



## **Congratulations to the 2019 Phoenix Award Winners!**

Complete list of 2019 Best of Phoenix, Program and Project Award winners are below.



### ***Issues Management***

Changing the Conversation About Our Organization  
Roswell Inc

## **Program Award Winners**

### ***Community Relations - Associations/Government/Nonprofit Organizations***



**Phoenix Award:** Introducing the Northwest Corridor Express Lanes to the Community  
Porter Novelli and the State Road and Tollway Authority

**Award of Excellence:** Bringing Quality Rated Childcare to GA Parents  
Everywhere Agency on behalf of GEEARS and Quality Rated

### ***Community Relations – Business Products***



**Phoenix Award:** Mercedes-Benz USA's GLH Program Shifts Into High Gear  
Cookerly Public Relations on behalf of Mercedes-Benz USA

### ***Content Marketing - Associations/Government/Nonprofit Organizations***



**Phoenix Award:** DCVB's #DiscovertheUnexpected BIG GAME Sweepstakes  
Porter Novelli, one50one and Taylored Creativity on behalf of Discover DeKalb

**Award of Excellence:** DCVB 2018 #DiscovertheUnexpected Digital Campaign  
Porter Novelli, one50one and Taylored Creativity on behalf of Discover DeKalb

### ***Content Marketing - Business Products***

**Award of Excellence:** Content Flows Through Rinker Pipe Dream  
Rinker Materials and American Institute of Architecture Students

### ***Crisis Communications***



**Phoenix Award:** Communication in the Eye of the Storm: Georgia Power Handles Hurricane  
Michael

Georgia Power

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



**Phoenix Award:** Carter's Premie Dream Team - Prematurity Awareness  
Carter's with Everywhere Agency and Babbit Bodner

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



**Phoenix Award:** Lineman Appreciation  
Georgia Power

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

#### ***Associations/Government/Nonprofit Organizations***



**Phoenix Award:** Shepherd's Men run across U.S. to help veterans  
Cokerly Public Relations on behalf of Shepherd's Men

**Award of Excellence:** GDOT Proves Georgia's Prepared for Super Bowl LIII  
Georgia Department of Transportation Office of Strategic Communications

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

**Award of Excellence:** Rinker Reveals Concrete Pipe Dream Home at Builders' Show  
Rinker Materials and American Institute of Architecture Students

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



**Phoenix Award:** avid™ hotels Grand Opening Event  
IHG in partnership with MELT and Weber Shandwick

**Award of Excellence:** IHG Hotels & Resorts Home Team Hospitality Activation  
IHG Hotels & Resorts in partnership with Geometry and Ogilvy Public Relations

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



**Phoenix Award:** Primrose Schools: Helping Working Parents #LetGuiltGo  
Jackson Spalding on behalf of Primrose Schools Franchising Company

**Award of Excellence:** Wells Fargo's Southeast Community Service Super Saturday and Florida Days of Service and – Rebuilding trust in our local communities  
Wells Fargo Regional Communications

### ***Events or Observances (seven or fewer days) –***

#### ***Associations/Government/Nonprofit Organizations***



**Phoenix Award:** Street Grace: Stop 'Traffick'  
Porter Novelli with BBDO on behalf of Street Grace

**Award of Excellence:** Fight Flu: Seasonal Influenza Vaccination Kick Off  
Porter Novelli on behalf of CDC NCIRD

### ***Influencer Marketing to Expand Awareness***



**Phoenix Award:** Harnessing Influencers for 'Home is the Key'  
Porter Novelli on behalf of Habitat for Humanity

**Award of Excellence:** 12 Days of Giftmas at The Summit at Fritz Farm  
The Wilbert Group on behalf of The Summit at Fritz Farm

### ***Integrated Communications – Associations/Government/Nonprofit Organizations***



**Phoenix Award:** Viajo sin zika: An Awareness Campaign to Educate Traveling U.S. Hispanics About Zika Prevention

ICF and Health Talker

**Award of Excellence:** DCVB's #DiscovertheUnexpected BIG GAME Sweepstakes  
Porter Novelli, one50one and Taylored Creativity on behalf of Discover DeKalb

