



## **Congratulations to the 2017 Phoenix Award Winners!**

Complete list of 2017 Best of Phoenix, Program and Project Award winners are below.

### **Best of Phoenix Award**

#### ***Marketing Consumer Services***

SunTrust Expands National onUp Movement to Advance Financial Well-Being  
Cookerly Public Relations on behalf of SunTrust Bank

### **Program Award Winners**


#### ***Public Service - Nonprofit Organizations***

**Award of Excellence:** Life is Why  
American Heart Association and WellStar Health System

#### ***Marketing Consumer Products - Food***

**Award of Excellence:** Wendy's Brings Fresh Beef Center Stage  
Ketchum on behalf of Wendy's

#### ***Marketing Consumer Products - Beverages***

 **Phoenix Award:** 7-Election: Earning Votes, and Sales, with Coffee Cup Campaign  
Ketchum on behalf of 7-Eleven, Inc.


#### ***Marketing Consumer Products - Retail Stores and Restaurants***

 **Phoenix Award:** Spreading Holiday Cheer With The Home Depot  
MSLGROUP on behalf of The Home Depot

**Award of Excellence:** Cracker Barrel and Edible Open First West Coast Location in Portland  
Edible on behalf of Cracker Barrel

**Award of Excellence:** The Home Depot: The Go-To Preparedness Partner  
MSLGROUP on behalf of The Home Depot

#### ***Marketing Consumer Products - Packaged Goods***


 **Phoenix Award:** SHARPIE EXTREME: LAUNCHING A BRAND FROM 20,000 FEET  
Sharpie and Cohn & Wolfe

#### ***Marketing Consumer Products - Non-Packaged Goods***

 **Phoenix Award:** ActiClean Patrol Launches New Self-Cleaning Toilet  
O'Reilly DePalma on behalf of American Standard

**Award of Excellence:** Yankee Candle Gets Personal with Fans  
Yankee Candle and Cohn & Wolfe

#### ***Marketing Consumer Services - Travel and Tourism/Hospitality***

 **Phoenix Award:** 2020 Vision: Revolutionizing Meetings in Atlanta  
Atlanta Convention & Visitors Bureau and Georgia World Congress Center Authority

***Marketing Consumer Services - Health Care Services***



**Phoenix Award:** CTCA at Southeastern Fights Cancer  
Cookerly Public Relations

***Marketing Consumer Services - Technology***



**Phoenix Award:** Entertainment, Where Everything Can Happen  
AT&T with FleishmanHillard

***Marketing Consumer Services -- Financial Services***



**Phoenix Award:** SunTrust Expands National onUp Movement to Advance Financial Well-being  
Cookerly Public Relations on behalf of SunTrust Banks

***Marketing Business to Business - Professional and/or Financial Services***



**Phoenix Award:** Going for Gold in Performance Improvement  
North Highland

***Marketing Business to Business - Professional and/or Financial Services***

**Award of Excellence:** Business at the Speed of Data for North Highland  
North Highland

***Marketing Business to Business - Products***



**Phoenix Award:** GE Jump-Starts the Industrial Internet of Things with Connected Controls  
Edelman on behalf of GE Energy Connections

**Award of Excellence:** Growing 'Pro'fessional Relationships with The Home Depot  
MSLGROUP Atlanta on behalf of The Home Depot

***Integrated Communications - Consumer Products - Food & Beverage***

**Award of Excellence:** Wendy's Brings Fresh Beef Center Stage  
Ketchum on behalf of Wendy's

***Integrated Communications - Consumer Products - Retail Stores and Restaurants***



**Phoenix Award:** Cracker Barrel and Edible Open First West Coast Location in Portland  
Edible, Inc. on behalf of Cracker Barrel

