

2020 AWARDS CELEBRATION

NOVEMBER 10, 2020



DAY
a night to shine

Welcome to the 2020 Awards Celebration!

Elizabeth McMillan, APR

President, PRSA Georgia Chapter

Director, Corporate Communications and Culture Development
Fiserv

Special Guest Emcees

Leah Fleming

Morning Edition Host
Georgia Public Broadcasting



Rodney Ho

Entertainment Reporter,
Columnist and Blogger
Atlanta Journal-Constitution



Andy Pierrotti

Investigative Reporter,
11 Alive/WXIA



Mariela Romero

Anchor and Community
Empowerment Director
Univision



The Order of the Phoenix

presented by

Jennifer Grizzle, APR, Fellow PRSA

Chair, The Order of the Phoenix
President, The PR Studio, Inc.

Bryan H. Reber, Ph.D.

Department Head, Advertising and Public Relations, Grady College of Journalism and
Mass Communication, University of Georgia

The Order of the Phoenix

**Ana Toro, APR, Fellow
PRSA**

Public Affairs Officer
Centers for Disease
Control and Prevention



Distinguished PR Award

Carlos del Rio, MD

Distinguished Professor for Emory Clinical and
Academic Affairs at Grady
Professor of Medicine
Executive Associate Dean for Emory at Grady
Emory University School of Medicine
Professor of Global Health and Epidemiology
Rollins School of Public Health

presented by

Jasmine Hoffman, APR

Associate Dean and Chief Operating Officer
Emory University Nell Hodgson Woodruff School of Nursing



George Goodwin Award

Angie Champsaur, APR

Director of Corporate
Communications
Focus Brands

presented by

Stephen Michael Brown, APR, Fellow PRSA
President, Cookerly Public Relations



Rising Star Award

Trey Newstedt

PR Manager, Global Commercial
& Technology
InterContinental Hotels Group
(IHG®)

presented by

Caroline Huston, APR
Manager – Strategic Communications
The Arthur M. Blank Family Foundation



Shining Star Award

Lauren Powers
Senior Marketing Manager
Emory University
Department of Medicine

presented by
Jasmine Hoffman, APR
Associate Dean and Chief Operating
Officer
Emory University Nell Hodgson
Woodruff School of Nursing



Luminary Star Award

Deisha Barnett
Chief of Brand and
Communications Officer
Head of Diversity & Inclusion
Metro Chamber of Commerce

presented by

Dave Tovar
Vice President, U.S. Communications
McDonald's





Project Awards

Most Effective Influencer Promotion

- The Wilbert Group on behalf of Halcyon for "Taste of Halcyon," Influencer Dine Around
- Dialogue on behalf of Villa Lagoon Tile for Cementing the Beauty of Cement Tile
- Porter Novelli on behalf of the Bayer Bee Care Program for 'Tis the Season to Celebrate Pollinators

Media Relations - Associations/Government/Nonprofit Organizations

- Cookerly Public Relations on behalf of Gwinnett Medical Center (GMC), soon-to-be Northside-Gwinnett for Cookerly PR & GMC: Supporting a Revered Brand
- Curran Public Relations, LLC for Returning Sacred Lands: Global Ministries

Media Relations – Business-to-Business

- Jackson Spalding on behalf of The Coca-Cola Company for Coke Innovation Drives Buzz in Convenience Retail
- Cookerly Public Relations for Card App: Ondot Competes with Industry Giants

Media Relations – Consumer Products – Food and Beverage

- Rountree Group for Firebirds Heats up the Media
- Ketchum with VMLY&R, Spark Foundry, and The Marketing Arm on behalf of Wendy's for Wendy's: America's Favorite Breakfast

Media Relations – Consumer Products – Healthcare

- MKE Communications for Radio Recliner

Media Relations – Consumer Products – Non-Packaged Goods

- Ketchum with VMLY&R, Spark Foundry, and The Marketing Arm on behalf of Wendy's for Wendy's: America's Favorite Breakfast
- KWI Communications for This Richard Jewell Story is the Bomb

Media Relations – Consumer Products – Packaged Goods

- Porter Novelli for Panasonic's 2019 Holiday Look Book

Media Relations – Consumer Services

- Anderson Public Relations and Idea Associates for Park Springs Heroes Lock-In to Protect Seniors
- MKE Communications for Radio Recliner

Feature Stories

- Drew Public Relations for Today's Lesson: Sustainable Versatility
- Arketi Group for Miller Zell Displays Retail Leadership Amid COVID
- Arketi Group on behalf of Featurespace for Featurespace Solidifies Credit Union Expertise

Executive Communications

- Arketi Group for Equifax Enlists Arketi to Enhance Executive Visibility
- High Iron on behalf of Rural Sourcing, Inc. for Focus on Storytelling: RSI Executive Communication
- Arketi Group on behalf of NCR for Arketi Elevates NCR's Thought-Leadership

