

2013 Phoenix Award Program Winners

COMMUNITY RELATIONS — BUSINESS-SERVICES

Phoenix Winner: Mission: Transition

MSLGROUP and The Home Depot

Award of Excellence: Inaugural Bee Care Tour

Porter Novelli and Bayer CropScience

COMMUNITY RELATIONS — ASSOCIATIONS/NONPROFIT ORGANIZATIONS

Phoenix Winner: 2013 Shoebox Project Campaign

United Way of Greater Atlanta

REPUTATION/BRAND MANAGEMENT PROGRAMS — BUSINESS — COMPANIES WITH SALES UP TO \$500 MILLION

Phoenix Winner: Reputation Reboot Opens New Markets

Life Wireless and FleishmanHillard

Award of Excellence: Cookerly and Anisa International Showcase Beauty in Innovation

Cookerly Public Relations

Award of Excellence: Inaugural Bee Care Tour

Porter Novelli and Bayer CropScience

REPUTATION/BRAND MANAGEMENT PROGRAMS — BUSINESS — COMPANIES WITH SALES OF MORE THAN \$500 MILLION TO \$10 BILLION

Phoenix Winner: Living La Vida Regus: The Ever-Evolving Way We Work

Edelman

Award of Excellence: A Cut Above: Showcasing Wendy's Brand Transformation

Ketchum for Wendy's

REPUTATION/BRAND MANAGEMENT PROGRAMS — BUSINESS - COMPANIES WITH SALES OF MORE THAN \$10 BILLION

Phoenix Winner: Leaders Light the Way at SunTrust

Cookerly Public Relations

REPUTATION/BRAND MANAGEMENT PROGRAMS — GOVERNMENT

Phoenix Winner: Fueling Georgia's Reputation as a Center of Innovation

Georgia Department of Economic Development and GolinHarris

REPUTATION/BRAND MANAGEMENT PROGRAMS — ASSOCIATIONS

Phoenix Winner: The Right Kind of Pressure

Duffey Communications for the Physical Therapy Association of Georgia

EVENTS OR OBSERVANCES (SEVEN OR FEWER DAYS) — BUSINESS - PRODUCTS

Phoenix Winner: Wendy's Best-Kept Secrets in Salads

Ketchum for Wendy's

Award of Excellence: Porter Novelli and HP: HP at WantedDesign 2013, New York City Design Week

Porter Novelli and HP

EVENTS OR OBSERVANCES (SEVEN OR FEWER DAYS) — BUSINESS - SERVICES

Phoenix Award: Mission: Transition

MSLGROUP and The Home Depot

EVENTS OR OBSERVANCES (SEVEN OR FEWER DAYS) — ASSOCIATIONS / NONPROFIT ORGANIZATIONS

Award of Excellence: Prompt Management of Rheumatic Diseases: The Critical Window of Opportunity

Porter Novelli and the American College of Rheumatology

EVENTS OR OBSERVANCES (SEVEN OR FEWER DAYS) — NONPROFIT ORGANIZATIONS

Award of Excellence: Georgia Gives Day: A Flash Mob Day of Giving Back to Local Nonprofits

Edelman

EVENTS OR OBSERVANCES (MORE THAN SEVEN DAYS) — BUSINESS-SERVICES

Phoenix Winner: Delivering the Holidays: UPS Peak Season

UPS and Edelman

Award of Excellence: Holiday Inn 60th Anniversary

InterContinental Hotels Group (IHG)

Award of Excellence: Inaugural Bee Care Tour

Porter Novelli Bayer CropScience

EVENTS OR OBSERVANCES (MORE THAN SEVEN DAYS) — ASSOCIATIONS / NONPROFIT ORGANIZATIONS

Phoenix Award: Childhood Obesity Awareness Month and The Talk

Children's Healthcare of Atlanta Strong4Life

Award of Excellence: The Home Depot Foundation's Celebration of Service

MSLGROUP and The Home Depot Foundation

PUBLIC SERVICE — BUSINESS

Phoenix Award: Mission: Transition

MSLGROUP and The Home Depot

PUBLIC SERVICE GOVERNMENT

Phoenix Award: Ready Georgia: Ready Today, Safer Tomorrow

Cookerly Public Relations

PUBLIC SERVICE — ASSOCIATIONS

Phoenix Winner: The Clean Air Campaign: Tackling Traffic, Clearing the Air
Cookerly Public Relations

Award of Excellence: 350 Miles of Eggs Donated Just in Time for Easter
GolinHarris on behalf of United Egg Producers

PUBLIC SERVICE — ASSOCIATIONS / NONPROFIT ORGANIZATIONS

Award of Excellence: Preventing Hunger One Child at a Time: Arby's Foundation
Arby's

PUBLIC SERVICE — PARTNERSHIPS (FUNDED JOINTLY BY BUSINESSES AND OTHER ORGANIZATIONS INCLUDING NONPROFIT, GOVERNMENT, ETC.)

Phoenix Award: Brawny Brand Rolls out Inner Strength Campaign with Wounded Warrior Project
Edelman on behalf of Brawny® Paper Towels

Award of Excellence: Can You Ddi?
Perimeter Community Improvement Districts

PUBLIC AFFAIRS — BUSINESS

Phoenix Award: Reputation Reboot Opens New Markets
Life Wireless and FleishmanHillard

PUBLIC AFFAIRS — ASSOCIATIONS / NONPROFIT ORGANIZATIONS

Phoenix Award: The Right Kind of Pressure
Duffey Communications for the Physical Therapy Association of Georgia

Award of Excellence: Leff & Associates/AADD Raise Awareness of Developmental Disability Issues
Leff & Associates

MARKETING — CONSUMER PRODUCTS — TECHNOLOGY

Phoenix Award: Ogilvy Launches NCR Silver
Ogilvy Public Relations

MARKETING — CONSUMER PRODUCTS — FOOD & NON-ALCOHOLIC BEVERAGE

Phoenix Award: Chick-fil-A Spring Salad Launch
Jackson Spalding for Chick-fil-A, Inc.

