

Firm	Award level	Innovation	Originality	Rationale	Impact	Total	Description
Cuatrecasas, Gonçalves Pereira	Stand-out	Creating a market for Spanish distressed debt	8	7	7	22	Using a suite of marketing and educational techniques to aid the institutions, the firm created a slew of deals and capitalised on a first- mover advantage, effectively making a market for Spanish distressed debt in the UK.
Linklaters	Stand-out	Dramatising risk with a multimedia approach	7	7	7	21	Secured an interview with Keith Packer, a former BA executive jailed in the US for anti-competitive practices, to create a training tool to convey the importance of compliance for top executives. Praised by clients as unusually effective.
Simmons & Simmons	Stand-out	"Cleantech Curve"	7	7	7	21	A product designed to help start-up companies in the cleantech sector to become viable entities. Sold for a fixed cost, the product packages the firm's know-how into a step-by-step approach to save clients thousands of pounds in legal fees.
Eversheds	Stand-out	Vital statistics for general counsel	7	8	5	20	Runs workshops to equip in-house lawyers with the ability to use statistics and financial data to demonstrate the value of their departments to their boards and better manage external legal spending.
Portolano Colella Cavallo	Stand-out	Advertising-risk "traffic light"	7	7	6	20	Created a tool to advise the advertising industry. Specialist approach to risk in advertising enables a rapid response for agency clients on tight timelines.
Allen & Overy	Highly Commended	"GlobalView" tool	7	7	5	19	A step change in law firm products, the tool gives clients a picture of changes in global regulation and is equally about its form as its content. Largely targeted at the big banks, the key is its visual, rather than linguistic format.
Linklaters	Highly Commended	HSBC information- adviser secondment	6	6	7	19	Seconded a full-time information adviser to the bank to create a risk analysis system for its capital markets team. Indicative of a new wave of highly collaborative and standardised client services.
Allen & Overy	Highly Commended	Global Law Intelligence Unit	6	7	5	18	A legal think-tank designed to produce accessible global comparative legal analysis for clients.
Dundas & Wilson	Highly Commended	Legal project management tool	6	6	6	18	Real-time updates on legal matters. Enables clients to see trends and issues in high-volume legal work. Clients praised the intuitive interface for increasing flexibility and usability compared with similar products.
Freshfields Bruckhaus Deringer	Highly Commended	Crisis-management initiative	6	7	5	18	Clients attest to the unusually joined-up nature of the firm's crisis-management expertise, which gives them a head-start in understanding the multilateral legal, media and political issues involved in crisis situations.
Simmons & Simmons	Highly Commended	Online "Key Investor Information Document" (KIID) generator	6	6	6	18	With Morningstar, the firm will provide a service to automate the production of KIID documents, which are now mandatory for all cross-border fund products.
Kromann Reumert	Commended	China network	6	6	5	17	The firm developed a forum for Danish companies to meet and discuss Chinese business opportunities and share know-how.
Baker & McKenzie	Commended	Global emerging- markets team	5	6	5	16	The team looks for opportunities for clients, and assists their businesses with local legal know-how. Covers more than 100 emerging-market jurisdictions.
CMS Cameron McKenna	Commended	"Reflect"	6	5	5	16	Co-ordinated added-value services delivered through a toolkit designed to prepare partners for client meetings. Enables relationship partner to act as more of a gatekeeper to the whole firm.
DLA Piper	Commended	PPP network	6	5	5	16	Created a platform enabling clients to share information and best practice on private-public partnerships.
Hogan Lovells	Commended	Co-ordinating client response to planning law changes	6	6	4	16	Grouped key clients and lobbied the UK government on planning-regime reforms. This led to the publication of a select-committee report critical of government's agenda in planning.
Lawrence Graham	Commended	Family Business Advisory Group	6	6	4	16	The group fosters relationships with wealthy individuals and gives advice on governance and succession planning for family-dominated companies in the Middle East.
PLMJ	Commended	Partnering with Tempus on community projects in Portugal	5	6	5	16	In a relationship that has spanned a decade, the firm has been consistent in adding value to make projects happen.
Wolf Theiss	Commended	"The Power of Relationships"	5	6	5	16	A programme to inspire the firm's younger lawyers in central and eastern Europe to be better commercial advisers to business.