

THE ^{UK} SPONSORSHIP Awards

The 2017 Awards for the most effective use of sponsorship

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THE NIGHT**

The London Marriott Hotel Grosvenor Square
March 28th 2017

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ESA

ESA is the professional association of the sponsorship industry with members throughout Europe. It exists to inspire, educate and raise standards within the sponsorship and wider industry. The Association believes in the power of sponsorship to inspire more engaging marketing. ESA runs a part-time online sponsorship Diploma, arts sponsorship, sales and negotiation courses, organises education events, provides access to best practice material and is working to develop the next generation of marketers.



ICON

ICON creates and delivers award-winning brand and live experiences around the world. We are trusted by both regional companies and global brands in sport and retail and across the business and public sectors. We not only brand venues, but often dress host cities for events such as the Olympic and Paralympic Games, the FIFA World Cup, the UEFA Champions League, the Ryder Cup and Formula E. For all sectors, we produce world class, digital print graphics – in any size, on any material, for any purpose. We transform spaces and create spectacular visual events for clients to connect directly with customers, generating that vital social media interaction and content. We provide an outstanding, tailored, end-to-end service to help our clients generate revenue, raise awareness and create lasting impressions with their customers. We bring brands to life.

For more information, please contact Andrew Hodson on +44 (0) 7931 382262 or Andrew.hodson@icon-world.com



Inkerman

Inkerman is a distinctive British brand specialising in a range of beautifully designed corporate and personal gifts and offering a bespoke service producing gifts, trophies and awards to your requirements.

Inkerman is the designer and sponsor of the 2017 UK Sponsorship Awards.



SMG INSIGHT

SMG Insight / YouGov provides a fresh approach to sports and sponsorship research and consultancy, bringing together YouGov's in-depth knowledge of consumer insights and relationship with brands with SMG's understanding of sponsorship and rights ownership. A new generation sports research company, enabling world-leading sports governing bodies, sponsors and sports investors to meet their strategic and business objectives.

Contact Richard Brinkman,
richard.brinkman@smg-insight.com



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PERFORMIND

Sponsorium offers PerforMind™ as a software-as-a-service product you access through the Cloud. PerforMind™ is the most effective, robust sponsorship and community investment evaluation solution in the market.

Contact Mark Cornish for more information mark@sponsor.com



SPECIALIST SPEAKERS

Specialist Speakers, the speaker bureau, is highly delighted once again to support the UK Sponsorship Awards. For the second year we present Viv Groskop, writer, broadcaster and comedian, as host for this evening. A veteran of the Edinburgh Fringe, she is a presenter on BBC Radio 4 and writes on arts, TV and culture for the Guardian and Observer as well as for The Times, Telegraph, Independent and Financial Times. Her book on stand-up, *I Laughed, I Cried*, was an Amazon Comedy No.1 bestseller.

For any speaker, host or presenter call us on 0203 002 4125 – we are at www.specialistspeakers.com

AWARDS SUPPORTERS

ACTIVATIVE

Activative is a sponsorship activation intelligence and insights company that helps clients – rights owners, brands, agencies and professional services - stay at the forefront of this evolving landscape. Through consulting, monitoring and publishing, we focus on emerging strategies and tactics, original and innovative ideas, future facing media and new technologies across the sponsorship and partnership space - from sports, music, arts and culture, to education, ecology, cause and corporate social responsibility

INCORPORATED SOCIETY OF BRITISH ADVERTISERS

ISBA is the only body which solely represents the interests of responsible UK advertisers across the industry, government and EU. Our remit covers all marketing and media communications and we are a highly influential and respected organisation with over 450 brands in membership, protecting a media spend to the value of £10 billion. In addition and as part of membership, we support our members with exclusive services to help enhance marketing effectiveness and get the best value from their agency spend. ISBA is unique as we only allow advertisers into membership, hence our members receive impartial and objective guidance and advice.

CORPORATE CITIZENSHIP BRIEFING

Corporate Citizenship Briefing: News and analysis on responsible and sustainable business. CCBriefing is probably the world's longest-running regular publication on responsible and sustainable business issues. Sign up at ccbriefing.com or follow us @CCCitizenship to receive daily news roundups, as well as insights.

ISPORTCONNECT

iSportconnect is the largest global private network of sports business executives where membership is exclusive and follows a strict door policy. isportconnect.com provides great opportunities for online business networking, news, market data & analysis, columns, discussions, listings of events and jobs. There are no introductory fees and no limits on communication. The online platform is complemented by exclusive and members only events such as the Directors' Club, which consists of director-level sports business executives who have the opportunity to network face-to-face and discuss relevant topics with a panel of experts.

THE PUBLIC RELATIONS CONSULTANTS ASSOCIATION

The PRCA is the largest PR association in Europe, representing over 18,000 people in agencies, in-house teams, and individuals. The PRCA promotes all aspects of public relations and is committed to raising and protecting industry standards. PRCA members are bound by strict codes of conduct, and benefit from exceptional training.

For more information please visit www.prca.org.uk

THE SPORT & RECREATION ALLIANCE

The Sport and Recreation Alliance (formerly the CCPR) is the umbrella organisation for 320 national governing and representative bodies of sport and recreation. Its members, who range from The FA to the Ramblers, represent 150,000 clubs and around 8 million regular participants across the UK.

SPORTBUSINESS GROUP

SportBusiness Group has been supporting sport business professionals for over 20 years, with a reputation for high quality, integrity and global insight, our information services are relied upon by the industry year after year. We connect and engage with some of the most influential figures from sporting federations, governing bodies and key rights holders to leading sponsors, broadcasters and sport marketing companies. Our services are valued and trusted worldwide and include: SportBusiness International, Sports Sponsorship Insider and TV Sports Markets.

SPORT ENGLAND

Sport England is focused on helping people and communities across the country create a sporting habit for life. We will invest over £1 billion of National Lottery and Exchequer funding between 2012 and 2017 in organisations and projects that will:

- Help more people have a sporting habit for life
- Create more opportunities for young people to play sport
- Nurture and develop talent
- Provide the right facilities in the right places
- Support local authorities and unlock local funding
- Ensure real opportunities for communities.

SPORTCAL

Sportcal is the most comprehensive provider of sports market intelligence. Based in Wimbledon Village, we have been at the forefront of the sports industry for over 25 years with in-depth market news, data, analysis and insight.

Our product suite consists of our Intelligence Centre, premium platforms Media; Sponsorship, Events and Bidding, as well as our Insight service combining News, Calendar, Directory and quarterly magazine Sportcal Insight.

Sportcal also produces the annual 'Global Sports Impact Report' which analyses the impact of major world championships and multi-sport games each year on their host cities and nations.

THINKBOX

Thinkbox is the marketing body for commercial TV in the UK, in all its forms. It works with the marketing community with a single ambition: to help advertisers get the best out of today's TV.

Its shareholders are Channel 4, ITV, Sky Media, Turner Media Innovations and UKTV, who together represent over 99% of commercial TV advertising revenue through their owned and partner TV channels. Associate Members are Discovery Networks Norway, Disney, London Live, RTL Group, TalkTalk, Think TV (Australia), TVB (Canada), TV Globo (Brazil), TV2 (Norway) and Virgin Media. Discovery Channel UK, UTV and STV also give direct financial support.

Thinkbox is here to help you get the best out of TV, and there are lots of ways we try to do that: from presentations and training, to events, research insights, press enquiries, publications and TV planning advice. See website for more detail. www.thinkbox.tv

THINK! SPONSORSHIP

Think!Sponsorship delivers sponsorship intelligence to the UK sponsorship marketplace. Our products and services are used by sponsors, sponsorship agencies and sponsorship seekers from across the sports, arts, charity, entertainment, broadcast, local council, music, entertainment and media sectors. We are best known for our flagship conference - Think!Sponsorship, which has been widely acclaimed as the trade meeting ground for sponsorship in the UK and has seen over 5000 delegates attend the event.

However, we are much more than an event! We own a number of products and services that provide opportunities for those working within sponsorship to develop best practice, promote their proposition, and create new contacts. These include our database tool Find!Sponsorship, our acclaimed training series - Sell!Your Sponsorship Workshops & our networking events Talk!Sponsorship.

UK SPORT

UK Sport is the strategic lead body for high performance sport in the UK. It invests Exchequer and National Lottery funds in Britain's best Olympic and Paralympic sports and athletes to maximise their chances of success on the world stage. To find out more about UK Sport please visit www.uk sport.gov.uk/

WOMEN IN SPORT

Women in Sport is a charity that aims to transform sport for the benefit of every woman and girl in the UK. We draw upon our unique insight and more than 30 years of experience to champion the right of every woman and girl to take part in, and benefit from, sport: from the field of play to the boardroom, from early years and throughout her life. By increasing the visibility of women's sport, in the media and in everyday life, we want to inspire people to play their part at every level and make sport normal for women and girls. www.womeninsport.org

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MAKING SPORT NORMAL

WOMEN IN SPORT

ARTS AND CULTURAL SPONSORSHIP

SHORTLIST

Hilton Presents Underbelly Festival

Entered by: Fuse

Sponsored by Hilton and entered by Fuse, this campaign was an attempt to refresh the Hilton brand perception and reposition it as an innovative and relevant brand for all. Working with event specialist Underbelly, Hilton used arts and culture to increase 'stay consideration' among potential guests. The brand also achieved substantial online exposure.

Hasbro Gaming at Panto

Entered by: Fuse

Sponsored by Hasbro Gaming and entered by Fuse, Hasbro Gaming At Panto was an attempt to increase Hasbro's brand awareness in the UK and position it as the 'go to' brand for board games. The innovative and extremely cost effective programme drove sales both leading up to and through the key Christmas sales period, and reached 6 million unique users.

Late Hepworth at Phillips

Entered by: The Hepworth Wakefield

Sponsored by auction house Phillips and entered by art gallery The Hepworth Wakefield, this year-long partnership was about supporting Phillips' expansion into the Modern British art market. The partnership achieved its awareness-building goals and was praised by Minister for Culture Ed Vaizey MP as the kind of 'new business model that the culture sector needs'.

"Virtually Real" - Royal Academy x HTC Vive

Entered by: Royal Academy, HTC Vive and Hope&Glory

Sponsored by HTC Vive and entered by The Royal Academy, HTC Vive and Hope&Glory, this innovative collaboration showcased the future possibilities of virtual reality and 3D printing in fine arts. In doing so, it drove awareness of the HTC Vive product and generated a media conversation about the subject that went well beyond the technology pages.

Levi's and You Say You Want a Revolution? at the V&A

Entered by: Victoria and Albert Museum

Sponsored by Levi's and entered by the V&A, You Say You Want a Revolution? explored the era-defining significance and lasting impact of the late 1960s. A first-ever UK sponsorship for Levi's, the partnership was also about reconnecting Levi's brand with new and younger audiences. On this score, it generated high levels of media and consumer engagement.

