



2017 BIG APPLE AWARDS

Celebrating Excellence in Communications



FOR IMMEDIATE RELEASE

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PRSA-NY Celebrates Excellence in Communications at the 30th Annual Big Apple Awards Gala

A Grand Night for #PRpros as PRSA-NY Honors the 2017 #BigApplePR Campaign and Spotlight Award Winners and Outstanding Achievements in the Public Relations Profession

NEW YORK, June 15, 2017—The New York Chapter of the Public Relations Society of America ([PRSA-NY](#)) hosted its 30th annual Big Apple Awards Gala on Monday evening, June 12th, at the Grand Hyatt New York. Nearly 200 industry professionals joined for the celebration honoring outstanding individual achievements in PR and recognizing the best communications, marketing and public relations work of 2016.



Photos from the event are available [here](#).

PRSA-NY President Olga González and PRSA-NY President-elect & Big Apple Chair Sharon Fenster welcomed guests and congratulated the industry on the award-worthy work completed during 2016.

Big Apple awards in 54 categories were presented by **Arthel Neville**, Fox News Anchor, Journalist and TV Personality; **Cheryl Wills**, Veteran Anchor for Spectrum News NY1; **Doug Doescher**, Imaging Director for CBS Sports Radio Network, was announcer for the evening.

Outstanding Achievement

Al Golin, Founder of Golin, was honored with a posthumous presentation of the John W. Hill award for outstanding lifetime achievements in public relations; Golin CEO Matt Neale accepted the award on behalf of Mr. Golin's family and the company. **Mike Fernandez**, U.S. CEO, Burson-Marsteller, received the Philip Dorf for leadership and mentorship; and **Joan Cear**, Senior Vice President of Kellen, received the President's Award for ethical conduct and outstanding service to PRSA and PRSA-NY. [[read more](#)]

The ceremony also included presentation of the Big Apple Founders Award to Elias "Buck" Buckwald, the former PRSA-NY President and Burson-Marsteller who created the Big Apple Awards in 1987 to honor and celebrate the best work being done by peers in the heart of the industry's media capital.

The Best Work of 2016

Fifty-six (56) finalists were recognized 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.

Padilla and Niagara Conservation were named the **Best of the Best** and received two crystal “Big Apple” awards for their campaign titled “*#What the Flush: Disrupting the Water Conservation Conversation.*”

The **Best Business/Campaign Outcomes** title went to The TASC Group and Life Sci Advisors for “*Not an Exact Science: Advancing Gender Diversity in Biotech.*”

And the award for **Best Use of Research, Measurement and Evaluation**, sponsored by the Institute for Public Relations, was presented to both Burson-Marsteller and Bank of America for “*Bank of America: Research, Relationships and Resources for Small Businesses*” and The New York Institute of Technology for “*NYIT: The Future Is Ours.*”

The winning campaigns for each of the 2017 Big Apple award categories were:

Progressive Keys to Progress - Helping Veterans In-Need Get Back On The Road
Allison + Partners for Progressive Insurance

Community Relations: Business Products & Services

From Darkness to Light: Restoring Life to a 135-year-old Torah Scroll
Calvary Hospital

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

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

Rewriting the Narrative – Elevating Bank of America’s Leadership Through Exploration of Modern Homebuying Trends

Burson-Marsteller for Bank of America

Reputation & Brand Management: Business

NYIT: The Future Is Ours

New York Institute of Technology

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

ICR + USCR: A Breakthrough in Reputation & Growth

ICR for U.S. Concrete (USCR)

Reputation & Brand Management: Campaigns with Budgets of \$150,000 or Less

Verizon #freestyle50

Verizon, 300 Entertainment, KWL Management, IW Group, LAGRANT COMMUNICATIONS and VPE Public Relations for Verizon

Brand Engagement: Business

Digital Media: Consumer Products and Services

MAKERS Supports First Lady Michelle Obama and Let Girls Learn with "This Is For My Girls"

AOL MAKERS PR

Brand Engagement: Campaigns with Budgets of \$150,000 or Less

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

Binge Watching to Victory: How to break a world record and launch CyberLink's PowerDVD to mainstream

Diffusion for CyberLink

Events & Observances (One to Seven Days): Business

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

Be The Match Mother's Day

Padilla for Be The Match

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

Play-Doh Marks 60 Years with Unprecedented Media Coverage

Litzky Public Relations for Hasbro, Inc.

