

The Corporate Engagement Awards

for corporate partnerships,
sponsorship & philanthropy



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Welcome

Welcome to the Corporate Engagement Awards 2011, Europe's only dedicated celebration of corporate partnerships and corporate sponsorship.

We're delighted to see that the awards, in their inaugural year, have captured the imagination of both the corporate community and the rights holders with whom they have partnered. We sincerely hope this kind of benchmarking will see sponsorship and partnership, and the many benefits they confer, taken more seriously in the C-suite.

Our judges were especially pleased to see so much creativity in this year's entries. Gone are the days when sponsorships were said to be chosen on the whim of the chairman's wife. Instead, we've seen initiatives that are clearly wedded to corporate strategy and exhibit imaginative execution against clear, measurable objectives.

Congratulations to all the shortlisted entries and especially to those who have won. Our thanks to our sponsors and to all of you for coming along tonight.

In this booklet, you'll find more detail on tonight's award winners – because as well as saluting the victors, the aim of tonight's awards is to provide a benchmark for excellence in corporate engagement.

All the best,
Neil Gibbon^s

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Meet the judges



Rob Jackson, World Television

Originally from a TV production background, Rob now has extensive experience in PR and corporate communications across live streaming, broadcast PR and corporate video production. As head of World Television's UK Sales and Marketing team Rob manages global campaigns for large international clients from across the UK and Europe and drives the company's business development and marketing strategies.



Helena Christopher, QBE

Helena is head of brand for the European operation of QBE, the specialists in business insurance. Her focus is on promoting, protecting and differentiating the QBE brand and reputation, and she has particular responsibility for overseeing QBE's rugby sponsorship. In 2005 she created the first pan-European Marketing team for QBE, and prior to that held a variety of marketing roles. Helena holds a BA (Hons) in Economics and Politics from Exeter University, as well as the CIM Professional Diploma in Marketing. She is currently studying for an EMBA at London Business School

Angela Batchelor, Southern Railway

Angela joined Southern Railway as part of a newly formed marketing team in January 2009, spearheading an award winning brand and acquisition strategy which has significantly increased brand awareness and doubled online KPIs. Over the last two years, she has also strengthened the sponsorship strategy. Angela brings a wealth of experience after seven years as a marketing consultant building challenger brands across broadcast media, telecoms and retail. This included working as head of strategic planning at Virgin Media.



Joakim Lundquist, Lundquist Srl (Milan)

During his ten years' experience, Joakim has advised more than 70 European companies in the fields of online corporate communications, social media, CSR, media relations and employer branding. Lundquist Srl has gained international recognition with its rankings of online communications, the CSR Online Awards and Employer Branding Online Awards. In addition, he has managed the KWD Webranking survey for Italy, Switzerland and Austria since 2003. Joakim holds an M.A.I.A. International Affairs from Johns Hopkins University (SAIS).



Dorcas Morgan, Unicorn Theatre

After a long career as an actress and in arts administration, Dorcas joined the development department of the Unicorn Theatre in June 2006. The Unicorn Theatre is at the heart of theatre for young people in the UK - for, with and by children aged from six months to 18 years. The Unicorn produces award-winning stage plays, run a highly-regarded learning and participation programme and is recognised for pioneering work for children with disabilities. As senior development director, Dorcas's main focus is on corporate relationships and major-gift donors.



Jonnie Cahill, O2

Jonnie is marketing director at Telefonica O2 Ireland. He is responsible for all O2's marketing and advertising output, the brand's digital strategy and its information and insights function. An experienced marketing executive, Jonnie originally joined O2 in 2008 as head of brand. In this role Jonnie was responsible for multiple award winning campaigns on both a local and international level. Jonnie has held a range of senior domestic and international marketing roles, including seven years spent at Diageo where he ultimately held the role of global marketing manager for Guinness.