WINNER

Hilton Presents Underbelly Festival

Entered by: Fuse

In its first year, Hilton's sponsorship of Underbelly has delivered against all the objectives. It has been well received by consumers and internal senior stakeholders, and contributed to an increase in stay consideration. The awareness campaign drove 50.5m opportunities to see, while an installation on the Southbank actively engaged with over 1 million people.

HIGHLY COMMENDED

Hasbro Gaming at Panto

Entered by: Fuse

Levi's and You Say You Want a Revolution? at the V&A

Entered by: Victoria and Albert Museum



CHARITY & CORPORATE COMMUNITY ENGAGEMENT

SHORTLIST

Play On - Almeida Theatre and Arsenal

Entered by: Almeida Theatre

Sponsored by Arsenal and entered by The Almeida Theatre, this partnership was created with young people and professional playwrights and actors to look at social exclusion of young people, particularly in the local Islington community. The activities offered young people new experiences and a chance to express their voice in a supportive environment.

Lloyds Banking Group's Principal Partnership with BBC Children in Need

Sponsored by: Lloyds Bank and Bank of Scotland

Entered by: Four Communications

Sponsored by Lloyds Banking Group and entered by Four Communications, this partnership was about supporting communities across the UK and helping to change the lives of disadvantaged children and young people. Supported by various activities, LBG raised £12.5+ million in 2015 and 2016, helping fund 350 projects and supporting 42,000 youngsters.

O2 and War Child Present 'Passport to BRIT's Week'

Entered by: FRUKT

Sponsored by O2 and entered by FRUKT, Passport to BRIT's Week, this partnership with War Child demonstrates how the power of music can be used to help those who need it most, yet still have a positive impact on the O2 brand and reward customers with once in a lifetime experiences. In total, \$565,000 was raised for War Child - 13% above target.

M&S and Macmillan World's Biggest Coffee Morning

Entered by: Macmillan Cancer Support

Sponsored by M&S and entered by Macmillan Cancer Support, the World's Biggest Coffee Morning is an annual event that ensures more people in the UK have the support they need in their own community, so that no one has to face cancer alone. 2016 was a huge success, generating £2.1 million (up 10% on the previous year). Staff fundraising was up by 50% y-o-y.

Aviva Road Safety Week 2017

Entered by: Zenith

Sponsored by Aviva and entered by Zenith, Aviva Road Safety Week was an attempt to overcome the car insurance category's addiction to price while at the same time boosting Aviva's brand profile by giving it a credible voice in road safety. It sought to achieve the latter by changing driving behaviour through partnerships with media road safety charity BRAKE.

WINNER

Aviva Road Safety Week 2017

Entered by: Zenith

Aviva and BRAKE joined forces with Channel 4 and BuzzFeed to create tailored branded content to support their safety campaign. During this time, perception of Aviva as a brand that helps make Britain's roads safer rose from 25% to 39%. In addition, Aviva achieved an additional 219,000 mobile app downloads and increased sales by 5% year on year.

HIGHLY COMMENDED

Play On - Almeida Theatre and Arsenal

Entered by: Almeida Theatre

BEST USE OF SPONSORSHIP TO ENCOURAGE DIVERSITY AND INCLUSION

SHORTLIST

Pride in London

Sponsored by: Barclays
Entered by: Barclays

Sponsored and entered by Barclays, Pride in London is an LGBT+ event that celebrates the right to live and love equally. Barclays used the sponsorship to demonstrate its commitment to helping all of its customers. As a result, it achieved good feedback from festival attendees – which are 68% more likely to recommend brands that support the LGBT+ community.

Aon Manchester United LGBT in Sport

Entered by: Manchester United

Sponsored by Aon and entered by Manchester United, this entry focuses on the work that has been done to bring the challenges of LGBT supporters and players into the spotlight. Activities included working with Stonewall on a business conference, the symbolic exchange of Rainbow Laces to generate TV and social media coverage and a match between Stonewall FC and Manchester United legends and staff.

The FA Mars Just Play Programme

Entered by: Octagon

Sponsored by Mars and entered by Octagon, Just Play seeks to promote regular exercise and encourage men and women to play recreational football. The largest grassroots football programme in the UK, its commitment to inclusivity means there are sessions for men, walking football groups, women-only sessions, disability groups, veterans and beginners.

Smirnoff #DeafDancers with Chris Fonseca

Entered by: The Story Lab

Sponsored by Smirnoff and entered by The Story Lab, this campaign centred on Chris Fonseca's inspiring story about how he overcame deafness to pursue a successful dance career. By partnering with Vice to create a music video featuring Chris, Smirnoff was able to communicate its central brand value of inclusivity. This led to an uplift in brand love and talkability.

WINNER

Aon Manchester United LGBT in Sport

Entered by: Manchester United

While everyone involved acknowledges there is more to be done on the subject of diversity and inclusion in sport, Aon and Manchester United have set a standard for others to follow. The Rainbow Laces exchange took place during a game against Arsenal and was watched by 300 million people worldwide. The conference generated a passionate social media debate around the world – exactly the impact it was designed to achieve.



EDUCATION AND LEARNING SPONSORSHIP

Shortlist

Digital Library by British Library and Vodafone

Entered by: British Library

Sponsored by Vodafone and entered by the British Library, this partnership used Vodafone technology to make The British Library's rarely seen collection of Shakespeare material available across the country and worldwide, for the first time. In doing so, the goal was to engage learners of all ages in this important cultural heritage via an easily accessible format.

BP Educational Service

Entered by: EdComs

Sponsored by BP and entered by EdComs, this partnership is designed to increase the number of skilled scientists and engineers in the UK to protect the country's economic growth. The BP-funded programme aims to encourage people from all backgrounds to pursue STEM careers by providing resources and by researching the education choices young people make.

Lloyds Bank and Bank of Scotland Social Entrepreneurs

Entered by: Four Communications

Sponsored by Lloyds Bank/Bank of Scotland and entered by Four Communications, the Social Entrepreneurs Programme is run in partnership with School for Social Entrepreneurs (SSE). It sits at the heart of Lloyds Banking Group's strategy to Help Britain Prosper and is a flagship programme designed to support social entrepreneurs in communities and help stimulate economic growth and regeneration across the UK.

The Levi's Music Project

Entered by: Fuse

Sponsored by Levi's and entered by Fuse, The Levi's Music Project partnered with grime artist Skepta to create a music studio in his community. Participants then created music that was later performed at the V&A Museum. The programme was designed as a long term brand affinity driver that, over the coming years, will re-establish Levi's at the centre of culture.

Citi Money Gallery at The British Museum

Entered by: The British Museum

Sponsored by Citi and entered by The British Museum, The Citi Money Gallery Education Programme provides young people with the opportunity to engage with the British Museum's coin and medal collection. Since 2012 more than 15,000 children and community groups have participated in the Programme – thus maximising Citi's brand exposure in the education sector.

WINNER

Digital Library by British Library and Vodafone

Entered by: British Library

The Digital Library project was a first for both the British Library and Vodafone – and it proved to be a big success. All told, it reached 10 million people across 14 countries (7 of these being Vodafone markets). The partners report 95 tier 1 news articles and blogs and over 7000 downloads of Shakespeare's quarto's



SPORTS SPONSORSHIP – Over £2 million

SUPPORTED BY SPORT ENGLAND AND UK SPORT



SHORTLIST

Ryder Cup Sponsorship

Entered by: Standard Life Investments

Sponsored and entered by Standard Life Investments, this impressive sponsorship was designed to connect with clients, engage and motivate SLI's staff and enhance brand awareness – particularly in the US. Results show that the partnership has done the trick - increasing brand awareness and favourability and creating positive perceptions among SLI clients.

Land Rover BAR - Above & Beyond

Entered by: CAA Sports

Sponsored by Land Rover and entered by CAA Sports, a key role for this title partnership was to increase brand consideration in Technology & Innovation, thus helping drive online leads for Land Rover's new Discovery vehicle. By using the America's Cup as a platform to communicate this message, Land Rover achieved both its brand and sales lead goals.

O2 and England Rugby

Entered by: M&C Saatchi Sport and Entertainment

Sponsored by O2 and entered by M&C Saatchi Sport and Entertainment, this long-running partnership has been re-energised by the recent WearTheRose campaign. With the O2/England Rugby partnership due to run until at least 2021, M&C Saatchi S&E reports that brand consideration for O2 is 23% higher among rugby fans than the general audience.

Samsung School of Rio and Step into Rio

Entered by: M&C Saatchi Sport and Entertainment

Sponsored by Samsung and entered by M&C Saatchi Sport and Entertainment, the School of Rio/Step into Rio campaign is an extension of Samsung's 2015 Rugby World Cup campaign. By utilising the comedy talents of Jack Whitehall and the expertise of Olympic and Paralympic athletes, Samsung saw a positive swing in brand measures such as favourability and attribution.

DFS - Quality, Made In Britain

Entered by: MediaCom Sport & Entertainment

Sponsored by DFS and entered by MediaCom Sport & Entertainment, this unlikely partnership turned out to be one of the hits of the Team GB commercial programme. By emphasising its Made in Britain credentials, DFS was able to demonstrate its relevance to the Olympic story and achieve significant improvements in consumer perceptions of its brand.

Mars #Believe

Entered by: Octagon

Sponsored by Mars and entered by Octagon, Mars #Believe was Mars' attempt to galvanise fan support for the England team's participation in Euro 2016. The company even went as far as removing the Mars brand from its chocolate bar and replacing it with #Believe. The campaign surpassed key sales targets and was described by the FA, 'as best practice across The FA Partners in terms of planning and execution'.

Beko with FC Barcelona: The Official Partner of Play

Entered by: Synergy Sponsorship

Sponsored by home appliance firm Beko and entered by Synergy Sponsorship, the 'Official Partner of Play' campaign was Beko's attempt to get the world to have more time to play. The campaign, created in partnership with FC Barcelona, is held up by the club as its best ever example of partner activation. It also helped Beko achieve its best year for global sales.

WINNER

Land Rover BAR - Above & Beyond

Entered by: CAA Sports

At the heart of this campaign was Land Rover's decision to help sailing team BAR engineer the most technologically-advanced boat in the history of The America's Cup. This was supported by a wide range of activities including regular media events, PR stunts, celebrity endorsements and monthly online updates. This range of activities helped Land Rover become the most talked about automotive brand on social media in sailing.

HIGHLY COMMENDED

Samsung School of Rio and Step into Rio

Entered by: M&C Saatchi Sport and Entertainment

SPORTS SPONSORSHIP – Under £2 million

SUPPORTED BY SPORT ENGLAND AND UK SPORT



SHORTLIST

Nissan's Rio 2016 Partnership with BOA

Entered by: Fuse

Sponsored by Nissan and entered by Fuse, this partnership is described as Nissan's most successful ever marketing campaign. Through the use of humorous online video executions, the campaign achieved brand metrics that far exceeded original objectives. Among these, Nissan saw positive brand opinion for those aware of the sponsorship rise to 59%.

