

**Best brochure category**

Title	Client name	Agency Name
ZSL Zoo Guides (London & Whipsnade)	Zoological Society of London (ZSL)	Think Publishing
Army Graduate Opportunities	Army Recruiting Group	Haymarket Network
Butlins Holiday brochure	Butlins	August Media
Aston Martin range	Aston Martin	John Brown Media
The Village Guide	Westfield London	Sunday
Sainsbury's Back to School brochure	Sainsbury's Supermarkets Ltd	Seven Squared
Sainsbury's Drink magazine	Sainsbury's Supermarkets Ltd	Seven Squared
Discover Westfield London	Westfield London	Sunday

**Best integrated marketing solution of the year category**

Title	Client name	Agency Name
TONI&GUY	TONI&GUY	Fitzgerald Shurey Tarbuck
United Review, Inside United, ManUtd.com	Manchester United	Haymarket Network
Royal Mail	Royal Mail	Redwood
British Hearrt Foundation (BHF) magazine program	British Hearrt Foundation (BHF)	PSP Rare
l and www.i-cio.com	Fujitsu	Redwood
PowerOn	Roland	FuturePlus
SPIKES magazine and website www.spikesmag.com	IAAF and UK Athletics	Haymarket Network
Upload - Upload Innovate and www.insight.bt.com	BT	Redwood

**Best digital solution of the year (consumer) category**

Title	Client name	Agency Name
<a href="http://bridgekids.chelseafc.com/en-GB/home/default.html">http://bridgekids.chelseafc.com/en-GB/home/default.html</a>	Chelsea FC	John Brown Media
<a href="http://www.knorr.co.uk">http://www.knorr.co.uk</a>	Knorr, Unilever	publishingTMW
Ray-ban Rooms - <a href="http://www.ray-ban.com/rooms">http://www.ray-ban.com/rooms</a>	Ray-Ban	Zone
<a href="http://www.wbqonline.com">http://www.wbqonline.com</a>	Waterstone's	Seven Squared
<a href="http://streetstyle.asos.com/gallery.php">http://streetstyle.asos.com/gallery.php</a>	Asos.com	Seven Squared
Channel 4 Food Website - <a href="http://www.channel4.com/food/">http://www.channel4.com/food/</a>	Channel 4	Zone
<a href="http://www.manutd.com">www.manutd.com</a>	Manchester United	Haymarket Network
<a href="http://www.eastmidlandstrains.co.uk">www.eastmidlandstrains.co.uk</a>	East Midlands Trains	Illustrated London News Limited
<a href="http://www.itv.com/f1">http://www.itv.com/f1</a>	ITV	Haymarket Network
electric! e-zine: <a href="http://www.virginmedia.com/electric">http://www.virginmedia.com/electric</a>	Virgin Media	Redwood
PKR.com - <a href="http://www.pkr.com/">http://www.pkr.com/</a>	PKR	Zone

**Best digital solution of the year (B2B/internal) category**

<b>Title</b>	<b>Client name</b>	<b>Agency Name</b>
www.orangeexchange.co.uk/rdm18 AND www.orangeexchange.co.uk/rdm18 desktop	Orange	Publicis Blueprint
Business Insight	Volkswagen Group	Haymarket Network
Page	BT	Redwood
www.i-cio.com	Media24 Magazines	New Media Publishing
Aon Vision	Fujitsu	Redwood
My big decision	Aon	Wardour
	Grant Thornton UK	Seven Squared

#### **Best annual report category**

<b>Title</b>	<b>Client name</b>	<b>Agency Name</b>
New Look 2008 Annual Report	New Look	summersault
Health 3.0	If	Tidningskompaniet
ZSL Living Conservation - The Year in Review 2008	Zoological Society of London	Think Publishing
Corporate Responsibility Report 2008	Serco	Sunday
William Hill Annual Report 2008	William Hill	Wardour
The Wealth Report 2009	Knight Frank	Redwood

#### **Best catalogue category**

<b>Title</b>	<b>Client name</b>	<b>Agency Name</b>
Cath Kidston Magazine	Cath Kidston	Publicis Blueprint
The Waterstone's Christmas Gift Guide	Waterstone's	BBC Customer Publishing
Harrods Watches & Fine Jewellery	Harrods	River
High Life Shop/highlifeshop.com	British Airways	cedar communications
M&S - Home	Marks & Spencer	axon publishing
John Lewis Baby	John Lewis Partnership	John Brown Media
Waitrose Wine List	Waitrose	John Brown Media
Conran Catalogue 2008/9	Conran	Sunday
John Lewis Home Spring/Summer 09	John Lewis Partnership	John Brown Media
Heal's Look Book 2008	Heal's	John Brown Media