Claire Cater, Bell Pottinger Group

Claire has led global, national and regional projects for clients across the public and private sectors. She leads behaviour change and 'Big Society' across the Bell Pottinger Group. She leads integrated teams – incorporating all aspects of communications – across the political and marketing spectrum. From crisis management to launching new brands – she is frequently relied on by government and brands to deliver some of their most challenging agendas. Her clients have ranged from Government departments and ministers to major brands such as PepsiCo, GSK, BAE, Microsoft, Lloyds Bank and media groups such as Sky.

**Ian Budd, Burson-Marsteller**

Ian Budd manages Total Sponsorship, the sponsorship offering from international PR and communications agency Burson-Marsteller. Ian has been at BM for over six years and in that time has worked at some of the world's biggest sporting events including the Olympic Games and Rugby World Cup. During his career Ian has worked for brands including Visa, Bacardi, Sony Ericsson and HP, but it's not all work and sport - he has also been known to enjoy opera, ballet and the odd music festival!

**Pippa Collett, Sponsorship Consulting**

Pippa is recognised internationally as a leading sponsorship practitioner with an extensive client-side career and global sponsorship experience from Ferrari in Formula One and the Olympics to cultural projects including The Olivier Awards and The Unilever Series. A Cranfield MBA and Founder Charter Marketer, Pippa recently authored with co-Director William Fenton 'The Sponsorship Handbook: Tools, Tips and Techniques for Sponsors and Sponsor Seekers'. As vice-chair of The European Sponsorship Association, she has led on key projects including authorship of ESA's Sponsorship Assessment & Evaluation Guidelines.

**Nigel Currie, Brand Rapport**

Nigel has worked across all aspects of the sponsorship, PR and sports marketing business for nearly 30 years and has been heavily involved in developing sponsorship programmes for many major brands. He has also worked for and with most of the major sports governing bodies. He became a director of the European Sponsorship Association in 1996 and was chairman of ESA between 2001 and 2008. He is regularly asked to comment on major sports marketing and sponsorship issues in the media.

**Arlo Brady, freud communications**

Dr. Brady is a board director at freud communications and head of the reputation and sustainability practice. In his role, Arlo works with CEOs, politicians and leadership teams to help them to come to grips with a range of current and emerging sustainability issues, to develop substantive change programmes, and subsequently build and protect enduring reputations. Arlo joined freud communications in 2007, initially as special advisor to the chairman, Matthew Freud. He was appointed associate director in 2008, and joined the board in 2009.

**Rosalind Pierce, BFI**

Roz has been working in arts fundraising for 8 years since graduating with a Masters from the University of Birmingham in 2002. She is currently sponsorship manager at the BFI (British Film Institute) securing support for the London Film Festival as well as the BFI's year round programme. Previously she has worked as a fundraiser across corporates, trusts and individuals for both the RIBA (Royal Institute of British Architects) and The National Gallery, London. This is her first time as an Awards Judge.

Criteria

The judges of the Corporate Engagement Awards discussed the merits of each entry and were then asked to score them according to three main criteria:

Strategy – Was there a clear demonstration of what the corporate engagement was designed for and wanted to achieve? Was this logical and consistent? Did the organisation show a clear and detailed sense of how its objectives could be achieved?

Execution – To what extent did the programme pursue its strategy? How effective was the implementation of the strategy?

Outcome – How thoroughly did the organisation measure the success and return on investment of the programme? Was the relationship mutually beneficial from all perspectives?

A small number of points were also available for the clarity and presentation of the awards entry itself.

Only entries that scored above a determined threshold received Gold awards.