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

Thousands of Margaritas, Only One Patrón - Patrón Margarita of the Year 2016

M Booth for Patrón

Events & Observances (More Than Seven Days): Business

Spotlight: Brand Engagement

Choices Matter Campaign Combats Gateway to the Opioid Epidemic

Coyne PR for Pacira Pharmaceuticals, Inc.

(Co-winner) Public Service: Business

America's Diabetes Challenge: Get to Your Goals

GCI Health for Merck

(Co-winner) Public Service: Business

Identifying and Addressing Barriers to Cancer Clinical Trial Participation

CooperKatz & Company for Memorial Sloan Kettering Cancer Center

Public Service: Government, Associations and Non-Profit Organizations

The Launch of Absorb: The First-of-Its-Kind Fully Dissolving Heart Stent

GCI Health for Abbott

(Co-winner) Marketing Consumer Products: Healthcare

VISINE® #ScreenOn

Hunter Public Relations for VISINE®

(Co-winner) Marketing Consumer Products: Healthcare

This Curl Is On Fire: Introducing Ouidad's Curl Immersion Collection

RED PR for Ouidad

Marketing Consumer Products: Beauty

JCPenney Launches Shopping Destination for Plus-size Women

M Booth and VP+C for JCPenney

Marketing Consumer Products: Fashion

LACTAID® Milk Helps Normalize Dairy Sensitivity with No More #DairyEnvy Campaign

Hunter Public Relations for LACTAID®

Marketing Consumer Products: Food, Beverage and Hospitality

The Search for #TheNextMrClean

Citizen Relations for Mr. Clean

Marketing Consumer Products: Packaged Goods

#WhatTheFlush: Disrupting the Water Conservation Conversation

Padilla for Niagara Conservation

Marketing Consumer Products: Non-Packaged Goods

Huddle Up for New Alzheimer's Treatments Campaign

Russo Partners, LLC for Axovant Sciences

Marketing Consumer Services: Healthcare

U.S. Bank Inspires with the Power of Possible

Carmichael Lynch Relate for U.S. Bank

Marketing Consumer Services: Finance

That Ship Hasn't Sailed: Launching Carnival Vista

M Booth for Carnival Cruise Line

Marketing Consumer Services: Travel and Tourism

IT'SUGAR ONE SCARY ELECTION

M&C Saatchi PR for IT'SUGAR

Marketing Consumer Services: Restaurant/Bar and Retail

Bank of America: Research, Relationships and Resources for Small Businesses

Burson-Marsteller for Bank of America

Marketing Business-to-Business: Professional and Financial Services

Like A Girl Emojis

MSLGROUP for P&G

Targeted Marketing to Women: Business

Global Communications: Campaigns with Budgets Over \$150,000

(Wearable) Safety First! Crenshaw Communications & Wearsafe Labs

Crenshaw Communications for Wearsafe Labs

Targeted Marketing to Women: Companies with Budgets of \$150,000 or Less

Global Wireless Solutions Goes for Gold for Network Connectivity in Rio

Diffusion for Global Wireless Solutions

Global Communications: Campaigns with Budgets of \$150,000 or Less

Not an Exact Science: Advancing Gender Diversity in Biotech

The TASC Group for LifeSci Advisors

Crisis Communications: Business

Diversity and Inclusion in the Workplace: Business

Raised Fist Photo Creates Controversy at West Point

U.S. Military Academy Public Affairs Office for U.S. Military Academy at West Point

Crisis Communications: Government, Associations and Non-Profit Organizations

Russell Simmons' RushCard Overcomes Technology Failure and Bank Run

The TASC Group for RushCard and Russell Simmons

Crisis Communications: Campaigns with Budgets of \$150,000 or Less

Pfizer Uses "Individual Voices" to Bring CSR Programs to Life

GCI Health for Pfizer Inc.

