



**COMMUNIQUÉ**  
Awards 2010

Industry reputation – communication is key

**Winners**  
Commendations • Finalists

When everyone's speaking code...

Pct — (SH)  $\frac{\text{AXIO-QIPP}}{\text{QoF}}$   
D°H —

$(AB) \times (PI)^2 + M^H R^A \rightarrow \text{PINCIPA}$

$\frac{-2AC^d + 2fad}{N'CE} = pf$

...Packer Forbes  
simplifies the equation

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for the UK healthcare system

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# FACING AFRICA NOMA



Dear Guest,

I would like to thank PMGroup for choosing Facing Africa as its charity for the Communique Awards 2010. This is a great privilege, as it is only with the help of such organisations that we are able to carry out the work we have devoted ourselves to over the past years. I would also like to thank all the surgeons, anaesthetists and nurses who give their time and amazing skills so selflessly in joining our teams to go to Ethiopia. Their awe-inspiring abilities enable hundreds of noma victims who suffer facial disfigurement, pain, discomfort and social outcast to return to their villages and lead normal lives among their communities. Your help, both financial and by donating your own products where possible, will also play an important part in giving many sufferers a chance in life.

Mistekima is a beautiful ten-year-old Ethiopian girl from a small village. When she was two years old, she was attacked by an aggressive oral infection called 'noma'. Within three weeks, a large part of her face was eaten away and left her with a terrible facial disfigurement, difficulty in eating, drinking and speaking and as a social outcast. She cannot go to school and has no friends. At the age of eight, she was abandoned by her parents but was lucky enough to be found by a kindly family in Addis Ababa who have cared for her.

In April 2010 she was assessed by our team of plastic, maxillo-facial and cranio-facial surgeons who, after considerable deliberation, decided to go ahead with a complex eight hour facial reconstruction. Mistekima was one of 50 noma sufferers who underwent difficult and demanding micro-surgery. She is now back with her foster parents and will undergo further surgery in 2011. Now able to eat, drink, speak and even smile, she was featured in a 60-minute BBC2 documentary - Make Me A New Face - about the work of Facing Africa, presented by Ben Fogle in June 2010.

Facing Africa funds and organises two teams each year to travel to Ethiopia, comprising highly experienced volunteer surgeons, anaesthetists and nurses. Additionally, we fund four teams to visit Nigeria.

The World Health Organisation estimates that 140,000 new cases of noma occur every year and that 90% die within weeks. Those that survive are those we help.

Thankyou.

Chris Lawrence  
Chairman & Trustee

## Facing Africa

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e-mail: [chris@facingafrica.org](mailto:chris@facingafrica.org) UK Registered Charity No:1072505

## Why are we here?

No, I am not about to embark on some deep philosophical exploration of the meaning of life but as we take our seats in readiness for the proceedings to begin for this, the 13<sup>th</sup> *Communiqué Awards* event, which undoubtedly will be lucky for some, what exactly are we doing here?

As communicators, our instant reaction to this question would of course be to get the data - conduct a survey, find out the answers and then capitalise on the findings! We could already predict some of the answers, which in no particular order would include:

- win awards
- catch-up with colleagues and friends from across the industry
- don our finery and have a great evening

I am sure you can think of many others but on a more serious note, this is exactly the question that has been asked in preparation for this year's *Communiqué Awards*. Prompted by the significant changes that have occurred in a relatively short period in the healthcare communications industry, the *Healthcare Communications Association* conducted a review in the second half of 2009, examining the specific challenges and opportunities in great depth and together with PMGroup, translated these into implications for the *Communiqué Awards*.

Never has the saying 'perception is reality' been more true than it is today. We have all heard it before but firstly, everyone is a potential stakeholder and influencer. The spotlight on all industries is bigger and brighter than ever before and there is an increasing societal expectation for both transparency and a meaningful dialogue across the board. Arguably this is even more acute in areas deemed to be emotive such as the development and marketing of medicines. Secondly, perceptions are now created and cascaded instantly – at the touch of a button through digital channels. There are too many recent perception-impacting reputation examples to mention, but I would wager you can instantly think of at least a couple in the time it takes you to read this paragraph! What's the point? The point is that we are all in the business of shaping perceptions and positively impacting reputations and the *Communiqué Awards*, in its own right, is a perception-forming and reputation-impacting event!

So back to the question: why are we here? We are here to recognise and commend excellence and best practice in healthcare communications that ultimately deliver real improvements in healthcare, build trust with stakeholders and enhance the reputation of our industry. Through a process of consultation with industry and consultancy experts, a complete overhaul of the *Communiqué Awards* categories and the judging process has been undertaken to ensure every detail is consistent with this restated *raison d'être*. And what does that mean? Has it made any difference? Well the answer is 'yes' as the judges have had the honour of assessing nearly three hundred entries – a 20% increase on the number received last year and with submissions from companies previously unable to enter.

Are we here to celebrate? We most certainly are! It's clear that healthcare communications is playing a key role in building positive perceptions of the industry and there are countless examples of the vital contribution communications has made to patients, families and carers of patients, healthcare professionals and the public at large, not just in the UK but across the world. Whether it is helping to overcome issues of postcode prescribing, tackling health inequalities or simply encouraging people to protect themselves from preventable diseases, the 2010 *Communiqué Awards* give us the opportunity to celebrate the difference that we have made to people's lives and be proud of what we have achieved.

Huge congratulations to all the finalists and winners tonight and have a great evening.



Sarah Matthew, Joint CEO, Virgo HEALTH  
Chair of Judges, *Communiqué Awards* 2010

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# The Judges



**T**he *Communiqué* Awards judges are selected for their professionalism, experience and expertise relating to specific categories. We invite only senior personnel from industry marketing and PR departments, PR consultancies, medical education and communications agencies, industry freelancers and stakeholders onto the panel. Judges are then carefully allocated to individual categories based on their areas of specialist knowledge, expertise and experience.

After pre-scoring entries in the Healthcare Communications awards categories, the judging panel meet for a day to decide the finalists and ultimately the winners. They work in groups of six, led by an experienced group head, and each group is allocated a maximum of four award categories. This ensures that no one judge is involved in seeing the anonymised entries in more than four categories, and that there is plenty of fresh thinking across the entire process.

The judges are tireless in dedicating their time and expertise to these Awards. Confidentiality and impartiality are paramount and the judges are mindful that they must have had no involvement in any of the work they are voting on. To ensure total impartiality, judges are asked to step out of the room if the debate involves any conflict of interest and none of the judges (whether from the industry, an associated organisation, eg. a charity, or agency) are allowed to vote on any of their own teams' or agencies' work.

An entirely separate panel of independent judges with experience in healthcare communications and business performance review the entries in the remaining three sections: individual, team and organisation awards; industry reputation awards; consultancy awards.

#### **Chair of judges:**

Sarah Matthew

#### **Judges for Premier awards:**

Rupert Ashe, Amie Baker, John Clare, Nick Francis, Karen Fraser, Steven Glass, Alan Kane, Sarah Mathieson, Dawn Stallwood, Lee Tomkins, Andrew Topen, Diane Wass, Gwenan White, David Youds

#### **Judges for Healthcare Communication awards:**

Paul Archer, Diana Barkley, Lorna Baxter, Mark Cater, Julia Cook, David Daley, June Dawson, Emily Day, Claire Eldred, Kate Evans, Kaush Gandhi, Anna Gibbons, Matt de Gruchy, Pamela Harrison, Gaynor Hayburn, Janet Kettels, Anna Korving, John Lehal, Anna Maxwell, Nick May, Sean McGrath, Catherine Oliver, Eugene Osei-Bonsu, Greg Page, Annabelle Sandeman, Shipra Singh, Amanda Smith, Jo Spink, Kelly Teasdale, Brian Tjugum, Cherry Wood, Matt Worrall, Alison Wright

#### **Judges for Writing Excellence category:**

Clare Bates, Steve Dawber, Paul Hilditch, Celia Hall, Simon Warne

#### **Judges for Digital Media category:**

Chris Finch, Neil Flash, Kai Gait, Jules Pancholi, Gavin Tuffey



**Think again**

**ROCK**  
medical communications

# Best Communication of Scientific Data

sponsored by ROCK medical communications



## Award winner

Agency: **Ash Healthcare**  
Client: **Daiichi Sankyo UK**  
Campaign: **Olmotec on Trial**

Guest delegates at the European Society of Cardiology Congress were subpoenaed to be the jury at 'The Formulary Court of Justice', where the case for Olmetec to be on the formulary was tried. The scientific evidence, for and against, was presented to the jury by 'lawyers' (fellow delegates). The jury provided a unanimous verdict that clinicians should be able to prescribe Olmetec, with recommendations for its position. As a result of the 'court hearing', five delegates have made formulary applications with three successful, two pending.