Who won what

Focus

Best arts-centred corporate sponsorship activity

Lansons & HighTide - gold

Young Vic & Markit - silver

Aberdeen Asset Management & Jazz FM - silver

ING & Discerning Eye (CitySavvy) - bronze

Best charity-centred corporate sponsorship activity

RBS & The Prince's Trust - gold

Reckitt Benckiser & Save the Children - silver

Turner Broadcasting & Plan International - bronze

Best sports-centred corporate sponsorship activity

Amlin & Rugby Union (MEC Access) - gold

Objective

Best corporate sponsorship to help raise brand awareness

Amlin & Rugby Union (MEC Access) - gold

DMA & Equifax (Slingshot Sponsorship) - silver

BT & London 2012 (HoWoCo) - bronze

Best corporate sponsorship for employee engagement

Young Vic & Markit - gold

Lansons & High Tide - silver

Best relationship-building sponsorship programme

The Phoenix Partners & Canon - bronze

Best community involvement in sponsorship activity

ING & Discerning Eye (CitySavvy) - silver

Type

Best ongoing corporate sponsorship programme

RBS & The Prince's Trust - gold

Turner Broadcasting & The Big Issue Foundation - silver

Best single event corporate sponsorship exercise

BT & London 2012 (HoWoCo) - gold



Budget

Best pro bono work for charitable, social or ethical cause

The Passage & 85Four - gold

Activity

Best partnership between sponsoring company and sponsored organisation

RBS & The Prince's Trust - gold

Turner Broadcasting & Plan International - silver

Best communication of a corporate sponsorship activity

Jaguar & England Cricket Team (Brand Rapport) - gold

DMA & Equifax (Slingshot Sponsorship) - silver

RBS & The Prince's Trust - bronze

Best execution of a corporate sponsorship activity

DMA & Equifax (Slingshot sponsorship) - gold

Telecity Group (Nelson Bostock) - silver

Most effective long-term philanthropic scheme, foundation or programme

Reckitt Benckiser & Save the Children - gold

Telecity Group (Nelson Bostock) - bronze

For sponsored organisations

Best collaborative approach

DMA & Equifax (Slingshot sponsorship) - gold

Grand Prix

RBS & The Prince's Trust





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Best art-centred corporate sponsorship activity

Gold Lansons & HighTide

=Silver Young Vic & Markit

=Silver Aberdeen Asset Management & Jazz FM

Bronze ING & Discerning Eye (CitySavvy)

The relationship between Lansons Communications, the independent PR consultancy, and High Tide, a not-for-profit theatre company, is unique amongst arts and business corporate partnerships. High Tide was founded in 2007 to produce emerging theatre makers and develop an audience for contemporary theatre in the east of England – but the transition from a start-up charity to a sustainable arts organisation required corporate support.

Lansons Communications house High Tide in its offices, saving the charity on overheads and salaries, and High Tide is able to produce more theatre and support more emerging artists as a direct result of the sponsorship. Lansons Communications benefits from having an in-house theatre company, who contribute to Lansons' other charitable work and help the consultancy's staff through public speaking and presenting to camera training, and provide opportunities for client entertainment at High Tide productions.

The mutually beneficial relationship between Lansons Communications and High Tide was praised by the judges of the Corporate Engagement Awards for its symbiotic nature, which "captured the key components of an arts sponsorship" and "allowed both brands to develop creatively". The partnership between the two companies was key to the recent grant of regular funding for High Tide from the Arts Council England, which will help to sustain the charity's excellent work in the arts.



Best charity-centred corporate sponsorship activity

Gold RBS & The Prince's Trust

Silver Reckitt Benckiser & Save The Children

Bronze Turner Broadcasting & Plan International

The Prince's Trust has spent the last 35 years supporting young people across the UK. Its Enterprise Programme, which replaced the Business Programme in 2009, provides thousands of young people aged between 18 to 30 with start-up services and finance to set up their own businesses. The Royal Bank of Scotland Group (RBS) is the largest corporate supporter of the Enterprise Programme, having pledged one million pounds over two years from 2009 to the scheme.

11,164 young people were helped last year by the programme: young people who were previously unemployed or unable to raise the capital needed to put their business ideas in motion. The partnership has provided RBS with an internal engagement programme focused on transforming the lives of disadvantaged young people, with employees taking part in fundraising, volunteering time and skills, and acting as business mentors for people on the Enterprise Programme.

The programme had a success rate of 87% in 2010 of helping young people become self-employed or find employment, and evaluation by the Department of Business Innovation and Skills has found that investment into the Enterprise Programme has a potential ROI of 3.6 to 1, meaning that RBS' contribution to the activities of the Prince's Trust will lead to a boost for SMEs across the UK economy.

