

Phoenix Award Winners 2010

Congratulations to the Best of Phoenix Award Winner!

Organization: Starbucks and Edelman
Title of Entry: Starbucks VIA(TM) Ready Brew North American Launch

Program Winners

Community Relations

Business-Products

Phoenix

Organization: GolinHarris on behalf of Smithfield Foods
Title of Entry: Smithfield is Feeding the Hungry

Associations/Nonprofit Organizations

Phoenix

Organization: Porter Novelli and American Lung Association
Title of Entry: Porter Novelli and the American Lung Association

Certificate of Excellence

Organization: The Trust for Public Land, Cox Enterprises, Channel 2 WSB-TV
Title of Entry: Atlanta's 2009 Cox Conserves Heroes Program

Organization: Atlanta Police Foundation
Title of Entry: Force Behind the Force

Reputation/Brand Management Programs

Business-Cos sales up to \$500M

Certificate of Excellence

Organization: Popeyes(R) Louisiana Kitchen
Title of Entry: Moving what you Measure--The Popeyes(R) Louisiana Kitchen Brand Story

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

Phoenix

Organization: Duffey Communications
Title of Entry: Kroger Earning Plus Learning

Certificate of Excellence

Organization: Fahlgren Mortine Public Relations with Elmer's Products
Title of Entry: Elmer's Glue Crew: A Recycling Program That Sticks

Companies - Sales more than \$10 billion

Phoenix

Organization: Ketchum
Title of Entry: FedEx Panda Express - "Panda-monium" Takes Flight

Certificate of Excellence

Organization: Edelman & GE Energy Services
Title of Entry: Seeding GE's 'Smart Grid' Leadership Position

Government

Phoenix

Organization: Georgia Department of Economic Development and GolinHarris
Title of Entry: Step Aside California and New York. It's Georgia on Their Mind.

Associations

Certificate of Excellence

Organization: Weber Shandwick on behalf of the Georgia Credit Union Affiliates
Title of Entry: Georgians Get a Credit Union Education

Nonprofit Organizations

Phoenix

Organization: Sarrell Dental, Edelman
Title of Entry: Protecting a Reputation to Ensure Access to Dental Care for Low-Income Kids

Certificate of Excellence

Organization: Emory University School of Law, Office of Marketing and Communications
Title of Entry: Emory Law: More Than Practice

Events or Observances (seven or fewer days)

Business-Products

Phoenix

Organization: Fahlgren Mortine Public Relations with Innovative Brands
Title of Entry: Pert Plus Makes 2-in-1 Shower History to Launch Men's Line

Business-Services

Phoenix

Organization: Best Buy and MS&L
Title of Entry: Pulling Out All the Stops for a Record-breaking, Door-busting Black Friday

Certificate of Excellence

Organization: eBay and Edelman
Title of Entry: eBay: On Location

Organization: Ryla with Arketi Group
Title of Entry: Executing a Magical Event to Get Georgians Back to Work

Organization: InterContinental Hotels Group (IHG)
Title of Entry: Holiday Inn Stacks a Full House - The Holiday Inn Key Card Hotel

Associations/Nonprofit Organizations

Phoenix

Organization: Atlanta Botanical Garden, Edelman
Title of Entry: Rebuilding Trust: Commemorating a Catastrophic Accident at the Garden

Certificate of Excellence

Organization: United Way of Metropolitan Atlanta
Title of Entry: 2009 LIVE UNITED Tennis Classic: Serving education courtside

Organization: Gwinnett Medical Center and Hayslett Group
Title of Entry: The Heart Truth: An In-Depth Investigation

Events or Observances (more than seven days)

Business-Products

Phoenix

Organization: Solta Medical and Cohn & Wolfe

Title of Entry: IllumiNATION Tour: Announcing Innovative Aesthetic Skin Treatments

