

Phoenix Award Winners 2011

Congratulations to the Best of Phoenix Award Winner!

Organization: Primrose Schools & Jackson Spalding

Title of Entry: Primrose Schools Family Dance-off

Program Winners

Community Relations

Business-Products

Phoenix

Organization: Ogilvy Public Relations Worldwide

Title of Entry: Reading is SWEET! Great American Cookies' National Book Drive

Business-Services

Phoenix

Organization: GE Energy Services, Edelman

Title of Entry: Building a Brighter Future: Framing GE's Philanthropic Voice

Certificate of Excellence

Organization: GolinHarris for Radiotherapy Centers of Georgia

Title of Entry: Collaborative Campaign to Increase Prostate Cancer Awareness in Georgia

Government

Phoenix

Organization: Georgia Department of Economic Development (GDEcD) and GolinHarris

Title of Entry: Georgia Camera Ready: Ensuring the Sequel Is Even Better Than the Original

Reputation/Brand Management Programs

Phoenix

Organization: Boys & Girls Clubs of America

Title of Entry: Dependably Opening Doors for Great Futures

Certificate of Excellence

Organization: Endo Pharmaceuticals with GCI Health

Title of Entry: Endo: A Model for Transformation, Differentiation and Communication

Business-Cos sales up to \$500M

Certificate of Excellence

Organization: Duffey Communications for Jasper Contractors, Inc.

Title of Entry: Constructing a Positive Reputation for Jasper Contractors, Inc.

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

Phoenix

Organization: Cliffs with Fleishman-Hillard Inc.

Title of Entry: The Global Story

Companies - Sales more than \$10 billion

Phoenix

Organization: Novelis with Fleishman-Hillard Inc.

Title of Entry: Polishing Novelis Aluminum

Certificate of Excellence

Organization: GE, Edelman

Title of Entry: Edelman & GE Charge Up the Electric Car Discussion

Government

Phoenix

Organization: Georgia Department of Economic Development (GDEcD) and GolinHarris

Title of Entry: Georgia Camera Ready: Ensuring the Sequel Is Even Better Than the Original

Events or Observances (seven or fewer days)

Business-Products

Phoenix

Organization: Popeyes® Louisiana Kitchen

Title of Entry: Popeyes® Beat KFC®

Certificate of Excellence

Organization: Cliffs with Fleishman-Hillard Inc.

Title of Entry: Leveraging an Acquisition to Tell the Global Story

Organization: Chick-fil-A and Jackson Spalding

Title of Entry: S. Truett Cathy's 90th Birthday Celebration

Business-Services

Phoenix

Organization: InterContinental Hotels Group (IHG)

Title of Entry: Manhattan's Newest Star: The InterContinental New York Times Square

Government

Phoenix

Organization: Cookerly Public Relations & Georgia Emergency Management Agency

Title of Entry: Georgia Shakes it Up with Earthquake Drill

Associations/Nonprofit Organizations

Phoenix

Organization: Children's Healthcare of Atlanta

Title of Entry: Launching a Wellness Brand: Strong4Life Comes to Life in Macon and Columbus

Certificate of Excellence

Organization: Children's Healthcare of Atlanta

Title of Entry: Ryan Seacrest Unveils First Broadcast Media Center - The VOICE

Organization: Alvin Ailey American Dance Theater and Edelman

Title of Entry: Sharing the Gift of Ailey with Atlanta: The Atlanta Ailey Engagment

Events or Observances (more than seven days)

Business-Products

Phoenix

Organization: Freshworks- Ketchum, Integer, TracyLocke, TPN

Title of Entry: 7-Eleven Unites America with Purple Slurpees

Certificate of Excellence

Organization: Brandware Public Relations for Porsche Cars North America

Title of Entry: Porsche 60 Year Anniversary Public Relations Campaign

Public Service

Government

Phoenix

Organization: Cookerly Public Relations & Georgia Emergency Management Agency

Title of Entry: Ready Georgia: Preparing Today for a Safer Tomorrow

Certificate of Excellence

Organization: Duffey Communications for Cobb County-Marietta Water Authority

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

Associations/Nonprofit Organizations

Phoenix

Organization: Cookerly Public Relations & The Clean Air Campaign

Title of Entry: The Clean Air Campaign: Cleaning the Air, Clearing the Roads

Certificate of Excellence

Organization: Children's Healthcare of Atlanta

Title of Entry: Challenging Perceptions to Stop Childhood Obesity in Georgia

Partnerships (funded jointly)

