



Congratulations to the 2017 Phoenix Award Winners!

Complete list of 2017 Best of Phoenix, Program and Project Award winners are below.

Best of Phoenix Award

Marketing Consumer Services

SunTrust Expands National onUp Movement to Advance Financial Well-Being
Cookerly Public Relations on behalf of SunTrust Bank

Program Award Winners


Public Service - Nonprofit Organizations

Award of Excellence: Life is Why
American Heart Association and WellStar Health System

Marketing Consumer Products - Food

Award of Excellence: Wendy's Brings Fresh Beef Center Stage
Ketchum on behalf of Wendy's

Marketing Consumer Products - Beverages

 **Phoenix Award:** 7-Election: Earning Votes, and Sales, with Coffee Cup Campaign
Ketchum on behalf of 7-Eleven, Inc.


Marketing Consumer Products - Retail Stores and Restaurants

 **Phoenix Award:** Spreading Holiday Cheer With The Home Depot
MSLGROUP on behalf of The Home Depot

Award of Excellence: Cracker Barrel and Edible Open First West Coast Location in Portland
Edible on behalf of Cracker Barrel

Award of Excellence: The Home Depot: The Go-To Preparedness Partner
MSLGROUP on behalf of The Home Depot

Marketing Consumer Products - Packaged Goods


 **Phoenix Award:** SHARPIE EXTREME: LAUNCHING A BRAND FROM 20,000 FEET
Sharpie and Cohn & Wolfe

Marketing Consumer Products - Non-Packaged Goods

 **Phoenix Award:** ActiClean Patrol Launches New Self-Cleaning Toilet
O'Reilly DePalma on behalf of American Standard

Award of Excellence: Yankee Candle Gets Personal with Fans
Yankee Candle and Cohn & Wolfe

Marketing Consumer Services - Travel and Tourism/Hospitality

 **Phoenix Award:** 2020 Vision: Revolutionizing Meetings in Atlanta
Atlanta Convention & Visitors Bureau and Georgia World Congress Center Authority

Marketing Consumer Services - Health Care Services



Phoenix Award: CTCA at Southeastern Fights Cancer
Cookerly Public Relations

Marketing Consumer Services - Technology



Phoenix Award: Entertainment, Where Everything Can Happen
AT&T with FleishmanHillard

Marketing Consumer Services -- Financial Services



Phoenix Award: SunTrust Expands National onUp Movement to Advance Financial Well-being
Cookerly Public Relations on behalf of SunTrust Banks

Marketing Business to Business - Professional and/or Financial Services



Phoenix Award: Going for Gold in Performance Improvement
North Highland

Marketing Business to Business - Professional and/or Financial Services

Award of Excellence: Business at the Speed of Data for North Highland
North Highland

Marketing Business to Business - Products



Phoenix Award: GE Jump-Starts the Industrial Internet of Things with Connected Controls
Edelman on behalf of GE Energy Connections

Award of Excellence: Growing 'Pro'fessional Relationships with The Home Depot
MSLGROUP Atlanta on behalf of The Home Depot

Integrated Communications - Consumer Products - Food & Beverage

Award of Excellence: Wendy's Brings Fresh Beef Center Stage
Ketchum on behalf of Wendy's

Integrated Communications - Consumer Products - Retail Stores and Restaurants



Phoenix Award: Cracker Barrel and Edible Open First West Coast Location in Portland
Edible, Inc. on behalf of Cracker Barrel

Award of Excellence: McAlister's Celebrates 400th Restaurant
McAlister's Deli with Allison+Partners

Integrated Communications - Consumer Services



Phoenix Award: Hotel Indigo® Hosts First Uber Summer Concert Series
Weber Shandwick on behalf of Hotel Indigo

Integrated Communications - Business to Business



Phoenix Award: "Carpet For Life"
Rountree Group on behalf of Engineered Floors LLC

Integrated Communications - Government



Phoenix Award: I-75 South Metro Express Lanes Integrated Communications
Porter Novelli on behalf of the State Road and Tollway Authority

Award of Excellence: 2017 “Amazing Inside” Integrated Communications Engagement
Edible, Inc. on behalf of the Florida Department of Citrus

Award of Excellence: City of Atlanta Presents the 40th Anniversary of the Atlanta Jazz Festival
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Integrated Communications - Nonprofit Organizations