**"We liked this – a lot! It had a nice twist that brought data to life. In an area with many similar products they communicated their message differently"**

**"Very balanced, very transparent and outcomes show evidence of change in clinical practice"**

## Finalists



Agency: **Brand(x) Communications & DJM**  
Client: **MSD**  
Campaign: **SONIC BOOM**



Agency: **Cohn & Wolfe**  
Client: **F. Hoffmann-La Roche**  
Campaign: **B Focused in RA Management**



In-house: **Roche Products**  
Campaign: **ASCO 'The Meat in the Sandwich'**

Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.



## Award winning campaigns

Congratulations to the winner of the 'Best Communication of Survey, Market Research or Audit Data' Award.

Like them, we know how to create award winning campaigns. Our PR, Medical Education and Patient Engagement teams use their deep understanding of how to reach and mobilise patients, clinicians and wider stakeholders to deliver real results – for them and you. To find out more, contact **Paul Tanner** or **Carole North** on +44 (0)20 7627 0990.

# Best Communication of Survey, Market Research or Audit Data

sponsored by 90TEN Healthcare



## Award winner

Agency: **Red Health**  
Client: **Pfizer**  
Campaign: **Driving Get Real, Get a Prescription to the Next Level**

Robust and comprehensive research lay at the heart of the success of this development phase of the 2008 award-winning campaign 'Get Real, Get a Prescription' and was vital to its success. Compelling evidence was uncovered and insights shared with key stakeholders, continuing to raise the awareness of the dangers of counterfeit medicines and delivering excellent results.



**“Such a strong example of how insightful use of a survey enables ownership of a communications’ space. Phase two of this work presented new research resulting in impressive results overall with benefits for everyone”**

**“Skilful development of a great campaign that made consumers and stakeholders sit up and take notice”**

## Highly commended

Agency: **Cohn & Wolfe**  
Client: **Bayer Schering Pharma**  
Campaign: **Home spun or hard fact? Tackling contraception myths**



**“They were brave in their objectives and strategy. Everything hung on the survey and they used it cleverly, with some very streetwise media handling”**

## Finalists



Agency: **Cohn & Wolfe**  
Client: **GlaxoSmithKline**  
Campaign: **'Making Every Appointment Count' - Giving Patients with Parkinson's a Voice**



Agency: **Health Mandate**  
Campaign: **National priorities, local action?**



Agency: **Virgo HEALTH**  
Client: **Bristol-Myers Squibb and AstraZeneca Alliance in Diabetes**  
Campaign: **The 'Hidden Incidence of Hypoglycaemia' Survey**

Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.

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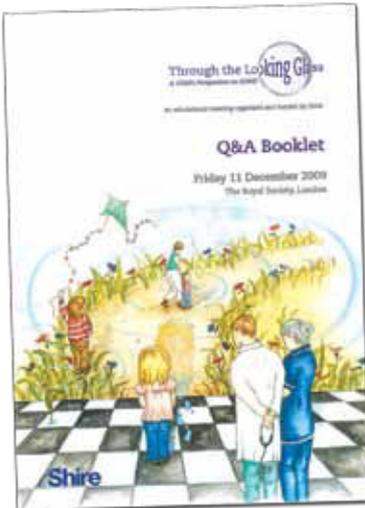
# Best Medical Communications via Meetings or Congresses

sponsored by **Strategen**



## Award winner

Agency: **Resolute Communications**  
 Client: **Shire**  
 Campaign: **Through the Looking Glass:  
 A Child's Perspective on ADHD**



'Through the Looking Glass' was developed to help Shire's entry into the ADHD market and differentiate them from the competition. Hand-painted artwork, a keynote speaker who inspired with her account of the child's perspective, and a programme that dealt with real issues affecting ADHD clinicians and patients, helped to deliver success at this important, inaugural event.

**"A refreshingly creative approach to a meeting. Good qualitative and quantitative objectives and well executed. A strong profile-building campaign in a cluttered market"**

## Highly commended

Agency: **Ash Healthcare**  
 Client: **Daiichi Sankyo UK**  
 Campaign: **Olmotec on Trial**



**"This was impressive and achieved key stakeholder involvement. Good use of satellite symposium"**

## Finalists



In-house: **Abbott with the support of ApotheCom**  
 Campaign: **'Arena for Immunology' Annual Meeting**



In-house: **Pfizer**  
 Campaign: **'The Elephant in the Room' Symposium**

Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.



"We hate social media" is old school thinking. The world has changed, social media is mainstream and Aurora is working with clients to integrate digital and social media into their communications. We understand the culture and structure of pharma companies and can provide you with the sound guidance and practical support you need.

Find out more at [www.wehatesocialmedia.com](http://www.wehatesocialmedia.com)

# Best Medical Education Programme for Physicians

sponsored by Aurora Communications



## Joint Award winner

In-house Programme **Baxter Healthcare**  
**Access is the Key - Achieving Success Through PD Access Academy**



Peritoneal dialysis (PD) is an underutilised therapy in the UK, despite very real economical, clinical and lifestyle benefits. A robust training programme for nephrologists was developed to enable them to perform insertion of PD catheters under local anaesthesia, rather than relying on surgeons, using general anaesthetic.

**“A very practical approach to answer an unmet need. A strategy that changed clinical practice by identifying a value-added service with very real benefit in terms of patient care”**



## Joint Award winner

Agency **Euro RSCG Life Medicom**  
Client **Bristol-Myers Squibb Pharmaceuticals**  
Programme **RADAR (Responsibility, Anticipation, Discussion, Assessment and Response) Approach**



Despite NHS investment to improve postoperative pain management, problems persist with the availability of numerous, often complex, guidelines. A multidisciplinary expert panel developed a framework to consolidate and simplify these guidelines to help pain specialists educate the wider healthcare team.

**“A sound strategy, good branding and strong delivery. Effective use of the consensus statement and, importantly, showed evidence of good stakeholder verdicts”**

## Finalists



Agency: **Inspired Science**  
Client: **Bristol-Myers Squibb EMEA**  
Programme: **HIV Futures**



Agency: **Litmus MME**  
Client: **Pfizer**  
Programme: **Eyecampus: Collaborative Learning In Ophthalmology**



Agency: **Red Door Communications**  
Client: **Pfizer HIV**  
Programme: **The Evolution of Genotypic Tropism Testing: Supporting Clinical Practice and Understanding**

Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.

## Note to self for next Year:



Don't get caught eavesdropping

Repeat "I am NOT a semi-professional dancer"

Check under the toilet door before gossiping

Avoid old bosses

Don't dance near anyone holding a glass of red wine

Brush up on small talk

Plan graceful exit strategy

Drink less champagne before 'working the room'

Practice fake smile

Take Friday off.....

Cohn & Wolfe congratulate the finalist and winner of the *Communiqué* Award for Best Professional Education Programme.