Phoenix

Organization: The Gateway Center, Edelman

Title of Entry: A Holiday

Public Affairs

Associations/Nonprofit Organizations

Phoenix

Organization: Sarrell Dental Centers, Edelman
Title of Entry: Rallying for a Nonprofit Dental Provider

Government

Phoenix

Organization: Georgia Department of Economic Development (GDEcD) and GolinHarris
Title of Entry: Georgia Camera Ready: Ensuring the Sequel Is Even Better Than the Original

Marketing Consumer Products

Technology

Phoenix

Organization: AT&T with Fleishman-Hillard
Title of Entry: Highly Anticipated BlackBerry Torch Hit AT&T Stores

Food & Non-Alcoholic Beverages

Phoenix

Organization: The Coca-Cola Company & Fast Horse
Title of Entry: Planting the Seeds of Change with DASANI PlantBottle Packaging

Certificate of Excellence

Organization: Freshworks- Ketchum, Integer, TracyLocke, TPN
Title of Entry: 7-Eleven Unites America with Purple Slurpees
Organization: Southern Peanut Growers & Harvest PR
Title of Entry: PB&J My Way National Consumer Recipe Contest

Restaurants (independents, casual dining, fast food, coffee shops)

Phoenix

Organization: Ketchum and Wendy's
Title of Entry: Wendy's Raises the Bar on Salads

Packaged Goods

Phoenix

Organization: Edelman on behalf of Quilted Northern Soft & Strong®

Title of Entry: Quilted Northern Soft & Strong® Straight Talk - Making the Taboo Talkable

Non-Packaged Goods

Phoenix

Organization: Duffey Communications for The Barrington Group, Inc.

Title of Entry: Customer Loyalty Program Finds a New Home

Other (categories not defined)

Phoenix

Organization: Cohn & Wolfe and Solta Medical

Title of Entry: Isolaz Takes the Stage with Social Media Debut to Reach New Audience

Marketing Consumer Services

Travel and Tourism/Hospitality

Phoenix

Organization: Ketchum

Title of Entry: DoubleTree by Hilton's Cookie CAREavan Across America

Financial Services

Phoenix

Organization: Cookerly Public Relations

Title of Entry: SunTrust Shines with Solid Results

Other (categories not defined)

Certificate of Excellence

Organization: Duffey Communications for Jasper Contractors, Inc.

Title of Entry: Duffey Sets the Stage in Phoenix for Jasper Contractors, Inc.

Marketing Business to Business

Professional/Financial Services

Certificate of Excellence

Organization: Alston & Bird, Edelman

Title of Entry: Building Awareness for Alston & Bird's Legal Expertise in Environmental Law

Products

Phoenix

Organization: communications 21 and Modo Modo

Title of Entry: Palladium Energy Plays it Smart in the Smart Meter Market

Other (categories not defined)

Phoenix

Organization: Arketi Group with Stonesoft

Title of Entry: Seeing Green at Black Hat

Global Communications

Phoenix

Organization: Novelis with Fleishman-Hillard

Title of Entry: Polishing Novelis Aluminum

Crisis Communications

Business

Phoenix

Organization: Brasfield & Gorrie, Edelman

Title of Entry: Preventing a Raid on Reputation

Issues Management

Business

Certificate of Excellence

Organization: Duffey Communications for TNT Fireworks

Title of Entry: TNT Fireworks Ignites Understanding, Dispels Product Myths

Internal Communications

Business(fewer than 10K employees)

Phoenix

Organization: Endo Pharmaceuticals with GCI Health

Title of Entry: Endo: A Model for Transformation, Differentiation and Communication

Certificate of Excellence

Organization: Cliffs with Fleishman-Hillard Inc.