Business-Services

Phoenix

Organization: Best Buy and MS&L

Title of Entry: Owning the 2009 Holiday Shopping Season for Best Buy

Associations/Nonprofit Organizations

Phoenix

Organization: GolinHarris on behalf of United Egg Producers

Title of Entry: U.S. Egg Farmers Help to Feed America for the Easter Season

Certificate of Excellence

Organization: Healthcare Georgia Foundation and Hayslett Group

Title of Entry: Partner Up! for Public Health Leadership Academies

Public Service

Government

Certificate of Excellence

Organization: Cookerly Public Relations

Title of Entry: Preparing Georgians Today for Whatever Comes Our Way

Associations/Nonprofit Organizations

Phoenix

Organization: Cookerly Public Relations

Title of Entry: The Clean Air Campaign: Easing Congestion & Breathing Easy

Certificate of Excellence

Organization: The Atlanta Fire Rescue Department, The Office of the Mayor, Edelman

Title of Entry: Finding a 'Safe Place Off the Streets' for Victims of Abuse

Partnerships (funded jointly)

Certificate of Excellence

Organization: MS&L Atlanta

Title of Entry: Georgia Forestry Commission and Georgia Urban Forest Council - The Grove

Public Affairs

Government

Phoenix

Organization: Ceasar for Our Atlanta and PRecise Communications

Title of Entry: Helping to Elect Ceasar for Our Atlanta

Marketing Consumer Products

Technology

Phoenix

Organization: Ketchum and DYMO

Title of Entry: DYMO LabelWriter 450 Product Launch

Food & Non-Alcoholic Beverages

Phoenix

Organization: Jackson Spalding
Title of Entry: Chick-fil-A Spicy Chicken Sandwich Launch

Certificate of Excellence

Organization: FreshWorks/Ketchum
Title of Entry: 7-Eleven's 'Coffee Cup with a Cause' Gives Back

Organization: Ketchum
Title of Entry: Peachy PR Program Promotes Peach Pride

Packaged Goods

Phoenix

Organization: Edelman on behalf of Quilted Northern Ultra Plush
Title of Entry: Quilted Northern Ultra Plush: It's OK to be Touchy-Feely

Marketing Consumer Services

Travel and Tourism/Hospitality

Certificate of Excellence

Organization: InterContinental Hotels Group (IHG)
Title of Entry: Holiday Inn Launches 'Honeymoon on Us'

Healthcare Services

Certificate of Excellence

Organization: Rountree Group Communications Management
Title of Entry: The Arbor Company

Marketing Business to Business

Other (categories not defined)

Phoenix

Organization: The Network with Arketi Group
Title of Entry: Beyond the Hotline: Positioning The Network as a GRC Thought Leader

Global Communications

Phoenix

Organization: Georgia Department of Economic Development and GolinHarris
Title of Entry: Step Aside California and New York. It's Georgia on Their Mind.

Crisis Communications

Associations/Nonprofit Organizations

Certificate of Excellence

Organization: Saint Joseph's Hospital of Atlanta, Edelman
Title of Entry: Averting a Contract Meltdown: Helping a Hospital Win a Contentious Dispute

Issues Management

Business

Phoenix

Organization: Duffey Communications
Title of Entry: Sparking Product Education and Illuminating Understanding

Internal Communications

Business(fewer than 10K employees)

Phoenix

Organization: Atlantic Southeast Airlines
Title of Entry: Company Rebrand

Business(more than 10K employees)

Phoenix

Organization: Newell Rubbermaid
Title of Entry: Rise to the Challenge: Overcoming the Great Recession of 2009

Certificate of Excellence

Organization: Cox Enterprises, Inc.
Title of Entry: Cox Cares Campaign

Associations/Gvt/Nonprofits

Phoenix

Organization: Governor's Office of Customer Service
Title of Entry: Customer Service eCampaign

Multicultural Public Relations

Business

Phoenix

Organization: The Coca-Cola Company
Title of Entry: FIFA World Cup Trophy Tour by Coca-Cola

Integrated Communications

Consumer Products

Phoenix

Organization: Starbucks and Edelman
Title of Entry: Starbucks VIA(TM) Ready Brew North American Launch

Certificate of Excellence

Organization: Ant Hill Communications
Title of Entry: Mythic Paint - Public Relations and Marketing with a Broad Brush

Organization: GCI Health - Atlanta
Title of Entry: Patchwork of Hope Network Sewing Together Hope for a Life after Shingles

Consumer Services

Phoenix

Organization: Primrose Schools & Jackson Spalding
Title of Entry: Primrose Schools Family Dance-off

Business to Business

Certificate of Excellence

Organization: Ryla with Arketi Group
Title of Entry: Integrated Communications Strategies Build Brand Awareness for Ryla

Associations/Government/Non Profit

Phoenix

Organization: United Way of Metropolitan Atlanta

Title of Entry: United Way Shoebox Project: When a shoebox contains more than a size 8.5

Certificate of Excellence

Organization: Oak Ridge National Laboratory with Fleishman-Hillard Inc.

