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Communication & PR awards 2018

Top award to add to Young Communicator of the year win for talented Built Environment PR

The judges unanimously applauded this year's Young Communicator of the Year, FTI's Ellie Perham-Marchant declaring her a genuine ambassador for our industry and awarded her a second accolade – overall Communicator of the Year!



Gerald Bowey (CEO ibp Services), Martin Hilditch (Executive Editor, Inside Housing), Ellie Perham-Marchant, Ruth Slavid (Vice-President IBP)

For details and information about the IBP Communication and PR Awards winners

Click on the categories below:

[Young Communicator of the Year](#)

[Best Integrated Campaign](#)

[Best Business Communications Campaign](#)

[In-House Communications Team](#)

[PR Consultancy Team](#)

[Communicator of the Year](#)

Young Communicator of the Year

Our three shortlisted contenders were focused young people that impressed the judges with their different areas of expertise and talent. Nevertheless, one finalist demonstrated such a breadth of knowledge and competence that the overall impression was that she was more than a 'safe pair of hands'...

Winner: Ellie Perham-Marchant, FTI Consulting

Ellie wowed the judges with a considered presentation which was focused and full of personality. More importantly, it was full of examples of the impact of her work, across a range of clients and market sectors. For each she was able to demonstrate an outstanding outcome for the client. This included positive and extensive coverage in leading, global titles such as Le Monde, The New York Times, Reuters and The Times and key local business press such as CityAM.

She also demonstrated a genuine passion and knowledge for PropTech and made it clear how she wished to build the next stage of her career in this crucial, growing sector.

Ellie thoughtfully responded to questions and it was clear that she was building meaningful business relationships within her growing network. The judge's overall impression was that she is one to watch.

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Left to right: Sally Hooker (CIPR/CAPSIG, sponsor), Martin Hilditch, Ellie Perham-Marchant, Ruth Slavid

Best Integrated Campaign

This category produced strong and very varied entries – all with real merit. The commitment and knowledge of the teams behind the campaigns shone through, as did their ability to understand the needs of the client and produce results. It was a tough choice, with the shortlist spanning the spectrum, from the well-researched, beautifully executed B2B campaign, through to the highly creative, innovative B2C campaign that shifted the dial. Entries illustrated the benefits of collaboration to deliver great results...

Winner: London Communications Agency

Campaign: Slideatron at Wembley Park

The London Communications Agency really captured the judges' imagination with a highly creative, ambitious and unusual campaign, designed for maximum impact, from print to social media to face-to-face, this campaign covered a full spectrum of activity. Collaboration and imaginative problem solving ensured that maximum results were delivered for the client. Small details that were well executed complemented a spectacular, eye-catching centrepiece.

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Left to right: Martin Hilditch, Winning Team from London Communications Agency, Luke Trotman (Thomas & Trotman Design, sponsor)

Best Business Communications Campaign

Another competitive category which made for a long discussion among the judges in choosing the winner. The sector clearly boasts some highly-motivated and effective campaigners, so much so that the judges also awarded a Highly Commended in this category.

Winner: Ridgemount PR

Why Prysmian?

The judges were very impressed by the amount of research and thought that was put into this campaign; Ridgemount PR had skillfully and diplomatically managed to bring a very traditional client into the 21st century.

The client was sceptical of using social media to reach its target customers but was persuaded by the data evidence presented by this PR. Most importantly, the campaign was brought to life through the production of an engaging video, this positively represented a client and a topic that's not that easy to promote.

Ridgemount PR was at the very heart of the creative endeavour but was also able to recognize its own limitations and decided to involve other agencies to create the best content for the client. The messages and artwork used were straightforward but worked well and capitalized on the nationalistic feeling in the country. Ridgemount took a nuts-and-bolts part of the industry and made it compelling through a clever and diplomatic approach; they also managed to get a company steeped in tradition to change direction.'

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Left to right: Martin Hilditch, Winning Team from Ridgemount PR, Isobel Arrowsmith (Group Manager, PRCA, sponsor)

Best Business Communications Campaign

Highly Commended: Liz Male Consulting

UK Construction Week Diversity Policy?