Best sports-centred corporate sponsorship activity

Gold Amlin & Rugby Union (MEC Access)

The FTSE-listed, specialist business insurer Amlin had a strong reputation amongst its core London audience – but in the UK's regional markets and in Europe, particularly France, it needed a high profile campaign to differentiate the business from its competitors. In analysis carried out by MEC Access, rugby union came out on top as the best fit to reach Amlin's target brokers and insured persons.

Amlin teamed up with European Rugby Cup Ltd (ERC) to achieve cut through to its desired audiences, recruiting Lawrence Dallaglio as the Amlin rugby ambassador, due to his success and respect within the rugby community. The Amlin Challenge Cup is now a central part of the Rugby Union calendar, and the insurers also sponsor the Heineken Cup as part of the partnership with ERC.

Around the core partnership, exclusive media agreements with Sky Sports and the Daily Telegraph provided further branding opportunities for Amlin and extended the reach of the sponsorship's messaging. The MOTM+ community takes the sponsorship into the grass roots level of European rugby, with Amlin Challenge Cup Man of the Match winners nominating youth development schemes to receive rugby kit and equipment.

The recent renewal of the campaign is testament to the strength of the partnership: the sponsorship has resulted in 51% of respondents to a survey spontaneously linking Amlin with rugby union, has reached over 7 million adults, and established core perceptions of Amlin as a 'quality', 'high performance' and 'analytical' brand.





Best corporate sponsorship to help raise brand awareness

Gold Amlin & Rugby Union (MEC Access)

Silver DMA & Equifax (Slingshot Sponsorship)

Bronze BT & London 2012 (HoWoCo)

Specialist insurers Amlin endured what was a tough time for any multi-national insurance group, following the Chilean and New Zealand earthquakes, and needed to generate new European business, improve brand awareness and unify some dispersed and uncoordinated intercontinental divisions.

A three-year sponsorship deal with European Club Rugby, negotiated by MEC Access, was the perfect platform to achieve these goals, integrating the Amlin name into television, radio and outdoor advertising at matches and tournaments across Europe and unifying the company's image.

The rebranded Amlin Challenge Cup has become part of the sponsorship campaign that successfully targets key European markets, and visual representation in the opening and closing credits and in break bumpers of Sky Sports coverage, as well as online, has helped Amlin to establish a brand that is recognisable across multiple integrated platforms.

The sponsorship included a starring role for former England captain and London Wasps player Laurence Dallaglio, and with a world class brand ambassador, Amlin were able to speak out and relate to rugby fans worldwide and become recognisable to every Rugby Union fan in the country.

After just a year of the three year deal, Amlin has made significant advances in brand awareness, and in an extremely competitive market the insurer has made huge gains across Europe. Amlin has surged forwards in its field, and in a closely fought category, its widespread success has helped it stand out from the competition.



Best corporate sponsorship for employee engagement

Gold Markit & Young Vic

Silver Lansons & High Tide

Markit focuses on providing financial information services, in which it aims to create new products that boost the transparency and operational efficiency of financial markets. Although financial information services is far removed from the creative arts, Markit has created very strong community ties that provide interesting opportunities for its employees.

Its sponsorship of London's Young Vic Theatre allows the company to experience a new kind of brand exposure, supports young people and projects and, importantly, offers Markit employees the chance to attend shows and performances at a reduced price.

The sponsorship is enhanced by the Funded Ticket Scheme, in which contributions from tickets and events from Markit employees go directly to helping distribute free tickets to teacher-student groups, borough projects and other young people in the area, so they can experience musicals, plays and the other varied performances at the Young Vic.

Figures show that there is a 70% uptake within Markit, marking a significant positive response from the employees and a beneficial programme for the Young Vic performers, the local community, and for the theatre, with a wave of new interest and business coming the Young Vic's way.



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Best ongoing corporate sponsorship programme

Gold RBS & The Prince's Trust

Silver Turner Broadcasting & The Big Issue Foundation

The Royal Bank of Scotland is now ten years into its ongoing sponsorship programme with The Prince's Trust. RBS, the UK's leading bank for small to medium enterprise, is devoted to nurturing enterprises nationwide. This partnership with The Prince's Trust was extended last year with a million pound boost to the Enterprise Programme, which aims to support young unemployed people with innovating ideas and true potential.