Title of Entry: Leveraging an Acquisition to Tell the Global Story

Associations/Gvt/Nonprofits

Phoenix

Organization: State Personnel Administration

Title of Entry: Georgia: A Great State to Serve

Certificate of Excellence

Organization: WellStar Health System

Title of Entry: Driving Engagment

Organization: Georgia Tech Research Institute

Title of Entry: GTRI: There's a lab for that

Multicultural Public Relations

Associations/Government/Non Profit

Phoenix

Organization: Endo Pharmaceuticals, GCI Health

Title of Entry: "Explain Your Pain" bilingual, multicultural chronic pain campaign

Integrated Communications

Consumer Products

Phoenix

Organization: Popeyes® Louisiana Kitchen

Title of Entry: Popeyes® Beat KFC®

Certificate of Excellence

Organization: Freshworks- Ketchum, Integer, TracyLocke, TPN

Title of Entry: 7-Eleven Unites America with Purple Slurpees

Organization: communications 21

Title of Entry: I.O. Metro Debuts in Georgia, Opening Three Atlanta Avenue Locations

Consumer Services

Phoenix

Organization: Primrose Schools & Jackson Spalding

Title of Entry: Primrose Schools Family Dance-off

Certificate of Excellence

Organization: InterContinental Hotels Group (IHG)

Title of Entry: Hotel Indigo Embraces the Neighborhood: 'Locals Know Best' Media Campaign

Organization: Young Harris College with Fleishman-Hillard, Inc.

Title of Entry: Your Next Four Years

Business to Business

Phoenix

Organization: Hipple&Co

Title of Entry: Save Low Fares Campaign

Certificate of Excellence

Organization: Rountree Group for Imprint Plus

Title of Entry: Imprint Plus: Leader in the Name Badge Industry

Organization: Cliffs with Fleishman-Hillard Inc.

Title of Entry: Leveraging an Acquisition to Tell the Global Story

Associations/Government/Non Profit

Phoenix

Organization: MSL Atlanta, BBDO Atlanta, Big Brothers Big Sisters of Metro Atlanta
Title of Entry: A Little Less Imaginary

Certificate of Excellence

Organization: The National Kitchen & Bath Association with Fleishman-Hillard Inc.
Title of Entry: Premiere Association for Kitchen and Bath Professionals

Project Winners

Events or Observances (seven or fewer days)

Business-Services

Certificate of Excellence

Organization: GE and Edelman
Title of Entry: GE and Edelman Leverage Public Engagement to

Media Relations - Consumer Products

Technology

Phoenix

Organization: AT&T with Fleishman-Hillard, Inc.
Title of Entry: Highly Anticipated BlackBerry Torch Hits AT&T Stores

Food & Beverage

Phoenix

Organization: Ogilvy Public Relations & Pretzelmaker
Title of Entry: Sing for Your Snack: National Pretzel Day 2011

Certificate of Excellence

Organization: FreshWorks - Ketchum, Integer, TracyLocke, TPN
Title of Entry: 7-Eleven Unites America with Purple Slurpees
Organization: Ketchum
Title of Entry: Wendy's 'Tells It Straight' to Ignite the New Fry War

Packaged Goods

Phoenix

Organization: Duffey Communications for TNT Fireworks

Title of Entry: TNT FIREWORKS' SPARKLING MEDIA COVERAGE SHINES LIGHT ON THE TRUTH

Certificate of Excellence

Organization: GolinHarris on behalf of Smithfield

Title of Entry: Smithfield Joins TODAY'S 'Lend A Hand' Campaign

Media Relations - Consumer Services

Travel and Tourism/Hospitality

Phoenix

Organization: InterContinental Hotels Group (IHG)

Title of Entry: IHG's Check it Free Promotion

Certificate of Excellence

Organization: Cirque du Soleil and Edelman

Title of Entry: CIRQUE DU SOLEIL

Other (categories not defined)

Phoenix

Organization: Duffey Communications for Kroger

Title of Entry: Kroger 'Rounds-Up' Hope for Southeastern Tornado Victims

Certificate of Excellence

Organization: Duffey Communications for Jasper Contractors, Inc.

Title of Entry: Media Coverage Shoots through the Roof for Jasper Contractors, Inc.

