



# Communication and PR Awards 2014 Bulletin

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## COMMUNICATION AWARDS HIGHLIGHT THE CREATIVE APPROACH TO BUILT ENVIRONMENT AND B2B STORIES

Some 90 members and guests came together to celebrate this year's winners of the Communication and PR Awards held at McQueen in Shoreditch.

Claer Barrett filled this year's guest speaker slot, with a run down of her career and her latest appointment as Senior Reporter for FT.com, see stand alone video, while again presenting this year's crop of nominations.



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

COMMUNICATOR OF THE YEAR

IN-HOUSE COMMUNICATIONS TEAM OF THE YEAR

PR CONSULTANCY TEAM OF THE YEAR

INTEGRATED COMMUNICATIONS CAMPAIGN OF THE YEAR

BEST BUSINESS COMMUNICATIONS CAMPAIGN

YOUNG COMMUNICATOR OF THE YEAR



# COMMUNICATOR OF THE YEAR 2014

**WINNER: Carolyn Larkin**

**AGENCY/DEPT: Caro Communications**

Carolyn Larkin is the recipient of this year's Communicator of the Year Award, which is chosen from all the participants of the short listed entries. The industry has still not come-up with a definitive description of what PR is. The CIPR and the PRCA seem to agree it's about reputation; it's what you do, what you say about you, it is used to gain trust and understanding between an organisation and various audiences.

Carolyn instinctively understands this principle; the entry on tall buildings [London's Growing Up] demonstrated a clear understanding of the job in hand but equally allowed the PR process to include approaching other contacts, including clients, media and industry bodies to help get the message across.

In this particular instance it was on a tight/last minute brief, with a limited window of opportunity 'to get the message across' that delivered impressive results. Another defining aspect of Carolyn's perception of the tall buildings issue was the decision to take a built environment issue and present it logically and coherently to the general public through national television news bulletins.



Left to right: Rebecca Evans, Licia Houghton, Marketing Manager, DWPub Media Suite (headline Awards sponsor) Carolyn Larkin, Caro Communications and Claer Barrett.

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# IN-HOUSE COMMUNICATIONS TEAM 2014

**WINNER: WSP**

**CAMPAIGN:** *Waking the Sleeping Giant*

The task WSP's in-house team set itself in 2012 was big: to banish the notion that it was a 'sleeping giant.' Clever wins in the broadcast media and the national press went some way to doing this.

In particular, WSP was the first organisation to assert that 'dredging' was not the answer to solve the English flooding crisis of Winter 2013. It was quoted in the Guardian, Times and Daily Mail, with company experts starring on Sky News, Broadsheet recruitment ads, blogs with respected trade titles and a more embedded PR approach to its marketing rounded off the team's strategy to: 'reawaken the giant'.



Left to right: Claer Barrett, Paul Wilkinson, chairman, CIPR/CAPSIG, Tom Hawkins and Emily Beadon, WSP.

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## PR CONSULTANCY TEAM 2014

### WINNER: *London Communications Agency*

The PR Agency stood out for their unparalleled focus on one particular market – London – that gave them a genuinely broader insight to be able to offer their clients working in that city. They also demonstrated stand-out creativity and enthusiasm.



*Left to right: Claer Barrett, with certificate Jenny Watt, Marketing and Communications Manager, The Building Centre and Jonny Popper surrounded by his team.*

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# INTEGRATED COMMUNICATIONS CAMPAIGN 2014

**WINNER: *Van Oord***

**CAMPAIGN:** *Medmerry Managed Realignment*

**ENVIRONMENT AGENCY/TEAM:** *Van Oord*

**This was an exciting category to judge, with the finalists presenting very different successful campaigns. All three nominations demonstrated innovation and a determination to achieve the best outcome possible with the resources available, communicating via a mixture of channels as appropriate to their audience and their aims.**

The Medmerry Managed Realignment of the largest open coast in Europe was an unusual project with huge aims but a very small budget. Using all the means at their disposal, the Medmerry team successfully

achieved their aims of gaining buy-in to the scheme from the local community, gaining significant profile and media attention for the project and completing it successfully, despite some not insignificant risks.

Working closely with a huge range of interested parties, using all the means at their disposal and approaching the whole project with cheerful determination paid off – this successful campaign and project is now attracting interest from all over the world.



Left to right: Luke Trotman, Jacqui Bandy, Team Van Oord and Claer Barrett.

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# BEST BUSINESS COMMUNICATIONS CAMPAIGN 2014

**WINNER: Camargue PR**

**CAMPAIGN:** *Rebuilding Britain –  
British Steel Work Association*

Camargue showed intelligence and directness in their approach which really delivered results. Taking an inexperienced client with a limited budget and a difficult message, they quickly got an important message across to the key decision-makers.



Left to right: Luke Trotman, Isabel Stanley-Wickett and Susan Bennett, Camargue PR and Claer Barrett.

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# BEST BUSINESS COMMUNICATIONS CAMPAIGN 2014

## HIGHLY COMMENDED: *Caro Communications*

**CAMPAIGN:** *London's growing up! –  
NLA tall buildings*

The project team took a great idea and really ran with it, crafting a campaign with real impact and sparking national interest. Their input into the way the research was presented was pivotal to the success of the campaign.



Left to right: Luke Trotman, Jordon Lewis, Rob Fiehn, Carolyn Larkin, Caro Communications and Claer Barrett.

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# YOUNG COMMUNICATOR OF THE YEAR 2014

**WINNER: Ollie Pratt**

**AGENCY: FTI Consulting**

Ollie came across well in his entry, which included a testimonial from his employer and a summary of his career to date. He is passionate about the work he had done with his client: CBRE, giving a well-planned presentation that demonstrated that he understood how to convey a message effectively.

He articulated his individual contribution to successful campaigns, while acknowledging what he had learned from those around him, and demonstrated proactive as well as reactive work with his client.

Ollie was reflective and self-aware, yet clear about his ambitions, giving the judges confidence that this young communicator "is one to watch for the future", the judges said.



Left to right: Rebecca Evans, Editor Construction News, ibp President, Ollie Pratt, FTI Consulting and Claer Barrett.

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