Phoenix Award: From Patient to Pediatric Nurse: Amelia's Story
Children's Healthcare of Atlanta

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



Phoenix Award: McAlister's Celebrates 400th Restaurant
McAlister's Deli with Allison+Partners

Award of Excellence: Mohawk's Cushion the Fight at Komen 3-Day
Mohawk

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

Award of Excellence: The Bayer Bee Care Center Celebrates 10,000 Visitors
Porter Novelli, Mastermind Marketing and BBDO on behalf of Bayer

Events or Observances (seven or fewer days) - Government



Phoenix Award: I-75 South Metro Express Lanes Ribbon Cutting Ceremony
Porter Novelli on behalf of the State Road and Tollway Authority

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



Phoenix Award: Cracker Barrel & Edible Drive Support for Military Families During
“Operation Rocker”

Edible, Inc. on behalf of Cracker Barrel Old Country Store

Award of Excellence: Stop Smears, Spread Joy with Paper Mate InkJoy
Paper Mate and Cohn & Wolfe

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



Phoenix Award: When the Power's Out, They're On – Thank A Lineman
Georgia Power

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



Phoenix Award: This is Autism: Marcus Celebrates Autism Month
Marcus Autism Center / Children's Healthcare of Atlanta

Award of Excellence: Shepherd's Men: SHARE The Burden
Cookerly Public Relations

Reputation/Brand Management Programs – Business (Sales up to \$50 Million)



Phoenix Award: Brand Boost with 1,121 High School Students
Ecolink Inc

Reputation/Brand Management Programs – Business (Sales up to \$500 Million)



Phoenix Award: From Pizza to People - Papa John's Launches "Pizza Family" Brand Campaign

Edelman on behalf of Papa John's

Reputation/Brand Management Programs – Business (Sales more than \$500 Million to \$10 Billion)



Phoenix Award: Aflac: Perception Play in Social Responsibility
FleishmanHillard on behalf of Aflac

Award of Excellence: Changing the Conversation to Favor DeVry Medical Schools
Edelman

Award of Excellence: When the Power's Out, They're On – Thank A Lineman
Georgia Power

Reputation/Brand Management Programs - Nonprofit Organizations



Phoenix Award: Northside Hospital: Growth With a Purpose
FleishmanHillard on behalf of Northside Hospital

Community Relations - Business-Products



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

Award of Excellence: Brighter Futures: GPS Hospitality's BK Scholars
Allied Integrated Marketing on behalf of GPS Hospitality

Community Relations - Government



Phoenix Award: I-75 South Metro Express Lanes Community Relations
Porter Novelli on behalf of the State Road and Tollway Authority

Community Relations - Associations/Nonprofit Organizations



Phoenix Award: Our Atlanta Heroes: Cape Day 2016
Children' Healthcare of Atlanta

Award of Excellence: Building the Building Better Campaign
Ketchum PR and Changing Our World on behalf of Piedmont Healthcare

Internal Communications - Business (fewer than 10,000 employees)



Phoenix Award: IHG@work: Connect. Collaborate. Climb.
IHG

Award of Excellence: Celebrating the New Year With a New Brand
Georgia Power

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



Phoenix Award: Novelis: The Focused 5 Delivers Results
Novelis

Award of Excellence: myApron - The Home Depot's Associate Portal
The Home Depot

Internal Communications - Associations/Government/Nonprofit Organizations



Phoenix Award: Piedmont Quality-Safety Communications Program
Piedmont Healthcare

Multicultural Public Relations - Business



Phoenix Award: “Driving Cars, Telling Untold Stories and Connecting with Consumers to Build the Toyota Brand”

PRecise Communications on behalf of Toyota Motor North America

Award of Excellence: Sparking a Movement to Live to the Beat with Arbor
Edelman on Behalf of Arbor Pharmaceuticals

Crisis Communications - Business



Phoenix Award: Communication in the Eye of the Storm: Georgia Power Manages Matthew
Georgia Power

Crisis Communications - Government



Phoenix Award: The I-85 Rebuild
Georgia Department of Transportation

Issues Management - Business



Phoenix Award: North American Bayer Bee Care Program
Porter Novelli, Mastermind Marketing and BBDO on behalf of Bayer