**Award of Excellence:** McAlister's Celebrates 400th Restaurant  
McAlister's Deli with Allison+Partners

***Integrated Communications - Consumer Services***



**Phoenix Award:** Hotel Indigo® Hosts First Uber Summer Concert Series  
Weber Shandwick on behalf of Hotel Indigo

***Integrated Communications - Business to Business***



**Phoenix Award:** "Carpet For Life"  
Rountree Group on behalf of Engineered Floors LLC

### ***Integrated Communications - Government***



**Phoenix Award:** I-75 South Metro Express Lanes Integrated Communications  
Porter Novelli on behalf of the State Road and Tollway Authority

**Award of Excellence:** 2017 “Amazing Inside” Integrated Communications Engagement  
Edible, Inc. on behalf of the Florida Department of Citrus

**Award of Excellence:** City of Atlanta Presents the 40th Anniversary of the Atlanta Jazz Festival  
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### ***Integrated Communications - Nonprofit Organizations***



**Phoenix Award:** From Patient to Pediatric Nurse: Amelia's Story  
Children's Healthcare of Atlanta

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



**Phoenix Award:** McAlister's Celebrates 400th Restaurant  
McAlister's Deli with Allison+Partners

**Award of Excellence:** Mohawk's Cushion the Fight at Komen 3-Day  
Mohawk

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

**Award of Excellence:** The Bayer Bee Care Center Celebrates 10,000 Visitors  
Porter Novelli, Mastermind Marketing and BBDO on behalf of Bayer

### ***Events or Observances (seven or fewer days) - Government***



**Phoenix Award:** I-75 South Metro Express Lanes Ribbon Cutting Ceremony  
Porter Novelli on behalf of the State Road and Tollway Authority

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



**Phoenix Award:** Cracker Barrel & Edible Drive Support for Military Families During  
“Operation Rocker”

Edible, Inc. on behalf of Cracker Barrel Old Country Store

**Award of Excellence:** Stop Smears, Spread Joy with Paper Mate InkJoy  
Paper Mate and Cohn & Wolfe

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



**Phoenix Award:** When the Power's Out, They're On – Thank A Lineman  
Georgia Power

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



**Phoenix Award:** This is Autism: Marcus Celebrates Autism Month  
Marcus Autism Center / Children's Healthcare of Atlanta

**Award of Excellence:** Shepherd's Men: SHARE The Burden  
Cookerly Public Relations

### ***Reputation/Brand Management Programs – Business (Sales up to \$50 Million)***



**Phoenix Award:** Brand Boost with 1,121 High School Students  
Ecolink Inc

### ***Reputation/Brand Management Programs – Business (Sales up to \$500 Million)***



**Phoenix Award:** From Pizza to People - Papa John's Launches "Pizza Family" Brand Campaign

Edelman on behalf of Papa John's

### ***Reputation/Brand Management Programs – Business (Sales more than \$500 Million to \$10 Billion)***



**Phoenix Award:** Aflac: Perception Play in Social Responsibility  
FleishmanHillard on behalf of Aflac

**Award of Excellence:** Changing the Conversation to Favor DeVry Medical Schools  
Edelman

**Award of Excellence:** When the Power's Out, They're On – Thank A Lineman  
Georgia Power

### ***Reputation/Brand Management Programs - Nonprofit Organizations***



**Phoenix Award:** Northside Hospital: Growth With a Purpose  
FleishmanHillard on behalf of Northside Hospital

### ***Community Relations - Business-Products***



**Phoenix Award:** Celebration of Service: Creating Independence at Home for U.S. Veterans  
MSLGROUP on behalf of The Home Depot Foundation

**Award of Excellence:** Brighter Futures: GPS Hospitality's BK Scholars  
Allied Integrated Marketing on behalf of GPS Hospitality

### ***Community Relations - Government***



**Phoenix Award:** I-75 South Metro Express Lanes Community Relations  
Porter Novelli on behalf of the State Road and Tollway Authority

### ***Community Relations - Associations/Nonprofit Organizations***



**Phoenix Award:** Our Atlanta Heroes: Cape Day 2016  
Children' Healthcare of Atlanta

**Award of Excellence:** Building the Building Better Campaign  
Ketchum PR and Changing Our World on behalf of Piedmont Healthcare