MARKETING — CONSUMER PRODUCTS — PACKAGED GOODS

Phoenix Award: Brawny Brand Rolls out Inner Strength Campaign with Wounded Warrior Project
Edelman on behalf of Brawny® Paper Towels

MARKETING — CONSUMER PRODUCTS — NON-PACKAGED GOODS

Phoenix Award: Lithium Ion Technology Powers the Conversation in 2012
MSLGROUP and The Home Depot

MARKETING CONSUMER PRODUCTS — OTHER (CATEGORIES NOT ELSEWHERE DEFINED)

Phoenix Award: Car Enthusiasts ‘Clean Up’ As Ambassadors Drive the Launch of The BenchtopPRO
AquaPR and The BenchtopPRO

Award of Excellence: The Home Depot Leads Spring Conversation in 2013
MSL Group and The Home Depot

MARKETING — CONSUMER SERVICES — TRAVEL AND TOURISM/HOSPITALITY

Phoenix Award: DoubleTree by Hilton’s DTour of a Lifetime
Ketchum for DoubleTree by Hilton

Award of Excellence: Thinking Pink: Making Dreams Come True for Marriott Alpharetta’s VIGs
GolinHarris and the Atlanta Marriott Alpharetta

MARKETING — CONSUMER SERVICES — HEALTH CARE SERVICES

Phoenix Award: Cancer Treatment Centers of America at Southeastern Regional Medical Center
Cookerly Public Relations; Cancer Treatment Centers of America

MARKETING — CONSUMER PRODUCTS — OTHER (CATEGORIES NOT ELSEWHERE DEFINED)

Phoenix Award: The Home Depot’s Do-It-Yourself Workshops: Inspired by Pinterest
MSLGROUP and The Home Depot

MARKETING — BUSINESS TO BUSINESS — PROFESSIONAL AND/OR FINANCIAL SERVICES

Award of Excellence: How North Highland and Edelman Built a Health Care Media Machine
Edelman

MARKETING — BUSINESS TO BUSINESS — PRODUCTS

Phoenix Award: GE’s Digital Energy Business ‘Modernizing the Power Grid’
Edelman

Award of Excellence: Porter Novelli and HP: HP Ties Customer-driven Innovation to Product Launch
Porter Novelli and HP

MARKETING — BUSINESS TO BUSINESS — OTHER (CATEGORIES NOT ELSEWHERE DEFINED)

Phoenix Award: Brickstream Breaks Through at NRF
Brickstream with Arketi Group

Award of Excellence: Merial HEARTGARD® 12.12.12 Campaign
Edelman/Merial

GLOBAL COMMUNICATIONS

Phoenix Award: Helping Georgia Grow Internationally
Georgia Department of Economic Development with GolinHarris

Award of Excellence: Holiday Inn 60th Anniversary
InterContinental Hotels Group (IHG)

CRISIS COMMUNICATIONS — BUSINESS

Phoenix Award: Reputation Reboot Opens New Markets

Life Wireless and FleishmanHillard

CRISIS COMMUNICATIONS — ASSOCIATIONS / NONPROFIT ORGANIZATIONS

Phoenix Award: Children's Code Green Response at Hughes Spalding

Children's Healthcare of Atlanta

ISSUES MANAGEMENT — ASSOCIATIONS / NONPROFIT ORGANIZATIONS

Phoenix Award: Tuberculosis Exposure Communications Management

Hayslett Group LLC and Gwinnett Medical Center

INTERNAL COMMUNICATIONS — BUSINESS (MORE THAN 10,000 EMPLOYEES)

Phoenix Award: VF Corporation Nurtures Employees from Tragedy to Triumph

Edelman

Award of Excellence: Kimberly-Clark "Pumps Up the Jam"

Kimberly-Clark

MULTICULTURAL PUBLIC RELATIONS — BUSINESS

Phoenix Award: Coca-Cola Inspires African Americans to Pay It Forward

Coca-Cola and PRecise Communications

INTEGRATED COMMUNICATIONS — CONSUMER PRODUCTS

Phoenix Award: Wendy's Best-Kept Secrets in Salads

Ketchum for Wendy's

Award of Excellence: Brawny Brand Rolls out Inner Strength Campaign with Wounded Warrior Project

Edelman on behalf of Brawny® Paper Towels

Award of Excellence: Moe's Boss Goes Undercover to Take a Look Behind the Tortilla

Moe's Southwest Grill

INTEGRATED COMMUNICATIONS — CONSUMER SERVICES

Phoenix Award: DoubleTree by Hilton's DTour of a Lifetime

Ketchum for DoubleTree by Hilton

Award of Excellence: SunTrust: Lighting the Way to Financial Well-Being

Cookerly Public Relations

INTEGRATED COMMUNICATIONS — BUSINESS TO BUSINESS

Phoenix Award: A Fruitful Integration: Whole Food Supplement Modernizes Sales Approach

Edelman

Award of Excellence: Sweater Girl

Rountree Group Integrated Communications

INTEGRATED COMMUNICATIONS — ASSOCIATIONS / GOVERNMENT / Nonprofit Organizations

Phoenix Award: Saving Our Sisters: Spelman College Launches a Wellness Revolution

Spelman College

Award of Excellence: Renewing Georgia's Provider Fee Bill

Children's Healthcare of Atlanta