Congratulations to the 32nd Annual Phoenix Award Winners!
Complete list of 2016 Best of Phoenix, Program and Project Award winners are below.

### Best of Phoenix Award

**Marketing Consumer Services**
- **Look, Mom…It’s #PrettyGreat Travel Hacks**
  - *Ketchum on behalf of Hilton Worldwide*

### Program Award Winners

#### Public Service - Government
- **Phoenix Award**: Ready Georgia: Prepare Today for a Safer Tomorrow
  - *Cookerly Public Relations on behalf of Georgia Emergency Management and Homeland Security Agency*

#### Public Service – Nonprofit Organizations
- **Phoenix Award**: Little Black Dress Initiative
  - *The Junior League of Atlanta, Inc.*

#### Marketing Consumer Products - Food
- **Phoenix Award**: Arby’s Flaunts New Brown Sugar Bacon with Launch of Vegetarian Support Campaign
  - *Edelman on behalf of Arby’s Restaurant Group*
- **Award of Excellence**: Secret to Papa John’s success? All the right ingredients.
  - *Edelman on behalf of Papa John’s*

#### Marketing Consumer Products – Retail Stores and Restaurants
- **Phoenix Award**: Chick-fil-A Steps Into New York City Spotlight with First Store Opening
  - *Jackson Spalding on behalf of Chick-fil-A*
- **Award of Excellence**: Cracker Barrel and Edible Cook Up Thanksgiving Success
  - *Edible on behalf of Cracker Barrel Old Country Store*
- **Award of Excellence**: The Home Depot’s Cheerful Holiday
  - *MSLGROUP on behalf of The Home Depot*

#### Marketing Consumer Products – Non-Packaged Goods
- **Phoenix Award**: SmartStrand Forever Clean Launch
  - *Mohawk Flooring*

#### Marketing Consumer Services – Travel and Tourism/Hospitality
- **Phoenix Award**: Look, Mom…It’s #PrettyGreat Travel Hacks
  - *Ketchum on behalf of Hilton Worldwide*
- **Award of Excellence**: KURIOS – Cabinet of Curiosities presented in Atlanta
  - *Allied Integrated Marketing on behalf of Cirque du Soleil*
Marketing Consumer Services – Health Care Services

Award of Excellence: One Day Pay: Submit Today, Smile Tomorrow with Aflac
Hill + Knowlton Strategies on behalf of Aflac

Marketing Consumer Services – Technology

Phoenix Award: LED-ing the Way to Brighter Georgia Roads
Georgia Power

Marketing Consumer Services – Financial Services

Phoenix Award: SunTrust Drives Purpose for Financial Confidence
Cookerly Public Relations on behalf of SunTrust Banks

Marketing Consumer Services – Other

Phoenix Award: LED-ing the Way to Brighter Georgia Roads
Georgia Power

Marketing Business to Business – Professional and/or Financial Services

Phoenix Award: Delivering on Customer Experience for North Highland
North Highland

Award of Excellence: The 2015 Aflac WorkForces Report
Hill + Knowlton Strategies on behalf of Aflac

Marketing Business to Business - Products

Phoenix Award: The Home Depot Builds Relationships Like a ‘Pro’
MSLGROUP on behalf of The Home Depot

Award of Excellence: DSV by American Standard Launches 3D Printed Faucets
O’Reilly DePalma on behalf of DXV by American Standard

Award of Excellence: HP 3D Printing & the Next Industrial Revolution
Porter Novelli on behalf of HP Inc.