NTT DATA & The Open Championship

Entered by: iMediasport/Dentsu Sports Europe

Sponsored by NTT DATA and entered by iMediasport/Dentsu Sports Europe, this campaign used The Open Championship as a way to bring data to life in a way never before seen at a golf tournament. In doing so, it showcased NTT DATA's capabilities as a global IT innovator and partner to corporate clients.

Fitness First - Official Fitness Partner of Team GB

Entered by: MKTG

Sponsored by Fitness First and entered by MKTG, the primary objective of this Team GB-based sponsorship was to drive engagement with the brand among members and non-members, in both digital and physical environments. The result of the campaign was an increase in member visits during Rio 2016 and increased consideration among non-members.

Invesco Perpetual & Leander Club - Partners in Performance

Entered by: Progressive Marketing

Sponsored by Invesco Perpetual and entered by Progressive Marketing, this campaign was IP's attempt to connect with the UK's commercially attractive rowing audience by building a campaign around the Leander Club. The partnership worked well in terms of driving awareness of the brand and proved to be a cost-effective way of achieving IP's objectives.

Hilton Golf Sponsorship

Entered by: Right Formula

Sponsored by Hilton and entered by Right Formula, this partnership aligned the Hilton brand with golf's large international ABC1 demographic. The goal then was to drive revenue from those with a statistically confirmed propensity to spend on both business and leisure travel. A particular highlight was the campaign's innovative hole in one activation.

WINNER

Hilton Golf Sponsorship

Entered by: Right Formula

Hilton's golf sponsorship was well-targeted and executed. High levels of brand exposure resulted in 21% of the audience saying that the sponsorship had increased their likelihood of staying in a Hilton (2.1x above target). As a result of its success in 2016, the business has doubled its investment in the game, which will play a more integral role in its communications.

HIGHLY COMMENDED

Invesco Perpetual & Leander Club - Partners in Performance

Entered by: Progressive Marketing

GRASS ROOTS SPORTS SPONSORSHIP

SUPPORTED BY THE SPORT+RECREATION ALLIANCE



SHORTLIST

Yorkshire Bank Bike Libraries

Entered by: **CAA Sports & Welcome to Yorkshire**

Sponsored by Yorkshire Bank and entered by CAA Sports & Welcome to Yorkshire, Bike Libraries is a ground-breaking initiative, with the clear goal of providing every child in Yorkshire with free access to a bike. Now in its third year, the project has a self-sustainable model that sees unwanted bikes donated, repaired and made available free of charge.

ESFA PlayStation Schools' Cup

Entered by: **HPS Group**

Sponsored by PlayStation and entered by HPS Group, The ESFA PlayStation Schools' Cup aims to 'Win Back the Playground' and engage the hard-to-reach 12-16 age demographic using a key passion point, football. The sponsorship also provides PlayStation with a strong grass-roots CSR programme and promotes a healthy and active lifestyle by encouraging more children to get involved with accessible football tournaments.

McDonald's Community Football Days

Entered by: **Leo Burnett**

Sponsored by McDonald's and entered by Leo Burnett, this programme utilises McDonald's network of restaurants to support local clubs by hosting over 100 Community Football Days. The events combine the expertise of the UK FAs with the resources and profile of the sponsor to raise awareness of local clubs and leave a legacy of increased football participation.

O2 Touch

Entered by: **M&C Saatchi Sport and Entertainment**

Sponsored by O2 and entered by M&C Saatchi Sport and Entertainment, O2 Touch is about using the sport of rugby to engage with the hard to reach millennial audience. The programme has been a success, becomes one of the UK's fastest-growing community programmes (46% up in 2016).

ScottishPower Warriors Rugby Championship

Entered by: **ScottishPower**

Sponsored and entered by ScottishPower, this three year partnership between ScottishPower and Glasgow Warriors was created to provide the opportunity and encouragement for young people to shine whilst at the same time highlighting the health benefits of being outdoors, exercising and having fun. Success in year one means the scheme will expand next year.

WINNER

O2 Touch

Entered by: **M&C Saatchi Sport and Entertainment**

O2 Touch was a big success both on the ground and in digital media. It easily surpassed Sport England's target of 15,000 players and also attracted 2.4 million views on YouTube, Facebook and Twitter for the O2 Touch Fitness video series. The programme is now accessible in every major town and city in England via a network of 335 O2 Touch centres.



OLYMPICS SPONSORSHIP

SHORTLIST

Using the Rio 2016 Olympic & Paralympic Games to Drive Nissan Public Opinion

Entered by: **Fuse**

Sponsored by Nissan and entered by Fuse, this distinctive campaign involved no less than 40 British athletes. In addition to achieving high levels of brand awareness and engagement, Nissan used leading engineers to improve sporting equipment and raised £165,000 for the British Paralympics Association.

Samsung School of Rio

Entered by: **M&C Saatchi Sport and Entertainment**

Sponsored by Samsung and entered by M&C Saatchi Sport and Entertainment, School of Rio was the brand's attempt to connect on an emotional level with an engaged audience of consumers and fans. The campaign proved popular, increasing brand awareness and brand love for Samsung. It also provided a platform for innovations in areas such as virtual reality.

Allianz Dare To Believe

Entered by: **MediaCom Sport & Entertainment**

Sponsored by Allianz and entered by MediaCom Sport & Entertainment, this programme saw Allianz invest its entire budget in a Rio Paralympics partnership. This paid off as Allianz reached 50 million people, drove awareness to record levels, convinced 80% of people Allianz is a brand for them and made 90% of the company workforce proud to work for Allianz.

DFS - Quality, Made In Britain

Entered by: **MediaCom Sport & Entertainment**

Sponsored by sofa retailer DFS and entered by MediaCom Sport and Entertainment, this campaign was about building DFS's British manufacturing credentials. Success in communicating this message translated into a growing number of people regarding DFS as "selling a high quality product".

The National Lottery #IAmTeamGB

Entered by: **The Story Lab**

Sponsored by The National Lottery and entered by The Story Lab, this partnership reminded people about the role The National Lottery plays in funding elite sport. The results were excellent, with awareness of TNL funding of Team GB rising from 28% to 63% around the Olympics. This led to a significant increase in positivity among those aware of the funding.

WINNER

DFS - Quality, Made In Britain

Entered by: **MediaCom Sport & Entertainment**

DFS created a memorable campaign that transformed perceptions of its brand in terms of quality and value for money. Working with Team GB stars Laura Trott, Adam Peaty and Max Whitlock, DFS' campaign contributed to a doubling in revenue. DFS's sales increased year on year with a long-term ROI forecast of 4.71:1 despite the only change to the standard marketing mix being the addition of Team GB activity.

HIGHLY COMMENDED

Samsung School of Rio

Entered by: **M&C Saatchi Sport and Entertainment**

The National Lottery #IAmTeamGB

Sponsored by: **The National Lottery**

Entered by: **The Story Lab**

ENTERTAINMENT & EVENT SPONSORSHIP

SHORTLIST

Barclaycard presents British Summer Time Hyde Park: The Great British Music Showdown

Entered by: **AKQA**

Sponsored by Barclaycard and Entered by AKQA, this campaign was an opportunity for Barclaycard to showcase the role it has played in helping people buy music and musical experiences they love. A creative approach to data helped generate thousands of organic conversations that made Barclaycard the British Summer Time Festival's most remembered sponsor.

Hyundai Mercury Prize 2016 Sponsored by: Hyundai Motor Company

Entered by: **Big Group**

Sponsored by Hyundai and entered by Big Group, this partnership was designed to increase brand awareness, increase consumer perceptions of Hyundai as an innovative brand and drive social/digital awareness of the Mercury Prize. Heavyweight launch day activity helped boost Hyundai brand exposure and offered fans the chance to win an IONIQ.

UEFA Champions League Final - Milano 2016

Sponsored by: **PepsiCo**

Entered by: **Fuse**

Sponsored by PepsiCo and entered by Fuse, the 2016 UEFA Champions League Final (UCL) in Milan was the perfect platform for PepsiCo to showcase its heritage in sport and entertainment. A magnificent worldwide media opportunity was available to PepsiCo and the result was a multitude of city-wide activations headlined by global superstar Alicia Keys.

Samsung Slider

Entered by: **M&C Saatchi Sport and Entertainment**

Sponsored by Samsung and entered by M&C Saatchi Sport and Entertainment, the Samsung Slider was an example of Samsung's ambition to enhance the key passions of its consumers in new, pioneering and meaningful ways through the use of innovative technology. It was launched at the HSBC London Sevens to promote the new Samsung SUHD TV range.

NHS' Mobo Awards

Entered by: **MediaCom Sport & Entertainment**

Sponsored by the NHS and entered by MediaCom Sport & Entertainment, this sponsorship was a ground-breaking attempt by the NHS to attract blood donors from the black community. After struggling to get the message through via traditional advertising, the Mobo Awards provided the platform for a first of its kind, life-altering partnership.

WINNER

NHS' Mobo Awards

Sponsored by: **NHS**

Entered by: **MediaCom Sport & Entertainment**

The prestige of the MOBOs drew in an incredible array of talent – and also drove blood donorship among the black community to a new high. On a tiny budget, the NHS secured an increase of 70% year-on-year donation registrations from black donors, proving the success of the campaign – and saving lives.

HIGHLY COMMENDED

Samsung Slider

Entered by: **M&C Saatchi Sport and Entertainment**

BEST USE OF CELEBRITY ENDORSEMENT IN SPONSORSHIP

SPONSORED BY SPECIALIST SPEAKERS

Specialist
SPEAKERS
the speaker bureau

SHORTLIST

We are all Made to Move

Sponsored by: **Lucozade Sport**

Entered by: **CSM Sport and Entertainment**

Sponsored by Lucozade Sport and Entered by CSM, We are all made to move is the brand's attempt to get 1 million people moving more by 2020. Working with professional boxer and lifestyle influencer Anthony Joshua, Lucozade Sport created a series of fitness-related events that were made available to fans across social media platforms including Facebook Live.

Samsung School of Rio

M&C Saatchi Sport and Entertainment

Sponsored by Samsung and entered by M&C Saatchi Sport and Entertainment, School Of Rio was a follow up to Samsung's School of Rugby campaign in 2015. Centring once again on comedian Jack Whitehall, the new campaign also involved Team GB and Ireland Olympic and Paralympic athletes. Overall it had a big impact on the brand awareness and favourability.

DFS - Quality, Made In Britain

Entered by: **MediaCom Sport & Entertainment**

Sponsored by DFS and entered by MediaCom Sport & Entertainment, this campaign saw DFS use celebrity endorsement by Olympians to shift the British public's perception of its brand. Max Whitlock, Adam Peaty and Laura Trott played a key role in helping redefine the sofa retailer.

