission resulted in three innovative urban installations across London, situated symbolically in children's playgrounds. These were named; 'Hide and Seek,' which targeted the issue of refugee camp life, 'Hop, Skip and Jump,' which displayed the ubiquity of land mine danger for children and 'Play Frightening,' which featured a snail disguised to look like a military tank. The images warranted national and international media exposure, achieving a PR value of £71,000 and a combined audience of 158 million.

The exhibition both used and strengthened O2's and War Child's existing bonds with popular culture, to both attract initial attention and promote awareness of the charitable cause. The judges note that O2's role "showed leadership by allowing the artist freedom and brought resources to the table," while the results of the project "were impressive in terms of profiling the issue of the impact of war in children."



## OBJECTIVE



### Best programme to raise brand awareness

**Gold** – TCS Amsterdam Marathon: Running with Business Impact

**Silver** – Aberdeen Asset Management Scottish Open 2013

**Bronze** – MasterCard, WFP campaign

Tata Consultancy Services (TCS), the IT services arm of global giant Tata Group, sought to develop its brand awareness in the Benelux region, in which it has been operating for over 20 years.

Tata Group have a longstanding record of social charitable involvement and in collaboration with the event organisers, decided to make the local VUmc Cancer Hospital the marathon's official charity. Thus, all €115,000 raised from the event went directly to the hospital. The cheque was presented by TCS' Benelux CEO Amit Kapur and the European HR director in a ceremony during the marathon. The hospital bore an enormous version of the TCS logo, strategically visible from Amsterdam's major motorway.

In order to achieve its objective of broadening brand awareness in the Netherlands, TCS felt it was crucial to involve the Mayor of Amsterdam, Eberhard van der Laan, in the build up to the event. Additionally, TCS branded the Amsterdam Marathon in the universally-recognised Tata shade of blue to raise regional recognition and set up corresponding social media campaigns to raise international recognition of the event.

The judges appreciate that TCS "was clearly able to expand the visibility and connection with their client group in an interesting way for the community." TCS were able to increase brand awareness by 47% amongst spectators and participants of the event, which translates to around 145,000 individuals – representative of almost 20% of Amsterdam residents.



### Best alignment with brand values through partnership or collaboration

**Gold** – Hyde Park Winter Wonderland meets Ice Age 4

**Silver** – BT. Bringing us all together for London 2012

**Silver** – Working Together to Improve People's Lives through Technology


**Bronze** – National Portrait Gallery and FTI Consulting for Late Shift

The creation of a branded ice skating experience at large-scale London attraction, Hyde Park's Winter Wonderland, in order to promote DVD sales of Ice Age 4: Continental Drift, was described by the judges as "fantastic brand alignment."

brandmeetsbrand developed a tailored sponsorship campaign between PWR events, PS Live and 20th Century Fox in order to raise product awareness and recognition, maintain the festive feel of the attraction and integrate the product fully into the event, which ran from 21 November 2012 to 6 January 2013. Hyde Park's Winter Wonderland attracts around 2.2 million visitors each year, making it an ideal platform for Fox to publicise the DVD release and encourage gift sales throughout the festive season.

These objectives were brought to life by a comprehensive marketing campaign including: naming rights of The Ice Age 4 Ice Rink, indoor and outdoor advertising, character inclusion, a VIP preview event and extensive social media promotion. The successful brand alignment meant that audiences were able to engage with and understand the sponsorship.

The focused product-awareness strategy earned Ice Age 4 credits in each mention of the ice rink, including coverage in prominent national news outlets. Extensive advertising was featured on the official event website, gaining 2.6 million unique users. In conjunction with a social media campaign which produced 187,000 Facebook likes and 15,000 Twitter followers, the event achieved a PR value of £5.6 million.



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## Best employee engagement

**Gold** – IWitness Global Citizens Programme – The IKEA Foundation

**Gold** – UPS and London 2012

**Silver** – Games Maker Orientation Events

Despite its status as one of the largest charitable foundations in the world – in 2012 alone it donated €82 million as part of an ongoing child poverty prevention programme – the IKEA Foundation recognised a lack of both internal and external awareness of these credentials.

