

Witness: Ed Stearns

Statement No: 1

Exhibits Referred to: ES/1, ES/2, ES/3,
ES/4, ES/5

Date Statement Made: 30 March 2012

The Leveson Inquiry into the Culture Practices and Ethics of the Press

This is the exhibit marked 'ES/5' referred to in the statement of Ed Stearns, dated this 30th day of March 2012.

Awards

2011

Association of Police Communicators (APCOM)

Highly Commended - Best Handling of a News Story for the Royal Wedding

Institute of Internal Communications

Award for Excellence - Best Internal Magazine for The Job

Campaign Media Awards

Shortlisted - Government and Charities for Operation Trident anti-gun crime campaign

Ginny Valentine Research Awards

Winner - Research Badge of Honour for "Contacting the Met" Research

Creative Circle

4 Silver awards for - Best Cinema ad, Best Public Service, Best editing, Best Direction for "Who Killed Deon" joint enterprise youth violence prevention campaign.

Bronze - Best dialogue for "Who Killed Deon"

Bronze - Best Dialogue (Radio) for Street Robbery Campaign

2 Commendations - Best Viral Marketing and Best Multimedia Campaign for "Who Killed Deon"

Commendation - Best Radio Campaign for Street Robbery Campaign

Commendation - Best online advertising for "Make it stop" Domestic Violence campaign

BTAA

4 Silver Awards - Public Service advertising, Direct response, Best Cinema advertising, and Best Cinema over 90secs for "Who Killed Deon"

Bronze - Met Police Domestic Violence: Public Service

Media Guardian

Runner Up - Public Sector - "Who Killed Deon"

Montreaux

Gold - Mixed media for "Who Killed Deon"

Finalist - Cinema for "Who Killed Deon"

The One Show

Bronze - Branded content for "Who Killed Deon"

Marketing Week

Silver - Engage Awards for "Who Killed Deon"

The Clios

Gold - Innovative Media for "Who Killed Deon"

Bronze - TV/Cinema for "Who Killed Deon"

Marketing Society Awards

2 Commendations (Silver) Not for Profit and Marketing Communications for "Who Killed Deon"

KINSALE SHARK AWARDS

Gold - Radio campaign for Street Robbery

2 Silver awards - Digital fresh thinking and Online film for "Who Killed Deon"

THE PITCH BLADES AWARDS (supported by Creative Review, New Media Age, Design Week & Marketing Week)

Winner - Digital Public Service for "Who Killed Deon"

Finalist - Social Media for "Who Killed Deon"

2010

Chartered Institute of Public Relations (CIPR)

Winner - Outstanding In House PR team

Chartered Institute of Public Relations (CIPR)

Finalist -- Best Internal Magazine for The Job

Institute of Internal Communications

Award for Excellence - Best Internal Magazine for The Job

Cannes Media Lion

Gold - Best Use of Online Advertising for Anti Knife campaign

Campaign Media Awards

Shortlisted - Government and Charities for Operation Trident

Creative Circle

Platinum award - best online for 'Choose a different ending' Anti Knife crime campaign

Gold award - best online for 'Choose a different ending' Anti Knife crime campaign

Gold award - best viral video for 'Choose a different ending' Anti Knife crime campaign

Creative Circle

Bronze award - Public Service Press for Trident 'Hide his gun and you help commit the crime' anti-gun crime campaign

Bronze award - Portrait poster for Trident 'Hide his gun and you help commit the crime' anti-gun crime campaign

Commendation - Radio for Trident 'Hide his gun and you help commit the crime' anti-gun crime campaign

Commendation - Landscape poster for Trident 'Hide his gun and you help commit the crime' anti-gun crime campaign

BTAA

Gold award - Public Service online for 'Choose a different ending' Anti Knife crime campaign

Diploma - Direct Response online for 'Choose a different ending' Anti Knife crime campaign

IAB

Grand Prix - Creative in online video for 'Choose a different ending' Anti Knife crime campaign

The One Show

Merit Innovation in Ad award for 'Choose a different ending' Anti Knife crime campaign

Merit integrated award for 'Choose a different ending' Anti Knife crime campaign

Finalist Online Films for 'Choose a different ending' Anti Knife crime campaign

The CLIOS

Silver award - Content and Contact for 'Choose a different ending' Anti Knife crime campaign

Bronze award - Integrated campaign for 'Choose a different ending' Anti Knife crime campaign

