



Congratulations to the 30th Annual Phoenix Award Winners!

Complete list of Program and Project Award winners are below.

Program Award Winners

Public Service - Government



Phoenix Award: Putting the “F” Back in Our Water (Fluoride That Is)
Hager Sharp on behalf of the Centers for Disease Control and Prevention

Award of Excellence: Ready Georgia: Ready Today, Safer Tomorrow
Cookerly Public Relations

Public Service - Nonprofit Organizations



Phoenix Award: The Clean Air Campaign: Tackling Traffic and Air Pollution in Metro Atlanta
Cookerly Public Relations

Award of Excellence: The Center for Civil and Human Rights Opening Day Media Campaign
Porter Novelli on behalf of The Center for Civil and Human Rights

Public Service - Partnerships



Phoenix Award: “Inner Strength”: Brawny® Towels Partners with Wounded Warrior Project®
Edelman on behalf of Georgia-Pacific and Brawny® Towels

Marketing Consumer Products - Health Care



Phoenix Award: One Advocate’s Vision for a National Screening Initiative: The JScreen Story
Edelman on behalf of JScreen

Marketing Consumer Products - Technology



Phoenix Award: AutoTrader.com Uses Thrill and Nostalgia to Launch New Advertising Campaign
Weber Shandwick on behalf of AutoTrader.com

Award of Excellence: The Connected Life: Boosting Content-Driven PR for zBoost
AquaPR for zBoost

Program Award Winners, continued...

Marketing Consumer Products - Food



Phoenix Award: Wendy's Pretzel Bacon Cheeseburger Love Fest
Ketchum Public Relations, VML and Mediavest on behalf of Wendy's

Award of Excellence: Wendy's New Salad Collection Inspires the Season
Ketchum Public Relations, VML and Mediavest on behalf of Wendy's

Marketing Consumer Products - Retail Stores & Restaurants



Phoenix Award: Tea-ing Off A New Ritual in America: Launching Teavana Fine Teas + Tea Bar
Edelman on behalf of Teavana

Marketing Consumer Products - Packaged Goods



Phoenix Award: Leading the Future of Light Bulbs
MSLGROUP for The Home

Award of Excellence: "On a Roll to Advance Inner Strength": Marketing Brawny® Towels with WWP®
Edelman on behalf of Brawny and Georgia-Pacific

Marketing Consumer Products - Non-Packaged Goods



Phoenix Award: Shake up the Season
MSLGROUP on behalf of The Home Depot

Marketing Consumer Services - Travel and Tourism/Hospitality



Phoenix Award: Making Waves: Revamping Public Perception of Six Flags Over Georgia
Weber Shandwick on behalf of Six Flags Over Georgia

Award of Excellence: Cookie Care Delivers Sweet Results for DoubleTree by Hilton
Hilton Worldwide with Ketchum, Digital Royalty, Gensler and OMD

Marketing Consumer Services - Health Care Services



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

Marketing Business to Business - Professional and/or Financial Services



Phoenix Award: UPS Tightens the Operational Belt With the Deployment of ORION Technologies
MSLGROUP (Atlanta) for UPS

Award of Excellence: Focus on the Firm: Offerings and Experts
Rountree Group Integrated Communications

Program Award Winners, continued...

Marketing Business to Business - Products



Phoenix Award: Porter Novelli and HP Launch a New Business Printing Category
Porter Novelli

Award of Excellence: Transforming Production Printing with HP Large-format PageWide Technology
Porter Novelli on behalf of Hewlett-Packard (HP)

Marketing Business to Business - Other



Phoenix Award: Building a Billion Dollar Brand
AirWatch by VMware

Integrated Communications - Consumer Products – Food & Beverage



Phoenix Award: Wendy's Pretzel Bacon Cheeseburger Love Fest
Ketchum Public Relations, VML and Mediavest on behalf of Wendy's

