



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: Apteon Garner Media Buzz
Arketi Group on behalf of Apteon

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

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 Identity 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