

2013 Phoenix Award Project Winners

MEDIA RELATIONS CONSUMER PRODUCTS — TECHNOLOGY

Phoenix Award: Ogilvy Launches NCR Silver

Ogilvy Public Relations

Award of Excellence: AT&T and General Motors Announce 4G LTE Agreement at Mobile World Congress

FleishmanHillard for AT&T Corporate Communications

MEDIA RELATIONS CONSUMER PRODUCTS — FOOD & BEVERAGE

Phoenix Award: Wendy's Right Price Right Size Value Menu Media Relations Campaign

Ketchum for Wendy's

Award of Excellence: Moe's Southwest Grill President Tours NYC Media for 500th Store Opening

Moe's Southwest Grill with Fishman PR

Award of Excellence: National Peanut Butter Lovers' Month

GolinHarris

Award of Excellence: World's Largest Curly Fry: Coming to a Media Outlet Near You

Edelman on Behalf of Arby's

MEDIA RELATIONS CONSUMER PRODUCTS — PACKAGED GOODS

Phoenix Award: Media Sparkles for TNT Fireworks

Duffey Communications for TNT Fireworks

MEDIA RELATIONS CONSUMER PRODUCTS — NON-PACKAGED GOODS

Phoenix Award" Porsche Helps All-Female F1 Team Reach the World Finals

Brandware Public Relations

MEDIA RELATIONS CONSUMER PRODUCTS — OTHER (CATEGORIES NOT ELSEWHERE DEFINED)

Phoenix Award: Kroger Rounds-Up for Hurricane Sandy Relief

Duffey Communications for Kroger

Award of Excellence: Sustainable and Stylish Homes at Serenbe

Liz Lapidus PR

Award of Excellence: The Home Depot Saturates Local Media for Spring 2013

MSL Group and The Home Depot

MEDIA RELATIONS CONSUMER SERVICES — TRAVEL AND TOURISM / HOSPITALITY

Phoenix Award: 2013 Crowne Plaza Golf PR Platform

InterContinental Hotels Group (IHG)

Award of Excellence: Holiday Inn 60th Anniversary

InterContinental Hotels Group (IHG)

MEDIA RELATIONS CONSUMER SERVICES — TECHNOLOGY

Phoenix Award: AT&T Announces Digital Life Commercial Launch

FleishmanHillard for AT&T Corporate Communications

Award of Excellence: Duffey “Wows” WOW! Cable

Duffey Communications for WOW! Cable

MEDIA RELATIONS CONSUMER SERVICES — FINANCIAL SERVICES

Phoenix Award: eBay Launches the APMEX Bullion Center on eBay

Edelman

Award of Excellence: Wealth PR initiative raises visibility of premier banking services

Cookerly Public Relations; SunTrust Bank

MEDIA RELATIONS BUSINESS TO BUSINESS — PROFESSIONAL AND/OR FINANCIAL SERVICES

Phoenix Award: Building Awareness for Alston & Bird’s Intellectual Property Expertise

Edelman and Alston & Bird

Award of Excellence: Commerce Street Capital’s 11th Annual Bank Conference

Fitzgerald PR Inc.

MEDIA RELATIONS BUSINESS TO BUSINESS — PRODUCTS

Phoenix Award: HP Discover Las Vegas

Porter Novelli and HP

Award of Excellence: HP Printing Tech Day: Exploring HP’s Printing Technology

Porter Novelli and HP

Award of Excellence: Showing Mowing Wins Over Media

Husqvarna, with Ketchum

MEDIA RELATIONS BUSINESS TO BUSINESS — OTHER (CATEGORIES NOT ELSEWHERE DEFINED)

Phoenix Award: Launch of Syniverse Development Center in Nanjing, China

Syniverse

Award of Excellence: Duffey Heats Up Media Coverage for Thermal Technology Innovator

Duffey Communications for Irisys

MEDIA RELATIONS NONPROFIT ORGANIZATIONS

Phoenix Award: Every Day Leads to Graduation Day

Ogilvy Public Relations

Award of Excellence: Advocacy Summit

Arthritis Foundation

Award of Excellence: Aprons in Action Contest Supports Local Veterans-Focused Nonprofits