Award of Excellence: Arby's™ Tips Hat to Millennials: Integrating Brand Into a Pop-Culture Moment
Edelman on behalf of Arby's

Integrated Communications - Consumer Products – Packaged Goods

Award of Excellence: Dixie Ultra Moments® Tableware Integrated Product Launch
Edelman on behalf of Georgia-Pacific, maker of Dixie® Disposable Tableware

Integrated Communications - Business to Business



Phoenix Award: HP 2013 Fall Launch: HP's New Printing Portfolio Revives Print Industry
Porter Novelli

Award of Excellence: Aptean – Where Software and Marketing Works
Aptean with Arketi Group

Award of Excellence: Shopping for Leads and Leadership in the Integrated Communications Aisle
AR|PR on behalf of ShopVisible

Integrated Communications - Government



Phoenix Award: GA 400 Toll Closure Campaign – A promise made, a promise kept.
State Road and Tollway Authority and Porter Novelli

Award of Excellence: Launching the Next Great Aerospace Frontier: Unmanned Aerial Vehicles
Georgia Department of Economic Development and Dalton Agency

Integrated Communications - Nonprofit Organizations



Phoenix Award: Getting Back on Track: Increasing Attendance at the Southern Museum
Weber Shandwick on behalf of The Southern Museum of Civil War and Locomotive
History

Award of Excellence: IMFAR Conference
Children's Healthcare of Atlanta Marcus Autism Center

Program Award Winners, continued...

Events or Observances (seven or fewer days) - Consumer Products



Phoenix Award: InterContinental® Hotels & Resorts MLK 50th Anniversary Celebration
IHG®; InterContinental® Hotels & Resorts Brand PR Team

Award of Excellence: Arby's Luck of the Reuben
Edelman on behalf of Arby's

Events or Observances (seven or fewer days) - Consumer Services



Phoenix Award: SunTrust Banks on Family and Community in Durham
Cookerly Public Relations

Events or Observances (seven or fewer days) - Business to Business



Phoenix Award: Porter Novelli & HP: 200 Millionth HP LaserJet Milestone and Print Tech Days
Porter Novelli

Award of Excellence: Grow Your Business
Rountree Group Integrated Communications

Events or Observances (seven or fewer days) - Government



Phoenix Award: The Atlanta Govathon
Resolute Consulting for Invest Atlanta

Award of Excellence: GA 400 Toll Closure Campaign – A promise made, a promise kept.
State Road and Tollway Authority and Porter Novelli

Award of Excellence: Ready Georgia Mobile App Re-Launch: Delivering on a Promise
Cookerly Public Relations

Events or Observances (seven or fewer days) - Associations

Award of Excellence: Atlanta Track Club & Hope-Beckham Prepare for Safe 10K After Boston Tragedy
Hope-Beckham Inc. on behalf of Atlanta Track Club

Events or Observances (seven or fewer days) - Nonprofit Organizations



Phoenix Award: Children's Healthcare of Atlanta Snow Surprise
Children's Healthcare of Atlanta

Award of Excellence: The Center for Civil and Human Rights Opening Day Media Campaign
Porter Novelli on behalf of The Center for Civil and Human Rights

Events or Observances (more than seven days) - Business - Products



Phoenix Award: Wendy's New Salad Collection Inspires the Season
Ketchum Public Relations, VML and Mediavest on behalf of Wendy's

Award of Excellence: Positioning a Brand to a "Tea:" Celebrating National Iced Tea Month
Edelman on behalf of Teavana

Program Award Winners, continued...