With a co-ordinated range of projects, awards and funding schemes, RBS has truly committed to the sponsorship and has matched the recent million pound donation with its contributions over the preceding five years. The scheme has reached 4000 RBS employees, through fund-raising, volunteering, and other activities, and has helped over 11,500 young people via the Enterprise Programme.

The complete branding and marketing of the project, revolving around the "Make It Happen" messaging, provided a clear aim and strategy that set it apart from its competition. There is a decade's worth proof that the coordination of these two organisations is successful, and there are scores of businesses and individuals that have benefitted who would agree.

RBS promised to discuss the cost of exclusion for young people today, and the widespread employee participation and range of successful activities, research projects and educational schemes show the programme to be a co-ordinated, community enhancing partnership with long-term success and a promising future.



Best single event corporate sponsorship exercise

Gold BT & London 2012 (HoWoCo)

It is difficult to find a bigger single event than the Olympics, and in a communications partnership with London 2012, BT has developed and rolled out a wide-reaching and well integrated sponsorship campaign that is already recognisable nationwide.

In a deal that ensures all associated media and communications from the Olympic Games will be distributed and conducted across its networks, BT has made a brave commitment to the reliability of its service and its aspirations to represent the UK in the global market.

The wide range of promotions, including internal and external communications, online and TV advertisements, billboards, and even London taxis, evidences the confidence that BT has in its service and the way in which it can provide for and make a success of the London 2012 Olympic games.

As London 2012 draws near, BT will step up to the increasing demands of the sponsorship exercise. The telecoms company is one of six sustainability partners for the Games.

The sponsorship, as a result of BT's hard work, was ranked the most recognised domestic sponsor by LOCOG/Nielsen last year, and with a clear strategy in place to tackle the challenges of such a huge and unpredictable event, it looks to be a hugely successful partnership. BT employees are in agreement too; 72% are more proud to work for BT because of its involvement with the Olympics

BUDGET

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

Gold The Passage & 85Four

Branding and design agency 85Four has worked with The Passage for over 13 years, supporting the London charity in its work supporting the homeless and vulnerable. To mark the charity's 30th anniversary, the organisations hosted an exhibition, THIRTY by THIRTY, showcasing 30 portraits of people who had helped the charity during its history.

The THIRTY by THIRTY exhibition focused on The Passage's clients, volunteers and famous supporters, such as Sir Stuart Rose, chairman of Marks & Spencer Plc, Billy Bone, who while homeless volunteered at The Passage and now works as a full-time trainee at a charity, and Archbishop Vincent Nichols, Patron of The Passage.

85Four sourced the 30 different photographers for each portrait, who were briefed to take the number 30 as their starting inspiration for the photographs – so James Eckersley's portrait of Sister Bridie Dowd, director of The Passage from 1992-2000, actually consists of 30 separate images.

85Four also designed and built a dedicated website for the exhibition, and created the annual report in both its online and printed forms, which included all 30 portraits. The work was undertaken entirely pro bono, enabling The Passage to achieve its stated aim of ensuring that at least 90 pence of each pound donated to the charity goes into its work supporting the homeless, rather than being eaten up by production and marketing overheads





Best partnership between sponsoring company and sponsored organisation

Gold RBS & The Prince's Trust

Silver Turner Broadcasting & Plan International

In order to be awarded the best ongoing corporate sponsorship programme, it takes a strong commitment to mutual gain and a 50/50 promotion that sets out clear benefits for both participating parties. The Royal Bank of Scotland and The Prince's Trust focus on and promote both their key aims effectively in their long-running and successful professional relationship.

The Royal Bank of Scotland has consistently shown its support for the aims of the Enterprise Programme, and as a result, its employees have integrated well with the schemes and truly see the benefits of providing for the disadvantaged youths that The Prince's Trust work with.

