

HOLLIS SPONSORSHIP AWARDS

Celebrating sponsorship's finest

2008 has been a record year for the prestigious and highly-prized Hollis Sponsorship Awards both in terms of number and quality of entry. Needless to say, the judges' task was a tough one. Here follows the winning and shortlisted campaigns which were celebrated on March 3rd at London's Grosvenor House. More detail on winners and shortlisted campaigns will feature in forthcoming Newsletters and on www.hollis-sponsorship.com

ARTS SPONSORSHIP

Supported by Arts & Business

WINNER

Campaign: Matthew Williamson's '10 Years in Fashion' at the Design Museum

Sponsor: Coutts & Co
Entered by: Coutts & Co

A key objective of this campaign was to provide unique entertainment opportunities for the bank's growing number of young female clients. Feedback from the sponsorship shows it has worked – with female clients more likely to consider the bank as a result of Coutt's activity. PR generated by the campaign has also made the bank more visible outside the capital.

SHORTLISTED CAMPAIGNS

Campaign: Design Miami/
Sponsor: HSBC Private Bank
Entered by: Four Sports, Arts & Sponsorship

Campaign: Secondfest
Sponsor: Intel

Entered by: Guardian News & Media

Campaign: MOBO Awards
Sponsor: Western Union
Entered by: MOBO Organisation Ltd

CHARITY, COMMUNITY & THE ENVIRONMENT SPONSORSHIP

Supported by the NCVO

WINNER

Campaign: Ipswich Town FC
Sponsor: E.ON

Entered by: E.ON
E.ON wanted a way of linking its sponsorship of Ipswich Town with the growing debate about energy efficiency. It came up

with the idea of encouraging fans to reduce their energy consumption and make Ipswich the UK's first carbon neutral football club. The results were impressive – with efficiency targets reached, brand awareness enhanced and much PR generated.

SHORTLISTED CAMPAIGNS

Campaign: BT Community Connections Awards Scheme

Sponsor: BT
Entered by: Limelight Community

Campaign: British Gas Fete for the Future

Sponsor: British Gas
Entered by: Carat Sponsorship

EDUCATION SPONSORSHIP WINNER

Campaign: Wincanton's Big Truck Club

Sponsor: Wincanton
Entered by: TomTom Nation
Big Truck Club is a road safety initiative designed to tell young school children about the danger trucks can represent to pedestrians and cyclists. Wincanton's objective in setting up the club is to build closer bonds with its clients – by offering them a CSR programme that they can implement as part of their own activities. To date, Argos, Matalan and B&Q have all come on board – demonstrating the added-value that such schemes can provide.

SHORTLISTED CAMPAIGNS

Campaign: British Superbike Championship

Sponsor: Think! (Department for Transport)
Entered by: Capitalize

Campaign: MoneySense for Schools

Sponsor: RBS Group
Entered by: EdComs
Campaign: E.ON Energy Experience

Sponsor: E.ON
Entered by: E.ON

MEDIA SPONSORSHIP

Sponsored by Sky Digital Media

WINNER

Campaign: BBC Sports Personality of the Year

Sponsor: Robinsons
Entered by: SBI
Changes in regulation meant that Robinsons had to rethink the way it communicated its brand values to families. So it hit on the idea of sponsoring The BBC Sports Personality Of The Year. The result was a strong uplift in PR and media exposure and big improvements in brand preference scores.

SHORTLISTED CAMPAIGNS

Campaign: TT Remastered

Sponsor: Audi TT
Entered by: Guardian News & Media

Campaign: The Essential Ingredient on UKTV Food

Sponsor: Lurpak
Entered by: Carat Sponsorship

Campaign: Sky Movies Premiere and Sky Movies HD

Sponsor: Panasonic
Entered by: Sky Media
Campaign: Airwaves Pro Challenge
Sponsor: Wrigley's Airwaves
Entered by: Entered by MediaCom (Sponsorcom)

SPORTS SPONSORSHIP

Sponsored by Sky Alive

WINNER

Campaign: Marston's Official Beer of England Cricket

Sponsor: Marston's Beer Company
Entered by: Marston's Beer Company

Marston's is one of the UK's largest brewers of cask ale. But 2006 saw it coming under pressure from high-profile lager brands and a general decline in the ale-drinking market. The result was the England sponsorship – which boosted Marston's profile and sparked a turnaround in market share.

SHORTLISTED CAMPAIGNS

Campaign: The FA Cup

Sponsor: E.ON
Entered by: Arena International

Campaign: The Guinness Premiership 06/07

Sponsor: Guinness
Entered by: Karen Earl Sponsorship

Campaign: The Grand National

Sponsor: John Smith's
Entered by: SBI
Campaign: Velux 5 Oceans
Sponsor: Velux
Entered by: Clipper Ventures Plc

GRASS ROOTS SPORT

WINNER

Campaign: The Powerade Cup

Sponsor: Powerade
Entered by: Virgin Radio
Powerade needed a platform to take on Lucozade in the sports drink market. So it got together with Virgin Radio to create

The Powerade Cup – an event which celebrated the passion and commitment of Sunday League soccer players. The strategy was a resounding success – so much so that Lucozade decided to run a very similar campaign just a few months later.

