

# Communication and PR Awards 2016 Bulletin

in association with



WELCOME TO THIS **IBP INTERACTIVE BULLETIN**. CLICK ON THE LINKS OR USE THE BUTTONS AT THE BOTTOM OF THE PAGE TO NAVIGATE THROUGH.

**AWARD WINNERS USE MEASUREMENT, SOCIAL MEDIA PLATFORMS AND GOOD OLD FASHION COMMUNICATION SKILLS, TO GET THEIR MESSAGES ACROSS TO A WIDE BUILT ENVIRONMENT AUDIENCE**

**Sophie Walker, Leader of the Women's Equality Party set the tone of the Awards by encouraging the communications industry to campaign for gender equality to the benefit of all. Equality for women isn't a women's issue, when women fulfil their potential everyone benefits. Equality means better politics, a more vibrant economy, a workforce that draws on the talents of the whole population and a society at ease with itself.**

She said: "as individuals, women can raise consciousness about practical gender needs. We can talk about the experience of being smaller, pregnant or feeling unsafe after dark. And as individuals writing about and working with this industry you can all raise the importance of this 'other' experience – and its absence when you see it.

"As a group you can raise the importance of a gendered approach to planning. You can rethink what home, neighbourhood, city and workplace mean and you can imagine an environment that responds to those needs" she added. [Please see the Awards video, for Sophie's full speech.](#)

IBP members, both journalists and communicators are ideally placed to influence the equality debate. Gerald Bowey, CEO ibp Services commented in his opening remarks: "60% of CIPR female members are Heads of Communication and Associate Directors, with some 48% being a Director, Partner or Managing Director, so room for improvement there! He added that the majority of our leading built environment titles are edited and largely staffed by women who bring a vital perspective to our sector, not always appreciated in a heavily male dominated industry.



*Sophie Walker, former Reuters journalist and now Leader of the Women's Equality Party*

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

[BEST BUSINESS COMMUNICATIONS CAMPAIGN](#)

[BEST INTEGRATED CAMPAIGN](#)

[BEST IN-HOUSE COMMUNICATIONS TEAM](#)

[BEST PR CONSULTANCY TEAM](#)

[YOUNG COMMUNICATOR OF THE YEAR](#)

[COMMUNICATOR OF THE YEAR](#)

[CAMPAIGN OF THE YEAR](#)

# BEST BUSINESS COMMUNICATIONS CAMPAIGN 2016

The judges noted that while it was difficult to compare entries with widely varied budgets, the shortlisted entries were all successful in their own terms, and did what a business communications campaign is supposed to do – deliver a clear call to action with measurable outcomes for the business, or effect a fundamental shift in the understanding of that business among key audiences.

**WINNER: *Goodfellow Communications***

**CAMPAIGN: *Stone Stories: Martin Ashley Architects***

“Goodfellow Communications’ campaign for Martin Ashley Architects was well-targeted, bespoke and shouted quality”, said the judges.

“With a client keen to build awareness in a market populated by larger, longer established rivals, and in a field that has sometimes struggled to generate media interest, Goodfellow Communications secured national as well as specialist coverage, in the process helping the client to understand where untapped reservoirs of interest in its work might lie” said the judges.

Goodfellow Communications evidently got under the skin of the subject matter and was excited by it, and their passion for the work is clear to see from the results.

Well conceived, carefully planned and impressively executed, the campaign fulfilled the brief objectives, exposing Martin Ashley Architects through positive and engaging content to a series of professional, public, expert and technical audiences, adding new instructions for work to the bottom line.

[View full entry details here](#)

Sponsored by

**CIPR**



Left to right: Rebecca Evans, Editor, Construction News, President IBP, Goodfellow Communications team, Sophie Walker, Leader, Women’s Equality Party and category sponsor: Paul Wilkinson, chair, CIPR/CAPSIG.

## BEST INTEGRATED CAMPAIGN 2016

The standard of entries was notably high, and all showed evidence of the greater integration of campaign tools to deliver messages, and of the ability to use new platforms to refine messages and target audiences. The judges commented that as well as integration of media, the entries showed the successful integration of communication campaigns with other activities, such as investor relations, and in-house and external teams working in partnership.

### **WINNER: London Communications Agency**

**CAMPAIGN:** *King's Cross Pond Club*

London Communications Agency “cleverly managed to carve out space for a distinct story within a larger communications campaign, achieving significant press and broadcast coverage. The campaign was innovative but avoided giving the sense of a publicity stunt. Rather, the communications consistently embodied the ‘mood’ of the King’s Cross project”, the judges said.

The campaign impressed the judges by adopting a multi-media and E-Newsletter strategy while also negotiating an exclusive with Time Out, pushing the exclusive “Club” status of the facility, in a public space, and making it an attractive location for both locals and visitors.

The judges noted that LCA’s ability to focus – on a single aspect within the bigger King’s Cross story – a small innovative installation – demonstrated a real creative approach that contributed to the KX global profile.

[View full entry details here](#)

Sponsored by

**CIPR**



Left to right: category sponsor, Paul Wilkinson, chair, CIPR/CAPSIG, London Communications Agency team, Sophie Walker (third from right).



## BEST INTEGRATED CAMPAIGN 2016

### **HIGHLY COMMENDED:** **Holistic**

**CAMPAIGN:** *Oktra: growth through online and social media*

Working with their client Oktra, the design and build contractor; Holistic were able to demonstrate a creative and innovative approach to their client's business and increased the volume of qualified leads by 22% to support Oktra's 12% year on year revenue growth.

Holistic were also able to demonstrate a level of measurement to the target audiences that supported their client's aspirations achieving 1,200 leads in a non-direct sales manner, producing £700,000 of gross profit in a 12-month period, just one of the impressive measurements used to support their entry, the judges commented.