### ***Integrated Communications – Business to Business***



**Phoenix Award:** Rinker Pipe Dream Celebrated At Every Turn  
Rinker Materials and American Institute of Architecture Students

**Award of Excellence:** Stibo Systems Launches Business-First Message  
Arketi Group on behalf of Stibo Systems

### ***Integrated Communications - Consumer Products***



**Phoenix Award:** IHG Hotels & Resorts Home Team Hospitality Activation  
IHG Hotels & Resorts in partnership with Geometry and Ogilvy Public Relations

### ***Integrated Communications - Consumer Products - Food & Beverage***



**Phoenix Award:** M&M'S Hazelnut Spread – Go Hazelnutty!  
Weber Shandwick on behalf of Mars Wrigley

**Award of Excellence:** Biggie Bag Delivers March Madness  
Ketchum for Wendy's

### ***Integrated Communications – Consumer Products - Non-Packaged Goods***



**Phoenix Award:** Mercedes-Benz USA: A-Class Launch in the A-Town  
Cookerly Public Relations on behalf of Mercedes-Benz USA

### ***Integrated Communications – Consumer Products - Packaged Goods***



**Phoenix Award:** Man vs. Glue  
Newell Brands PR & Social Media Team, Burson Cohn & Wolfe

### ***Integrated Communications - Retail Stores and Restaurants***



**Phoenix Award:** Big Things Brewing at The Works  
The Wilbert Group on behalf of Selig Enterprises

### ***Integrated Communications - Consumer Services***



**Phoenix Award:** Primrose Schools: Helping Working Parents #LetGuiltGo  
Jackson Spalding on behalf of Primrose Schools

**Award of Excellence:** Thank a Lineman  
Georgia Power

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



**Phoenix Award:** Be Cyber-Secure and RAT Out Bad Emails (Cyber Security Program)  
Piedmont Healthcare

**Award of Excellence:** A Year of Epic Go-Lives at Piedmont Healthcare  
Piedmont Healthcare

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



**Phoenix Award:** Making Safety Personal at Novelis  
Novelis

**Award of Excellence:** AGCO IDEAL Employee Innovators 12 City Global Banner Trek  
AGCO Corporation

### ***Issues Management***



**Phoenix Award:** Changing the Conversation About Our Organization  
Roswell Inc

**Award of Excellence:** 2018-19 Bayer Bee Care Program  
Porter Novelli, BBDO, Mastermind Marketing

### ***Marketing Business to Business - Products***



**Phoenix Award:** CentralSquare Technologies Reinvents Public Sector Technology Market  
Arketi Group on behalf of CentralSquare Technologies

**Award of Excellence:** Stibo Systems Marketing Advances Business-First Message  
Arketi Group on behalf of Stibo Systems

### ***Marketing Consumer Products – Food and Beverages***

**Award of Excellence:** Cracker Barrel and Edible Build New Traditions for Families at Thanksgiving  
Edible, Inc. on behalf of Cracker Barrel Old Country Store

### ***Marketing Consumer Products – Health Care***

**Award of Excellence:** CTCA: Life Doesn't Stop When You Have Cancer  
Cookerly Public Relations and Cancer Treatment Centers of America, Atlanta

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

**Award of Excellence:** Yankee Candle Introduces the First Ever Scent of the Year  
Newell Brands PR & Social Media Team, Burson Cohn & Wolfe, SLAACK Productions

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



**Phoenix Award:** Holiday Inn Express® Launches New Breakfast  
IHG Hotels & Resorts and Weber Shandwick

### ***Most Effective Campaign on a Shoe String Budget (\$5,000 or Less)***



**Phoenix Award:** Social for Business Sake  
Piedmont Healthcare

**Award of Excellence:** Emory School of Nursing's InEmory Awareness Campaign  
Emory University Nell Hodgson Woodruff School of Nursing