Kindred developed a digital strategy to educate and engage IKEA's own staff, enrolling them as ambassadors of the foundation. However 80% of staff did not have computer access at work. This programme would have to be engaged with in employees' spare time, a difficulty that the judges appreciated when discussing the success of the scheme. One judge notes that the IKEA Foundation "used an innovative way to reach their employees who are not online at work and it was a clear opt in for them in their personal time, proving the strength of the content and engagement."

To raise employee awareness, the foundation ran and funded a series of so-called IWitness' trips, giving staff the opportunity to experience their global charity work first-hand. By arming over 100 IWitnesses with flip cameras, smartphones and tablets, the foundation was able to use the content they created across its digital channels, including the Global Citizens Blog. This content was then shared with a captive audience on Facebook, where the IKEA Foundation community grew by 800% and blog traffic saw an increase of 323%.

Kindred designed this strategy around the IKEA Foundation's wish to establish employees as global brand ambassadors and as such, employee engagement was at the heart of the project.



**Gold** – IWitness Global Citizens Programme – The IKEA Foundation

**Gold** – UPS and London 2012

**Silver** – Games Maker Orientation Events

The London 2012 Olympic Games presented UPS with the "largest peacetime logistical challenge" on the planet. UPS sought to inspire and engage its workforce through its partnership with LOCOG. According to UPS if one were to turn a London 2012 venue upside-down, everything that fell out (excluding the humans and horses!) would have been put there by UPS. The support relationship with London 2012 gave UPS the necessary platform to convey not only the benefits of the sponsorship to its employees but to address certain workforce challenges, such as health and safety and career progression.

UPS had to address the challenge of most of its employees being constantly on the move. Thus, a simple intranet- or email-based programme may not reach them.

UPS sought active participation by over 10% of its UK-based employees in London 2012 activities during the duration of the Games. The company coupled a general engagement programme surrounding health and safety, volunteerism and rewards alongside its Olympics engagement programme.

The programme led to increased engagement by a previously disparate and hard-to-reach workforce. UPS employees also spent 2,012 hours regenerating a church garden adjacent to their Games Time hospitality hub in Piccadilly, leaving a valuable London 2012 legacy.

The programme was a marked success, with a high proportion of the UPS workforce noting that their knowledge of their employer's role in the Olympics had been greatly improved. Additionally, more than half of the employees felt more engaged with the UPS brand. The judges agreed, acknowledging that UPS created a "great engagement campaign with difficult-to-reach employees, inspiring staff around their involvement with the Games."

## OBJECTIVE

### Best foundation programme

**Gold** – Minigrants ArcelorMittal Foundation

**Silver** – The British Gas Energy Trust

The ArcelorMittal Foundation, the charitable arm of the steel and mining company operating in over 60 countries, set up the Minigrants programme to encourage employee volunteerism.

A Minigrant is a sum up to \$5,000 that is donated to an NGO or charity for which at least one of ArcelorMittal's employees actively volunteers. The grants serve to enhance and promote employee engagement in charitable service. The NGO must satisfy certain conditions of eligibility: the ArcelorMittal employee must be on a permanent contract and the NGO project put forward for a Minigrant must fall into one of the foundation's main charitable areas: education, health or community development.

The success of Minigrants in Belgium, Luxembourg and the Czech Republic encouraged the ArcelorMittal Foundation to expand the programme globally. Upon receiving hundreds of applications from employees on behalf of favoured NGOs, ArcelorMittal devised a selection process based primarily on the impact the charities have in their communities and the number of people who stand to benefit.

During its first year of operation in 2011, 73 NGOs from 17 countries qualified for Minigrants. This rose to 85 NGOs from 20 countries by the second year. The judges called the strategy "simple, clear, multi-faceted and highly effective." This initiative endorses ArcelorMittal's reputation within the communities that benefit from the NGOs' efforts while simultaneously improving the company's relationship with its own employees.







## Best PR and external communication during an engagement programme

**Gold** – Aviva #1every5

**Bronze** – IBM and Ketchum – Winning at Wimbledon

The #1every5 campaign, orchestrated through a three-way partnership between Aviva, its existing partner Railway Children and its existing sports sponsorship of Norwich City Football Club, was characterized by a social media frenzy.

