

Phoenix Award Winners 2012

Congratulations to the Best of Phoenix Award Winner!

Organization: Ketchum

Title of Entry: Our Birthday, Your Bash

Program Winners

Community Relations

Business-Products

Phoenix

Organization: No nonsense, Ant Hill Communications, Garage Branding

Title of Entry: No nonsense Socks for America Campaign

Business-Services

Phoenix

Organization: IBM & Ketchum

Title of Entry: IBM Stages Largest Corporate Volunteer Event in History

Government

Phoenix

Organization: Duffey Communications, Inc.

Title of Entry: Saving Water - One Drop at a Time

Certificate of Excellence

Organization: Georgia Department of Economic Development and GolinHarris

Title of Entry: The South with a Twist

Associations/Nonprofit Organizations

Certificate of Excellence

Organization: Edelman

Title of Entry: JP Evans, Hospitaliologist

Reputation/Brand Management Programs

Business-Cos sales up to \$500M

Phoenix

Organization: Duffey Communications, Inc.

Title of Entry: Duffey Heats Up Reputation and Brand for Thermal Technology Provider

Business-Cos sales more than \$500M to \$10 billion

Phoenix

Organization: Ketchum and

Title of Entry: Our Birthday, Your Bash

Certificate of Excellence

Organization: Ketchum

Title of Entry: Slurpee Slims Down for the Summer

Companies - Sales more than \$10 billion

Certificate of Excellence

Organization: Fiserv, Inc.

Title of Entry: Fiserv Case-Shiller Home Price Indexes: Falling Prices; Raising Awareness

Associations

Certificate of Excellence

Organization: Shira Miller Communications for the Synthetic Turf Council

Title of Entry: Trusted Voice of the Synthetic Turf Industry

Events or Observances (seven or fewer days)

Business-Products

Phoenix

Organization: Fleishman-Hillard and AT&T

Title of Entry: How AT&T Won CES From A Distance

Certificate of Excellence

Organization: Novelis with Fleishman-Hillard, Inc.

Title of Entry: Global Research & Technology Center Grand Opening

Organization: Ketchum

Title of Entry: Our Birthday, Your Bash

Business-Services

Certificate of Excellence

Organization: IHG (InterContinental Hotels Group), Weber Shandwick, KEF Media, ePrize

Title of Entry: Crowne Plaza Marry Me 11.11.11

Associations/Nonprofit Organizations

Phoenix

Organization: United Way of Metropolitan Atlanta

Title of Entry: United Way Day of Action

Certificate of Excellence

Organization: Cookerly Public Relations

Title of Entry: Clean Air Campaign: Telework Works/Georgia Telework Week 2011

Events or Observances (more than seven days)

Business-Services

Phoenix

Organization: Ketchum and DoubleTree by Hilton

Title of Entry: DoubleTree by Hilton's Little Things Project Brightens Travel Experience

Certificate of Excellence

Organization: U.S. Micro Corporation

Title of Entry: U.S. Micro Boosts Brand and Industry Status with Unique Facility in Vegas

Associations/Nonprofit Organizations

Phoenix

Organization: United Egg Producers and GolinHarris

Title of Entry: America's Egg Farmers Donate Nearly 10 Million Eggs This Easter

Public Service

Government

Phoenix

Organization: Duffey Communications, Inc.

Title of Entry: Saving Water - One Drop at a Time

Certificate of Excellence

Organization: Cookerly Public Relations

Title of Entry: Ready Georgia: Preparing Now, Preventing Disaster Later

Associations/Nonprofit Organizations

Phoenix

Organization: Cookerly Public Relations

Title of Entry: The Clean Air Campaign: Changing Behavior to Change Our Future

Certificate of Excellence

Organization: Atlanta Regional Commission

Title of Entry: Regional Transportation Referendum Outreach Campaign

Public Affairs

Government

Phoenix

Organization: Georgia Department of Economic Development and GolinHarris

Title of Entry: The South with a Twist

Marketing Consumer Products

Technology

Phoenix

Organization: Edelman

Title of Entry: GE Energy Charges Up the Electric Vehicle Movement

Certificate of Excellence

Organization: Fleishman-Hillard and AT&T

Title of Entry: How AT&T Won CES From A Distance

Food & Non-Alcoholic Beverages

Phoenix

Organization: Ketchum

Title of Entry: Our Birthday, Your Bash

Marketing Consumer Services

Travel and Tourism/Hospitality

Phoenix

Organization: Ketchum and DoubleTree by Hilton

Title of Entry: DoubleTree by Hilton's Little Things Project Brightens Travel Experience