#### **Editor of the year category**

<b>Title</b>	<b>Client name</b>	<b>Agency Name</b>
Waitrose Food Illustrated	Waitrose	John Brown Media
John Lewis Edition	John Lewis Partnership	John Brown Media
ARISE	Leaders & Co, Nigeria (THISDAY Media Group)	Velo
Camouflage	British Army's Recruiting Group	Haymarket Network
Boots Health & Beauty, Boots Parenting Club, Boots Health Club	Boots	Redwood
Weight Watchers Magazine	Weight Watchers	River
electric!	Virgin Media	Redwood
SPIKES magazine and website www.spikesmag.com	IAAF and UK Athletics	Haymarket Network
PowerOn	Roland	FuturePlus
Contact	Royal Mail	Redwood

**Best use of Video category**

<b>Title</b>	<b>Client name</b>	<b>Agency Name</b>
www.infiniti-insider.eu	Infiniti	publishingTMW
TONI&GUY TV	TONI&GUY	Fitzgerald Shurey Tarbuck
Born Free 'Bushmeat' film	Land Rover/Born Free	Redwood
electric! e-zine: <a href="http://www.virginmedia.com/electric">http://www.virginmedia.com/electric</a>	Virgin Media	Redwood
Tesco magazine	Tesco	Cedar Communications
Royal Mail in the 21st Century	Royal Mail	Redwood
<a href="http://bridgekids.chelseafc.com/en-GB/home/default.html">http://bridgekids.chelseafc.com/en-GB/home/default.html</a>	Chelsea FC	John Brown Media
Upload Innovate	BT	Redwood
Volvo TV	Volvo Trucks	Tidningskompaniet

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

<b>Title</b>	<b>Client name</b>	<b>Agency Name</b>
BEER	Campaign for Real Ale	Think Publishing
GMB magazine (9 regional titles)	GMB	FuturePlus
RSA Journal	RSA	Wardour
Accounting Technician	Association of Accounting Technicians	Think Publishing
Heritage Today	English Heritage	Seven Squared
Securities & Investment Review	Securities & Investment Institute	Wardour
NewGen	The National Childbirth Trust	axon publishing
Wild About	Zoological Society of London (ZSL)	Think Publishing
About The House	Royal Opera House	BBC Customer Publishing
Tree News	The Tree Council	Think Publishing
Enterprising and The Result	The Prince's Trust	beetroot
Engage	National Council for Voluntary Organisations (NCVO)	Think Publishing

**Best international publication category**

<b>Title</b>	<b>Client name</b>	<b>Agency Name</b>
ZOOM-ZOOM	Mazda	Redwood
Nikon Pro	Nikon Europe BV	Cedar Communications
Land Rover Onelife	Land Rover	Redwood
ARISE	Leaders & Co, Nigeria (THISDAY Media Group)	Velo
Exceptional	Ernst & Young	Wardour
Mercedesmagazine	Daimler AG	Hemels Publishers
Barclays 360	Barclays	Redwood
Lexus magazine	Lexus	Story Worldwide
LIV	Volvo	Redwood Publishing
IKEA FAMILY LIVE	IKEA	August Media

**Best Internal Communication category**

<b>Title</b>	<b>Client name</b>	<b>Agency Name</b>
Barclays 360	Barclays	Redwood
Courier	Royal Mail	Redwood

Scoop	Serco	Sunday
Roger	Virgin Group	John Brown Media
Landscape	Defra/ COI	Seven Squared
LINK	Getronics	vdBJ/Communicatie Groep
Fresh News	Morrisons	Result Customer Communications
Orange News	Orange UK	John Brown Media
Stars magazine	Dorchester Collection Hotels	Cedar Communications
The globe	Barclays	Wardour
Argos Post	Home Retail Group	John Brown Media