Project Award Winners

Media Relations - Consumer Products - Food & Beverage



Phoenix Award: Krystal® Gets Fired-Up with TABASCO® From a Limited Time Offer to History in the Making

The Krystal Company with Ink Link Marketing and Bright Red

Award of Excellence: Control the Message: Wendy's Chicken Quality Ketchum on behalf of Wendy's

Media Relations - Consumer Products - Non-Packaged Goods



Phoenix Award: Spring Forward with The Home Depot
MSLGROUP on behalf of The Home Depot

Award of Excellence: NAPA Auto Parts Showcases Enhanced KNOW HOW Throughout Top Store Grand Reopenings
Cookerly Public Relations on behalf of NAPA Auto Parts

Award of Excellence: The Home Depot: The Go-To Preparedness Partner
MSLGROUP on behalf of The Home Depot

Media Relations - Consumer Products - Other



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

Media Relations - Consumer Services - Travel and Tourism/Hospitality



Phoenix Award: Oceans of Coverage for World's Most Luxurious Cruise Ship
Regent Seven Seas Cruises, with Ketchum

Award of Excellence: IAAPA Showcases What's New for 2017 at Theme Parks
IAAPA with NEW's Public Relations

Award of Excellence: Renaissance ATL Airport Gateway Hotel Takes Flight
360 Media, Inc + Renaissance Atlanta Airport Gateway Hotel

Media Relations - Consumer Services - Health Care Services



Phoenix Award: Northside Feeds Excitement for Cherokee Opening
FleishmanHillard on behalf of Northside Hospital

Media Relations - Consumer Services - Technology



Phoenix Award: Equifax College Student Financial Literacy Survey
Arketi Group on behalf of Equifax

Media Relations - Consumer Services - Financial Services



Phoenix Award: SunTrust Celebrates Opening Day at SunTrust Park
Cookerly Public Relations on behalf of SunTrust Bank

Media Relations - Consumer Services - Other



Phoenix Award: Communication in the Eye of the Storm: Georgia Power Manages Matthew
Georgia Power

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



Phoenix Award: SunTrust Stimulates Business Growth with Industry Expertise
Cookerly Public Relations on behalf of SunTrust Bank

Media Relations - Business to Business - Products



Phoenix Award: Aptean Takes Large Bite into Media Placements Pie
Arketi Group on behalf of Aptean

Award of Excellence: Taking Video Game Cybersecurity Mainstream
ARPR on behalf of Panopticon Labs

Media Relations - Business to Business - Other



Phoenix Award: Focused Outreach Builds a Tech Thought Leader
Arketi Group on behalf of NCR Silver

Award of Excellence: Growing 'Professional Relationships with The Home Depot
MSLGROUP Atlanta on behalf of The Home Depot

Media Relations - Associations



Phoenix Award: IAAPA Attractions Expo Media Relations Thrill Ride
IAAPA with NEW's Public Relations

Award of Excellence: Norway Spruce: Birth of a Species
Kimberly L. Drew APR, Drew Public Relations, with the Northeastern Lumber Manufacturers Association (NELMA)

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: Goizueta Business School Expert: Economic Impact of I-85 Bridge Collapse
Leff & Associates on behalf of Emory University's Goizueta Business School

Award of Excellence: This is Autism: Photo Series
Marcus Autism Center / Children's Healthcare of Atlanta

Media Relations - Government



Phoenix Award: Georgia Economic Development Centers on Innovation
Dalton Agency on behalf of the Georgia Centers of Innovation

Award of Excellence: Atlanta Fed Presidential Selection Announcement
Federal Reserve Bank of Atlanta

Award of Excellence: The University of Georgia: The Birthplace of Public Higher Education in America
The University of Georgia's Division of Marketing and Communications

Feature Stories



Phoenix Award: One is Not Zero: Children's Feature Story
Children's Healthcare of Atlanta

Award of Excellence: Northside Hospital: Cherokee Nurse
FleishmanHillard on behalf of Northside Hospital

Editorials/Op-Ed Columns



Phoenix Award: NCR Silver Op-ed Wins SMB Media Popular Vote
Arketi Group on behalf of NCR Silver

Award of Excellence: MemberSuite Shows Tech Entrepreneur Leadership
Arketi Group on behalf of MemberSuite