#RunwaytoLA

Sponsored by: **Air New Zealand**

Entered by: **MKTG**

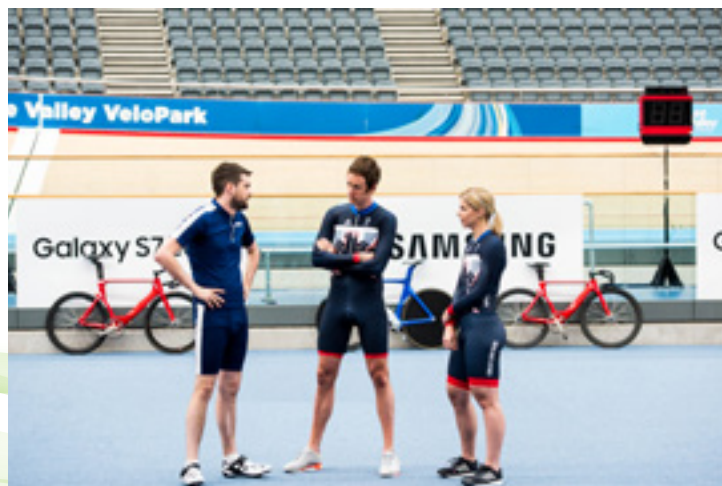
Sponsored by Air New Zealand and entered by MKTG, this integrated partnership included rights activation around a brand ambassadorship with ex-Pussycat Doll Ashley Roberts, to promote AirNZ flights from London to LA. Launched during LA Fashion Week, Ashley wore dresses crafted using AirNZ boarding passes, by junk-couture designer Aleah Woods.

WINNER

Samsung School of Rio

M&C Saatchi Sport and Entertainment

Samsung's School of Rio was a success on many levels. In addition to achieving high levels of engagement on digital media platforms, the campaign achieved strong scores for brand awareness, brand love and brand consideration. Innovations including world-first virtual reality interviews.



BRANDED CONTENT

SHORTLIST

Colgate Max White and Britain's Next Top Model

Sponsored by: Colgate Max White

Entered by: MEC Wavemaker

Sponsored by Colgate Max White and entered by MEC Wavemaker, this partnership positioned the Max White Toothbrush Plus Whitening Pen as a fashion and beauty accessory rather than an oral care product. Brand integration and talent endorsement delivered increases in awareness, consideration and sales among a hard to reach audience.

Colgate Sensitive Pro Relief

Entered by: MEC Wavemaker

Sponsored by Colgate Pro Relief and entered by MEC Wavemaker, this campaign helped align the brand with food and drink sensitivity triggers. Working across broadcast sponsorship, branded content, talent endorsement, social engagement and experiential activation, the partnership exceeded targets for brand awareness, saliency and trial.

'M&S: The Table'

Entered by: Mindshare UK

Sponsored by M&S and entered by Mindshare UK, this campaign was a bid to position M&S as a food pioneer and deliver lasting legacy for the brand. The partnership and event stirred up an overwhelmingly positive response, with recipe inspiration videos reached over 2.2 million people. It also led to a 16% increase in positive opinions about M&S Food.

Aviva Making the UK Roads Safer

Entered by: Zenith

Sponsored by Aviva and entered by Publicis/Zenith, Aviva Road Safety Week was an attempt to overcome the car insurance category's addiction to price while at the same time boosting Aviva's brand profile by giving it a credible voice in road safety. A key part of the strategy was a Channel 4 Shorts series called Driven to Distraction – all about dangerous driving habits.

Royal Bank of Scotland: Stopping Scotland's Scammers

Entered by: Royal Bank of Scotland

Sponsored and entered by Royal Bank of Scotland, Stopping Scotland's Scammers is a gritty and informative documentary that explores the dark world of scamming. An Ad-funded programme, the first two series have rated strongly on STV in Scotland. Key brand measures such as 'proud to be a Royal Bank customer' rose by 7% among viewers to the show.

WINNER

Colgate Sensitive Pro Relief

Entered by: MEC Wavemaker

Research undertaken by Millward Brown proved that this campaign delivered across all key objectives. In addition to positive brand metrics, it also helped the brand increase share of market by 4.3%. Importantly, the high profile nature of this activity led to increased shelf space at Tesco.



BRANDED CONTENT - SPORT

SHORTLIST

#DollForUs - Using Branded Content to take Nissan GB to Rio 2016 Gold

Entered by: Fuse

Sponsored by Nissan and entered by Fuse, this distinctive campaign used humour to show a unique side to athletes and allow Nissan to stand out in a crowded marketplace for brands. Launching with impact around the Olympic Opening Ceremony and being present in real-time across the Games, Nissan's branded content received over 55 million cross-platform views.

EE Wembley Cup 2016

Entered by: Havas Sports & Entertainment Cake

Sponsored by EE and entered by Havas Sports & Entertainment Cake, this campaign combined YouTube stars with FIFA legends in a bid to make EE the preferred operator for young, active, 4G hungry consumers. The campaign had a significant impact on EE's appeal among 16-24 year-olds, compared to rivals.

evian #wimbledonwatch

Entered by: MEC Wavemaker

Sponsored by Evian and entered by MEC Wavemaker, this was an extension of the successful 2015 partnership with Wimbledon. The 2016 campaign was brought to life through content production, celebrities, paid distribution, social media, PR, real time digital partnerships, OOH and the Club's channels. The key results of this content led activation were a 29% increase in purchase intent and a 15% sales uplift for Evian.

Europcar's Three Men in a Hire Car

Entered by: Publicis Media Sport & Entertainment

Sponsored by Europcar and entered by Publicis Media Sport & Entertainment, this partnership with Arsenal FC was about creating a piece of comedy content around the club's players that football fans would enjoy and share. The creative execution generated five million views across all platforms, exceeding pre-campaign targets by more than three times.

Budweiser Dream Goal

Entered by: The Story Lab

Sponsored by Budweiser and entered by The Story Lab, Dream Goal is about putting the spotlight on goals scored by amateur footballers, with Budweiser aiming to become the champion of everyday dreams. Working with Sky Sports and professional pundits, the brand achieved high levels of social media interaction, strong PR support and increased sales of 4% y-o-y.

SSE Dads & Daughters

Entered by: Synergy Sponsorship

Sponsored by SSE entered by Synergy Sponsorship, SSE Dads and Daughters is an attempt to deepen SSE's relationship with customers and prospects by demonstrating how SSE are Proud to Make a Difference to their customers' lives. The campaign is SSE's best performing social media campaign to date, achieving the highest ever levels of engagement on its social channels.

WINNER

#DollForUs - Using Branded Content to take Nissan GB to Rio 2016 Gold

Entered by: Fuse

Nissan's branded content led campaign was an overwhelming success, surpassing all of the objectives & setting new benchmarks for the brand. Positive Brand Opinion for those aware of the partnership increased to 59%, the highest score ever for the brand. And Purchase Consideration rose to 45%.

DIGITAL ACTIVATION

SHORTLIST

O2 Relive the Night

Entered by: FRUKT

Sponsored by O2 and entered by FRUKT, Relive the Night is a personalised, digital memento designed to encapsulate the live music moment and provide O2 with a long term music content platform. According to O2, the platform was built to reinforce O2's association with music, drive brand attractiveness and bolster the brand's reimagined 'More for Fans' repositioning.

Putting Shreddies' Nanas at the heart of Britain's Got Talent

Entered by: Zenith

Sponsored by Shreddies and entered by Zenith, this campaign was an attempt to rejuvenate the cereal brand through partnership with ITV's Britain's Got Talent. By increasing engagement, Shreddies achieved business success in a category declining in value. The sponsorship drove a 5.2% increase in sales revenue and a 6.5% uplift in volume.

Aviva Road Safety Week 2017

Entered by: Zenith

Sponsored by Aviva and entered by Zenith, this partnership delivered enormous benefits for both Aviva and BRAKE Road Safety Week (BRAKE is a road safety charity). With numerous digital engagements via media partners Channel 4 and Buzzfeed, Aviva achieved 9.9m impressions. As a result it reversed a decline in brand health and increased it by 25%.

Aviva Pensions Face Up To Your Future

Entered by: Zenith

Sponsored by Aviva and entered by Zenith, Face Up To Your Future set out to step-change awareness about the importance of pensions. By producing and sponsoring targeted content that consumers would read and engage with, Aviva achieved huge levels of engagement and had a direct impact on the amount of money people deposited for pensions.

Cadbury Dairy Milk Buttons Memory Lane

Entered by: The Story Lab

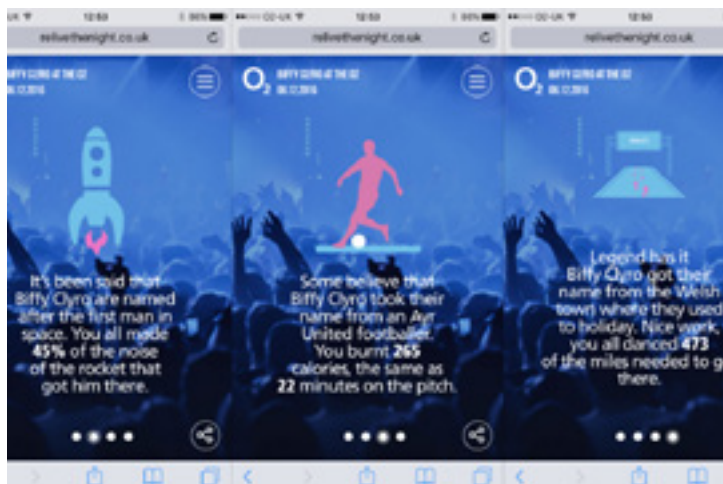
Sponsored by Cadbury and entered by The Story Lab, this campaign sought to position Buttons as the brand that celebrates and inspires more family-time activities. By creating an influencer and digitally immersive campaign with AOL and Channel Mum, Cadbury convinced more mums that Buttons is a brand that brings families together to share moments of joy.

WINNER

O2 Relive the Night

Entered by: FRUKT

In 2016, Relive the Night outperformed KPIs across all objectives. So pleased was the client with the campaign that it will be extended in 2017 to cover more venues. At the same time, the range of audio, video, social commentary and live event atmosphere will be increased.



DIGITAL ACTIVATION - SPORT

SHORTLIST

EE Wembley Cup 2016

Entered by: Havas Sports & Entertainment Cake

Sponsored by EE and entered by Havas Sports & Entertainment Cake, the Wembley Cup was part of EE's strategy to improve its emotional connection metrics, specifically among the younger, harder to engage, online audience. This involved linking the Wembley Cup activity to customer-led, loyalty-driving offers such as unlimited BT Sport and Apple Music access.