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# Best Professional Education Programme

sponsored by **Cohn & Wolfe**



## Award winner

**In-house Programme** **Abbott Nutrition and the Royal College of Nursing**  
**Nutrition Now**

Scandalously, malnutrition continues to be a widely under-recognised and under-treated issue affecting over three million people in the UK, at an annual cost of £13 billion. Abbott Nutrition partnered the Royal College of Nursing (RCN) on this powerful campaign to empower nurses in the front line of delivering patient care, to play a driving role in improving standards of nutrition. The campaign influenced nutritional policy, providing nurses with the practical tools, support and evidence they need to make nutrition a priority in their workplace. Now in its third year, the campaign continues to gather momentum, impacting substantially on nursing best practice.



**"A truly holistic campaign that identified a specific educational need and made a significant impact"**

**"Great partnership work, well rounded and implemented on an impressive scale"**

## Finalists



**In-house & Agency Programme:** **Abbott with the support of ApotheCom**  
**Arena for Immunology Annual Meeting**



**Agency:** Euro RSCG Life Medicom  
**Client:** Bristol-Myers Squibb Pharmaceuticals  
**Programme:** RADAR (Responsibility, Anticipation, Discussion, Assessment and Response) Approach



**Agency & In-house Programme:** **Just: Health PR and Pfizer**  
**ENHANCE: Marketing Your Service**



**Agency Client Programme:** **Litmus MME Pfizer**  
**EYECAMPUS: Collaborative Learning in Ophthalmology**



**Agency Client Programme:** **Tonic Life Communications**  
**Roche Products**  
**Rheumatology-Congress.co.uk**  
**Educational Conference**  
**Highlights Package**

Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.

**Frank found out that his marketing team had failed to target clinical pharmacists...**



**Don't allow your media plan to get stuck in the 1970s.**

**The British Journal of  
Clinical Pharmacy**

**Visit [www.clinicalpharmacy.org.uk](http://www.clinicalpharmacy.org.uk) for more details or call 0121 633 4691**

# The British Journal of Clinical Pharmacy Award for Best Public Health Initiative

sponsored by *The British Journal of Clinical Pharmacy*



## Award winner

Agency **Euro RSCG Life Medicom**  
Client **Innovex and NHS Doncaster**  
Campaign **Test Your Heart**



Residents of Doncaster's disadvantaged areas experience 15 per cent more heart disease and stroke-related deaths than the rest of the UK. 'Test Your Heart' was launched to reduce this inequality, bringing healthy heart checks and education to Doncaster's over 40s. Clinics were brought into the community, with venues ranging from local fêtes to factories. The concept of 'Your heart affects others', highlighted the personal impact of heart disease as a motivator to get checked. Over 4,000 at-risk residents had the heart check, potentially saving lives.

**"Such a good programme for pharma to be undertaking. It was so well thought through, tackling health inequalities by getting close to the community and building key relationships"**

## Highly commended



Agency: **90TEN Healthcare**  
Client: **NHS Waltham Forest**  
Campaign: **'Frisky not Risky' Chlamydia Screening**

**"They exceeded all expectations and the turnaround was dramatic. It's not easy, engaging with a young audience"**

## Highly commended



Agency: **Munro & Forster**  
Client: **NHS Blood & Transplant**  
Campaign: **NHS Blood & Transplant Organ Donation**

**"A very creative approach ensured they adopted a positive and compelling slant. Issuing a direct challenge to the audience was bold. This got people thinking, and you can see why"**

## Finalist



Agency **Just:: Health PR**  
& In-house: **& Pfizer**  
Campaign: **Lose the Smoker in You Community**

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# Best Patient Healthcare Programme

sponsored by Weber Shandwick



## Award winner

Agency **Healthcare Solutions PR**  
Client **Crohn's and Colitis UK (formerly known as NACC)**  
Programme **Overcoming Ignorance of Colitis and Crohn's Disease**



NACC (as it was known) is the UK's leading source of information and support for those living with lifelong, potentially life-threatening, inflammatory bowel diseases (IBD). Addressing public ignorance of IBD is vital and overcoming media sensitivity to discuss the key symptom, diarrhoea, requires innovation. NACC spearheaded the launch of the new 'Service Standards for the Healthcare of People with IBD', successfully addressed the lack of a National Service Framework and secured access to antitumour necrosis factor maintenance therapy via NICE.

**"Excellently implemented and great results. They achieved a blast of national, regional and medical coverage for a disease area that the media often shy away from. They also had an enormous impact on the NICE decision"**

## Highly commended

Agency: **PRIMUM Public Relations**  
Client: **Polish MS Society**  
Programme: **Polish MS World**



**"This was groundbreaking and delivered outstanding results"**

## Finalists



Agency: **Euro RSCG Life Medicom**  
Client: **Bristol-Myers Squibb Pharmaceuticals and Otsuka Pharmaceuticals**  
Programme: **Developing a Physical Health Programme**



Agency: **Red Health**  
Client: **Novartis Oncology**  
Programme: **The Gift of Time – Jane's Journey**



Agency: **StepBack Healthcare**  
Client: **Novartis**  
Programme: **Appropriate Brand Prescribing in Transplantation**

Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.



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# Best Healthcare Policy Programme

sponsored by Healthcare Advocate



## Award winner

Agency: **Health Mandate**  
Client: **The Hepatitis C Trust, supported by Roche Products**  
Programme: **Securing a liver strategy**



Further details of this entry have been withheld on request of the entrant in the interest of confidentiality

**“Quite simply this campaign helped transform the policy landscape for Hepatitis C”**

**“This stood out in an extremely high standard category. An outstanding piece of work – very defined, robust and measurable. They over-achieved against very tough objectives”**

## Finalists



Agency: **Health Mandate**  
Client: **British Specialist Nutrition Association (BSNA)**  
Programme: **Creating the Appetite for Action on Malnutrition**



Agency: **Health Mandate**  
Client: **Company Chemists' Association**  
Programme: **Pharmacy: the Efficient Prescription**



Agency: **Health Mandate**  
Client: **Roche Products**  
Programme: **Delivering Chemotherapy Closer to Home**



Agency: **Health Mandate**  
Programme: **National Priorities, Local Action?**

Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.



We won't  
get *everyone*  
talking about  
your brand.

Only the people that matter. After all, some voices will make a big difference to you and some won't. We'll reach the ones who will. We call this intelligent influence. Try it.

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## Award winner

Agency & In-house: **Virgo HEALTH & GlaxoSmithKline Consumer Health**  
Campaign: **The Launch of Alli**



The launch of alli was the culmination of years of work and holds the first ever pan-European licence for an OTC medicine. The first pharmacy-only, weight-loss aid alli is a clinically proven product that meets the needs of many overweight and obese people. Creating a campaign that leveraged the right tools of the marketing mix and communicated an appropriate, responsible and educational message to build trust in alli was crucial in ensuring a successful launch.

**"Has anyone NOT seen or heard about alli? With some smart thinking and innovation, this multi-channel PR campaign achieved virtually blanket media coverage"**

**"We particularly liked the way it was crafted to avoid the 'magic pill' connotation"**

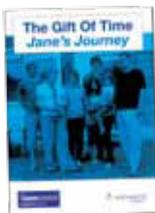
## Finalists



Agency: **90TEN Healthcare**  
Client: **Pfizer**  
Campaign: **ConSequences Early Discharge Campaign**



Agency: **Ash Healthcare**  
Client: **Daiichi Sankyo UK**  
Campaign: **Olmotec on Trial**



Agency: **Red Health**  
Client: **Novartis Oncology**  
Campaign: **The Gift of Time – Jane's Journey**



In-house: **Roche Products & Health Mandate**  
Agency: **Roche Products & Health Mandate**  
Campaign: **Taking the Panic Out of the Pandemic**

Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.

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# Excellence in Healthcare Communications using Digital Media

sponsored by Complete Digital



## Award winner

In-house: **Cancer Research UK**  
& Agency: **& Unity**  
Campaign: **Skindividual**



Rather than preach to a youth audience about the need for sun protection, digital media, together with a compelling incentive, was used to put messages into the mouths of influential members of the target audience, who then spread the word further afield. Over 800,000 of the target audience online were reached via social media and traditional PR.

