

CMA INTERNATIONAL CONTENT MARKETING AWARDS 2015

NOMINATIONS

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Best Automotive

Title	Agency	Client
Bentley Magazine	C3 Creative Code & Content, London.	Bentley Motors Ltd.
Das Auto. Magazine	C3 Creative Code and Content GmbH	Volkswagen AG
Harley Owners Group (EMEA)	Archant Dialogue	Harley-Davidson Europe
Mercedes-Benz magazine	Spafax	Mercedes-Benz
Mercedes-Benz Vito Sport	AllTogetherNow	Mercedes-Benz
Mini 'Choose Your Ride'	Factory Media	Mini
Onelife	Redwood	Jaguar Land Rover
Renaultsport.co.uk	August	Renault UK
This Way	Sunday	Toyota
Volvo Trucks vs. Koenigsegg	Spoon	Volvo Trucks

Best Finance

Title	Agency	Client
Ask Nordea Live	DDB Stockholm	Nordea Bank
Barclays Editorial Board	Redwood	Barclays
Continuum Client Education Programme	Social Advisors	Continuum (Financial Services) LLP
economia	Progressive Customer Publishing	ICAEW (Institute of Chartered Accountants England and Wales)
Financial Focus (ABN AMRO MeesPierson)	LVB Networks	ABN AMRO MeesPierson
Grappa	Decom	KBC
Influx - Doing Insurance Content Differently	To The End	Adrian Flux
Money Matters content programme	Seven	Sainsbury's Bank
The Happy for Life Project	MEC	Beagle Street
Vitality Content	John Brown	Vitality

Best Travel

Title	Agency	Client
Business Life	Cedar Communications	British Airways
FRHI Hotels & Resorts	EnVeritas Group	FRHI Hotels
Golfbreaks.com	August	Golfbreaks.com
Idioms of the World	Verve Search	HotelClub
Made In Mauritius (Qube Media)	Qube Media	Air Mauritius
Northern Ireland, Game of Thrones Territory	Publicis London	Tourism Ireland Ltd
Pan European SEO	Verve Search	Expedia Nordics
Relaunching Qantas Magazine	Medium Rare Content Agency	Qantas Airways
Sarova Hotels	EnVeritas Group	Sarova Hotels
Scandinavian Traveler	OTW	Scandinavian Airlines

Best Membership

Title	Agency	Client
English Heritage Members' Magazine	Illustrated London News	English Heritage
Financial Management magazine and app	Seven	CIMA
Foodservice Consultant	Progressive Customer Publishing	FCSI (Foodservice Consultants Society International)
Impact	CPL	Market Research Society (MRS)
INTHEBLACK	Bauer Custom Media	CPA Australia
Modus	Sunday	RICS
More than meets the eye	MADE BY JACK	ActiZ & V&VN
RSPB membership communications	Immediate Media Co	RSPB
The Planner	Redactive	Royal Town Planning Institute
Trail Memories of Norway	Geelmuyden Kiese	DNT (Norwegian Trekking Association)

Best Consumer Membership

Title	Agency	Client
The Peninsular Club content programme	Sunday	P&O Cruises
My VIP magazine	John Brown Media	Pets at Home
Nikon Pro	Cedar	Nikon
live for IKEA FAMILY	August	IKEA
The Club, from the British Airways Executive Club	Cedar	British Airways

Best Retail Consumer

Title	Agency	Client
Cook Edition	John Brown Media	John Lewis
Ikea - Big Brother	McCann Tel Aviv	Ikea Israel
John Lewis Edition	John Brown Media	John Lewis
Love Is On	MediaCom	Revlon
Ocadolife	August	Ocado
Sainsbury's magazine	Seven Publishing	Sainsbury's
Solving the 'What's for dinner?' dilemma.	Medium Rare Content Agency	Coles Supermarkets
Superdrug and Time Inc Content. Hero Hunters	Time Inc. with MindShare	Superdrug
Tesco Food Content Ecosystem	Cedar	Tesco
The Ica case	REDINK	Ica Norway

Best Non-Retail Consumer

Title	Agency	Client
&London	Sunday	Strutt & Parker
Brand Response Campaign	Proximity London (Creative) UM London (Media)	The Economist
Cities Energized: The Urban Transition	MediaCom	Shell
Completely London	August	Kinleigh Folkard & Hayward
Experian	Seven	Experian
Inside Vue	John Brown Media	Vue Cinemas
on! The simyo Magazine	C3 Creative Code and Content GmbH	simyo GmbH
Power of Sport	MediaCom	Shell
Virgin Media Presents	Redwood	Virgin Media
ziegert-immobilien.de	C3 Creative Code and Content GmbH	ZIEGERT Bank- und Immobilienconsulting GmbH

