

**BEST AUTOMATIVE TITLE**

Title	Client	Agency
Alfa	Alfa Romeo UK	Northstar
Audi Magazine	Audi UK	Northstar
Christophorus 352 - OUR IDENTITY	Dr. Ing. h.c. F. Porsche AG	KircherBurkhardt Stuttgart GmbH
Jaguar Magazine & app	Jaguar Cars	Haymarket Network
Land Rover Onelife	Land Rover	Redwood
Legend	Scania	Appelberg Publishing
LIV (the Volvo Magazine)	Volvo Car Corporation	Redwood
Today Tomorrow	Toyota GB	Sunday
V-ZINE	Shell	Redwood
Zoom-Zoom	Mazda	Redwood

**BEST FINANCE TITLE**

Title	Client	Agency
Abode and Home Smart	Lloyds TSB and Halifax	Seven
Lyckoslanten	Swedbank	Bee Production
MoneyPlus	Standard Life	Forward
Perspective	Brewin Dolphin	Wardour
PetPeople	Petplan Ltd	Sunday
Quintessence	BNP Paribas Security Services	Wardour
VERVE	SEB Private Banking	Tidningskompaniet
Your Wellbeing	Aviva	Seven

**BEST TRAVEL AND LEISURE TITLE**

Title	Client	Agency
British Airways' High Life Magazine	British Airways	Cedar Communications
Business Life	British Airways	Cedar Communications
Do Not Disturb	Best Western UK	Cedar Communications
ECB match-day programmes	England and Wales Cricket Board	Haymarket Network
Journey	Hawker Beechcraft	Zero Collective
Open Skies	Emirates Airlines	Motivate Publishing
Qantas The Australian Way	Qantas Airways	ACP Magazines
Rock & Roam	Virgin Holidays	River
Scanorama	SAS	DG Communications
Silkwinds	SilkAir	Emphasis Media

**BEST MEMBERSHIP TITLE (CHARITIES, NOT-FOR-PROFIT AND ASSOCIATIONS)**

<b>Title</b>	<b>Client</b>	<b>Agency</b>
British Eventing Life	British Eventing	Archant Dialogue
Landscape	Landscape Institute	Wardour
Modus	Royal Institution of Chartered Surveyors (RICS)	Sunday
Mortgage & Finance Brief	Mortgage & Finance Association of Australia	Mahlab Media
PE (Professional Engineering)	Institution of Mechanical Engineers (IMechE)	Caspian Media
Shine On	Marie Curie Cancer Care	Northstar
Walk	Ramblers	River
Wild About	Zoological Society of London	Think

**BEST PUBLIC SECTOR / GOVERNMENT TITLE**

<b>Title</b>	<b>Client</b>	<b>Agency</b>
ESRC - Britain in 2011	ESRC	BBC Customer Publishing
Ethos	Serco	Sunday
FOCUS on the Economy and Technology	Finnish Promotion Board	Sanoma Magazines Finland Custom Publishing
Historic Scotland	Historic Scotland	Think
Private Equity Findings	Coller Institute of Private Equity (at London Business School)	Bladonmore (Europe) Ltd

**BEST INTERNAL COMMUNICATION**

<b>Title</b>	<b>Client</b>	<b>Agency</b>
Action	Women's Royal Voluntary Service (WRVS)	Think
Cheers	Molson Coors Brewing Company (UK & Ireland)	CPL
IKEA co-worker magazine Readme	IKEA Services AB	OTW Communication
Infoworks	Laing O'Rourke	Redhouse Lane
Meidan Media (Our Media)	Sanoma Magazines Finland	Sanoma Magazines Finland Custom Publishing
OneLife	Lloydspharmacy	Axon Publishing
Scoop	Serco	Sunday
The Express	First TransPennine Express	Seven
The Nose Magazine	The Perfume Shop	Indigodog Publishing
Up to Speed	British Airways	Cedar Communications
Update& update.balfourbeatty.com	Balfour Beatty	Bladonmore (Europe) Ltd

**BEST B2B TITLE**

<b>Title</b>	<b>Client</b>	<b>Agency</b>
152	Edita	JG Communication
Contact	Royal Mail	Redwood
Exceptional	Ernst & Young	Wardour
Fujitsu I	Fujitsu	Redwood
Happi	Happi Mindshare	Markkinointiviestintä Dialogi Oy
Hays Journal	Hays	Wardour
Professional Manager	The Chartered Management Institute (CMI)	Think
Progress magazine	ACE European Group	Grist Ltd
Sort It	Royal Mail	Redwood
The Review	Gemalto	Wardour
Think Quarterly	Google	The Church of London

