

POLARIS LEADS THE WAY FOR THE 2nd TIME

23rd Annual Meeting of European Associations of Political Consultants (EAPC), organized in London on March 13-14, brought together political leaders, consultants, campaign managers, researchers and scholars from 21 different countries to discuss the leading socio-political topic of the 21st century: Polarization.

The annual conference also hosted the Polaris Awards, a global competition for campaigners, campaign managers, leaders, NGOs, innovators and exceptional work within the political communications, elections campaigning and public affairs industries. Being held for the second time, Polaris Awards welcomed applicants from United States, Argentina, Mexico, Brazil, Germany, Turkey, Sweden and Norway among other countries. An international jury of 22 people consisting of campaign managers and political strategists evaluated the participating projects and after a comprehensive evaluation process, a total of 39 works were awarded worldwide. Taking its brand name from the Pole Star, the brightest star visible that guided humanity for centuries, Polaris Awards has 21 main categories ranging from mobile and social media campaigns to fundraising and use of humor in political communication.

This year Social Media, Digital Campaign, Best Use of Humor and Best Mobile Campaign categories were the most appealing segments at the Polaris Awards for the participants. ESPLANADA.agency, Karakoyun Strategies, Narva Communications, Roldan Carreon y Asociados, Campaigns and Technology, Future Crowders, Transcenda, The Conservative Party of Norway (Hoyre) and Inventum Group were among the gold Polaris winners.

Here is the list of all winners:

1. Creative Use of Data / Analytics / Metrics

Roldan Carreon y Asociados (Gold)

DSPolitical (Bronze)

Espora (Bronze)

2. Fundraising Campaigns

Inventum Group (Gold)

BuzzMaker (Bronze)

3. Mobile Campaigns

Campaigns and Technology (Gold)

Beylikdüzü Belediyesi (Silver)

4. PR Campaigns

- Beylikdüzü Belediyesi (Bronze)
- 5. Public Affairs Campaigns**
Narva Communications (Gold)
- 6. Social Media Campaigns**
ESPLANADA.agency (Gold)
Karakoyun Strategies (Gold)
Narva Communications (Gold)
Trascenda (Gold)
Esparo (2 Bronzes)
Red Heart Strategies (Bronze)
- 7. TV Campaigns**
76 Words (Silver)
Arrow Communications Group (Bronze)
BuzzMaker (Bronze)
- 8. Best Use of Humour**
Beylikdüzü Belediyesi (Bronze)
- 9. Best Use of Negative & Contrast**
76 Words (Bronze)
Roldan Carreon y Asociados (Bronze)
- 10. Best Overall Campaigns**
Inventum Group (Gold)
Conservative Party of Norway (Hoyre) (Silver)
Espora (Bronze)
Future Crowders (Bronze)
Manjgura (Bronze)
- 11. Best Websites**
Inventum.Group (Gold)
Tectonica Studios (Gold)
- 12. Best Web Videos**
Conservative Party of Norway (Hoyre) (Gold)
Karakoyun Strategies (Gold)
BuzzMaker (Bronze)
Espora (Bronze)
- 13. Digital Campaigns**
Future Crowders (Gold)
Inventum.Group (Gold)
DSPolitical (Silver)
ESPLANADA.agency (Silver)

DS Political (Bronze)
Red Heart Strategies (Bronze)

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