

Communication campaign #FraudOff! has been recognized as the best in the world

AFCOS Latvia institutions and the Communication Agency A.W.Olsen & Partners have won the highest award in the field of public relations IPRA Golden World Awards (GWA) 2018 in the nomination of agencies working with the public sector. The prize was awarded for the concept and communication campaign of the anti-fraud movement #FraudOff! (in Latvian - #Atkrāpies!), within the framework of which a few dozen state, non-governmental and commercial organizations struggle with fraud in its various manifestations.

For thirty years, the IPRA GWA award has been evaluating the best communication campaigns worldwide, taking into account the complexity, creativity and unique character in the context of local community, country, region and even the entire world. In 2018, the Latvian campaign #FraudOff! competed in its nomination with hundreds of other campaigns from around the world, representing in total 42 countries from the winners shortlist alone. Together with Latvian representatives, the IPRA GWA award in various categories was received by such organizations as UniCredit Bank, Aeroflot, Duracell, LEGO, Shell, KFC, Astana Expo 2017 World Exhibition, Procter & Gamble, UK Post Office, Dubai Municipal Police, Customs Service of the Netherlands, Coca Cola and others.

“As a result of mutual cooperation between Latvian AFCOS Council institutions we have started movement #FraudOff! two years ago and it has become a social phenomenon on national level and we also hope that this award will motivate all institutions and our partners to move further and continue to cooperate even closer. It is clear, we have to join our forces not only between government agencies, enterprises and other organizations, as well as opinion leaders of different ages, but we have to continue showing strict rejection to fraud also cross-border and have to rise our voices together in the level of EU, so we are proud to invite other Member States to join us next year as well,” Nata Lasmane, Head of AFCOS Latvia, said.

“Effective communication campaigns trigger debates and make people pause to think and change their behaviour. This is typical of the movement #FraudOff! It is no coincidence that international experts have considered its potential. Moreover, this is not a one-time campaign, but a movement that has been developing for more than a year and has already united hundreds of organizations from both the public and commercial sectors. We are proud that we have once again been able to achieve international recognition of the communication competence of the government of Latvia,” Olga Kazaka, Partner of A.W.Olsen & Partners, said.

The #FraudOff! campaign video case: <https://www.youtube.com/watch?v=9GvTwEhYICo&t=3s>

The projects submitted to the competition were evaluated by a jury of experts from around the world, including Austria, Belgium, Bulgaria, Finland, the Netherlands, Russia, Saudi Arabia, Turkey and the UK. The official IPRA's Golden World Awards 2018 ceremony took place in Barcelona.

About Golden World Awards for Excellence

The annual *IPRA Golden World Awards* was established by the International Public Relations Association (IPRA) in 1990 and evaluates the best communication projects from around the world. Award winners are particularly proud of the recognition that their projects meet the advanced international standards of public relations. Amid a large number of national and regional competitions, solely *GWA* is a world-class award.



#FraudOff! (verb)

[frɔ:d ɒf]

Resist and express opinion against fraud. It is also used as an encouragement: *If you are not honest, Fraud Off!*

See also: *honest, real, reliable, #atkrāpies!*

Additional information:

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