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### Best automotive title

Title	Client	Agency
Audi Magazine	Audi UK	Northstar
Land Rover Onelife	Land Rover	Redwood
Zoom-Zoom	Mazda	Redwood
This Way	Toyota UK	Sunday



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## Best finance title

Title	Client	Agency
Global Investor - Design	Credit Suisse Research	Arnold KircherBurkhard
2get'r	Belfius Bank	Head Office
Smart Investor	Barclays	Redwood
Nordea Private Banking Magazine PB	Nordea Private Banking	Sanoma Magazines Finland Oy
Bespoke	Grant Thornton UK LLP	Seven
Liquid	HSBC	Specialist
Pet People	Allianz - Petplan	Sunday
Reporting	Ernst & Young	Wardour



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## Best travel and leisure title

Title	Client	Agency
Our World	P&O Cruises	August Media
Butlins Music Weekends	Butlins	August Media
British Airways' High Life Magazine	British Airways	Cedar Communications
Business Life	British Airways	Cedar Communications
Do Not Disturb	Best Western	Cedar Communications
KH Magazine	The city of Knokke-Heist	Head Office
SAS Crew Guide	Scandinavian Airlines (SAS)	P&R Publishing
VIRGIN AUSTRALIA VOYEUR	VIRGIN AUSTRALIA	PACIFIC+ CUSTOM PUBLISHING
Heathrow Traveller Magazine	Heathrow Airport	Publicis Blueprint
Escape	First Great Western	Think



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### Best membership title (not-for-profit/charities/associations)

Title	Client	Agency
Freemasonry Today	The United Grand Lodge of England	August Media
Shine On	Marie Curie Cancer Care	Northstar
economia magazine	The Institute of Chartered Accountants In England and Wales (ICAEW)	Progressive Customer Publishing
Modus	Royal Institution of Chartered Surveyors (RICS)	Sunday
Waterlife	Wildfowl and Wetlands Trust (WWT)	Think
Wild About	Zoological Society of London (ZSL)	Think
Professional Manager	Chartered Management Institute (CMI)	Think
RSA Journal	Royal Society for the Arts	Wardour



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## Best public sector/government title

Title	Client	Agency
Britain In 2012	Economic & Social Research Council	Immediate Media Branded Content
Springboard Magazine	UK Trade & Investment	PSP Rare Ltd
Public Finance	Chartered Insitute of Public Finance and Accountancy	Redactive Media Group
The Job	The Metropolitan Police	Seven
Ethos Journal	Serco	Sunday



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## Best internal communication

Title	Client	Agency
@mazing	Netia	Aude
Up to Speed	British Airways	Cedar Communications
Cheers	Molson Coors Brewing Company (UK & Ireland)	CPL
Readme	IKEA Services	OTW Communication AB
Fedra	Belgian Federal Government (The Federal Public Service for Personnel and Organisation)	Propaganda nv
The Globe	Barclays	Redwood
The express	First TransPennine Express	Seven
RM Magazine	The Royal Marsden	Sunday
Inside Track	British Airways	Wardour



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## Best B2B title

Title	Client	Agency
Edge	Seco Tools AB	Appelberg Publishing Group
Bizzzone	Vodafone CR	Boomerang Publishing
Fujitsu I	Fujitsu	Redwood
Connected for Business	Rogers Communications Inc.	Rogers Content Solutions, a division of Rogers Communications Inc.
Financial Management	CIMA	Seven
Print Power	Print Power	Soul Content
Accounting Technician	Association of Accounting Technicians (AAT)	Think
Hays Journal	Hays	Wardour
The Review	Gemalto	Wardour
First Orders	Heineken	Wardour



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### Best consumer publication (retail)

Title	Client	Agency
THIS Magazine	Ocado	August Media
CILICHILI magazine	Vodafone CR	Boomerang Publishing
Tesco Magazine	Tesco	Cedar Communications
Tesco Real Food	Tesco	Cedar Communications
A.S.Magazine	A.S.Adventure	Head Office
Asda Magazine	Asda	Publicis Blueprint
Your M&S	M&S	Redwood
Land Rover Onelife	Land Rover	Redwood
Sainsbury's magazine	Sainsbury's	Seven
everyday easy	Sainsbury's	Seven





