

# PRWeek Awards Finalists 2012

December 07 2011

## Arts, Entertainment & Media Campaign of the Year

- Activate Sports & Entertainment and Devils Arena Entertainment: Mission Control
- Allison & Partners and Fast Company: Fast Company: Are You Experienced?
- Alpaytac and Bellator Fighting Championships: Positioning Bellator as the promotion where "titles are earned, not given" in the MMA Industry
- CBS Television Distribution: Man Vs. Machine: IBM's Watson Faces off in Historic *Jeopardy!* Competition
- Coyne Public Relations and BabyCenter: What's In a Name?

## Sponsor



North American Precis Syndicate (NAPS) provides an easy, cost-effective method of reaching millions of additional readers, listeners, and viewers nationwide by getting a story out to nearly every newspaper in the country, thousands of websites, more than 6,500 radio stations, and more than 1,000 TV stations. NAPS can distribute a story in a wide variety of formats that editors can choose to reproduce as is. NAPS works for most Fortune 500 companies, the top 20 PR Firms, over 100 associations and many government agencies.

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## Product Brand Development Campaign of the Year

- Edelman and Butterball: Butterball Helps Every Generation Celebrate Thanksgiving
- GolinHarris and McDonald's: The McRib: Sandwich of Legends
- Ketchum and DoubleTree by Hilton: DoubleTree by Hilton Cookie CAREavan Across America
- Ketchum, HL Group and Mattel: Ken May Be Plastic, But His Love Is Real
- Ogilvy Public Relations Worldwide and Jelmar: CLR & trade; Cleaners Help Couples Manage "Chore Wars & trade"

## Sponsor

Carmichael Lynch Spong is a full-service firm that ignites and sustains momentum for a select portfolio of blue-chip clients. As a testament to the work the agency does on behalf of its clients, Carmichael Lynch Spong is proud of its 300+ award-winning campaigns. The agency is also the industry's three-time recipient of the "Agency of the Year" award by national trade journals The Holmes Report and PRWeek.

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### **Consumer Launch Campaign of the Year**

- Edelman and Church & Dwight/Trojan Brand Sexual Health Products: Trojan Pulls Back the Sheets on Sexy Tech
- Edelman and Microsoft: Kinect for Xbox 360 Launch: Launching the Future of Games and Entertainment
- GolinHarris and Toyota Motor Sales, USA: Real Camry/Virtual Reveal
- JetBlue Airways: Carmageddon: JetBlue is So Over it!
- Weber Shandwick and Royal Caribbean International: North American Launch of Allure of the Seas

### **Sponsor**



360 Public Relations, now with offices in Boston and New York, creates fresh, on-strategy campaigns that engage audiences, build fans and deliver meaningful results. Social media has been part of our core offerings ever since the revolution. Find out why more brands are calling us their partner.

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### **Healthcare Campaign of the Year**

- Biosector 2 and Boehringer Ingelheim Pharmaceuticals: DRIVE4COPD
  - Hill+Knowlton Strategies and Deloitte: From Headlines to the Boardroom: Deloitte Captures the Health Reform Market
  - Hill+Knowlton Strategies and Safety Net Hospital Alliance of Florida: Cuts Hurt: Saving Health Care Coverage for 200,000+ Floridians
  - Ketchum and Pfizer Consumer Healthcare: Centrum; Women's Centrum Inspires Women to Love Feeling Healthy and Energized
  - MSLGroup Americas and Bayer Consumer Care: Bayer Aspirin/Joy & Eve Behar: "Mom's Second Chance" Campaign
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### **Technology Campaign of the Year**

- Edelman and Advanced Micro Devices (AMD): AMD Wages Digital Warfare, Steals Intel's Spotlight
- Edelman and General Electric: GE's FlexEfficiency 50 Power Plant Carves a Path to a Clean Energy Future
- IBM: IBM's Watson: from *Jeopardy!* Winner to Pop Culture Icon
- The OutCast Agency and Jawbone: Thinking Outside of the (JAM)BOX: How OutCast Took Jawbone – a Company Known for Bluetooth Headsets – to Become a Must-Know Mobile Lifestyle Company with the #1 Selling Speaker at Apple Stores
- The OutCast Agency and Lytro: Introducing Camera 3.0: Lytro

### **Sponsor**



Zeno Group is the marketing communications agency committed to helping clients make the most of the new realities of audience engagement and the evolving role of PR. Zeno employs more than 90 professionals in offices based in New York, Chicago, Los Angeles, Dallas, Toronto and Silicon Valley. The firm specializes in marketing consumer, health and technology brands.