Bronze award - Innovative media for 'Choose a different ending' Anti Knife crime campaign

EACA Care Awards

Grand Prix award - for 'Choose a different ending' Anti Knife crime campaign

New Media Age

Shortlisted - best use of video for 'Choose a different ending' Anti Knife crime campaign

Gold award - best use of viral marketing for 'Choose a different ending' Anti Knife crime campaign

Shortlisted - best use of web category for 'Choose a different ending' Anti Knife crime campaign

D&AD

Nomination - Integrated campaign for 'Choose a different ending' Anti Knife crime campaign
In book - Web ads for 'Choose a different ending' Anti Knife crime campaign
In book - Direct online for 'Choose a different ending' Anti Knife crime campaign

CANNES

Grand Prix for Good award for 'Choose a different ending' Anti Knife crime campaign
Gold award - Integrated campaign for 'Choose a different ending' Anti Knife crime campaign
Gold direct award - Public Awareness for 'Choose a different ending' Anti Knife crime campaign
Gold media award - Use of online advertising for 'Choose a different ending' Anti Knife crime campaign
Bronze direct award - Integrated campaign led by DM for 'Choose a different ending' Anti Knife crime campaign
Finalist media - Best integrated campaign for 'Choose a different ending' Anti Knife crime campaign
Finalist radio - Best use of radio as a medium for Trident 'Hide his gun and you help commit the crime' anti-gun crime campaign

The BLADES

Gold award - Best Public Sector campaign for 'Choose a different ending' Anti Knife crime campaign
Gold award - Best digital campaign for 'Choose a different ending' Anti Knife crime campaign

KINSALE

Gold award - Best digital online film for 'Choose a different ending' Anti Knife crime campaign
Gold award - Digital World Winner for 'Choose a different ending' Anti Knife crime campaign
Bronze award - Digital integration for 'Choose a different ending' Anti Knife crime campaign

DIGI

Grand Prix for 'Choose a different ending' Anti Knife crime campaign
Gold award - Best digital campaign for 'Choose a different ending' Anti Knife crime campaign

Radio Advertising Awards

Highly Commended - Drive Awareness for 'Choose a different ending' Anti Knife crime campaign

CAMPAIGN BIG

Gold award - Best Digital for 'Choose a different ending' Anti
Knife crime campaign
Silver award - Best Not for Profit campaign for 'Choose a different ending' Anti
Knife crime campaign
Silver award - Direct campaign for 'Choose a different ending' Anti
Knife crime campaign

CRESTA

Grand Prix award - Best Integrated campaign for 'Choose a different ending' Anti
Knife crime campaign

BIMA

Gold award - Best integrated campaign for 'Choose a different ending' Anti
Knife crime campaign
Gold award - Best advertising campaign for 'Choose a different ending' Anti
Knife crime campaign

BTAA CRAFT

Silver award - Sound Design for 'Help make it stop' Domestic Violence campaign

EPICA

Bronze award - Consumer Direct for 'Choose a different ending' Anti
Knife crime campaign
Bronze award - Online Films for 'Choose a different ending' Anti
Knife crime campaign

2009

PRCA

Winner - Campaign of the Year and Public Sector Campaign for Blunt 2 anti-knife
crime campaign

Communicate Magazine

Voted best internal communication publication by readers for The Job
(other finalists: *MDUK* McDonald's; *Ariel* BBC; and *dwpeople* DWP)

Institute of Internal Communications

Award for Excellence - Best Internal Magazine for The Job

2008

IPA Effectiveness Award

Bronze - Making a small budget go a long way for Operation Trident

Association of Publishing Agencies Award

Finalist - for The Job

2007

IPA Effectiveness Award

Gold - Public Sector & Charities for Operation Trident

IPA Effectiveness Award

Grand Prix - All categories for Operation Trident

Association of Publishing Agencies Award

Won - for The Job

2006

Chartered Institute of Public Relations (CIPR) Excellence Awards

Finalist - Crisis Communications for Response to the London Bombings

Media Week Awards

Gold - Media Innovation of the Year for Blunt - Knife City

Cannes Media Lion

2 Bronze awards- Use of Alternative Media, and Public Awareness Messages for Blunt anti-knife crime campaign - Knife City

Marketing Week Effectiveness Awards

Winner - Best Use of Media for Knife City

2005

Foreign Press Association Awards

Winner - Press Office of the Year

2004

PPA (Professional Publisher Association) Awards

Gold - Best Use of Magazines for Operation Trident