Integrated Communications – Consumer Products – Food & Beverage

Phoenix Award: Moe’s Southwest Grill Touts, “We’re Open!”
Moe’s Southwest Grill

Award of Excellence: Arby’s® Last Laugh with Jon Stewart
Edelman on behalf of Arby’s Restaurant Group

Integrated Communications – Consumer Products – Retail Stores & Restaurants

Phoenix Award: Chick-fil-A Steps Into New York City Spotlight with First Store Opening
Jackson Spalding on behalf of Chick-fil-A
Integrated Communications – Consumer Services

Phoenix Award: One Day Pay: Submit Today, Smile Tomorrow with Aflac
Hill + Knowlton Strategies on behalf of Aflac

Award of Excellence: SunTrust Kicks Off onUp Movement at Super Bowl 50
Cookerly Public Relations on behalf of SunTrust Banks

Integrated Communications – Business to Business

Phoenix Award: The 2015 Aflac WorkForces Report
Aflac

Award of Excellence: “PureConfidence…PureColor”
Rountree Group on behalf of Engineered Floors LLC

Integrated Communications – Government

Phoenix Award: Florida Department of Citrus: Amazing Inside Edible on behalf of Florida Department of Citrus

Integrated Communications – Associations

Phoenix Award: Changing How Georgians View Good Oral Health and Dentists
Georgia Dental Association with Golin

Award of Excellence: PB My Way: For Life Recipe Contest
Southern Peanut Growers

Integrated Communications – Nonprofit Organizations

Phoenix Award: Project S.A.V.E. (Heart Month)
Children’s Healthcare of Atlanta

Award of Excellence: 2015-16 Campaign Materials Featuring Spokeskid Priah
United Way of Greater Atlanta

Award of Excellence: 40th Annual Atlanta Film Festival
Allied Integrated Marketing on behalf of Atlanta Film Society

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

Phoenix Award: Cushion The Fight Against Breast Cancer
Mohawk Flooring

Award of Excellence: Arby’s® Entices Vegetarians with Vegetarian Menu on Leap Day
Edelman on behalf of Arby’s Restaurant Group

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

Phoenix Award: Delta Hosts Inaugural Media Day and Fleet Showcase
Delta Air Lines

Award of Excellence: Look, Mom… It’s #PrettyGreat Travel Hacks
Ketchum on behalf of Hilton Worldwide
Events or Observances (seven or fewer days) – Business to Business

Award of Excellence: “PureConfidence…PureColor”
Rountree Group on behalf of Engineered Floors LLC

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

Phoenix Award: Promise 360 Employee Recognition Celebrations
Piedmont Healthcare

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

Phoenix Award: Celebrating 10 Years of Gas South
Gas South
Award of Excellence: What Black History Means: Bringing Treasures from the Past to Inspire the Future
PRecise Communications on behalf of Toyota Motor North America

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

Phoenix Award: WellStar Day 1 Celebrations
WellStar Health System
Award of Excellence: Senior Dining Celebrates a Meal in the Life
Morrison Community Living

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

Phoenix Award: 100th Anniversary
Children’s Healthcare of Atlanta
Award of Excellence: Celebration of Service: Creating Independence at Home for U.S. Veterans
MSLGROUP on behalf of The Home Depot Foundation

Reputation/Brand Management Programs – Business Companies with sales up to $50 million

Phoenix Award: Communicating the Value of Redevelopment
SPR Atlanta on behalf of Greensboro Mill LLP

Reputation/Brand Management Programs – Business Companies with sales more than $10 billion

Phoenix Award: One Day Pay: Submit Today, Smile Tomorrow with Aflac
Aflac

Community Relations - Government

Phoenix Award: New Voices: Engaging Millennials at the ARC Table
Atlanta Regional Commission and Aha! Strategy
Award of Excellence: GO Teams Recruitment Effort
Kingdom Quality Communications on behalf of Atlanta Public Schools
Community Relations – Associations/Nonprofit Organizations

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

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

Phoenix Award: Randstad Total Rewards and Open Enrollment Communication Campaign
Aon Hewitt on behalf of Randstad

Award of Excellence: Manheim’s Battle Royale Spurs Employee Engagement
Cox Automotive

Internal Communications – Associations/Government/Nonprofit Organizations

Phoenix Award: USG Retiree Healthcare Transition
Aon Hewitt on behalf of the University System of Georgia

Award of Excellence: Sugar Challenge
Children’s Healthcare of Atlanta

Multicultural Public Relations - Business

Phoenix Award: What Black History Means: Bringing Treasures from the Past to Inspire the Future
PRecise Communications on behalf of Toyota Motor North America

