



## Congratulations to the 31st Annual Phoenix Award Winners!

Complete list of 2015 Best of Phoenix, Program and Project Award winners are below.



### Best of Phoenix Award



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

Warehouse Community

The Home Depot

## Program Award Winners

#### *Public Service - Business*



**Phoenix Award:** Cox Conserves Annual Sustainability Survey  
Edelman on behalf of Cox Enterprises

#### *Public Service - Government*



**Phoenix Award:** Ready Georgia: Ready Today, Safer Tomorrow  
Cookerly Public Relations on behalf of Georgia Emergency Management Agency and Homeland Security

#### *Public Service - Nonprofit Organizations*



**Phoenix Award:** Children's Safe Sleep Campaign  
Children's Healthcare of Atlanta

#### *Public Service - Partnerships*



**Phoenix Award:** Through Your Child's Eyes: Launching Understood.org  
Edelman

#### *Marketing Consumer Products - Health Care*



**Phoenix Award:** AZ's Slam Dunk: "The Mailman" Delivers TOPROL-XL  
Edelman on behalf of AstraZeneca

#### *Marketing Consumer Products - Technology*



**Phoenix Award:** #ShareResponsibly with KidsLink  
AR|PR on behalf of KidsLink

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



**Phoenix Award:** Chick-fil-A Expands West to Seattle  
Jackson Spalding on behalf of Chick-fil-A, Inc.

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



**Phoenix Award:** Mohawk's SmartStrand Unleashed Campaign  
Mohawk Flooring

**Award of Excellence:** How-To Holiday  
MSLGROUP for The Home Depot

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



**Phoenix Award:** Atlanta Welcomes the World  
Atlanta Convention & Visitors Bureau with assistance from LJ Communications

### *Marketing Consumer Services - Financial Services*



**Phoenix Award:** SunTrust Helps Consumers Gain Financial Confidence  
Cookerly Public Relations; SunTrust

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



**Phoenix Award:** Driving Breakthrough Awareness  
Edelman on behalf of Gap International

### *Marketing Business to Business - Products*

**Award of Excellence:** Disrupting Production Printing with HP PageWide XL  
Porter Novelli on behalf of HP

### *Marketing Business to Business - Other*

**Award of Excellence:** Porter Novelli Boosts HP YouTube Communications  
Porter Novelli

### *Integrated Communications - Consumer Products - Retail Stores & Restaurants*



**Phoenix Award:** Chick-fil-A Opens Doors to Seattle Restaurants  
Jackson Spalding on behalf of Chick-fil-A, Inc.

**Award of Excellence:** Arby's Transforms Moment Into Campaign  
Edelman

### *Integrated Communications - Associations*



**Phoenix Award:** PB My Way: All-Time Favorites Recipe Contest  
Southern Peanut Growers

### *Integrated Communications - Nonprofit Organizations*



**Phoenix Award:** Fox Theatre Thanks Atlanta With Yearlong Campaign  
Marketing Inspirations on behalf of the Fox Theatre

**Award of Excellence:** Alvin Ailey Dance Theater: 2015 Atlanta Engagement  
Edelman

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



**Phoenix Award:** Arby's: Media & Influencers "Meet the Meat"  
Edelman

**Award of Excellence:** There's No Place Like Home  
Ogilvy Public Relations and St. John & Partners on behalf of Zaxby's

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



**Phoenix Award:** DoubleTree Takes Chocolate Chip Cookie Day Global  
Ketchum and Gensler

**Award of Excellence:** Got Power? #ThankALineman 2015  
Georgia Power

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



**Phoenix Award:** HP's Greatest Update to Laser Printing Since 1984  
Porter Novelli on behalf of HP

**Award of Excellence:** The Future of Carpet  
Rountree Group Integrated Communications

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



**Phoenix Award:** Cape Day: How a Boy with a Cape Inspired a City  
Children's Healthcare of Atlanta

**Award of Excellence:** Georgia Gives Day 2014: Fundraising for Nonprofits  
Edelman

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



**Phoenix Award:** Delta's Veterans Day Initiatives Showcase Support  
Delta Air Lines - Corporate Communications

**Award of Excellence:** EVEN Hotels Celebration of Wellness Events  
IHG

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



**Phoenix Award:** SVdP Georgia Leading the Battle against Poverty  
Weber Shandwick on behalf of St. Vincent de Paul Georgia