Best Public Sector Government

Title	Agency	Client
TS Review	CPL	Chartered Trading Standards Institute
Wartime	Hardie Grant Media	Australian War Memorial
Changing the face of the British Army	Mediacom.	The British Army.
FORUM #3	MAKE YOUR MARK	FÖRSVARSMAKTEN
CNES Magazine	Citizen Press	National Centre for Space Studies

Best Internal

Title	Agency	Client
Barclays Brand Agents	Redwood	Barclays
Global digital guidelines responsive site	e3 Media	Orange
Green Room	FLICKERING WALL	HEINEKEN
Outside>In	beetroot	Royal Bank of Scotland
Paragraph	John Brown Magazines Ltd	Sappi Europe
t magazine	Summersault	Tesco
The Roger Collective	John Brown	Virgin
The Source	CPL	SABMiller plc
Up to Speed	Cedar Communications	British Airways
We can sort it out	The Moment	Royal Mail

Best Specialist

Title	Agency	Client
#1969denim	August	GAP
#FlyBA2015	Cedar Communications	British Airways
50 Years of Special Stamps	Speak Media	Royal Mail Group
805 Million Names	Matter AB	World Food Programme
Reed / Content Cloud	Progressive Customer Publishing	Reed
Tesco Flame Academy	Cedar	Tesco
Tesco Mum of the Year Awards 2015	Cedar	Tesco
Toy unboxings	AllTogetherNow	Argos
Weight Watchers	Seven	Weight Watchers
Wightlink Wightlife	Precision Creative and Media	Wightlink Ferries

**Best B2B Industry &
Manufacturing**

Title	Agency	Client
CIBSE Journal	CPL and Redactive	CIBSE
Coates Gear Up	Pacific+	Coates Hire
Evonik Magazine	BISSINGER[+] and C3 Creative Code and Content	Evonik Industries AG
Foodbrigade	LVB Networks	Sligro Food Group
Land Business	Sunday	Strutt & Parker
Make What Matters	gyro	Makino
Print Power	Soul Content	Print Power
Reed Apoint	Redactive	Reed Global
Thought leadership	Really B2B	Europcar

**Best B2B Professional &
Financial Services**

Title	Agency	Client
Biz	Spoon	Bisnode
Content marketing under the spotlight	Cypres	Cypres
Financial Institutions 2025 Risk Index	Raconteur	Willis
FundForum 2015 Content Hub	Formative Content	Informa/FundForum
ICAEW Business Advice Service (Qube Media)	Qube Media	ICAEW
Improving customer experience through better use of technology	Retail Week Connect	Microsoft
London Business School Review	Cedar	London Business School
Millennials: Understanding a misunderstood generation	King Content	Universum Global
RBSIF Talk	John Brown	RBS Invoice Finance
REED Salary Guides 2015	McCann Birmingham	REED

**Best B2B Technology &
Telecoms**

Title	Agency	Client
#VOOM Pitch to Rich	Electric Glue / Global Living Brands	Virgin Media Business
Content marketing programme for lead generation	First Base Communications	Abacus e-Media
Ericsson Mobility Report	Harleys	Ericsson
I-Global Intelligence for the CIO (I-CIO)	Seven	Fujitsu
Microsoft, A Passion for Modern Times	Content Republic (Mediafin NV)	Microsoft
Revenge of the (IT) Nerds	MediaCom Beyond Advertising	Dell
Smarter Business Ideas magazine	Bauer Custom Media	Telstra
Smarter Company Brand awareness content marketing campaign	First Base Communications	TelecityGroup
Sprint Business 2015	Velocity Partners	Sprint Business
ThinkProgress	King Content	Lenovo EMEA

Best Brochure / Catalogue

Title	Agency	Client
Baselworld Brand Book 2015	Sunday	Baselworld, MCH Swiss Exhibitions
Christies International Real Estate Magazine	August	Christies International Real Estates
Darley America Stallion Brochure 2015	CPL	Darley Stud Management Ltd
Indigo Living Spring/Summer 2015	John Brown Hong Kong	Indigo Living
John Lewis Baby	Sunday	John Lewis
John Lewis Fitness	Sunday	John Lewis
John Lewis HOME AW15	John Brown Media	John Lewis
John Lewis Technology	Sunday	John Lewis
Keep Britain Trading	Remarkable Content	Associated British Ports (ABP)
The Experts	August	Flight Centre