**BEST CONSUMER PUBLICATION (RETAIL)**

<b>Title</b>	<b>Client</b>	<b>Agency</b>
All Of You	Lloydspharmacy	Axon Publishing
ASDA MAGAZINE	ASDA	Publicis Blueprint
Boots Health and Beauty	Boots	Redwood
DARE Magazine	Superdrug stores plc	River
Office	Office	Fitzgerald Shurey Tarbuck (FST)
Sainsbury's magazine	Sainsbury's	Seven
Tesco Magazine	Tesco Stores Ltd	Cedar Communications
TONI&GUY	TONI&GUY	Fitzgerald Shurey Tarbuck (FST)
Woolworths TASTE	Woolworths	New Media Publishing
Your M&S Magazine	Marks & Spencer	Redwood

**BEST CONSUMER PUBLICATION (NON-RETAIL)**

<b>Title</b>	<b>Client</b>	<b>Agency</b>
Barometer	Savills	Bluedoor Media
BEER	Campaign for Real Ale (CAMRA)	Think
CILICHILI	Vodafone	Boomerang Publishing
Completely London	Kinleigh Folkard & Hayward	August Media
electric!	Virgin Media	Redwood
Vitality magazine	Flora pro.activ	TMW
Weight Watchers Magazine	Weight Watchers Australasia	Pacific+
WeightWatchers Magazine	WeightWatchers	River

**BEST CONSUMER PUBLICATION (MEMBERSHIP)**

<b>Title</b>	<b>Client</b>	<b>Agency</b>
Boots Parenting Club	Boots	Redwood
Heritage Today	English Heritage	Seven
HOG magazine	Harley Owners Group (Europe, Middle East & Africa)	Archant Dialogue
Ikea Family Live	Ikea	August Media
Oxford Today	Oxford University	FuturePlus

**BEST INTERNATIONAL PUBLICATION**

<b>Title</b>	<b>Client</b>	<b>Agency</b>
Exceptional	Ernst & Young	Wardour
Fujitsu I	Fujitsu	Redwood
Ikea Family Live	Ikea	August Media
Land Rover Onelife	Land Rover	Redwood
LIV (the Volvo Magazine)	Volvo Cars	Redwood
Tesco Lifestyle Magazine (China)	Tesco Stores Ltd (China)	Cedar Communications
THE MINI INTERNATIONAL	Bayerische Motoren Werke AG, MINI Brand Management	HOFFMANN UND CAMPE Corporate Publishing
Zoom-Zoom	Mazda	Redwood

**BEST BROCHURE**

<b>Title</b>	<b>Client</b>	<b>Agency</b>
Butlins	Butlins	August Media
Goodwood Revival Programme	Goodwood Road Racing Club	Northstar
Journeys	Orient Express	ILN
Moments of Inspiration	Populous	Alma Media International
Royal Ascot	Ascot Racecourse	Archant Dialogue
Succeeding for generations	Ernst & Young	Wardour
The Art of Working Together	Strutt & Parker	Sunday
Volkswagen Commercial Vehicles Vans and Passenger Carriers brochures	Volkswagen Commercial Vehicles (VWCV)	Haymarket Network
ZSL London Zoo Visitor's Guide / ZSL Whipsnade Zoo Visitor's Guide	Zoological Society of London	Think

**BEST CATALOGUE**

<b>Title</b>	<b>Client</b>	<b>Agency</b>
B&Q Garden Living	B&Q	Axon Publishing
Calibre	Watches of Switzerland	Northstar
Cath Kidston Summer 2011 Issue 3 magazine	Cath Kidston	Publicis Blueprint
M&S Autumn Home	Marks and Spencer	Axon Publishing
Office	Office	Fitzgerald Shurey Tarbuck (FST)
USC	USC	BBC Customer Publishing