**Award of Excellence:** A “Joint” Effort to Change Perceptions About Arthritis  
Cookerly Public Relations on behalf of the Arthritis Foundation

**Award of Excellence:** Fox Theatre Thanks Atlanta With Yearlong Campaign  
Marketing Inspirations on behalf of the Fox Theatre

## *Reputation/Brand Management Program - Business - Companies with sales of \$500 million to \$10 billion*



**Phoenix Award:** From Protecting Pizza, To Promoting Leadership  
Edelman on behalf of Papa John's International Inc.

**Award of Excellence: MSLGROUP:** The Sisterhood of Motherhood  
MSLGROUP on behalf of Abbott

## *Reputation/Brand Management Program - Business - Companies with sales of more than \$10 billion*



**Phoenix Award:** Pedal to the Metal: Novelis Leads in Auto Industry  
Novelis with Edelman

## *Reputation/Brand Management Program - Associations*

**Award of Excellence:** Gwinnett Small Business Program  
Gwinnett Chamber

**Award of Excellence:** New Leader Shines Through Integrated Communications Campaign  
Metro Atlanta Chamber

## *Community Relations - Business - Services*



**Phoenix Award:** Got Power? #ThankALineman 2015  
Georgia Power

## *Community Relations - Associations/Nonprofit Organizations*



**Phoenix Award:** The Children’s Care Network — By Docs for Kids  
Children's Healthcare of Atlanta

## *Internal Communications - Business (fewer than 1,000 employees)*



**Phoenix Award:** Allstate's Vision for Profitable Growth  
Allstate Insurance Company

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



**Phoenix Award:** Warehouse Community  
The Home Depot

**Award of Excellence:** Investing In Delta's Top Audience: Employees  
Delta Air Lines - Corporate Communications

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



**Phoenix Award:** Ebola and Emory's Internal Communications  
Emory Healthcare

### *Multicultural Public Relations - Business*



**Phoenix Award:** Everywhere, Domain.ME & Latina Entrepreneurs  
Everywhere Agency on behalf of Domain.ME

### *Crisis Communications - Business*



**Phoenix Award:** Managing an Historic Recall of Infant Car Seats  
Edelman

**Award of Excellence:** Putting the Shine on Crisis Communications  
FleishmanHillard on behalf of Novelis

### *Crisis Communications - Associations/Nonprofit Organizations*

**Award of Excellence:** Emory Healthcare - Ebola  
Emory Health Sciences Communications

### *Public Affairs - Business*

**Award of Excellence:** Traffic Safety Coalition: Gwinnett County  
Resolute Consulting

### *Issues Management - Business*



**Phoenix Award:** Atlanta Hawks Play it Forward Against Racism  
Edelman on behalf of the Atlanta Hawks

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

### *Issues Management - Associations/Nonprofit Organizations*



**Phoenix Award:** Emory University Ebola Issues Management  
Woodruff Health Sciences Communications

**Award of Excellence:** Truth Squad for Peanut Allergy Facts and Education  
Golin with National Peanut Board

## *Global Communications*

**Award of Excellence:** Going Global: Novelis Sustainability Leadership  
Novelis with Edelman

# Project Award Winners

## *Media Relations - Consumer Products - Technology*



**Phoenix Award:** Fitnet's Apple Health Integration Launch  
AR|PR on behalf of Fitnet

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



**Phoenix Award:** Zaxby's Returns Home to Celebrate 25 Great Years  
Ogilvy Public Relations and St. John & Partners for Zaxby's