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### Best consumer publication (non-retail)

Title	Client	Agency
Completely London	Kinleigh Folkard & Hayward	August Media
Fender Magazine	Fender	FuturePlus
Raymond	RAY	Markkinointiviestinta Dialogi Oy
# Horst und Edeltraut	# Horst und Edeltraut	muehlhausmoers corporate communications
Priority	Singapore Airlines	Publicitas Publishing Pte Ltd
Virgin Media	Virgin Media	Redwood
Your Wellbeing	Aviva	Seven
&London	Strutt & Parker	Sunday



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### Best consumer publication (membership)

Title	Client	Agency
live from IKEA family	IKEA	August Media
ACHICA Living	ACHICA	Axon Publishing
Profiel	OZ ('Independent mutual health insurance')	Propaganda nv
Heritage Today	English Heritage	Seven



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## Best international publication

Title	Client	Agency
live from IKEA family	IKEA	August Media
Christie's International Real Estate	Christie's International Real Estate	August Media
Tesco Lifestyle	Tesco China	Cedar Communications
High Life South Africa	British Airways	Cedar South Africa
Land Rover Onelife	Land Rover	Redwood
Zoom-Zoom	Mazda	Redwood
Fujitsu I	Fujitsu	Redwood
Modus	Royal Institution of Chartered Surveyors (RICS)	Sunday
Exceptional	Ernst & Young	Wardour



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## Best brochure

Title	Client	Agency
PLAY	Make Architects	Alma
Warner Leisure Hotels Brochure	Warner Leisure Hotels Group	August Media
Laura Lee Jewellery	Laura Lee Jewellery	Axon Publishing
Fabric of Life	ArcelorMittal	Bladonmore
Goodwood Revival Programme	Goodwood Road Racing Club	Northstar
Goodwood Festival of Speed programme	Goodwood Road Racing Club	Northstar
Asda Outdoor Living	Asda	Publicis Blueprint
Club Wembley Journal	Wembley	Seven
Philanthropy	Cambridge University	Wardour
Celebrating 250 Years	Brewin Dolphin	Wardour



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## Best catalogue

Title	Client	Agency
SHOP	Ocado	August Media
B&Q Garden Living	B&Q	Axon Publishing
M&S Christmas Gift Guide	M&S	Axon Publishing
British Airways - High Life Shop	British Airways	Cedar Communications
Calibre	Watches of Switzerland	Northstar
George - Back to School	George	Publicis Blueprint



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## Best annual report

Title	Client	Agency
City & Guilds Annual Review	City & Guilds	August Media
The Death Penalty Project five-year report	The Death Penalty Project	CPL
Forever Young	If	Spoon Publishing
Parks and Resorts Årsredovisning 2011	Parks and Resorts Scandinavia	Spoon Publishing
Serco Corporate Responsibility Report 2011	Serco	Sunday



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## Best use of photography

Title	Client	Agency
The anatomy of a Scania V8	Scania CV AB	Appelberg Publishing Group
live from IKEA family - Spring 2012	IKEA	August Media
Completely London - SPEED issue	Kinleigh, Folkard & Hayward	August Media
Completely London - BEAUTY	Kinleigh, Folkard & Hayward	August Media
live from IKEA family Summer 2012	IKEA	August Media
Completely London - GREAT issue	Kinleigh, Folkard & Hayward	August Media
live from IKEA family Autumn 2012	IKEA	August Media
Laura Lee Jewellery	Laura Lee Jewellery	Axon Publishing
British Airways' High Life Magazine	British Airways	Cedar Communications
Land Rover Onelife	Land Rover	Redwood
'Power failure' by Lydia Whitmore for the RSA Journal	RSA	Wardour