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### **Business-to-Business Campaign of the Year**

- Edelman and Advanced Micro Devices (AMD): AMD Wages Digital Warfare, Steals Intel's Spotlight
  - Edelman and General Electric: GE's FlexEfficiency 50 Power Plant Carves a Path to a Clean Energy Future
  - IBM: IBM's *Jeopardy!*-winning Computer Scores Big as Business Innovator
  - MSLGroup Americas and Procter and Gamble: Crest and Oral-B: Pros in the Profession
  - Text 100 and British Airways: British Airways Face to Face
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### **Employee Communications Campaign of the Year**

- AECOM: Wellness at AECOM: The Journey Toward Health and Well-Being
- Fleishman-Hillard and AT&T: AT&T Social Business Adoption
- MWW Group and JetBlue: JetBlue's Flight Plan for the Future: Connecting with the Cockpit to Preserve the Direct Relationship with Pilots
- Pfizer: Connect, Educate & Listen: Pfizer's Campaign to Engage Employees with "One Pfizer" Voice
- Weber Shandwick and American Airlines: Fuel Smart for a Cause: American Airlines Employees Make a Difference

### **Sponsor**



FedEx Corp. (NYSE: FDX) provides customers and businesses worldwide with a broad portfolio of transportation, e-commerce and business services. With annual revenues of \$40 billion, the company offers integrated business applications through operating companies competing collectively and managed collaboratively, under the respected FedEx brand. Consistently ranked among the world's most admired and trusted employers, FedEx inspires its more than 290,000 team members to remain "absolutely, positively" focused on safety, the highest ethical and professional standards and the needs of their customers and communities. For more information, visit [news.fedex.com](http://news.fedex.com).

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### **Community Relations Campaign of the Year**

- Burson-Marsteller and Transitions Optical: Success is in Sight: Transitions Optical Brings Healthy Vision and Literacy to Thousands of Children Nationwide
- Edelman and the Gateway Center: Home is Where the GIFT Is
- Edelman and Starbucks: Starbucks Global Month of Service
- Ketchum and IBM: IBM stages largest corporate service event in history, reaching communities in 120 countries

- M Booth and American Express OPEN: Small Business Saturday
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## Multicultural Marketing Campaign of the Year

- Edelman and Livestrong: Generating Awareness of Cancer Resources among Hispanics
- Edelman and Unilever: Suave haircare. Suave Professionals: Desfilando Contigo con Más Estilo (Parading with You with More Style)
- Euro RSCG Worldwide and Transitions Optical: Meeting the Eye Health Needs of Culturally Diverse Groups
- Formula PR and Bohemia: Bohemia's "The Kahlo Challenge"
- Hilton Hotels & Resorts: Hilton Huanying: Rolling out the blue carpet for Chinese travelers

## Sponsor

**NYU SCPS** Named PRWeek's 2009 and 2010 "PR Education Program of the Year," the Master of Science in Public Relations and Corporate Communication offered by the NYU School of Continuing and Professional Studies, provides cutting-edge curriculum that is grounded in both theory and practice. Subject matter is immediately applicable to your work environment. Faculty members are industry professionals who bring unparalleled insight to the classroom. Guest lecturers offer fresh perspectives and professional events provide invaluable networking opportunities.

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## Global Campaign of the Year

- Edelman and General Electric: GE's FlexEfficiency 50 Power Plant Carves a Path to a Clean Energy Future
- Edelman and Starbucks: Starbucks Brand Transformation
- GolinHarris and Dow Chemical: International Year of Chemistry
- Ketchum and IBM: IBM at 100: Modernizing the Way the World Sees Big Blue
- Pfizer: Pfizer's Global War on Counterfeits: A Global Awareness Campaign to Protect Patients by Combating the Flood of Fake Prescription Medicines

## Sponsor



**PR Newswire**

United Business Media

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ENGAGE OPPORTUNITY EVERYWHERE

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## Corporate Branding Campaign of the Year

- Burson-Marsteller and Intel: Intel: The Innovation Economy
- CarMD.com Corporation and Thatcher + Co: CarMD Corporate Branding Campaign
- Edelman and Starbucks: Starbucks Brand Transformation
- GolinHarris and McDonald's USA: National Hiring Day: I Love My McJob
- Ketchum and IBM: IBM at 100: Focusing Our Place in the Past, Present and Future

### Sponsor



Human Energy™

Chevron is one of the world's leading integrated energy companies, with subsidiaries that conduct business worldwide. The company is involved in virtually every facet of the energy industry. Chevron explores for, produces and transports crude oil and natural gas; refines, markets and distributes transportation fuels and lubricants; manufactures and sells petrochemical products; generates power and produces geothermal energy; provides energy efficiency solutions; and develops the energy resources of the future, including biofuels. Chevron is based in San Ramon, Calif. More information about Chevron is available at [www.chevron.com](http://www.chevron.com).

