



## AMEC AWARDS 2010

### WINNERS

#### **Judges Platinum Award**

Winner Hill & Knowlton Communications for Nord Stream AG

#### **International Members Awards**

Winner Ex Libris for The Administration of Cherepovets city

#### **Best evaluation by an in-house communications team or PR agency team**

Gold Westminster City Council

Silver Creditinfo for All Creditinfo clients

Shortlisted Gellis Communications for European Commission - DG Economic and Financial Affairs

#### **Best use of communication measurement: not-for-profit**

Gold Echo Research for The Liberal Democratic Party

Silver Media Measurement for UNICEF

Bronze Media Monitors for Australian Paralympic Committee

#### **Best use of communication measurement: business-to-business**

Gold Kantar Media for The Society of Motor Manufacturers and Traders Limited (SMMT)

Silver Echo Research for BCS The Chartered Institute for IT

Bronze Echo Research for Alcatel-Lucent Group

Shortlisted Acceso for Vodafone Spain

Shortlisted Media Watch for AMIR (Arab Media Influence Report)- a syndicated product owned by News Group

#### **Best use of communication measurement: business-to-consumer**

Gold Echo Research for McDonald's Europe

Silver Media Monitors for Digi.com Berhad, Malaysia

Bronze Kantar Media Intelligence for Diageo

**Best use of communication measurement: international - multi-market activity**

Gold	Hill & Knowlton Communications for Nord Stream AG
Silver	Media Watch/SocialEyez for Mashreq Bank
Bronze	Echo Research for Government Communication Office, Federal Government of the UAE
Shortlisted	Media Measurement for Nissan
Shortlisted	Media Measurement for UNICEF
Shortlisted	Metrica for Sony Ericsson

**Best use of communication measurement: public sector**

Gold	Media Monitors & University of NSW for Australian Sports Commission
Silver	Westminster City Council
Bronze	Echo Research for Greater Manchester Police
Shortlisted	Media Monitors for Te Papa Tongarewa (Museum of New Zealand)
Shortlisted	PMG Presse-Monitor for A German federal ministry

**Best use of integrated communication measurement/research**

Gold	Ex Libris Agency for The Administration of Cherepovets city
Silver	Echo Research for UCL
Bronze	Metrica for Seafish

**Best use of measurement for a single event**

Gold	Media Monitors for Te Papa Tongarewa (Museum of New Zealand)
Silver	Kantar Media for EDF Energy
Bronze	Metrica for Skype
Shortlisted	Investor Dynamics for Cadbury
Shortlisted	Media Monitors for Australian Paralympic Committee

**Best use of social media measurement**

Gold	Media Measurement for Nissan with Helping Nissan turn over a new leaf!
Silver	Echo Research for Syngenta
Bronze	Media Measurement for Nissan with Measurement Cubed!
Shortlisted	Kantar Media for Kraft
Shortlisted	Kantar Media for Tchibo
Shortlisted	Media Watch/SocialEyez for Mashreq Bank

**Young professional of the year**

Gold	Tim Zecchin, Media Measurement
Highly Commended	Michael Ishmael, Metrica
Shortlisted	Silvia Sánchez Añón, Acceso
Shortlisted	Kester Ford, Cision
Shortlisted	Robin Roemer, Hill & Knowlton Communications
Shortlisted	Gareth Price, Precise