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



**Phoenix Award:** IHG@work: Connect. Collaborate. Climb.  
IHG

**Award of Excellence:** Celebrating the New Year With a New Brand  
Georgia Power

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



**Phoenix Award:** Novelis: The Focused 5 Delivers Results  
Novelis

**Award of Excellence:** myApron - The Home Depot's Associate Portal  
The Home Depot

### ***Internal Communications - Associations/Government/Nonprofit Organizations***



**Phoenix Award:** Piedmont Quality-Safety Communications Program  
Piedmont Healthcare

### ***Multicultural Public Relations - Business***



**Phoenix Award:** “Driving Cars, Telling Untold Stories and Connecting with Consumers to Build the Toyota Brand”

PRecise Communications on behalf of Toyota Motor North America

**Award of Excellence:** Sparking a Movement to Live to the Beat with Arbor  
Edelman on Behalf of Arbor Pharmaceuticals

### ***Crisis Communications - Business***



**Phoenix Award:** Communication in the Eye of the Storm: Georgia Power Manages Matthew  
Georgia Power

### ***Crisis Communications - Government***



**Phoenix Award:** The I-85 Rebuild  
Georgia Department of Transportation

### ***Issues Management - Business***



**Phoenix Award:** North American Bayer Bee Care Program  
Porter Novelli, Mastermind Marketing and BBDO on behalf of Bayer

## Project Award Winners

### ***Media Relations - Consumer Products - Food & Beverage***



**Phoenix Award:** Krystal® Gets Fired-Up with TABASCO® From a Limited Time Offer to History in the Making

The Krystal Company with Ink Link Marketing and Bright Red

**Award of Excellence:** Control the Message: Wendy's Chicken Quality Ketchum on behalf of Wendy's

### ***Media Relations - Consumer Products - Non-Packaged Goods***



**Phoenix Award:** Spring Forward with The Home Depot  
MSLGROUP on behalf of The Home Depot

**Award of Excellence:** NAPA Auto Parts Showcases Enhanced KNOW HOW Throughout Top Store Grand Reopenings  
Cookerly Public Relations on behalf of NAPA Auto Parts

**Award of Excellence:** The Home Depot: The Go-To Preparedness Partner  
MSLGROUP on behalf of The Home Depot

### ***Media Relations - Consumer Products - Other***



**Phoenix Award:** LightStream Home Improvement Survey Builds on Consumer Confidence  
Cookerly Public Relations on behalf of LightStream

### ***Media Relations - Consumer Services - Travel and Tourism/Hospitality***



**Phoenix Award:** Oceans of Coverage for World's Most Luxurious Cruise Ship  
Regent Seven Seas Cruises, with Ketchum

**Award of Excellence:** IAAPA Showcases What's New for 2017 at Theme Parks  
IAAPA with NEW's Public Relations

**Award of Excellence:** Renaissance ATL Airport Gateway Hotel Takes Flight  
360 Media, Inc + Renaissance Atlanta Airport Gateway Hotel

### ***Media Relations - Consumer Services - Health Care Services***



**Phoenix Award:** Northside Feeds Excitement for Cherokee Opening  
FleishmanHillard on behalf of Northside Hospital

### ***Media Relations - Consumer Services - Technology***



**Phoenix Award:** Equifax College Student Financial Literacy Survey  
Arketi Group on behalf of Equifax

### ***Media Relations - Consumer Services - Financial Services***



**Phoenix Award:** SunTrust Celebrates Opening Day at SunTrust Park  
Cookerly Public Relations on behalf of SunTrust Bank

### ***Media Relations - Consumer Services - Other***



**Phoenix Award:** Communication in the Eye of the Storm: Georgia Power Manages Matthew  
Georgia Power

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



**Phoenix Award:** SunTrust Stimulates Business Growth with Industry Expertise  
Cookerly Public Relations on behalf of SunTrust Bank

