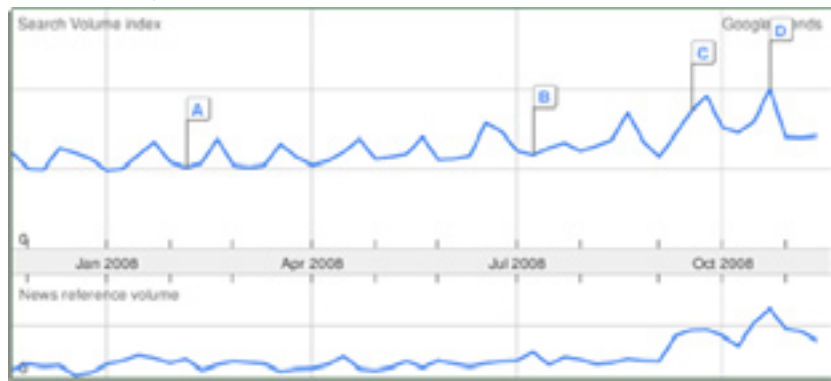




# Best 2008 Corporate Web Sites awarded in Stockholm

ON DEC. 10 HALLVARSSON & HALVARSSON PRESENTS THE EUROPEAN BEST PRACTICES

Trend in Google searches and news articles (source "Google Trends")



The **H&H Webranking** is an annual classification that – built on the feedbacks from financial analysts, journalists and investors – allows the Stockholm headquartered communication specialist H&H to rank the corporate websites of the 150 largest European companies by market capitalisation.

This year the gold medal was reached by ENI's website. Assicurazioni Generali's [www.generali.com](http://www.generali.com) reached a remarkable **16<sup>th</sup>** position – 36<sup>th</sup> in 2007 – and ranked before all other insurance peers. Among the areas worth mentioning are the **Corporate Governance** and **IR** sections as well





as a number of new **applications and interactive functions**, like the mobile website, the zoomable map, the interactive calendar.

Speakers in Stockholm underlined the evolvement of corporate communication, that is no longer limited to the website itself, but has to embrace all other major forms of sharing in the digital environment – e.g. presentations in Slideshare, videos on YouTube, pictures in Flickr, posting on blogs.

On-line communication – with its capability of strengthening stakeholders' engagement and witness company's **transparency** – is a powerful tool to consolidate **brand perception and trust**, which are particularly critical in times of financial uncertainty.

For further information: [Hallvarsson&Halvarsson](#)

Award ceremony photos: [Flickr](#)

PPT Presentations: [Slideshare](#)

Video: [Youtube](#)

Company	Rank	Score
ENI	1 <sup>st</sup>	85.25
Deutsche Post WN	2 <sup>nd</sup>	84
UniCreditGroup	3 <sup>rd</sup>	83.25
Generali	16 <sup>th</sup>	73.25
ING	22 <sup>nd</sup>	71.25
Aviva	23 <sup>rd</sup>	71
Allianz	25 <sup>th</sup>	70.75
AXA	100 <sup>th</sup>	52

**2008 European Ranking: top performers and main insurance companies.**