



grand prix'08

**FEIEA**

**THE WINNERS**



**This year's competition attracted 148 entries from 10 countries across Europe.**

**Each of the award winners went through a rigorous three-stage judging process, including assessment by a pan-European panel of leading communications professionals.**

**This year, the pan-European jury was joined by a representative from the European Commission.**

**The awards were presented by FEIEA's Vice-President Steve Doswell in Zurich on 30 October.**

# Best internal multi-language publication

*Joint class winners:*

**Agenda** » Volvo Car Corporation & Studio Desktop ~ Sweden

**Globe** » BurdaYukom & Georg Fischer AG ~ Germany



All photos by Poul Erik Larsen

*The judges said:*

**Agenda** » “There is a good mix of articles, while the layout, photos and illustrations are all highly attractive. The publication looks like a glossy consumer magazine, creating a certain image of ‘class’.”

**Globe** » “A dynamic publication with a fresh, flexible layout and creative photos. It covers a broad variety of topics while remaining easy to read.”

*Runner-up:*

**Danske**

Danske Bank Group ~ Denmark

*Certificate of merit:*

**LF6A – Valhall at 25**

Tacticus & BP Norway ~ Norway

# Best internal magazine/news-magazine

Class winner:

**One**

Crédit Suisse ~ Switzerland



*The judges said:*

“The magazine covers a variety of fascinating topics. At times funny, at times bold and saucy, articles are well written and ambitious in style and syntax, without overtaxing readers. The use of pictorial material is downright excellent and the design is consistent throughout the magazine, adding to its chic appearance.”

*2<sup>nd</sup> place:*

**Aspekt**

TDC ~ Denmark

*3<sup>rd</sup> place:*

**www.ifs.at**

IFS ~ Austria



# Best internal newspaper/newsletter

*Class winner:*

## **Die Post**

Die Post ~ Switzerland



*The judges said:*

“This is a striking example of a reader-oriented approach. Employees are given a voice. They are invited to contribute and are not cut short if their views are thought-provoking or even controversial. The publication succeeds in communicating to its readers on a wide variety of topics, catering to its varied readership with language that is simple but not simplistic; it does not encumber readers with verbal smog but is crisp and unpretentious. Its layout and fonts are easy on the eye, while pictorial material integrates smoothly into the layout, not distracting from but supporting the accompanying text.”

*2<sup>nd</sup> place:*

## **Globe**

BurdaYukom & Georg Fischer AG ~ Germany

*3<sup>rd</sup> place:*

## **DSB i dag**

DSB ~ Denmark

## Best annual report

*No awards were made in this class in 2008*

# Best front cover

Class winner:

**Live**

SF Swiss Television ~ Switzerland



*The judges said:*

“A good effect, with the picture wrapping around to the back cover giving it the ‘wow’ factor.”

*2<sup>nd</sup> place:*

**News4U**

Fortis Insurance Belgium ~  
Belgium

*3<sup>rd</sup> place:*

**GO' JYSK**

JYSK ~ Denmark

# Best photograph

Class winner:

**Aspekt**

TDC ~ Denmark



*The judges said:*

“This dynamic photo captures the attention of readers and draws them into the story. The good combination with the headline strengthens the message. Contrast, sharpness and lighting all give the image an impressive technical quality. The fact that the protagonists are from the company demonstrates authenticity. Highly inspiring!”

*2<sup>nd</sup> place:*

**13**

Flemish Government ~ Belgium

*3<sup>rd</sup> place:*

**Aposta**

CTT Correios de Portugal ~ Portugal



# Best internal electronic newsletter (interactive)

*Class winner:*

**Diálogonline**

Siemens ~ Portugal

**SIEMENS**

*The judges said:*

“This is a good example of an electronic newsletter that meets the needs of its target audience. The level of detail in each edition can be customised for different groups of employees, and the regular publication date keeps it up to date and interesting. The simple headlines and captions work as a summary of the content, while the layout is attractive and easy to read.”

*2<sup>nd</sup> place:*

**Red Net**

Die Mobiliar ~ Switzerland

# Best internal electronic newsletter (static)

*Class winner:*

**Alumni**

Redhouse Lane for AXA University ~ UK



*The judges said:*

“For the most part this publication is clearly presented and laid out. The copy is very easy to read and is appropriate for an international readership. It also makes allowances for an audience reading from the screen.”

*2<sup>nd</sup> place:*

**Sem Filtro**

Ipsis ~ Portugal

# Best intranet site

*Class winner:*

## **Post Wide Web**

Die Post ~ Switzerland



*The judges said:*

“This intranet site invites dialogue. Employees are offered a variety of platforms for airing their views, and the site features blogs, wikis and discussion forums galore. It uses state-of-the-art technology, allowing far-reaching customisation, and a ‘light’ version is available to allow employees access to the company intranet via the web.”

*2<sup>nd</sup> place:*

## **One-Intra**

Austrian Airlines ~ Austria

*3<sup>rd</sup> place:*

## **International Events Website**

Siemens ~ Portugal

# Best audio-visual communication

*Class winner:*

## **Presentation of new portal**

Manchete ~ Portugal



*The judges said:*

“This is an attractive, fast-moving and impressionistic film. It makes a good use of mixing features, using ‘dissolve’ techniques to create an impression of a dynamic and fast-working organisation. The script is enjoyable and lively, and works well with the music chosen; the language is clear and the sentences are short and pacy, which gives a good dynamic to the video.”

*2<sup>nd</sup> place:*

### **together.screen**

Siemens AG Österreich ~ Austria

*3<sup>rd</sup> place:*

### **Innovation through food**

Anchor Trust ~ UK



# Best internal communication strategy – single issue

Class winner:

**Euro 2008**

Mobilkom AG ~ Austria



*The judges said:*

“This convincing communication strategy deals with Mobilkom’s employee motivation campaign during the UEFA 2008 football tournament. It provides business background, a summary of the company’s approach to internal communication, an audience breakdown (which looks at demographics), clearly defined targets, a detailed explanation of how the campaign was delivered – plus evidence of good feedback and measurement of its successful results.”

## Best internal communication strategy – ongoing project

*No awards were made in this class in 2008*

# Best internal communication strategy – multinational project

*No awards were made in this class in 2008*