

AW Awards

Four is one of the leading agencies for prizes and awards across a range of sectors including architecture, literature, design and visual arts.

Many of our clients believe that awards deliver better value - both externally and internally - than more traditional forms of marketing and sponsorship. This is particularly true for clients who want to position themselves alongside the thought leaders of the worlds of politics, business and culture.

We can manage all aspects of the prize cycle from prize branding, submissions, selection of judges and management of the judging process through to media partnerships, news-generating announcements, marketing and digital initiatives alongside public and private events and the climax of the awards ceremony .

Award and prize campaigns we have managed include: The Man Booker Prize, The Baillie Gifford Prize for Non-Fiction, The Hamleys Prize for Best Toy, Women in Architecture Awards, Fortune 100 Top Women and the Women of the Year Lunch and Awards.



Case study

The Man Booker Prize

Four has handled PR for the Man Booker Prize - one of the most famous literary prizes in the world - since 1993.

We handle every element of the prize cycle from submissions through to marketing and digital, from generating international media coverage to event and sponsor management.

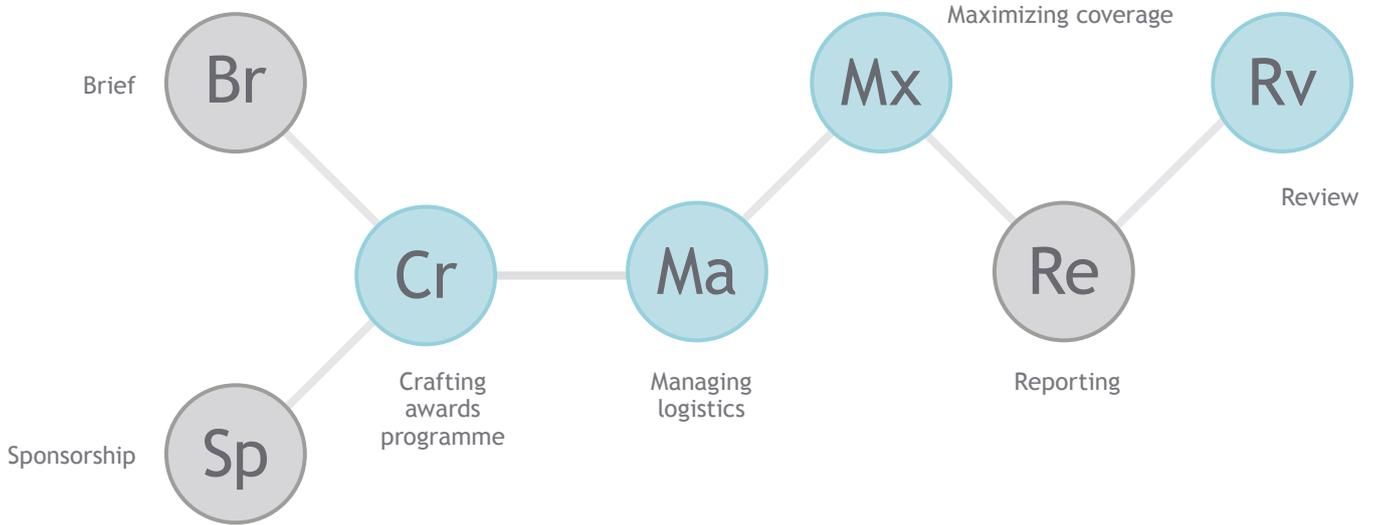
Four handles a major, cross-platform partnership with the BBC which includes live coverage from the winner ceremony, a star-studded dinner for over 500 guests.

AVE for 2016 coverage is over £22 million with a total circulation of 3 billion. The winner announcement alone led to over 1,300 pieces of coverage.

Our aim is to keep the brand fresh and relevant; in 2016 we created a new website, livestreamed from the winner ceremony via Facebook Live and worked with Twitter Books to livestream an interview with the winner after the announcement. Series two of our podcasts also proved as popular as last year, featuring celebrities including Harry Shearer, Sara Pascoe and Kathryn Williams.

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How it works



Pricing

The creation of a brand new award would cost a minimum of £20,000. The cost of the annual running of a prize can range between £15,000 and £60,000 depending on scale.

Other products from Four

Bw Brand workshop	Im Issues management	Sc Social content and assets	An Animation	Pe Penetration testing
Sa Sponsorship audit	Sc Select committee training	Se Search engine optimisation	Ev Events creation and management	Bc Brand champions
Pt Presentation training	Mt Media training	Cv Corporate video	Po Podcasts	Ac Accessibility

Contact

If you would like to find out more please email FourElements@fourcommunications.com

Key team members



Dotti Irving,
Chief executive

Dotti Irving is the founder and chief executive of Four Creative. The founding principles of the company were Dotti's own passions for culture and campaigning, both of which continue to be the core business of Four Culture today.



Hannah Davies,
Account director

Hannah Davies joined Four Culture this year and leads PR campaigns for a range of literary prizes including the Man Booker Prize for Fiction, The International Prize for Arabic Fiction and The Bollinger Everyman Wodehouse Prize for Comic Fiction.