The unlikely trio's strategist, Hill+Knowlton, developed an innovative partnership awareness programme. It used Twitter to boost donations for Railway Children, whose work focuses on vulnerable children living alone on the streets.

The integrated campaign was coordinated by H+K, involving a media day, interviews and the release of video content to the likes of thesun.co.uk, skysports.com and regional publications. The publicity week culminated with Norwich City football players wearing the partnership's logo on their shirts in a game against Everton on 23 February.

During the match, broadcast on Sky Sports, Aviva promised to donate £1 to Railway Children for every retweet or tweet mentioning the programme. By involving celebrities, journalists and media pundits with established Twitter clout, the #1every5 campaign received 97,774 mentions of "1 child runs away every 5 mins. RT today during #ncfc #efc match and @AvivaUK will donate £1 to @RailwayChildren #1every5" in a 24-hour period.

The Twitter exposure generated nearly 358 million impressions via traditional and digital media. This boosted Aviva's donation to a total of £97,774, an unprecedented improvement on Railway Children's target of £18,000. The judges say this partnership was well executed, with one judge noting, "Great execution, it delivers key objectives with innovative use of social media for a great cause."



## Best execution during an engagement programme

**Gold** – Aviva #1every5

**Silver** – UPS and London 2012

**Bronze** – IBM and Ketchum – Winning at Wimbledon

**Highly commended** – Shelter Programme

Aviva's #1every5 campaign on behalf of international charity partner Railway Children saw the insurance company leverage its five-year sponsorship of Norwich City Football Club. The partnership tapped into an extensive football fan base in order to spread the message about protecting vulnerable children living on the street.

As a seemingly unusual partnership between a children's charity, a Premier League football club and a leading insurance company, the #1every5 project was supported by a week of media and press events to gather publicity and excitement for the key event – a football match between Norwich City and Everton.

During the football match, Norwich City players had the charity's logo emblazoned across their chests, gaining massive press coverage and raising brand awareness for Railway Children. As Angela MacKenzie, group chief marketing officer at Aviva says, "We were able to use the reach of our Norwich City FC sponsorship to raise awareness for our fantastic partners at Railway Children in the important work they do."

Railway Children reported 753 new followers on Twitter and noted that traffic on its website on the day of the Norwich vs. Everton match was nearly 15 times the average. Aviva estimates that "opportunities to see" the triple-partnered event across digital and traditional media channels amounted to over 350 million.

In order to take advantage of this success and drive engagement, Railway Children hosted an eBay auction of signed shirts from the match, creating an instant legacy.



## Bringing your sustainability campaigns to life

10 years ago Standard Chartered Bank partnered with the International Agency for the Prevention of Blindness to launch Seeing is Believing, a global initiative to tackle avoidable blindness. For the past 3 years, the Bank has entrusted World Television to produce videos that help raise awareness of the work of Seeing is Believing and contribute to its fund-raising efforts.

Most recently, SiB ambassadors Joanna Lumley and Sir Ranulph Fiennes visited one of the campaign's original projects at an eye hospital in Dhaka, Bangladesh. This visit was captured on stills and video by World Television.

Hello magazine featured a 4-page article in its September 9th edition, in which Joanna Lumley spoke of the life-transforming effect of SiB and of her visit to Bangladesh: "I've been raising funds for charities for over 35 years and I've never felt so moved."

To view the videos, visit [standardchartered.com](http://standardchartered.com) or [hellomagazine.com](http://hellomagazine.com).

To find out more about SiB, visit [seeingisbelieving.org](http://seeingisbelieving.org)

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## Best community involvement in a corporate engagement programme

**Gold** – McDonald's Grassroots Football Programme: Ten Years of Teamwork

**Silver** – BRIGHT

**Bronze** – TCS Amsterdam Marathon: Running with Business Impact

McDonald's asserts that the status of football as the UK's favourite sport is derived from its ability to be played anywhere, by anyone and at any level. Consequently, McDonald's was motivated to offer its investment and sponsorship to associations beyond the professional game. The resulting grassroots community football programme has now been established for 10 years.