Best Use of Social Stories

- Children's Healthcare of Atlanta for CHEER-ful Nan Provides Inspiration Nationwide
- Piedmont Healthcare with Jackson Spalding for Piedmont Healthcare's Social Gratitude Series

Facebook Engagement

- good2grow and broadhead for Enhancing the good2grow Experience During COVID-19
- The Wilbert Group on behalf of Banyan Street Capital for Banyan + Feeding America Spreads Positivity

Instagram Communications

- IHG Hotels & Resorts for IHG Army Hotels: Hospitality for Heroes
- Northside Hospital with FleishmanHillard for New Mom Monday

LinkedIn Communications

- Cookerly Public Relations for Guardian Pharmacy Raises Long-Term Care Profile

Websites/New Digital Platform

- Arketi Group on behalf of RoomReady for New RoomReady Site Adds Engagement, Interactivity
- Primrose Schools with Jackson Spalding for Primrose Schools Transforms Parent Guilt into Art

Best Use of Data/Analytics

- Northside Hospital with FleishmanHillard for Northside/Gwinnett Social Channel Merger

Word-of-Mouth (Viral, Buzz, Talk Triggers)

- good2grow with broadhead for Enhancing the good2grow Experience in Atlanta
- Primrose Schools with Jackson Spalding for Primrose Schools Transforms Parent Guilt into Art

Creative Tactics

- Cookerly Public Relations on behalf of Georgia-Pacific for Georgia-Pacific America Recycles Day Game Show
- Arketi Group for Arketi Campaign Connects Clients with Remote Staff
- Piedmont Healthcare with Jackson Spalding for the Social Gratitude Series

Annual Reports

- Georgia World Congress Center Authority for its Annual Report 2019: Game Changers

Digital Publications (Single Issue Newsletters/Booklets/Calendars)

- Georgia Hospital Association for COVID-19: A Tribute to our Heroes

Online Videos

- Cookerly Public Relations and AJ Parker Media for A Day in the Life at Pinewood Forest
- Western Pet Services with Jackson Spalding for Western Pest Services Goes Western

Research/Evaluation

- good2grow and broadhead for Enhancing the good2grow Experience in Atlanta
- Arketi Group for Fiserv Research Shines the Light on Cybersecurity

Webcasts

- CHRIS 180 for Lunchtime Live Series During A Pandemic
- Arketi Group for Iron Mountain Takes Webinar Series to New Heights

Magazines

- Emory University Nell Hodgson Woodruff School of Nursing for Emory Nursing Magazine



Program Awards

Community Relations – Associations/Government/Nonprofit Organizations

- City of Avondale Estates for Plan A Park Public Engagement
- The Home Depot Foundation with Big Red Rooster, MSL and Sunshine Sachs for "Operation Surprise"

Community Relations – Business Products

- Cookerly Public Relations for Mercedes-Benz Curbside Caring COVID-19 Relief
- Cricket Wireless with Jackson Spalding for 12 Days of Cricket Spreads Holiday Cheer

Community Relations – Business Services

- IHG Hotels & Resorts for IHG Army Hotels: Hospitality for Heroes

Community Relations – Associations/Government/Nonprofit Organizations

- Children's Healthcare of Atlanta for the Strong4Life COVID-19 Parent Resource Hub

Content Marketing – Business Products

- Ketchum with VMLY&R, Spark Foundry, and The Marketing Arm on behalf of Wendy's for Wendy's: A Spicy Comeback

Crisis Communications

- Piedmont Healthcare for Piedmont Healthcare COVID-19 Crisis Communications
- Newell Brands for Compassionate COVID-19 Communications

Events or Observances – More than Seven Days – Business Products

- Ketchum with VMLY&R, Spark Foundry, and The Marketing Arm on behalf of Wendy's for Wendy's: A Spicy Comeback
- Novelis for Novelis Acquires Aleris: Forging Ahead Together

Events or Observances – More than Seven Days – Business Services

- The Wilbert Group for Hello Halcyon: Maintaining the Drumbeat
- IHG Hotels & Resort for IHG Army Hotels: Hospitality for Heroes

Events or Observances – More than Seven Days – Associations/Government/Nonprofit Organizations

- communications 21 for the 42nd Annual Atlanta Jazz Festival

Events or Observances – Seven or Fewer Days – Consumer Products

- Newell Brands and the Cercone Brown Company for Upstate Getaway with Newell Brands
- MSL and Hartmann Studios for Home Depot Breaks Through Holiday with Early Cheer