Public Affairs – Associations/Nonprofit Organizations

Phoenix Award: Protecting the Liberties of All
Edelman on behalf of the Metro Atlanta Chamber

Award of Excellence: Y’all Means All: Battling House Bill 757
Atlanta Convention & Visitors Bureau

Public Affairs - Government

Phoenix Award: Delta’s Response to Tokyo-Haneda Aviation Policy
Delta Air Lines

Issues Management - Business

Phoenix Award: Bayer North American Bee Care Program
Porter Novelli on behalf of Bayer
Project Award Winners

**Media Relations – Consumer Products – Food & Beverage**

*Phoenix Award*: Papa John’s Pizza Launches a New Quality Guarantee
Edelman on behalf of Papa John’s International, Inc.

*Award of Excellence*: Moe’s Media Tour Touts, “We’re Open!”
Moe’s Southwest Grill with Allison + Partners

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

*Phoenix Award*: The Home Depot’s Cheerful Holiday
MSLGROUP on behalf of The Home Depot

*Award of Excellence*: Construction Resources’ USA Today Home Feature
mRELEVANCE, LLC

**Media Relations – Consumer Services – Travel and Tourism/Hospitality**

*Phoenix Award*: DoubleTree Launches “Nice Travels” Movement
Ketchum on behalf of Hilton Worldwide

*Award of Excellence*: Delta Partners with the TSA to Fix Security Wait Times
Jackson Spalding on behalf of Delta Air Lines

*Award of Excellence*: IHG’s Pancake Selfie Express Hits the Road
IHG’s Holiday Inn Express Brand with Weber Shandwick

**Media Relations – Consumer Services – Health Care Services**

*Phoenix Award*: One Day Pay: Submit Today, Smile Tomorrow with Aflac
Hill + Knowlton Strategies on behalf of Aflac

**Media Relations – Consumer Services – Financial Services**

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

*Award of Excellence*: What’s in a Card? Understanding and Using the Chip
Fiserv

**Media Relations – Consumer Services - Other**

*Phoenix Award*: UPS Access Point Network – 2015 Peak Season
UPS

*Award of Excellence*: A Brand New Day in Columbus
Cookerly Public Relations on behalf of Blue Cross and Blue Shield of Georgia
Media Relations – Business to Business – Professional and/or Financial Services

Phoenix Award: The 2015 Aflac WorkForces Report
Hill + Knowlton Strategies on behalf of Aflac

Award of Excellence: Salesfusion’s Videos Reach Bigger Audience on MarketingProfs
Arketi Group on behalf of Salesfusion

Award of Excellence: UPS Shakes Up 3D Printing with On-Demand Solution
MSLGROUP on behalf of UPS

Media Relations – Business to Business - Products

Phoenix Award: NCR Small Business – Cutting through the Mobile Point of Sale Clutter
Arketi Group on behalf of NCR Small Business

Media Relations – Business to Business - Other

Phoenix Award: Aptean Garners Media Buzz
Arketi Group on behalf of Aptean

Award of Excellence: The Home Depot Builds Relationships Like a ‘Pro’
MSLGROUP on behalf of The Home Depot

Media Relations – Associations

Phoenix Award: IAAPA Attractions Expo Media Relations Thrill Ride
NEW’s Public Relations on behalf of International Association of Amusement Parks and Attractions (IAAPA)

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: Media Relations for Jane Little’s ASO World Record
NEW’s Public Relations on behalf of the Atlanta Symphony Orchestra

Award of Excellence: RSV (Social Campaign)
Children’s Healthcare of Atlanta

Media Relations – Government

Phoenix Award: Small Businesses are “Rock Stars” in Georgia
Dalton Agency on behalf of Georgia Department of Economic Development

Award of Excellence: Georgia Commute Options is the Solution
Lattimer Communications on behalf of Georgia Commute Options

Feature Stories

Phoenix Award: Wendy’s Salad: A Different Perspective
Ketchum on behalf of The Wendy’s Company

Award of Excellence: Careforce Feature Story
Children’s Healthcare of Atlanta
**Editorials/Op-Ed Columns**