Financial Services

Phoenix

Organization: Cookerly Public Relations

Title of Entry: SunTrust Lends a Helping Hand

Marketing Business to Business

Professional/Financial Services

Phoenix

Organization: Xerox Mortgage Services with Arketi Group

Title of Entry: Beyond Collaboration: Xerox Mortgage Services Grows With Rebranding

Certificate of Excellence

Organization: Cbeyond with Arketi Group

Title of Entry: Marketing Generates Results for Cbeyond

Products

Phoenix

Organization: Porter Novelli and HP

Title of Entry: HP Graphics Product Launch at drupa 2012

Certificate of Excellence

Organization: Brandware Public Relations

Title of Entry: Carestream Dental CS 7600 Product Launch

Other (categories not defined)

Phoenix

Organization: Knowlagent with Arketi Group

Title of Entry: Knowlagent Is Productivity Plus

Global Communications

Phoenix

Organization: Edelman

Title of Entry: GE Energy Powers Cleaner, More Productive Industries

Certificate of Excellence

Organization: Ketchum

Title of Entry: Ketchum & FedEx LAC Champion Women's Business Education in Latin America

Crisis Communications

Associations/Nonprofit Organizations

Certificate of Excellence

Organization: Jackson Spalding and Children's Healthcare of Atlanta

Title of Entry: Refocusing the Conversation about Childhood Obesity in Georgia

Internal Communications

Associations/Gvt/Nonprofits

Certificate of Excellence

Organization: WellStar Health System

Title of Entry: Driving Team Member Engagement at WellStar Health System

Organization: WellStar Health System

Title of Entry: WellStar HealthStart

Integrated Communications

Consumer Products

Phoenix

Organization: Ketchum

Title of Entry: Our Birthday, Your Bash

Certificate of Excellence

Organization: Fleishman-Hillard and AT&T

Title of Entry: How AT&T Won CES From A Distance

Organization: Ketchum

Title of Entry: Slurpee Slims Down for the Summer

Consumer Services

Phoenix

Organization: Jackson Spalding & Primrose Schools

Title of Entry: Primrose Schools' Family Dance-off

Business to Business

Phoenix

Organization: Knowlagent with Arketi Group

Title of Entry: Knowlagent Integrates Productivity Plus

Certificate of Excellence

Organization: Brandware Public Relations

Title of Entry: Adap.tv Thought Leadership Campaign

Organization: Edelman and UPS

Title of Entry: Content Brings UPS's Holiday Campaign to A New Peak

Organization: Cbeyond with Arketi Group

Title of Entry: Integrated Communications Generates Results for Cbeyond

Associations/Government/Non Profit

Phoenix

Organization: Children's Healthcare of Atlanta

Title of Entry: Children's Healthcare of Atlanta 'Share the Hope' Campaign

Certificate of Excellence

Organization: Gwinnett Medical Center

Title of Entry: It's All About Time: Gwinnett Medical Center Launches Open Heart Services

Organization: Edelman and IICRC

Title of Entry: Modernizing and rebranding the 40-year-old IICRC

Project Winners

Media Relations - Consumer Products

Food & Beverage

Phoenix

Organization: Ogilvy Public Relations & Great American Cookies

Title of Entry: Great American Cookies Sweetens Fox News' 15th Anniversary Broadcast

Certificate of Excellence

Organization: Ketchum

Title of Entry: Our Birthday, Your Bash

Organization: Ketchum

Title of Entry: Slurpee Slims Down for the Summer

Packaged Goods

Phoenix

Organization: Duffey Communications for TNT Fireworks

Title of Entry: TNT Fireworks Lights Up Media with Holiday Campaigns

Non-Packaged Goods

Phoenix

Organization: three and Stanley Furniture

Title of Entry: Young America Made in U.S.A. Media Outreach

Other (categories not defined)

Phoenix

Organization: Fitzgerald PR Inc., MarketShare Solutions Inc., and Maximum Inc.

