

2009 SABRE AWARD WINNERS

AFRICA

South African Media the Perfect Pitch for Indian Stars
DLF IPL (Indian Premier League) with Magna Carta

BALTIC REGION (POLAND, RUSSIA, ESTONIA, LATVIA, LITHUANIA)

Mate From the Past. 1944 Live
City of Warsaw Promotion Department with On Board PR and San Markos

BENELUX

Campaign: Pay In Time
Intrum Justitia with Bijl Consulting

DAS (DEUTSCHLAND, AUSTRIA, SWITZERLAND)

Room Available! Sing with LIPS to Move In!
Microsoft Germany with Edelman

EASTERN EUROPE

Gusto Pufuleti – How to Make 22 Million People Smile
Phoenix with The Practice – part of Publicis Consultants | Worldwide

FRANCE

Hepatitis B: Don't Be the One to Pass it On
Bristol-Myers Squibb with Fleishman-Hillard

IBERIA

Bolsa Coco (Bag Brainwave)
National Association of Plastic Manufacturers with Hill & Knowlton

MEDITERRANEAN (ITALY AND GREECE)

I Dissuade
Fondazione Ania with D'Antona Partners

NORDICS (DENMARK, FINLAND, NORWAY, SWEDEN)

Carwinism
Audi Sverige with Prime PR

TURKEY AND THE MIDDLE EAST

King Abdullah University of Science and Technology Inauguration Ceremony
King Abdullah University of Science and Technology (KAUST) with Fleishman-Hillard

UNITED KINGDOM AND IRELAND (LESS THAN £ 50,000 IN FEES)

Most Dangerous Celebrities
McAfee with The Red Consultancy

UNITED KINGDOM AND IRELAND (£ 50,000 - £100,000 IN FEES)

End of the Line
Waitrose with Blue Rubicon

UNITED KINGDOM AND IRELAND (£100,000 IN FEES OR MORE)

Muslim Women's Power List
Equality and Human Rights Commission with Weber Shandwick

MULTI-COUNTRY PROGRAMME (MORE THAN ONE COUNTRY)

Shell FuelSave 2009 by Edelman
Shell with Edelman

PAN-EUROPEAN PROGRAMME (AT LEAST FIVE COUNTRIES)

L'Oreal Centenary
L'Oreal with Agence ELAN

BUSINESS-TO-BUSINESS MARKETING

CA 'Web Stress' Campaign
CA – Computer Associates

CONSUMER MARKETING (EXISTING PRODUCT)

Save Christmas

Kraft Foods/Aladdin with Prime PR / Ogilvy

CONSUMER MARKETING (NEW PRODUCT)

Pint with a Parcel

Useyourlocal.com with Story PR

INTEGRATED MARKETING

Vienna's Economy Speaks All Languages

Vienna Chamber of Commerce and Vienna Business Agency with The Skills Group

CORPORATE IMAGE

McDonald's: McJobs' Lead the Way

McDonald's UK with Blue Rubicon

EMPLOYEE COMMUNICATIONS

Kyivstar. Thinking of You

Kyivstar with SPN Ogilvy and Artconsulting

EXECUTIVE LEADERSHIP

McDonald's: Telling the Turnaround Tale

McDonald's UK with Blue Rubicon

FINANCIAL COMMUNICATIONS

Landing the Deal for Vattenfall

Vattenfall Europe with Hill & Knowlton

CAUSE-RELATED MARKETING

The Innocent Big Knit 2009 Campaign – 'There's No One Quite Like Grandma'

Innocent Drinks with Frank PR

COMMUNITY RELATIONS

1000 Jobs

Jobba i Västerås with Care of Haus

CORPORATE SOCIAL RESPONSIBILITY

Vocational Education Today: For the Future of Turkey's Young
Koc Holding with Lobby PR

PUBLIC EDUCATION

Hear the World

Phonak

CRISIS AND ISSUES MANAGEMENT

Balancing the "Goody Effect"

NHS Cancer Screening Programmes with hanover

PUBLIC AFFAIRS

Defending Local Jobs in a Remote Community

Hebrides Range Task Force with Burson-Marsteller

CORPORATE MEDIA RELATIONS

Fabergè: A Jewellery Renaissance

Fabergè with College Hill

NEW AND DIGITAL MEDIA

Cadbury Cream Egg Twisted – Mission "Goo on the Loose"

Cadbury with Focus PR

PRODUCT MEDIA RELATIONS

Do You Flip - Christmas 2009

Flip Video with Kaizo PR

PUBLICITY STUNT

Launch of Call of Duty: Modern Warfare 2
Activision with Frank PR

SPECIAL EVENT

The Never Ending Song
Pizza Express with Unity

SPONSORSHIP

A World Championship Filled with Energy
Vattenfall Europe AG with Weber Shandwick

TRADE SHOW

Supporting the Boeing Company at the Dubai Air Show 2009
The Boeing Company with Weber Shandwick

MARKETING TO WOMEN

Girls Day
Royal Netherlands Navy with ACA/JES communicatie

MARKETING TO YOUTH

Skindividual
Cancer Research with Unity

MULTICULTURAL MARKETING

Muslim Women's Power List
Equality and Human Rights Commission with Weber Shandwick