### ***Media Relations - Business to Business - Products***



**Phoenix Award:** Aptean Takes Large Bite into Media Placements Pie  
Arketi Group on behalf of Aptean

**Award of Excellence:** Taking Video Game Cybersecurity Mainstream  
ARPR on behalf of Panopticon Labs

### ***Media Relations - Business to Business - Other***



**Phoenix Award:** Focused Outreach Builds a Tech Thought Leader  
Arketi Group on behalf of NCR Silver

**Award of Excellence:** Growing 'Professional Relationships with The Home Depot  
MSLGROUP Atlanta on behalf of The Home Depot

### ***Media Relations - Associations***



**Phoenix Award:** IAAPA Attractions Expo Media Relations Thrill Ride  
IAAPA with NEW's Public Relations

**Award of Excellence:** Norway Spruce: Birth of a Species  
Kimberly L. Drew APR, Drew Public Relations, with the Northeastern Lumber Manufacturers Association (NELMA)

### ***Media Relations - Nonprofit Organizations***



**Phoenix Award:** Celebration of Service: Creating Independence at Home for U.S. Veterans  
MSLGROUP on behalf of The Home Depot Foundation

**Award of Excellence:** Goizueta Business School Expert: Economic Impact of I-85 Bridge Collapse  
Leff & Associates on behalf of Emory University's Goizueta Business School

**Award of Excellence:** This is Autism: Photo Series  
Marcus Autism Center / Children's Healthcare of Atlanta

### ***Media Relations - Government***



**Phoenix Award:** Georgia Economic Development Centers on Innovation  
Dalton Agency on behalf of the Georgia Centers of Innovation

**Award of Excellence:** Atlanta Fed Presidential Selection Announcement  
Federal Reserve Bank of Atlanta

**Award of Excellence:** The University of Georgia: The Birthplace of Public Higher Education in America  
The University of Georgia's Division of Marketing and Communications



### ***Feature Stories***



**Phoenix Award:** One is Not Zero: Children's Feature Story  
Children's Healthcare of Atlanta

**Award of Excellence:** Northside Hospital: Cherokee Nurse  
FleishmanHillard on behalf of Northside Hospital

### ***Editorials/Op-Ed Columns***



**Phoenix Award:** NCR Silver Op-ed Wins SMB Media Popular Vote  
Arketi Group on behalf of NCR Silver

**Award of Excellence:** MemberSuite Shows Tech Entrepreneur Leadership  
Arketi Group on behalf of MemberSuite

### ***Word-of-Mouth***



**Phoenix Award:** UP TV & Everywhere Agency's #GilmoretheMerrier  
Everywhere Agency with UP TV

### ***Newsletters - Digital***



**Phoenix Award:** GSMOne - One Team. One Plan.  
InterContinental Hotels Group (IHG)

**Award of Excellence:** The Darden Link: Connecting with Hundreds of Suppliers  
Darden, with Ketchum

**Award of Excellence:** U.S. News & World Report Panelist Newsletter  
Emory University Nell Hodgson Woodruff School of Nursing

### ***Magazines - Primarily for Internal Audiences***



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

**Award of Excellence:** Georgia REALTOR® Magazine  
Georgia REALTORS®

### ***Magazines - Primarily for External Audiences***



**Phoenix Award:** The Jabian Journal - Spring 2017  
Falk Harrison on behalf of Jabian Consulting

**Award of Excellence:** LOMA Resource Magazine  
Resource Staff

### ***Annual Reports - Business***



**Phoenix Award:** Aflac "Leaves their Duckprints" with CSR Report  
FleishmanHillard on behalf of Aflac

### ***Annual Reports - Associations/Government/Nonprofit Organizations***



**Phoenix Award:** Landmarks and Legacies: 2016 Annual Report  
Georgia World Congress Center Authority and Lampe-Farley Communications