**“It’s great to see a campaign that has utilised social media in this way to deliver such an important health message to so many teenagers”**

## Highly commended

In-house: **Pfizer Communications Team**  
& Agency: **and Creation Healthcare**  
Campaign: **Real Danger: A Digital Strategy to Change Online Behaviour**



**“The strategy, objectives and key messages were closely aligned to the MHRA’s own anti-counterfeiting strategy. Delivered great results”**

## Finalists



Agency: **OgilvyHealthPR & Ogilvy Healthworld Digital**  
Client: **Pfizer**  
Campaign: **Sparking a Digital Dialogue to Expose the ‘Truth’ about Psoriasis**



Agency: **ROCK medical communications**  
Client: **Nucletron BV**  
Campaign: **Brachytherapy Online: Raising Awareness with Wikipedia**

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# Excellence in Healthcare Communications using Media Relations (UK)

sponsored by Liberation Communications



## Award winner

Agency: **Munro & Forster**  
 Client: **NHS Blood & Transplant**  
 Campaign: **NHS Blood & Transplant (NHSBT) Organ Donation**



An average of three people a day die while needing an organ, so the the aim was both simple and obvious: encourage more people to join the NHS national donor register. The task was finely balanced, with the media flooded with organ donation stories tending to focus on the 'presumed consent' debate and negative aspects, this campaign set out to achieve focus on the importance of signing up now and getting across the positive aspect of how lives can be transformed by donation.

**“An outstanding entry. This was very creative and the outcomes were great. Had a clear strategy and messaging, putting new angles to an old story”**

## Finalists



Agency: **Leon PR**  
 Client: **Bayer Schering Pharma**  
 Campaign: **The Cinderella Cancer: NICE Appraisal of Nexavar (sorafenib) in HCC**



Agency: **Red Door Communications**  
 Client: **British Coffee Association**  
 Campaign: **Coffee Counts! Refresh & Hydr8**



Agency: **Red Health**  
 Client: **Pfizer**  
 Campaign: **Driving Get Real, Get a Prescription to the Next Level**



Agency: **Virgo HEALTH**  
 Client: **BBI Healthcare**  
 Campaign: **Regain Your Balance**

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# Excellence in Healthcare Communications using Media Relations (International)

sponsored by Hill & Knowlton



## Award winner

In-house & Agency Campaign: **GlaxoSmithKline Consumer Health & Virgo HEALTH**  
Campaign: **Launching Alli Across Europe**

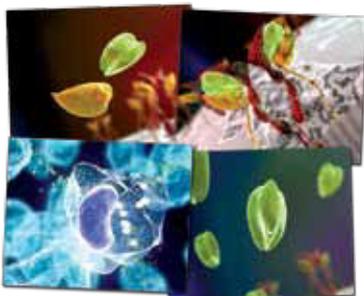


The launch of alli – the first clinically proven weight-loss medication to be available over the counter (OTC) and the first pan-European POM to P switch – represented an unprecedented PR opportunity. Strong leadership ensured market engagement and enthusiasm for delivery via a powerful PR strategy, which resulted in gold standard launches and extensive message-rich coverage. The success of the launch across Europe is reflected in alli becoming the region's third largest OTC brand in just eight months.

**"An impressive, comprehensive and all-embracing campaign that was meticulously planned and well executed. It stood out in demonstrating the true value of proactive media relations, using quality messages"**

## Highly commended

Agency: **Cohn & Wolfe**  
Client: **F. Hoffmann-La Roche**  
Campaign: **RoACTEMRA/ACTEMRA: Reaching Beyond the Boundaries of Existing Treatments**



**"An outstanding campaign that delivered a complex message to achieve cut-through in a crowded market. Great use of the client's digital expertise to extend reach"**

## Finalists



Agency: **OgilvyHealthPR**  
Client: **Pfizer**  
Campaign: **Making Media Headlines by Exposing the 'Naked Truth' About Psoriasis**



Agency: **OgilvyHealthPR**  
Client: **Pfizer Pharmaceuticals (formerly Wyeth)**  
Campaign: **Act Now for the Future**



Agency: **Ruder Finn**  
Client: **Novartis**  
Campaign: **World Hypertension Day 2009 – Marco Pierre White says 'To Hell with Salt'**

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# Best Consumer Health Communications Programme

sponsored by Digitas Health



## Award winner

Agency & Client: **Pegasus Public Relations**  
Client: **Thornton & Ross**  
Programme: **Hedrin – Once a Week, Take a Peek: Getting Ahead of Head Lice**

An expert-authored report into head lice best practice revealed that inconsistent advice from healthcare professionals results in parental confusion about treatment. The research involved pharmacists, healthcare professionals, schools and parents, and recommended changes to head lice management in the UK. A panel of pharmacy experts developed 'golden rules of head lice management' to help pharmacists provide better advice to parents and a 'Once a Week, Take A Peek' educational campaign highlighted the importance of weekly head checks and again provided simple treatment advice, that audiences responded to very positively.

**“Such a fine example of medical and consumer tactics working well together. They used a clever, creative platform, uncovering a huge knowledge gap amongst parents. Very thorough and beautifully executed”**



## Finalists



Agency: **Munro & Forster**  
Client: **AstraZeneca UK**  
Programme: **'No Pain, All Gain' Anxious Mums**



Agency: **Pegasus Public Relations**  
Client: **Thornton & Ross**  
Programme: **Covonia – Winning the Cold War!**



Agency: **Tonic Life Communications**  
Client: **Reckitt Benckiser**  
Programme: **The Hygiene Council: Cleaning up the Column Inches**



Agency & In-house: **Virgo HEALTH & GlaxoSmithKline Consumer Health**  
Programme: **The Launch of alli**

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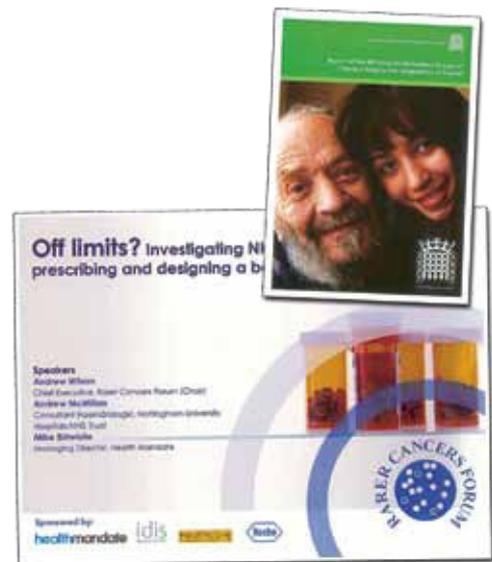
## Award winner

Agency **Health Mandate**  
 Client **Rarer Cancers Forum**  
 Campaign **Off Limits**

Further details of this entry have been withheld on request of the entrant in the interest of confidentiality

**“A great piece of work exposing the lottery of treatments facing patients with rare cancers. Well articulated, well executed and engaging. They got NHS stakeholders to sit up and listen”**

**“The quality of this work, as well as the clarity and logic of the argument, have changed minds – no mean achievement in this field. This is a very deserving winner”**



## Finalists



Agency: **ApotheCom**  
 Client: **Novartis**  
 Campaign: **Publication Plan for Lucentis – Supplements**



Agency: **Health Mandate**  
 Campaign: **National Priorities, Local Action?**



Agency: **Munro & Forster**  
 Client: **AstraZeneca UK**  
 Campaign: **‘No Pain, All Gain’ Anxious Mums**



Agency: **Porter Novelli**  
 Client: **Boehringer Ingelheim and Pfizer**  
 Campaign: **COPDexchange Medical Education Programme**

Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.