Samsung School of Rio and Step into Rio

Entered by: M&C Saatchi Sport and Entertainment

Sponsored by Samsung and entered by M&C Saatchi Sport and Entertainment, the School of Rio campaign helped Samsung become one of the most visible sponsors of the Rio Olympics. As part of its activation, it gave medal-winning ambassadors Helen Glover and Becky James Gear 360 cameras to capture their experience of the victory parade. This was turned into exclusive 360 degree content for Samsung's social channels.

evian #wimbledonwatch

Entered by: MEC Wavemaker

Sponsored by Evian and entered by MEC Wavemaker, #wimbledonwatch played a vital role engaging its key audience and driving fame for Evian. Just as importantly "it delivers a key point of differentiation for our business in a highly competitive category at a key time of year," according to the client. All told, it generated 13 million out of home impacts across all sites.

Fitness First & Team GB #WinTogether

Entered by: MKTG

Sponsored by Fitness First and entered by MKTG, this partnership with Team GB was designed to deliver benefits to Fitness First members through digital platforms; leveraging Team GB athletes to create compelling content; augmenting member fitness regimes by facilitating unique experiences; and harnessing Team GB platforms to amplify the brand's message.

Hewlett Packard Enterprise and Sky Sports Digital Partnership

Entered by: Sky Media

Sponsored by Hewlett Packard Enterprise and entered by Sky Media, this campaign was about helping HPE stand out in a competitive marketplace and drive engagement with ABC1 Adults – especially business leaders. Working with Sky Sports News, the brand came up with a branded content hub called HPE Data Zone that used stats to drive audience dialogue.

WINNER

Fitness First & Team GB #WinTogether

Entered by: MKTG

Fitness First's partnership with Team GB drove high levels of engagement that ultimately translated into extra member visits and increased revenues. A particular success for Fitness First was The Sport Profiler – a digital application that shows people which Olympic sports they are best suited to, based on their exercise and lifestyle preferences.

PRINT AND RADIO SPONSORSHIP

SHORTLIST

Vodafone Future Breakers

Entered by: MEC Wavemaker

Sponsored by Vodafone and entered by MEC Wavemaker, Future Breakers was an attempt to stepchange the brand's relationship with radio. Future Breakers was an opportunity for talented musicians to win a recording session and a spotlight on the UK's biggest commercial chart show. Capital's Summertime Ball was then used to push activation to the next stage, driving a stronger emotional connection with the brand.

Three and Kiss roaming abroad

Sponsored by: Three Mobile

Entered by: Mindshare UK

Sponsored by Three and entered by Mindshare UK, this campaign used Kiss Breakfast to help improve perceptions of the mobile network's coverage and roaming capabilities. Results from the campaign show that 81% of the target audience regarded the network more positively afterwards, helping drive its core roaming on holiday message.

This French Life By Chambord

Entered by: Mediavest

Sponsored by The Chambord and entered by Mediavest, this partnership with Stylist Magazine took the brand in a more editorially led direction. By focusing its activities around a French lifestyle theme, it reconnected with female drinkers and managed to increase sales by an impressive 27%.

Royal London's Only in Britain

Entered by: Mediavest

Sponsored by Royal London and entered by Mediavest, Only In Britain was a partnership with the Telegraph that connected with people by bringing the quirky British personality, community values and history to the fore. As a result, prompted awareness grew by 10%. In addition, 600K users visited the Only In Britain online hub, well ahead of target.

Strongbow Cloudy Apple on Radio X

Entered by: Mediavest and Global

Sponsored by Strongbow and entered by Mediavest and Global, this campaign saw Strongbow and Radio X joined forces to launch some pop-up pubs in support of the Cloudy Apple cider brand. Sales during the campaign period rocketed, with volume more than doubling compared to pre-activity numbers. Market penetration rose from 0.5% to an impressive 3%.

WINNER

This French Life By Chambord

Entered by: Mediavest

Chambord's campaign drove strong consumer interest across print, event and online platforms. It received the highest number of mentions of all sponsors for spontaneous recall at Stylist Live, converting this awareness into trial. The partnership lifted Chambord awareness from 76% to 93% and provided a significant boost to sales, with the brand achieving its biggest Christmas sales period ever.

HIGHLY COMMENDED

Strongbow Cloudy Apple on Radio X

Entered by: Mediavest and Global

TV SPONSORSHIP

SUPPORTED BY THINKBOX



SHORTLIST

Colgate Max White and Britain's Next Top Model

Entered by: MEC Wavemaker

Sponsored by Colgate and entered by MEC Wavemaker, this sponsorship of Britain's Next Top Model was a huge success for the Colgate Max White brand. Activated across numerous platforms and channels, it successfully positioned the product as a beauty must have, demonstrated through increases in awareness, consideration and, ultimately, product sales.

Right Guard and A League of their Own on Sky 1

Entered by: MEC Wavemaker

Sponsored by Right Guard and entered by MEC Wavemaker, this long-standing partnership has been built around an association with British humour. In 2016, bespoke branded content was added, serving to enhance brand personality, drive engagement and deliver standout in a cluttered market.

Lexus: C4 Drama

Entered by: Zenith

Sponsored by Lexus and entered by Zenith, this three-year old partnership has had a significant effect on Lexus brand consideration and car sales. Total consideration among premium car buyers during the lifetime of the sponsorship has risen from 52% in 2014 to 75% in 2016. In that time, the car's brand profile has also shifted towards "stylish and exciting".

Sky Atlantic and Volvo

Entered by: Sky Media

Sponsored by Volvo and entered by Sky Media, a recent refresh of this partnership has had a significant positive impact on Volvo's KPIs. Sky Media has helped Volvo's brand seem more progressive and innovative and driven an increase in purchase intent. Viewers of high-end drama channel Sky Atlantic are now more likely to recommend Volvo to their family and friends.

From heating to Hollywood - a Sky Cinema and E.ON collaboration

Entered by: Sky Media and Dentsu Aegis Network

Sponsored by E.ON and entered by Sky Media and Dentsu Aegis Network, From heating to Hollywood is a multi-tiered campaign that has had a beneficial impact on E.ON's brand matrix. Based around Sky Cinema, the strategy has led to an increase in the number of people who are likely to be advocates of the brand or have a positive perception of it.

WINNER

Colgate Max White and Britain's Next Top Model

Entered by: MEC Wavemaker

Sophisticated activation across multiple media touchpoints enabled Colgate to engage with its audience in a way that educated consumers on how to use its Max White Toothbrush Plus Whitening Pen. In the process, it created advocates and demonstrated efficacy through content. It also built excitement, thus generating competitor standout.



BRAND SPONSORSHIP - Over £2 million

SPONSORED BY PERFORMIND

PERFORMIND
ignite your art • deliver with science

SHORTLIST

DFS Team GB Great Brits

Entered by: DwFS

Sponsored and entered by DFS, this partnership with Team GB's Olympics athletes proved to be an inspired campaign. By emphasising its Made in Britain credentials, DFS demonstrated its relevance to the Olympic story and achieved significant improvements in perceptions of its brand. 61% more people than previously regard DFS as selling a high quality product.

PepsiCo & UEFA Champions League

Entered by: Fuse

Sponsored by PepsiCo and entered by Fuse, this complex partnership covers six of PepsiCo's portfolio brands and has been leveraged in over 100 markets across multiple channels. Operated under the #GameReady banner, PepsiCo has strong evidence that the partnership is having a real impact on the business, helping to build brand perceptions and drive sales.

Driving Nissan Brand Opinion Through Sports Partnerships

Entered by: Fuse

Sponsored by Nissan and entered by Fuse, this entry involves two key lines of activity. Rio 2016 #DottForUs helped Nissan to stand out from other Olympic sponsors through humour and originality. The UEFA Champions League, meanwhile, formed a core pillar of Nissan's overall marketing communications activities, delivering strong business impact and bringing to life Nissan's core brand pillars of Innovation and Excitement.

O2 and England Rugby

Entered by: M&C Saatchi Sport and Entertainment

Sponsored by O2 and entered by M&C Saatchi Sport and Entertainment, this partnership has been a key part of O2's marketing for more than two decades. In 2016, the brand's #WearTheRose campaign became synonymous with supporting England Rugby. And the mobile brand has just committed to a further five years as principle partner of England Rugby.

Samsung School of Rio

Entered by: M&C Saatchi Sport and Entertainment

Sponsored by Samsung and entered by M&C Saatchi Sport and Entertainment, School of Rio was the brand's attempt to connect on an emotional level with an engaged audience of consumers and fans. The heart of the campaign was five video films in which fans were given an insight into Olympians' and Paralympians' training regimes. With Jack Whitehall providing a humorous hook, these films proved popular in digital media.

Santander Cycles

Entered by: Santander

Sponsored and entered by Santander, this campaign is based around Santander's support for the London Cycle Hire Scheme, which it took over in February 2015. Described as the largest public sector sponsorship in the world, the scheme has helped the bank's brand image and driven enthusiasm for cycling in the city. Activations such as spinning class events generated high levels of social media conversations and contacts.

The National Lottery #IAmTeamGB

Entered by: The Story Lab

Sponsored by the National Lottery and entered by The Story Lab, #IAmTeamGB was a successful attempt to remind people of the range of activities that benefit from Lottery investment. During the campaign, awareness of the Lottery's investment in Team GB rose from 28% to 63%. Both players and non-players said they felt encouraged to play the Lottery more.

WINNER

O2 and England Rugby

Entered by: M&C Saatchi Sport and Entertainment

Awareness of O2 as a rugby sponsor among consumers is at an all-time high of 51%. 5 million O2 customers have taken rugby-related offers through the brand's Priority scheme and O2 Touch is the UK's fastest growing community rugby programme. Overall, O2's support for England Rugby has led to a healthy 23% increase in brand consideration.

HIGHLY COMMENDED

DFS Team GB Great Brits

Sponsored by: DFS

Entered by: DFS

BRAND SPONSORSHIP - Under £2 million

SPONSORED BY PERFORMIND

PERFORMIND
ignite your art • deliver with science

SHORTLIST

Barclays Premier League Trophy Celebration

Entered by: Havas Sports & Entertainment Cake

Sponsored by Barclays and entered by Havas Sports & Entertainment Cake, this sponsorship saw Barclays put fans at the heart of its Premier League Trophy celebrations, showcasing the role of its community programmes. As a result, trust increased by 15% and consideration by 14%. Over 15 million fans viewed the campaign's social media films.

evian #wimbledonwatch

Entered by: MEC Wavemaker

Sponsored by Evian and entered by MEC Wavemaker, Evian's partnership with Wimbledon was conceived 8 years ago to add stature to the brand, and provide exposure and saliency during the summer. Innovations around content, celebrities, social media, PR, real time digital partnerships, OOH and the Club's own channels have boosted sales and purchase intent.