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## Public Affairs Campaign of the Year

- GolinHarris and Waters Corp.: Building a Global Network for Food Safety, a Brand and Market Share
- Hill+Knowlton Strategies and Nuclear Energy Institute: Rebuilding Confidence in Nuclear Energy Post-Fukushima
- Rasky Baerlein Strategic Communications and Vote Yes on 1 Committee: Winning a Tax Repeal in Democratic Massachusetts
- Stanton Communications and Corinthian Colleges: My Career Counts Campaign
- Weber Shandwick and Ford Foundation and Independent National Electoral Commission of Nigeria: Communications for Democracy – Supporting Nigeria's Elections

### Sponsor



Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 166,000 employees and about 70 plants worldwide, the company's automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford's products, please visit [www.ford.com](http://www.ford.com).

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## Investor/Financial Communications Campaign of the Year

- Burson-Marsteller and Hawaiian Airlines: Hawaiian Airlines Taking Off: A Strategic Corporate Positioning Program
- Edelman, Joele Frank, Wilkinson Brimmer Katcher, and ITT Corp.: How the World's First Conglomerate is Pulling Off One of the Biggest, Fastest, and Most Successful Corporate Divorces in History
- FTI Strategic Communications and NYSE Euronext, The Depository Trust & Clearing Corporation: NYPC: Launching A Futures Clearinghouse Amid A Financial Crisis
- Hill+Knowlton Strategies and LinkedIn: LinkedIn Connects to the New York Stock Exchange
- Weber Shandwick and American Airlines: American Airlines Charts Future With Largest Aircraft Order in Aviation History

## Sponsor



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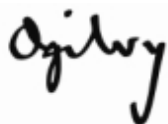
## Crisis or Issues Management Campaign of the Year

- AFLAC: After the Japan Tsunami & Bad Tweets -- How Aflac Turned a Black Eye Into a Beauty Mark
  - Entertainment Software Association: Protecting the First Amendment in New Era of Communication, Media
  - MWW Group and JetBlue Airways: JetBlue's Flight Plan for the Future: Connecting with the Cockpit to Preserve the Direct Relationship with Pilots
  - Ogilvy Public Relations Worldwide and Mexico Tourism Board: Fighting Fire with Fire: Resetting the Media Dialogue for Mexico
  - Weber Shandwick and Taco Bell: "Thank You for Suing Us" – Taco Bell Beef Lawsuit
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## Public Sector Campaign of the Year

- Burson-Marsteller and Board of Elections in the City of New York: Mark It. Scan It. Vote the New Way
- Crosby Marketing Communications and United States Department of Agriculture: Emerald Ash Borer Beetle "Promise" Campaign
- GolinHarris and Georgia Department of Economic Development: Georgia Camera Ready: Ensuring the Sequel is Even Better Than the Original
- Hager Sharp and HHS's Office on Women's Health: Best Bones Forever!
- Ogilvy Public Relations Worldwide and Internal Revenue Service: IRS Free File – The "Less Taxing" Way to Prepare and e-File Federal Taxes

## Sponsor



Ogilvy Public Relations Worldwide

Ogilvy Public Relations Worldwide is a global, multi-disciplinary communications leader operating in more than 70 markets around the globe. We blend proven PR methodologies with cutting edge digital innovations to craft strategic programs that give clients winning and measurable results for corporations, government agencies, trade associations and not-for-profit organizations. The firms' seven specialized practice areas are healthcare, consumer marketing, public affairs, corporate, technology, social marketing and 360 degree digital influence.

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## Nonprofit Campaign of the Year

- ALSAC/St. Jude Children's Research Hospital: Tackling Childhood Cancer: A Partnership Between FOX Sports and St. Jude Children's Research Hospital

- Cone and American Cancer Society: The American Cancer Society Celebrates First Anniversary of the Choose You Movement
- MWW Group and Museum of Mathematics (MoMath): MoMath Ramps Up the Birth of MoMath
- Ronald Reagan Presidential Foundation: Ronald Reagan Centennial Celebration
- Zeno Group and Lupus Foundation of America: LFA: The Leading Voice for Lupus Advocacy

## Sponsor

### WEBER SHANDWICK

Advocacy starts here. Weber Shandwick is a leading global PR agency with a commitment to client service, creativity, collaboration, and harnessing the power of Advocates. It provides strategic execution in consumer marketing, healthcare, technology, public affairs, corporate/financial, and crisis management. Specialized services include social media, advertising, market research, and corporate responsibility.