Organization: UPS and Edelman

Title of Entry: UPS's secret sauce to successful hiring: social media

Media Relations - Business to Business

Professional &/or Financial Svcs

Certificate of Excellence

Organization: Cookerly Public Relations

Title of Entry: SunTrust flies high thanks to business class banking publicity

Products

Phoenix

Organization: Ketchum South and DYMO/Mimio

Title of Entry: DYMO/Mimio Grows Easy by Design

Other (categories not defined)

Phoenix

Organization: Duffey Communications for The Barrington Group, Inc.

Title of Entry: Property Management Company Reaps the Rewards of Media Relations

Certificate of Excellence

Organization: Dodge Communications

Title of Entry: AMGA: National ACO Media Response

Media Relations - Association/Nonprofit Organizations

Phoenix

Organization: International Association of Amusement Parks and Attractions and Edelman

Title of Entry: Edelman Takes IAAPA's Proactive Media Relations Campaign to New Heights

Certificate of Excellence

Organization: Georgia Tech Research Institute & GT Research News

Title of Entry: Password Cracking, Reputation Building and a \$10 Million Dollar Contract

Media Relations - Government

Phoenix

Organization: Children's Healthcare of Atlanta

Title of Entry: Children's Healthcare of Atlanta Raises Age Requirement for Booster Seats

Newsletters

Fewer than 17 pages

Phoenix

Organization: Atlantic Southeast Airlines

Title of Entry: Among Friends

Certificate of Excellence

Organization: Children's Healthcare of Atlanta

Title of Entry: MedClips

Digital

Phoenix

Organization: Johnson & Johnson with GCI Health

Title of Entry: Johnson & Johnson Campaign for Nursing's Future E-newsletter

Certificate of Excellence

Organization: Duffey Communications for Knology, Inc.

Title of Entry: Get Connected with the Knology Network

Magazines

Primarily for External Audiences

Phoenix

Organization: LOMA Resource

Title of Entry: LOMA Resource

Certificate of Excellence

Organization: Georgia Ports Authority

Title of Entry: Georgia Ports Authority's AnchorAge Magazine

Annual Reports

Companies up to \$500M

Phoenix

Organization: Georgia Ports Authority

Title of Entry: GPA's FY2010 Annual Report: From Georgia to the World

Nonprofit Organizations

Phoenix

Organization: United Way of Metropolitan Atlanta

Title of Entry: United Way of Metropolitan Atlanta: 2009-10 Annual Report

Certificate of Excellence

Organization: Children's Healthcare of Atlanta

Title of Entry: Donor Report

Brochures

Fewer than 17 pages

Phoenix

Organization: Young Harris College with Fleishman-Hillard, Inc.

Title of Entry: Your Next Four Years

Certificate of Excellence

Organization: Duffey Communications for The Barrington Group, Inc.

Title of Entry: Brochure Gets Points for Cost-Effective, Customized Design

Organization: United Way of Metropolitan Atlanta

Title of Entry: United Way of Metropolitan Atlanta: 2010 'What Your Money Does' brochure

Publications

Single Issue Newsletters/Booklets/Calendars

Phoenix

Organization: Children's Healthcare of Atlanta

Title of Entry: Bringing Light to Heavy Issue: Child Obesity Crisis Provokes Stakeholder In

Certificate of Excellence

Organization: South University

Title of Entry: The Common Thread at South University

Press Kits/Media Kits

Products

Phoenix

Organization: PinPoint Communications, Trillium Technologies and Mars Chocolate NA

Title of Entry: Mars Chocolate North America - Fall/Winter 2010 Online Press Kit

Events/Commemorations/Other

Phoenix

Organization: Duffey Communications for National Recreation and Park Association

Title of Entry: Reviving Atlanta's Historic Selena S. Butler Park

Certificate of Excellence

Organization: Cliffs with Fleishman-Hillard Inc.