**Award of Excellence:** Marcus Autism Center Puts a Spin on “Unlikely Friendships”  
Children's Healthcare of Atlanta's Marcus Autism Center

### ***Most Effective Corporate Social Responsibility Campaign***



**Phoenix Award:** Georgia's Own Credit Union's “85 Acts of Kindness”  
The Wilbert Group on behalf of Georgia's Own Credit Union

**Award of Excellence:** Women's History Month at the High: Do What's Right—Millennials Will Follow  
High Museum of Art

### ***Multicultural Public Relations***



**Phoenix Award:** Viajo sin zika: An Awareness Campaign to Educate Traveling U.S. Hispanics About Zika Prevention  
ICF and Health Talker

**Award of Excellence:** Cricket Wireless Celebrates Black History Month with Cricket Cares Capital Grant Contest  
Cricket Wireless

### ***Public Affairs - Business***



**Phoenix Award:** Novelis Shapes Relationships on Capitol Hill  
Novelis

### ***Public Service - Associations/Government/Nonprofit Organizations***



**Phoenix Award:** GDOT, Partners Stop Traffic to "Stop Traffick"  
Georgia Department of Transportation Office of Strategic Communications

**Award of Excellence:** HPV Vaccine is Cancer Prevention Campaign  
Porter Novelli on behalf of CDC NCIRD

### ***Public Service – Business***

**Award of Excellence:** Georgia Power prepares customers, residents for severe weather  
Georgia Power

### ***Public Service - Partnerships***



**Phoenix Award:** Novelis and Kentucky Derby Create Recycling Champions  
Novelis with Cookerly PR

**Award of Excellence:** Skip the Traffic during Super Bowl LIII – Try Transit  
BCW Global, AECOM, and Wunderman Thompson on behalf of Georgia Commute Options

### ***Reputation/Brand Management***



**Phoenix Award:** Rebuilding Our Brand  
Roswell Inc

**Award of Excellence:** 2018-19 Bayer Bee Care Program  
Porter Novelli, BBDO, Mastermind Marketing

## Project Award Winners

### ***Best Sponsorship Activation***



**Phoenix Award:** Everyone is Welcome - Discover Atlanta's Pride  
Atlanta Convention & Visitors Bureau

**Award of Excellence:** THE DECK by Feed a Bee at PGA TOUR Championship  
Porter Novelli on behalf of the Bayer Crop Science Feed A Bee program

### ***Most Effective Influencer Promotion***



**Phoenix Award:** Wendy's Kids' Meal Program  
Ketchum for Wendy's

**Award of Excellence:** 135 Years of Fun with Ball® Home Canning  
Everywhere Agency on behalf of Newell Brands

**Award of Excellence:** Let's Have Brunch! Yankee Candle Sets the Table with Influencers to Promote  
New Collection  
Newell Brands PR & Social Media Team, The Marketing Arm

### ***Best SEO***



**Phoenix Award:** Childhood Immunization SEO Program  
Porter Novelli on behalf of CDC NCIRD

**Award of Excellence:** Evolving the Wendy's Story with SEO  
Ketchum and VMLY&R for Wendy's

### ***Media Relations - Associations/Government/Nonprofit Organizations***



**Phoenix Award:** Street Grace: Stop 'Traffick'  
Porter Novelli with BBDO on behalf of Street Grace

**Award of Excellence:** Swim Across America-Atlanta: Making Waves To Fight Cancer  
ProjectPR on behalf of Aflac Cancer & Blood Disorder's Center

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



**Phoenix Award:** Miller Zell Reinvents Thought Leader Platform with Media Campaign  
Arketi Group on behalf of Miller Zell

**Award of Excellence:** Stibo Systems Media Relations Helps Executives Dig Data  
Arketi Group on behalf of Stibo Systems

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



**Phoenix Award:** Wendy's Bacon Battle  
Ketchum for Wendy's

**Award of Excellence:** Firebirds Fires Up Media Relations  
Rountree Group Integrated Communications on behalf of Firebirds Wood Fired Grill

