

PA industry celebrates 2011 Gold Standard Awards

By PublicAffairsAsia



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PublicAffairsAsia has named the 2011 Gold Standard Award winners, with Kraft Foods, Noriyuki Shikata, Fleishman-Hillard, Ambassador Scot Marciel, the US Embassy New Zealand, Weber Shandwick and Coca-Cola India featuring on the list of those who have achieved "gold standard" status.

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The 2011 Gold Standard Awards drew a wide range of guests at the Fullerton Hotel, Singapore to mark a year of excellence in the fields of Asia Pacific public affairs and corporate communications. The awards programme, which is in its third successive year, attracted 150 entries across 14 categories covering projects relating to corporate reputation, stakeholder engagement, financial communications and public-private partnerships.

Noriyuki Shikata, Deputy Cabinet Secretary and Director of Communications in the Japanese Prime Minister's office, secured the prestigious Political Communicator of the Year, in recognition for his media and public engagement during the Japanese Tsunami and nuclear safety crisis. Previous winners have included President Susilo Bambang Yudoyono of Indonesia and President Aquino of the Philippines.

This year saw two senior diplomats win awards: David Huebner, the US Ambassador to New Zealand won the Gold Standard Award for Social Media for the US Embassy's ambitious work in social media engagement, and Ambassador Scot Marciel secured the Gold Standard Award for Diplomatic Engagement for his work in advancing US-Indonesian relations. In another win for Japan, PR veteran Kumi Sato won the Prospect Gold Standard Award in Professional Excellence, recognising her achievement in building up COSMO PR, one of the most successful Japanese PR companies, and for achieving broader business engagement and leadership.

Other high profile winners included Kraft Hope Kitchen China for its work with China's rural poor; the Save the Children "Every One" campaign for its engagement with Indian stakeholders and Children's Right and You in the NGO engagement award for its campaigning work on behalf of India's most disadvantaged children.

Specialist China consultancy North Head secured the Gold Standard Award for Crisis Communications and Issues Management on behalf of Siano; Procter & Gamble won in-house team of the year, and Edelman secured an award for the Taiwan Excellence in Indonesia programme in the category of the Gold Standard Award in Country and Trade Promotion.

Sabana Shari'ah Compliant Industries Real Estate Investment Trust secured the first Gold Standard Award in Corporate Financial Communications and the Coca-Cola India "Support My Schools" campaign secured the first Gold Standard Award in Public Private Partnership. Children's Right and You won the NGO engagement award for their campaigning work on behalf of India's most disadvantaged children.

This year saw Consultancy of the Year split into two: Public Affairs and Public Relations, with PR consultancy being won by Asia-newcomer Pelham Bell Pottinger and Public Affairs being won by Fleishman-Hillard Korea, with Weber Shandwick being awarded a commendation.

Commenting Steven R. Okun, Chairman of the 2011 Gold Standard Awards programme, said: "The truly impressive feature of this awards programme is the high quality of work and engagement that is being carried out across the Asia-Pacific region. A wide range of activity connected to stakeholder relations, corporate communications; social media and public affairs is being carried out to a high standard. This year two new awards were added to the programme, one for corporate financial communications and one for Public Private Partnerships. The Gold Standard Awards programme has become a recognised part of the Asia-Pacific corporate affairs landscape and continues to go from strength to strength."

Mark O'Brien, PublicAffairsAsia's vice president, added: "This the third year of the programme which further highlights the important work being done by business, NGOs, government and regulatory bodies in engaging with a wide range of audiences. The links between business, government and civil society are becoming ever more pronounced. Our awards programme recognises this development's growing importance."

A full list of winners is below:

Gold Standard Award in Corporate Responsibility
Kraft Foods: The Kraft Hope Kitchen (China)

Gold Standard Award in Stakeholder Engagement
Corporate Voice - Weber Shandwick: Save the Children's 'Every One' campaign

Gold Standard Award in Social Media Communications
Ambassador David Huebner and the US Mission New Zealand

Gold Standard Award in Corporate Financial Communications
Sabana Shari'ah Compliant Industries Real Estate Investment Trust: Singapore Exchange Limited's (SGX) first Shari'ah-compliant listing * Nominated by Weber Shandwick

Gold Standard Award for Issues Management and Crisis Communications
North Head: China issues management on behalf of Siano, a leading Israeli digital mobile TV solutions provider

Gold Standard Award in Public Private Partnership
The Coca-Cola India 'Support My School' campaign * Nominated by Perfect Public Relations

Gold Standard Award in NGO Engagement
CRY (Child Rights and You)

Gold Standard Award in Diplomatic Engagement
Ambassador Marciel and the Public Diplomacy Section of the US Embassy in Indonesia * Nominated by AmCham Indonesia

Gold Standard Award in Country and Trade Promotion
Edelman IndoPacific: For the Taiwan External Trade Development Council (TAITRA) "Taiwan Excellence in Indonesia" campaign

Gold Standard Award for In-House Team of the Year
External Relations Team, Procter & Gamble India

Gold Standard Award for Public Relations Consultancy of the Year
Pelham Bell Pottinger

Gold Standard Award for Public Affairs Consultancy of the Year
Fleishman-Hillard Korea

Gold Standard Award in Political Communications
Noriyuki Shikata, Deputy Cabinet Secretary for Public Affairs, Director of Global Communications, Prime Minister's Office, Japan

Prospect Gold Standard Award in Professional Excellence
Kumi Sato, CEO, Cosmo Public Relations Corporation

About The Gold Standard Awards: The awards programme is now in its third year and is operated by PublicAffairsAsia, the Asia Pacific network for senior corporate communications and public affairs professionals. The fourteen categories are assessed by a judging panel of fifty senior communications professionals from across the globe. For more information visit www.publicaffairsasia.com

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