

The Rolex Awards for Enterprise

➤ Rolex's objectives

- Raise awareness of their philanthropic arm, the Rolex Awards for Enterprise, to an intelligent audience of thought leaders.
- Encourage applications for future awards

➤ Creative solution

New Scientist produced an 8 page supplement detailing the history and pedigree of the Rolex Awards for Enterprise, which aims to recognise individuals who pursue ideas that better their communities and the world.

Written by New Scientist, this included interviews with past winners about how they have made an impact, whilst highlighting the Rolex Young Laureates Programme intended to foster innovation in a younger generation. A call for entries for the following year's awards was integrated.

This supplement was advertised to readers in the previous week's issue of the magazine, via a full page announcement ad, produced by New Scientist and clearly explaining to readers why they should look out for this.

Scientists Meet the Media

The Rolex Awards for Enterprise became primary sponsor of The Royal Society's annual Scientists Meet the Media event, bringing together the great minds of science and science journalism and led by a short talk from the latest winner of the prestigious Michael Faraday Award - a great way to engage with this intelligent audience.