#### Best travel leisure title category

Title	Client name	Agency Name
Weekender	Butlins	August Media
High Life	British Airways	Cedar Communications
ODEON magazine	ODEON	FuturePlus
Flybe Uncovered	Flybe	Stream Publishing
Rock & Roam	Virgin Holidays	River
Business Life	British Airways	Cedar
Fairmont Magazine	Fairmont Hotel & Resorts	Spafax
MO	Mandarin Oriental Hotel Group	Condé Nast Contract Publishing
Bomvol Magazine	Bol.com	Born05

#### Best B2B title category

Title	Client name	Agency Name
I	Fujitsu	Redwood
Contact	Royal Mail	Redwood
Smart	Royal Mail	Redwood
Upload	BT	Redwood
Sort It	Royal Mail	Redwood
Talking Shop	Booker	summersault
The Review	Gemalto	Wardour
Legal Strategy Review	CPA Global	Think Publishing
Business Sense	The RBS Group (RBS & NatWest)	John Brown Media
Via Inmarsat	Inmarsat	Publicis Blueprint

#### Best consumer publication

Title	Client name	Agency Name
Waitrose Food Illustrated	Waitrose	John Brown Media
Waterstone's Books Quarterly	Waterstone's	Seven Squared
Tesco magazine	Tesco	Cedar Communications
TONI&GUY MAGAZINE	TONI&GUY	Fitzgerald Shurey Tarbuck
Woolworths Taste magazine	Woolworths South Africa	New Media Publishing
Harrods Magazine	Harrods	River
Asda Magazine	Asda	Publicis Blueprint

Fresh Ideas	Sainsbury's	Seven Squared
Health & Beauty	Boots	Redwood
Debenhams Desire	Debenhams	Velo
IKEA FAMILY LIVE	IKEA	August Media
Asos Man	ASOS.com	Seven Squared
Office	Office	Fitzgerald Shurey Tarbuck

#### Best Finance title category

Title	Client name	Agency Name
Sense	The RBS Group (RBS & NatWest)	John Brown Media
PetPeople	Petplan	Sunday
Lyckoslanten	Swedbank	Bee Production
MoneyPlus	Standard Life	Forward
Liquid	HSBC	Wardour
Let's Talk	Alliance & Leicester Commercial Bank	Wardour
Shoreline	Lloyds TSB	Wardour
Shape	SCA	Appelberg Publishing Group AB

#### Best consumer publication (non-retail)

Title	Client name	Agency Name
electric!	Virgin Media	Redwood
SPIKES magazine & website www.spikesmag.com	IAAF and UK Athletics	Haymarket Network
Weight Watchers Magazine	Weight Watchers	River
ARISE	Leaders & Co, Nigeria (THISDAY Media Group)	Velo
[xtra]	Getronics	vdBJ/Communicatie Groep
Changi Class	Changi Airport Group	Emphasis Media Limited
Because	RBS Coutts Bank Ltd.	Primafile AG

#### Launch of the year category

Title	Client name	Agency Name
John Lewis Edition	John Lewis Partnership	John Brown Media
electric! e-zine: <a href="http://www.virginmedia.com/electric">http://www.virginmedia.com/electric</a>	Virgin Media	Redwood
Your week	Weight Watchers UK	River
Us!	Fiat Automobiles	Northstar
<a href="http://www.morrisons.co.uk/magazine">www.morrisons.co.uk/magazine</a>	Morrisons	Result Customer Communications
ARISE	Leaders & Co, Nigeria (THISDAY Media Group)	Velo
I	Fujitsu	Redwood
La Redoute	Redcats	Redwood
Elevate	Grant Thornton UK	Seven Squared
Heal's Bicentenary	Heal's	John Brown Media

#### Best consumer publication (membership)

Title	Client name	Agency Name
Boots Parenting Club magazine	Boots	Redwood

Boots Health Club	Boots	Redwood
ACE Tennis Magazine	The Lawn Tennis Association	Seven Squared
Healthy Living Club	Tesco	Forward
Epicurean	Brown Brothers	Hardie Grant
V-ZINE	Shell	Redwood
The Co-operative Magazine	The Co-operative	River
Exclusive	Stockmann	Sanoma Magazines Finland Custom Publishing

#### Best use of typography category

Title	Client name	Agency Name
Ritz	The Ritz Casino London	Deep
Cath Kidston Magazine`	Cath Kidston	Publicis Blueprint
Elevate	Grant Thornton UK	Seven Squared
Contact	Royal Mail	Redwood
ARISE	Leaders & Co, Nigeria (THISDAY Media Group)	Velo
electric!	Virgin Media	Redwood
Ethos	Serco	Sunday
Waitrose Food Illustrated	Waitrose	John Brown Media
Conflict and instability/Contemporary Spanish Poets	Poet in the City	axon publishing