Title of Entry: Real Science. Real Life.

Magazines

Primarily for Internal Audiences

Certificate of Excellence

Organization: Emory University School of Law Office of Marketing and Communications

Title of Entry: Emory Law: Emory Lawyer

Publications

Single Issue Newsletters/Booklets/Calendars

Certificate of Excellence

Organization: Emory University School of Law Office of Marketing and Communications

Title of Entry: Emory Law: More Than Practice travel brochure

Social Media

Other (YouTube, Facebook, MySpace, Twitter, etc.)

Certificate of Excellence

Organization: Cookerly Public Relations

Title of Entry: RideSmart Ridin' - The Carpool Rap

Project Winners

Media Relations - Consumer Products

Healthcare

Phoenix

Organization: GCI Health - Atlanta

Title of Entry: Melody® Transcatheter Pulmonary Valve FDA HDE Approval

Food & Beverage

Phoenix

Organization: Ogilvy Public Relations and MaggieMoo's

Title of Entry: MaggieMoo's Tax Day 'E-cone-omic' Relief Package

Media Relations - Consumer Services

Travel and Tourism/Hospitality

Phoenix

Organization: 360 Media, Inc.

Title of Entry: Cavalia with 360 Media, Inc.

Financial Services

Phoenix

Organization: Cookerly Public Relations

Title of Entry: Solid media coverage across SunTrust's footprint boosts LiveSolid.com

Other (categories not defined)

Phoenix

Organization: Edelman & GE

Title of Entry: GE Healthymagination: Bringing Better Health to More People

Certificate of Excellence

Organization: Cookerly Public Relations

Title of Entry: Mercer University Press Celebrates its 20th Annual Authors Luncheon

Media Relations - Business to Business

Professional &/or Financial Svcs

Phoenix

Organization: Ryla with Arketi Group

Title of Entry: Generating Thought Leadership around Jobs Creation, Corporate Culture

Certificate of Excellence

Organization: Alston & Bird and Edelman

Title of Entry: Building Awareness for Alston & Bird's Legal Expertise in Gov Contracting

Organization: Fitzgerald PR Inc.

Title of Entry: Commerce Street Capital/Prevailing Amidst Financial Crisis

Products

Phoenix

Organization: GMT with Arketi Group

Title of Entry: GMT Becomes a Workforce Management Thought Leader in the U.S. and U.K.

Certificate of Excellence

Organization: Fitzgerald+CO Public Relations

Title of Entry: Coca-Cola Foodservice Rolls Out Fountain of the Future

Organization: UPS and Edelman

Title of Entry: UPS Delivers Something Extra during UPS Direct to Door Pilot

Other (categories not defined)

Phoenix

Organization: The Network with Arketi Group

Title of Entry: Positioning The Network as a GRC Thought Leader

Certificate of Excellence

Organization: Navigation Capital Partners and Fletcher Public Relations

Title of Entry: Doing Deals in a Down Market

Organization: Cookerly Public Relations

Title of Entry: Survey Says: Cookerly Hits Gold for Softchoice Windows XP Retirement Study

Media Relations - Association/Nonprofit Organizations

Phoenix

Organization: Duffey Communications

Title of Entry: A Future. Not A Past. - Shifting Perceptions

Certificate of Excellence

Organization: Alvin Ailey American Dance Theater / Edelman

Title of Entry: Edelman Choreographs Success for Alvin Ailey's 2010 Atlanta Engagement

Organization: International Association of Amusement Parks and Attractions (IAAPA) with Edelman

Title of Entry: Nonprofit Media Relations -- IAAPA's Proactive Campaign

Newsletters

Fewer than 17 pages

Phoenix

Organization: Atlantic Southeast Airlines

Title of Entry: Among Friends

Certificate of Excellence

Organization: Georgia Ports Authority, Emma J Design

Title of Entry: Georgia Ports Authority Employee Publication - Great People in Action

Digital

Phoenix

Organization: McKesson Corporation

Title of Entry: The New Power to Perform

Magazines

Primarily for Internal Audiences

Phoenix

Organization: Cox Enterprises, Inc.