Events or Observances (more than seven days) - Business - Services



Phoenix Award: Holiday Inn® Change Your View Open House Events
IHG®; Holiday Inn Portfolio of Brands PR Team

Events or Observances (more than seven days) - Associations/ Nonprofit Organizations



Phoenix Award: The Center for Civil and Human Rights Opening Day Media Campaign
Porter Novelli on behalf of The Center for Civil and Human Rights

Award of Excellence: Celebration of Service
MSLGROUP for The Home Depot

Reputation/Brand Management Programs -Business - Companies with sales up to \$500 million



Phoenix Award: iGot Bought: How AirWatch Shifted Conversation After a \$1.5B Acquisition
AirWatch by VMware

Award of Excellence: Successfully Aligning Macro Health Care Trends Through Public Relations
Dodge Communications on behalf of ACS from Aetna

Reputation/Brand Management Programs - Business - Companies with sales of more than \$500 million



Phoenix Award: From Pizza to Policy: Balancing a Company's Brand and its Founder's Voice
Edelman on behalf of Papa John's International

Reputation/Brand Management Programs - Government



Phoenix Award: Launching the Next Great Aerospace Frontier: Unmanned Aerial Vehicles
Georgia Department of Economic Development and Dalton Agency

Reputation/Brand Management Programs - Associations



Phoenix Award: Changing of the Guard: A New Era Ushers in a New Leader
Metro Atlanta Chamber

Community Relations - Business - Services



Phoenix Award: The Science of Speed: Aaron's Partners with Boys & Girls Clubs of America
Ketchum Public Relations on behalf of Aaron's Inc.

Award of Excellence: Live Healthy Gwinnett
Golin on behalf of Eastside Medical Center

Internal Communications - Business (fewer than 10,000 employees)

Award of Excellence: Global Payments Inc. Service. Driven. Commerce Campaign
Global Payments Inc.

Program Award Winners, continued...

Internal Communications - Business (more than 10,000 employees)



Phoenix Award: Make It Yours: SavaSeniorCare and the Corporate Health Exchange
Aon Hewitt on behalf of SavaSeniorCare

Award of Excellence: Making the Virtual a Reality: Juice Plus® Launches Mobile Virtual Office
Edelman on behalf of Juice Plus®

Award of Excellence: Right Now, Manheim is Inspiring Employee Engagement
Manheim in partnership with Kotter International

Internal Communications - Associations/Government/Nonprofit Organizations



Phoenix Award: Federal Reserve Bank of Atlanta - HPO Campaign
Internal Communications, Federal Reserve Bank of Atlanta

Award of Excellence: University System of Georgia: We Provide, You Decide
Aon Hewitt for University System of Georgia

Crisis Communications - Business



Phoenix Award: Ice Slams Georgia, Georgia Power Communication Heats Up
Georgia Power

Crisis Communications - Associations/Nonprofit Organizations

Award of Excellence: Atlanta Track Club & Hope-Beckham Prepare for Safe 10K After Boston Tragedy
Hope-Beckham Inc. on behalf of Atlanta Track Club

Issues Management - Associations/Nonprofit Organizations



Phoenix Award: Truth Squad to the Rescue for Peanut Allergy Facts and Education
National Peanut Board with Golin

Award of Excellence: ARC Outreach Campaign for the Atlanta Aerotropolis Alliance
The Atlanta Regional Commission on behalf of the Atlanta Aerotropolis Alliance

Global Communications



Phoenix Award: Driving Global Mobile Context: Seizing Syniverse's \$11.9 Billion
Asian Opportunity
Edelman on behalf of Syniverse

Project Award Winners on next page...

Project Award Winners

Media Relations Consumer Products - Technology



Award of Excellence: AR|PR and Cellcontrol's Roadway to CES
AR|PR on behalf of Cellcontrol

Media Relations Consumer Products - Food & Beverage



Phoenix Award: Wendy's New Salad Collection Inspires the Season
Ketchum Public Relations, VML and Mediavest on behalf of Wendy's

Award of Excellence: Coca-Cola Turns Four-Hour Big Game Into a Two-Week Publicity Blitz
Fast Horse on behalf of The Coca-Cola Company