#### Best use of photography category

Title	Client name	Agency Name
Land Rover Onelife	Land Rover	Redwood
Nikon Pro	Nikon Europe BV	Cedar Communications
ARISE	Leaders & Co, Nigeria (THISDAY Media Group)	Velo
Audi Magazine	Audi UK	Northstar
ARISE	Leaders & Co, Nigeria (THISDAY Media Group)	Velo
ACE Tennis Magazine	The Lawn Tennis Association	Seven Squared
SPIKES magazine and website www.spikesmag.com	IAAF and UKAthletics	Haymarket Network
Waitrose Food Illustrated	Waitrose	John Brown Media
Camouflage	British Army's Recruiting Group	Haymarket Network
Asos Man	ASOS.com	Seven Squared

#### Best public sector/ government category

Title	Client name	Agency Name
Camouflage	British Army's Recruiting Group	Haymarket Network
Teachers	DCSF	John Brown Media
Prime	Northwest Development Agency (NWDA)	Hemisphere
Ethos	Serco	Sunday
Teach	Training and Development Agency for Schools (TDA)	PSP Rare
Early Years	DCSF	John Brown Media
Impact	Serious Organised Crime Agency (SOCA)	Seven Squared

#### Best specialist communication category

Title	Client name	Agency Name
Move it!	MEND	John Brown Media
Million Model Catwalk (millionmodelcatwalk.com)	Fashion Targets Breast Cancer (Breakthrough Breast Cancer)	Velo
Planet	Plan UK	John Brown Media
PowerOn	Roland	FuturePlus
http://streetstyle.asos.com/gallery.php	Asos.com	Seven Squared
Race to Learn	Williams F1	Cambridge-Hitachi
The Art of Working Together	Strutt & Parker	Sunday
Dulux The Colour Guide	ICI Akzo Nobel	Cedar Communications
Little White Books	The White Company	Craft London
Utrecht Medical Sciences	UMC Utrecht	vdBJ/Communicatie Groep
BILL	Dexia	sQills - a unit of Sanoma Magazines Belgium

#### Best automotive title category

Title	Client name	Agency Name
Us!	Fiat Automobiles	Northstar
Land Rover Onelife	Land Rover	Redwood
Today Tomorrow	Toyota	Sunday
LIV	Volvo	Redwood Publishing
Audi Magazine	Audi UK	Northstar
Lexus magazine	Lexus	Story Worldwide
Vauxhall Magazine	Vauxhall	Stream Publishing
dream	Honda	River
ZOOM-ZOOM	Mazda	Redwood
Jaguar	Jaguar Cars Ltd	Haymarket Network
Mercedesmagazine	Mercedes-Benz UK Ltd.	Hemels Publishers
The Official Ferrari Magazine	Ferrari	Condé Nast Contract Publishing
Il Tridente	Maserati SPA	Illustrated London News Limited

#### Best use of illustration category

Title	Client name	Agency Name
Goodwood Revival Programme	Goodwood Road Racing Company	Northstar
Camouflage	British Army's Recruiting Group	Haymarket Network
easyJet Traveller	easyJet	Ink
Teachers	DCSF	John Brown Media
Waitrose Food Illustrated	Waitrose	John Brown Media
My First Facts	Sandvik	John Brown Media
Business Life	British Airways	Cedar
Contact	Royal Mail	Redwood
Ethos	Serco	Sunday
Land Rover Onelife	Land Rover	Redwood
Today Tomorrow	Toyota	Sunday

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

Title	Client name	Agency Name
London Loop Weekend <a href="http://www.tfl.gov.uk/loop">www.tfl.gov.uk/loop</a>	Transport for London	Forward
<a href="http://www.yourfamily.org.uk">www.yourfamily.org.uk</a>	NSPCC	Redwood
<a href="http://www.raf.mod.uk/altitude/classified">www.raf.mod.uk/altitude/classified</a>	COI/Royal Air Force	publishingTMW
Landscape Online: <a href="http://www.landscapejournal.org">www.landscapejournal.org</a>	Landscape Institute	Wardour
<a href="http://www.walkmag.co.uk">www.walkmag.co.uk</a>	The Ramblers	River