



2016 BIG APPLE AWARDS

Celebrating Excellence in Communications



FOR IMMEDIATE RELEASE

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PRSA-NY Announces 2016 Big Apple Award Winners and Outstanding Achievements in the Public Relations Profession

"Fresh" Approach to 29th Annual #BigApplePR Gala Celebrates Excellence in Communications

NEW YORK, June 7, 2016—The New York Chapter of the Public Relations Society of America (PRSA-NY) hosted its annual Big Apple Awards Gala on Thursday evening, June 2nd, at the Mandarin Oriental New York. Nearly 250 industry professionals joined for the celebration honoring outstanding individual achievements in PR and recognizing the best communications, marketing and public relations work of 2015.

PRSA-NY President Bill Doescher and PRSA-NY President-elect & Big Apple Chair Olga Gonzalez welcomed guests and congratulated the industry on its constant evolution, innovation and commitment to "... [find] ways to combine our tried and true methods with the latest emerging trends and technology."



The nod to all things 'fresh' – ideas and talent – were reflected throughout the evening's presentation and decor.

Big Apple awards in 44 categories were presented by **Kirstin Cole**, a reporter for the WPIX 11 Morning News; **Jordan Drake**, Director of Marketing at The Home T; and a team of 'rising talent' from four of the 2016 sponsor agencies: **Sara Quinn**, Senior Account Supervisor at Hunter Public Relations; **Fabian Villenas**, PR Client Financial Analyst and Project Lead for Generation Activation at MSLGROUP; **Tim Koch**, Account Executive in Corporate Communications & Marketing at MSLGROUP; **Stephen Wilson**, Account Supervisor at Coyne PR; and **Dan Kloeffer**, Vice President and Senior Media Specialist at Ketchum. **Mike Bako**, Director of Media and Content Strategy at D S Simon Media, was announcer for the evening.

Outstanding Achievement

Grace Leong, APR, CEO + Partner, Hunter Public Relations, received the John W. Hill award for outstanding lifetime achievements in public relations; **Joe Cohen, APR**, Senior Vice President of

Communications for KIND Healthy Snacks, received the Philip Dorf for leadership and mentorship; and **Art Stevens, APR, Fellow PRSA**, Managing Partner of The Stevens Group, received the President's Award for ethical conduct and outstanding service to PRSA and PRSA-NY. [\[read more\]](#)

The 2016 ceremony included the introduction of two new awards: MasterCard was named as the inaugural recipient of the **PRSA-NY Outstanding PR Leadership Award** recognizing corporate champions who are "creative, innovative and making great strides to advance the public relations profession." The first recipients of the "[15 Under 35](#)" award recognizing the most inspired and inspiring young talent in the New York metro area public relations industry were also introduced.

The Best Work of 2015

Forty-six (46) finalists were selected for their award-winning research, strategies, tactics and results; two categories had co-winners. The work spanned industries, institutions, government agencies and non-profit organizations with many campaigns taking home multiple awards.

Ketchum and Michelin were named the **Best of the Best** and received three crystal "Big Apple" awards for their campaign titled "*Beyond the Driving Test.*"

The **Best Business/Campaign Outcomes** title went to Butler Associates and the Uniformed Firefighters Association of Greater New York for "*A Win for New York's Bravest: Disability Protections Restored for New York City Firefighters.*"

And the award for **Best Use of Research, Measurement and Evaluation**, sponsored by the Institute for Public Relations, was presented to Coyne PR and Just Born Quality Confections/PEEPS® for "*How PEEPS® Hopped Beyond Easter and into Other Holiday Celebrations.*"

The winning campaigns for each of the 2016 Big Apple award categories were:

America's Best Communities: Inspiring Revitalization in Rural America

Frontier Communications for Frontier Communications

Community Relations: Business Products & Services

Who Are You Calling a Mall Walker?