Title of Entry: Leveraging an Acquisition to Tell the Global Story

Direct Mail/Direct Response

Phoenix

Organization: Arketi Group with RelayHealth

Title of Entry: RelayHealth Rides Wave to Lead Awareness

Internal Video Programs

Corporate/Organization News

Certificate of Excellence

Organization: Popeyes® Louisiana Kitchen

Title of Entry: Popeyes® Louisiana Kitchen - Partnering with ProStart

Corporate/Organization Feature

Phoenix

Organization: Primrose Schools & Jackson Spalding

Title of Entry: Primrose Schools Internal Family Dance-off Staff Contest

External Video Programs

Phoenix

Organization: Children's Healthcare of Atlanta

Title of Entry: Casting Light on a Heavy Issue: Childhood Obesity Video Builds Awareness

Certificate of Excellence

Organization: CDC's 'Learn the Signs. Act Early.' with Portner Novelli and David Duke & Associates

Title of Entry: Autism Case Training: Communicating Abnormal Results from a Screening Tool

Organization: Porter Novelli

Title of Entry: HP: Creating Two-Way Dialogue with One of the World's Biggest Brands

Print PSAs

Certificate of Excellence

Organization: GolinHarris and The Georgia Department of Community Health

Title of Entry: PSA: National Influenza Vaccine Week is December 5 - 11, 2010

Radio PSAs

Phoenix

Organization: Duffey Communications for TNT Fireworks

Title of Entry: TNT and Duffey Light Up Kentucky Radio with Fourth of July Safety Education

Speeches

Phoenix

Organization: Popeyes® Louisiana Kitchen

Title of Entry: Restaurant Franchising: America's Small Business Model

Certificate of Excellence

Organization: Hayslett Group and Healthcare Georgia Foundation

Title of Entry: Partner Up! for Public Health Presentation to the Georgia Chamber Healthcar

Organization: Duffey Communications for Women's Funding Network and A Future. Not A Past.

Title of Entry: Speaking for Those Who Cannot: Supporting HR 5575 for Child Sex Victims

Feature Stories

Phoenix

Organization: O'Reilly/DePalma for American Standard Brands

Title of Entry: Service Calls Plunge 80 Percent at Loews with Champion 4 Toilet

Certificate of Excellence

Organization: Brandware Public Relations for Carestream Dental

Title of Entry: Cone Beam Computed Tomography and Dose: How Safe is CBCT for your Patients?

Organization: Ogilvy Public Relations & MaggieMoo's

Title of Entry: MaggieMoo's Evolution of Ice Cream Pitch

Editorials/Op-Ed Columns

Phoenix

Organization: Cookerly Public Relations & The Clean Air Campaign

Title of Entry: The Clean Air Campaign and UPS Ask: What Can Telework Do For You?

Certificate of Excellence

Organization: Georgia Tech College of Computing

Title of Entry: 'The Internet's Gatekeepers' by Nick Feamster

Advertorials

Phoenix

Organization: PinPoint Communications, AdComm Group, Mars Chocolate NA

Title of Entry: Mars Chocolate North America - 'Sweet Sales Strategies' Advertorial

Research/Evaluation

Phoenix

Organization: Duffey Communications for Georgia Network to End Sexual Assault

Title of Entry: Research Finds Adolescents will 'Step Up, Step In, and Stop Sexual Assault'

Certificate of Excellence

Organization: Hayslett Group and Healthcare Georgia Foundation

Title of Entry: Partner Up! for Public Health publishes '2010 Georgia Public Health Ranking

Creative Tactics

Phoenix

Organization: Duffey Communications for Cobb County-Marietta Water Authority

Title of Entry: waterSmart Students Dive into waterArt

Certificate of Excellence

Organization: Ogilvy Public Relations & MaggieMoo's

Title of Entry: MaggieMoo's 'Sundae Stimulus' Tax Day Program

Web sites

External

Phoenix

Organization: The National Kitchen & Bath Association with Fleishman-Hillard Inc.

Title of Entry: Premiere Association for Kitchen and Bath Professionals

Certificate of Excellence

Organization: Porter Novelli

Title of Entry: HP: Driving Competition and Conversation with DesignByMany

Organization: Primrose Schools & Jackson Spalding

Title of Entry: Primrose Schools Dr. Z and Friends Website Redesign

Internal/Intranets

Certificate of Excellence

Organization: Endo Pharmaceuticals with GCI Health

Title of Entry: Endo Interactive Learning Map

Social Media

Phoenix

Organization: Ketchum and Olympic Paint and Stain

Title of Entry: Olympic Stain Asks, 'Wood Ya' See?'