### ***Media Relations - Consumer Products - Healthcare***



**Phoenix Award:** Piedmont Healthcare Quality/Leapfrog Campaign  
Piedmont Healthcare

**Award of Excellence:** Cancer Patients Not Immune to Opioid Crisis  
Cookerly Public Relations and Cancer Treatment Centers of America, Atlanta

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



**Phoenix Award:** Atlanta Welcomes Ballard Designs  
Rountree Group Integrated Communications on behalf of Ballard Designs

**Award of Excellence:** Serta Simmons Bedding Opens North American Headquarters in Atlanta  
Leff & Associates for Serta Simmons Bedding

### ***Media Relations - Consumer Products - Technology***



**Phoenix Award:** Wendy's Bacon Shatters Competition and Records  
Ketchum for Wendy's

**Award of Excellence:** Soma Disrupts CES with First-Ever Smart Bra  
Porter Novelli on behalf of Soma

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



**Phoenix Award:** Anime, Animation, and Gaming Rise! MomoCon Sets New Attendance  
Record!

Leff & Associates and the Georgia Entertainment Public Relations Alliance for MomoCon

**Award of Excellence:** Open to Dream: Delta reopens MLK Jr. Park  
Delta Air Lines

### ***Feature Stories***



**Phoenix Award:** Equifax Scores Credit Union Business Feature Story and Builds Expert's  
Identity

Arketi Group on behalf of Equifax

**Award of Excellence:** "Featuring" Featurespace: Credit Union Times Feature Story Elevates Thought  
Leadership in New Market  
Arketi Group on behalf of Featurespace

### ***Blogger Campaigns***



**Phoenix Award:** Power to Protect  
Everywhere Agency and Brunet-García

**Award of Excellence:** Calphalon Brings Together Content Creators to Launch Calphalon Cooks  
Newell Brands PR & Social Media Team

**Award of Excellence:** Good Neighbors, Good Business  
Everywhere Agency on behalf of Georgia-Pacific

### ***Executive Communications***



**Phoenix Award:** Bayer Properties Completes Two-Year Leadership Transition  
The Wilbert Group on behalf of Bayer Properties

**Award of Excellence:** NCR Corporation Shines a Light on Executive Success & Thought-Leadership  
Arketi Group on behalf of NCR Corporation



### ***Best Use of Social Stories***



**Phoenix Award:** Wounded Officer Reunited with K9 at Piedmont Columbus  
Piedmont Healthcare

**Award of Excellence:** Primrose Schools: Helping Working Parents #LetGuiltGo  
Jackson Spalding on behalf of Primrose Schools

### ***Twitter Engagement***



**Phoenix Award:** “Experience the Adrenaline Effect” Social Campaign  
Adrenaline with Lynn Harris Medcalf PR Consulting

### ***Facebook Engagement***



**Phoenix Award:** Powering SCANA Energy's Content Marketing Success  
SCANA Energy with Jackson Spalding

**Award of Excellence:** Reframing the Diabetes Conversation  
Porter Novelli on behalf of CDC DDT

**Award of Excellence:** Piedmont Newnan Baptism Facebook Post  
Piedmont Healthcare

### ***Instagram Communications***



**Phoenix Award:** New Mom Monday  
FleishmanHillard on behalf of Northside Hospital

**Award of Excellence:** Using Healing Hands—And Paws—To Help Make Kids Better  
Children's Healthcare of Atlanta

### ***LinkedIn Communications***



**Phoenix Award:** Building an Engaged Audience on LinkedIn  
Beazer Homes

**Award of Excellence:** LinkedIn connects GWCCA directly to meeting planners  
Georgia World Congress Center Authority

### ***Websites/New Digital Platform***



**Phoenix Award:** Heartmatch  
High Museum of Art

**Award of Excellence:** DefenseStorm's “Built for Banking” Website Focuses on Community Banks and  
Credit Unions  
Arketi Group on behalf of DefenseStorm