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## Award winner

Agency **Ketchum Pleon**  
Client **Pfizer UK**  
Campaign **Follow Your Heart: Improving Post-myocardial Infarction Care in the UK**

More people than ever are surviving heart attacks (MIs). However, for the UK's 1.4 million post-MI patients the risk of further cardiovascular events is heightened. Despite Government focus on heart disease, in 2009 there were still no consistent guidelines for post-MI care and UK management was patchy. HEART UK, the Primary Care Cardiovascular Society (PCCS) and Pfizer came together to establish 'Follow Your Heart' to address this major problem by developing the first-ever, dual patient/professional guidance and improve care standards. This transparent and equal partnership combined the perfect mix of perspectives, skills and expertise and the campaign successfully delivered against its goal.



**“A clear winner in every way, demonstrating just how such a partnership project can, and should, work. There was complete transparency about each partner’s objectives”**

**“This was a collaboration that delivered to all stakeholders. It demonstrated strong customer focus and is effectively transforming the lives of this large group of vulnerable patients”**

## Finalists



In-house & Agency: **Abbott with the support of Weber Shandwick**  
Campaign: **Fit for Work**



Agency: **Courtney Alexander Consulting**  
Client: **Pfizer**  
Campaign: **Joint Working with NHS Local Stop Smoking Services**



Agency: **Health Mandate**  
Client: **PharmaMar and Sarcoma UK**  
Campaign: **Shining a Spotlight on Sarcoma**

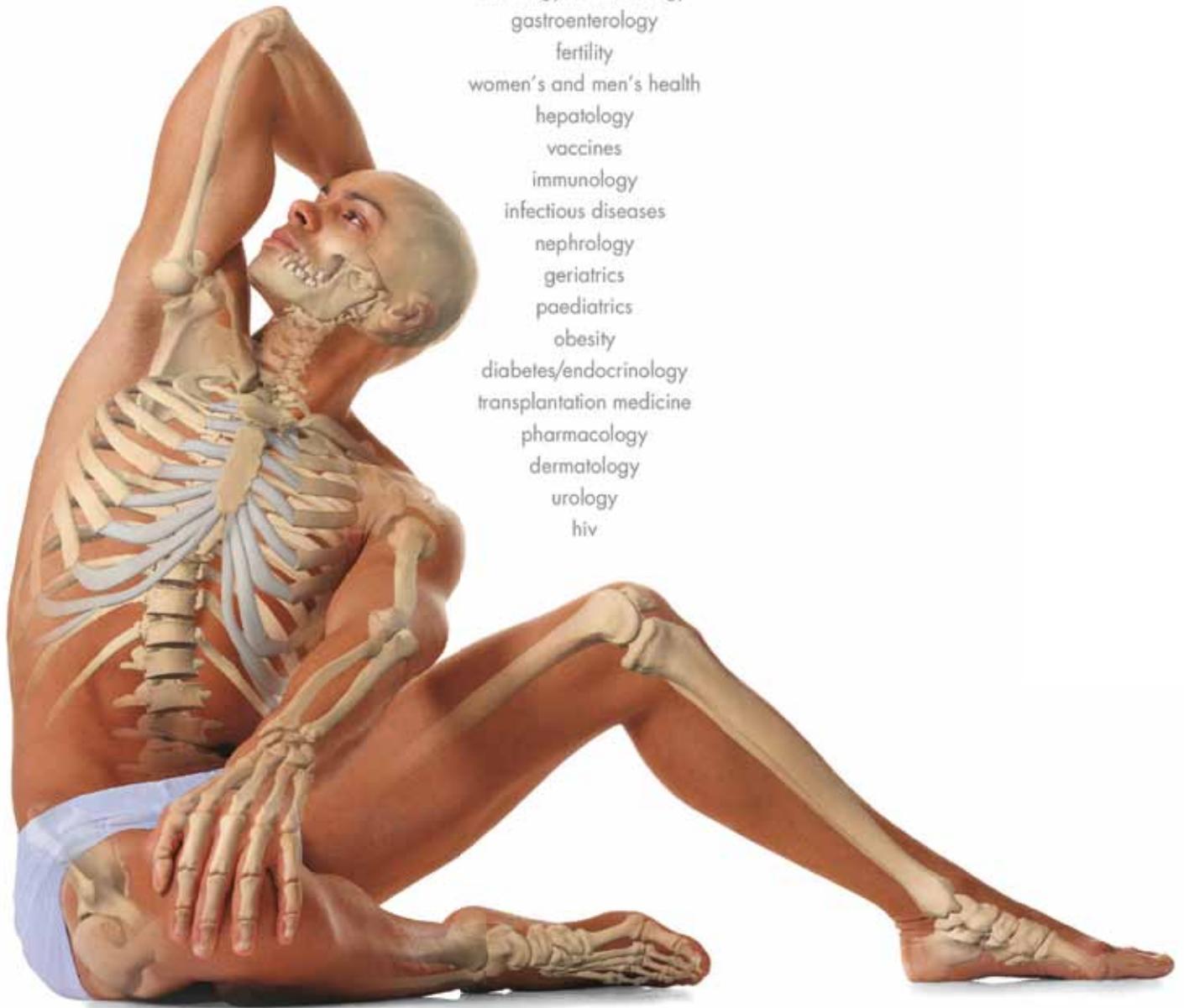


Agency: **OgilvyHealthPR**  
& In-house: **Unilever**  
Campaign: **Supporting Patients following an NHS Health Check**

Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.

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infectious diseases  
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dermatology  
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hiv

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# Judges' Award for Innovation in Healthcare Communications

sponsored by ApotheCom, a Huntsworth Health Company



## Award winner

Agency: **Munro & Forster**  
 Client: **NHS Blood & Transplant**  
 Campaign: **NHS Blood & Transplant (NHSBT) Organ Donation**



An average of three people a day die while needing an organ, so the aim was both simple and obvious: encourage more people to join the NHS national donor register. The task was finely balanced, with the media flooded with organ donation stories tending to focus on the 'presumed consent' debate and negative aspects, this campaign set out to achieve focus on the importance of signing up now and getting across the positive aspect of how lives can be transformed by donation.

**“All the finalists demonstrated excellent innovation in healthcare communications. The winner tackled a very challenging task creatively and produced outstanding results”**

## Finalists



Agency: **Health Mandate**  
 Campaign: **National priorities, Local Action?**



Agency: **Health Mandate**  
 Client: **Rarer Cancers Forum**  
 Campaign: **Off Limits**



Agency: **Red Health**  
 Client: **Novartis Oncology**  
 Campaign: **The Gift of Time – Jane's Journey**