Best Video

Title	Agency	Client
#wimblewatch	MEC	evian
#WithoutYoul campaign - Tesco Mum of the Year Awards 2015	Cedar	Tesco
Almighty #SeeMyRun Campaign	Almighty	New Balance
Ask Nordea Live	DDB Stockholm	Nordea Bank
Coffee vs. Gangs	The Moment	Kenco
Excuses	Red Bee	TV Licensing
Finding a Way	Remarkable Content	Ordnance Survey
GamedayPlus	We Are Social	adidas
Garpen's Europe	OTW and Isobar	NordicBet
How Nationwide showed teens that money stuff doesn't have to be so tough	Havas Media	Nationwide Building Society
In the Moment	Adjust Your Set	Marks & Spencer
Microsoft '360'	Factory Media	Microsoft
Outperformance	Somersault	Investors in People
The 11 Initiative	Ogilvy & Mather	Aetna
The Big Fight	AllTogetherNow	TalkTalk

Best Designer

Title	Agency	Client
&London	Sunday	Strutt & Parker
Completely London	August	Kinleigh Folkard & Hayward
Designer of the Year - Iona Newton	Cedar	Tesco
Foodservice Consultant	Progressive Customer Publishing	FCSI (Foodservice Consultants Society International)
IKEA FAMILY live	August	IKEA
John Lewis Edition	John Brown Media	John Lewis
John Lewis HOME AW15	John Brown Media	John Lewis
Ocadolife	August	Ocado
Strategies for growth	Seven	Grant Thornton UK LLP
This Way	Sunday	Toyota

Editor

Title	Agency	Client
Christies International Real Estate	August	Christies International Real Estate
Completely London	August	Kinleigh Folkard & Hayward & Flight Centre
Cook Edition	John Brown Media	John Lewis
Foodservice Consultant	Progressive Customer Publishing	FCSI (Foodservice Consultants Society International)
I-Global Intelligence for the CIO (I-CIO)	Seven	Fujitsu
John Lewis Edition	John Brown Media	John Lewis
Natasha Mekhail	Spafax	Mercedes-Benz, Fairmont, Bombardier, VistaJet
Sainsbury's Magazine	Seven Publishing	Sainsbury's
This Way	Sunday	Toyota
Waitrose Food	John Brown Media	Waitrose

Best Illustration

Title	Agency	Client
Completely London Be a Tourist	August	Kinleigh Folkard & Hayward
Completely London Parklife Postcodes Summer 15	August	Kinleigh Folkard & Hayward
Energy's Grand Journey	OgilvyOne	British Gas
German issue	Seven	Berenberg
London Bridges	Sunday	Strutt & Parker
Modus	Sunday	RICS
Montepio Jovem 12	Plot Content Agency	Montepio Geral – Associação Mutualista
My VIP magazine	John Brown Media	Pets at Home
The Roger Collective	John Brown	Virgin
VOA - Magazine of the Pelicas Club	Pato Lógico	Montepio Geral – Associação Mutualista

Best Photography

Title	Agency	Client
John Lewis HOME AW15	John Brown Media	John Lewis
Completely London - Repton	August	Kinleigh Folkard & Hayward
Completely London Wine Seller	August	Kinleigh Folkard & Hayward
John Lewis Edition	John Brown Media	John Lewis
Cook Edition	John Brown Media	John Lewis
Autism shoeboxes	Immediate Media Co	The Scout Association
Labour of Love	Hardie Grant Media	Landcare
Completely London Norman Jay	August	Kinleigh Folkard & Hayward
The London Magazine	Cedar	CLEA
F&F Magazine	John Brown Media	F&F

Launch Of The Year

Title	Agency	Client
#wimblewatch	MEC	evian
360°	Progressive Customer Publishing	Yachting Partners International
Discovery	Cedar Hong Kong	Cathay Pacific
Dolcia Prima	gyro	Tate & Lyle
Espresso	Proximity London (creative) and Somo (Media)	The Economist
Get Set Go Argos with #ArgosLive	AllTogetherNow	Argos
High Life China	Cedar Communications	British Airways
Parkinson's Life	Speak Media	European Parkinson's Disease Association (EPDA)
The Peninsular Club content programme	Sunday	P&O Cruises
The Source	OgilvyOne	British Gas