The judges awarded a highly commended to Holistic: "they demonstrated a clear understanding of their market sector and the client. They were able to measure the effectiveness of their work in the media, on digital platforms and in real monetary terms" the judges said.

[View full entry details here](#)

Sponsored by

**CIPR**



*Left to right: Paul Wilkinson, Holistic Team, Sophie Walker (second from right) and Rebecca Evans.*

# BEST IN-HOUSE COMMUNICATIONS TEAM 2016

The final three nominations in this category all demonstrated a wide range of skills and harnessed all available PR and digital tools to help deliver their PR campaigns and projects; they all achieved multiple objectives and clearly worked effectively and efficiently together. It was really difficult to separate them until the final interview session...

## WINNER: *Colliers International*

The Colliers team demonstrated their strong dynamics clearly thinking about their audience and showing that they work effectively together. By drawing on the Colliers research facility and focusing on what their audience really needed they succeeded in meeting their objectives. Their bespoke 'Release' reporting tool allows the team to measure their outcomes and report to the business in an impactful way.

[View full entry details here](#)

Sponsored by

THOMAS &  
TROTMAN  
DESIGN



Left to right: Category sponsor, Luke Trotman, Thomas & Trotman Design, Colliers International Team, Sophie Walker (second from right).

# BEST IN-HOUSE COMMUNICATIONS TEAM 2016

## **HIGHLY COMMENDED:** **Galliford Try**

The personal approach to communications taken by the Galliford Try team proved that big budgets aren't always necessary to effectively get the job done in a highly professional and sustainable way. The team put their audience first, reacted quickly to enquiries and supported local community projects, in the vicinity of their own major projects, making that vital link between the work in progress and the local 'need to know' work to best advantage.

The judges awarded a highly commended in this category to: Galliford Try for their consistent professionalism when faced with a constant barrage of complaints in the early stages of an unpopular road works project, overcoming this difficult position with a personal communications approach and engagement with the community.

[View full entry details here](#)



*Left to right: Jarrod Parkin, Alan Jones, Galliford Try and Sophie Walker.*

Sponsored by

THOMAS &  
TROTMAN  
DESIGN



## BEST PR CONSULTANCY TEAM 2016

The overall standard in this category was good, with the strongest entrants really making the most of the additional opportunities to impress offered by the face-to-face presentations. The best entries set their strategy and vision against some real-life examples and brought their passion to bear in their final presentations. The best entries saw the 'bigger picture' and offered more in terms of research, value for money, results and innovation.

The entries that gained top marks didn't just deliver excellent PR but also created opportunities for their clients. They considered what was of interest to journalists, clients and the public and delivered useful, intelligent projects.

### **WINNER: London Communications Agency**

"London Communications Agency impressed the judges with their passion, their team spirit and the hard facts behind their submission.

"The wide range of inventive projects and targeted PR opportunities they delivered, together with their commitment to industry research, which added depth to their work, impressed the judges.

"They have a clear USP and they know how to use it well, maintaining long-term relationships with existing clients and winning an impressive amount of new business in the period covered by their award entry", commented the judges.

[View full entry details here](#)

Sponsored by



*Left to right: Sophie Walker, category sponsor: Jenny Watt, PR and Marketing Manager, The Building Centre, London Communications Agency Team.*

# YOUNG COMMUNICATOR OF THE YEAR 2016

All the entries and finalists in the Young Communicator of the Year category showed outstanding examples of their work, with the three nominations running neck and neck, with the winner clinching first place at the final interview session.

## **WINNER: Amelie Barrau**

*Press Officer, WSP | Parsons Brinckerhoff*

"Amelie is a young communicator whose passion for her work is infectious. She is an excellent story teller and is quick to take opportunities to create memorable coverage, with her ability to persuade publicity-shy company representatives into the limelight – a particularly impressive trait," the judges said.

[View full entry details here](#)



Left to right: Sarah Richardson, Editor, Building magazine, member IBP board, Amelie Barrau, WSP Parsons | Brinckerhoff, Sophie Walker.

Sponsored by



# IBP CAMPAIGN OF THE YEAR 2016

The judges looked at all the case studies in the final selection with the view to identifying that distinctive piece of work that sets the entry aside from all the others.

## **WINNER: Goodfellow Communications**

*Stone Stories: Martin Ashley Architects*

In selecting Goodfellow Communications campaign: Stone Stories the judges concluded that the team behind this piece of work evidently got under the skin of the subject matter and was excited by it, and their passion for the work is clear to see; a very visual campaign, paying homage to the timeless view that a picture is worth a thousand words.

[View full entry details here](#)

Sponsored by



Left to right: Rebecca Evans, Goodfellow Communications Team, Sophie Walker.

# IBP COMMUNICATOR OF THE YEAR 2016

The selection of the IBP Communicator of the Year has evolved over the past four years. Individual's can be put forward or enter themselves for this category. However, all the judges 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 that they impart, and the way in which they carry out their role to the highest possible standards.

## **WINNER: Alan Jones**

*Galliford Try*

Alan Jones, Public Liaison Officer, Galliford Try demonstrated a clear understanding of the job of work that was necessary to achieve the best results. Whilst using all the available tools and sophisticated platforms to perform the task, the successful results he achieved also required the attitude of a 'foot soldier' constantly monitoring the cause and effects of a major disruptive project 24/7.

Alan's dedication and commitment was impressive and showed us that communications isn't all about media coverage, social channels and thought leadership, it is also about communicating on a regular face-to-face basis with your audience in a way that works for them too!

[View full entry details here](#)

Sponsored by



Left to right: Rebecca Evans, Alan Jones, Galliford Try, Sophie Walker and Gerald Bowey, CEO, ibp Services.