Title of Entry: InSide Cox Magazine

Primarily for External Audiences

Phoenix

Organization: McKesson Corporation

Title of Entry: Performance Strategies e-magazine

Annual Reports

Companies up to \$500M

Phoenix

Organization: Georgia Ports Authority, Skipping Stones Design

Title of Entry: Georgia Ports Authority FY2009 Annual Report: Poised for Recovery

Companies more than \$500M

Phoenix

Organization: Cox Enterprises, Prescott Alexander

Title of Entry: Cox Enterprises 2009 Annual Report

Nonprofit Organizations

Phoenix

Organization: Cookerly Public Relations
Title of Entry: University of Georgia Foundation, 2009

Certificate of Excellence

Organization: United Way of Metropolitan Atlanta
Title of Entry: 2008-09 United Way Annual Report: The Courage to LIVE UNITED

Organization: Georgia Tech Rsearch Institute
Title of Entry: GTRI Annual Report: 75th Anniversary Edition

Digital

Phoenix

Organization: Cox Enterprises, Prescott Alexander
Title of Entry: Cox Enterprises 2009 Online Annual Report

Brochures

Fewer than 17 pages

Phoenix

Organization: Cox Enterprises and Realm Advertising
Title of Entry: Share - What Coporate Responsibility Means at Cox Enterprises

Certificate of Excellence

Organization: Porter Novelli, Radio Outhouse, The Clean Air Campaign
Title of Entry: The Clean Air Campaign Employer Brochure

17 pages or more

Phoenix

Organization: Randstad
Title of Entry: 2009 World of Work

Certificate of Excellence

Organization: Healthcare Georgia Foundation and Porter Novelli
Title of Entry: Voices of the Community: Listening Tour 2010

Publications

Single Issue Newsletters/Booklets/Calendars

Phoenix

Organization: Randstad
Title of Entry: 2009 World of Work

Certificate of Excellence

Organization: HP, Porter Novelli & BBDO
Title of Entry: ROAR Magazine: Integrating the Online and Offline Worlds

Satellite Media Tours

Certificate of Excellence

Organization: MS&L and CIBA VISION
Title of Entry: CIBA VISION AIR OPTIX AQUA

Internal Video Programs

Corporate/Organization News

Phoenix

Organization: Lockheed Martin Aeronautics Company
Title of Entry: Velocity News Network

Certificate of Excellence

Organization: Cbeyond with Arketi Group
Title of Entry: Cbeyond Internal Video Produces FANatical Internal Support

Corporate/Organization Feature

Phoenix

Organization: Atlantic Southeast Airlines
Title of Entry: Vision Video

Certificate of Excellence

Organization: Georgia Ports Authority, Georgia Ports Maritime Safety Council, Night Raven Productions
Title of Entry: Georgia Ports Maritime Safety Council Video: Safety First & Always

Organization: Lockheed Martin Aeronautics Company
Title of Entry: Lockheed Martin Aeronautics 2009 Year in Review Video

External Video Programs

Phoenix

Organization: Porter Novelli and HP
Title of Entry: HP: Dominating the Competition at IPEX 2010

Certificate of Excellence

Organization: HP and Porter Novelli
Title of Entry: HP, DreamWorks Animation & How to Train Your Dragon

Organization: ARCADIS/GDOT/GRTA/Hayslett Group
Title of Entry: revive285 Alternatives video

Television PSAs

Phoenix

Organization: Centers for Disease Control and Prevention/ Porter Novelli
Title of Entry: 9 1/2 Minutes

Certificate of Excellence

Organization: Arthritis Foundation
Title of Entry: Fight Arthritis Pain TV PSA

Print PSAs

Certificate of Excellence

Organization: Arthritis Foundation
Title of Entry: Fight Arthritis Pain Print PSA

Radio PSAs

Phoenix

Organization: Duffey Communications

Title of Entry: Helping the Bluegrass State Sparkle for the Fourth of July

Certificate of Excellence

Organization: Arthritis Foundation

Title of Entry: Fight Arthritis Pain Radio PSA

Editorials/Op-Ed Columns

Phoenix

Organization: Ketchum South

Title of Entry: Points of Light Institute Shines with Help from Ketchum South

Certificate of Excellence

Organization: Fiserv

Title of Entry: How to Thrive in Mobile Banking

Organization: Sarrell Dental, Edelman

Title of Entry: Protecting a Reputation to Ensure Access to Dental Care for Low-Income Kids

Research/Evaluation

Certificate of Excellence

Organization: Porter Novelli

Title of Entry: Porter Novelli and American Lung Association

Creative Tactics

Phoenix

Organization: Duffey Communications

Title of Entry: watersmart's Rain Barrel of Fun!