**Award of Excellence:** Annual Report FY2016  
Georgia Ports Authority



### ***Brochures - Print***



**Phoenix Award:** Live Oak Locator  
Georgia Ports Authority

**Award of Excellence:** GWCCA's 2020 Vision  
Georgia World Congress Center Authority and AKOFA Creative

### ***Brochures - Digital***



**Phoenix Award:** Nysa EB-5 White Paper Series  
Kim Resnik Communications with K.B. Taylor Marketing

### ***Publications - Single Issue Newsletter/Booklets/Calendars***



**Phoenix Award:** The Home Depot OrangeLife Advantage Statement  
The Home Depot with Alight Solutions

**Award of Excellence:** AGCO's ebook - "The Hesston Guide to Quality Hay"  
AGCO with Red Barn Media Group

**Award of Excellence:** Passport to Preeminence  
Georgia World Congress Center Authority and Harley Creative, LLC

### ***Publications - Books***



**Phoenix Award:** Where is Bear?  
Porter Novelli on behalf of CDC's "Learn the Signs. Act Early." Program

### ***Press Kits/Media Kits***



**Phoenix Award:** Keeping Up With the Mobile Age - Transforming Atlanta's Press Kit  
Atlanta Convention & Visitors Bureau

**Award of Excellence:** Wendy's High School Heisman: A Local Touch to a National Program  
Ketchum on behalf of Wendy's

### ***Online Videos***



**Phoenix Award:** Wendy's Scores Big with High School Heisman Videos  
Ketchum on behalf of Wendy's

**Award of Excellence:** Animated Video: How it Works  
Community Foundation for Greater Atlanta

**Award of Excellence:** MOE'S SOUTHWEST GRILL® PUTS MICROWAVES IN THEIR PLACE  
Moe's Southwest Grill

**Award of Excellence:** The REIN Project  
Federal Reserve Bank of Atlanta Creative Services

### ***Satellite Media Tours***



**Phoenix Award:** 2017 Holiday Inn Summer of Smiles Program SMT  
Weber Shandwick on behalf of Holiday Inn

**Award of Excellence:** SmartStrand Silk Reserve Satellite Media Tour  
Mohawk

### ***Internal/Intranet Video Programs***



**Phoenix Award:** Celebrating the New Year With a New Brand  
Georgia Power

**Award of Excellence:** 2017 Your Voice Video  
TouchPoint Support Services

**Award of Excellence:** Mohawk Komen Video Featuring Brian Carson  
Mohawk

### ***External Video Programs***



**Phoenix Award:** Make Some Noise to End Childhood Cancer  
Children's Healthcare of Atlanta

**Award of Excellence:** Atlanta's Super Bowl bid video  
David Lewis Productions

### ***Public Service Announcements***



**Phoenix Award:** Heads Up, Phones Down: Water Safety PSA  
Children's Healthcare of Atlanta

**Award of Excellence:** PSA: Georgia Power Invites You to Renew a River  
Georgia Power

### ***Speeches***

**Award of Excellence:** Stay True to Your Purpose  
WellStar Health System

### ***Advertorials***



**Phoenix Award:** Operation Health Park Spotlight  
WellStar PR team for WellStar East Cobb Health Park

**Award of Excellence:** Showing the Care of Fresh in Wendy's Salads  
Ketchum on behalf of Wendy's

### ***Creative Tactics - Consumer Products***



**Phoenix Award:** Wendy's Baconator Fresh Market Take Over  
Ketchum on behalf of Wendy's

**Award of Excellence:** McDonald's Taps Millennial Taste Makers for Big Mac Event  
Cookerly Public Relations

### ***Creative Tactics - Business to Business***



**Phoenix Award:** "WE CHANGED LIVES" – JOYN'S TOP-SECRET BRAND & CATEGORY  
LAUNCH EVENT

JOYN Marketing in conjunction with Lynn Harris Medcalf PR Consulting

### ***Creative Tactics - Associations/Government/Nonprofit Organizations***



**Phoenix Award:** Can You Find Hope and Will?  
Children's Healthcare of Atlanta