**Award of Excellence:** Papa John's: Upping Their Game for Super Bowl XLIX  
Edelman

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



**Phoenix Award:** The Sisterhood of Motherhood Media Relations  
MSLGROUP on behalf of Abbott

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



**Phoenix Award:** Spring All Out  
MSLGROUP

## *Media Relations - Consumer Products - Other*

**Award of Excellence:** Book Launch of Steven Satterfield's "Root to Leaf"  
The Reynolds Group, Inc.

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



**Phoenix Award:** DoubleTree Takes Chocolate Chip Cookie Day Global  
Ketchum and Gensler

**Award of Excellence:** College Football Hall of Fame Grand Opening  
Jackson Spalding on behalf of Atlanta Hall Management

**Award of Excellence:** Merlin Entertainments Orlando Grand Opening  
The Dalton Agency on behalf of Merlin Entertainments

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



**Phoenix Award:** SunTrust Surveys Shine Light on Importance of Saving  
Cookerly Public Relations; SunTrust

**Award of Excellence:** Building a Reputation for "Diversity in Leadership"  
FleishmanHillard on behalf of Aflac

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



**Phoenix Award:** CMD Data = Big Media Results  
Cookerly Public Relations on behalf of CMD

**Award of Excellence:** LexisNexis Risk Solutions Confronts Retail Fraud  
LexisNexis Risk Solutions and Cohn & Wolfe

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



**Phoenix Award:** Omnichannel Supply Chains: To Cloud or Not to Cloud?  
Porter Novelli

**Award of Excellence:** "Illuminating the In-Store Experience"  
Ketchum on behalf of Acuity Brands

**Award of Excellence:** SmartStrand Forever Clean Campaign  
Mohawk Flooring

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



**Phoenix Award:** Flooring Industry Revival in Dalton, Georgia  
The Dalton Agency on behalf of the Georgia Department of Economic Development

**Award of Excellence:** Reclim Jumpstarts Graniteville, SC  
Cookerly Public Relations on behalf of Reclim

## *Media Relations - Associations*



**Phoenix Award:** Media Tour Highlights Georgia's Health IT Industry  
Metro Atlanta Chamber and Technology Association of Georgia

**Award of Excellence:** Media Relations for IAAPA Attractions Expo 2014  
IAAPA with NEW's Public Relations

## *Media Relations - Nonprofit Organizations*



**Phoenix Award:** MAP: Maximizing Donations During Earthquake Appeal  
Leff & Associates on behalf of MAP International

**Award of Excellence:** A "Joint" Effort to Change Perceptions About Arthritis  
Cookerly Public Relations on behalf of the Arthritis Foundation

**Award of Excellence:** Media Relations for IAAPA Attractions Expo 2014  
IAAPA with NEW's Public Relations

## *Media Relations - Government*



**Phoenix Award:** "Ride Transit - Earn Toll Credits" Pilot Program  
State Road & Tollway Authority (SRTA) with Porter Novelli

**Award of Excellence:** Pretty. Sweet. Promoting Georgia Culinary Tourism  
The Dalton Agency

## *Feature Stories*

**Award of Excellence:** Marvel Universe LIVE! Feature Story  
Feld Entertainment and Phase 3 Marketing & Communications

## *Editorials/Op-Ed Columns*



**Phoenix Award:** NCR's Op-Ed Highlights Atlanta's Tech Culture  
NCR Silver with Arketi Group

**Award of Excellence:** Securing Executive Visibility in a New Market  
AR|PR on behalf of Bastille

**Award of Excellence:** Teaching: Nobler Than Ever  
Ogilvy Public Relations on behalf of Apollo Education Group, University of Phoenix

## *Word-of-Mouth*



**Phoenix Award:** Quiet Luxury  
Ogilvy Public Relations on behalf of Lincoln Motor Company

**Award of Excellence:** #DeedADay  
Everywhere Agency on behalf of 100 Good Deeds

## *Newsletters*



**Phoenix Award:** Vinegar Tips Newsletter for Mizkan Americas  
The PR Studio, Inc. and Marbury Creative Group

**Award of Excellence:** Piedmont Dose Employee Newsletters  
Piedmont Healthcare

**Award of Excellence:** The Latest: Vital Vehicle for Client Communication  
Adrenaline partnering with Lynn Harris Medcalf PR Consulting