Award of Excellence: Soccer Fans Score Big with Coca-Cola and the FIFA World Cup Trophy Tour
Fast Horse and Newlink on behalf of The Coca-Cola Company

Media Relations Consumer Products - Non-Packaged Goods



Phoenix Award: Shake up the Season
MSLGROUP on behalf of The Home Depot

Media Relations Consumer Services - Travel & Tourism/Hospitality



Phoenix Award: Atlanta's Groundbreaking Year
Atlanta Convention & Visitors Bureau

Award of Excellence: EVEN™ Hotels Brand Experience Media Event
IHG®; EVEN™ Hotels Brand PR Team

Award of Excellence: Holiday Inn® Change Your View Open House Events
IHG®; Holiday Inn Portfolio of Brands PR Team

Media Relations Consumer Services - Health Care Services



Phoenix Award: New WellStar Paulding Hospital
WellStar Health System

Media Relations Consumer Services - Other



Phoenix Award: Ice Slams Georgia, Georgia Power Communication Heats Up
Georgia Power

Media Relations Business to Business - Professional and/or Financial Services



Phoenix Award: UPS Tightens the Operational Belt With the Deployment of ORION
Technologies
MSLGROUP Atlanta for UPS

Award of Excellence: Focus on the Firm: Offerings and Experts
Rountree Group Integrated Communications

Project Award Winners, continued...

Media Relations Business to Business - Products



Phoenix Award: HP Press & Analyst Event: NDA Media Day and Vision Dinner
Porter Novelli

Award of Excellence: Mohawk Group Breaks Form with Traditional Media Relations
Mohawk Group

Media Relations Business to Business - Other



Phoenix Award: Why Wait for Google? RST Launches First “Gigabit State”
Cookerly Public Relations

Media Relations - Associations



Phoenix Award: Fixing the Fixed Indexed Annuity Perception
Porter Novelli

Media Relations - Nonprofit Organizations



Phoenix Award: Marcus Autism Center Nature Research
Children’s Healthcare of Atlanta Marcus Autism Center

Award of Excellence: Atlanta Tipoff Club Slam Dunks Season-Long Media Coverage
Atlanta Tipoff Club, a property of the Atlanta Sports Council and the Metro Atlanta Chamber

Media Relations - Government



Phoenix Award: GA 400 Toll Closure Campaign – A promise made, a promise kept.
State Road and Tollway Authority and Porter Novelli

Feature Stories



Phoenix Award: GE Digital Energy: Is Your Utility Prepared for Storm Season?
Porter Novelli

Award of Excellence: The Big Busy: A Radical Reset is Transforming the New Orleans Economy
Federal Reserve Bank of Atlanta

Award of Excellence: The Georgia Club Leads the Right-Sizing Movement
Cookerly Public Relations

Editorials/Op-Ed Columns



Phoenix Award: IoT in the E: How the Internet of Things Will Transform the Enterprise
AirWatch by VMware

Award of Excellence: All About Developmental Disabilities: Post-High School Transition Editorial
Leff & Associates for All About Developmental Disabilities

Award of Excellence: Atlanta Community Ripe with Innovation
Metro Atlanta Chamber with Zoo Atlanta

Project Award Winners, continued...

Word-of-Mouth



Phoenix Award: Moe's Leverages Social Influencers to Generate Buzz Around New Spicy Guac
Moe's Southwest Grill

Newsletters - Digital



Phoenix Award: Private Exchange Informational eNewsletter Campaign
Schroder Public Relations for Northwestern Benefit Corporation of Georgia

Award of Excellence: Allstate's Southeast Connection – Weekly Opportunities for Growth
Allstate Insurance Company

Magazines - Primarily for Internal Audiences



Phoenix Award: Emory Nursing Magazine
Emory University Nell Hodgson Woodruff School of Nursing