Alongside providing 10% of the funding for the enterprise programme, RBS has developed internal strategies with The Prince's Trust, through sponsoring research such as 'The Cost of Exclusion', that aim to change the way young disadvantaged people are judged by both the RBS workforce and stakeholders and by decision makers who could change their lives for the better.

A long-running campaign aim has been to discuss and challenge the difficulties that young people can face, and this has been boosted greatly by the partnership. A thorough range of methods, including research, funding and events, has helped strengthen the bonds between the two companies and shown their commitment and passion for a worthy cause.



Best communication of corporate sponsorship activity

Gold Jaguar & England Cricket Team (brandRapport)

Silver DMA & Equifax (Slingshot Sponsorship)

Bronze RBS & The Prince's Trust

For Jaguar and the England Cricket Team, a corporate partnership tapped into the remarkable synergy between the two brands: the demographic overlap between cricket fans and Jaguar's target audience, and the shared brand values, in particular 'performance', meant that communicating the sponsorship needed effective engagement with both sets of stakeholders.

The sponsorship was announced through exclusives in The Times and Marketing Magazine, focusing on a Team England Track Day which took place just before the start of the Test Series against Pakistan – capitalising on the spike in interest levels in international cricket. The comms strategy also took in the Jaguar Academy of Sport scheme, which provides bursaries for young cricketers.

The focus on 'performance' throughout the sponsorship provided a central message, particularly in the run up to the England Cricket Team departing for the Ashes tour 2010/11 – and Jaguar was surely thrilled by the performance put in by the team to retain the trophy.

Before the team left for Australia, Stuart Broad and Steven Finn toured Jaguar's Birmingham manufacturing plant, lending a youthful feel to the activity and engaging factory employees. The tour led to exclusive coverage in The Times, The Sunday Telegraph and The Telegraph, carrying messaging relating to Jaguar cars and pictures.

The campaign to communicate the sponsorship exceeded all its targets, achieving an ROI of 10:1 and reaching a cumulative audience of over 48 million people.

Best execution of a corporate sponsorship activity

Gold DMA & Equifax (Slingshot Sponsorship)

Silver Telecity Group (Nelson Bostock)

The partnership between Equifax and the Direct Marketing Association (DMA) was designed to position Equifax as the heart of data services within the marketing industry. The strategy behind the sponsorship capitalised on the strong brand reputation of the DMA with Equifax' target audience – senior marketing professionals.

The messaging behind the sponsorship placed Equifax as supporters of the DMA on a non-financial level, confirming the company's importance to marketers and the centrality of data services to UK marketing. Equifax undertook to sponsor a range of activities that would engage their audience in a vibrant way, such as the photo booth at the DMA Awards and networking drinks after events.

Equifax also sponsored the DMA Young Spark Award, which recognises young talent in the industry, making sure the reach of the sponsorship extended through all levels of agency life. And when industry initiative DataSeal was set up, Equifax became the official data partner, lending its credibility to the new national accreditation scheme. The other marketing trade associations partnered with DataSeal, the Institute of Direct Marketing and Institute of Sales Promotion, further enhanced Equifax' reputation within the industry.

The sponsorship has seen an overall increase in brand awareness of 29%, meeting Equifax' expectations of a quantifiable return from their commitment. Through the events, conferences, research initiatives and awards sponsorships, Equifax has aligned itself with the DMA's position of 'thought leadership' on the issue of marketing data; the sponsorship has now been renewed on a long-term plan



Most effective long-term philanthropic scheme, foundation or programme

Gold Reckitt Benckiser & Save The Children

Bronze Telecity Group (Nelson Bostock)

Across an eight year scheme, Reckitt Benckiser have worked closely with the world's largest independent children's charity, Save The Children, in a hugely successful campaign that has, so far, raised over £6 million to help improve the lives of the poorest children worldwide.

RB's 24,900 strong workforce has collectively brought in half of this funding, which goes directly to helping children worldwide who are suffering from a lack of healthcare, education and protection in their everyday lives. The other half of the funding has grown out of a long-running campaign that has incorporated commercial initiatives, corporate and product donations, and Global Challenge Events.