## *Magazines - Primarily for Internal Audiences*



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



## *Magazines - Primarily for External Audiences*



**Phoenix Award:** The Jabian Journal  
Jabian Consulting

**Award of Excellence:** AnchorAge  
Georgia Ports Authority

## *Annual Reports - Business*



**Phoenix Award:** 2014 AT&T Annual Report: Mobilizing Your World  
FleishmanHillard for AT&T Corporate Communications

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



**Phoenix Award:** FY2014 Annual Report  
Georgia Ports Authority

**Award of Excellence:** Catalyst: The GWCCA FY14 Annual Report  
Georgia World Congress Center Authority

**Award of Excellence:** City of Decatur Annual Report 2014  
City of Decatur and Lampe-Farley Communications

## *Brochures - Print*



**Phoenix Award:** Accidents and Injuries Don't Keep Business Hours  
Children's Healthcare of Atlanta

**Award of Excellence:** 2020 Vision: Driving to Best in Class  
Georgia World Congress Center Authority

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



**Phoenix Award:** Focus on Exports: Atlanta Metro Export Plan  
Metro Atlanta Chamber

**Award of Excellence:** Independent Living Program (ILP) Transition Packet  
Lattimer Communications on behalf of the Georgia Division of Family and Children Services

## *Press Kits/Media Kits*



**Phoenix Award:** EVEN Hotels Wellness Lifestyle Media Mailer  
IHG

**Award of Excellence:** Home Decorators Collection  
MSLGROUP for The Home Depot

## *Direct Mail/Direct Response*



**Phoenix Award:** You're In! Welcome to Emory's School of Nursing  
Nell Hodgson Woodruff School of Nursing at Emory University

## *Online Videos*



**Phoenix Award:** Rewind the Future Goes Viral  
Children's Healthcare of Atlanta: Strong4Life

**Award of Excellence:** Meet the Researchers Video Series  
Porter Novelli

**Award of Excellence:** People of the Ports  
Georgia Ports Authority

## *Internal/Intranet Video Programs*



**Phoenix Award:** "Five Years of Simple Tasks"  
Porter Novelli

**Award of Excellence:** Count Me In Employee Giving Campaign  
Piedmont Healthcare

**Award of Excellence:** Our Central Banking System  
Federal Reserve Bank of Atlanta - Creative Services

**Award of Excellence:** Video Booth Leads the Way at Annual Arthritis Meeting  
Cookerly Public Relations on behalf of the Arthritis Foundation

## *Public Service Announcements*



**Phoenix Award:** Northside Hospital, A Provider That Cares  
FleishmanHillard on behalf of Northside Hospital Healthcare System

## *Advertorials*



**Phoenix Award:** Fox Theatre Special Section in Atlanta Magazine  
Marketing Inspirations on behalf of the Fox Theatre

**Award of Excellence:** DuPont Explains Mining Plan Benefits  
Cookerly Public Relations on behalf of DuPont

## *Research/Evaluation*



**Phoenix Award:** Ogilvy Discovers the Darden Diner  
Ogilvy Public Relations on behalf of Darden Specialty Restaurant Group

**Award of Excellence:** Sterling Creates Construction Industry Risk Index  
Leff & Associates on behalf of Sterling Risk Advisors

### *Creative Tactics - Consumer Products*



**Phoenix Award:** Valentine's Day #ReservationRescue  
Ogilvy Public Relations on behalf of The Capital Grille

**Award of Excellence:** Quiet Luxury  
Ogilvy Public Relations on behalf of Lincoln Motor Company

### *Creative Tactics - Consumer Services*



**Phoenix Award:** Delta Taps Craft Brews For Domestic Flights  
Delta Air Lines - Corporate Communications

### *Creative Tactics - Business to Business*



**Phoenix Award:** Why the Y: Remaking the "White Paper"  
Adrenaline partnering with Lynn Harris Medcalf PR Consulting

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



**Phoenix Award:** Measles Education Infographic  
Children's Healthcare of Atlanta

**Award of Excellence:** #PeanutPower Your Day with a PB&J  
Golin with National Peanut Board

**Award of Excellence:** President Hernandez of Honduras Visits Atlanta  
Hope-Beckham Inc., on behalf of the Chick-fil-A Foundation, Greenberg Traurig, HOI and the Government of Honduras

