

Who's a clever boy then?

On March 28th at London's Grosvenor House Ballroom Progressive's 'Great Escape' promotional pack won The Hollis Award for 'Best use of Public Relations in a Sponsorship Campaign'. The campaign sponsor was T-mobile.

The screenshot shows a web browser window with the URL <http://www.hollis-publishing.com/sponsawards-shortlist-06.htm>. The page features the Hollis Publishing logo and a navigation menu on the left. The main content area is titled "HOLLIS SPONSORSHIP AWARDS 2006 - THE SHORTLIST" and lists several categories. The "BEST USE OF PUBLIC RELATIONS IN A SPONSORSHIP CAMPAIGN" category is highlighted, and the "The Great Escape" campaign by T-Mobile is marked as the "WINNER". A red "WINNER" banner and the PPS logo are also visible.

Hollis PUBLISHING SPONSORSHIP YEARBOOK £40 OFF FOR CHARITIES
"The definitive guide to the industry"

HOLLIS SPONSORSHIP AWARDS 2006 - THE SHORTLIST

BEST USE OF PUBLIC RELATIONS IN A SPONSORSHIP CAMPAIGN
Sponsored by Business Wire

Campaign: London 2012 Olympic Bid
Sponsor: EDF Energy
Entered by: Shine Communications

Campaign: Brown is the new White **HIGHLY COMMENDED**
Sponsor: HP Sauce
Entered by: Frank PR

Campaign: 'Sing Jerusalem' at 2005 npower Ashes Final Test Match
Sponsor: npower
Entered by: Karen Earl Sponsorship

Campaign: T In the Park 2005
Sponsor: Tennent's Lager
Entered by: Material Marketing & Communications

Campaign: The Great Escape **WINNER**
Sponsor: T-Mobile
Entered by: Blue Star Sport

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Designed and printed by **PPS**

"It's a great accolade to receive and further strengthens the PPS brand within the Print Industry."
Russell Hall, Director PPS Ltd.

May 8th