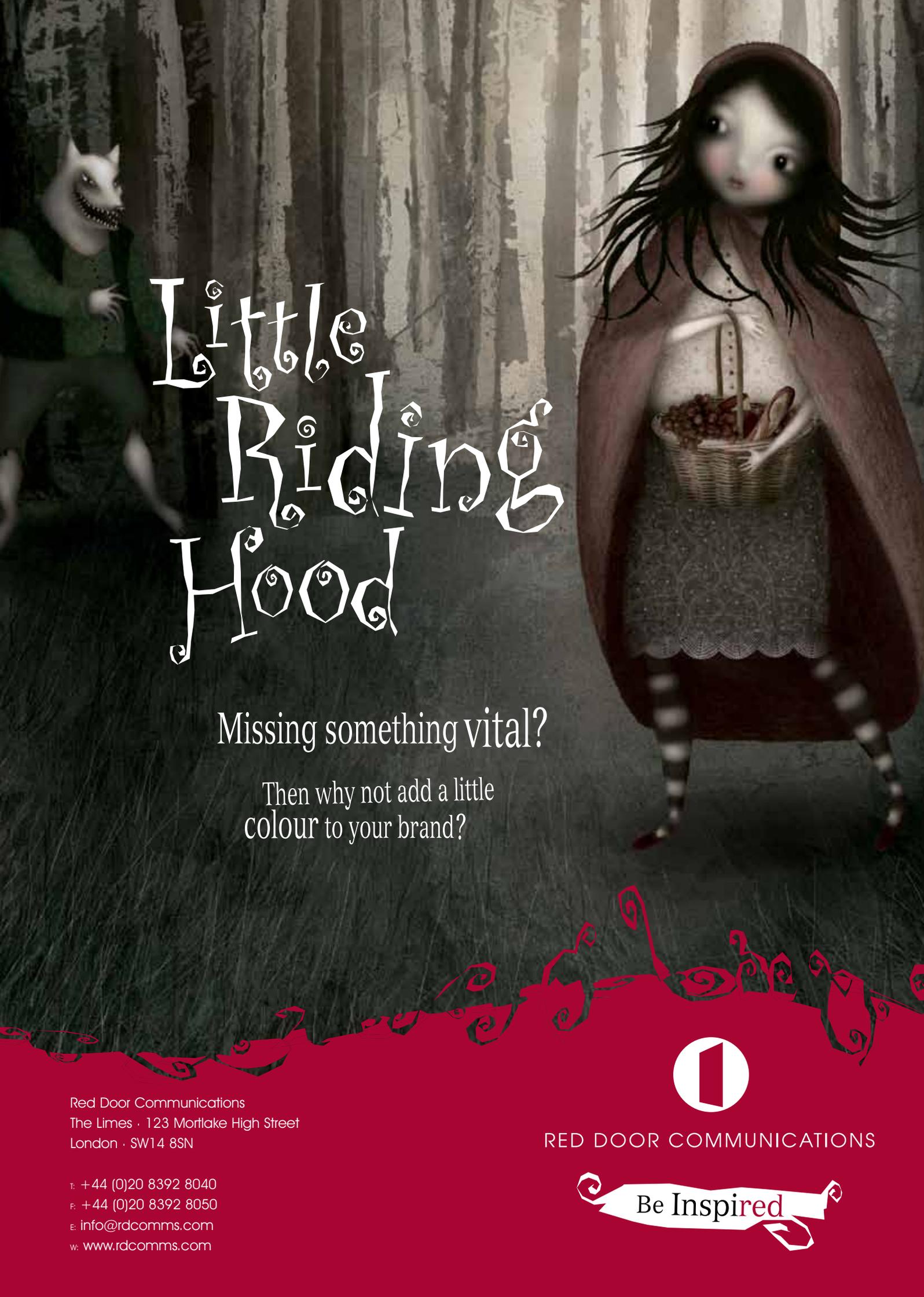


Agency: **ROCK medical communications**  
 Client: **Nucletron BV**  
 Campaign: **Brachytherapy Online: Raising awareness with Wikipedia**



Agency: **Virgo HEALTH & In-house:**  
 Client: **GlaxoSmithKline Consumer Health**  
 Campaign: **The Launch of alli**

Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.

A dark, atmospheric illustration of a forest scene. On the right, Little Red Riding Hood, a young girl with long black hair, wearing a red hooded cloak and a white lace-trimmed dress, carries a wicker basket filled with bread and fruit. On the left, a white wolf with a dark, grinning mouth and sharp teeth is partially visible, looking towards the girl. The background consists of vertical tree trunks and a misty, greyish atmosphere.

# Little Riding Hood

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RED DOOR COMMUNICATIONS

Be Inspired

# Patient or Professional Association of the Year

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## Award winner

### Lifeblood: The Thrombosis Charity

submitted by Athena

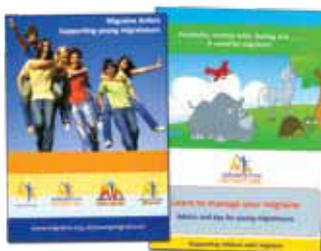
Since its inception in 2002, Lifeblood has been working to raise awareness of thrombosis with both the public and healthcare professionals. The 'Stop the Clots' campaign focused on hospital-acquired blood clots, the biggest preventable killer in UK hospitals, with 70 per cent of deaths preventable through risk-assessment and treatment. The most notable achievement of the campaign was the Department of Health finally producing targets that mandated risk assessment of all adult patients on admission, with prevention of hospital-acquired clots in the National Operating Framework of the NHS. This is a phenomenal achievement, particularly considering Lifeblood's size and limited funding.



**“We were completely bowled over by this entry's dynamics – such a powerful, compelling campaign which resulted in changed NHS practice and could save thousands of lives”**

**“A great example of turning words into action, and with serious momentum objectives”**

## Highly commended



### Migraine Action

**“Tactically this was very impressive – raising awareness across key audiences with limited resources”**

## Finalists



### Myeloma UK



### Crohn's and Colitis UK (formerly known as NACC)

Submitted by **Healthcare Solutions PR**

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Awards  
2009



# In-House Team of the Year

sponsored by Pegasus Public Relations



## Award winner

### Medtronic

Twenty-eight national print articles, six TV appearances, seven disease awareness campaigns, two major product launches, a brand new website and an internal national meeting for 380 staff would be a significant achievement for any large communications department. For one and a half communications professionals and an administrator, covering seven business units and at least 30 major (and hundreds of other) products, and on a very modest budget, 2009 was an impressive year and the Medtronic UK/Ireland communications team generated 170 million opportunities to see/hear/read about the company's therapies.



**“They did a fabulous job for such a tiny team – and produced amazing results”**

**“They established impressive partnerships with stakeholders and demonstrated the value of PR across the company”**

## Highly commended

### Roche Products



**“A dynamic, truly integrated team, they had the courage to challenge, setting clear SMART objectives and tackling very strategic, wide-ranging activities with both external and internal focus”**

## Finalist



The Pfizer UK/EU Communications Team

# Pharma Times Marketing Communications Agency of the Year

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# Young Achiever in Healthcare Communications

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## Award winner

**Nicky Walsby,  
Red Door Communications**



It's no wonder that Nicky describes 2009 as "the most challenging yet rewarding year of her career to date" – a year when she was promoted to the company's board of directors and took on study for an MBA. Nevertheless, despite increasing financial and 'project scope' constraints, coupled with the pressures and demands on her time, Nicky has shown an ability to let none of this impact on the calibre of her day-to-day client work and is clearly highly regarded for her consistency and ability to deliver.

**"Nicky truly has a passion for enhancing the industry's reputation. She has achieved a phenomenal rise for someone so young and is obviously a strong contributor to the success of her agency"**