Colgate Max White and Britain's Next Top Model

Entered by: MEC Wavemaker

Sponsored by Colgate and entered by MEC Wavemaker, the Max White partnership with Britain's Next Top Model was a multi-faceted activation that delivered scale against a hard to reach audience. It helped grow Colgate's oral category value share from 39% in 2015 to 45% in 2016. Likelihood to purchase and sales increased, with the Colgate Max White Toothbrush Plus Whitening Pen an especially strong performer.

Foster's - The Lager of England Cricket

Entered by: Publicis Media Sport & Entertainment

Sponsored by Foster's and entered by Publicis Media Sport & Entertainment, this partnership was Foster's first foray into sports sponsorship for 20 years. Cricket was chosen as the best fit to Foster's personality, with a comprehensive through the line campaign designed to impact sales and credibility. A multitude of touch points allowed fans to interact with Foster's, driving brand approval, engagement and sales.

Always a Better Way in Cricket - #bettercricket

Sponsored by: Toyota

Entered by: Publicis Media Sport & Entertainment

Sponsored by Toyota and entered by Publicis Media Sport & Entertainment, #bettercricket was an ECB partnership designed to shift key brand metrics. The campaign delivered significant reach and ultimately led to impressive post-campaign shifts in Millward Brown tracked measures. In particular, it supported Toyota's emphasis on driving salience and innovation.

WINNER

evian #wimbledonwatch

Entered by: MEC Wavemaker

A textbook sponsorship, Evian's partnership with Wimbledon has done a great job driving the brand's fame and talkability. Social media and PR performances have been strong leading to a lift in sales and purchase intent. The client, Danone Waters, said the 2016 edition of the #wimbledonwatch campaign surpassed expectations and was recognised by key retailers.



BUSINESS TO BUSINESS SPONSORSHIP

SHORTLIST

Braintree Tour-de-Tech- powered by Buzzbike

Sponsored by: Braintree

Entered by: MKTG and Havas Media Group

Sponsored by Braintree and entered by MKTG and Havas Media Group, Tour-de-Tech is an urban partnership involving MKTG UP, Havas, Braintree (a PayPal Service), Crispin Porter & Bogusky, and Buzzbike, a cycling start-up. For Braintree, it was a way to grab the attention of leaders at hyper-growth start-ups and large next-generation companies who are time poor and sceptical of advertising. It also encouraged cycling.

NTT DATA & The Open Championship

Entered by: iMediasport/Dentsu Sports Europe

Sponsored by NTT Data and entered by iMediasport/Dentsu Sports Europe, this partnership challenged the way data has traditionally been represented in sport. NTT Data created an iconic activation to transform the spectator experience through immersive data-representation, while showcasing its capabilities as a global IT innovator to corporate clients.

GSK employee engagement programme

Entered by: Just Marketing International

Sponsored by GSK and entered by Just Marketing International, this partnership with McLaren Technology challenges and inspires everyone at GSK to look for new ways of working that can deliver a better outcome for patients and consumers who depend on GSK's products. As an example, GSK built an After Action Review model based on McLaren's approach that has since become an integral part of employee engagement.

Tata Communications and Formula One Partnership

Entered by: McCann Enterprise

Sponsored by Tata and entered by McCann Enterprise, this partnership with Formula One was designed to showcase an extreme proof of the capabilities of Tata's global network infrastructure, operations and services. The campaign has over delivered on coverage, new customer engagement, new business and employee feedback, as well as positioning Tata as an innovator and a leading global technology provider.

Vodafone UK Enterprise and Ready Business Britain

Entered by: MEC Wavemaker

Sponsored by Vodafone and entered by MEC Wavemaker, Ready Business Britain is a campaign that positions the brand as the key partner for enterprise – from SMEs to large enterprises and organisations in the public sector. Working with News UK to build a fully integrated, cross platform campaign, Vodafone has positively shifted key brand metrics.

Invesco Perpetual & Leander Club - Partners in Performance

Entered by: Progressive Marketing

Sponsored by Invesco Perpetual and entered by Progressive Marketing, Partners in Performance was designed to be a cost effective, credible and innovative sponsorship strategy that could reach and engage with a commercially attractive rowing audience in the UK. By linking up with Leander Club, the brand achieved high levels of exposure and engagement.

Lombard Asset Finance: Strategies for Growth

Sponsored by: Lombard Asset Management

Entered by: Zenith

Sponsored by Lombard Asset Management and entered by Zenith, the campaign was about explaining the benefits of asset finance. Working with the Telegraph, Zenith sought to educate Business Decision Makers on the benefits of asset finance and demonstrate Lombard's particular expertise.

WINNER

Lombard Asset Finance: Strategies for Growth

Sponsored by: Lombard Asset Management

Entered by: Zenith

Through the use of The Telegraph's print and online platforms, awareness of Asset Finance was increased dramatically among the core target audience of business decision makers. At the same time, research showed familiarity with Lombard increased 20%, with the brand also performing strongly against measures such as credibility and expertise.

SPONSORSHIP CONTINUITY

SHORTLIST

Christian O'Connell Breakfast Show with Wickes

Entered by: Bauer Media and The Story Lab

Sponsored by Wickes and entered by Bauer Media and The Story Lab, this Breakfast Show partnership has been running for five years. Throughout that time, Wickes has endeavoured to be part of what entertains people, not what interrupts their enjoyment. This strategy has paid off, with 59% of listeners now feeling more positive towards Wickes as a result.

Tesco and Cancer Research UK's Race for Life

Entered by: Cancer Research UK

Sponsored by Tesco and entered by Cancer Research UK, Race For Life is a 15 year-old partnership that encourages women to get active and raise funds to battle cancer. Since 2002, over 8 million women have taken part raising \$530 million. In that time, Tesco staff have also raised an impressive \$37 million.

Casio Edifice on Discovery

Entered by: Discovery Networks UK and The Story Lab

Sponsored by Casio Edifice and entered by Discovery Networks UK and The Story Lab, this four-year partnership has been built around Discovery Networks' motoring package across Discovery Channel, DMAX, Turbo, Shed and Quest. This package has enabled Casio Edifice to reach its target audience of 35+ ABC1 Men, drive sales and bolster the Edifice brand.

ESFA PlayStation Schools' Cup

Entered by: HPS Group

Sponsored by PlayStation and entered by HPS Group, the ESFA PlayStation Schools' Cup aims to 'Win Back the Playground' and engage the hard-to-reach 12-16 age demographic using a key passion point, football. Using ambassadors from the game, the Cup inspires the millennial generation and aims to create PlayStation brand advocates in these age categories.

Epson Manchester United Partnership

Entered by: Manchester United

Sponsored by Epson and entered by Manchester United, The Epson Manchester United partnership is now entering its 7th year. During that time it has had a major impact on client, B2B and consumer relationships, brand consideration and product awareness. A true partnership, Epson's technology plays a major role in every day operations at Manchester United.

WINNER

ESFA PlayStation Schools' Cup

Entered by: HPS Group

This partnership with the English Schools FA has delivered tremendous media value to PlayStation while also sending out a strong message at grass roots level. Brand favourability among the core youth demographic increases in line with engagement with the PlayStation Schools' Cup, as does the favourability of the PS4 over its main rivals in the sector.



FIRST TIME SPONSOR AWARD

SHORTLIST

Enjoy the Spark - Chandon & McLaren-Honda F1 Team

Entered by: Moët Hennessy UK & Bright Partnerships

Sponsored by Chandon and entered by Moët Hennessy UK & Bright Partnerships, Chandon's partnership with the McLaren-Honda F1 team is a new global platform for the brand. It emphasises the global relevance of a brand that is produced at wineries in 6 different countries, allowing it to drive awareness and connect with consumers around the world.

Dacia and Rugby League: Made of the same stuff

Entered by: Fuse

Sponsored by Dacia and entered by Fuse, this sponsorship enabled opinions about the Renault-owned brand to catch up with high levels of awareness. As the automotive partner of rugby league's RFL, the brand improved consumers' quality perception and understanding. The sponsorship had particular impact in the RFL's northern England heartland.

Frontera - Official Wine of The BRIT Awards

Entered by: Grand Central Creative

Sponsored by Frontera and entered by Grand Central Creative, this campaign was about creating a marketing hook that would engage key retail accounts, lead to new and increased listings, build brand awareness amongst its target audience and drive sales during 2016. Not only was this a first-time sponsorship for Frontera, it was also the first time any other brand apart from Mastercard had been a sponsor of The BRIT Awards.

Colgate Sensitive Pro Relief

Entered by: MEC Wavemaker

Sponsored by Colgate Pro Relief and entered by MEC Wavemaker, this campaign involved a number of related sponsorship activities across TV, social media and real world events. Careful targeting enabled Colgate to match up Colgate Sensitive Pro Relief with sensitivity triggers of food and drink, thereby ensuring differentiation from competitors.

DFS - Quality, Made In Britain

Entered by: MediaCom Sport & Entertainment

Sponsored by DFS and entered by MediaCom Sport & Entertainment, this Olympic-based partnership was the first time the famous sofa retailer had ever used sponsorship. It was a great start, with the company firmly establishing its British credentials and outperforming all pre-campaign objectives.

WINNER

Frontera - Official Wine of The BRIT Award

Entered by: Grand Central Creative

Frontera managed to achieve cut through and incremental sales across its portfolio by using the BRIT Awards sponsorship as the key differentiator. It saw increased values in key win varieties, increased household penetration and new Impulse and Convenience listings. The first year of sponsorship was so successful the brand has extended its BRITs contract.



ESA INTERNATIONAL SPONSORSHIP AWARD

SPONSORED BY THE EUROPEAN SPONSORSHIP ASSOCIATION



SHORTLIST

Carlsberg UEFA Euro 2016 Sponsorship

Entered by: Fuse

Sponsored by Carlsberg and entered by Fuse, Carlsberg's primary focus with UEFA Euro 2016 was to deliver a premium campaign for fans across the globe, by making the most of a talkable occasion in an authentic and credible way. A key part of the strategy involved making the brand appealing to millennials through the use of digital and influencer marketing.

PepsiCo & UEFA Champions League

Entered by: Fuse

Sponsored by PepsiCo and entered by Fuse, this partnership with the UEFA Champions League is already delivering positive results across a range of KPIs. The sponsorship, activated in more than 100 markets, has had a positive impact on both brand metrics and sales. It provided a platform for PepsiCo to launch its biggest ever multi-brand promotion across Europe.

McDonald's Player Escort Diaries

Entered by: Leo Burnett

Sponsored by McDonald's and entered by Leo Burnett, PE Diaries was McDonald's biggest-ever European content campaign and was used to amplify its sponsorship of Euro 2016. The objective was to raise awareness of McDonald's sponsorship of Player Escorts and increase appropriateness to drive brand trust. Awareness of McDonald's sponsorship increased 8% and appropriateness increased 5% points.