This campaign was described as a 'rollercoaster' by Liz Male Consultancy and the judges agreed it was an impressive and high-profile piece of work. Thanks to a perfect pitch and good timing, the team was able to secure memorable national coverage in broadcast, print and online media, coverage which undoubtedly contributed to change on one of the biggest trade shows in the world, MIPIM. The team and founder Liz Male had strong opinions on this subject and this sincerity helped to persuade UK Construction Week to address a negative episode head on and turn perceptions around. The judges would have liked to have seen something about the individual stories of the showgirls involved in the original story but praised the overall quality this team's presentation, which was distinct from the written submission and had a good narrative.

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Left to right: Isobel Arrowsmith (Group Manager, PRCA, sponsor), Martin Hilditch, Winning Team from Liz Male Consulting

In-House Communications Team

The judges commented on the strong pool of credible, considered entries. Teams demonstrated ambition, commitment and the ability to use multiple tools and techniques to bring about results internally and externally. Judges are keen to see more innovation and boundary pushing in reflecting and meeting organisational needs.

Winner: Savills

The Savills team impressed with its clear and focused work to step up engagement with international markets and audiences. The value the team offers to the business is apparent. By guiding and advising colleagues, this team ensures maximum coverage and impressive growth in reach. This well-established brand is nevertheless trying new approaches, including re-packaging existing quality content in a new format to engage with the target audience and refresh the point of delivery.

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Left to right: Giverny Meakin & Carla Parsons (Thomas & Trotman Design, sponsor), Martin Hilditch, Winning Team from Savills

PR Consultancy Team

This was a hard-fought category featuring two highly professional PR firms in the final selection with good compelling stories to tell about their success...

Winner: Liz Male Consulting

Liz Male and her colleagues brought two clients to their presentation, a bold move which impressed the judges given its confidence and transparency. The team demonstrated it benefitted from strong guidance and leadership and showed it had a far-sighted approach focusing on issues facing a wider industry such as fire safety, sexism and disruptive technology as well as those immediately facing individual clients.

The judges found the consultancy proactive as well as passionate 'they love their clients and keep them on their toes which is all you want from a PR agency,' one judge remarked. 'And as one of the clients said, they go out of their way to deliver to clients which shows passion and dedication.'

There was also the welcome acknowledgement from Liz Male Consultancy that its clients often needed to cease doing certain communication activities in order to focus on other more effective activities. Finally, their entry and presentation demonstrated a sense of deep thinking going beyond the services typically provided by a PR Practitioner. A clear winner.

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The Built Environment Trust



Left to right: Martin Hilditch, Winning Team from Liz Male Consulting, Jenny Watt (Marketing Manager, The Built Environment Trust, sponsor)

Communicator of the Year

During the interview sessions the judges are looking for the outstanding Communicator of the Year in a shortlist of exceptional communicators, that's why they are in the final shortlist. [It is worth noting that it is three years since an award has been made in this category]...

Winner: Ellie Perham-Marchant

Our overall winner, Ellie Perham-Marchant, simply reminded the judges of why we love our jobs. Her enthusiasm for the industry and her clients was infectious and the judges were completely drawn in by her telling of her campaigns.

What Ellie lacks in experience she more than makes up for with an abundance of personality and passion – and a genuine desire to see the reputation of the building industry enhanced. She has had impact at both a local and global level and, in carving out a niche in placemaking and business to consumer communications, recognizes the increasingly vital role of communications in winning the public round to major building and construction projects. Ellie also demonstrated a real knowledge of the emerging technology market and how that will impact on the industry. Ellie is not someone to watch out for in the future – she is someone to watch and learn from now; that's what makes her, in the eyes of the judges, Communicator of the Year and a genuine ambassador for our industry.

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Left to right: Gerald Bowey (CEO ibp Services), Martin Hilditch (Executive Editor, Inside Housing), Ellie Perham-Marchant, Ruth Slavid (Vice-President IBP)