## Finalists



**Rachel Bannister  
Tonic Life Communications**



**Dafni Kokkidi  
Ketchum Pleon**



**Hannah O'Neill  
Virgo HEALTH**

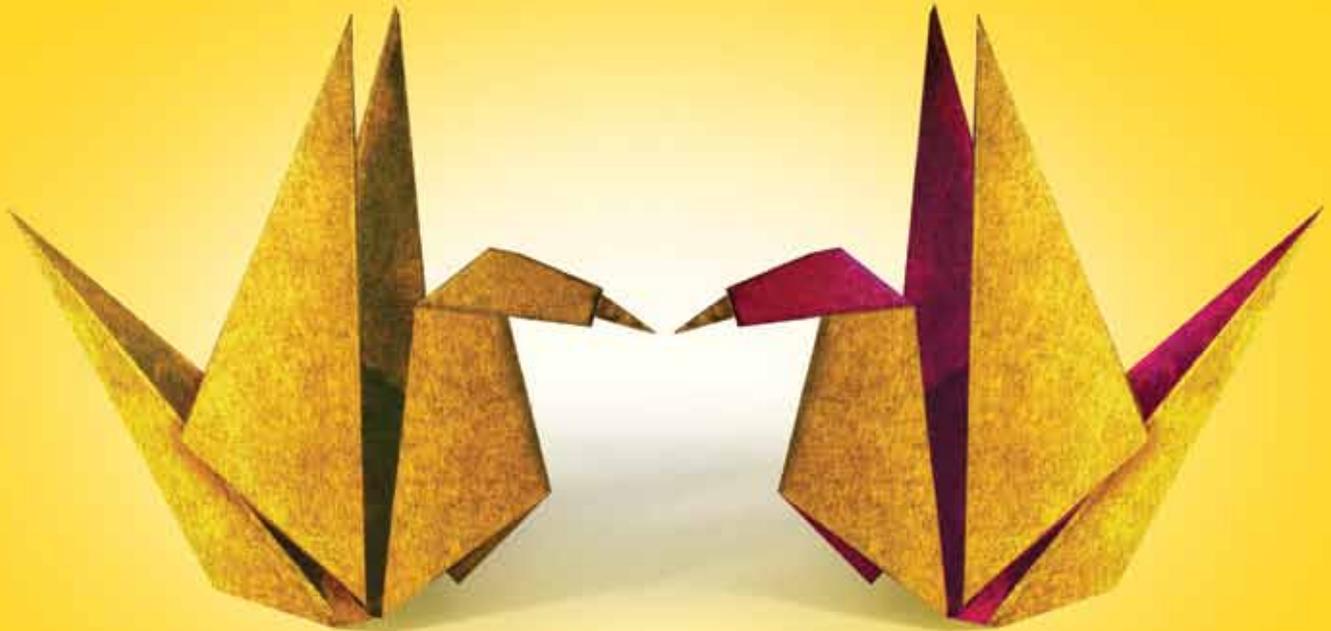


**Ondine Whittington  
Virgo HEALTH**

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## Award winner

**Chris Brinsmead**

Throughout his career, Chris Brinsmead has been seen as an exemplary advocate for our industry in varying roles for AstraZeneca, but it was as president of the ABPI that Chris made a huge impact, leading a real transformation of how our industry addresses its reputation. With his vision, the VITA strategic imperatives were born, along with a much-needed and refreshingly open and honest approach to communicating.



**“Chris fully deserves this recognition for his significant contribution to the industry. As president of the ABPI, he ensured that as an industry we put reputation and specifically the issue of trust, at the heart of our collective focus. The future of the healthcare communications industry will owe much to Chris’s work”**

*Amie Baker, head of UK communications and corporate responsibility, AstraZeneca  
Chair of judges (premier) CommuniQue Awards 2010*

**“As an industry, I think we have made great progress to identify different ways of working with both government and the NHS. Chris has played a key role in that, moving the ABPI and industry onto a much more positive footing, ensuring we have been involved in the right conversations and showing the value we can add through partnering with our customers, rather than just being a supplier of medicines. The nature of conversations we are having with government, the NHS and healthcare professionals now is much more constructive and productive, and that’s something I want to build on”**

*Simon Jose, general manager and senior VP, GlaxoSmithKline UK and president of the ABPI*



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## Award winner

### Baroness Julia Neuberger

Julia Neuberger, one of our foremost scholars, social reformers and communicators, is a driving force in shaping this country's healthcare ethics. Her vision, energy and passion for championing change within the complexity of the healthcare system have been tireless.

In 1977, having graduated from Newnham College, Cambridge, Julia became Britain's second only female rabbi. In 1989 she began to pursue her interests in research and healthcare ethics in earnest, by becoming a visiting fellow and then chief executive at the King's Fund Institute – the charity that seeks to understand the health system in England and use these insights to shape policy, transform services and bring about behaviour change. This was a position she held until 2004.

For two decades, Julia has championed high-quality health and social care reform with an enormous passion and energy.

It is a tribute to her vigour that she took on and achieved so much during the 1990s: becoming a visiting fellow at Harvard Medical School, chairman of Camden & Islington Community Health Services NHS Trust, a member of the Committee on Standards in Public Life, the Medical Research Council and the General Medical Council.

Her focus on how the NHS can deliver policy and service improvements is reflected in some of her many publications, which include *Ethical Issues in Child Health Care*, *Primary Care: Core Values; Hidden Assets: Values and Decision-making in the NHS Today*; and *Caring for Dying Patients of Different Faiths*.

In 2004, she was created Baroness Neuberger of Primrose Hill and in the same year she was also awarded a DBE.



© Derek Tamea

**“Her outstanding personal achievements in improving healthcare provision are testament to excellent communication skills, energy, drive and passion and this award is truly well deserved”**



Performance enhancing (and it's legal)

Contact: Lois Hall  
([lois.hall@ogilvyhealthworld.com](mailto:lois.hall@ogilvyhealthworld.com))

Matt de Gruchy  
([matt.degruchy@ogilvyhealthworld.com](mailto:matt.degruchy@ogilvyhealthworld.com))

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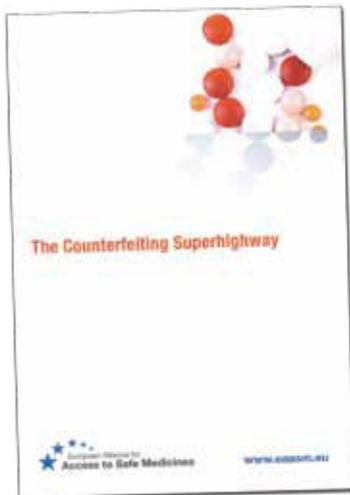
# Award for Best Corporate Communications

sponsored by Ogilvy Healthworld



## Award winner

Agency: **Euro RSCG Life Medicom**  
Client: **European Alliance for Access to Safe Medicines (EAASM)**  
Campaign: **Counterfeiting Superhighway**



Counterfeit medicines represent the fastest growing threat to public health, primarily down to criminal gangs seeking high returns, able to exploit weak European supply chain regulations and take advantage of over-trusting internet customers. Results of the Counterfeiting Superhighway research into online pharmacy POM medicine purchases were shocking and the campaign succeeded in educating consumers and influencers in a highly responsible way with creative and targeted use of media.

**“Their success in improving and protecting public health through education has been incredible and as an organisation they are fast becoming a hugely effective and highly respected force for good in healthcare”**

## Finalists



Agency: **FD Santé and Life Sciences**  
Client: **Nycomed**  
Campaign: **Nycomed in Focus**



Agency: **Health Mandate**  
Campaign: **National Priorities, Local Action?**



Agency: **Red Health**  
Client: **Pfizer**  
Campaign: **Driving Get Real, Get a Prescription to the Next Level**



In-house: **Roche Products and Health Mandate**  
Campaign: **Taking the Panic Out of the Pandemic**

Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.

“Each time we challenge them they exceed our expectations – flawless delivery and the nicest people to work with”

*Global Brand Director*



iS Health Group, the award-winning healthcare communications agency, comprises five companies – iS Health, iS LifeScience, iS Academy, iS Events and Wisper Public Affairs

[www.is-health-group.co.uk](http://www.is-health-group.co.uk)



 Health Group

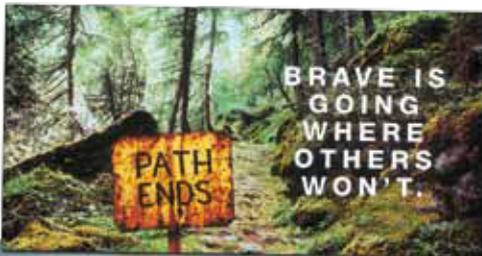
# Award for Best Internal Communications Programme

sponsored by iS Health Group



## Award winner

In-house **Shire PLC**  
Programme **A Brave New Brand for Shire Pharmaceuticals**



Shire's roll-out of its new corporate brand, BRAVE, a concept that captures the company's values, was a hit with employees worldwide. Videos of employees' BRAVE stories are among the most watched on Shire's intranet and BRAVE has become a platform for all corporate initiatives, from the CEO's blog, to space planning that encourages creative thinking.