SHORTLISTED CAMPAIGNS

Campaign: Lombard Rally 2007

Sponsor: Lombard

Entered by: Royal Bank of Scotland/Lombard

Campaign: HSBC Wee Wonders

Sponsor: HSBC

Entered by: Octagon Marketing

CORPORATE SPONSORSHIP

WINNER

Campaign: The Standard Chartered Bank Great City Race

Sponsor: Standard Chartered Bank

Entered by: Capitalize Standard Chartered Bank wanted to engage with city professionals and raise its profile in the Square Mile. With Colin Jackson brought in as a brand ambassador, the sponsorship attracted a lot of attention in the financial and mainstream press. It also achieved high levels of attention among city decision-makers and provided Standard Chartered with an ideal platform for entertaining VIPs.

SHORTLISTED CAMPAIGN

Campaign: Accenture's Silver Sponsorship of Skandia

Team GBR

Sponsor: Accenture

Entered by: Four Sports, Arts & Sponsorship

BRAND SPONSORSHIP

(UNDER £750k)

Sponsored by Clintons Solicitors

WINNER

Campaign: Ramsay's Kitchen Nightmares on Channel 4

Sponsor: Gordon's Gin

Entered by: Carat

Sponsorship

Gordon's Gin needed to overcome the consumer perception that it was stuffy and old-fashioned. What better way than by hooking up with controversial chef Gordon Ramsay? The results of the partnership speak for themselves. Not only has the campaign put Gordon's Gin in touch with 66% of its target market, the brand is now seen as sophisticated and worth paying more for.

SHORTLISTED CAMPAIGNS

Campaign: The Mayor's Thames Festival

Sponsor: Barclaycard OnePulse

Entered by: Thames Festival Trust

Campaign: Pride London

Sponsor: British Airways

Entered by: Karen Earl

Sponsorship

Campaign: Girl's Aloud

Sponsor: Samsung Electronics

Entered by: The Lounge Group

Campaign: 'Jewels' presented by the Royal Ballet

Sponsor: Van Cleef & Arpels and Coutts & Co

Entered by: The Royal Opera House

BRAND SPONSORSHIP

(OVER £750k)

Sponsored by Clintons Solicitors

WINNER

Campaign: The FA Cup

Sponsor: E.ON

Entered by: Arena

International

E.ON needed a platform to help it manage the brand transition from Powergen to E.ON. So it decided on the FA Cup. Despite the fact it has only had one complete season to work with the property, early indicators are good. Brand awareness, knowledge of what the brand stands for and credibility as a sports sponsor have delivered

positive results.

SHORTLISTED CAMPAIGNS

Campaign: The Artois Championships

Sponsor: Artois

Entered by: The Artois

Championships

Campaign: Flora London

Marathon

Sponsor: Flora

Entered by: LGM Consulting Ltd

Campaign: ING Renault F1 Programme

Sponsor: ING

Entered by: ING

Campaign: The Grand National

Sponsor: John Smith's

Entered by: SBI

SPONSORIUM FIRST TIME

SPONSOR AWARD

WINNER

Campaign: flyKandi with Monarch

Sponsor: Monarch Airlines

Entered by: Monarch

Airlines

When Monarch Airlines announced new routes to Ibiza, it needed a device to attract young flyers. So it decided to join forces with Hed Kandi – a record label/club brand that is part of the Ministry of Sound group. That move proved inspired – with Monarch carrying more than 100,000 passengers to Ibiza during summer 2007; comfortably ahead of its strategic target.

SHORTLISTED CAMPAIGNS

Campaign: Face of Fashion at the National Portrait Gallery

Sponsor: Gap

Entered by: National Portrait Gallery

Campaign: Hovis London Freewheel 2007

Sponsor: Hovis

Entered by: Signature

Sponsorship Ltd

Campaign: Trinny & Susannah Undress on ITV

Sponsor: Littlewoods

Entered by: Carat Sponsorship

SPONSORSHIP CONTINUITY

Sponsored by Premier Print Group

WINNER

Campaign: The Orange British Academy Film Awards

Sponsor: Orange

Entered by: M&C Saatchi

Sport & Entertainment

Orange is one of the sponsorship sector's most influential partners. And the BAFTA Awards is one of the jewels in the company's crown. Intended to reach out to a youth audience, Orange's activities around the Awards have increasingly taken advantage of developments in digital media. A particular strength has been the creation of mobile content for Orange subscribers.