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## Best use of illustration

Title	Client	Agency
Do Not Disturb	Best Western	Cedar Communications
A.S.Magazine - Culture Club	A.S.Adventure	Head Office
Raymond	RAY	Markkinointiviestinta Dialogi Oy
Waterlink	Kemira	Markkinointiviestinta Dialogi Oy
Goodwood Revival Programme	Goodwood Road Racing Club	Northstar
Land Rover Onelife	Land Rover	Redwood
Smart Investor	Barclays	Redwood
A User's Guide to Nanotechnology	Nanochannels	Seven
Modus	Royal Institution of Chartered Surveyors (RICS)	Sunday
Market	Lloyd's of London	Sunday
The Wealth Report 2012: A Global Perspective on Prime Property and Wealth	Knight Frank (partnered with Citi Private Bank)	Think





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## Designer of the year

Title	Client	Agency
Ross Trigg	Frost of London	Aston Greenlake
Richard Murray	Kinleigh, Folkard & Hayward	August Media
Ian Hart	The Institute of Chartered Accountants In England and Wales (ICAEW)	Progressive Customer Publishing
Dan Delaney	Land Rover	Redwood
Duncan Spires	Virgin Media	Redwood
Chris Spurr	Barclays	Redwood
Finnie Finn	Fujitsu	Redwood
Simon Campbell	Grant Thornton	Seven
Richard Spellman	Wembley Stadium	Seven
Christie Ferdinando	Royal Institution of Chartered Surveyors (RICS)	Sunday



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## Editor of the year

Title	Client	Agency
Helen Bazuaye	IKEA	August Media
Donna Hardie	Kinleigh, Folkard & Hayward	August Media
Jenny McIvor	Tesco	Cedar Communications
Neal Maidment	National Insurance Brokers Association	Mahlab Media
Mark Hopper	Virgin Media	Redwood
Nik Berg	Mazda	Redwood
Helena Lang	Sainsbury's	Seven
Oliver Parsons	Toyota UK	Sunday
Victoria Brookes	Royal Institution of Chartered Surveyors (RICS)	Sunday
Malcolm Tait	Zoological Society of London, Wildfowl & Wetlands Trust and Whale and Dolphin Conservation Society	Think



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### Best digital content solution of the year (B2B/internal)

Title	Client	Agency
FremantleMedia Connectmag	FremantleMedia	Sequel Group
Business In You - guardian.co.uk/business-in-you	The Guardian/UK Department for Business, Innovation and Skills (BIS)	Seven
FM-Online.com	CIMA	Seven
Landscape	Department for Environment, Food and Rural Affairs (Defra)	Seven
<a href="http://professionalmanager.co.uk/">http://professionalmanager.co.uk/</a>	Chartered Management Institute (CMI)	Think
The Reserve Club	Diageo	Tullo Marshall Warren
Trackside microsite	British Airways	Wardour



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## Best digital content solution of the year (consumer)

Title	Client	Agency
CompletelyLondon.co.uk	Kinleigh, Folkard & Hayward	August Media
www.CILICHILI.cz	Vodafone CR	Boomerang Publishing
Tesco Real Food online	Tesco	Cedar Communications
Mumsnet	Barclays	Redwood
Little ones baby and toddler club	Sainsbury's	Seven
Choose your own Twitter adventure	O2	The Writer
HSBC financial planning website	HSBC	Wardour
Canada's Best Beauty Talent	L'Oreal Canada	ZenithOptimedia Canada
Using the pundits to pull in the punters	BT Plc	Zone
From likes to love: exploding the Malibu brand on Facebook via an innovative content-based loyalty programme	Malibu, part of Pernod Ricard	Zone



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### Best digital content solution of the year (not-for-profit/charities/public sector)

Title	Client	Agency
'Current' Microsite for Sea Cadets	Marine Society & Sea Cadets	Immediate Media Branded Content
Nanotechnology World - guardian.co.uk/nanotechnology-	The Guardian/Nanochannels	Seven
Scoring the winner - leveraging social media influencers to raise awareness of prostate cancer	Prostate Cancer UK	Zone



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## Best use of video content