Events or Observances – Seven or Fewer Days – Consumer Services

- Porter Novelli on behalf of the Bayer Bee Care Program for Feed a Bee Makes a Buzz at the Saint Louis Zoo
- Primrose Schools with Jackson Spalding for Primrose Schools Transform Parent Guilt into Art

Events or Observances – Seven or Fewer Days – Associations/Governments/Nonprofit Organizations

- Emory University School of Medicine for Virtual Match Day 2020
- Children's Healthcare of Atlanta for Star Wars Day: May the Four-Year-Old Be with You

Financial Communications

- FleishmanHillard Atlanta with Global Payments for Global Payments: Atlanta's Fintech Powerhouse

Influencer Marketing to Expand Awareness

- Porter Novelli with BBDO and Mastermind Marketing for Bayer Bee Care Creates “Buzz” with Influencers
- Elmer's and Newell Brands for The Elmer's 'What If?!' Mystery Box Challenge

Integrated Communications – Associations/Government/Nonprofit Organizations

- Emory University Department of Medicine for Thank an Emory Health Hero
- Children's Healthcare of Atlanta for Combating COVID with Information and Inspiration

Integrated Communications – Business to Business

- Arketi Group for Korber Conquers Complexity During Global Rebrand
- Orkin with Jackson Spalding for Orkin Fights Coronavirus with VitalClean™

Integrated Communications – Non-Packaged Goods

- Cookerly Public Relations for Solar Powered Micro Homes Offer New Way of Living

Integrated Communications – Retail Stores and Restaurants

- Ketchum with VMLY&R, Spark Foundry, and The Marketing Arm on behalf of Wendy's for Wendy's: America's Favorite Breakfast

Integrated Communications – Consumer Services

- Primrose Schools with Jackson Spalding for Primrose Schools Transforms Parent Guilt Into Art
- IHG Hotels & Resorts for We're there. So you can be too.

Internal Communications – Associations/Government/Nonprofit Organizations

- Children's Healthcare of Atlanta for "Strong4Life Employee Wellness COVID-19 Response"

Internal Communications – Business - 1,000-10,000 Employees

- Cookerly Public Relations for MBUSA Tunes Up Its COVID Communications
- IHG Hotels & Resorts for the World's Largest Sales Call Week

Internal Communications – Business – More than 10,000 Employees

- Newell Brands for Compassionate COVID-19 Communications
- Novelis for Novelis Acquires Aleris: Forging Ahead Together

Issues Management

- Novelis for Novelis Urges Employees to Stay Cool
- Porter Novelli with BBDO and Mastermind Marketing for the 2019-2020 Bayer Bee Care Program

Marketing – Business-to-Business - Products

- Arketi Group for Korber Global Rebrand Conquers Complexity
- Dialogue for Cementing the Beauty of Cement Tile with Designers

Marketing – Business-to-Business – Professional and/or Financial Services

- Cookerly Public Relations for Deluxe Transformation: Champions of Small Business

Marketing – Business-to-Business – Retail Stores and Restaurants

- Ketchum with VMLY&R, Spark Foundry, and The Marketing Arm on behalf of Wendy's for Wendy's: America's Favorite Breakfast

Marketing – Consumer Products - Technology

- Fire Bee for Driving Growth for Lyft Across the Southeast

Marketing – Consumer Services – Healthcare Services

- Cookerly Public Relations for Cookerly PR and CTCA Atlanta:
Bolstering a Brand

Most Effective Campaign on a Shoestring Budget (\$5,000 or Less)

- ProjectPR on behalf of Franklin Pond Chamber Music for Franklin Pond Chamber Music Competition
- First Advantage for The New Future of Work
- Newell Brands for Compassionate COVID-19 Communications

Most Effective Corporate Social Responsibility Campaign

- Porter Novelli and G&S Business Communications for BeSure! Reminds Farmers to Protect Pollinators

Public Affairs – Associations/Government/Nonprofit Organizations

- CDC Office of the Associate Director of Communication and the EVALI Joint Information Center for Raising Awareness of a National Outbreak

Public Service – Associations/Government/Nonprofit Organizations

- communications 21 on behalf of Gateway85 Community Improvement District for Gateway85 CID's Candidate Forum
- Georgia Department of Transportation for the Changeable Message Signs Campaign

Public Service – Business

- Georgia Power for Power from a Different Perspective-Thank A Lineman
- Cookerly Public Relations for No Limits: Mercedes-Benz Tackles Gender Stereotypes

Reputation – Brand Management

- IHG Hotels & Resorts for IHG Slams the Door on Human Trafficking
- Cisco for Cisco as the Leader of the Internet for the Future

Best of Phoenix and Best of COVID-19 Communications

In these “Best of” categories, the top scoring program entries are independently evaluated once again by new panels of judges to determine the winners.

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Silver Sponsors



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Phoenix Awards and Awards Celebration Committees

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