Title of Entry: Five Blocks Away Movie Project

Media Relations - Consumer Services

Travel and Tourism/Hospitality

Phoenix

Organization: IHG (InterContinental Hotels Group), Weber Shandwick, KEF Media, ePrize

Title of Entry: Crowne Plaza Marry Me 11.11.11

Certificate of Excellence

Organization: IHG (InterContinental Hotels Group), Weber Shandwick

Title of Entry: IHG Launches EVEN Hotels as First Mainstream Hotel Brand Focused on Wellnes

Other (categories not defined)

Phoenix

Organization: Duffey Communications for Kroger

Title of Entry: Kroger 'Rounds-Up' Hope for U.S. Troops

Certificate of Excellence

Organization: Duffey Communications for Kroger

Title of Entry: Kroger Teams Up to 'Give Hope a Hand'

Media Relations - Business to Business

Professional &/or Financial Svcs

Certificate of Excellence

Organization: Rountree Group Integrated Communications
Title of Entry: Building the Bench Strength of Fisher & Phillips LLP

Products

Phoenix

Organization: Porter Novelli and HP
Title of Entry: HP Pre-drupa Event: Warming up the Industry for Graphics' Summer Games

Certificate of Excellence

Organization: Ketchum
Title of Entry: DYMO: Tapping Into Easy Business Organization
Organization: Edelman and PGI
Title of Entry: Edelman Reinvents PGI as Meetings Expert, Propels Coverage, Products Trials

Other (categories not defined)

Phoenix

Organization: Cbeyond with Arketi Group
Title of Entry: Cbeyond's Media Relations Shoots for the Clouds

Certificate of Excellence

Organization: Edelman and UPS
Title of Entry: Edelman Delivers Media Relations Success for UPS's Holiday Rush

Media Relations - Association/Nonprofit Organizations

Phoenix

Organization: Southern Peanut Growers with Harvest PR & Marketing
Title of Entry: Budget-Friendly Peanut Butter Fills You Up Without Breaking the Bank

Certificate of Excellence

Organization: Georgia Tech College of Computing
Title of Entry: BrailleTouch
Organization: Porter Novelli
Title of Entry: Junior Achievement USA & Porter Novelli: National Financial Literacy Month
Organization: Spelman College Media Relations
Title of Entry: Visit from Oprah Highlights the Value of a Spelman Education

Media Relations - Government

Phoenix

Organization: Fulton County Office of Communications

Title of Entry: Jury Summons Amnesty Month

Newsletters

Fewer than 17 pages

Phoenix

Organization: Jackson Spalding for Georgia Meth Project

Title of Entry: Georgia Meth Project Engages Donors, Potential Donors

Certificate of Excellence

Organization: Gwinnett Chamber

Title of Entry: Gwinnett Chamber's 'The Executive'

Organization: Dodge Communications

Title of Entry: Systems Made Simple Internal Newsletter

Digital

Phoenix

Organization: MSL Atlanta

Title of Entry: New Frontiers Internal e-newsletter

Certificate of Excellence

Organization: Duffey Communications for Knology

Title of Entry: Up Close with the Knology Network

Magazines

Primarily for Internal Audiences

Phoenix

Organization: Emory University School of Nursing

Title of Entry: Emory Nursing

Primarily for External Audiences

Phoenix

Organization: Atlanta Hawks and Philips Arena

Title of Entry: Hawks 360 Magazine

Certificate of Excellence

Organization: LOMA Resource

Title of Entry: LOMA Resource

Annual Reports

Companies more than \$500M

Phoenix

Organization: Zep Inc. with Fleishman-Hillard, Inc.

Title of Entry: A Year in Review

Nonprofit Organizations

Phoenix

Organization: Cobb Galleria Centre, Cobb Energy Performing Arts Centre, LevelOne Design

Title of Entry: Cobb Galleria Centre/Cobb Energy Performing Arts Centre 2011 Annual Report

Certificate of Excellence

Organization: United Way of Metropolitan Atlanta

Title of Entry: 2011-2012 Community Report

Brochures

Fewer than 17 pages

Phoenix

Organization: United Way of Metropolitan Atlanta

Title of Entry: Donor Brochure

17 pages or more

Phoenix

Organization: three and Shaw Floors
Title of Entry: Shaw Floors Hits & Headlines

Digital

Phoenix

Organization: MSL Atlanta
Title of Entry: Travel Bonus & Sports Partnerships Activation Toolkit

Certificate of Excellence

Organization: three and Bridals by Lori
Title of Entry: Bridals by Lori Bridesmaid Survival Guide