Title	Client	Agency
M&S Bank TV	M&S Bank (part of HSBC)	Adjust Your Set
Beast of Bodmin	Audi UK	Northstar
Pack Like A Pro (in collaboration with First Image)	Heathrow Airport	Publicis Blueprint
Mazda2 vs The Wall of Death, Zoom-Zoom	Mazda	Redwood
The Taste of Sweet Success	The Guardian/Trebor	Seven
Brian's Truck Report	Volvo Trucks	Spoon Publishing
To Fly. To Serve.	British Airways	Wardour
Canada's Best Beauty Talent	L'Oreal Canada	ZenithOptimedia Canada



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## Best mobile content solution (including apps)

Title	Client	Agency
EDGE	Seco Tools AB	Appelberg Publishing Group
Evolution iPad app	SKF	Appelberg Publishing Group
Lumiere	The Artichoke Trust	August Media
WC GUIDE: WHEN YOU GOTTA GO, YOU GOTTA GO	Vodafone CR	Boomerang Publishing
Nikon Pro	Nikon Europe BV	Cedar Communications
BMW Magazine iPad App	Bayerische Motoren Werke AG	HOFFMANN UND CAMPE Corporate Publishing
Cineworld Magazine for iPad	Cineworld Cinemas	Immediate Media Branded Content
Audi Magazine iPad app	Audi UK	Northstar
Orange Exchange app	Everything Everywhere	Publicis Blueprint
FD Intelligence	Grant Thornton	Seven



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## Best specialist communication

Title	Client	Agency
ArcelorMittal Orbit website (www.arcelormittalorbit.com)	ArcelorMittal	Bladonmore
Tesco Real Food	Tesco	Cedar Communications
Ascent - a vision for sport and technology	Atos	Seven46
Westfield Stratford City Launch	Westfield	Story Worldwide
Inside Track	British Airways	Wardour
The Philanthropist and www.cam.ac.uk/giving	University of Cambridge	Wardour





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## Best content marketing solution of the year (consumer)

Title	Client	Agency
Harley Owners Group EMEA - integrated campaign - by Archant Dialogue	Harley Owners Group EMEA	Archant Dialogue
ikeafamilylive.com	IKEA	August Media
Tesco Magazine	Tesco	Cedar Communications
Tesco Real Food	Tesco	Cedar Communications
Land Rover Journey of Discovery	Land Rover	INC
Virgin Media	Virgin Media	Redwood
Little ones baby and toddler club	Sainsbury's	Seven
Westfield Stratford City Launch	Westfield	Story Worldwide
This Way	Toyota UK	Sunday
Canada's Best Beauty Talent	L'Oreal Canada	ZenithOptimedia Canada
Coca-Cola and London 2012: amplifying Olympic sponsorship throughout digital channels	Coca-Cola	Zone



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## Best content marketing solution of the year (B2B)

Title	Client	Agency
Darley Lonhro campaign	Darley Stud Management Ltd	CPL
Dynamic Content Campaign	William Reed Business Media	Mabox
economia magazine	The Institute of Chartered Accountants In England and Wales (ICAEW)	Progressive Customer Publishing
FD Intelligence	Grant Thornton	Seven
Ethos and ethosejournal.com	Serco	Sunday
Professional Manager and professionalmanager.co.uk	Chartered Management Institute (CMI)	Think
The Wealth Report 2012: A Global Perspective on Prime Property and Wealth and thewealthreport.net	Knight Frank (partnered with Citi Private Bank)	Think



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## Launch of the year

Title	Client	Agency
Tempus	Frost of London	Aston Greenlake
THIS Magazine	Ocado	August Media
Our World	P&O Cruises	August Media
The London Examiner	Savills Commercial	Bluedoor Media
Fender Magazine	Fender	FuturePlus
Pink Science	Breast Cancer Campaign	Northstar
The Globe	Barclays	Redwood
Westfield Stratford City Launch	Westfield	Story Worldwide
Market	Lloyd's of London	Sunday
&London	Strutt & Parker	Sunday