**BEST ANNUAL REPORT**

<b>Title</b>	<b>Client</b>	<b>Agency</b>
City & Guilds Annual Review	City & Guilds	August Media
Credit Suisse Company Profile Corporate Responsibility Report	Credit Suisse AG	Arnold. Inhalt und Form
Global Hunger Index	Deutsche Welthungerhilfe e.V.	Muehlhausmoers
Hesana - Versprechen - 2011	Helsana Versicherungen AG	Arnold. Inhalt und Form
Serco Corporate Responsibility Review	Serco	Sunday
The Southern Co-operative Annual Review 2010-2011	The Southern Co-operative	River
Tomarrow's Risks	If	Tidningskompaniet
ZSL Living Conservation, The Year in Review 2010	Zoological Society of London	Think

**BEST USE OF PHOTOGRAPHY**

<b>Title</b>	<b>Client</b>	<b>Agency</b>
Club Wembley Journal	Wembley Stadium	Seven
Code Red: Danger Man	Travelers	Wardour
Completely London	kinleigh Folkard & Hayward	August Media
Completely London	Kinleigh Folkard & Hayward	August Media
Completely London	Kinleigh Folkard & Hayward	August Media
Ethos	Serco	Sunday
Fujitsu I	Fujitsu	Redwood
Land Rover Onelife	Land Rover	Redwood
LIV (the Volvo Magazine)	Volvo	Redwood
Silkwinds	SilkAir	Emphasis Media

**BEST USE OF ILLUSTRATION**

<b>Title</b>	<b>Client</b>	<b>Agency</b>
A Thousand Little Things	Boden	Sunday
Abode	Lloyds TSB	Seven
Completely London	Kinleigh Folkard & Hayward	August Media
Goodwood Revival Programme	Goodwood Road Racing Club	Northstar
Modus	Royal Institution of Chartered Surveyors (RICS)	Sunday
The Wealth Report: A Global Perspective on Prime Property and Wealth 2011	Knight Frank	Think
Think Quarterly	Google	The Church of London
Today Tomorrow	Toyota GB	Sunday

**DESIGNER OF THE YEAR**

<b>Nominee</b>	<b>Client</b>	<b>Agency</b>
Catherine Hopkinson	Toyota GB	Sunday
Christie Ferdinando	Royal Institution of Chartered Surveyors (RICS)	Sunday
Dan Delaney	Land Rover	Redwood
David Jackson	Royal Mail	Redwood
Finnie Finn	Fujitsu	Redwood
Jenni Doggett	Mazda	Redwood
Jes Stanfield	Campaign for Real Ale (CAMRA), Institute of Trade Mark Attorneys (ITMA), Motor Sports Association (MSA), Preferred Hotel Group (PHG)	Think
Michael Harrison	The Clydesdale Bank and Yorkshire Bank	Conde Nast Publications
Richard Spellman	English Heritage	Seven
Rob Longworth	Google	The Church of London
Will Slater	USC	BBC Customer Publishing

**EDITOR OF THE YEAR**

<b>Nominee</b>	<b>Client</b>	<b>Agency</b>
Amanda Nicolas	Channel 4	Zone
Charlie Norton	Holland & Barrett	River
Coralie Dorman	ASDA	Publicis Blueprint
Deborah Wald	Royal Mail	Redwood
Donna Hardie	Kinleigh Folkard & Hayward	August Media
Helena Lang	Sainsbury's	Seven
Jane Druker	Holland & Barrett	River
Mark Hooper	Virgin Media	Redwood
Scarlett Brady	Mothercare & Early Learning Centre	Media10
Stuart Knott	Royal Mail	Redwood
Toby Bourne	Virgin Media	Redwood

**BEST B2B / INTERNAL SOLUTION**

<b>Title</b>	<b>Client</b>	<b>Agency</b>
Mobile communication PostNord	PostNord AB	Tidningskompaniet
Orange Exchange online	Orange	Publicis Blueprint
Volkswagen Group Desktop	Volkswagen Group (UK)	Haymarket Network
www.fm-magazine.com	CIMA (Chartered Institute of Management Accountants)	Seven
www.mailmediacentre.co.uk	Royal Mail	Redwood

**BEST CONSUMER SOLUTION**

<b>Title</b>	<b>Client</b>	<b>Agency</b>
Channel 4 Food	Channel 4	Zone
East Midlands Trains	East Midlands Train	ILN
electric! online	Virgin Media	Redwood
Life's a Pitch	BT	Zone
My Redoute Magazine	La Redoute	Redwood
Real Food website	Tesco	Cedar Communications
RelentlessEnergy.com	Coca-Cola	Zone
www.ManUtd.com	Manchester United	Haymarket Network
www.toniandguy.com	TONI&GUY	Fitzgerald Shurey Tarbuck (FST)
Zoom-Zoom	Mazda	Redwood