HIGHLY COMMENDED

Campaign: Bacardi B-Live 1997-2007

Sponsor: Bacardi

Entered by: Capitalize

SHORTLISTED CAMPAIGNS

Campaign: The Artois Championships

Sponsor: Artois

Entered by: The Artois

Championships

Campaign: Orange at Glastonbury

Sponsor: Orange

Entered by: Orange

THE ESA INTERNATIONAL

SPONSORSHIP AWARD

WINNER

Campaign: Velux 5 Oceans

Sponsor: Velux

Entered by: Clipper Ventures PLC

Velux wanted a global platform to support and build its brand. So it entered the world of sailing through its sponsorship of the Velux 5 Oceans. A top priority was to create a common sense of purpose across the global workforce. The introduction of a centralised marketing initiative has helped create unity and a fighting spirit among employees.

SHORTLISTED CAMPAIGNS

Campaign: Chivas Snow Golf Series 2007

Sponsor: Chivas Brothers Ltd

Entered by: Karen Earl

Sponsorship

Campaign: Design Miami/

Sponsor: HSBC Private Bank

Entered by: Four Sports, Arts & Sponsorship

Campaign: MOBO Awards

Sponsor: Western Union

Entered by: MOBO

Organisation Ltd

BEST USE OF RESEARCH IN A SPONSORSHIP CAMPAIGN

Sponsored by Ipsos MORI, Marketlink Research and Sports Marketing Surveys

WINNER

Campaign: Sheilas' Wheels

Sponsor: Sheilas' Wheels

Entered by: Carat Insight

The use of broadcast sponsorship to launch car insurance brand Sheila's Wheels did not follow the marketing orthodoxy for this category. So when it was time to evaluate the campaign, a new approach was needed. This is where Carat came in – developing a new methodology which could show how and why TV sponsorship had contributed to the success of the new brand.

SHORTLISTED CAMPAIGNS

Campaign: ING Renault F1 Programme

Sponsor: ING

Entered by: ING

Campaign: Secondfest

Sponsor: Intel

Entered by: Guardian News & Media

Campaign: BlueMotion programme with the National Trust

Sponsor: Volkswagen

Entered by: Sports Marketing Surveys

BEST USE OF PUBLIC RELATIONS IN A SPONSORSHIP CAMPAIGN

Sponsored by Business Wire and supported by the Public Relations Consultants Association

WINNER

Campaign: The Tongan team in the Rugby World Cup 2007

Sponsor: Paddypower

Entered by: Fuse SPORT

Fuse needed a PR mechanic

which would get “betting blokes” talking about Paddy Power in pubs. So it decided to work with Tongan icon Epi Taione as he set off for the Rugby World Cup. By getting him to change his name to Paddy Power and persuading the Tongan team to paint their hair green, Fuse delivered a huge amount of coverage over print, broadcast and online.

SHORTLISTED CAMPAIGNS

Campaign: Road to New

Wembley

Sponsor: E.ON

Entered by: Arena

International

Campaign: Orange at

Glastonbury

Sponsor: Orange

Entered by: M&C Saatchi

Sports & Entertainment

Campaign: The Orange

British Academy Film Awards

Sponsor: Orange

Entered by: M&C Saatchi

Sports & Entertainment

Campaign: John Smith's

People's Race

Sponsor: John Smith's

Entered by: SBI

SPECIAL AWARD FOR BEST LOW BUDGET SPONSORSHIP

WINNER

Campaign: Achiever of the Year Awards

Sponsor: Southern Water

Entered by: Southern Water

For many years, Southern Water has been sponsoring schemes which help children learn to swim. In 2007, it added a new innovation – its Achiever of the Year Awards. Put simply, the aim was to raise the profile of the scheme and enhance the profile of Southern Water. On both counts it succeeded – with the revamped scheme attracting interest from MPs, celebrities and the media.

SHORTLISTED CAMPAIGNS

Campaign: Camping Guide Campaign

Sponsor: Cotswold Outdoor

Entered by: Guardian News & Media

Campaign: Greater

Manchester Youth Games

Sponsor: Edinburgh Bicycle

Cooperative

Entered by: GreaterSport

Campaign: Official Jeweller

to the BAFTA Television

Awards

Sponsor: QVC

Entered by: QVC

Campaign: IFA/Umbro

Diamond Challenge

Sponsor: Nutty Krust

Entered by: Irish Football

Association

SPONSORSHIP CONSULTANCY OF THE YEAR

Sponsored by ICON

WINNER

brandRapport

brandRapport is a well-respected player in the sponsorship industry. But even by its own high standards 2007 was an exceptional year - with new business coming in from the likes of Lenovo, Nationwide and Thomas Cook. Just as significantly, 2007 saw existing clients like E.ON and Vodafone employ the agency to undertake new tasks.

SHORTLISTED CONSULTANCIES

- 23Red
- Karen Earl Sponsorship
- M&C Saatchi Sport & Entertainment
- SBI

The Barrie Gill Award for Most Promising Young Executive

Sponsored by the European Sponsorship Association

WINNER

Shelley McGrath, Generate Sponsorship

SHORTLISTED

Nick Cowell, Professional

Sports Group

Katy Gilmartin, Fast Track

Sailing

Nick Gower, brandRapport