**"This work is inspirational. It's both smart and strategic and secured buy-in from all levels of management"**

## Highly commended



In-house: **Roche Products**  
Programme: **Taking the Panic Out of the Pandemic**

**"This was very focused. They started with impressively SMART objectives and considered many internal communications vehicles. With good evidence of uptake, this is an excellent example of proactive issue management to benefit the patient"**

## Finalists



In-house: **Abbott**  
Programme: **Winning on the Inside to Win on the Outside**

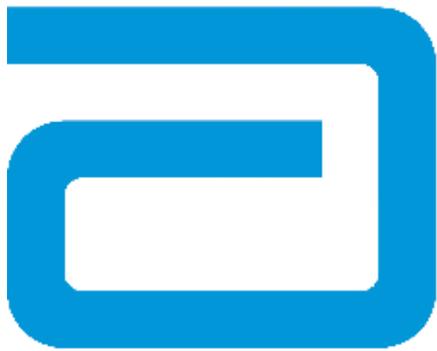


Agency: **Euro RSCG Life Medicom**  
Client: **Smith & Nephew**  
Programme: **ALLEVYN Internal Communications European Markets**



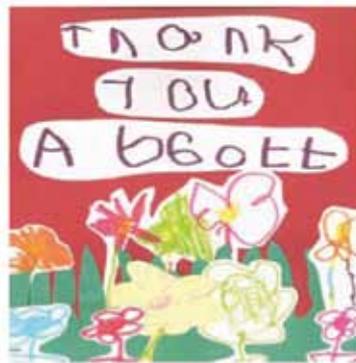
Agency: **Red Door Communications**  
Client: **Eisai Europe**  
Programme: **Get 'Clued In' to Severe Sepsis**

Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.



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- Clinical Nursing and New Representative award-winners - *Pf Awards 2010*
- Marketing Company of the Year 2009 - *PharmaTimes*
- Company of the Year 2009 - *PMEA*
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Date of preparation: June 2010, AXCOR101460



# Trust & Reputation Award

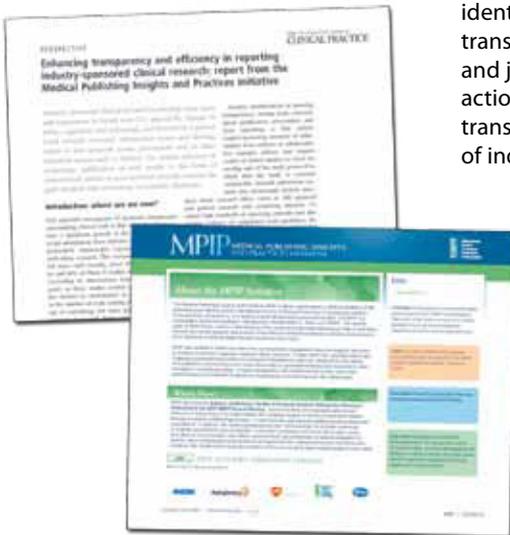
sponsored by **Abbott**

## Award winner



**Agency** Leerink Swann  
**Client** MPIP Initiative Steering Committee – AstraZeneca, Amgen, GlaxoSmithKline, Pfizer and International Society for Medical Publication Professionals  
**Campaign** Medical Publishing Insights and Practices Initiative

The Medical Publishing Insights and Practices (MPIP) Initiative is a collaboration founded by pharmaceutical industry members and a medical publication professional association to promote trust and transparency in publishing industry-sponsored research. Founded in 2008 by leading industry participants, its key accomplishments include: identifying issues and challenges perceived by journals to be barriers to transparency and trust; establishing a constructive forum for industry and journal engagement on key issues; collaboration with journals on actionable solutions to raise standards in medical publishing, increase transparency and expand access, and visibly demonstrating a commitment of industry to transparency and restoring trust with stakeholders.



**“This initiative is about driving best industry practice and reputation – especially around transparency – something that is in the interest of both pharma and their agencies. A worthy winner in this new award category”**

## Finalist

**In-house:** Caudex Medical  
**Campaign:** Putting GPP2 into practice



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# Communiqué Small Consultancy of the Year

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## Award winner

### Health Mandate



Health Mandate's team has been at the heart of the debates that have helped shape today's NHS. Their consultants are drawn from the worlds of Westminster, Whitehall, the voluntary sector and the media, reflecting Health Mandate's expertise in helping pharma to solve the issues that will ultimately shape a pharma organisation's future prospects. Their understanding of how power in the NHS works and who holds it, is matched by evidence of their ability to build alliances, mobilising politics and the media, to support their clients' causes.

**"They had a brilliant year, continuing to show a profound level of thought leadership and engendering respect from within the industry and service sector alike. Strong on public affairs, they were prepared to tackle difficult issues, delivering the highest quality results for clients and their stakeholders"**

## Highly commended



### Lucid

**"This is a highly dedicated team and their commitment to improving patient healthcare and client satisfaction, as well as steady growth in business terms is well demonstrated"**

## Finalists



### 90TEN Healthcare



### Hive



### Reynolds-MacKenzie

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# The Succinct Communications Award for Medical Communications Consultancy of the Year

sponsored by Succinct Healthcare Communications



## Award winner

### Watermeadow Medical

Watermeadow has proved that they are an agency to be reckoned with. They rode out a rough year in 2009, maintaining their full client base, brought new clients on board and expanded their highly motivated team. This is an agency that has focus and continues on its mission to achieve consistently strong client results.



**“They did a tremendous amount to further patient care and change clinical practice for the better and it’s clear they are passionate about what they do. Their company ethos of creating a stakeholder employee environment is a great example for others”**

## Finalists



Quintiles



ROCK medical communications

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## Award winner

### Virgo HEALTH



2009 was to be a watershed for Virgo. It was a year that delivered significant growth as proof that the agency's new service offering (created in 2008) was meeting the needs of the evolving market. Revenue grew across all services and Virgo broke the £4m fee threshold for the first time. New business totalled £1.44 million with the agency acquiring 11 new clients and 24 new accounts, while maintaining an impressive record of client retention and this they say is testament to their team, which grew to 42. In addition, Virgo achieved a very impressive sixth place in the 'UK Great Places to Work for Small Companies'.

**"This was a year that saw Virgo develop their core heritage into a new structure that is forward-thinking and diverse enough to deal with broader industry initiatives"**

**"Here is an agency that sticks to its values religiously. With transparency, they continued to challenge current thinking, both with clients and in the wider pharma/healthcare environment"**

## Highly commended

### Red Door Communications



**"Their entry spoke volumes about their desire to put 'trust' at the top of the pharma agenda. Moving away from establishing brand champions, to adopting new ways of working with patient partners, they're clearly positioning new goalposts for the better of pharma and healthcare"**

## Finalists



### Chandler Chicco Companies



### Health Mandate



### Just:: Health PR



### Red Health

# Acknowledgements

PMGroup would like to thank:

## Event production:

Lonestar Group, GenesisAdoration and all the staff at PMGroup

## Sponsors:

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## Judges:

Paul Archer, Diana Barkley, Lorna Baxter, Mark Cater, Julia Cook, David Daley, June Dawson, Emily Day, Claire Eldred, Kate Evans, Kaush Gandhi, Anna Gibbons, Matt de Gruchy, Pamela Harrison, Gaynor Hayburn, Janet Kettels, Anna Korving, John Lehal, Anna Maxwell, Nick May, Sean McGrath, Catherine Oliver, Eugene Osei-Bonsu, Greg Page, Annabelle Sandeman, Shipra Singh, Jo Spink, Amanda Smith, Kelly Teasdale, Brian Tjugum, Cherry Wood, Matt Worrall, Alison Wright

Rupert Ashe, Amie Baker, John Clare, Nick Francis, Karen Fraser, Steven Glass, Alan Kane, Sarah Mathieson, Dawn Stallwood, Lee Tomkins, Andrew Topen, Diane Wass, Gwenan White, David Youds

## Charity:

Facing Africa [www.facingafrica.org](http://www.facingafrica.org), Chris Lawrence and LeRoux Fourie

The logo for the Communiqué Awards 2010. It features a stylized starburst icon above the word "COMMUNIQUÉ" in a bold, sans-serif font. Below "COMMUNIQUÉ" is the word "Awards" in a smaller font, followed by "2010" in a large, bold font.

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