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## Cause-Related Campaign of the Year

- Edelman and Merck: Build Smart, Breathe Easier
- Euro RSCG Worldwide PR and Sears Holdings Corp.: Sears Heroes at Home: A Hero's Song
- Ogilvy Public Relations Worldwide and Kimberly-Clark's Huggies Brand: Helping Diaper "Every Little Bottom"
- Ogilvy Public Relations Worldwide and LG Mobile Phones: LG Text Ed: Face the Facts. Send the Message.
- Ogilvy Public Relations Worldwide, Initiative Media, and Bayer Healthcare: Educating Girlfriends about the Importance of Folate

## Sponsor



GolinHarris is a holistic communications firm designed to help clients win in a complex, connected society. Our g4 model provides clients with a dedicated team of specialists who combine strategy, creativity and engagement into one seamless package. Core practices include consumer marketing, corporate communications, digital/social media, healthcare, multicultural marketing, technology and public affairs.

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## Best Use of Social Media/Digital

- Attention PR and Mattel: Barbie & Ken: The Digital Reunion of Two Dolls
- Edelman and eBay: Crowdsourced Chic: eBay Community Moves to Fashion's Front Row Through Designer-Shopper Collaboration
- GolinHarris and Unilever (Magnum Ice Cream): Launching the World's Number One Ice Cream in the US
- Ketchum and ConAgra Foods – Healthy Choice: Healthy Choice Progressive Coupon Offer Drives Sales and Online Engagement
- WPP Group USA and Ford Motor Company: Ford Reinvents the Test Drive – and Blogger Outreach – Globally

## Sponsor

Kwittken & Company is an elite communications agency that provides its clients with results that extend far beyond traditional PR. We work with brands in the media/publishing, travel, luxury, fashion/retail, design, healthcare, financial services, technology and B2B sectors to help them realize their business goals through intelligently designed, results-oriented campaigns.

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### **Best Use of Audio/Video (Broadcast)**

- APCO Worldwide, CEA, and David All Group: CEA's Innovation Movement Video Brochure for Capitol Hill – "America is Ready for a Comeback"
  - Fleishman-Hillard and Energizer: The Battery Controlled
  - Taylor and Diageo/Captain Morgan: Captain Morgan Shipwreck Discovery in Panama
  - Weber Shandwick and Unilever/Degree for Men: Ask Bear Grylls Anything
  - Zeno Group and Seattle's Best Coffee: Seattle's Best Coffee Brings Live Custom Content to Facebook for the First Time
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### **Best Use of Research/Measurement**

- Edelman and Church & Dwight/Trojan Brand Condoms: Trojan and Indiana University Hook-up on Trailblazing Research Partnership
- Ogilvy Public Relations Worldwide and Kimberly-Clark's Huggies Brand: Helping Diaper "Every Little Bottom"
- Ogilvy Public Relations Worldwide and Quintiles: Quintiles & The New Health
- Porter Novelli and HP: HP ePrint Live – Measuring the Success of a Branded Entertainment Campaign
- Weber Shandwick and Siemens Corporation: Cities as Customers: Branding Siemens as Today's Go-To City Expert

### **Sponsor**



Pfizer Inc. is a research-based, global biopharmaceutical company. We apply science and our global resources to improve health and well-being at every stage of life. We strive to set the standard for quality, safety and value in the discovery, development and manufacture of medicines for people and animals. Our diversified global healthcare portfolio includes human and animal biologic and small molecule medicines and vaccines, as well as nutritional products and many of the world's best-known consumer healthcare products. Every day, we work across developed and emerging markets to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as the world's leading biopharmaceutical company, we also collaborate with other biopharmaceutical companies, healthcare providers, governments and local communities to support and expand access to reliable, affordable healthcare around the world.

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### **PR Innovation of the Year**

- APCO Worldwide, CEA, and David All Group: CEA's Innovation Movement Video Brochure for Capitol Hill – "America is Ready for a Comeback"
- GolinHarris: The Bridge: Holistic Engagement Studios

- Ogilvy Public Relations Worldwide: Activate Your Influential Fans via Insider Circle
- Porter Novelli: Porter Novelli Radar
- Weber Shandwick and Unilever/Degree for Men: The Adrenalist

## Sponsor



Allison+Partners is an international communications firm driven by a collaborative approach to innovation and creativity. The result is freshly imagined, customized approaches that provide concrete, measurable strategies to drive market and executive leadership. Expertise includes consumer PR and marketing, corporate communications, technology and digital media, brand innovation, social impact, public affairs and healthcare.