McDonald's EURO Cup

Entered by: Leo Burnett

Sponsored by McDonald's and entered by Leo Burnett, The McDonald's EURO Cup gave McDonald's restaurant crew from all over Europe an opportunity to experience the UEFA Euro first-hand. Keeping the crew motivated is a top priority for McDonald's and 10,000 employees participated in the Cup, with the ultimate prize a 3-day football experience in France.

Beko with FC Barcelona: The Official Partner of Play

Entered by: Synergy Sponsorship

Sponsored by Beko and entered by Synergy Sponsorship, this innovative campaign placed play at the heart of the partnership. The campaign had a big impact on awareness of the Beko brand and also helped it reach record brand preference levels. In addition, the campaign has been held up by FC Barcelona as its best ever example of partner activation.

WINNER

Carlsberg UEFA Euro 2016 Sponsorship

Entered by: Fuse

This campaign had a significant impact on Carlsberg's brand metrics with purchase intent and brand appeal rising sharply in key markets. Social and PR delivered Carlsberg's best UEFA Euro results ever, with 170 countries engaged digitally. There was also a lot of on the ground activation, with Carlsberg fan zones in 12 cities across France.

SPECIAL AWARD FOR EFFECTIVE USE OF A SMALLER BUDGET

SHORTLIST

Marbles CBS Sponsorship

Entered by: All Response Media

Sponsored by Marbles and entered by All Response Media, this campaign represented a diversion from direct response marketing for the Marbles credit card. Sponsorship was used to capture people further up the funnel, those who were not actively searching for a new credit card. Analysis showed the CBS audience was aligned with the target demographic.

Street F1 with Team Betsafe

Entered by: Betsson Group

Sponsored by Betsafe and entered by Betsson Group, this campaign juxtaposed the ordinary with the extraordinary to create an entertaining piece of content with a total reach of over 100 million people. By sending a fully-functioning F1 car out onto the streets of Manchester, it found the perfect way to create brand awareness and buzz among 25-45 year-old males.

Irish FA & JD Sports - The Next Best Thing

Sponsored by: JD Sports

Entered by: Irish FA

Sponsored by JD Sports and entered by the Irish FA, this campaign to find 'the next George Best' helped changed perceptions of both the Irish FA and JD Sports brands. With strong buy in from youth audiences, JD Sports has now committed to replicate the project for the next five years.

#Represent by NHS

Sponsored by: NHS

Entered by: MediaCom Sport & Entertainment

Sponsored by the NHS and entered by MediaCom Sport & Entertainment, this sponsorship was about encouraging the black community to give blood. Working with MOBO, Kanya King MBE (founder of MOBO) and MOBO artists, the NHS was able to create an impactful campaign focused on the social & digital channels that rank highly within the BAME audience.

Microsoft Surface & NFL International Series

Sponsored by: Microsoft Surface

Entered by: MKTG

Sponsored by Microsoft Surface and entered by MKTG, Microsoft's goal is to bring NFL fans closer to the action through engaging fan and consumer activation's during key UK NFL events. As part of this, Microsoft partnered with the NFL International Series to deliver benefits for UK fans through innovative technology, leveraging NFL assets and ultimately putting Microsoft Surface at the heart of the fan experience.

The Scrabble Dingo Dollar Challenge

Entered by: The Story Lab

Sponsored by Mattel's Scrabble and entered by The Story Lab, this partnership was about bringing Scrabble up to date for the digital generation. Leveraging the appeal of I'm A Celebrity, Mattel seamlessly integrated the game into one of their challenges, demonstrating that Scrabble was not only cool and fun but also being played by the target audience's idols!

WINNER

Irish FA & JD Sports - The Next Best Thing

Entered by: Irish FA

This partnership, which involved getting out into the grass roots of Northern Irish soccer, provided a big boost both to JD Sports and the Irish FA in its pursuit for new talent. High levels of engagement across social media platforms like Facebook and Instagram illustrate that the Irish FA's strategy worked. This was supported by a comprehensive PR campaign.

HARNESSING THE POWER OF THE CROWD - MOST EFFECTIVE USE OF MASS PARTICIPATION

SHORTLIST

Prudential RideLondon 2016

Entered by: CAA Sports

Sponsored by Prudential and entered by CAA Sports, RideLondon generates sustainable, long-term benefits for London and the UK. In 2016, activation focused on three key strands: enhancing the experience for participants and spectators across the weekend, supporting a group of young people and injured veterans as they took on the challenge, and building positive perceptions of the Prudential brand.

I Am Team GB, The Nation's Biggest Sports Day

Sponsored by: The National Lottery, ITV, UK Sport and BOA

Entered by: Camelot

Sponsored by The National Lottery, ITV, UK Sport and BOA and entered by Camelot, I Am Team GB set out to harness the power of Team GB to inspire a more active nation. I Am Team GB leveraged the power of elite sport to encourage grassroots participation on an unprecedented scale.

We are all Made to Move

Sponsored by: Lucozade Sport

Entered by: CSM Sport and Entertainment

Sponsored by Lucozade Sport and entered by CSM Sport and Entertainment, this campaign is an attempt to help 1 million people move more by 2020. Using cutting-edge technology, Lucozade streamed Made to Move classes on Facebook Live, YouTube and its own website so that anyone in the UK (and globally) could take part. It also partnered with some of the biggest names in fitness to create high-profile live workouts.

Royal Bank of Canada V Series

Entered by: Limelight Sports

Sponsored by Royal Bank of Canada and entered by Limelight Sports, this campaign was about making the RBC brand visible to the business community. It was also an attempt to link the values of teamwork in sport with those of business and provide networking access to different companies, as well as offering opportunities for its employees to engage with the event.

Bank of Scotland Great Scottish Run

Entered by: Material

Sponsored by Bank of Scotland and entered by Material, the Great Scottish Run is Scotland's largest mass participation sporting event. As headline sponsor, Bank of Scotland delivered a campaign of support that sought to achieve strong brand impact and engagement, while retaining a focus on the people who matter most - the participants. The 2016 campaign helped to secure an extension to the partnership until 2018.

WINNER

I Am Team GB, The Nation's Biggest Sports Day

Partnered by: The National Lottery, ITV, UK Sport and BOA

Entered by: Camelot

I Am Team GB, the Nation's Biggest Sports Day, involved 972,000 participants, 52% of whom defined themselves as non-sporty. There was 46% national awareness of the event campaign with 4.1m people saying they were inspired to do more sport because of it. The event also drove incremental awareness and support for TNL funding of Team GB.



NAMING AND TITLE RIGHTS SPONSORSHIP

SHORTLIST

Barclaycard presents British Summer Time Hyde Park: The Great British Music Showdown

Entered by: AKQA

Sponsored by Barclaycard and entered by AKQA, the British Summer Time Festival provided an opportunity to leverage sponsorship and new channels to engage younger audiences, showcasing the role Barclaycard has played in helping the nation buy the music and musical experiences they love.

Barclays ATP World Tour Finals

Entered by: Barclays

Sponsored and entered by Barclays, the objective of this partnership was to increase customer warmth, trust and consideration brand scores, plus colleague pride. Activation involved giving customers RFID enabled light-bands to redeem rewards such as free drinks, discounts on merchandise, priority queuing, seat upgrades, and the opportunity to be a Ball Kid.

SSE - The Energy Behind Great Experiences

Entered by: Material

Sponsored by SSE and entered by Material, the Hydro alliance is an example of an innovative partnership that puts customers at the heart of the action. SSE is committed to being the 'Energy behind great experiences', delivering amazing content, service and rewards for customers, driving brand awareness, positive sentiment and competitive differentiation.

WINNER

Barclaycard presents British Summer Time Hyde Park: The Great British Music Showdown

Entered by: AKQA

Barclaycard's sponsorship of the annual BBST Festival in Hyde Park has become a cultural staple of London life; mixing live entertainment and family fun. In 2016, the brand created a multi-channel campaign utilising online and offline channels and experimenting with new media partnerships. The result was high levels of engagement with key target demos.



BEST USE OF PUBLIC RELATIONS

SUPPORTED BY THE PRCA



SHORTLIST

Carlsberg Pubstitutions

Entered by: Clifford French

Sponsored by Carlsberg and entered by Clifford French, Pubstitutions was a move away from a traditional above-the-line sponsorship activation towards a more content-focused approach. At the heart of the campaign was a PR stunt that involved renaming 30 English pubs as The Three Lions. The campaign generated huge amounts of PR and drove sales.

Carlsberg x F2 Freestylers - Probably the best UEFA EURO campaign

Entered by: Fuse

Sponsored by Carlsberg and entered by Fuse, this was the brand's first influencer-led PR strategy. Working with The F2 Freestylers, Carlsberg successfully engaged a younger beer drinking audience (moving to target 20+ instead of the existing drinker aged 40+). By embracing new social media methods, the brand saw increased brand appeal and purchase intent.

Barclays Premier League Trophy Celebration

Entered by: Havas Sports & Entertainment Cake

Sponsored by Barclays and entered by Havas Sports & Entertainment Cake, this campaign was about finding the most deserving fan of Barclays Premier League champions Leicester, to hand over the trophy. The strategy featured in TV, press, online, and in all PL stadiums - reaching 7 million with 15.2 million social video views. The result was improved brand metrics in areas such as trust, warmth and consideration.

ESFA PlayStation Schools' Cup

Entered by: HPS Group

Sponsored by Playstation and entered by HPS Group, The ESFA PlayStation Schools' Cup aims to 'Win Back the Playground' and engage the hard-to-reach 12-16 age demographic using football. The sponsorship generated a lot of media coverage in 2016 across television, print and social media. Campaign highlights include 2 million views on the Cup's YouTube channel.

Samsung Step into Rio

Entered by: M&C Saatchi Sport and Entertainment

Sponsored by Samsung and entered by M&C Saatchi Sport and Entertainment, the Step Into Rio campaign involved an exclusive behind the scenes 360-degree tour of the Team GB house in Rio. With Samsung's innovative technology central to the execution, the brand managed to secure significant uplifts in awareness and brand love among a premium audience.

Fiat Professional Tradesman Trials

Entered by: Performance Communications

Sponsored by Fiat Professional and entered by Performance Communications, this campaign had two objectives. Firstly, to use the rights to raise brand and product awareness and drive sales leads. Secondly, to use the assets compellingly within a PR-led campaign. The insight-driven, content-led programme that resulted outperformed all its pre-campaign targets.

WINNER

Barclays Premier League Trophy Celebration

Entered by: Havas Sports & Entertainment Cake

Barclays' new approach to its Premier League Trophy partnership led to strong results in terms of brand reappraisal. The campaign achieved high levels of awareness among the general population, and managed to communicate Barclays' investments and achievements in sport over 15 years.