*Phoenix Award*: Wendy’s Shares the Power of Adoption through Storytelling
Ketchum on behalf of The Wendy’s Company

*Award of Excellence*: NCR Op-ed Touches on the Science Behind Loyalty
Arketi Group on behalf of NCR Small Business

**Word-of-Mouth**

*Phoenix Award*: Influencer Marketing for the Iris van Herpen Exhibition
Everywhere Agency on behalf of the High Museum of Art

**Newsletters - Digital**

*Phoenix Award*: benefits@lenovo eNewsletter
Aon Hewitt on behalf of Lenovo

*Award of Excellence*: Conventional News: What’s Trending on the GWCCA Campus
Georgia World Congress Center Authority

**Newsletters – Primarily for Internal Audiences**

*Phoenix Award*: Careforce Chronicle
Children’s Healthcare of Atlanta

*Award of Excellence*: DImentions
OneDigital

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

*Award of Excellence*: Getting “Connected” to Compass One Healthcare
Compass One Healthcare

**Magazines – Primarily for External Audiences**

*Phoenix Award*: The Jabian Journal
Jabian Consulting

*Award of Excellence*: LOMA Resource
LOMA

**Annual Reports – Associations/Government/Nonprofit Organizations**

*Phoenix Award*: The Aging of the American Economy
Federal Reserve Bank of Atlanta

*Award of Excellence*: 2015 Year In Review
Gwinnett Chamber of Commerce

*Award of Excellence*: GWCCA 2015 Annual Report: #1 Convention, Sports, and Entertainment Destination in the World
Georgia World Congress Center Authority
Brochures - Print

Phoenix Award: Urgent Care Mailer
Children’s Healthcare of Atlanta

Brochures - Digital

Phoenix Award: Zika Infographic
FleishmanHillard on behalf of Northside Hospital Healthcare System

Publications – Single Issue Newsletters/Booklets/Calendars

Phoenix Award: The Home Depot – Our Investment in You
Aon Hewitt on behalf of The Home Depot

Press Kits/Media Kits

Phoenix Award: Wendy’s High School Heisman: Spreading the Word
Ketchum on behalf of The Wendy’s Company

Award of Excellence: Columbia Parc Personifies Resilience During K10
SPR Atlanta on behalf of Columbia Residential

Online Videos

Phoenix Award: The HIEX Virtual Reality Shower Experience
Ogilvy on behalf of InterContinental Hotels Group / Holiday Inn Express

Award of Excellence: GPA Today: Service, Sustainability and Safety
Georgia Ports Authority

Award of Excellence: Mexico City Video Series with Genevieve Gorder
Weber Shandwick on behalf of Fondo Mixto Promocion de Turistica

Award of Excellence: Wendy’s High School Heisman: A Personal Story of a Bigger Tale
Ketchum on behalf of The Wendy’s Company

Internal/Intranet Video Programs

Phoenix Award: “Playing it Safe” with Morrison Healthcare
Morrison Healthcare

Award of Excellence: Telling Our Story – Video Series
Federal Reserve Bank of Atlanta

External Video Programs

Phoenix Award: Mexico City Video Series with Genevieve Gorder
Weber Shandwick on behalf of Fondo Mixto Promocion de Turistica

Award of Excellence: Live from drupa 2016: Reinvent Your Possibilities
Porter Novelli on behalf of HP Inc.
Speeches
Awards:
- Award of Excellence: The Future of Atlanta’s Tourism Industry
  Atlanta Convention & Visitors Bureau

Research/Evaluation
- Phoenix Award: “Know The Facts First”
  Porter Novelli on behalf of Office on Women’s Health
- Award of Excellence: Content Compass
  FleishmanHillard on behalf of Northside Hospital Healthcare System

Creative Tactics – Consumer Products
- Award of Excellence: NAPA Auto Parts KNOWS Grand Reopenings
  Cookerly Public Relations on behalf of NAPA Auto Parts

Creative Tactics – Consumer Services
- Phoenix Award: DoubleTree Launches “Nice Travels” Movement
  Ketchum on behalf of Hilton Worldwide