Word-of-Mouth



Phoenix Award: UP TV & Everywhere Agency's #GilmoretheMerrier
Everywhere Agency with UP TV

Newsletters - Digital



Phoenix Award: GSMOne - One Team. One Plan.
InterContinental Hotels Group (IHG)

Award of Excellence: The Darden Link: Connecting with Hundreds of Suppliers
Darden, with Ketchum

Award of Excellence: U.S. News & World Report Panelist Newsletter
Emory University Nell Hodgson Woodruff School of Nursing

Magazines - Primarily for Internal Audiences



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

Award of Excellence: Georgia REALTOR® Magazine
Georgia REALTORS®

Magazines - Primarily for External Audiences



Phoenix Award: The Jabian Journal - Spring 2017
Falk Harrison on behalf of Jabian Consulting

Award of Excellence: LOMA Resource Magazine
Resource Staff

Annual Reports - Business



Phoenix Award: Aflac "Leaves their Duckprints" with CSR Report
FleishmanHillard on behalf of Aflac

Annual Reports - Associations/Government/Nonprofit Organizations



Phoenix Award: Landmarks and Legacies: 2016 Annual Report
Georgia World Congress Center Authority and Lampe-Farley Communications

Award of Excellence: Annual Report FY2016
Georgia Ports Authority

Brochures - Print



Phoenix Award: Live Oak Locator
Georgia Ports Authority

Award of Excellence: GWCCA's 2020 Vision
Georgia World Congress Center Authority and AKOFA Creative

Brochures - Digital



Phoenix Award: Nysa EB-5 White Paper Series
Kim Resnik Communications with K.B. Taylor Marketing

Publications - Single Issue Newsletter/Booklets/Calendars



Phoenix Award: The Home Depot OrangeLife Advantage Statement
The Home Depot with Alight Solutions

Award of Excellence: AGCO's ebook - "The Hesston Guide to Quality Hay"
AGCO with Red Barn Media Group

Award of Excellence: Passport to Preeminence
Georgia World Congress Center Authority and Harley Creative, LLC

Publications - Books



Phoenix Award: Where is Bear?
Porter Novelli on behalf of CDC's "Learn the Signs. Act Early." Program

Press Kits/Media Kits



Phoenix Award: Keeping Up With the Mobile Age - Transforming Atlanta's Press Kit
Atlanta Convention & Visitors Bureau

Award of Excellence: Wendy's High School Heisman: A Local Touch to a National Program
Ketchum on behalf of Wendy's

Online Videos



Phoenix Award: Wendy's Scores Big with High School Heisman Videos
Ketchum on behalf of Wendy's

Award of Excellence: Animated Video: How it Works
Community Foundation for Greater Atlanta

Award of Excellence: MOE'S SOUTHWEST GRILL® PUTS MICROWAVES IN THEIR PLACE
Moe's Southwest Grill

Award of Excellence: The REIN Project
Federal Reserve Bank of Atlanta Creative Services

Satellite Media Tours



Phoenix Award: 2017 Holiday Inn Summer of Smiles Program SMT
Weber Shandwick on behalf of Holiday Inn

Award of Excellence: SmartStrand Silk Reserve Satellite Media Tour
Mohawk

Internal/Intranet Video Programs



Phoenix Award: Celebrating the New Year With a New Brand
Georgia Power

Award of Excellence: 2017 Your Voice Video
TouchPoint Support Services

Award of Excellence: Mohawk Komen Video Featuring Brian Carson
Mohawk

External Video Programs



Phoenix Award: Make Some Noise to End Childhood Cancer
Children's Healthcare of Atlanta

Award of Excellence: Atlanta's Super Bowl bid video
David Lewis Productions

Public Service Announcements



Phoenix Award: Heads Up, Phones Down: Water Safety PSA
Children's Healthcare of Atlanta

Award of Excellence: PSA: Georgia Power Invites You to Renew a River
Georgia Power

Speeches

Award of Excellence: Stay True to Your Purpose
WellStar Health System

Advertorials



Phoenix Award: Operation Health Park Spotlight
WellStar PR team for WellStar East Cobb Health Park

Award of Excellence: Showing the Care of Fresh in Wendy's Salads
Ketchum on behalf of Wendy's