Award of Excellence: Orange Magazine
Associate Communications at The Home Depot

Magazines - Primarily for External Audiences



Phoenix Award: Georgia Ports Authority - AnchorAge
Georgia Ports Authority

Award of Excellence: LOMA Resource Magazine
LOMA

Annual Reports - Business



Phoenix Award: AT&T 2013 Annual Report: Mobilizing Your World
FleishmanHillard for AT&T Corporate Communications

Annual Reports - Associations/Government/Nonprofit Organizations



Phoenix Award: Georgia Ports Authority - Annual Report
Georgia Ports

Award of Excellence: Children's Healthcare of Atlanta Community Benefit Report
Children's Healthcare of Atlanta

Award of Excellence: Federal Reserve Bank of Atlanta 2013 Annual Report
The Public Affairs Department of the Federal Reserve Bank of Atlanta

Brochures - Print



Phoenix Award: Rheumatic Disease Clinical Case Studies
Porter Novelli on behalf of the American College of Rheumatology

Award of Excellence: RST Fiber: Paving the Global Information Highway
Cookerly Public Relations

Project Award Winners, continued...

Brochures - Digital



Phoenix Award: Porter Novelli and ASTHO: The Profile of State Public Health Infographics
Porter Novelli

Publications - Single Issue Newsletters/Booklets/Calendars



Phoenix Award: Sealed Air Learns the Power of a Strong Executive Summary
MSLGROUP Atlanta for Sealed Air

Award of Excellence: 2013 Annual Meeting Connections: Bringing the Right People Together
Metro Atlanta Chamber

Publications - Books



Phoenix Award: Megaphones Be With You: A Brand Building Tactic
Fitzgerald PR Inc., Van Herik Communications

Award of Excellence: Extraordinary Examples of Legendary Customer Service and Emotional
Connections
Associate Communications at The Home Depot

Press Kits/Media Kits



Phoenix Award: Coca-Cola Creates a Ton of Buzz With a Musical, Sharable Box of Happiness
Fast Horse on behalf of The Coca-Cola Company

Direct Mail/Direct Response



Phoenix Award: WellStar OB to Pediatric Campaign
WellStar Health System

Award of Excellence: Aptean's Demand Generation Campaign Generates Rapid Return
Aptean with Arketi Group

Online Videos



Phoenix Award: Alethea
Ogilvy Public Relations on behalf of Lincoln Motor Company

Award of Excellence: The Lincoln Job
Ogilvy Public Relations on behalf of Lincoln Motor Company

Satellite Media Tours

Award of Excellence: Holiday Inn Resort® Kid Classified
IHG®; Holiday Inn Portfolio of Brands PR Team

Project Award Winners, continued...

Internal/Intranet Video Programs



Phoenix Award: Federal Reserve Bank of Atlanta - Talk Show
Internal Communications, Federal Reserve Bank of Atlanta

Award of Excellence: Federal Reserve Bank of Atlanta - A Simple Plan
Internal Communications, Federal Reserve Bank of Atlanta

Award of Excellence: Think Like a Client – Seven Months, Seven Episodes, One Purpose
Fiserv Inc.

External Video Programs



Phoenix Award: Unstoppable: Driving Search Rankings for HP with Online Video
Porter Novelli on behalf of HP

Award of Excellence: Georgia Ports Authority - “In Their Own Words” Video
Georgia Ports Authority

Award of Excellence: Second Chances
Georgia State Department of Defense, Georgia National Guard

Public Service Announcements



Phoenix Award: Prenatal Care with Dr. Sheila Garnica
FleishmanHillard Atlanta for Tenet

Research/Evaluation



Phoenix Award: PMG’s Catalog Sprawl Research Generates Media Attention
PMG with Arketi Group

Creative Tactics - Consumer Products



Phoenix Award: Wendy’s Pretzel Bacon Cheeseburger Love Fest
Ketchum Public Relations, VML and Mediavest on behalf of Wendy’s

Award of Excellence: Alethea
Ogilvy Public Relations on behalf of Lincoln Motor Company

Award of Excellence: Mapping out U.S. Bulb Consumption
MSLGROUP for The Home Depot

Award of Excellence: The Lincoln Job
Ogilvy Public Relations on behalf of Lincoln Motor Company

Project Award Winners, continued...

