

Communication and PR Awards 2015 **Bulletin**

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AWARD WINNERS HIGHLIGHT STRATEGIC OBJECTIVES, MEASUREMENT, SUCCESSFUL CAMPAIGNS AND OUTSTANDING COMMUNICATORS IN THE BUILT ENVIRONMENT

Congratulations to all the 80 winners, nominees and guests who braved a chaotic, but buzzy London blighted by an unnecessary tube strike to celebrate at the annual Communication and PR Awards. Members and guests broke away from the impressive view of St Paul's Cathedral, from the Sky Bar, to listen to an impassioned biographical journey by guest speaker, London Mayor hopeful Ivan Massow. The story of his progress from country boy, early day's in London (in a squat!) establishing himself in the insurance sector and eventually finding his stride as a business entrepreneur had his audience spellbound!

He paid tribute to the world class City status of London, which he believes is full of opportunities, particularly as part of his campaign to encourage early stage growth start-up business in clean technology and the digital media.

"Communicating and promoting these and other opportunities is key to encouraging young and talented people into these and other sectors, if London is to keep its position as a location of choice" he said.



For details and information about the IBP Communication and PR Awards winners click on the categories below

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- [BEST INTEGRATED CAMPAIGN](#)
- [BEST PR CONSULTANCY TEAM](#)
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BEST BUSINESS COMMUNICATIONS CAMPAIGN 2015

WINNER: Arcadis

CAMPAIGN: Sustainable Cities Index

“Arcadis’ Sustainable Cities Index was a powerful tool with clear strategic objectives and highly impressive results for the company across the globe” the judges said.

“The comms team at Arcadis, in partnership with Cebr and Man Bites Dog, created a practical resource that played to cities’ natural competitiveness and gave the company’s offices across the world a powerful story to tell” the judges added.

The campaign smashed its own targets, generating 17,000 video views and 50,000 unique visitors from 175 countries. There were more than 380 pieces of coverage internationally, raising Arcadis’s profile and adding \$24m on to its sales pipeline.

Well conceived, carefully planned and impressively executed, the Sustainable Cities Index was creative, interactive and visually appealing. An ambitious piece of work that really paid off.

[View full entry details here](#)



Andy Rowlands, Head of Corporate Communications, Arcadis (with certificate) and his team (Ivan Massow, extreme right).

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Thomas and Trotman Design

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BEST INTEGRATED CAMPAIGN 2015

WINNER: *You Agency*

CAMPAIGN: *PricedIn Campaign*

“You Agency’s PricedIn campaign was the clear and unanimous winner” the judges said.

The jury was impressed with PricedIn campaign, “the strong presentation in which all team members spoke passionately and informatively about their areas of responsibility punctuated a clear methodology.

The campaign itself, to raise awareness around shared ownership housing options deployed a clever branding technique, PricedIn is not only a catchy name, it inverts a well-known negative to make a positive statement. The target audience, for example, first-time buyers, will have been ‘priced-out’ of buying their homes outright.

The campaign impressed the judges by its adoption of a genuinely multi-platform strategy, which saw You Agency negotiate partnerships – essentially free copy – with leading London dailies as well as develop strong social media footprints across Twitter and Facebook. Face-to-face communication too, resulted from a series of pop-up initiatives and mortgage clinics. Other channels, such as Vine, Youtube and Pinterest also contributed to this highly effective campaign.

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Penny Joyner, PR Director, You Agency (with certificate) and her team. Category sponsor: Matthew Hopkinson, Director, Local Data Company extreme right, Ivan Massow on his left.



BEST PR CONSULTANCY TEAM 2015

WINNER: *Camargue*

Camargue showed impressive foresight three year's ago when it made a decision to extend its reach into infrastructure PR. But even more impressive was its willingness to back up this long term plan with investment in both the consultancy's research capabilities and the expansion of its team.

Camargue's foresight has clearly paid off. The consultancy has stepped up to a higher level as a business and made its mark on its new sector, with impressive campaigns for the likes of National Grid in 2014 complementing its already excellent presence in the built environment.

[View full entry details here](#)



Left to right: Alexander Hall, Account Manager; Ben Copithorne, Director; Jo Lloyd (with certificate) Managing Director, Ivan Massow and Jenny Watt, Marketing Manager, The Building Centre, the category sponsor.

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BEST PR CONSULTANCY TEAM 2015

HIGHLY COMMENDED: *The London Communications Agency*

"LCA is an agency that should serve as an inspiration to others in the sector.

Its roster of campaigns is consistently top class, and it had another strong year in 2014, continuing its impressive work with the King's Cross redevelopment and working with virtually all of London's boroughs; the judges particularly look forward to seeing the outcome of its work with Gatwick airport, as the campaign for a second runway progresses."



The LCA team collect their award; the sponsor: Jenny Watt, The Building Centre is standing in front of Ivan Massow on the extreme right.

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YOUNG COMMUNICATOR OF THE YEAR 2015

WINNER: Tom Hawkins

WSP | Parsons Brinckerhoff

“The jury was impressed with Tom’s determination and creativity in securing high level coverage for what is still a tricky subject matter for mainstream news outlets: engineering. Internally, Tom has also made a difference to his firm’s communication strategy. He has set up quarterly market reports for the business, and revamped its social media communications as well as introducing public affairs through consultation responses and communicating with politicians.” the judges said.

Tom’s self-confidence and charm was matched by his rival for this award, Helena Carrie of The London Communications Agency, but his experience nudged him ahead when the jury deliberated on their final presentations. A long career as a successful communicator beckons for Tom.

[View full entry details here](#)



Left to right: Tom Hawkins, Press Office, WSP | Parsons Brinckerhoff, Ivan Massow and category sponsor, Jeremy Thompson, CEO, Gorkana.

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IBP CAMPAIGN OF THE YEAR 2015

WINNER: *You Agency*

CAMPAIGN: *PricedIn Campaign*

Again the judges looked at all the case studies in the final selection with the view to identifying that distinctive piece of work that set the entry aside for all the others.

In selecting the winner the judges were unanimous in their choice. The adoption of a multi-platform strategy, negotiated partnerships and use of social media enhanced beyond doubt an industry 'hot potato' by taking the problem and an answer direct to the consumer.

[View full entry details here](#)



The You Agency team with their previous win certificate (Integrated Campaign) and the IBP Campaign of the Year certificate presented by category sponsor Paul Wilkinson, chairman of CIPR/CAPSIG, standing in front of Ivan Massow.

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COMMUNICATOR OF THE YEAR 2015

WINNER: *Andy Rowlands*

Arcadis

The selection of the IBP Communicator of the Year has evolved over the past three year's. Individual's can be put forward or enter themselves for this category. However all the judge's are on the look out for that extra element that makes an outstanding communicator, not only by the quality of their entry but, perhaps more importantly, in the knowledge they impart and their reactions during the Q&A session at the close of their interview with the judges.

This year's Communicator of the Year demonstrated an in depth understanding of the job of work that was to be executed with clear strategic objectives; the piece of work was well conceived, carefully planned and impressively delivered.

What really impressed the judges was the tools used to measure the effectiveness of the communications programme, not only footfall to online elements and print media coverage but right down to new sales, as a direct result of the communications programme.

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Left to right: Gerald Bowey, Chief Executive, ibp Services, Andy Rowlands, Head of Corporate Communications, Arcadis and Guest Speaker: Ivan Massow, London Mayor candidate.

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