## Promotional Event of the Year

- Carmichael Lynch Spong and Jennie-O Turkey Store with BBDO Minneapolis/Proximity Minneapolis: Turkey Burger Converts Unite, One Switch At A Time
- FreshWorks/Ketchum and 7-Eleven: 7-Eleven Unites America with Purple Slurpees
- FreshWorks/Ketchum and 7-Eleven: Our Birthday, Your Bash
- Ketchum and Mattel: Hot Wheels Goes Fearless at the Indy 500
- IBM: What is Watson? IBM's Record-Breaking *Jeopardy!* Run

## Young PR Professional of the Year

- Laura Bedrossian, Peppercom
- Caitlin Fisher, Hellerman Baretz Communications
- Christy McCuaig, L'Oreal: Redken and Pureology
- Danielle Paleafico, Coyne Public Relations
- Cari Steiner, Fahlgren Mortine

## Sponsor



Edelman is the world's leading independent public relations firm, with more than 3,200 employees in 51 offices worldwide. Edelman was named 2009 "Agency of the Year" and "Large PR Agency of the Year" three of the last four years by *PRWeek*. *The Holmes Report* named the firm the 2009 "Best Large Agency to Work For," and Edelman was listed as a top-10 firm by *Advertising Age* in 2007 and 2008. In 2007, CEO Richard Edelman was honored as "Agency Executive of the Year" by *Advertising Age*, and in 2007 and 2008 he was cited as "Most Powerful PR Executive" by *PRWeek*. Edelman's network includes specialty offerings Blue (advertising), StrategyOne (research), BioScience Communications (medical education/publishing), MATTER® (sports/entertainment marketing), and Creative (editorial, design, production). Visit us at [www.edelman.com](http://www.edelman.com) for more information.

## PR Professional of the Year

- Ray Day, Ford Motor Company
- Paul Gennaro, AECOM
- Jolie Hunt, Thomson Reuters

- Michael Kempner, MWW Group
  - Barby Siegel, Zeno Group
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### **PR Education Program of the Year**

- Brigham Young University
- Georgetown University, School of Continuing Studies
- New York University
- Syracuse University
- University of Alabama

### **Sponsor**



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Padilla is an integrated communications firm that has helped organizations build and protect their brands and reputations for more than 50 years. We're grounded in the art and science of corporate communications, investor relations and marketing communications, and we've expanded and innovated to provide social media and creative services. Visit us at [www.padillaspeer.com](http://www.padillaspeer.com).

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### **In-house PR Team of the Year**

- Aflac Corporate Communications
- General Electric
- Legacy
- McDonald's
- US Chamber of Commerce

### **Sponsor**



One of the world's leading full-service, global PR agencies, Ketchum delivers innovations that help clients across all industries quickly realize their communications goals. As a sponsor of the PRWeek Awards, we congratulate all the finalists.

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### **Boutique PR Agency of the Year**

- 360 Public Relations
- Linhart Public Relations
- March Communications
- Revive Public Relations
- Walek & Associates

### **Sponsor**



Chandler Chicco Companies (CCC) is a global health communications group that delivers unmatched perspective and creative know-how. With an integrated approach to communications, CCC offers best-in-class capabilities spanning

public relations, digital and social media, medical and scientific education, marketing and branding, graphic design and multimedia, event production, and research and measurement. For all things health, we've got communications covered. For more information visit [www.chandlerchicco.com](http://www.chandlerchicco.com).

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### Small PR Agency of the Year

- Catalyst Public Relations
- Fahlgren Mortine
- Kwittken & Company
- Singer Associates Public Affairs/Public Relations
- Tuerff-Davis EnviroMedia

### Sponsor



Fleishman-Hillard Inc., one of the world's leading public relations firms, has built its reputation by using strategic communications to deliver what its clients value most: meaningful, positive, and measurable impact on the performance of their organizations. The firm operates worldwide through its 80 owned offices. For more information, visit [www.fleishman.com](http://www.fleishman.com).

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### Midsized PR Agency of the Year

- Coyne Public Relations
- Peppercom
- Taylor
- Text 100 Global Public Relations
- Zeno Group



Deloitte LLP is the US member firm of Deloitte Touche Tohmatsu. Its subsidiaries provide audit, tax, consulting, and financial advisory services through more than 40,000 people in the U.S. Known as an employer of choice for innovative human resources programs, it is dedicated to helping its clients and people excel.

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### Large PR Agency of the Year

- Edelman
- Fleishman-Hillard
- Ketchum
- Ogilvy Public Relations Worldwide
- Weber Shandwick