Creative Tactics - Associations/Government/Nonprofit Organizations



Phoenix Award: Sharing the Hope
Brunner for Shared Hope International

Award of Excellence: Olympic Support with Elana Meyers
Children's Healthcare of Atlanta

Award of Excellence: Simple Tasks Pop-up Infographic for Legislators
Porter Novelli on behalf of the American College of Rheumatology

Writing - Bylined Consumer Article

Award of Excellence: Cancer Treatment Centers of America Examines New Breast Cancer Treatments
Cookerly Public Relations

Writing - Bylined Trade/Business Article

Award of Excellence: Building a Mobile Alert Strategy
Fiserv Inc.

Writing - Technical Writing - Trade/Business Media



Phoenix Award: Intelligent Hospital Systems Examines Pharmacy Automation Technology
Cookerly Public Relations

Press Conferences



Phoenix Award: There's More to Girl Scouts than What's In the Cookie Box
Golin on behalf of Girl Scouts of Greater Atlanta

Award of Excellence: Georgia New Nuclear Marks Federal Support, \$3.46 Billion in Loan Guarantees
Southern Company and Georgia Power

Websites - External



Phoenix Award: Aptean Website Gets Personal for Site Visitors
Aptean with Arketi Group

Award of Excellence: Georgia Ports Authority - Gaports.com
Georgia Ports Authority

Websites - Internal/Intranets



Phoenix Award: Voya Healthy Ways Microsite
Aon Hewitt on behalf of Voya

Award of Excellence: AutoTrader Group Launches Social Intranet and Transforms Communications
AutoTrader Group: AutoTrader.com, Kelley Blue Book, vAuto, VinSolutions, HomeNet,
Haystak

Project Award Winners, continued...

Social Media - Consumer Products



Phoenix Award: License To Spill Tour
VP+C for Mohawk Flooring

Award of Excellence: Moe's Leverages Social Influencers to Generate Buzz Around New Spicy Guac
Moe's Southwest Grill

Social Media - Business to Business



Phoenix Award: Selling Social: How The AirWatch Social Team Proved Business Value
AirWatch by VMware

Award of Excellence: Porter Novelli and HP: New Style of IT Twitter Chat
Porter Novelli

Social Media - Associations/Government/Nonprofit Organizations



Phoenix Award: Atlanta Women's Foundation Fashion Fundraiser
The Everywhere Agency & Bloomingdale's for Atlanta Women's Foundation

Blogs



Phoenix Award: The AirWatch Blog: Connecting You to What's New in Enterprise Mobility
AirWatch by VMware

Award of Excellence: "Dangers of Assuming" Blog Post
Children's Healthcare of Atlanta

Award of Excellence: The Steamtherapy Blog for Mr. Steam
O'Reilly DePalma on behalf of Mr. Steam

Webcasts



Phoenix Award: Atlanta Real Estate Forum Radio
mRELEVANCE LLC for Atlanta Real Estate Forum Radio

Blogger Campaign



Phoenix Award: Making Peanuts the Protein of Choice for Latina Bloggers
National Peanut Board with Golin

Award of Excellence: "100 Days of Tombow" Celebrates American Tombow's Centennial Anniversary
Phase 3 Marketing & Communications for American Tombow

Award of Excellence: Mohawk Engages Bloggers to Promote SmartStrand Unleashed Campaign
Mohawk Flooring

Project Award Winners, continued...

Smartphone/Tablet Applications



Phoenix Award: Ready Georgia App: Answering the Call for Better Emergency Management
Cookerly Public Relations

Award of Excellence: Gwinnett Edge iPad Version
Gwinnett Chamber