**Award of Excellence:** Driving Awareness for Flexdrive  
flexdrive with Jackson Spalding

**Award of Excellence:** Redesign of the Emory School of Medicine Website  
NewCity and Emory University School of Medicine



### ***Best Use of Data/Analytics***



**Phoenix Award:** Ongoing Improvement in Northside Channels  
FleishmanHillard on behalf of Northside Hospital

**Award of Excellence:** Flu Season Social Media Analysis  
Porter Novelli on behalf of CDC NCIRD

### ***Word-of-Mouth***



**Phoenix Award:** Street Grace Stop Traffick  
Porter Novelli with BBDO on behalf of Street Grace

### ***Creative Tactics***



**Phoenix Award:** Good Morning Fayette  
Piedmont Healthcare with Bleu Lion Media

**Award of Excellence:** 'Tis the Season for Surprises: 2018 Children's Healthcare of Atlanta Employee  
Holiday Campaign  
Children's Healthcare of Atlanta

**Award of Excellence:** Our House Wheels4Wall Fundraiser  
Our House with Jackson Spalding

### ***Annual Reports***



**Phoenix Award:** 2018 Annual Report  
Roswell Inc

**Award of Excellence:** Piedmont Healthcare Nursing Summit Annual Report  
Piedmont Healthcare

### ***Blogs***



**Phoenix Award:** Perspective: Channel for Compelling Content  
Adrenaline with Lynn Harris Medcalf PR Consulting

**Award of Excellence:** unConventional: GWCCA blog bucks business-as-usual  
Georgia World Congress Center Authority and CCLD

### ***Digital Newsletters***



**Phoenix Award:** The Latest: Essential Platform for Client Communication  
Adrenaline with Lynn Harris Medcalf PR Consulting

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

### ***Digital Publications***



**Phoenix Award:** 2018 Citizenship Report: Cultivating change in our communities  
Georgia Power

## **Online Videos**



**Phoenix Award:** Primrose Schools: Helping Working Parents #LetGuiltGo  
Jackson Spalding on behalf of Primrose Schools

**Award of Excellence:** Better Together  
Georgia Hospital Association and Cahill Productions, LLC

**Award of Excellence:**  
Holiday Inn Express® Launches New Breakfast  
IHG Hotels & Resorts and Weber Shandwick

**Award of Excellence:** Welcome to the A: Mercedes-Benz USA /The Ron Clark Academy  
Cookerly Public Relations on behalf of Mercedes-Benz USA and The Ron Clark Academy

## **Research/Evaluation**



**Phoenix Award:** First Data's Insights on PII Feed Campaigns  
Arketi Group on behalf of First Data

**Award of Excellence:** Cox Survey Brings Main Street Trends to the Mainstream  
Arketi Group on behalf of Cox Business

## **Best Use of Branded Content**



**Phoenix Award:** "Change Management Special" brought to you by Videa  
ClearWing Communications & Brandon D. Hunt Design on behalf of Videa

**Award of Excellence:** Good Vibes Video Series  
Piedmont Healthcare

## **Webcasts**



**Phoenix Award:** Iron Mountain Webcast Series Drives Mid-Market Results  
Arketi Group on behalf of Iron Mountain

## **Magazines**



**Phoenix Award:** Emory Nursing Magazine  
Emory University Nell Hodgson Woodruff School of Nursing and Woodruff Health Sciences  
Center Communications

**Award of Excellence:** PQ Magazine—Fresh Insight For Topics and Issues That Matter to Peanut  
Farmers  
National Peanut Board with Golin

## **Brochures - Digital**



**Phoenix Award:** Discover DeKalb 2018/19 Destination Guide (Digital)  
Porter Novelli on behalf of Discover DeKalb Convention & Visitors Bureau, Atlanta Magazine  
Custom Media, and various contributors

## **Brochures - Print**



**Phoenix Award:** Discover DeKalb 2018/19 Destination Guide  
Porter Novelli on behalf of Discover DeKalb Convention & Visitors Bureau, Atlanta Magazine  
Custom Media, and various contributors