Creative Tactics - Consumer Products



Phoenix Award: Wendy's Baconator Fresh Market Take Over
Ketchum on behalf of Wendy's

Award of Excellence: McDonald's Taps Millennial Taste Makers for Big Mac Event
Cookerly Public Relations

Creative Tactics - Business to Business



Phoenix Award: "WE CHANGED LIVES" – JOYN'S TOP-SECRET BRAND & CATEGORY
LAUNCH EVENT

JOYN Marketing in conjunction with Lynn Harris Medcalf PR Consulting

Creative Tactics - Associations/Government/Nonprofit Organizations



Phoenix Award: Can You Find Hope and Will?
Children's Healthcare of Atlanta

Award of Excellence: Digital Campaigns for Tech Research Conferences
GVU Center at Georgia Tech

Writing - By-lined Consumer Article



Phoenix Award: Because of Brian - President Shares Matters of Heart
WellStar PR team for WellStar Cobb Hospital

Writing - By-lined Financial Article



Phoenix Award: Deals, Drivers and Disruptors
Jennifer Rankin, Resource

Writing - Technical Writing - Trade/Business Media



Phoenix Award: Snapfulfil Byline Delivers On-Demand Success
Arketi Group on behalf of Snapfulfil

Award of Excellence: "Changing Conversations: Brand Identity as Discourse" in The Journal of Brand Strategy

Adrenaline with Lynn Harris Medcalf PR Consulting

Press Conferences



Phoenix Award: Georgia Power Brings Solar Energy to Robins AFB
Georgia Power

Award of Excellence: I-75 South Metro Express Lanes Press Conference

Porter Novelli on behalf of the State Road and Tollway Authority

Websites - External



Phoenix Award: Mobile Labs Modernizes Its Web Presence
Arketi Group on behalf of Mobile Labs

Award of Excellence: Milestones in Action

Porter Novelli on behalf of CDC's Learn the Signs. Act Early. Program

Websites - Internal/Intranets



Phoenix Award: Piedmont Healthcare's Intranet Re-imagined
Piedmont Healthcare

Award of Excellence: Northside Hospital / 2017 Northside Life

Northside Hospital

Social Media - Consumer Products



Phoenix Award: Wendy's 'Nuggs' Breaks Twitter History
Ketchum on behalf of Wendy's

Award of Excellence: Bring on the Bears: Build-A-Bear Workshop Celebrates National Teddy Bear Day

Ketchum on behalf of Build-A-Bear Workshop

Social Media - Consumer Services



Phoenix Award: Autotrader & Everywhere Agency's National Dog Day
Everywhere Agency with Autotrader

Award of Excellence: Breast Cancer Awareness Week

FleishmanHillard on behalf of Northside Hospital

Social Media - Business to Business



Phoenix Award: Manheim "Dealer Delights"
Edelman

Award of Excellence: "Carpet For Life"
Rountree Group on behalf of Engineered Floors LLC

Award of Excellence: Greenheads Tap High Schoolers for Social Media
Ecolink Inc

Social Media - Associations/Government/Nonprofit



Phoenix Award: Celebration of Service: Doing More for Veterans
MSLGROUP for The Home Depot Foundation

Award of Excellence: Rise Up: Children's Cheers for Atlanta Falcons
Children's Healthcare of Atlanta

Award of Excellence: Trending Now: #ChooseATL at SXSW
ARPR on behalf of ChooseATL

Blogs



Phoenix Award: Perfect is Boring: Scars Photo Series
Children's Healthcare of Atlanta

Award of Excellence: Perspective: Dynamic Channel for Compelling Content
Adrenaline with Lynn Harris Medcalf PR Consulting

Blogger Campaign



Phoenix Award: OshKosh's #BgoshBelieve Influencer Campaign
Everywhere Agency with OshKosh B'Gosh

Award of Excellence: 2016 Holiday Inn Influencer Campaign
Weber Shandwick on behalf of Holiday Inn

Award of Excellence: Back for More: SITSum (Social Influencers Travel Summit)
Atlanta Convention & Visitors Bureau with Sensei Project

Smartphone/Tablet Applications



Phoenix Award: Milestone Tracker App
Porter Novelli on behalf of CDC's "Learn the Signs. Act Early." Program

Award of Excellence: The 2017 Atlanta Jazz Festival Goes Mobile
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