Publications

Single Issue Newsletters/Booklets/Calendars

Certificate of Excellence

Organization: Emory University School of Nursing
Title of Entry: Lillian Carter Center Decade Report

Books

Phoenix

Organization: Centers for Disease Control and Prevention
Title of Entry: Amazing Me: It's Busy Being 3! - An Innovative Children's Book

Direct Mail/Direct Response

Phoenix

Organization: Stonesoft with Arketi Group
Title of Entry: Stonesoft's Zombie Campaign Results in Direct Responses

Certificate of Excellence

Organization: Gwinnett Medical Center
Title of Entry: Gwinnett Breast Center Direct Mail Piece

Satellite Media Tours

Phoenix

Organization: IHG (InterContinental Hotels Group), Weber Shandwick, KEF Media

Title of Entry: Crowne Plaza Marry Me 11.11.11

Certificate of Excellence

Organization: GCI Health

Title of Entry: LAVI Dead Sea Salt Sinus Solution SMT with Dr. Steven Lamm

Organization: IHG (InterContinental Hotels Group), Weber Shandwick, KEF Media

Title of Entry: The Hub at Holiday Inn Launch

Internal Video Programs

Corporate/Organization News

Phoenix

Organization: MSL Atlanta

Title of Entry: The New Frontier Inspirational Video

Corporate/Organization Feature

Phoenix

Organization: WellStar Health System

Title of Entry: Driving & Celebrating Team Member Engagement At WellStar Health System

Certificate of Excellence

Organization: Duffey Communications for National Recreation and Park Association

Title of Entry: Supporting and Encouraging Inner City Park Revitalization

External Video Programs

Phoenix

Organization: Porter Novelli for HP

Title of Entry: DRUPA LIVE: Broadcasting the Future of Print from the Olympics of Printing

Certificate of Excellence

Organization: Rountree Group Integrated Communications & Brand Biz
Title of Entry: Taking Off with Systems Atlanta

Audio Programs

Phoenix

Organization: News Generation, Inc.
Title of Entry: Healthy Families Dance Together

Certificate of Excellence

Organization: Hayslett Group LLC and Healthcare Georgia Foundation
Title of Entry: Partner Up! for Public Health Power Ratings-Georgia News Network Interview

Speeches

Certificate of Excellence

Organization: Novelis with Fleishman-Hillard, Inc.
Title of Entry: Novelis Vision for 2020 - The Green Can Slam

Feature Stories

Phoenix

Organization: IHG (InterContinental Hotels Group)
Title of Entry: Reinventing an American Icon: Holiday Inn

Editorials/Op-Ed Columns

Phoenix

Organization: Duffey Communications for Georgia Network to End Sexual Assault
Title of Entry: Stop 'Sexual Bullies' in Georgia

Certificate of Excellence

Organization: Jackson Spalding
Title of Entry: China's 'Rare Earth' Sparks Rogers Electric
Organization: Fiserv, Inc.
Title of Entry: Fiserv Case-Shiller: When will the housing market make it out of the woods?
Organization: Hult International Business School, with Ketchum

Title of Entry: Seizing the Moment

Research/Evaluation

Phoenix

Organization: Duffey Communications for Atlanta's John Marshall Law School

Title of Entry: Research Changes Course of Curriculum

Certificate of Excellence

Organization: Knowlagent with Arketi Group

Title of Entry: Knowlagent Contact Center Productivity Survey

Creative Tactics

Phoenix

Organization: Georgia Tech College of Computing

Title of Entry: 2011 Holiday Gift Guide

Certificate of Excellence

Organization: Duffey Communications for Cobb County-Marietta Water Authority

Title of Entry: waterSmart Fishes for Great Allatoona Ally Coloring Book Drawings

Web sites

External

Phoenix

Organization: Jackson Spalding & Primrose Schools

Title of Entry: Primrose Schools' Family Dance-off Contest Website:
www.FamilyDanceoff.com

Certificate of Excellence

Organization: Zep Inc. with Fleishman-Hillard, Inc.