As the official community partner to the four national football associations, 'Ten Years of Teamwork' is the longest running community football programme in existence in the UK. After a decade of tens of thousands of hours spent training, supporting coaches, playing and volunteering in local communities, the last 12 months have seen the McDonald's scheme achieve its highest-ever levels of awareness, activation and engagement. These improvements are best demonstrated by a 34% increase in media coverage since 2011 and a tripling of traffic to the McDonald's football website since spring 2012.

Through the FA's Charter Standard accreditation scheme alone, which has recruited and trained over 25,000 qualified coaches, McDonald's has significantly improved the standard of football taught and played at 6,000 grassroots clubs. One of the judges says that the programme saw a "tangible difference made in the communities affected great example of corporate engagement." Alongside the national community partnership, hundreds of McDonald's restaurants sponsor their local football clubs. Local teams receive kit and equipment through the programme and the new associated website, KickStart, offers generous grants to selected club projects.



## Best activity related to the London 2012 Olympics

**Gold** – Games Maker Orientation Events

**Silver** – BT. Bringing us all together for London 2012

**Silver** – The Lord's Taverners and BT Sensory Room project

**Bronze** – Coca-Cola Great Britain and StreetGames

**Highly commended** – Summer of Sport

Crown was chosen to partner with LOCOG for the task of training 70,000 Games Makers ahead of the Olympics last summer, based on its experience in delivering educational content to large audiences. Crown conducted six initial three-hour orientation events at Wembley Arena, engaging Games Makers with interactive and media-rich explanations of the 14 functional areas of LOCOG.

The communications agency felt it was vital for the Games Makers to understand the magnitude of their role and to galvanise the workforce into a single team by tapping into the power of the shared experience. These objectives were achieved with innovative presentation devices including live action scenarios, multimedia displays and expert discussions, reaching audiences of 10,000 Games Makers.

The event went on a regional tour to six Olympic cities accommodating around 900 people each. Crown also developed an online supplement to facilitate the virtual training of volunteers who could not physically attend the events. There was astonishing feedback from an online questionnaire in which 94% replied positively that they were "looking forward to being a Games Maker" and 95% reported that, following the orientation events, they were "excited about performing their role as a Games Maker."

## Grand Prix

### Intuit, PopUp Britain



StartUp Britain was launched in 2011 as a response to the Government's call for the development of entrepreneurship awareness programmes. Its retail arm, PopUp Britain provides assistance for the UK's small and medium enterprises by providing these businesses with low-cost high street premises.

PopUp Britain specifically works with microbusinesses and startups, 60% of which are started at home or online. In collaborating with Intuit, a software firm and existing partner of StartUp Britain that was launching a payment app, the partnership allowed participating SMEs to accept credit card payments. Intuit provided its technology for use in PopUp Britain shops for free in order to both test the new technology and allow the project to grow. Since Intuit's involvement began, six pop-up shops have been established, helping 200 businesses reach the high street.

Shops are branded under the PopUp Britain identity and feature single businesses for two-week periods in different locations around the capital area and beyond. One of the judges says the project was a "really innovative way to use space in urban centres and target small business to drive the economy forward. This should grow and stand the test of time." Most made note of the partnership's innovative aspects and its ability to address a prevalent economic and social issue through a unique solution.

The PopUp Britain project has provided 40 online businesses and 140 SMEs with access to retail space in prime high street locations. Local retail experts and political figures, including Kit Malthouse, the deputy mayor of London, have extended their support for the partnership. Most of the participating businesses said the project was beneficial to their business and 52% saw an improvement in online sales as a result of their bricks and mortar stints.

One judge adds, "It's a really great and innovative partnership facilitating a real impact on many, the high street, small businesses and entrepreneurs, the sponsor to highlight their service and the economy. Fantastic initiative brilliantly executed."

We are pleased to commend StartUp Britain and Intuit for their work on the PopUp Britain project and bestow upon them the Corporate Engagement Awards' highest honour, the Grand Prix award.

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