AUTOMOTIVE

Carwinism
Audi Sverige with Prime PR

FOOD AND BEVERAGE

Rocky British Biscuit Advisory Board
Fox's with Clarion Communications

FASHION AND BEAUTY

Geef Om Haar
Procter & Gamble with Porter Novelli

HOUSEHOLD PRODUCTS

The Cleaner Planet Plan
Unilever with Ogilvy PR London

CONSUMER PRODUCTS

Healthy Hand Wash Campaign
Dettol with Edelman

ENTERTAINMENT, CULTURE AND SPORT

Respect for Creativity: You Make the Movies
Industry Trust for IP Awareness with Blue Rubicon

FINANCIAL SERVICE FIRMS

Money School
BCA with Rogalski Grigoriu Public Relations

RESTAURANTS AND FOOD SERVICE

Burger King Flame Fragrance
Burger King with Cow PR

RETAILERS

Don't Change Your Lifestyle, Change Your Supermarket
Aldi Stores UK Ltd. with Weber Shandwick

TRAVEL AND TOURISM

Austria Discovers Egypt
Egyptian Travel Authority in Austria (ETA) with The Skills Group

INDUSTRIAL AND MANUFACTURING

Communication in Rough Sea: Insolvency of Germany's Third Largest Shipyard
Brinkmann & Partner with Molthan van Loon Communications Consultants

ENERGY

EDF Energy Green Britain Day
EDF Energy with Lexis Public Relations

BUSINESS AND PROFESSIONAL SERVICES

The Deceased Mail Funeral
Mortascreen with Eulogy!

REAL ESTATE, CONSTRUCTION AND DEVELOPMENT

Tear Down That Wall
Litex with Text 100 Global Public Relations

CONSUMER HEALTH

Sex Degrees of Separation
Lloydspharmacy with Citigate Dewe Rogerson

PHARMACEUTICAL

Darling, What About Going to the Andrologist? A Female Approach to ED
Eli Lilly Italia S.p.A. with Ketchum Public Relations

HEALTHCARE PROVIDERS

Decamerone Stockholm
Stockholm Läns Landsting with Prime PR

MEDICAL DEVICES

Humanizing Innovation in Deep Brain Stimulation
Medtronic with Cohn & Wolfe

CONSUMER TECH

Sensual Massager
Philips with OneVoice (Ketchum and Fleishman-Hillard)

TECHNOLOGY: HARDWARE

Getting HP's Business Back on Track
Hewlett-Packard with Hill & Knowlton

TECHNOLOGY: SOFTWARE

Driving Sales in a Downturn
BMC Software with Waggener Edstrom Worldwide

TELECOMMUNICATIONS

The Teenage Financial Advisor
T-Mobile with Brands2Life

WEB-BASED BUSINESS

Showcasing the Human Side of the Technology
Skype with Mmd

CHARITIES AND NOT FOR PROFITS

Hopenhagen
United Nations with Mannov representing Ogilvy

PUBLIC SECTOR

BBC TV Licensing: Viewing Things Differently
BBC TV Licensing with Fishburn Hedges

TRADE ASSOCIATIONS

ASOCAMA: The Positioning of a Brand Associated to a Message
ASOCAMA with Inforpress Grupo

2009 PLATINUM SABRE AWARD WINNER

PUBLIC RELATIONS PROGRAM OF THE YEAR

L'Oreal Centenary
L'Oreal with Agence ELAN

2009 BRONZE SABRE WINNERS

BLOG

Symantec: B2B and Corporate
Symantec with Speed Communications

ANNUAL REPORT

2008 Annual Report: Building Present. Shaping Future
Isolux Corsan with Torres y Carrera

EXTERNAL PUBLICATION

BEST (Better Equipped for Starting Treatment)
Bristol-Myers Squibb with TogoRun

DIGITAL VIDEO

Microsoft Bing Maps Goes 3D
Microsoft with Weber Shandwick

CORPORATE VIDEO

TT Group Video
Turk Telecommunicasyon AS with Bersay Communication

PRESS KIT

Bringing Pain to Life: Delivering an Effective Launch Campaign for Targin
Mundipharma with Cohn & Wolfe

INTERNAL COMMUNICATIONS

Siemens Publishing Platform
Siemens AG with Ketchum Pleon

PODCAST/WEBCAST

What If People's Hearts Stayed Young?
Unilever with Kaizo PR

POSTER/CALENDAR/PHOTOGRAPHY

Exposing the "Truth" Behind Psoriasis
Wyeth Pharmaceuticals with OgilvyHealth PR

WEBSITE

Hopenhagen
United Nations with Mannov representing Ogilvy

MEDIA PLACEMENT: TELEVISION

Blue Peter
Ripley's Believe It Or Not with GolinHarris

MEDIA PLACEMENT: MAGAZINE

100th Anniversary of Bulgarian Independence
Council of Ministers, Bulgaria with APRA Porter Novelli

MEDIA PLACEMENT: NEWSPAPER

Taste of Brazil
EMBRATUR with Ogilvy PR London

RESEARCH FOR PUBLICITY

Burglars See It the Other Way

Lietuvos Draudimas (Part of the RSA Insurance Group) with BVRG Burson-Marsteller

2009 IRON SABRE WINNERS

EMPLOYEE PROGRAM

The Maitland Way

Maitland

PR AGENCY INITIATIVE

Reputation Capital: Building and Maintaining Trust in the 21st Century

Ketchum Pleon

PRODUCT OF THE YEAR

Inline Communications

Weber Shandwick

EVALUATION

EADS: Issue Forecasting/Evaluation of Issues

EADS (European Aeronautical Defence and Space Company) with Echo Research