BEST USE OF RESEARCH & EVALUATION IN SPONSORSHIP

SPONSORED BY SMG INSIGHT



SHORTLIST

Barclays ATP World Tour Finals

Entered by: Barclays

For the 2016 ATP World Tour Finals, Barclays built a research plan that made its performance as clear and stark as the result of a tennis game. The brand explored its investment from all angles to understand it properly. Quantitative, qualitative and behavioural research provided 'in-match' feedback, helping make on-the-spot changes and shaping future strategy.

Sponsorship Measurement for CircleBath

Entered by: Millharbour Marketing

Millharbour Marketing was appointed to conduct research for CircleBath, a hospital that has sponsored Bath Rugby since 2011. Millharbour's research was designed to improve understanding of people's healthcare based buying decisions. It concluded that the sponsorship worked well and provided the framework for renewal and better strategic activation.

USA the Norwegian Way (Partnership with Boeing)

Entered by: MKTG

MKTG's challenge was to design and implement an experience demonstrating the Norwegian Air and Boeing 787s partnership, and to provide content for social and digital amplification. Tied to this was a research task, to measure the reach and impact of the experience within the wider Boeing partnership. MKTG's Return on Experience Model (ROX) was used to build, implement, collate and deliver data from multiple sources.

Sky Cinema and E.ON join forces

Entered by: Sky Media, Dentsu Aegis Network and Future Thinking

E.ON wanted to increase its share of voice in a particularly competitive market, an objective that led to its sponsorship of the newly rebranded Sky Cinema. To make the campaign as impactful as possible, Sky Media adopted a new behavioural measurement technique, Trans-Theoretical Modelling (TTM), from Future Thinking. This allowed it to understand the consumer path to purchase in a holistic and granular way.

WINNER

Barclays ATP World Tour Finals

Entered by: Barclays

TV: By joining up three strands of research, Barclays was able to make real-time decisions about how to improve the impact of its sponsorship investment. The findings it gathered during the 2016 ATP World Tour Finals have provided tried and tested principles for future sponsorship reward programmes – enabling the brand to invest larger sums with confidence.



RIGHTS HOLDER AWARD FOR BEST ACTIVATION OF ASSETS

SHORTLIST

Lumiere London

Entered by: Artichoke Trust

Artichoke Trust is a leading producer of outdoor arts events with an international reputation for bold, ground-breaking spectacles that reach millions. In January 2016, Artichoke brought Lumiere, the UK's largest light festival, to London. The event drew 1.3 million people to the streets, with Artichoke successfully raising £2.5m from over 30 supporters.

English Football League

The primary business objective of the English Football League is to return as much distributable revenue back to its 72 member clubs as possible by selling commercial rights. A comprehensive research programme helped redefine the brand's proposition and created a range of new assets to work with. The result was increased awareness and engagement, new sponsorship partnerships and a significant boost in sponsorship revenues.

Southampton FC

Entered by: Two Circles

This year, Southampton decided to pursue a strategy of engaging with fans in a way that is comparable to leading consumer brands. At the same time, the Club was negotiating new sponsorship deals with progressive consumer brands demanding a more audience-centric approach to partnerships. By rethinking the role of digital at the Club, raised the bar in sports sponsorship and also increased commercial revenues.

England and Wales Cricket Board

Entered by: Two Circles

Against the backdrop of a rapidly changing market, the England and Wales Cricket Board (ECB), working with data-driven sports marketing consultancy Two Circles, looked to overhaul its approach to sponsorship. By rebuilding its business operations around digital, the ECB transformed its offering to partners, and also provided fans with an improved content experience.

Westfield Europe Limited

The Westfield Brand Ventures (BV) team offers tailored propositions allowing brands to integrate within the Westfield retail landscape. The BV team's objective is to work collaboratively with Partners to maximise income streams and enhance customer experiences. Examples of current clients include Bentley, Sennheiser and Estee Lauder. The BV's activities have driven revenue, footfall and hit client targets.

WINNER

England and Wales Cricket Board

Entered by: Two Circles

ECB's reappraisal of its rights has led to a significant boost in sponsorship inventory and revenues, while at the same time leading to a big reduction in digital operational costs. The rethink has had a major impact on the ECB's digital video usage and also helped reframe its relationship with NatWest.

HIGHLY COMMENDED

English Football League

BEST SPONSORSHIP OF WOMEN'S ACTIVITIES

SUPPORTED BY WOMEN IN SPORT.



SHORTLIST

The SSE Women's FA Cup Entered by: Synergy Sponsorship

Sponsored by SSE and entered by Synergy, this partnership with the women's FA Cup is about transforming women's football in England. Already a successful alliance, 2016 saw the introduction of #SSEGirlsUnited, a call to action that helped take this innovative sponsorship to a new level. Supporting this partnership was a Dads & Daughters documentary series.

Tesco and Cancer Research UK's Race for Life Entered by: Cancer Research UK

Sponsored by Tesco and entered by Cancer Research UK, Race for Life encourages women across the UK to get active. Tesco has played a fundamental role in the success of Race for Life, strategically developing campaigns to engage with broader and larger audiences, whilst tirelessly searching for innovative opportunities to further promote the events and partnership.

WINNER

The SSE Women's FA Cup Entered by: Synergy Sponsorship

From a record Wembley attendance of 32,912 to a landmark girls-only football programme, #SSEGirlsUnited inspired a new generation to get involved in the beautiful game. The partnership has helped increase participation and raise awareness, with Dads & Daughters episode three the most successful piece of organic content in SSE's history.



SPONSORSHIP INNOVATION

SHORTLIST

Aon Manchester United LGBT in Sport Sponsored by: AON

BNY Mellon & Newton Investment Management #pulltogether for CRUK Entered by: M&C Saatchi Sport and Entertainment

Cadbury Dairy Milk Buttons Memory Lane Entered by: The Story Lab

#DollForUs - Using Branded Content to take Nissan GB to Rio 2016 Gold Entered by: Fuse

Digital Library by British Library and Vodafone Entered by: British Library

England and Wales Cricket Board Entered by: Two Circles

GSK employee engagement programme Entered by: Just Marketing International

O2 Relive the Night Entered by: FRUKT

Southampton FC Entered by: Two Circles

WINNER

Digital Library by British Library and Vodafone Entered by: British Library

Sponsored by Vodafone and entered by the British Library, this partnership used Vodafone technology to make The British Library's rarely seen collection of Shakespeare material available across the country and worldwide, for the first time. All told, it reached over 10 million people across 14 countries.

HIGHLY COMMENDED

England and Wales Cricket Board Entered by: Two Circles



SPONSORSHIP CONSULTANCY OF THE YEAR

SPONSORED BY ICON



SHORTLIST

CAA Sports
EdComs
Fuse
Havas Sports & Entertainment Cake
M&C Saatchi Sport & Entertainment
MEC Wavemaker
Mediacom Sport & Entertainment
MKTG
Octagon
Publicis Media Sport & Entertainment
Right Formula
WeAreFearless.

WINNER: INNOVATION AWARD

WeAreFearless.

WeAreFearless. has only been in business since 2015, but it has rapidly become a major force in the sector. It has secured major blue chip clients and grown its revenue base rapidly. Among its many innovations is its use of neuroscience and psychology to explore the reasons why people act. Company profitability is strong as are its client retention levels.

WINNER: MEDIUM TO SMALL CONSULTANCY

Right Formula

Right Formula had an exceptional year. It saw revenues and profits grow rapidly and secured new clients across a number of industry sectors. By staying true to its core area of expertise, it has developed highly effective sponsorship strategies ranging from events and experiences to innovative digital activations.

WINNER: LARGE CONSULTANCY

M&C Saatchi Sport & Entertainment

M&C Saatchi Sport & Entertainment saw revenues and profits grow rapidly in this year. It won some big client pitches, such as NatWest, and reported a good retention rate. A key part of the company's success was a proactive effort to put passion at the heart of all its activities, an approach that has resulted in some ground-breaking alliances and inspiring innovations.



THE BARRIE GILL AWARD FOR MOST PROMISING YOUNG SPONSORSHIP EXECUTIVE

SHORTLIST

Jack Davidson from The Story Lab. Jack is a senior manager who has been a consistently high performer, delivering transformational thinking for his clients. Key successes have included his work in helping Wickes reposition itself.

Louise Means. A sponsorship executive at SSE, Louise has a tenacity and drive that has proved invaluable in developing partnerships like the SSE Women's FA Cup. She is creative, a confident pitcher and works to the highest possible standards.

Ria Davies from Fuse. Described by her company as the lynchpin of the Nissan GB account, Ria is a senior account executive whose clarity of thought leads to consistently excellent, well thought-out work. Her willingness to tackle challenging tasks shows an ability to thrive under pressure.

Natasha Cabral, a business development executive at Havas Sports & Entertainment Cake. A talented and motivated executive, Natasha has shown an ability to work across a range of sponsorship disciplines since joining the agency in 2014.

WINNER

Natasha Cabral

In the last 12 months 'Tash' has led numerous projects across the agency. She has simultaneously calculated the value of sponsorship deals, delivered fan engagement projects, secured new business opportunities and completed the ESA Diploma with a high score. She now uses her insight and strategy background to unlock prospective partnerships.

SPECIAL AWARD FOR AN OUTSTANDING CONTRIBUTION TO THE SPONSORSHIP INDUSTRY

Sanjay Patel, Commercial Director England & Wales Cricket Board

When Sanjay Patel took up his post in 2014 he had a tough act to follow. But moving from a client-side role into a high-profile rights holder position hasn't fazed him. Under his stewardship, the ECB has gone from strength to strength in sponsorship, extending its activities deeply into the women's game and grass roots. 2016 saw deals with the likes of Yorkshire Tea, Greene King IPA, Specsavers, Foster's, Kia and NatWest.

SPONSORSHIP OF THE YEAR

SHORTLIST

Hilton Presents Underbelly Festival
Aviva Road Safety Week 2017
Aon Manchester United LGBT in Sport
Digital Library by British Library and Vodafone
Land Rover BAR - Above & Beyond
Hilton Golf Sponsorship
O2 Touch
DFS - Quality, Made In Britain
NHS' Mobo Awards
Samsung School of Rio & Step Into Rio
Colgate Sensitive Pro Relief
#DollForUs - Nissan GB
O2 Relive the Night
Fitness First & Team GB #WinTogether
This French Life By Chambord
Colgate Max White and Britain's Next Top Model
O2 and England Rugby
evian #wimbledonwatch
Lombard Asset Finance: Strategies for Growth
ESFA PlayStation Schools' Cup
Frontera - Official Wine of The BRIT Awards
Carlsberg UEFA Euro 2016 Sponsorship
Irish FA & JD Sports - The Next Best Thing
I Am Team GB, The Nation's Biggest Sports Day
Barclaycard presents British Summer Time Hyde Park
Barclays Premier League Trophy Celebration
Barclays ATP World Tour Finals
England & Wales Cricket Board
The SSE Women's FA Cup

WINNER

Samsung School of Rio and Step into Rio

THE ^{UK} SPONSORSHIP
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