**BEST DIGITAL SOLUTION OF THE YEAR (CHARITIES, NOT-FOR-PROFIT AND PUBLIC SECTOR)**

<b>Title</b>	<b>Client</b>	<b>Agency</b>
Green Hotelier	International Tourism Partnership	ILN
Landscape	DEFRA	Seven
MyFarm	The National Trust	Public Zone
Poverty Over	The Guardian/Christian Aid	Seven
Scouting microsite	The Scout Association	Think
Where Is Your Line?	The Havens	Story Worldwide

**BEST VIDEO**

Title	Client	Agency
Business Challenge Videos	Ernst & Young	Wardour
Couleurs Carolo	Akzo Nobel Belgium	SANCTA
LIV (the Volvo Magazine) - Volvo C30 Polestar v The Nurburgring	Volvo Cars	Redwood
M&s TV	Marks and Spencer	Adjust Your Set
TONI&GUY TV	TONI&GUY	Fitzgerald Shurey Tarbuck (FST)
We love wood	IKEA	OTW Communication
Welcome to my cab	Volvo Trucks	Tidningskompaniet
Where Is Your Line?	The Havens	Story Worldwide

**BEST MOBILE SOLUTION**

Title	Client	Agency
Alfa iPad app	Alfa Romeo UK	Northstar
Audi Magazine iPad app	Audi UK	Northstar
Journey	Hawker Beechcraft	Zero Collective
LIV (the Volvo Magazine)	Volvo	Redwood
NCT Babychange app	NCT	Axon Publishing
Perspective iPad app	Brewin Dolphin	Wardour
PROJECT	Virgin	Seven
The Wine Regions of Victoria iPhone app	Tourism Victoria	Hardie Grant Magazines
UltiMag	BNP Paribas Fortis	sQills
Vings varld	Ving Sverige AB	Tidningskompaniet

**BEST SPECIALIST COMMUNICATION**

Title	Client	Agency
A Thousand Little Things	Boden	Sunday
Darley Bloodstock Catalogue	Darley Stud Management Ltd	CPL
Tesco Real Food	Tesco	Cedar Communications
The Wealth Report: A Global Perspective on Prime Property and Wealth 2011	Knight Frank	Think

**BEST INTEGRATED MARKETING SOLUTION OF THE YEAR (CONSUMER)**

<b>Title</b>	<b>Client</b>	<b>Agency</b>
Boots Parenting Club	Boots	Redwood
British Airways' High Life Magazine	British Airways	Cedar Communications
Completely London	Kinleigh Folkard & Hayward	August Media
electric!	Virgin Media	Redwood
Ikea Family	Ikea	August Media
Le Mans	Audi UK	Northstar
Manchester United	Manchester United	Haymarket Network
Real Food magazine and website	Tesco	Cedar Communications
Sainsbury's Little Ones	Sainsbury's	Seven
Zoom-Zoom	Mazda	Redwood

**BEST INTEGRATED MARKETING SOLUTION OF THE YEAR (B2B)**

<b>Title</b>	<b>Client</b>	<b>Agency</b>
Barclays Take One Small Step Competition	Barclays Business	Redwood
Bruce	Markee - Het Salon	Het Salon
Content platform One for Belgacom	Belgacom Group	Propaganda nv
Ethos and ethosjournal.com	Serco	Sunday
Orange Exchange	Orange	Publicis Blueprint & John Brown
Pulso	Telefonica Grandes Clientes	MRM Worldwide Spain, S.A.

**LAUNCH OF THE YEAR**

<b>Title</b>	<b>Client</b>	<b>Agency</b>
A Thousand Little Things	Boden	Sunday
AC	The America's Cup Event Authority (AMEA)	Haymarket Network
Do Not Disturb	Best Western UK	Cedar Communications
Gurgle	Mothercare & Early Learning Centre	Media10
Hays Journal	Hays	Wardour
MSA	The Motor Sports Association (MSA)	Think
Perspective	Brewin Dolphin	Wardour
Tesco Lifestyle Magazine (China)	Tesco Stores Ltd (China)	Cedar Communications
Think Quarterly	Google	The Church of London