MSL Group and The Home Depot Foundation

Award of Excellence: Challenge Grant Triples Fundraising Goal for LifeLine Animal Project

Cookerly Public Relations

Award of Excellence: The Longest Day

GolinHarris on behalf of American Contract Bridge League

FEATURE STORIES

Phoenix Award: Three Reasons Insurance Carriers Should Bet on Mobile Technology

Porter Novelli

Award of Excellence: Choosing the Right Materials

Georgia Pacific, with Ketchum

EDITORIALS/OP-ED COLUMN

Phoenix Award: Intelligent Hospital Systems shows technology can make IV compounding safer

Cookerly Public Relations; Intelligent Hospital Systems

Award of Excellence: Atlanta: Technology Thriving

Metro Atlanta Chamber

Award of Excellence: Op-Ed on Closing of Calhoun Memorial Hospital

Hayslett Group LLC

MAGAZINES PRIMARILY FOR INTERNAL AUDIENCES

Phoenix Award: Emory Nursing Magazine

Emory University Nell Hodgson Woodruff School of Nursing

Award of Excellence: Orange Magazine

The Home Depot

Award of Excellence: AnchorAge

Georgia Ports Authority

MAGAZINES PRIMARILY FOR EXTERNAL AUDIENCES

Award of Excellence: LOMA Resource

LOMA

ANNUAL REPORTS BUSINESS

Phoenix Award: AT&T Annual Report

FleishmanHillard for AT&T Corporate Communications

Award of Excellence: Georgia Ports Authority FY2012 Annual Report

Georgia Ports Authority

BROCHURES PRINT

Phoenix Award: Children's Healthcare of Atlanta: Fracture Consumer Brochure

Children's Healthcare of Atlanta

Award of Excellence: 2013 Be Greater Donor Brochure

United Way of Greater Atlanta

Award of Excellence: Georgia Tech Robot Baseball Cards

Georgia Tech College of Computing

Award of Excellence: The Home Depot Foundation's Aprons in Action Digital Toolkit

MSLGROUP and The Home Depot Foundation

PUBLICATIONS SINGLE ISSUE NEWSLETTERS / BOOKLETS / CALENDARS

Phoenix Award: Metro Atlanta Chamber: Jump-Start our Economy, Together

Metro Atlanta Chamber

Award of Excellence: My Home. My Yard. Brings Products to Life with Spring Buyers Guide

MSLGROUP for Central Garden & Pet

PUBLICATIONS — BOOKS

Phoenix Award: Economic Impact of Georgia's Deepwater Ports

Georgia Ports Authority

Award of Excellence: CISGA Parent Engagement Toolkit

Ogilvy Public Relations

Award of Excellence: Life Well-Lived: WellStar—the first 20 years

WellStar Health System

ONLINE VIDEOS

Phoenix Award: WellStar Foundation Team Member Giving Campaign

WellStar Health System

Award of Excellence: Economic Impact of Georgia's Deepwater Ports

Georgia Ports Authority

Award of Excellence: HP Holiday Office Wish List Giveaway Online Video

Porter Novelli and HP

EXTERNAL VIDEO PROGRAMS

Phoenix Award: Children's Aflac Cancer Center What Makes you Beautiful video

Children's Healthcare of Atlanta; Aflac Cancer Center

Award of Excellence: "Behind the Scenes of Rheumatic Diseases" Simple Tasks Video Series

Porter Novelli and the American College of Rheumatology

Award of Excellence: Mega Mill

Rountree Group Integrated Communications

SPEECHES

Phoenix Award: Georgia Rural Health Association Fall Conference Speech

Hayslett Group LLC

RESEARCH/EVALUATION

Phoenix Award: PMG's Cloud Research Soars with Media

PMG with Arketi Group

CREATIVE TACTICS — CONSUMER PRODUCTS

Phoenix Award: MSLGROUP and The Home Depot Give the Gift of a Man Cave Infographic