Coyne PR for Humana

Reputation & Brand Management: Business

Transforming Lives Through Literacy: Activating a Global Conversation

Global Gateway Advisors for International Literacy Association

Reputation & Brand Management: Government, Associations & Non-Profit Organizations

MasterCard "Wears" the Future of Connected Commerce on its Sleeve

Ketchum for MasterCard

Events & Observances (One to Seven Days): Business

Integrated Communications: Consumer Services

The Campaign to Renew the 9/11 Health Bill

Global Strategy Group for FealGood Foundation

Events & Observances (One to Seven Days): Government, Associations & Non-Profit Organizations

Let's Laugh About Sex

M Booth for We-Vibe

Events & Observances (One to Seven Days): Campaigns with Budgets of \$150,000 or Less

Setting a Course for Corporate Brand Engagement: SCA Makes Waves in the Volvo Ocean Race

Weber Shandwick for SCA

Events & Observances (More Than Seven Days): Business

Tour de Fox: Extreme Athletic Challenge for a Parkinson's Cure

Ruder Finn for The Michael J. Fox Foundation

Events & Observances (More Than Seven Days): Government, Associations & Non-Profit Organizations

Beyond the Driving Test

Ketchum for Michelin

Public Service: Business

Public Affairs: Business

Corporate Social Responsibility: Campaigns with Budgets over \$150,000

Breaking the Fourth Wall: Stella Adler Studio Brings Actor Training to Rikers Island

The TASC Group for Stella Adler Studio of Acting

(Co-winner) Public Service: Government, Associations & Non-Profit Organizations

Public Service: Campaigns with Budgets of \$150,000 or Less

Addressing Grief in the Classroom

Tiller LLC for The New York Life Foundation

(Co-winner) Public Service: Government, Associations & Non-Profit Organizations

The Gun Shop

GREY New York for States United To Prevent Gun Violence

Public Affairs: Government, Associations & Non-Profit Organizations

A Win for New York's Bravest: Disability Protections Restored for New York City Firefighters

Butler Associates LLC. Public Relations for Uniformed Firefighters Association of Greater New York

Public Affairs: Campaigns with Budgets of \$150,000 or Less

MOTRIN® Make It Happen Weekends

Hunter Public Relations for Johnson & Johnson Consumer Inc, McNeil Consumer Healthcare Division The Makers Of MOTRIN®

Marketing Consumer Products: Healthcare

Targeted Marketing to Women: Business

Game Over, Game On

M Booth for GODIVA Chocolatier

Marketing Consumer Products: Food, Beverage & Hospitality

Targeted Marketing to Men: Business

New Media/Social Media Campaign: Consumer Products & Services

Batiste Dry Shampoo: Launching a UK Favorite in the US

Hunter Public Relations for Church & Dwight, the makers of Batiste™

Marketing Consumer Products: Packaged Goods

Bringing Star Power to Strollers & Car Seats

360PR for Quinny & Maxi-Cosi

Marketing Consumer Products: Non-Packaged Goods

Pantone Color of the Year 2016: From Pop Culture Moment to Pop Culture Movement

Kwittken for Pantone

Marketing Consumer Products: Other

How PEEPS® Hopped Beyond Easter and into Other Holiday Celebrations

Coyne PR for Just Born Quality Confections/PEEPS®

Marketing Consumer Products: Campaigns with Budgets of \$150,000 or Less

MonaLisa Touch®: Improving a Woman's Gynecologic Health and Quality Of Life

Lippe Taylor for Cynosure

Targeted Marketing to Women: Companies with budgets of \$150,000 or less

H&R Block Budget Challenge Earns Major Dividends

Spong for H & R Block

Targeted Marketing to Youth: Business

Corporate Social Responsibility: Campaigns with Budgets of \$150,000 or Less

truth Left Swipes smoking

Ketchum for Truth Initiative

Targeted Marketing to Youth: Government Associations and Non-Profit Organizations

Integrated Communications: Government, Associations & Non-Profit Organizations

The Happiest Hour Bar Campaign Generates 828 Million Impressions and Helps Redefine Bar Hospitality

Hanna Lee Communications for The Happiest Hour

Marketing Consumer Services: Travel, Tourism & Hospitality

A Selfie A Day Keeps the Fraudsters at Bay

Ketchum for MasterCard

Marketing Consumer Services: Technology

The Homes for Dogs Project: Finding Homes for Home's Best Friend
CooperKatz and Company, Inc. for Coldwell Banker Real Estate, LLC.