Certificate of Excellence

Organization: Cohn & Wolfe and Solta Medical

Title of Entry: Isolaz Takes the Stage with Social Media Debut to Reach New Audience

Organization: UPS and Edelman

Title of Entry: UPS Composite Vehicle Announcement Social Media Blitz

Podcasts

Certificate of Excellence

Organization: Cookerly Public Relations & Georgia Emergency Management Agency

Title of Entry: Don't Be Scared, Be Prepared: Talking to your Child about Emergency Prepare

Blogs

Phoenix

Organization: Brandware Public Relations on behalf of Piaggio Group Americas

Title of Entry: Moto Guzzi 90th Anniversary Blog

Certificate of Excellence

Organization: Lockheed Martin Aeronautics

Title of Entry: P-3 International Operator's Conference 2010 Blog

Organization: Porter Novelli

Title of Entry: Porter Novelli Intern Blog, pinterns.com

Webcasts

Phoenix

Organization: Jackson Spalding for Orkin Commercial Services

Title of Entry: What's Your Bed Bug Business Plan?

Blogger Campaign

Certificate of Excellence

Organization: UPS and Edelman

Title of Entry: UPS Composite Vehicle Blogger Call Drives Ongoing Momentum

Smartphone Apps

Phoenix

Organization: Johnson & Johnson with GCI Health
Title of Entry: Johnson & Johnson Happy Nurse Game Mobile App

Writing

Video/Film Script

Phoenix

Organization: Popeyes® Louisiana Kitchen
Title of Entry: Popeyes® Louisiana Kitchen - Partnering with ProStart

Consumer Media News Release

Phoenix

Organization: Ogilvy Public Relations & Pretzelmaker
Title of Entry: Sing for Your Snack: National Pretzel Day 2011

Certificate of Excellence

Organization: Duffey Communications for Jasper Contractors, Inc.
Title of Entry: Jasper Contractors, Inc.'s Expansion into Phoenix Brings 300-Plus New Jobs
Organization: Cookerly Public Relations and Château Élan Winery & Resort
Title of Entry: Ooh La La! Expanded Coverage for Renovated Château Élan Spa

Trade/Business News Release

Phoenix

Organization: Arketi Group with The Network
Title of Entry: The Network Announces Quarterly Corporate Fraud Index

Certificate of Excellence

Organization: Fiserv
Title of Entry: Fiserv Highlights Mobile Payments Opportunity, Drives Sales Results

Financial News Release

Phoenix

Organization: Fitzgerald PR Inc.
Title of Entry: Commerce Street Capital's \$125 Million Success

By-lined Consumer Article

Phoenix

Organization: Georgia Tech College of Computing

Title of Entry: Summer 2010 Website Features

By-lined Trade/Business Article

Phoenix

Organization: Piedmont Healthcare with Porter Novelli

Title of Entry: HealthWatchMD: A byline series for Ragan's HealthcareCommunications.com

Certificate of Excellence

Organization: Duffey Communications for Irisys

Title of Entry: Checkout Lines can Attract Loyal Customers

Technical Writing - Trade/Bus Media

Phoenix

Organization: Ketchum, a part of the OneVoice network

Title of Entry: Philips Shines Light on LED Technology

Certificate of Excellence

Organization: Arketi Group with Brand Velocity

Title of Entry: Brand Velocity the 'Go To' IT Transformation Expert for CIO Magazine

Organization: Duffey Communications for Irisys

Title of Entry: Checkout Lines can Attract Loyal Customers

Tech Writing - Financial Media

Certificate of Excellence

Organization: LOMA Resource

Title of Entry: Three Issues to Watch

Press Conferences

Phoenix

Organization: Jackson Spalding for Georgia Meth Project

Title of Entry: Georgia Meth Project Wave II Launch, Survey Results Reveal

Certificate of Excellence

Organization: Duffey Communications for National Recreation and Park Association

Title of Entry: Breaking Ground on a New Era for Butler Park

Word-of-Mouth

General Word-of-Mouth Marketing Program

Phoenix

Organization: Popeyes Louisiana Kitchen

Title of Entry: Popeyes Louisiana Leaux - Get Up & Geaux Flash Mob

Street Marketing Program

Phoenix

Organization: The Coca-Cola Company & Fast Horse

Title of Entry: Coca-Cola's Expedition 206 Takes Over Times Square