As a result of the campaign, RB employees are more motivated and inspired, whilst hundreds of thousands of children in severely disadvantaged countries like Angola and Tanzania are benefitting from funding which helps improve their quality of life.

RB also donates a minimum of £100,000 a year to the Children's Emergency Fund, which supports thousands of families who are in disaster situations.

The scheme has higher aspirations, with a target of £10 million set for the ten year anniversary. However, with the scheme built into the long term business structure of Reckitt Benckiser, and with such consistent results for both RB and the children reliant on Save The Children, there is clearly a future for the partnership and space for the sponsorship to expand and benefit more children worldwide.





Best collaborative approach

Gold DMA & Equifax (Slingshot Sponsorship)

When Equifax became the first ever data sponsor of the Direct Marketing Association (DMA), collaboration between the two organisations was placed at the heart of the sponsorship campaign. Equifax, the global information solutions leader, had a strong presence in financial services, but wanted to increase awareness of its marketing services in the UK.

The DMA's niche audience of senior marketing professionals provided the perfect fit to go about achieving that goal. Equifax's research showed that 69% of the DMA's members said data was very important to their business. Equifax came on board as a sponsor of the DMA Awards, putting data services at the heart of its celebration of best practice in marketing services, and the DMA also provided opportunities for Equifax to participate in regional and networking events, data-focused seminars, conferences, and symposia.

The approach of both organisations focused on positioning Equifax as 'the heart of data within the [marketing] industry', moving away from financial support towards engaging activities, such as setting up a photo booth at the DMA Awards.

The collaboration between the two brands built credibility for Equifax, allowing them to connect with marketing directors who were otherwise hard to engage with in an effective manner. During a period of economic turmoil – Equifax has tracked its awareness among DMA members since 2008 – the partnership between the DMA and Equifax has ensured the positive reception of Equifax messaging on data and finance.

Grand Prix for best corporate partnership or sponsorship

RBS & The Prince's Trust

The winner of the Grand Prix for best corporate partnership or sponsorship at the inaugural Corporate Engagement Awards is a corporate sponsorship scheme that is truly outstanding. Winner of three Gold and one Bronze awards, RBS' support of The Prince's Trust is not only the benchmark for corporate organisations supporting charitable enterprise, but provides a blueprint for long-term, successful corporate sponsorships across sectors.

The relationship between the two organisations dates back over a decade, but in the past two years has focused on the Enterprise Programme run by The Prince's Trust. RBS, as the largest corporate supporter of the Enterprise Programme, funds around 10% of the support given to disadvantaged young people to enable them to start up businesses: support that comes in the form of low interest loans, training and mentor support.

RBS & The Prince's Trust have brought a collaborative approach to their partnership that is truly praiseworthy, developing a communications strategy for 2010 that highlighted the benefits of the sponsorship for external and internal audiences. RBS sponsored the Enterprise Award at The Prince's Trust national Celebrate Success Awards, generating media coverage and positioning RBS as the programme's largest corporate supporter.

RBS has also sponsored 'The Cost of Exclusion: counting the cost of youth disadvantage in the UK', the Trust's flagship piece of research, which comments on the impact of enterprise in the UK, and held a breakfast panel at BAFTA in London to launch the report, an event which was attended by 50 major stakeholders from both RBS and The Trust.

A pledge of one million pounds over 2009/10 has seen every target set by RBS for its sponsorship either reached or exceeded. The Prince's Trust has proved the ideal platform for engaging RBS employees in its CSR efforts, with over a quarter of a million pounds raised by staff in 2010, and volunteering and business mentoring opportunities taken up in-house. The same pledge has been repeated over 2011/12 for RBS' continued support of enterprise.

The numbers are undoubtedly impressive: RBS employees gave an estimated 4,982 hours of work time and 6,899 hours outside work to The Prince's Trust in 2010. But the dedication to enterprise and the work of The Prince's Trust at RBS goes beyond statistics. Through this sponsorship scheme, RBS provides the support the Trust needs in order to help disadvantaged young people to support themselves.