Title of Entry: A Clean Start with Zepinc.com

Organization: Knowlagent with Arketi Group

Title of Entry: Knowlagent Website Receives a Makeover

Organization: Southern Peanut Growers with Harvest PR & Marketing

Title of Entry: PeanutButterLovers.com

Internal/Intranets

Phoenix

Organization: McKesson Provider Technologies

Title of Entry: McKesson Employee Kudos Page Highlights Customer Support Successes

Certificate of Excellence

Organization: MSL Atlanta

Title of Entry: Crowne Plaza Hotels & Resorts Intranet Site

Social Media

Certificate of Excellence

Organization: Cookerly Public Relations

Title of Entry: SunTrust Wins Big with Solidly Marketed Facebook Contest

Organization: Technology Association of Georgia with Arketi Group

Title of Entry: Tweet Success from the 2012 Technology Tweet Tournament

Web Widgets

Phoenix

Organization: Popeyes(R) Louisiana Kitchen with Campbell Mithun

Title of Entry: Popeyes® Mood Wing Asks Guests - Are You Feeling Spicy or Mild?

Podcasts

Phoenix

Organization: Cookerly Public Relations

Title of Entry: Podcast Helps Georgia 'Get Ready'

Blogs

Phoenix

Organization: Knowlagent with Arketi Group

Title of Entry: Knowlagent Uses Blog to Promote Productivity Plus

Certificate of Excellence

Organization: communications 21

Title of Entry: communications 21 Charges Up Palladium Energy's Blog

Organization: Duffey Communications for Irisys Inc.

Title of Entry: Irisys Blog Expands Audience, Gives Voice to Emerging Thought Leader

Webcasts

Phoenix

Organization: Knowlagent with Arketi Group

Title of Entry: Knowlagent Webcasts Deliver Thought Leadership and Customer Sales

Blogger Campaign

Phoenix

Organization: Popeyes(R) Louisiana Kitchen

Title of Entry: Popeyes® Invites Food Bloggers Into their Louisiana Kitchen

Smartphone Apps

Phoenix

Organization: Cookerly Public Relations

Title of Entry: Ready Georgia: Getting Georgians Ready On the Go

Writing

Video/Film Script

Phoenix

Organization: Duffey Communications for A Future. Not A Past.

Title of Entry: Using a Survivor's Voice to Take A Stand Against Demand

Consumer Media News Release

Phoenix

Organization: Duffey Communications for A Future. Not A Past.

Title of Entry: A Child Sex Trafficking Victim's Story of Tragedy and Triumph

Trade/Business News Release

Phoenix

Organization: The Network with Arketi Group

Title of Entry: The Network's Quarterly Corporate Fraud Index Captivates the Media

Certificate of Excellence

Organization: Porter Novelli and HP

Title of Entry: Chasing A Front Cover: CGX Purchases 10 HP Indigo 10,000 Digital Presses

Organization: Fiserv, Inc.

Title of Entry: Now Trending: The Fiserv 2011 Consumer Trends Survey

By-lined Consumer Article

Phoenix

Organization: Georgia Tech College of Computing

Title of Entry: 2011 Holiday Gift Guide

By-lined Trade/Business Article

Phoenix

Organization: Georgia Pacific Gypsum, with Ketchum

Title of Entry: Long May You 'Rain'

Certificate of Excellence

Organization: Duffey Communications

Title of Entry: 'Lean' Communication Model for Manufacturers

Organization: Fiserv, Inc.

Title of Entry: No More Wallflowers-Financial Institutions Get Social with Tips from Fiserv

By-lined Financial Article

Phoenix

Organization: LOMA

Title of Entry: Checkpoints, Changes & Challenges

Technical Writing - Trade/Bus Media

Phoenix

Organization: Duffey Communications for Irisys Inc.

Title of Entry: A High-Tech Approach to Enhancing Customer Service

Certificate of Excellence

Organization: Duffey Communications for Palm Coast Data

Title of Entry: High-Tech Digital Entitlement System for Next-Generation Magazine Publisher

Organization: Duffey Communications for Irisys Inc.

Title of Entry: Maximize Building Management Efficiency with Thermal Technology

Technical Writing - Internal Pub

Phoenix

Organization: Time Warner Cable Business Class, with Ketchum

Title of Entry: Taking the Pulse of the Healthcare Industry

Press Conferences

Phoenix

Organization: Leff & Associates and Boys & Girls Clubs of America

Title of Entry: Boys & Girls Clubs of America Launches Public Service Announcement

Certificate of Excellence

Organization: Novelis with Fleishman-Hillard, Inc.

Title of Entry: Novelis Gets China