### *Writing - Trade/Business News Release*



**Phoenix Award:** Use "March Madness" to Drive Sales? Not So Fast!  
Kim Resnik Communications for Jeff Duroske Communications

### *Writing - Bylined Consumer Article*

**Award of Excellence:** CTCA Examines Increases in Rates of Lung Cancer  
Cookerly Public Relations on behalf of Cancer Treatment Centers of America

### *Writing - Bylined Trade/Business Article*



**Phoenix Award:** Cox Byline Spills Programmatic Advertising Secrets  
Cox Business with Arketi Group

### *Writing - Bylined Financial Article*



**Phoenix Award:** Supervision, Standards and Strategies  
LOMA

### *Writing - Bylined Internal Publication Article*



**Phoenix Award:** Test of Skill, Test of Faith  
Health Sciences Creative Services on behalf of the Nell Hodgson Woodruff School of Nursing

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



**Phoenix Award:** Apteon Byline Cures the Common Recall  
Apteon with Arketi Group

**Award of Excellence:** ARXIUM Examines Pharmacy Automation Technology  
Cookerly Public Relations on behalf of ARXIUM

## *Press Conferences*



**Phoenix Award:** Fox Theatre's Save The Fox 40th Anniversary Debut  
Marketing Inspirations on behalf of the Fox Theatre

**Award of Excellence:** HP LaserJet Spring Launch Press Conference 2015  
Porter Novelli on behalf of HP

**Award of Excellence:** InterContinental Los Angeles Downtown Press Event  
IHG

## *Websites - External*



**Phoenix Award:** Anniversary Microsite Shares 100-Year Legacy  
Children's Healthcare of Atlanta, Jackson Spalding

**Award of Excellence:** "Watch Me! Celebrating Milestones and Sharing Concerns"  
Porter Novelli

## *Websites - Online Media Room*



**Phoenix Award:** Delta Air Lines News Hub  
Delta Air Lines and Sparks Grove

## *Social Media - Consumer Products*



**Phoenix Award:** Essex Tax Promo  
mRELEVANCE,LLC on behalf of Essex Homes

**Award of Excellence:** Battle of the Burgers  
Ogilvy Public Relations on behalf of The Capital Grille

## *Social Media - Consumer Services*



**Phoenix Award:** #NorthsideBaby  
FleishmanHillard on behalf of Northside Hospital Healthcare System

**Award of Excellence:** Social Media - Keystone Wedding Promo  
mRELEVANCE,LLC on behalf of Keystone Custom Homes

## *Social Media - Business to Business*



**Phoenix Award:** #Thankful4Ag Campaign  
Mastermind Involvement Marketing and Porter Novelli on behalf of Bayer CropScience

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



**Phoenix Award:** What's Your PB Combo?  
Southern Peanut Growers

**Award of Excellence:** April Drools Day: Dogs Take Over Social Media  
Children's Healthcare of Atlanta

**Award of Excellence:** #PeanutPower Your Day with a PB&J  
Golin with National Peanut Board

## *Blogs*



**Phoenix Award:** The Flu Virus and the Danger of What If Blog Post  
Children's Healthcare of Atlanta

**Award of Excellence:** Mohawk's Creative Home Blog  
Mohawk Flooring, Leap Communications, Mobile Marketing Digital Agency

## *Webcasts*

**Award of Excellence:** Recall Webinar Drives Funnel and Generates Sales  
Recall with Arketi Group

## *Blogger Campaign*



**Phoenix Award:** Do-it-Herself (DIH) Workshops: Inspired by Pinterest  
MSLGROUP for The Home Depot

**Award of Excellence:** Mohawk Floors Me Campaign  
Mohawk Flooring

**Award of Excellence:** Wendy's Seeing is Believing: Influencer Activation  
Ketchum on behalf of Wendy's

## *Smartphone/Tablet Applications*

**Award of Excellence:** Gwinnett edge for iPad  
Gwinnett Chamber