



From the inside...

This year, despite being forged in the fires of the hottest marketplace we've ever known, the Investing in Excellence awards remain remarkably cool. They are the highest accolade in our industry, greatly desired and hard won by the best of the best.

Toasted suppliers : Every year BT holds an awards ceremony and dinner to celebrate the achievements of its supplying partners. The copy for this invite was designed to communicate how tough it is to be a good BT supplier and the high importance BT places on rewarding its best providers. The invite was part of a bigger writing project for the BT awards, including press material and the event script.