**Award of Excellence:** Digital Campaigns for Tech Research Conferences  
GVU Center at Georgia Tech

### **Writing - By-lined Consumer Article**



**Phoenix Award:** Because of Brian - President Shares Matters of Heart  
WellStar PR team for WellStar Cobb Hospital

### **Writing - By-lined Financial Article**



**Phoenix Award:** Deals, Drivers and Disruptors  
Jennifer Rankin, Resource

### **Writing - Technical Writing - Trade/Business Media**



**Phoenix Award:** Snapfulfil Byline Delivers On-Demand Success  
Arketi Group on behalf of Snapfulfil

**Award of Excellence:** "Changing Conversations: Brand Identity as Discourse" in The Journal of Brand Strategy

Adrenaline with Lynn Harris Medcalf PR Consulting

### **Press Conferences**



**Phoenix Award:** Georgia Power Brings Solar Energy to Robins AFB  
Georgia Power

**Award of Excellence:** I-75 South Metro Express Lanes Press Conference

Porter Novelli on behalf of the State Road and Tollway Authority

### **Websites - External**



**Phoenix Award:** Mobile Labs Modernizes Its Web Presence  
Arketi Group on behalf of Mobile Labs

**Award of Excellence:** Milestones in Action

Porter Novelli on behalf of CDC's Learn the Signs. Act Early. Program

### **Websites - Internal/Intranets**



**Phoenix Award:** Piedmont Healthcare's Intranet Re-imagined  
Piedmont Healthcare

**Award of Excellence:** Northside Hospital / 2017 Northside Life

Northside Hospital

### **Social Media - Consumer Products**



**Phoenix Award:** Wendy's 'Nuggs' Breaks Twitter History  
Ketchum on behalf of Wendy's

**Award of Excellence:** Bring on the Bears: Build-A-Bear Workshop Celebrates National Teddy Bear Day

Ketchum on behalf of Build-A-Bear Workshop

### **Social Media - Consumer Services**



**Phoenix Award:** Autotrader & Everywhere Agency's National Dog Day  
Everywhere Agency with Autotrader

**Award of Excellence:** Breast Cancer Awareness Week

FleishmanHillard on behalf of Northside Hospital

### ***Social Media - Business to Business***



**Phoenix Award:** Manheim "Dealer Delights"  
Edelman

**Award of Excellence:** "Carpet For Life"  
Rountree Group on behalf of Engineered Floors LLC

**Award of Excellence:** Greenheads Tap High Schoolers for Social Media  
Ecolink Inc

### ***Social Media - Associations/Government/Nonprofit***



**Phoenix Award:** Celebration of Service: Doing More for Veterans  
MSLGROUP for The Home Depot Foundation

**Award of Excellence:** Rise Up: Children's Cheers for Atlanta Falcons  
Children's Healthcare of Atlanta

**Award of Excellence:** Trending Now: #ChooseATL at SXSW  
ARPR on behalf of ChooseATL

### ***Blogs***



**Phoenix Award:** Perfect is Boring: Scars Photo Series  
Children's Healthcare of Atlanta

**Award of Excellence:** Perspective: Dynamic Channel for Compelling Content  
Adrenaline with Lynn Harris Medcalf PR Consulting

### ***Blogger Campaign***



**Phoenix Award:** OshKosh's #BgoshBelieve Influencer Campaign  
Everywhere Agency with OshKosh B'Gosh

**Award of Excellence:** 2016 Holiday Inn Influencer Campaign  
Weber Shandwick on behalf of Holiday Inn

**Award of Excellence:** Back for More: SITSum (Social Influencers Travel Summit)  
Atlanta Convention & Visitors Bureau with Sensei Project

### ***Smartphone/Tablet Applications***



**Phoenix Award:** Milestone Tracker App  
Porter Novelli on behalf of CDC's "Learn the Signs. Act Early." Program

**Award of Excellence:** The 2017 Atlanta Jazz Festival Goes Mobile  
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