Certificate of Excellence

Organization: Ogilvy Public Relations and Pretzelmaker

Title of Entry: Sing for Your Snack: National Pretzel Day 2010

Web sites

Certificate of Excellence

Organization: Cox Enterprises and Realm Advertising

Title of Entry: Share - What Corporate Responsibility Means at Cox Enterprises

External

Phoenix

Organization: FreshWorks/Ketchum

Title of Entry: 7-Eleven's

Certificate of Excellence

Organization: Manhattan Associates and Porter Novelli

Title of Entry: Momentum LIVE! Bringing Manhattan Momentum Beyond the Conference Walls

Internal/Intranets

Phoenix

Organization: Cox Enterprises

Title of Entry: Marketing CoxTotalComp.com

Social Media

Blogs

Phoenix

Organization: Miller Zell

Title of Entry: Inside the Aisle

Webcasts

Phoenix

Organization: Cbeyond with Arketi Group

Title of Entry: Cbeyond Webcast Delivers Thought Leadership and Customer Sales

Blogger Campaign

Phoenix

Organization: Ogilvy Public Relations Worldwide for VTech Electronic Learning Products

Title of Entry: VTech, Making a Name in Social Media

Certificate of Excellence

Organization: Wi-Ex and 705 Communications

Title of Entry: zBoost Connects with the Mobile Mom Manager

Other (YouTube, Facebook, MySpace, Twitter, etc.)

Phoenix

Organization: Popeyes(R) Louisiana Kitchen

Title of Entry: Popeyes® Louisiana Kitchen - A Voice in the Social Media World

Certificate of Excellence

Organization: Porter Novelli and AOL

Title of Entry: Vote AOL Running Man Campaign

Writing

Video/Film Script

Certificate of Excellence

Organization: ARCADIS/GDOT/GRTA/Hayslett Group

Title of Entry: revive285 Alternatives video

Trade/Business News Release

Phoenix

Organization: Weber Shandwick Worldwide for Sealed Air Corporation

Title of Entry: Sealed Air Package a Recipe for Success for Jubilations Cheesecake

By-lined Consumer Article

Certificate of Excellence

Organization: Porter Novelli

Title of Entry: Council for Responsible Energy

By-lined Trade/Business Article

Phoenix

Organization: McCarthy Building Companies, Inc. and Hayslett Group
Title of Entry: Safety 101: A Contractor's Perspective

Certificate of Excellence

Organization: Cbeyond with Arketi Group
Title of Entry: 3 P's Drive Small Business Success in 2010

Organization: UPS and Edelman
Title of Entry: Five Ways to Convince Your CFO That Sustainability Pays

Organization: Arnall Golden Gregory and Hayslett Group
Title of Entry: Interbasin Transfers: Whiskey is for drinking; Water is for fighting

Technical Writing - Trade/Bus Media

Phoenix

Organization: Brand Velocity with Arketi Group
Title of Entry: Holistic CIO Lessons on Enterprise Reinvention

Certificate of Excellence

Organization: Duffey Communications
Title of Entry: Five Tips for Choosing an eDiscovery Vendor

Technical Writing - Internal Pub

Phoenix

Organization: Edelman and Syniverse
Title of Entry: Edelman Elevates Syniverse from Mobile Service Vendor

Certificate of Excellence

Organization: Darden, Edelman
Title of Entry: Diagnosing a Digital Crisis: Creating a Social Media Crisis Plan for Darden

Press Conferences

Phoenix

Organization: Duffey Communications
Title of Entry: A Future. Not A Past. - Shifting Perceptions

Certificate of Excellence

Organization: Porter Novelli; Hewlett-Packard
Title of Entry: HP Presents