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Guys, the ‘2006 global Helios Awards ceremony’ was a great success. We have received very positive feedback from senior leadership. Thanks for all your support and long hours.”

This year's oscar goes to...

The global promotion
of the BP Helios Awards

Where are we? 5 Wootton Street
London SE1 8TG

What would you
like to know? T +44 (0)20 7902 7600
F +44 (0)20 7902 7601
www.smallbackroom.com

by **small back room**



Every year BP holds its prestigious Helios Awards programme and ceremony which are effectively BP's 'staff oscars'. The Helios Awards celebrate best practice from around the world aligned to BP's four brand attributes: innovation; progressive; green and performance. The awards act as a barometer of how well the brand attributes are working throughout the business.

Situation

Our challenge was to create a stand out global communications campaign that would increase participation in the awards. Also, we needed to demonstrate we could deliver increased value for money from the available budget year-on-year.

Solution

We created powerful, integrated campaigns to promote the awards around the world. The campaigns united the business both geographically and culturally, whilst driving internal participation. In one year alone there were 1,490 award entries from 62 countries. Engaging creativity covering posters, email communications, online viral games, a DVD and literature contributed to this success.

Outcome

We met the challenge of increasing the number of staff submissions for the Helios Awards. Also our creative work has been highlighted on the BP brand website as an example of best practice in creativity within the brand guidelines.