MSL Group and The Home Depot

Award of Excellence: Eras of Lincoln, Tumblr Launch

Ogilvy Public Relations

CREATIVE TACTICS — ASSOCIATIONS / GOVERNMENT / NONPROFIT ORGANIZATIONS

Phoenix Award: H2O in HD

Duffey Communications for Cobb County-Marietta Water Authority

Award of Excellence: Georgia Tech Easter Egg Hunt

Georgia Tech College of Computing

Award of Excellence: Henny Cluckworth Reporting: An EGGcellent Glimpse into the Egg Bill

GolinHarris on behalf of United Egg Producers

WRITING — TRADE / BUSINESS NEWS RELEASE

Phoenix Award: PMG's Cloud Survey Captures Media Attention

PMG with Arketi Group

Award of Excellence: Bill Pay in the USA The 2012 Fiserv Billing Household Survey

Fiserv, Inc.

WRITING — BY-LINED CONSUMER ARTICLE

Phoenix Award: Cancer Treatment Centers of America provides practical advice on nutrition

Cookerly Public Relations; Cancer Treatment Centers of America

Award of Excellence: Creed and Casper Blog Post

Children's Healthcare of Atlanta

WRITING — BY-LINED TRADE / BUSINESS ARTICLE

Phoenix Award: Why Businesses Should Throw out Their Old POTS

Porter Novelli

Award of Excellence: 5 CIOs Speak

LOMA

WRITING — BY-LINED FINANCIAL ARTICLE

Award of Excellence: Helping to Cultivate Bank Trust by Connecting Banks and Communities

Duffey Communications for Community & Southern Bank

Award of Excellence: SunTrust Charts the Course for Retirement for Three

Cookerly Public Relations and SunTrust

WRITING — TECHNICAL WRITING - TRADE / BUSINESS

Award of Excellence: Thermal Technology Heats up QSR

Duffey Communications for Irisys

PRESS CONFERENCES

Phoenix Award: 2013 Pro Cycling Event Announcement in southern Utah

Peloton Sports for Larry H. Miller Tour of Utah

WEBSITES — EXTERNAL

Phoenix Award: TAG State of the Industry Website Goes High-Tech, High-Touch

TAG with Arketi Group

SOCIAL MEDIA — CONSUMER PRODUCTS

Phoenix Award: Brawny Brand Rolls out Inner Strength Campaign with Wounded Warrior Project

Edelman on behalf of Brawny® Paper Towels

Award of Excellence: Moe's Southwest Grill Engages Fans with Bobblehead Cups for Cinco de Moe's

Moe's Southwest Grill

SOCIAL MEDIA — CONSUMER SERVICES

Phoenix Award: MSLGROUP and The Home Depot's #DIHWorkshop Twitter Party

MSLGROUP and The Home Depot

Award of Excellence: Thinking Pink: Making Dreams Come True for Marriott Alpharetta's VIGs

GolinHarris and the Atlanta Marriott Alpharetta

SOCIAL MEDIA — ASSOCIATIONS / GOVERNMENT / NONPROFIT ORGANIZATIONS

Phoenix Award: Technology Tweet Tournament Makes March Madness Slam Dunk

TAG with Arketi Group

Award of Excellence: National Girl Scout Cookie Day Twitter Party

GolinHarris and Girl Scouts of Greater Atlanta

BLOGS

Phoenix Award: Blog Helps Georgians "Get Ready"

Cookerly Public Relations

Award of Excellence: Exstream Impact: Breaking Through the Customer Experience Hype

Porter Novelli HP Exstream

BLOGGER CAMPAIGNS

Phoenix Award: A Fresh Look at Wendy's: An Exclusive, "Behind-the-Scenes" Blogger Campaign

Ketchum for Wendy's

Award of Excellence: Graco SnugRide Click Connect 40-Blogger Campaign

Edelman

Award of Excellence: The Home Depot Foundation's Celebration of Service Blog Network

MSLGROUP and The Home Depot

SMARTPHONE/TABLET APPLICATIONS

Phoenix Award: Gwinnett Chamber Mobile App

Gwinnett Chamber of Commerce