Marketing Targeted Specifically to Animal Care: Campaigns with Budgets of \$150,000 or Less

Bank of America: Shifting Perceptions and Fostering Conversation with Small Businesses
Burson-Marsteller for Bank of America

Marketing Business-to-Business: Professional & Financial Services

Engaging Generations of Designers through Chairs
PadillaCRT for Wilsonart

Marketing Business-to-Business: Products

The ABCs of EMV
Hotwire PR for Creditcall

Issues Management: Campaigns with Budgets of \$150,000 or Less

USA Swimming Foundation Brings Swim Lessons to the Multicultural Community
Coyne PR for USA Swimming Foundation

Multicultural Public Relations: Campaigns with Budgets of \$150,000 or Less

Share Good Energy – Premier Protein Influences the Active Individual
Hunter Public Relations for Premier Protein

(Co-winner) Integrated Communications: Consumer Products

Putting Spirited Creativity on Tap for Sales and Charity with Negroni Week
M Booth for Campari America

(Co-winner) Integrated Communications: Consumer Products

Cranberry Friendsgiving Photo Contest Social Media Campaign
Pollock Communications for Cranberry Marketing Committee USA

New Media/Social Media Campaign: Government, Associations & Non-Profit Organizations

PicoSure®: Biggest Skin Concerns by the Numbers
Lippe Taylor for Cynosure

Infographics

Affect's 90 Seconds to PR Success Video Series
Affect for Affect

Use of Internal Video

America's Diabetes Challenge
GCI Health for Merck

Public Service Announcement (Print & Broadcast)

Accenture Digital and Accenture Strategy online launch

Accenture for Accenture

Website (New or Newly Designed)

GSK Vaccines US R&D Centre: Leveraging Novel Tech to Drive Employee Awareness, Excitement, Recruitment

Ruder Finn for GSK Global Vaccines U.S. RD Centre

The Next Big Thing (Innovative approaches to execution)

[Follow this link](#) to view a list of all 2016 Big Apple Award winners.

Appreciation to Sponsors

PRSA-NY expresses its deepest appreciation to the 2016 Big Apple sponsors: **Diamond:** Ketchum; **Platinum:** D S Simon Media; **Gold:** North American Precis Syndicate (NAPS); **Silver:** Coyne PR, Hunter Public Relations, and MSLGroup; **Bronze:** Anchin, Block & Anchin; **Benefactor:** The TAGS Group; **PRSSA Champion:** Germinder and Associates; **Chapter Leaders:** PRSA-NY Board Members Rob Bratskeir, Bill Doescher, Sandra Fathi, Henry Feintuch, Sharon Fenster, Lea-Ann Germinder, APR, Fellow PRSA, Tiffany Guarnaccia, Linda Krebs, Art Stevens, APR, Fellow PRSA, Emmanuel Tchividjian, and Burt Wolder; **Friends of Big Apple:** Gould+Partners LLC; **John W. Hill Award:** Hill+Knowlton Strategies; **Philip Dorf Award:** The Dorf Family; **In-kind:** D S Simon Media, Mionetto USA, Ketchum, Anchin, Block & Anchin, Feintuch Communications, Davis & Gilbert LLP, and Oak Leaf Media.

About the Big Apple Awards

PRSA-NY established the Big Apple Awards in 1988 to celebrate excellence in public relations. Widely regarded as one of the industry's most prestigious accolades, the Big Apple Awards honor innovative and strategic PR campaigns and projects.

About PRSA-NY

The Public Relations Society of America, New York City chapter is the industry go-to for knowledge and networking for communications professionals in the New York metro area. Established in 1948, PRSA-NY is one of the founding chapters of the Public Relations Society of America, the world's largest professional organization for public relations practitioners, and the third largest PRSA local chapter in the U.S. It serves the interests of public relations professionals working in business and industry, counseling firms, government, associations, hospitals, schools, professional services firms and nonprofit organizations. Chapter board and committee members are volunteer public relations professionals who work in the New York metropolitan area. For more information, please visit our website and follow us on [Facebook](#), [Twitter](#) and [LinkedIn](#).

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