



On February 19, Moscow hosted the 19th ceremony of awarding winners of the Silver Ray national PR development award. The industry's main competition was set up in 1997 by the Union of Journalists, the Russian Public Relations Association and the Russian Chamber of Commerce and Industry. For the eighteen years the jury examined almost 3000 PR projects.

This year 196 projects from 42 towns participated in the competition. Norilsk Nickel with its 'We Create Our Future' integrated communications program became the winner in the Best Internal Communications and Corporate Media Project category. The project was realized in 2015 to celebrate the Company's 80th anniversary. It included the emergence of new communications channels — an intranet portal and in-house publication "New Corporate Priorities" — as well as a vast variety of mass media, image building and sponsorship projects.

When taking the award, Andrey Kirpichnikov, director of Norilsk Nickel's PR department, noted that it was the collective victory of the company and its partners, among which are Multimedia Art Museum, AGT agency, SROK television company and many other companies, agencies and organizations. According to Mr. Kirpichnikov, the main achievement of this large-scale program to cover 100% of the company's employees was that it succeeded in forming an image of the future, as well as in highlighting the MMC's role in the country's life.

"Silver Ray" became Norilsk Nickel's second PR award during this week. A few days earlier, on the 16th of February, the NorilskFilm project was awarded with the grand prize of Digital Communications AWARDS — 2016, annually held by the Russian Association of Communications and Corporate Media Directors. The award was set up in 2013 to highlight the most significant achievements in digital communications, promotion of products using new communications technologies and tools. The NorilskFilm project repeatedly became a winner of prestigious national and international awards. In fall of 2015, it was awarded with the Runet Award.

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