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

U by Kotex Brings Women's Ideas to Life via The Period Projects,

Opens World's First and Only Period Shop.

Marina Maher Communications for U by Kotex, Kimberly-Clark

Integrated Communications: Consumer Products

CMA "You've Got to Earn It" campaign

Stern Strategy Group, The Gate New York, and IMA for IMA

Integrated Communications: Government, Associations and Non-Profit Organizations

Yurt Alert at W New York's Outdoor Glamping Suite

Lion & Lamb Communications for U by W New York

Integrated Communications: Campaigns with Budgets of \$150,000 or Less

Goodness Frozen: Warming Consumer Appetites to Frozen Blueberries

Padilla for U.S. Highbush Blueberry Council

Content Marketing: Government, Associations and Non-Profit Organizations

Wearable Wellness Tommie Copper

Eff Creative Group, LLC for Tommie Copper Inc.

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

Insight Dialogues presented by The Rockefeller Foundation

RF|Binder for The Rockefeller Foundation

Digital Media: Government, Associations and Non-Profit Organizations

#SweetPotatoToast: Disrupting 2016 Food Trends

Padilla for North Carolina Sweet Potato Commission

Digital Media: Campaigns with Budgets of \$150,000 or Less

The 4A's: An Industry Under Fire Comes Out Swinging

Havas PR for The American Association of Advertising Agencies (the 4A's)

Diversity and Inclusion in the Workplace: Government, Associations and Non-Profit Organizations

President's Report

Hebrew Public

Spotlight: Annual Reports

Xavier is a Part of You: Xavier High School's 2016 Admissions Video

Xavier High School

Spotlight: Video

U.S. Bank Inspires Communities to Achieve Possible

Carmichael Lynch Relate for U.S. Bank

Spotlight: Experiential Marketing

Together Being More

Burson-Marsteller

Spotlight: Diversity and Inclusion

Bringing ReAI Talk to the RA Community

GCI Health for Pfizer

Spotlight: Influencers

From Obsolete to Cutting Edge: Reinvigorating Prosciutto di Parma's Web Presence

Padilla for Consorzio del Prosciutto di Parma

Spotlight: Website

Defining Cognitive Creativity with IBM Watson

Text 100 for IBM

Spotlight: Media Relations

Conversation 2 Commerce

MSLGROUP

Spotlight: The Next Big Tech Thing: Innovative Technological Approaches to Execution

Appreciation to Sponsors

PRSA-NY expresses its deepest appreciation to the 2016 Big Apple sponsors: **Diamond:** Germinder & Associates and Good News for Pets; **Platinum:** D S Simon Media and Critical Mention; **Gold:** Eff Creative and Meltwater; **Silver:** GCI Health, Hunter Public Relations, MSGROUP, Padilla, and The TAGS Group; **Bronze:** WE Worldwide; **Benefactor:** Allison + Partners and AXIS Capital; **PRSA-NY Ambassadors:** PRSA-NY Board Members Dorothy Crenshaw, William Doescher, Natan Edelsburg, Henry Feintuch, Sharon Fenster, Lea-Ann Germinder, APR, Fellow PRSA, Stacy Leistner, and Art Stevens, APR, Fellow PRSA; **John W. Hill Award:** Hill+Knowlton Strategies; **Philip Dorf Award:** The Dorf Family; **In-kind:** The City College of New York, Ketchum, Xavier High School, Feintuch Communications, Wines from Spain, and Oak Leaf Media.

About the Big Apple Awards

PRSA-NY established the Big Apple Awards in 1987 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 organization for knowledge and networking for communications professionals in the New York metro area. Established in 1947, 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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