Creative Tactics – Associations/Government/Nonprofit Organizations
- Phoenix Award: Happy Places
  Children’s Healthcare of Atlanta

Writing – Consumer Media News Release
- Phoenix Award: Press Releases for Jane Little’s ASO World Record
  NEW’s Public Relations on behalf of Atlanta Symphony Orchestra

Writing – Trade/Business News Release
- Phoenix Award: PMG Greets Rival with Tongue-in-Cheek News Release
  Arketi Group on behalf of PMG

Writing – Financial News Release
- Phoenix Award: SunTrust Helps People Save for 100 Days until the Holidays
  Cookerly Public Relations on behalf of SunTrust Banks

Writing – By-lined Trade/Business Article
- Phoenix Award: The Industrial Internet of Things: a Rational Approach for Facility Managers
  Ketchum on behalf of Acuity Brands
- Award of Excellence: Salesfusion on Getting More Out of MarTech
  Arketi Group on behalf of Salesfusion
**Writing – By-lined Financial Article**

*Phoenix Award*: The Retirement Challenge
LOMA

*Award of Excellence*: Equifax Frictionless Fraud Protection Byline
Arketi Group on behalf of Equifax Identify and Fraud Solutions

**Writing – By-lined Internal Publication Article**

*Award of Excellence*: "Our People" Stories Campaign
Cohn & Wolfe on behalf of The Coca-Cola Company

**Writing – Technical Writing – Trade/Business Media**

*Award of Excellence*: Equifax Promotes Security Thought Leadership
Arketi Group on behalf of Equifax Identify and Fraud Solutions

**Websites - External**

*Award of Excellence*: Emory Nursing Website Redesign
Nell Hodgson Woodruff School of Nursing at Emory University

**Websites – Internal/Intranets**

*Phoenix Award*: Digital Insurance Intranet, DISH
OneDigital

*Award of Excellence*: Randstad Total Rewards Website
Aon Hewitt on behalf of Randstad

**Websites – Online Media Room**

*Award of Excellence*: Atlanta’s Newsroom is Hot Off the Press
Atlanta Convention & Visitors Bureau

**Social Media – Consumer Products**

*Phoenix Award*: The Spicy Selfie: Wendy’s and Influencers Partner for a Spicy Story
Ketchum on behalf of The Wendy’s Company

*Award of Excellence*: She Sheds: The New ‘Man Cave’
MSLGROUP on behalf of The Home Depot

**Social Media – Consumer Services**

*Phoenix Award*: Take a 360° Shower with Rob Riggle
Ogilvy on behalf of InterContinental Hotels Group / Holiday Inn Express
Social Media – Consumer Products

**Phoenix Award:** #ReinventPossibilities: HP Graphics Solutions Business at #drupa2016
Porter Novelli on behalf of HP Inc.

**Award of Excellence:** VMware’s Campaign to Own the Digital Workspace
VMware

**Award of Excellence:** Optimizing Your CX-focused Organization
North Highland

Social Media – Associations/Government/Nonprofit

**Phoenix Award:** Fund-A-Dog
Children’s Healthcare of Atlanta

**Award of Excellence:** “Know The Facts First”
Porter Novelli on behalf of Office on Women’s Health

**Award of Excellence:** My PB Joy Instagram Contest
Southern Peanut Growers

**Award of Excellence:** Celebration of Service: #ServiceSelfies Create Independence at Home for U.S. Veterans
MSLGROUP on behalf of The Home Depot Foundation

Blogs

**Phoenix Award:** Family Law Blog for HHR
Leff & Associates on behalf of Hedgepeth, Heredia & Rieder

**Award of Excellence:** Transitioning a Client Blog into a Global Industry News Hub
AR|PR on behalf of Invoiceware International

Blogger Campaign

**Phoenix Award:** OshKosh B’gosh - #BreakForSpring Blogger Campaign
Everywhere Agency on behalf of OshKosh B’gosh

**Award of Excellence:** SITSum: Social Influencers Travel Summit
Atlanta Convention & Visitors Bureau with Sensei Project LLC